

I EUROPEAN CONGRESS ON SOCIAL INNOVATION

FACING THE CHALLENGE OF DEPOPULATION

INTRODUCTION

Depopulation is a globalised problem that affects practically all the territories of the planet, and also the province of Malaga. Estimates (INE) predict a population increase in the province of 110,000 new inhabitants by 2030, but this growth will lead to imbalances as the population tends to be concentrated in coastal areas to the detriment of inland towns.

The Fight against Depopulation and the Demographic Challenge are the major challenges facing the Malaga Provincial Council during its mandate. For this reason, the entity has been working for a year on a global and transversal strategy to combat this problem in the province with a view to achieving the Sustainable Development Objective set out in the United Nations Agenda 2030 Action Plan.

Within this framework, it took an active part as a promoter of the National Pact for Innovation and Entrepreneurship to Encourage Rural Resettlement which it signed together with provincial institutions, autonomous communities and local and territorial bodies in the 'Gredos Declaration', in January 2020.

And in this same field, last year, the Provincial Council organised the "First Provincial Congress on the challenge of Depopulation from the point of view of Social Innovation", on the basis of which the "First Plan of Opportunities in the face of Depopulation" is being drawn up to boost the 103 municipalities of Malaga and promote employability, and to attract young talent, promote gender equality, entrepreneurship, training of the third sector, facilitate connectivity, mobility, teleworking, alternatives to medicine or financial inclusion, with actions to overcome the digital divide and improve the lives of people in the villages to make them more attractive and to fix their population.

The holding of the "1st European Congress on Social Innovation and the Challenge of Depopulation" is another ambitious and timely step that the Provincial Council wishes to take, as it means an increase in the scale of the proposals and solutions that we wish to see. We want to have a vision of this problem in the European Union and know, directly, the solutions and initiatives that will be implemented by the European Commission in this new period that is now opening. The aim is also to identify, on this scale, examples of good practice which have been implemented and which can be adapted to our provincial environment.

The fight against depopulation and the demographic challenge, as a global problem that affects the province of Malaga, requires integrated and coordinated solutions similar to those that will be implemented for the rest of the European Union's citizens, and, along this path, we want to learn about and contribute to the celebration of this Congress.



OBJECTIVES

Primary Objective

Get to know, first hand, the European Union's vision of the demographic challenge and depopulation of rural areas within the framework of the action plan on the European pillar of social rights and its possible implications for Andalusia and the province of Malaga.

Secondary Objectives

- Identify in European Commission initiatives the opportunities and lines of action that are directly applicable to the province of Malaga and, in particular, those that result in the challenge of combating the depopulation of its territories.
- To find out expert points of view about the expectations for the future, foreseeable developments, possibilities for efficient action and proven formulas for combating the depopulation of socially innovative rural territories.
- To generate an environment that favours and facilitates public, private and public-private alliances and collaborations for the development of initiatives whose common objective is to offer solutions to the depopulation of Malaga's rural areas.
- To give visibility to the effort and commitment of the Malaga Provincial Council in its commitment to the fight against depopulation and the demographic challenge.

CELEBRATION

Due to the limitations of the COVID 19 pandemic, the Congress will be held online and broadcast by streaming.

SUBJECTS

- Applications and opportunities of the "Silver Economy" in rural areas
- The situation of young people and women in the rural areas. The relevant role of Social Enterprises.
- Rural vs Urban. Contrast and harmonious coexistence of both realities.
- The role of technology and connectivity in the fight against rural depopulation.

FORMAT OF THE SESSIONS

All the sessions will be configured with the intervention of an expert in the subject and a person who will present an example of good practice of a project or initiative related to the subject.

The aim is, as far as possible, to get the speakers to offer a strategic point of view, with the vision from the European Union's perspective of the subject in question, its evolution or future prospects or planned lines of work.

As a complement, the aim is to learn about the experiences, in first person, of entrepreneurs, opinion leaders, heads of public administrations, etc. who have had an initiative or launched a project, in rural areas and/or with strong threats of depopulation, if possible of social innovation, and which is directly related to the identified problem. We are looking for inspiring examples that can be adapted or have a potential application in the province of Malaga.

To this end, we want to have a team of international experts on the issues raised, who will work in the public administration, in associations and/or representative sector bodies, in private companies and organisations and with special attention to those responsible for initiatives that favour development or that are developed in rural areas.

A platform of videoconferences and retransmission of the interventions in streaming will be used and each session will have a presenter/moderator and the intervening speakers. The planned format consists of a brief introduction to the chosen topic and the presentations of about 20 minutes for each participant, in order to give an overview. Afterwards, a debate session will be opened, with the possibility of questions and comments being passed on to the speakers by those attending for discussion and response.

Simultaneous translation into English, French and Spanish will be available during the sessions.

The timetable will be from **9:30 a.m. to 11:30 a.m.** (Central European Time)

CONGRESS AGENDA

Monday 16.11.2020 Opening Day

9:30 h. – 11:00 h.

Current and Future Perspectives on the Demographic Challenge and Depopulation of Rural Areas

Institutional Presentation of the Congress



Mr. JOSÉ FRANCISCO SALADO ESCAÑO
President of the Provincial Council of Malaga



D. ELÍAS BENDODO BENASAYAG
Regional Minister for the Presidency, Public Administration and the Interior of the Junta de Andalucía



Presentations



Ms. EMMA TOLEDANO-LAREDO
European Commission
Directorate-General for Employment, Social Affairs and Inclusion
Unit B.4: Spain, Malta

La “Silver Economy” como oportunidad ante el Reto Demográfico



Mr. PETER VARNAI
Technopolis Group
Authors of the Silver Economy report for the European Commission)



Session leader

Ms. NATACHA RIVAS CAMPOS

Fourth Vice-president of the Malaga Provincial Council - Area of Citizenship and Attention to the Depopulation of the Territory, Social Innovation and Depopulation Delegation

Tuesday 17.11.2020

9:30 h. – 11:00 h.

Rural vs. Urban. Contrast and harmonious coexistence of both realities



Ms. VALENTINA CORSETTI

European Commission.

Programme Manager Spain and Portugal unit. Directorate General for Regional and Urban Policy



Mr. IGNACIO MOLINA DE LA TORRE

Director of the Government Commissioner for the Demographic Challenge at the Ministry of Territorial Policy and the Civil Service. Lecturer at the University of Valladolid
Experiencia



Mr. SERAFIN PAZOS VIDAL

Head of the Brussels Office

Convention of Scottish Local Authorities (COSLA) House of Cities, Municipalities and Regions.



Session leader

Ms. NATACHA RIVAS CAMPOS

Fourth Vice-president of the Malaga Provincial Council - Area of Citizenship and Attention to the Depopulation of the Territory, Social Innovation and Depopulation Delegation

Wednesday 18.11.2020

9:30 h. – 11:30 h.

The situation of young people and women in the rural areas. The relevant role of Social Enterprises.



Mr. JEAN-LOUIS EVERAERTS

Programme Manager

European Commission

DG Agriculture and Rural Development Unit F5



Mr. VÍCTOR MESEGUER
Director of Social Economy Europe



Mr. ROB CLARKE
Head of Policy at Highlands and Islands Enterprise HIE

Experiences



Ms. PATRICIA GARCÍA GÓMEZ
Tourism Management and Development. Rural entrepreneur.
President of the Association of Rural Coworking and Coliving of Castilla y León





Session leader

Ms. CARMEN SÁNCHEZ SIERRA

Territorial delegate in Malaga of the Departments of Employment and Economy of the Andalusian Regional Government

Thursday 19.11.2020

9:30 h. – 11:00 h.

The role of Technology and Connectivity in the fight against the depopulation of the Rural Environment.



Mr. FRANCO ACCORDINO

Head of the "Investment in High-Capacity Networks" unit within the European Commission's Directorate-General for Communications Networks, Content and Technology (DG CONNECT)



Mr. IVÁN REJÓN
Director of Strategy, Marketing and Communication, Ericsson Iberia
Patron of the I+E Innovation Foundation Spain



Mr. FERNANDO OJEDA GONZALEZ-POSADA
President and CEO of Eurona. Satellite connectivity to 100% of the population, immediately



Conductor de la Sesión:
Mr. JUAN BAUTISTA ÁLVAREZ CABELLO
Deputy for Technological Development and European Resources of the Malaga Provincial
Council