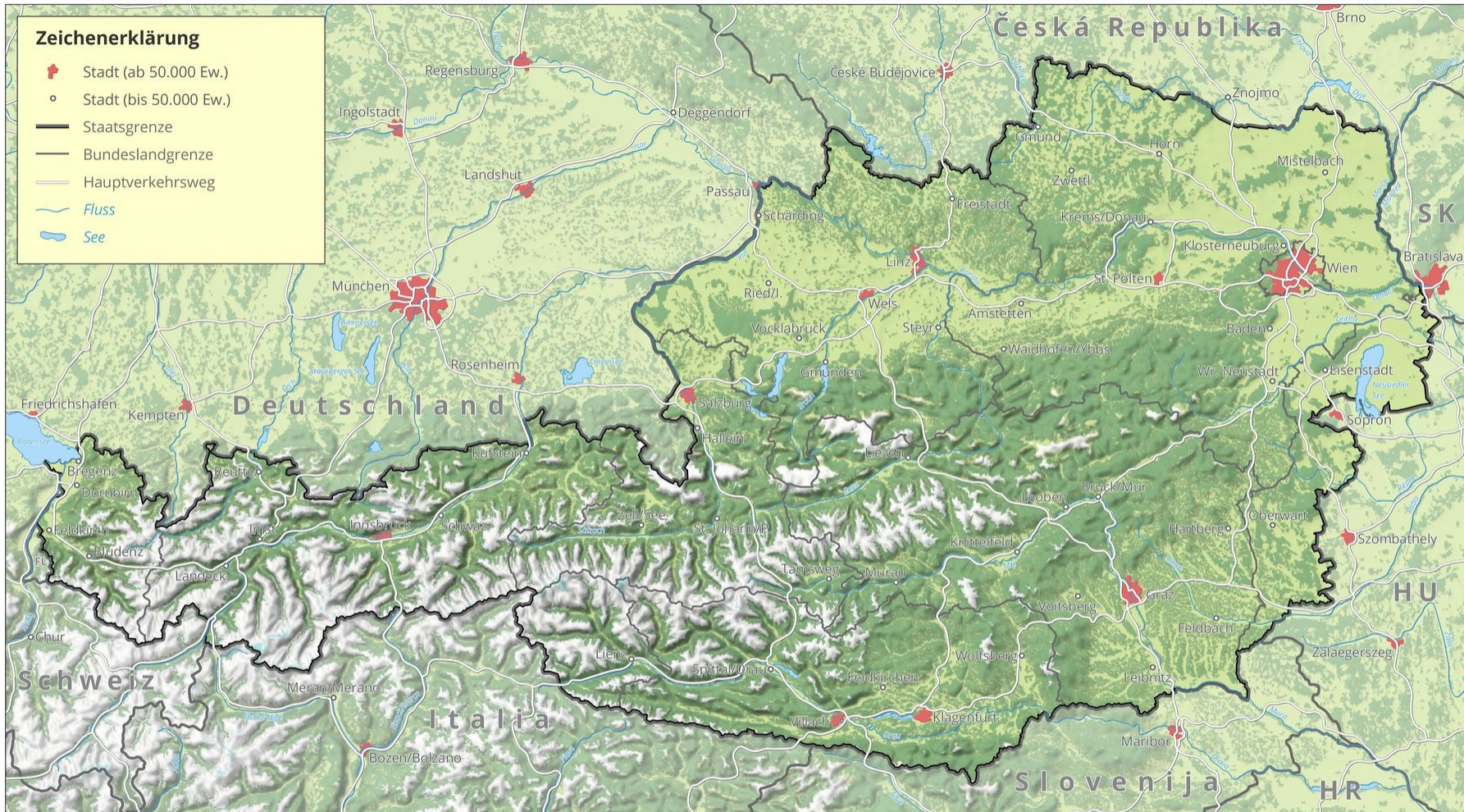


The Austrian Approach to LEADER

Supporting prosperous rural areas

Ulrike Rauch-Keschmann
Head of Directorate-General Tourism and
Regional Policy
Rust, 17. October 2018



Quelle: CORINE Land Cover, SRTM

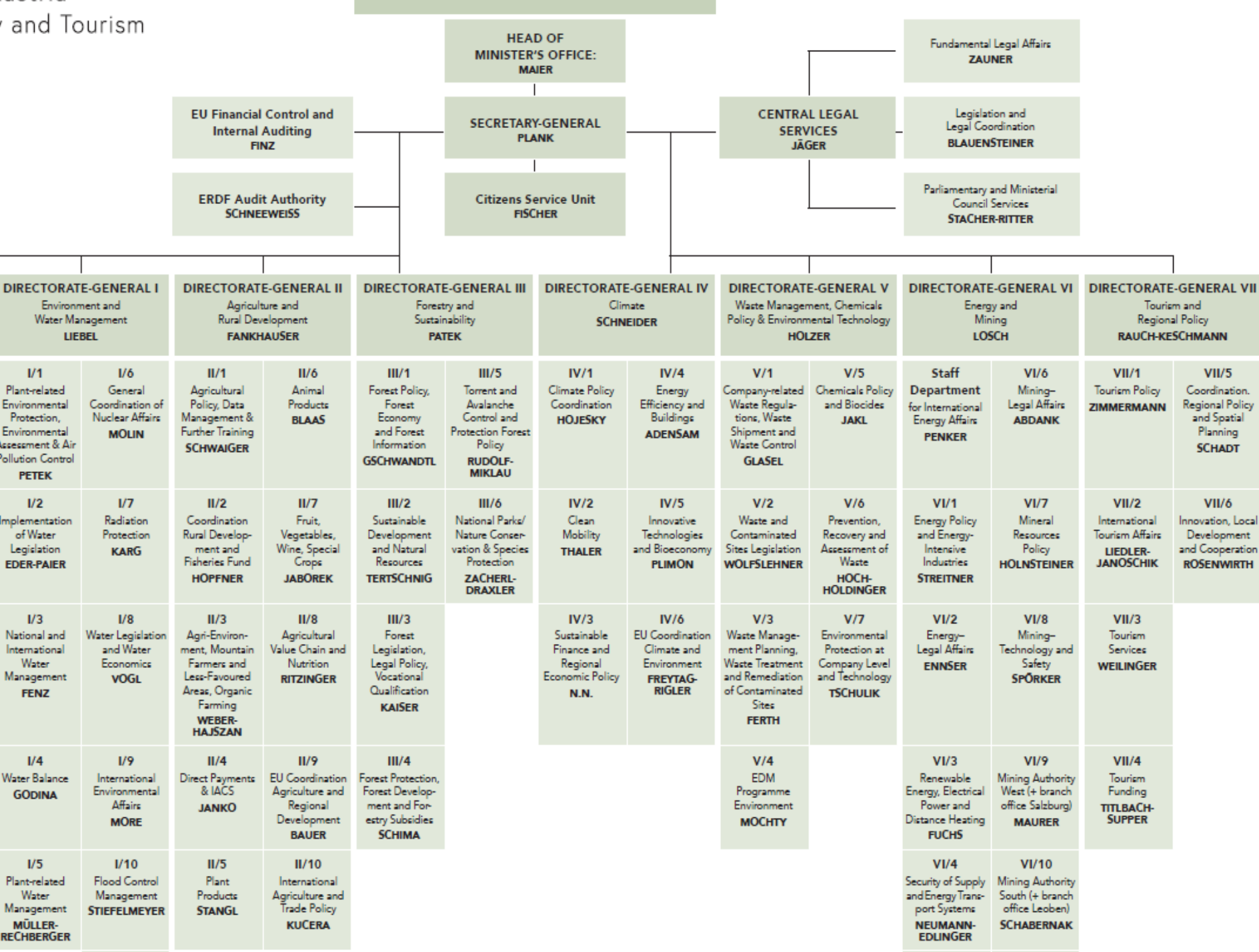
Raumeinheiten: Bundesländer

Herausgeber: **ÖROK** Geschäftsstelle der Österreichischen Raumordnungskonferenz (ÖROK)

0 25 50 75 100 km

Bearbeitung und Kartographie: **loir** projekthaus







Master Plan for rural areas in Austria



- Master Plan was set up in 2017 as result of a broad consultation process
- Important message: Rural areas are very liveable areas with important features and qualities. They have to be strengthened. The people living there shall be ready to cope with future challenges. Quality of Life has to be sustained to ensure attractiveness also for „newcomer“
- Cities-villages: No contradiction but complementary functions

Master Plan for rural areas in Austria

- Implementation shall be accelerated (e.g. special working capacity in Federal Ministry for Sustainability and Tourism).
- First implementation priority: To strengthen „regional governance“ by addressing structural issues
- New composition of Government offers big opportunities in this respect: Managing Authorities of EAFRD and ERDF are in the same Federal Ministry now
- Austrian success model: multi-level governance and tight co-operation with stakeholders and civil society
- LEADER program remains very important to develop regional capacities and to address different target groups in rural areas

Plan T – Masterplan for Tourism

- **Why?**
 - Strengthen the role of tourism in Austria
 - Prepare for the challenges of the future
- **When?**
 - One year-process from March 2018 to March 2019
- **How?**
 - Thematic workshops in all nine federal provinces
 - Broad involvement of all relevant stakeholders



- ✓ Tourism & Agriculture
- ✓ Framework Conditions
- ✓ Funding & Financing
- ✓ Marketing
- ✓ Indicator System
- ✓ International Challenges
- ✓ Sustainability
- ✓ Employment
- ✓ Digitalisation

Together for attractive rural areas!



Ulrike Elisabeth Rauch-Keschmann
Directorate-General VII
Ulrike.Rauch-Keschmann@bmnt.gv.at