

Rural Development Programme (RDP) of Hamburg, Germany

Stadt Land Fluss. Plan der Freien und Hansestadt Hamburg zur Entwicklung des ländlichen Raums für den Zeitraum 2007 – 2013¹

(City Land River. Plan of the Free and Hanseatic town of Hamburg for Rural Development for the period 2007-2013)

Relevant Contact Details

Address: Behörde für Wirtschaft und Arbeit der Freien und Hansestadt Hamburg, Amt Strukturpolitik, Arbeitsmarkt, Agrarwirtschaft, Abteilung Agrarpolitik, Ländlicher Raum, Alter Steinweg 4, 20459 Hamburg, Germany

Telephone number: + 49 40 428411811

Managing Authority Website:

<http://www.hamburg.de/agrarpolitik>

Other useful links:

Rural Development Programme (RDP):

<http://enrd.ec.europa.eu/rural-development-policy/country->

[information/germany/en/germany_home_en.cfm](http://enrd.ec.europa.eu/rural-development-policy/country-information/germany/en/germany_home_en.cfm)

National Strategy Plan (NSP):

http://www.bmelv.de/cln_154/SharedDocs/Standardartikel/Landwirtschaft/Laendliche-Raeume/KonzepteStrategien/natStrategieplan.html

German National Rural Network (NRN):

<http://www.netzwerk-laendlicher-raum.de/>



Map of Hamburg
(© European Commission)

General socio-economic situation in rural areas in the Hamburg region

Located in the North of Germany, Hamburg has an area of 755 km² and 1.72 million inhabitants with an increasing tendency. In 2003 42.5% of the population was living in rural or partly rural areas. The unemployment rate in January 2010 was 9.1%. In 2007 Hamburg had the highest GDP per capita at national level (€50,557) which was more than double of the national average. 67.8% of the population is between the ages of 15 and 64 and 16.6% is over 65. This means that only 15.5% of the population in Hamburg is under the age of 14 and 52% of the total population is women. It is worth mentioning that the area surrounding the centre of the city has important extents with 25% of the total area being used for agriculture; 6 % for forestry; further 8% are water and 9% recreational areas. The agricultural sector consists mainly of horticulture production being 70% of the sector with about 75% of this being flower and 25% vegetable production.

Hamburg is one of the most productive regions in Europe and the economy is dominated by the service sector. The secondary sector in Hamburg has drastically declined since the sixties and the

¹ Latest updated RDP, following the adoption of the Health Check and European Economic Recovery Package and additional funds from modulation (i.e. adjustments between Pillar 1 (Agriculture) & 2 (Rural Development) of the Common Agricultural Policy (CAP).

importance of the primary sector to the economy is low. Agriculture is dominated by horticultural holdings. There is a decreasing tendency for small farms due to structural problems, high energy costs and old buildings. The rural areas have good potentials for tourism development and at the same time they perform housing and settlement functions, offer leisure and recreational opportunities and thus provide important social functions for the 'city-country relationship'. Hamburg is a metropolitan area with a relatively high share of green space and water bodies as well as an increasing share of grassland in the outskirts. The share of forests is relatively low (5.9% of the total area) compared to the national average (31%). A significant part of the total area (8%) is nature protected areas (Germany 2.9%), however, ecosystems and species are threatened by continuous land demand for construction purposes, intensive land use, emissions as well as isolation and fragmentation of habitats. Contribution to climate change due to agricultural emissions is relatively low, nevertheless horticultural and agricultural land use in Hamburg has a negative impact on the quality of surface and ground water. Soil compaction and wind erosion pose continuous risk to soil quality.

Following the CAP Health Check, in recognition of the greater emphasis now being given to the "new challenges" facing agriculture and rural areas, the revised RDP further highlights the challenges facing the sector, the need to increase the share of renewable energies, reinforce measures addressing biodiversity, adapt and mitigate against the impact of climate change and reinforce measures addressing water management.

RDP strategic objectives

Based on the SWOT-analysis and in accordance with the objectives of the Rural Development Regulation, the EU Strategic Guidelines and the objectives of the National Strategic Plan for Germany, the Hamburg program strategy 'City Land River' consists of three main objectives that are embedded in an overarching framework target. These are: 1) to increase competitiveness, 2) to maintain and improve the environment and the habitat quality, and 3) to secure the structural development of agriculture and land protection in the context of a diverse and lively cultural landscape. The overall framework target aims to 'improve the image and identity of the area'. In a reciprocal process the framework target is intended to support the achievement of the main objectives and the measures implemented to reach the three objectives should contribute to the implementation of the framework target.

Taking into account the additional financing provided by the CAP Health Check, the European Economic Recovery Package and Modulation, greater strategic priority will also now be given to initiatives that contribute to renewable energy (which received 47.9% of the additional funding), biodiversity (19.4%), climate change (17.2%) and water management (15.5%).

Expected impact / outcomes of the policies

The RDP assesses the expected outcomes on the basis of the CMEF impact indicators in a mainly qualitative way as quantitative data was not fully available. The whole RDP is expected to contribute to securing the existing number of workplaces. Axis 1 activities are expected to contribute to economic growth as well as increased productivity. Expected outcomes of axis 3 measures include a contribution to generating sustainable growth impulses and creating a smaller number of jobs. The whole programme contributes to improvement of water quality. In addition, outcomes of axis 2 measures include positive effects in relation to biodiversity while axis 3 measures contribute to combating climate change.

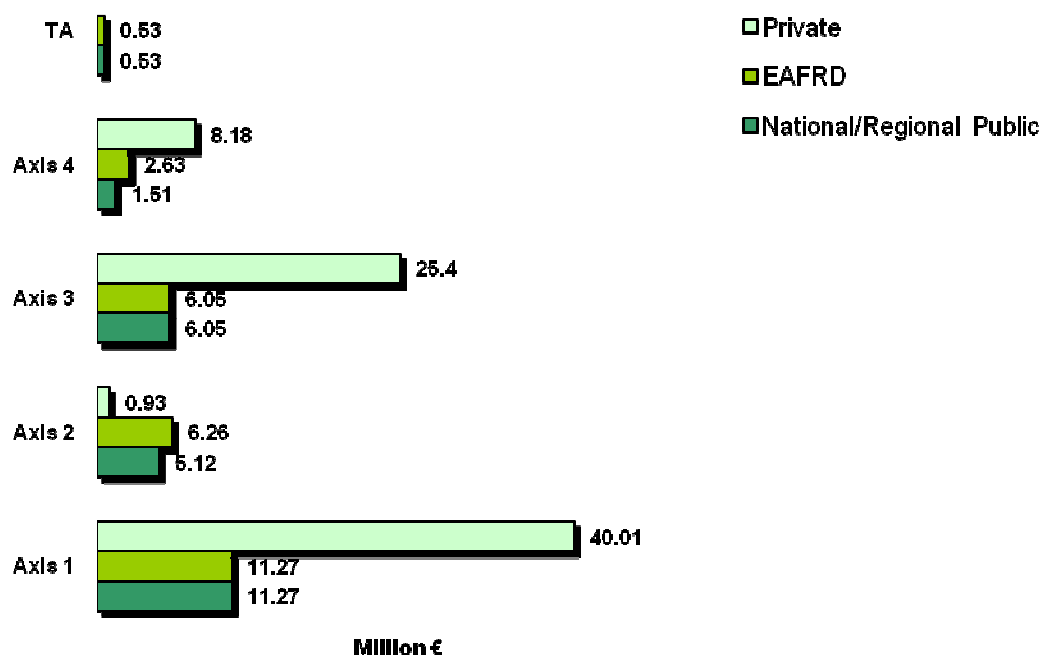
² Detailed information on the individual measures can be found in Annex I.

³ For measures 213, 214 and 215 no private spending has been allocated, indicated in the graph by asterisks.

⁴ For measure 412 no private spending has been allocated, indicated in the graph by asterisks.

No specific modifications to impact indicators have been made following the 2010 RDP amendments. The main amendment, namely a financial increase in support for Axis 4, will strengthen all programme operations in the frame of the new challenges. Hamburg foresees additional funds to actions on the level of each axis. The programme thus responds to the new challenges by supporting innovative operations which treat renewable energies, biodiversity, water management and climate change in particular.

RDP budget breakdown by axis: Total expenditure 2007-2013 (including national/regional + EAFRD + private funding) of €124,861,838



The RDP budget allocations are broadly divided into four main areas of expenditure (namely 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; and Leader). Approximately 50% of the overall RDP budget (including private funding) in Hamburg is allocated to axis 1 (€62.54 million); approximately 9% is allocated to axis 2 (€11.47 million), 30% to axis 3 (€37.48 million) and 9.7% to axis 4 (€12.32 million), with 0.85% available to fund Technical Assistance (€1.06 million).

Within Axis 1, National/Regional public funding represents approximately 18% share of the Axis funding; EAFRD 18%; and private funds 64%.

Within Axis 2, National/Regional public funding represents approximately 44.6% share of the Axis funding; EAFRD 54.6%; and private funds 0.8%.

Within Axis 3, National/Regional public funding represents approximately 16% share of the Axis funding; EAFRD 16% and private funds 68%.

Within Axis 4, National/Regional public funding represents approximately 12% share of the Axis funding; EAFRD 21%; and private funds 66%.

Within technical assistance, National/Regional public funding represents approximately 50% share of the technical assistance funding and EAFRD 50%.

Following the 2009 RDP amendments Hamburg received a total amount of €1.335.962 (€909.694 resulting from European Economic Recovery Package, 426.268 € from Health Check including money from Modulation). Additional funds were attributed to axis 4 in order to implement innovative actions of axes 1 to 3 in the frame of the priorities linked to the new challenges and the European Economic Recovery Package. New types of operations cover water management, renewable energy use, biodiversity actions, and operations to achieve better energy efficiency in order to respond to the climate change issues.

This additional EU contribution triggers additional regional/national as well as private funds.

Axis Information²

Axis 1 objectives: Improving the competitiveness of the agricultural and forestry sector

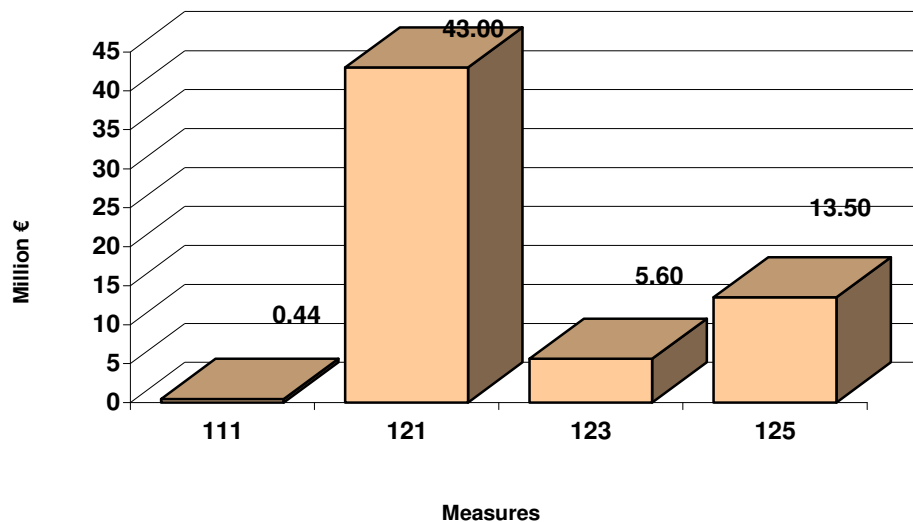
The first priority in axis 1 in Hamburg is placed on modernisation of agricultural holdings (measure 121) which accounts for over 69.6% of the budget. A further 22.6% is targeted at actions to support the development of infrastructure for agriculture and forestry enterprises (measure 125). Other support includes funds to increase the value added of agricultural and forestry products (measure 123, 9%) and vocational training and information actions (measure 111, 0.7%).

Result targets include: number of participants that successfully complete training activities related to agriculture and/or forestry (90% of targeted 4250 participants); €15,000 increase in GVA per supported holding/enterprise; the number of holdings/enterprises introducing new products and/or new techniques (89) and 10,800 ha under sustainable management of water resources.

Specific modifications to results indicators have been made following the 2009 RDP amendments as indicators in relation to job related effects and number of holdings/enterprises introducing new products, were specified (measure 121).

Axis 1 indicative budget breakdown by measure: Total allocated budget 2007-2013

(including national/regional + EAFRD + private funding) of €62,535,000



There are no modifications in relation to axis 1 budget following the RDP update.

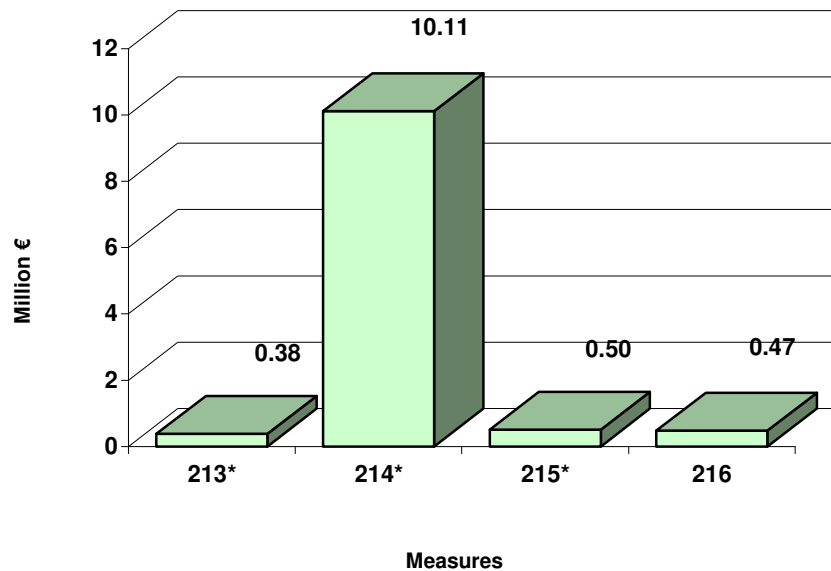
Axis 2 objectives: Improving the environment and the countryside

Agri-environmental measures (measure 214) dominate support provided under axis 2 with over 88% of total axis 2 funding (including private funding). Other support comprises Natura 2000 payments (measure 213, 3.3%), animal welfare payments (measure 215, 4.4%) and support to non-productive investments (measure 216, 4.13%). Total axis 2 funding in Hamburg is devoted to promotion of sustainable use of agricultural land. Overall, axis 2 measures target at maintaining and enhancing biodiversity and high nature value farming/forestry, improving water and soil quality, mitigating climate change and avoiding of marginalisation and land abandonment in rural areas.

Result targets include: Avoiding marginalisation and abandonment on 700 ha, enhancing biodiversity and high nature value areas on 2,000 ha.

Specific modifications to results indicators have been made following the 2009 RDP amendments as indicators have been updated to reflect the achievements in tackling the new challenges: E.g. contribution to 700 ha of the area by measure 213, contribution to improvement of water quality by creating buffer strips (2030 ha), improvement of soil quality by extensive agricultural production and permanent culture on 200 ha, contribution to avoiding climate relevant gases by organic agriculture on 1000ha. For further information on measures please refer to the indicator tables in the revised RDP.

Axis 2 indicative budget breakdown by measure: Total allocated budget 2007-2013 (including national/regional + EAFRD + private funding) of €11,465,227³



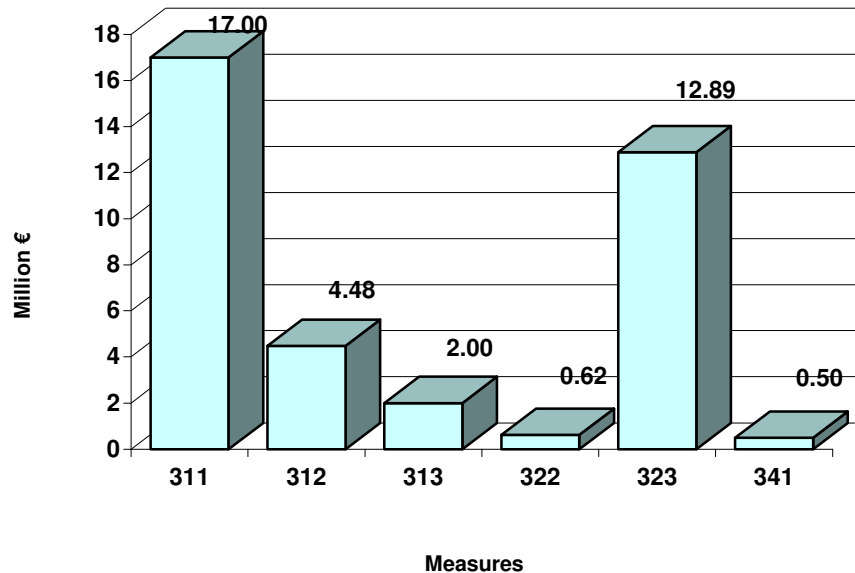
There are no modifications in relation to axis 2 budget following the RDP update.

Axis 3 objectives: Quality of life in rural areas and diversification of the rural economy

For axis 3, priority is given to measure 311 – diversification of the rural economy (45.36% of the axis 3 funding including private contributions) and measure 323 – conservation and upgrading of the rural heritage (34.38%). Other support includes support of business creation and development (measure 312, 12 %), encouragement of tourism activities (measure 313, 5.3%), village renewal and development (measure 322, 1.64%) and skills-acquisition and animation with view to preparing and implementing a local development strategy (measure 341, 1.33%).

Result targets include: number of successful start-ups after two years a minimum of 80%; number of day tourists 18,000 and number of tourists (overnight-stay) 500. No changes in result indicators have been made due to the 2009 RDP amendments.

Axis 3 indicative budget breakdown by measure: Total allocated budget 2007-2013 (including national/regional + EAFRD+ private funding) of €37,481,000



There are no modifications in relation to axis 3 budget following the RDP update.

Axis 4 objectives: Leader

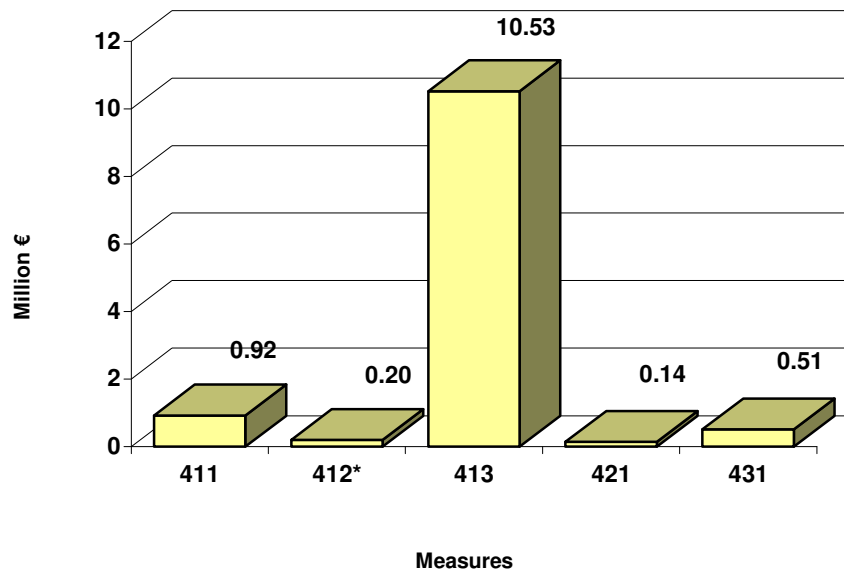
The main priority under axis 4 is support for local development strategies that promote quality of life actions and diversification of rural activities (measure 413) which accounts for over 85% of the total axis budget allocation (private funding included). Other support is targeted at the implementation of competitiveness actions (measure 411, 7.5%), conservation and upgrading of the rural heritage (measure 431, 4.16 %), improvements to the environment and land management practices to be supported through local development strategies (measure 412, 1.7 %) and implementing cooperation projects (measure 421, 1.17 %).

Result targets are to be specified for the respective project. Output targets are 30 projects with 700,000 inhabitants benefitting (measure 413), one transnational cross-border project with 5 LAGs involved (measure 421) set-up and maintenance of a regional management (measure 431).

Number of LAGs operational in the RDP areas as of March 2010 was one.

Following 2009 RDP amendments output indicators have been added for measure 431 as number of funded interventions has been included comprising e.g. 2 studies, 10 training activities etc.

Axis 4 indicative budget breakdown by measure: Total allocated budget 2007-2013 (including national/regional + EARFD + private funding) of EUR 12,319,699⁴



Following the RDP latest update, the total budget (private funding included) amount for axis 4 has changed from €6,134,545 to €12,319,699. Measure 411 has increased from €100,000 to €200,000 public funding, contributing to the new challenge 'renewable energy'. Measure 412 has been raised from €100,000 to €200,000 public funding, contributing to biodiversity. The increase in public funds by €1,665,000 for measure 413 are targeted at LEADER projects implemented in Axis 3 and contribute to increasing renewable energies as well as combating climate change.

Monitoring and evaluation strategy

The managing authority is coordinating the monitoring and evaluation of the City-Land-River programme for rural areas. The aim of the monitoring system is to achieve a targeted and optimized implementation of the rural development programme. The CMEF guidelines are followed and additional indicators are developed when appropriate in order to measure the impact of the programme. Data are continuously collected in order to control and adjust the progress. These data form part of the yearly reports on the programme status and makes up the empirical and analytical basis for evaluations. The programme is evaluated by independent evaluators. This takes the form of the ex-ante evaluation, the mid-term evaluation and the ex-post evaluation. A monitoring committee is established composed of a chairman from the managing authority and organised as a partnership involving business, social and environmental partners related to rural development.

Communication and publicity

The Hamburg RDP communication strategy aims at informing the public about the support the European Union provides for rural development, making the RDP transparent, creating acceptance for support for rural areas and at securing efficient and goal oriented use of the support. More concretely the aim is also to establish contact between the different actors and organisations and offer services to the target groups. The main target groups of the communication strategy are the potential receivers of support, responsible authorities, business, social and environmental partners, other relevant organisations related to structural policies and the public in general. The main

communication tools and actions are use of media, use of internet, production of information folders and brochures, project visits, arrangement of seminars and workshops etc. The publication strategy differentiates between the initial programming phase (focusing on the RDP content), the intermediate programming phase (focussing on progress of the programme) and the ending programming phase (focusing on the results).

Annex I – Measures

Measures selected by the RDP Measures selected by the updated RDP

Axis 1 - Improving the competitiveness of the agricultural and forestry sector	<i>Promoting knowledge and improving human potential</i>	111	Vocational training and information actions
		112	Setting up of young farmers
		113	Early retirement
		114	Use of advisory services
		115	Setting up of management, relief and advisory services
	<i>Restructuring and developing physical potential and promoting innovation</i>	121	Modernisation of agricultural holdings
		122	Improvement of the economic value of forests
		123	Adding value to agricultural and forestry products
		124	Cooperation for development of new products, processes and technologies in the agriculture and food sector and in the forestry sector
		125	Infrastructure related to the development and adaptation of agriculture and forestry
	<i>Quality of agricultural production and products</i>	126	Restoring agricultural production potential
		131	Meeting standards based on EU legislation
		132	Participation of farmers in food quality schemes
	<i>Transitional measures</i>	133	Information and promotion activities
		141	Semi-subsistence farming
142		Producer groups	
Axis 2 - Improving the environment and the countryside	<i>Sustainable use of agricultural land</i>	143	Providing farm advisory and extension services
		211	Natural handicap payments to farmers in mountain areas
		212	Payments to farmers in areas with handicaps, other than mountain areas
		213	Natura 2000 payments and payments linked to Directive 2000/60/EC
		214	Agri-environment payments
		215	Animal welfare payments
	<i>Sustainable use of forestry land</i>	216	Non-productive investments
		221	First afforestation of agricultural land
		222	First establishment of agroforestry systems on agricultural land
		223	First afforestation of non-agricultural land
		224	Natura 2000 payments
		225	Forest-environment payments
		226	Restoring forestry potential and introducing prevention actions
		227	Non-productive investments
		Axis 3 - Quality of life in rural areas and diversification of the rural economy	<i>Diversify the rural economy</i>
312	Support for business creation and development		
313	Encouragement of tourism activities		
<i>Improve the quality of life in rural areas</i>	321		Basic services for the economy and rural population
	322		Village renewal and development
	323		Conservation and upgrading of the rural heritage
	331		Training and information
	341		Skills-acquisition and animation measure with a view to preparing and implementing a local development strategy
	Axis 4 - Leader		<i>Implementing local development strategies</i>
412		Environment/land management	
413		Quality of life/diversification	
421		Implementing cooperation projects	
431		Running the local action group, skills acquisition, animation	