

REGALP

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ANNEX 2 to Work Package 5 Report

WP5 Making Public the View of Locals

Local Workshops Pilot Region Wipptal, Austria

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TABLE OF CONTENT

1	Introduction	3
2	Workshop statistics.....	3
3	Tools and results.....	4
3.1	Workshop 1	4
3.1.1	Tools and techniques applied	4
3.1.2	Main outcomes	5
3.1.3	Assessment of Workshop 1	10
3.2	Workshop 2	10
3.2.1	Tools and techniques applied	10
3.2.2	Main outcomes	11
3.2.3	Assessment of Workshop 2	18
4	Conclusions	18
5	Annex: Workshop participants	19

1 INTRODUCTION

The workshops in the pilot region Wipptal played an important role in order to find out the opinion about future development and policy influence on cultural landscape. As the pilot region takes also part in the EU LEADER+ programme, most of the participants had experiences with local workshops to develop regional strategies. The method of future pictures and stories was well accepted, because it brought something new, something additional.

The local workshops in the pilot region Wipptal were part of WP5 “Making public the view of locals”. The work with the locals was split into two parts.

The aims of the first workshop (scenario “keep on doing as hitherto”) were an exchange of experience and the discussion of the following questions:

- Which changes of cultural landscape expect the local workshop-participants within the next 20 years? Which changes expects the REGALP Team?
- What are the reasons and the consequences of this changes? Which role plays policy?
- How evaluate the local workshop-participants the changes of cultural landscape? Which changes should be supported and which changes should be constricted?

In the second workshop “From the future to present” the participants discussed measures and project ideas to initiate the development of the cultural landscape in the pilot region Wipptal. The second workshop’s discussions based on the results of the first workshop and on already existing LEADER+ and INTERREG IIIA project experiences. The workshop participants also agreed upon the first steps to implement the project ideas.

2 WORKSHOP STATISTICS

	Workshop 1	Workshop 2
Date	21 May 2003	25 June 2003
Place	Pfons	Pfons
Number of participants	15	13
Structure of participants	mayors, bank manager, LEADER+ manager, farmers, head of farmer’s association, head of tourism association, hotel owner, 2 members of federal government of Tyrol (regional planning, agriculture), head of NGO against transit traffic, head of regional forest agency, head of regional development association	
Feminine/masculine	4 women, 11 men	3 women, 10 men
Age groups (estimated)	25-60	25-60

3 TOOLS AND RESULTS

3.1 Workshop 1

3.1.1 Tools and techniques applied

RC worked with alternative B of UPIRS manual (no detailed questions about the past development in the region). After a introduction into REGALP including our definition of the term “Cultural landscape” the workshop participants discussed which changes they expect within the next 20 years. For this work step we used the card and pin wall technique. The participants had to write the expected changes on small cards which we gathered, grouped to specific topics and fixed on a pin wall.

After this first discussion a member of the REGALP team presented the scenario “keep on doing as hitherto”. We found out, that the presented scenario and the expectations of the workshop participants were almost the same. For a better understanding of the scenario we used future pictures (photo-montages) and future stories. These techniques turned out to be very useful. The participants were most interested in the future stories.

After the presentation of the scenario the participants evaluated the expected changes. This evaluation based on the question which changes of cultural landscape are the most important. The workshop participants marked the cards with the most important positive changes with green points and the cards with the most important negative changes with red points.

After the plenary session work continued in three working groups. We made a change in the programme, because the workshop participants did not want to discuss further reasons of development trends in the presented scenario. They wanted to talk about positive and more future oriented aspects and therefore we decided to discuss the following four questions:

1. Which potentials does the Wipptal have?
2. How can we prevent negative trends?
3. How can we support positive trends?
4. Which role should policies play?

The working groups were moderated by the REGALP team. In the final discussion in plenum the results were presented by members of the working groups.

The applied tools and techniques were very simple and understandable and so everyone was able to participate.

3.1.2 Main outcomes

Results of the plenary discussion

Expected changes of CL: The workshop participants specified the following changes of cultural landscape within the next 20 years:

Development of settlements/Spatial planning:

- Enlargement of living space
- “Suburb” in the main valley
- Differences between main and side valleys
- Flat fields, partially used for buildings
- Enlargement of residential areas in the main valley
- Increasing use of valuable agricultural land for business establishments and industry
- More land used for buildings (development of settlements)

Economical development:

- Main valley: further industrialisation based on traffic situation
- Good economical structures

Cross-regional and international development:

- Cooperation with the South Tyrol
- Increase of cooperation of the “Wipptal” with the South Tyrol
- Cross-regional and international economic expansion

Commuters:

- Farther work places
- More persons commuting to Innsbruck
- Reducing work places
- Stronger orientation to Innsbruck

Agriculture and forestry:

- Decrease of farms
- Less agriculture
- Not mowed steep meadows
- Intensive agriculture
- Fallow land in bad locations

- Fallow land on steep areas and mountainous meadows
- Forestry: more use of wood (building material/energy)
- Larch forests change to spruce forests
- Increasing forest areas
- Fallow land as a result of missing financial support
- Less farmers – less subsidies

Local recreation:

- Farther local recreation areas
- Recreation islands
- Increase of artificial parks
- Important role of local recreation areas

Development of villages:

- “Sleeping communities” without company
- Dead villages – absence of infrastructure
- Decreasing local supply
- Worsening of regional supply
- Living area “Wipptal” - work place city
- More mobility is necessary
- No social life in the villages (move away from the villages centre)
- Social supply: higher expenses relating to pension plans and employee benefits (age pyramid)
- Reduced budgets of communities
- Increasing migration

Tourism:

- Reduction of winter tourism
- No ski lift – less tourism
- Tourism – minus 30 %
- Tourism dies
- Tourism: use of the cultural landscape for new target groups (youth)
- No more ski lifts in “Wipptal”
- Only commercial tourism
- Decrease of ski tourism is not equal to increase of hiking tourism etc.

- More tourism in side valleys, natural recreation areas, tourism development areas e.g. “Gschnitztal”

Transport and environment:

- Increasing transport
- Increasing transit
- “Wipptal” = transit vally
- Increasing transit – no tunnel
- Heavy increase of environmental pollution (noise, air pollution)
- Increasing environmental stress
- Bad living conditions as a result of the traffic situation
- No additional overground traffic routes
- Transport – Transit – “Brennerbasistunnel”
- Exoneration from traffic through “Brennerbasistunnel”.

Evaluation of expected changes:

The participants mentioned to fear strongest the decrease of social community life, the increasing environmental pollution, the decrease of agriculture as well as the decrease of tourism.

Their highest expectations concerned the local recreation potentials, the decreasing traffic and environmental impacts through “Brennerbasistunnel”, the further development of economic structures especially of forestry and the recognition of cultural landscape’s value for tourism.

Table 1: The top 5 topics evaluated by the participants:

Cards with negative evaluation		Cards with positive evaluation	
Dead villages – lacking infrastructure	10	Recreation potentials	15
Increasing environmental impacts (noise and pollution from traffic)	9	Decreasing traffic and environmental impacts because of Brennerbasistunnel	10
Decrease of agriculture and agricultural businesses	9	Good economic strucures	8
Dying tourism	4	Wood processing industry: use for energy production and as building material	7
No social life (people moving away)	4	Tourism: cultural landscape as a new potential for new target groups	7

Table 2: The most important topics evaluated by the participants (total number of points):

Topic	Positive	Negative	Total
Transport and environment	10	15	25
Development of social life in the villages	0	20	20
Agriculture and forestry	7	9	16
Recreation	15	0	15
Tourism	8	5	13
Economic development	8	0	8
Cross-regional and international co-operation	7	0	7
Settlements, spatial planning	0	3	3
Commuters	0	2	2

The most important topic evaluated by the participants was „Transport and environment“. With this topic fears as well as positive expectations have been associated. The participants allocated the second place to the topic „Development of social life in villages“, only negative expectations have been mentioned in this context. Other important topics were „Agriculture and forestry“ (some more negative expectations), „Recreation“ (only positive expectations) and „Tourism“ (positive expectations dominated). Also the topics „Economic development“ and „Cross-regional and international co-operation“ have been associated with high positive expectations. The topics „Settlement, spatial planning“ and „Commuters“ have been of lower importance for the participants.

Results of the discussion in working groups

Working group 1: ‘Recreation, development of social life in villages and spatial planning/development of settlements’

Concerning recreation the participants identified three main potentials:

- The nature values in the side valleys
- The high accessibility of the region for people from the urban area of Innsbruck
- The existing potential for creation of value.

The most important topics of the discussion:

- Basic supply is in danger and should be maintained also in the future. It is a backbone for local identity and for keeping up local networks
- The side valleys should be developed as recreation areas for the inhabitants of the urban area of Innsbruck. This should be combined with creation of value for the Wipptal communities. Balanced creation of value is only guaranteed if the communities work together and find a solution for a fair distribution of costs and benefits

- A regional label for the Wipptal would be very helpful: to strengthen regional identity and to improve marketing of regional products in the field of tourism, agriculture and handicraft
- Keeping up social life in the Wipptal communities needs more effort and support for small cultural initiatives
- Policy should support especially young entrepreneurs and educational infrastructure. In addition policy should help to develop co-operation between the communities of the region. Policy could also help to enhance urban-rural partnership between the city of Innsbruck and the Wipptal region.

Working group 2: 'Agriculture, economic development, commuting'

The most important topics of the discussion:

- Farmers feel well supported by different agricultural programmes and subsidies. The forests are well maintained. Economic benefits from agriculture and forestry could be higher: the region is missing a sawmill to upgrade wood products. This is a missing link in the regional production chain. Also direct marketing of agricultural products should be improved. Co-operation between tourism and agriculture is not easy.
- The agricultural sector needs more entrepreneurship, farmers are quite satisfied with the high subsidies, therefore innovation is not really necessary.
- Co-operation with Southern Tyrol should be enhanced. In the past, there have also been negative co-operation experiences.
- Policy should keep up subsidies for the maintaining of cultural landscape. Policy should also help to enable a better balancing of costs and benefits between the communities of the Wipptal region.

Working group 3: 'Tourism and transport'

The most important topics of the discussion:

- The "Brennerbasistunnel" will help to stabilise the traffic impacts on the level of today. In addition, some local bypasses could be needed. In some cases the situation has improved, especially regarding noise protection
- The region is heavily concerned by the problem of alpine transit traffic. The region itself cannot do anything. Decisions are not even made in Innsbruck or Vienna, but in Brussels, where many other interests seem to be much more important than the needs of locals in the Wipptal
- It will be difficult to keep up public transport services in the region, especially in the side valleys. Some of them are in danger already today
- The region has high touristic potentials, they could be better used than today. Especially the inhabitants of the urban area of Innsbruck, nearly 200.000 persons, could be an interesting target group for after-work or weekend recreation. Winter tourism in the Wipptal is not

competitive compared to the highly developed touristic centers nearby. Also in tourism, co-operation with the Italian neighbours could be a new option!

- Especially in tourism we need a positive regional label, today the valley is known only for transit traffic.

3.1.3 Assessment of Workshop 1

Generally everything worked quite well and suited perfectly to the time schedule. It was remarkable that the expectations of the participants (expected changes of CL) were almost the same as our inertial scenario. We did not have much to add. The participants were interested, but not very enthusiastic about our methods. They know their problems very well, we could not really surprise them with our scenario or our photomontages. They were mostly interested in the future stories, which were a highlight of the programme.

The common scenario was mostly assessed as being negative. The high dependence of the region from the “outside” world and policies (a.o. transit traffic) lead to a sort of discouragement (“there’s not much to do for us!”). The workshop participants did not want to discuss further the reasons of development trends in the inertial scenario. All these problems were not new for them! They wanted to talk about positive aspects and so we made a change in the programme. The discussion in the working groups was very interesting.

Additional Remark:

It is useful to know as much as possible about the participants, their interrelations, the “who is who” and “who is important”. Otherwise the workshop may serve as a forum for continuing old quarreling.

3.2 Workshop 2

3.2.1 Tools and techniques applied

First the REGALP Team presented a summary of the results of the 1st workshop, then the LEADER Manager and the representative of the Government of Tyrol gave an overview about ongoing projects in LEADER+, INTERREG and other regional programmes. Based on this the participants discussed solutions and project ideas to develop the cultural landscape in the “Wipptal”. The concrete project ideas were gathered following the open space method: each person had the opportunity to bring in a topic that should be discussed in a group session. We offered 2 rounds of 3 group sessions with a duration of 1 hour each. As a result of this discussion 8 topics have been found out. These topics were clustered and discussed in smaller groups.

The final output of the workshop were 5 concrete project ideas. The participants described the first steps to implement the ideas, they agreed about who is responsible for the realisation and they fixed a first time schedule for the next steps of work.

Another important agenda item was a press conference. The aim of this conference was to inform the public especially the residents of the region about REGALP and the workshops in the pilot area “Wipptal”.

3.2.2 Main outcomes

Results of the plenary discussion

The main topics coming from the open space were:

- Cultural activities in the Wipptal
- Interrelation culture-tourism
- Common trademark Wipptal
- Positive image for the Wipptal: addressed to the region itself as well as to the outside
- Congress: Alpine Agriculture
- Strategic project development
- Local recreation strategy for the Wipptal
- Problems with the implementation of LEADER+ and other subsidies.

Results of the discussion in working groups

The participants discussed the defined topics following the proposed structure:

- Title of project idea
- Aims of the idea
- Content of the idea: what has to be included?
- Work programme
- Project organisation and partnership
- Costs and financing
- First steps to be done.

The final output of the workshop were 5 concrete project ideas:

- Idea 1: Trademark “Wipptal”
- Idea 2: Direct marketing measures – co-operation agriculture-tourism
- Idea 3: Cultural forum Wipptal – calendar of regional events
- Idea 4: Local recreation strategy for the Wipptal
- Idea 5: Congress: Alpine Agriculture.

Idea 1: Trademark “Wipptal”	
Aims	<ul style="list-style-type: none"> - Better common performance outwards - To enhance and strengthen regional identity
Content: what has to be included?	<ol style="list-style-type: none"> 1. To define the target group: <ul style="list-style-type: none"> - target group: from the age of 40 years upwards - attracted through themes (body movement,...) - persons looking for local recreation - short-time holidays (3 – 4 days) 2. Global idea / Slogan for the Trademark “Wipptal“ <ul style="list-style-type: none"> - logo - corporate emotions 3. Implementation <ul style="list-style-type: none"> - www - brochures - information panels along railway line and motorway
Work programme	<p>Working group → already defined</p> <ol style="list-style-type: none"> 1. Meeting with output „Concept Trademark Wipptal“ <p>see table below</p>
Project organisation and partnership	<i>To be checked in the context of the concept preparation</i>
Costs and financing	<i>To be checked in the context of the concept preparation</i>

First steps:

To be done	Expected results	Who is responsible?	Until when?
To constitute the Working group „Trademark Wipptal“: Members from different sectors: <ul style="list-style-type: none"> - tourism - agriculture - economy - others ... 	Working group „Trademark Wipptal“	Head of the working group: Florian Obojes Team: Josef Baumann Christine Hörtnagl Sylvia Hölzl Karl Schafferer Helmut Gassebner Rudi Ofer Klaus Huter	First members confirmed at the 2 nd RE-GALP-Workshop, 25 June 03
Project plan: Project „Trademark Wipptal“	Project plan with: Definition of the next steps and the planning interval	Working group	1. Meeting first half of July 03
Working out implementation concept for the Trademark Wipptal“	Concept with: aims target groups funding / subsidies implementation instruments	Working group	2. Meeting possibly in summer or autumn 03
To agree on Global idea /Slogan for the „Trademark Wipptal“	Slogan / PR-Concept for the Wipptal	Working group extended through further local residents and politicians	Autumn 03
To define financing	Financing plan	Working group	Autumn 03
To define implementation instruments	Instruments overview	Working group	Autumn 03
Realisation „Trademark Wipptal“	Announcement of the „Trademark Wipptal“ With production of instruments (PR-Concept, www, brochures, ...)	Working group and implementing companies	Winter 03 – Spring 04

Idea 2: Direct marketing measures, co-operation agriculture-tourism	
Aims	<ul style="list-style-type: none"> - To create synergies for agriculture and tourism - To increase creation of value for both groups
Content: what has to be included?	
Work programme	<ol style="list-style-type: none"> 1. To define criteria for single products (already done) 2. To locate farmers which are ready to co-operate: a group of about 15 farmers is necessary (in progress) 3. To discuss the plan in detail with this group 4. When the group (stakeholders) exists: to contact the tourism representatives and to check the co-operation approach in detail 5. To install the co-operation and communication platform <p>There are some similar projects in Austria within the LEADER II Program. In order to avoid mistakes the working group should take into consideration these experiences.</p>
Project organisation and partnership	Farmers ready to co-operate, LEADER+-association, tourism association, marketing experts, someone managing the local coordination
Costs and financing	<i>To be checked in the context of the further project development</i>

First steps:

To be done	Expected results	Who is responsible?	Until when?
To find co-operative farmers	10-15 farmers ready to co-operate	Argen Wörtz	First half of July 03
To check further steps with the representatives of tourism	Agreement about further approach	Argen Wörtz, Josef Baumann, Kurt Hasenbacher	Autumn 03

Idea 3: Cultural forum Wipptal – calendar of regional events	
Aims	To coordinate and to advertise cultural events
Content: what has to be included?	<p>Cultural events in a broader sense (village festival, exhibition, theatre, organ recital, school event,...)</p> <p>Target group: Local residents, visitors, residents of Greater Innsbruck</p> <p>Form of announcement: folder = poster, internet, everything in corporate design. An example exists in the „Stubaital“.</p>
Work programme	<p>Re-start of the failed initiative in a new design</p> <ol style="list-style-type: none"> H. Gassebner coordinates a meeting of the involved in July 2003, in favor in the course of the next LEADER+-association management meeting on 1. July. Agreement about the further approach
Project organisation and partnership	Initiatives of the Culture Forum, tourism association, LEADER+-association, representatives of the region
Costs and financing	<p>About 6.500 Euro p.a.</p> <p>Contributions, PR, subsidies</p>

The first steps:

To be done	Expected results	Who is responsible?	Until when?
To organise a meeting of the involved, in favor in the course of the next LEADER+-association meeting	Fixed meeting	H. Gassebner	1. July 03
To agree about the further steps	Agreed steps	H. Gassebner, Manager of the LEADER+- association	1. July 03

Idea 4: Local recreation strategy for the Wipptal

Aims	<ul style="list-style-type: none"> - To create an added value from the local recreation tourism (gastronomy, ski-lifts, tourism, agricultural subsidies) - Control of development, less dependence of external factors
Content: what has to be included?	<p>To assess the status quo</p> <p>To find out the interests of the communities: find out common interests, identify possible conflicts, work on conflicts and look for solutions, define a common strategy</p> <p>Balance of benefit and expenses between the communities</p> <p>Integration of local residents</p> <p>Marketing based on a common strategy, increase of attractiveness and guidance of visitors</p>
Work programme	<p>1. Step: discussion in the course of the next LEADER+-association management meeting on 1. July 03 (point of the agenda)</p>
Project organisation and partnership	<p>LEADER+ working group tourism, agriculture, communities, regional authority for spatial planning, tourism association, maybe involvement of population</p>
Costs and financing	<p><i>To be checked in the context of the further project steps</i></p>

The first steps:

To be done	Expected results	Who is responsible?	Until when?
Discussion of the topic at the next management meeting of the LEADER+-association	Point of the agenda	J. Baumann	1. Juli 03
To agree about the further steps	Agreed steps	Management of the LEADER+-association	1. Juli 03

Idea 5: Congress: 'Alpine Agriculture'	
Aims	<ul style="list-style-type: none"> - To make a contribution to a positive image of the region - To push the topic alpine agriculture in the region
Content: what has to be included?	<p>The topic alpine agriculture should be pushed, first attempts already started in the past: alpine myths festival and the shepherd feast „Hirten- und Sennerfest“:</p> <ol style="list-style-type: none"> 1. To consider which form of event is possible or suitable. Ideas: workshop, symposium, with cultural and scientific contributions 2. Idea: The „Tiroler Almtag“, an especial social event with some thousands of participants could take place in the „Wipptal“ in the year 2004.
Work programme	<p>Approach:</p> <ol style="list-style-type: none"> 1. J. Jenewein checks with the organiser if the „Almtag 2004“ can take place in the „Wipptal“ 2. J. Jenewein contacts the responsible persons in the region
Project organisation and partnership	LEADER+ working group tourism, agriculture, communities, official representatives of the farmers and others
Costs and sponsor (client)	<i>To be checked in the context of the further project steps</i>

The first steps:

To be done	Expected results	Who is responsible?	Until when?
To check if the organisers agree that the „Almtag 2004“ can take place in the „Wipptal“	The „Almtag 2004“ in the „Wipptal“ is possible	J. Jenewein	July 03
To coordinate the further approach with the responsible persons in the region	agreed approach	J. Jenewein, J. Baumann, LW-Vertreter	Summer 03

3.2.3 Assessment of Workshop 2

Also workshop 2 worked well, time schedule and contents were adequate. In the morning session, the participants did not want to split up in working groups. So we stayed in the plenary session. The consequence was, that it was nearly impossible to work on the proposed structure, the discussion was leading away from the topic. On the other hand this was very fruitful, because conflicting interests between different interest groups (mainly agriculture and tourism) were analysed, the discussion was quite rough sometimes. The afternoon sessions were more productive, we finished with 4 additional project ideas.

Press Conference

At lunch a press conference was held, where all relevant daily newspapers of the Province of Tyrol were present. Wolfgang Pfefferkorn gave a telephone interview to a daily newspaper in Southern Tyrol. After the workshop there was a radio interview for the next morning news in the Tyrolian radio station of ORF.

Before the workshop we prepared material for the invitation of the press, by mid July 2003 we launched an article summarising the results of both workshops. The material was sent to about 80 media contact persons in Tyrol and Southern Tyrol.

4 CONCLUSIONS

The regional workshops in the Wipptal can be estimated as very successful. The research team has gained a lot of experience to be included into the further work programme of REGALP. The view of locals regarding cultural landscape, their local situation and their expectations towards regional, national and EU policy was very interesting and fruitful for the REGALP team. On the other hand the local participants were quite satisfied with the contributions made by the research team and as well by the results of the two workshops. Together with the research team they developed 5 concrete project ideas to be implemented in the frame of LEADER+ or INTER-REG III.

In the discussions it turned out that the level and the quality of co-operation between locals (the different sectors as well as the communities) has to be enhanced significantly in order to mobilise existing synergy potentials.

5 ANNEX: WORKSHOP PARTICIPANTS

Participants of Workshop 1

Josef Baumann, member of the executive board of the LEADER group Wipptal
Barbara Bory, REGALP team, Regional Consulting
Hermann Eder, head of regional tourism association
Eva Favry, REGALP team, Regional Consulting
Helmut Gassebner, director of the regional forest authority
Sylvia Hölzl, farmer with direct marketing of own products
Christine Hörtnagl, head of the association of regional female farmers
Johann Jenewein, Government of Tyrol, Department of Agriculture
Andreas Mantl, regional 'Raiffeisen' bank
Brigitte Mölschl, LEADER group Wipptal
Florian Obojes, hotel owner
Wolfgang Pfefferkorn, REGALP team, Regional Consulting
Alfons Rastner, mayor of Mühlbachl, chairman of the Region Wipptal
Karl Schaffner, regional carpenter
Gustav Schneider, Government of Tyrol, Department of Spatial planning
Gerhard Stürzlinger, regional author and writer
Barbara Wanner, regional 'Raiffeisen' bank
Argen Wörtz, farmer, mayor of Pfons, head of the regional chamber of farmers.

Participants of Workshop 2

Josef Baumann, member of the executive board of the LEADER group Wipptal
Barbara Bory, REGALP team, Regional Consulting
Eva Favry, REGALP team, Regional Consulting
Helmut Gassebner, director of the regional forest authority
Kurt Hasenbacher, regional tourism association
Hermann Hölzl, farmer with direct marketing of own products
Sylvia Hölzl, farmer with direct marketing of own products
Christine Hörtnagl, head of the association of regional female farmers
Johann Jenewein, Government of Tyrol, Department of Agriculture
Brigitte Mölschl, LEADER group Wipptal
Florian Obojes, hotel owner

Wolfgang Pfefferkorn, REGALP team, Regional Consulting

Georg Pranger, hotel owner

Alfons Rastner, mayor of Mühlbachl, chairman of the Region Wipptal

Gustav Schneider, Government of Tyrol, Department of Spatial planning

Argen Wörtz, farmer, mayor of Pfons, head of the regional chamber of farmers.