



Staatlich anerkannte Öko-Modellregionen
Bayern



Bavarian Model organic regions –
promoting organic agriculture by interaction between top down and bottom
up approaches

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Ländliche Entwicklung in Bayern



Ländliche Entwicklung in Bayern



Bavarian State Action plan Bioregio 2030 – several pillars





State Action Plan BioRegio 2020 and BioRegio2030

General objectives:

- 30% local organic production by 2030
- increase of sales of regional organic food products

Direct objectives of component «model organic regions»:

- Projects along the value chain
- Exemplary solutions
- Information and awareness raising
- Link to rural development programs

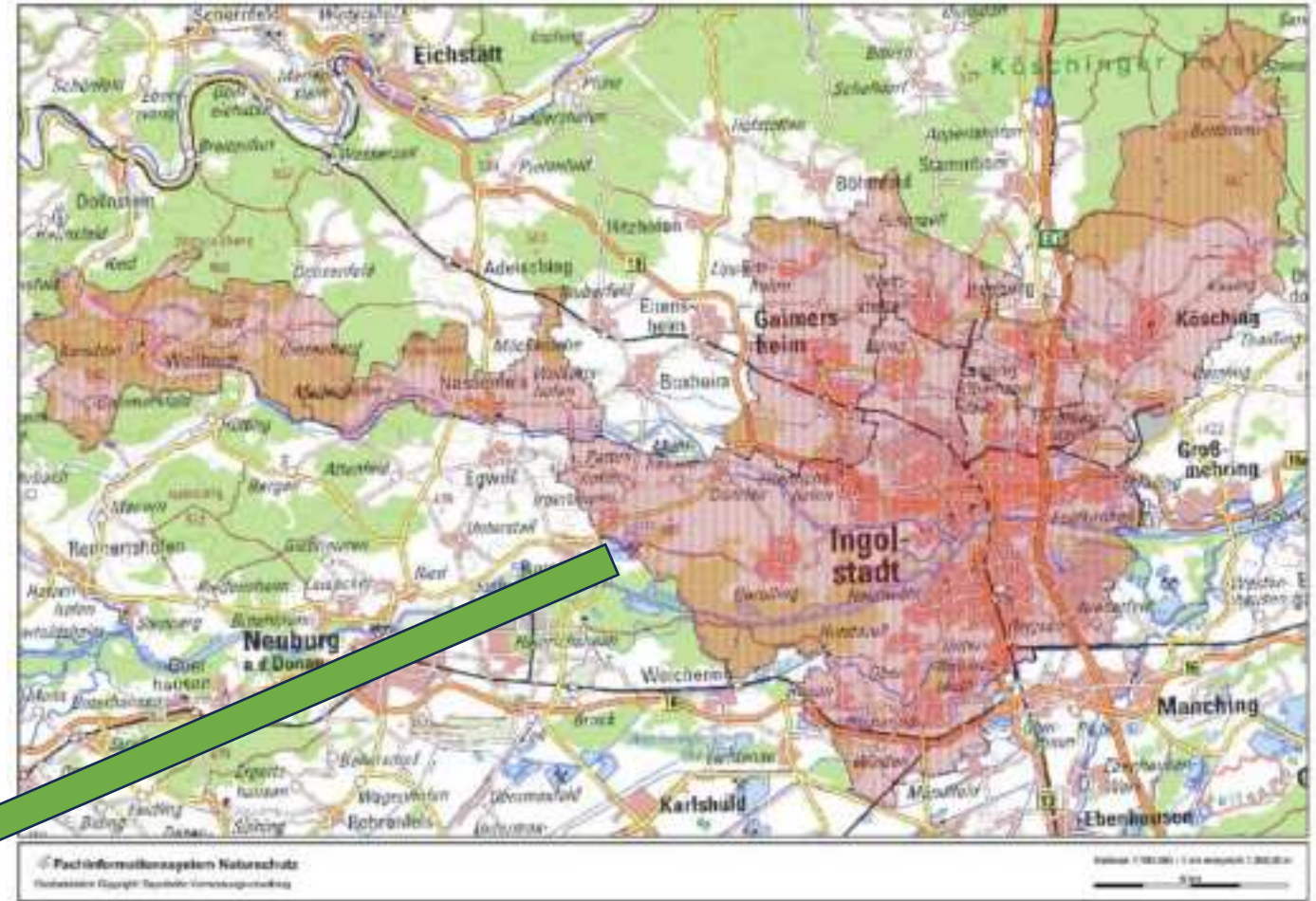
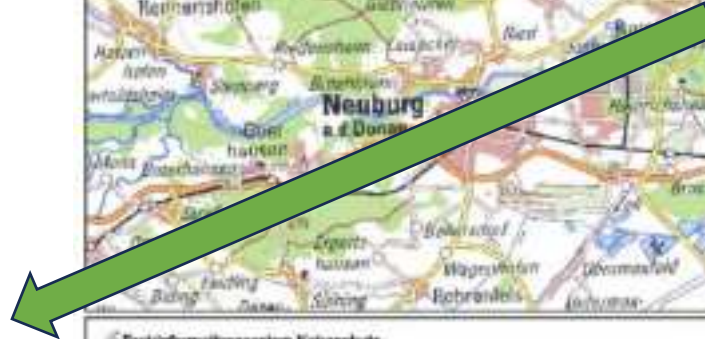


Definition „Model Organic Region (MOR)“

„Joint Venture“ of municipalities with innovative concepts and concrete measures to strengthen and increase the regional organic food sector

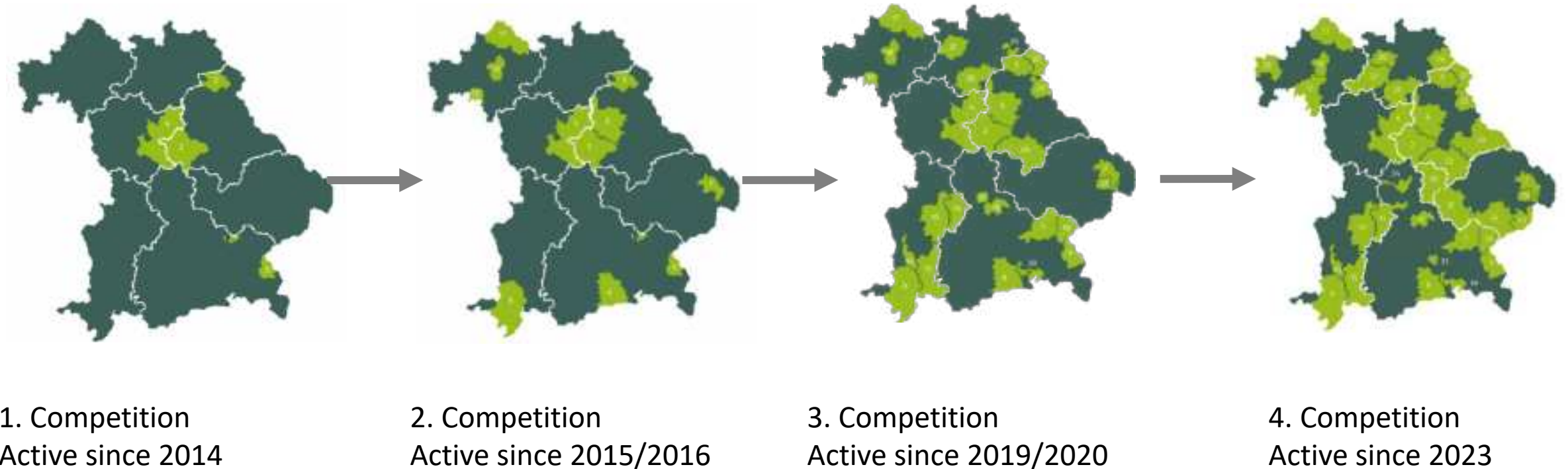
Key element:

Regional manager for every region





Development of the Model Organic Regions in Bavaria





How to become a Model organic region?

- **4 public competitions in 10 years**
- **Interested regions present a short concept with some concrete project ideas**
- **External Jury commissioned by the Ministry of agriculture examines the applications**
- **State-recognized Model organic region receive partial funding support:**
 - 75% for regional managements for 5 year
 - after that degressive funding phase over 3 years
- **Funding guidelines:** Integrated Rural Development
- **State wide support and coordination team**



Projectmanager in the MOR = „supportive leader“

- ...ensure that for the first time the committed people say their idea out loud
- ...create a stimulating, creative atmosphere
- ...help turn ideas into effective projects
- ...ensure precise networking and bring the right people together
- ...take care of suitable concepts and financing options



What we lack are not the technical concepts, but the social tools to get people moving.

Rob Hopkins, Gründer der „Transition-Bewegung“

Role of MOR communities or districts

- Public ownership
- Partial Financing
- Infrastructure
- Create links to Regional Development
- Active: **Procurement of Organic Food for Community Facilities** like kindergarden, schools, old peoples homes, hospital etc.)
ROLE MODEL for others!

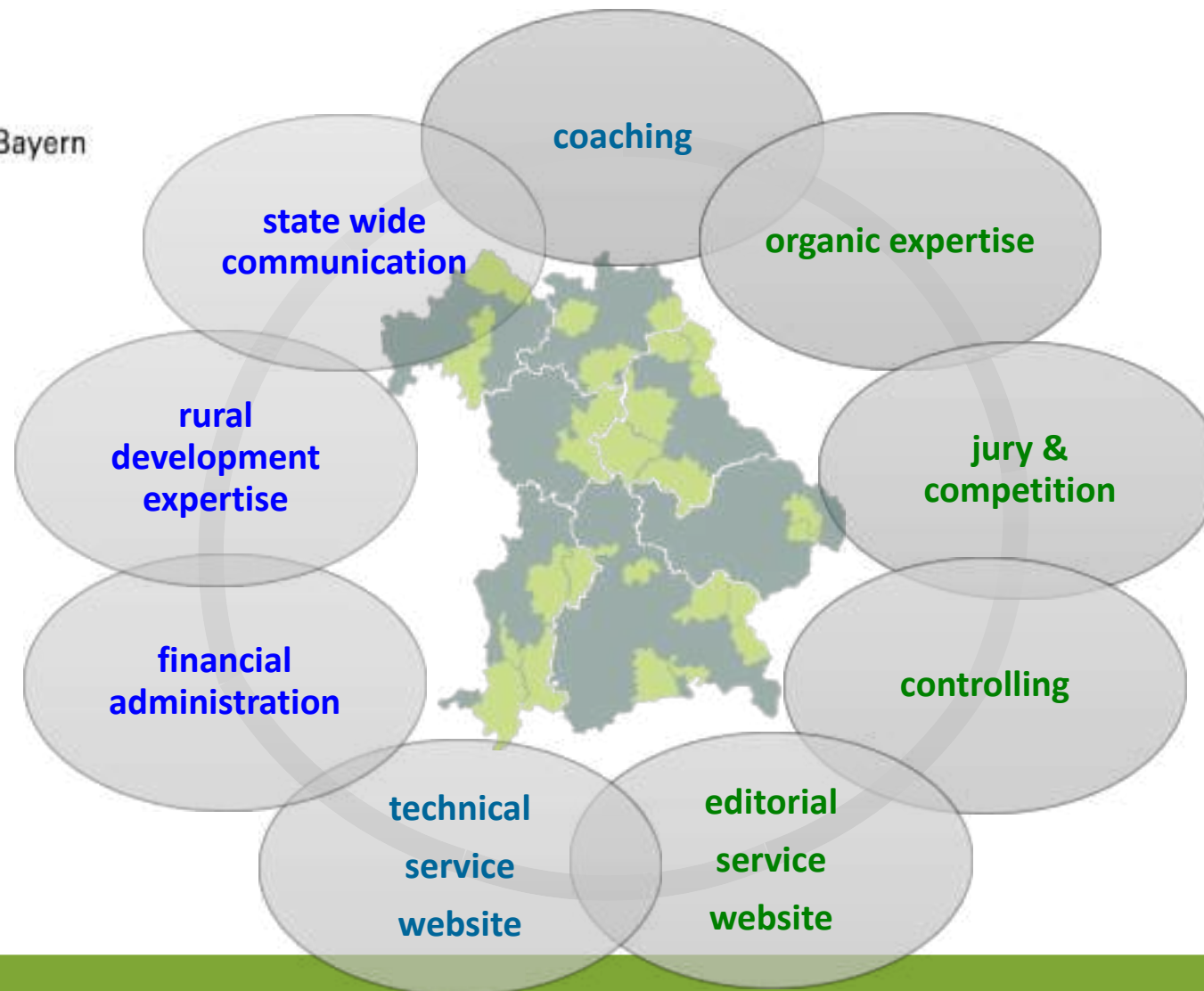




The tasks of the state wide coordination

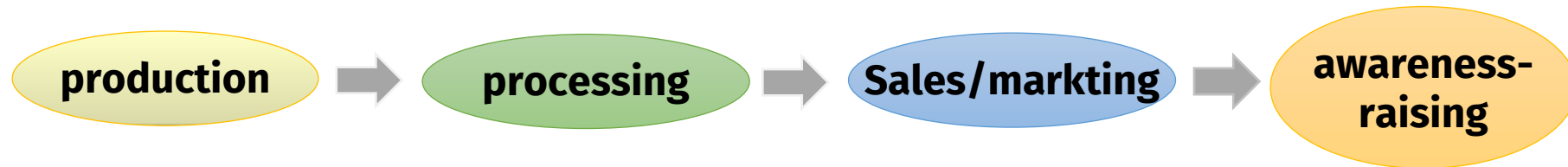


Ländliche Entwicklung in Bayern





Holistic approach along the entire value chain: entrepreneurial people!!





Staatlich anerkannte Öko-Modellregionen
Bayern

...and more!

Communities



Rural Development



Tourism





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And how can it succeed?



Listening!
Inviting!
Inspiring!
Encouraging!
Accompanying!
Visualising!

Further Information: www.oekomodellregionen.bayern



Thank you for your attention!



Foto: Daniel Delang

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