



4 Case Studies

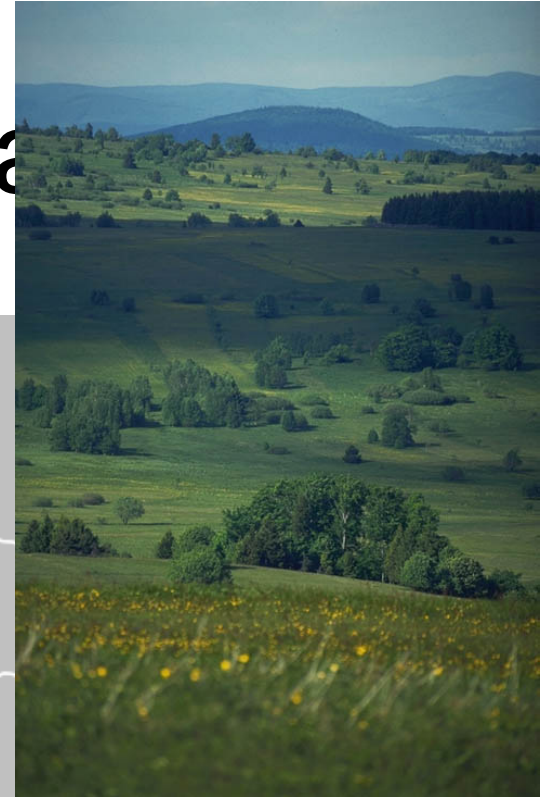
Remuneration of positive externalities

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Mountain Area



*Rhön

Entlebuch*

*Triglav

*Cevennes



Positive externalities

- Biodiversity



Positive externalities

- Cultural Heritage



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Positive externalities

- Recreation and tourism resources



Externalities - Providers

- Farmers
 - Graze high pastures with farm animals, preventing trees taking over and changing landscape/habitat
 - Contribute to cultural products – cheeses etc.
 - Contribute to infrastructure for tourism
- Foresters
- Rural Communities

Externalities - Beneficiaries

- Visitors
 - Within region (often day visitors)
 - From further afield and abroad (often overnight)
- Local people
 - Local “quality of life” attracts investment, retains population
- Non-visitors
 - Some people just want “to know it’s there”

Development issues

- Poor services and transport
- Low incomes and unemployment
- Young people leaving; population ageing
- Overall loss of population
- Leading to:
 - unsustainable communities
 - Land abandonment
 - Loss of positive externalities

Remuneration - PES

- [PES: payments for environmental services]
- Always important; mostly based on EU CAP
 - Include Agri-environment, Less Favoured Area, Single Farm Payment

Remuneration – food products

- Meat products – “outdoor lamb” in Cevennes; Rhön lamb
- Dairy products – Pélardon (PDO) cheese; Rhön organic milk

Remuneration – services

- Tourism
 - Entlebuch 2002-5: 4x increase in tourism, 3x increase in meals and overnight stays
 - Rhön region tourism 325m€ - 1/3rd based on environment and culture
 - Agri-tourism in Cevennes, based on national networks
 - Triglav National Park provides tourism infrastructure; businesses add value to this

Remuneration

- Regional branding
 - Echt Entlebuch
 - Rhön regional label
- Does remuneration for +ve externalities help?
 - Supports 1/3rd of employment in Triglav NP
 - Farming decline in Cevennes less than similar areas, and more new farmers
 - Entlebuch: incomes increased, local jobs protected
 - Rhon: 36% increase in jobs, unemployment down 9%

How does it work?

3 key points

- Participation
- Institutions
- An integrated approach: Co-ordination and facilitation

Participation

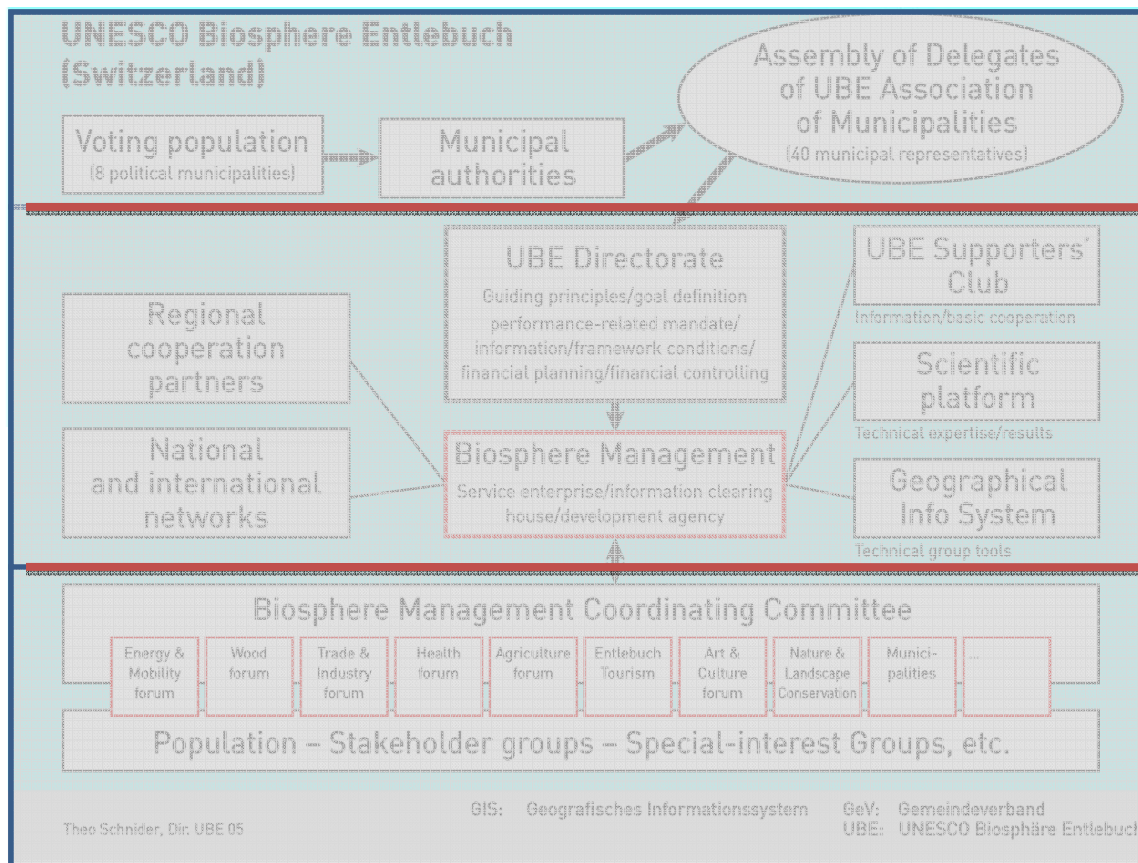
- Rhön - NGO and private sector groups important
- Entlebuch - Commune, then a referendum, now many interest groups involved
- Cévennes - A more traditional national park, but local interest groups still crucial
- Triglav - Another national park. Strong education and research participation, plus tourism and agricultural associations

Institutions

- Rhön – complex regional and local government. BR units co-ordinate.
- Cévennes - National Park Authority, Departmental ministries
- Triglav – National Park Authority, Municipalities, National Ministries
- Entlebuch – a “co-operation model” links all levels, with BR unit co-ordination

Governance at Entlebuch BR

Figure - Governance at Entlebuch BR (UNESCO Biosphere Entlebuch 2007)



- Strategic representation
- Administration and management
- Stakeholder influence

An integrated approach

- Rhön – e.g. Food production + processing + marketing = agriculture + catering + tourism
- Entelbuch – traditional sectoral barriers are broken down
- Cévennes – National Park links tourism, agriculture, and biodiversity/landscape
- Triglav – A National Park plan is needed

Key conclusions

- Current Policy instruments
 - in the short term, maximise their use. Then improve them
- Institutions
 - Top-down planning to improve integration; capacity building so they can engage with stakeholders better
- Processes
 - Leaders, shocks, participation, long-term view, integrate sectors, clusters of activities, product development and marketing, research and monitoring

A Reminder: what it's really
about



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Thank you

