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

Stefan Kuhn, ICLEI

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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The Project21 example

16 October 2008
Limassol, Cyprus

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Director Urban Governance
ICLEI - Local Governments for Sustainability
Rural-urban linkages
common lifestyles - common governance?

Urban area

- Sustainable (Gothenburg)
- Competitive (Lisbon)
- transport, consumption, housing
- information, employment, education
- recreation, ...

Urban Thematic Strategy (DG ENV)
Leipzig Charter, Territorial Agenda (DG REG)
Aalborg Commitments
European Sustainable Cities & Towns
Campaign

Cyclical (integrated) management
Participatory (integrative) governance

Rural area

- Rural Development Policy (DG AGRI)
- Strategic Guidelines
- Community Framework
- National/regional + bottom-up
- Rural Development Network

Sustainability - Competitiveness
Management - Planning

Initiative, ownership
Mutual learning
Quality of life
(Individual needs)

Natural resources
(Common goods)

- Evaluation and Reporting
  - Core document: Evaluation Report
- Implementation and Monitoring
  - Core document: Sustainability Programme
- Target Setting
  - Core document: Sustainability Targets
- Political Commitment
  - Core document: Council Approval

(Update of)
Baseline Review
- Core document: Sustainability Report

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

- **Evaluation and Reporting**
  Core document: Evaluation Report

- **(Update of) Baseline Review**
  Core document: Sustainability Report

- **Implementation and Monitoring**
  Core document: Sustainability Programme

- **Target Setting**
  Core document: Sustainability Targets

- **Political Commitment**
  Core document: Council Approval
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
Project 21

- 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
### Project 21: The Concept Behind

<table>
<thead>
<tr>
<th>Common Goods</th>
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<tbody>
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<td>Soil</td>
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<td>Water</td>
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<td>Space</td>
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<td>Land</td>
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<td>Global Responsibility</td>
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<td>Equal Opportunities</td>
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<td>Social Infrastructure</td>
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<th>Leisure and tourism</th>
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## Project21: objectives and conflicts

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<thead>
<tr>
<th>Bedürfnisse</th>
<th>Wasser, Boden, Luft</th>
<th>Fläche</th>
<th>Globale Verantwortung</th>
<th>Chancengleichheit</th>
<th>Soziale Infrastruktur</th>
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<tbody>
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<td>Wohnen</td>
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<td>Flächensparende Wohnen</td>
<td>Energiesparende Wohnen</td>
<td>Erschwinglicher Wohnraum für alle</td>
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<td>Mobilität</td>
<td>Schadstoffarme individuelle Mobilität</td>
<td>Klimafreundliche Mobilität</td>
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<td>Zugang zu zentralen Einrichtungen für alle</td>
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<td>Einkommen</td>
<td>Umweltschonende Produktion</td>
<td>Flächensparende Beschäftigung</td>
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<td>Zugang zu Verantwortung und Einfluss</td>
<td>Zugang zu Einkommen für alle</td>
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<td>Konsum mit geringer Umweltbelastung</td>
<td>Konsum ohne Ausbeutung ärmere Länder</td>
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<td>Hohe Betreuungsqualität für Kinder und Alte</td>
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<td>Energiebewusste Freizeitgestaltung</td>
<td>Integration benachteiligter Gruppen</td>
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<td>Versiegelte Fläche pro Einwohner</td>
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<td>Anteil Umrundverbund an alten Wegen</td>
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<td>Mindestnähe zu wichtigen Einrichtungen</td>
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<td>Anzahl Arbeitsplätze pro ha Gewerbefläche</td>
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<td>Anteil Frauen in Führungspositionen</td>
<td>Arbeitslosen- und Sozialhilfeempfänger</td>
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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
Nachhaltige VG Wörrstadt

Nachhaltigkeitsbericht 2005

Verbandsgemeinde Wörrstadt

Nachhaltiges Hauenstein

Nachhaltigkeitsbericht der Verbandsgemeinde Hauenstein 2005
Project21: outcomes and results
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- 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
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