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The Austrian Approach to LEADER

Study visit: Westbalkan Delegation

Bundesministerium
Nachhaltigkeit und
Tourismus

LE 14-20
Entwicklung für den Ländlichen Raum

LEADER

Europäischer
Landwirtschaftsfonds für
die Entwicklung des
ländlichen Raums:
Hier investiert Europa in
die ländlichen Gebiete.

Julian Gschnell
BMNT, VII/6
Vienna, 08. July 2019

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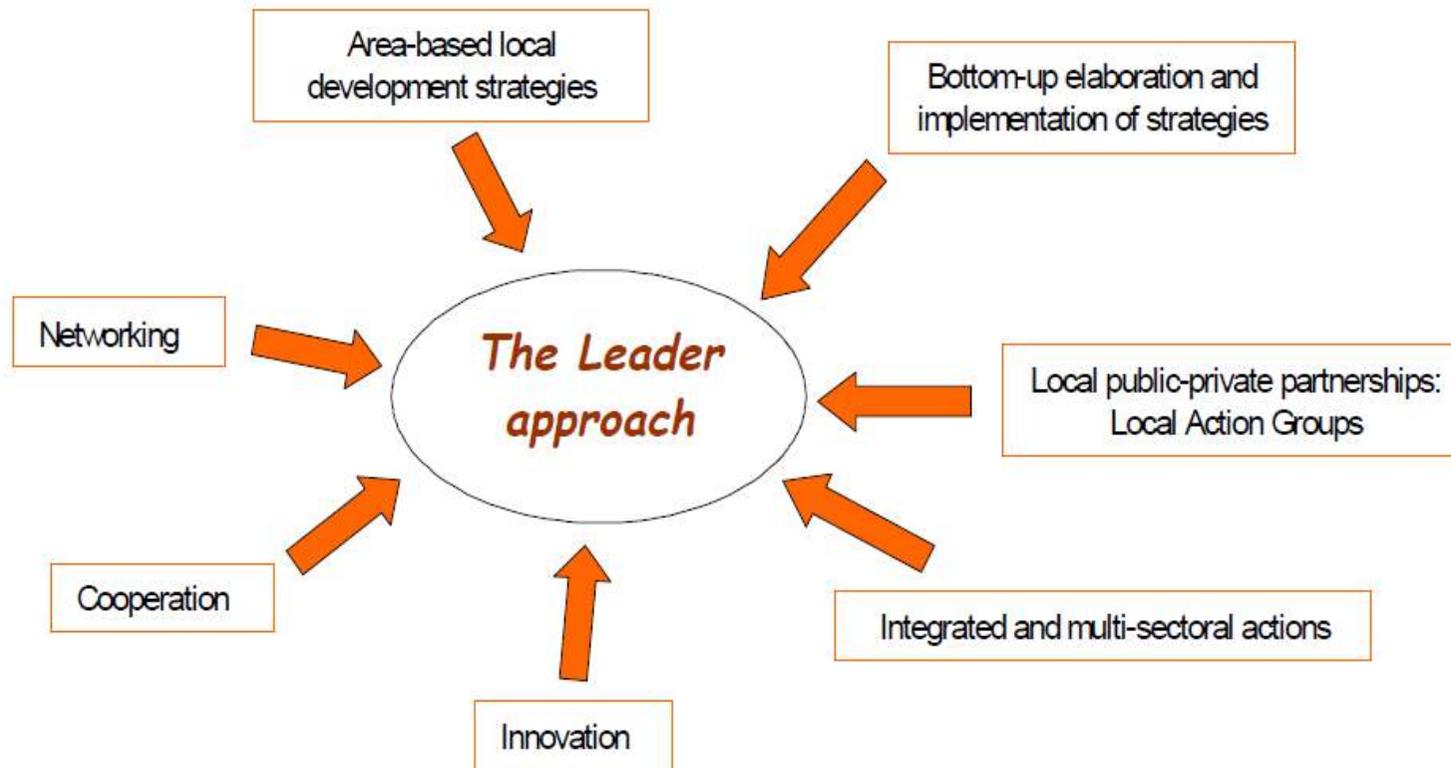Sustainability and Tourism

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RDP 14-20: LEADER

- French acronym for:

    "Liaison Entre Actions de Développement de l'Économie Rurale"

    = "Links between the rural economy and development actions "

- Leader is not only an instrument for financing projects …

- …but a method for rural development implementation in selected areas based on seven principles

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LEADER - Principles

@European Commission 2011

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Key Element – Bottom up

- Community-led local development (CLLD, EU Regulation):
    - Integrated and multi-sectoral local development strategies implemented by
    - local action groups (LAG): composed of representatives of public and private local socio-economic interests
    - Neither public authorities nor any single interest group represents more than 49 % of the voting rights
    - Decision-making process (project selection) in the region
    - Professional management structure in region

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LEADER in Austria – History

Programme	Period	LAGs	EU-funds (M €)	National-funds (M €)	All public funds (M €)
LEADER II	1995-1999	31	25,0	24,0	49,0
LEADER +	2000-2006	56	76,8	29,8	106,6
RDP 07-13	2007-2013	86	247,6	244,3	491
RDP 14-20	2014-2020	77	196,9	49	246

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- Austrian Programme for Rural Development 2014-2020:

  – 5% of EAFRD –> 247 Mio. €

  – In rural areas

  – Average approximately 3 Mio. € / LAG (EAFRD+ national co-financing)

  – CLLD/ multi-funded approach with ERDF is possible

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Austrian Programme for Rural Development 2014 – 2020:

77 LAGs
74.000 km² (89% of area)
4.5 Mio. inhabitants (52%)

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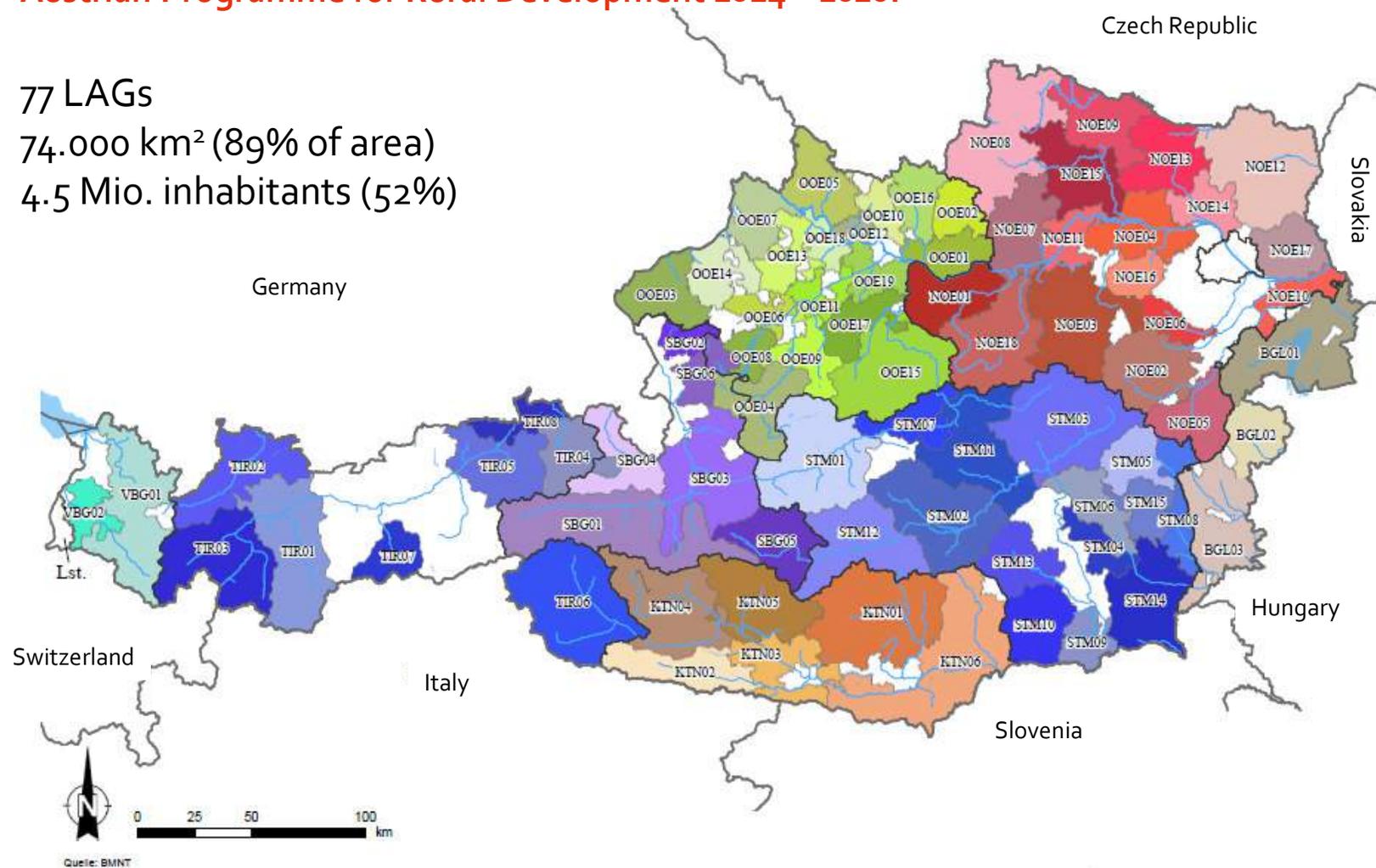
Selection Process 2014-2020

- Call of managing authority for submission of LDS (until 31.Oct. 2014)

- LDS selection board with several managing authorities (CLLD)

- Two step selection procedure (feedback round)

    - Goal: High quality LDS (with a binding character)

- Selection criteria:

    - eligibility criteria

    - quality criteria (benchmark had to be reached):

        - Bottom-up approach, Objectives (measurable), Implementation (LAG management, action plan) etc.

- Approval of the LDS in June 2015

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Thematic structure in LDS

- **Added value**
  - Agriculture an forestry
  - Tourism, Economy, SME, commerce
  - Energy production
- **Natural resources and cultural heritage**
  - Nature and ecosystems
  - Culture
  - craftsmanship
- **Common welfare**
 - Basic services, local supply
  - local learning, participation

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National Provision in LEADER

- Professional LAG-Management

  - at least 60h full time equivalent employed at the LAG

  - No incongruity

- Budget allocation per LAG including review process

- Compulsory monitoring tool on LDS level and project level

  - due to much higher responsibility at LAG level

- Composition of project selection board (not more than 50% public authorities, <u>at least 1/3 women</u>)

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LEADER support

- Preparatory support: for preparing the LDS

- Implementation of the LDS

- Preparation and implementation of cooperation activities of the LAG

  - Inter-territorial and transnational (centralised selection of projects)

- Running costs and animation

  - LAG management, Information, exchange between stakeholders, support to potential beneficiaries etc.

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CLLD/ Multi-funded in Austria
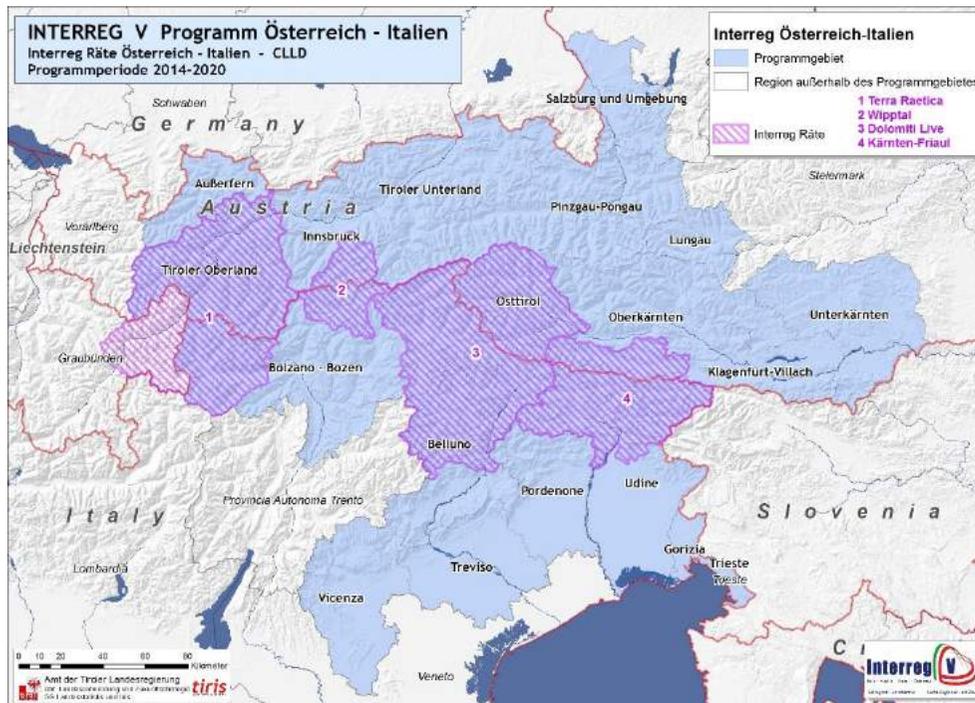
- Multi-funded - additional to EAFRD: ERDF-Programmes

- 4 LAGs with IGJ (Tyrol)

- 4 LAGs with ETC and IGJ (Tyrol)

- 1 LAG with ETC (Carinthia)

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Managing structures and key players

- **Managing authority EAFRD:** Federal Ministry of Sustainability and Tourism

- **Paying Agency:** Agrarmarkt Austria (AMA)

- **Administration of applications of support and payment claims:** Provinces (delegated tasks by paying agency)

- **National Cofinancing:** Federal Ministry of Sustainability and Tourism, Provinces

- **Managing Authorities for ERDF (IGJ, INTERREG)**

- **LEADER-Forum:** association of all 77 LAGs

- **NRN:** Netzwerk Zukunftsraum Land

**Cooperation and Communication are the key factors!**
- Regular meetings
- transparency

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LEADER actors

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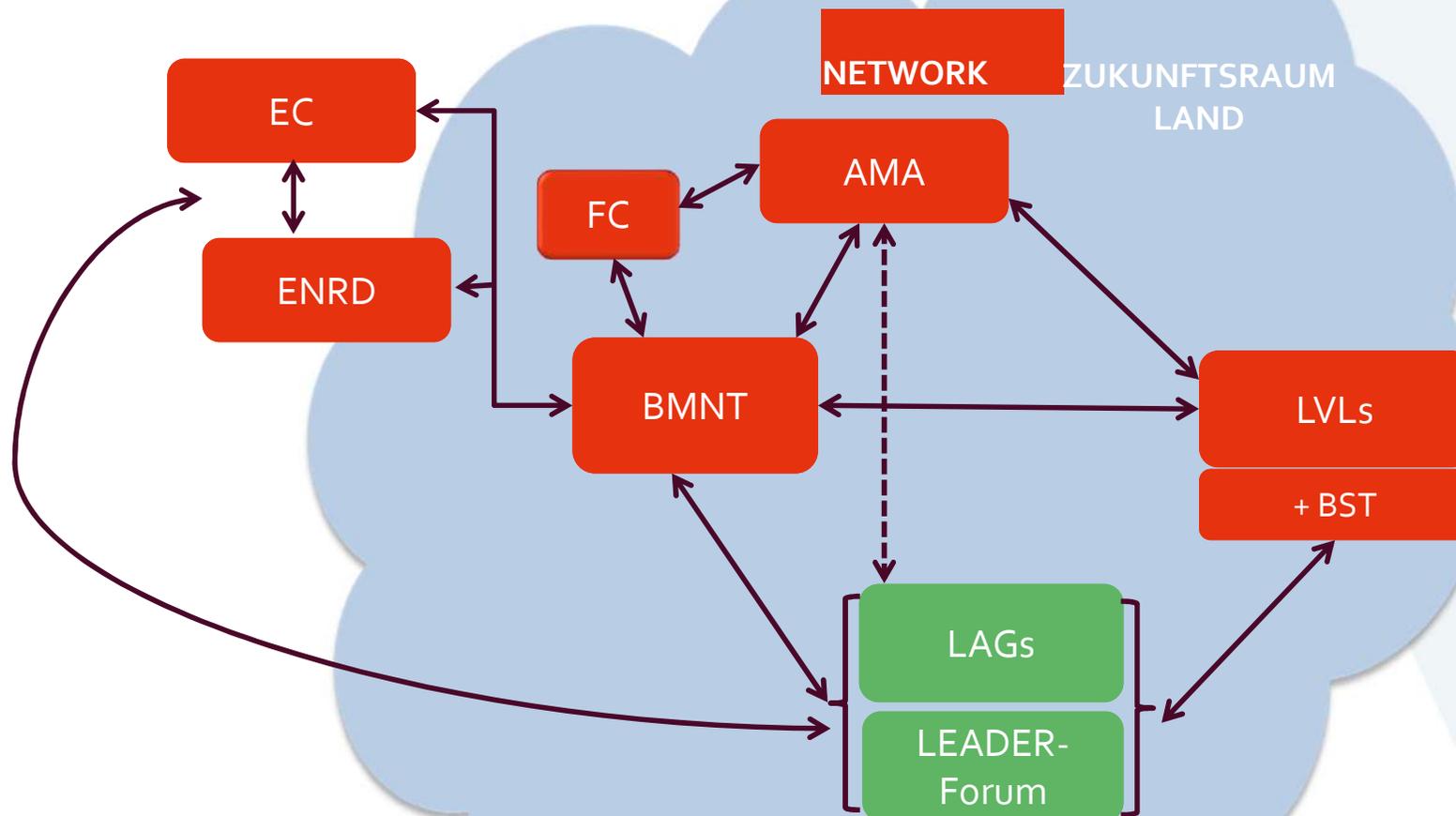
Supporting cultural TNC projects

- Cooperation with Arts and Culture division of Federal chancellery

  - national cofinancing for cultural TNC projects

- Selection of TNC in AT at national level

- Selection criteria were developed in cooperation between the two ministries and paying agency

- Set of criteria for all TNC

- For cultural projects additional criteria

LEADER TRANSNATIONAL KULTUR

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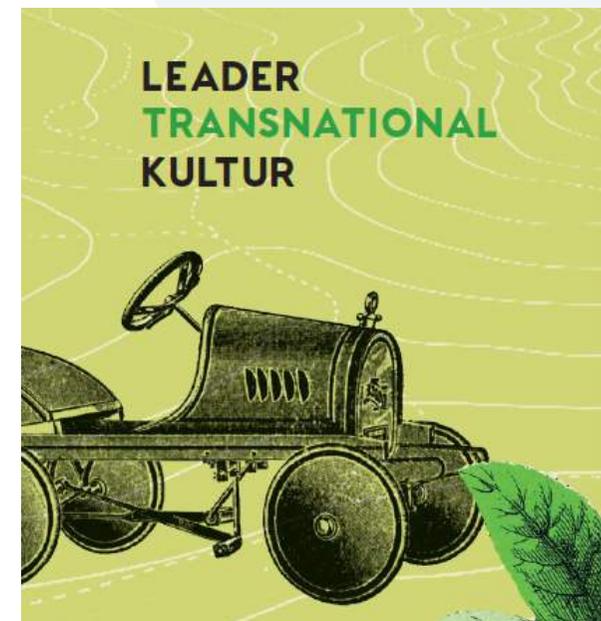
Application for LEADER Projects

- First step: LAG project selection board checks the application in terms of

    – Completeness of all relevant project information
    – Coherence with the development strategy
    – Coherence with the available budget
    – Assessment based on LAG- selection criteria
    – … and finally approves or rejects the project as LAG

- Second step: Paying agency checks the application in terms of

    – Formal criteria
    – Positive approval by LAG

        ➢ formal approval of project (data entry into database of paying agency = date for recognition of costs)

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Project EXAMPLE

Handicraft and manufactory in the Waldviertel region

Handicraft has a long tradition in the Waldviertel region. There are still some craftsmen that are specialized in nacre turning, forging and wicker-working. This specific LEADER project aims at the revitalization of the traditional handicraft in the region. The project will be effected in collaboration with the four Local Action Groups (LAG) of the Waldviertel region and one LAG from the Weinviertel region. Future guests and tourists can visit the traditional manufactory premises. The project furthermore aims at the support and the networking of the handicraft businesses. A common networking platform will also be established.

Source: Netzwerk Zukunftsraum Land

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Project EXAMPLE

Awareness raising on "Categories of protected areas"

During the elaboration of the local development strategies for the funding period 2014-2020 it has been shown that the existing number of abundant labels make the communication within nature protection sector relatively difficult. For most citizens it is quite challenging to make a reasonable differentiation between the circulating terms "national park", "nature park", "biosphere park" and "Natura 2000 sites". The major objective of this project is to better explain the before mentioned terms. Furthermore, their meaning and effects on the region and the nature shall be elucidated.

naturgenuss
neusiedler see
LAG nordburgenlandplus

Source: Netzwerk Zukunftsraum Land

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Project EXAMPLE

Seminar and Coworking Space "Gasthof Bräu"

The country inn's geographical location but also its extended future purpose, will turn the "Gasthof Bräu" into a community center again. On one hand, the country inn's tavern shall be reopened. On the other hand, the facilities shall provide room for external seminars to regional companies.

In addition, apartments are being allocated to the employees in order to ease their start in the new job.

The locations shall furthermore serve as a coworking-space for individual and micro businesses.

Source: Netzwerk Zukunftsraum Land

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Project EXAMPLE

Pop Up Store - Enns

"Enns Tourism and City Marketing Ltd"
developed a pop-up shop concept for the town
centre of Enns, Upper Austria. It aims to make
use of vacant sales space on a temporary
basis, providing new businesses with an
opportunity to launch new ideas, to test out
the location and to attract new customers with
minimum risk. The anticipated upturn will, it is
hoped, attract more new businesses and
customers to the town centre.

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Project EXAMPLE

Traditional costume tailoring Riefensberg

A famous jacket in Austria called „Juppe" is one of the eldest and most elegant traditional costumes of the alpine region.
To secure and design the continued existence of the historical and all-linen costume, a little more efficient and concerning the machine-security also more responsible, there will be developped a new pleat-machine.
By reactivating the vacant building and arranging the costume-tailoring, there is created space as well as a good framework for young entrepreneurs in the textile-processing-sector.
The show-business of the tailoring in the field of fabric finishing is extended by the newly adapted object. Through the development of their own sewing-factory for traditional costumes, the trailoring receives an additional mainstay.

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Project EXAMPLE

Kaslab'n Nockberge - Organic-show-cheese-making

At Millstättersee and at the same time in the Nockbergen, this is not a contradiction but our region. This is where we live and produce our cheese out of high-quality-, local- and organic-milk.

To watch our cheesemakers and gain an inisght of our precious cultural asset is the main objective of the funded show-room at the Kaslab'n in Radenthein.

But it is not only in the consumers interests. The cheese-making Kaslab'n offers a center of assistance to direct marketers and dairy farmers in the area of Nockberge.

The multiple honored Kaslab'n convinces through it's organic products and the transparency of their production-process towards the consumer. It broadens one's mind and as well flatters the palate.

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Together for attractive rural areas!

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