



European Commission
Agriculture and Rural Development



Urban-rural linkages: Common lifestyles - common governance? The Project21 example

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Europe's rural areas in action - Facing the challenges of tomorrow

Limassol, Cyprus, October 16-17, 2008

Improving delivery,
successful governance and networking

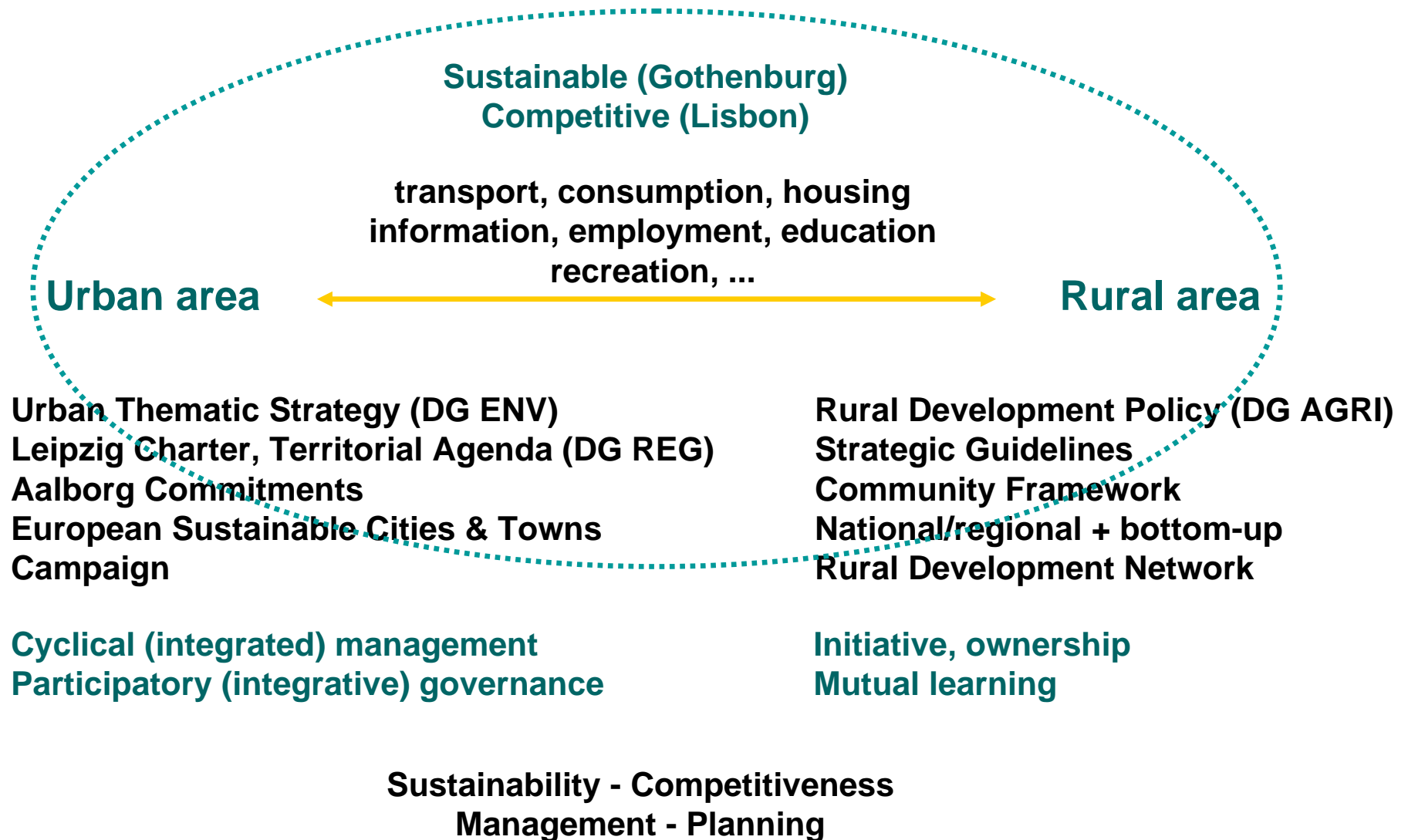
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Limassol, Cyprus

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Rural-urban linkages

common lifestyles - common governance?



Sustainability

...changing economic activity



Housing
Social security
Education
Culture
Goods and Services
Mobility

Companies
NGOs, etc
Private households
Local Government

Water
Soil
Air
Energy sources
other resources

Cyclical Governance and Management

the urban approach



Cyclical Sustainability Management

the urban approach

**Problems with applying urban governance approaches
in small towns / villages:**

- **Too sophisticated indicator systems**
- **Too formalised management and consultation processes**
- **Too comprehensive action plans**
- **Too many staff and financial resources needed**

Project21

- **Pilot application of a cyclical sustainability management approach developed for smaller municipalities**
- **8 Pilot municipalities from Rheinland-Pfalz / Germany**
- **Funded by the Ministry of the Environment of Rheinland-Pfalz**
- **Development and consultancy by ICLEI**
- **Duration: 2004-2007**
- **Continuation / roll-out from 2008**

Project21: the concept behind

	Common Goods				
	Soil Water Air	Space Land	Global Responsi- bility	Equal Opportuni- ties	Social Infra- structure
Individual Needs					
Housing					
Mobility					
Income					
Consumption and social care					
Leisure and tourism					

Project21: objectives and conflicts

Schutzgüter	Wasser, Boden, Luft	Fläche	Globale Verantwortung	Chancengleichheit	Soziale Infrastruktur
Bedürfnisse					
Wohnen		Flächensparendes Wohnen	Energiesparendes Wohnen	Erschwinglicher Wohnraum für alle	
Mobilität	Schadstoffarme individuelle Mobilität		Klimafreundliche Mobilität		Zugang zu zentralen Einrichtungen für alle
Einkommen	Umweltschonende Produktion	Flächensparende Beschäftigung		Zugang zu Verantwortung und Einfluss	Zugang zu Einkommen für alle
Versorgung	Konsum mit geringer Umweltbelastung		Konsum ohne Ausbeutung ärmerer Länder		Hohe Betreuungsqualität für Kinder und Alte
Freizeit & Bildung		Schutz örtlicher Naturflächen	Energiebewusste Freizeitgestaltung	Integration benachteiligter Gruppen	

Project21: indicators

Schutzgüter	Wasser, Boden, Luft	Fläche	Globale Verantwortung	Chancengleichheit	Soziale Infrastruktur
Bedürfnisse					
Wohnen		Versiegelte Fläche pro Einwohner	Gebäude mit Niedrigenergiestandard	Mietpreis im Verhältnis zum Einkommen	
Mobilität	Anteil schadstoffarmer Autos		Anteil Umweltverbund an allen Wegen		Mindestnähe zu wichtigen Einrichtungen
Einkommen	Anteil ökologischer Landwirtschaft	Anzahl Arbeitsplätze pro ha Gewerbefläche		Anteil Frauen in Führungspositionen	Arbeitslosen- und Sozialhilfeempfänger
Versorgung	Siedlungsabfälle pro Einwohner		Umsatz fair gehandelter Produkte		Ganztagsbetreuung für Kinder nach Alter
Freizeit & Bildung		Unter Schutz gestellte Flächen in ha	Energieverbrauch Freizeiteinrichtungen	Ausländische Mitglieder in Vereinen	

Project21: the steps

- **Sustainability Report**
 - > template
 - > locally adapted standard indicators
- **Stakeholder Workshop in one priority theme**
 - > common concept and facilitation
 - > agreement on objectives
- **Action Programme**
 - > adopted by local council
 - > supported by stakeholders
- **Implementation**
 - > managed by local authority
 - > contribution by stakeholders
- **Reporting**
 - > update of sustainability report
 - > definition of next priority theme



Project21: outcomes and results

Nachhaltige VG Wörrstadt

Nachhaltigkeitsbericht 2005

Verbandsgemeinde Wörrstadt

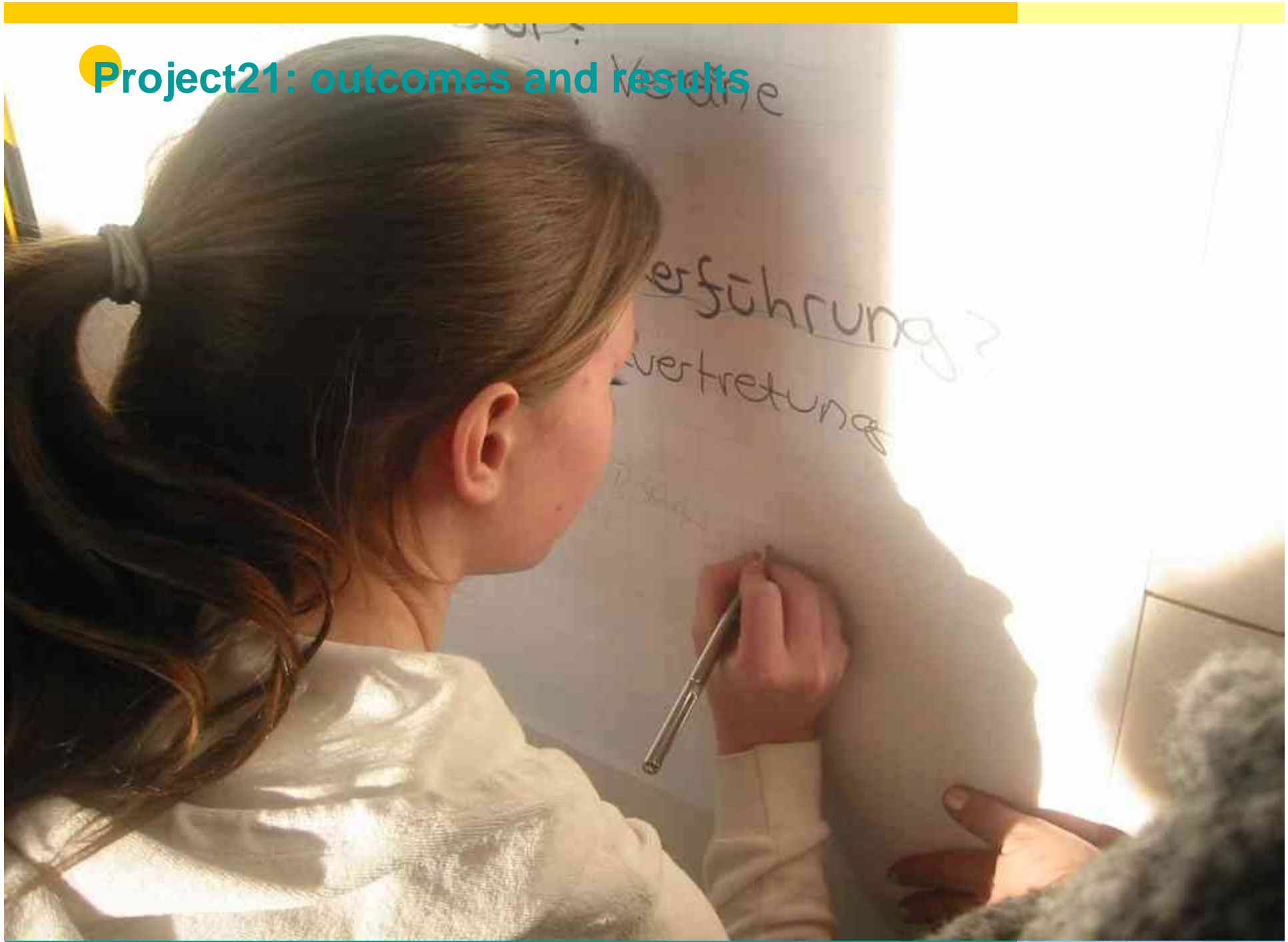


Nachhaltiges Hauer

Nachhaltigkeitsbericht der Verbandsgemeinde Hauenstein

2005

Project21: outcomes and results



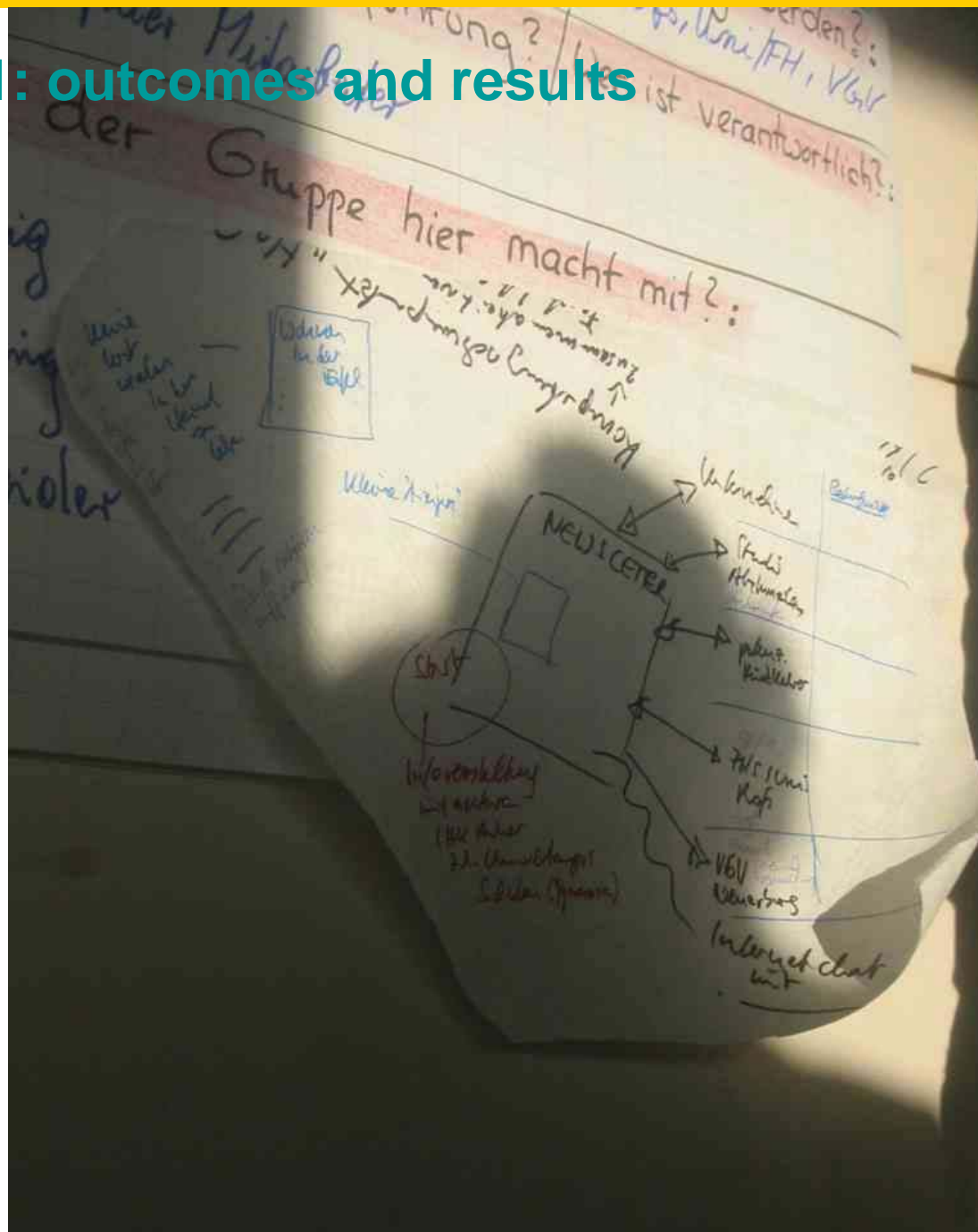
Project21: outcomes and results



Project21: outcomes and results



Project21: outcomes and results



Project21: outcomes and results

- **Sustainability reports, workshops and thematic action plans in 8 pilot municipalities**
- **Workshops and action plans in all 5 themes in 1 municipality**
- **Tens of implemented projects, hundreds of project ideas**
- **Motivating participation experience**
- **Continuation of the reporting and action planning process planned in all pilot municipalities**
- **More and more efficient management of the cyclical process**
- **Deeper understanding of sustainability both within local government and among local stakeholders**
- **Systematic approach to local development rather than ad-hoc management**

Project21: findings and conclusions

- **Smaller administrations need simplified management:**
report templates, standard indicators and workshops
- **Reduction of complexity:**
concentration on typical conflicts, thematic priority setting
- **Efficient participation:**
professional, strict facilitation, clear results
- **Cyclical approach:**
introduction of a regular management process instead of running a one-off development planning process
- **Adaptability:**
capacities, fashions, societal consensus
- **Integration:**
of participatory local development process and daily routines of the local government

Project21: findings and conclusions

- **Similar lifestyles - similar challenges:**
conflicts very much the same as in urban areas
- **Local identity - regional dependency:**
rural and urban development need to be integrated
- **Top down - bottom up:**
coherent multi-level governance needed

- www.iclei.org/europe/projekt21