

March 31<sup>st</sup> 2011, Brussels  
**European Parliament,  
DERREG policy seminar**



# **Rural Sustainable Development in International Context**

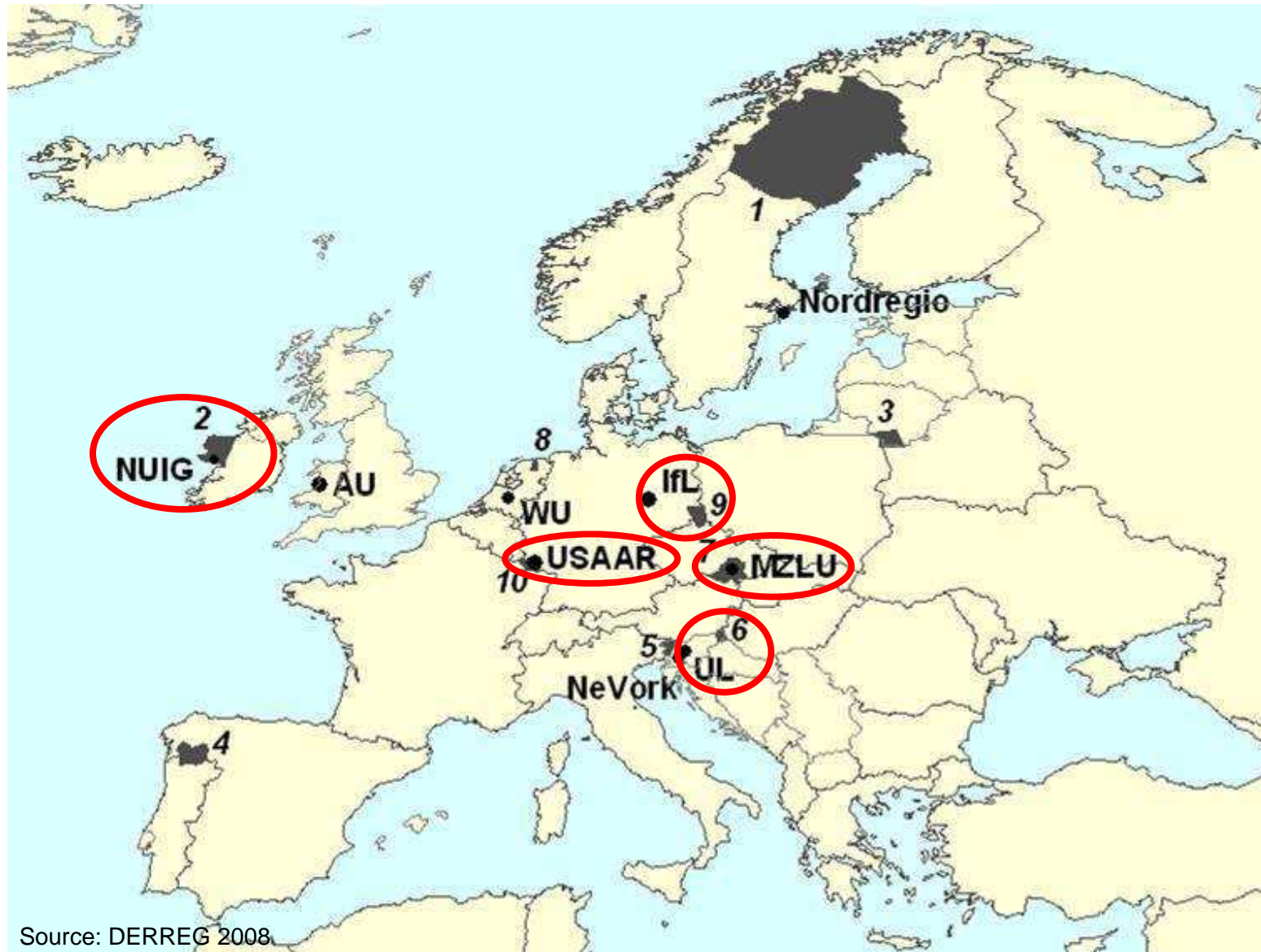
## **Work Package 3**

### **“Environmental capital and sustainable rural development“**

#### **Research aims at contributing to the development of new knowledge with respect to the following issues:**

- The role of exogenous and endogenous actors in the valorization of scenic rural landscapes as amenity sites attracting international visitors.
- The influence of global environmental discourses, international agreements and transnational NGOs in the management of rural regional environments, and in the negotiation of tensions with economic development priorities.
- The repositioning of different forms of energy production with respect to local and global environmental concerns and regional development strategies.

## Case study areas and involved project partners

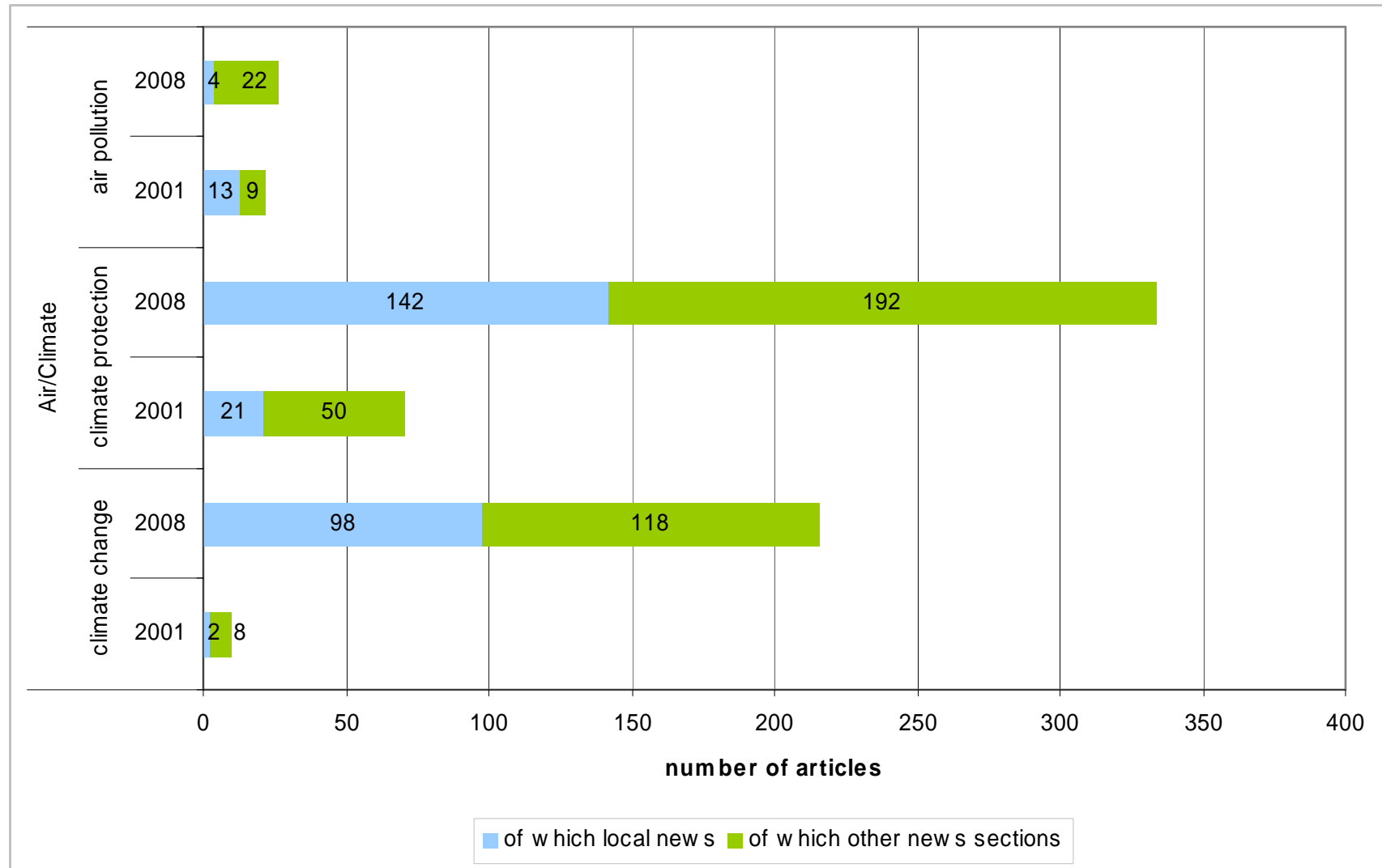


Source: DERREG 2008.

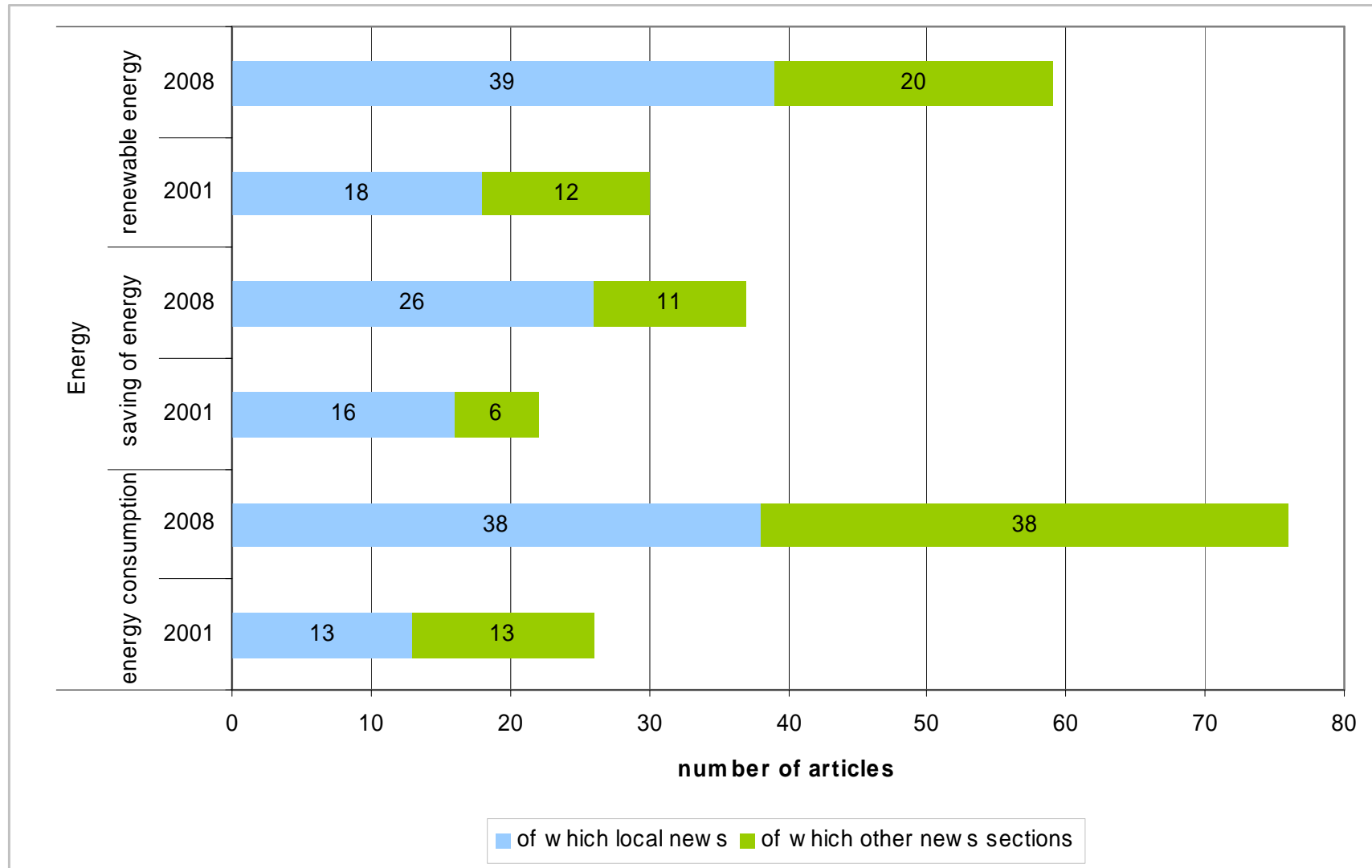
## Media analysis: basis for investigation in the case study areas

case study area	name of newspaper URL	circulation (daily/weekly)	readership
Dresden region	Sächsische Zeitung www.sz-online.de	ca. 266 000 (daily)	ca. 731 000
Saarland	Saarbrücker Zeitung www.saarbruecker-zeitung.de	ca. 155 000 (daily)	ca. 500 000
Pomurska	Vestnik www.pomurje.si	ca. 16 000 (weekly)	ca. 65 000
South Moravia	Mladá Fronta Dnes www.idnes.cz	ca. 320 000 (daily)	ca. 1 000 000
West of Ireland	Connacht Tribune www.galwaynews.ie/connachttribune	ca. 24 800 (weekly)	ca. 150 000
	Western People www.westernpeople.ie	ca. 18 240 (weekly)	-
	Champion www.sligochampion.ie	ca. 12 100 (weekly)	-
	Weekender www.sligoweekender.ie	ca. 8 000 (weekly)	-
	Roscommon Herald www.roscommonherald.com	ca. 9 100 (weekly)	-

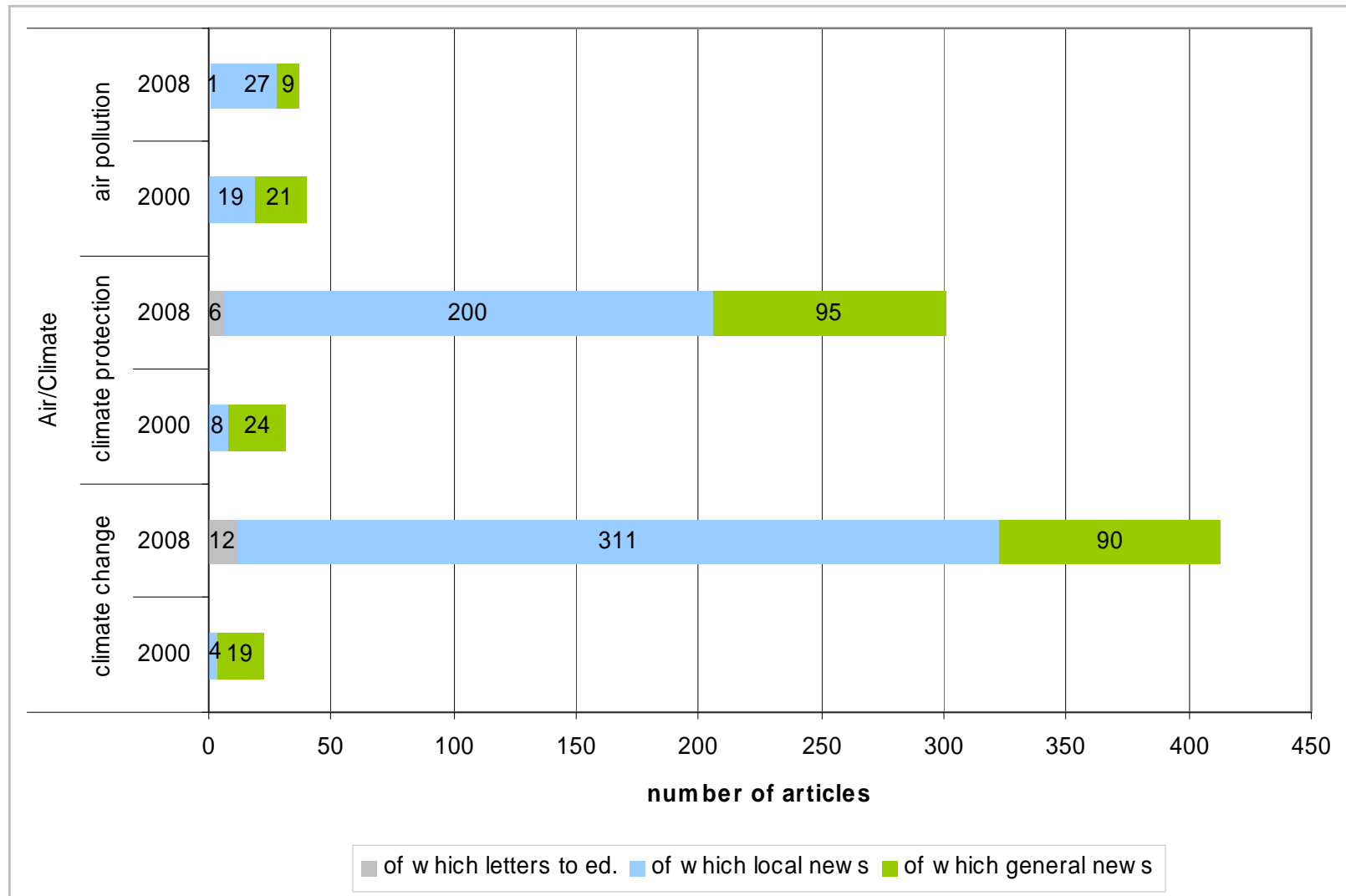
## Media analysis: Saarbrücker Zeitung, category: Air/Climate



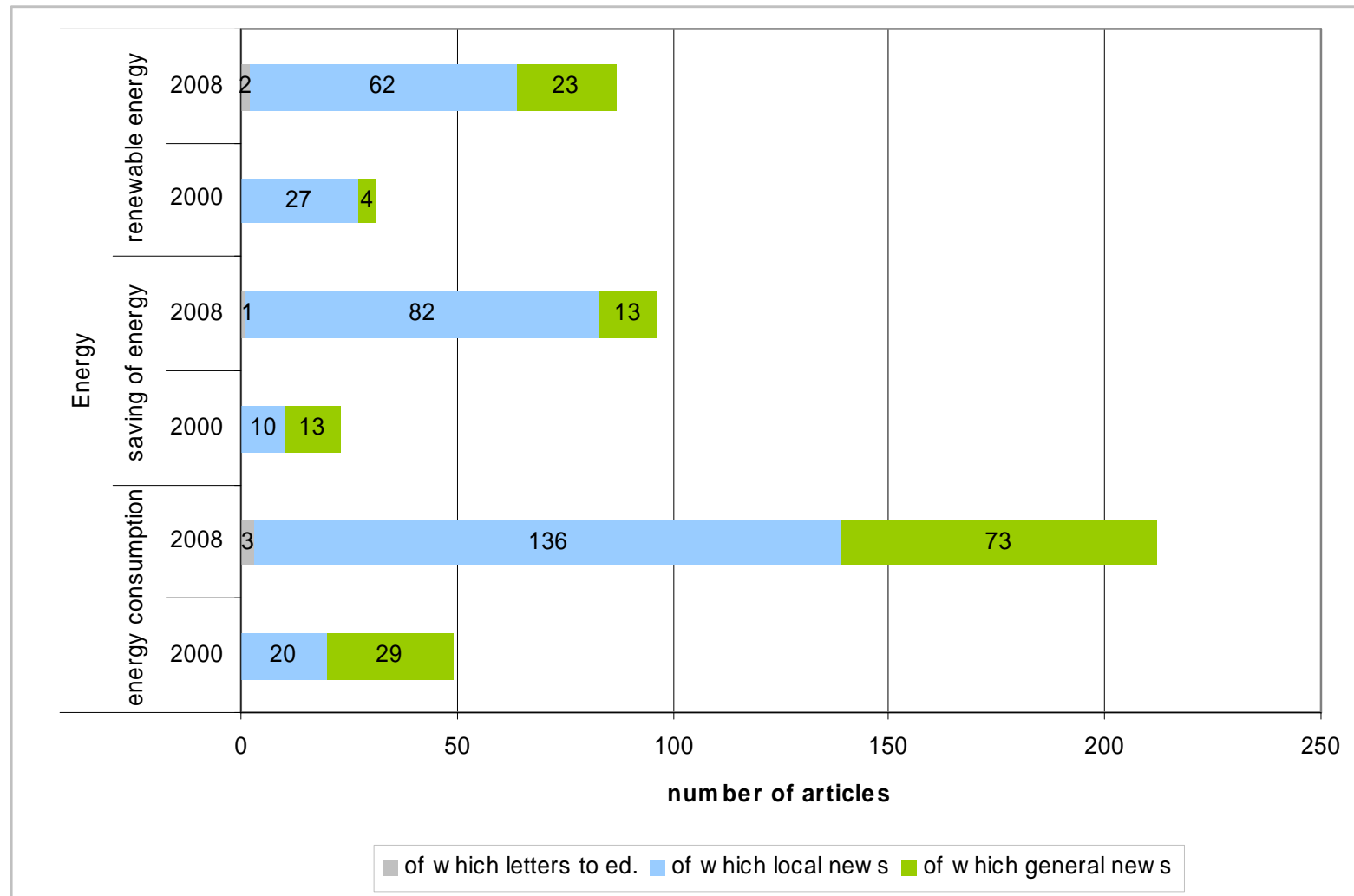
## Media analysis: Saarbrücker Zeitung, category: Energy



## Media analysis: *Sächsische Zeitung*, category: Air/Climate



## Media analysis: *Sächsische Zeitung*, category: Energy



## Documentary analysis: Overview of selected planning documents

Case Study Area	Name of planning document, year of publication
Dresden region, subarea Oberlausitz- Niederschlesien	<ul style="list-style-type: none"> <li>▪ Regionalplan Oberlausitz-Niederschlesien, <b>2002</b> [Regional plan]</li> <li>▪ Erste Gesamtfortschreibung des Regionalplans Oberlausitz-Niederschlesien, <b>2009</b> [first general update of regional plan]</li> </ul>
Saarland	<ul style="list-style-type: none"> <li>▪ Landesentwicklungsplan Umwelt (Flächenvorsorge für Freiraumfunktionen, Industrie und Gewerbe), <b>1980</b> [Development plan „environment (provision of areas for recreation, industry and trade)“]</li> <li>▪ Landesentwicklungsplan, Teilabschnitt “Umwelt (Vorsorge für Flächennutzung, Umweltschutz und Infrastruktur)”, <b>2004</b> [Development plan, section “environment (provision of land use, environmental protection and infrastructure)“]</li> </ul>
West of Ireland	<ul style="list-style-type: none"> <li>▪ BMW (Border, and Western region) Operational Programme 2000-2006, <b>2001</b></li> <li>▪ BMW (Border, and Western region) Operational Programme 2007-2013, <b>2009</b></li> </ul>
South Moravia	<ul style="list-style-type: none"> <li>▪ Development Programme for the South Moravian Region 2002-2006, <b>2002</b></li> <li>▪ Development Strategy for the South Moravian Region, <b>2007</b></li> </ul>
Pomurska	<ul style="list-style-type: none"> <li>▪ Regional Development Programme of Pomurska region 2000+, <b>2002</b></li> <li>▪ Regional Development Programme of Pomurska region 2007 – 2013, <b>2007</b></li> </ul>

## Interviews with regional stakeholders: Actors having influence on the formation of opinions concerning environmental and nature protection

Dresden region	Bliesgau	Pomurska	West of Ireland	South Moravia
<ul style="list-style-type: none"> <li>• local/regional media</li> <li>• associations for nature conversation</li> <li>• citizens' initiatives</li> <li>• mayors and local politicians</li> <li>• powerful individuals</li> </ul>	<ul style="list-style-type: none"> <li>• environmental NGOs (such as BUND or NABU)</li> <li>• local actors (such as farmers, hunters, forest wardens and associations)</li> <li>• State Ministry of the Environment</li> <li>• Saarpfalz district</li> <li>• Politicians</li> </ul>	<ul style="list-style-type: none"> <li>• citizens' initiatives</li> <li>• local/ regional clubs and societies</li> <li>• Individuals</li> <li>• local/ regional media</li> <li>• mayors/ local politicians</li> <li>• experts/ professionals</li> </ul>	<ul style="list-style-type: none"> <li>• regional development groups</li> <li>• citizens initiatives</li> <li>• local authorities</li> <li>• national, regional and local media sources</li> <li>• European Commission</li> <li>• industrial actors</li> <li>• forestry sector</li> <li>• environmental NGOs (such as <i>Greenpeace</i> or <i>Friends of the Earth</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• environmental NGOs</li> <li>• Dolní Morava Biosphere Reserve</li> <li>• Ecological Institute Veronika</li> <li>• Media</li> </ul>

**Work Package 3**  
**“Environmental capital and sustainable rural development“**

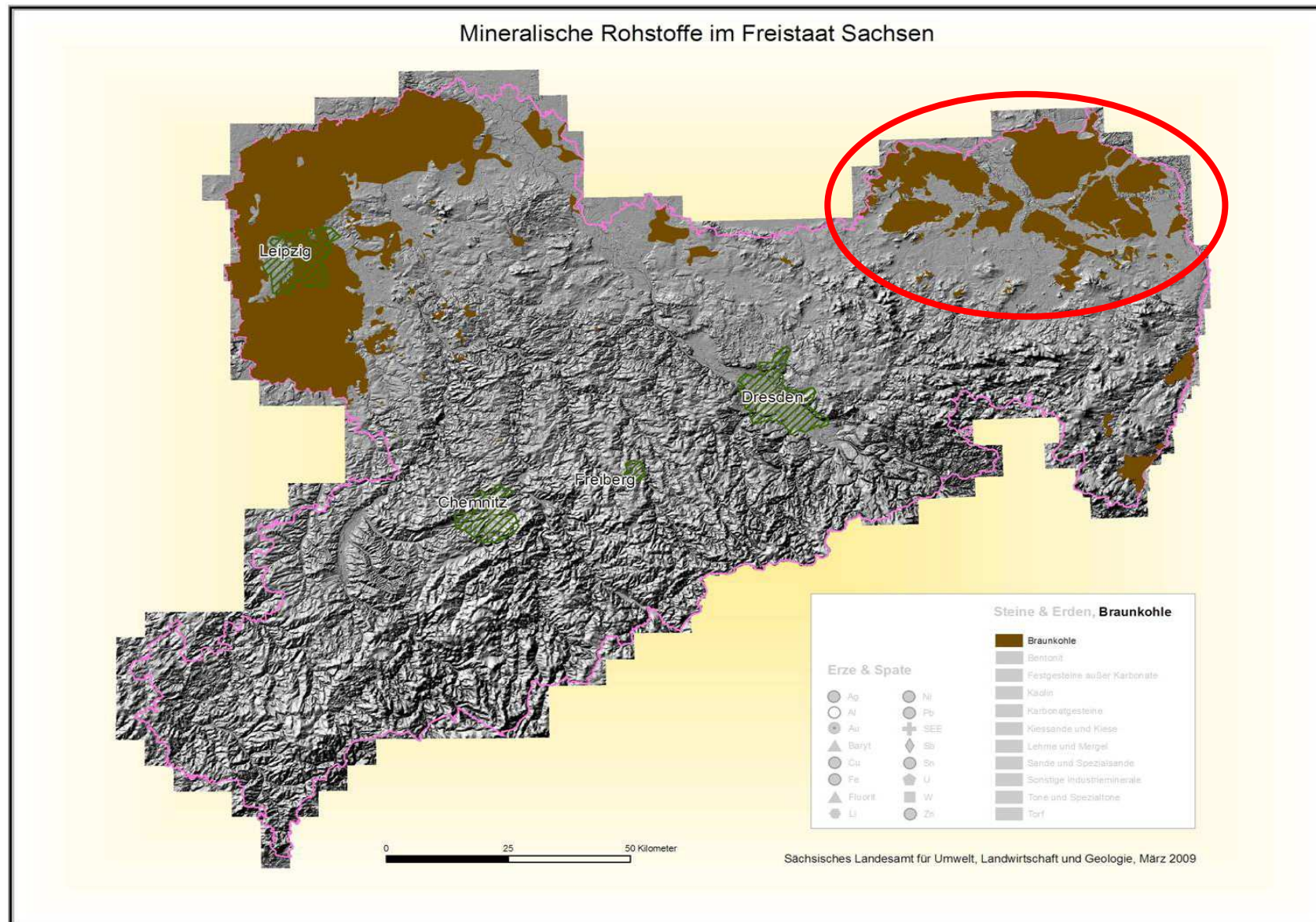
**Pre-defined topics to be examined in the WP3 case study areas:**

Saarland / Pomurska: management of protected landscapes, sustainable tourism

South Moravia / West of Ireland: sustainable forestry

Direktionsbezirk Dresden: renewable energy production, energy efficiency

# Deposits of brown coal in Saxony





Source: <http://www.morgenpost.de/brandenburg-aktuell>, 20.10.2010



Source: Michael Kriszan



Source: <http://www.> <http://de.academic.ru/dic.nsf/dewiki/795440>, 01.03.2011



Source: [www.energieportal24.de](http://www.energieportal24.de), 20.10.2010



Source: Michael Kriszan



Source: Michael Kriszan

## Regional conflicts between renewable energies and public/private interests



### Wind energy

- Local population (noise, shadows) [6]
- Protection of species (bird and bat protection) [5]
- Tourism (beauty of scenery) [4]
- Protection of forests [1]



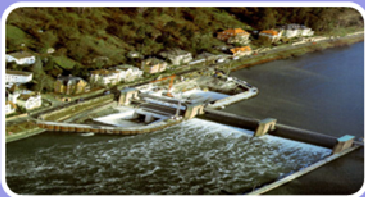
### Biogas plants

- Local population (odour nuisance) [3]
- Natural balance [2]
- Protection of landscapes [1]
- Public Authorities (building permission) [1]



### Solar power

- Protection of landscape [4]
- Tourism (beauty of scenery) [1]
- Natural balance [1]



### Hydro power

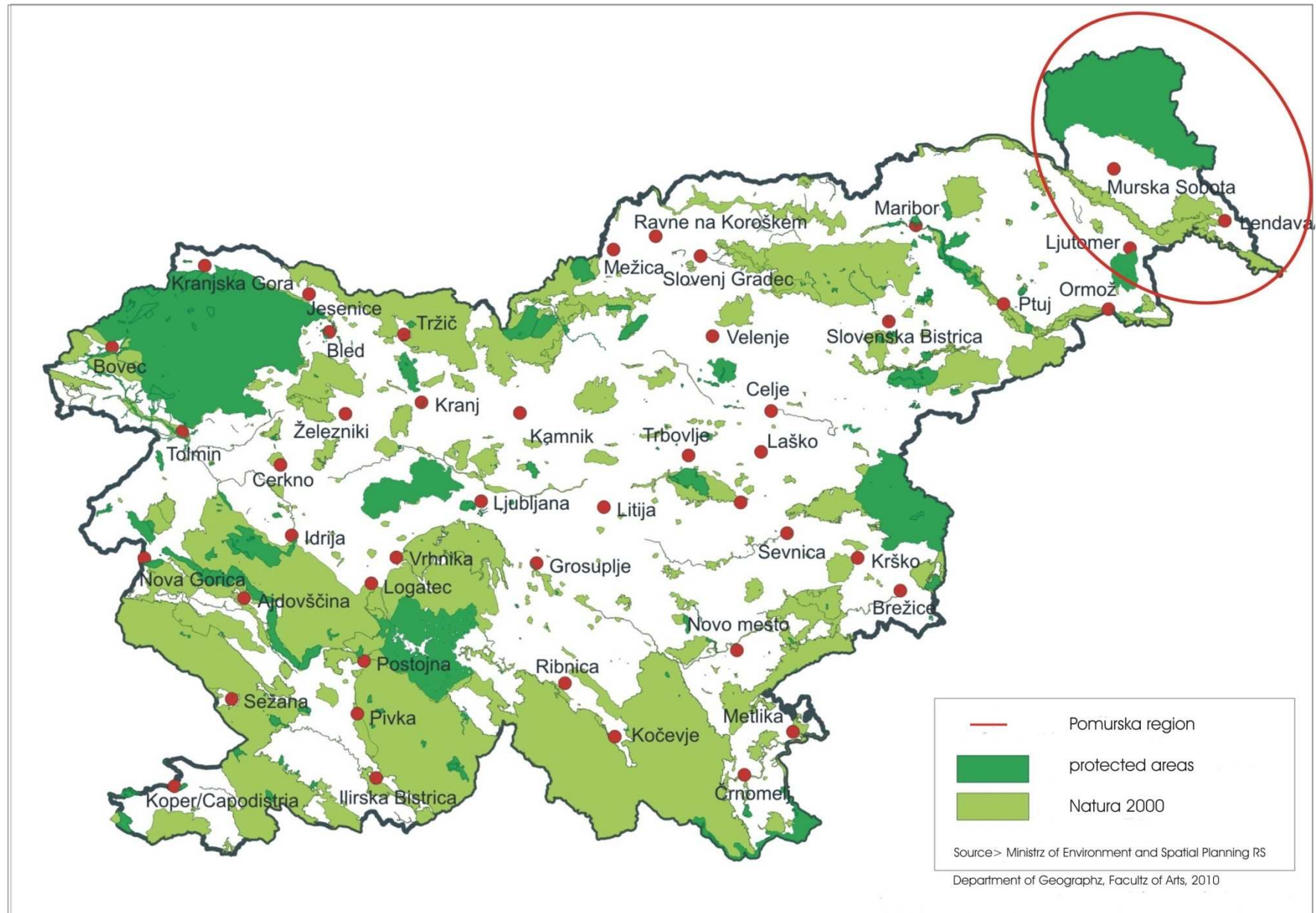
- Natural balance [1]
- Tourism (water sports) [1]

## Initiation of citizen's (solar) power plants and energy cooperatives



Source: <http://www.buerger-energie-zittau-goerlitz.de>, 20.10.2010

# Protected areas in Slovenia and Pomurska



## Protected areas in Slovenia and Pomurska (according to IUCN categories)

type of protected area	Slovenia			Pomurska region		
	number	area	% of states territory	number	area	% of regions territory
national park	1	838 km <sup>2</sup>	4.1	-	-	-
regional park	3	418 km <sup>2</sup>	2.1	-	-	-
landscape park	42	646 km <sup>2</sup>	5.0	3	478 km <sup>2</sup>	35.7
Natura 2000		7 298 km <sup>2</sup>	36	9	614 km <sup>2</sup>	45.8

Source: Slovenian Ministry of Environment and Spatial Planning 2008

## Project realized in protected areas of Pomurska (sustainable tourism)

### Mlinarska pot (Mill trail)



Historical watermill at the Mura river



## Project realized in protected areas of Pomurska (organic farming)

### Trajnostna raba Natura 2000 habitatov vzdolž slovensko-madžarske meje (Sustainable use of Natura 2000 habitats along the Slovenian-Hungarian border)



Source: <http://www.park-goricko.org>; 26.1.2011

### Regional food produced in Natura 2000 areas



## Recommendations for Policy Makers

- Regional development strategies should encompass both economic and environmental objectives, and need to reflect both global and local concerns.
- Policies for sustainable development should emphasize the sustainable use of endogenous rural resources and the development of niche products, rather than generic ideas which may not be appropriate to regional circumstances.
- Rural regions should aim to promote eco-economy activities that can tap into international markets, including the sale of high quality products and sustainable tourism that promotes a region's natural environment.

## Recommendations for Policy Makers

- Policies should support the development of renewable energy resources that reflect the region's natural resources and respond to environmental pressures.
- Protected area designations can help to enhance a region's international visibility and stimulate tourism, but need to be appropriately managed.

# Thank you for your attention.

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