



Attracting new inhabitants from abroad

The aim of this workshop was to examine **the different strategies possible to attract foreigners** in order to increase population levels, and to develop dynamic activities.

It was noted that the project of attracting foreigners and inhabitants from other French regions, encountered the same problem. The problem was who to target and what criteria to use.

This brings up the question of how to satisfy a territory's needs, for some, the importance is to increase population levels, and for others it is important to attract certain professions (manpower and doctors).

In Vichy, the project of attracting young Romanian vets likely to set up practise, **was coupled with the link with a Romanian university**. These strong connections open the way to joint measures that are beneficial for both parties.

Once the needs have been identified, a suitable offer with a potential appeal can be established. The offer develops based on potentially appealing elements, in message form aimed at those likely to be interested, and using any potential channels to convey the information.

Once the offer has been devised, the message has to be communicated.

The message has to be representative of the territory. For example, the Swedish changed their first publicity photos which showed beaches full of holiday makers to photos of forests which are more characteristic of the island.

Communication should propose a warm welcome by measures taken by the territory or by its inhabitants. The proposed welcome offer must be meet expectations.

The representatives from Vichy Développement noted that if advertising is carried out on a small scale, it must be precise and of high quality.

It can be part of organised local structures, such as twinning committees, human networks (as in Vichy) and foreign students groups.

As regards to "pays" and small regions where there is a severe population decrease, **it is important that the local population is prepared for the arrival of these new inhabitants**. Their curious attitude has to quickly give way to the realisation that the territory needs new inhabitants. The local population should be regularly informed of measures and advertising campaigns aimed at attracting new residents.



In order to organise the welcome, it is important to have a contact person, who can easily be contacted and who has answers for all the possible questions foreigners may have (equivalent of diplomas, housing, schooling).

Sometimes associations and local structures are effective ways of getting foreigners involved (radio programmes, informative meetings, meetings with different networks of professionals to help create businesses, articles in local newspapers, as for the club du Morvan....)

The association Terre d'Asile gave examples of political refugees who had succeeded in settling in. **Preparing the local population to welcome** and setting up a network of people contributes to a successful integration, and allows a continual and subsequent amount of people to set up home.

The 2 tables below are from the workshop

Suggested table for the creation of a suitable offer

Type of territory	Creation of a suitable offer	Choice of communication and targets
National	<ul style="list-style-type: none"> ● Research aid ● Support in setting up project and contacting an international market 	<ul style="list-style-type: none"> ● National internet network, embassies and economic posts ● Informative letters, internet with files for students and French speaking countries
Inter-regional (Massif Central and Lozère)	Company database	<ul style="list-style-type: none"> ● On-line database from company directors
Regional	<ul style="list-style-type: none"> ● Quality welcome ● Business park 	<ul style="list-style-type: none"> ● Emigration stand at the salon in Utrecht (Holland) ● Internet web site
International	<ul style="list-style-type: none"> ● Human and financial support ● Administration support (equivalence of diplomas, pension rights) 	<ul style="list-style-type: none"> ● Network of local associations <ul style="list-style-type: none"> . Dutch association (Morvan) . Town twinning committees . Links with Romanian students (Vichy)



Example of attractive points and barriers, as explained by the Swedish

Attractive points	Barriers
Open spaces	Taxation
No crime	Language
Stable political situation	Different education system
Effective education system	Problems with equivalence of diplomas
Good working conditions	