

Change of values  
commonwealth - to be - tolerance



Change of values  
individualisation - to have - closed mindset

## Everywhere at home

### social equality, multilocality

**Opportunities:** skilled workers return, growing prosperity for people and communities, multilingualism (more educational institutions, tolerance), more specialised companies in South Tyrol, more research and development.

**Threats:** distribution of resources, land prices explode, weaker identification with South Tyrol, increased traffic, loss of traditions (associations), social imbalance (2-class economy).

**Winners:** municipalities, the Province, economy, people wanting to return, highly qualified immigrants, education system, cultural and recreational offerings

**Losers:** traditional associations, environment, less educated locals, agriculture

**Allies:** provincial administration, IDM, chamber of commerce, business associations, social housing

**Opponents:** landowners, environmental associations

## My property

### unrestrained ownership

**Opportunities:** more workers for the labour market, higher GDP, foreign investment.

**Threats:** more investment in physical infrastructure than in human capital, loneliness, decline of voluntary service, loss of public welfare, desolation of inner cities, loss of "lively" places, higher crime rate, increase in individual traffic, devaluation of property due to environmental pollution, displacement of young people from village/city life, deterioration of microclimate in settlements

**Winners:** construction industry, foreign investors, social housing

**Losers:** volunteers, associations, environment, residents along transit roads, community.

**Allies:** economy, landowners who want to sell

**Opponents:** environmental associations, youth, socially disadvantaged, agriculture

## The way of sustainability

### sustainable land use, new functions in the old dress, sharing society

**Opportunities:** regionality increases, more intergenerational exchange, better work-life balance, more sustainable mobility, more focus on the environment, improvement of the general well-being, livelier village centres, traffic reduction, better basic and local supply, revitalisation of vacant properties.

**Threats:** higher housing costs, slump in sales of new buildings

**Winners:** "redevelopment" building industry, crafts, sustainable tourism, regional economy, people willing to return, highly qualified immigrants, agriculture, small businesses

**Losers:** landowners who want to make profits from building land, globalized industry, investors and developers of big building projects, non-transformative industrial production

**Allies:** social organisations, environmental organisations, youth and senior citizens, municipalities, agriculture, business organisations

**Opponents:** landowners who want to make profits from building land, large-scale industry, investors and developers of large building projects

## Stagnation

### tight corset, no new buildings

**Opportunities:** less deterioration of landscape by new buildings, recovery of the environment, preservation of traditions, perceived security, digitalisation of services, short-term price increase for real estate

**Threats:** Outflow of youth, economic stagnation, loss of jobs, country of emigration, ageing society, no adaptation of social services in the territory, shortage of skilled workers, long-term devaluation of real estate

**Winners:** traditional associations, online companies, environment

**Losers:** (environment, because already the status quo is negative), research and development, South Tyrol as business location

**Allies:** real estate owners, agriculture

**Opponents:** business, landowners