

Willi Perzl, Germany: Integrated Rural Development (IRD) Waldnaabaue – A Nature Conservation Project Changes to Economic and Social Land Development





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Integrated rural development (IRD) - the new supporting principle in FRG



- GAK-framework plan, since 2004 (GAK is the German common task for improvement of agriculture and coastal protection)
- Fortification of rural areas to become habitat, working, recreating and unspoiled nature area
- Integrated development approaches pool separate instruments of rural development and link them with other politics
- Competition between urban and rural areas is actually growing

• IRD in Bavaria - municipal fields of action
• IRD in Bavaria - orientation on realisability

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Project period 2000 - 2009







Fostering and development plan is on hand; land acquisition and realisation of measures

Nature Conservation Project of National Significance Waldnaabaue

Project area approx. 3.200 ha, ecological centre zone approx. 1.500 ha
Project costs approx 4.5 Mio. € by FRG, Free State of Bavaria and County

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Nature Conservation Project Waldnaabaue

Aims:

- conserving the historical pond landscape
- protecting the mosaic of marsh areas, meadows, and moors, just as dry locations
- securing the ponds by pond keepers acting close by nature
- guiding visitors (to keep them out of ecological centre zone)

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Problem:
The restriction essentially to nature conservation narrows too much the scope of development!




- Pond keepers, farmers, foresters and owners of real estate are fearing conditions of utilization and some disprofit caused by nature conservation, so they respond more and more critically and negative.
- Politicians and citizens call for projects with economic effects (tourism, local recreation)
- Lack of local and regional acceptance was endangering finally the whole nature conservation project.

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The approach for solution:
„Focal Point of Development Waldnaabaue“

- Aims of development such as tourism, recreation, agriculture, and culture have to be integrated into the project additional to the aims of nature conservation (> giving participation and showing esteem of the persons involved)
- determined cooperation of the various private and public organisations (county, municipalities, NGOs, administrations for rural development and agriculture)
- concentration of these specific competences and opportunities of these organisations – achievement of equity capital and subsidies

By IRD Waldnaabaue the sectoral nature conservation project changes to a regional development initiative.

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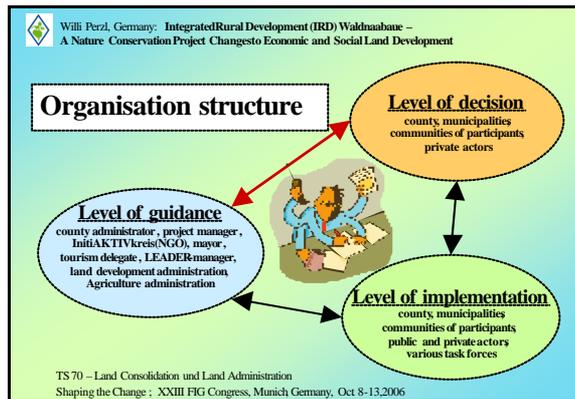
IRD Waldnaabaue – main Fields of Action

nature conservation project

Agriculture, tourism and recreation

social and cultural activities

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IRDC Waldnaabaue
(Integrated Rural Development Concept)

Based on Fostering and Development Plan (nature conservation project) and Regional Development Concept (LEADER+ for the county) ...

- **Analysis of strength and weakness**
- **Aims**
- **Strategy**
- **Primary measures**

We're looking beyond the nature conservation project to the whole area of the municipalities .

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Aims of IRD

- **Private and public acceptance**
farmers, pond keepers, foresters, citizens, municipalities, politicians, NGO's, ...
- **Economical added value in the region**
more income, part. agrarian people, tradesmen, correlating enterprises, ...
- **Activation of the regional capabilities (people and topics)**
particular touristic concepts, nature and adventure trails, cultural and geological heritage, ...
- **Profile of the region**
well-structured public relations, corporate design, cultural concomitant programme, inter-municipal cooperation

Developing the area Waldnaabaue in the whole sense embedded into the regional vicinity

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Role of the Administration for Rural Development

- **activating**
adviser, architect of networks, provider of ideas, moderator, mediator
- **linking**
nature conservation + tourism + agriculture + culture
- **realising**
coordination, subsidies, land regulation, measures of construction

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Summary – Transferable Aspects

- **bundling narrow resources (finance, man-power)**
private and public actors coordinating activities, restraining to the most important projects
- **strategically cooperating**
synergies, private-public-partnership (PPP), activity on administrations' own initiative
- **up-grading a sectoral project to holistic development**
increasing added value, enhancing chances of success, in sense of Agenda 21

Bavarian Administration of Rural Development will shaping the change!

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Thanks
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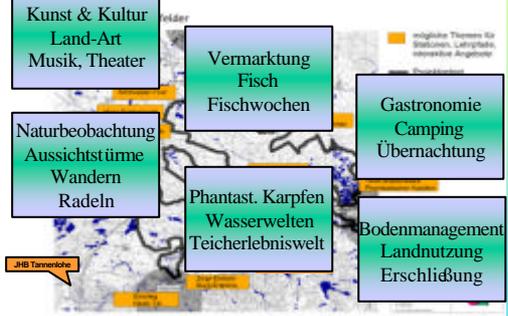


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ILEK Waldnaabaue



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