

The Regional Development Strategy of the Oberallgäu, Bavaria, Germany

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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



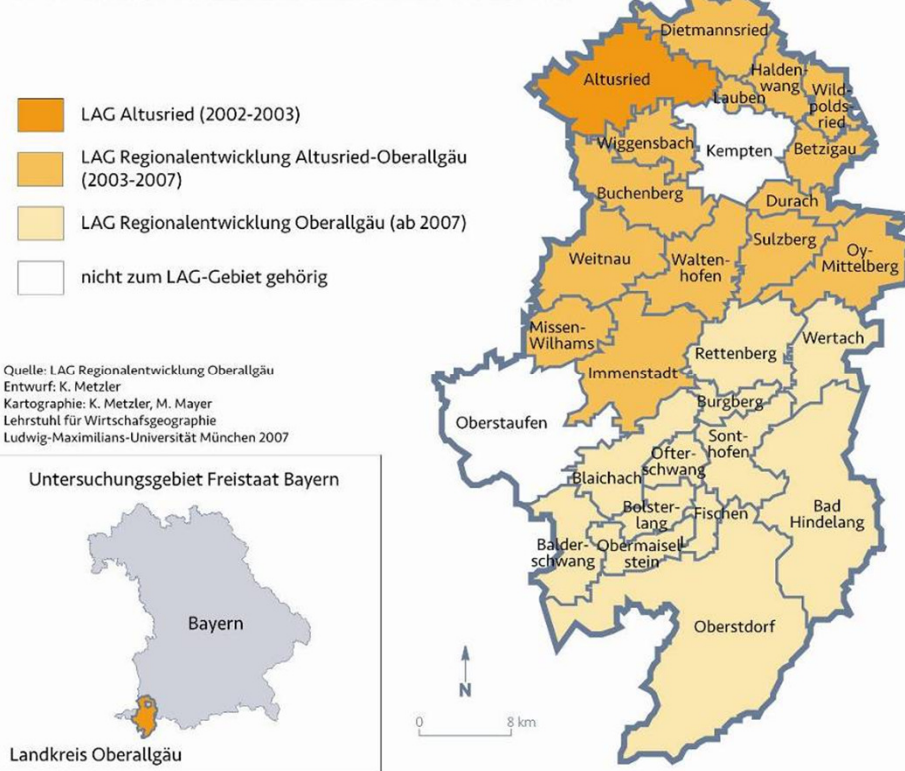


Our Leader Action Group - an Outline

Foundation of LAG: 2003

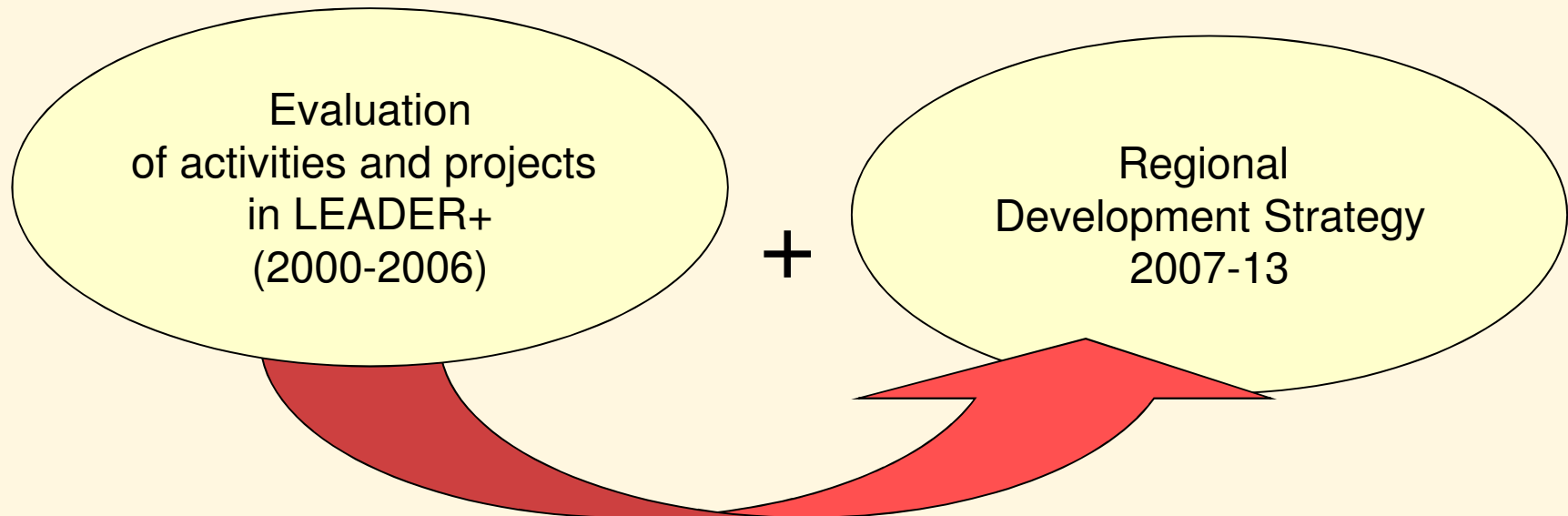
- 27 rural municipalities
- 142.000 inhabitants
- 1.389 km²
- 104 EW / km²
- 2.500 agricultural businesses
- 800.000 touristic arrivals

LAG REGIONALENTWICKLUNG OBERALLGÄU E.V.



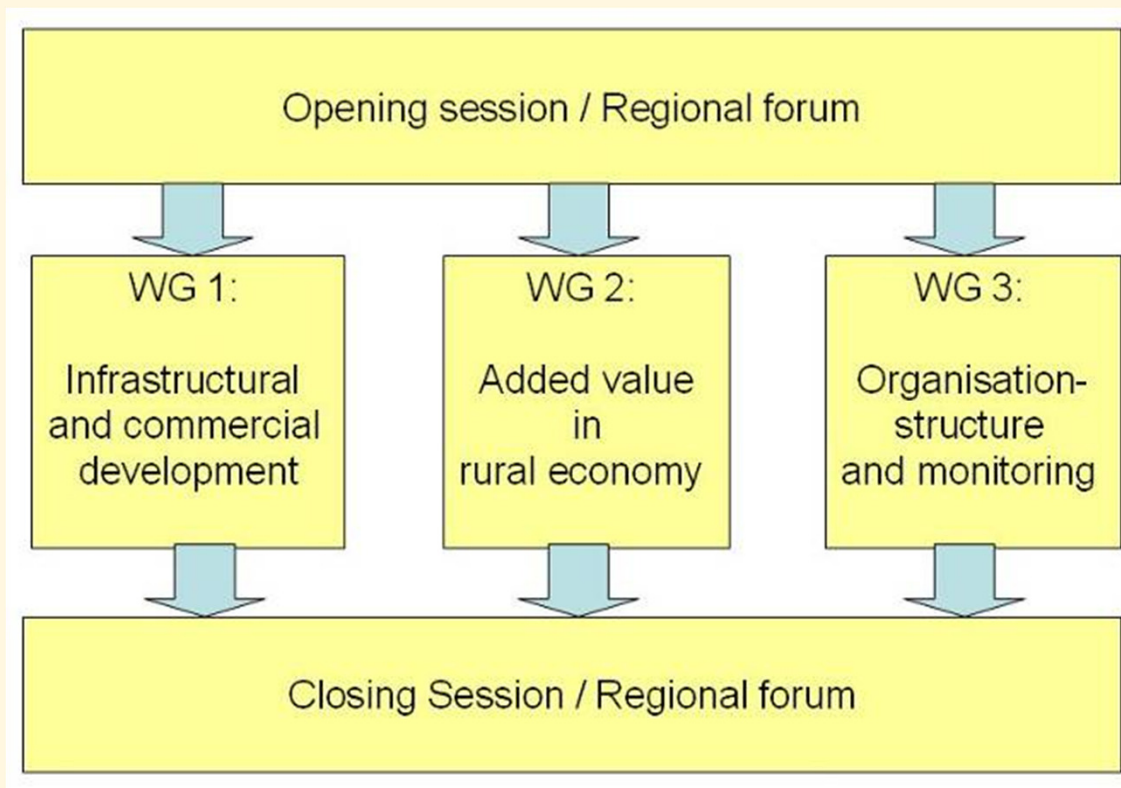


Participation in LEADER 2007-13: Context





Genesis of Regional Development Strategy





Our mission statement and our main 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

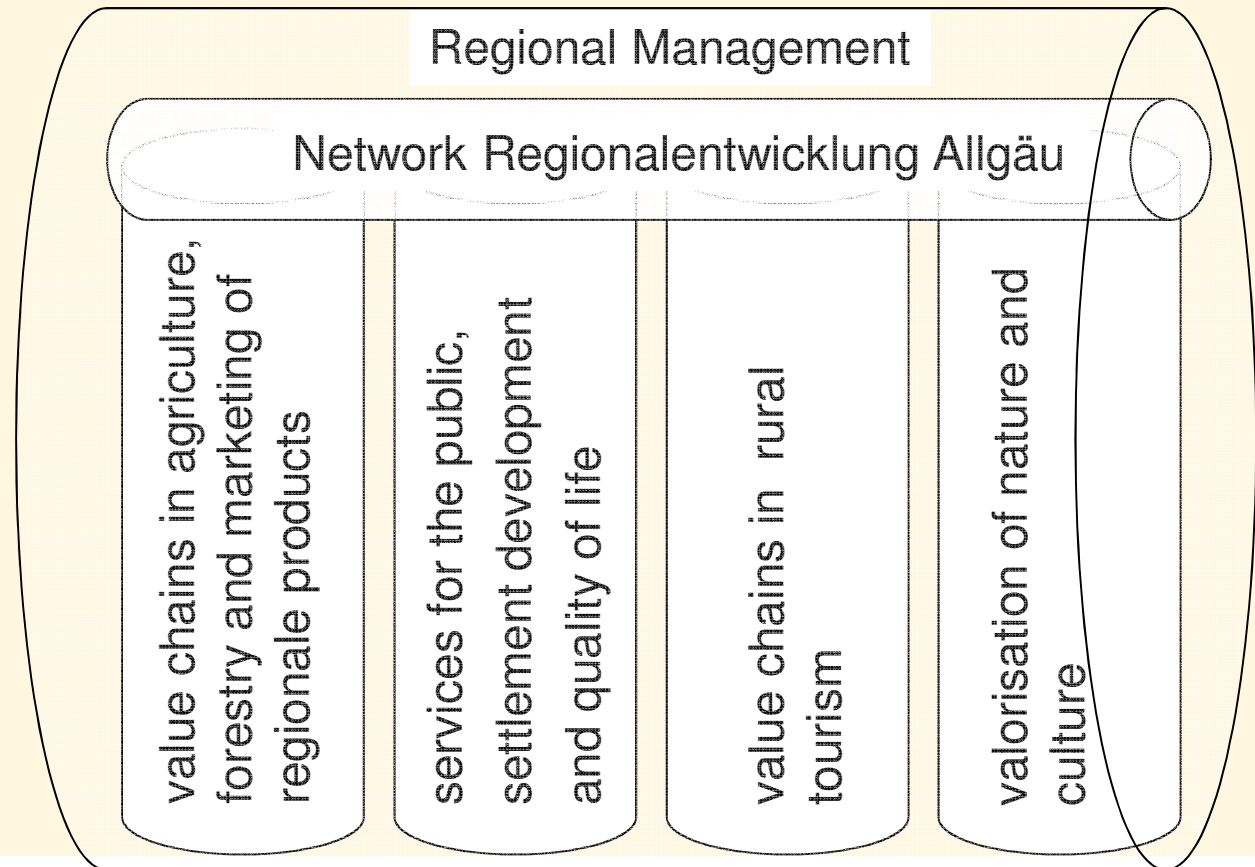




Development strategy and fields of action

*2 transectoral
fields of action*

*4 technical
fields of action*



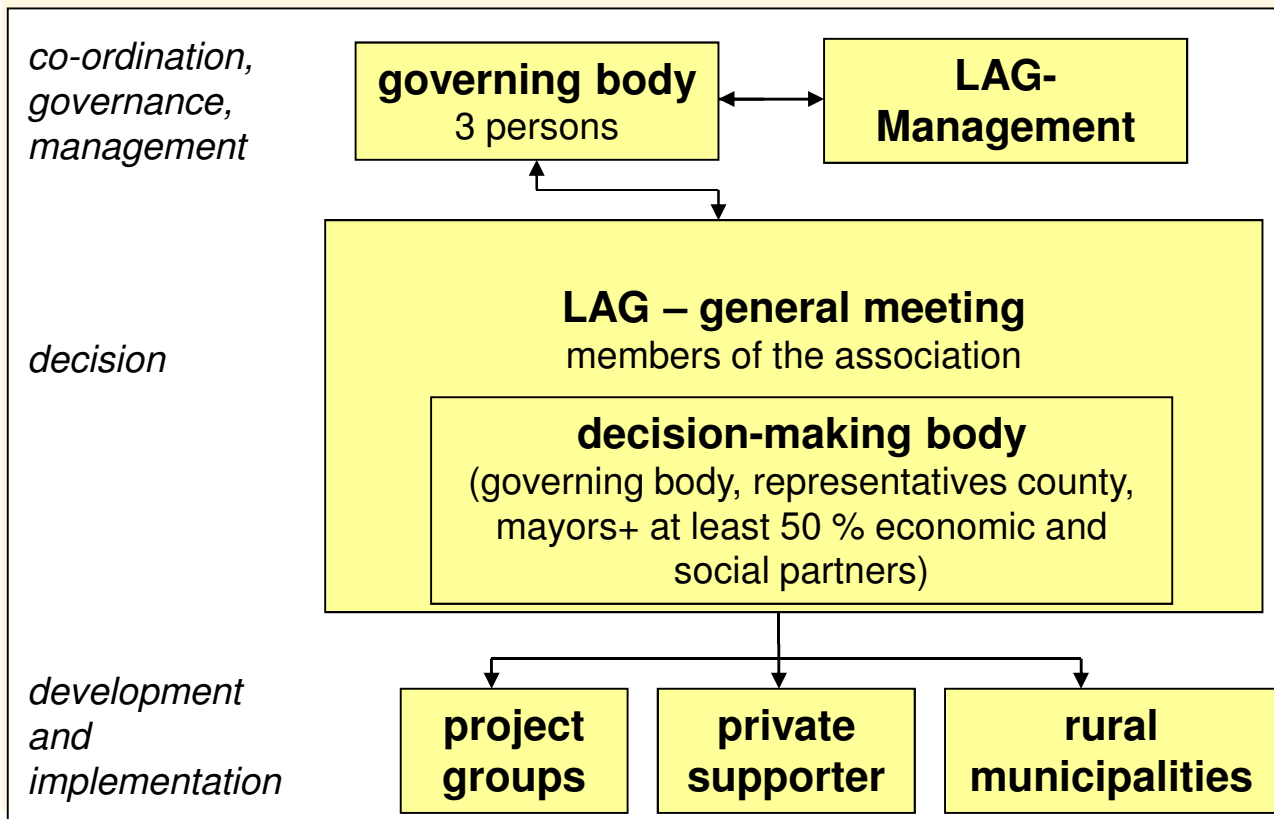


The development strategy

- ... means to reach the objectives set in the regional development strategy (Regionales Entwicklungskonzept)
 1. by means of the realisation of (funded) projects in our different fields of action
 2. by means of further measures in the region that contribute to better networking and cooperation or to improve added value for the region



LAG Regionalentwicklung Oberallgäu





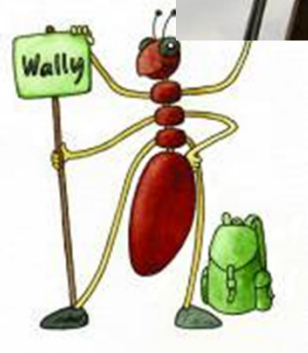
Criteria for selecting projects

nr.	criterion
1	<i>conformity with the Regional Development Strategy (REK)</i>
2	<i>degree of innovation of the project's intended output</i>
3	<i>organising institution</i>
4	<i>know-how of the local actors</i>
5	<i>financing of the required own resources</i>
6	<i>comprehensible use for the rural population/ target group</i>
7	<i>value added for regional enterprises</i>
8	<i>environmental effects (incl. effects on the climate)</i>
9	<i>continuing the operation</i>
10	<i>involvement of the citizens resp. relevant groups (network-thinking)</i>
11	<i>conformity with the strategy „brand Allgäu“</i>

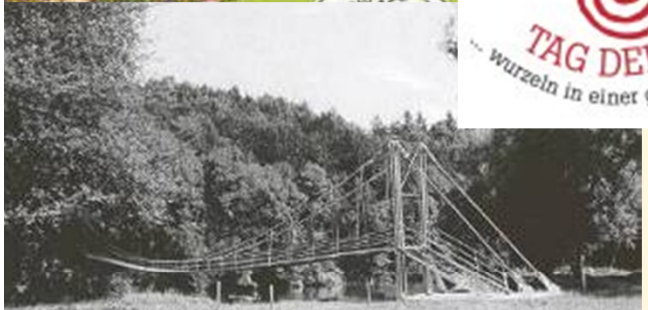
KunstWerkStatt
Betzigau



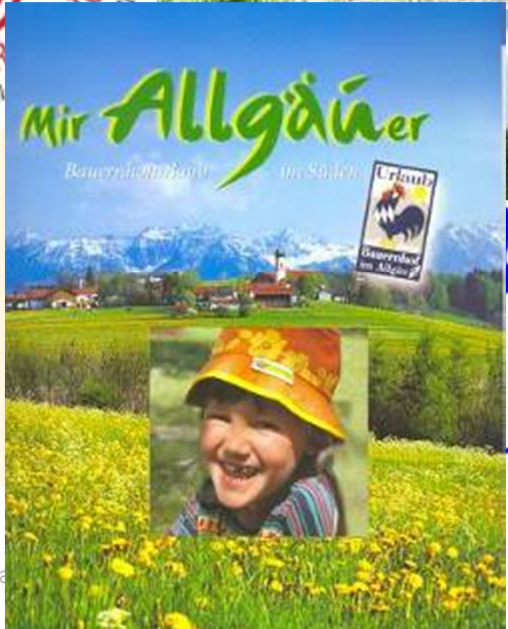
Allgäuer
Kräuterland



neue ideen
für's allgäu
06/07



TAG DER
wurzeln in einer g



LandZunge
Das Beste aus der Region



Regionales
Obero





Evaluation of our activities in LEADER+: External evaluations

External evaluations:

- Hochschule Triesdorf (2005)
- Universität München (Diplomarbeit 2006/07)
- Akademie für Raumforschung und Landesplanung (2007/2008)

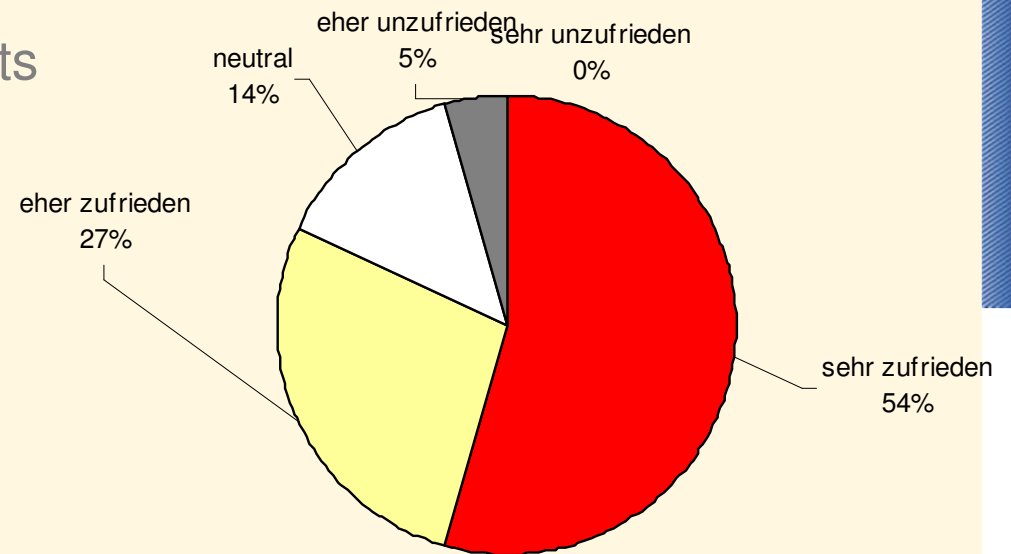




Evaluation of our activities in LEADER+: Results

- 34 projects
- among them 11 cooperation projects
- 5,6 Mio. € total investments (65 €/EW)
- 2,4 Mio. subsidies (29 €/EW)









Satisfaction with activities of LAG





- in preparation
- ✓ project in process
- ✗ in process or coming with changes
- LAG / LEADER - Project
- Project of a Partner / other programme

Handlungsfeld A

ser. no.	field of action name of project	cooperati on 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		



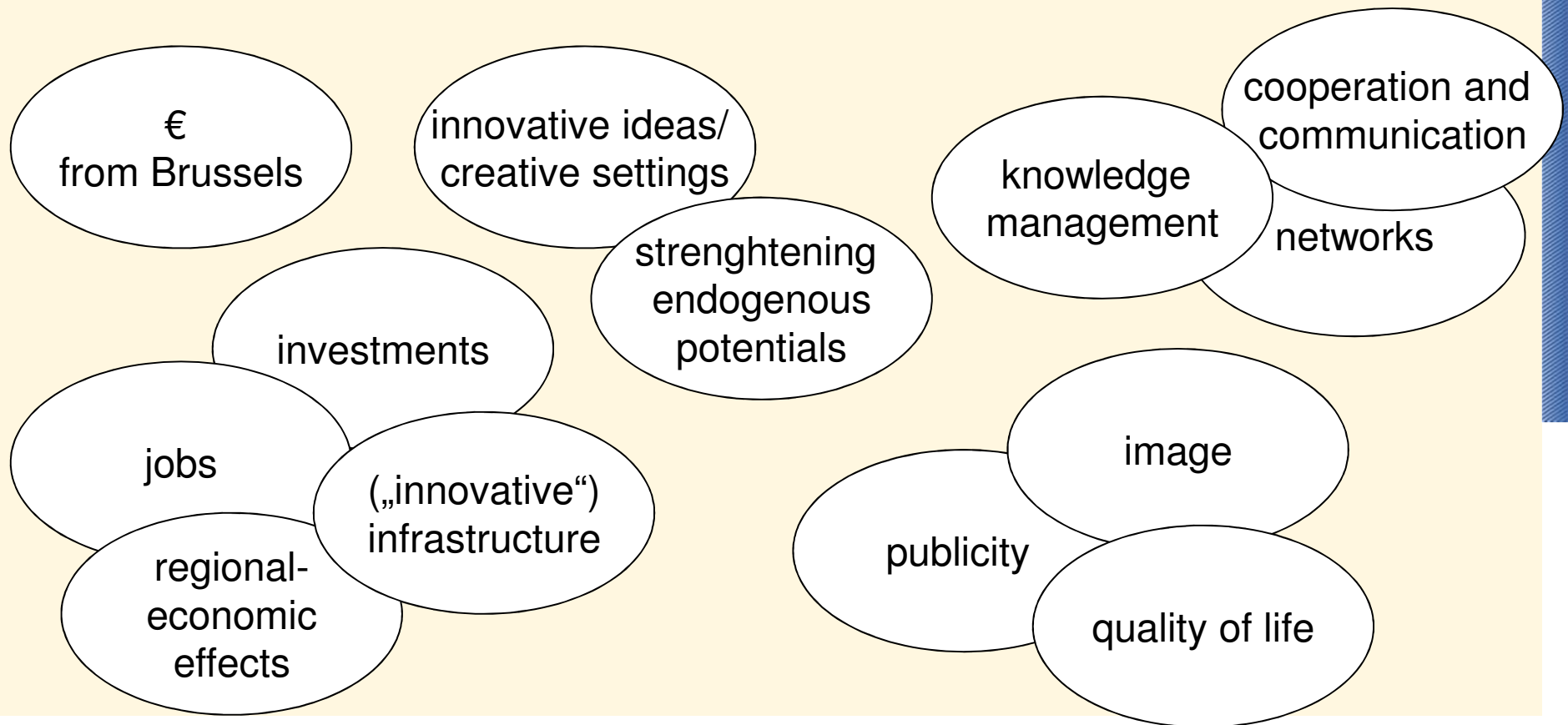


Evaluating – what?

- Projects or processes?
 - › Do we realise enough projects / are the projects successful?
 - › Or: Do the projects contribute to achieving the objectives?
- Performance or processes?
 - › Does the LAG-Management do a good job?
 - › Or: Is the LAG-Management a helpful/useful structure for the region?
- Evaluation of the programme or evaluation of the effects of the programme?
 - › Have all regulations been met and have all payments been done correctly?
 - › Or: Did the programme have positive effects for the region?



Effects of LEADER and the LAG for the Region





LEADER – tangible and intangible effects

Tangible effects

(concrete, quantifiable, often even on a monetary basis)

- direct economic effects (e.g. entrance fees of visitors)
- indirect economic effects (e.g. intermediate inputs of craftsmen)
- induced economic effects (craftsman spends the money he earned before)

Intangible effects

(in most cases description only in a qualitative way possible)

- effects on structure
- effects on infrastructure
- effects on image
- effects on competence
- effects on cooperation

Eigene Darstellung, verändert nach Mayer, Woltering, Job (2008)



Thank you for your attention!

Regionalentwicklung Oberallgäu

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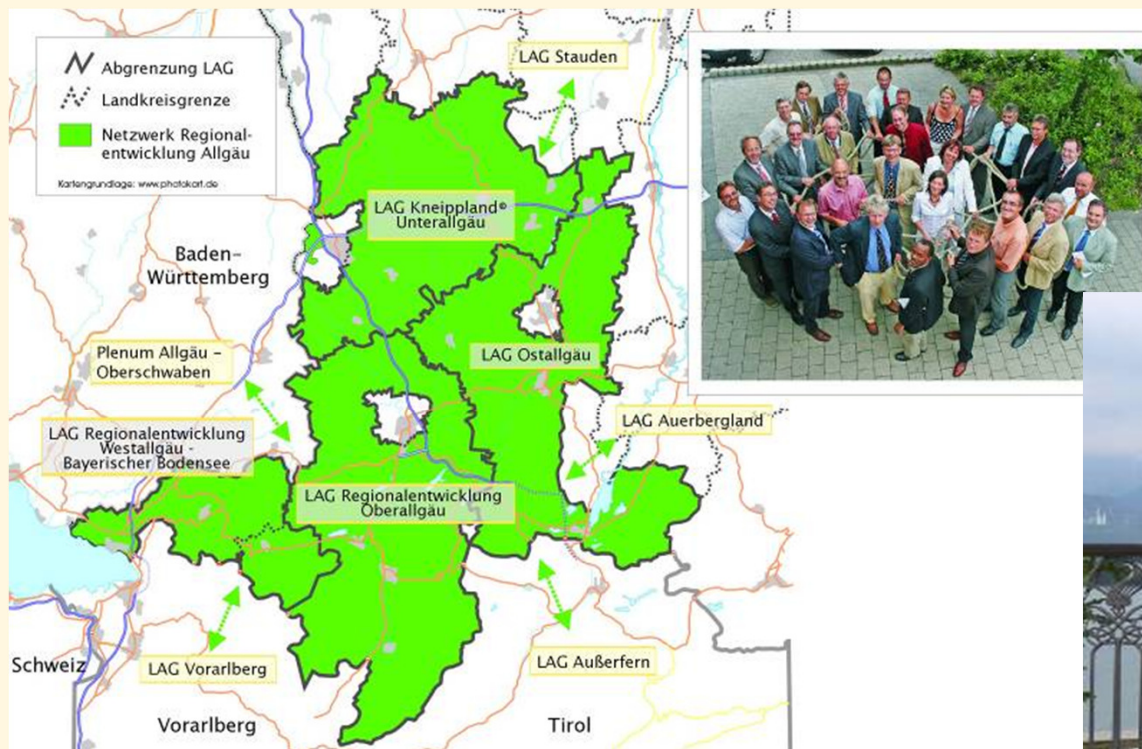
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Network Regionalentwicklung Allgäu





„Oberallgäu global“





Exchange with partners and regions outside the Allgäu



Conference of the interdisciplinary working group on village development in Bleiwäsche (Germany)



District administrations of Atacora / Donga in Benin (Africa)

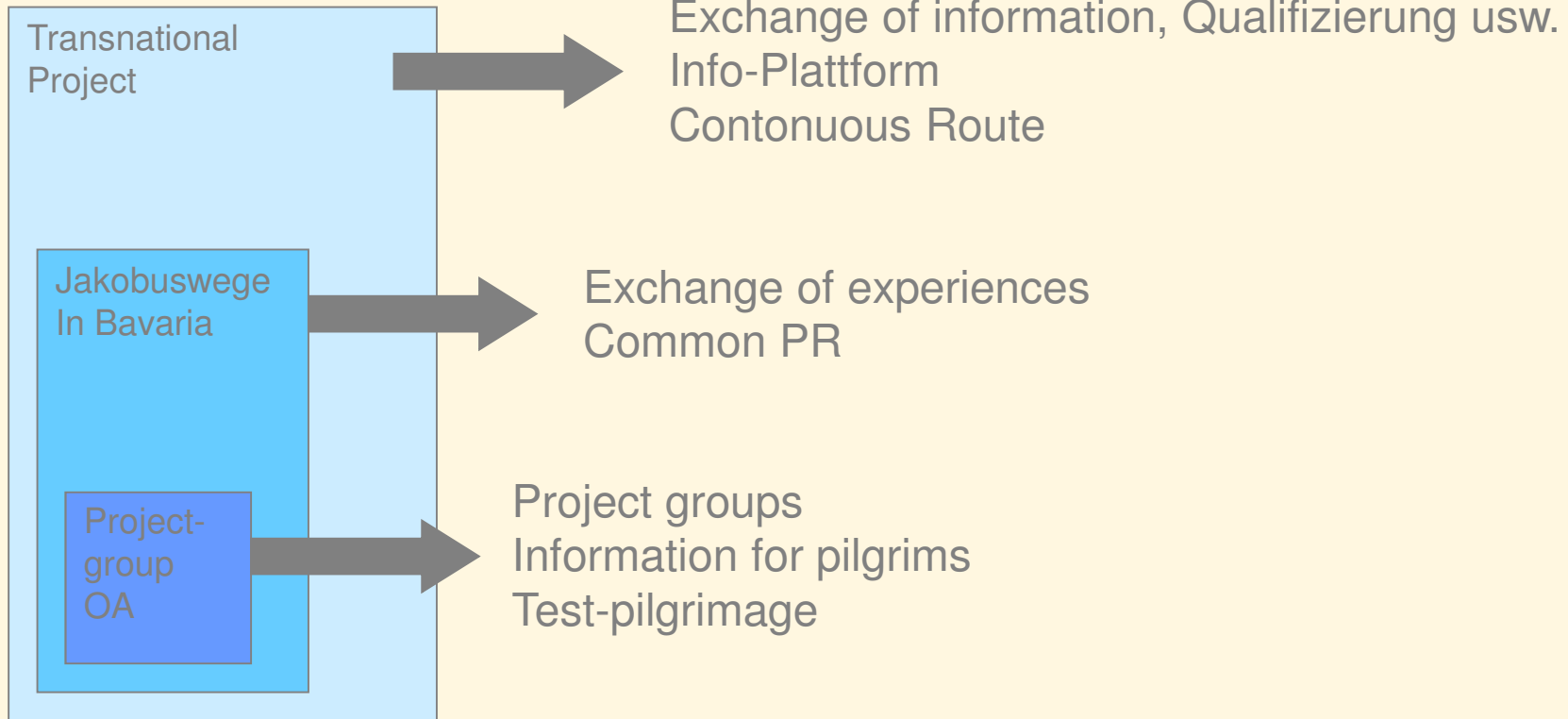


German-Russian Agrarian Dialogue in Uljanowsk (Russia)



St. James Pilgrim Route

Transnational Project, Cooperation project in Bavaria, activities within the region





Regional development field trip for actors

Discover the secrets of our projects!
Discuss with actors and get inspired!

