

Innovative future for forestry: Integrated rural development

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***Impulse für
dynamische Entwicklung***

Integrated development?

Endogenous, integrated, sustainable....

- ✓ **The LEADER method**
- ✓ **Forest, wood and local development: examples**

The LEADER method



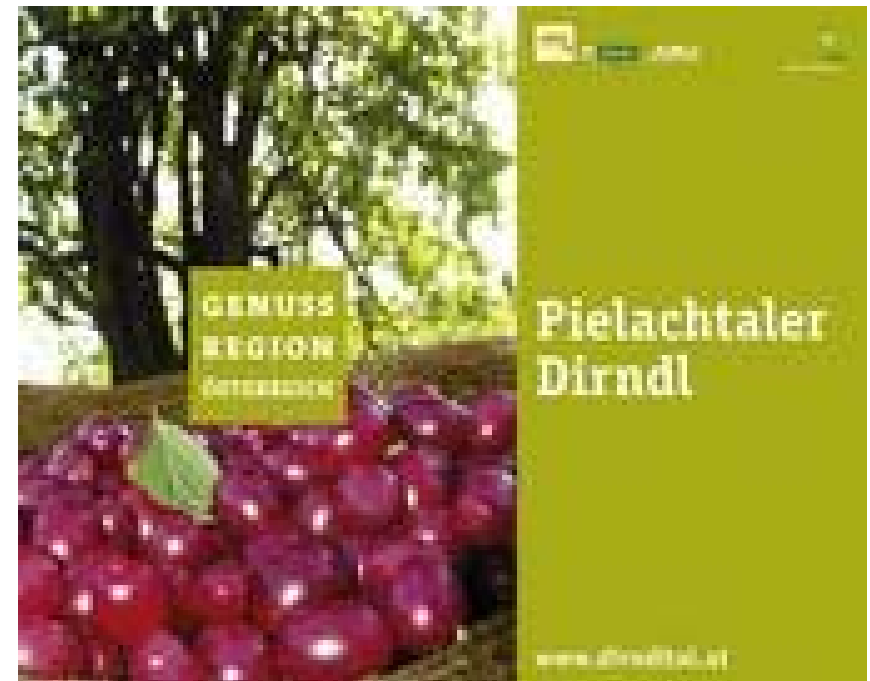
Leader 1: 1991-1993
Leader 2: 1994-1999
Leader+: 2000-2006
Leader Axis (RDP): 2007-2013

From 217 pioneer LAGs in
Leader 1 (EU12) to the tenfold
Number today (EU27)



Area-based approach

- ✓ Area (place)-based as opposed to sectoral or value chain-based
- ✓ Link individual purpose with the features and images of the territory
- ✓ Sense of belonging
- ✓ Backward bonding
- ✓ The past as wellspring of inspiration
- ✓ The area as the source of uniqueness



Bottom-up approach

- ✓ A voice for the silent crowd
- ✓ Unusual behaviours, new roles and images
- ✓ „Prepared environment“
- ✓ From single events to continuous involvement
- ✓ The treasure of tacit skills
- ✓ Space for passion and reason
- ✓ Turn idiosyncrasies into competitive advantage



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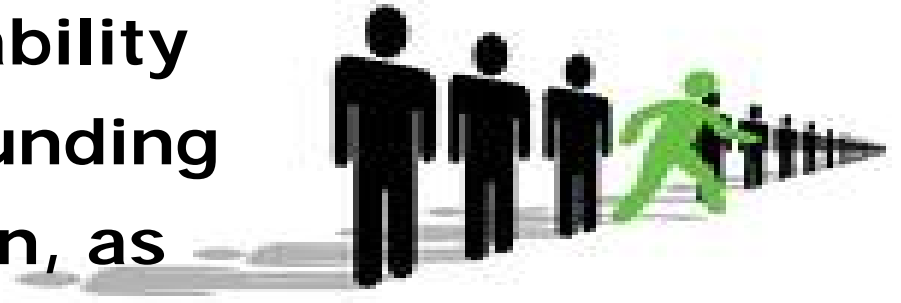
Local partnership

- ✓ The heart and brain of local governance
- ✓ The blessings of diversity: tripartite partnership
- ✓ The „owner“ of the local strategy
- ✓ Normative, strategical and operational steerance
- ✓ A model for co-operation



Innovation

- ✓ Imitate→Integrate→Invent
- ✓ Territorial innovation is a much broader concept than business innovation
- ✓ Territorial innovation has a knock-on effect on local competitiveness in the context of global sustainability
- ✓ There is hardly a useful funding scheme for real innovation, as most are obsessed with planned outcomes and controllable processes



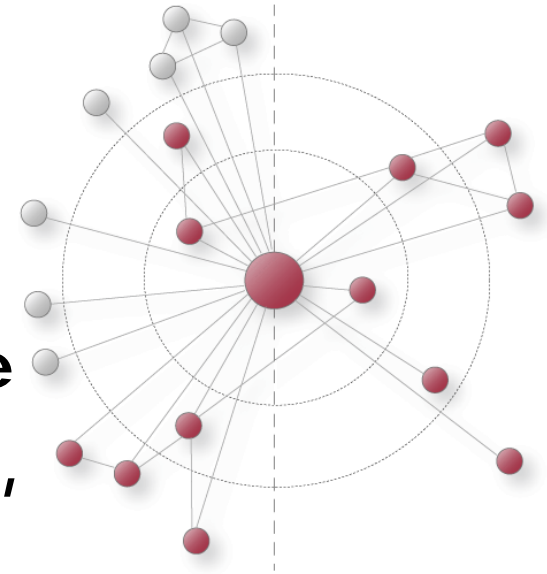
Multi-sectoral integration

- ✓ Create links between hitherto separated strands of activity
- ✓ By linking activities, you link actors
- ✓ Public, private and communal
- ✓ „Stereo“ effect: new resources are addressed and activated
- ✓ Product <-> value chain <-> territory
- ✓ Local brands



Networking

- ✓ **National Network Units and the European Observatory Helpdesk are co-funded under a distinct title**
- ✓ **Apart from these networking hubs, constitutes an important mode of operation, within the area and with external partners (e.g. knowledge, financial, political, technological resources)**
- ✓ **Good networking requires funds, but they are rarely mobilised**
- ✓ **Investment in social capital**



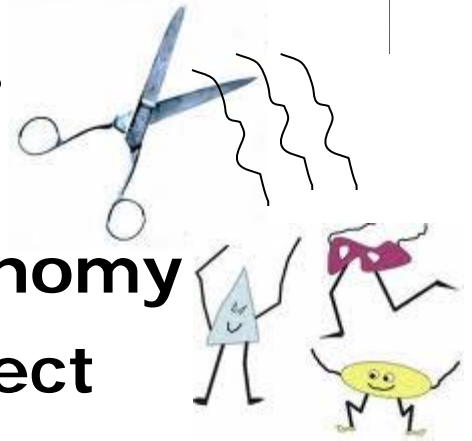
Inter-territorial co-operation

- ✓ Co-operation between rural areas is encouraged and supported by a distinct funding title
- ✓ Co-operation maybe inter-regional (neighbouring LAGs) or transnational (even with rural areas outside the EU)
- ✓ Bureaucratic hindrances rather reduce the potential benefits of these activities



Decentralised management and financing

- ✓ LEADER is supposed to strengthen the local governance capacities by delegating the design and implementation of the local development strategy to the local level, which also includes the funding of single projects
- ✓ However, in practice this is often hampered by bureaucratic hindrances
- ✓ Maybe an estimated $\frac{1}{4}$ of LAGs all over Europe enjoys sufficient autonomy
- ✓ The Commission tries to give this aspect more attention in the next period



Forestry and local development

- ✓ **Biodiversity**
- ✓ **Energy**
- ✓ **Wood value chain**
- ✓ **Leisure and recreation**

Biodiversity

- ✓ **Mountain cock as environmental quality indicator in Haut Jura, FR**



Energy

- ✓ **Co-operative biomass heating systems (Südburgenland, AT)**



Wood value chain

- ✓ **Architecture and furniture design
(Vorarlberg, AT)**



werkraum bregenzerwald

die Plattform für das Neue Handwerk aus dem Bregenzerwald



Wood value chain

✓ Products from fir for: TANNO (Joglland, AT)

TANNO is a co-operation between

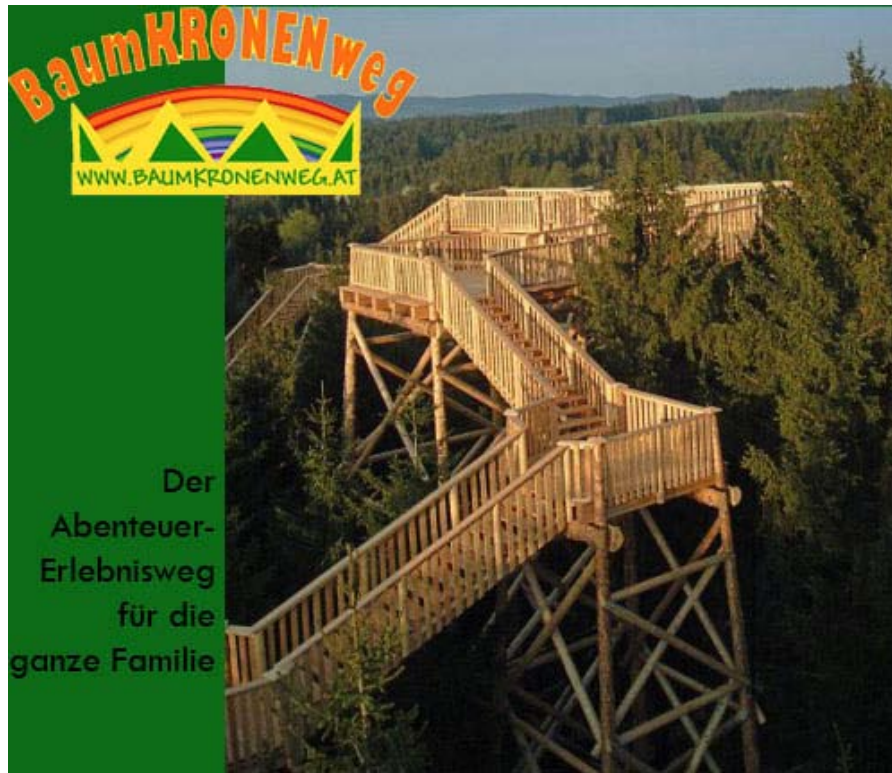
- regional forestry associations,
- two sawmills
- an architect
- a construction firm
- an engineering firm for room acoustics

...and more external partners



Leisure and Recreation

- ✓ Tree top path and tree top hotel (Sauwald, AT)



Regional focus on wood

- ✓ **Leader-Region Holzwelt Murau, (AT)**



Leader and Innovation

- ✓ **Leader prepares the platform for meeting and cooperation of actors with different background and knowledge**
- ✓ **Of exchange and cooperation → new topics emerge (with regional strategy as framework)**
- ✓ **Broad, participative development of regional strategy important factor for implementation**
- ✓ **Study on Leader and Innovation:**
 - **great extent of social innovation;**
 - **definition of notion of innovation → not only new product but also preparing grounds and conditions for implementation in user system**

Leader and Innovation

- ✓ **Notably last programming period: field for experimentation („venture capital“)**
- ✓ **Current programming period: Activities more limited due to programme requirements, Leader Managers have to be creative to allow innovation in current framework conditions**
- ✓ **LEADER manager as knowledge broker**
- ✓ **Many independent networks important for innovation**
- ✓ **Partnership and Networks: most important basics for innovation**

Initiatives: Leader + Forestry

- ✓ Meeting on forestry and tourism „Destination forest“, Boku, 2009
- ✓ Workshop „Leader and Forestry“ in Austria
- ✓ Course „Forestry and Culture“ and workshops „Destination Forest“ in AT Other workshops related to topic in AT
- ✓ Support group on Forestry in AT
- ✓ Cooperation with forest dialogue on AT
- ✓ Initiative on „Leader and Forestry“ (IT-Contact Point) – Forestry network via ENRD
- ✓ LEADER support group on EU-Level
- ✓ Future of CAP – public consultation process

Conclusion (I)

- ✓ There are plenty of possibilities to tie local development on the forestry sector
- ✓ Many opportunities are actually used, but mostly without strong and visible participation of forest enterprises, stakeholders etc. in these projects
- ✓ (e.g.: the European database for Leader+ projects does not contain key words such as „forest“ or „wood“)
- ✓ **There's room to do more. Much more.**

Proposals for the future

- ✓ **More funds that are not tied to agricultural sector measures, but funds for truly cross-sectoral projects**
- ✓ **Again more space for innovative, creative ideas developed in a bottom-up-process**
- ✓ **More autonomy for LAG-managers**

Thank you

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