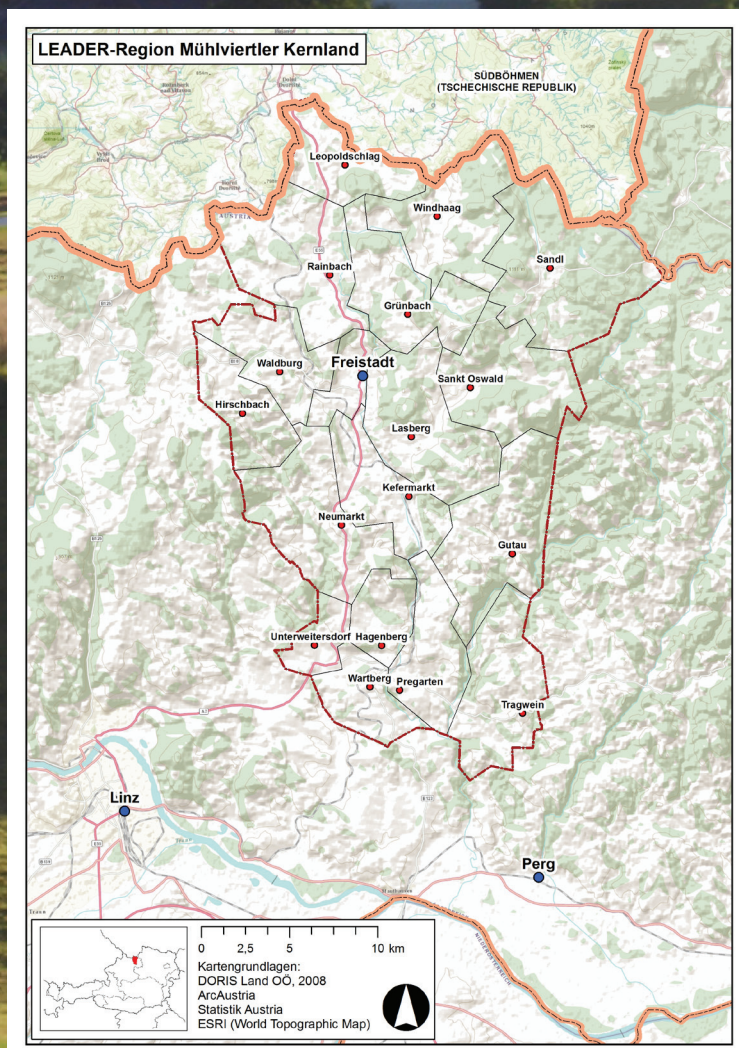


Pilot project: Mühlviertler Kernland

Rolling hills, dark forests, coloured meadows, beautiful houses and a well maintained cultural landscape - for many visitors this is the first impression of the region Muehlviertler Kernland. The region north of Linz is the Upper Austrian gateway to Czech Republic. The average population density is 110 people per km² (49.000 inh., 593 km²), while localities like Freistadt, Wartberg, Pregarten, Hagenberg and Unterweikersdorf show higher densities. Compared to other districts in Upper Austria the share of forests and agricultural land within Muehlviertler Kernland is higher.

Landscape is an important factor of regional identity for the Mühlviertler Kernland and the local population. Therefore, the pilot region was chosen to discuss sustainable landscape development issues under broad public involvement.



General map of the pilot area

PP3, University of Natural Resources and Life Sciences Vienna, IRUB

Project partner working team:

Assoc. Prof. Dr. Gernot Stöglehner, project manager
Dipl.-Ing. Georg Neugebauer, Mag. Lukas Löschner

Name of the area:

Mühlviertler Kernland

Pilot project name:

Vital landscape Mühlviertler Kernland

Size:

593 km²

Location:

Austrian-Czech border region, north-east of Linz (Upper Austria)

Geographical specifics:

hilly country

Population:

ca. 49.000

Dominant land-use:

forest and farmland

Dominant economy:

high share of commuters to the Provincial Capital Linz; services, agriculture, some manufacturing

Administrative division:

18 municipalities



background: Vital Landscape Mühlviertler Kernland
(photo: Barbara Schauer, winner of the photo competition "Sichtweisen")

Outcomes:

- Landscape development scenarios and landscape quality objectives for the LEADER region Mühlviertler Kernland
- Project ideas and activities related to landscape and landscape development
- Local development processes discussing landscape issues

Aim of the Vital Landscapes process in the Mühlviertler Kernland region is an intensive discussion of landscape issues in order to sensitise the public for landscape changes, to elaborate landscape quality objectives for a sustainable development of cultural landscapes based on landscape development scenarios and, finally, to outline first implementation steps. In terms of a social learning process, complex relations are identified and analysed, aims and goals based on values and assumptions are defined, and concrete implementation steps are derived. The pilot process shall not only give impulses for behavioural modifications (single-loop-learning), but further actuate

a discourse about contexts and goals (double-loop-learning), and therefore contribute to a sustainable landscape development.

Pilot project stakeholders involve local inhabitants, representatives of municipal councils and local administrations of eight municipalities in the LEADER region Mühlviertler Kernland (Hagenberg, Hirschbach, Leopoldschlag, Pregarten, Rainbach, St. Oswald, Unterweikersdorf and Wartberg), as well as students of two schools (commercial academy HAK Freistadt and vocational school for agriculture LFS Freistadt), experts from selected fields (agriculture, nature protection and tourism) and the general public.



bottom left: view of the Mühlviertler Kernland (photo: Richard Schramm, winner of the photo competition "Sichtweisen")
above: people are part of the landscape Mühlviertler Kernland
right top and below: discussing landscape issues with the locals (photo: Georg Neugebauer)
far right: historic city entrance in Freistadt Mühlviertler Kernland

LANDSCAPE DIALOGUES - DISCUSSING LANDSCAPE ISSUES WITH LOCAL PEOPLE

time frame: Autumn 2011 to spring 2012 (8 landscape dialogues at four locations)

stakeholders: Representatives of municipal councils, local administrations

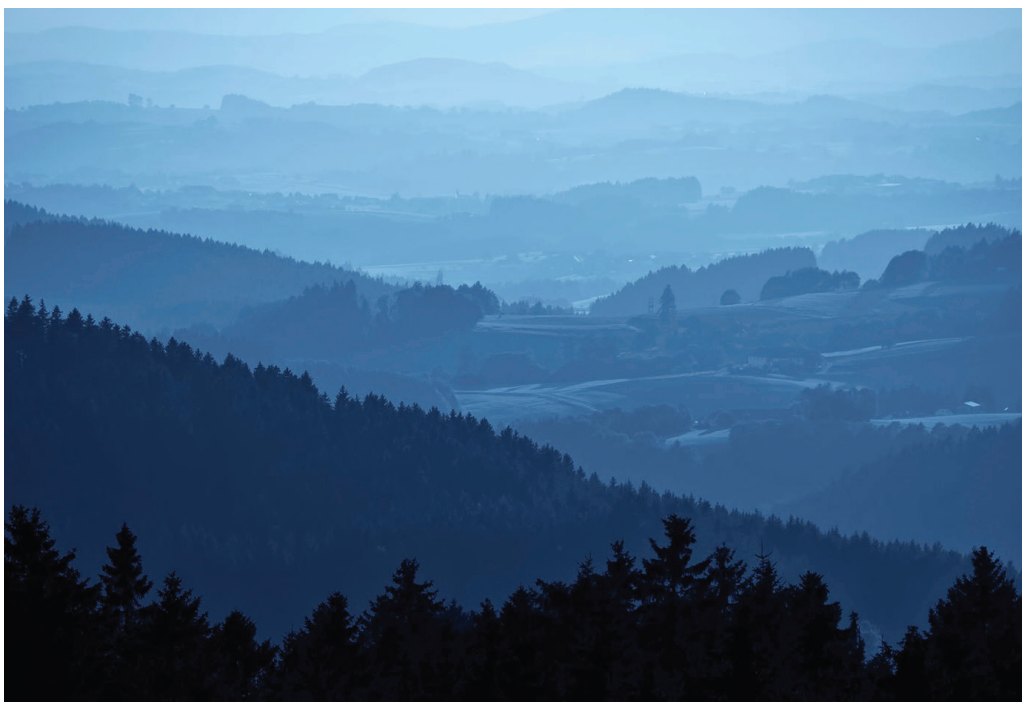
participants: 80

target group: broad public

intention: Involvement of the general public to elaborate visions and implementation measures for a sustainable landscape development in the LEADER region Mühlviertler Kernland.

outputs: Landscape quality objectives, landscape related project ideas.

long-term outputs: Municipal development processes in localities involved in the Vital Landscapes project, that are dealing with landscape issues.





SCHOOL WORKSHOPS - how to make a video about landscape?

time frame: School year 2011/2012

stakeholders: local TV station,
teachers

participants: 20

tagret group: Young people (16-17
years old)

intention: Learning how to make a
short video about landscape
and in this way to deal with
landscape issues.

outputs: Five short videos (1 to 5
minutes) about landscape.

long-term outputs: Sensitization
for landscape and landscape
development.

EXPERT WORKSHOPS - DISCUSSING LANDSCAPE ISSUES

time frame: Spring 2012 (two
workshops)

stakeholders: Local experts
(agriculture, nature protection,
tourism)

participants: 4

intention: Discussing landscape
issues and outcomes of the
landscape dialogues with local
experts from several subject areas
with reference to landscape.

outputs: Thematic endorsement of
the activities with the broad public.

long-term outputs: Sensitization
for landscape and landscape
development.

FOTO COMPETITION - PERCEPTION OF LANDSCAPE

time frame: Spring to
summer 2012

stakeholders: regional newspaper

participants: 100 photos

tagret group: Broad public

intention: Awareness raising for
landscape issues.

outputs: Collection of landscape
photos, that are interpreted with
regard to people's perception
of landscape.

long-term outputs: Sensitization
of the landscape and landscape
development.