“GREEN MOUNTAIN”

A Sustainable Development Model for Green Mountain Areas

European Good Practice report

GREEN MOUNTAIN

A SUSTAINABLE DEVELOPMENT MODEL FOR GREEN MOUNTAIN AREAS

INDEX

1. IDENTIFICATION SHEET

Project acronym	GREEN MOUNTAIN
Project full title	**A SUSTAINABLE DEVELOPMENT MODEL FOR GREEN MOUNTAIN AREAS**
Work Package	WP3 – Joint development of a common Sustainable Development & Management Model
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2. INTRODUCTION AND METHODOLOGY

The aim of this activity is to identify and analyse various Good Practices that could be substantially valorised and further developed and used by the 3 Working Groups in their work around: economic sustainable activities and products; coordinated and integrated management strategies and plans and; methods and strategies for effective awareness raising.
The Good Practices will add value and bring innovation and knowledge from beyond the partnership from relevant initiatives, projects, practices and results already achieved. At the same time this activity also provides for a brief panorama of the state of the art in Europe regarding the level of innovation in reference to the 3 thematic project areas.

Good Practices can be exemplary initiatives, methods, actions, projects, etc. having positively influenced systems and practices throughout their activities and results, and which are worth transferring and exploiting in different contexts and environments by new users or entities.

A Good Practice can be defined as a creative and sustainable practice that provides effective response based on the idea of direct knowledge utilisation, and which can be used as "inspirational guidelines" having potential for replication and contribution to policy development.

Good Practices are defined by the United Nations and the international community at large as successful initiatives which:

- have a demonstrable effect and tangible impact on improving people's quality of life;
- are the result of effective partnership between the public, private, and civic sectors of society;
- are socially, culturally, economically and environmentally sustainable.

Good Practices are promoted and used as a means of:

- improving public policy;
- raising awareness of decision-makers at all levels and of the public, of potential solutions to common social, economic and environmental problems;
- sharing and transferring knowledge, expertise and experience through networking and learning.

The selection of Good Practices first of all requires the identification of a set of criteria, or characteristics, which will permit to collect and classify the Good Practices examples. These criteria include:

- Innovation (of process, result, context): innovative results are those which represent some new and distinctive features, distinguishing them from others with similar characteristic and adding value in relation to conventional solution.
- Replicability and Transferability: to what degree the practice can be replicated elsewhere and transferred to another context. The extent of the initiative's adaptability to different contexts is essential.
- Significant contribution to mainstreaming/system development: a good practice should contribute in a significant way to mainstreaming and system development.
- Sustainability: is the capacity of the practice/project to continue its existence and functioning beyond its trial period.
- Impact (economic and environmental): is the effect that the project and its results have in various systems. A good practice has recognised positive impact on the return on investment, cost savings, environment, productivity or quality.
- Consistency: level of consistency between results and objectives of the practice/project.

In this framework, a concise European Good Practice report is a useful instrument which allows to compare, acquire further knowledge and share methods and best practices regarding the 3 thematic project areas. Such methods and best practices can be validated and mainstreamed at a European level or they can be improved and adapted to own regional and local contexts.

Survey about the relevance of the Good Practices for the different Working Groups (WGs)

TITLE OF GOOD PRACTICE	Page	relevant for WG 1	relevant for WG 2	relevant for WG 3
Biosphere Reserve Great Walser Valley	6	X	X	X
National Landscape Het Groene Woud	11	X	X	X
Added-Value-Programme VSP mat	16	X	X	X
The Steinbach Way	20	X	X	X
Bread-grain-project Tyrol	27	X	X	
Gene Save	32	X	X	
EuroMARC	39	X	X	
IPAM	45		X	
SURE	50		X	X
PADIMA	55			X
Improvement of public information and environmental awareness in the sphere of nature and landscape protection - including NATURA 2000 (Framework Programme)	61			X
Sub-project Ecological Footprint	65			X

3. GOOD PRACTICES

TITLE OF GOOD PRACTICE

3.1 UNESCO Great Walser Valley Biosphere Reserve (Austria)

IDENTIFICATION OF GOOD PRACTICE

Indicate the country and the name of the organisation/department from which Good Practice derives, title of the programme (if the initiative derives from a project), year of implementation, etc.

The establishment of a UNESCO biosphere reserve in the province of Vorarlberg in Austria – the initiator was the REGIO (Regional Planning Association of the Great Walser Valley, an existing cooperation among six participating communities for comprehensive cooperation and coordination of spatial-planning matters and for the development of the regional habitat in respect of ecological, economic, cultural and social aspects according to the model of the biosphere reserve) and was greatly supported by the province of Vorarlberg. Application by the region was in May 2000 and designation of the biosphere reserve by UNESCO was in November 2000.

BACKGROUND

Why was the practice started? What problems, needs or issues prompted the action?

The steep slopes of the Great Walser Valley are not suitable for intensive farming or for intensive skiing tourism or any other intensive forms of tourism. When the tourism boom of the 1960s and 1970s came to a standstill, the question arose of how the remote valley con be maintained for current and future generations as an existence-assured region. The hope was that the development of the Great Walser Valley into a biosphere reserve would give a positive impulse to regional development and would bring into being sustainable tourism, without the loss of local and cultural identity.
Existing (nature-) conservation areas, which met the core zone demands of UNESCO and an amendment of the nature-conservation law which had had taken place shortly before, were favourable for the establishment of a biosphere reserve.

OBJECTIVES

What precisely did the initiative set out to do in both the short- and long-term? What were the overall and specific objectives?

The overriding target was and still is to create ways to foster a sustainable future for the inhabitants of the Great Walser Valley and to create the basis for this. The people in the valley play an important role and they are called upon to actively participate in the creation of a life worth living in the future. To achieve this target numerous projects in the spheres of tourism, businesses/farms, raising environmental awareness, research, marketing regional products/labelling and various initiatives and cooperation was started. In 1999 a model for the region, with the participation of more than 60 persons from the Great Walser Valley, was developed. The model is updated every five years and includes the basic principles and development aims in the differing spheres (businesses, tourism, agriculture, culture and society, environment and energy, etc.).

RESOURCES

Describe the resources that were used for the implementation of good practice, e.g. financial and human resources, natural resources, skills, knowledge, ICT, premises, equipment or other aspects.

2001: Set-up of the Biosphere Reserve management office in Thüringerberg (Financing by the Office for Future Questions and the Environmental Department of the Province of Vorarlberg)
2001 – 2004 (2005): EU-Life "Eco Monte" project (financing by the EU and the province)
Since 2005: basic financing by the government of the province of Vorarlberg (also community contributions, sponsors, project sponsorships)
2008 – ongoing: financing by the "Biosphere Reserve Management" LEADER project (plus sponsors about € 20,000 per annum, community contributions about € 30,000 per annum); as required up to € 30,000 per annum from the Province of Vorarlberg (non-chargeable costs in the LEADER project)
The province will probably remain the main financial bearer of costs of the biosphere reserve administration in the long-term.

Biosphere Reserve management office in Thüringerberg: three part-time employees (manager works 90%, project assistant works 50%, administration works 50% of current work periods)
Participation of the local population in several projects, cooperation with the tourism organisation, and others

Organigram
The strategic planning of the biosphere reserve is subject to the biosphere reserve board of trustees. In its capacity for decision making, it is supported by a committee of experts as well as various subcommittees of the REGIO – regional planning association (in such areas as agriculture, youth, environment, energy, etc.).
Biosphere Board: mayors of the six participating communities, head of the association for regional planning, Biosphere Reserve manager

Advisory committee: Province of Vorarlberg Office for Future Affairs, Province of Vorarlberg Department for the Environment, Vorarlberg Institute for Energy, Bludenz District Authority

IMPLEMENTATION

What did the practice do to achieve its objectives when using human and other resources? Please give an overview of the main features of the practice/initiative: main actions/activities undertaken, time scale, methods applied, including relevant information concerning any key factors, such as cooperation/partnerships, etc. Also indicate the area/location in which the practice was implemented.

Establishment of the Great Walser Valley biosphere reserve in general steps:

- 1998 saw the "Maintenance and Design of Natural Landscapes in Vorarlberg" symposium and excursions to the Rhön biosphere reserve; all six participating communities vote positively for application as a biosphere reserve and a project was started to foster awareness among the population
- 1999 saw the creation of a model with the participation of numerous persons
- 2000 saw the appointment of a manager for the biosphere reserve by the province (office for Future Questions);
- application with UNESCO in May,
- designation by the province of Vorarlberg in July,

- designation as a biosphere reserve by UNESCO in November

The main task of the Biosphere Reserve management is to implement and accompany projects appropriate to the Biosphere Reserve in cooperation with the local population. Ideas for the numerous projects come mostly from the board of trustees and the subcommittees, but stimulation from the population is greatly desired and supported. The first future workshop with participation of the population took place already in 2007, unfortunately due to the limited personnel resources from the administration it was not yet possible to put into effect more than a few ideas.

Some examples of activities and projects in the Great Walser Valley Biosphere Reserve:

- Environmental education – creation of an "Adventure Biosphere Reserve", an environmental education package for schools in cooperation with tourism enterprises
- Raising awareness, communication and public relations: regional Biosphere Reserve "Blickwinkel" Newspaper, brochures, homepage, calendar, events, zonal campaigns (visible public indication of differing Biosphere Reserve zones with explanations and direct reference)
- Brand development for local products, such as "Walserstolz" (local cheese), "Walser EigenArt" (arts and crafts), "Alchemilla" (herb products and courses), "Bergholz" (a cooperation of timber processing companies: eco-furniture and houses), etc.
- "Walser Thaler" – regional monetary system to support local businesses and to foster regional added value
- Partner businesses in tourism
- Activities in the field of renewable energies with the aim of producing a 100% ecological energy supply from the region (small e5-programme, model energy and climate region – E-Regio project)
- Theme trails – e.g. Faschina flower study trail, Marul forest-adventure trail, Blons avalanche trails, tonal-space stone
- "Total Business Nature-Conservation Plan" project with agricultural partner enterprises that offer excursions
- Extensive offer of excursions
- Biosphere Reserve summer programme
- Cooperation: such as through the mutual building authority of the six communities, mountain timber initiative

Within the course of regular reworking of the model within set periods, it was recorded to which extent the last proposed targets had been achieved and the laying down of appropriate new subsequent objectives took place.

STAKEHOLDERS INVOLVEMENT/TARGET GROUP
Describe the actors involved, specific target-group(s) and the direct and indirect beneficiaries of the initiative.

Local population, Great Walser Valley Tourism Association and tourism businesses, farmers, craft businesses, local associations, regional planning association (REGIO) and its sub-committees, schools, communities, local politicians, provincial government, energy institute, province of Vorarlberg Department for the Environment and Future Affaires

RESULTS AND IMPACT

Describe the direct and indirect results of the practice as well as positive and tangible impacts.

Since its designation as a UNESCO biosphere reserve, an attempt has been made among engaged people in the valley to realise the biosphere reserve philosophy. Numerous projects/initiatives have come into being under the "living and working in harmony with nature" motto. A main aims of these projects is to gain incomes and uses for the communities/population of the region with the help of sustainable regional development.

In the course of the years various projects in such spheres as sustainable development, marketing of biosphere products, sustainable tourism and crafts, environmental education and renewable energy have contributed to ensuring or improving the quality of life in the region and create the possibilities for earning incomes for the population. Five years after designation of the Great Walser Valley as a biosphere reserve, acceptance of the biosphere idea by stakeholders, the local population and visitors was analysed and the first economic effects examined. The study was mainly focussed on concrete development projects with attention given to strategy, realisation and regional acceptance by the stakeholders and their contribution to sustainable regional development.

The results of this study impressively showed that there were visible results given through the "Biosphere Reserve" label. Acceptance by the population was very high (84% of those asked said that the biosphere reserve was a good idea, even a very good idea, as a project). Preparedness to active participation in regional development was also high (40% of those asked said that they could envisage taking part in future biosphere reserve projects). The biosphere reserve is seen predominantly as an instrument for nature conservation and sustainable regional development, especially in the sphere of tourism. Named positive effects are raising awareness, improved cooperation with the communities and the possibility for marketing regional products. Moreover, the international degree of public awareness of the region increased.

LEARNING POINTS AND CONCLUSIONS

Report on the specific conclusions for the initiative and your observations regarding possible capitalisation. How easily could this practice be adopted or adapted for other contexts?

The regional-development concept presented here is certainly usable in its basic outlines, but it must be adapted to the respective available conditions and aims. Should the designation of a biosphere reserve be strived for, it must be first individually checked whether the international (national) criteria stipulated by the UNESCO are fulfilled.

The Great Walser Valley Biosphere Reserve is suitable as good practice for all three WGs. For WG 1 the various activities and development of a brand could serve as stimulation for discovering and developing the economic possibilities of their own project region.

An important approach in respect of sustainable management, and thus interesting for WG 2, is the regular recording of the status quo of the development process and appropriate modification or further planning of the next targeted stages.

Active integration of the population contributed greatly to the acceptance and the forming of a biosphere-reserve consciousness in the Great Walser Valley. Among other things, it was also essential that the comprehensive information was given in advance to the local inhabitants concerning the opportunities of a biosphere reserve region and the decrease of prejudices in respect of the limitations that were generally feared.

There are various projects in the long-term to the theme of environmental education. This example is thus also of great interest to the WG 3.

CONTACT AND LINKS
Contact details (contact person, address, telephone, e-mail, website and other details useful for obtaining further information about the practice).

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SOURCES
Report on the various sources, relevant studies and other references used for the search and development of good practice.

Coy, M., Weixlbaumer, N. (Hrsg.), 2009: Der Biosphärenpark als regionales Leitinstrument: Das Große Walsertal im Spiegel der Nutzer. Innsbruck, 126 p.

Jungmeier *et al.* 2010: „Part_b: Partizipationsprozesse in Biosphärenparks“ http://epub.oeaw.ac.at/?arp=0x0023602f

TITLE OF GOOD PRACTICE

3.2 National Landscape Het Groene Woud (the Netherlands)

IDENTIFICATION OF GOOD PRACTICE

Indicate the country and the name of the organisation/department from which good practice derives, title of the programme (if the initiative derives from a project), year of implementation, etc.

- Country: the Netherlands
- Initiated by the Ministry of Spatial Planning and Environment
- Year of implementation was 2005
- Unique or characteristic regions were designated as National Landscapes by the ministry with the objective of preserving these landscapes with their natural, culturally historic and recuperative values and at the same time promote social and economic development

BACKGROUND

Why was the practice started? What problems, needs or issues prompted the action?

In 2005 the national government designated 20 national landscapes in the Netherlands as areas of special natural and/or cultural value of worth to restore, maintain or improve. A large number of partners (like nature conservation organisations, cultural organisations, etc.) have already been attempting to preserve the landscape in the region of The Green Forest. They lobbied to make The Green Forest a chosen national landscape, and were successful!

OBJECTIVES

What precisely did the initiative set out to do in both the short- and long-term? What were the overall and specific objectives?

The overall objective was and still is to date to find ways to furnish a sustainable future of the national landscape and to include local partners in the process. In order to achieve these aims, several projects in the fields of tourism, business, environmental education and promoting awareness, research, marketing local products, etc., were realised and initiatives/cooperation were started. In 2009 a regional board (Streekraad Het Groene Woud en de Meierij) was founded. A large number of partners are represented on this board, such as the regional government (province of North Brabant), 12 municipalities, nature conservation organisations, associations of farmers, tourism and business as well as cultural organisations. The board has an advisory task for the regional government in respect of The Green Forest.

RESOURCES

Describe the resources that were used for the implementation of good practice, e.g. financial and human resources, natural resources, skills, knowledge, ICT, premises, equipment or other aspects.

Until 2005: smaller projects within the sphere of the EU Lifescape Your Landscape Project (Interreg IIIB Programme)
2005-2007: different leader projects
Since 2007: financed by the province of North Brabant
About 50% (to a maximum of 75%) of the management costs were borne by the government until last year, local firms and diverse other organisations, such as nature-conservation associations, each contributed 25%. The annual costs cannot be given exactly in figures; they are dependent on respectively executed projects and activities and are about 50,000 to 100,000 euro. Due to the poor economic situation, the government will presumably bear only 25% of the costs this year.

Office: Streekhuis Het Groene Woud en de Meierij employs one part-time employee dealing with administration. Several employees of the participating partners also work part-time in the Streekhuis. About ten persons are employed there with a focus on part-time work.

The management board correlates the already mentioned Streekhuis Het Groene Woud en de Meierij regional committee.

Local people participate in various projects, and there is also cooperation with tourism organisations and other associations.

IMPLEMENTATION

What did the practice do to achieve its objectives when using human and other resources? Please give an overview of the main features of the practice/initiative: main actions/activities undertaken, time scale, methods applied, including relevant information concerning any key factors, such as cooperation/partnerships, etc. Also indicate the area/location in which the practice was implemented.

The main activity in The Green Forest is the carrying out of projects that are appropriate to the aim of the national landscape: the implementation of a healthy and sustainable regional economy in such a way that it creates possibilities to maintain and improve the value of the landscape.

Examples projects:

- One initiative is the strengthening of regional identity and economy through **regional branding** in the form of a cooperative, the objective of which is sustainable marketing of the region. This is achieved through interdisciplinary cooperation for the regional economy under a mutual logo; in this way regional values are to be preserved and strengthened, and the incomes of local entrepreneurs will be improved.
- An **innovative concept** with of a regional account combined with a regional fund was developed. The **regional fund** and the **Rabo Groene Woud saving account** are the two main components, through which the self-renewing funds financially support several regional initiatives. Filling the regional fund takes place mainly via the regional saving accounts, which in this case are in the possession of firms, state institutions and civil societies. The institutions receive the usual rates of interest on their saving account, and the bank transfers 5% of the sum of the total interest of all regional saving accounts into the fund. The bank profits

from the larger number of customers and their savings, so that the interest transferred to the fund is relatively slight in comparison to the bank's profit. The account holders are able to pay a special rate of interest directly into the fund and everyone can donate in the usual way. The regional account and the regional fund offer local institutions the opportunity to demonstrate their engagement for the region.

- The **regional organisation** comprised of both public and private members aims to support and strengthen the core qualities of The Green Forest and the local economy. Furthermore, this organisation plays a large role in the marketing of the area as well as in innovative processes and cooperation in the region. Their tasks, among others, are as follows:
  - Bringing various parties/groups together
  - Accompanying and influencing processes
  - Initiating projects
  - Support of those responsible, such as in the administration of project finances
  - Activities in the field of renewable energies
  - Offering internships for various educations
  - Design and creation of cycling- and hiking trails
  - Environmental education in several visitors' centres
  - Fostering local products: such as spelt as an old type of grain cultivated in a traditional way and used for bread- and beer production. The products are offered for sale in local shops
  - Raising awareness through a homepage, brochures, events, etc.
  - Excursion offers

STAKEHOLDERS INVOLVEMENT/TARGET GROUP
Describe the actors involved, specific target group(s) and the direct and indirect beneficiaries of the initiative.

- All the organisations which comprise the Streekraad
- Local people
- Regional entrepreneurs
- Tourists

RESULTS AND IMPACT
Describe the direct and indirect results of the practice as well as positive and tangible impacts.

The title of national landscape resulted in the region achieving a certain status. The awareness of living in a beautiful region has increased (but could be more). But the most important result is that several examples of cooperation between the people and organisations have developed to implement projects that serve to improve the region. There are projects with a direct positive effect on nature and the landscape (for example an initiative by farmers who permit flowering plants to grow on the edge of their fields as food for butterflies and other insects, or replant former hedges to increase the variety of species). On the other hand there are activities with an economic focus (for example cooperation in the tourism sector between cities and farmers in the countryside). But there also projects with an effect on nature conservation, economic and social spheres. Among other things, a business was founded that employs handicapped people. They are entrusted with the care of footpaths and hiking trails. They work at a cheaper rate than a "regular" firm, the paths are maintained, the landscape made more attractive and the handicapped persons are entrusted with jobs according to their abilities and are

independent of the social system.
No evaluation has been carried out to date, so that success cannot be seen in facts and figures. But the preparedness of the population and the organisations to be active in this respect is clearly given, and to date is seen as that which is most important.

LEARNING POINTS AND CONCLUSIONS
Report on the specific conclusions for the initiative and your observations regarding possible capitalisation. How easily could this practice be adopted or adapted for other contexts?

The possibility of adapting some aspects of this example to another context is certainly given. The most important thing, however, is the interest of the population and the participating organisations to offer their support. This good will must come from the inhabitants and the persons involved, they must not be forced or made subject to legislation by the government.
This good practice is of interest to all WGs. Giving the region a brand name was a very important element for the successful regional development. The branding helped to create a regional identity. Furthermore it assisted and still assists in the marketing of regional products and tourism. The activity examples show the big variety of projects which are all part of the sustainable development, including renewable energies as well as fostering local products and touristic activities. Even social projects may be involved in the whole development process with a positive output in social and environmental regard.
Het Groene Woud is also relevant for WG 2, as the management of the Office is an interesting approach: people from different already existing institutions are working together (only supported by one part-time-employee) to manage the regional development programme, bringing in the knowledge, experiences and influence of their original employers. The personal costs (and resources) can be shared and are probably lower as if there are a few persons in full-time-employment for the programme.
The innovative concept of the Regional Fund is very interesting for WG 2 and WG 3. It gives the opportunity to raise money for different projects regarding regional development. Another advantage is that institutions and persons having such a Regional Savings Account are able to do something good for their own region and are indirectly involved in the development process. Especially for businesses (or maybe even political parties) located in the region, it is a very good advertisement not only to offer jobs but also to help developing the region.
Experience from Holland also shows that gaining the interest and enthusiasm of the inhabitants is an essential basic prerequisite for the success of regional development. This is achieved best through an open flow of information and the active integration of the public. This aspect, in part, affects the WG 3.

CONTACT AND LINKS
Contact details (contact person, address, telephone, e-mail, website and other details useful for obtaining further information about the practice).

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SOURCES
Report on the various sources, relevant studies and other references used for the search and development of good practice.

- Wilma van der Pijll, Province of Noord-Brabant, WvdPijll@brabant.nl (main part of template was done by her); Valerie Wetsels, Praedium
- Gebiedsmeerjarenprogramma Het Groene Woud & De Meierij 2009-2013 (Streekraad 30-10-2008)
- Gebiedsjaarverslag 2010 Het Groene Woud en De Meierij (Streekraad 03-03-2011)
- Gebiedswerkplan Het Groene Woud en De Meierij 2011 (Streekraad 16-12-2010)

TITLE OF GOOD PRACTICE

3.3 "Verdiskapingsprogrammet for matproduksjon" VSP mat (Norway) – Added-Value Programme for food production

IDENTIFICATION OF GOOD PRACTICE

Indicate the country and the name of the organisation/department from which Good Practice derives, title of the programme (if the initiative derives from a project), year of implementation, etc.

VSP mat 2001 – 2010 is an Innovation Norway-programme. Innovation Norway is the Norwegian Governments main instrument for innovation and development of Norwegian enterprises and industry. It is a general framework programme to support the creation of value in different sections, including for example tourism, industry and also food production. Another important task is to secure development in rural areas.

BACKGROUND

Why was the practice started? What problems, needs or issues prompted the action?

The background for establishing VSP mat in 2001 was to create higher innovation and a greater diversity in local food products. Furthermore, its aim was to increase the value of food production for farmers and local food production based on goods from agriculture. There was also an increasing demand for small scale, locally produced food products, due to increasing mass purchasing power and to some extent a new awareness for Norwegian food traditions among consumers and last but not least in the tourist industry.
The programme was established as a result of the report to the parliament nr 19 (1999-2000). This Report showed the necessity to develop and support Norwegian Food Production in order to minimize the necessity of food import and to start the creation of value within the own country.

OBJECTIVES

What precisely did the initiative set out to do in both the short- and long-term? What were the overall and specific objectives?

The overall objective was

- to increase the quantity, business volume and use of locally produced, small scale food products
- to increase the quality and diversity of small scale food products
- to increase the benefit to the primary sector
- to increase the business volume of products from the whole primary sector (agriculture) in Norway

RESOURCES

Describe the resources that were used for the implementation of good practice, e.g. financial and human resources, natural resources, skills, knowledge, ICT, premises, equipment or other aspects.

Steering committee, named by the Norwegian Ministry of Agriculture and Food Administration: Innovation Norway

Strategies: The programme was evaluated two times to check its success

Financial resources: In total ca. 825 million NOK for the whole decade (approx. 107 million Euro, referring to the Foreign Exchange Market Rate – about 10,7 million Euro p.a.)
Main activities are:

- Grants for product development for small undertakings
- Building national reputation
- Knowledge building (several partners)

To execute the different projects/activities several partners have been involved. Bioforsk for example was involved in most of the research actions.

IMPLEMENTATION
What did the practice do to achieve its objectives when using human and other resources? Please give an overview of the main features of the practice/initiative: main actions/activities undertaken, time scale, methods applied, including relevant information concerning any key factors, such as cooperation/partnerships, etc. Also indicate the area/location in which the practice was implemented.

The most important activities were:

- Development of a great many of Norwegian food products – specialities with and without food branding, in all regions of Norway
- Establishing and running the Centre of expertise on small scale food processing (national network with 5 hubs, offering individual help, knowledge transfer and courses for producers in the whole country)
- Building a reputation in connection with the national tourism industry.
- Establishing Farmers´ Market Norway in several cities
- Development of food branding in Norway (available for all producers)
- Knowledge building (research projects, involving stakeholders. Example: the arctic lamb meet project, www.bioforsk.no/arktisklam, partly financed by VSP mat)

STAKEHOLDERS INVOLVEMENT/TARGET GROUP
Describe the actors involved, specific target-group(s) and the direct and indirect beneficiaries of the initiative.

The target group – small agricultural companies, farmers, tourist business involving agricultural resources) were involved in several ways:

- As project stakeholders in research and development projects
- As customers, i.e. in the centre of expertise on small scale food processing, taking part on classes, courses, networks and getting individual help, as a kind of mentor-programme (which was very successful and often could resolve problems directly).
- As project-owners when developing new products (including food as souvenir and great experience in tourism business)
- As network/company-owners (i.e. Farmers' Market, sale cooperatives)

RESULTS AND IMPACT

Describe the direct and indirect results of the practice as well as positive and tangible impacts.

- Evaluation in 2006 showed that VSP mat was important for developing of 677 new products, 560 product-innovations, and establishment of 118 new small companies. Due to the positive evaluation of the VSP mat-Programme a long-term follow-up-programme will probably be started, beginning in 2012.
- 60 % of companies which got financial help from VSP mat had either less production costs, more gains or both. The grants for product development are only given for investments and actions during the innovative and start-up process, long-term subsidies for products or producers are not paid.

- Some projects are important for a whole local community, like as the "Rakfisk fra Valdres", the brand "Lofotlam" or the distribution company Rørosmat SA which got established with financial help from VSP mat.
- Knowledge building (most of the research work is outsourced)
- Successful knowledge transfer between research and producers, between producers and others and producers in between
- Establishing networks, which are very important for small scale business
- Increased focus on local food for national costumers and in tourism.

The governmental programme was essential for the development of small scale food business, based on innovation and traditions. Several products are well known and easy available for everyone, for example meat products from Aron Mat or Rape Seed Oil "Odelia". The Centre of expertise on small scale food processing is still running and has earned an important competence in coursing, mentoring and knowledge transfer, using local human resources as far as possible, but also including national and international competence when necessary. Knowledge transfer from one producer to another is often successful.

LEARNING POINTS AND CONCLUSIONS

Report on the specific conclusions for the initiative and your observations regarding possible capitalisation. How easily could this practice be adopted or adapted for other contexts?

As the government recognized that further programmes are necessary to maintain and develop the small scale food sector, the "Local food programme" was established in 2011, administrated by Innovation Norway. The new programme maintains the most successful elements from VSP mat. In 2011 the steering group is paving the platform for the new programme, but it is already established that the new programme will contain three main parts:

- Local food producers development programme: economical means to producers of local food products connected to the production of goods from agriculture. This point also include producers network
- Centre of expertise on small scale food processing (national network with 5 hubs, offering individual help, knowledge transfer and courses for producers in the whole country)
- Building national reputation for local food, food culture, Norwegian specialities, also in collaboration with the tourism industry

The main goal and the focus will be similar as in the previous ten years in VSP mat.

As this Good Practice proves, it is very well possible to achieve positive results within the framework of such a programme (numerous new products and businesses were created). Long-term experience however shows the importance of accompanying such processes to keep up the dynamic to allow for new developments. Communication in terms of technical support as well as the development and maintenance of networks and trans-disciplinary cooperation (e.g. with the touristic sector) are vital for success. The evaluation of programmes and projects helps to control the success and gives the possibility to modify different aspects, if necessary. Another very important aspect is that no long-term subsidies for products are paid, there are only grants given during the innovative and start-up process. These things should be considered by WG 2.
The establishment of Farmers´ Markets and the creation of an own label are good opportunities to increase the sales of mountain products and therefore are interesting for WG 1.
A main part of the VSP mat-programme is communication between and at all levels. The exchange between coordinating departments and participating businesses is the basis for practical planning and the successful implementation of the development of regional products. Awareness-raising in the local population may be increased by the labelling of regional products and associated marketing strategies. This is an important aspect for WG 3.

CONTACT AND LINKS
Contact details (contact person, address, telephone, e-mail, website and other details useful for obtaining further information about the practice).

Innovation Norway, www.innovasjonnorge.no by Elin Hjortland Elin.Hjortland@innovasjonnorge.no

Kompetansenettverk for småskala matproduksjon Nord-Norge (Centre of expertise on small scale food production Northern Norway), www.bioforsk.no/matnett (Norwegian language), by Hilde Halland, hilde.halland@bioforsk.no.

SOURCES
Report on the various sources, relevant studies and other references used for the search and development of good practice.

Rapport VSP mat (Innovation Norway, Inger Solberg og Elin Hjortland) and

Arbeidsgrupperapport (Report) "VSP mat etter 2010?"(Innovation Norway)

http://www.innovasjonnorge.no/Contact-us/ some english information about Innovation Norway

TITLE OF GOOD PRACTICE

3.4 The Steinbach Way (a model for local Agenda 21, Austria)

IDENTIFICATION OF GOOD PRACTICE

Indicate the country and the name of the organisation/department from which good practice derives, title of the programme (if the initiative derives from a project), year of implementation, etc.

- Comprehensive and sustainable development of the community of Steinbach a.d. Steyr, Upper Austria
- Started 1986, intensive phase until 2002, partially on-going until today
- The initiators were the former mayor, Engineer Karl Sieghartsleitner, and the local council

BACKGROUND

Why was the practice started? What problems, needs or issues prompted the action?

Despite its steep location, since the Middle Ages Steinbach a.d. Steyr has been a centre of the iron-processing industry (knife- and cutlery manufacturing) and profited from the proximity of the River Steyr (water power) and the surrounding forests (firewood). The supply of foodstuffs was ensured by the local small farms. Due to globalisation, the industrial location in Steinbach was no longer competitive in the 1960s and the 1970s and the firm there, the largest source of employment in the community with more than 200 employees, went bankrupt. Due to a lack of customers in the years following, numerous local enterprises, such as inns, trade enterprises and shops, were also closed down – of formerly more than ten inns, for example, in 1986 not one remained. The resettlement of new industry was considered impossible in Steinbach due to the fact, that the former advantages of the river and the surrounding steep wooded slopes were then more of a local disadvantage (flood danger, building regulations and environmental protection regulations next to the river, and no plain ground big enough for industrial buildings anywhere else in the community). To this was added the poor local traffic connection to beyond the community, resignation and a lack of perspectives for the future.

The general low-point in the downwards spiral occurred about 20 years after the bankruptcy of the cutlery business because at that time several owners of the last remaining local businesses retired and takeovers were no longer viable. The old industrial buildings and empty residential buildings in the community centre fell increasingly into ruin, the former factory workshops were even used for the unauthorised deposit of sometimes dangerous wastes.

OBJECTIVES

What precisely did the initiative set out to do in both the short- and long-term? What were the overall and specific objectives?

Becoming active instead of complaining
Confront the problems of the community and find solutions
Awaken the self-confidence of the inhabitants
Discover strengths and weaknesses for oneself and develop the strengths to something new
Develop aims and models for the future Bring life into the community centre
Reassure supplies locally for the inhabitants Create jobs

RESOURCES

Describe the resources that were used for the implementation of good practice, e.g. financial and human resources, natural resources, skills, knowledge, ICT, premises, equipment or other aspects.

Utilisation of the infrastructure and the possibilities as a community
An association founded to assume the task of education (correspondence, meetings, etc.) and, in part, to undertake the request for sponsorship
Voluntary activities of numerous citizens
Use of private capital (such as for the renovation of private houses in the community centre, but with the support of the community through the provision of workers – occupational project with long-term redundant persons)
Use of sponsorship possibilities according to the project (for example the construction of several woodchip micro-district heating plants was financially supported by the EU)

IMPLEMENTATION

What did the practice do to achieve its objectives when using human and other resources? Please give an overview of the main features of the practice/initiative: main actions/activities undertaken, time scale, methods applied, including relevant information concerning any key factors, such as cooperation/partnerships, etc. Also indicate the area/location in which the practice was implemented.

Agreement for a "new political climate" within the town council: regulations were mutually created to assure respectful and constructive dealings with each other and to drastically reduce the sometimes crippling effects of marked party politics (for example the automatic rejection of suggestions by members of a different political party)!

The regulations were as follows:

Success will be shared by all
More considerate and tolerant attitudes to each other
Information equally accessible to all
Everyone does his or her best to achieve the mutual aim
"Patent office of ideas": the theft of intellectual property will be hindered and the input of personal ideas will be encouraged ("patent officer" in this case was the mayor)
Diversity and variety of political parties will be respected and assured

The base for further steps was a solid analysis of community strengths and weaknesses (founding of workgroups to the various themes; cooperation of experts and community citizens – residents become local experts and identify with their community)

A visionary guideline was created and approved on the base of the strengths and weaknesses of the community in 1987 (inspirational talks by experts to all theme areas, such as spatial planning or power-supply, were elementary for the development of aims because no sensible decision could be made without knowledge of a respective field!). The visionary guideline was updated following each local council election and revised regularly. Each elected community member and board member takes an oath to uphold and enact the central guideline to the best of their ability.

In 1989 the development concept was approved by the local council
The four pillars of the "Steinbach Way" are:
village community and quality of life
culture and identity
work and local economy
nature and environment

Numerous projects were created to these themes during the course of the years.

The basic prerequisite in all **projects** initiated was that they were **realisable, could be financed, were effectively sustainable** and **environmentally friendly**

Several concrete examples are:
The renovation of empty houses and industrial workshops in the community centre:
The old industrial workshops were in private ownership without interest in further use or revitalisation. With increasing dilapidation, the unauthorised depositing of waste took place (dangerous wastes such as old oil, paint, etc. were also deposited there) and they became an eyesore within the community. The local council purchased the workshops; the main building was renovated and refurbished as a cutler museum. Contemporary production plants for various businesses were created in the remaining workshops, a "miniature business park", so to speak. In this way the establishment of businesses and thus the creation of local workplaces could be supported.
The cost of purchase and renovation came to a total of € 720,000, of which 30% was financed by the local council, 45% was covered by subsidies and the remaining 25% was provided by a loan, which was fully repaid through rent incomes. Twelve long-term redundant persons were employed in the project through cooperation with the local job centre.
Renovation of the workshops gave the impulse for the revitalisation of the neighbouring historic community centre. Numerous houses stood empty or were in urgent need of renovation. The home owners were mostly aging persons whose small pensions were insufficient; the local youths had mostly moved away due to the poor job situation. Renovation of the houses, for example, was supported by the provision of long-term redundant workers within the already mentioned employment project and local and regional firms were entrusted with the skilled work.

Following consultation with house- and land owners, building land was re-designated – about 55,000m² of areas beyond the community centre – and thus through a concentration of building and renovation in the community centre, settlement over the landscape was hindered and the community centre revitalised. Building plans in the community centre were supported, among others, by gratis building consultation.
The founding of businesses was supported in differing ways by the local council:
Help in the search for a suitable location
Renting of community premises to business founders
Development of businesses through the local council and subsequent handing over to private persons
Creative people on the spot were specifically addressed and potential business ideas developed with them
Assurance of the provision of foodstuffs in the community (there was no shop in Steinbach for several months):
Drawing-up of a concept with the basics *regionally specific products* (sale of products from the community and the region) and *raising awareness of customers in respect of local supply* – supporting regional producers
There was a stand on the opening day offering information about local supply and its importance
Inhabitants had the opportunity to submit declarations of their intention of covering their foodstuff needs, for the most part, in the local shop; 240 such declarations were given to the owner as a gift on the opening day
Association sponsorships by the local council given as foodstuff- and drinks vouchers at events
The *Steinbach Advent* first took place in 1987 with a programme from the first week of Advent to Epiphany. An event, which has further developed and gives good value added to the local outlets, was brought into being in those days with little financial expenditure. The Steinbach Advent now counts about 20,000 visitors annually, about 400 citizens mostly work voluntarily on, among other things, the following activities:

There is an *Advent calendar* in the form of 24 windows artistically decorated and illuminated in houses around the market square. The windows are opened daily at a specific time. *Advent singing* takes place at the weekends and is performed by local groups and associations. There is also an *Advent market* offering regional products and arts and crafts and regional customs are shown. There is now a crib museum containing more than 350 cribs from all over the world.
Agricultural production associations: 120 varieties of apples were recorded during the preparations for an apple exhibition in 1987. The "Steinbach Dried Fruit" joint venture was founded in 1990 to utilise the economic potential of the fruit and to also maintain the landscape that is strongly structured by scattered fruit meadows as well as the diversity of the varieties of the fruit. From 1991 about 15,000 kilograms of apples, pears and plums (unsprayed and hand picked) were processed and sold annually. Since 1996 a cooperative has produced about 100,000 litres annually of various "Steinbach Natural Juices".
The "Steinbach Micro-District Heating Plant" was founded in 1990: 20 farmers joined together to form a woodchip- and heating association. Five woodchip heating plants have been set up to date (some with grants from the EU), which in the form of micro-district heating networks sell heat/energy within the community. Renewable raw materials are used; the CO_2 discharge is lessened and superfluous timber from the forests is used. Value added is achieved within the community. The laying of pipelines was carried out in agreement with the local council so that money could be saved through the simultaneous laying of heating- and sewage pipes.
Ecumenical initiatives: faith plays an important role in the region and the diverse churches were crucially involved in various activities in the forming of a community feeling and the improvement of togetherness within the community.

STAKEHOLDERS INVOLVEMENT/TARGET GROUP
Describe the actors involved, specific target-group(s) and the direct and indirect beneficiaries of the initiative.

Mayor, local council and higher political structures
All citizens within the community (directly in active participation and "with benefit", such as jobs, or indirectly through the increase of the quality of life)
Specialists from outside to various theme areas
Project dependent in each case, such as various churches, nature-conservation organisations, schools, etc.

RESULTS AND IMPACT
Describe the direct and indirect results of the practice as well as positive and tangible impacts.

Awards:
1990 Environmental Culture Prize
1994 European Village Renewal Prize
1997 Province of Upper Austria Environmental Protection Prize
Interim balance for 2008 (sources: Moser, Sieghartsleitner, Lichtenwörther 2008)
Population and structure:
Migration was stopped and influx achieved – from 1,847 inhabitants (1986) to more than 2,000 (2006)
Founding of 27 business and services firms
180 new jobs
Revitalisation of building substance and the cultural heritage:
15 houses in the community centre, old parsonage and old industrial workshops revitalised

23 chapels and 38 wayside crosses renovated
Landscape- and climate protection:
Maintenance of rural enterprises (conservation of the landscape)
New sources of agricultural income (dried fruit, natural juices, organic energy, etc. – about € 180,000 annually)
Provision of organic energy supply with woodchips from local forests
Participation of inhabitants and new political climate:
Creative atmosphere within the local council
40% of the inhabitants are engaged voluntarily in projects, campaigns and events
According to studies, compared to other communities in the region the inhabitants have a very positive attitude to the future

LEARNING POINTS AND CONCLUSIONS

Report on the specific conclusions for the initiative and your observations regarding possible capitalisation. How easily could this practice be adopted or adapted for other contexts?

The most important cornerstone for positive development was the forming of a feeling of togetherness within the community ("us" in place of "me")
The quality of relationships among the people is also essential for positive development – it should be worked on
Regional development equals personal development: good ideas alone are not enough, constant education is a basic requirement to give all of the participants the possibility to be prepared for their activities and to give their best
The three most important powers for a permanent development process are as follows:
A feeling of togetherness
Inclusion of the people/inhabitants
Concrete projects
New discussion partners contribute new aspects – inclusion/consideration of as many persons as possible (to a reasonable degree), as well as their ideas and suggestions
Copying successful examples is not possible, the approach behind them must be understood and personal approaches to solutions, adapted to respective conditions, are to be developed
Not the success of individual persons is important, but mutual success
External process experts should attend to development processes for at least one to two years. It is important that they should be impartial and objective, can get along with people and also moderate, work more in the background and set up structures to ensure that a process is still ongoing after the accompanied period.
An approach very similar to the "Steinbach Way" for the realisation of sustainable development at local and regional levels is, for example, the Agenda 21 programme, the cornerstone of which was laid down at the Rio Conference in 1992. Possible synergies and (promotion possibilities) could be given here.

This good practice is of great interest to all three working groups (WGs).

Assessment of the status quo to be able to recognise and utilise potential forms the basis of the development of product- and sales ideas. The initiation of several manageable projects (such as dried fruit, juices, cider, woodchips, sheep products, etc.) instead of only one "large" project (only extensive fostering of juice production, for example) presents a broader approach and more possibilities for various firms and can possibly lead to a lesser financial risk. It is advisable to use as many synergies as possible and to form cooperatives. The utilisation of local and regional services in the preparation or implementation of projects (as far as is necessary) leads to the retention of value added within the region and can incorporate any later business relationships (for example in the

necessary expertise of regional firms required for the juice production plants– possible agreement for delivery of juice for these firms' celebrations, etc.) This should be considered by WG 1.

As the "Steinbach Way" has made clear, respect and fair dealing is the basis for constructive togetherness. It can be very beneficial at the beginning of a project or programme to draw-up rules (such as a patent protection for ideas) for mutual behaviour and to keep to them. The attendance of a process by external, impartial persons contributes to ensure that fairness and objectivity remains assured, that dynamic is maintained and, when necessary, moderation is possible.
Projects should be started in a manageable way and be open to extension, if possible with the aim of continuing without funding – this brings less financial risk and fosters greater independence.
According to the target, high project diversity makes sense when many people can participate in contributing their differing capabilities and interests and therefore may get the possibility to identify with their region.
Cooperation and utilisation of synergies reduce costs and enable the achievement of greater aims than when undertaken alone.
Permanent and accompanying further education, and the input of external specialists, supports "quality assurance" because available knowledge is thus further extended. Affected persons should, if possible, be included in decision processes and their objections taken seriously and if possible taken into account. If plans are made over the heads of people, excellent ideas can be brought to nought due to a lack of acceptance; all of these aspects are important for WG 2.

This example clearly shows that not only expertise and sensible dealing are essential for the success of sustainable development, but that the social competence of all actors plays an important (perhaps the most important) role. WG 3 should ensure that a sense of awareness exists among all participating persons – or if necessary – should be developed. The awakening and motivation and the interest of the inhabitants is a basic prerequisite for the success of regional development projects (personal contribution, support by consuming local products, etc.). The experience of this good practice shows that it is excellently achieved when a feeling of togetherness can be developed and the inhabitants challenged (but not excessively so) and feel that they are taken seriously. This also requires ongoing training and further education during the course of projects and within work circles to give the actors and decision makers the possibility to be able to prepare for their activities. The better knowledge one has in a field, the higher quality one can achieve and thus more enjoyment can be had when dealing with it.

CONTACT AND LINKS
Contact details (contact person, address, telephone, e-mail, website and other details useful for obtaining further information about the practice).

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www.steinbachsteyr.at
www.europeanbestpractice.com

SOURCES
Report on the various sources, relevant studies and other references used for the search and development of good practice.

Conversation with Eng. Karl Sieghartsleitner, former mayor of Steinbach a.d. Steyr (term of office: 1986-2002)

DI Günther Humer, Eng. Karl Sieghartsleitner (2002): The Steinbach Way; published by the Upper Austrian Association for Development Promotion
(this brochure is also available in other languages)

DI Günther Humer, Eng. Karl Sieghartsleitner (2006): Der Steinbacher Weg; new edition in 2006; published by the Upper Austrian Association for Development Promotion

Sieghartsleitner (2008): Das Erfolgsmodell „Steinbach an der Steyr". In: Moser, Sieghartsleitner, Lichtenwörther (2008): Miteinander Bürger gewinnen. Manz Verlag Wien, S. 17-60. (318 S.)

TITLE OF GOOD PRACTICE

3.5 Bread-grain project: Tyrolean organic bread with grain from old provincial varieties (Austria)

IDENTIFICATION OF GOOD PRACTICE

Indicate the country and the name of the organisation/department from which good practice derives, title of the programme (if the initiative derives from a project), year of implementation, etc.

Province of Tyrol/Austria
The responsible department of expertise of the office at the Provincial Government of Tyrol as a partner in a cooperation with the Ruetz Bakery, various organic-grain farmers, the Seed-cultivation Cooperative of Tyrol, the Chamber of Agriculture and Forestry of Tyrol, "Bio vom Berg" (the marketing cooperative of Tyrolean organic farmers) and the Agrarian Marketing Association of Tyrol.
The project was started outside of set official programmes and from the beginning was integrated within the activities of the Gene Bank of Tyrol and the agricultural trial department of the office of the Provincial Government of Tyrol.
The start of the project, including the preliminary talks and preparations, took place in 1999. The reproduction of seeds took place in 1999 and 2000, the first planting in practice by project farmers took place in the autumn of 2001, the first harvest could be undertaken in 2002.

BACKGROUND

Why was the practice started? What problems, needs or issues prompted the action?

Old or provincial varieties were used to maintain biodiversity and valuable cultural assets, to strengthen regional identity and not least for reasons of economy (premium for the cultivation of rare agricultural plants, supplements for organic production methods) for the production of organic-bread grains. Organic farming – correspondingly the use of more extensive methods – is very suitable for old (provincial) varieties. Moreover, natural raw materials from the respective region should be used for the manufacture of products with geographic specifications, and should also be clearly labelled (see also under "OBJECTIVES").

OBJECTIVES

What precisely did the initiative set out to do in both the short- and long-term? What were the overall and specific objectives?

a) The maintenance and revitalisation of provincial varieties:
Many practical skills, knowledge and traditions are connected with every cultural type and every variety. Where species and varieties die out, the related culture is also fully or partially lost. The maintenance and revitalisation of valuable knowledge and cultural assets is an important area of work at the Province of Tyrol Gene Bank. Among other things, various provincial varieties are to again be given practical use.

b) The situation and development of grain cultivation in Tyrol:
There has been a marked decrease of agricultural areas and various planted cultures since the Second World. Connected to this, the rate of self-sufficiency also decreased severely. The cultivated areas for grain were reduced from 14,500 hectares to just on 700 hectares in 2011, and the share of bread grains was minimal. The flour, respectively, grain for the production of bread by bakers in Tyrol must be almost entirely imported.

With the SAC (rare agricultural cultivated plants) list in ÖPUL (Austrian Agri-Environmental Programme), an instrument was created to promote the cultivation of old or provincial varieties. Those species and varieties from Tyrol that appeared to be especially suitable for utilisation were added on the SAC list.

c) Market situation, regional connection and the health awareness of consumers:
Consumers increasingly take note of the origins of foodstuffs and the raw materials used and increasingly prefer regional products, especially regional specialities. Continuous increases over many years have been seen in the turnover of organic products. Thus positive results for all participants should be achieved within the sphere of the entire value-added chain.

d) Tourism and landscape appearance:
As a side effect, the appearance of the landscape in agriculturally more intensively used regions will also be more colourful and varied through the increase of grain areas.

RESOURCES
Describe the resources that were used for the implementation of good practice, e.g. financial and human resources, natural resources, skills, knowledge, ICT, premises, equipment or other aspects.

The financial resources used cannot be given in exact figures, but are very low (measuring instruments, scales, etc., a few thousand Euro).
The implementation of work can also not be measured, but can only be roughly estimated: the majority of the work was undertaken as part of the “usual” business activity of all those participating, the necessary capacities were created through changes of focus. Available know-how and infrastructures could be turned to in most spheres. One-sided work burdens could for the most part be avoided through the distribution of the various spheres to several partners.
Important project activities (without claim of completeness):
Material selection to establish suitable species and varieties
Reproduction and seed production
Technical and chemical laboratory analyses (flour analysis and baking quality; seed tests for viability, purity and state of health)
Grinding and baking tests
Expert consultation and care of the farmers
Creation of delivery and purchase contracts including definition of the necessary qualities
Calculation of costs for production, processing and marketing
Organisation and execution of material acceptance, drying and cleaning (if necessary) and further transport (entire logistics)
Taking samples from the varies batches, examinations
Rapid and exact flow of information between all participants
Evaluation of data; economic calculations and presentation of results
Some of these tasks were carried out free of charge by interested individual persons from within the project (e.g. many baking trials).
Fundamentally, good human relationships must be brought to “function” among the project partners, as equally the mostly professional attitude to the work, to achieve success.

IMPLEMENTATION

What did the practice do to achieve its objectives when using human and other resources? Please give an overview of the main features of the practice/initiative: main actions/activities undertaken, time scale, methods applied, including relevant information concerning any key factors, such as cooperation/partnerships, etc. Also indicate the area/location in which the practice was implemented.

The mutual good will of all participants and the drive of the main partners were decisive for the organisational functioning of the project.
This also included an ambitious but realistic schedule (see IDENTIFICATION OF GOOD PRACTICE), which allowed for results within a foreseeable period of time.
The participating partners undertook a contractual obligation to fulfil their respective tasks, but were also appropriately protected.

The main work areas are listed under RESOURCES, all methods implemented are standard within the individual spheres.

The course of the project in time was given above all by the biological prerequisites of cultivation and the reproduction of grain: until sufficient amounts of seed were available (after two years of cultivation for most varieties), many preliminary trials could be carried out and farmers could be accordingly won. Four years after the start, the project now runs with reduced expenditure, with necessary further care according to schedule but not yet autonomously.

Project region: the partners were distributed throughout the entire province of Tyrol, excepted were only those which are, due to precipitation conditions, almost obligatory grassland regions in the east.

STAKEHOLDERS INVOLVEMENT/TARGET GROUP

Describe the actors involved, specific target-group(s) and the direct and indirect beneficiaries of the initiative.

The responsible department of expertise at the office of the Provincial Government of Tyrol: provider of ideas, variety consultant, seed producer; the know-how and the necessary infrastructure were available (seed laboratory, etc.) through the task areas of the “Tyrol Gene Bank of Agricultural Cultivated Plants” and plant cultivation trials

Ruetz Bakery: an innovative and (enterprisingly rational) venturesome Tyrolean family business and an important driving force within the entire project; enterprising risk is rewarded through successful marketing

Organic farmers/Producers: an important target group, simultaneously natural project partners, who participate by very good product prices

The Seed-cultivation Cooperative of Tyrol: the most important part of the logistics chain (acceptance, cleaning- and drying facilities, storage possibility,...)

The Chamber of Agriculture and Forestry of Tyrol: representative of the interests of farmers with the task of care and consultation

“Bio vom Berg” is an independent marketing cooperation of organic farmers in Tyrol

The Agrarian Marketing Association of Tyrol is a marketing organisation for products from

farming in Tyrol

The consumers: the absolute target group – the project stands and falls with the purchasers' acceptance of the products.

The landscape: more variety in the appearance of the landscape through a re-increased share of grain areas makes the land more attractive for local inhabitants and guests, which also promotes tourism. A tourism province such as Tyrol, which scores especially with such terms as "intact nature" and "healthy environment", profits accordingly from this visibly increased diversity.

In general the "beneficiaries" could be identified with the OBJECTIVES (see above) because the project could be carried out more or less to schedule (and will hopefully run for a long period).

RESULTS AND IMPACT
Describe the direct and indirect results of the practice as well as positive and tangible impacts.

As a part of the project, between 20 and 45 hectares of bread grain is again cultivated and harvested in Tyrol by about 20 farmers each year. The achievable gains are very good with appropriate qualities, the covering contribution calculations show high total gains of € 2,700 per hectare with an average net profit of € 1,300 per hectare.
The amount of bread produced annually is as much as 100,000 one-kilogram loaves, the costs for the baker amount to about 15% of the profits. The seasonally produced and marketed bread sells very well.

LEARNING POINTS AND CONCLUSIONS
Report on the specific conclusions for the initiative and your observations regarding possible capitalisation. How easily could this practice be adopted or adapted for other contexts?

The realisation of such a project is all the more easily possible because fewer additional resources must be created or acquired. The ability to gain access to existing structures, to at least partly available knowledge and ability, ease the planning and execution of such projects – start costs are low, the slight necessary investments hardly put off interested parties, and if the endeavour does not function the products can be marketed elsewhere, although less well.
This good practice is of special interest to the WGs 1 and 2. Tyrolean bread is a regional speciality that has become established. Important prerequisites for this were the expert know-how of existence, cultivation and reproduction of the old varieties used and the trials for the suitability of the grain in respect of further processing. The basic work carried out in advance was an essential element of the long-term success.
Despite the good economic basis, further accompaniment of the bread-grain project is of use and necessary to ensure the required "neutral" coordination. This is an aspect that should be taken into account by the WG 2 for the development of sustainable management plans.

CONTACT AND LINKS
Contact details (contact person, address, telephone, e-mail, website and other details useful for obtaining further information about the practice).

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SOURCES
Report on the various sources, relevant studies and other references used for the search and development of good practice.

Stories from old farmers
Consideration of possibilities for farming the land
Consideration of possibilities of products with “individual production characteristics”

Estimation of consumer attitudes before the start of the project
No consumer questionnaires before or during the project (not planned to date and for the future)

Publications and lectures:

2006 ALVA Conference in St. Pölten:
Provincial variety maintenance and utilisation possibilities for practice as exemplified by the “Bread-grain Project”, page 86 following
ANDREAS TSCHÖLL, CHRISTIAN PARTL & KASPAR HOLAUS
http://www.alva.at/upload/Publikationen/Tagungsband/ALVATagungsband2006.pdf

Once or twice yearly lectures during training sessions, courses, certified education, information events, etc.

TITLE OF GOOD PRACTICE

3.6 GENE-SAVE – conservation of vegetative genetic resources in the Alps (varieties of grains, vegetables and apples) (Austria and Italy)

IDENTIFICATION OF GOOD PRACTICE

Indicate the country and the name of the organisation/department from which good practice derives, title of the programme (if the initiative derives from a project), year of implementation, etc.

The project comprised cooperation between the autonomous province of Bolzano in South Tyrol (Italy) and the province of North Tyrol (Austria). Duration of the project was from 2003 to 2008. The project was embedded within the 2002-2008 INTERREG IIIA project in Italy and Austria.

BACKGROUND

Why was the practice started? What problems, needs or issues prompted the action?

About 300,000 to 500,000 species of plants exist worldwide, of which to date 250,000 are described and about 30,000 considered edible. Seen globally, vegetable foodstuffs form the focus of the human diet. Only 30 of the about worldwide 7,000 species used or cultivated by humans provide about 95% of their vegetable foodstuffs. Nowadays, however, the diversity of intermediate- and subspecies in agriculture and horticulture are threatened by imports from areas with ecologically and economically cheaper production conditions, as well as by a preference for over-cultivated, high-yield species and varieties. Through over-cultivation, the varieties become ever more removed from their related wild species and primitive forms of cultures. Thus the vegetable material used in cross-cultivation is increasingly limited to the existing spectrum of varieties. With the increasing widespread of a few over-cultivated varieties, the result has been a genetic limitation among cultivated plants. Continuous development in farming fosters the danger of formerly regionally important products and forms of use, thus specific species, stocks and varieties, are made peripheral. The accelerated structural change brought about by international competition and farmers seeking to go beyond marginal-profits can also result in a loss of genetic resources. Plant cultivation is a very important user of genetic resources because new characteristics are constantly sought in the development of varieties. At the same time, cultivation of genetic resources is useful for farming and horticulture.

Provincial varieties of grains and vegetables are those which farmers have long maintained and harvested, willingly or otherwise. Adaptation of plants to a location and climate takes place through repeated cultivation. In fruit cultivation, however, one speaks of “old varieties” when they are currently no longer, or rarely, replanted. They can be autochthon (indigenous), but certainly also natural or “chance” seedlings that are still to be described. A large share of provincial varieties and old varieties, and thus a large share of the local genetic resources of plants, are no longer cultivated. It is to be assumed that in the mountain regions some varieties are still cultivated by “variety lovers”, but this will decrease in the near future if no measures are taken. Interest in local varieties, their maintenance and reproduction increases above all among farmers that have started niche production, within tourism, hobby horticulture and plant cultivation. Local varieties, above all in the long-term in South Tyrol in Italy and North Tyrol in Austria can be of great significance for cultivation. As vegetative genetic resources, provincial varieties and old varieties are a vital natural- and cultural heritage. Exact documentation, molecular-biological characterisation and expert conservation in a gene bank are necessary for their maintenance or protection. Since in both provinces experience and

expertise varies within the areas of grain cultivation, vegetable growing and fruit growing, an exchange of knowledge and experience should be the main aim of international cooperation between South Tyrol in Italy and North Tyrol in Austria.

OBJECTIVES

What precisely did the initiative set out to do in both the short- and long-term? What were the overall and specific objectives?

- Collection and maintenance of the still available provincial varieties and old varieties in North Tyrol and South Tyrol
- Documentation of experience and knowledge among farmers of the provincial varieties
- Characterisation and identification of the provincial varieties and old varieties through agronomical- and botanical description as well as with the aid of molecular-biological methods (for apples and grains)
- Creation of healthy seed- and plant materials for in-situ maintenance and preserving genetic diversity, as well as a foundation for niche products in farming
- Setting-up of a gene bank for South Tyrol in close cooperation with the gene bank in North Tyrol and the creation of a mutual data bank

RESOURCES

Describe the resources that were used for the implementation of good practice, e.g. financial and human resources, natural resources, skills, knowledge, ICT, premises, equipment or other aspects.

Three institutions

- Laimburg Research Centre for Agriculture and Forestry in South Tyrol
- Office of the provincial government of North Tyrol, department of agricultural schools, with agricultural research as the area of expertise
- Together with the Provincial Chamber of Trade for North Tyrol and responsible departments and associations, about 25 involved persons worked on the GENE-SAVE project.

The participating institutions brought the following capabilities to the project:

- Scientific research
- Knowledge of farming (good connection to the farming world, plant cultivation)
- Knowledge and equipment for conservation of vegetative genetic resources
- Knowledge and equipment for the molecular-biological and phenotypical characterisation of vegetative genetic resources

IMPLEMENTATION

What did the practice do to achieve its objectives when using human and other resources? Please give an overview of the main features of the practice/initiative: main actions/activities undertaken, time scale, methods applied, including relevant information concerning any key factors, such as cooperation/partnerships, etc. Also indicate the area/location in which the practice was implemented.

2003
Intensive public relations (press conference, radio-, television- and newspaper reports and interviews) for the announcement of project aims and the search for vegetative genetic resources among the farming population.
Processing the key words for phenotypical description. Start of the phenotypical description of vegetable varieties in field trials.

2004
Continuation of collecting in all spheres (fruit, grains, vegetables). Scion grafting and thermotherapy treatment of the vegetable material of various varieties of apples. Start of classification of varieties of apples by a team of experts from Switzerland, Germany and Italy. Training of owners of reported old fruit trees in respect of pruning.
Start of the phenotypical description of grain varieties and continuation of the phenotypical characterisation of provincial vegetable varieties. Start of the documentation of experience and knowledge among farmers ("memory banking") for vegetables and grains. Start of the molecular-biological characterisation of the apple varieties.

2005
Continuation of public relations and offer of education through numerous publications, press reports and lectures. Incorporation into the gene bank, continuation of scion grafting, collection and definition of apple varieties. Continuation of the phenotypical description as well collection of new provincial varieties and documentation of the experience and knowledge of farmers in respect vegetables and grains. Continuation of the genetic characterisation of apple varieties and start of the genetic characterisation of provincial grain varieties.

2006
Continuation of public relations and offer of education through numerous publications, press reports and lectures. Continuation of scion grafting, collection and definition of apple varieties. Continuation of the phenotypical description as well as collection of new provincial varieties and documentation of the experience and knowledge of farmers in respect vegetables and grains. Continuation of the genetic characterisation of apple varieties and continuation of the genetic characterisation of grain varieties.

2007
Continuation of public relations and offer of education through numerous publications, press reports and lectures. Continuation of scion grafting, collection and definition of apple varieties. Continuation of the phenotypical description as well as collection of new provincial varieties and documentation of the experience and knowledge of farmers in respect of vegetables and grains. Continuation of the genetic characterisation of apple varieties and continuation of the genetic characterisation of provincial grain varieties.

2008
Continuation of public relations and offer of education through numerous publications, press reports and lectures. Conclusion of scion grafting, collection and definition of apple varieties. Conclusion of the phenotypical description as well as collection of new

provincial varieties and documentation of the experience and knowledge of farmers in respect of vegetables and grains. Conclusion of the genetic characterisation of apple varieties and conclusion of the genetic characterisation of provincial grain varieties.

Talks and intensive contact between project partners took place throughout the entire project.

STAKEHOLDERS INVOLVEMENT/TARGET GROUP
Describe the actors involved, specific target-group(s) and the direct and indirect beneficiaries of the initiative.

The following institutions were participating project partners:

- Laimburg Research Centre for Agriculture and Forestry in South Tyrol
- Office of the provincial government of North Tyrol, department of agricultural schools, with agricultural research as the area of expertise
- Provincial Chamber of Trade for North Tyrol and responsible departments and associations.

Numerous farmers were involved in the project activities for collecting vegetative gene resources.

The following profit from this project:

- The farming population for which the basis of regionally important products and forms of use is created
- The entire population because gene resources are preserved for the mastering of the cultivation aims of vegetative foodstuffs in the future

RESULTS AND IMPACT
Describe the direct and indirect results of the practice as well as positive and tangible impacts.

The concrete results of the projects can be summarised as following:

Collection of apple varieties
1,150 reports were registered in North- and East Tyrol and about 500 trees were characterised. It is interesting that about half of the given variety names do not correspond with given statistics. There are currently 259 locations with 927 old apple trees listed in the South Tyrol data bank.

Orchards (gene bank for apple trees)
There has been a collection of old apple varieties at the Laimburg Research Centre for more than 20 years. A further 70 varieties were classified within the “GENE-SAVE” project. Thus the number of apple varieties worth conserving in South Tyrol has risen to 120. These are kept in the variety orchard at the Laimburg Research Centre. In the spring and summer of 2007, orchards containing the old North- and East Tyrol apple varieties were set up at the Provincial Institutes for Agricultural at Imst and Rotholz, and about 90 varieties were to be initially conserved at each location.

Variety definition of apples
Fruit used in trials for the purpose of variety definition are collected each year. A team of pomologists from Germany, Switzerland, Austria and Italy took part in variety definition. In addition, the SoVie variety exhibition, which is organised by the South Tyrol Association of Variety Orchards and is supported by the Laimburg Research Centre, takes place

each year. Numerous further examples of variety definition were also submitted on this occasion. The number of examples of no clear definition shows that experienced experts in the field of pomology all reach their limits in the definition of examples. In this case, molecular-biological methods are an important aid to clear up uncertainty.

Molecular-genetic characterisation of old apple varieties
Leaf samples from 133 trees in South Tyrol and 279 trees in the province of North Tyrol were collected during the project in the years between 2004 and 2005 for the molecular-genetic characterisation of old apple varieties. Additional to the trials, about 580 trees from ten gene banks in Germany, Austria, Switzerland and South Tyrol were tested, of which 376 trials were selected and analysed as reference varieties. The genetic profile of the trials was finally compared to the references to check for matching the pomological definition or to allocate trees of no pomological definition to a reference variety. The results of the molecular-genetic analyses can now be used for an efficient set-up of the variety orchards and as a valuable aid to the work of the pomologists.

Collection of vegetables and grains in South Tyrol, North- and East Tyrol
21 varieties were collected during the "vegetables in South Tyrol" sector of the project. A total of 175 local varieties were reported. Moreover, 150 local grain varieties were passed on to the Laimburg Research Centre by 87 owners.
Since the start of the project in 2003, 208 reports were received concerning provincial grain- and vegetable varieties in North- and East Tyrol. Following an initial slow start and few reports, the number and diversity of species was surprising: garlic, feed pumpkin, parsley, water- and stubble turnip, peas, beans in all variants, poppy, various grain varieties and astonishingly many potatoes from the entire province.

Entry into the gene bank
Following the report and collection of the seeds, viability was tested at the gene bank laboratory at Innsbruck. Unfortunately, the seeds of some provincial varieties were old or in poor condition and could not be brought to germination. These provincial varieties are seen as lost. Some provincial varieties with poor viability and shooting capacity could be revitalised through "special cultivation" and special care. Seed of appropriate quality is dried to about 8% water content and stored in the refrigeration unit of the gene bank at minus 15°C. In this way viability is maintained for many years.

Description of the provincial grain- and vegetable varieties
In the summers of 2004 and 2005 in South Tyrol, a total of 124 North- and South Tyrol grain varieties and 81 vegetable varieties were described with the aid of the mutually processed questionnaires. In addition, 15 varieties of potato were cultivated and characterised. As in the southern region, in Italy, many provincial varieties of various species were described in North Tyrol (also already available in the gene bank), including 60 origins of potato, 36 provincial oat varieties, 54 provincial barley-, and 48 poppy varieties.

Molecular-genetic characterisation of selected grain varieties
The "genetic characterisation of grain varieties" sector of the project was started in June 2005 with the genetic examination of local wheat varieties. This meant that 45 wheat strains from South Tyrol and 56 from the province of North Tyrol were characterised through the micro-satellite method and compared with 11 wild varieties and 35 old and new cultivation varieties from North Tyrol, Switzerland and Italy. The given data of the provincial varieties is of great importance for maintaining the genetic diversity and efficient planning of the gene bank. 108 oat strains from South Tyrol and 19 oat derivatives from North Tyrol were analysed together with 21 reference samples. The

molecular-genetic examination of about 120 rye strains or rye derivatives from North- and South Tyrol was also carried out.

The GENE-SAVE project was the starting point for the formulation and execution of further projects with the aim of gaining in-depth information of various characteristics of vegetative gene resources, such as the inner quality of apple varieties or the agronomic characteristics of provincial grain varieties.

LEARNING POINTS AND CONCLUSIONS

Report on the specific conclusions for the initiative and your observations regarding possible capitalisation. How easily could this practice be adopted or adapted for other contexts?

Together with the related experience and knowledge, the initiative has led to the conservation of the still existing vegetative gene resources. An initial characterisation of the collected materials, which is the basis for future assessment and use of these resources, was achieved through the project.

This example is highly relevant for the WGs 1 and 2. To be able to set into motion a sustainable added-value chain for regional products, and necessary for the first step, is an assessment of the status quo. An overview of potential regional cultivation products is to be created initially and subsequently their characteristics, in respect of economic and useful further processing and scion grafting, are to be examined. For example, if the demand for the cultivation of an old grain variety is useful or sustainable or if the corn is unsuitable for baking or brewing under current production conditions. The import and cultivation of varieties alien to the region is not always recommendable and often problematic in mountain areas because regional varieties are generally perfectly adapted to location conditions and are also clearly more reliable for the creation of regional identity. The creation of the most comprehensive gene data bank possible is an important basis, in the long-term, for the useful establishment of regional niche products.

CONTACT AND LINKS

Contact details (contact person, address, telephone, e-mail, website and other details useful for obtaining further information about the practice).

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Internet page: http://www.laimburg.it/

SOURCES

Report on the various sources, relevant studies and other references used for the search and development of good practice.

- Baric S., Dalla Via J., Hofer M., Storti A., Unterholzner S., Wagner J. (2008) Abschlussbericht INTERREG III A Projekt „GENE-SAVE“: Sicherung pflanzlicher Genressourcen in den Alpen. Teilprojekt: Molekularbiologie. Land- and Forstwirtschaftliches Versuchszentrum Laimburg, Pfatten, Auer (BZ), Italien.
- Heistinger A., Peratoner G., Aichner K. (2010). Erbse, Ackerbohne and Wasserrübe. Historische Bedeutung and Landsorten in Südtirol. Gredleriana 10, 63-88.
- Peratoner G., Mair V., Schwienbacher F., Kasal A. (2008). Sind die Südtiroler Getreidelandsorten gefährdet? Abschlussbericht INTERREG III A Projekt „GENE-SAVE“: Sicherung pflanzlicher Genressourcen in den Alpen. Teilprojekt: Getreide in Südtirol. Land- and Forstwirtschaftliches Versuchszentrum Laimburg, Pfatten, Auer (BZ), Italien.
- Peratoner G., Sartori C., Schwienbacher F., Kasal A. (2008). Die Vielfalt der Südtiroler Getreidelandsorten. Abschlussbericht INTERREG III A Projekt „GENE-SAVE“: Sicherung pflanzlicher Genressourcen in den Alpen. Teilprojekt: Getreide in Südtirol. Land- and Forstwirtschaftliches Versuchszentrum Laimburg, Pfatten, Auer (BZ), Italien.
- Vogl-Lukasser B., Falschlunger G., Blauensteiner P., Vogl C. (2007) Erfahrungswissen über Lokalsorten traditioneller Kulturarten in Ost- and Nordtirol. Universität für Bodenkultur, Wien.

TITLE OF GOOD PRACTICE

3.7 EuroMARC (European Mountain Agrofood products, Retailing and Consumers): Foodstuffs (Agrofood), retail trade and consumers in the mountain regions of Europe (EU)

IDENTIFICATION OF GOOD PRACTICE

Indicate the country and the name of the organisation/department from which good practice derives, title of the programme (if the initiative derives from a project), year of implementation, etc.

- Within the sphere of the sixth framework programme for research and technical development
- Follow-up project of the 2002-2004 Mountain Quality Food Products within the fifth framework programme for research and technical development
- Project duration from February 2007 to January 2010 – 6 countries studied (Austria, France, Norway, Romania, Scotland, Slovenia)

BACKGROUND

Why was the practice started? What problems, needs or issues prompted the action?

Numerous studies have already been focussed on the theme of high-quality foodstuff products, nevertheless until the start of the EuroMARC project there have been hardly any trials in respect of “mountain” attributes. An overview was lacking concerning the differing perceptions of consumers and retailers in respect of foodstuffs from mountain regions and the associated practices in trade.
The marketing of mountain products presents an important opportunity for value added in numerous disadvantaged mountain production areas and it is thus more than necessary to review ways and means for the sustainable extension of marketing these products.

OBJECTIVES

What precisely did the initiative set out to do in both the short- and long-term? What were the overall and specific objectives?

The main objective of the EuroMARC project is the study of the awareness and interest of European consumers in respect of high-quality foodstuff products from mountain regions.
Ways should be found on this basis for increasing the value added to mountain products as a basic prerequisite for the survival and management of rural and cultural diversity in the mountain regions.
A very important aspect is the assessment of the real and current interest of European consumers in high-quality mountain products. A further important point is the optimisation of the value-added chain for mountain products for finding possibilities to distribute fairly the value added value achieved among the various actors.
Through the creation of a win-win situation, the EuroMARC project is also concerned with original ways for strengthening regional development in these especially fragile areas. This is achieved through the integration of mountain quality food products, which are manufactured by local producers, and the simultaneous possibility of maintaining a vital landscape and a healthy environment.
A further important objective of the EuroMARC project is the further development and adaptation of the realisation of the European Charta for Quality Foodstuffs from Mountain Regions (passed on 5.12.2005).

The following concrete objectives were dealt with within the individual work packages:

- Assessment of interest, awareness and expectations of European consumers in respect of quality foodstuffs from mountain regions
- Identification of retailers´ interests and methods in respect of high quality foodstuff products from mountain regions
- Analyse of the attitude and strategies of the supply-chain actors in respect of mountain products
- Identification of factors that have led to the success or failure of local initiatives (Leader-like type) for the marketing of mountain products
- Investigation of national and Europe-wide policies concerned with regional and rural development, especially with the development of mountain regions
- Showing connections between consumers, actors within the value-added chain and political decision-makers in respect of high-quality mountain products – identification of good practices to improve the marketing of these mountain products for consumers and the competitiveness of firms and to strengthen the rural development of mountain regions

RESOURCES

Describe the resources that were used for the implementation of good practice, e.g. financial and human resources, natural resources, skills, knowledge, ICT, premises, equipment or other aspects.

Financing of the EuroMARC project took place predominantly through the EU, the rest is borne by the participating institutions.
Total project costs: 1,300,000€; EC contribution 950,000€ (190,000€ year 1, 370,000€ year 2, 390,000€ year 3)
In total, 20to 30 persons were involved in the 10 partners´ teams of the projects, depending on the period and the tasks to carry on.

IMPLEMENTATION

What did the practice do to achieve its objectives when using human and other resources? Please give an overview of the main features of the practice/initiative: main actions/activities undertaken, time scale, methods applied, including relevant information concerning any key factors, such as cooperation/partnerships, etc. Also indicate the area/location in which the practice was implemented.

The following points were examined during the EuroMARC project:
Awareness of consumers in respect of quality foodstuffs from mountain regions: 21 focus groups were initiated for talks in six countries in mountain regions as well as in the lowlands. Each group was mixed in respect of age and gender and comprised inhabitants from both the mountains and the lowlands; 184 persons participated in these group discussions.
A further component of the investigation was a questionnaire, which was answered by 1,904 consumers in total for the 6 countries (a third living in or near mountains) in personal interviews or via the Internet. The persons who filled in the questionnaire also took part in a related concrete product assessment/estimation.
Investigation of the retail market in respect of high-quality foodstuff products from mountain regions: an investigation of the retail market took place in all countries aiming to identify and analyse the potential marketing opportunities for high-quality mountain products. The investigation took place with the aid of an analysis of the mountain products sold by retailers (from local market shelves to supermarkets) and of a survey of retailers (via face-to face interview and postal survey).

Strategies of the supply-chain actors respecting mountain products: case studies with a focus on two of the four different product categories – milk products, meat products, fruit/vegetables and water – were carried out in all of the participating countries. This was carried out through personal interviews with farmers, processors, retail- and wholesale traders and gastronomes.
Case study of local initiatives for the development and marketing of mountain products: a comparison was made between LEADER-promoted initiatives and other initiatives. A profile was created of each of the regions considered and five to seven interviews were carried out for each initiative with a standardised, open questionnaire. The results were analysed to find out the impact of programmes such as LEADER.
Politically conditional limitations and possibilities for production, processing and marketing of foodstuffs from mountain regions: the general political conditions were recorded initially through literature and Internet research and questioning among project partners and, according to their influence, assigned to the four key activities of production, processing, marketing and sales. The general differing national and provincial political conditions were also classified according to their correlation with EU policy. In addition, interviews with important actors on a local, national and EU level were carried out; the two separately handled theme areas were the general political conditions for mountain products as well as the forming of brands and marketing.
Exchange and transfer of knowledge: eight meetings were organised within the sphere of the EuroMARC project, including several public events with the participation of actors and specialists to gain profit from their expertise or experience.
Moreover, information was regularly presented on a website and four newsletters were published. Numerous general and scientific articles and presentations were published during the course of the project.

The results of the investigations were prepared for direct practical use and published in the form of two texts, as follows:

- "Guidelines for the development, promotion and communication of mountain foods"
- "Designation and promotion of mountain quality food products in Europe – Policy recommendations"

STAKEHOLDERS INVOLVEMENT/TARGET GROUP
Describe the actors involved, specific target-group(s) and the direct and indirect beneficiaries of the initiative.

Participating project partners:

- Euromontana, Belgium (overall coordination)
- VetAgroSup (Institut d´enseignement supérieur et de recherché en alimentation, santé animale, sciences agronomiques et de l'environment, campus agronomique de Clermont), France (scientific coordination)
- UIBK - University of Innsbruck, Research Centre for Mountain Farming, Austria
- SAC - Scottish Agricultural College, Great Britain (Scotland)
- FALS - University of Maribor, Faculty of Agriculture, Slovenia
- ÖIR - Austrian Institute for Spatial Planning, Austria
- SIFO - National Institute for Consumer Research, Norway
- University of the Highlands, Perth College, Centre for Mountain Studies, Great Britain (Scotland)
- ICDM - Institute of Montanology in Cristian-Sibiu, Romania
- ISARA - Institut Superieur d'Agriculture Rhone-Alpes Lyon, France

Target groups:

- Farmers
- Processing firms
- Trade
- Consumers
- Political decision-makers
- Communities
- Nature conservation organisations
- Mountain populations in general (jobs)

RESULTS AND IMPACT

Describe the direct and indirect results of the practice as well as positive and tangible impacts.

As was made clear within the sphere of this project, a share of the market for mountain products has already been used and that there is an increased turnover potential in the sphere of tourism. Mountain products are seen as pure, traditional and high-quality foodstuffs, even if there is an awareness of possible industrial development, environmental pollution and the use of chemicals. It has been established that there is currently no official definition of the term “mountain product” in most of the member states, and that there is no compelling connection between mountain image on the packaging and production in mountain regions. The lack of a binding definition of mountain products can easily confuse consumers.
It was established through the analysis of the general political conditions that several certification programmes did not always meet the needs of the producers of mountain products and could even engender more difficulties than support.
No concrete mountain-product consumer group could be identified because the buying of mountain products is often dependent on the situation and the product: any consumer can potentially want to consume mountain products.
In respect of marketing, the EuroMARC project could show that better communication of the product characteristics is essential for effective positioning in the retail trade. Marketing should take place less due to mountain motifs on the packaging, but be based on the quality of the individual products. A mountain label could be established as a tool for the protection of authentic mountain products as well as a means of advertising and identification for the trade and consumers.
LEADER projects can be a valuable initial aid for the establishment of foodstuff value-added chains and also subsequently support development and stabilisation. The promotion of general political conditions, the spirit of enterprise and personal initiative among producers and processing firms is necessary because the engagement of those participating is an essential key element for every development process.

Two very important results from EuroMARC were the practice-relevant publications: “Guidelines for the development, promotion and communication of mountain foods” and “Designation and promotion of mountain quality food products in Europe – Policy recommendations”. These publications summarise all of the project results and present an excellent working basis for the sustainable development of mountain products.

Based on the documentation, investigations and questionnaires carried out, the Guidelines for Mountain Products address the following important aspects:

- The image of mountain products
- Expectations of the consumers
- Possibilities for strengthening the value-added chains in mountain regions

- Marketing strategies
- Improvement possibilities in the marketing of mountain products
- Synergies between mountain products and tourism

The establishment of mountain food quality products and their marketing is essentially dependent on the given general conditions. The protection, promotion and labelling of high-quality mountain products are important measures for supporting regional development and are usually found within the task areas of political decision-makers. The aim of the recommendations for political measures, as published within the sphere of the EuroMARC project, is to offer indications for overcoming political and legal difficulties at a European, national and regional level.

LEARNING POINTS AND CONCLUSIONS

Report on the specific conclusions for the initiative and your observations regarding possible capitalisation. How easily could this practice be adopted or adapted for other contexts?

The "Guidelines for the development, promotion and communication of mountain foods" and also the "Designation and promotion of mountain quality food products in Europe – Policy recommendations" are a very important input for all Green Mountain partners for the development and marketing of their own regional products and the control or possible modification of the prevailing general conditions.
The guidelines for mountain products should be used by the WG 1 as a basis for work, so that within the sphere of the EuroMARC project, collected experience and information can be taken into account to an optimum.
To be observed for setting into motion a sustainable mountain food supply chain is that the available general conditions do not limit the planned regional process. This must be definitely considered by the WG 2 for the development of sustainable management plans. It can also be eventually necessary to contact the appropriate political decision-makers and to address any problems arising.

CONTACT AND LINKS

Contact details (contact person, address, telephone, e-mail, website and other details useful for obtaining further information about the practice).

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fax : 00 32 2 280 42 85

http://www.euromontana.org/en/projets/euromarc.html

SOURCES
Report on the various sources, relevant studies and other references used for the search and development of good practice.

Guidelines for Development, Promotion and Marketing:
http://cordis.europa.eu/search/index.cfm?fuseaction=proj.document&PJ_RCN=9643300
http://www.euromontana.org/images/stories/projets/EuroMARC/docs_NL_et_actes/guidelines_euromarc_report_final_en_a4.pdf
Recommendations of political measures:
http://www.euromontana.org/images/stories/projets/EuroMARC/docs_NL_et_actes/Policy_Recommendations_EN_doc.pdf
VetSupAgro – Clermont (2010): EuroMARC: European Mountain Agrofood products, Retailing and Consumers - Final Report. 25 pages.
Executive Summaries Work Packages:
http://www.euromontana.org/images/stories/projets/EuroMARC/docs_NL_et_actes/euromarc_sum_wp1_en.pdf
http://www.euromontana.org/images/stories/projets/EuroMARC/docs_NL_et_actes/euromarc_sum_wp2_en.pdf
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Newsletters:
http://www.euromontana.org/images/stories/projets/EuroMARC/docs_NL_et_actes/euromarc_nl_1_en.pdf
http://www.euromontana.org/images/stories/projets/EuroMARC/docs_NL_et_actes/euromarc_nl_2_en.pdf
http://www.euromontana.org/images/stories/projets/EuroMARC/docs_NL_et_actes/euromarc_nl_3_en_light.pdf
http://www.euromontana.org/images/stories/projets/EuroMARC/docs_NL_et_actes/euromarc_nl_4_en.pdf

TITLE OF GOOD PRACTICE

3.8 IPAM Toolbox: Integrative Protected Area Management exemplified by the Alps-Adriatic region (EU)

IDENTIFICATION OF GOOD PRACTICE
Indicate the country and the name of the organisation/department from which good practice derives, title of the programme (if the initiative derives from a project), year of implementation, etc.

- Within the sphere of the Interreg IIIB CADSES -Programme
- Project duration April 2003 – March 2006

BACKGROUND
Why was the practice started? What problems, needs or issues prompted the action?

Nature conservation at an official level is strongly challenged by the management of the constantly increasing number of conservation areas. Not only are existing conservation areas enlarged and extended, new categories with differing objectives are added. Due to the complexity of demands and influences, the planning and implementation of these conservation areas presents a great challenge. Together with nature conservation, spatial, socio-cultural and economic aspects also play a large role. To this is added the general conditions at regional, national and international levels. The legal, administrative and technical capacity for realisation is also an important factor in conservation area planning. There are no uniform guidelines for planning- and implementation processes in the essential characteristics of national and international conservation; there is also a lack of expertise and good examples. These problem areas were addressed within the IPAM project.

OBJECTIVES
What precisely did the initiative set out to do, in the short- and long-term? What were the overall and specific objectives?

The aim of the IPAM project is to assess, adapt and develop methods, instruments and infrastructure for the planning and management of conservation areas. Appropriate know-how is collected and standards for good, expert practice are developed. In summary, there will be the development of a computer supported expert system to deal with problem analysis, with suggestions for instrumentation and best-practice examples, which will be available free of charge to an extensive group of users. Serving initially as best-practice examples are the pilot activities carried out in the respective partner regions, which in the course of time will be further complemented by other examples.

RESOURCES
Describe the resources that were used for the implementation of good practice, e.g. financial and human resources, natural resources, skills, knowledge, ICT, premises, equipment or others.

- Budget of € 2,370,000, partly financed by the EU
- Six project areas within Carinthia and Styria (Austria), Friuli and Veneto (Italy), Medimurje (Croatia), Jihocesky kraj (Czech Republic)
- Public homepage with limited partner area access

- Use of the infrastructures of the participating project partners and the firm managing the project (E.C.O.)
- About 20 persons, from among all project partners, participated within the duration of the project
- The following fields of knowledge were initially covered by the participating institutes:
  - Department of Provincial Planning for Carinthia: nature conservation, landscape planning, spatial planning
  - Department of Nature Conservation for Styria: nature conservation
  - Friuli-Veneto-Julian: nature area management; Veneto (Colli Euganei): nature area management, organisational competence
  - Czech Republic Academy of Science: landscape ecology
  - Croatia: competence in spatial planning
  - Slovenia: nature conservation and competence in spatial planning

IMPLEMENTATION

What did the practice do to achieve its objectives when using human and other resources? Please give an overview of the main features of the practice/initiative: main actions/activities undertaken, time scale, methods applied, including relevant information concerning any key factors, such as cooperation/partnerships, etc. Also indicate the area/location in which the practice was implemented.

2003

Initially, thorough research was undertaken in respect of the demands made on conservation area management by various stakeholders. Literature- and media research followed! An exchange with project partners and an international interview was carried out with affected persons and institutions via the dispatch of a questionnaire as well as by e-mail or telephone. Talks with experts from various international and national institutions were also carried out (e.g. IUCN, Ramsar, national environmental-protection authorities, national park- biosphere-park administration, etc.).

In addition and almost simultaneously, development of the toolbox was started to enable immediate inclusion of the results of the interviews and talks. At the same time, regional pilot activities of the various focal points also began: public awareness and participation processes:

- Public awareness and the implementation of participation processes in the protected landscape of the River Mura (Hungary)
- Branding of the various types of conservation areas as a contribution to better understanding, with the example of Carinthia (Austria)
- Accompanying communication process with the enlargement and management of a Natura-2000 area in Val Alba in respect of founding/establishing a regional conservation area (Italy)

Inventory and Monitoring

- Development of a register system for conservation areas in Carinthia (Austria)
- Extensive inventory of an alpine Natura-2000 area by means of remote exploration in the Lower Tauern/Styria (Austria)

Implementation of Management Plans

- Management plans for Natura-2000 areas in river- and alpine landscapes in Carinthia (Austria)
- Setting up and management of a new Ramsar area in Carinthia (Austria)
- Setting up of environmental management and an environment audit system

(EMAS Eco-Management and Audit Scheme) in Colli Euganei Regional Park (Italy)

- Basic scientific assessment for management plans of the Bohemian National and the mountain region of Novohradské hory (Czech Republic)

The challenges and difficulties arising during the pilot activities were added directly to the development of the toolbox. Several workshops and meetings for the exchange of knowledge took place during the year.

2004

Development of the digital and interactive expert system was started already at the beginning of the year. This programme contained a tool for personal assessment of the planned/controlled (conservation) area, recommendations and a best-practice data bank. The pilot activities in the provinces participating in the project were concluded at the end of the year. Several workshops and meetings also took place this year.

2005

The main activities during this year were the transfer of pilot activities as best practices into the expert system and the establishment of training units in respect of its use. A final conference and the drawing up of final reports took place at the end of the year.
The comprehensive transfer of information and knowledge within the IPAM project took place through numerous meetings, excursions, seminars and conferences. There were more than 170 events within the sphere of this project and there were more than 2,800 participants at regional workshops and presentations. 32 communities, 53 interested groups, 14 NGOs and 34 administrative authorities were involved in carrying out the pilot activities. The results were made available in booklets to about 40 interested groups.

STAKEHOLDERS INVOLVEMENT/TARGET GROUP

Describe the actors involved, specific target-group(s) and direct and indirect beneficiaries of the initiative.

Participant project partners

- Province of Carinthia, Department of Spatial Planning (LP)
- Province of Styria, Department of Nature Conservation
- Province of Friuli-Veneto-Julian, Regional Directorate of Agricultural, Natural and Forestry Resources of the Autonomous Region of FVJ
- Czech Republic, Academy of Sciences, Institute for Landscape Ecology
- Croatia, Medimurje County, Department of Spatial Planning
- Slovenia, Ministry for the Environment and Spatial Planning
- External partner: E.C.O. Institute for Ecology, Klagenfurt

Stakeholders

- International: Ramsar, International Union for Conservation of Nature (IUCN), Man and Biosphere (MAB), Convention on Biological Diversity (CBD)
- European institutions and networks, e.g. CIPRA, Europarc, Alparc (Network of Alpine Protected Areas), Panparks (Network of European National Parks), etc.
- 18 CADSES provinces, their administrative authorities and conservation areas
- Administrative authorities, conservation areas and NGOs in each of the provinces participating in the project
- Other international projects, such as Conspace, Vision Planet and Estia (Interreg)

RESULTS AND IMPACT
Describe the direct and indirect results of the practice as well as positive and tangible impacts.

International results

- A toolbox with a comprehensive description of very promising tools, instruments and methods for integrated conservation area management; collection of best practices (within the sphere of pilot activities and additions)
- A web-based expert system, which unites the toolbox and best-practice data bank is available free of charge via the Internet

Regional results

- Implementation of the respective pilot activities (see above)
- Setting up of the "Management of Protected Areas" master's degree study course at the University of Klagenfurt

Publications (selection)

- More than 70 publications in the form of newspaper articles, booklets, brochures, flyers, conference proceedings, manuals, etc.

Resulting following projects

- PANet 2010 – Protected Area Networks – establishment and management of corridors, networks and cooperation (results are also integrated as best practices in the IPAM toolbox)

LEARNING POINTS AND CONCLUSIONS
Report on the specific conclusions for the initiative and your observations regarding possible capitalisation. How easily could this practice be adopted or adapted for other contexts?

The toolbox created during the course of the IPAM project was put together during close expert exchange with the project partners during the course of the various pilot activities and within this sphere already put to use under existing conditions. The transferability to various problem areas is thus given.
The individual steps to conservation area planning and implementation are also applicable to general development- and management plans. It is therefore to be assumed that with the development of sustainable management plans within the sphere of the Green Mountain project, the toolbox can certainly be of great use for WG 2.

A current publication also confirms that the toolbox also shows practical use in the evaluation of national parks (SVAJDA and FENICHEL, 2011).

CONTACT AND LINKS
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www.ipam.info

www.panet2010.info

SOURCES

Report on the various sources, relevant studies and other references used for the search and development of good practice.

JUNGMEIER, M. & VELIK, I. (2005): IPAM Toolbox. Final Report. Study commissioned by: Office of the Carinthian Government Dept. 20, Execution: E.C.O. Institute for Ecology Ltd., Klagenfurt, 67 p.

WAGNER, J., JUNGMEIER, M., KIRCHMEIR, H., KUEHMAIER, M., VELIK, I. & ZOLLNER, D. (2005): IPAM Toolbox – Integrative Protected Area Management. An Expert System for the Integrative Planning and Management of Protected Areas. 33 p. Office of the Carinthian Government. Klagenfurt. Austria.

JUNGMEIER, M., WAGENLEITNER, S. & ZOLLNER, D. (HRSG., 2008): PANet. Protected Area Networks - a Handbook. 116 p. Office of the Carinthian Government Dept. 20. Klagenfurt. Austria.

Wagner, J., Jungmeier, M. (2003): IPAM-Toolbox – ein länderübergreifendes Naturschutzprojekt. In: Kärntner Naturschutzberichte, Band 8, Seite 76-82.

SVAJDA, J., FENICHEL, E. (2011): Evaluation of Integrated Protected Area Management in Slovak National Parks. In: Polish J. of Environ. Stud. Vol. 20, No. 4 (2011), 1053-1060. Internet source: http://www.minzp.sk/files/sekcia-ochranyprirodyakrajiny/ps-543/pjoes_svajda_vol_20_no_4_2011.pdf

TITLE OF GOOD PRACTICE

3.9 SURE: Successful Restoration and Rehabilitation Accompanying Infrastructural Interventions (EU)

IDENTIFICATION OF GOOD PRACTICE
Indicate the country and the name of the organisation/department from which Good Practice derives, title of the programme (if the initiative derives from a project), year of implementation, etc.

The leading partner of the SURE project was the LFZ (previously the BAL) Raumberg-Gumpenstein in Austria. The duration of the project was from 1.1.2004 to 31.12.2006. The project was a part of the Interreg IIIB CADSES 2000-2006 Neighbourhood Programme.

BACKGROUND
Why was the practice started? What problems, needs or issues prompted the action?

Land is disturbed over large areas or at especially sensitive points through the winning of raw materials, the further extension of the infrastructure (e.g. to the then new EU member states) and the opening up of tourism in the mountain regions. These areas require permanent, ecologically viable and above all location-adapted re-cultivation. The widespread and very cheap restoration of such areas often engenders immense subsequent costs and, because the plants introduced to the sites are not suitable, a great deal of fertilisation, reseeding and other cultivation measures are made necessary. Additional to the adaptation of plant/seed materials, the former state of affairs is to be adapted internationally to the latest technological developments to achieve permanent results in the re-cultivation of such areas in the long-term.

OBJECTIVES
What precisely did the initiative set out to do in both the short- and long-term? What were the overall and specific objectives?

The SURE project served to realise in practice the knowledge of the research used and the experience of the project partners and to also make information available to the affected institutions and persons. A contemporary standard in respect of permanent re-cultivation was to be created and established that also guaranteed taking into account ecological aspects under extreme site conditions. Three theme areas were addressed:

- The re-cultivation of steep areas in high locations (especially at altitudes between 1,300 and 2,400 metres)
- The reinstatement of former opencast mining areas
- The re-cultivation of disturbed sites following infrastructural construction measures

RESOURCES
Describe the resources that were used for the implementation of good practice, e.g. financial and human resources, natural resources, skills, knowledge, ICT, premises, equipment or other aspects.

About 20 persons worked on the Sure project and costs amounted to € 1,384,207. Austria and Italy were co-financed with 50%, the Czech Republic and Slovakia, which joined the EU during the duration of the project, received co-financing of 57%, respectively, 54%. All other participating institutions received up to 75% from the EU.

The 13 trial areas were all about a half hectare in size, the opencast mining areas were somewhat larger.
According to background, the participating institutions brought the following competencies to the project:

- Scientific works
- Knowledge of agriculture (plant cultivation, seeding)
- Knowledge of nature conservation and landscape planning
- Training

An important fund of expertise was the know-how gained from within a previous project (ALPEROS – new standards for ecological restoration in high locations). In respect of restoration techniques, the equipment of the participating seed firms or the infrastructure of the participating institutions was used. Two web pages were created as a part of the SURE project and made an important contribution to the exchange of information.

IMPLEMENTATION

What did the practice do to achieve its objectives when using human and other resources? Please give an overview of the main features of the practice/initiative: main actions/activities undertaken, time scale, methods applied, including relevant information concerning any key factors, such as cooperation/partnerships, etc. Also indicate the area/location in which the practice was implemented.

2004
The first meeting took place in March 2004 and in the following months a catalogue of methods and a time plan were worked out and defined in detail. Furthermore, a specific project homepage was created to serve as a communication- and information platform.
Pilot areas were selected in the summer of 2004 and nine trial areas established. These areas were in the Alps and the Lower Tatra, in the lowland regions of southeast Austria and Italy, and opencast mining areas in the Czech Republic and Germany.
A workshop and conference took place in autumn in Italy. About 600 scientists, scientific institutions, authorities and firms were informed of the project.

2005
There was a focus during this year on trial areas and comprehensive data was recorded (e.g. botanical, climatic, soil etc.), prepared, analysed and assessed. Two further trial areas in both Italy and Greece were added in the first half of 2005. Examinations were carried out at 13 differing locations.
The development of an appropriate network of experts was further extended and an important instrument in this respect was the homepage, which was used as a central information- and communication interface.
Three workshops were also held, of which two were focused on the practical realisation of ecological re-cultivation and the management of ski runs.

2006
A large workshop attended by 80 participants was held in Germany at the beginning of the year. There were also two smaller workshops, again to the theme of ecological re-cultivation and the management of ski runs.
Based on previously collected data, regional “plans of action” were published for the differing locations during the course of the entire year, including the publication of a handbook applicable to the natural restoration of raw soil.
The concluding conference took place in Austria in September with an attendance of more than 170 participants. It was decided during the course of the conference to draw up a proposal to change the format of the EU guideline for seed mixtures because the

requirements currently contained therein would make site-specific and ecological restoration impossible.
The workshop, which was directly linked to the conference, was attended by almost 100 scientists and practitioners from 15 nations. The foundation stone of a Europe-wide standard for re-cultivation according to ecological points of view was laid down by a working group.
The network of experts was further extended and the homepage retained as an interface. Furthermore, several publications were issued and a small selection is given in the literature list in this template.

STAKEHOLDERS INVOLVEMENT/TARGET GROUP
Describe the actors involved, specific target-group(s) and the direct and indirect beneficiaries of the initiative.

The following were participant as project partners:

- LFZ Raumberg-Gumpenstein (applied agricultural research, Austria)
- Kärntner Saatbau (production of the required seed, Austria)
- Hochschule Anhalt (university of applied sciences, Germany)
- MIBRAG mbH (Mitteldeutsche Braunkohlengesellschaft mbH, Germany – operator of opencast mining areas and thus responsible for their re-cultivation)
- Provincia di Pordenone, Settore Agricoltura Aziende Sperimentali Dimostrative (SAASD, applied agricultural research, Italy)
- National Agricultural Research Foundation, Institute for Soil Mapping and Classification (soil research, Greece)
- OSEVA PRO Ltd., Grassland Research Station Roznov-Zubri (applied agricultural research with a focus on plant cultivation, Czech Republic)
- GMARI Banska Bystrica – Grassland and Mountain Agriculture Research Institute (applied agricultural research, Slovakia)

The following bodies profited directly from this project:

- Owners/operators/administrators of areas in need of re-cultivation (opencast mining, ski runs, infrastructure)
- Seed firms
- Firms specialising in re-cultivation
- Farmers
- Tourism

Target groups:

- Local inhabitants in mountain regions: minimising the danger of mudslides and avalanches
- Inhabitants in the vicinity of former opencast mine areas: improvement of living conditions through the creation of potential greenbelt recreation areas
- Inhabitants in the immediate vicinity of areas of influence caused by infrastructural elements: increase of safety and improvement of the landscape appearance
- Financial budget: decrease of maintenance and cultivation costs made possible through site-specific restoration (although initially more expensive)

RESULTS AND IMPACT
Describe the direct and indirect results of the practice as well as positive and tangible impacts.

Site-specific restoration, in some cases under extreme site conditions, was carried out on 13 trial sites as a part of this project. Biodiversity could be maintained or improved on these areas. It could be observed through the selection of local, adapted plant species and varieties that the costs of cultivation and maintenance of the restored areas were saved because site-specific species survived well under the prevailing conditions and require hardly any supporting measures such as, for example, fertilisation. “Regional plans of action” were drawn up for the respective project regions.
An exchange of information and experience took place in respect of the optimum handling of restoration measures and networks of experts were founded and established. In the sphere of high-location restoration, the latest level of technology was made current and published. Moreover, there were numerous further publications, including the scientific as well as direct utilisation-related publications, such as handbooks for the practitioners of high-location restoration or road construction. The publications are available for downloading on the web pages in the respective language of the project participants.
Several subsequent projects/activities were developed in connection with the SURE project:
Extremely well-attended summer seminars were carried out over a period of four years in Austria to the theme of high-location restoration. The latest level of technology applicable to high-location restoration was passed on to practitioners.
The subsequent Austrian “Evergreen” project for embankment restoration came into being and dealt with the “implementation of site-specific species in landscape construction and their production of seed”. REWISA, an Austria-wide public welfare association network of producers, was subsequently developed and serves to sell regional wild plants and seed. Another offshoot of the SURE project is the EU SALVERE project, which runs to date and deals with “natural grassland societies as a resource for the increase of species diversity”, and in which several former SURE project partners are participant.

LEARNING POINTS AND CONCLUSIONS
Report on the specific conclusions for the initiative and your observations regarding possible capitalisation. How easily could this practice be adopted or adapted for other contexts?

The advantages of an ecological and site-specific restoration of disturbed areas pertinent to the participant parties (scientists, practitioners, organs of administration and other stakeholders) could be recorded within the SURE project. The creation of awareness in this area of expertise and distribution of the necessary knowledge was successful.
In conclusion it can be maintained that this project excellently achieved the creation of a broad basis of information pertinent to the output of a forerunner project. A network was set up that encompassed the realisation of concrete measures. But also seen as a part of the SURE project was that it was obvious and important that the relative basic conditions were to be observed and, insofar possible, any necessary adaptations were to be carried out to promote the project (e.g. that the legislation in some countries prohibits the sowing of non-standard seed mixtures – a conflict situation with ecological aspects). It is also elementary for the long-term establishment of such projects, or individual partial structures, that throughout the official duration of the project not only direct win-orientated persons were to maintain the greatest possible dynamic because there would otherwise be the danger that the once broad approach would be lost in favour of individual persons

or firms.
Existing legal and political conditions are to be seriously taken into account for the successful implementation of sustainable development ideas. It has also emerged during the course of this project that long-term integration of financially independent persons is to be strived for within the development processes. These are important experience values, which should be taken into account by the WG 2.
The SURE project is also a good example for distribution of knowledge and communication and therefore interesting for WG 3. Networks were established to exchange know-how and information and a lot of workshops took place to bring knowledge to practitioners. Networking with relevant persons and institutions is as important for sustainable regional development as integrating the local people and getting them informed and interested.

CONTACT AND LINKS
Contact details (contact person, address, telephone, e-mail, website and other details useful for obtaining further information about the practice).

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SOURCES
Report on the various sources, relevant studies and other references used for the search and development of good practice.

- Krautzer (2007): SURE: Successful Restoration and Rehabilitation Accompanying Infrastructural Interventions – Abstract
- EU Community Initiative INTERREG III B CADSES : Neighbourhood Programme – Final Project Report
- Homepage: http://www.surenet.info/

Some SURE project publications:

- Krautzer, B.; Hacker, E., 2006 (Hrsg.): Ingenieurbiologie: Begrünung mit standortgerechtem Saat- und Pflanzgut. Tagungsband SURE 5.-9.9.2006, HBLFA Raumberg-Gumpenstein, 291 S. (dreisprachig - en, de, it)
- Krautzer, B.; Peratoner,G.; Bozzo, F. (2004): Site-specific grasses and herbs – seed production and use for restoration of mountain environments. FAO plant Production and Protection Paper 32, Food and Agriculture Organisation Rome, 111 S.
- Krautzer, B.; Wittmann, H.; Peratoner, G.; Graiss, W.; Partl, C.; Parente, G.; Venerus, S.; Rixen, C.; Streit, M. (2006): Site-specific high-zone restoration in the alpine region. HBLFA RAumberg-Gumpenstein, 135 S. (dreisprachig - en, de, it)
- Kirmer, A.; Tischew, S., 2006 (Hrsg.): Handbuch naturnahe Begrünung von Rohböden. Teubner Verlag, 195 S.
- Broschüren für Praktiker (En, De, It):
  - Standortgerechte Wiederbegrünung im Straßenbau
  - Standortgerechte Hochlagenbegrünung in Österreich

TITLE OF GOOD PRACTICE

3.10 PADIMA project: Policies Against Depopulation In Mountain Areas – Good Practices in Education and Training (EU)

IDENTIFICATION OF GOOD PRACTICE

Indicate the country and the name of the organisation/department from which good practice derives, the title of the programme (if the initiative derives from a project), year of implementation, etc.

The Interreg IVC PADIMA project serves the exchange of best practices in respect of depopulation in mountain areas. It is also concerned with the development of political guidelines in respect of successful methods for the raising of the quality of life in mountain regions, to hinder migration and to foster immigration.

Eight partners from five countries (Spain, Italy, France, Sweden and Norway) work within this three-year project (January 2010-December 2012) to the following focal themes:

- Education and Training
- Territorial Marketing
- Economic Diversification

To sustainably develop a region, and to strengthen it economically, it is not sufficient to find only environmentally-friendly branches of the economy. The attempt to establish this in the long-term will fail if there are no future prospects in the region to be developed and the quality of life for the population is lacking. The examples given here from the education and training sector of the PADIMA project are concerned with the improvement of the offers of education in mountain regions and are adapted to respective local needs. They are to give an impulse to also take into account this aspect in the development of a sustainable regional management plan.
The three selected examples are dealt with simultaneously and each briefly depicted.

"San Blas" Secondary School, province of Teruel (Spain)

- Founded in 1972 and adapted during the course of time to changing educational needs

Course for implementing bed and breakfast initiatives – activities with a focus on the education of jobless women in mountain regions, province of Turin (Italy)

- Initially in a multiregional project (1999-2000)
- Then subsequently carried out by the province of Turin (2000-2001)

Aragonese Centre of Technology for Education, province of Teruel

- Atenea Project (1985-1992)
- Aldea Digital Project (1997/1998)
- Ramon y Cajal-Project (2000)
- Current Escuela 2.0 Programme

BACKGROUND
Why was the practice started? What problems, needs or issues prompted the action?

San Blas

- Loss of interest in agriculture by young populations and migration to less rural areas
- Large agricultural potential of the region
- Lack of dynamic and entrepreneurial spirit

Bed and Breakfast

- Improvement and expansion of opportunities for overnight stays during the 2006 Winter Olympics in Turin, initially limited to Olympic valleys
- Long-term further development to a quality brand for bed and breakfast offers in the province of Turin
- Support of jobless women to change their situation in the mountain regions

Aragonese Centre

- Access to Internet at rural public schools for connection to advanced centres through modern communication technology
- Integration of communication- and information technologies in the school (digital classroom)
- Diverse offers for online open courses

OBJECTIVES
What precisely did the initiative set out to do in the short- and long-term? What were the overall and specific objectives?

San Blas

- Education and consultation as important modules in the establishment of an economic branch that can give the population in the region a perspective
- In respect of its offer of education, the school has adapted in the course of the years to changed educational needs and the job-market situation

Bed and Breakfast

- Education of jobless women in mountain areas in respect of bed and breakfast initiatives (initially focussed on the provision of sufficient accommodation for the 2006 Winter Olympics in Turin)
- Increase of bed availability and hospitality/catering in the province of Turin
- Support of new (small) entrepreneurial activities with familiar character, especially in mountain regions
- Improvement of the accommodation capacity in mountain areas in the vicinity of large winter-sports centres
- Offer of educational courses linked with entrepreneurial activities with low investment costs: guest accommodation in one's own home

Aragonese Centre

- Introduction of new medias in the school
- Closing the "digital gap" between the countryside and the city
- Also offers of education and further education for adults (Aularagon project)
-

RESOURCES

Describe the resources that were used for the implementation of good practice, e.g. financial and human resources, natural resources, skills, knowledge, ICT, premises, equipment or others.

San Blas

- 300 hectares of terrain with buildings for educational events
- Boarding school
- Agriculture: wild animals, poultry, wild boar, cattle, sheep, goats, horses, etc.
  Greenhouses: plant production, pruning, plant protection (no vegetable planting)
- Laboratories
- Technology rooms
- Up to 90% state financed, 10% privately

Bed and Breakfast

Local resources

- Regional residents with a spirit of initiative, especially women
- Attractiveness of the local landscape
- Available nature- and cultural heritage

External resources

- European sponsorship
- Provincial policy in respect of tourism development in areas removed from the main tourist routes
- Event of global significance (Winter Olympics)
- No details of a financial framework available

Aragonese Centre

- Implementation mostly in existing schools
- In some cases laptops/computers were made available to pupils
- 100% state financed within the sphere of the current programme

IMPLEMENTATION

What did the practice do to achieve its objectives when using human and other resources? Please give an overview of the main features of the practice/initiative: main actions/activities undertaken, time scale, methods applied, including relevant information concerning any key factors, such as cooperation/partnerships, etc. Also indicate the area/location in which the practice was implemented.

San Blas

- Higher education in the sphere of management and organisation of natural- and landscape resources (specialised A-level)
- Intermediate education in the spheres of forestry and environmental protection (O-level)
- Further offer of education in the form of courses to diverse themes

Bed and Breakfast

- Offer of educational courses
- Long-term development of a label

Aragonese Centre

- The website offers

- Education for teachers
- Material for courses to various school/educational grades
- Platforms for blogs and websites with a pedagogic background
- Possibility for holding video conferences
- Freely available software for pupils with special needs and for students in general

- Education offer for adults (Aularagon)
- Smaller communities are given preference because in principal larger urban areas have better access to such resources; implementation will be initially supported by a qualified teacher

STAKEHOLDERS INVOLVEMENT/TARGET GROUP
Describe the actors involved, specific target-group(s) and direct and indirect beneficiaries of the initiative.

San Blas

- General administration of Aragon
- Department for environmental protection
- Department for education
- Provincial government of Teruel
- Disaster control (co-financing of separate courses)
- Local banks (co-financing of separate courses)
- School
- Pupils
- Communities
- Potential future employers
- Residents

Bed and Breakfast

- Province of Turin
- Dasein Company (course management)
- Val Chisone and Germanasca mountain community
- Pinerolese Pedemontano mountain community
- Val Pellice mountain community
- Local communities
- Italian Automobile Club
- Local tourism associations
- National associations for bed and breakfast accommodation (ANBBA, ScopriPiemonte)
- Bed and breakfast enterprises
- Guests

Aragonese Centre

- Ministry of Education of the government of the autonomous community of Aragon
- University of Saragossa
- Provincial government
- Community administration of the participating schools
- Teachers
- Pupils
- Potential employers (better education for rural population possible)

RESULTS AND IMPACT
Describe the direct and indirect results of the practice as well as positive and tangible impacts.

San Blas

- More than 100 pupils in normal schools; an average of about 30 persons attend the separately offered courses
- Education of specialised workers for the region, including those in the field of fire fighting (forest-fire regions), and thus improvement of the quality of life of the residents
- Opening of new possibilities in respect of work places and starting businesses based on use of the landscape and its potential

Bed and Breakfast

- Increase of the availability of beds during the Winter Olympics

Long-term

- Reduction of redundancy figures in mountain regions (at least extra income)
- Increase of attractiveness for tourism: advantages for bed and breakfast tourists in the use/consumption of local offers and products
- Support of entrepreneurs in the bed and breakfast sector through adapted further education
- Creation of a quality brand in the bed and breakfast sector

Aragonese Centre

- Change of “classroom quality”, in some cases with the use of digital blackboards
- People from remote areas are offered better opportunity for education and will become a part of a worldwide network
- Education offer can be taken to communities that even lack a school

LEARNING POINTS AND CONCLUSIONS
Report on the specific conclusions for the initiative and your observations regarding possible capitalisation. How easily could this practice be adopted or adapted for other contexts?

San Blas

- Transferable to areas with similar basic prerequisites and possibly already available infrastructure, above all when special knowledge is necessary for work in the landscape (for example, extreme danger of forest fires, adapted cultivation of the mountain areas)
- Experience has shown that it is very important to adapt the offer of education to regional needs and to promote a spirit of initiative

Bed and Breakfast

- Already assumed in the province of Turin, further offers also possible according to regional circumstances
- Internal and external resources were combined in an innovative way and in this case long-term added value was achieved in the region

Aragonese Centre

- Headquarters of the project organisation is not in the provincial capital, but decentralised in the countryside – it shows that work in effective and networked new medias is also made possible in remote areas

- Improvement of communication possibilities also raises the quality of life in remote regions
- The use of the Internet resource offers the opportunity, according to branch, to also bring firms to remote areas and to provide them with well-trained workers (e.g. Internet services)

This somewhat unusual good practice should contribute and show that education in the region is an essential element of regional development or quality. On the one hand a well-founded education enhances job opportunities and thus the regional economy. On the other hand the development process can be supported with an offer of education that is adapted to local needs. Services can also be offered in remote areas with the aid of modern media and the offers of education. Thus the PADIMA programme is of interest as an initiator to the WG 3.

CONTACT AND LINKS
Contact details (contact person, address, telephone, e-mail, website and other details useful for acquiring further information about the practice).

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F: +32 2 280 42 85
padima@euromontana.org
www.euromontana.org

San Blas

- IFPE San Blas, Bº De San Blas, s/n. 44195 Teruel, Spain
  Tel. 0034-978-618-820
  www.ifpesanblas.es

Bed and Breakfast

- Province of Turin, Italy. Department of Tourism, Dr. Burgay
  www.provincia.torino.it/turismo/bed_breakfast/index.htm
- http://www.anbba.it/index_eng.php
- http://www.scopripiemonte.it/

Aragonese Centre
Gaspar Ferrers, gferrers@educa.aragon.es

- http://www.aularagon.org/index.asp
- http://catedu.es/webcatedu/

SOURCES
Report of the various sources, relevant studies and other references used for the search and development of good practice.

Provincia di Torino (2010): PADIMA – Policies Against Depopulation in Mountain Areas. Good Practices in Education and Training. 92p.
http://www.ecmc.de/nem/download/pdf/es.pdf

TITLE OF GOOD PRACTICE

3.11 Improvement of public information and environmental awareness in the sphere of nature and landscape protection - including NATURA 2000 (Slovakia)

IDENTIFICATION OF GOOD PRACTICE

Indicate the country and the name of the organisation/department from which Good Practice derives, title of the programme (if the initiative derives from a project), year of implementation, etc.

Country: Slovakia
Organization: Slovak Environmental Agency (SEA), Centre of Landscape Creation and Environmental Education
Title of project - Improvement of public information and environmental awareness in the sphere of nature and landscape protection (including NATURA 2000)
Implementation year: September 2008 – December 2012

BACKGROUND

Why was the practice started? What problems, needs or issues prompted the action?

The state education programme of the Slovak Republic Ministry of Education defines environmental education as an important interdisciplinary theme within the general field of education. One of the essential aims of environmental education is informing schoolchildren, teachers, students and the general public of the significance of sustainable development as a positive perspective for the future development of human society. The best way to develop the attitudes and capabilities of pupils in respect of active environmental development and conservation is through practical exercise or experience. Whatever, the sphere of sustainable development is theoretically extremely well processed and documented, but a practical approach remains nevertheless difficult from an educational point of view. From personal experience we know that most teachers understand the concept of sustainable development at a theoretical level, but do not have the necessary ability to offer interdisciplinary education in this respect. These facts increase the necessity for improvement through concrete examples and practical activities of pedagogic qualifications in the field of environmentally compatible development education.

The project “Improvement of public information and environmental awareness in the sphere of nature and landscape protection (including NATURA 2000)” aims to contribute to environmental awareness-raising referring nature and landscape protection (including NATURA 2000) among pedagogues, professional public as well as general public. This is to be achieved by means of creating basic methodological and information resources, carrying out the cycle of certified training and methodical days, conferences, educational activities, competitions and information events. These activities contribute to improve communication and cooperation between stakeholders and information and experience exchange in this field.

Implementation of the project activities will help to achieve the objectives and measures of the current Environmental Education Concept for all school levels in the Slovak Republic (Action Plan of Education towards Sustainable Development, National Strategy on Biodiversity Protection, Action Plan of Sustainable Development, European Action Plan in the SR for the years 2005 to 2010 (2005), UNECE Strategy on Education for Sustainable Development etc.).

OBJECTIVES

What precisely did the initiative set out to do in both the short- and long-term? What were the overall and specific objectives?

Main objective:
To improve the public information and environmental awareness in the sphere of nature and landscape protection

Specific objectives:

- to develop educational and information sources for education and training towards nature and landscape protection (including Natura 2000)
- to improve professional skills of experts in the field of education and training towards nature and landscape protection
- to extend offers for schools´ educational programmes, aiming to increase the environmental awareness and knowledge about nature and landscape protection
- to strengthen cooperation, communication and information between stakeholders in the sphere of nature and landscape protection

to communicate information on nature and landscape protection to the general public via the media campaign

RESOURCES

Describe the resources that were used for the implementation of good practice, e.g. financial and human resources, natural resources, skills, knowledge, ICT, premises, equipment or other aspects.

Financial resources: 1 414 621,92 EUR
Human resources: approx. 50
Natural resources: no requests
Skills, knowledge: skills in the field of ecological education, ecological behaviour, medial campaign, trainings, expert knowledge in different ecological topics (waste, water, energy, consumers, foods, etc.), IT application development etc.
ICTs: special applications and database for web portal for different school programmes, online questionnaires, online registrations, interactive Ecological Footprint calculator, web pages etc.
Premises: environmental education centres, conference rooms, training rooms, road-shows (movies projection on big screen), media
Equipment: PC, internet, common office equipment, movies projection equipment etc.

IMPLEMENTATION

What did the practice do to achieve its objectives when using human and other resources? Please give an overview of the main features of the practice/initiative: main actions/activities undertaken, time scale, methods applied, including relevant information concerning any key factors, such as cooperation/partnerships, etc. Also indicate the area/location in which the practice was implemented.

The practice helped to improve the nature and landscape protection knowledge and skills of pedagogues, experts, general public and others involved stakeholders.
Main activities:

- development of the educational and informational publications
- implementation of certified training courses
- implementation of conferences
- implementation of the educational programme for schools called “On tour with

Nature”
- implementation of the educational programme for schools called “Ecological Footprint” – also see GP Template Ecological Footprint
- implementation of the competition called “EnviroQuestions”
- implementation of the knowledge and physical competition “Hypericum“
- carrying out the training for project coordinators staff
- carrying out the Environmental Educational Programmes Fair
- carrying out the regional methodological and information days for teachers
- implementation of media campaign

Time scale: 09/2008 -12/2013
Methods applied: working groups meetings, educational lessons, practical activities, trainings, excursions, feedback questionnaire, conferences, media campaign, educational programmes
Key factors: cooperation with universities, professional organisation in the field of environment protection; Ministry of Education, Science, Research and Sport of the Slovak Republic; Ministry of Environment of the Slovak Republic; Methodological and Pedagogical Centres; municipalities
Area/location: Slovakia (whole territory)

STAKEHOLDERS INVOLVEMENT/TARGET GROUP
Describe the actors involved, specific target-group(s) and the direct and indirect beneficiaries of the initiative.

Actors: experts in the sphere of the environmental education, experts in the sphere of nature and landscape protection
Target group: schoolchildren, students, pedagogues, state administration involved in the environmental education, general public

RESULTS AND IMPACT
Describe the direct and indirect results of the practice as well as positive and tangible impacts.

Direct influence: improvement of the environmental awareness of children, students, teachers, school authorities, communities and the general public
Indirect influence: reduction of the negative influence from human activities on the environment, improvement of environmental protection

LEARNING POINTS AND CONCLUSIONS
Report on the specific conclusions for the initiative and your observations regarding possible capitalisation. How easily could this practice be adopted or adapted for other contexts?

Teachers show great interest during the project to become further educated in this complexity of themes. They appreciate the opportunity to participate in this project, especially in respect of the exchange of knowledge with experts in the differing spheres of environmental problems and the acquisition of new, practically applicable information in the professional and private sphere. are Positive results are seen in becoming acquainted with new, practically applicable methods of education to promote sustainable development and laying down a foundation for future cooperation between schools, state- and other organisations.
Educational school programmes and competitions (“On tour with Nature”, “Ecological Footprint”, “EnviroQuestions”, “Hypericum“) are very popular among schoolchildren and students, improving their knowledge on ecosystems, life cycles, nature protection and

sustainable development in an interesting, touchable and interactive way.
Similar actions as within the project "Improvement of public information and environmental awareness in the area of nature and landscape protection (including NATURA 2000)" could also be used to improve public awareness of environmental- and regional problems of the Green Mountain-Partners. This could be realised through education with a regional focus in the schools in the affected areas and through informing the general public about the possibilities in respect of nature, culture and living conditions in the respective areas. Therefore it is a very interesting Good Practice for WG 3.

CONTACT AND LINKS
Contact details (contact person, address, telephone, e-mail, website and other details useful for obtaining further information about the practice).

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http://www.sazp.sk/public/index/go.php?id=1760&lang=sk

SOURCES
Report on the various sources, relevant studies and other references used for the search and development of good practice.

Educational and information publications
http://www.sazp.sk/public/index/go.php?id=1760&idl=1760&idf=674&lang=sk

Conference web page
http://www.sazp.sk/public/index/go.php?id=1760&idl=1760&idf=677&lang=sk

Web portal for the educational programme for schools called "On tour with Nature"
http://snaturou2000.sk/

Web portal of the school programme called "Ecological Footprint"
http://ekostopa.sk/

Ecological Footprint calculator:
http://ekostopa.sk/moja-ekologicka-stopa

Ecological Foodprint Manual:
http://www.sazp.sk/public/photos/CEVAV/Vychova/Pulikacie/EkoStopa_Treningovy_manual_500.jpg

Ecological Footprint Worksheets:
http://www.sazp.sk/public/photos/CEVAV/Vychova/Pulikacie/EkoStopa_PracListy_500.jpg

Web portal for the competition called "EnviroQuestions":
http://www.sazp.sk/public/index/go.php?id=1760&idl=1760&idf=684&lang=sk

TITLE OF GOOD PRACTICE

3.12 Sub-project Ecological Footprint: environmental education for primary-and secondary schools (Slovakia)

IDENTIFICATION OF GOOD PRACTICE

Indicate the country and the name of the organisation/department from which Good Practice derives, title of the programme (if the initiative derives from a project), year of implementation, etc.

Country: Slovakia
Organisation: Slovak Environmental Authority, Centre for Landscape Development and Environmental Education
Programme title: Improvement of Public Information and Environmental Awareness in the Sphere of Nature- and Landscape Conservation (including Natura 2000 areas)
Project duration: September 2008 – December 2012

BACKGROUND

Why was the practice started? What problems, needs or issues prompted the action?

See also the first two paragraphs of the background of GP "Improvement of public information and environmental awareness in the sphere of nature and landscape protection (including NATURA 2000)"

OBJECTIVES

What precisely did the initiative set out to do in both the short- and long-term? What were the overall and specific objectives?

Main aim: improvement of educational abilities among pedagogues in the sphere of sustainable environmental education.

Specific aims

- Improvement of the knowledge of the target groups in respect of sustainable development themes
- Presentation of the concept of the Ecological Footprint to the target groups (pedagogues, state environmental agencies)
- Introduction of a methodology of Ecological Footprint assessment among the target groups
- Improvement of the knowledge of target groups in respect of the various categories of needs in schools
- Schooling for target groups in view of the use of a web portal of the "Ecological Footprint" school programme
- Improvement of target-group abilities for carrying out sustainable environmental education within this special school project

RESOURCES

Describe the resources that were used for the implementation of good practice, e.g. financial and human resources, natural resources, skills, knowledge, ICT, premises, equipment or other aspects.

Financial resources: about € 100,000 (for six, five-day seminars)
Staff resources: 10 experts
No natural resources used

Abilities, knowledge: abilities in the spheres of ecological education and environmentally compatible behaviour, the knowledge of experts in various complexes of ecological themes complexes (waste, water, energy, consumers, foodstuffs, etc.)
ICT: special applications and data banks for the web portal of the "Ecological Footprint" school programme (http://ekostopa.sk), online questionnaire, interactive Footprint computer, web pages, etc.
Premises: available environmental-education centres
Equipment: PC, Internet, general office supplies

IMPLEMENTATION

What did the practice do to achieve its objectives when using human and other resources? Please give an overview of the main features of the practice/initiative: main actions/activities undertaken, time scale, methods applied, including relevant information concerning any key factors, such as cooperation/partnerships, etc. Also indicate the area/location in which the practice was implemented.

This project helps in the improvement of the capabilities of teaching staff in the sphere of sustainable environmental education.
Main activities

- Information for teachers, experts and part-time lecturers/lecturers concerning sustainable development and themes related to the Ecological Footprint, and about the possibility to participate in a programme of education to this theme
- Development of the "Ecological Footprint" school programme
- Development of the "Ecological Footprint" manual
- Development of the "Ecological Footprint" work sheets
- Holding of education units (six, five-day seminars)
- Assessment of the seminar results (each teacher is to subsequently prepare documentation) and presentation of an official certificate from the Slovak Government Ministry of Education

Period: September 2009 – October 2011
Methods implemented: work-group meetings, educational sessions, practical activities, seminars, excursions, feedback questionnaires
Key factors: cooperation with universities, professional organisations in the sphere of environmental protection, Slovak Government Ministry of Education and Ministry of the Environment, methodological and pedagogic centres, communities
Area of work: all of Slovakia

STAKEHOLDERS INVOLVEMENT/TARGET GROUP

Describe the actors involved, specific target-group(s) and the direct and indirect beneficiaries of the initiative.

Actors: experts in the sphere of environmental education
Target groups: pedagogues, state administration involved in environmental education

RESULTS AND IMPACT
Describe the direct and indirect results of the practice as well as positive and tangible impacts.

See also under the Results and Impact of “Improvement of public information and environmental awareness in the area of nature and landscape protection (including NATURA 2000)”

LEARNING POINTS AND CONCLUSIONS
Report on the specific conclusions for the initiative and your observations regarding possible capitalisation. How easily could this practice be adopted or adapted for other contexts?

See also the first paragraph of the Learning Points and Conclusion of GP “Improvement of public information and environmental awareness in the area of nature and landscape protection (including NATURA 2000)”
This example can be in each case used in adaptation to improve public awareness of environmental- and regional problems of the participants in the Green Mountain project. This could be realised through education with a regional focus in the schools in the affected areas and through informing the public about development possibilities in respect of nature, culture and living conditions in the respective areas. This is why it is an important Good Practice for WG 3.

CONTACT AND LINKS
Contact details (contact person, address, telephone, e-mail, website and other details useful for obtaining further information about the practice).

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SOURCES
Report on the various sources, relevant studies and other references used for the search and development of good practice.

Web portal of the school programme called “Ecological Footprint”
http://ekostopa.sk/

Ecological Footprint calculator:
http://ekostopa.sk/moja-ekologicka-stopa

Ecological Footprint Manual:
http://www.sazp.sk/public/photos/CEVAV/Vychova/Pulikacie/EkoStopa_Treningovy_manual_500.jpg
Ecological Footprint Worksheets:
http://www.sazp.sk/public/photos/CEVAV/Vychova/Pulikacie/EkoStopa_PracListy_500.jpg