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PUTTING YOUIND IN CONTEXT: ACADEMIC FINDINGS ON YOUTH OUTMIGRATION FROM INDUSTRIAL REGIONS

Youth in industrial regions – YOUIND final conference, 12 May
2022

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RATIONALE & MOTIVATION



- Industrial towns and regions as „left behind places“ (Müller et al. 2005; Fol and Cunningham-Sabot 2010; Agueda 2014; Vaishar et al. 2016; Wolff and Wiechmann 2018; Jaroszewska 2019; Hoekstra et al. 2020; Albrecht and Kortelainen 2021)
- Shrinkage of old industrial cities in demographic, economic, social aspects as well as spatial ones (Bontje 2004; Oswalt 2005; Turok, Mykhnenko 2007; Pallagst et al. 2009; Cunningham-Sabot et al. 2010; Bontje, Musterd 2012; Hospers 2012, 2014; Haase et al. 2013; Pallagst et al. 2014; Strykiewicz 2014; Runge et al. 2018).
- Fertility rates in most of Europe's regions are stagnating, migration is the main driver of the population growth in the European Union. Outmigration is especially prevalent among younger people (Gruber and Schorn 2019).
- Understanding contemporary youth lifestyles is a challenge for urban planners. Young people's everyday needs are complex (Robertson et al. 2018).
- Research on shrinking cities has been strongly case-study-based. There has been little work that tries to conceptually grasp shrinkage (Haase et al. 2021).
- A need to pursue more extensive comparisons of shrinking cities in cross-national and policy/governance contexts (Großmann et al. 2013).

??? RESEARCH QUESTIONS ???



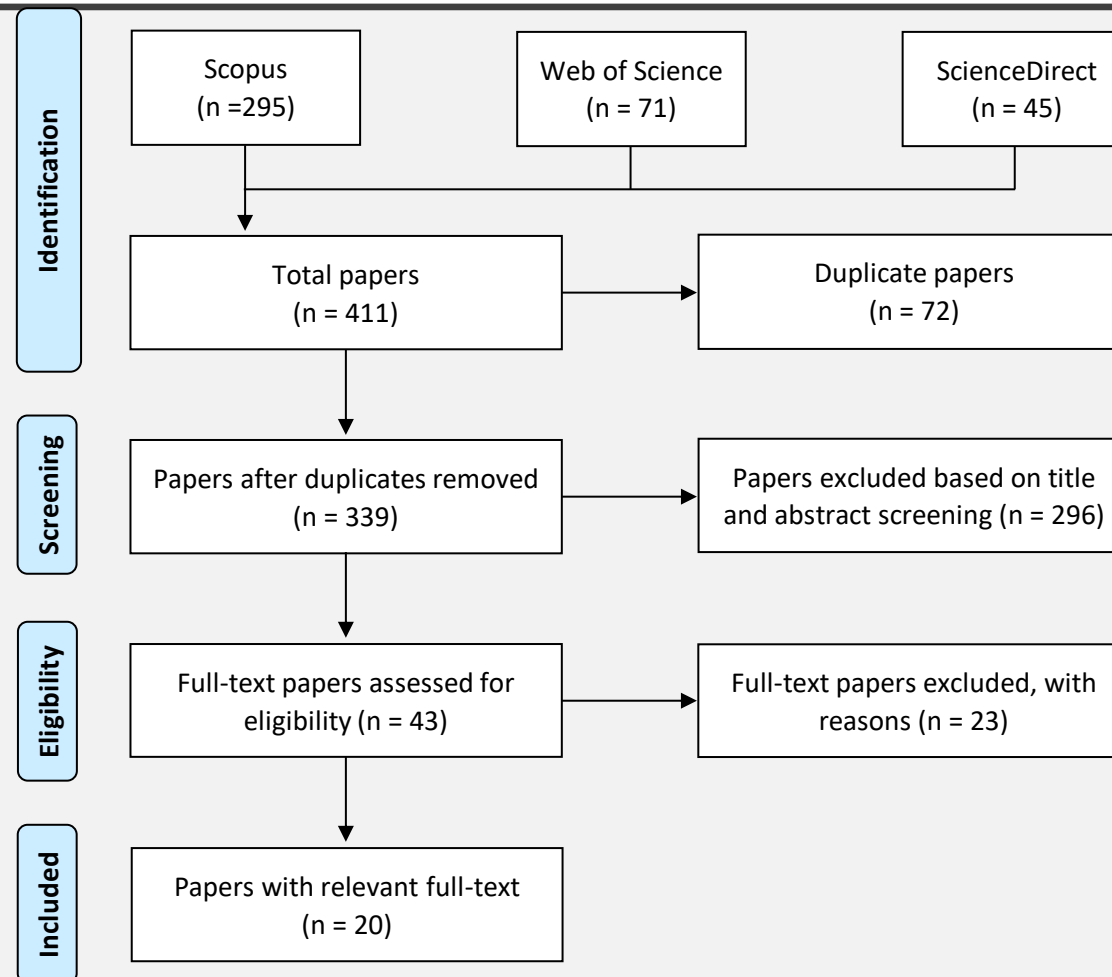
- What is the relevance of youth outmigration in the industrial urban context?
- What are the youth challenges in industrial towns and regions?
- What are the specificities YOUIND pilot areas from this perspective?
- What solutions can be brought to overcome the negative picture and trends?

ACADEMIC CONTRIBUTIONS



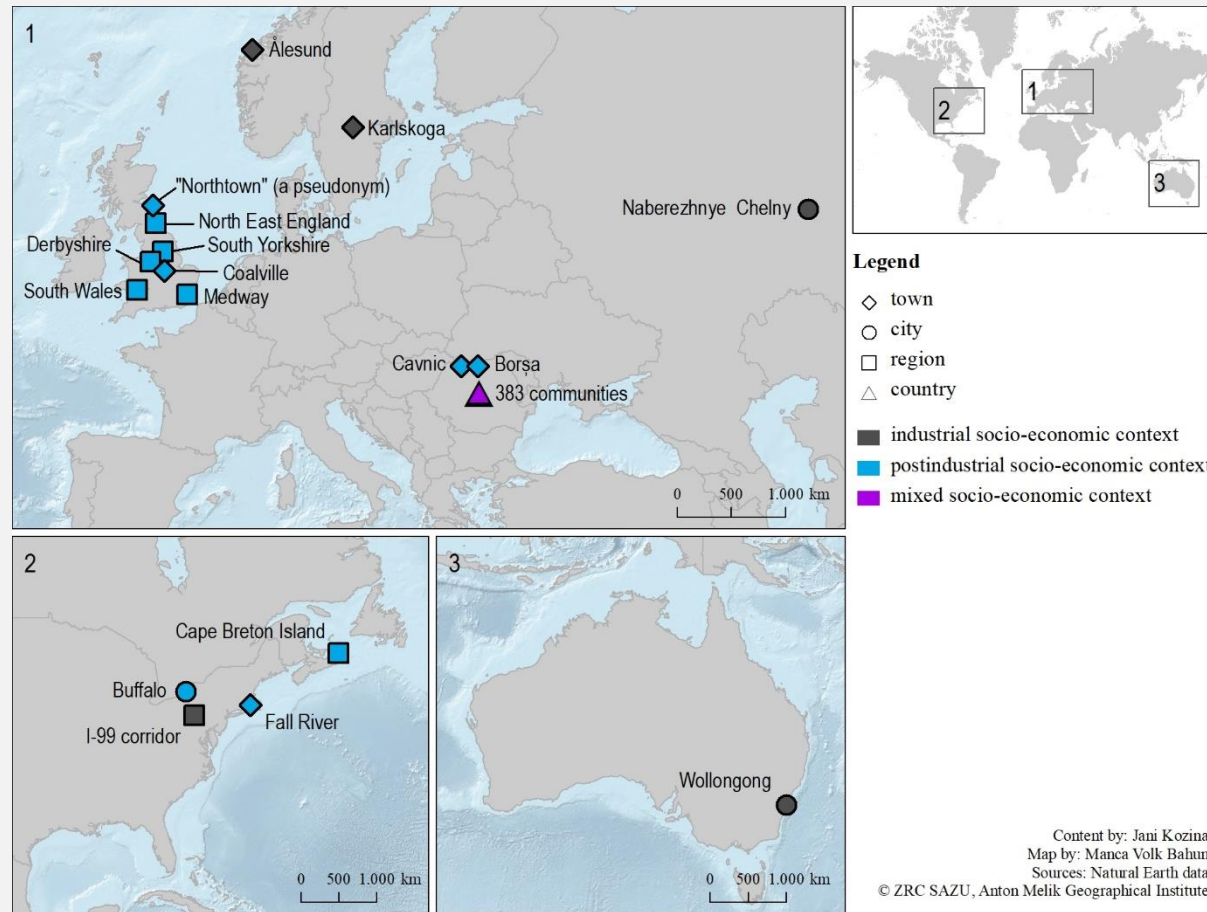
- I. Systematic literature review – Youth in industrial towns and regions
- II. Comparative policy analysis – Idrija (SI) vs Steirische Eisenstrasse (AUT)
- III. Engaging young people in industrial towns – Catalogue of good practices
- IV. Youth outmigration and industrial culture – Cross-border strategy

I. SYSTEMATIC LITERATURE REVIEW



Authors	Year	Title	Journal
Areschoug S.	2019	Rural failures: Representations of (Im)mobile young masculinities and place in the Swedish countryside	Boyhood Studies
Pleasant E.	2019	Dirty work: cultural iconography and working-class pride in industrial apprenticeships	British Journal of Sociology
Ward M.R.M.	2018	Acceptable Masculinities: Working-Class Young Men and Vocational Education and Training Courses	British Journal of Educational Studies
Bowen E.A., Miller B., Barman-Adhikari A., Fallin K., Zuchlewski D.	2017	Emerging adult homelessness in geographic perspective: A view from the Rust Belt	Children and Youth Services Review
Bright N.G.	2016	'The lady is not returning!': educational precarity and a social haunting in the UK coalfields	Ethnography and Education
Radu B.	2016	Aspects on the transformation and decline of mining communities in Romania	Journal of Settlements and Spatial Planning
Trauth E.M., DiRaimo M., Jr., Hoover M.R., Jr., Hallacher P.	2015	Leveraging a Research University for New Economy Capacity Building in a Rural Industrial Region	Economic Development Quarterly
Ivinson G.	2014	Ghosts from the past: Exploring community cultures and school cultures in relation to poverty	Improving Schools
Kaiumov A.T., Kanikov F.K., Iskhakova N.R.	2014	What Young Students in a Major Industrial City Think about the Prestige of Professions	Russian Education and Society
Klimt A.	2014	Searching for continuity and connections: Narratives of belonging from a post-industrial city	City, Culture and Society
Helgesen Ø., Nasset E., Strand Ø.	2013	"Brain Drain" or "Brain Gain"? Students' Loyalty to their Student Town: Field Evidence from Norway	European Planning Studies
Wattis L.	2013	Class, Students and Place: Encountering Locality in a Post-industrial Landscape	Urban Studies
Bright N.G.	2012	Sticking together! Policy activism from within a UK coal-mining community	Journal of Educational Administration and History
Bright N.G.	2012	A Practice of Concrete Utopia? Informal Youth Support and the Possibility of 'Redemptive Remembering' in a UK Coal-Mining Area	Power and Education
Brann-Barrett M.T.	2011	Same landscape, different lens: Variations in young people's socio-economic experiences and perceptions in their disadvantaged working-class community	Journal of Youth Studies
Bright N.G.	2011	'Off the model': Resistant spaces, school disaffection and 'aspiration' in a former coal-mining community	Children's Geographies
Warren A., Gibson C.	2011	Blue-collar creativity: Reframing custom-car culture in the imperilled industrial city	Environment and Planning A
Kloep M., Hendry L.B., Gardner C., Seage C.H.	2010	Young people's views of their present and future selves in two deprived communities	Journal of Community and Applied Social Psychology
Nayak A.	2006	Displaced masculinities: Chavs, youth and class in the post-industrial city	Sociology
Tyler K.	2004	Reflexivity, tradition and racism in a former mining town	Ethnic and Racial Studies

DISTRIBUTION OF SELECTED (POST)INDUSTRIAL TOWNS AND REGIONS





Source: Own elaboration based on systematic literature review

MAIN FINDINGS

- Identity & values: the role of family, community, industry and schools
- Education: unadjusted systems leading to low aspiration and low self-esteem
- Creativity & innovation: a need to adapt curricula and support programmes to better address place-specific requirements of working-class youth as thoughtful and reflexive actors
- Participation & governance: young people should be socially and economically more taken into account by decision-makers as they can be a vibrant, resourceful, and organised aspect of industrial city life
- Entrepreneurship: almost non-existent!!
- Employment: important but not the only factor to keep and/or attract young people
- Well-being and living environment: the role of social/recreational infrastructure and cultural activities

II. COMPARATIVE POLICY ANALYSIS



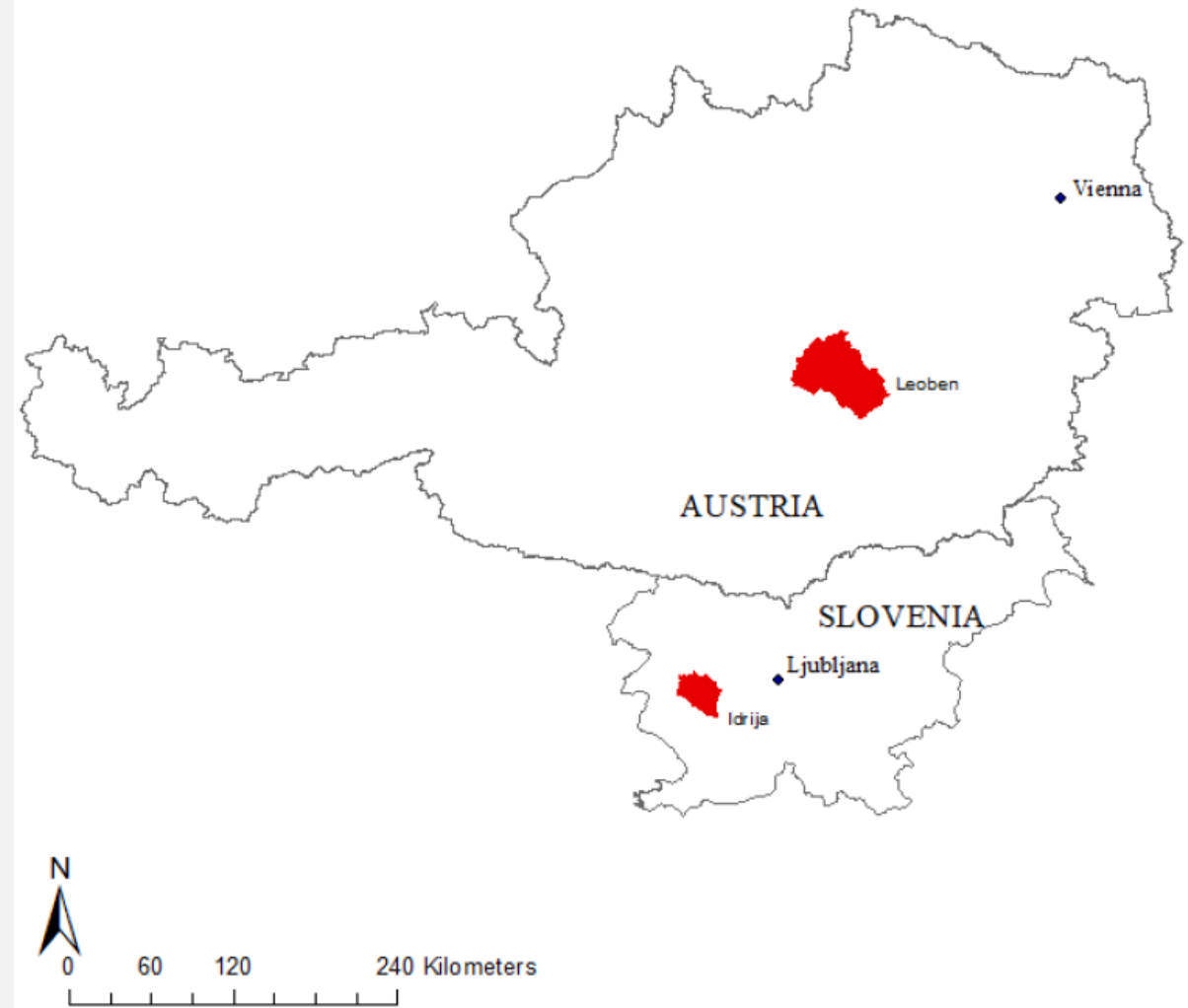
Idrija, Slovenia



Steirische Eisenstrasse, Austria

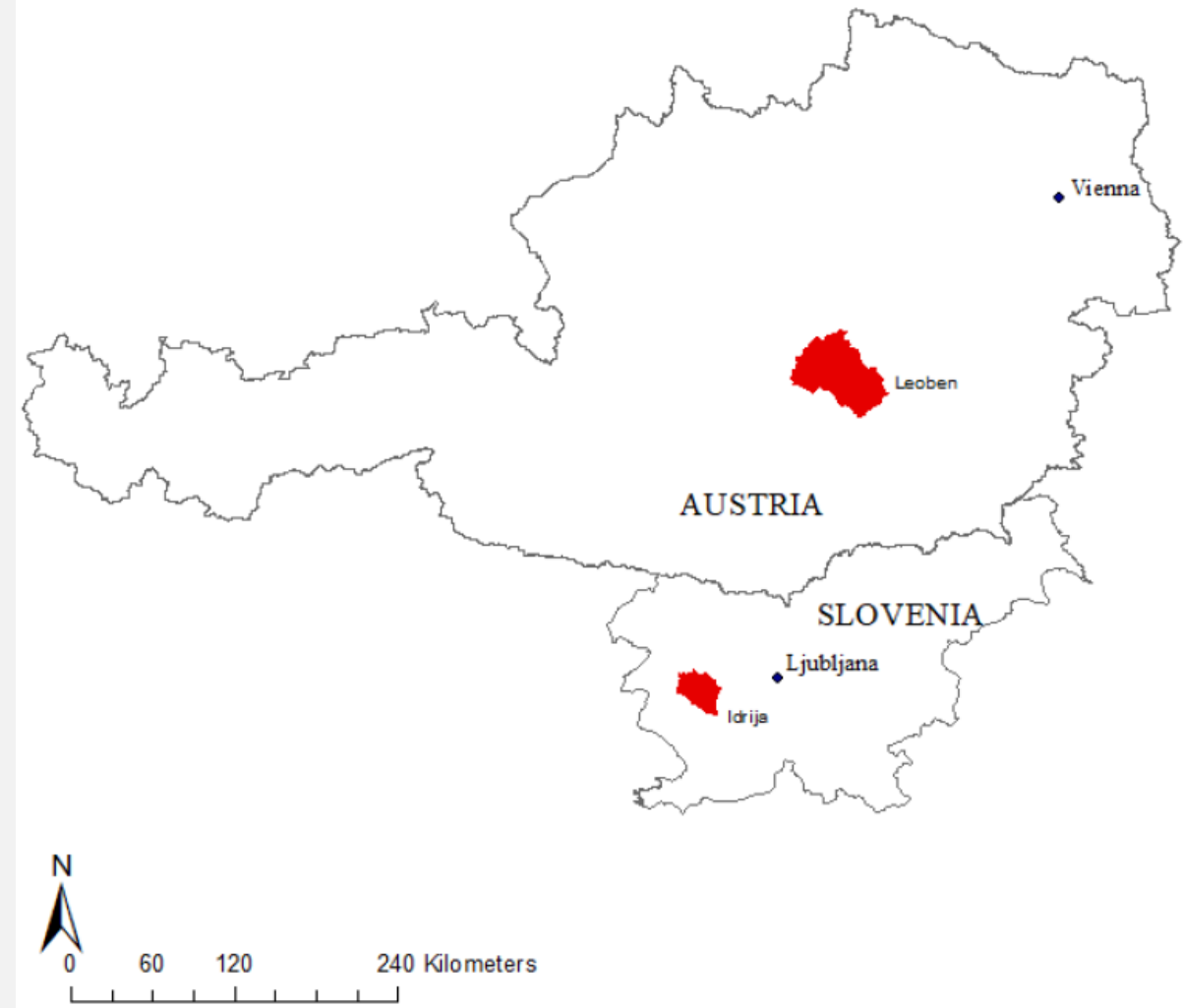
COMMON CHARACTERISTICS

- Distinct industrial background
- Economically successful
- Rather peripheral location
- Relative satisfaction with living environment
- Youth outmigration as a major challenge: the relevance of non-economic factors
- A holistic and strategy-based approach on the issue is missing



MAIN POLICY RESPONSES

- Steirische Eisenstrasse (AUT)
 - Comprehensive studies, pilot projects for youth involvement
 - Generating a better story-telling/image of the region, also by trying to actively integrate schools and companies in this process
 - Fostering the re-migration of outmigrated youth and high skilled individuals
- Idrija (SI)
 - A rich structure of youth organisations, which traditionally participate in political decision-making
 - Diversification of jobs in non-technological sectors (tourism, culture, services, etc.)



III. ENGAGING YOUNG PEOPLE IN INDUSTRIAL TOWNS










Catalogue of good practices



- Successful examples of youth engagement in the context of industrial urban life
- 10 stories from SI and AUT
- 7 key questions: Who, What, Why, When, Where, How, and How much?
- Bilingual (SI/AUT) with ENG abstracts

III. ENGAGING YOUNG PEOPLE IN INDUSTRIAL TOWNS

Catalogue of good practices

List of good practices	Page	Location	Employment	Identity & Values	Creativity & Innovation	Participation & Governance	Education, Training & Skills	Demography & Spatial Mobility	Built Environment & Infrastructure	Power Hierarchies & Social Inclusion
Kraft. Das Murtal	7	 Zeltweg	◆	◆			◆	◆		
Secondary school program of mechanical technicians	11	 Kočevje	◆		◆		◆			
Generationen-HandWerkstatt	15	 Bischofshofen	◆				◆			
Heritage incubator HeritageLab	19	 Idrija	◆	◆	◆					
Werkstätte Wattens	23	 Wattens	◆		◆		◆			
A group of volunteers Udarnik MC Velenje	27	 Velenje		◆		◆			◆	◆
Youth region	31	 Gmunden		◆		◆				
Start-up accelerator Katapult	35	 Trbovlje	◆	◆	◆		◆			
Science Center Weiz	39	 Weiz					◆			
Theatre WORKS	43	 Ravne na Koroškem		◆	◆		◆			

III. ENGAGING YOUNG PEOPLE IN INDUSTRIAL TOWNS

Catalogue of good practices



Interessierte Jugendliche in der Werkstatt. © TAZ_fotowerkstatt.at

Generationenübergreifende Zusammenarbeit. © TAZ_fotowerkstatt.at

Generations-HandWerkstatt

Österreich

Bischofshofen

Jugendprioritäten

- Bildung, Ausbildung & Qualifikationen
- Beschäftigung

Zusammenfassung

Die „GenerationenHandWerkstatt“ im Pongau hat sich zum Ziel gesetzt, einen positiven Beitrag zum Fachkräftemangel in der Metall- und Elektrobranche speziell mit Fokus auf Jugend und deren Ausbildung, zu leisten. Insbesondere jungen Frauen, Jugendlichen mit Migrationshintergrund und sozial Benachteiligten wird ein „barrierefreier Zugang“ zu Technik, Wissen und praktischer Erfahrung ermöglicht. Dabei profitiert die junge Generation von der „älteren“, dank derer sie handwerkliche Basiskenntnisse erlernen. Somit wird ein Bezug und Bewusstsein für den Wert dieser Arbeit geschaffen und weitergegeben. Der daraus resultierende Dialog zeigt dabei Chancen und mögliche Karrierewege für die junge Generation in dieser Branche auf.

Abstract

The GenerationenHandWerkstatt project aims to have a positive impact on the shortage of skilled labour force, the youth, and apprenticeships in the Pongau area (Salzburg). It addresses young women and youths with migration and socially disadvantaged backgrounds by providing 'access without barriers' to technology, knowledge, and experience. The focus is for them to learn basic craft skills in technical contexts. The 'older generation', i.e., everyone from students to single mothers to pensioners act as trainers and coaches, but also as participants. This creates awareness about the opportunities and possible career paths in craft and technical professions for the younger generation within the region.

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GenerationsHandWerkstatt

1 Grundlegende Informationen

Das Projekt „GenerationenHandWerkstatt“, das durch das österreichische LEADER-Programm (2014-2020) finanziell unterstützt wurde, leistet einen positiven Beitrag zum Themenkomplex Fachkräftemangel. Innerhalb der LEADER-Region Pongau (Salzburg) fungierte die Wirtschaftskammer Salzburg als Projektkoordinatorin. Die Projektlaufzeit betrug 15 Monate (2016-2018) und das Gesamtprojektbudget 210.329,26 €.

2 Problemstellung

Der Fachkräftemangel, insbesondere in der Metall- und Elektrobranche, stellt seit vielen Jahren eine Herausforderung in der Region dar, ebenso wie das Thema „Jugend und Ausbildung“ in diesen Bereichen. Da Jugendlichen oft nicht die Möglichkeit gegeben ist, handwerklich zu arbeiten, geht folglich der Bezug zu dieser Arbeit und dessen Wert verloren. Um dem Fachkräftemangel und der sinkenden Zahl an Lehrlingen entgegenzuwirken sowie die Verbundenheit der Jugend mit handwerklichen Tätigkeiten und Werten zu steigern, macht das Projekt von ungenutzten Potenzialen Gebrauch: Es adressiert junge Frauen, Jugendliche mit Migrationshintergrund und sozial Benachteiligte und bietet so einen „barrierefreien Zugang“ zu Technik, Wissen und Fertigkeiten.

3 Lösungsansatz

Das Projekt setzt auf das Erlernen von handwerklichen Grundfertigkeiten sowie das Durchführen von Reparaturen. Dabei fungiert die „ältere Generation“ – von Studierenden über alleinerziehende Mütter bis hin zu Pensionistinnen – sowohl als Ausbilderinnen und Coaches, aber auch als Teilnehmende. Zusätzlich werden die Jugendlichen bei den Tätigkeiten von festangestellten und externen AusbilderInnen unterstützt, was sich auch als attraktiver Teilzeitarbeitsplatz für TrainerInnen herausstellt. Der geförderte Wissenstransfer und Dialog schafft ein Bewusstsein (auch bei Eltern) für Chancen und mögliche Karrierewege in handwerklichen und technischen Berufen für die junge Generation. Darüber hinaus tragen die Schulen durch den ausgelagerten Unterricht in professionellen Werkstätten, unterstützt von technischen ExpertInnen, zur Berufsorientierung bei.

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GenerationsHandWerkstatt

4 Ergebnisse

Anfänglich beruhte das Projekt auf einem Kernteam, das für Ergebnisse und Umsetzung des Projekts verantwortlich war. Ein weiteres Team – bestehend aus VertreterInnen von Unternehmen, Jugendorganisationen, der Stadtgemeinde Bischofshofen, der Arbeiterkammer, der Wirtschaftskammer, der Pädagogischen Hochschule, Akzente Pongau (eine Initiative für junge Leute) und SchülerInnen-/JugendvertreterInnen – erarbeitete die Inhalte der „GenerationenHandWerkstatt“. Anschließend nutzte das Kernteam die entwickelten Leitlinien für die Detailplanung. Aktive Öffentlichkeitsarbeit sowie die Suche nach externen TrainerInnen und deren Einschulung zählten ebenso zu den Aufgabenbereichen. Der Hauptbeitrag liegt in der Schaffung von barrierefreien Zugängen in Bezug auf Gender, Diversität und Inklusion zu Technik sowie Handwerk und damit in der Gewinnung von Wissen und Erfahrung. Ebenso steigert das Projekt das Interesse der Jugend bei der Berufswahl im Handel, Handwerk oder der Industrie und bietet so auch eine Entscheidungshilfe. Aus diesem Grund wurden die Vorteile und guten Berufschancen auch den Eltern kommuniziert bzw. aufgezeigt, da diese einen wichtigen Einfluss auf die Jugendlichen ausüben und demnach in ihrer ErzieherInnenrolle einbezogen werden sollten. Auch die Wertschätzung gegenüber dem Handwerk wurde gesteigert und das Image der Berufslehre positiv beeinflusst. Die generationenübergreifende Gestaltung des Projekts („Vorbilder“) stellt ein innovatives Element dar, das dazu beiträgt, sinkenden Lehrlingszahlen entgegenzuwirken und eine vielversprechende und breitgefächerte Basis für zukünftige Fachkräfte zu schaffen.

5 Übertragbarkeit

Das Projekt betont die Bedeutung der Weitergabe von Wissen im Bereich des Handwerks und der Industrie und gleicht somit Lücken in der schulischen Wissensvermittlung aus. Wichtige Aspekte stellen Praxisnähe und Mentoring zur Entscheidungsfindung in Bezug auf die Berufswahl dar.

Weitere Informationen: <http://www.generationenhandwerkstatt.at/>

Kontakt: info@generationenhandwerkstatt.at, wtsterneder@taz-mitterberghuetten.at

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IV. YOUTH OUTMIGRATION & INDUSTRIAL CULTURE

Cross-border strategy



- Translation of academic findings into an applicative language
- Main aim: common understanding of the various needs of young people living in industrial areas
- Reviewed by 11 professionals

IV. YOUTH OUTMIGRATION & INDUSTRIAL CULTURE

Cross-border strategy

Challenge 1: Identity and values

- **Declining industrial identity:** Industrial identity is often not as relevant for young people in the present day and age as it was for past generations.
- **Loss of social and cultural capital:** With the devaluation of industrial identity and decreased role of support structures (via family and companies), young people often fail to acquire the necessary social and cultural capital.

Challenge 2: Power hierarchies and social inclusion

- **Social exclusion and juvenile delinquency:** Social exclusion and juvenile delinquency can be at significantly high levels in places experiencing economic decline or sudden deindustrialisation.
- **Importance of social networks:** Maintaining social networks (friends and family) is important for the youth to cope with adverse socioeconomic conditions and their own changing values and identities.

Challenge 3: Employment

- **Lack of interest in of industrial jobs:** There is a lack of motivation among the youth towards industrial jobs compared to more prestigious jobs. On the one hand a loss of traditional industrial jobs due to economic restructuring can be detected, on the other hand a lack of skilled workers can be noticed.
- **Rising precariousness:** Compared to permanent and lifelong employment in the traditional industrial sector, new jobs are often more precarious and involve short-term contracts, flexibility and wage instability.

Challenge 4: Education, training and skills

- **Inadequate or inert education system:** Industrial restructuring is often not supported by changes in curricula to meet the needs of the labour market, leading to low self-esteem and resistance to education among the youth.
- **Gender issues:** The gender gap widens when traditional industrial education in schools and apprenticeships are considered 'masculine', while non-industrial education is perceived as 'upper class' or 'feminine'.

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Challenge 5: Creativity and innovation

- **Neglected local creativity:** Locals are considered less creative than newcomers, because of which their tacit industrial knowledge might not be recognised properly by schools and policymakers.
- **Own expression of creativity matters:** Creative work emerges through the passions, skills and hobbies of industrial youth, who thus establish their own creative industries.

Challenge 6: Built environment and infrastructure

- **Lack of basic infrastructure or outdated infrastructure:** Industrial cities usually lack the basic infrastructure necessary for young people's living, such as recreational facilities, public transport and affordable housing.
- **Symbolic message of deprived areas:** Deprived areas often foster feelings of abandonment and present a poor outward image.

Challenge 7: Demography and spatial mobility

- **Factors of emigration:** Young people often migrate from industrial cities because of a lack of jobs; other push factors include a lack of social infrastructure, cultural activities and educational opportunities.
- **Connection with hometown:** Youth often stay connected to their industrial hometown and values, even in the case of emigration.

Challenge 8: Participation and governance

- **Conformity of political programmes:** Political programmes often consider the aspirations of the middle class and neglect the voices of working-class youth.
- **Relevance of youth clubs and initiatives:** Promoting youth clubs and initiatives is important for policy implementation; they act as hubs for youth participation.

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RECOMMENDATIONS

Addressed challenge: Identity and values

- Foster connections between the youth and the industry, industrial culture and schools, and **keep in touch with youth that have left**.
- Utilise the **potential of industrial heritage** to establish new development programmes and projects.
- Do not underestimate the ability of **leisure and tourism** activities to reproduce cultural identities.

Keywords: apprenticeships, summer jobs, family days, school visits, sense of belonging

Addressed challenge: Power hierarchies and social inclusion

- Take into account that young people in (post)industrial settings rely heavily on **social networks (friends and family)** for identity formation and support.
- **Avoid severe and rapid deindustrialisation without a mitigating 'plan B'**, as it can have detrimental effects on social relations and lead to various forms of resistance.
- Provide **social programmes and youth services and allow for youth participation** to alleviate juvenile delinquency and prevent social exclusion.

Keywords: youth clubs, mentorship, advocacy programmes, integrative, community-wide approach

Addressed challenge: Employment

- **Communicate industry-connected job advantages** to the local youth, and relate them to topical subjects (e.g. green transition, high-tech industries, fablabs).
- **Reach out to existing industrial firms** to co-create events with youth organisations; get them to communicate and understand each other's needs and expectations.
- **Invest in social programmes and participatory projects** targeting vulnerable and marginalised youth to improve their options in the labour market.

Keywords: info events, social programmes, mutual understanding, marketing campaigns

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Addressed challenge: Education, training and skills

- **Promote industrial educational values** to students through initiatives such as 'career days'.
- **Address gender issues** to foster inclusion in educational programmes.
- **Integrate tacit knowledge and traditional industrial skills** with modern curricula to ensure the transfer and promotion of practical knowledge.

Keywords: targeting and marketing women, learning by doing, thesis, vocational curriculum

Addressed challenge: Creativity and innovation

- Organise regular **creative thinking events** for young people, including vulnerable and marginalised youth, as well as policymakers and entrepreneurs.
- Ensure young people have opportunities to **express themselves creatively** by providing them with the required spaces, equipment, infrastructure and funding.
- Offer young people the opportunity to participate in shaping **technological and social innovations**.

Keywords: redesign empty spaces, studios, workshops, creative events, co-creation

Addressed challenge: Built environment and infrastructure

- Provide **affordable housing and recreational facilities**, and ensure their **accessibility** (e.g. outdoor sports via public transport).
- Revitalise abandoned industrial sites in a new and creative context to show that they are not neglected.
- Improve **social and cultural activities and infrastructure provisions** (including public spaces) to improve the **outward perception** and image of a place.

Keywords: summer camps, youth bus, housing, art installations, graffiti lessons, cooperation

Addressed challenge: Demography and spatial mobility

- Foster **collaborations between authorities, universities, youth clubs and firms** to attract and retain young people in industrial regions.
- **Reconnect** with emigrated youth, offering them ways to return.

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MORE INFO:

[HTTPS://WWW.RESEARCHGATE.NET/PROJECT/YOUI
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CAPACITIES-IN-INDUSTRIAL-TOWNS](https://www.researchgate.net/project/youind-youth-outmigration-and-institutional-capacities-in-industrial-towns)

Youth in industrial regions – YOUIND final conference, 12 May
2022

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