

Collaborative approaches as a local response to increased market pressures:

The case of the “Naturpark Jauerling-Wachau” (Austria)



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cp³ partners:



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Content of the presentation



1. Background:

- **Case study region:** Naturpark Jauerling, Austria
- **Issues at stake:** Biodiversity depends on unique cultural landscape → under pressure due to structural change
- **Dimensions of the challenges:** More than losses in biodiversity, hard to find a local development pathway to sustainability

2. Adaptation strategies:

- **Rule-based governance** (restrictive approaches in the EU-context)
- **Incentive-based governance** (agro environmental schemes)
- **Local collaborative approaches** (Park association, community initiatives)

3. Analysis of results:

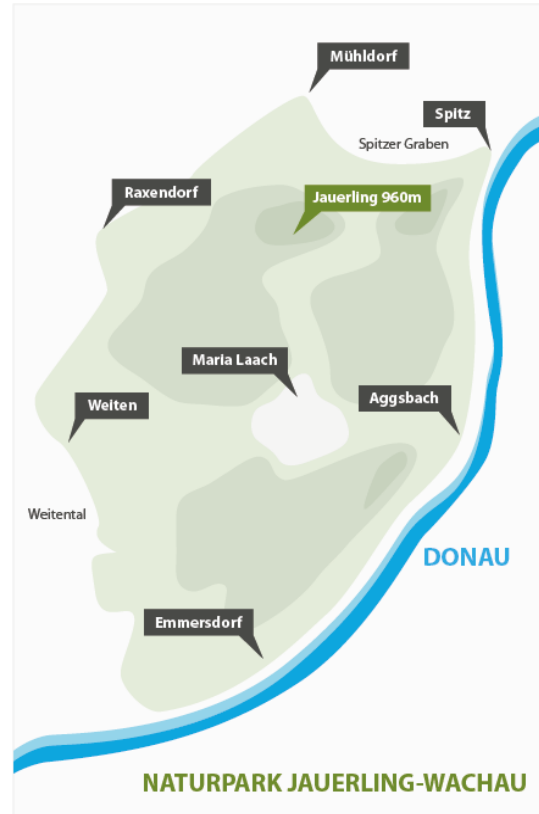
- Local and community owned strategies depend on individuals
- **Transitory mitigation** of market pressures by agro-environmental schemes
- **Predominantly market driven adaptation** (niche markets, significant biodiversity impact, growing disparity of local interests – tourism vs. farming)



Background (I): On the case study region: Naturpark Jauerling, Lower Austria

- Mountainous landscape located at the left river bank of the Danube (~100km NW of Vienna, Austria)
- Size: 11 500 hectare
- Rising from the Danube at 200mn up to 960mn
- 7 communities with ~ 8500 inhabitants
- Park founded in 1972

<http://www.naturpark-jauerling.at/>



**Ideal concept of Naturpark:
reconcile 4 pillars**

Protection

Recreation

Environmental
education

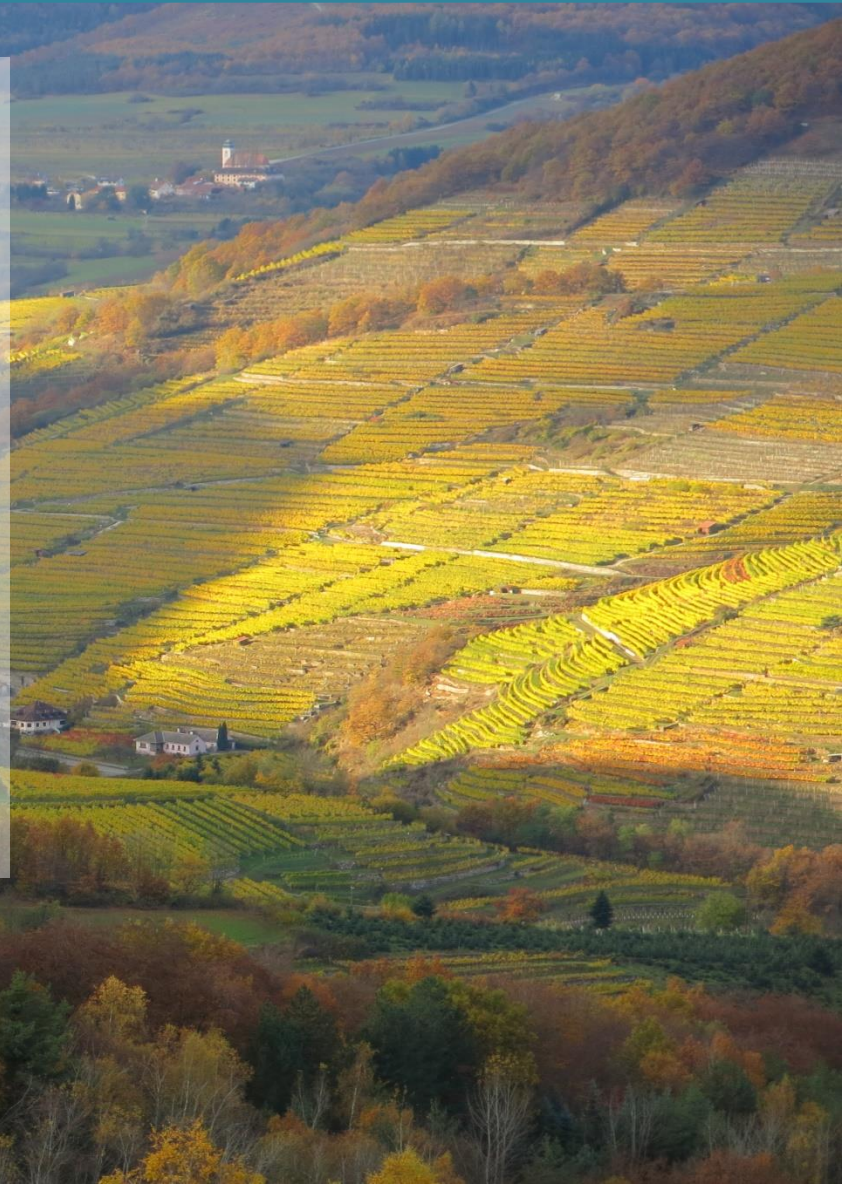
Regional
development

Background (II): Structural change



Cultural landscape undergoing deep structural changes:

- Change of agricultural production system
 - Average farm-size increasing but still low (range 5 ha. – 50 ha.)
 - Land use changes: from dairy farms to Christmas trees, from apricots to wine
 - Pasture in steeper less accessible parts is converted to forest
- **loss in biodiversity despite conservation efforts and environmental protection efforts**



Background (III): Market pressures and lacking developmental perspective



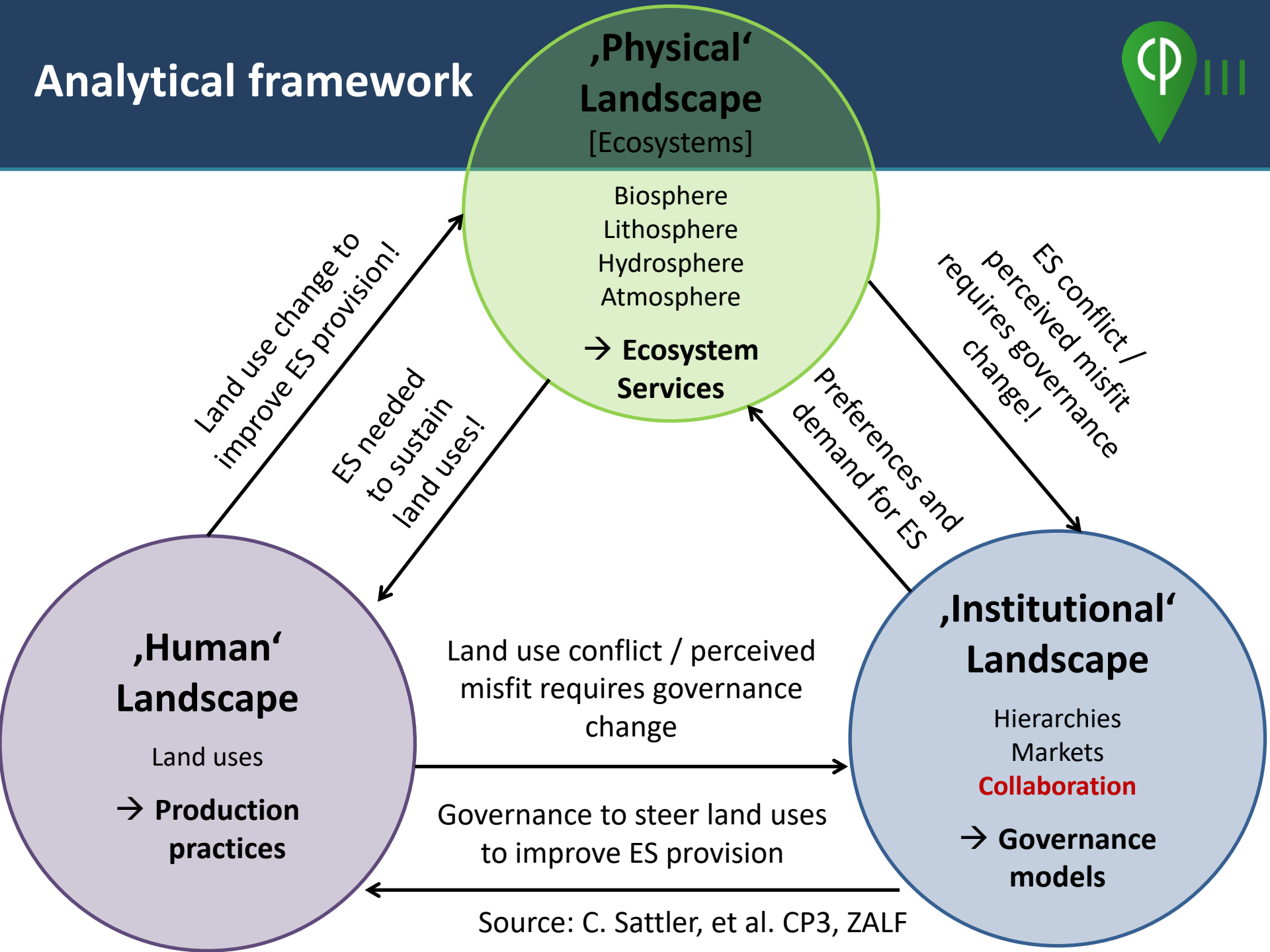
Socio-economic change

- Declining population (-30% during last 4 decades)
- Some benefit (tourism, wine producers) others have to struggle

Mixed policies

- Rhetorically siding with farmers' interests and with environmental concerns.
 - Overall awareness of environmental issues is comparatively high
 - But with farmers there is limited acceptance to land use restrictions.
- **Market driven change**
- **Growing disparity of local interests**

Analytical framework



Source: C. Sattler, et al. CP3, ZALF

Adaptation strategies (I): Environmental protection: Governance by rules and regulations



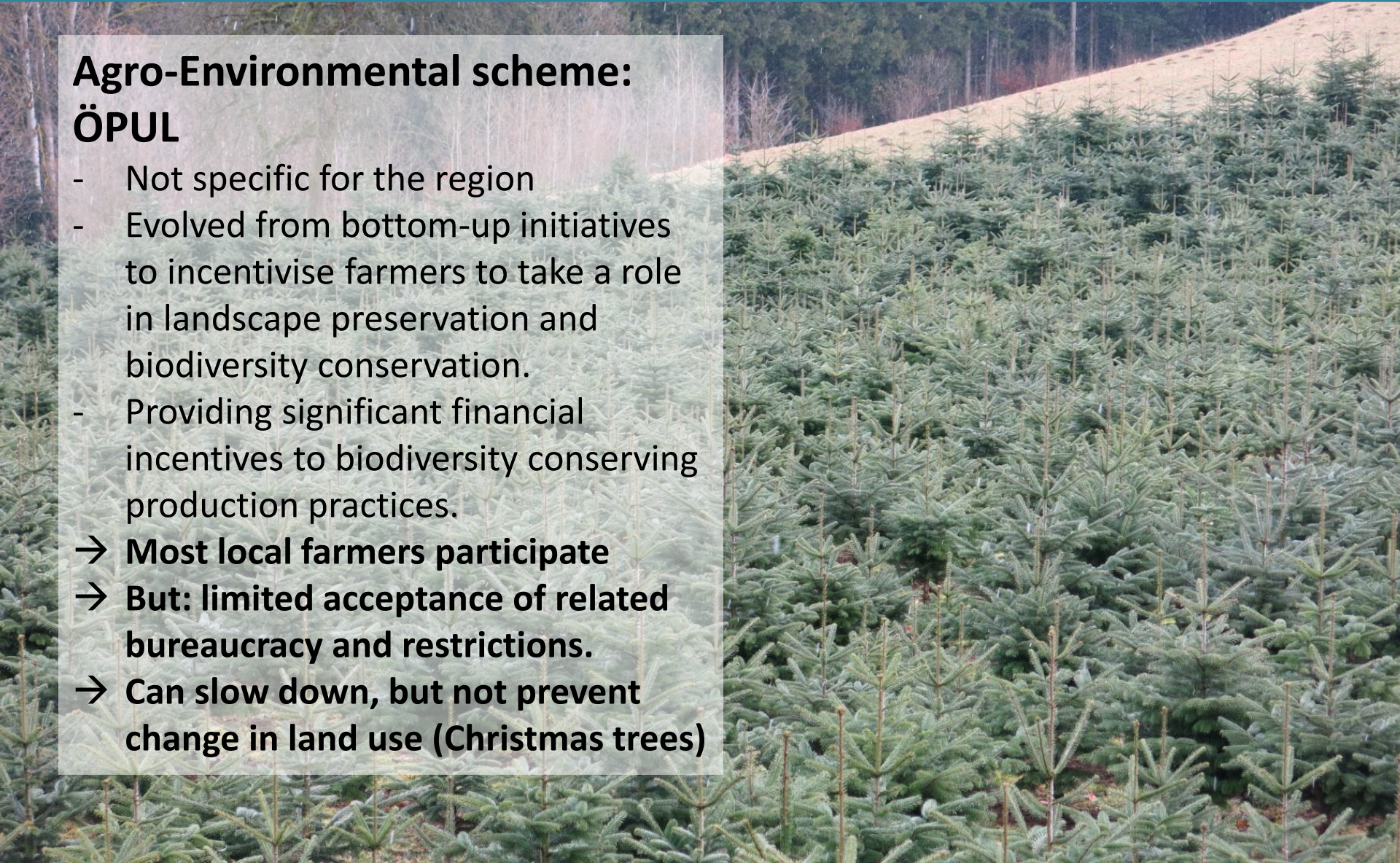
Regulative and legislative

- Most of the agricultural area of the Naturpark is under NATURA 2000 (FFH & birds).
 - Limiting construction, land use changes, other local economic activities. (concept of “no-deterioration”)
 - Being a farmer requires more & more qualified paperwork
- **Growing environmental awareness, but limited acceptance of restrictions.**



Agro-Environmental scheme: ÖPUL

- Not specific for the region
- Evolved from bottom-up initiatives to incentivise farmers to take a role in landscape preservation and biodiversity conservation.
- Providing significant financial incentives to biodiversity conserving production practices.
- **Most local farmers participate**
- **But: limited acceptance of related bureaucracy and restrictions.**
- **Can slow down, but not prevent change in land use (Christmas trees)**



Adaptation strategies (III): Local individual and collaborative approaches



Individual initiatives

- Direct marketing (Evi-cooperative, farm shops, supply chain for local restaurants, tourism)

Collaborative initiatives:

Naturpark Verein (Association)

- All 7 communities (villages) in the park
- Contributions from local government budgets → resource pooling
- Civil society involvement
- **Initiatives mitigating growing disparity of interests between traditional and new land uses (tourism, Christmas trees)**

Research results and analysis (I): Local collaborative and community owned strategies



Community initiatives

Projects and initiatives

- E.g. „Saftladen“ („juice store“).
- Voluntary youth summer camps
- „Biothek“ and weekly farmers market.

- Heavily depend on individuals and their motivation
- Rests precarious in economic terms
- Weak against market pressures





Results from interviews with local farmers and stakeholders:

- Thread of biodiversity loss due to market pressures, that are stronger than the overall mitigation efforts.
- There is no evident sustainable development pathway for rural communities with economically difficult physical landscapes.
- Expressed fear and desperation in view of progressing globalisation (transnational trade agreements, like CETA, TTIP).



Thank you!!!

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