Integrated Rural Development (IRD) Waldnaabaue – A Nature Conservation Project Changesto Economic and Social Land Development

Willi Perzl, Germany:

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 realizability

Nature Conservation Project of National Significance Waldnaabaue

- Project area approx. 3,200 ha,
- Ecological centre zone approx. 1,600 ha
- Project costs approx. 4.5 Mio. €

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)

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 negatively.
- Politicians and citizens call for projects with economic effects (tourism, local recreation)
- Lack of local and regional acceptance - lack understanding finally the whole nature conservation project.

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 organizations (county, municipalities, NGOs, administrations for rural development and agriculture)
- Concentration of the specific competences and opportunities of these organizations - 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

**IRD Waldnaabaue (Integrated Rural Development Concept)**

- Based on Foster 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.

**Organisation structure**

- Level of decision: County, municipalities, communities of participants, public and private actors
- Level of guidance: County administrator, project manager, municipality, county council, mayor, tourism delegate, LEADER-manager, land development administration, agriculture administration
- Level of implementation: County, municipalities, communities of participants, public and private actors, various task forces

**Aims of IRD**

- Private and public acceptance: Farmers, pond keepers, foresters, citizens, municipalities, politicians, NGOs, ...
- Economical added value in the region: More income, partly agrarian people, tradesmen, correlated 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

**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

**Summary – Transferable Aspects**

- Bundling narrow resources (finance, man-power) to public and private actors coordinating activities relating to the most important projects
- Strategically cooperating: Strategic partnership (PPP), activity on administration’s collaborative initiatives
- Upgrading: Sectoral project to holistic development

Bavarian Administration of Rural Development will shaping the change!
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