
HALLO ZUKUNFT!

Der Weg zum Erfolg?
Beginnt mit Willkommenskultur.



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Culture of welcoming in Upper Austria

A contribution for economic stability

ALP WEEK 2016, Session 11 “immigration as opportunity for alpine regions“
Grassau/Chiemsee, 13.10.2016

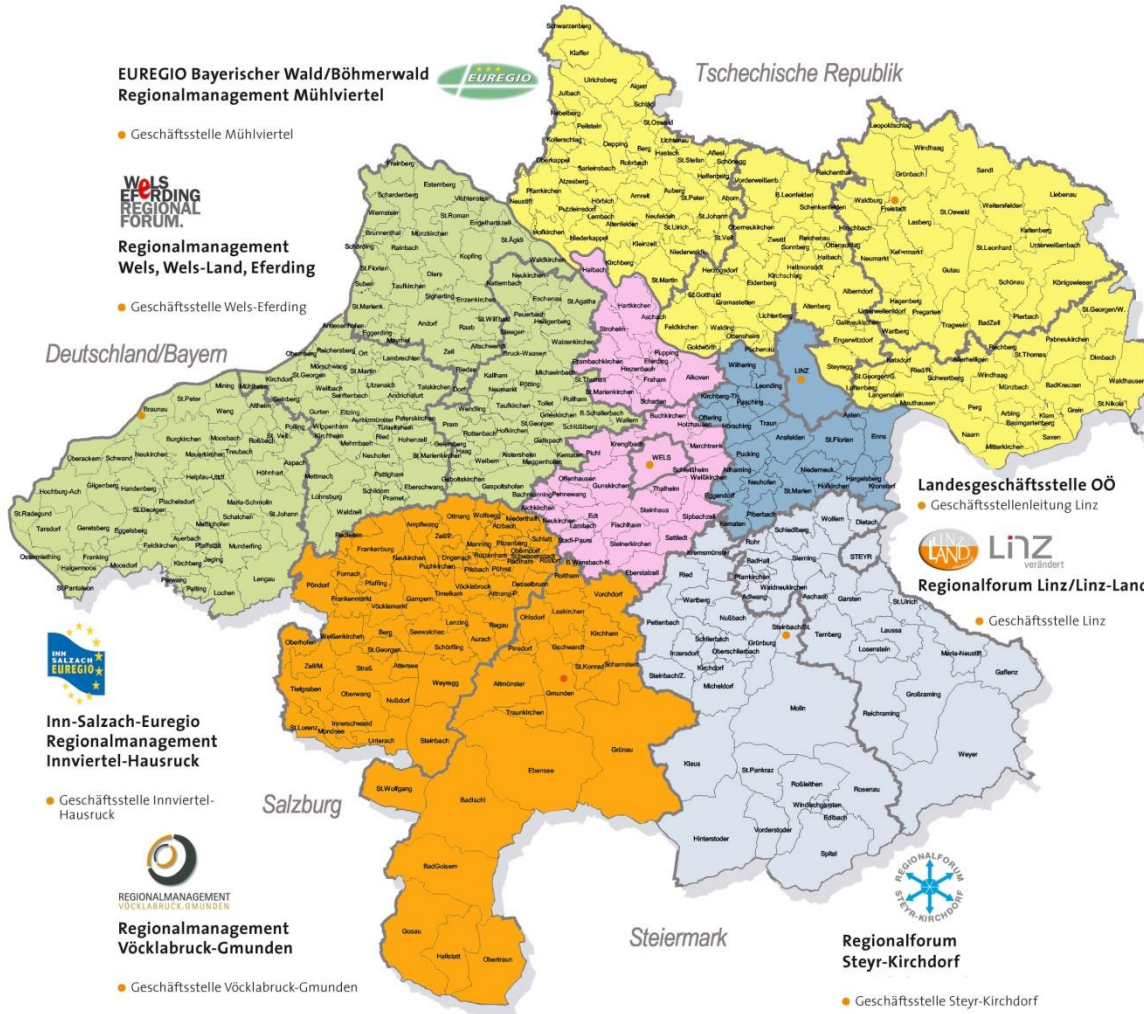
Regionalmanagement OÖ GmbH (RMOÖ) - agency for regional development in Upper Austria.

Our goal is to ensure and enforce attractive regions, their life quality, competitive position and economic power, and cross-border-cooperations.

Including following aspects

- Dynamic economic development
- Social inclusion
- Attractive job market
- sustainability
- Longtime oriented spatial planning
- Strengthen the soft factors in site development
(housing, nature, culture, leisure-time opportunities)

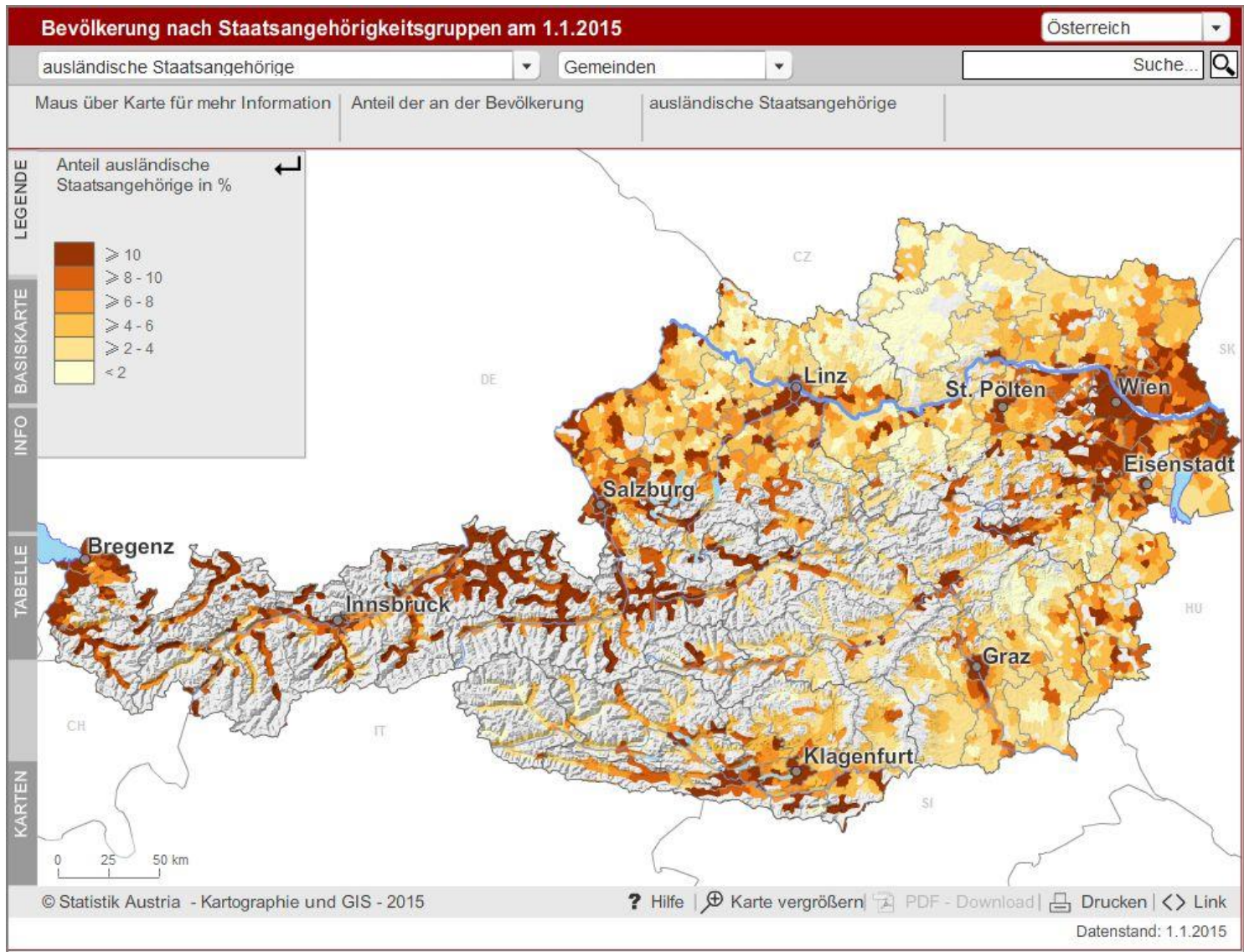
RMOÖ- Geschäftsstellen



- Mühlviertel
- Innviertel-Hausruck
- Wels-Eferding
- Vöcklabruck-Gmunden
- Steyr-Kirchdorf
- Linz/Linz-Land

Willkommenskultur OÖ - come and stay

1. Employers are strongly searching for skilled forces, on local, national and international levels
2. It is a real challenge to find skilled persons, to make them move out of main cities, and to keep in the enterprise!
3. New employees decide mostly during first 3 years to stay or to leave. If you don 't manage during this time to settle in, to find friends and feel at home, you will probably leave.
4. Every help for immigrant workers will also be positive against out-migration!



Where do foreign inhabitants live?

Culture of welcoming - more powerful by cooperation

Culture of welcoming can be realized by different dimensions.

It will be successful, if done as a common task, shared by enterprises, public administrations and social communities

Dimensions of „feeling welcome“



Willkommen.Bei uns

Wie gestalten Sie das Ankommen für Zu- und Rückwanderer?



Willkommen.Administration

Welche Unterstützung bieten Sie bei behördlichen Schritten?



Willkommen.Beruf

Wie sieht der Arbeitsmarkt in der Region aus?



Willkommen.Wohnen

Welche Wohnmöglichkeiten bietet die Region?



Willkommen.Familie

Welche Job-, Ausbildungs- und Betreuungsmöglichkeiten werden den Partnern und Kindern geboten?



Willkommen.Bildung

Welchen Zugang zu Bildungseinrichtungen erhalten Zu- und Rückwanderer?



Willkommen.Freizeit

Welche Freizeitaktivitäten werden Zu- und Rückwanderern sowie deren Familien geboten?



Willkommen.Gesundheit

Wie sieht der Zugang zu medizinischer Versorgung aus?



Willkommen.Infrastruktur

Welche öffentlichen Verkehrsmittel, Service-Einrichtungen und Dienstleistungen werden geboten?

General welcome
Administration
Labour market
Housing
family

Education
Leisure time
Health
infrastructure

History – how did it start

Pilot project REWENIO (lat. „revenio“ = I come back)

REgIONale, WirtschafTs- und arbEitsmarktbezogene Zu- und RückwaNderung (regional, economic and employment-related migration)

- 2 regions: Vöcklabruck – Gmunden und Innviertel/Hausruck
- Duration : May 2014 – December 2014
- Rollout for all 6 development regions Oös 2016: culture of welcoming – contribution for economic stability

First phase - analysis

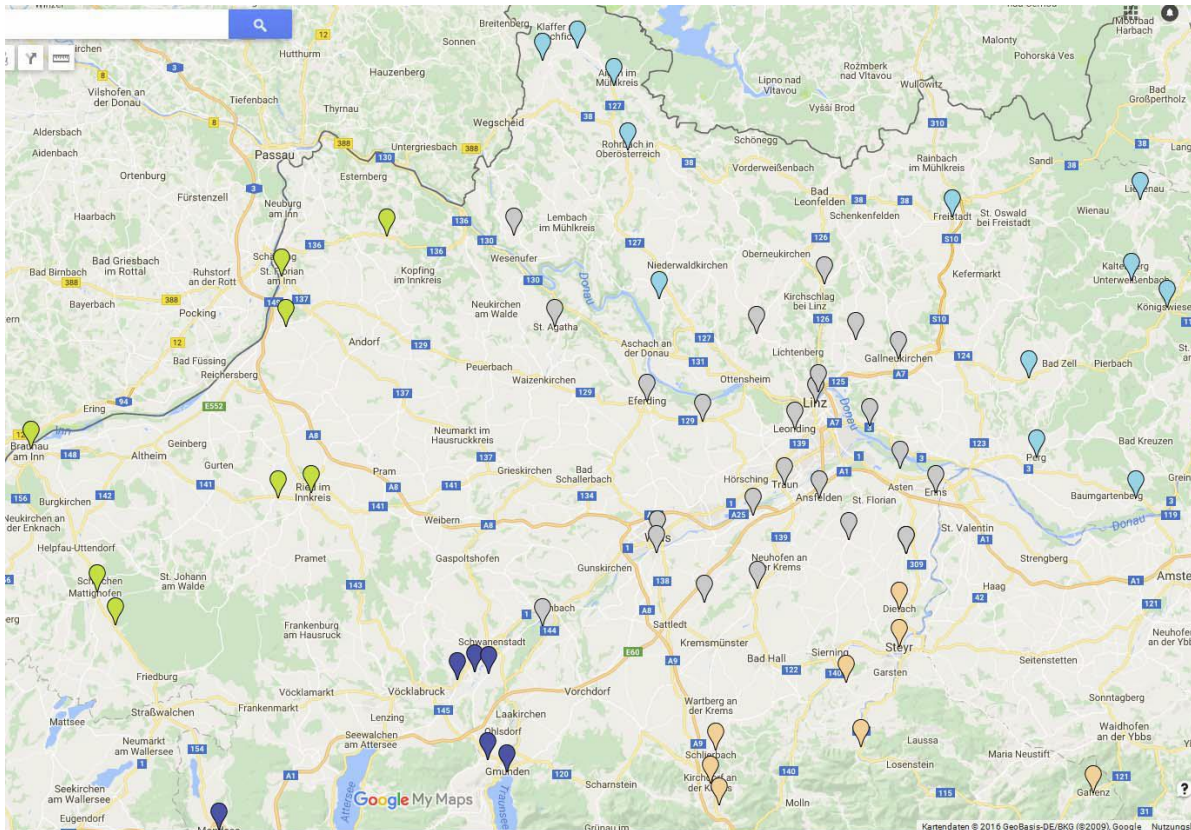
- 98 personal interviews with 30 persons coming back, and 68 persons moving in
- 19 group interviews with employers, local communities, social partners, service organisations, administration, schools and education, and different NGOs
- Research of existing offers and services for our target group
- Scientific analysis: macro-economic focus cost-benefit-analysis of employment-related migration; analysis of interview results



Details of interviews

(Quelle: Einflussfaktoren auf die regionale Integration von ZuwandererInnen und RückkehrerInnen August 2016, Donau Universität Krems)

Where did they live actually?



Details of interviews

(Quelle: Einflussfaktoren auf die regionale Integration von ZuwandererInnen und RückkehrerInnen August 2016, Donau Universität Krems)

Where did they come from?

Staatsbürgerschaft	Anzahl
Österreich	16
EU-14	19
EU-12	11
Nicht-EU-Europa	5
Amerika	7
Asien	9
Ozeanien	1
Gesamt	69

Quelle: DUK (basierend auf Interviewdaten)

Details of interviews - jobs and frame conditions

(Quelle: Einflussfaktoren auf die regionale Integration von ZuwandererInnen und RückkehrerInnen August 2016, Donau Universität Krems)

Attractive jobs and labour market is most important, but frame conditions are also relevant

Attractive jobs are the main reason for immigrants and returners to come to Upper Austria. Other important aspects are named like high quality of life in rural areas, reasonable/low costs for housing, good environment conditions, and also interesting opportunities for leisure time.

Returners are additional attracted by their social networks (family, friends). They mentioned the social community „spirit“, especially in rural communities, as an important reason to come back.

Details of interviews - social integration

(Quelle: Einflussfaktoren auf die regionale Integration von ZuwandererInnen und RückkehrerInnen August 2016, Donau Universität Krems)

Social integration and living conditions for my family members are relevant decision factors to stay!

The integration in society and labour market plus good living conditions for family members are named as most important factors to stay for a longer time in der region. The integration of children within their social environment, education offers for them and social contact of the migrant persons and their partners are important factors of „well-being“.

Detail of interviews - lot of unknown informations

(Quelle: Einflussfaktoren auf die regionale Integration von ZuwandererInnen und RückkehrerInnen August 2016, Donau Universität Krems)

Services and offers for migrant persons are often not well known, not enough coordinated among each other.

Different actions of „welcoming gestures“, offered by communities, enterprises and leisure-groups, are really welcome. But they reach the target group not well and sure enough, more by chance.

A systematic approach, better coordination among each other, would be helpful

Willkommenskultur OÖ – easy contact facilities

(Quelle: Einflussfaktoren auf die regionale Integration von ZuwandererInnen und RückkehrerInnen August 2016, Donau Universität Krems)

Preferable steps by and for immigrants and returners - 1

- **Integrated, multilingual information management:** need of target-group-oriented, concentrated informations, which include an incoming-guide about most important steps on a view, and also overview about information of different services (what to find where) . Should be easy to understand, and easy to find (central service point)
- **Make contact persons visible and enforce coordination:** interview partners preferred personal contact persons plus online/printed informations to get best orientation for formal and informal aspects. In enterprises and in local organisations often experienced persons take that role.
- Special need of common targets and good cooperation between administration (local level especially), enterprises and local associations.

Blick auf die Interviews - housing, culture, leisure

(Quelle: Einflussfaktoren auf die regionale Integration von ZuwandererInnen und RückkehrerInnen August 2016, Donau Universität Krems)

Preferable steps by and for immigrants and returners - 2

- **Active inclusion/invitation for culture and leisure-time-activities:**
interviewpartners loved to find ongoing opportunities to meet, to get actively in contact with local people., and among each other. Local public activities like community events, sports, concerts, children-events etc can offer an important point of contact.
- **Enlarged or new forms of housing offers:** additional housing offers are not easy to realise in some communities, and could be helped by cooperation with neighbour communities.

Details of interviews –common strategy!?

(Quelle: Einflussfaktoren auf die regionale Integration von ZuwandererInnen und RückkehrerInnen August 2016, Donau Universität Krems)

Preferable steps by and for immigrants and returners – 3

Regional strategy and marketing:

Immigrants and returners often emphasize the high quality of life in Upperaustria. They encourage to show actively these living conditions and interesting opportunities for leisure time even in rural areas, but also better show up local job opportunities

A good step could be to show these offers in a multi-local or national level, as we do with all site-developing activities, and make our image as active region more visible

Willkommenskultur OÖ – what does the project include?

- Innovation workshops on regional level to develop steps and strategies
- Welcoming check – tool for analysing combined with coaching process for communities and enterprises
- Additionel project „ culture of welcoming in small and extrasmall enterprises“ in cooperation with Wirtschaftskammer OÖ
- New label „Willkommenskultur OÖ“
- Service brochure für multipliing persons (print, online)
- Development of partner systems for better integration



- **Developing tool for competences - free of charge**

communities → RMOÖ & **enterprises** → Business Upper

Austria

- **Online-tool to ask for statistic data**
- **Self-evaluation** of the community about existing offers for new inhabitants
- Check has started in summer 2016 around all 6 regions



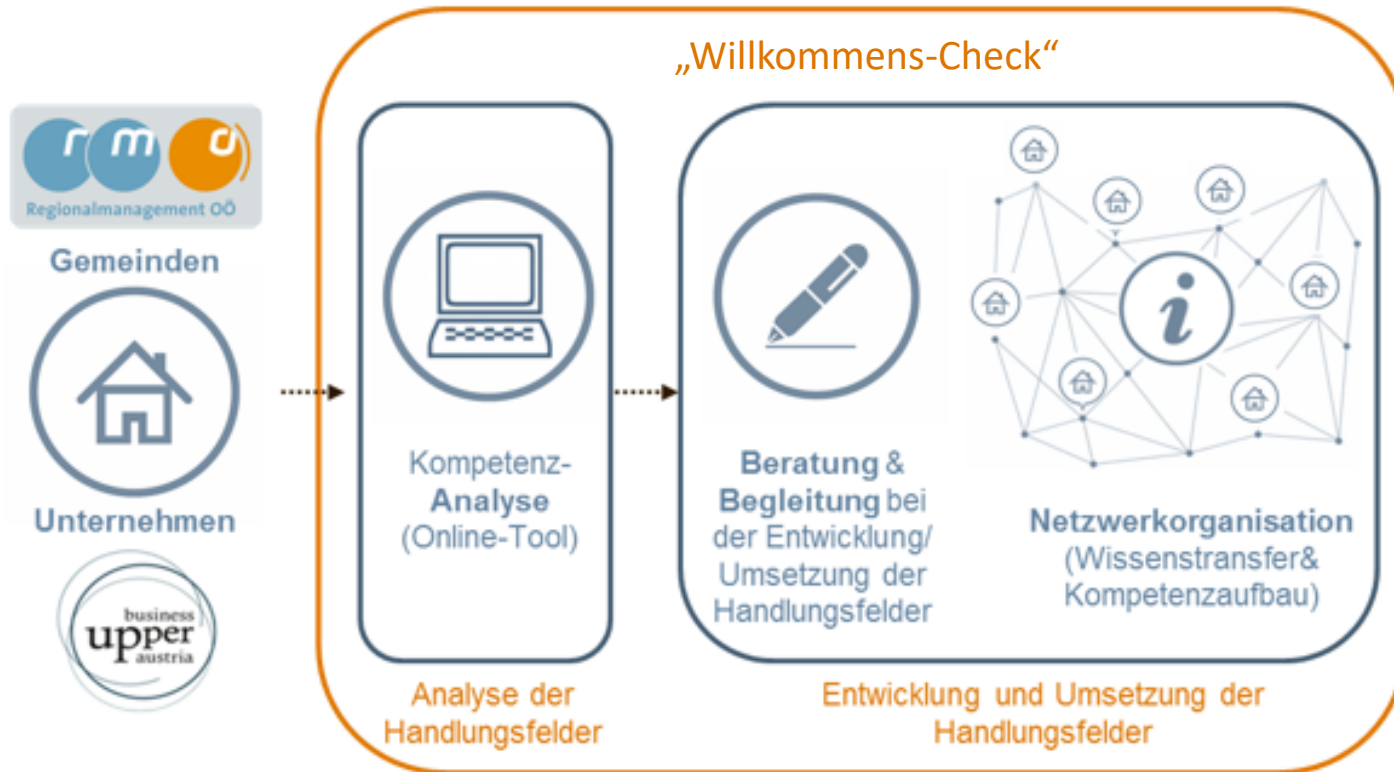
offers of welcoming-check



- **Professional reflection** about own „welcoming-“situation
- Identity own opportunities and potentials
- develop **individual ways** & projects
- Improve **living conditions** for citizens
- Raise up your attractivity as economic site
- **Identify needs** to improve infrastructure
- **Reduce out-migration**
- Strengthen your positive, active **image**
- Strengthen local interface between enterprises and community



Willkommens-Check: step by step





- **Frame conditions** as numbers of inhabitants, group of ages, enterprises, services for child care, schools etc.
- **9 fields (dimensions) about culture of welcoming**



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➤ **Tool is done via Online-Tool, takes about 2 hours**



Willkommenskultur OÖ what happens after checking?

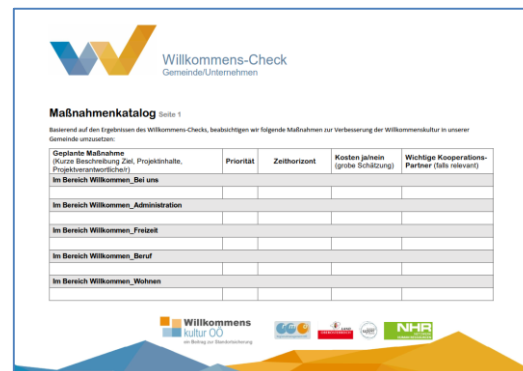
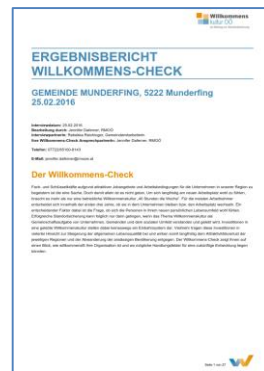


Consulting & coaching

- Results of checks: report
- **Presentation** of report
- **Coaching process to develop next steps – by RMOÖ**

Networks & cooperation „

- „welcome partner“-nomination after fixing own activities
- **Yearly meetings of welcome partners on local and upper-austrian level (sharing experiences, best practise etc)**





examples:

- Remodeling the website of local community
- Welcoming ceremony for new inhabitants, welcoming letters by mayors, ...
- „a community for ALL“ – tasks, structures and services should be explained in an understanding way
- Awareness raising in associations and NGOs
- Get to know your region – exploring tours to meet enterprises and communities ...





*ICH MACH MICH STARK.
GEGEN FACHKRÄFTE-
MANGEL, FÜR OÖ*

„Ein sicherer Arbeitsplatz und eine angemessene Bezahlung sind zu wenig, um langfristig qualifizierte Mitarbeiter zu halten. Auch das Arbeitsklima und das soziale Umfeld müssen stimmen. Mir ist wichtig, dass sich die Mitarbeiter wohlfühlen. Dann erbringen sie Leistung und bleiben bei uns.“

Vorstand
WP AG/Pierer Industrie Gruppe
Hannes Haunschmid



*OÖ MACHT SICH STARK.
GEGEN JOBHÜRDEN,
FÜR MEINE ZUKUNFT.*

„Die erste Zeit in Oberösterreich war für mich schwierig, weil alles auf Deutsch war. Mittlerweile klappt es schon viel besser – dank eines Kollegen. Er war eine große Unterstützung. Sprache ist eben gerade am Anfang das Wichtigste.“

Zuwanderin
Christina Navarro



*ICH MACH MICH STARK.
GEGEN LANDFLUCHT,
FÜR OÖ.*

„Als Bürgermeister der Marktgemeinde St. Martin im Mühlkreis gehe ich offen auf neue Mitbürger zu. Mir ist wichtig, dass sich alle bei uns wohlfühlen und gerne hier leben. Dazu muss man als Gemeinde auch etwas bieten können.“

Bürgermeister
Wolfgang Schirz