Motivation – Background of the presentation

- Background 1: Place or Sphere to live:
  - Urban sphere - without alternative?
  - Rural sphere – restraint/ bondage for all who failed to leave or a real alternative to live?

![World Population - today and World Population - 2050](image)

Official aim of regional development in Germany:
- Comparable living conditions in urban and rural regions
- Traditionally strong and successful efforts in rural development
Motivation – Background of the presentation

- Background 2: **Demographic change** in last decade:
  - Urban areas: increasing population, increasing demand, increasing facilities ....
  - Peripheral rural areas: **decreasing population** and demand, decreasing villages?

- Many villages have to fight against
  - **vacant properties** and
  - cutback of infrastructural facilities

- Which factors are crucial in the future
  - to preserve the function of infrastructural facilities and
  - the quality of life of rural areas?

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**Downward Spiral of Decreasing Municipalities**

- More people leave, new people hold off
- Decreasing private investments
- Deserved Village?
- Cutback of infrastructural facilities
- Image problems
- Identification of the village people melt down
- Vacant buildings
- Lack of job opportunities
- Lack of people (young and well educated leave)
Losses of Infrastructure

State and public authorities are not able to keep the infrastructural facilities alive in an efficient manner:
- Local Administration, public traffic
- Post, Bank, Retail facilities
- Education and Culture facilities
- Leisure and Sporting facilities
- Fast telecommunication

→ Villages have to help themselves!
→ Civic Engagement - a solution?
→ More civic engagement = Advance in development opportun.? 

“A lot is gone, but my heart is still here.”

Source: Henkel 2004

Civil Engagement (Bürgerschaftliches Engagement)
- Voluntary,
- Not focused on material gain,
- Orientated on public welfare,
- Public resp. held in public space,
- Is usually exercised commonly or cooperatively,
- Is associated with a stability and foreseeability.

Source: Deutscher Bundestag (2002), added with BMFSFJ (2012)

Corporate Social Responsibility (CSR)
- Voluntary concept of companies to develop in integrated and sustainable manner
- Villages: SMEs (small & medium-sized entrepreneurs)
Which Regions have most engaged people?

- German states: different engagement quotas
- Rural Regions: High engagement quotas
- Small municipalities: Highest engagement quotas

Source: Engagementatlas 2009 (Prognos AG)

Project „Engagement as a driving force in rural areas“

- ERDF-funded project, 6 rural villages integrated
- Main questions:
  - How can civic engagement support village renewal?
  - Which aspects and framework are relevant for engagement?
  - How can public stakeholders promote civic engagement?
Project „Engagement as a driving force in rural areas“

Process and methods

- Questionnaire in 6 municipalities (household survey)
- CSR survey (interviews of responsible persons in companies)
- Workshop with stakeholders (validation)
- Literature: Results of other surveys
- Case studies: Key interviews with project participants

Aims:

→ Recommendations for action of municipalities
  How can engagement be initiated and/or supported?

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Project „Engagement as a driving force in rural areas“

- Household Survey
  - 15,000 Households
  - in 6 municipalities
  - Return of 1'495 questionnaires (9%)

- Questions
  - Which willingness of engagement can be stated in the municipalities?
  - Is engagement dependent on personal factors?
  - How is engagement influenced by external factors?
### Results Household Survey | Engaged Persons

#### Level / Priority of commitment

(n=1,495, Number of responses, Multiple answers possible)

<table>
<thead>
<tr>
<th>Commitment Area</th>
<th>Proportion of Persons Committed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, in my living place</td>
<td>46%</td>
</tr>
<tr>
<td>Yes, in my region</td>
<td>16%</td>
</tr>
<tr>
<td>Yes, in German- or worldwide organizations</td>
<td>11%</td>
</tr>
<tr>
<td>No</td>
<td>27%</td>
</tr>
</tbody>
</table>

#### Proportion of persons committed

(n=1,495, in percent)

<table>
<thead>
<tr>
<th>Response</th>
<th>Yes</th>
<th>No</th>
<th>I do not know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>74%</td>
<td>13%</td>
<td>13%</td>
</tr>
</tbody>
</table>

### Results Household Survey | Why are you committed?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
<th>Gesamt</th>
<th>Löningen</th>
<th>Ovelgönne</th>
<th>Leiferde</th>
<th>Weener</th>
<th>Bunde</th>
<th>Eisdorf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fun</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Being part of a group</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Helping somebody</td>
<td>19%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Designing own living environment</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inner fulfillment</td>
<td>11%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feeling of success</td>
<td>11%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Implementation of own aims</td>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Getting acknowledgment</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Self-realization</td>
<td>8%</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Getting ahead in business</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coping with own problems</td>
<td>7%</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gesamt</td>
<td>74%</td>
<td></td>
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</tr>
</tbody>
</table>

XXV International Federation of Surveyors Congress, Kuala Lumpur, Malaysia, 16 – 21 June 2014
### Results Household Survey | Biggest Problems in village development

<table>
<thead>
<tr>
<th></th>
<th>Elsdorf</th>
<th>Bunde</th>
<th>Weener</th>
<th>Leiferde</th>
<th>Ovelgönne</th>
<th>Lönigen</th>
<th>In total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Public Transport</td>
<td>Vacancies/ Moribund center</td>
<td>Traffic Infrastructure</td>
<td>Public Transport</td>
<td>Traffic Infrastructure</td>
<td>Vacancies/ Moribund center</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Local Shopping</td>
<td>Aging</td>
<td>Local Shopping</td>
<td>Traffic Safety</td>
<td>Local Shopping</td>
<td>Local Shopping</td>
<td></td>
</tr>
</tbody>
</table>

**Are there any vacancies in your village?**  
(n=1.495, in percent)  
→ Yes (75 %)  
→ Vacancy rates and declining infrastructure are perceived as problems

### Results CSR Survey | Local commitment / engagement

- **High commitment**
  - Companies with long tradition in the region
  - Rather a general commitment than a specific/ targeted support (“Gießkannenprinzip”)

- **Commitment**
  - depends on individual priorities of the responsible entrepreneur, private and corporate commitment of entrepreneur is not separated
  - less dependent on external influences, less professional motivation
  - Companies are not interested to be responsible for public purposes
Example: Village Resse, Wedemark, Lower Saxony

Village
- 2,500 inhabitants
- Rural region north of Hannover, isolated location
- Strong civic engagement of the citizens
- Organized as registered society (Citizens for Resse e.V.)
- Collecting members and donations, e.g. co-operative societies of citizens

Realised projects:
- Purchase of a former bank building and re-use as doctors' surgery
- New construction of a supermarket at cooperative basis (*Genossenschaft*)
- New cash point
- Information center on surrounding moorlands
- Next project: organizing a pharmacy

Conclusions

- Conditions of engagement:
  - Rising number of citizens want to commit (~ 75 %)
  - Engagement without „limits“ (time, subject etc.) decreases
  - Individual time is the most crucial factor
  - Connected to a limited project, may be periodic, but manageable
  - Public recognition of voluntary work is important

- Mobilisation of citizens because of decreasing infrastructure possible

- Encouragement of engagement more successful with a leading character (“alpha dog”) in the village
Conclusions

- Role of the municipality
  - Still very important, but new requirements, new role
  - Cooperation between municipality and engaged persons is important
  - Municipality loses power
  - Encouraging, moderating, supporting, appreciating position (materially and formally, offering small money)
  - Involved at crucial points, although not explicitly highlighted (land ownership, permits, property purchase, co-financing investment cost)

- Civic engagement is a decisive factor and difference in future development of villages