



Gefördert durch:



Bundesministerium
für Umwelt, Naturschutz,
Bau und Reaktorsicherheit

aufgrund eines Beschlusses
des Deutschen Bundestages

Extract from handbook

FOR THE USE OF THE SOCIAL PLANNING INSTRUMENT (SPI)

Fields of action – short description

Action field 1: Administration, information and public relations

Being able to get in touch with administrative bodies without having to overcome too many obstacles and thresholds is an important base for the citizens' contentment. In addition to information on communal activities, events, provisions, opening hours and administrative services, platforms also play an important role, because they enable clubs and associations or event organisers to engage in active communication themselves. Barrier-free access to information (multilingualism, interpreters when necessary) enriches the aforementioned concepts.

Citizen service that is up-to-date (point of contact, information for the local population, user-friendly website) makes life easier for residents and strengthens the sense of belonging to the community. It is characterised by clearly assigned competences to help the citizens know whom to approach with their needs and concerns.

Action field 2: Participation and active citizenship

Participation and active citizenship are social assets of the municipality and indicate how actively the citizens get involved in their own and the municipality issues and affairs.

On a structural level, for example, active citizenship can be supported by designated contact persons in administration and politics. Participation serves as a contribution to decision-making processes. Citizens are considered "partners". Financial support given to clubs and associations or initiatives following transparent criteria strengthen active citizenship.

Offering simple procedures for participation is recommended to foster the development of a municipality. Citizens, clubs and associations will be encouraged to get involved in important municipal matters when they can see how easy it is.

Action field 3: Living and housing

Affordable living is a major fundamental need. Successful housing models take the different needs into account that arise from the life cycle of its inhabitants and from individuals with disabilities. Intercommunal and regional cooperations have a positive impact on the creation of affordable housing.

Public space is considered to be part of the living space and a place of social encounter. The needs of various different groups (such as children and youth, individuals with disabilities) are all taken into account in its design and conceptualisation.

Action field 4: Education and training

Education and training are the formal “cultural capital” for everyone and help people everywhere to improve their “mental” mobility. The more diverse and comprehensive the education and training, the higher the chances of being able to exchange views with other individuals and be a successful player on the labour market.

“Lifelong learning” should be a central focus of and for the municipality. It can be promoted by coordinated offers for education and training or through co-operations, especially with schools and institutions providing adult education.

Establishing and maintaining regular contact with citizens who have left the community to receive education and training elsewhere is very important for keeping alive connection and identification with the municipality. Chances to participate in the local social life facilitate a possible return once education and training are completed.

Working parents are supported by the provision of care taking services. The costs for these services are differentiated in accordance with social criteria.

Action field 5: Employment

Employment in their own municipality or in close vicinity is an important factor for many people to determine whether to stay in the community or move elsewhere. The municipality itself can only offer a limited number of jobs and has a marginal influence only on the number of workplaces provided. It can, however, endeavour to improve the quality of the location in collaboration with other municipalities and the economy. Strengthening local and regional economic cycles maintains the jobs provided by SMEs.

The municipality can provide infrastructure for networking and advisory services (platforms to offer and find apprenticeships, advisory services on further education and training). The municipalities are required to act especially when it comes to the integration of individuals with disabilities or asylum seekers.

Action field 6: Health, healthcare and care

Due to demographic changes (growing proportion of ageing population), this action field is becoming an increasingly challenging issue.

The great number of provisions and services for this field in particular make coordination by the municipalities essential. One of the tasks on hand is to ensure the provision of medical care and caretaking services in situ or in regional organisations or associations. Clubs and associations and other providers of caretaking services should be involved.

It is important to involve all stakeholders and develop new and innovative models aligned with all their different needs and the framework conditions.

Information on preventive measures in health care (nutrition, illness, support of caretaking relatives, drugs, violence) help raise awareness in the local population. A deliberate nutrition strategy should be adhered to in all the public facilities supplied by the municipalities (e.g. schools, nursing homes).

Action field 7: Mobility and local supply

Mobility and target group-oriented accessibility of the local and regional facilities are crucial factors for the sustainability of a rural municipality. The basic functions of existence – accommodation, work, education, shopping, recreation – should be provided by an appropriate mobility concept.

The municipalities can give incentives and foster the cooperation amongst stakeholders. They can also support flexible, innovative and environmentally-friendly provisions and services, provide comprehensive information and encourage the citizens to use motivating initiatives.

Structural cooperations to foster local public passenger transport are a priority.

Action field 8: Culture and leisure

Cultural and leisure facilities increasingly determine the attractiveness of residential municipalities. Both appropriate infrastructure (hiking trails, cultural auditorium, rehearsal rooms for young musicians) and cultural or other events are important in this respect.

Striving to achieve cooperations within the region (e.g. indoor swimming pool) is considered to be wise and desirable for maintaining infrastructures.

The creation of places of encounter is also a crucial factor to improve and strengthen the quality of life in the municipalities. A strong involvement of the local population ensures that as many needs as possible are met for the various different target groups (e.g. tourists, local natives, youth).

Action field 9: Immigration, integration

Immigration might lead among other issues to irritation among those who have lived in the municipality all their lives. But can also enrich a municipality. In order to ensure that this happens, it is important that both sides are willing to approach one another with mutual curiosity and respect. The easier it is for

new residents to connect to the local population, learn the language and become integrated into the labour market, the faster they will feel at home and participate in municipal life.

A clearly defined integration concept and successful communal life are beneficial for the municipalities. A wide and coordinated range of offers (language courses, recreational activities, mediations) and the provision of rooms and places of encounter also support the cause. Establishing networks on a regional level is particularly important, and these should be sought not only with other municipalities, but also with institutions and companies.

Contact and information:

Community network „Alliance in the Alps“
Elke Klien, project manager
T +43 664 400 64 34
E elke.klien@alpenallianz.org
www.alpenallianz.org