



YURA - Trans-regional Strategy for Areas with Young Population's Mobility Problems

Marshal's Office of Lower Silesia



**DOLNY
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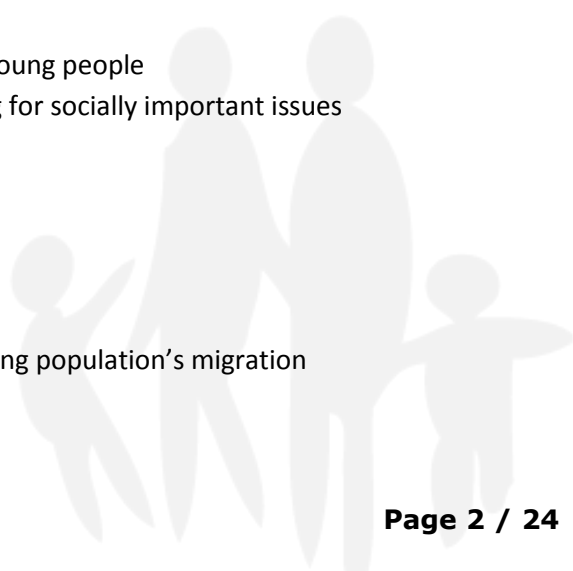
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1. Introduction

- Demographic and social changes such as a considerable decline in birth-rates, ageing of local populations as well as strong migration tendencies of the young will constitute one of the major topical issues of the coming decade as far as the regional development of the European countries is concerned. Many regions of European Union are beginning to lack qualified workforce and adequately trained professionals and experts. This is exacerbated by the out-migration of young people abandoning their homes in search of jobs, new opportunities and challenges which in turn aggravates the demographic and economic problems.

- It is the task of local and regional European government bodies to ensure adequate opportunities for professional development and to create appropriate and attractive living conditions for the citizens of the region. The above is to be achieved *inter alia* through upgrading the skills of young workers, providing adequate working conditions and the possibility to continue education, creating amenities and facilities improving the quality of life, seeking to develop a sense of identification with the region, which will halt the outflow of young people.

- In today's world the activity and livelihood of young people are subject not only to continual but also multifarious influences and transformations. Given the prevailing extension of the period of youth, young people reach certain stages of life later than previously. The current generation of young people finishes formal education, begins working career and starts a family at an older age than the former generation. An additional factor indicating the unique manner of activity of today's youth is the incident of the so-called 'nonlinear career development paths' as well as the individualization of the models of family life. In the former case, this phenomenon refers to the possibility of fulfilling diverse social roles simultaneously which in practice means that one can at the same time be a student, an employee and a parent, while in the latter case, it refers to the subordination of choices regarding personal life to individual desires, tasks or plans, meaning that decisions concerning marriage, professional career, education or family relations diverge from the standard ways.

- The multiplicity of the above phenomena and their multifaceted and dynamic nature should be taken into account in the course of developing strategies for young people both at the sub-regional, regional and national level as well as the international and transnational level.

- Documents approved by the European Union particularly include the *European Commission White Paper. New Impulse for European Youth* (2001) as well as the summary of European actions that were in progress after the White Paper had been published, namely the Commission's communication for the European Council entitled: **"New Impetus for**

European Youth: evaluation of activities conducted in the framework of European cooperation in the youth field" (2004).

- Currently youth policy has become significant for decision-makers and institutions and has a major impact on associated policies: from education, through to social policy, the labour market, to the culture of leisure and the quality of democracy. Youth, although getting a stronger focus in the present EU dialogues, being seen as resources and the basic of the future EU, is still seen as renewing element. The present discussions (EU2020, Youth Program, Youth on the Move) are still mainly focusing on how the young people could be integrated in the labour market. With the present unemployment rates this is of course a topic to be addressed, but we should led to a broader understanding of what youth policy actually represents (i.e. entry into the labour market, including issues such as housing, reconciling professional and private life, adapting the education system to labour market needs, migration, health policy, the impact on local and regional development, and finally, the functioning of young people in the public sphere).

2. Overall objective of the strategy

- The core specific objective of transnational transferable strategy is to counteract the negative effects of the ongoing demographic change and brain-drain in Europe. The strategic objective of the YURA project regions is to obtain a positive net youth migration rate (people up to the age of 35) by decreasing the number of long-term in/out-migrations, by encouraging the return from the short/medium-term migrations as well as by attracting people up to the age of 35 to the regions.

- Actions which need to be pursued or initiated appertain to many specific policies: education, the labour market, social policy, leisure time culture, the quality of democracy. In order for the strategy to be effective, it cannot be reduced merely to educational actions targeted at a specific age group but rather converge on the wider context of activating young people to pursue grass-roots (bottom-up) activities, their entering the labour market along with the entire spectrum of institutional issues (*inter alia*, tailoring education offers to suit the needs of the local and regional labour market, the reconciliation of family life and professional engagement, activity of young people within the public domain).

- Creating better job prospects for the young and encouraging youth to remain in their birthplaces will facilitate the acquisition of well-trained professionals by local workplaces and employers. Focusing on the youth which constitutes the main target group for both regional development and the development of innovative entrepreneurship, will have positive impact upon the entire region.

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Overall goals

- Stop emigration of specialists and skilled workers
- Reduce negative effects of the demographic and social change
- Increase efficiency of social infrastructure
- Improve human capital and social integration

3. Detailed priorities**3.1. Education and labour market**

The strategic goal of regions having problems with the migration of young population is to design the education and scientific policy supporting development of modern, innovative branches of economy and to allow young people to acquire new skills and abilities in carrying out their work duties properly. In order to effectively reduce the outflow of young population from the migration hazard region, there is a strong need to take into consideration the unemployment counteractions in the age groups up to 35 years old. The general activities should be focused on boosting social and economic development of the region within the context of increasing job opportunities for young people. Thus, private business initiative should be supported; the needs of local economy and labour market should be identified well and matched with the education offer.

Equally important goal is to reduce social, cultural and economic educational inequalities as in a longer perspective they may result in economic deterioration. Educational spending is the best long-term investment which brings in a certain profit. In general social dimension, education that contributes to equal opportunities, improves global competition, employment growth rate and maintenance of social welfare. The common access to all the educational levels is one of the main actions undertaken in order to raise the quality of human capital and thereby to prevent out-migration of young people from the region. That's why the equal access to education should be made an important public issue and necessary steps should be taken in that respect.

3.1.1. Adjustment of the education offer to the requirements of local labour market

It is commonly known that the education structure is mismatched with the employment structure. The system of education is not able to respond rapidly to the requirements of the economy, which results, on the one hand in a high unemployment rate among people in the age group up to 35 years old, growing number of people having problems with finding jobs after

graduation from schools and universities, and on the other hand in the shortage of employees having qualifications and skills required by the employers.

In the regions having problems with the migration of young people, such actions should be taken which will aim at eliminating discrepancies between the requirements of the labour market, local employers, on the one side, and the education offer and skills of young people – candidates for jobs, on the other side. Employers should be motivated and encouraged to be involved in the process of selecting career paths by young people and in supporting beginner employees. There also should be established a financial instrument for the paid work apprenticeship, scholarships which will enable entrepreneurs to describe for their own needs for the future employees' skills. Cooperation among small and medium-sized enterprises and big companies together with vocational schools, secondary schools and institutions of higher education should be also supported in the field of organizing scholarship programs and apprenticeship.

Support for apprenticeship, study and studio visits abroad (e.g., working for private and public employers conducting activities in partner regions of the YURA project) is recommendable to make good use of young people's courage and their need to face the challenge as well as to enhance the development potential of the region.

Regional and local governments should support proposals which engage the employers in designating a model, programs and the profile of education in the region. There should be established a forum which will work out recommendations for alterations in education, vocational, secondary and higher educational systems. The forum should consist of: representatives of employers, specialists from public and non-public institutions of higher education, formal and non-formal educational institutions, representatives of public offices working in educational and scientific fields. The work outputs of the forum should include: limiting the number of majors in surplus professions, opening the classes, specialties and courses training to perform scarce jobs, initiating contacts in order to work out an effective system of internship and apprenticeship, better adjustment of the education structure to the dynamically changing requirements of the labour market, increasing the significance of practical education for vocational, secondary schools and institutions of higher education, engaging the representatives of employers in fulfilling this program in schools and institutions of higher education.

The important matter is to build awareness in institutions reliable for education system in the region but also among parents and pupils in the area of realistic possibilities of employment in the region (current and prospective ones), e.g., by means of publicizing a list of surplus and scarce job professions, forward-looking evaluations of the labour market development and local economic development, planned investments in the region, etc. Apart from effective matching of the local labour market, the above mentioned will decrease the level

of frustration that may arise from working in professions incompatible with qualifications or inability of working after graduating from schools.

Indicators:

- the number of students of vocational, secondary schools and institutions of higher education undergoing internships or apprenticeship at the regional entrepreneurs,
- the percentage share of graduates from vocational, secondary schools and institutions of higher education employed by the regional entrepreneurs,
- the percentage share of students who participated in at least one apprenticeship, internship, training course abroad during their courses of study,
- percentage share of vocational and secondary schools that have entered into and execute cooperation agreements with at least one foreign institution.

3.1.2. Regional programs for youth unemployment counteraction

Since the main determinant of people's movement is economical factor connected with having a job and realizing material and professional aspirations, it is essential to develop programs for youth unemployment counteraction containing exact instruments addressed at various groups of unemployed people or people being at risk of unemployment. Help from public institutions and institutions carrying out labour market-related activities should be profiled on the basis of strict criteria. First group of actions should be addressed to active young people who need only consultancy or job agency services. Toward persons seeking jobs for a longer period, a second kind of instrument should be applied, and it should consist of support for training courses, apprenticeship or traineeship. A third group of services should be addressed to young people being long-term unemployed, and staying outside the labour market, and should consist of support from non-governmental organizations and social assistance centre.

The regional instruments, that allow young parents and parents from single-parent families to enter or return to the local labour market after a child care time, should be introduced or the existing ones should be enhanced.

The employers engaging young people should be offered a support which would make profitable to have the graduates employed for long-term employment contracts. The main problem of young people is not the lack of work but high level of uncertainty in keeping it. Alternative forms of employment which have been becoming more and more popular now, from the employers' point of view, allow to adjust the rate of employment to the standing of the company and the overall economic situation. At the same time, however, these forms do not provide efficient social

welfare benefits for employees, especially for young ones with little professional experience or working in low-income market segments. Thus an attempt should be made to balance the mechanisms of deregulation with instruments supporting the process of getting new jobs by young people.

Unemployment counteraction should be launched at the level of schools; hence it is necessary to provide organizational and financial support for career services, consulting centres, career counselling centres at schools, institutions of higher education and non-governmental organizations.

Indicators:

- the percentage share of the unemployed at the age of 18 – 35,
- the annual sheet of the numbers of new jobs created in the region,
- the financial allocation of programs aiming at youth unemployment counteraction and professional activation,
- the number of career advisers per 1000 students/pupils,
- the number of people under 35 being beneficiaries of professional activation programs.

3.1.3. Development of informative and communicative means

Necessary actions should be taken in order to reduce the digital exclusion which should be defined as a gap between people having and not having access to the broadband Internet. Low population density in the rural areas makes the costs of installing broadband internet high, so the private companies may not have enough incentives to invest in this kind of area. "Invisible market hand" may, at the very beginning, eliminate prospective users of the Internet. Municipalities in the YURA project area play the key role. The project of development of the Internet web should contain not only technical matters of accessibility of modern informative and communicative means in the area located in the remote distance from the centre (supply side) but it also should support the growth of supply for this kind of services in the rural area and in small towns. The common use of informative and communicative means improves the competitiveness of small and medium-sized enterprises in the region, increase the possibility to employ residents of the rural area and the area located in the remote distance from the centre without changing the place of residence and may also limit everyday commuting (teleworking).

Organizational support for the informative and communicative means may also contribute to the increase in importance of distance learning with the use of computer, the Internet and related opportunities (e-learning, e-teaching, other forms of e-education). In order to make the distance learning common, it is needed not only to have access to adequate means but also to create suitable teacher training programs (during Bachelor's and Master-of-Arts' course of major, postgraduate education training, and others). That's why the cooperation

between representatives of regional and local governments with institutions supervising the process of teacher training as well as with public and non-public institutions of higher education which train teachers, is needed.

Indicator:

- The number of households enjoying the access to the broadband Internet.

3.1.4. Entrepreneurship support and career counselling centres oriented to the needs of peripheral regions

Regional and local authorities should initiate and support actions taken by entrepreneurs in co-operation with research and development institutes and business support organizations by means of creating regional entrepreneurship support centres in the rural areas and in small towns. They will have the task to stimulate development-oriented initiatives and promote business initiative among local communities and local municipalities will support this type of initiatives in terms of funding sources, substance, organizational arrangements.

The recommended means of support for this task may include the following: creating intangible conditions for development of small and medium-sized enterprises in the peripheral regions, creating consultation and advisory centres for beginner entrepreneurs (graduates, young people, rural and small town residents) financed with the regional funds, sectoral entrepreneurship and business basics training programmes e.g., in the field of agribusiness, art craft and other services.

The support for establishment and operations of community enterprises and social co-operatives being a specific form of business operations satisfying social needs instead of profit-orientated operations will be regarded as a complimentary task in the peripheral regions. Community enterprises, aside from creating new jobs, serve integration purposes and public services (e.g., financing small rural schools, providing care services, maintenance of urban greenery and other public property cleanliness and order services), provide mutual services (e.g., Time Banks providing for mutual exchange of skills and services among participants associated by Time Banks), open marketing services, commercial, manufacturing or production businesses.

Indicator:

- The number of local entrepreneurship centres in non-metropolitan areas.

3.1.5. Mitigating educational inequality at all levels of education

Municipalities should appreciate the importance of network development of kindergartens and common pre-school care institutions in the rural area, and in consideration of

families in difficult culture-derived situation (under-educated, poor parents, multiple-children families) they should ensure – in assistance from inter alia non-governmental organizations and European funds - that at least one kindergarten is established in every village. The percentage share of children at the age of 2 – 5 years old taking advantage of full-time pre-school care should be increased and the rest of children should be provided with irregular classes run by proficient teachers who will involve parents to take part in active stimulation of their own children's development.

Municipalities should initiate and/or support "the second chance thanks to school" experimental development projects, namely the creation of innovative schools situated in trouble districts in big cities and in smaller towns where the best teaching staff would be employed, the learning scheme would be adjusted to the specific conditions, company-based apprenticeship would be offered, small classes would be created, which would lead young people back to integrity pathways or even to success stories.

Mitigation of inequalities in the access to education should be also stimulated at the last level of education, that is adult education. The number of people who study goes up mainly in those segments of society that have a more advanced educational background than average educational background, which means that adult education strengthens existing inequalities as it is first of all the education offer for well-educated people. The region, which wants to mitigate existing inequalities in education, should come forward with a policy which wouldn't limit itself to increasing the number of education offers but would differentiate it and with the help of incentives for underprivileged groups would allow socially excluded people to start learning.

Municipalities should support social initiatives and activities of non-governmental organizations working with children from dysfunctional families. Interregional projects (e.g., among the partners of the YURA project) promoting best practices in this field are recommendable.

Indicators:

- the financial allocation for the work with children and teenagers from underprivileged groups,
- the number of children at the age of 2 – 5 years old taking advantage of full-time pre-school care,
- the number of scholarships for the children from underprivileged groups,
- the number of people up to the age of 35 continuing adult education with regard to their social status.

3.1.6. Promoting gifted children and teenagers

Promoting gifted teenagers in the region should be comprehensive: parents should be motivated to work with gifted children properly, schools and teachers should be supported (both organizational and financial assistance), non-governmental organizations should receive help,

the scholarship system dedicated to gifted students should be established at each level of education. This support should be addressed to formal and non-formal, alternative, out-of-school education institutions, the offer of which stimulates development of talents and gifts, teaches how to pursue passions and follow interests of teenagers'. Innovative programs promoting gifted students in the fields of mathematics, natural science, engineering science, social science, humanities, art should be publicized.

Municipalities should also promote gifted children and talented teenagers indirectly. The decisions on closing or merging schools, to which too few pupils attend, should be made thoughtfully. Such decisions shouldn't be made only on the economic basic because classes with a smaller number of students give the opportunity for better education quality, individual learning, more extensive work with talented and gifted pupils.

Indicators:

- the number of pupils participated in programs for gifted children and teenagers,
- the number of students receiving scholarships for gifted pupils as broken down by residence address,
- financial allocation for organizations promoting young talents.

3.2. Quality of life

The quality of life is an ambiguous term, which has been proven by a variety of definitions from social science (philosophy, sociology), humanities (pedagogy, psychology), medical or economic science. One of the first definitions described the standard of living as satisfaction with life and the feeling of happiness¹, whereas four years later it was characterized as a degree of satisfaction in predefined areas of life such as: marriage, family affairs, health, neighbours, friends, household chores, professional work, living in a particular country, place of residence, leisure time, living conditions, education, quality of life². Later definitions started to describe the quality of life even in a broader sense, finally to describe it as "an individual's perception of his or her own living affairs with regard to cultural conditionalities, system of values, and in connection with their goals, standards and interests³." On the basis of the definition of the quality of life formulated by the WHO, Saxena S. and Orley J. have distinguished factors which account for the quality of man's life, such as: physical health, psychological condition, sense of

¹ Cf. Dalkey N.C., Rourke D.L., *The Delphi procedure and rating quality of life factors*, California LA (1972)

² Cf. Campbell A., Converse P.E., Rogers W.L., *The quality of American Life: perception, evaluation, and satisfaction*, New York (1976),

³ Cf. *World Health Organization. Report of WHOQOL Focus Group Work*, World Health Organization, Geneva (1993).

independence, relationships with other people, and environment in which a person lives⁴. The literature in the field of social and medical science also indicates the above described areas of human activity, where the quality of life reflects the way and the degree of satisfaction of various human needs, including one's perception of achieved living standard.⁵ In view of the above, and with regard to the specific profile of the YURA project, "the quality of life" will be perceived most of all in relation to satisfaction of needs within the framework of the social infrastructure, that is social needs of young people, especially in the field of education, culture, health, care over elderly people and transport infrastructure.

Referring to the aforementioned understanding of the term, overall objective of the undertaken actions is proposed as follows:

Creation of proper, efficient, accessible social and transport infrastructure in the region, that will allow young people to achieve satisfying standard and comfort of living, and will facilitate shaping and, than enhancing the social bonds among young people, between the young people and elderly people and between young people and their cities, boroughs, and the regions.

Realization of the overall objective that refers to the implementation of actions aiming at the improvement of life standard in the region seems to be possible by means of 6 sorts of actions that deal with different aspects of young people's activity.

3.2.1. Improvement of space-related and quality-related accessibility of educational institutions for children.

The availability of educational institutions, especially nurseries and kindergartens is particularly important for a group of people at the age between 25 and 35 years old, that is for individuals who have already established a family or are inclined to make such a decision. Thereby, from the point of view of young married couples or persons who cohabitate, one of the significant barriers which determine the decision on both growing a family as well as the decision on staying in a particular area, is the possibility of using various forms of childcare, which especially refers to a small child (up to 3 years old), that would allow parents to stay professionally active. By highlighting the need for different forms of institutional childcare, it is important to create conditions which would provide an appropriate and financially accessible offer for young parents, supporting the forms of institutional childcare and other kinds of pre-school educational units, such as for instance mother centres or company kindergartens.

At the same time a possibility to refer to complementary activities being an alternative option to basic activities or being their supplement may include: better use of existing facilities

⁴ Cf. Saxena S., Orley J., *Quality of Life Assessment. The world Health Organization Perspective*, European Psychiatry (1997), no 12 (sup. 3), p. 263-266

⁵ Cf. Tobiasz-Adamczyk B., *Jakość życia w naukach społecznych i medycynie. Sztuka leczenia. (The quality of life in social science and medicine. The art of curing.)* Warszawa (1996) (Warsaw 1996)

for institutional childcare (for instance nurseries and kindergartens), and accordingly to demographic trends of the region, modernization or repairs of selected facilities and amenities, the technical condition of which allows them to be adjusted to fit for a variety of childcare forms.

Indicators:

- the number of institutional forms of childcare (for instance nurseries and kindergartens),
- the number of children attending the institutional childcare,
- the number of children being in kindergartens in a particular age group (according to the legal regulations in respective countries) in relation to the population of pre-school children,
- the number of additional childcare amenities,
- an average amount of expenses on institutional childcare per one family,
- an average amount of expenses borne by an entity responsible for institutional childcare

3.2.2. Leisure time of children, young parents, young persons

The quality of young people's life manifests itself in the need for both educational and cultural development of children in school age and pre-school age as well as in accessibility of various kinds of educational and leisure facilities. Educational concerns are important for the parents, the more so as to the higher education level is strongly correlated to the possibility of finding a job and a brighter future for a kid. At the same time, the access to educational and leisure facilities also give young people the opportunity to spend leisure time creatively. This becomes even more important, as for contemporary young people living in the Old Continent, leisure time becomes more important than family, religion and politics. Consequently, the solutions that will educate and entertain young people, shaping and developing them on the basis of a positive model and substance, are recommendable. This is an important dimension as in the future it will limit social disturbance and prevent social pathology. Therefore the above solutions may include:

- support for the gratuitous or low-paid additional classes for children and teenagers,
- introduction of solutions allowing children and teenagers to travel to educational institutes/centres at a lower fare (for instance the "School Chart of Leisure Time"),
- recognition of the need for introduction of a "portable library" for children and teenagers living in the rural area,
- support and publicity of schools that have all-day education offer for children and teenagers,
- creation of conditions, both material and personal, on various levels of activity, necessary for teenager organizations, teenager clubs and centres, especially in the rural area.

It is also worth mentioning that two additional activities may be referred to. First of all, contemporary way of living of young people is strongly connected with virtual world. Thereby the analysis of solutions serving the development of social infrastructure referring to organization of leisure time should be connected with the Internet and mobile phones. By means of such tools, it is possible to create a regional system of information available online via the Internet or through websites dedicated to young people or via mobile telephones by means of text messages or multimedia messaging services allowing to inform young people on cultural events in the region and on the possibility for young people to join organization of such events. Secondly, young people (with or without families) tend to spend more time outside big cities/place of their residence. Thereby, the need for existence and proper maintenance of cycle lanes and walkways gains more and more importance. The location of above mentioned facilities should address accessibility of tourist attractions in the region.

Indicators:

- the number of additional school classes for children and teenagers free of charge available at schools,
- the number of low-income school classes co-financed with public funds available at schools,
- the number of schools that have all-day education offer,
- the number of "School Charts of Leisure Time" drafted by a competent body in relation to the number of issued/publicized ones,
- the number of libraries in the rural area for children and teenagers (the possibility to correlate them with urban areas),
- the number of teenager organizations in the rural area within the framework of one administrative unit,
- the number of teenager clubs and centres in the rural area.

3.2.3. Access to medical services to satisfy the residents' needs and requirements

Access to adequate medical facilities is one of the crucial elements of the residents' health care system in the region. Creating an opportunity for young people to grow in good health condition and for the offspring to enjoy support and parental care becomes a matter of great importance. The following crucial tasks within this field may be recommendable:

- the need to provide access to specialist health care for small children, for instance paediatric care, presumably taking into account the administrative division of the region;
- informing young people about health hazards arising from sexual activity. Morale and manners of the contemporary society as far as sexual life is concerned result in a number of changes in young people's behaviour (e.g., early sexual initiation, engaging in sexual intercourses with random

partners, “serial monogamy”, frequent changes of sexual partners). The above described habits may result in health hazards for young people who do not always can foresee the consequences of their actions, which arises from ignorance and lack of knowledge. That's why it is necessary to aim at establishment of the comprehensive system of sexual education that would cover the issues of sexual initiation, psychological and physical consequences related to sexual activity, methods of contraception allowing to avoid unwilling pregnancy (especially among teenage mothers) and to prevent sexually transmitted diseases. Students at secondary schools, upper-secondary schools, and institutions of higher education should be the beneficiaries of such educational system that would be tailored to the specific needs and requirements of each group category,

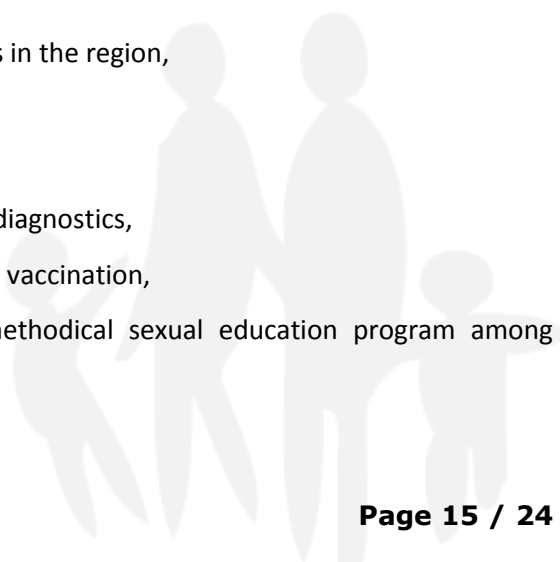
- the need to spread knowledge about vaccination. In this context recommended activities would be to create special programs that would aim at broadening the parents' knowledge on vaccination;
- informing and popularizing activities related to the early identification of development disorders, creating a regional early intervention centre for families with disabled children – coordination of activities relating to the access to information, monitoring of the above activities and their effects, preparing early intervention facilities, bulletin and leaflets publicizing early intervention.

The above described basic tasks to the extent of young people's health care and support for parental care of family should be supplemented with additional activities such as the following:

- search for and development of cooperation among different kinds of public and non-public entities in order to improve the quality of medical services and guarantee comprehensive and sustainable access to health care services,
- systematic monitoring of accessibility of medical service facilities for residents in the region in order to evaluate satisfaction of their health care needs and requirements,
- search for new solutions ensuring sustainable access to health care services and benefits.

Indicators:

- the number of general practitioners per 1000 residents in the region,
- the number of paediatricians per 1000 children,
- the number of dentists per 1000 children,
- the number of children undergoing early intervention diagnostics,
- the number of children who were given recommended vaccination,
- the number of schools that implemented the methodical sexual education program among teenagers.



3.2.4. Healthy lifestyle for improvement of health condition and quality of life among residents

Lifestyle is one of the key elements for human health. Diet, leisure time, keeping fit, stress and methods of reducing its consequences have a considerable impact upon human health during the whole life cycle long. That is why shaping desired attitudes and behaviour towards human health from the early childhood should become one of the main human health-related prophylactic measures. This issue has become particularly important, if we consider the percentage share of teenagers having problems with proper nourishment (obesity, eating disorders – anorexia, bulimia), choosing passive forms of spending leisure time as well as stress triggered by the pace of living and overwhelming school or professional responsibilities. These factors call for the need to address prophylactic informative and persuasive actions to all the category groups of teenagers (children, school teenagers, students, young adults, parents of small children). It is worth remembering that parents are first role models for their children - broadening their knowledge and parental skills will result in inculcating positive attitudes and health-oriented attitudes for their children. Among preventive methods, healthy diet and the importance of leisure and physical activity should be emphasized as a pre-condition for proper development and preservation of good health condition.

Another key element for health-oriented prophylactic is combating hazardous behaviour. The number of young people who occasionally or regularly drink alcohol, smoke cigarettes or abuse intoxicants and who engage in sexual intercourses with random partners or simply get involved in prostitution is slowly but regularly growing. That's why, it is important to prepare and implement prophylactic programs with regard to the above said matters to address the specific nature of the problem, its range of occurrence, and possible social and individual disturbance it may cause, remedial measures and peculiar traits of the beneficiary groups. These activities should be addressed to the three basic beneficiary groups: children and teenagers, parents, persons working with children on a day-to-day basis, and should be of long-term and comprehensive nature as well as should complement one another.

Indicators:

- the number of prophylactic programs,
- the number of teenagers' health mass media campaigns,
- the number of conferences, workshops, training courses addressing teenagers' health concerns,
- the number of prophylactic programs participants,
- the number of sports contests, competitions, events,
- the number of sports competitions participants.

3.2.5. Living infrastructure for elderly people and alternative elderly care

Taking into consideration the problem of aging of society in all the regions that take part in the Project as well as the needs of elderly people preserving at the same time good health condition of the elderly, it is possible to recommend basic actions allowing to perceive the phenomenon of aging society from two perspectives. With regard to the first aspect, referring to the support for the elderly, it may be limited to supporting and developing specialist social care of elderly people, ensuring the proper medical care system in order to guarantee appropriate living conditions and adjusting and developing regional economic structures for seniors in the region.

From the point of view of young people who are professionally active, all the above presented solutions are important since the expansion of care services as well as medical services for the elderly will require well and specially educated personnel (specialists). There being new jobs which guarantee professional stability. The development of economic structures dedicated to the elderly also means creation of new jobs in the sector of services, especially in retailing, the operational profile of which will be based on satisfying the exact needs and requirements of the elderly.

School teenagers may also be involved in the help and assistance for elderly people as a way of voluntary activity. This kind of solution may be deemed as a sign of so called intergenerational solidarity allowing to shape positive standards in human relations and as the support for working children in daily care of their parents.

The second perspective focuses on solutions allowing to use elderly people's potential in favour of children. This kind of solution would lead not only to activation of elderly people but it would also improve acting of young parents. In practice it could be voluntary activities undertaken by elderly people in favour of working with children, as a pragmatic form of help for the parents. Thereby, a "vital pensioner" is a person at a retirement age who could take care of children in pre-school and school age places specifically earmarked for such purposes when their parents would not be able to take care of their children. Such a solution would combine young parents' interests – employees, with the interests of people being ready to retire or already retired.

The effectiveness of basic activities may be strengthened by additional activities such as diagnosis on the existing specialist social and medical care for elderly people in the region in consideration of the arrangements for activities undertaken in metropolis, big cities of the region and its outskirts.

Indicators:

- the number of places in the specialist social care centres for elderly people in the region in relation to the number of people in the region who are classified as seniors pursuant to the applicable law and its regulations in the country,

- the number of places in the specialist medical care centres for elderly people in the region in relation to the number of people in the region who are classified as seniors pursuant to the applicable law and its regulations in the country,
- the number of groups of teenaged volunteers in favour of seniors,
- the number of programs supporting development of cooperation and intergenerational solidarity,
- the number of conferences, workshops, trainings on the problem of intergenerational solidarity.

3.2.6. Efficiency of transport services in the region

Existence of transport infrastructure being in well technical condition and that is tailored to the social demand (regardless of its type) should be considered as a factor supporting young people's intention to stay in the place of residence. Moreover, for young people who are professionally active and for whom the possibility to transfer and move fast, well-developed transport service is of great importance and may be a determining factor when it comes to the appeal of the region. It is possible, though, to live in one place, work in another and come back to the place of residence.

Therefore, the following activities referring to a broadly assumed improvement of different means of transportation are recommended.

- a) *In respect of transport services* it includes building new roadway infrastructure tailored to the volatile flow rate of wheeled vehicles, especially in the context of increasing the number of motor vehicles or scooters possessed by individuals, but also:
 - improvement and increase in the capacity of existing bus connections,
 - supporting development and ensuring the efficiency of public transport in the rural area,
 - supporting public transport services in consideration of the needs of students and young people working in big towns in the region,
- b) *in respect of air transport*:
 - increasing the number of international and domestic air connections offered by the nearest airport,
- c) *in respect of railway transport*,
 - improving and increasing the capacity of existing railway connections,
- d) *in respect of waterborne transport*:
 - developing water tourism on the biggest rivers, and inland navigation.

Whereas, the following additional activities especially referring to the roadway transport may be recommendable:

- optimization of the number and frequency of transport connections in the rural area,
- optimization of the number and frequency of transport connections between big cities and smaller towns in the region,

- optimization of the number and frequency of transport connections with commercial centres,
- optimization of the public transport especially in evening hours and weekends.

Indicators:

- the roadway kilometres recently built,
- the number of repaired roadways,
- the percentage share of residents using public transport services (in general),
- the number of passengers using public transport connections (including rural area),
- the number of public transport connections in the rural area,
- the number of public transport connections in the region, including the time of a day,
- the number of passenger rail connections (overall),
- the number of passengers using railway transport,
- the air mobility index,
- the number of passengers transactions,
- the kilometres of cycle lanes.

3.3.Active citizenship and youth activity

The youth-related strategy should be implemented based on the mainstreaming approach which is characteristic for modern democratic societies. Young people should be treated subjectively as partners in dialogue with the representatives of the political and public domain and not merely as subjects of a top-bottom policy, however well-defined. Therefore, the young should be encouraged to participate in shaping the surroundings around them, which may be achieved by means of fostering citizenship, supporting participation in the public domain and allowing for co-decision in issues crucial both to the young and the region.

Increasing young people's sense of identification with the region is a factor which might contribute to a significant limitation of the outflow of young people from migration hazard areas. This can be reinforced not only by means of providing work, access to housing, broadly understood infrastructure increasing the quality of life but also by fostering active participatory citizenship seen as involvement in measures and actions constituting elements of traditionally defined civic society.

Social activities and action for the benefit of one's own local environment enables young people to satisfy their need of belonging and the sense of being useful and needed. Moreover, acting within the public and political domain allows for self-fulfilment, pursuing one's own interests, likes and dislikes as well as broadening one's mind. What is more, this allows for the implementation of support functions, closely connected with the concepts of self-help and

charity work. Social activities not only provide for the possibility to develop human relation skills, negotiation skills, skills of interacting in a group but also allow for developing managerial and cooperation skills, teach entrepreneurship, organization of working time and independence. Operating within the third sector offers young people the opportunity of putting their own ideas into practice instead of the obligation of merely passive implementation of programmes.

Non-governmental organizations contribute largely to acquisition of the skill of constructing a network of social connections for on the one hand they stimulate the development of citizenship among the residents, whereas on the other hand they serve as a tool for access to various resources: financial, cultural and political. This appertains both to organizations acting within the domain of social welfare and support and all sorts of associations and workers and employer organizations that cooperate to the end of delivering joint benefits.

General Objective:

Implementation of the youth into conscious participation in the social life and the shaping of its legal and political framework thus increasing their sense of personal agency, impact on the surrounding reality as well as identification with their living environment.

3.3.1. Developing active citizenship among young people

Support for the participation of young people in the public life and actions for the benefit of the community should be combined with education within the field of active citizenship, which would prepare the youth towards being a part of their local communities. The process of social capital building is necessarily connected with grass-root (bottom-up) types of activities. While regional authorities create the formal and administrative space conducive to the formation of citizenship, it is the people who through their actions must create conditions for a strong civic society.

Active citizenship is not determined solely by individual motivations or cultural resources of an individual. Within some political systems, citizenship education is conducted in an institutionalized form (e.g. in Germany), while in others social organizations take precedence. A major educational programme involving civic knowledge, municipalities, the third sector, and subjective actions is indispensable. Such a program should spread across the entire educational system (including schools, pre-schools, youth community centres, formal and non-formal education).

Municipalities should seek to create conditions for the participation of young people in the life of local communities, to promote their involvement in the activities performed by non-governmental organizations and to support youth volunteer activities. Attending meetings and gatherings, and conducting joint actions enable young people to acquire valuable social and

political skills (stating one's opinion, public speaking, negotiating, finding solutions, building coalitions, reaching compromises).

The support of non-governmental organizations with the aim of activating young people proves to be important. The representatives of municipalities and public administration should co-operate more closely with schools at every level and support these institutions in developing citizenship by attending classes on local governance, active civil participation, the region, voluntary actions and activities.

Therefore, it seems useful to perform the following principal actions:

- support and development of non-governmental organizations within the region
- providing education on civil participation as a part of educational system (schools and pre-schools education)
- providing support for youth voluntary activities by establishing regional volunteer centres

Whereas, the supplementary actions specified herein below may be considered complementary to the principal actions:

- social campaigns to raise civic awareness
- participation of municipalities and local/regional government representatives in educational classes aimed at developing citizenship

Indicators:

- The percentage share of total number of young people in the region acting and operating within the structures of social organizations
- The number of non-governmental organizations within the region acting for the benefit of the young
- The number of social organizations within rural areas acting for the benefit of the young
- The young people's level of participation in public events
- The percentage share of people over the age of 35 in municipal elections (on the regional level)
- The number of young volunteers in the public administration sector
- The number of young volunteers in the non-governmental sector
- The number of classes in schools at all levels of education held with the participation of municipal representatives and officials.

3.3.2. Constant consultations with the young for socially important issues

Young people's participation in decision-making processes at various levels of community management with particular consideration of local communities will boost the sense of having an impact on the surrounding environment as well as the level of identification with the

mutually developed solutions. It should be the consistent practice of municipalities and public administration institutions to hold consultations with young people being members or not members of various organizations.

Among the recommended methods of consultations are the deliberative polling and the citizen juries method. The first method was developed in the 1990s by prof. Jame Fishkin and prof. Robert Luskin with the aim to overcome 'rational ignorance', as termed by social studies that is the reluctance to provide information on a given subject if a situation calls for individual commitment. This method is devised so as to reveal what would have been the public opinion's thoughts on a particular topic, had it been previously allowed to consider the subject and had it been equipped with more information. The participants in the discussion receive informational materials concerning the issues at hand which are prepared so as to reflect any and all political views and standpoints. In this way deliberative polling enables the citizens to consider a given matter in a broader and more diverse perspective and thus attracts more interest in public affairs. Therefore, not only is this instrument beneficial to young people participating in deliberative polling but also to the public administration, the decision-makers as well as to the local communities which in the long run may enjoy the potential of the active participation of young people.

The citizens juries method is based on the work of a relatively small group of citizens who are not experts or persons directly involved in this case. Such people's work is similar to the proceedings undertaken by jurors, namely they process a case and deliver a 'decision'. The jurors (judges) obtain materials specifying various ways in which a given issue may be solved; they can also hear the parties and witnesses to the case. The panel is not expected to reach a formal consensus but rather to naturally challenge (and often share) views and opinions. The participants first familiarize themselves with the materials and hear the parties, and then work on formulating a recommendation. The citizen juries method is most frequently used for reaching decisions concerning current and disputable issues. By means of the 'informed debate' and the results thus obtained, the citizen juries are to support authorities as regards the desirable direction of settlements. The main purpose of this method is not to devolve decisions into the hands of the citizens, but rather to achieve their support of decisions made by authorities. This method allows young people to participate in formulating recommendations not only concerning the young, but more broadly appertaining to their local communities.

Moreover, local and regional decision-makers should co-operate with the existing institutions bringing together publically active youth, such as a regional youth parliament so as to extend its scope of actions to exceed beyond developing active citizenship among the young and coordinating its self-government activities, in order to become a real and effective platform of cooperation, exchange, discussion between young people and representatives of administration and local and/or regional governments.

Therefore, it seems useful to perform the following principal actions:

- development and support of a regional youth parliament
- introduction of social consultations and citizen panels with the participation of people aged 18-24 and 25-35

The supplementary actions complementing the principal actions:

- educational campaigns on the social consultation methods conducted at second-degree schools
- co-operation between the regional youth parliament and public administration and municipalities

Indicators:

- The number of held citizen consultations and panels with the participation of residents not exceeding 35 years of age
- The number of regional youth parliament sessions
- The number of social campaigns targeted at young people and accentuating the need for active citizenship

4. Recommendations from YURA regions

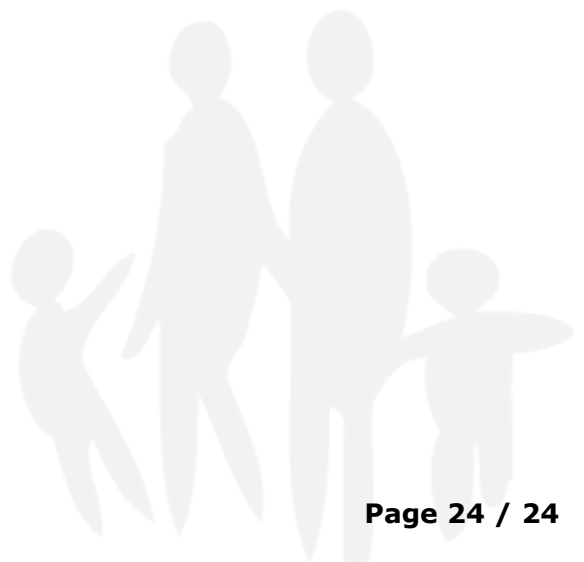
- 1) To strengthen the region's youth sector further and co-ordinate enhanced co-operation among regional governments, educational institutions, employers and youth organizations;
- 2) To provide the youngsters adequate conditions for staying in the areas where they used to live, meaning especially an easy access to labour and housing market, health, social, culture and education services;
- 3) To take the political and administrative measures necessary to encourage all the region's sectors, in co-operation with the youth sector, to take into account the youth dimension when defining and carrying out programmes of activity;
- 4) To foster partnership within the European Union in the youth field as an example of good co-operation between the partners;
- 5) To link schools and local companies formally through partnership agreements in order to show pupils career perspectives within their home region;
- 6) To provide the regular local public transport, especially for people from the rural areas who suffer a structural handicap and can not participate fully in cultural and social life of the region;
- 7) To insure fast and - if possible free - internet access such a "right to

information”;

8) To promote a well-rounded social life;

9) To regard children and young people as an investment for the future and not as a costly problem to solve;

10) To attract well educated young talents to the local economy and let them settle in the region.





YURA - Social and Demographic Profile of Strategy Partners along with Specificity of Migration of Young

Marshal's Office of Lower Silesia

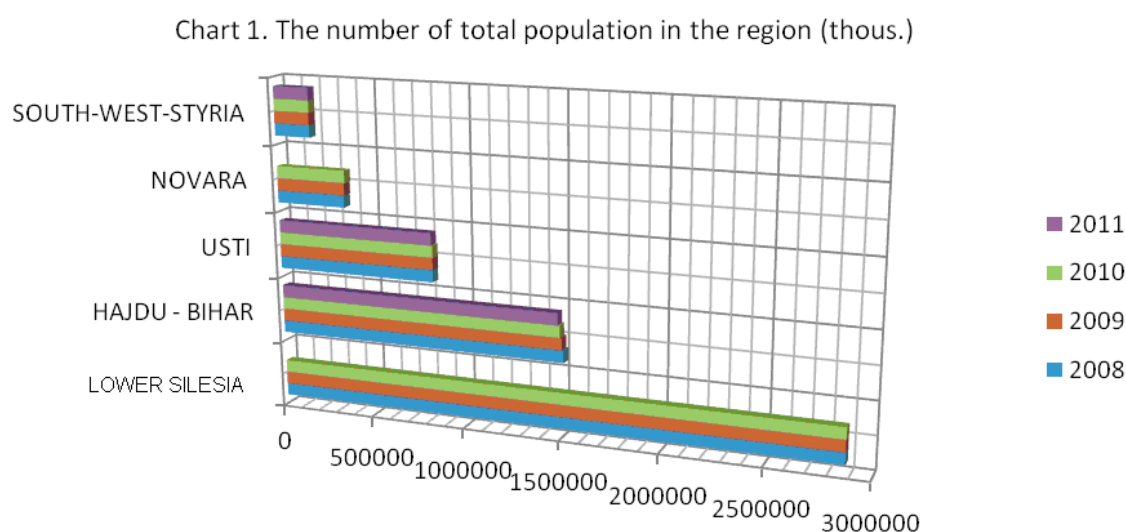
Social and Demographic Profile of Strategy Partners along with Specificity of Migration of Young People

- The participating regions: South-West-Styria (Austria); Ustí (Czech Republic); Burgenlandkreis (Germany); Lower Silesia (Poland); North Great Plain (Hungary); Novara (Italy) were and currently are all suffering from above-average migration of especially young and qualified people.
-
- Taking into account the criterion of size regarding both the territory and the demographic potential, it appears that the project participating regions are of a great variety in that feature. Lower Silesia is the largest region, Hajdu – Bihar is the second in size, followed by Usti, Styria, Bundeslandkreis and Novara.

In 3 cases out of 6 regions, a positive correlation between the territorial and demographic criteria develops. Lower Silesia is the best example as it is both the largest and the most populated region. Analogical regularities are characteristic for Hajdu – Bihar and Usti. In the context of the remaining YURA Project partners, namely Styria, Burgenlandkreis and Novara, the first two regions has a comparable territorial and demographic potential and at the same time each of these regions has a population smaller than Novara, even though the latter has the smallest territory. It means that Novara is substantially more populated than the regions of Styria and Burgenlandkreis.

It must, however, be clearly stressed that the size of a given territory or its population density do not directly determine the types of social problems occurring therein, including the out-migration of young people. The scale and intensity of migrations are most frequently common in many regions regardless of their territorial or population potential.

Chart 1. The number of total population in the region (thous.)

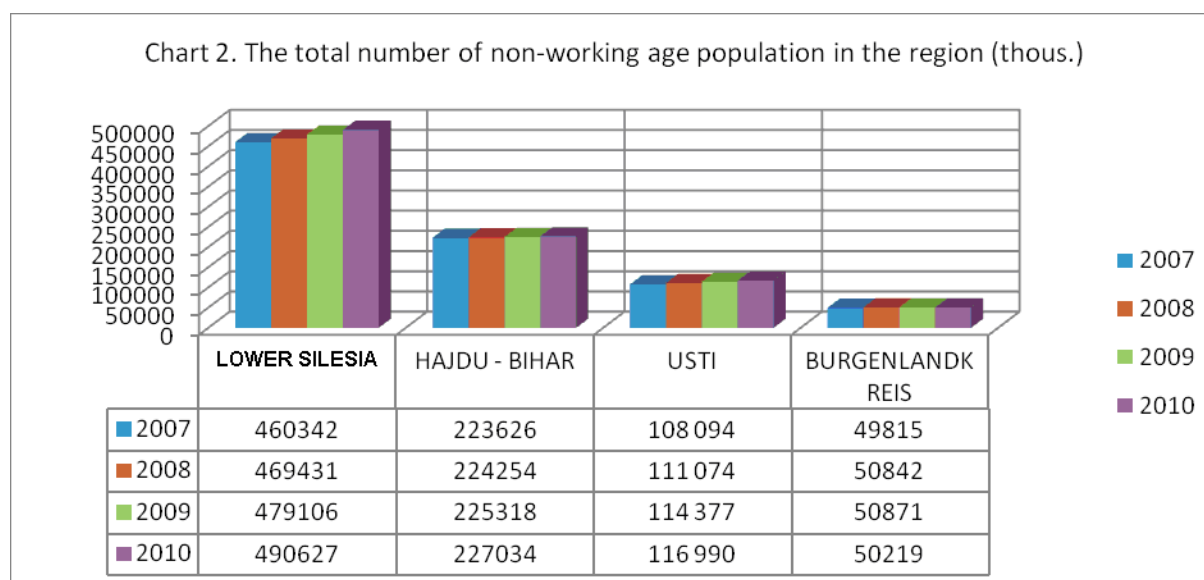


Even though the regions greatly differ as far territorial and demographical issues are concerned, they are comparable with respect to their demographical potential regarding the population and the vital events as well as the existence of a regional economic development profile, including professional engagement.

Referring to the statistical data¹ it is possible to determine several regularities concerning the population and the vital events of the particular regions including changes and the above growth rates.

Firstly, a general decrease in the population has occurred in the vast majority of regions (with the exception of Novara), and secondly there has been an increase in the old-age dependency ratio (Chart 2).

Chart 2. The total number of non-working age population in the region (thous.)



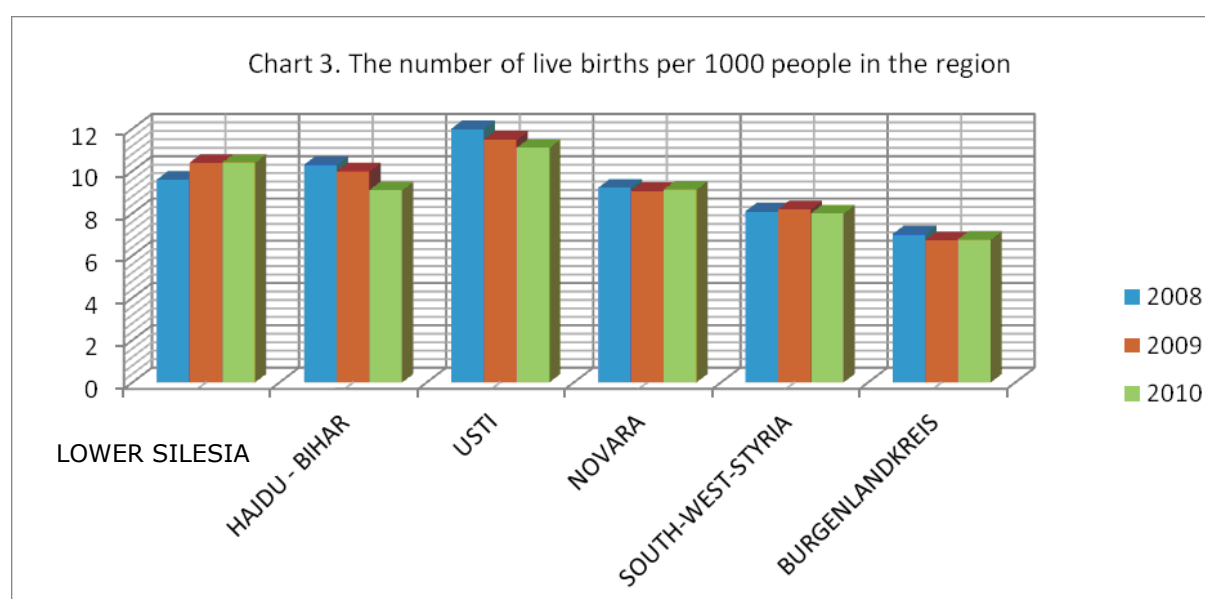
The occurring trend is in line with the demographical forecast for the Old Continent, according to which the process of population decline and the ageing of societies will accelerate. The falling birth-rate and simultaneous extension of an average life expectancy means that in 2000-2020 the number of people between the ages of 65-90 in Europe will have increased from 16% to 21% of the total population of the European Union, while the number of people in the age of

¹ Obviously it is difficult to formulate theories on the basis of statistical data relating solely to the last few years by pointing to changes in the population and the vital events occurring in respective regions. Nevertheless, it is worthwhile to indicate the displayed tendencies for it is on their basis that the regional policies of particular regions as well as the goals and tasks of the YURA project should be constructed.

15-24 will have dropped to 11%². Taking gender differences into consideration it is worthwhile to point out that although the general number of women in all regions under analysis is higher than that of men, the general number of women falls and what is more the value of the ratio of gender participation is being determined by the aging status of each population. This means that in older populations the proportion of women increases since the statistical average life expectancy for this gender is longer than for men. Whereas, the increase in the number of people of non-working age is accompanied by the clear decline in the number of people of working age (15 – 64-year-olds) or the percentage share of people remaining at the same level. The first regularity may be noticed within the regions of Lower Silesia and Usti, while the second one can be observed in the regions of Styria and Hajdu – Bihar.

As partners from the Usti region indicate, the ageing of societies constitutes a predominant feature across Europe and is the consequence of such processes as postponing the decisions to start a family by young couples, decrease in the general number of children in a family or finally the out-migration of young people. Taking into account the number of children in a family, all regions are characteristic of a lower level of fertility (Chart 3) and the falling number of live births (Chart 3).

Chart 3. The number of live births per 1000 people in the region



The above tendency is particularly visible within the Hungarian, Czech and Austrian regions. Furthermore, regardless of slightly better figures within Lower Silesia and Novara, the current level of fertility in all regions does not ensure the succession of generations which causes the aging status of the residents of such regions to undergo continuous ageing processes.

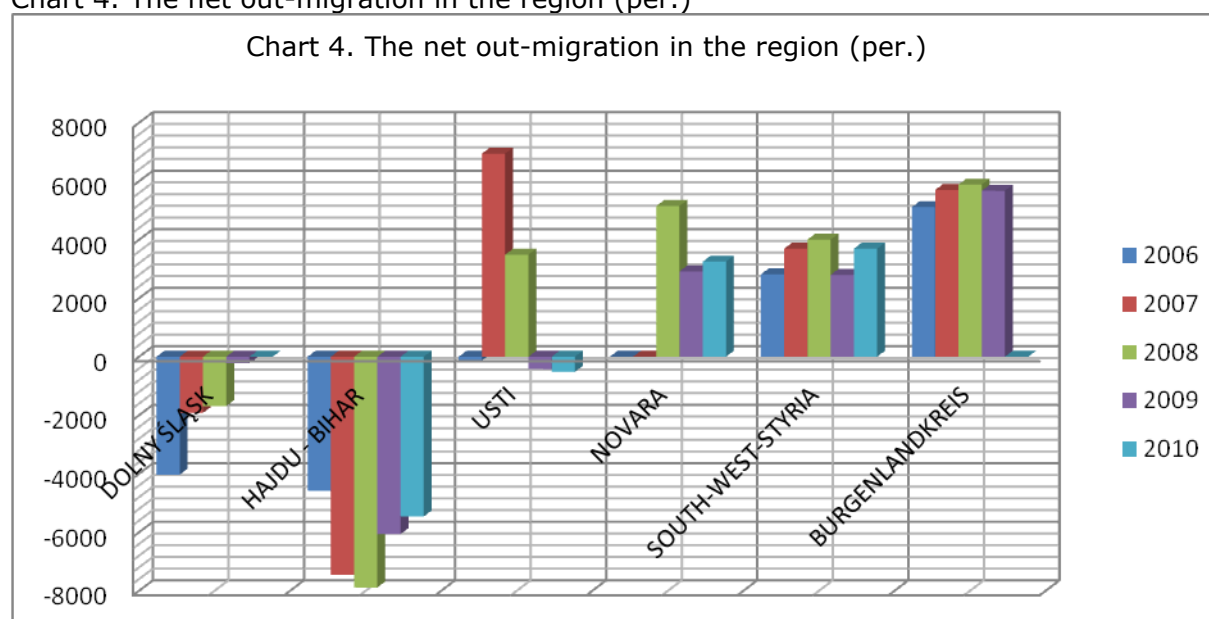
The Authors of the report from Lower Silesia and Burgenlandkreis point out the process of aging of societies. The first document shows that between the years 2006 – 2010 the ratio of people

² *European Commission White Paper. New Impulse for European Youth*, COM (2001) 681 final, Brussels 21.11.2001, p. 8.

of the pre-working age in relation to the entire population decreased by 1,1 percentage point (from 18,5% in 2006 to 17,4% in 2010), while the percentage share of people of the non-working age increased by 1,4 percentage point (in 2006 amounting to 15,7%; in 2010 – 17,1%). The second report forecasts that by the year 2020 the number of people between the ages of 55-65 will have been regularly increasing with a relatively proportional loss of people at the age of 25-35.

The national and international migration is a phenomenon determining the potential of the population within each region. As regards out-migrations, the largest number of people left Hajdu – Bihar and Lower Silesia between the years 2006 – 2010, which should mainly be cross-referenced against the economic changes occurring in the Old Continent. This element has drawn the attention of the Authors of the Usti report who specifically emphasized that this region had only been attractive for migration during economic prosperity periods, which is a factor causing positive net migration. During economic crisis in the region quite the contrary is true with a clear reversal of the previous trend and the negative net migration. The positive net migration within the Styria, Novara and Burgenlandkreis regions confirms the rightness of the thesis that they are economically attractive during prosperous periods. These regions belong to affluent countries – the European Union Member States, that before the crisis, used to be attractive places to stay in (Chart 4).

Chart 4. The net out-migration in the region (per.)



While analyzing migration it is the particularity of this phenomenon which is especially noteworthy. Gender is a significant variable within the Burgenlandkreis and Usti regions. It means that the German region is experiencing the migration of young women from agricultural regions and overrepresentation of men in these very regions. It has been estimated that a

socially significant disproportion will occur after the year 2015 and will in particular cover the women between the ages of 25 – 45. In Usti, however, it is mainly young men who migrate from the region, which seems to be an exception against the backdrop of the remaining regions within the Czech Republic (in 2008, 63% of all the population arriving to the region were men). The size of urban centres existing in the region additionally influence the specificity of migration. Young people frequently leave for the bigger cities within the region, such as the capital of Lower Silesia – Wrocław, the cities of Milan and Prague in the Italian and Czech regions accordingly, the Bohemia and South-Moravian regions.

The economic profile of the majority of regions dominated by industrial development and progress within the services sector is also similar. A steadfast increase in the number of people finding employment in the services sector and a significant percentage share of people employed in the industrial sector remaining predominantly at the same level, is recorded across almost every region (Chart 5 and 6). As far as Burgenlandkreis is concerned, the above is manifested by a slight increase in the number of industrial sector workers with a simultaneous minimal decrease in the service sector, which results in the growth rate of the mining industry, in particular coal mining, metal-processing industry, mechanics, building and agricultural development, food and beverage production and vine growing. Moreover, the growth rates for the region are determined by the beneficial changes taking place in the fields of logistics and economy, the use of renewable energy resources and the development of health care. The region is also regarded to be a significant tourist destination due to its landscapes and infrastructure.

Chart 5. The percentage share of population employed in the services sector

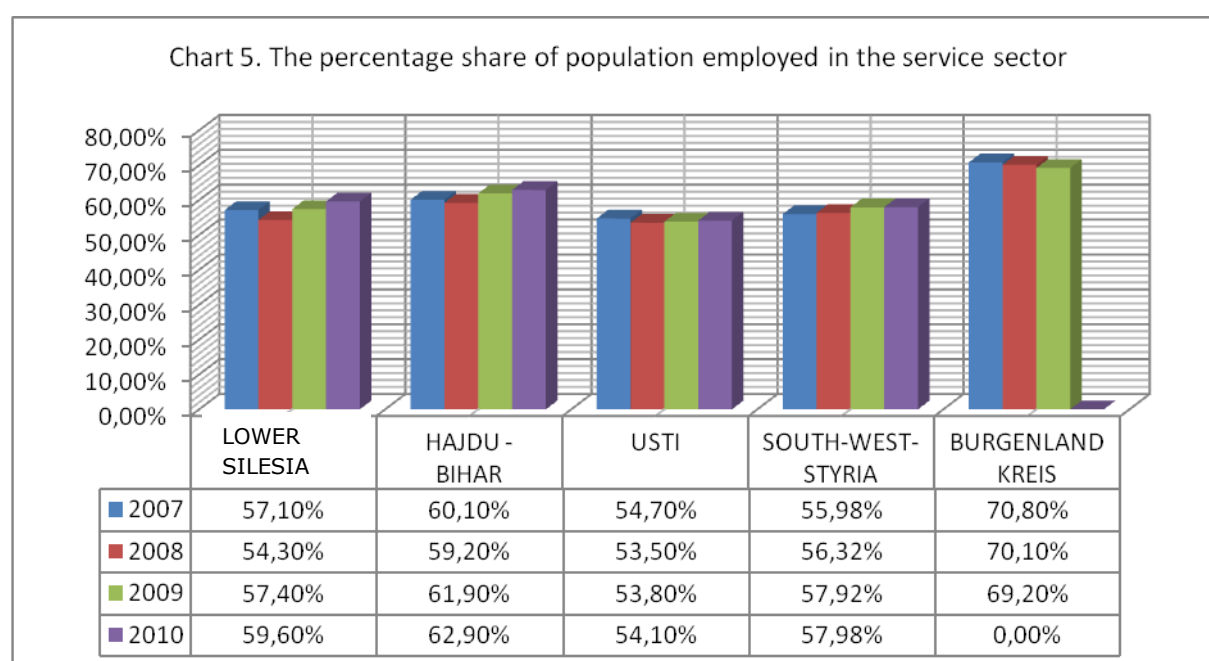
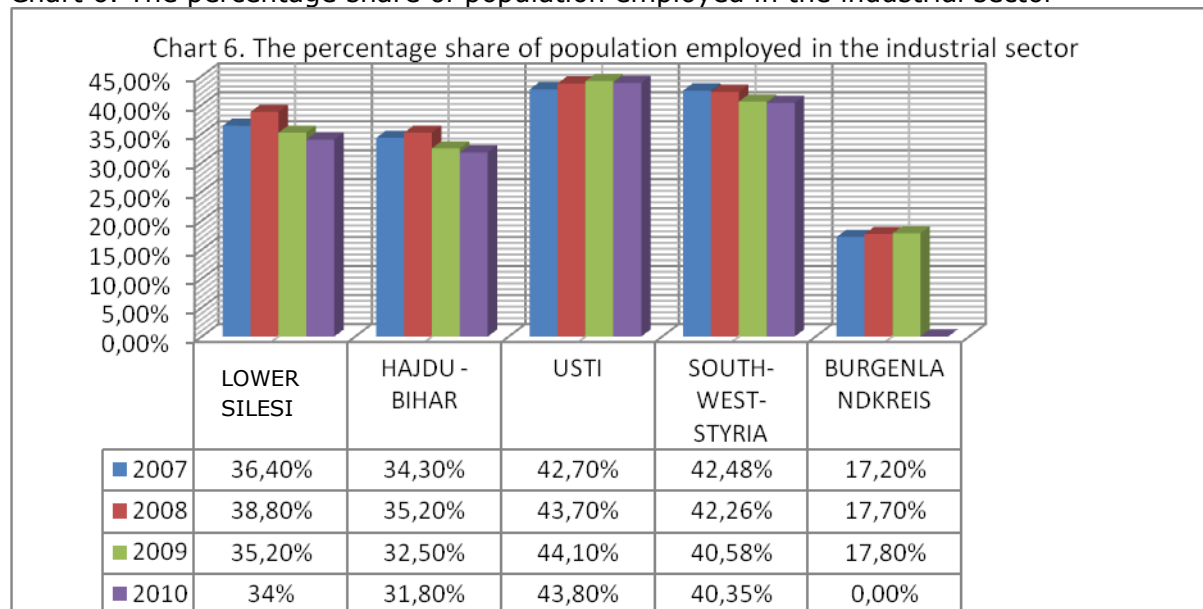


Chart 6. The percentage share of population employed in the industrial sector



The drop in the number of people employed by industry in the Usti region is compensated by an increase in professional engagement in the building industry and the services. The development in the services sector appertains mainly to growth rate of the health and social care services as well as advancement in education and technology. The changes are accompanied by the falling percentage share of trade in the economic development of the region, car maintenance works and the regress in the monetary sector. The economic profile of the Lower Silesia region is also dominated by the mining industry, followed by the growth rate in the services sector, in particular as regards tourism and leisure activities. Therefore, the vast majority of people employed in 2010 worked in the services sector (59,6%), followed by the industrial sector (34%) and agriculture (6,4%). Novara also constitutes a highly-industrialized region particularly as regards the chemical, mechanical, textile and technological industry. In 2010, 28,3% of working people were employed in the industrial sector and 68% in the services sector. The economic growth processes in the chosen sectors are, however, entwined with either a generally high unemployment rate in the region, including unemployment among young people, or the unemployment rate that is constantly high. (Chart 7).

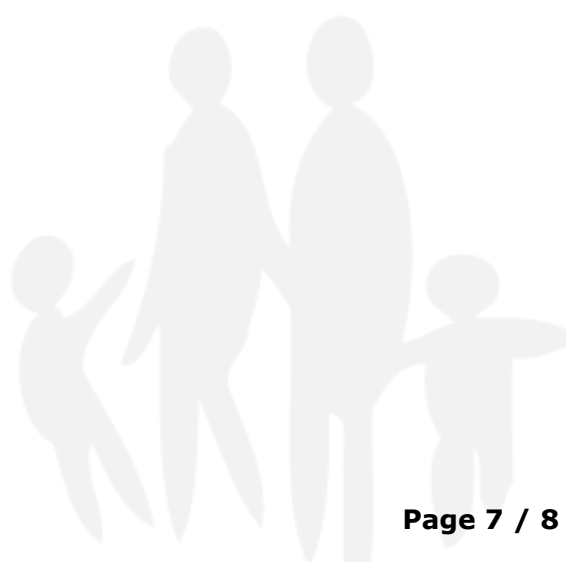
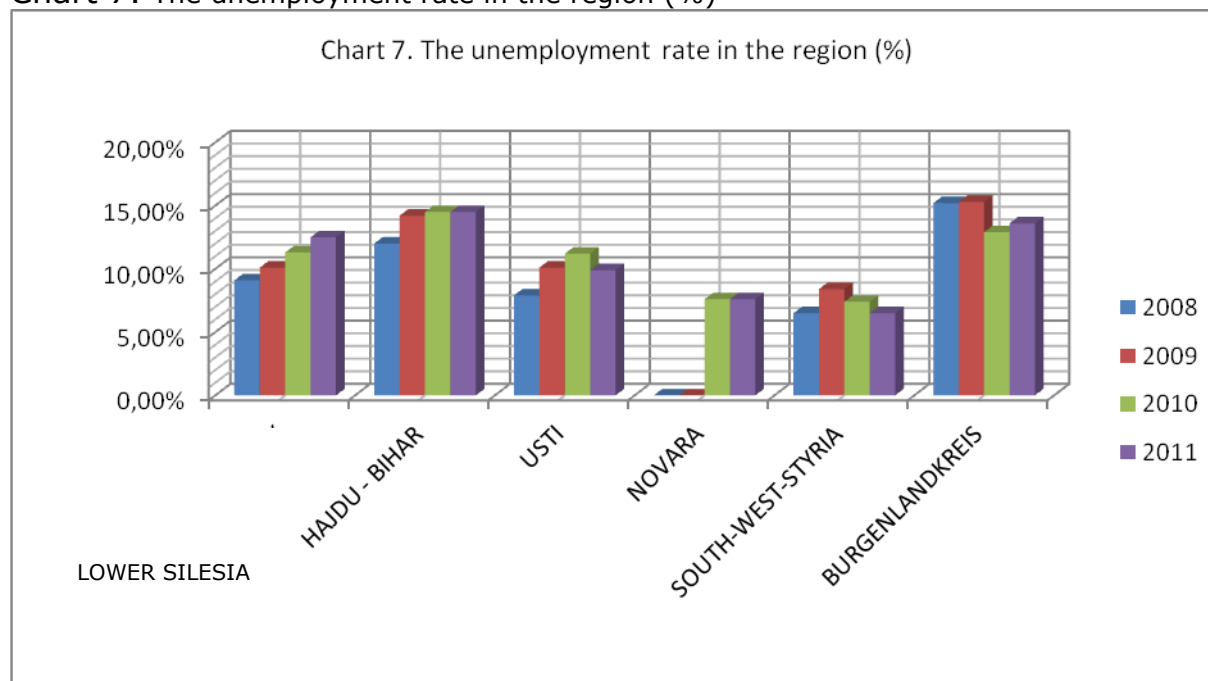


Chart 7. The unemployment rate in the region (%)



This aspect of the regions has been accentuated by the project partners in all the documents prepared by them. In the Novara region the problem of unemployment amongst young people is particularly acute when it comes to women. Although it must be admitted that the unemployment rate in Burgenlandkreis has been on a decrease since 2000 (23,3%; 2009 - 15,3%) and it is still considered to be fairly high. It was not until 2009 that the number of trainings (internships) and the number of persons interested in those trainings was pointedly higher, which consequently caused the unemployment rate to fall in the region. In Usti despite a noticeable economic development there is an evident increase in the number of the unemployed. The age category most affected by this tendency seems to be the group of people between the age of 15-24, this age group being characteristic of a steady increase in the number of people seeking jobs – from 18,7% in 2008 to 22,2% the following year and 26,1% in 2010. The growing rates of unemployment among young people have also been noted and emphasized in the document from Lower Silesia where since 2008 more than ¼ people between the age of 25 – 34 have been unemployed (2008 – 26,70%; 2009 – 27,64%; 2010 – 27,82%; 2011 -27,80%).

The detailed statistical figures are included in the cumulative table.