

Strong Partners Powerful Regions

NetWorkShop 14.-15.9.2010
Graz – Steiermark – Austria



Final Programme

Thursday, 14th September 2010

- 09.00 **Registration** of the participants, welcome coffee
- 10.00 **Welcome** and Opening Address, *Franz Voves, Governor of Land Steiermark*
- 10.15 Introductory statement on „**Strengthening of regions by the means of networking**”
Ludwig Rader, Head of the Department for European Affairs and External Relations of the Land Steiermark
- 10.30 Introductory statement on **EU-funded project development**
Richard Hummelbrunner, ÖAR Austrian Regional Consultants
- 11.00 Keynote speaker: *Gerhard Wlodkowski, President of the Chamber of agriculture*
„Regional and biological dimensions in the food sector”
Keynote speaker: *Wolfgang Jilek, Energy Commissioner of the Land Steiermark,*
„Energy efficiency and sustainable energy policy”
- 12.00 Networking Lunch
- 13.30 **Workshops (simultaneously)**
- | <u>Thematic area „Energy“</u> | <u>Thematic area „Good Food“</u> |
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| 1. Workshop in the fields of Energy Efficiency:
<i>Hans Schnitzer, Graz University of Technology</i> | 1. Workshop in the fields of biological agriculture:
<i>Josef Renner, Bio-Ernte Steiermark</i> |
| 2. Workshop on the topic of organizational and planning measures:
<i>Franz Kern, director of the Weiz Energy Innovation Centre „W.E.I.Z”, and Gerhard Ulz, CEO of the Styrian Energy Association</i> | 2. Workshop in the fields of regional products:
<i>Barbara Reithmayer, Chamber of agriculture of Steiermark</i>
<i>“Geographical indications” and Margareta Reichsthaler DBM marketing association „Gutes vom Bauernhof”</i> |
| 3. Workshop on the topic of renewable energy:
<i>Thomas Loibnegger, Chamber of agriculture of Steiermark</i> | |
- 16.00 **„Project market“**: This symposium brings together a prestigious panel of people working in European Projects. The so-called project market offers a possibility of posting a project idea on a flipchart in order to find partners for the implementation of a new project.
- and **„Know how Fair“**: Presentation of Styrian organizations and entrepreneurs in the fields of energy and agriculture
- 17.30 **Excursion** to the “Region of Delight and Wine – Südsteiermark” – dinner in a „Buschenschank“ - a traditional and typical Styrian restaurant

⇒ www.europa.steiermark.at/networkshop



Das Land
Steiermark

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PROGRAMME (cont.)

Wednesday, 15th September 2010

- 09.00 Welcome coffee and networking session:
continuation of the „Project market” and the „Know how Fair”
- 10.00 B2B meetings with Styrian experts in the fields of economy, cluster and networks,
research and development, Universities, culture, tourism, administration and agriculture;
in order to discuss future cooperation in EU-funded projects
- 11.30 Panel discussion with specialists from partner regions on the topic of the strengthening
of regions by the means of networking. Interactive debate and comments by the
participants on the outcomes of the NetWorkShop.
- 12.30 Summary of discussions and closure of the NetWorkShop, *Heidi Körbler, head of the
section for External Relations and Development Aid of the Land Steiermark*
- 12.40 Networking Lunch
- 13.30 Optional Excursions and case study visits (best practice examples):
- Guided City tour Graz (– 15.30)
 - Energy Efficiency (examples in Styria – 17.30)
 - Good Food (examples agriculture, food processing – 17.30)

The conference will take place at “Campus 02 – University of Applied Sciences” (Fachhochschule der
Wirtschaft, Körblergasse 126) – please have a look at [Google-Maps](#).



Thematic area „Energy Efficiency”

Sustainable energy policy

Energy efficiency is the first pillar of a sustainable energy policy and means to use less energy to provide the same level of energy service. Efficient energy use can be achieved by means of a more efficient technology or processes and changes in individual behaviour.

In Styria, energy efficiency is addressed in the public as well as in the private sector.

Measures include

- Spatial planning (building’s location and surroundings)
- Design of buildings
- Insulating buildings
- Energy management of low and nearly zero energy buildings
- New heating and cooling devices of passive buildings
- Industrial processes (e.g capturing heat as by-product of electric energy production and using it for process steam, heating or other industrial purposes).
- Transportation (electric vehicles, public transport).

Renewable energy is the other important pillar of a sustainable energy policy. The use of renewable energy resources in Styria will be illustrated by the use of biomass including aspects of

- Production (e.g. fast-growing energy forests)
- Combustion
- Distribution (e.g. communal heating plants).

In addition, solar energy has started to play an important role for the Styrian energy supply:

- Thermal use for special purpose in non-residential areas
- Large thermal solar energy systems

Both strategies must be developed concurrently in order to stabilize and reduce carbon dioxide emissions. A sustainable energy economy thus requires major commitments to both efficiency and renewables, and a set of related **organisational and planning measures**.

In Styria, these include the

- Strategies and visions at the provincial level
- Co-ordination of private and public activities by the Energy Commissioner
- Energy-related strategies on the local and the regional level
- Establishment of regional energy agencies
- Co-ordinated activities at the local level („model regions“)



Thematic area „Good Food”

Regional dimension in the food sector

This topic will deal with the potential and scope of regional value added along the entire food chain, from production to processing and marketing (including regional branding). Aspects of organic farming and sustainable food production will be covered as well.

Regionalism has emerged as a powerful principle in public policy. Within this topic, the principle of regionalism, which urges a move from sector-based to place-based policymaking, is applied to agriculture and food policy. The principle aims at maintaining and developing the working-, living-cultural- and recreation spaces of rural areas.

Concerning food production and agricultural products, there is a growing demand on high quality products which comply with the growing health-conscious behaviour and environmental awareness of consumers. Climate change and foodstuff scandals raised the demand for transparency and authenticity. Food security is another important factor.

Regionalism in the food sector, mainly in combination with organic farming, stands for quality, healthiness, security and eco-friendly production systems and products. A regionalist approach to farm and food policy also aims to develop regionally based food systems. Such a strategy focuses on the development of production systems and supply chains that serve markets on local and regional scales.

In Styria, several measures are being implemented in order to respond to these trends. Their main objectives are

- Raising the visibility of agricultural production for consumers and tourists
- Distributing information on the origin of agricultural commodities
- Fostering cooperation between agriculture, commerce, gastronomy and tourism
- Establishing and strengthening short-distance supply
- Establishing and strengthening regional value-added chains; and to safeguard and to create jobs

Further activities should be in line with a quality-oriented food policy and cover the following aspects, e.g.

- Food security in the context of food healthiness (organic farming and regionalism)
- Transparency and identification marking of commodities/products (certification, standards)
- Awareness raising of consumers (image campaigns)
- Quality assurance in food production
- Marketing of regional products (e.g. co-operation between farming, tourism, commerce and gastronomy, advertising)
- Strengthening regional value-added chains, creation of jobs and climate protection (local purchasing, short transportation, regional value-added)