

# Partnership

**2 industrial and mining regions rich in tradition have set YOUIND on its way:**

**Association Styrian Iron Road (Austria)**  
[www.eisenstrasse.co.at](http://www.eisenstrasse.co.at)

Iron ore has been mined in the Styrian Iron Road region for 1300 years and the 'Erzberg' is now the largest ore deposit in Central Europe. In this environment, a diverse industry with 'global players', such as the 'voestalpine' steel group and a specific industrial culture has developed. The 'Customs of the miners and smelters of the Styrian Iron Road' were designated an intangible UNESCO cultural heritage site in 2018.

**Town of Idrija (Slovenia)**  
[www.idrija.si](http://www.idrija.si)

For many centuries, Idrija - located in western Slovenia - was the site of the second largest mercury mine in the world. Since 2012, the rich mining legacy has been included in the UNESCO World Heritage List. Idrija was Alpine Town of the Year 2011 and over the last few years, it has received two awards for the most development-oriented municipality in Slovenia. Today, it continues its industrial tradition as the seat of modern global companies.

## Scientific support:

**University of Graz, Institute for Geography and Regional Science**  
<https://geographie.uni-graz.at>

**Research Centre of the Slovenian Academy of Sciences and Arts, Anton Melik Geographical Institute**  
<https://giam.zrc-sazu.si/en>



**Interreg** 

**SLOVENIJA – AVSTRIJA**  
**SLOWENIEN – ÖSTERREICH**

Evropska unija | Evropski sklad za regionalni razvoj  
Europäische Union | Europäischer Fonds für regionale Entwicklung

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### Facts & figures:

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## Youth outmigration and institutional capacities in industrial towns



# The idea behind YOUIND

YOUIND deals with youth migration from peripheral industrial towns in an industrial-cultural context. The aim is to utilize the industrial and post-industrial heritage and to re-establish stronger ties between young people and their region.

The SI-AT programme area is characterized by a high number of industrial enterprises, often located in small and medium-sized towns. These locations are facing new challenges as new trends, such as Industry 4.0 require, highly qualified workers. These are increasingly difficult to find, as younger people often leave – from what are perceived as rather unattractive regions - and rarely return. This threatens not only industry but also the socio-economic development in the programme area.

The aim of the project is to find common approaches and solutions to the challenges of such regions. Based on the concept of the specific industrial culture of the places, social innovation processes should be triggered. In doing so, the cooperation of institutional actors from different industrial-cultural sectors is emphasized. The results serve as a blueprint for other cities and regions in the cooperation area.

## More about YOUIND



## Priorities & Results

**The YOUIND-Partnership works in 3 thematic areas:**

### **Institutional capacity building in the field of youth migration**

The project promotes the joint exchange of experience with the topic of youth migration by creating networks of actors in and between the regions. Mining history, UNESCO awards and modern industry are the connecting factors.

### **Pilot actions on youth and industrial heritage**

Both regions are developing concepts for measures in the field of industrial heritage and are subsequently implementing them as pilot projects. It is planned to organize industrial heritage festivals as well as school and youth initiatives.

### **Regional action plans & cross-border strategies**

With the support of the scientific partners, medium and long-term action plans are being developed to combat the emigration of young people by valorizing industrial heritage. A transnational strategy serves regions with similar problems in the programme area and beyond as a decision-making aid.

## Methodology

The partners establish a transnational learning network. By means of close cooperation, they develop concepts, pilot actions and strategies together.

Stakeholder groups are formed in the regions with actors from relevant areas (administration, museums, companies, schools, creative scene, youth).

YOUIND promotes the transnational exchange of knowledge, which provides valuable comparisons. Joint challenges are analysed and innovative solutions are developed with the network partners, thanks to which the specific local industrial culture can be used as a potential for strengthening institutional capacities against youth emigration and shortage of skilled workers.