Ingredients for a successful Community-Led Local Development Strategy – Experience of a Local Action Group

Dr. Sabine Weizenegger
Manager of Local Action Group (LAG)
Regionalentwicklung Oberallgäu, Germany
Our Local Action Group (LAG) - an Outline

- 27 rural municipalities
- 142,000 inhabitants
- 1,389 km²
- 104 EW / km²
- 2,500 agricultural businesses
- 800,000 touristic arrivals

Preparation of a Local Development Strategy

Opening session / Regional forum

WG 1: Infrastructural and commercial development

WG 2: Added value in rural economy

WG 3: Organisation-structure and monitoring

Closing Session / Regional forum

Regionalentwicklung Oberallgäu
Dr. S. Weizenegger, Geschäftsführerin und Regionalmanagerin
11 Oct 2012, Brussels
Open Days W 11A02
Implementation of a Local Development Strategy

To implement the strategy means to us…
… to reach the objectives set in the Local Development Strategy

1. by means of the realisation of (funded) projects, in different fields of action.

2. by means of further measures in the region that contribute to better networking and cooperation or that help to improve added value for the region.
„Further measures“ / „animation“

For example:
• Field trips and project visits (incoming and outgoing)
• Moderation and coordination of working groups
• Cooperation with universities
• Presentations abroad
• …
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

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

("innovative") infrastructure

knowledge management

cooperation and communication networks

image

publicity

quality of life
### Criteria for selecting projects

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

Regionalentwicklung Oberallgäu
Dr. Sabine Weizenegger
Rathausplatz 1
D-87452 Altusried

Tel.: +49-8373-299 14
Fax: +49-8373-299 11
E-mail: weizenegger@regionalentwicklung-oberallgaeu.de
Web: http://www.regionalentwicklung-oberallgaeu.de
Development strategy and fields of action

2 transsectoral fields of action

Network Regionalentwicklung Allgäu

Regional Management

4 technical fields of action

value chains in agriculture, forestry and marketing of regionale products

services for the public, settlement development and quality of life

value chains in rural tourism

valorisation of nature and culture

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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
### Handlungsfeld A

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

- ✔: project in process
- 🔴: in process or coming with changes
- 🔵: in preparation

LAG / LEADER - Project
Project of a Partner / other programme
## LEADER – tangible and intangible effects

<table>
<thead>
<tr>
<th>Tangible effects</th>
<th>Intangible effects</th>
</tr>
</thead>
<tbody>
<tr>
<td>(concrete, quantifyable, often even on a monetary basis)</td>
<td>(in most cases description only in a qualitative way possible)</td>
</tr>
<tr>
<td>▪ direct economic effects (e.g. entrance fees of visitors)</td>
<td>▪ effects on structure</td>
</tr>
<tr>
<td>▪ indirect economic effects (e.g. intermediate inputs of craftsmen)</td>
<td>▪ effects on infrastructure</td>
</tr>
<tr>
<td>▪ induced economic effects (craftsman spends the money he earned before)</td>
<td>▪ effects on image</td>
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<tr>
<td></td>
<td>▪ effects on competence</td>
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<tr>
<td></td>
<td>▪ effects on cooperation</td>
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</tbody>
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Eigene Darstellung, verändert nach Mayer, Woltering, Job (2008)
Network Regionalentwicklung Allgäu
„Oberallgäu global“

Regionalentwicklung Oberallgäu
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St. James Pilgrim Route
Transnational Project, Cooperation project in Bavaria, activities within the region

- Exchange of information, Qualifizierung usw.
  Info-Plattform
  Continuous Route

- Exchange of experiences
  Common PR

- Project groups
  Information for pilgrims
  Test-pilgrimage

Transnational Project

Jakobuswege
In Bavaria

Project-group
OA