

2nd workshop on SMART and COMPETITIVE rural areas



Brussels, 24 February 2016

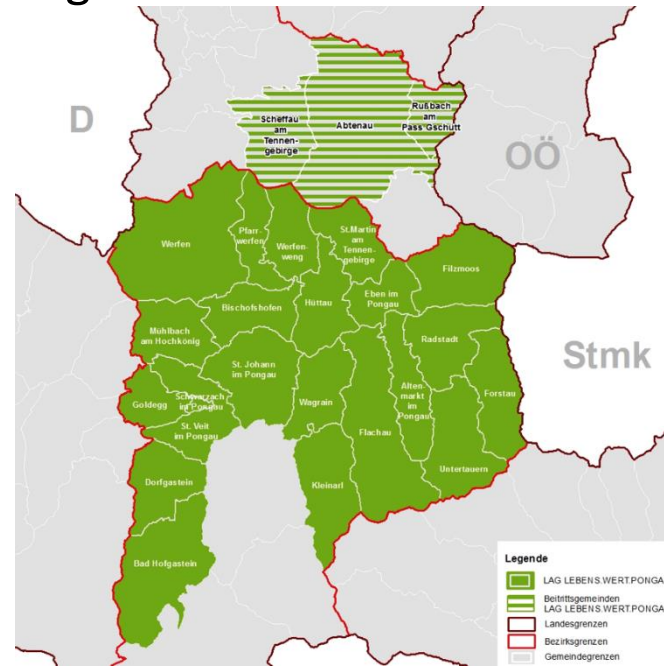
Agenda

- Who are we? LAG Lebens.Wert.Pongau
- Project “TEPO” Energy region Tennengau – Pongau
- Project “Genussregion Pongauer Wild”
(food region game from Pongau)
- Werfenweng – soft mobility in Pongau
- Selection criteria



LAG Lebens.Wert.Pongau

- name: worth living in Pongau
- country: Austria, federal state: Salzburg
- 25 communities (22 in Pongau, 3 in Tennengau)
- association: LAG Lebens.Wert.Pongau
 - Board
 - LAG Management
 - Members
 - Project evaluation board



MIT UNTERSTÜTZUNG VON BUND, LAND UND EUROPÄISCHER UNION



Facts and figures

- 77,958 **inhabitants**, percentage of youth is decreasing, percentage of seniors is increasing
- Appr. 7.4 million **overnight stays**, increase of 14,1% within the last 10 years
- **Length of stay** is increasing for the last 10 years, currently on average 5 days
- 40,398 **employed persons** , 33,050 dependent employees, 4,982 independent workers and 2,366 unemployed persons



Facts and figures

- 37,193 **work places** in the region, almost 21,000 commuters, 12,500 of them in other communities in the region
- **Mobility:** Tauernautobahn (highway) (A10), B 159, B 166 und B 167 (regional streets), Tauernbahn und Salzachbahn (railways); need for connection offside the central region
- **Action fields and needs** in the region:
 - Added value (mobility, qualification, synergies)
 - Culture and nature (cultural strategy, renewable energy)
 - Common welfare (mobility and education, public participation, work)



Success of the past period

- Appr. 40 realized projects in Pongau
- ~ 9,3 million € funding for Pongau
- Total investment 31,4 million €

Examples from Pongau

- Energieregion TEPO – energy region
- Genussregion Pongauer Wild – regional food
- Werfenweng – soft mobility



Energy region TEPO

- Cooperation project regional association Tennengau and Pongau
- Analysis of the energy potential (energy source, use and possibilities for decreasing energy consumption)
- Development of an energy strategy (measures, project development, public relation and communication)
- Awareness raising for energy and renewable energy
- 3 energy magazines, energy workshops, working group
- Costs: € 85.800 (Subvention Leader: 66 %; € 56.690)
- Project duration: 2010 – 2013





Genussregion Pongauer Wild

- Association Food region game from Pongau
- Awareness raising for hunting and game meat
- Development of new products and dishes
- Innovative marketing (direct, online, butcher, vouchers)
- Cooperation with gastronomy (17 „wild“ innkeepers)
- Recipes, cook book (food regions Austria)
- Experimental approach (e.g. game white sausages)
- Costs: € 38.000 (Subvention Leader: 45 %, € 17.000)
- Project duration: 2012 – 2014



www.pongauerwild.at

Werfenweng - soft mobility

- Over 260.000 overnight stays/year, almost 2.000 beds
- SAMO – Soft mobility - www.werfenweng.eu
- It is that Simple: You arrive by train or you ditch your car during your holiday in the high valley of Werfenweng.
- SAMO card – 10 EUR – many offers for free
 - E-cars, natural gas cars, fun vehicles, cycles, e-bikes etc.
 - SAMO accommodation – special soft mobility offers
- Alpine Pearls – soft mobility in the alpine region - www.alpine-pearls.com



Selection criteria and strategy - TEPO

- Common idea regional association Tennengau and Pongau
- Demand by region, regional associations
- Selection criteria LEADER 2007-2013
 - Innovative project, cooperation with another region, administrative – concept, sustainability, accordance with local development strategy
 - Renewable energies were explicitly mentioned within the local development strategy
- Strategy: Analysis of status quo, planning for future projects, connection to another project – energy consultants



Selection criteria and strategy – Genussregion Pongauer Wild

- Obligation to create association “Genussregion”
- Quality criteria by “Genussregion” – connected communities, regional applicant, historic connection to region, cooperation with various regional partners
- Quality criteria of “Genussregion Pongauer Wild”
 - Only regional game, no breeding, veterinarian check etc.
- Internal and external quality control
- Strategy: Market introduction – word of mouth, PR, LEADER



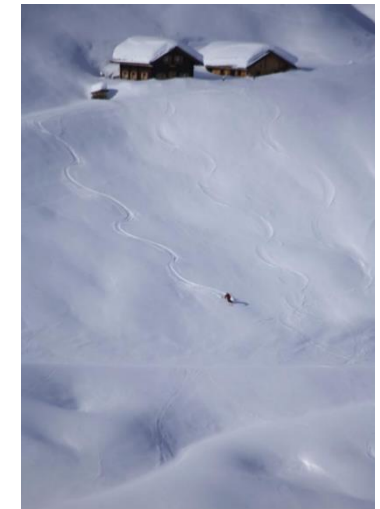
Strategy – SAMO

Aims – for guests and inhabitants:

- Better environmental and living quality
- Environmentally friendly mobility and change of mobility behavior
- Sustainable tourism – national and international model role
- Implementation of environmentally friendly technologies

Strategy:

- One big vision
- Collaboration with all stakeholders
- Offers for tourists and inhabitants
- Step by step approach
- United branding



Thank you for your attention!

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