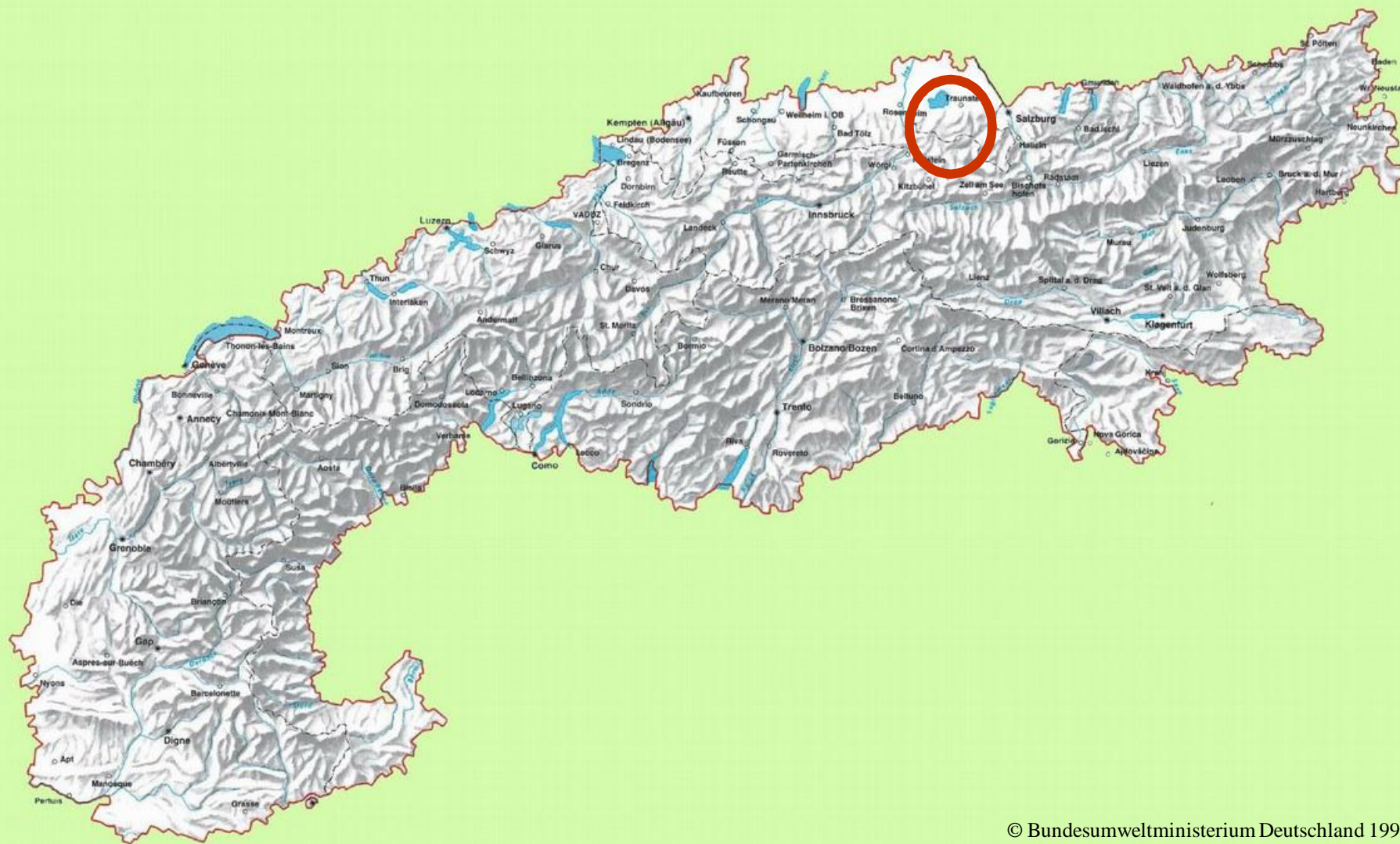


Participation functions - The example ecological model Achental

Wolfgang Wimmer





The Achental+

Tyrol/Austria



Salzburg /
Austria

60 km

Munich /
Bavaria

100 km

Lake Chiemsee

The Achantal

**beautiful landscape Æ over 30 % nature conservation areas, 50 % woodland
small farms (mostly dairy farms, often on a sideline basis)
small traditional businesses and nature based tourism Æ nearly no industry**

An aerial photograph of a mountain valley. A river winds through the center of the valley, surrounded by green fields and forests. A small village with red-roofed houses is visible on the left side of the valley. The background shows steep, forested mountains under a blue sky with white clouds.

Problems to be solved in the 1990s:

- “ Structural change of agriculture**
- “ Diversity of the landscape in danger**
- “ Falling tourisms**
- “ Sustainable land use in a valley with various demands on the area (housing, jobs, tourism, farming, nature conservation, flood control, ...)**



1997: Ökomodell
Schlechinger Tal

1999:
Ökomodell Achantal

bottom-up and top-down strategy

round tables . participation

clear structures

(registered non-profit organisation, office, mayors of all communities and representatives in the board)

Working together: Citizens and Communities in the Achantal

Public meeting
of Achantal
community
councils





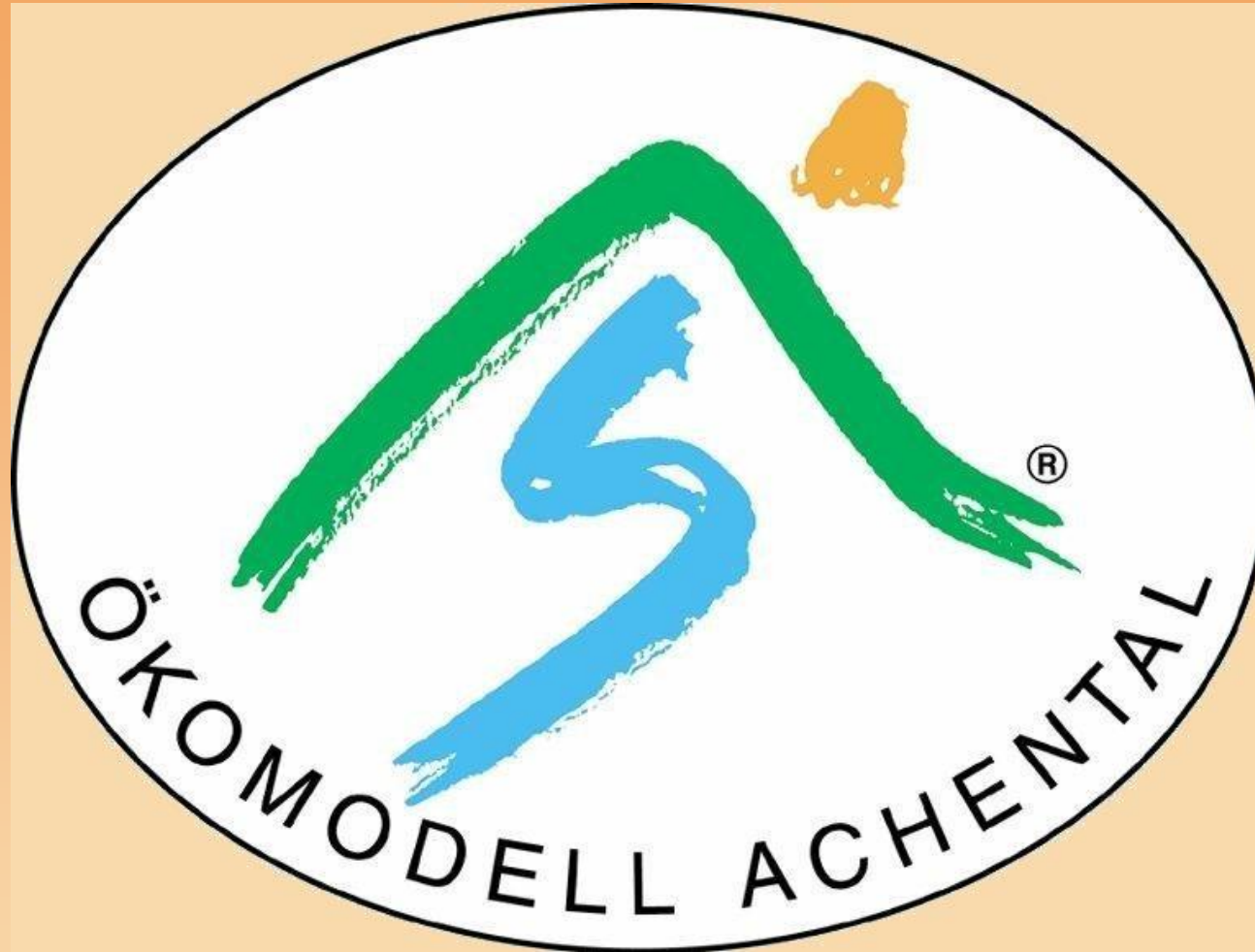
Four priorities for a sustainable future



- “ conservation of nature and preservation of the rural heritage
- “ safeguarding the work of the farmers as custodians of the countryside
- “ fostering and developing environmentally compatible tourism and businesses
- É increased use of renewable energies from the region for the region

The development of these areas should be mutually supportive.

**Cooperation and networking will lead to new value chains
and regional cycles of activity**



Activities - Examples



Quality Achenal

The main criteria of the product logo are ...

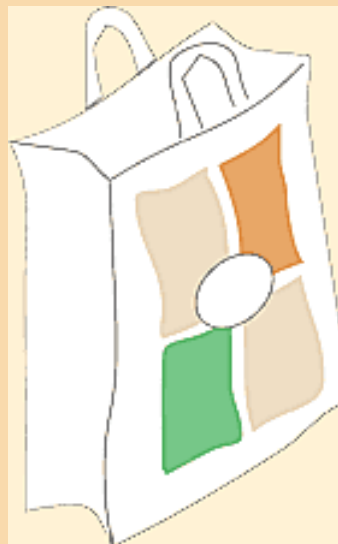
- ” ...regional provenance
- ” ...ecological compatibility
- ” ...transparent methods of production





Quality Achental E advertising media

Labels



Bag

Poster





Marketing

FarmersMarket

- each Saturday from 8.30 ÷ 12.00



Special Activities



Marketing

The sRegional Shelf%in
certain grocer's
shops



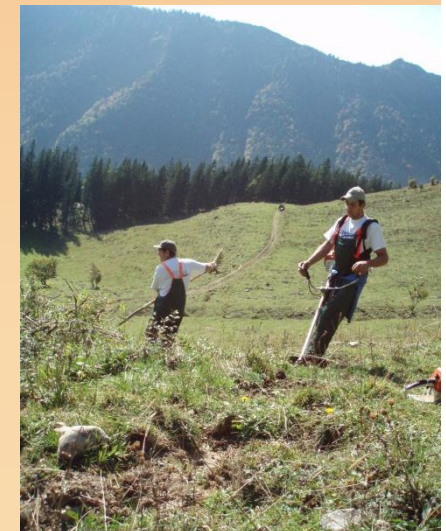
Publication of
various brochures
for direct
marketing

nature conservation

Activities



- “ Conservation and development of biotopes, fenlands, extensive grasslands and alpine pastures
- “ Conservation of orchards and planting new fruit trees
- “ Visitor management in ecologically sensitive areas
- “ Sustainable management of alpine forests





environmental awareness:

- ” for children and
- ” adults among the resident population and visitors with regard to the beauty of the landscape and the need to protect it



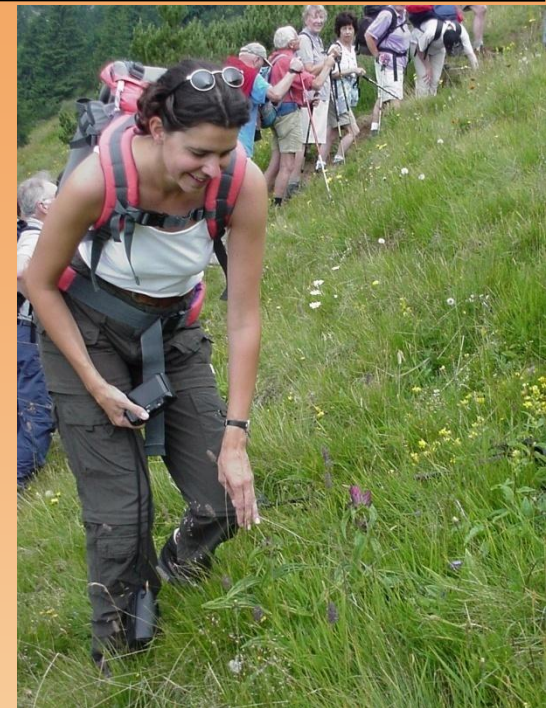
Activities

Guided Nature walks

the guides are trained continuously

e.g.

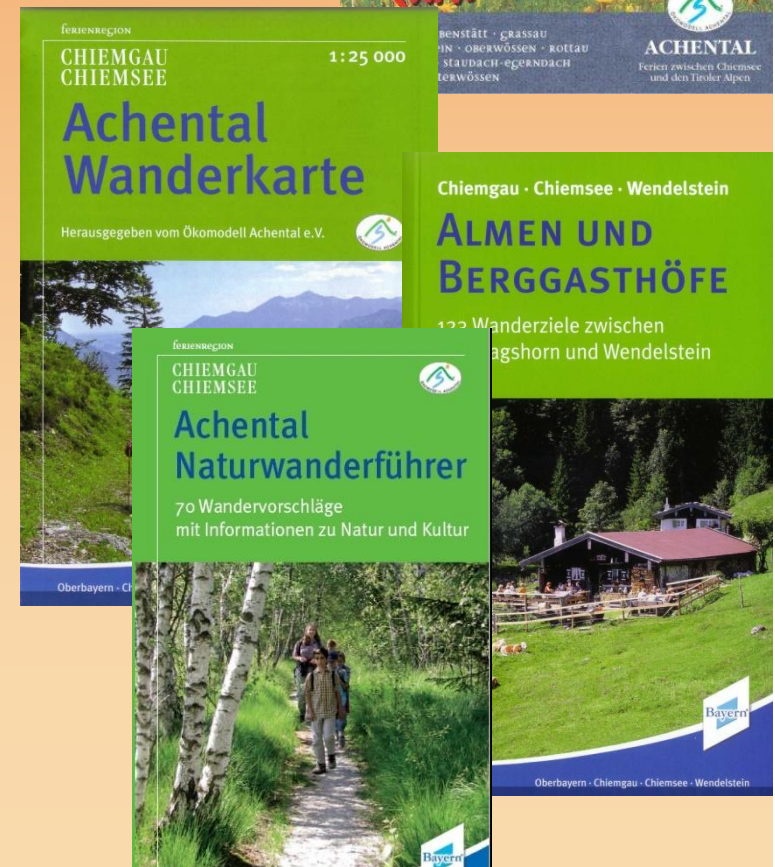
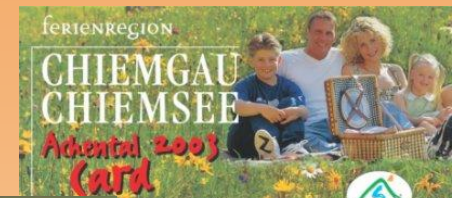
- “ flower and herb walks
- “ woodland walks with a forester
- “ excursions to the fens and raised bogs
- “ birdsong or insect walks
- “ Special walks for families
where the secrets of nature are
revealed in a more playful way



Tourism:

Activities

- “ development of a **corporate +green+tourism profile**, based on the rural culture of the Achental
 - “ close **cooperation** of the tourism officers
 - “ tourism workshops
 - “ **common** offers and brochures
 - . achental-card
 - . nature discovery programmes
 - . homepage
- and so on
- “ %holiday without car+
 - . Bus through the valley
 - . in winter: bus to the next skiing area (free for guests of the Achental)



Energy Supply for our Region

Climate change and Energy supply are important global challenges

Target region (since 2005)

**European program RES-Integration
objective: implementation of innovative Renewable Energy and energy saving technologies of selected regions in Europe.**

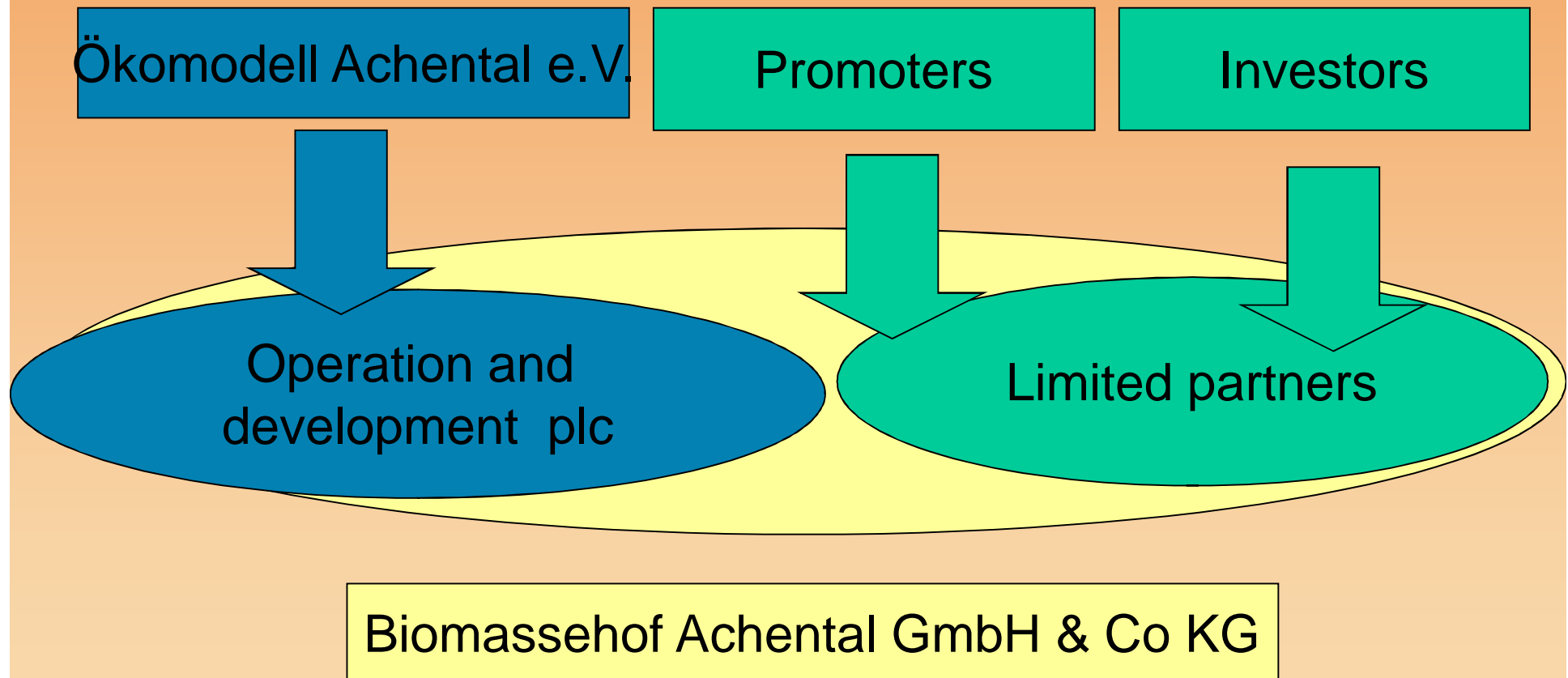
Our vision: 100 % energy supply from the region for the region via energy conservation and the use of renewable energy sources

first step: potential analysis

first project and driving force: Achantal bioenergy center



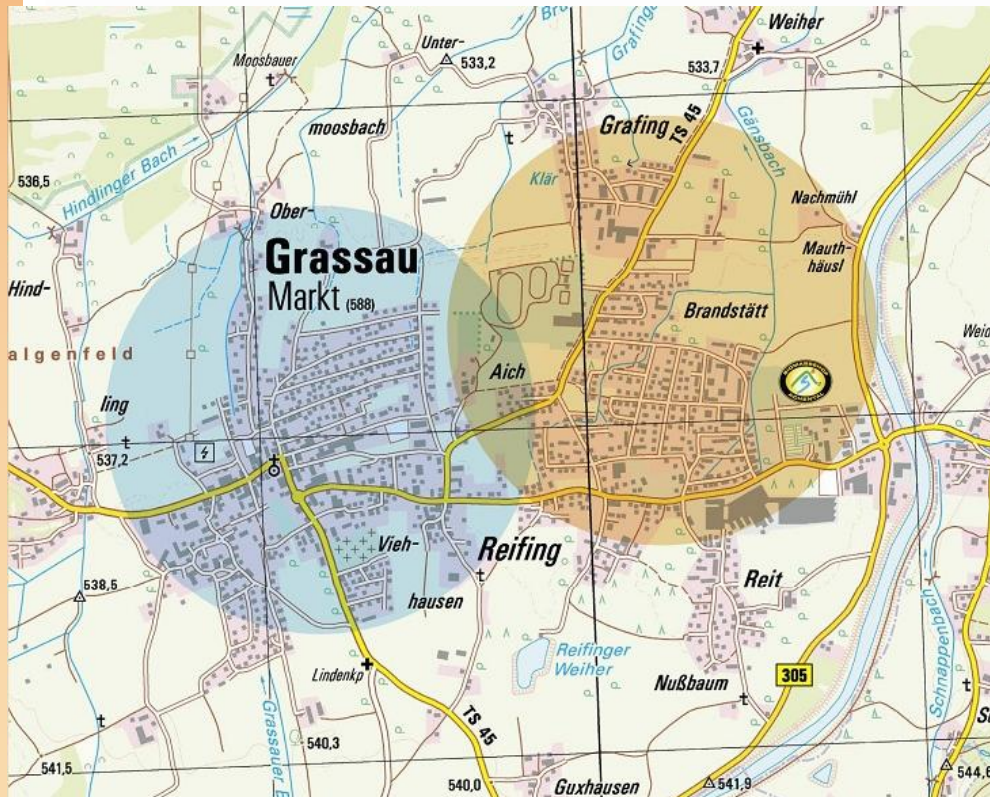
Project Structure



Bioenergy-Center; Opening 09/2007



District Heating Grassau; Opening 05/2010



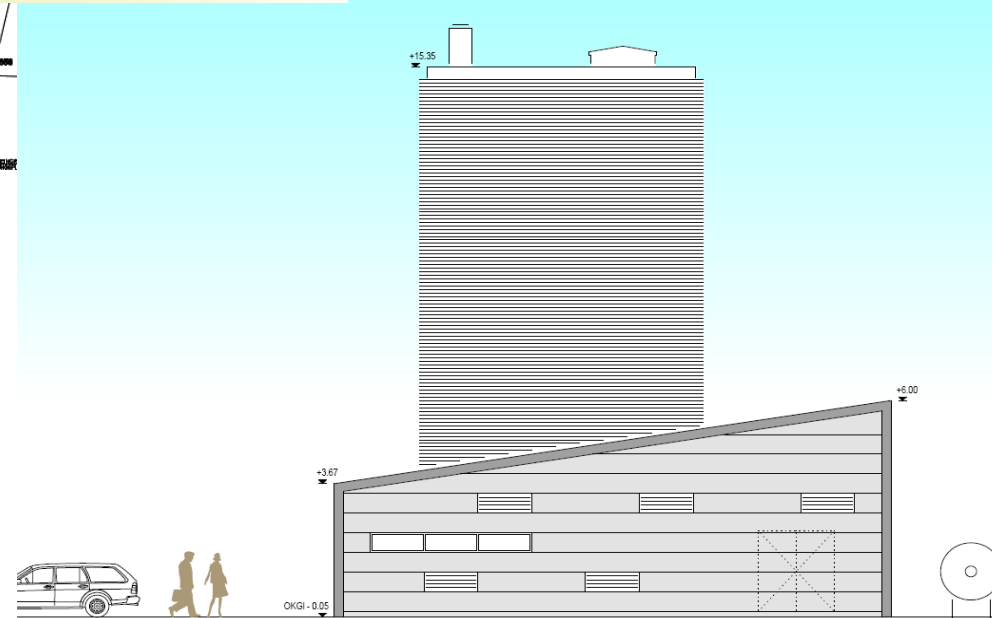
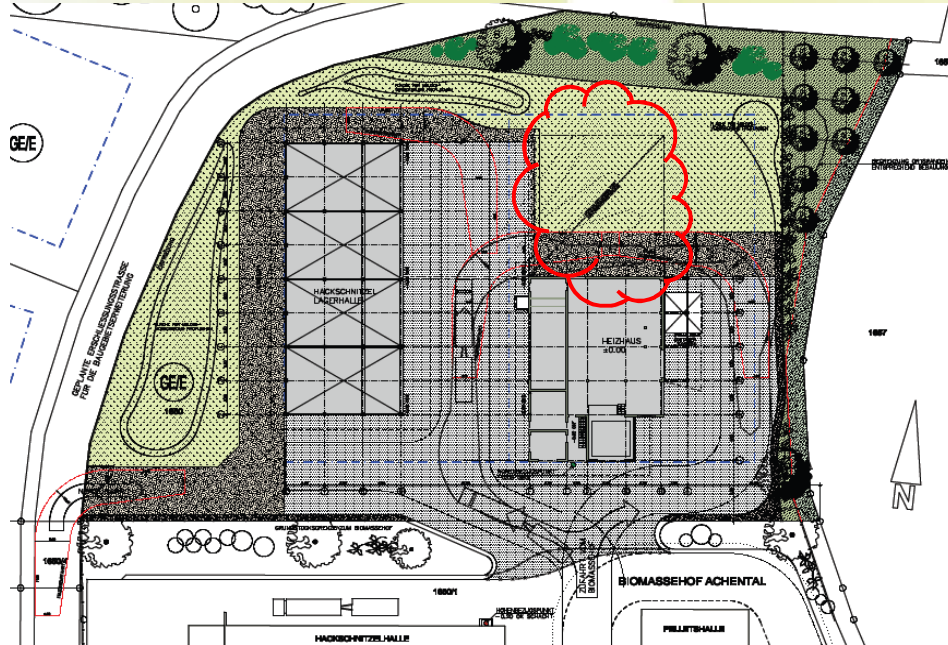
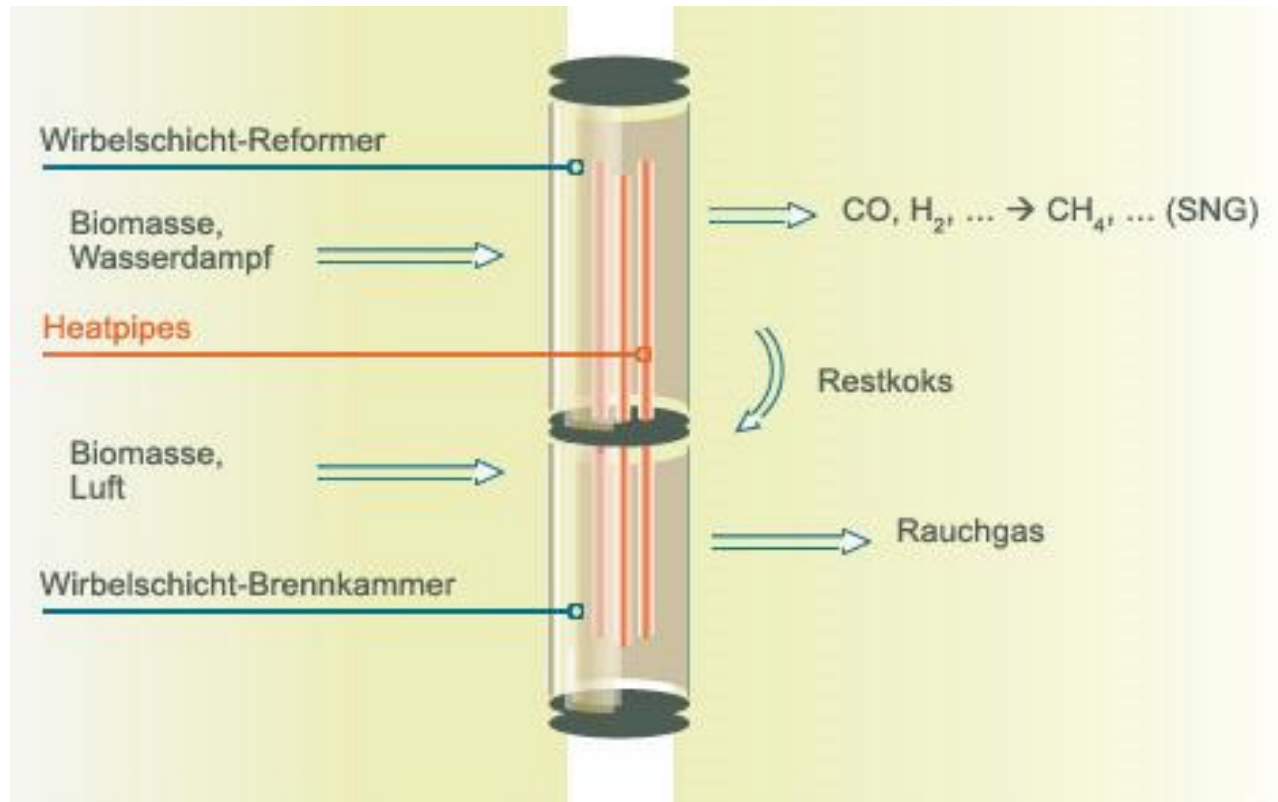
Location heating headquarters

Stage of development 1

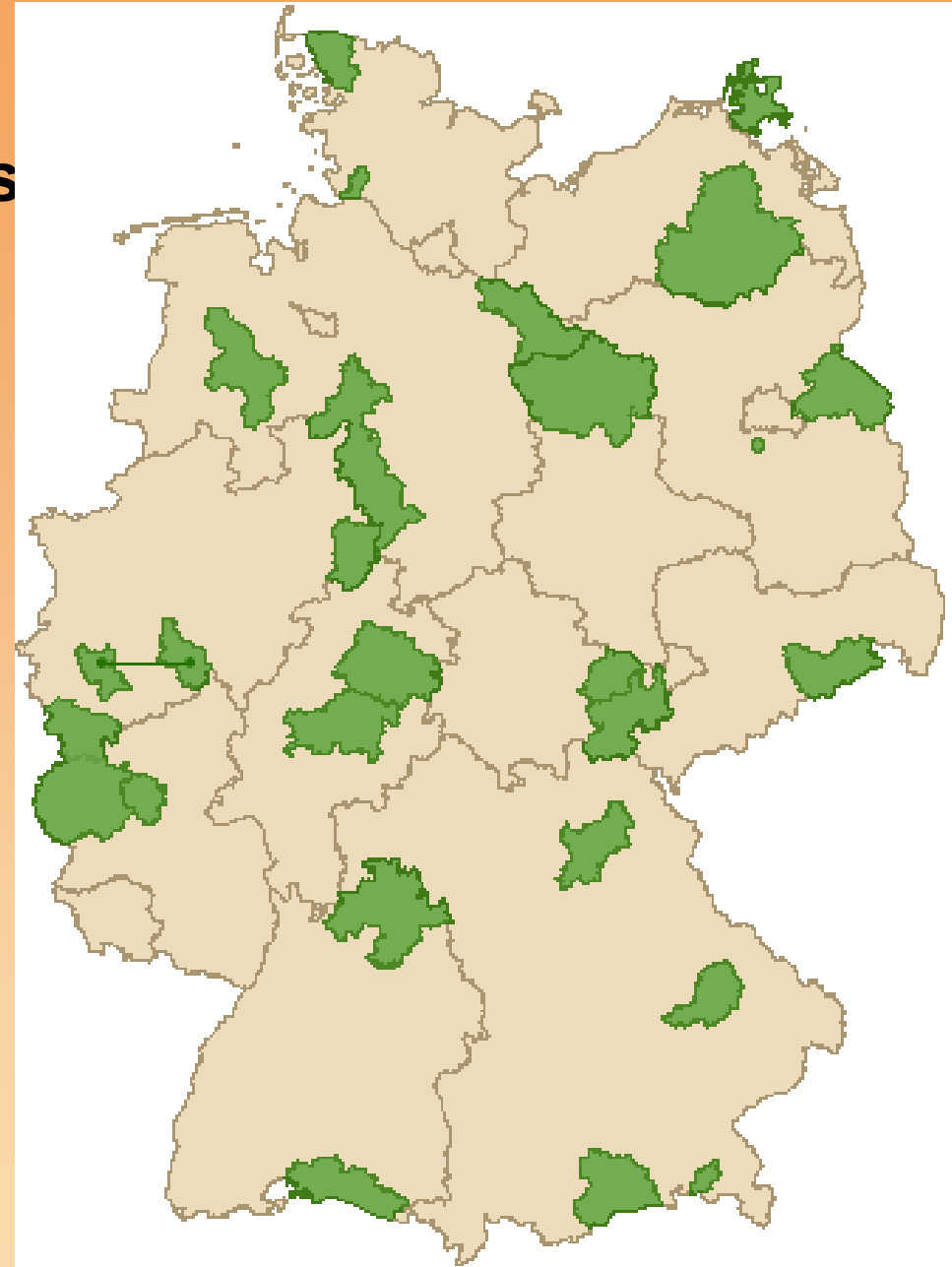
Stage of development 2



Research project \ddot{E} Heatpipe-Reformer



Competition bioenergy regions - support as one of 25 regions project in Germany term in 2009 – in 2012





Criteria for a successful civil participation

- early integration of all target groups and local actors of the region
- Interviews with decision makers
- technical information of the partners
- Best-Practice travelling
- regular information of the local press
- Patronage
- neutral conflict presentation
- Critics/opponents treat esteeming
- Indicate to the Win-Win-Situation
- gradual rise of the obligation
(Questioning-Declaration of intent-Provisional agreement-Contract)



positive effects

- “ the awareness for the protection of nature and sustainability is rising
- “ Agriculture is stabilized and becomes more and more ecological
- “ the participation of the people is increasing
- “ the communities work more and more together
- “ cooperation opens up new projects and new chances
- “ several awards and increasing publicity

