

October 12th/13th 2011, Murska Sobota

DERREG FINAL CONFERENCE

Rural Development and Globalization: Scientific Perspective

The Global Environment and Rural Sustainable Development



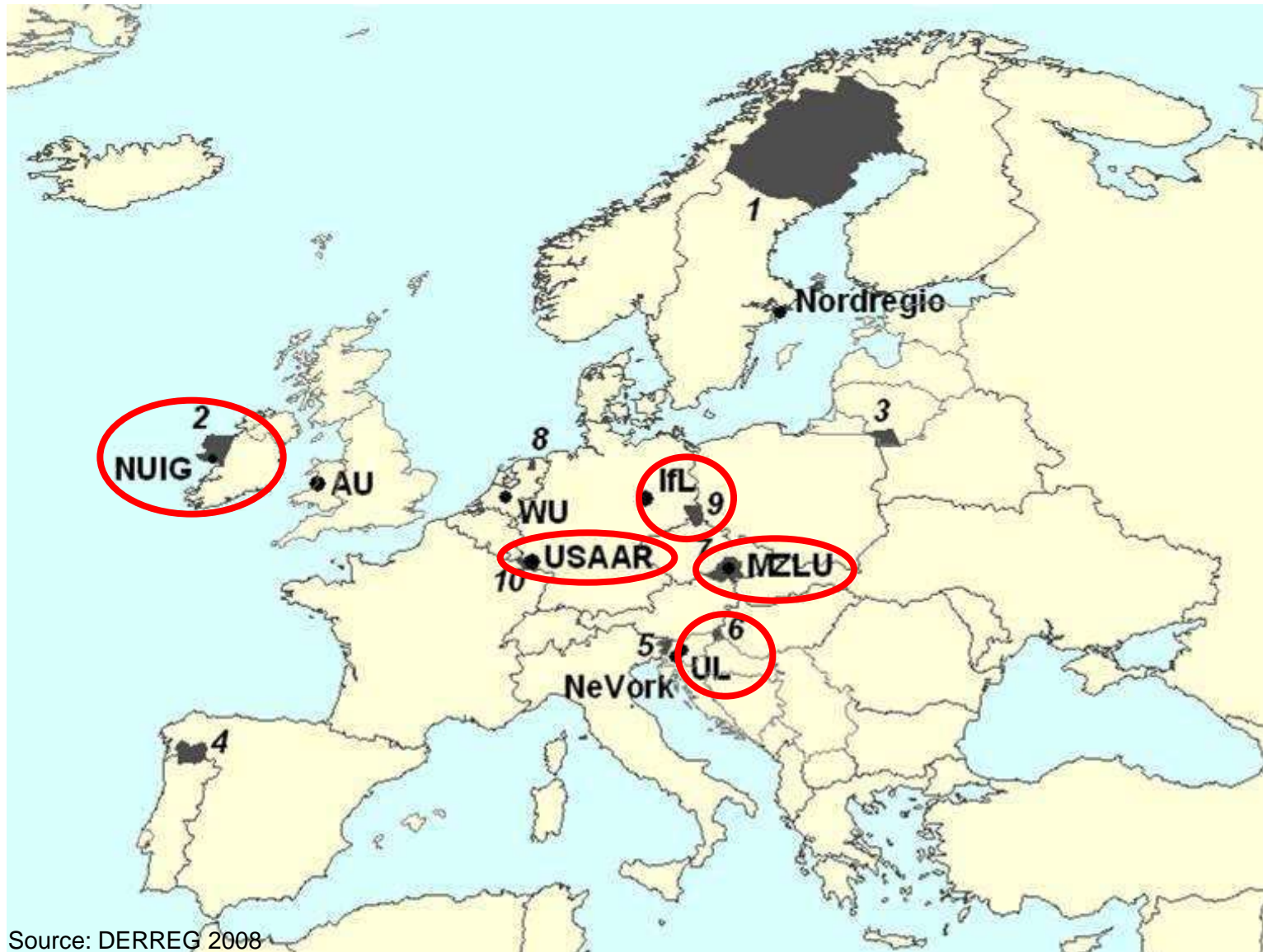
The Global Environment and Rural Sustainable Development

Consequences for the development of rural areas in the rise of global environmental discourse:

- Traditional industries such as mining, as well as industrialized productivist agriculture, have come under scrutiny for their wider environmental impact.
- Infrastructural projects such as new roads and airports that have formed key parts of top-down development strategies have been similarly discredited for contributing to global carbon emissions.
- Local conflicts over commercial forestry, mining, or oil and gas pipelines have been amplified into global causes, involving transnational environmental campaigners.
- Sustainable development in rural areas has been identified as part of the solution to global environmental crises, especially the development of renewable energy production.

FP7 project DERREG – Developing Europe's Rural Regions in the Era of Globalization

Case study areas and involved project partners

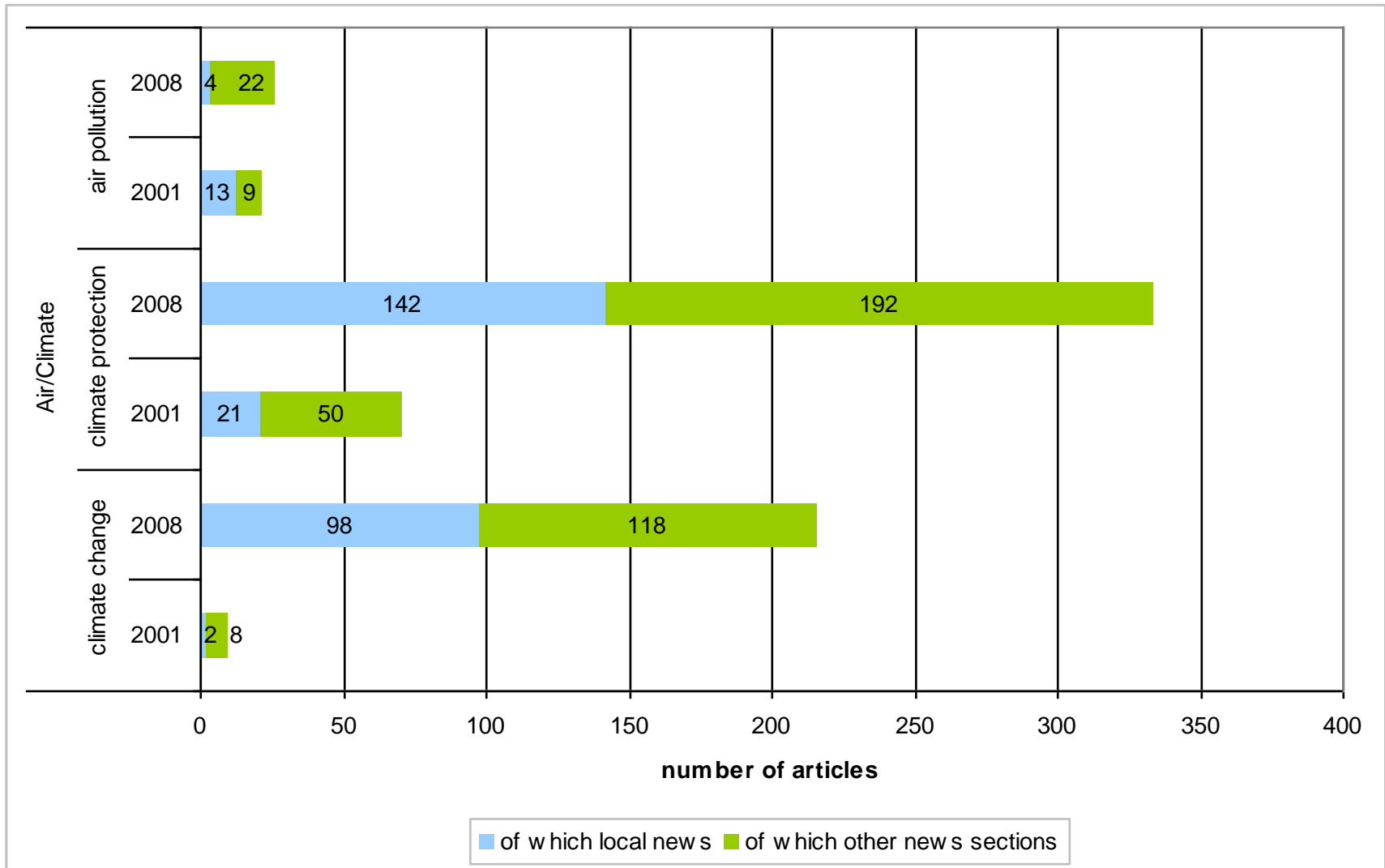


Source: DERREG 2008

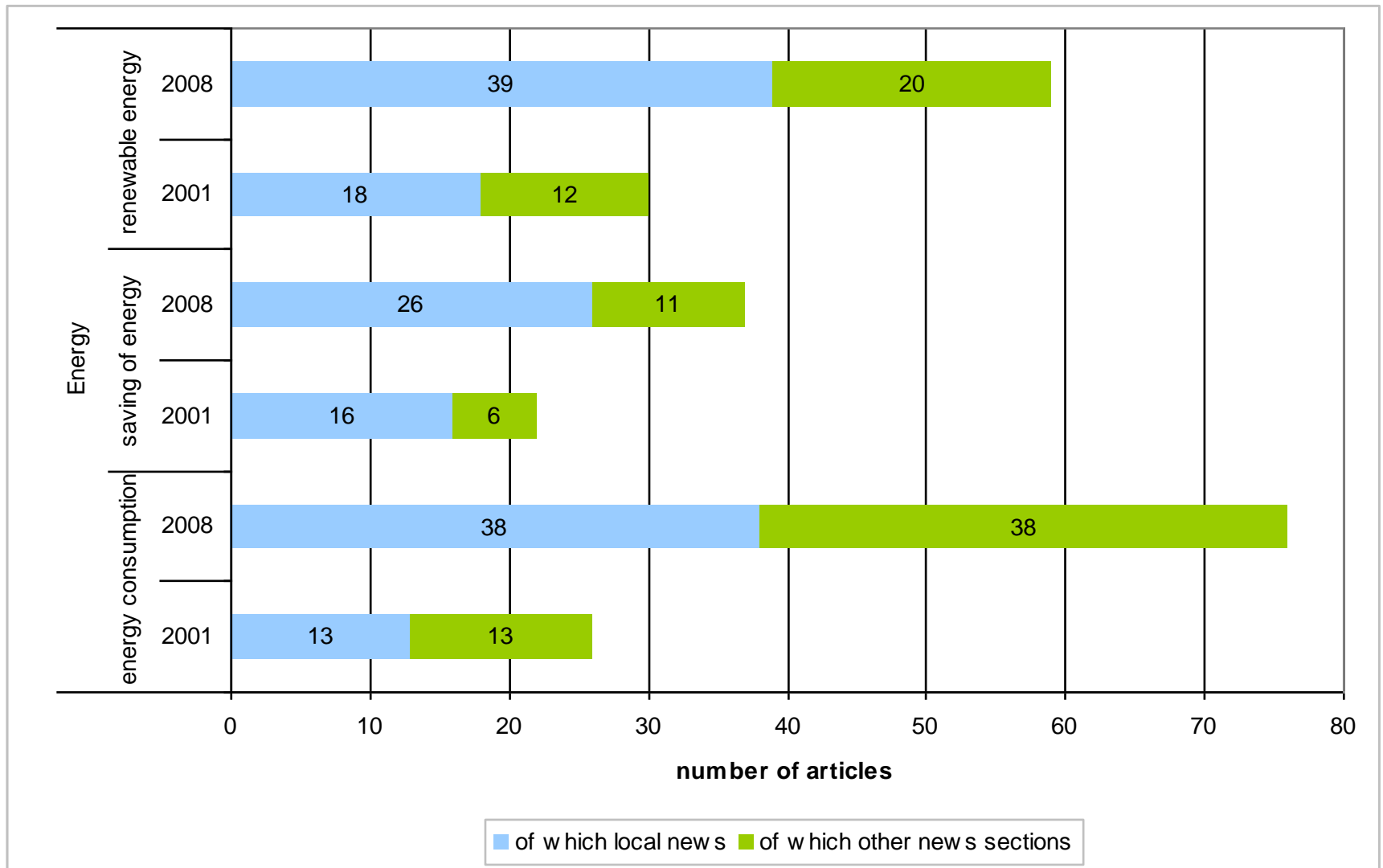
Media analysis: basis for investigation in the case study areas

case study area	name of newspaper URL	circulation (daily/weekly)	readership
Eastern Saxony	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)	-

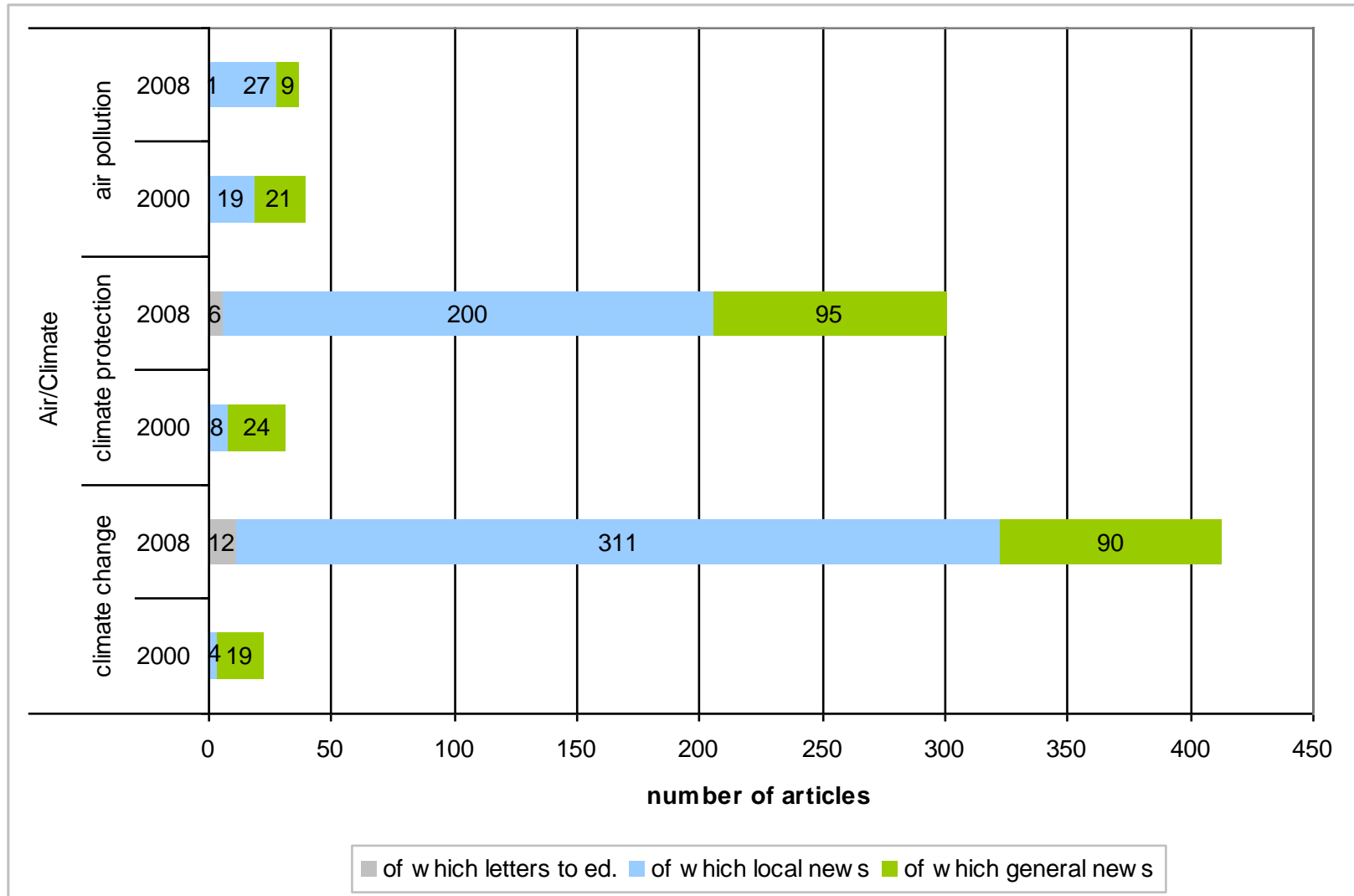
Media analysis: Saarbrücker Zeitung, category: Air/Climate



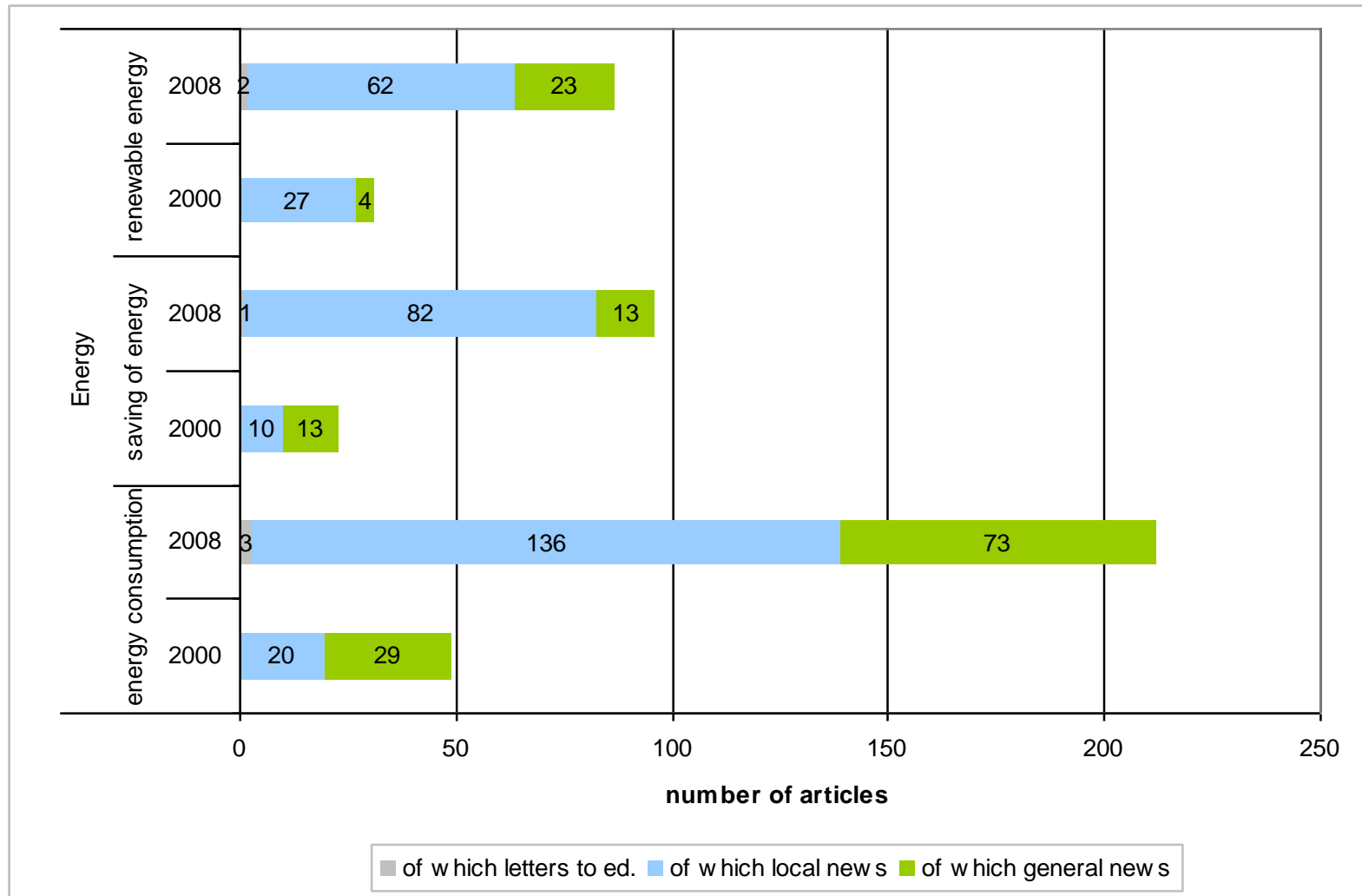
Media analysis: Saarbrücker Zeitung, category: Energy



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

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

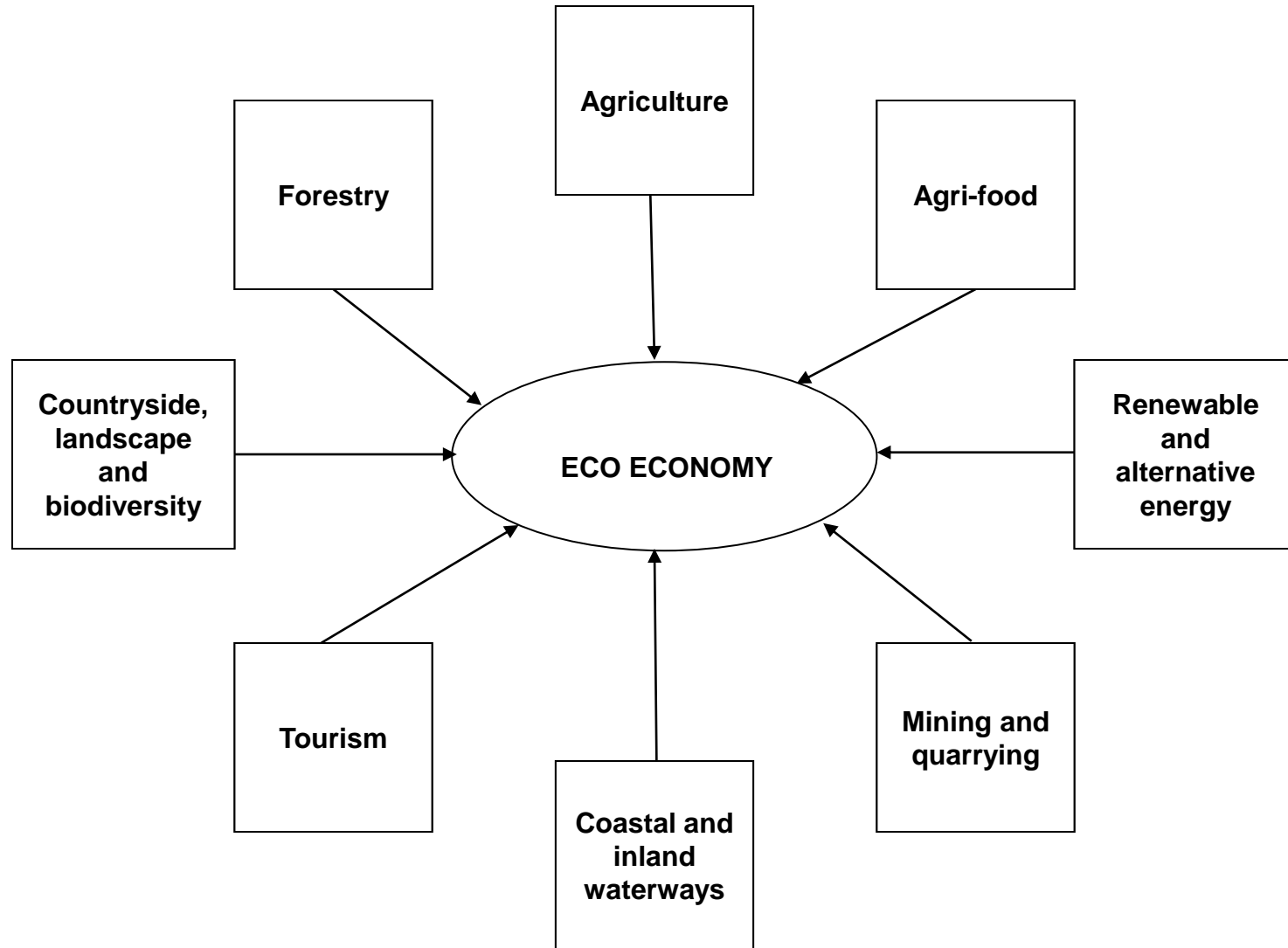
Eastern Saxony	Saarland	Pomurska	West of Ireland	South Moravia
<ul style="list-style-type: none"> • local/regional media • associations for nature conversation • citizens' initiatives • mayors and local politicians • powerful individuals 	<ul style="list-style-type: none"> • environmental NGOs (such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

Work package 3 - Summary of main results

- Across our five case study regions there is clearly a divergence of outcomes that points to the significance of regional differentiation and mediation.
- Discourses of global environmental problems that appear to call for local action are mediated and adapted to local environment situations and concerns as they are disseminated through regional media.
- The media in turn influences the development of regional policies and plans in which global discourses are translated into regional strategies and objectives.
- Finally the implementation of regional initiatives for sustainable development involves negotiation with various local actors, for whom global concerns may feel very different and less important than pressing local economic needs.
- In these ways, sustainable development is a regionally differentiated outcome of the negotiated and contested reproduction of the global through local place.

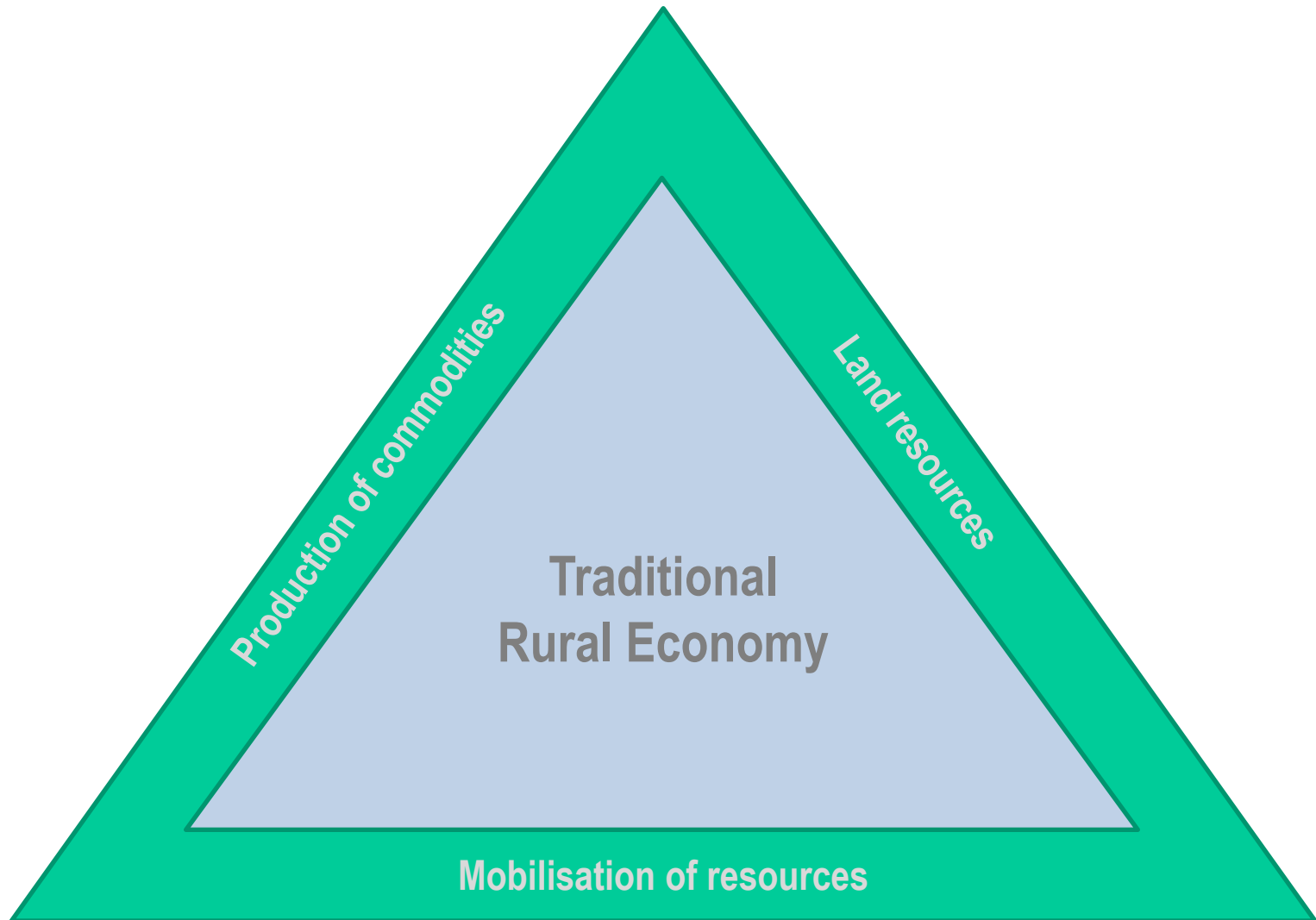
Potential Sectors of the Rural Eco-Economy

according to KITCHEN and MARSDEN (2009)



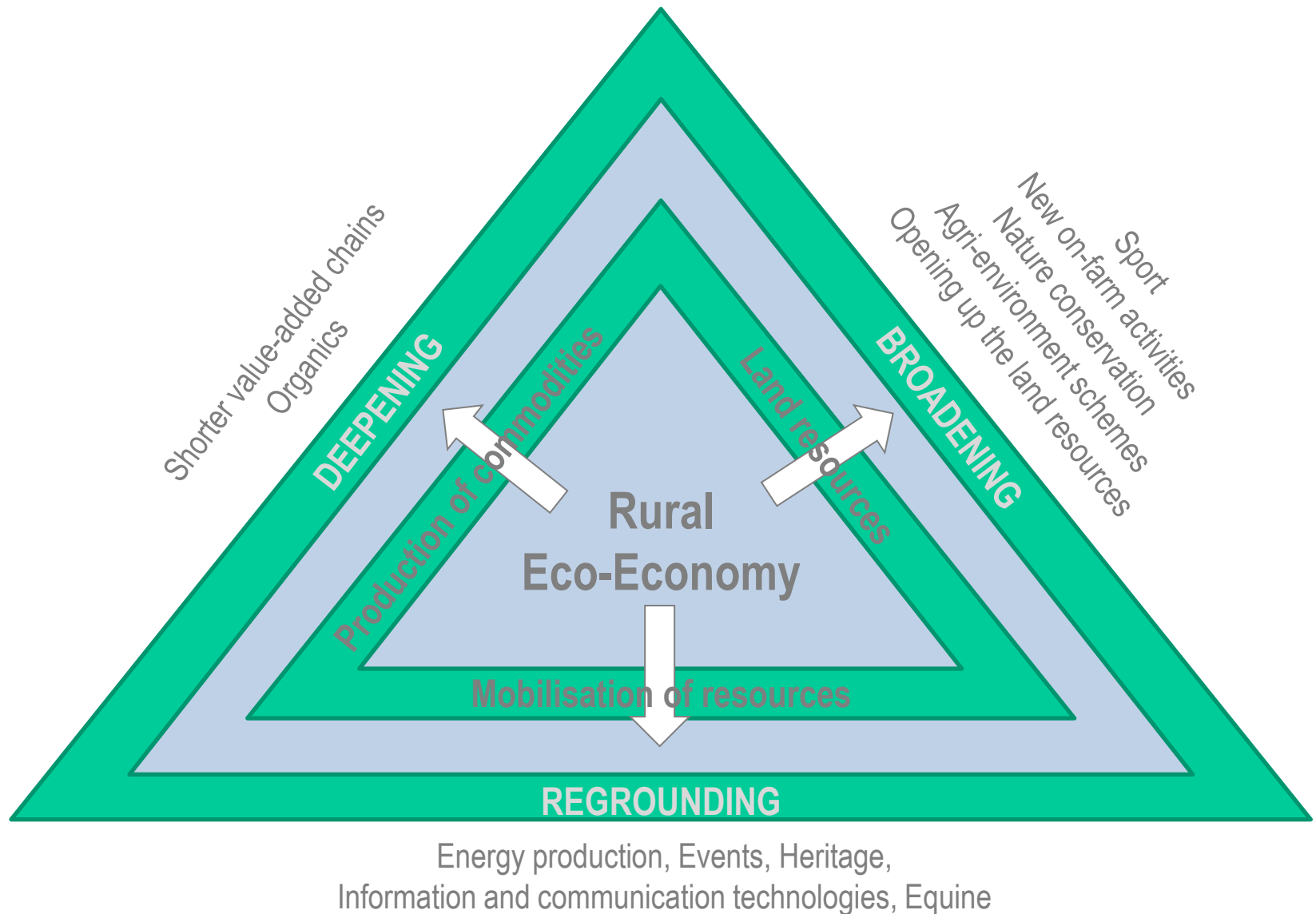
Traditional Rural Economy

according to KITCHEN and MARSDEN (2009) adapted from VAN DER PLOEG et al. (2002)



Rural Eco-Economy

according to KITCHEN and MARSDEN (2009) adapted from VAN DER PLOEG et al. (2002)



Example of DEEPENING economic activities within the case study regions

Diši po Prekmurju (Scent of Prekmurje)

Main activity: Production and marketing of distinguished local products



Sources: <http://www.finance.si>; <http://web.vecer.com> (26.1.2011)



Advertising poster of *Diši po Prekmurju*;
selection of regional products sold under the trademark *Diši po Prekmurju*

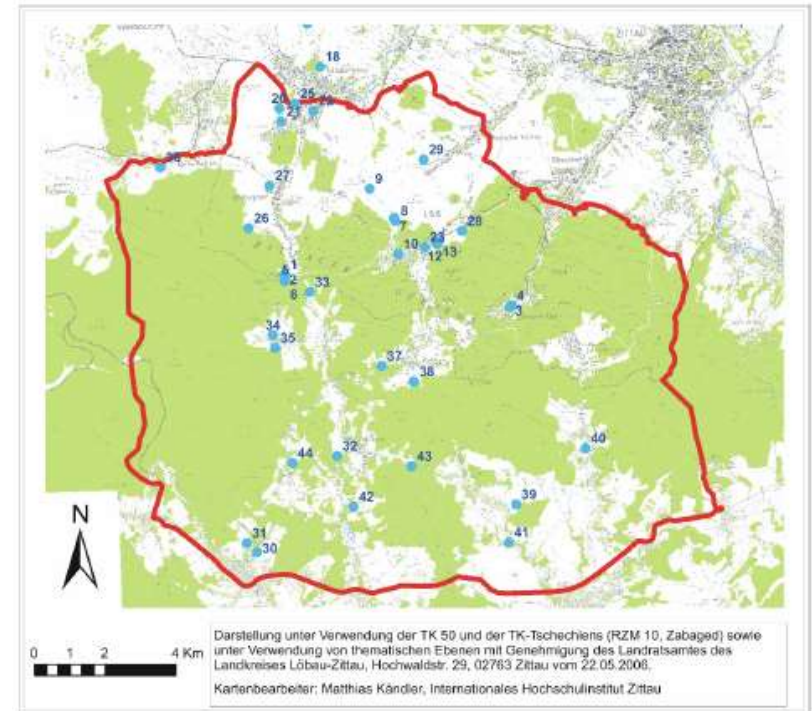
Example of BROADENING economic activities within the case study regions

Nachhaltiges Bergwiesenmanagement im Zittauer Gebirge (Sustainable management of mountain meadows in the Zittau Mountains)

Main activity: Sustainable utilization and preservation of grasslands in mountain areas



Sources: <http://www.dbu.de>; <http://www.netsci.de>; (10.01.2011)



Mountain scenery at the Zittauer Mountains; study area

Example of REGROUNDING economic activities within the case study regions

Bürger-Energie Zittau-Görlitz eG (Citizens' energy cooperative in Zittau and Görlitz)

Main activity: Installation and operation of solar panels on roofs of public and private buildings in the Lausitz region



Photovoltaics on a roof in the City of Löbau operated by the registered cooperative *Bürger-Energie Zittau-Görlitz eG*

Thank you for your attention.



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