

OPPORTUNITIES OF SUSTAINABLE DEVELOPMENT OF CULTURAL LANDSCAPE IN SLOVENIAN-AUSTRIAN CROSS-BORDER AREA

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Research questions

- 1) What is the **people's perception** of the EU, its opportunities and obstacles and its relevance for the cross-border area?
- 2) Which **changes** are expected **to the landscape** and social environments until 2020?
- 3) Which **projects** should be developed to utilize the potentials of CB area?



Methodology



- Analysis
- Telephone (AT, 265), personal interviews (SI, 275)
- 2x2 workshops:
 - around 300 people participated
 - locals, politicians, policy makers, teachers, representatives of regional institutions and companies, state employees
 - methods: scenarios, “future stories”
- Topics: job market, education, culture, quality of life, tourism, agriculture, transport / future

Situation in 2000 - polarization



AUSTRIA

- NW area: under the influence of Graz – increase of population, jobs, daily commuters
- SE area: increase of population, positive trends just in Bad Radkersburg due to the tourism

SLOVENIA

- Urban centres: increase of population, jobs, built area
- Agricultural areas on the edge: lagging behind, immigration

Perks and problems of CBC area

Austria	Slovenia
 <p>Openness to the neighbours Possibilities for cheaper shopping Landscape, quality of life</p>	<p>Proximity to the border, opportunities for CB co-operation Possibilities for cheaper shopping Work opportunities, better payment Closeness to other culture, country</p>
 <p>Unfavourable economic conditions Insecurity on job market, salaries Remoteness of the area Work opportunities in the region are low (44%) High share of commuters</p>	<p>Illegals, people seeking assilum Remoteness, loneliness, political disregard Job market, low salaries Work opportunities in the region are low (70%)</p>

The EU will bring...

- Economic boom [AT]
- Boost of tourism [AT]
- Free market [SI]
- Lower unemployment [SI]
- Job market problems [AT]
- Lower income [AT]
- Decrease in agricultural prices [AT]
- Higher prices, taxes [SI]



Expected changes in the region until 2020

AUSTRIA

- EU minimizing lag between AT-SI
- More tourism
- Increase in immigration, traffic
- Improvement of economic situation
- Bigger offer for shopping

SLOVENIA

- No more border
- More job opportunities in Austria
- Cross-border co-operation
- More, new industries
- Changes in economy

Expected changes in the region until 2020 – situation in 2012

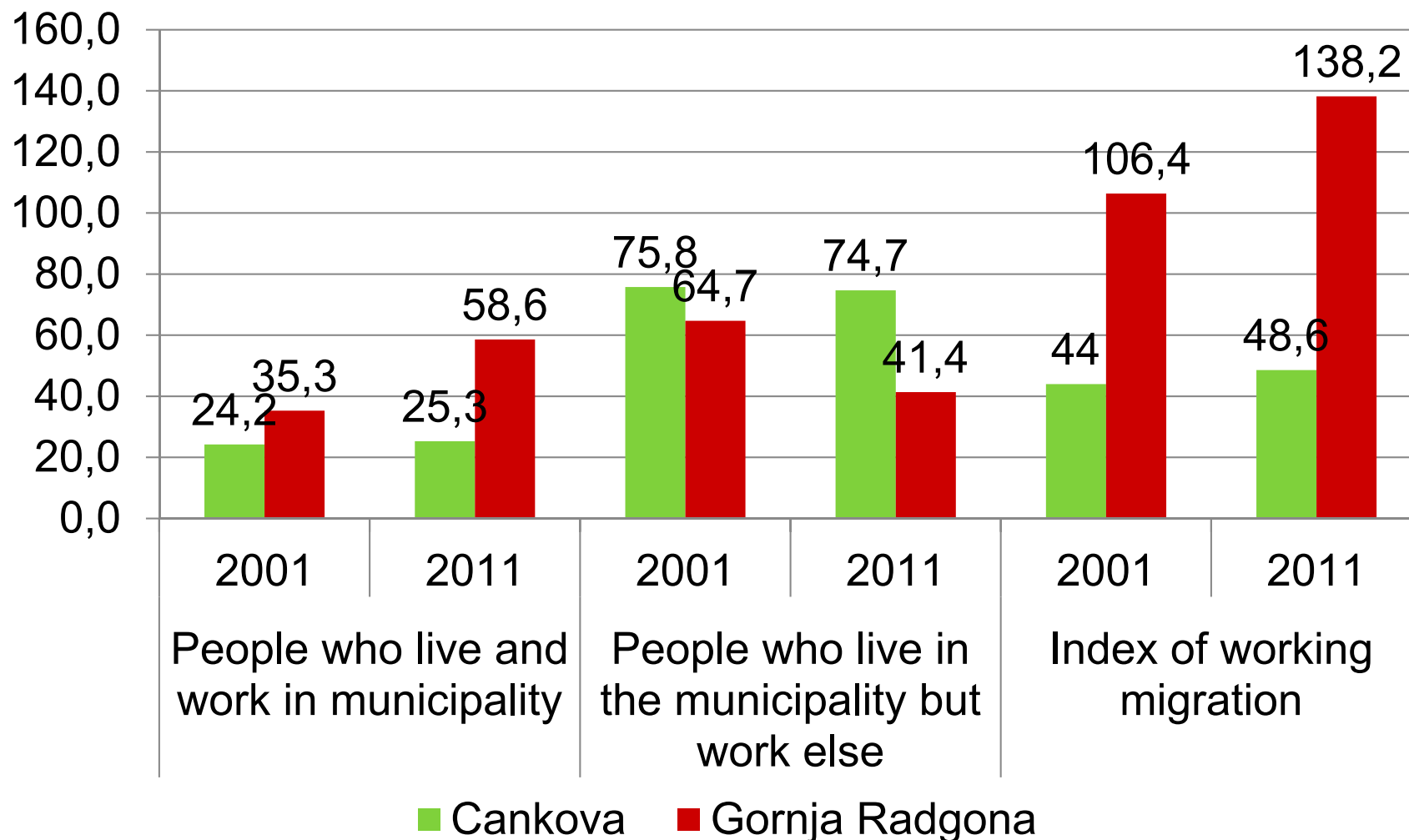
AUSTRIA

- EU minimizing lag between AT-SI ?
- More tourism ✓
- Increased immigration ✓, traffic ✓
- Improvement of economic situation ?
- Bigger shopping opportunities ✓

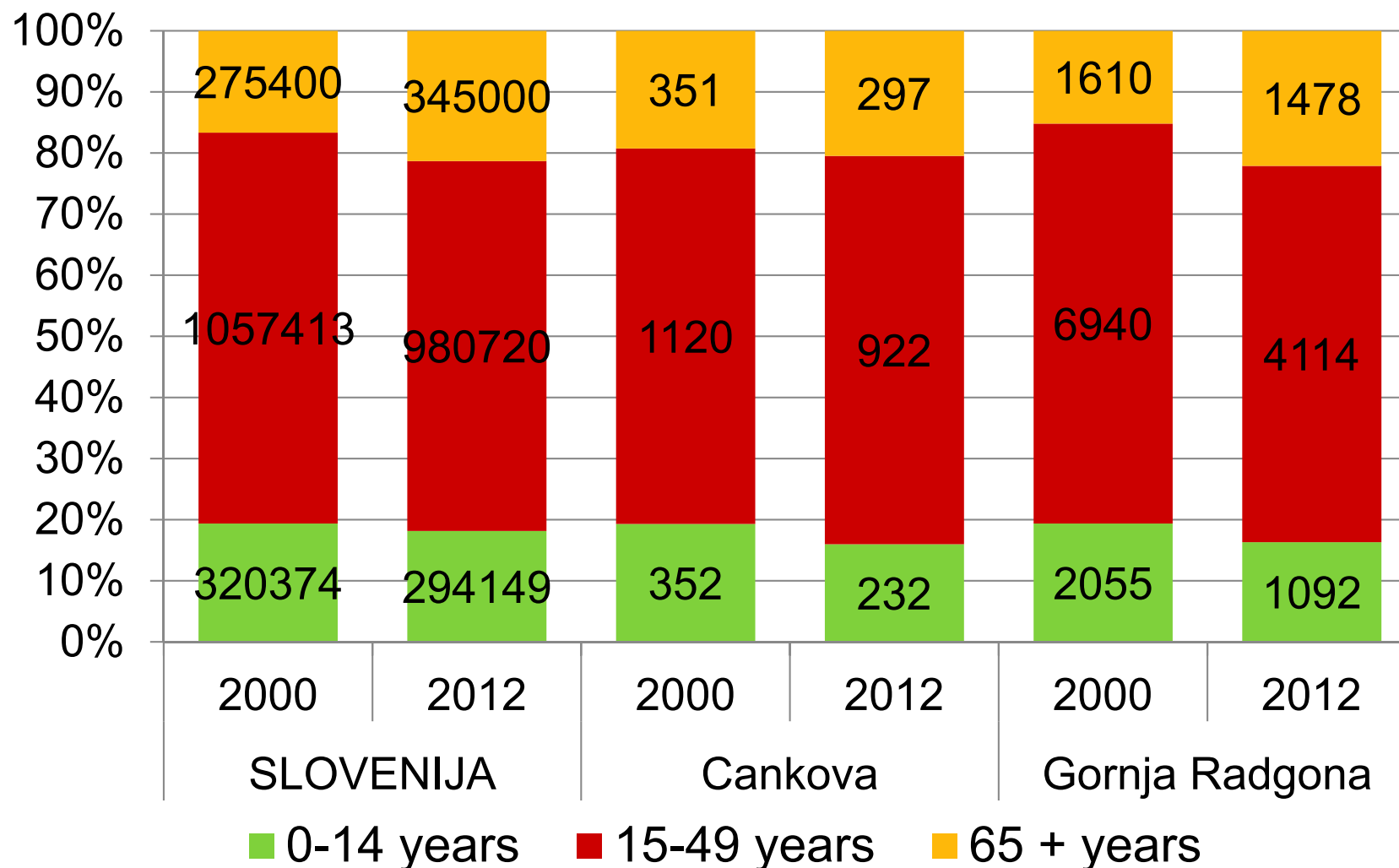
SLOVENIA

- No more border ✓
- More job opportunities in Austria ✓
- Cross-border co-operation ✓
- More industries ✗
- New industries ✓
- Changes in economy ✓

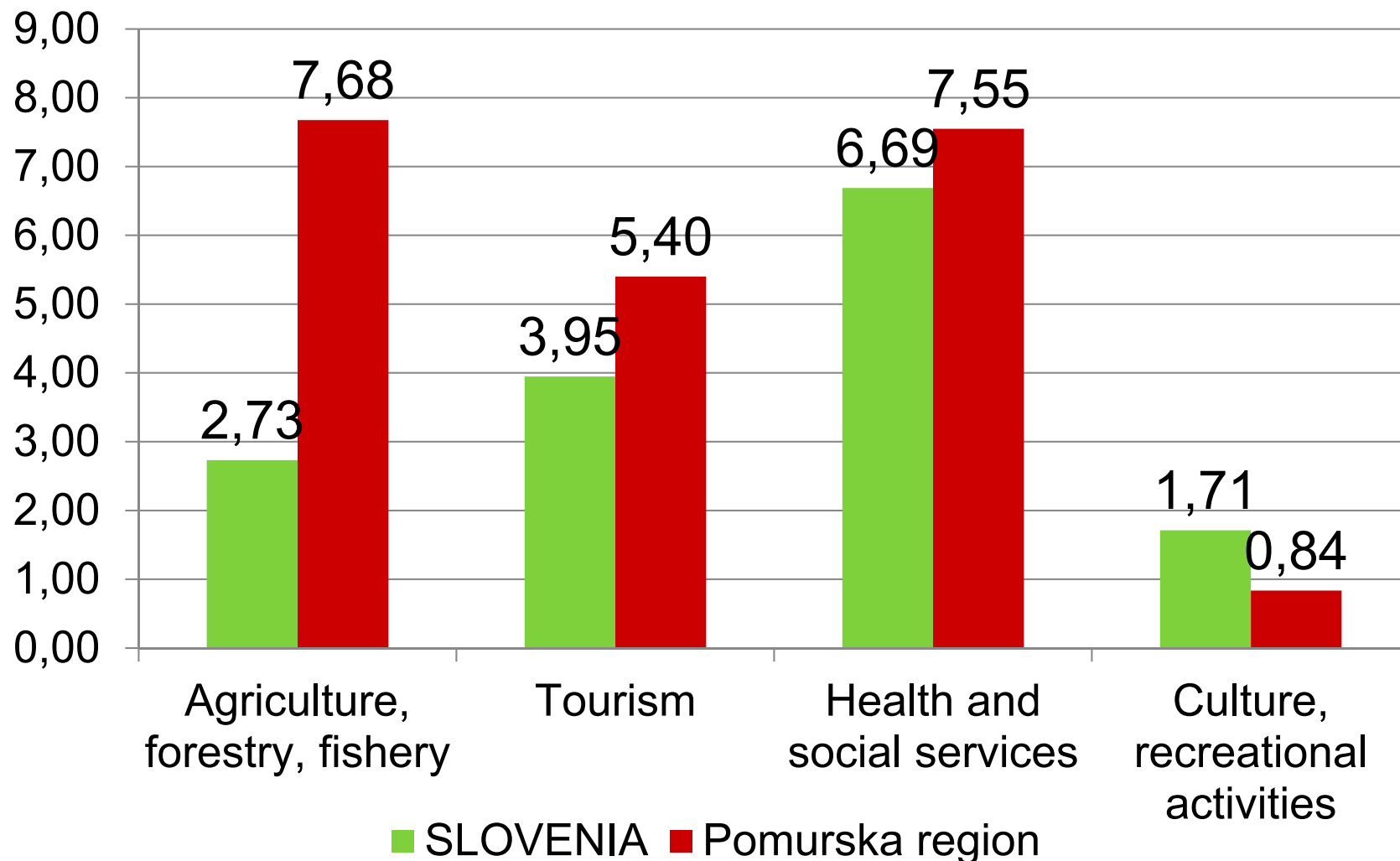
Work migrations, 2001-2011



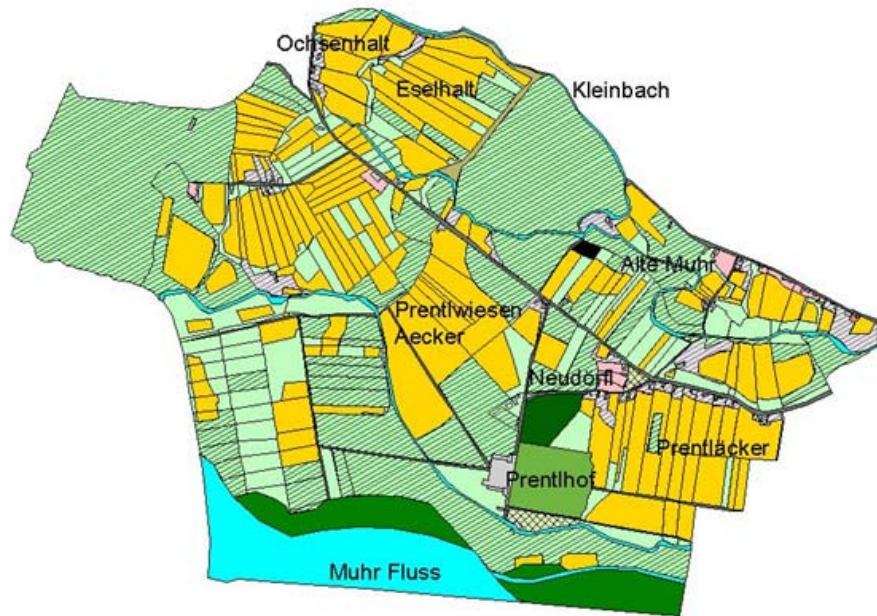
Age structure, 2000 and 2012



% of employment in selected sectors, 2011



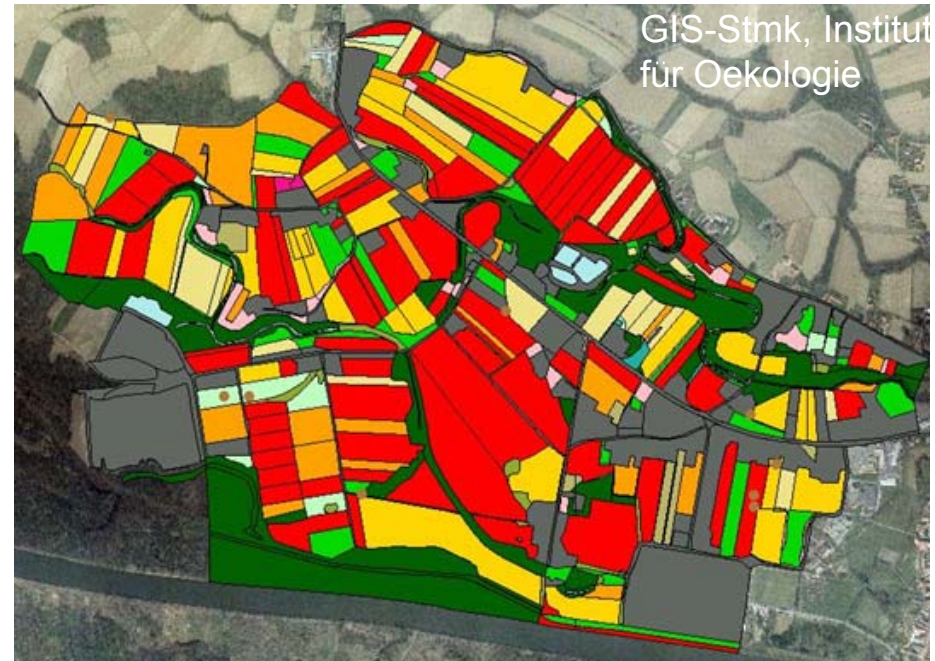
Changes in landscape until 2000, AT



1821

ALTNEUDOERFL

- Acker
- Wiese
- Wiese mit Baeumen
- Wiese mit Obstbaeumen
- Hutweide
- Obstgarten
- Gemuesegarten
- Fließgewässer
- gemischter Wald
- Laubwald
- Prenthof - Parkanlage
- Gstaetten
- Sandgrube
- Communicationsweg, sonstige Wege
- Siedlungsgebiet
- unleserlich



2000

- Acker - uebrige Nutzungen
- Acker - Kuerbis
- Acker - Mais
- Ackerbrache
- Gruenland mager, gemaecht
- Gruenland naehrstoffreich, gemaecht
- Gruenland naehrstoffreich, beweidet
- Gruenland, Brache
- Feuchtwiesen
- Streuobstbau
- Intensiver Obst- und Weinbau
- Wiesenraine
- Wald
- Hecken, Flurgehoelze, Einzelbaeume
- Fließgewässer / Graeben
- Siedlungsgebiet, Sondernutzungen

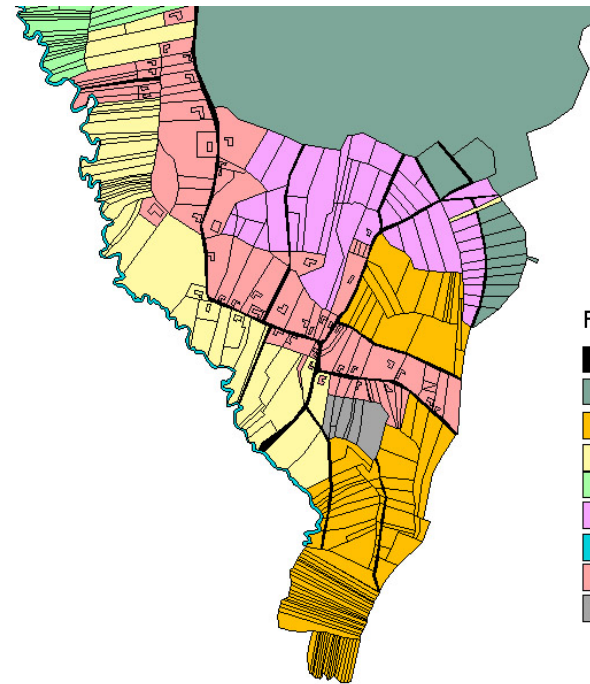
Changes in landscape until 2020, SI



2000

Raba tal / Landnutzung

- cesta / Strasse, Weg
- njiva / Acker
- ostalo / Sonstiges
- pokopališče / Friedhof
- sadovnjak / Obstgarten
- travnik / Grünland
- urbano / Siedlungsgebi
- vinograd / Weingarten
- voda / Wasser
- vt / Garten



2020

Raba tal / Landnutzung

- cesta / Strasse, Weg
- gozd / Wald
- njiva za krmo / Acker mit Futterfrüchten
- platenjak /
- plantažni gozd / Waldplantage
- plantažni sadovnjak / Obstplantage
- voda / Wasser
- urbano / Siedlungsgebiet
- farma / Viehzuchtbetrieb

KOROVCI

Situation in 2012 – new sorts



Sugar beet



Rapeseed



Pumpkins



Hemps



Buckwheat



Corn

Situation in 2012 – production



ECO
&
BIO



ORCHID
S
productio
n

CBC projects promoting sustainability

- Preserving a habitat for endangered bird
SI municipalities Cankova, Grad...; L.E.I.V. in AT / preservation of habitats in agricultural land, of old grass-orchards
- Expert basis for a plan to manage the watershed of the Ledava and the Ledavsko lake
SI municipalities Cankova...; Wasserversorgung Bezirk Radkersburg in AT / preservation and sustainable development of natural sources
- COVE – Renewable Energy Sources Road
LEA za Pomurje, Moravske Toplice; LEA Oststeiermark, Oekocluster Oststeiermark / presentation of the good practice in the use of renewables along the CB road
- REGIO VITALIS – New perspectives of CB development of jobs in health tourism
RRA Mura, High school for tourism Radenci; Oststeiermark, Schulung Zentrum Fohnsdorf / new types of jobs, innovative approaches to health tourism



Project Skupaj (Together)

- ❑ Bad Radkesburg / Gornja Radgona
- ❑ Joint urban and landscape development of Mura river bank
- ❑ Year 2010 on, 36 months
- ❑ Expected results:
 - ❑ Raising awareness about the life along the river
 - ❑ Redefinition of the public space
 - ❑ Creating list of the future design development projects for new recreational areas
 - ❑ Better connectivity of the locals from both side of the border



- Social biomass centre
 - St. Margarethen an der Raab, AT
 - Puconci municipality, SI
- Expected results:
 - Analysis of biomass potentials and human resources
 - Built an efficient and functional partnership between AT and SI stakeholders
 - Prepare concept and educational programme for hard-to-place clients
- Delivering sustainability...

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Conclusions



- EU brought significant changes to economy, agriculture and landscape
- CBC projects empower regional connectivity & identity
- Sustainability = new types of agricultural production, use of renewables, tourism



Thank you for your attention!

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Project: Opportunities and risks for
sustainable development of cultural
landscape in the case of FUI expansion to the