



## ***Globalization and Rural Regions in Europe: Impacts, Challenges and Lessons***

# **Work Package 3**

## **Case study area: Saarland**

**12 October 2011, Murska Sobota**

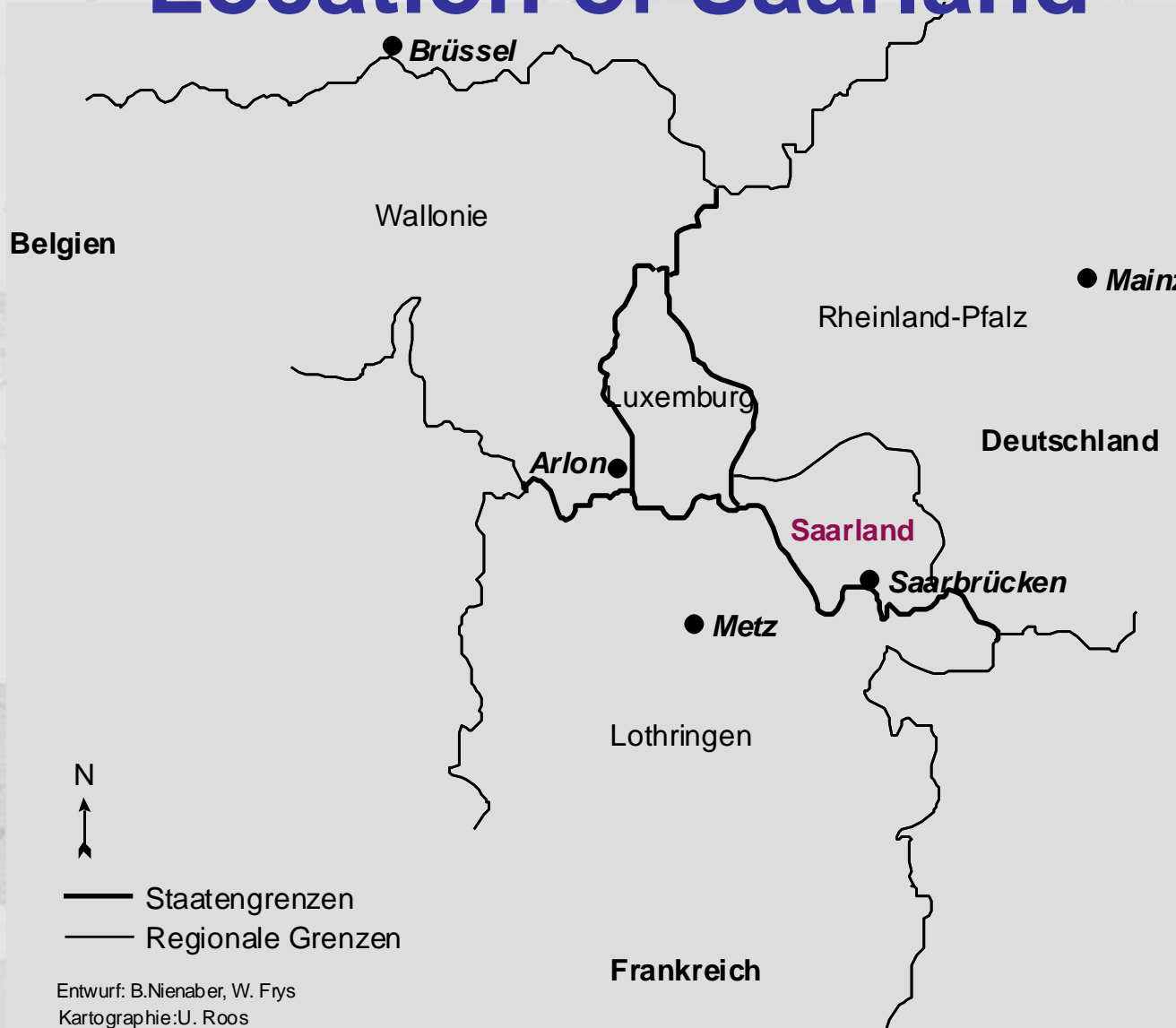
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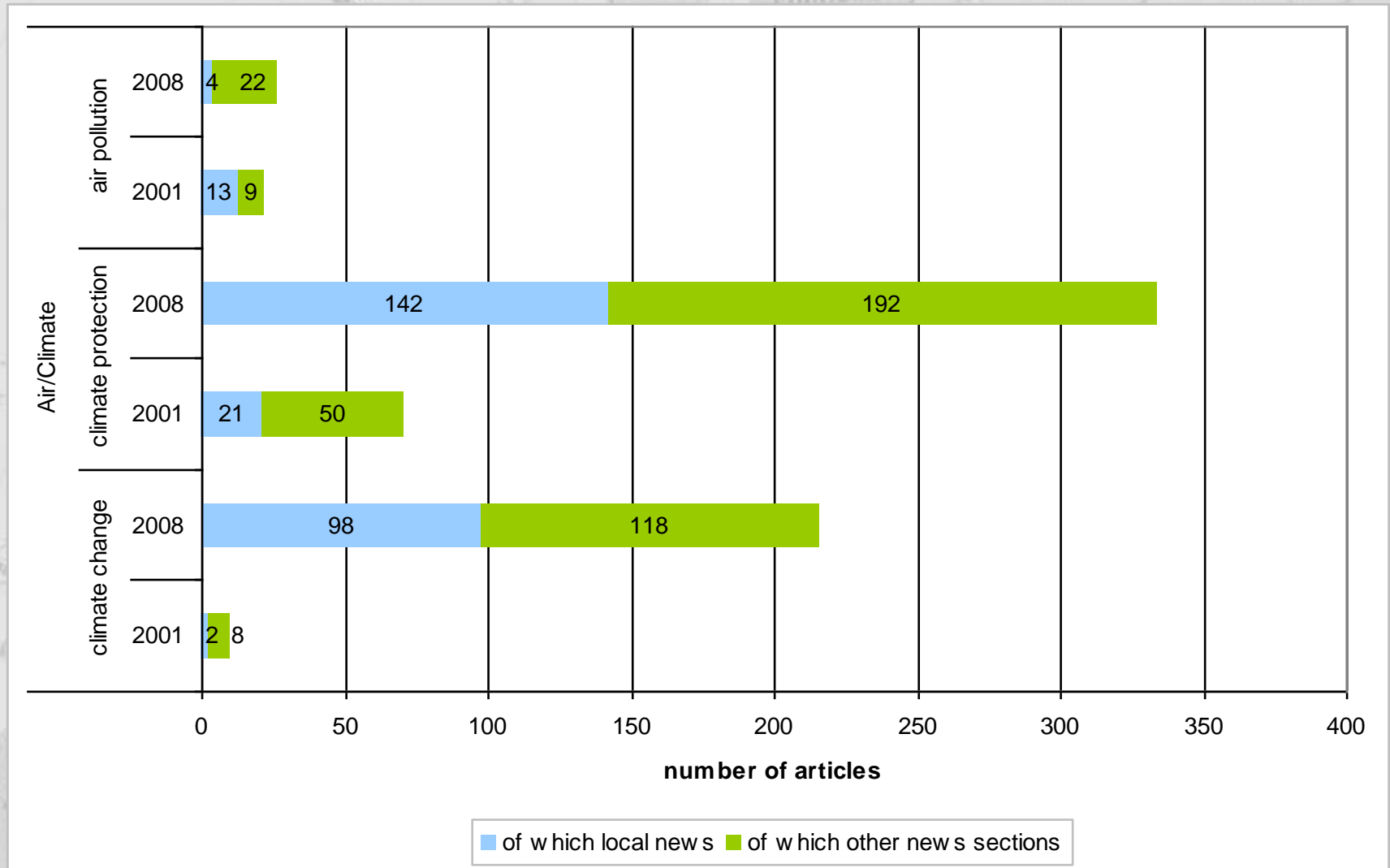


# Location of Saarland



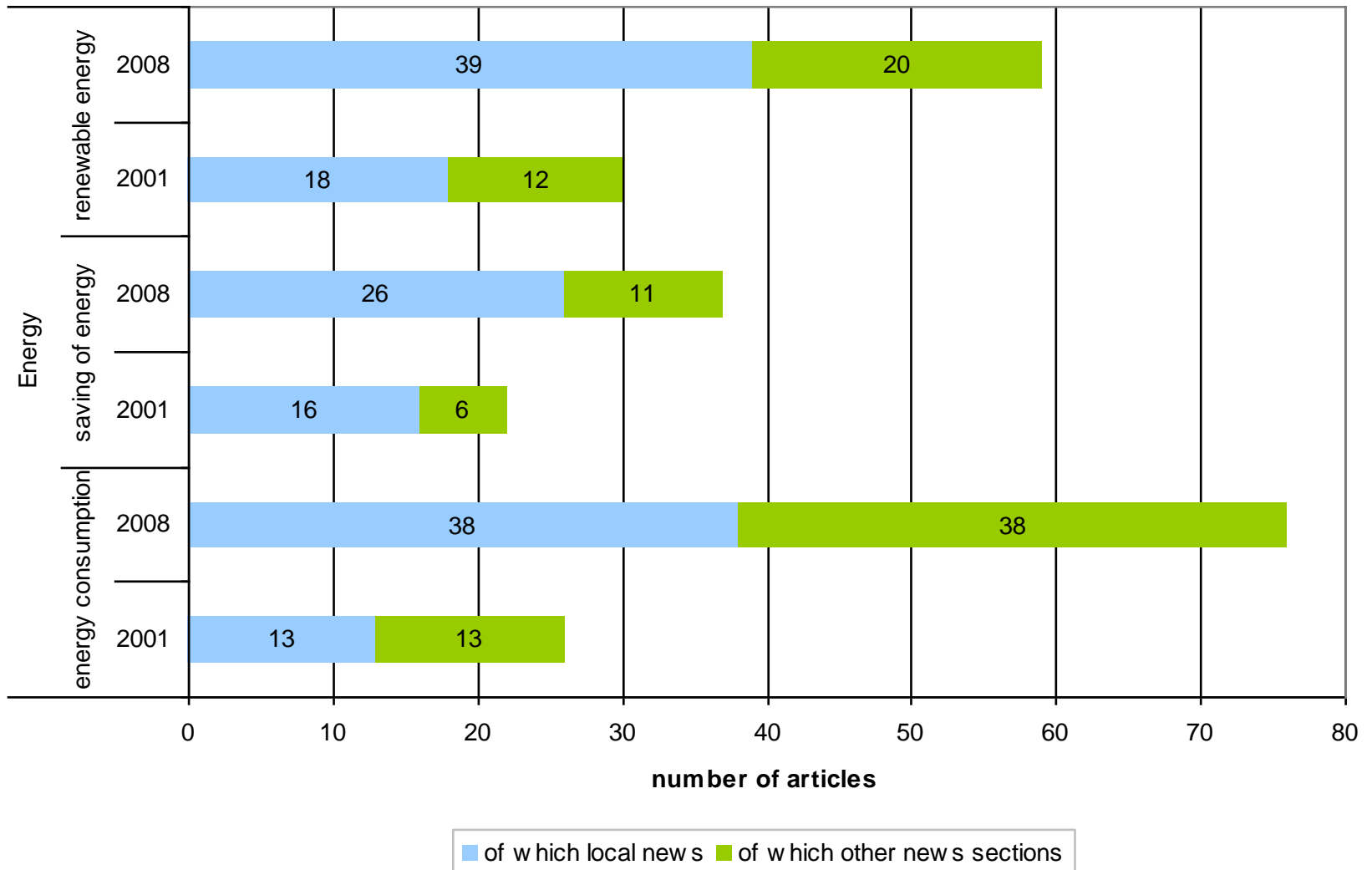
# Media analysis

*Saarbrücker Zeitung*, category: Air/Climate



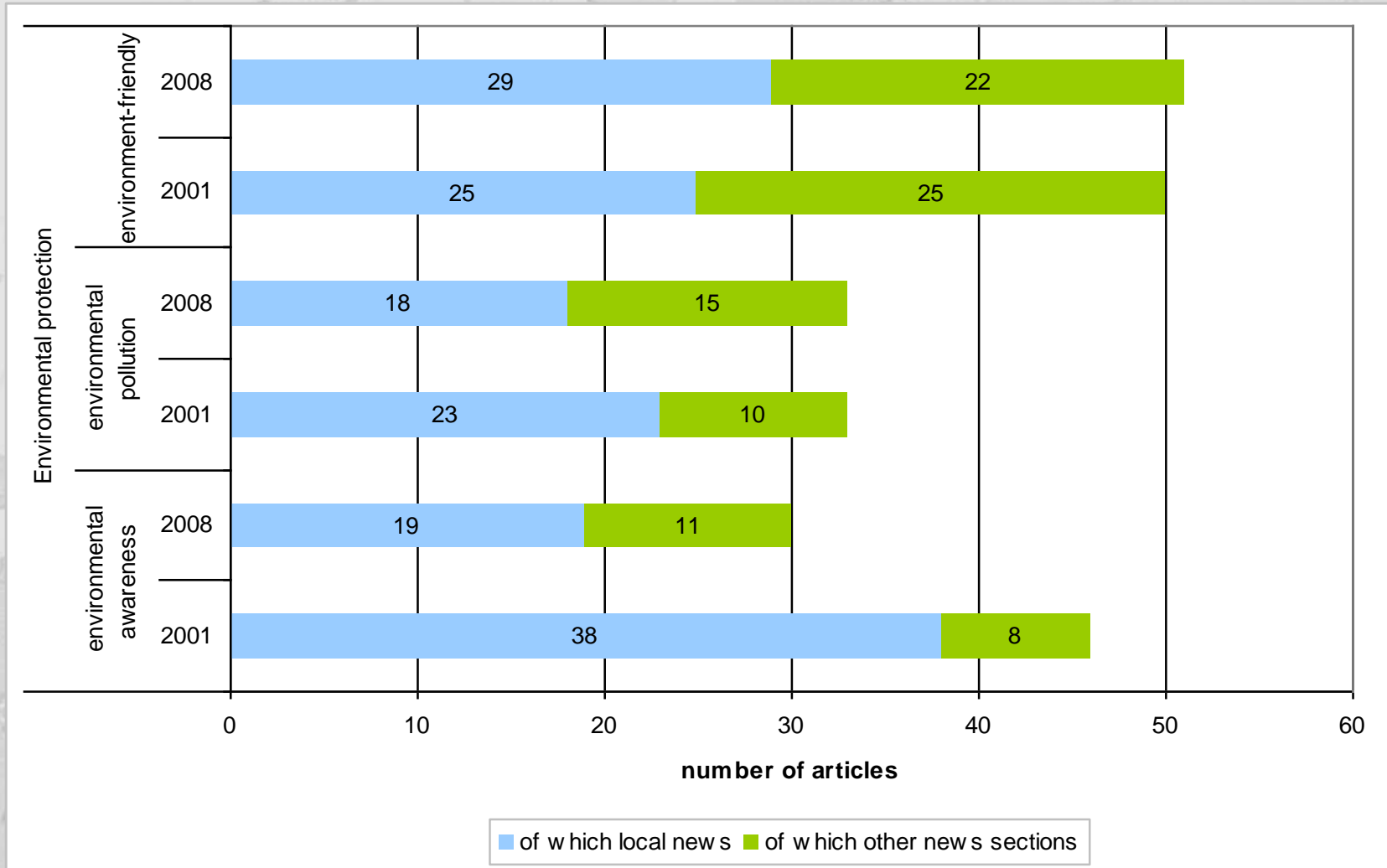
# Media analysis

## Saarbrücker Zeitung, category: Energy



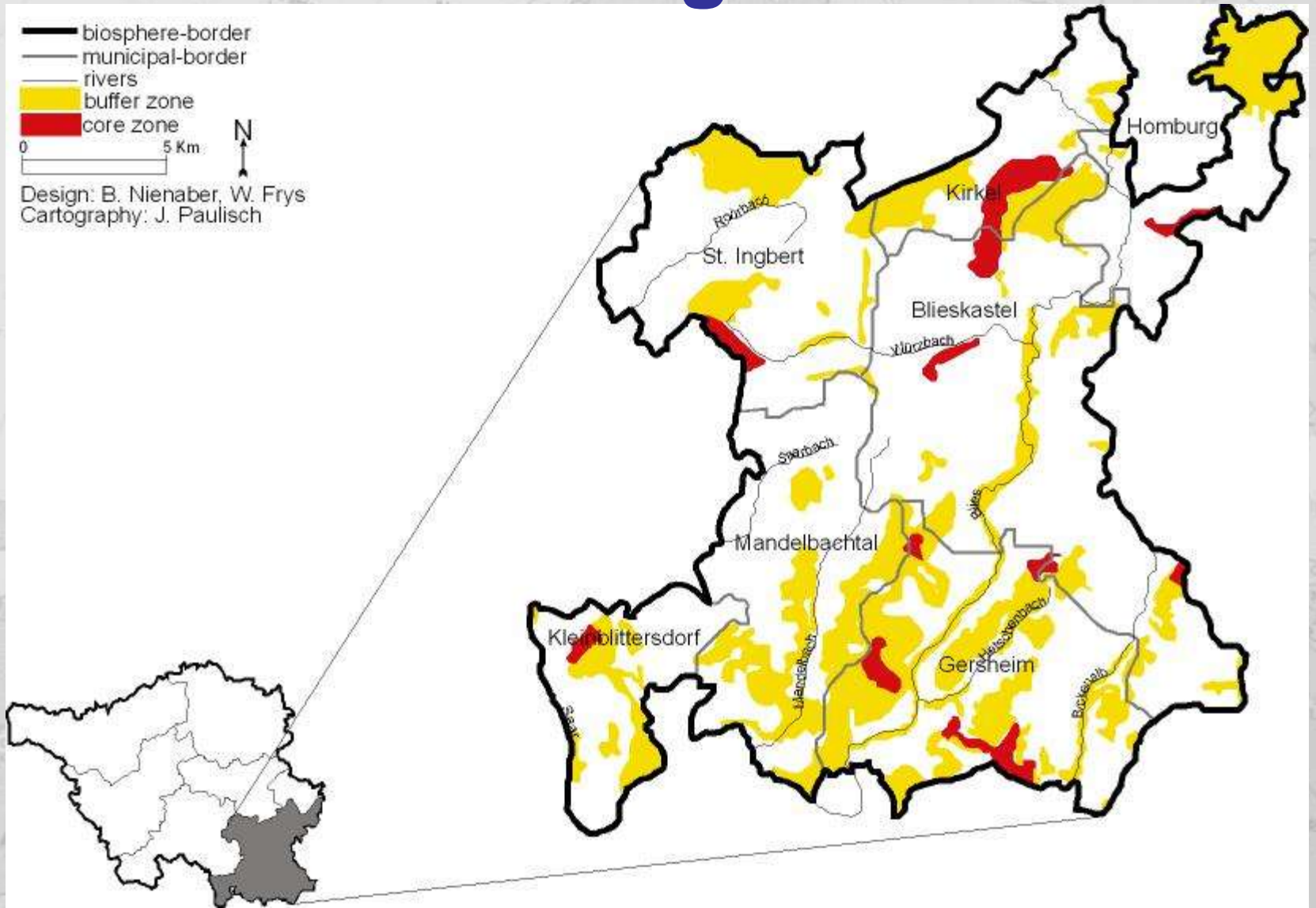
# Media analysis

*Saarbrücker Zeitung*, category: Environmental protection





# UNESCO Biosphere Reserve Bliesgau





# Research results



**Two different opinions dominating with regard to the environmental situation and the environmental potentials, as well as the environment protection and the sustainable use of resources in the UNESCO Biosphere Reserve Bliesgau.**



# Research results

*‘Such a designation is also a duty. A duty to fulfill certain conditions, which the MAB committee imposes on a UNESCO biosphere reserve. I’ll name some keywords: core zone, care zone, development zone. Certain strategies have to be followed, which then have to be proven of course; successes also have to be proven. This has ecological aspects, especially in the Bliesgau biosphere reserve, of course also these social and economic aspects, the urban-rural relation plays a big role; demographical change. [...] It’s this internal potential, I’d say, that can be developed. On the surface, it’s of course just a kind of certification, that means it draws a certain attention to itself.’*

*(translated according to interview 2).*

# Research results

*‘This attribute UNESCO will surely have an advertising effect, but I don’t see any other potential – especially for the agricultural sector - deriving from that. Until now, we have been told that this designation as a biosphere reserve, the UNESCO designation so to say, doesn’t entail any financial advantages.’*

*(translated according to interview 4).*

# Research results

**Potentials offered to the Bliesgau biosphere by its status of being a UNESCO biosphere reserve**

(Administrative level & Companies and other Institutions):

- Promotion of duties of regional development
- Landscape and nature protection potentials
- Positive effects for nature tourism
- Construction of buildings typical for the region
- The designation as a marketing element for tourism
- The designation as a benefit for regional producers



# Research results



**Negative view of the UNESCO conditions**  
(Representatives of agriculture):

- no (financial) advantages for agriculture
- no positive effects of the biosphere for the rest of the Saarland region
- rejection of regional commercialisation of agricultural products
- tourism as a threat for areas which are used by farmers and hunters



# Research results

‘Good practice’ identified: Bliesgau Genuß e.V.



# More information

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