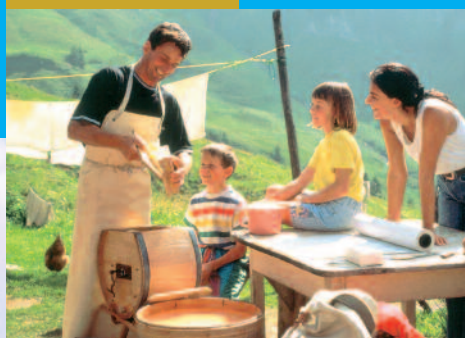


# LEADER Austria



**LEADER Network Unit**

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[www.netzwerk-land.at](http://www.netzwerk-land.at)

Das Netzwerk Land wird finanziert von Bund, Ländern und Europäischer Union.



Europäischer Landwirtschaftsfonds  
für die Entwicklung des ländlichen  
Raums: Wachstum in ländlichen  
Gebieten

LE 07-13  
Entwicklung in den LEADER-Regionen



NETZWERK  
LAND  
LE 07-13

# LEADER

## moves rural Austria

86 Austrian LEADER areas realise innovative development programmes

### LEADER Austria

Surface: approx. 72,000 km<sup>2</sup>

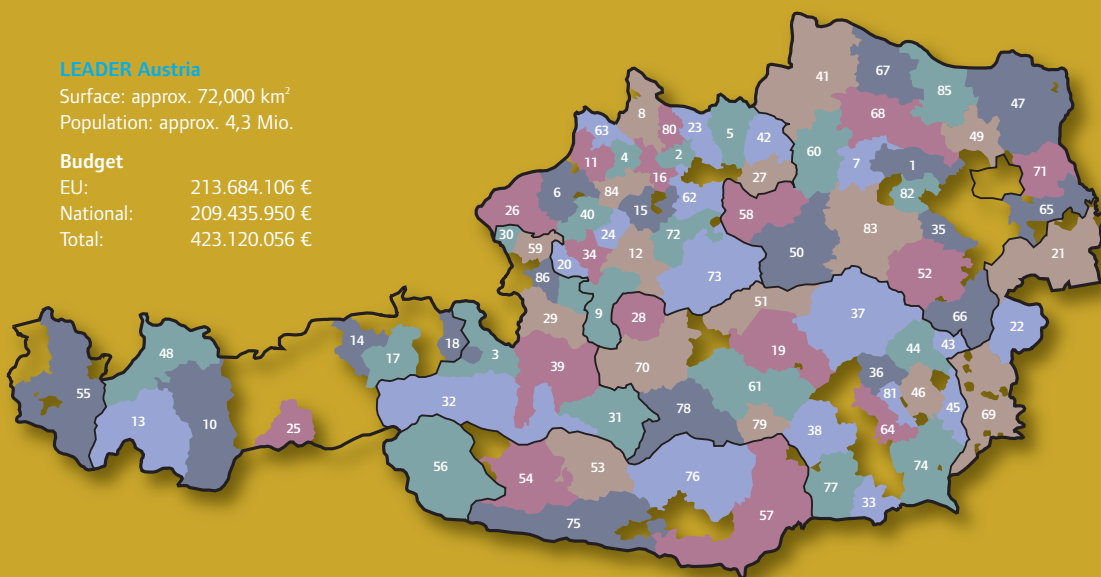
Population: approx. 4,3 Mio.

### Budget

EU: 213.684.106 €

National: 209.435.950 €

Total: 423.120.056 €



### Burgenland

- 21 Nordburgenland plus
- 22 Mittelburgenland plus
- 69 Südburgenland plus

### Carinthia

- 53 Nockregion – Oberkärnten
- 54 Großglockner/Mölltal – Oberdrautal
- 57 Unterkränten
- 75 Region Villach – Karnische Region
- 76 Kärnten Mitte

### Lower Austria

- 1 Donauland – Traisental – Tullnerfeld
- 7 Wachau Dunkelsteinerwald
- 35 Triestingtal
- 41 Waldviertler Grenzland
- 47 Weinviertel Ost
- 49 Weinviertel Donauraum
- 50 Kulturpark Eisenstrasse Ötscherland
- 52 Niederösterreich Süd
- 58 Tourismusverband Moststraße
- 60 Südliches Waldviertel – Nibelungengau
- 65 Römerland Carnuntum
- 66 Bucklige Welt – Wechselland
- 67 Waldviertler Wohlviertel
- 68 Kampthal – Wagram
- 71 Marchfeld

### Upper Austria

- 2 Region uwe (Urfahr West)
- 4 Hausruck Nord
- 5 Mühliertler Kernland
- 6 Innviertel
- 8 Donau – Böhmerwald
- 9 Kulturerbe Salzkammergut
- 11 Pramthal
- 12 Traunsteinregion
- 15 Wels Land
- 16 Eferding
- 20 Mondseeland
- 23 SternGartl – Gusental
- 24 Vöckla-Ager (REVA)
- 26 Oberinnviertel – Mattigtal
- 27 Strudengau
- 34 Attersee-Attergau (REGATTA)
- 40 Hausruckwald – Vöcklatal
- 42 Mühliertler Alm
- 62 Linz-Land
- 63 Sauwald
- 72 Traunviertler Alpenvorland

### Salzburg

- 3 Saalachtal
- 29 Tennengau
- 30 Flachgau Nord
- 31 Lungau
- 32 Nationalpark Hohe Tauern
- 39 Lebens.Wert.Pongau
- 59 Salzburger Seenland
- 86 Fuschlseeregion

### Styria

- 19 Steirische Eisenstrasse
- 28 Ausseerland Salzkammergut
- 33 Naturpark Südsteirisches Weinland
- 36 Steirisches Almenland
- 37 Mariazellerland – Mürtztal
- 38 Weststeiermark Lippizanerheimat
- 43 Steirisches Wechselland
- 44 Kraftspendendörfer Joglland
- 45 Oststeirisches Thermenland – Lafnitztal
- 46 Oststeirisches Kernland
- 51 Gesäüße Eisenwurzten
- 61 WirtschaftLeben
- 64 Hügelland östliche von Graz – Schöcklland

### Tyrol

- 10 Bezirk Imst
- 13 Bezirk Landeck – regioL
- 14 Mittleres Unterinntal Tirol
- 17 Hohe Salve
- 18 Pillerseetal-Leogang
- 25 Wipptal
- 48 Außerfern
- 56 Osttirol

### Vorarlberg

- 55 Regionalentwicklung Vorarlberg

# LEADER Austria

## makes a difference to tourism and agriculture

### Baumkronenweg – Treetop Way

In 2005, following the initiative of a farmer, the 'Baumkronenweg' was constructed in the Sauwald region. Not only does this tourist attraction enable walks to take place amid the treetops, but also offers overnight accommodation in well equipped 'tree houses'. Alone in the first year of operation, around 300,000 visitors came to the region.

**LAG Sauwald, Upper Austria** [office@sauwald.at](mailto:office@sauwald.at) | [www.baumkronenweg.at](http://www.baumkronenweg.at)



### Outdoor tourism – transnational co-operation of SME

Outdoor operators (rafting, canyoning, climbing, white-water canoeing) from the Tyrolean LEADER regions of Pillersee Valley and Ötz Valley co-operate in the sectors of training, marketing and guide exchange with companies based in Lapland.

**LAG Pillerseetal – Leogang, Tyrol/Salzburg**  
[office@regio-tech.at](mailto:office@regio-tech.at) | [www.regio-tech.at](http://www.regio-tech.at)

### Southern Burgenland – a slice of paradise

34 small and medium-sized enterprises and farmers produce and market regional specialities. The region of Southern Burgenland positions itself as a culinary destination for tourists.

**LAG Südburgenland plus**  
[office@ein-stueck-vom-paradies.at](mailto:office@ein-stueck-vom-paradies.at) | [www.ein-stueck-vom-paradies.at](http://www.ein-stueck-vom-paradies.at)



### »Beef country«: Steirisches Almenland

The LEADER area "Steirisches Almenland" (Styrian mountain pastureland) has made its mark as 'beef country' – both agriculturally and as a tourist destination. An Austrian-wide distribution has been built up in collaboration with a gourmet food specialist. Regional beef specialities are served in the restaurants of the region. Overnight stays have increased by 9%.

**LAG Steirisches Almenland, Styria** [jakob.wild@almenland.at](mailto:jakob.wild@almenland.at) | [www.almenland.at](http://www.almenland.at)



# LEADER Austria

## makes a difference to agriculture and education

### Steirisches Vulkanland: a culinary region

A diverse range of regional products are being developed and marketed under the umbrella brand name of 'Vulkanland' (volcano land): Volcano ham, wines, fruit juices, chocolates, beer, oils, and spreads. The region's handicraft enterprises also market their products under the Vulkanland brand.

**LAG Steirisches Vulkanland, Styria** [office@vulkanland.at](mailto:office@vulkanland.at) | [www.vulkanland.at](http://www.vulkanland.at)



### Noah's Ark: Carinthian 'Spectacled' sheep

The Carinthian Spectacled sheep breeders' society has increased the stock of Spectacled sheep in a targeted way. The Spectacled sheep have gained popularity as a regional speciality, as a tourist attraction, and as a significant factor in landscape conservation.

**LAG Unterkärnten, Carinthia** [info@carnica-rosentat.at](mailto:info@carnica-rosentat.at) | [www.brillenschaefe.at](http://www.brillenschaefe.at)

### Training on innovative farms

Students of the agricultural vocational schools from Salzburg, Upper Austrian and Bavarian LEADER areas have been offered a 'hands-on' training on innovative farms in the following sectors: farm holidays, renewable energy, product development and marketing.

**LAG Nationalpark-Region Hohe Tauern, Salzburg** [office@nationalparkregion.at](mailto:office@nationalparkregion.at)



### A quality offensive in winegrowing

In collaboration with the oenologist Mac Gregor Forbes, who has already worked in all of the important winegrowing countries – from Italy and France through to Portugal and Chile – the winegrowers in Auland Carnuntum are putting quality-oriented measures in place for all steps involved in grape processing.

**LAG Römerland Carnuntum, Lower Austria** [b.fischer@roemerland-carnuntum.at](mailto:b.fischer@roemerland-carnuntum.at) | [www.roemerland-carnuntum.at](http://www.roemerland-carnuntum.at)

# LEADER Austria

## makes a difference to women, adolescents and culture



### Hunt: A historic play addresses past controversy

In collaboration with a renowned author, a professional director, the Linz University of Art and Industrial Design and 150 amateur actors, the LAG Hausruck staged an open-air theatre production based on the events of the 1934 civil war.

The play was awarded with Austria's highest theatre prize.

**LAG Hausruck, Upper Austria** [office@hausruck.co.at](mailto:office@hausruck.co.at) | [www.hausruck.co.at](http://www.hausruck.co.at)

### Training for culture and museum guides

Within the scope of this trans-national training project, 101 participants from the LEADER regions of Außerfern (A), Auerbergland (D) and Ostallgäu were trained as culture and museum guides for the joint cross-border 'culture region'.

**LAG Außerfern, Tyrol**

[rea@allesausserfern.at](mailto:rea@allesausserfern.at) |

[www.kulturfuehrung.info](http://www.kulturfuehrung.info)



### Youths create own »favourite haunts« in their communities

In 10 municipalities, 150 adolescents collaborated with landscape planners to redesign the public places in which they spend their leisure time.

**LAG Eferding, Upper Austria**

[regef@eferding.ooe.gv.at](mailto:regef@eferding.ooe.gv.at) | [www.regef.at](http://www.regef.at)



### CHIRON – equal opportunities in local development

From 2003–2004, by means of further education and the creation of awareness, two gender mainstreaming experts pushed for greater equal opportunities for men and women in all municipalities of the LEADER area of Mühlviertler Alm.

**LAG Mühlviertler Alm, Upper Austria**

[office@muehlviertleralm.at](mailto:office@muehlviertleralm.at)

# LEADER Austria

makes a difference to

## SMEs and renewable energy



### Meisterstraße Salzkammergut: a cooperation of handicraft enterprises

40 handicraft enterprises in the Salzkammergut region co-operate under the brand name of 'Meisterstraße' in the sectors of product development, quality assurance and the opening up of new markets. In 2006, the cooperation was extended to include further LEADER areas in Upper Austria, Lower Austria and Styria. Objective is to realise the national cooperation "Meisterstraße Austria".

**LAG Salzkammergut, Upper Austria**

[office@meisterstrasse.at](mailto:office@meisterstrasse.at) | [www.meisterstrasse.at](http://www.meisterstrasse.at)

### Bergholz Marketing Ltd: Developing and marketing of local wood products

In Bergholz Marketing Ltd, forest enterprises, carpentry businesses, architects and local authorities co-operate in the development and marketing of new furniture and prefabricated houses made out of mountain wood.

**LAG Natur- und Kulturerbe Vorarlberg**

[leader@leader-vlbgo.at](mailto:leader@leader-vlbgo.at) | [www.bergholz.at](http://www.bergholz.at)



### The development of fuels from vegetable oils

Within the scope of the project, possibilities for the optimisation of vegetable oils for use in diesel motors should be found. The goal is to create an alternative to the costly refinement of vegetable oil fuels.

**LAG Waldviertler Grenzland, Lower Austria**

[office@waldviertlergrenzland.at](mailto:office@waldviertlergrenzland.at) | [www.waldviertlergrenzland.at](http://www.waldviertlergrenzland.at)

### Southern Burgenland fosters renewable energy

The European Centre for Renewable Energy in Southern Burgenland enjoys international recognition as an R&D facility in the sector of renewable energy (e.g. biomass, solar, vegetable oil fuel).

LAG Southern Burgenland co-operates with the centre in the expansion of energy supplies using regional resources.

**LAG Südburgenland plus**

[office@suedburgenlandplus.at](mailto:office@suedburgenlandplus.at) | [www.eee-info.net](http://www.eee-info.net)

