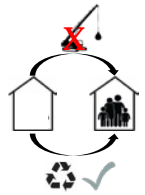


# CONTRIBUTION OF CIVIL AND CORPORATE COMMITMENT FOR RURAL DEVELOPMENT

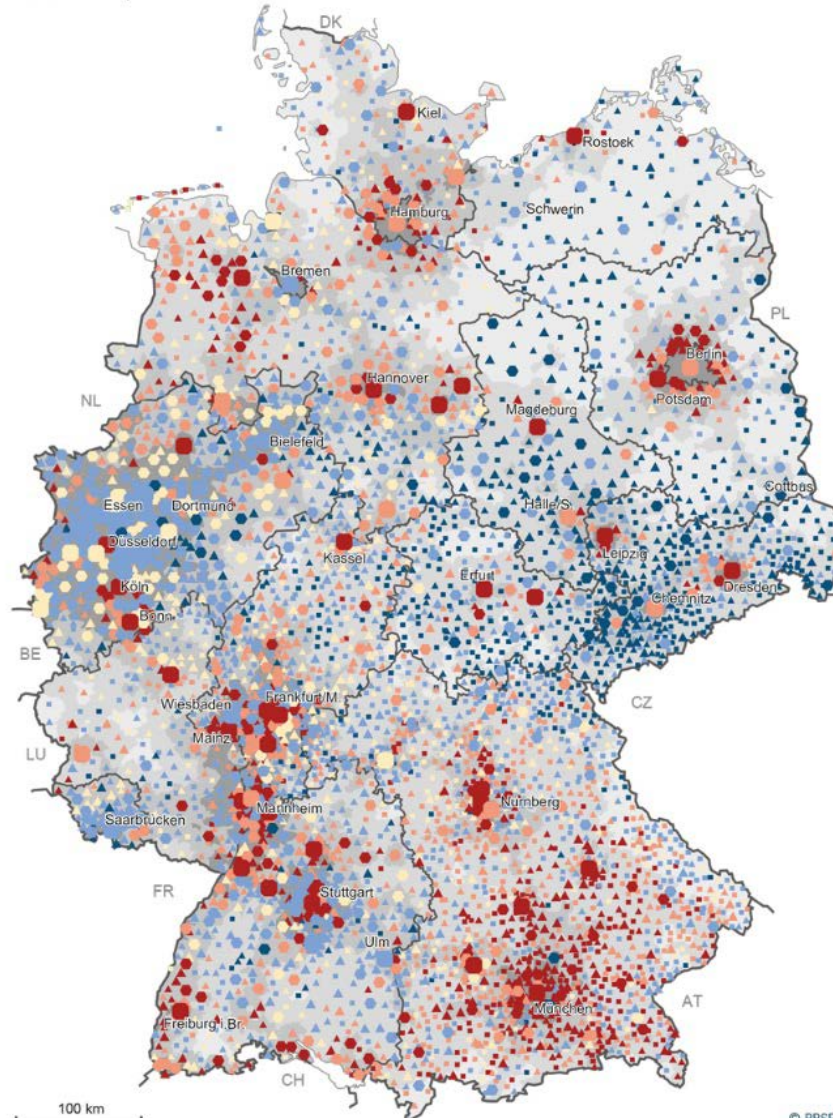
RESULTS FROM THE ERDF RESEARCH PROJECT



# GROWING AND SHRINKING CITIES AND MUNICIPALITIES IN GERMANY



## Wachsende und schrumpfende Städte und Gemeinden in Deutschland



### Wachsende und schrumpfende Städte und Gemeinden

Relative, am bundesweiten Trend gemessene Wachstum/Schrumpfung:

- stark wachsend
- wachsend
- stabil
- schrumpfend
- stark schrumpfend

### Stadt- und Gemeindetyp

- Großstädte
- Mittelstädte
- ▲ Größere Kleinstädte
- ▲ Kleine Kleinstädte
- Landgemeinden

### Lage

- sehr zentral
- zentral
- peripher
- sehr peripher

Datenbasis: Laufende Raumbewertung des BBSR

Geometrische Grundlage: BKG, Einheitsgemeinden und Gemeindeverbände, 31.12.2013

Bearbeitung: A. Milbert

### Betrachtete Entwicklungsindikatoren:

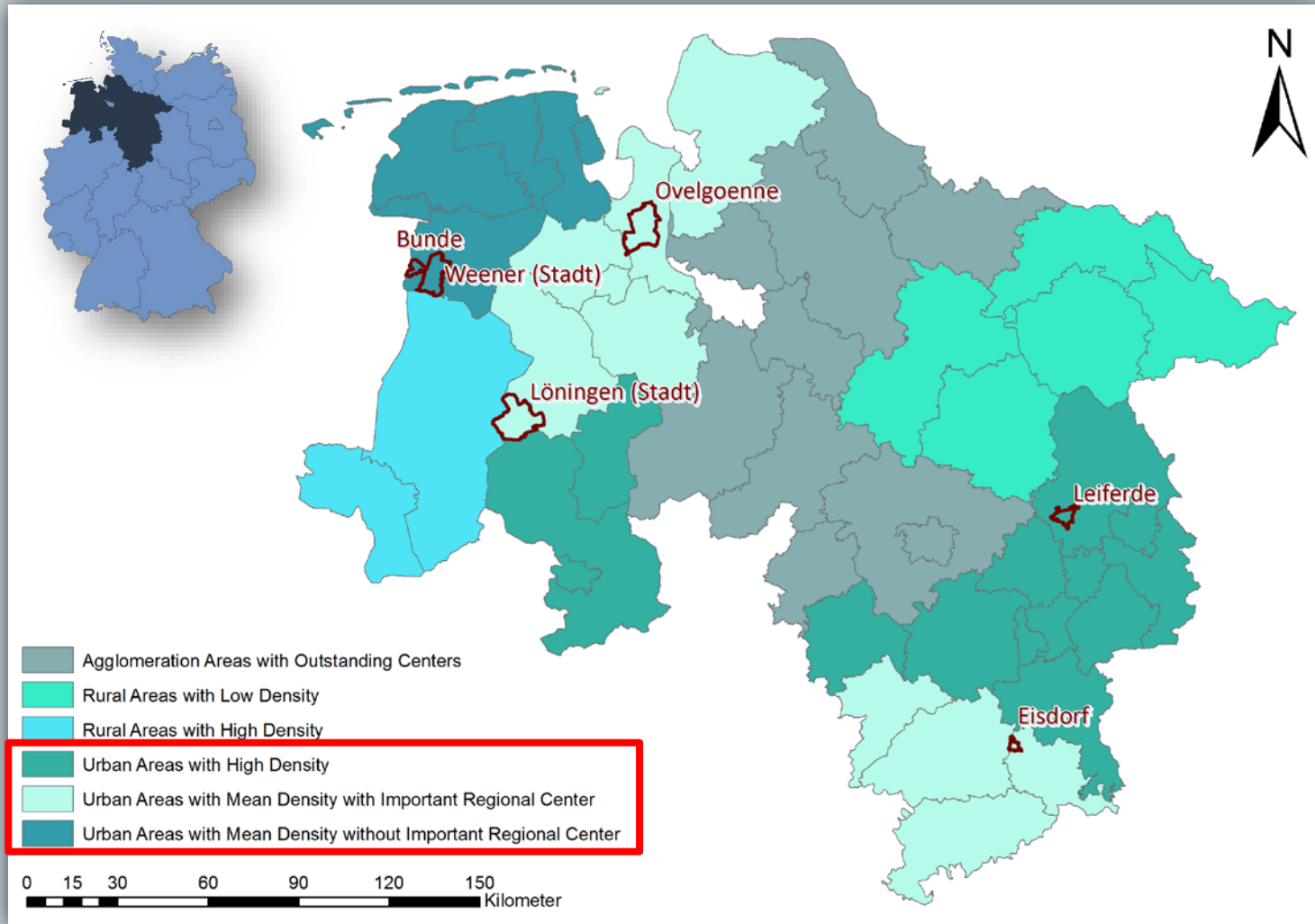
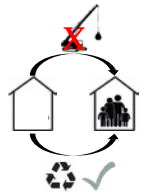
- ◆ Bevölkerungsentwicklung 2008-2013
- ◆ durchschnittlicher Wanderungssaldo der Jahre 2009-2013
- ◆ Entwicklung der Erwerbsfähigen 2008-2013
- ◆ Beschäftigtenentwicklung 2008-2013
- ◆ Entwicklung der Arbeitslosenquote 2007/8-2012/13
- ◆ Entwicklung der Gewerbesteuer 2007/8-2010/13

**Klassifizierung** nach der Häufigkeit der Entwicklungsindikatoren im

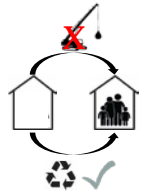
- untersten (<20% aller Werte) und obersten (>20% aller Werte) Quintil
- stark schrumpfend: 3 - 6 Indikatoren im untersten Quintil
- schrumpfend: 1 - 2 Indikatoren im untersten Quintil
- stabil: keine Indikatoren im untersten oder obersten Quintil
- wachsend: 1 - 2 Indikatoren im obersten Quintil
- stark wachsend: 3 - 6 Indikatoren im obersten Quintil



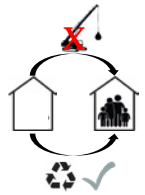
# STUDY AREAS



# CONTENT



- Statistical analyses
- Empirical research
  - ✦ Household Survey
  - ✦ Company Survey
  - ✦ Workshops
  - ✦ Interviews (Best Practice Projects)
- Recommendations



# HOUSEHOLD SURVEY

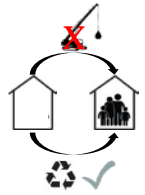


<http://img.nwzonline.de>



<http://www.dlrs-clr.de>

# CIVIL COMMITMENT



- Voluntary responsibility in and for the public space
- Not focused on material gain
- Provided by individuals and organizations, usually jointly or cooperatively
- Can be expressed in continuous achievements, innovations and solutions, accompanied by a constancy and expectability
- An important impulse for social interaction and generates positive externalities for the society

# HOUSEHOLD SURVEY

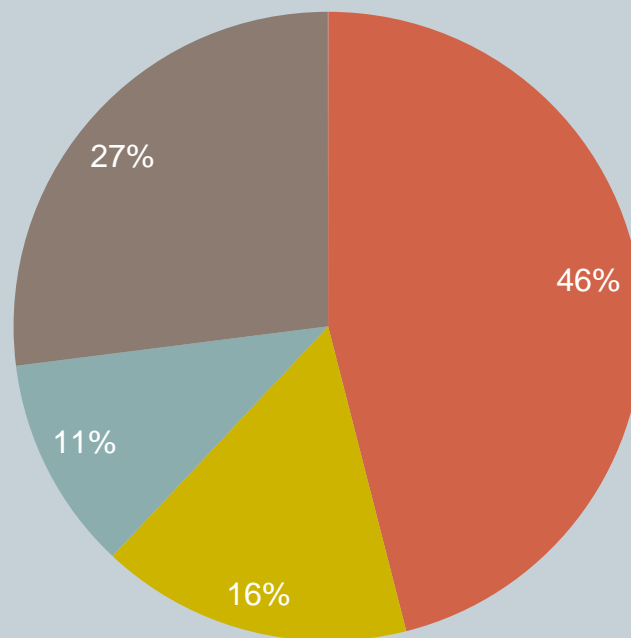


- Household Survey
  - ✦ 15.000 households
  - ✦ in six municipalities
  - ✦ Returns = 1.495 questionnaires → 9 %
- Questions:
  - ✦ How the willingness for participation is pronounced in the six municipalities?
  - ✦ Does the commitment depend on personal parameters?
  - ✦ How the commitment is influenced by external factors?
  - ✦ Handling with vacancies?



## Are you committed in some way outside of family and career?

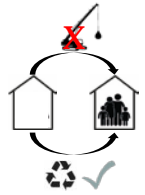
(n=1.495, number of mentions, multiple responses possible)



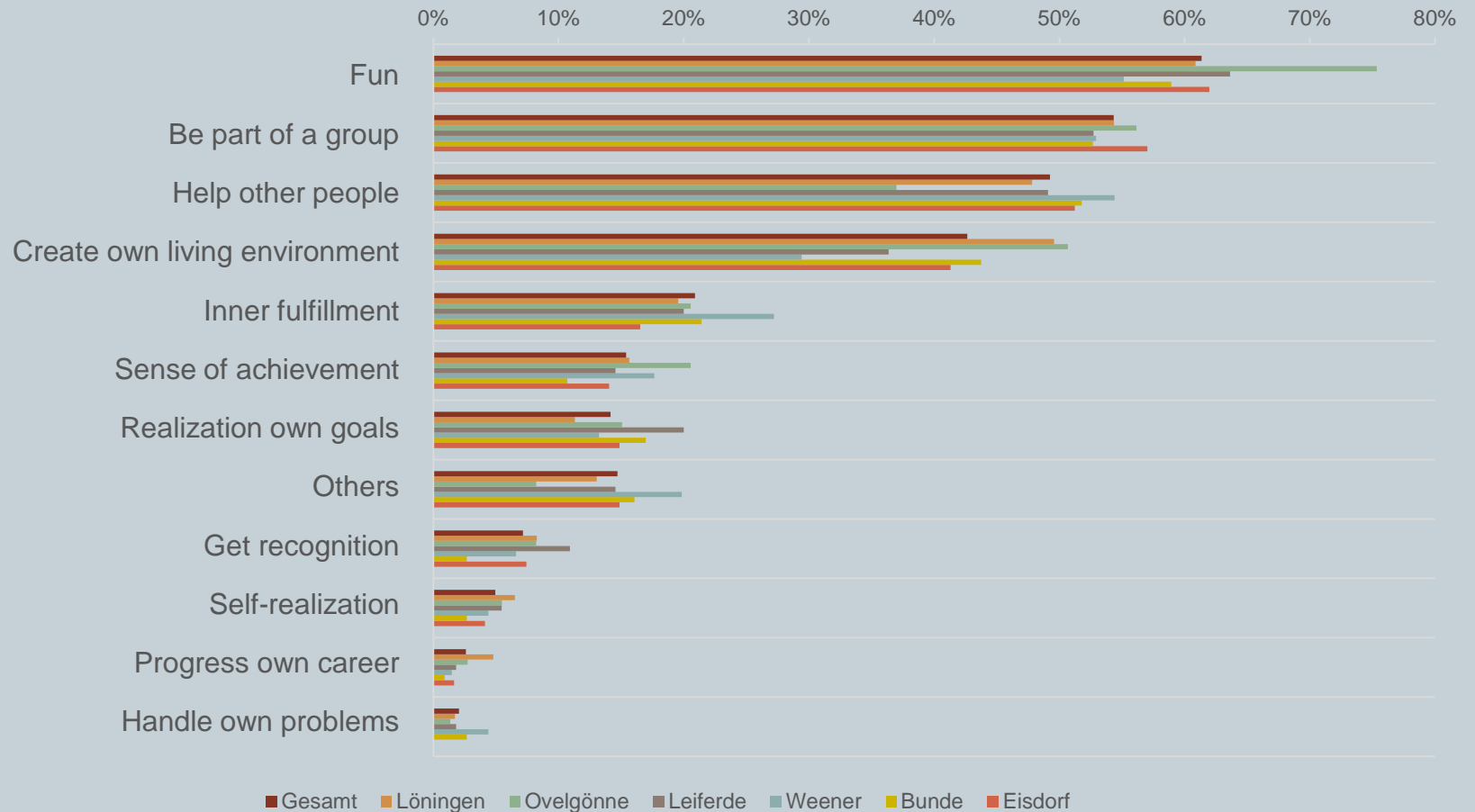
■ Yes, in this municipality ■ Yes, in this region ■ Yes, in national or global organizations ■ No



# HOUSEHOLD SURVEY - RESULTS



## Why are you committed?

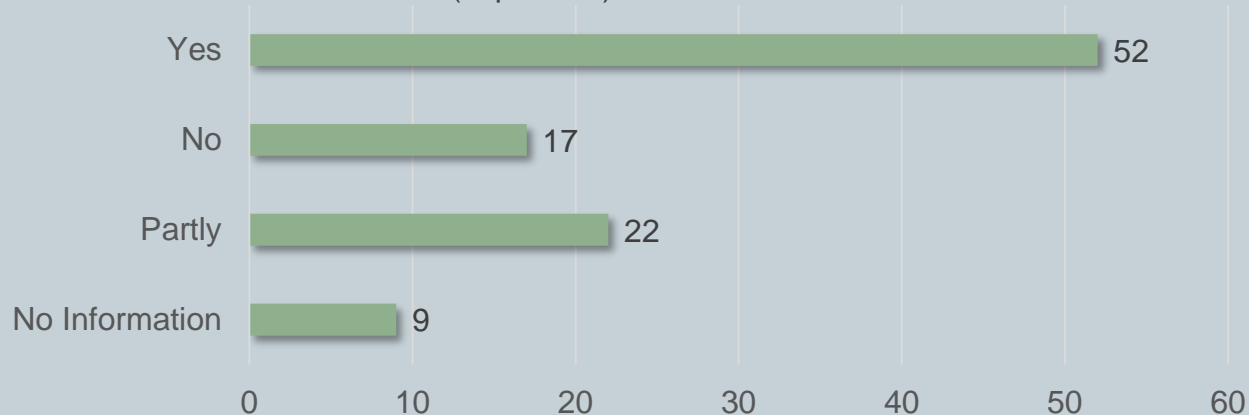


# HOUSEHOLD SURVEY - RESULTS



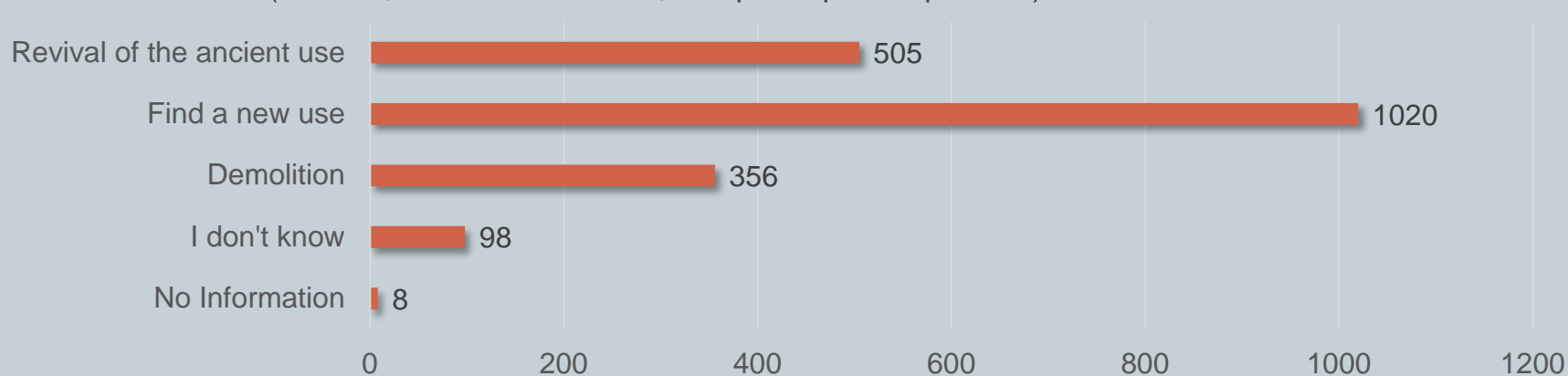
## Do you feel disturbed by vacancies?

(in percent)



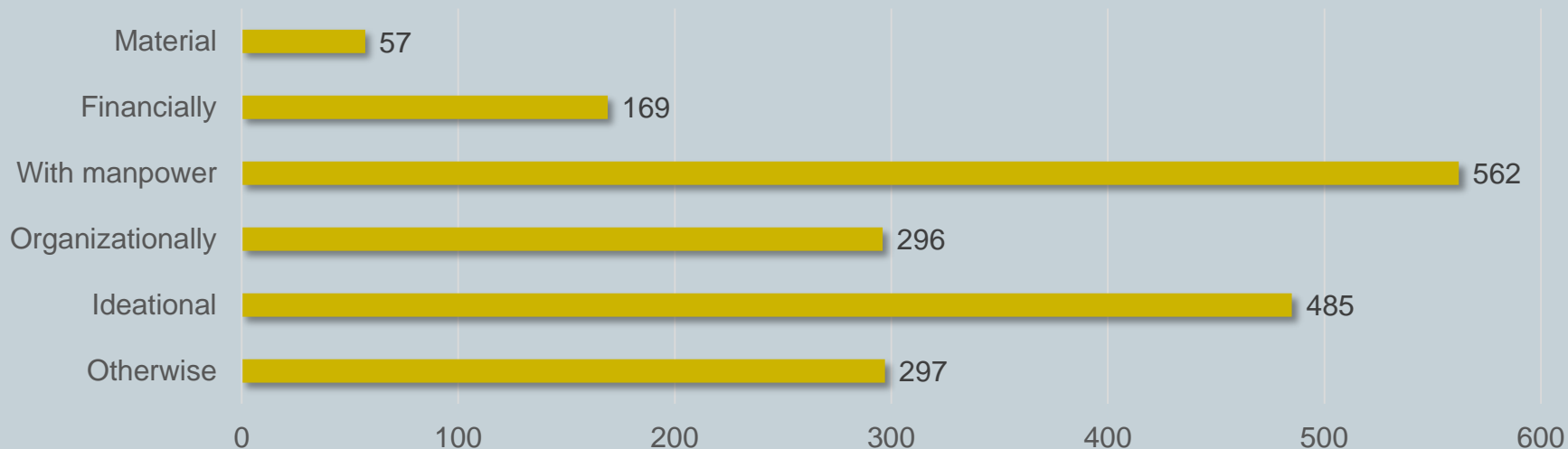
## What should happen to the vacancies?

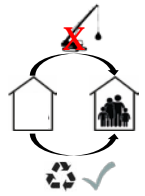
(n=1.495, number of mentions, multiple responses possible)





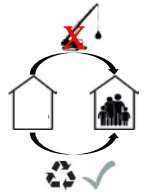
## How would you support the modification of an abandoned building for a common purpose? (n=1.495, number of mentions, multiple responses possible)





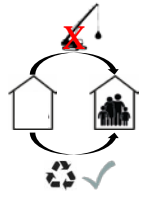
# COMPANY SURVEY





- Increasing importance of social responsibility and philanthropic commitment
- Corporate Social Responsibility (CSR) = summary of the activities of companies in the social and community space
- Responsible entrepreneurship especially in the handicraft
- Engagement mostly oriented locally, often unsystematically and not connected to a corporate strategy
- Questions
  - Forms of corporal commitment?
  - What are the objectives of the commitment?
  - (How) Do companies handle with vacancies?

# COMPANY SURVEY - RESULTS



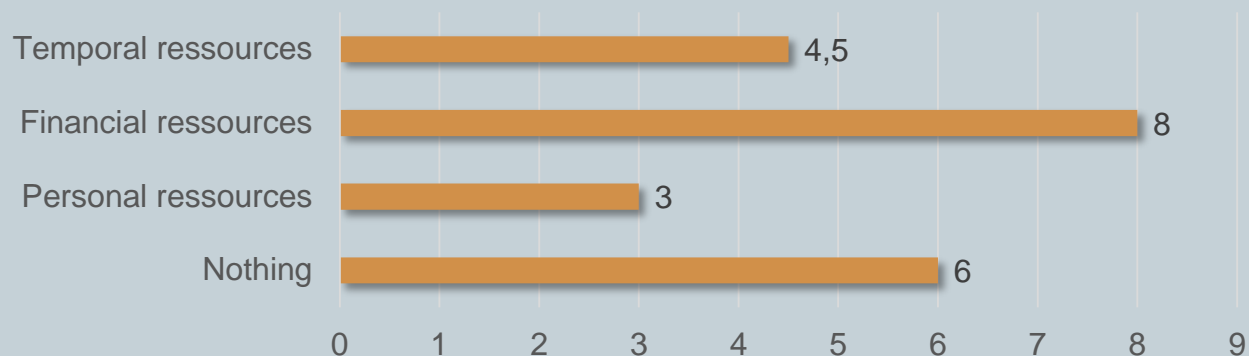
- 11 of the 19 interviewed persons were grown up in the village their company is located now
- 9 of them take part in civil commitment
  - Partly no separation between civil and corporate commitment possible

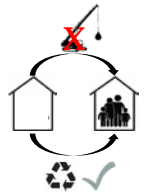


## How would you support the modification of an abandoned building for a common purpose? (n=13, number of mentions, multiple responses possible)



## Which factors discourage your company from getting still more involved? (n=18, number of mentions, multiple responses possible)



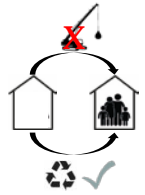


# WORKSHOPS





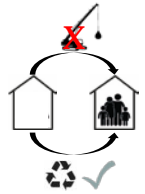
# WORKSHOPS



- Discussions Workshop I (2012):
  - How people can be motivated for commitment?
  - How administration and / or politics can be trained?
  - Required institutions for the municipality (regional management, rural development planning, etc.)
  - Types/forms of associations/ clubs
- Discussions Workshop II (2013):
  - Responsibility and organization
  - Common self-administration
  - Maintenance of infrastructure



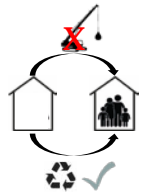
# WORKSHOPS - RESULTS



- Conclusions:

- Citizens organize themselves mostly when they are against something
- Perspective on funding pushes citizens to innovative ideas, benefits and structures
- Municipalities have to discover vulnerabilities and to promote actions
- Carry and support citizens, so that they get involved

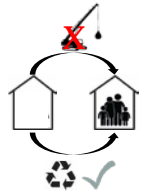


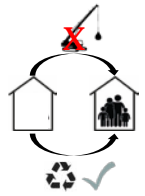


# BEST PRACTICE INTERVIEWS

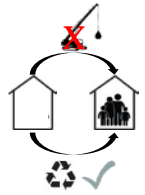


# INTERVIEWS

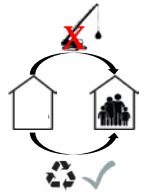




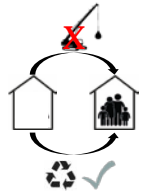
- Successful (and failed) conversion projects in Lower Saxony, which were realized through civil commitment
- Questions
  - How did the project develop? Initiator? Actors involved?
  - What are the objectives of the commitment?
  - (How) Does this affect the local development?
  - Barriers to the realization of the project?



- Motivation
  - Preservation quality of live – for future generations
  - Identification with the municipality
- Teamwork
  - Direct approach: address people with special skills directly
  - Calls for support in newspapers and in the internet mostly without success
- Effects
  - Places for the cultural life / meeting points
  - Strengthening the sense of community through community development
  - Increasing the attractiveness and image
  - Jobs



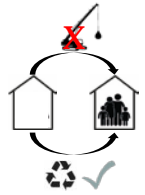
- Costs and fundings
  - Often cooperation with the municipalities
    - Community is involved (plots, building rights, property purchase)
  - Mix of subsidies
  - Co-funding often complicated
  - Formalities can be obstructive



- Visionaries, individuals who carry the project  
→ How do you find these?
- Support from the population
- Local associations or clubs → existing structures
- Cooperations with the municipalities (plots, purchase,...)
  - BUT: municipality can stimulate, but the people/inhabitants have to do the work
- Continuous monitoring by the press, the media, etc.
- Transparent communication and trustful cooperation
- Partly „lucky chances“ / coincidences

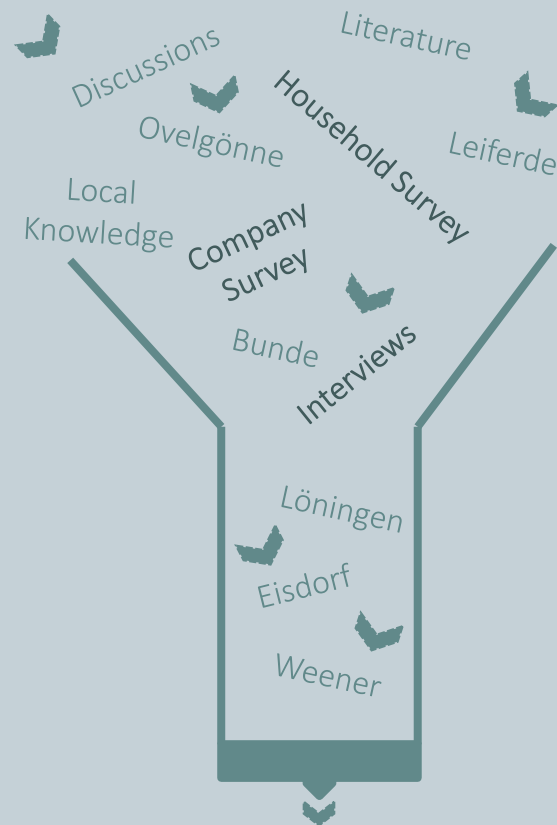
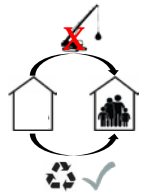


# CONCLUSION

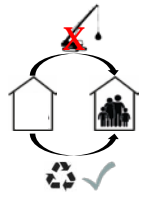


- Eliminating of infrastructure → suffering mobilizes the population (thereby new foundations of associations / clubs initiated)
- High costs as a deterrent / barrier for small / inexperienced groups (and even private individuals)
- Decision for costly remediation in favor of the rural character
- Combination with labor-intensive source of revenue to cover the running costs (rent, guided tours)
- Community often is involved at key points, although not explicitly emphasized (plots, building rights, property purchase) → cooperation with community important
- Co-financing often problematic
- Formal requirements often a hindrance
- If municipality can not afford financial support, they should at least share knowledge with the population

# RECOMMENDATIONS FOR THE PROMOTION OF CIVIL AND CORPORATE COMMITMENT



Recommendations for the promotion of civil and corporate commitment



**Isabelle Klein, M. Sc.**

Technical University Dresden

Geodetic Institute

Chair of Land Management

Helmholtzstraße 10

01069 Dresden

Tel.: +49 351 / 463-33921

[isabelle.klein@tu-dresden.de](mailto:isabelle.klein@tu-dresden.de)

[www.tu-dresden.de/gi/lm](http://www.tu-dresden.de/gi/lm)

