

Understanding cultural landscapes as an asset in rural development

An empirical analysis of development strategies and projects implemented in 18 model regions in Germany

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1. Regional Action pilot programme

- ◆ MoA promoted implementation of 18 innovative regional level development concepts
- ◆ **region**: 1,000 – 6,000 km²; 1 – 6 rural districts (Nuts 3); 36,000 – 1.2 M inhabitants
- ◆ Phase I (2002-5): 49.3 MEuro
 - additional public & private funds: 23.6 MEuro (private: 82%)
 - total: 72.9 MEuro; thereof 85% projects; 15% RM
- Phase II (2006-7): 8.5 MEuro
- **approx. 3 MEuro from MoA per region**

Presentation outline

1. Regional Action (RA) pilot programme
2. Key programme features
3. Understanding cultural landscapes as an asset in RD
4. Learning from model regions

Drivers, motivations

- ◆ **dissatisfaction** with situation of agriculture & rural areas
 - pressure on food prices in conjunction with concentration in food processing & retail sector
 - decline in income from primary agricultural production
 - high CAP expenditures with poor results
 - BSE-crisis in 2001
- ◆ **reorientation** of German agricultural policy

Objectives of the RA programme

- ♦ **experimenting** with 'new' ways
 - best-practice models for sustainable development of agriculture & rural areas
 - exploring new approaches in concept development, implementation / management evaluation
- ♦ **facilitating** intersectoral alliances
- ♦ **encouraging** community participation & joint action
- ♦ **RA was to provide a concrete translation of a new policy orientation into practice**

2. Key programme features

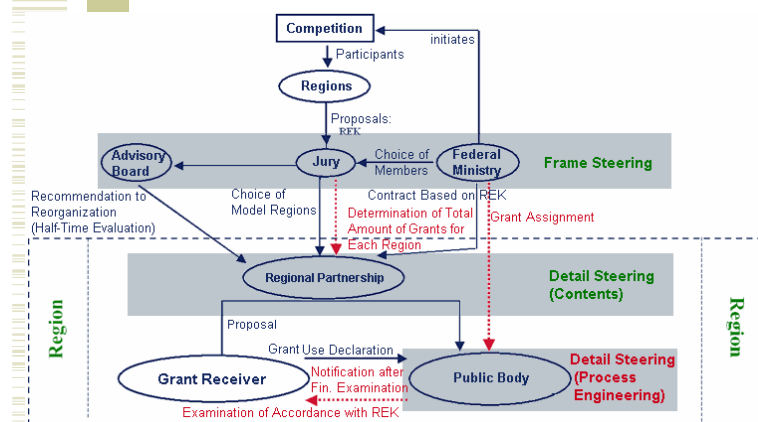
- ♦ co-operation structures – **regional partnerships** – provide the organizational basis
 - SWOTS, joint vision key projects
 - approx. 1000 projects
.... project of the month
- ♦ **reflexivity** & partnership are key principles
- ♦ support network provides backstopping
- ♦ funding of a strong **accompanying research** component



Location of the model regions



Overview of organisational structures



Institutional arrangements

- ◆ supporting transition processes
 - multi-level governance
 - most appropriate scale level for certain interventions?
 - **institutional arrangements** to coordinate different functions?
 - establishment of (new) “markets”
 - new consumer/producer networks
 - local level agri-environmental programming
 - role of **intermediate actors**, process facilitation
 - (potential) contribution of AKIS

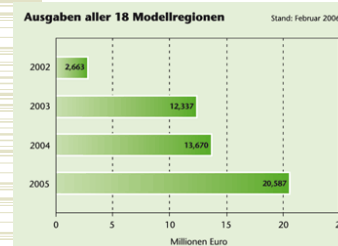
Exchange of knowledge & experience

- ◆ within & between the model regions
- ◆ **programme website**
 - competence development network
 - discussion platforms
 - **interregional networking seminars**
- ◆ external experts
- ◆ regional working groups
- ◆ press and public relations

Encouraging innovativeness

- ◆ design of RA as a **competition**
 - aimed at greater innovativeness of development concepts & ways of implementation
 - ... competition between model regions
 - ... constructive competition within regions for project funding
- ◆ testing **new management models**
 - e.g. “managing natural resources” as a cross-sectoral task
 - creating win-win situations, constructing synergies

Time is needed, social capital is a key factor



- ◆ slowly increasing development dynamic
- ◆ emphasis on capacity building in first phase
- ◆ investment projects only gain gradually in importance

3. Understanding cultural landscapes as an asset in RD

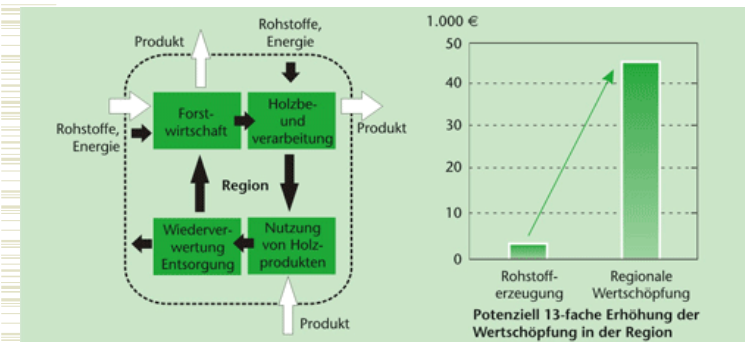
- ♦ projects indicate that alternative paths of development are possible
 - decoupling of economic growth from increased resource consumption
 - linking of environmental interests with economic developments & social cohesion
- ♦ **territory as a strategic factor** for integrated approaches
 - territorial capital (natural, human, social, symbolic, ..)
 - mobilising endogenous potentials



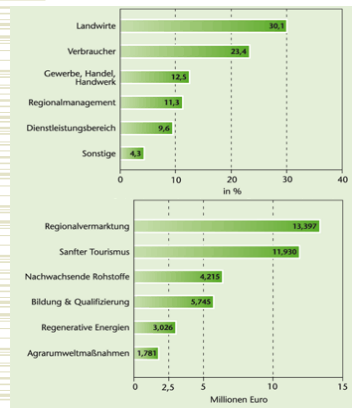
Overview of projects implemented

| Project type / important components | No. | % |
|-------------------------------------|-----|----|
| - investment projects | 67 | 21 |
| - agri-environment | 18 | 6 |
| - non-food (incl. energy crops) ↗ | 73 | 23 |
| - regional & direct marketing | 174 | 55 |
| - tourism | 123 | 39 |
| - information | 101 | 32 |
| - training & advice | 145 | 46 |

An example: regional VA chains (networks, partnerships)



Common interests, conflicting goals



- ♦ vested interests & power relations have to be overcome
- ♦ common visions need to be important
- ♦ RA is part of the government's SD strategy

Indications of a paradigm shift

- ♦ territorial perspective interfaces
 - QoL & contributions to social sustainability ⇒ RD
 - agriculture / land use – environment – iRD
 - add value to natural resource(s) (uses)
 - revitalize rural-urban linkages
- ♦ connections between MF & SD
 - role of agriculture & rural space in modern societies
 - farming is more than low-cost primary production
 - public goods ... valorisation of non-production functions

4. Learning from model regions

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Learning at different levels

- ♦ policy / programme level
 - governance: frame steering vs. traditional top-down state intervention; balance bottom-up & top-down
 - **translating model experiences into new policy**
- ♦ regional level
 - regional self-responsibility, identity & potentials
 - new organisational & decision-making structures
 - **creation of new (cross-sectoral) networks**
- ♦ level of the individual entrepreneur
 - diversification requires new skills (e.g. networking)

Future research

- ◆ model regions are **windows into the future**
 - they are an expression of the creativity of local actors / practitioners
 - innovation & learning as central elements in development
 - integrating quality of life concepts in analyses that focus on RD & the MF of rural space
- ◆ **ample scope for international comparative research**

To sum up: 5 points

1. supporting transition processes & innovation ... 'new ways' ... indications of a paradigm shift
2. different drivers, motivations & objectives of different actors
3. projects show that there is a substantial potential for
 - a valorization of natural resources
 - a sustainable development of rural space

Orientations / questions

- ◆ how can we re-conceptualise of what farming should be in the context of the new ties emerging between town & countryside ?
⇒ **new visions**
- ◆ at present we have significant discrepancies between strategic policy / practice questions & scientific knowledge
⇒ **transdisciplinary research**

.....

4. research needs to develop / adopt
 - a) more holistic, integrative frameworks
 - b) more effective linkages between quantitative methods & qualitative, consultative approaches
5. there is ample scope for
 - a) learning from model regions
 - b) related international comparative research

Thank you !

◆ More info on our work & cooperation in applied research:

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