



# Demographic viability and differences in attractiveness in the Alps: interrelations, constraints, opportunities

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# The Working Group Demography and Employment of the Alpine Convention

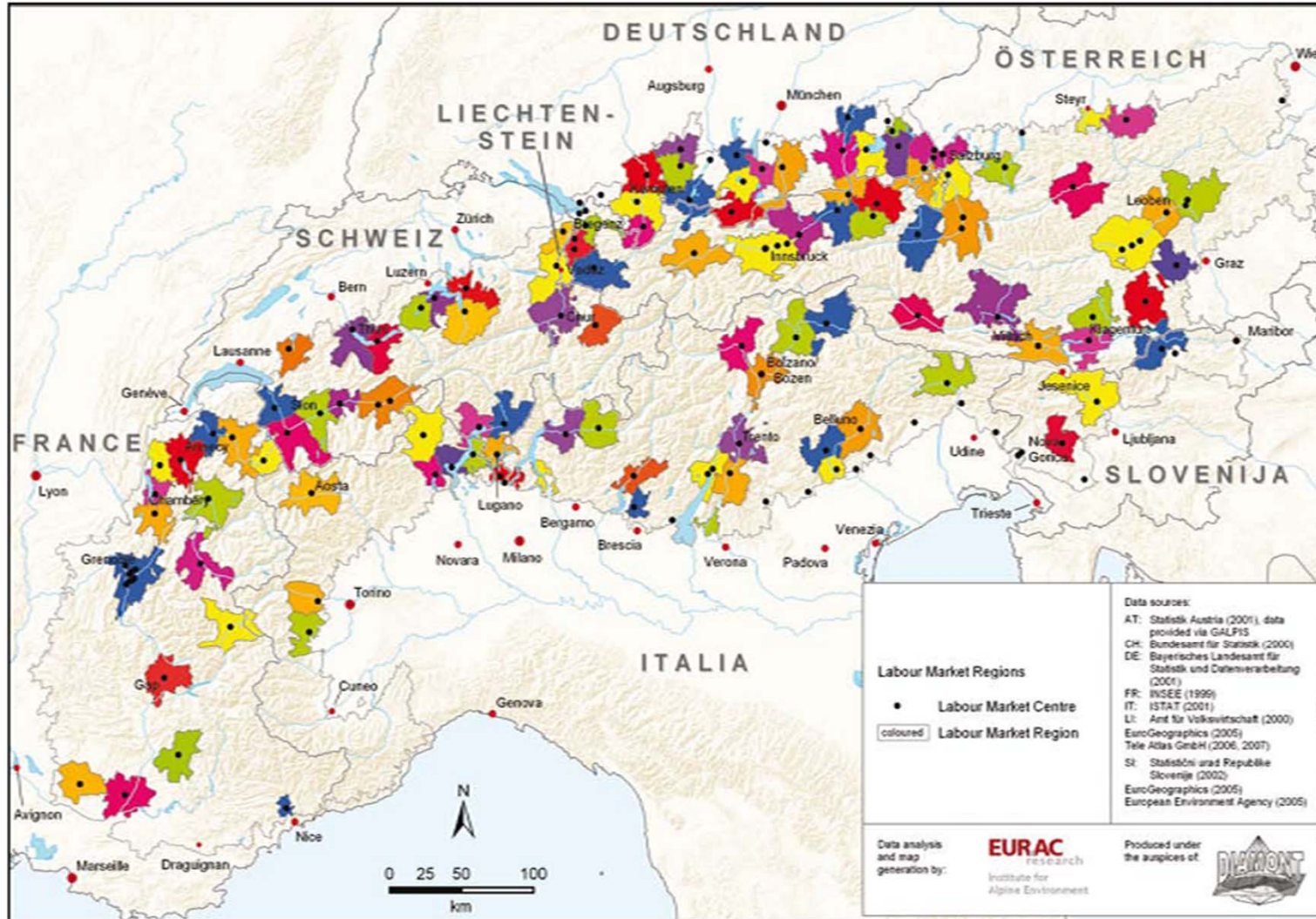
- The X Alpine Conference (Evian, France, March 2009) decided, with the decision on point B4/2, to establish a Working Group on the topics of demographic changes, regional development, employment, innovation and brain-drain.
- The WG Demography and Occupation has therefore paid special attention to the activities of COMUNIS and other Projects of European Territorial Cooperation in order to identify good practices of intermunicipal strategies that help increase territorial attractiveness and favour the demographic and economic relaunching of the more disadvantaged areas.



## Business & Society in the Alps

- **Business location** in the Alps seems to be dependent on appropriate *accessibility levels*
- **Business location** decisions have crucially affected (through sometimes highly complex interrelations) the population dynamics of the Alps
- **Employment trends** in the Alps reflect the general situation, with increase of jobs in services (but industry plays a central role in some regions, e.g. in Italy)

# Labour market regions location





## Clusters and business location decisions in the Alps

- **Clusters** represent a rather common feature of the Alpine economic system. Among the benefits they offer to businesses:
  - increased productivity
  - innovation
  - stimulus to new business
  - development of social capital
- **Location decisions** (e.g. of industrial plants) depend on factors like land availability and accessibility and tend to increase the distance between home and workplace, with effects on commuting rates



# Business location and the role of public administration

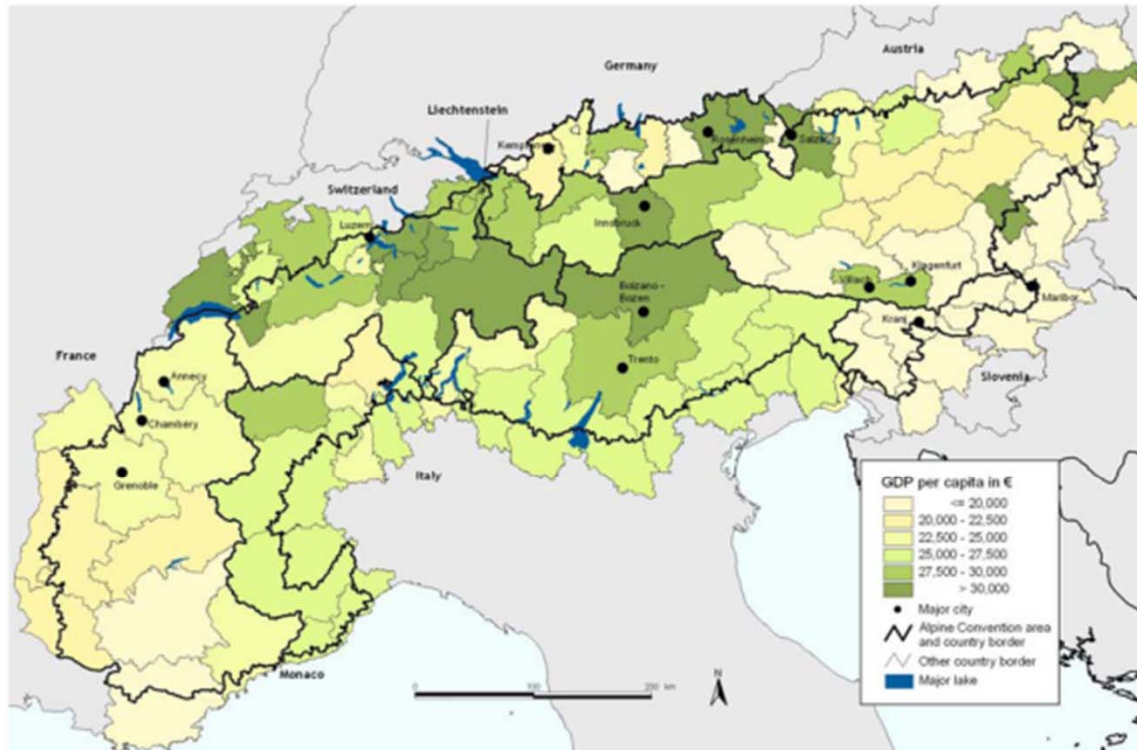
- Level of performed administrative functions
- density and diversity of existing economic activities
- availability of services and infrastructure for businesses
- presence of cultural and environmental amenities

All exert some influence on the location of services in the Alps

# Demography and Regional Economy in the Alps

- **Poly-structured economic centres** (cities and their surrounding areas) host 70% of Alpine inhabitants and represent an outstanding feature of today's Alpine territory
- Remarkable **economic interrelationships exist between alpine cities and peri-alpine metropolises** (e.g. Torino, München, Milano): higher levels of development are to be found in lower Alpine areas
- **GDP distribution** over the whole Alpine arc shows remarkable differences
- Often **employed workforce values reflect GDP** trend

# GDP distribution in the Alps



**Fig. 4:** GDP per capita in the Alpine Convention area.

Source: France (Eurostat, 2000); Liechtenstein (Landesverwaltung Liechtenstein 2001, [http://www.llv.li/pdf-llv-avw-statistik-fliz-07-2005-national\\_economy](http://www.llv.li/pdf-llv-avw-statistik-fliz-07-2005-national_economy)); Slovenia (Eurostat, 2002); Austria (Eurostat, 2003); Germany (Eurostat, 2003); Italy (Eurostat, 2003); Switzerland (Swiss Federal Statistical Office, 2003), Monaco (Central Intelligence Agency, 2006, <https://www.cia.gov/cia/publications/factbook/index.html>). For Switzerland national income has been used as proxy of GDP. Data licensed from European National Mapping Agencies, ©EuroGeographics. Croatia and Bosnia & Herzegovina country boundaries, water, DCW, 1999; cities, ArcWorld Supplement, 1999).





## "Shared value" for a new business development model in the Alps?

- **Shared value**: policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities where it operates
- Shared value creation focuses on **expanding the connections between societal and economic progress**



## Perspectives

- Study possible implementations of "shared value" initiatives in the Alps e.g. enabling local clusters development and taking care of these societal needs influencing market shape and creating internal costs for firms
- Assess the demographic and social consequences of business decisions
- Determine the worthiness of engaging in this action for local and regional public administrations