

Rural Policy in Austria - Good Practice Waldviertel Management

Agglomeration trends (within framework of globalisation) also in Austria. Net-migration out of peripheral regions to cities (urbanization); from the cities in the surrounding area (suburbanization)

Urbanization strongly influences the immediate region around the big cities (suburbanization) but also a little bit more peripheral regions: "rurbanization"

In the 80ies new concepts in regional policies in Austria (overlapping meanings):

- * Autonomous ("eigenständige") regional policy
- * Endogenous regional policy
- * Innovation oriented regional policy

New concepts develop along new challenges.

Pilot projects disseminate - in waves

Performance of pilot projects in the first stages often is worse than traditional methods (consistent with system theory: in the transformation process between two system regimes often one can see greater instability)

Good Practice Waldviertel Management:

The Waldviertel region (in a distance of 100 – 200 km to Vienna) is one of the traditional Austrian peripheral regions since industrialization. Waldviertel faces negative shock waves since 1975. The Waldviertel region was the first Austrian region with coherent regional strategy after the "golden age" till the beginning 70ies. 1980 there was founded the Waldviertel Management beside the traditional administration structure. The following years some 60 associations were established for special aims, e .g. marketing for special meat, creating the first regional internet providers, producing renewable energy, the cultivation and marketing of herbs, the connection of agriculture and tourism Partners and shops (also in Vienna) were established. These associations in general did not compete with traditional retailing but created new products or bundled single producers.

A special feature of the Waldviertel Management was the corporatist

design: all important institutions are integrated.- The measures of Waldviertel Management were copied then by many other regions.

In the 90ies there was made a new regional concept on the basis of sustainability - against officers in the central administration. But the management defended this because this was the only strategic chance. In the meantime also official concepts recommend this as the only remaining strategy for peripheral regions. Nevertheless the realization went on slowly because the framework became more difficult

In general the strong negative tendencies could not be compensated fully.

But without this actions the situation would be even worse.

An important affect is the contributing to a new identity by Waldviertel management