

PADIMA

Policies Against Depopulation in Mountain Areas



PADIMA:
**Territorial cooperation to
improve the attractiveness of
European mountains**

« Move to the Mountain Area »

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coordinator

Supported by:



Some words about the GP area



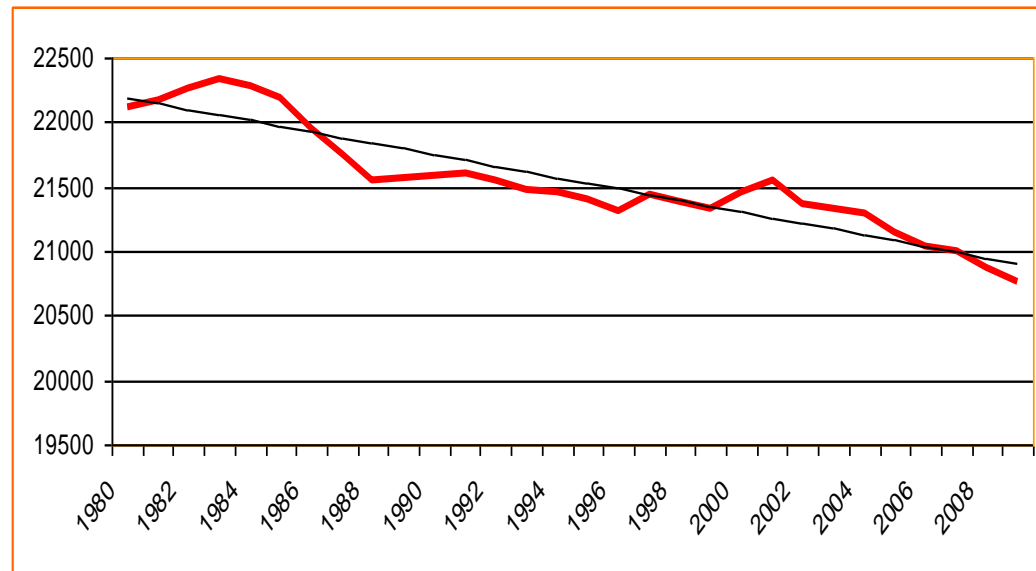
- 20.000 inhabitants
- Seven municipalities
- Two regional centres
- 200 km from north to south in the region.
- Many people live in one municipality and work in an other
- More than two hours to the nearest city.

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What was the problem?



- Young people moved out for education. Too few moved back.
- We thought that our region is a good region for living and working. We needed to tell it!

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How did we do?

3 Campaigns 2001-2011:

The First Class
Campaign 2005

Oslo-families with small children were invited to move to Fjellregionen on «first class».

Radio, TV and newspaper told our story.
Several families moved.



How did we do?

Do you miss anyone? 2008 and 2010

We used postcards and telephone to contact hundreds of persons with roots in the region.

Some of them have moved.
Many of them are discussing to move.



How did we do?



Start Here! Hunting for heroes 2010

Local entrepreneurs
were used to inspire
others to establish
companies in our
region.



*«In our region the real heroes are
those who create new business.»*

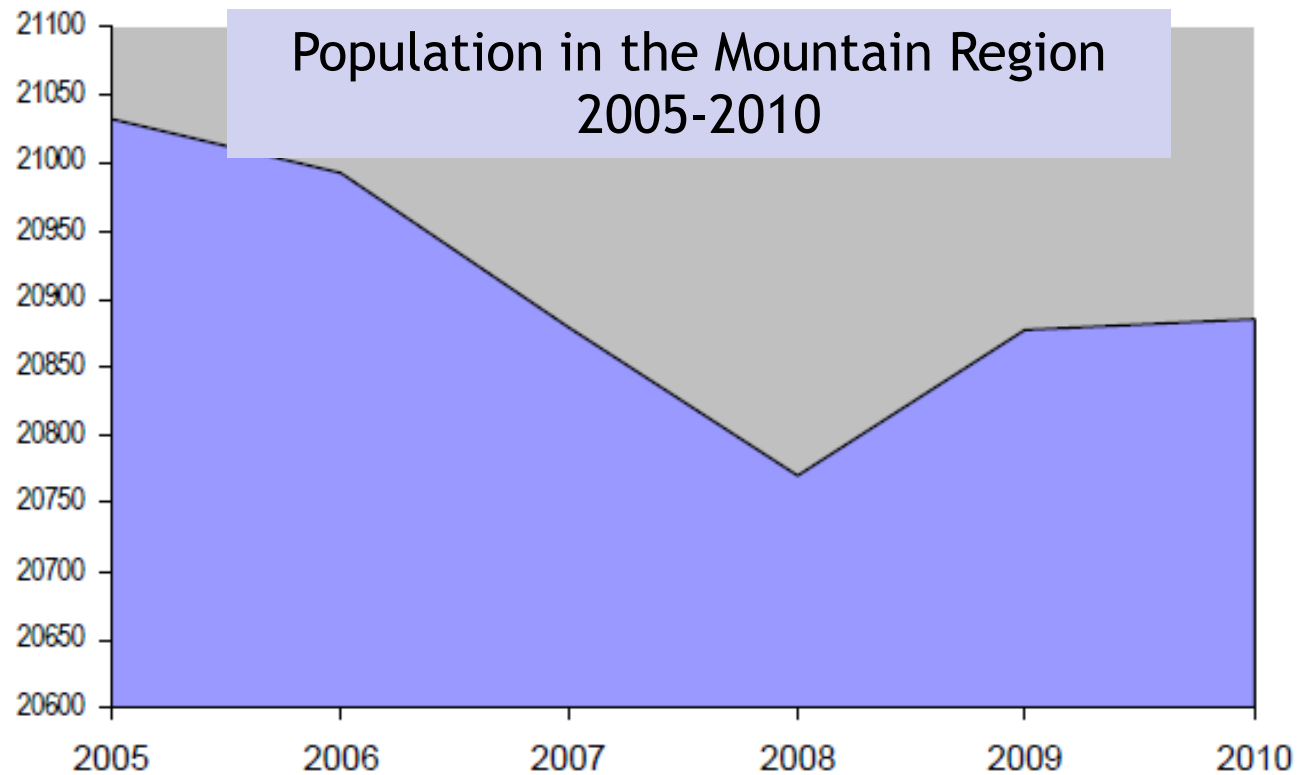
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fjellregionen.no

Does it work?



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Thank you!



For more information visit
www.padima.org



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