# ATTRACTING PEOPLE BUILDING COMMUNITIES
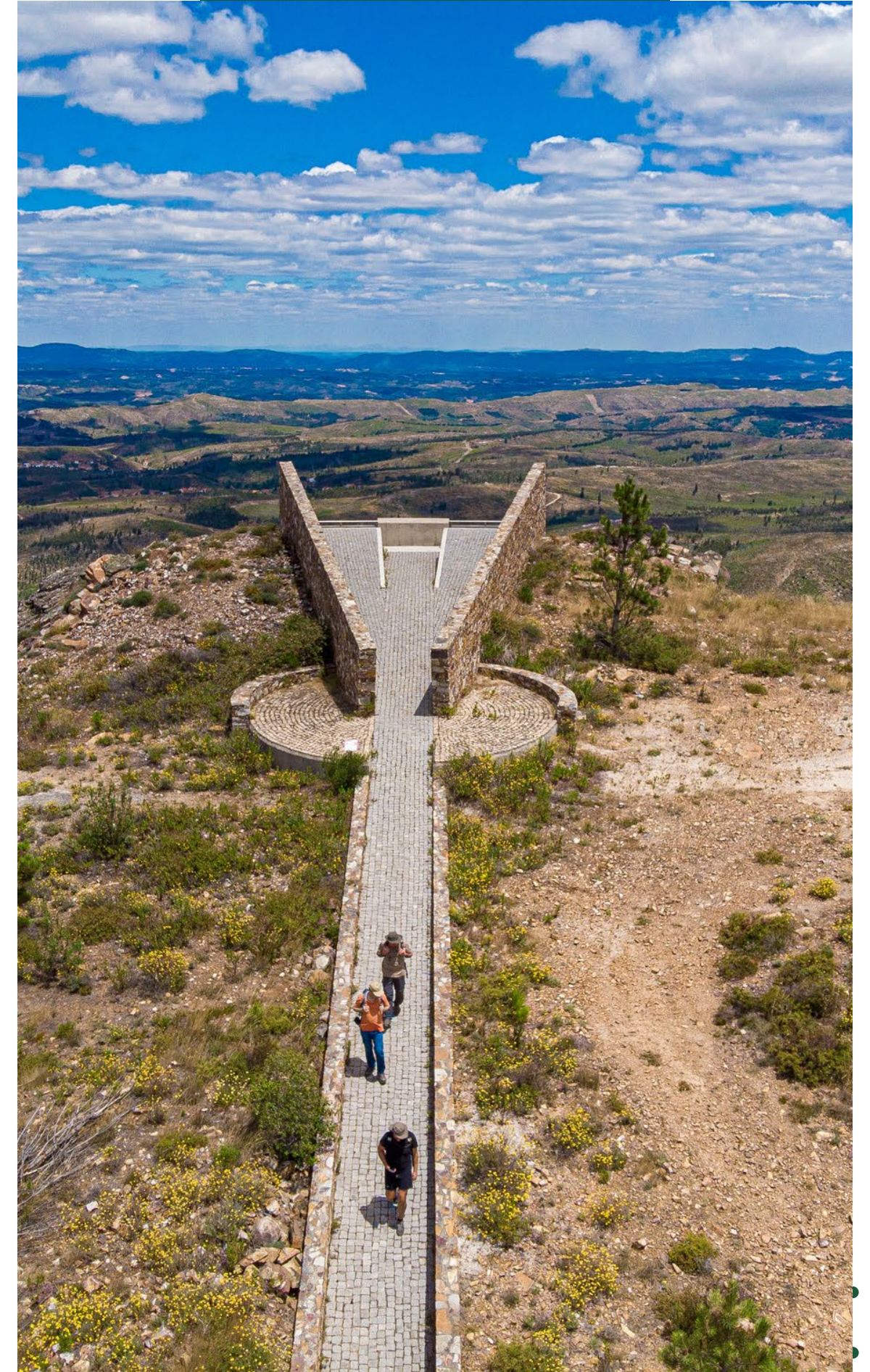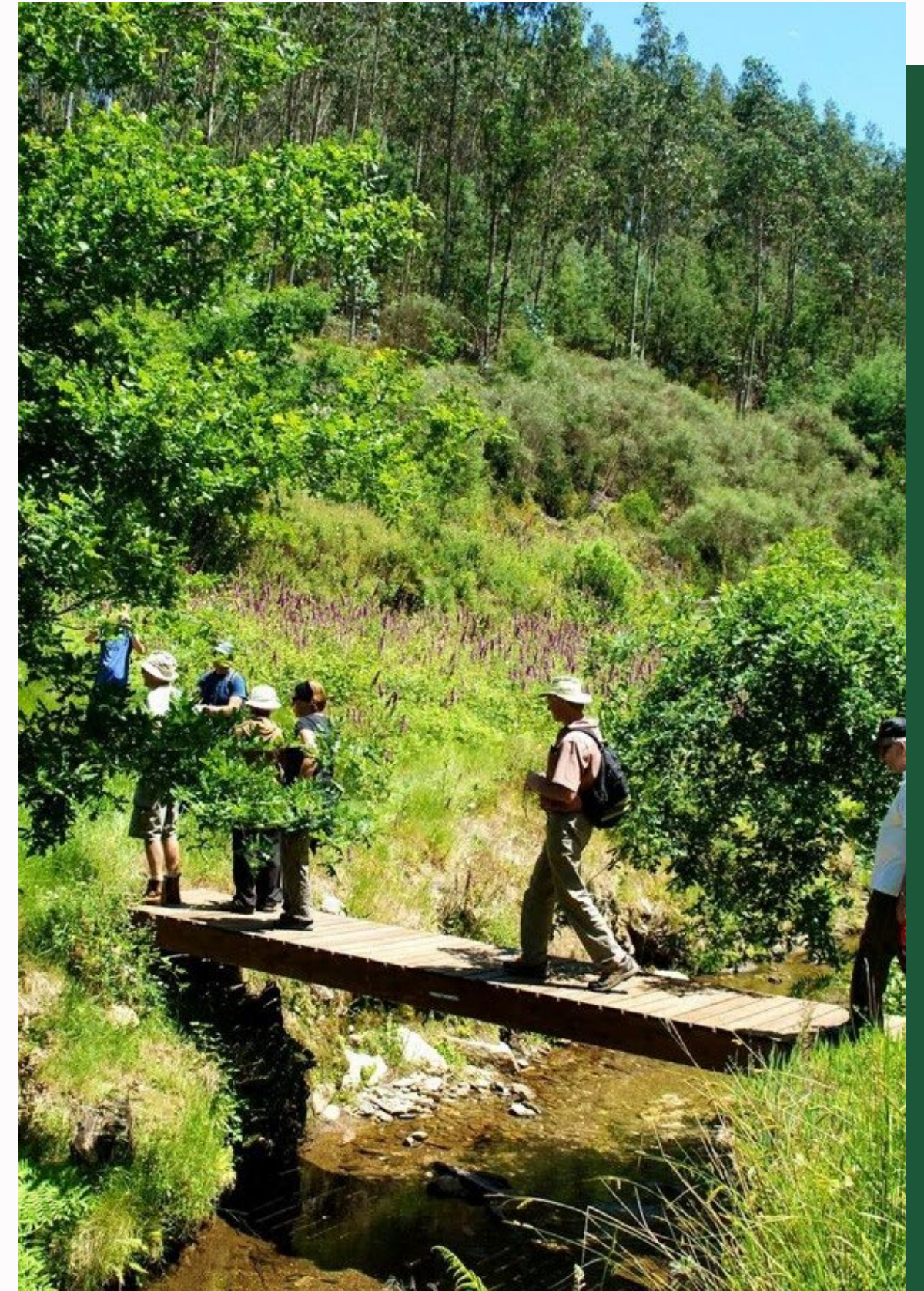
## INSIGHTS FROM THE PORTUGUESE FIGHT AGAINST DEPOPULATION

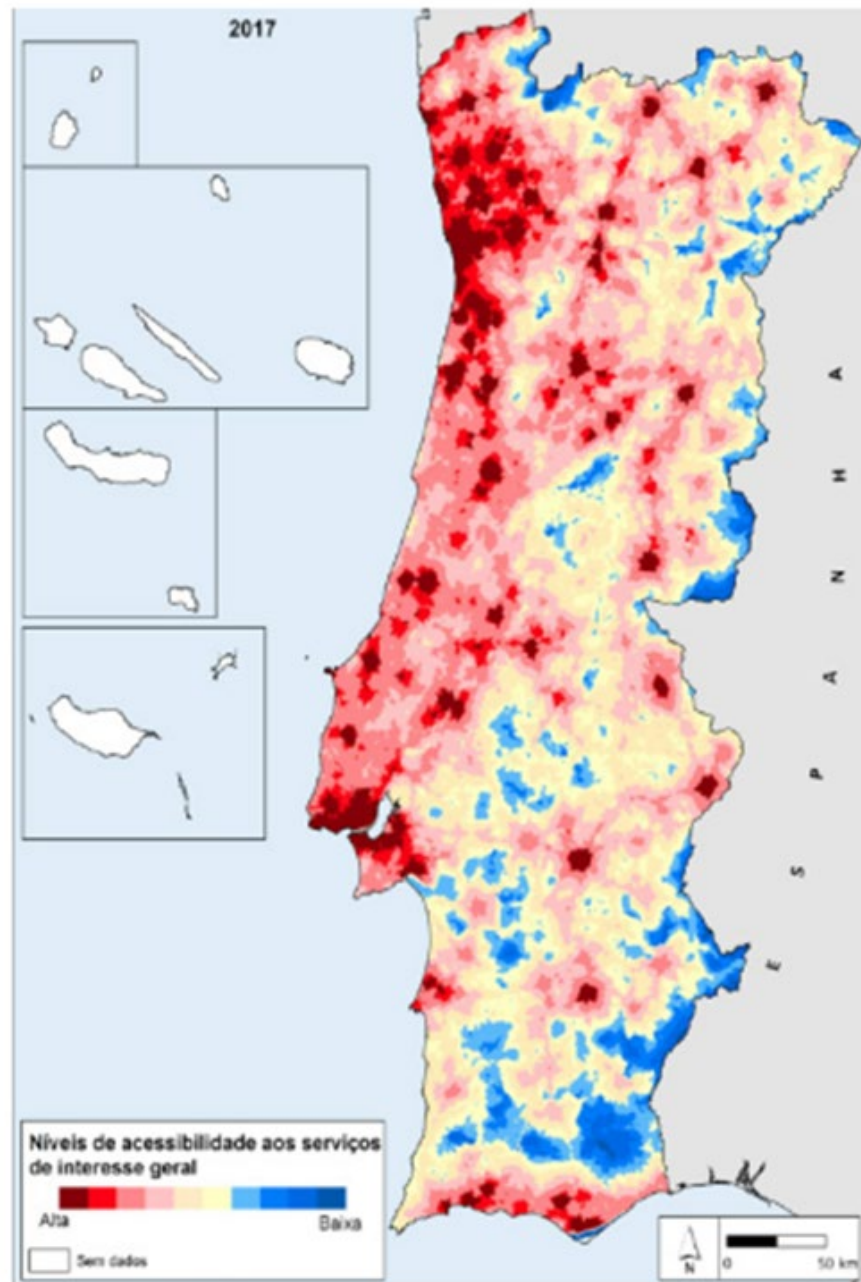João Almeida

universidade de aveiro
theoria poiesis praxis

ECIU
university

RURAL MOVE

# Content

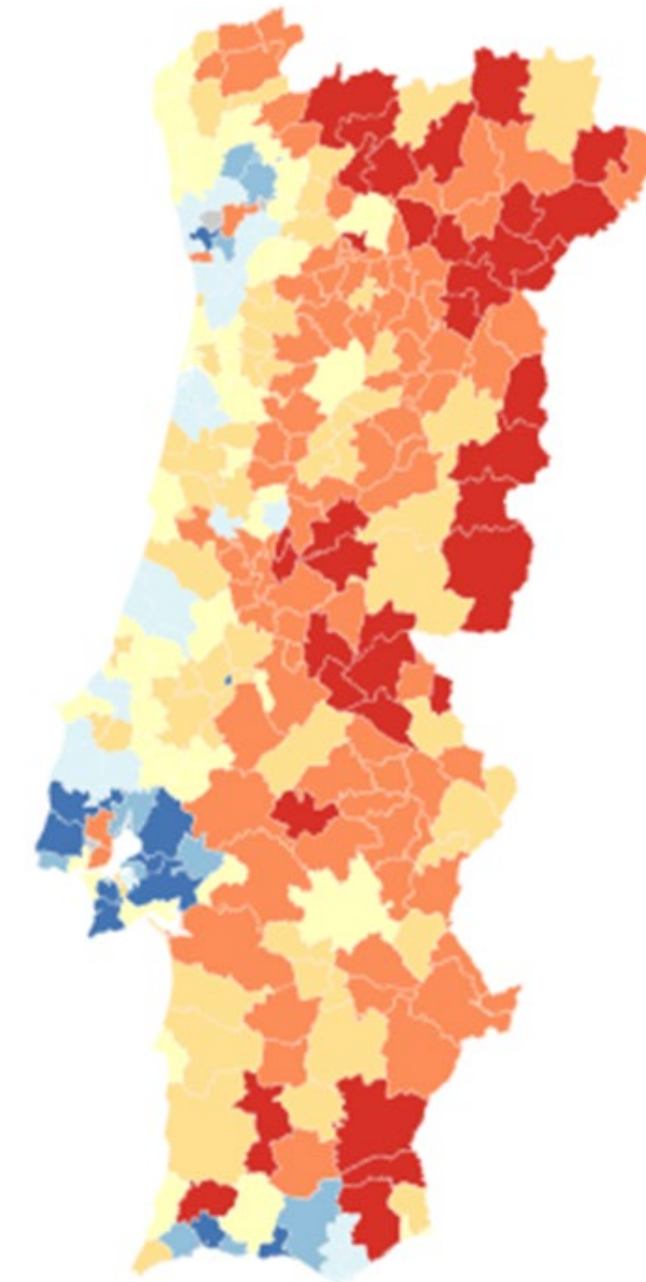# The Portuguese Context



Accessibility to Services
of General Interest
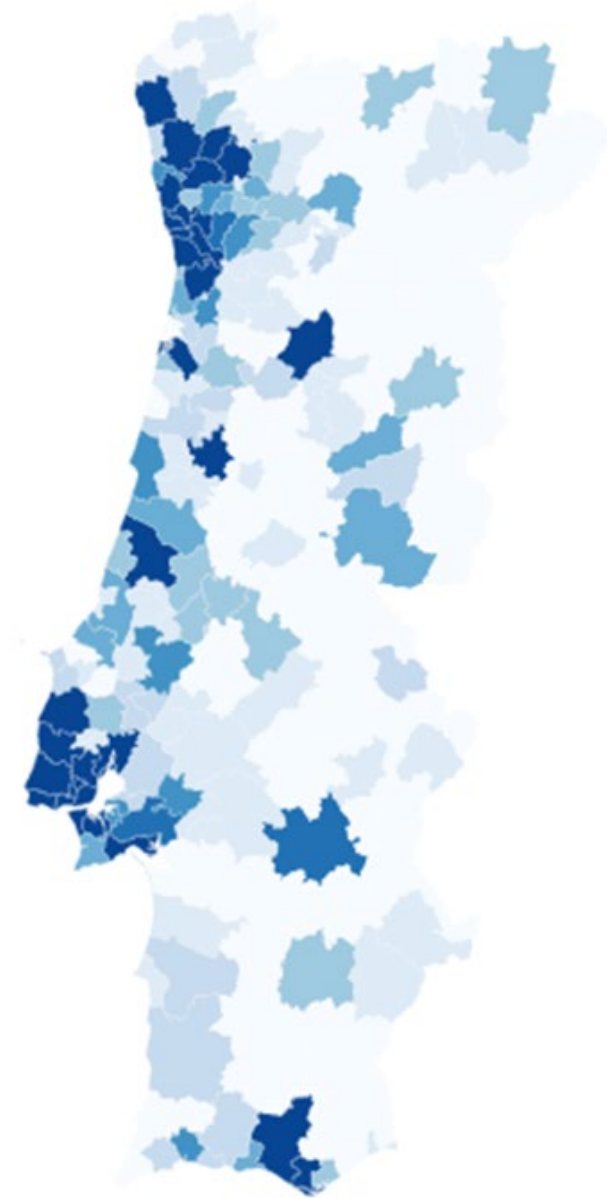


Purchasing Power
per capita



Population Variation

# Rural Move Framework



Digital and Collaborative Tools

Aggregate Information

Community Empowerment and Branding

**Rural Movers**

Advise

Motivate

RURAL MOVE

Advise

Empowerment

**Local Community**

Assistance

Community Building
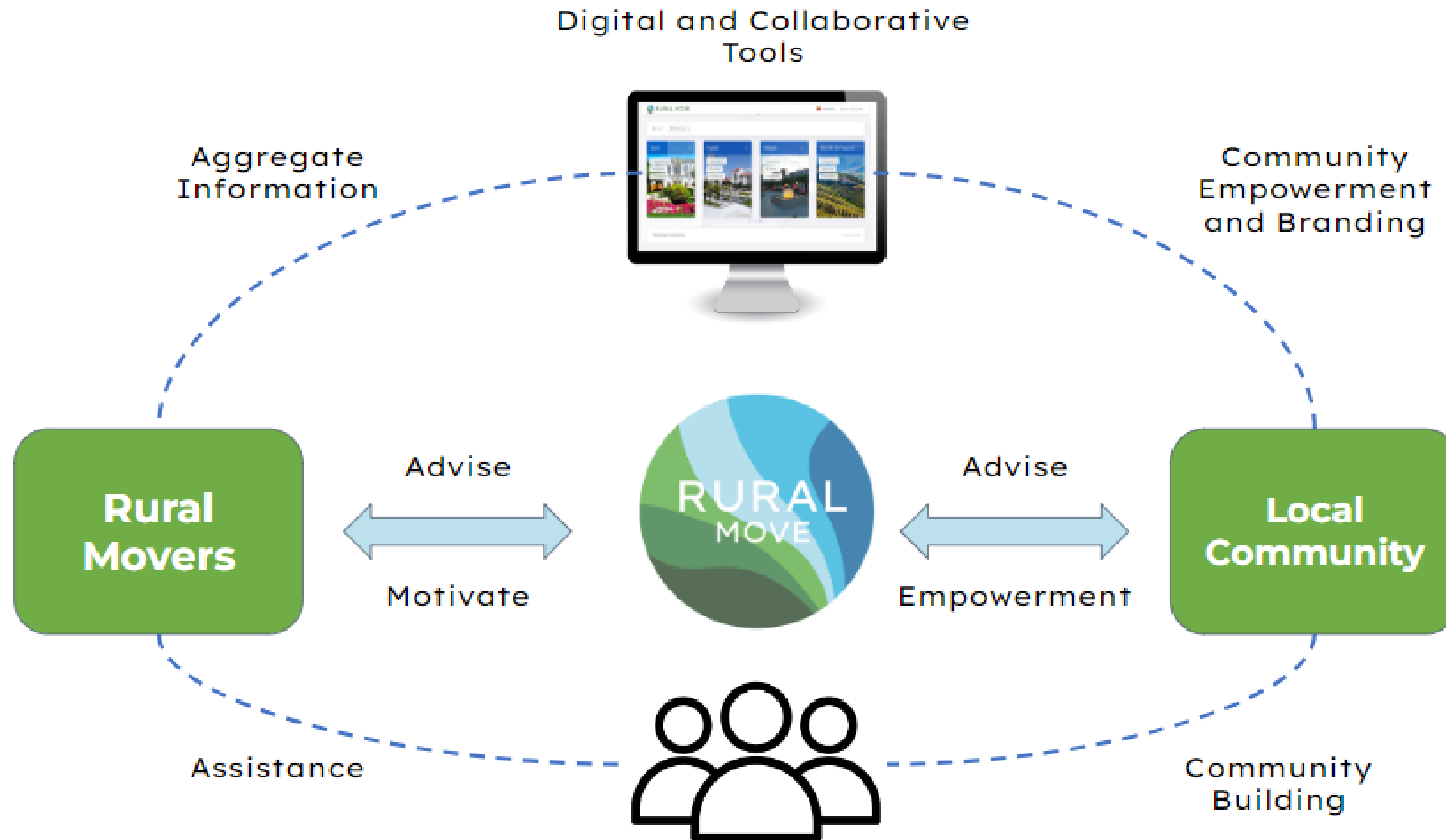
# Our Initiatives

## Platform
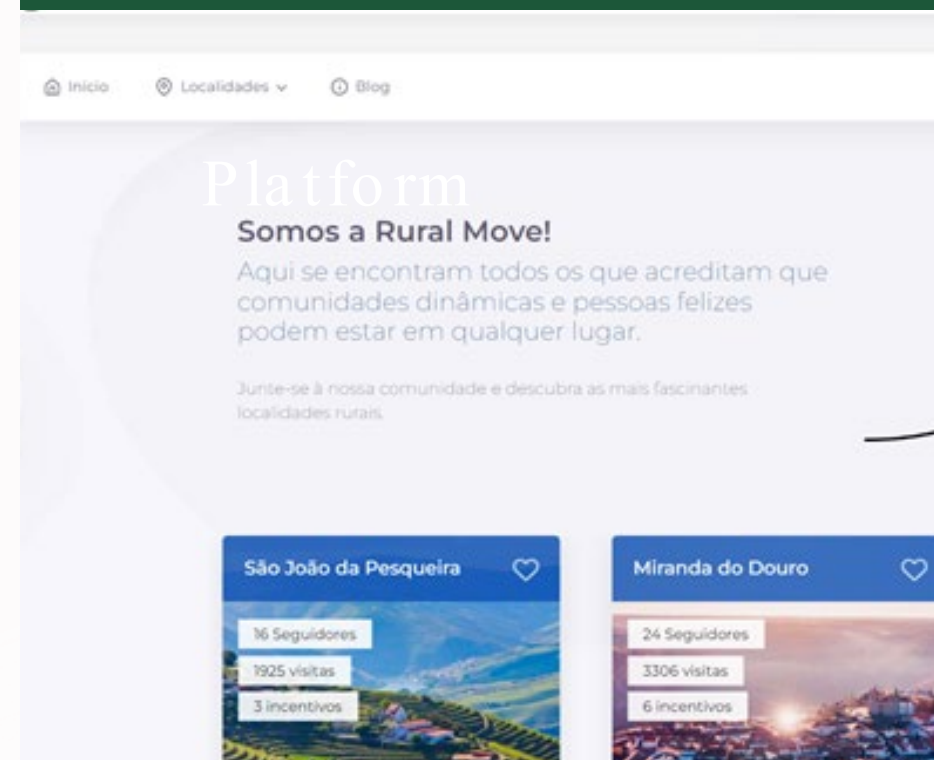


Information about housing, employment, benefits, etc.

## Support to Movers



Peer to Peer Support
Contact Point

## Matching Events



2 Online Matching Events
5 on-site meetups

# Our Initiatives

## Capacity Building



Workshops (online and on-site)
Resource Bank

## Research



+15 Interviews with
Movers
Focus Group with Local
Communities

## Advocacy



João Almeida (Rural Move): "Responsabilidade social também é contribuir para a coesão territorial"

Criada para encorajar o regresso aos territórios de baixa densidade, a Rural Move, liderada por João Almeida, está presente em 30 municípios. Recentemente, a iniciativa foi distinguida como projeto inovador pelo Centro de Estudos Ibéricos.

Segunda-feira, 31 Outubro 2022 | Sofia Craveiro

Opinion Papers
Participation/Organization
Events

# Our Impact



**+30**

## Rural Territories

from North to South of Portugal

**+250**

## Support to Movers

direct and indirect support to people that want to live, work or invest in rural areas.

**+50**

## Media Articles

from local to international media

**+75**

## Volunteers & Partners

over 30 active volunteers and 30 local and national partners.
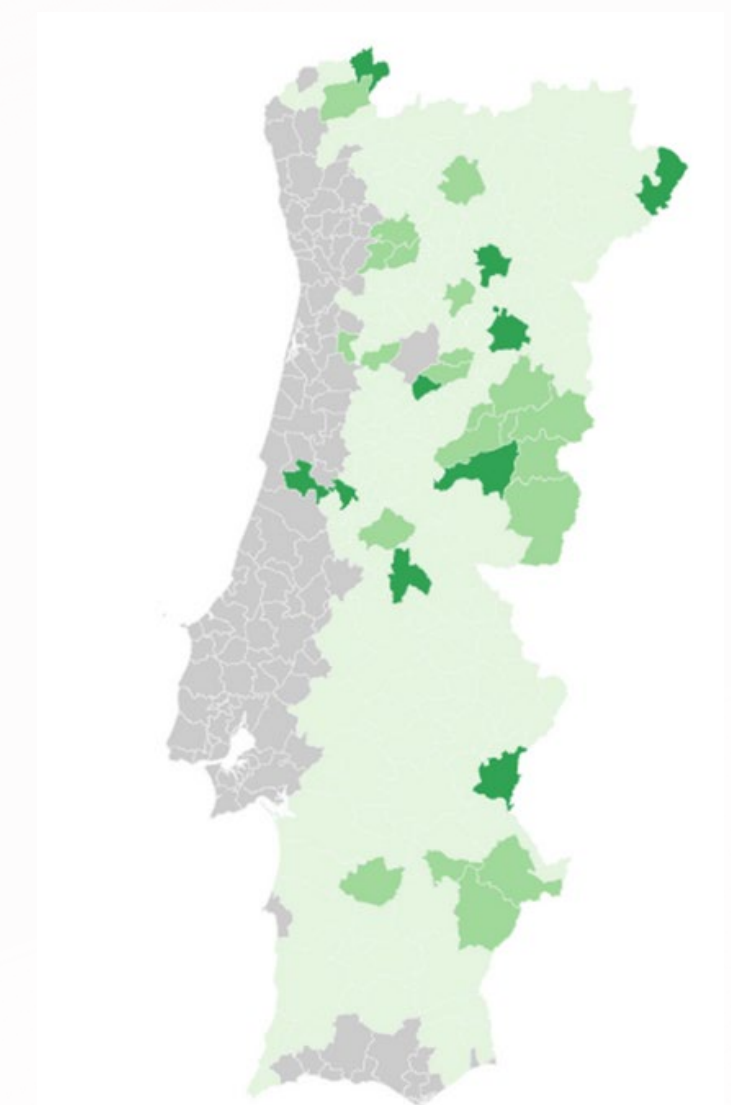
**+250k**

## Social Media Reach

over the last year on the main social media platforms.

**+40k**

## €€ Raised

from social innovation funds and projects.

# INSIGHTS

## FROM PORTUGAL

Public Policies

Rural Communities

Rural "Movers"

# Public Policies

## Main Insights

- Increasing interest and awareness
- Hard -infrastructure (ex. national network of coworking spaces)
- Subsidies and incentives (incentives to relocation; tax benefits;
- Formal support (ex. local support offices)

## Main Challenges

- bureaucracy and complexity;
- engaging the local actors;
- copy urban-models;
- short-term vision;
- do not provide informal support.

### Best Practice



+CO3SO Emprego Interior Employment Incentives for companies located in rural areas

# Rural Communities

## Main Insights

- are aware of the depopulation issue;
- ask for more incentives for people to come;
- but ... high   -resistance to newcomers.

## Main Challenges

- lack of competences;
- short-term vision;
- high-resistance to newcomers;
- involvement in local strategies.

### Best Practice



Identification and Training of Community Managers / Local Leaders.

# Rural Movers

## Main Insights

- increasing interest in living in rural areas;
- want to get involved in local dynamics;
- start their own initiatives due to the lack of local initiatives.
- play the role of community            -managers.

## Main Challenges

- social integration;
- informal support from the local authorities;
- lack of legitimacy.

### Best Practice

# ENABLING FACTORS

policies for rural revitalisation

in Portugal

### Public Incentives & Funding

a wide range of funding mechanisms, incentives and subsidies to relocate companies and workers to rural areas

### Partnerships for Innovation

strong social innovation sector and policies targeted to innovation in rural areas

### Knowledge Exchange

involvement of local and regional actors in smart villages, living labs, fab labs networks

# WHAT WE NEED TO DO NEXT?

Main improvement needed in policies for rural revitalisation in Portugal:

## + Integrated Strategies
implement rural proofing; build positive rural narratives, and improve cross-sector strategies
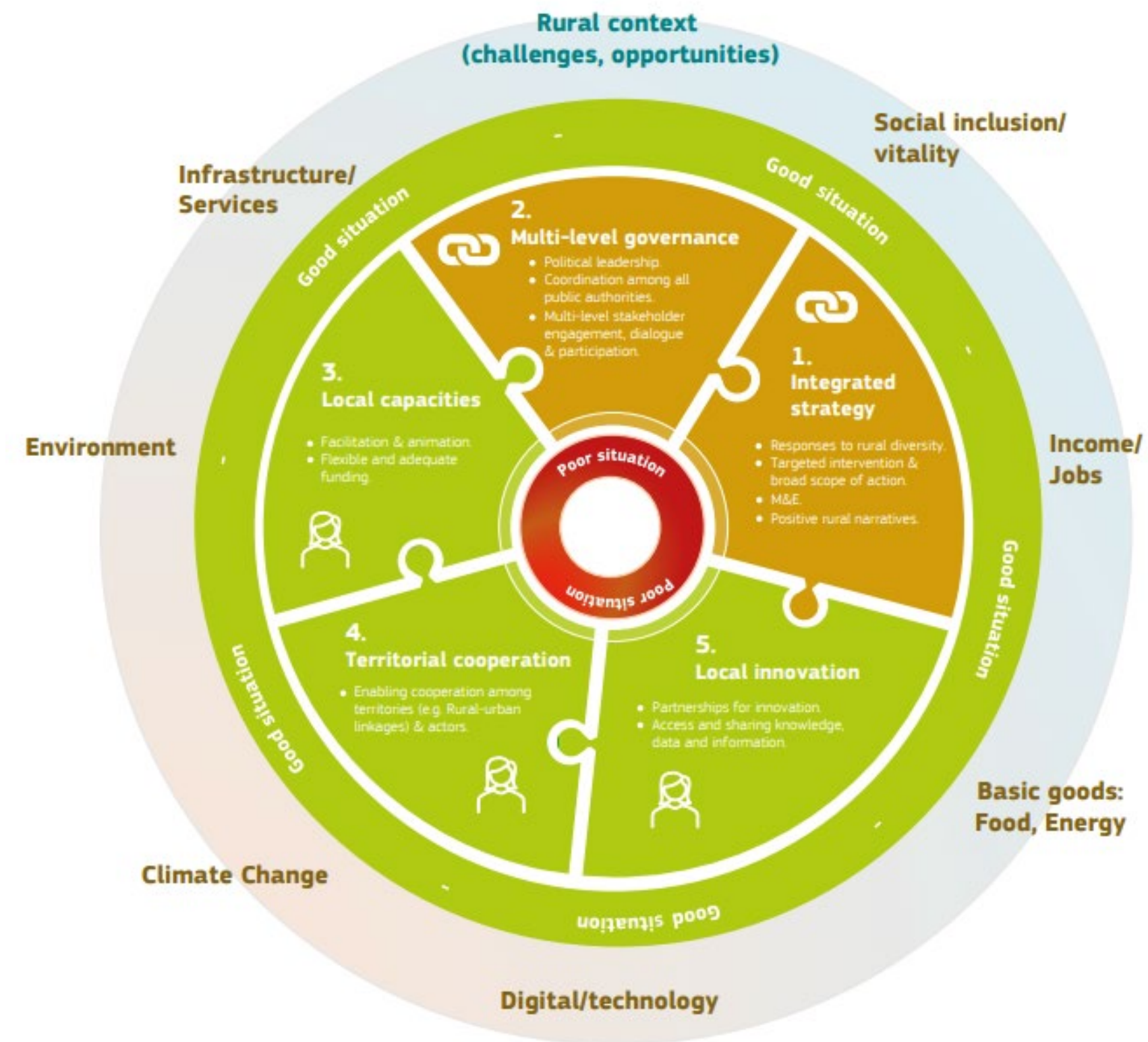
## + Territorial Cooperation
promote rural-urban linkages and regional cooperation

## + Multi-level dialogue
involvement of different stakeholders and different fields in the dialogue

## + Capacity-Building
empowerment of rural communities to take action



Enabling Factors for Rural Revitalisation
(ENRD, 2022)

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