

University of Verona
Pilot 1 - EISENERZ

socio-economic assessment report

Main aim

Describe and understand an alpine community struggling with profound processes of social change:

- DE-INDUSTRIALIZATION
- SOCIAL TRANSFORMATION
- GLOBALIZATION
- DESIGNING A DIFFERENT FUTURE FROM THE PAST

Focus on the community of Eisenerz

Wellbeing is a possible and appropriate interpretation for this objective in accordance with the EU Interreg program and those of Alpine Space - trALLs

- Priority: “Liveable Alpine Space”
- Specific objective: “Sustainable valorize Alpine Space cultural and natural heritage”

Mixed Methods: Quanti-Qualitative analysis

A diagram illustrating the sources of data for mixed methods analysis. It features a central green circle labeled 'SOURCES' at the top. Below it, three dark gray circles are arranged in a triangular pattern, each containing a specific data source: 'AUSTRIAN STATISTICS DATASET' on the left, 'SURVEY' in the center, and 'IN-DEPTH INTERVIEWS' on the right. The background is a black and white photograph of a railway track receding into the distance, flanked by a corrugated metal wall on the left and a dark building on the right, with snow-capped mountains visible in the far background.

SOURCES

**AUSTRIAN
STATISTICS
DATASET**

SURVEY

**IN-DEPTH
INTERVIEWS**

METHOD



Survey



Statistics
Datasets



In-depth
interviews

Element of analysis

**Socio-
demographic
profile of
Eisenerz**



Alpine Identity



Quality of life



**Transformation
of the site/**



**Projections on
the future**

**Material
conditions**



**Main perceived
problems**



Main Results

SOCIO-DEMOGRAPHIC AND SYMBOLIC
PROFILE OF EISENERZ

MATERIAL CONDITIONS

QUALITY OF LIFE

MAIN PERCEIVED PROBLEMS

THE FUTURE OF THE SITE

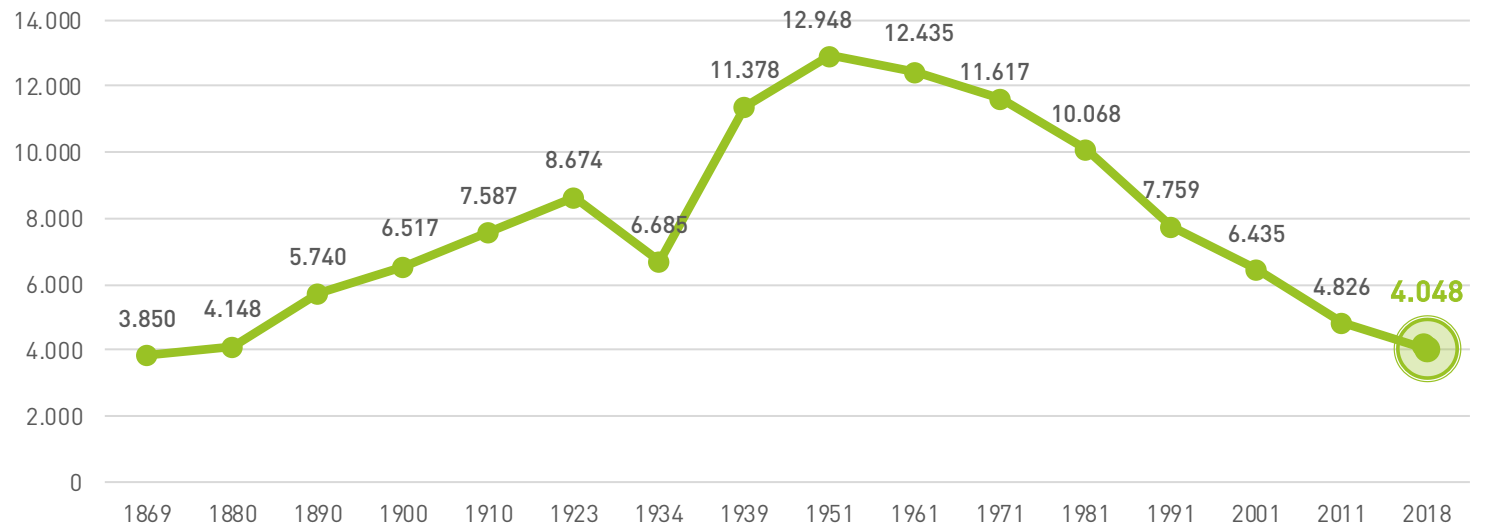
The population in
Eisenerz is in
constant decline
since 1951

-35%
since 2002

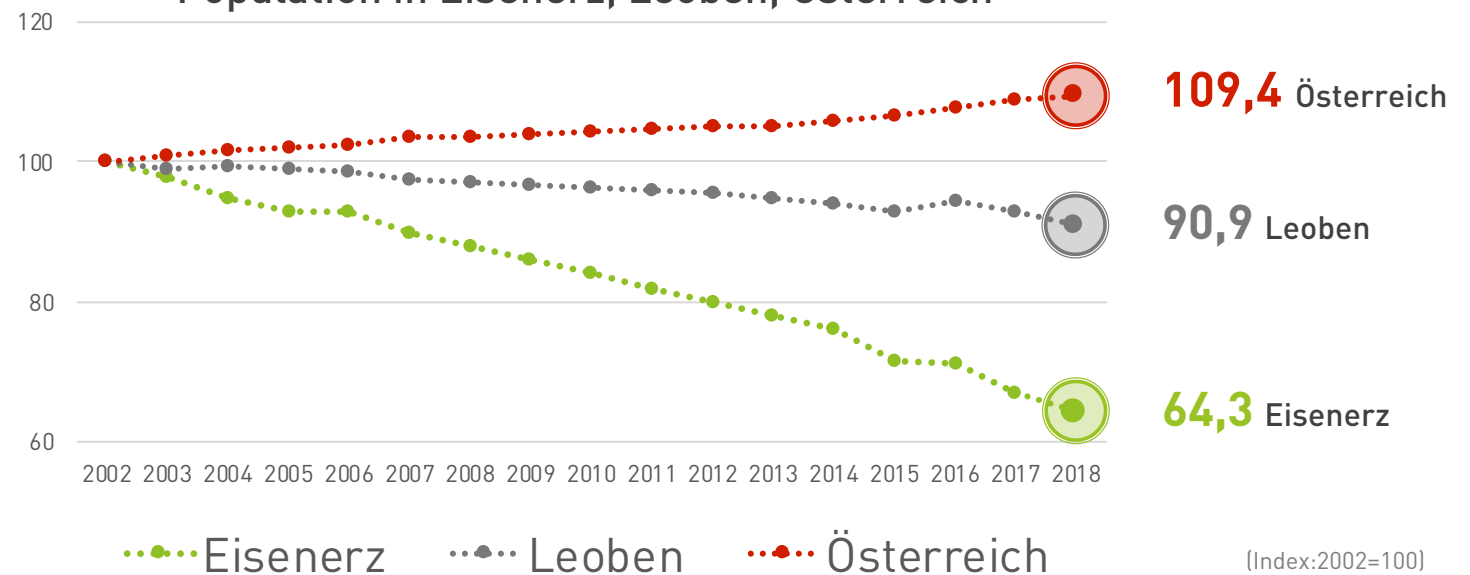
on a 2002=100 base

SOCIO-DEMOGRAPHIC AND
SYMBOLIC PROFILE OF EISENERZ

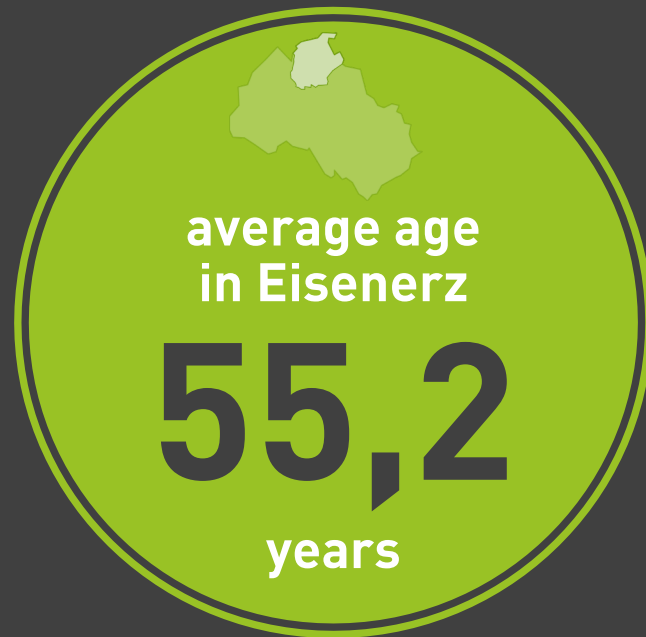
Population in Eisenerz



Population in Eisenerz, Leoben, Österreich



Increase of the elderly population



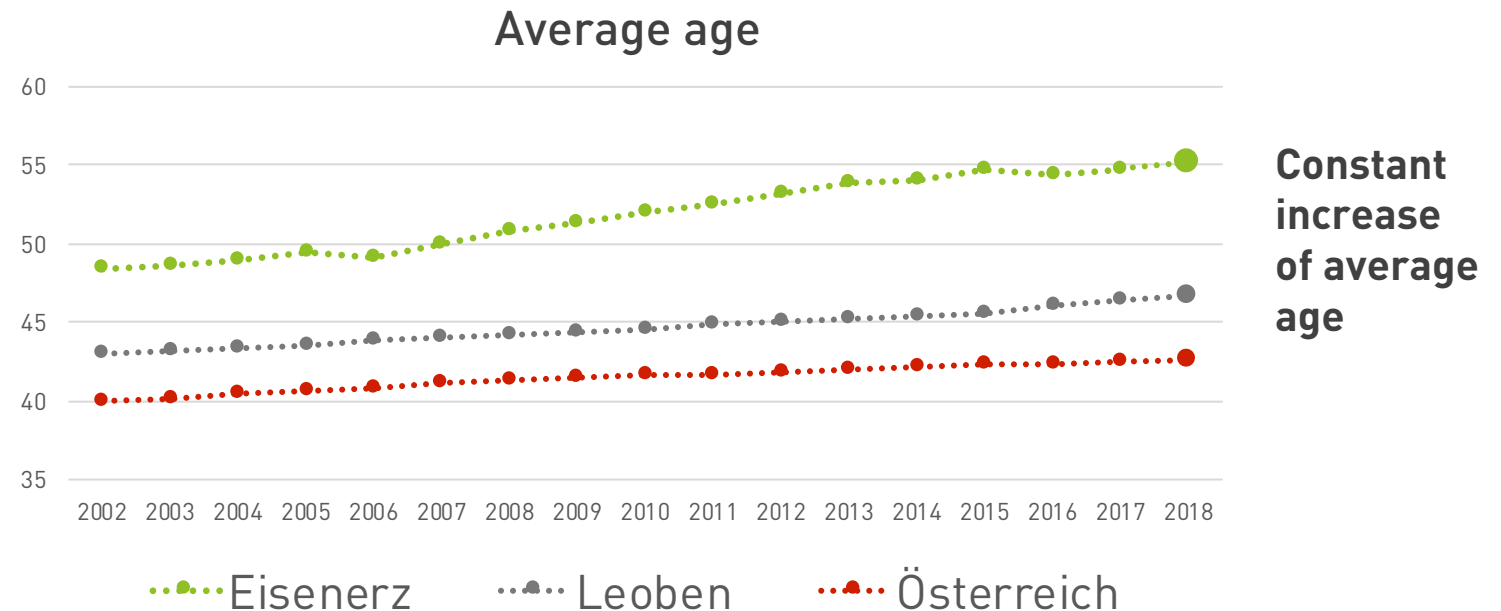
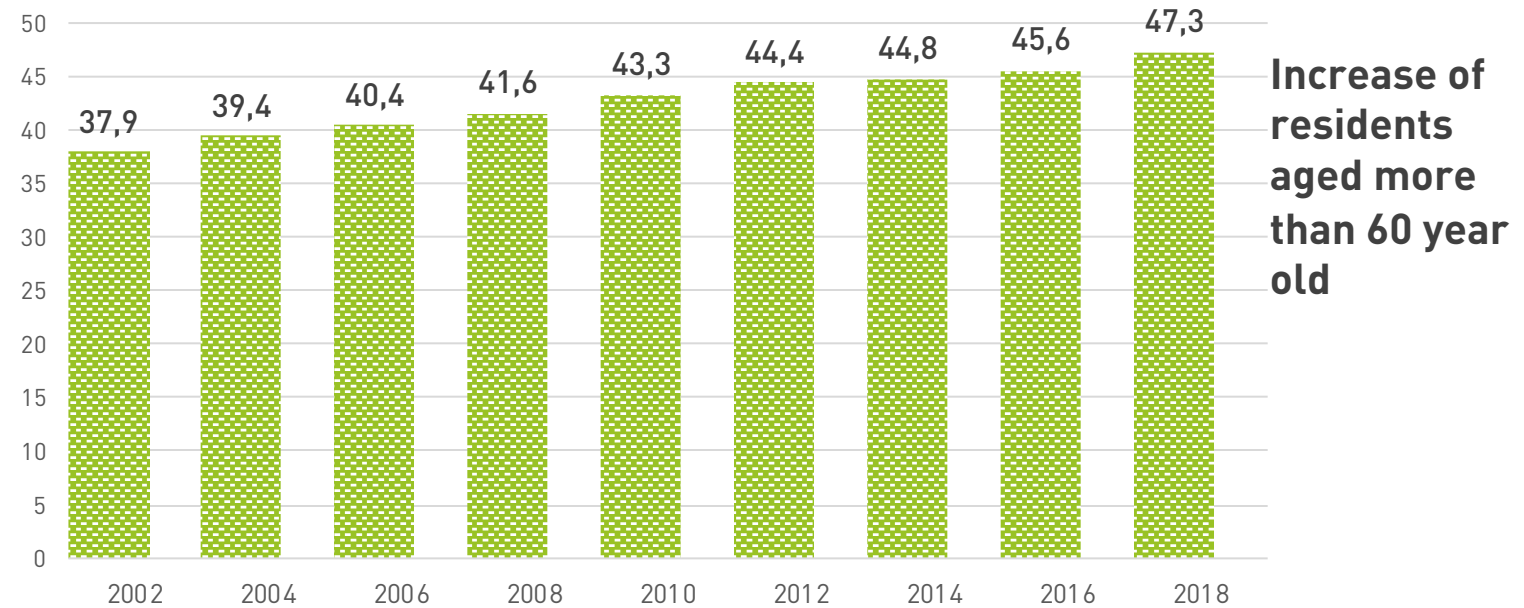
Leoben
46,8
years



Austria
42,6
years

SOCIO-DEMOGRAPHIC AND
SYMBOLIC PROFILE OF EISENERZ

Eisenerz population aged 60 years old or over

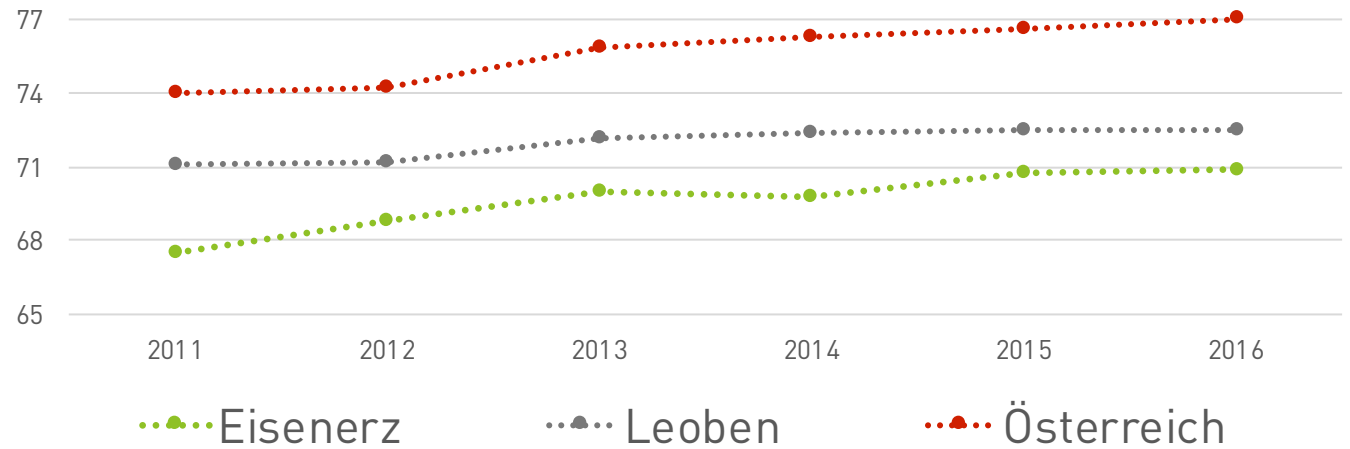


Labour force is one
of the main input of
industrial process.
Eisenerz's activity
rate is low

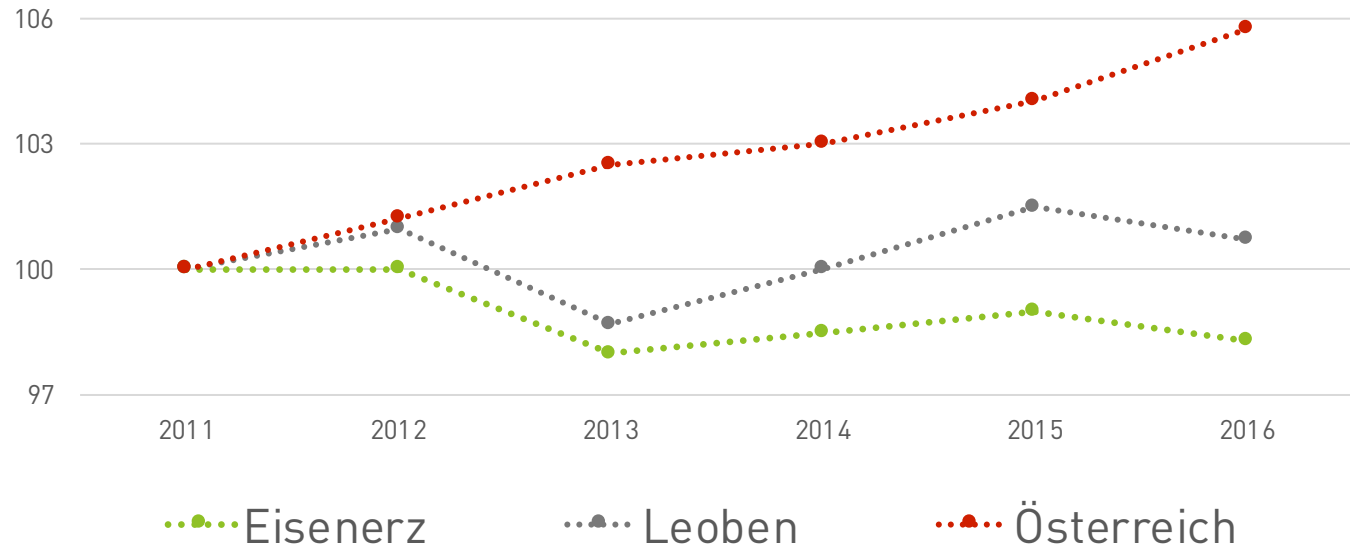
about
71%

MATERIAL CONDITIONS / JOB

Activity Rate (15-64 years) since 2011
in %



Employed persons since 2011
Index: 2011=100



There's no serious
economic hardship at
household level

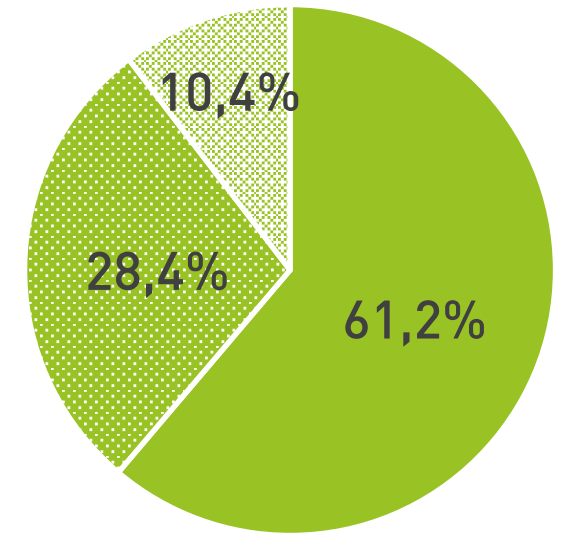
4%

may be considered poor
or at risk of poverty
with a yearly household income
less than €12.000

MATERIAL CONDITIONS / INCOME

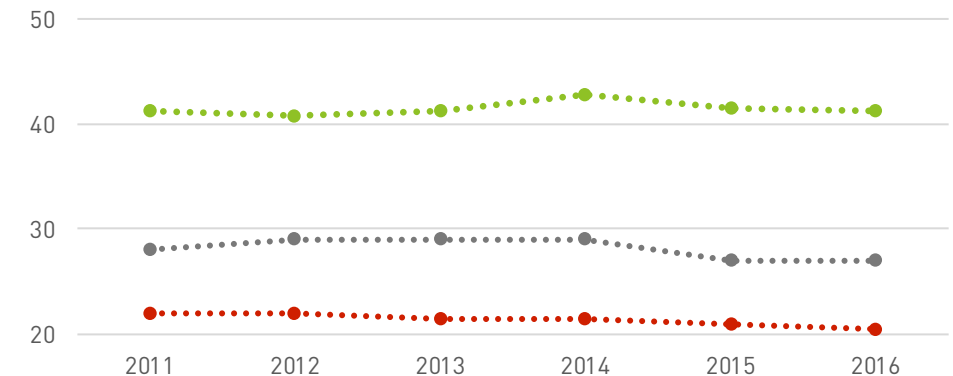
Share of households making ends meet with difficulty
or great difficulty

- without difficulty
- with few difficulties
- with some difficulties



A significant share
of families
receive income from
retirement

Persons receiving a pension
in %



... Eisenerz ... Leoben ... Österreich

Housing market is economically accessible

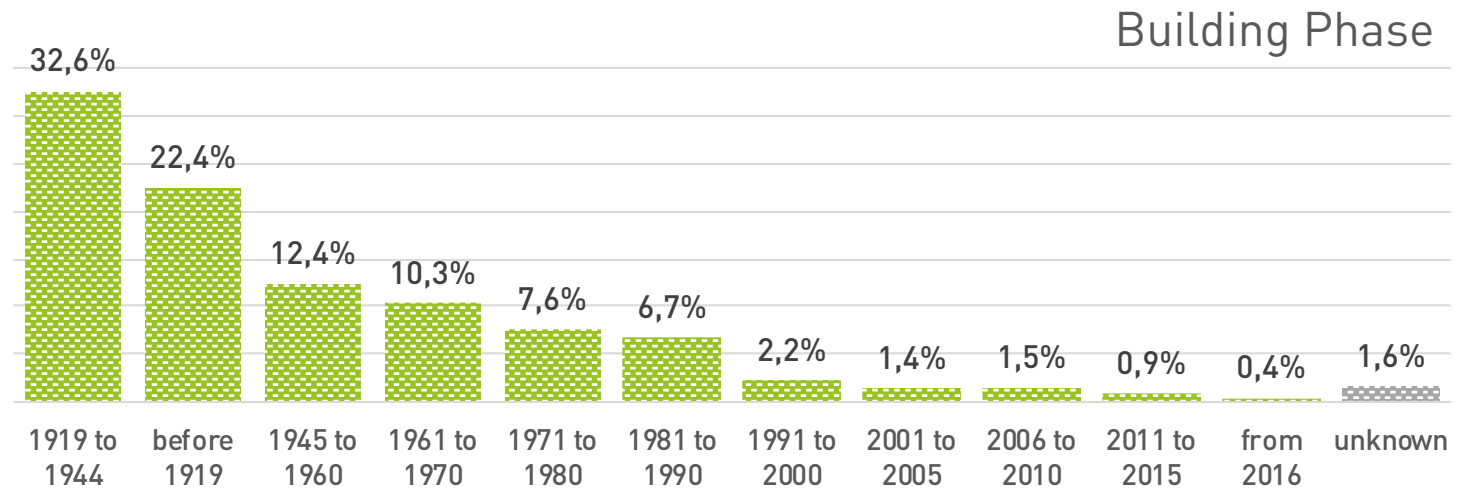
**900 - 1.000
€/ sqm**

**in 2017
average prices
for houses and
flats**

**For land suitable for
construction average price
is 26,4€ per square metre**

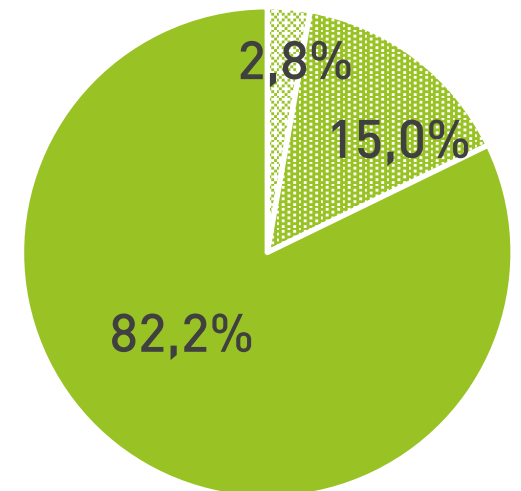
MATERIAL CONDITIONS / HOUSING

Eisenerz' real estate wealth is made up of rather dated dwellings: more than 60% were built before 1960



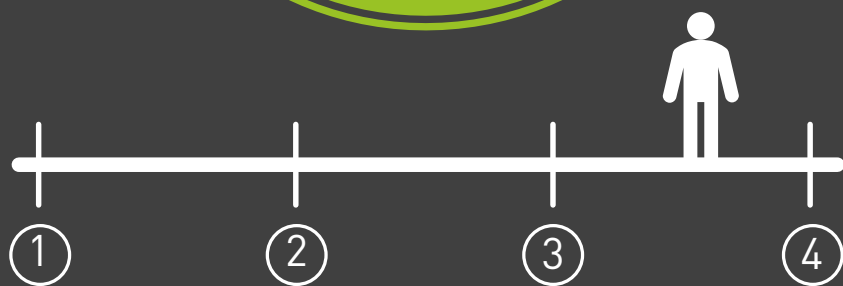
Share of people living in dwellings with environmental problems

- Yes, very serious
- Yes, but not relevant
- No problem



The residents of Eisenerz are very satisfied with their life

3,6
average value



QUALITY OF LIFE / SOCIAL COHESION

I feel safe when walking alone at night



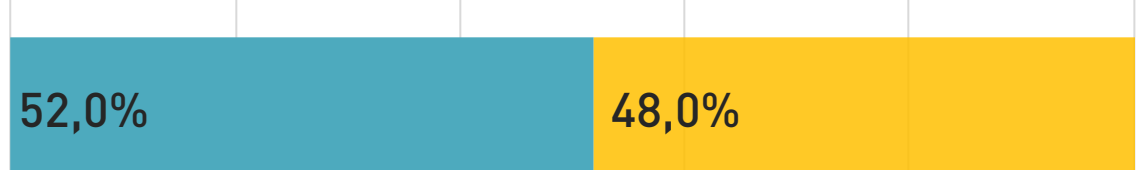
Trust in people of Eisenerz



Shared values and norms



Trust in the national political institutions



Trust in the local political institutions



Presence of social tensions



Feeling of social exclusion



agree

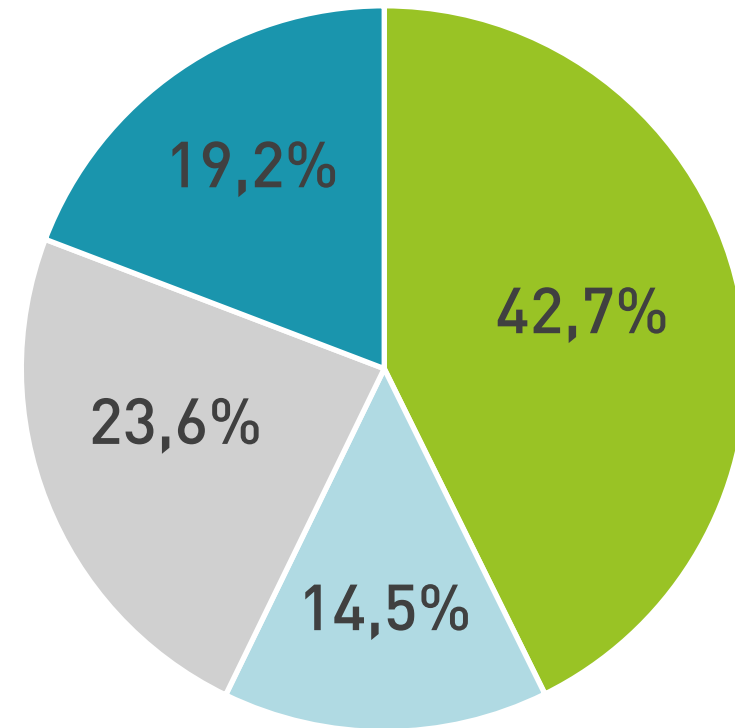
disagree

Sense of local
belonging:
respondents
perceive themselves
as citizen of Eisenerz



QUALITY OF LIFE / ALPINE IDENTITY

Perceive themselves as citizen of



■ Eisenerz ■ Styria ■ Austria ■ Europe

on average respondents have been
living in Eisenerz for **49 years**



How would
you describe
the people
of Eisenerz?

QUALITY OF LIFE / ALPINE IDENTITY

"A bit mountain people"

but

"I also believe that we have a very faithful and also very
reliable character"

"It must be said that Eisenerz is determined by the
monoculture of the mountain"

"Open-minded people are very helpful and also hospitable
to the tourists..."

"They are a somewhat withdrawn people..."

but

"They are very soft, ultimately also social and close to
each other"

The residents of Eisenerz are supportive among each other

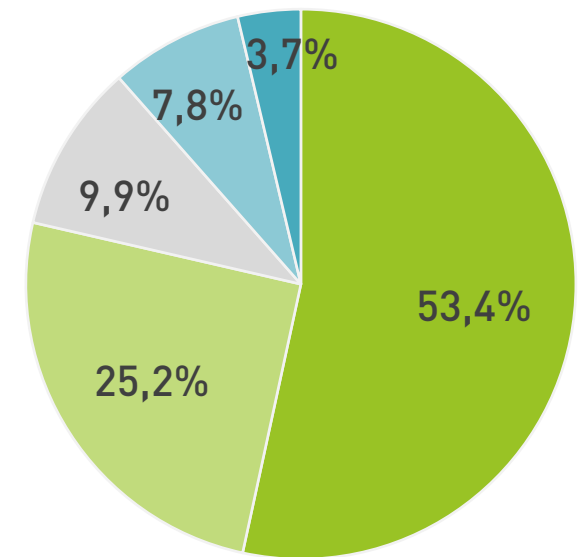


On average can rely on 6,2 people
in case of need
3 of these are neighbours

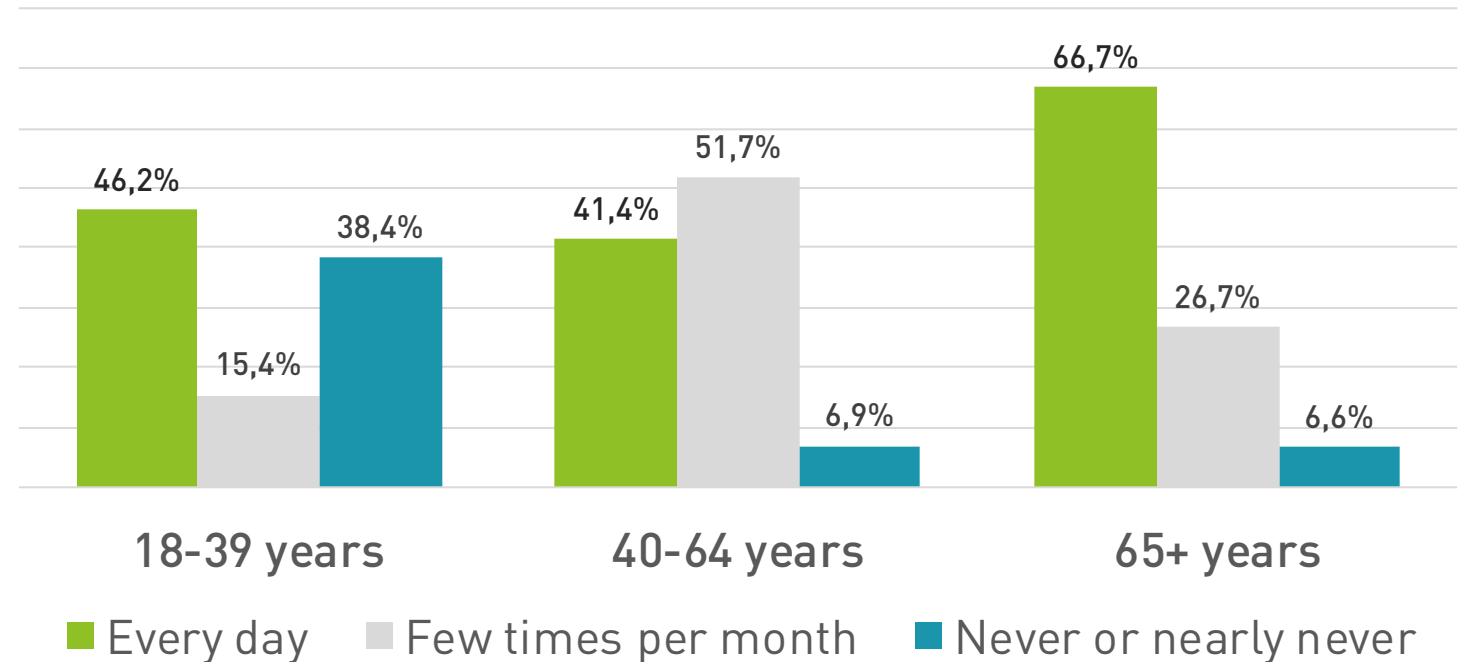
QUALITY OF LIFE / SOCIAL RELATIONS

social contacts with neighbours

- Every day
- At least once a week
- Once/Twice per month
- A few time a year
- Never or nearly never



social contacts with neighbours by age groups



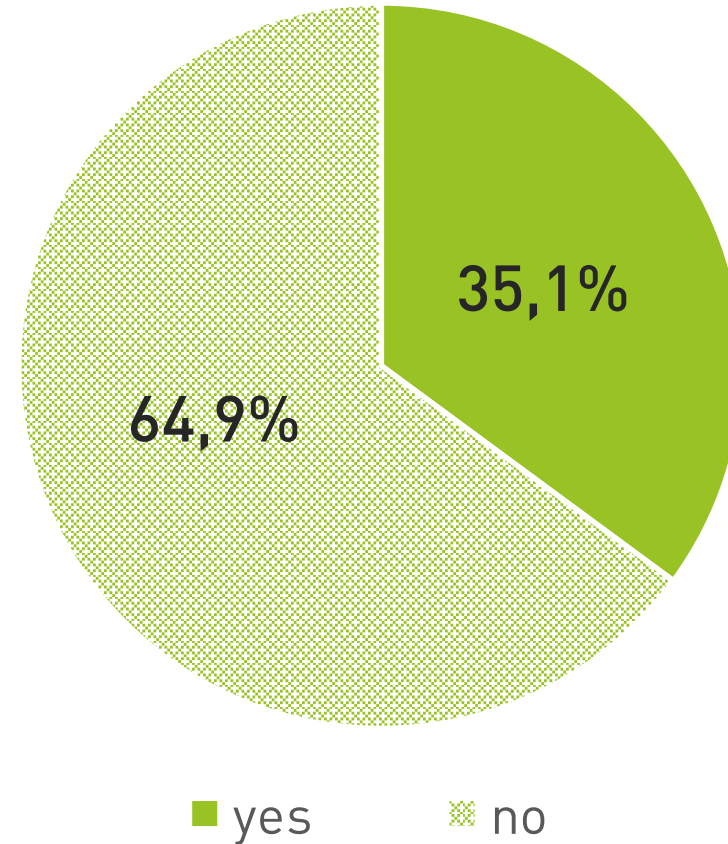
People are quite engaged in the civic and political life of their local community

75,8%

voted in the last local political election

QUALITY OF LIFE / PARTICIPATION

Participation to local events in the last 12 months



on average the respondents are
members of 2 associations



**“There will be no
reason for the
young people to stay
in Eisenerz and
I believe that the
population will
continue to decline”**

QUALITY OF LIFE

**“I believe this is
the future...
And then, here,
life goes more
slowly and
people will come
to seek peace “**



**“It will always
remain a village
of Steiermark
and Austria.
Once visited, it’s
a place where it
is good to live“**

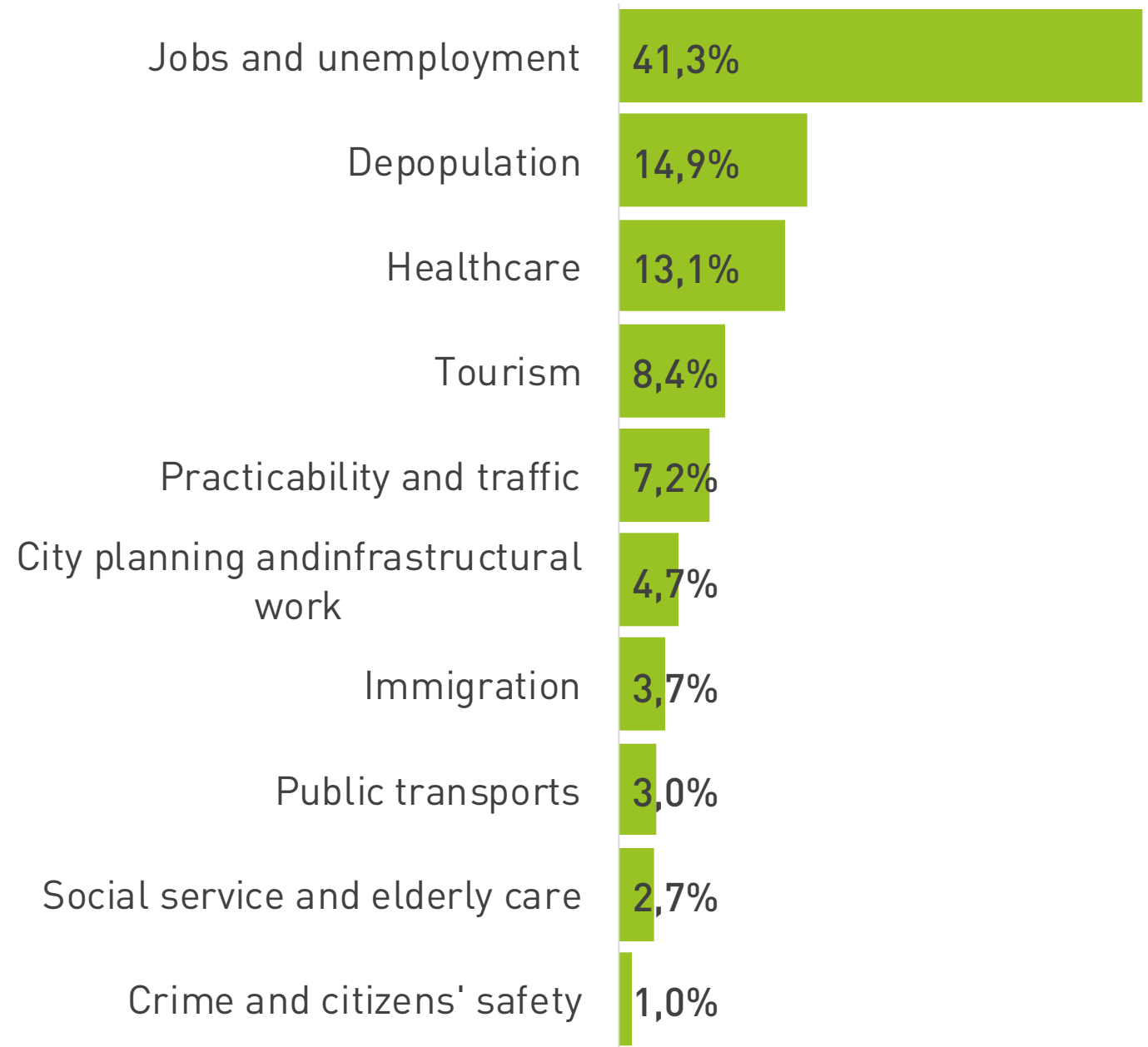


**Jobs and
unemployment are
considered the main
local problem**

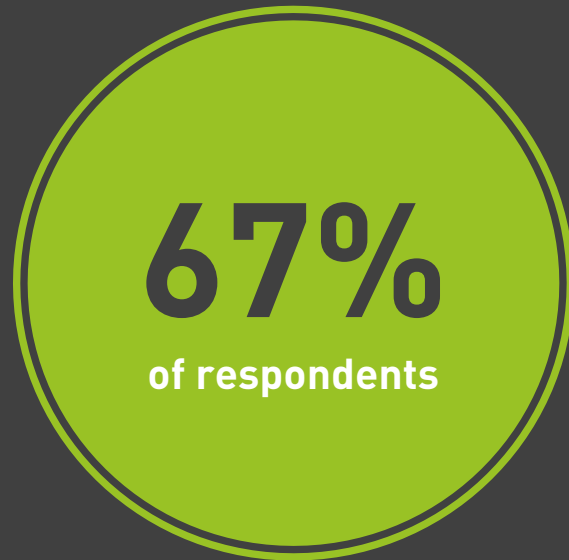


MAIN PERCEIVED PROBLEM

Perceived local problems



A negative economic impact on local living conditions and on the market value of dwellings



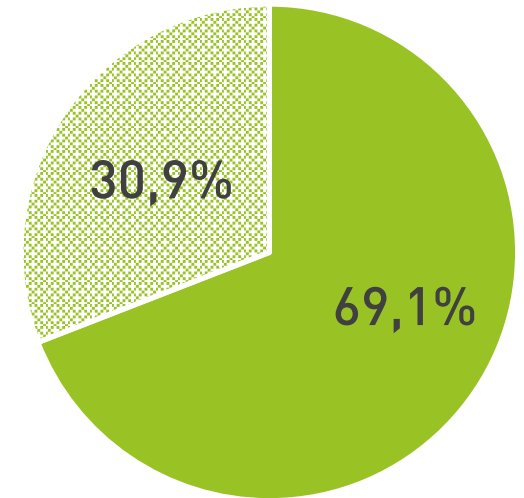
believe that the negative
spillovers to the
local economy are
quite or very negative

MAIN PERCEIVED PROBLEM

Type and intensity of economic impact on local living conditions

■ Very/quite negative

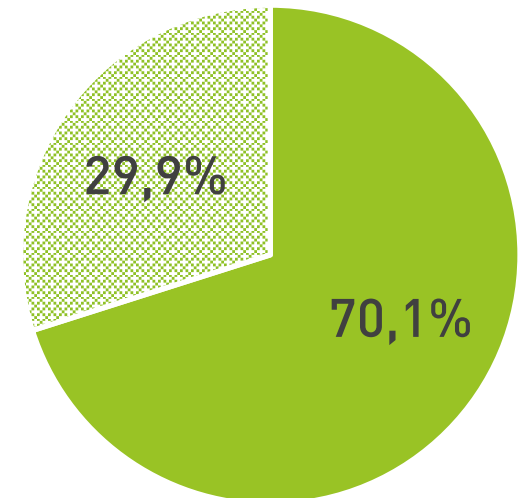
▤ Very/quite positive



Presence of a negative economic impact on the market value of dwellings

■ Yes

▤ No



How has Eisenerz
changed over time,
as long as you
can remember?

MAIN PERCEIVED PROBLEM

“The population is still dwindling, shrinking 3-4% annually.”

“Due to the work situation [...], people had to go away to look for work”

“Fewer and fewer students were coming to school, year after year “

“The Erzberg is still our biggest employer”

“A loss of confidence in entrepreneurial skills”

“We were victims in the trap of globalization”

A community:

- cohesive
- with a great sense of belonging
- satisfied with the quality of life
- that ages and becomes less populated
- bonding social capital
- with no serious economic hardship at household level
- with a low activity rate
- that experiences employment difficulties

**How does the
community relate
to Münichtal?**

People know a lot or quite a lot about the Münichtal site's past and recent vicissitudes

74%

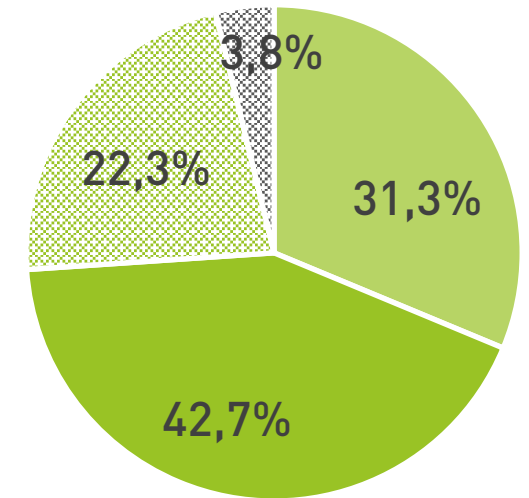
of respondents

**only 3,8%
knows nothing about it**

THE FUTURE OF THE SITE

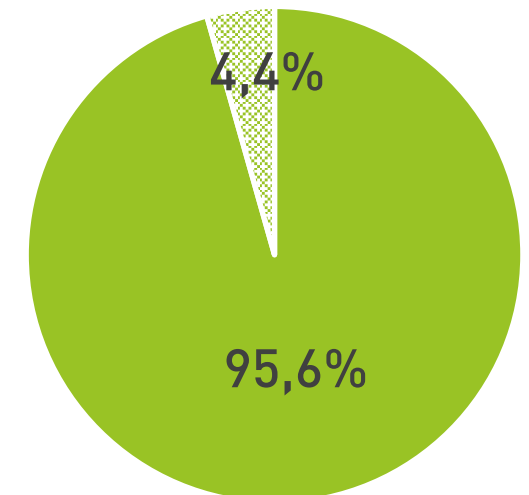
Knowledge about the Münichtal site

- Very much
- Somewhat
- ▨ Not much
- ▩ Not at all



Citizens' involvement in the requalification process

- Yes, citizens should be involved
- ▨ No, only experts and local decision-makers need to be involved

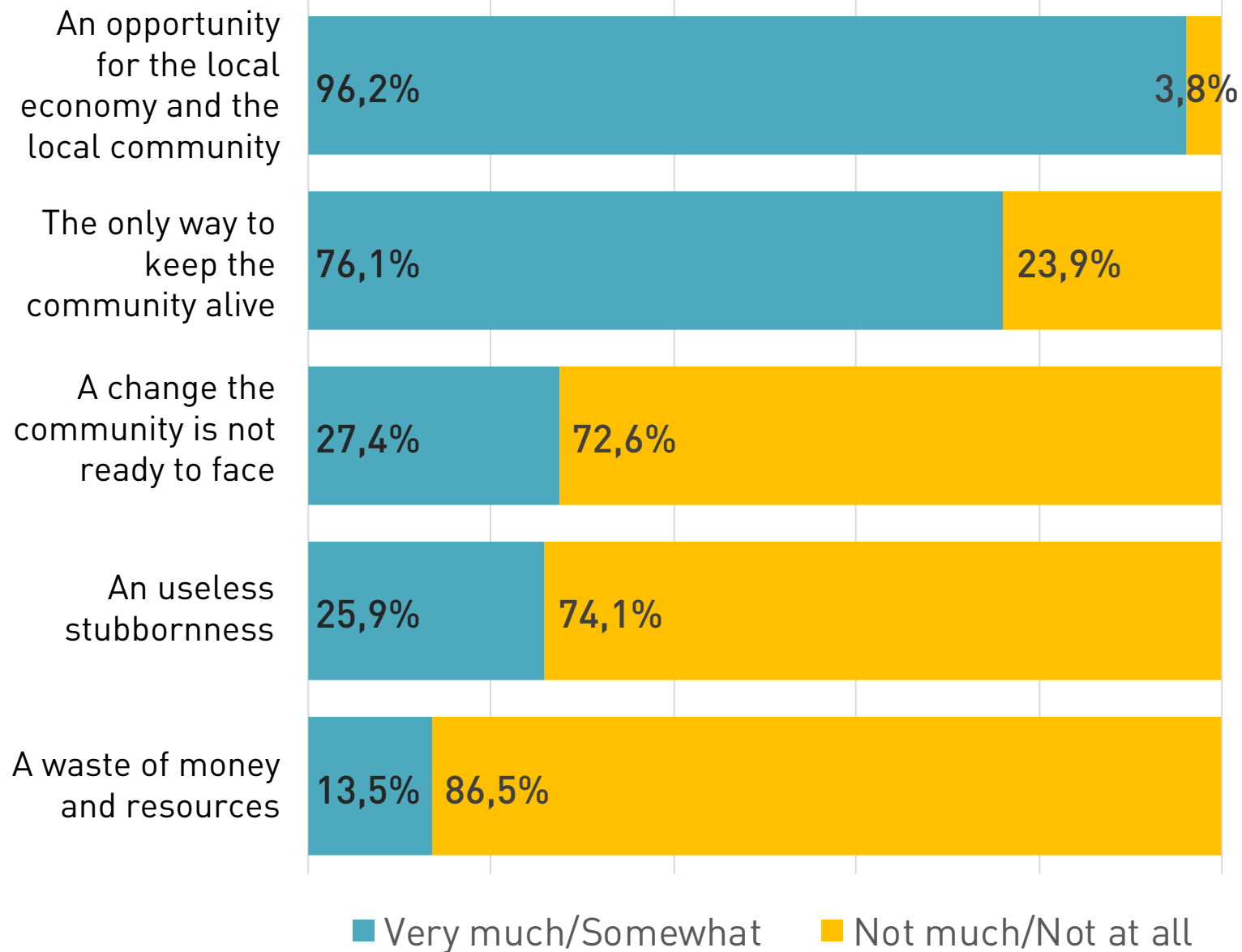


Requalification projects is an opportunity for the local economy and for the local community

96,2%

of respondents

THE FUTURE OF THE SITE



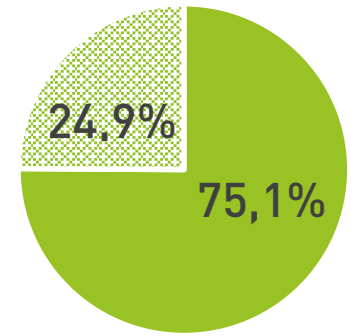
Requalification projects need to pay attention to economy and local occupation

36,9%
of respondents

THE FUTURE OF THE SITE

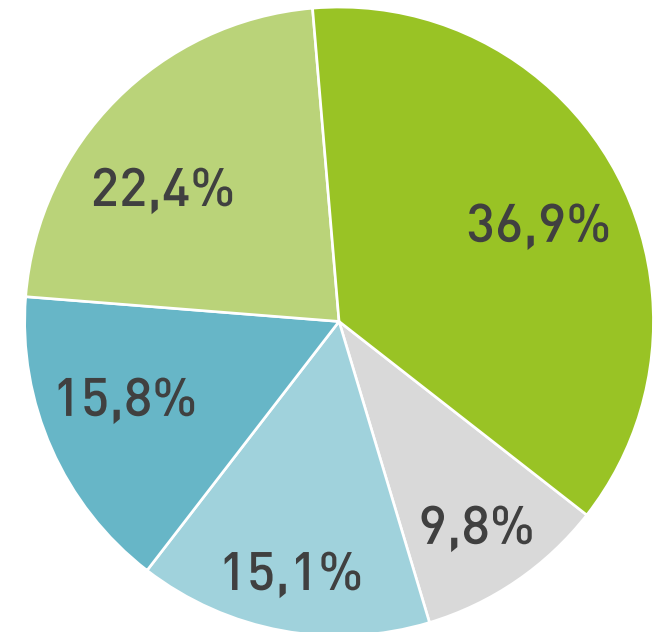
Do young people associate the professional future to the transformation of Münichtal site?

■ Yes ▨ No



Requalification projects need to pay attention to the following aspects:

- Public services/facilities
- Cultural offer
- Tourism
- Respect for the environment
- Economy and local occupation

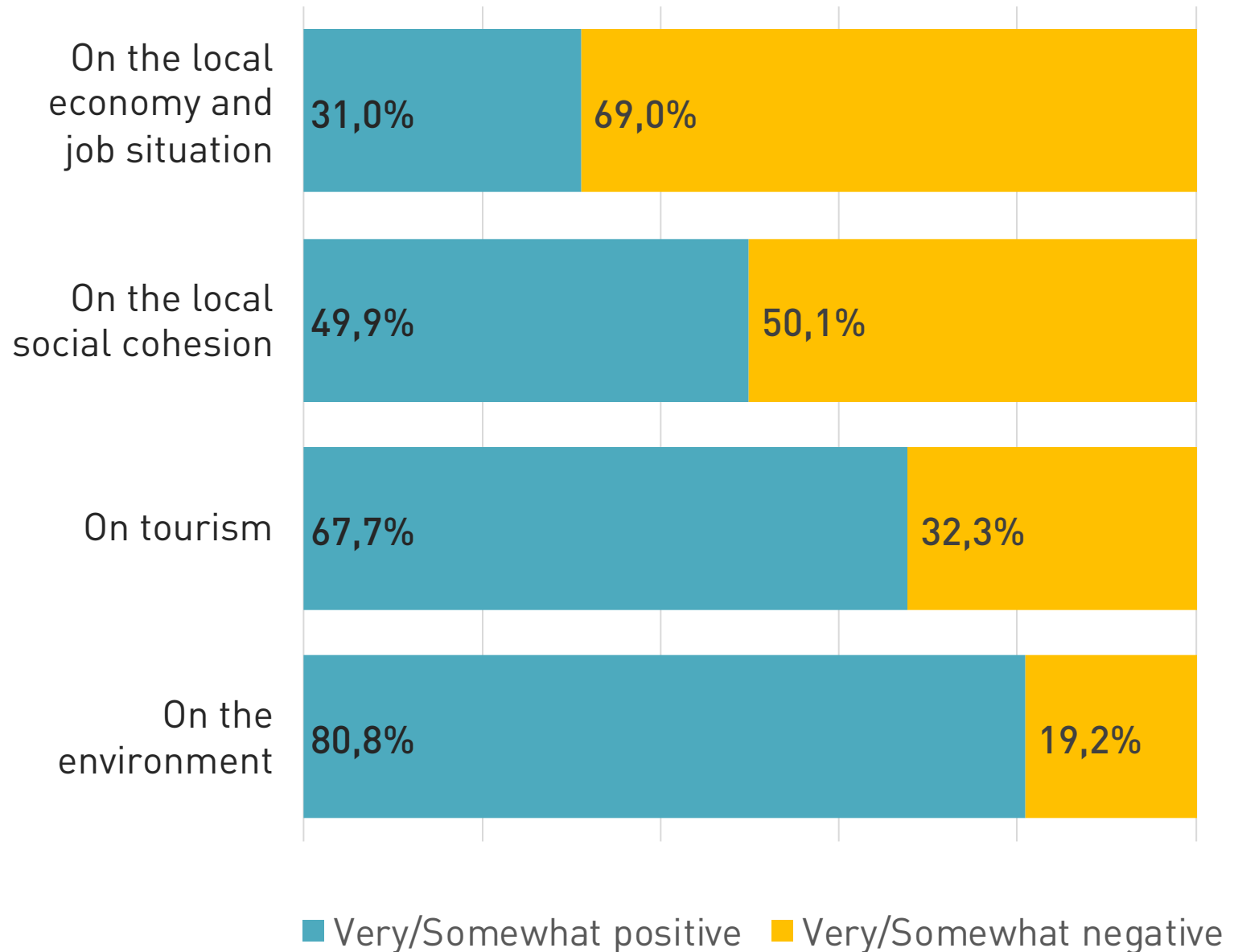


The current condition of the industrial site impacts negatively on the local economy and occupational conditions

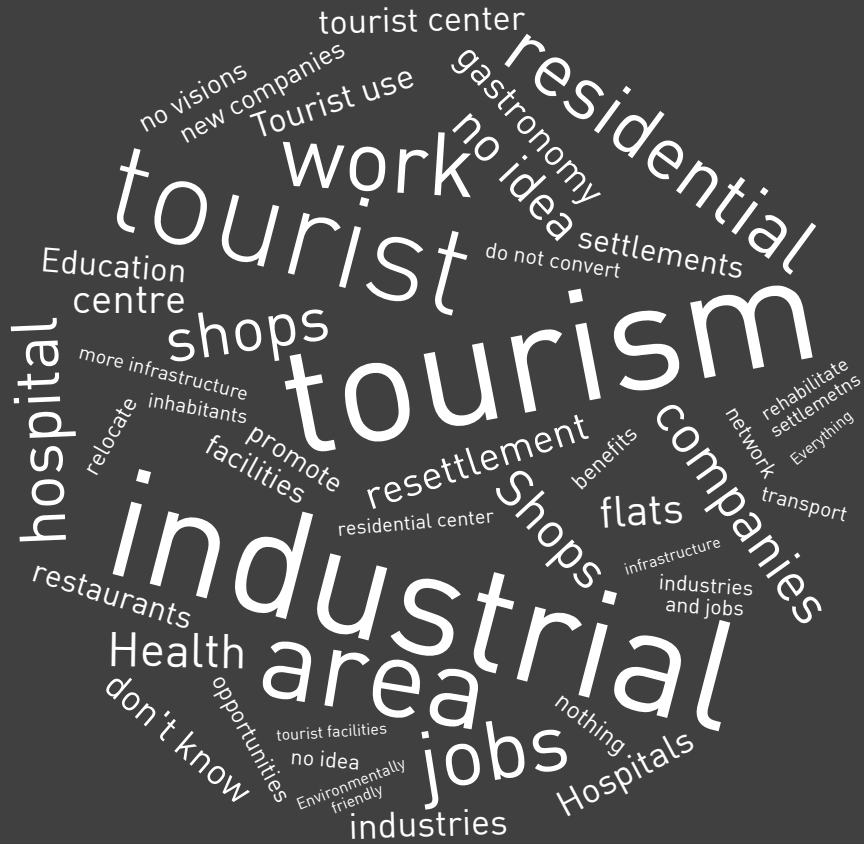
69%
of respondents

THE FUTURE OF THE SITE

Impact of the current condition of the site



Answers to the open question about the preferences for possible transformations of the site:



THE FUTURE OF THE SITE



**Tourist accommodation
(hotel, b&b..)
21,2%**



Shopping center
16,9%



**Structures for
socio-health
facilities
12,7%**



Structures for recreational and cultural activities
8,8%



Residential accommodations
7,0%



New industrial site
17,0%



Sports facilities
7,2%



**Green areas
and parks
5,1%**



Parking
3,2%



School
0.9%

**If you could
invest
one million euros
in the Münichtal
industrial area,
what would you
do with it?**

THE FUTURE OF THE SITE

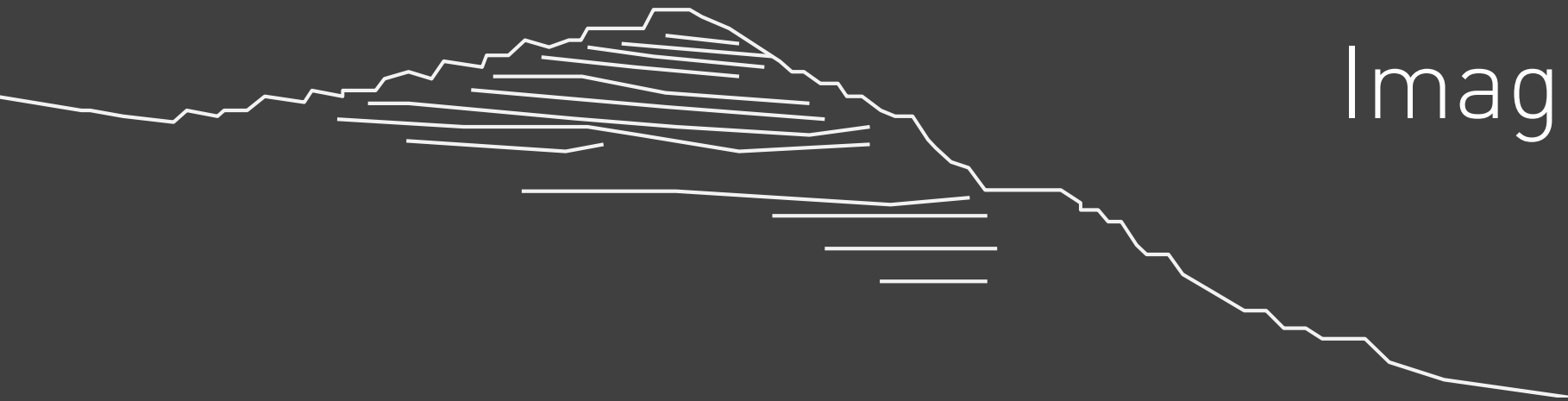
“I would invest in companies and thus encourage the creation of new jobs [...] I would invest the money in recreational activities for young people”

“We don’t have a single hotel where it is possible to host a bus [...] scientists who will work at Zentrum am Berg”

“I would certainly bring the Montanuniversität of Leoben and Styria here.”

“Small businesses or micro-enterprises have a future also in Eisenerz”

“I would make a small “Silicon Valley” in the Münichtal”



Imagine the future

“a head full of dreams”

“I think Eisenerz will **always resist, survive**, perhaps become depopulated [...] It will always remain a village of Steiermark and Austria”

“I imagine Eisenerz **rising slightly** both in population and labour”

“I think we need to make our place beautiful, because we have **a beautiful intact nature**”

“Eisenerz can be **“all over the world”** with IT, globalization and broadband”