


Regional development in the Oberallgäu, Bavaria, Germany


Dr. Sabine Weizenegger

Regionalentwicklung Oberallgäu
Dr. S. Weizenegger, Geschäftsführerin und Regionalmanagerin

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Titel




Personal data...




- Born in Kempten / Allgäu, grown up in the Allgäu
- Studies in geography (applied geography / geography of leisure and tourism), business studies and applied social studies, cultural anthropology at Universität Trier
- Graduation at the Institute for Economic Geography at Universität München
- Thematic and regional focus: actor oriented management, protected areas, tourism and sustainability, cultural landscapes, developing countries, Africa, participatory approaches
- Since 2003: CEO Regionalentwicklung Oberallgäu and LAG Management

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The Allgäu



- Administrative units (Landkreise) landscape
- Border region
- Foothills of the pre-alps and alps
- Agriculture: pasture farming, dairy products (mountain cheese!)
- Tourist destination



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European Agricultural Fund for Rural Development (EAFRD)

1 methodical axis

LEADER


3 thematic axes

- Improving the competitiveness of the agricultural and forestry sector
- Improving the environment and the countryside
- Quality of life in rural areas and diversification of the rural economy

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What is LEADER?

- **L**iaisons
- **E**ntre
- **A**ctions de
- **D**éveloppement de l'
- **E**conomie
- **R**urale

Connection
between
Actions for
Development
in Rural
Economy

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LEADER in ELER



Programm of
European Union,
since 1991

LEADER I,
LEADER II,
LEADER+,
LEADER 2007-13

More than just
an aid programm!

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Some basic principles of LEADER

- **Territorial approach of areas eligible for funding**
 - › Regions as geographic, economic and social homogenous units
- **Regional Development Strategy**
 - › Concept and strategy for a sustainable development of the region
- **Network** of actors in rural areas
- **Local/LEADER Action Groups (LAGs)** as interface
- **Participation of population** (bottom-up-approach)
 - › Minimum of 50% economic and social partners

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Our Leader Action Group - an Outline

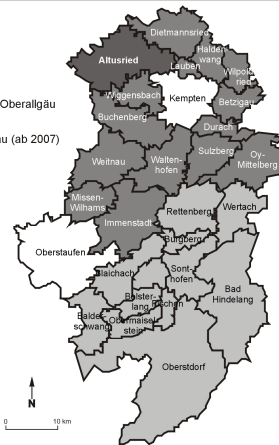
- 27 rural municipalities
- 142.000 inhabitants
- 1.389 km²
- 104 EW / km²
- 2.500 agricultural businesses
- 800.000 touristic arrivals

LAG Regionalentwicklung Oberallgäu e.V.

- LAG Altusried (2002-2003)
- LAG Regionalentwicklung Altusried-Oberallgäu (2003-2007)
- LAG Regionalentwicklung Oberallgäu (ab 2007)
- nicht zum LAG-Gebiet gehörig

Quelle: LAG Regionalentwicklung Oberallgäu
Etward, K. Metzler
Kartographie: K. Metzler, M. Mayer
Lehrstuhl für Wirtschaftsgeographie
Ludwig-Maximilians-Universität München 2007


Untersuchungsgebiet im Freistaat Bayern



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LAG Regionalentwicklung Oberallgäu

co-ordination, governance, management

governing body
3 persons

LAG-Management


decision

LAG – general meeting
members of the association

decision-making body
(governing body, representatives county, mayors+ at least 50 % economic and social partners)





development and implementation

project groups **private supporter** **rural municipalities**



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Our mission statement and our objectives

„Creating Values – together for the future of our region“

- Strengthening cooperation and networking of actors throughout the region
- Closing gaps in value chains and create added value

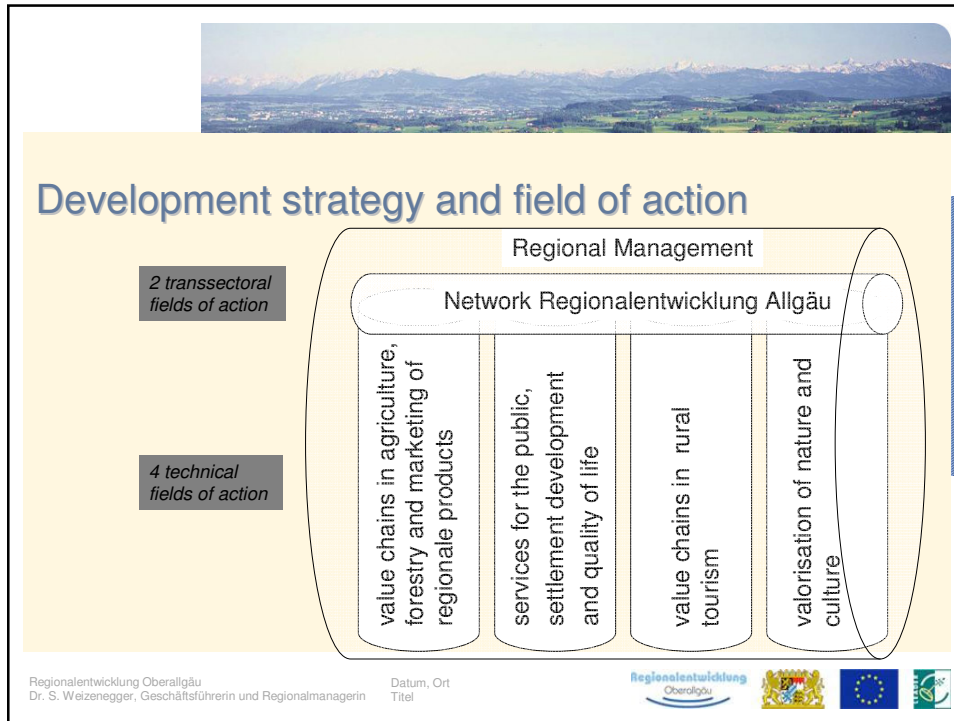



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Field of action A

ser. no.	field of action name of project	cooperation project	ideas contest
A	value chains in agriculture, forestry and marketing of regional products		
1	brand Allgäu		
2	funding of the value chain „timber“ in the Allgäu		
3	forest-info-plan		
4	VitalZunge - regional products in large-scale catering establishments		
5	milk and cheese as a healthy lunch break		
6	regional products for Viehscheid and events		
7	think tank for hay and whey – redefine and revalue traditional regional products		
8	on horseback in the Allgäu... organizing one's leisure time		



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Field of action B












ser. no.	field of action name of project	cooperation project	ideas contest
B	services for the public, settlement development and quality of life		
9	inter-communal use of industrial real estates		
10	the young and the young at heart in the Allgäu – together preserving values!	x	
11	energy region Allgäu – timetables for climate protection for cities and communities in the region Oberallgäu and energy consulting for farmers		
12	innovative networks to develop strategies for communities and sites in the Oberallgäu		
13	Allgäu - being accessible		

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Field of action C

ser. no.	field of action name of project	cooperation project	ideas contest
C	value chains in rural tourism		
14	tourism expertise Allgäu		
15	Allgäu top-hosts – networking of private landlords		
16	agrotourism-plus offensive in & out		
17	the pupil's region Allgäu		
18	hiking region Allgäu		
19	premium hiking Oberallgäu		
20	health region Allgäu		
21	biking region Allgäu		

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Field of action D

ser. no.	field of action Name of project	cooperation project	ideas contest
D	Valorisation of nature and culture		
22	centre for nature experience Allgäu Alps		
23	Allgäuer moor alliance		
24	forest-timber-land Allgäu		
25	Allgäu ranger		
26	management of the nature park Nagelfluhkette	x	
27	transnational cooperation European Way of St. James	x	
28	downhole-via ferrata		
29	Allgäuer textile and home-work handicraft rediscovered		
30	old markets and old traditions	x	

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Field of action E

ser. no.	field of action name of project	Cooperation project	ideas contest
E	regional management		
31	LAG-management		
32	Professionalisation of the network of excellence „regional managements in Bavaria“	x	

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Effects of LEADER for the Region



The diagram illustrates the effects of LEADER for the region, centered around 'strengthening endogenous potentials'. It branches into several key areas:

- € from Brussels
- innovative ideas/creative settings
- knowledge management
- cooperation and communication
- networks
- investments
- image
- publicity
- quality of life
- jobs
- regional-economic effects
- („innovative“) infrastructure

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Thank you for your attention!

Questions?

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