

Annex 18

**Paris Meeting
WP 3 Parallel Session**

**Presentation
S. Boisseaux and E. Stucki**

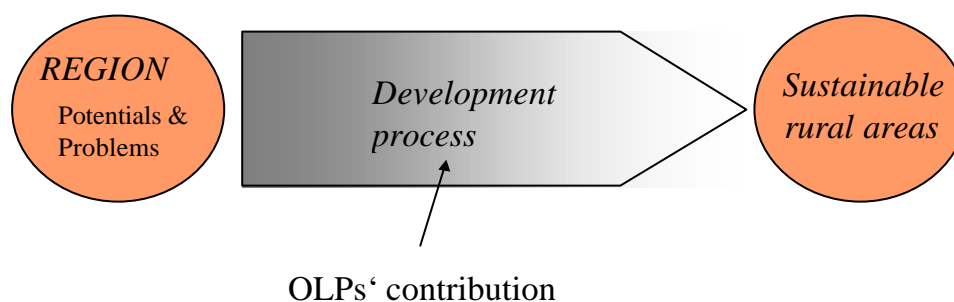
Note for WP3 5/6 may 2002, Paris
Erwin W. Stucki & Stéphane Boisseaux
Evaluating the impact of typical products on rural development

Criteria and Indicators (Example)

1. Introduction

The aim of WP3 is to evaluate the overall regional impact of OLP's in the context of sustainable rural development. In order to have a better starting-point for our work in this workpackages, we would like to propose the following hypothesis:

OLP's contribute to the long-term competitiveness of regions by reducing the disadvantages of rural areas and strengthening their potentials in a sustainable way. Competitiveness in this sense means the overall performance of a region not only in economic terms but also in environmental, social and cultural terms, the ability to market products and services better and to attract new businesses.



As an initial step, qualitative background data will be collected, in order to familiarise ourselves with the region, to get a quantitative basis for the qualitative fieldwork and to get an additional input for the overall analysis. Having these aims in mind we propose to distinguish between three types of data focussing on the one hand on the region and on the other hand on the OLPs of the region:

- **General data** of the regions will be collected, in order to get a rough picture of the region.
- **Data related to regional problems and potentials** will be collected to get a better understanding of the specific potentials and problems of each case study region. ¹
- **Data related to OLPs of the case study region have** to be collected in order to get a better understanding to what extent an OLP can reduce the disadvantages and take advantage of the potentials of the concerned rural area.

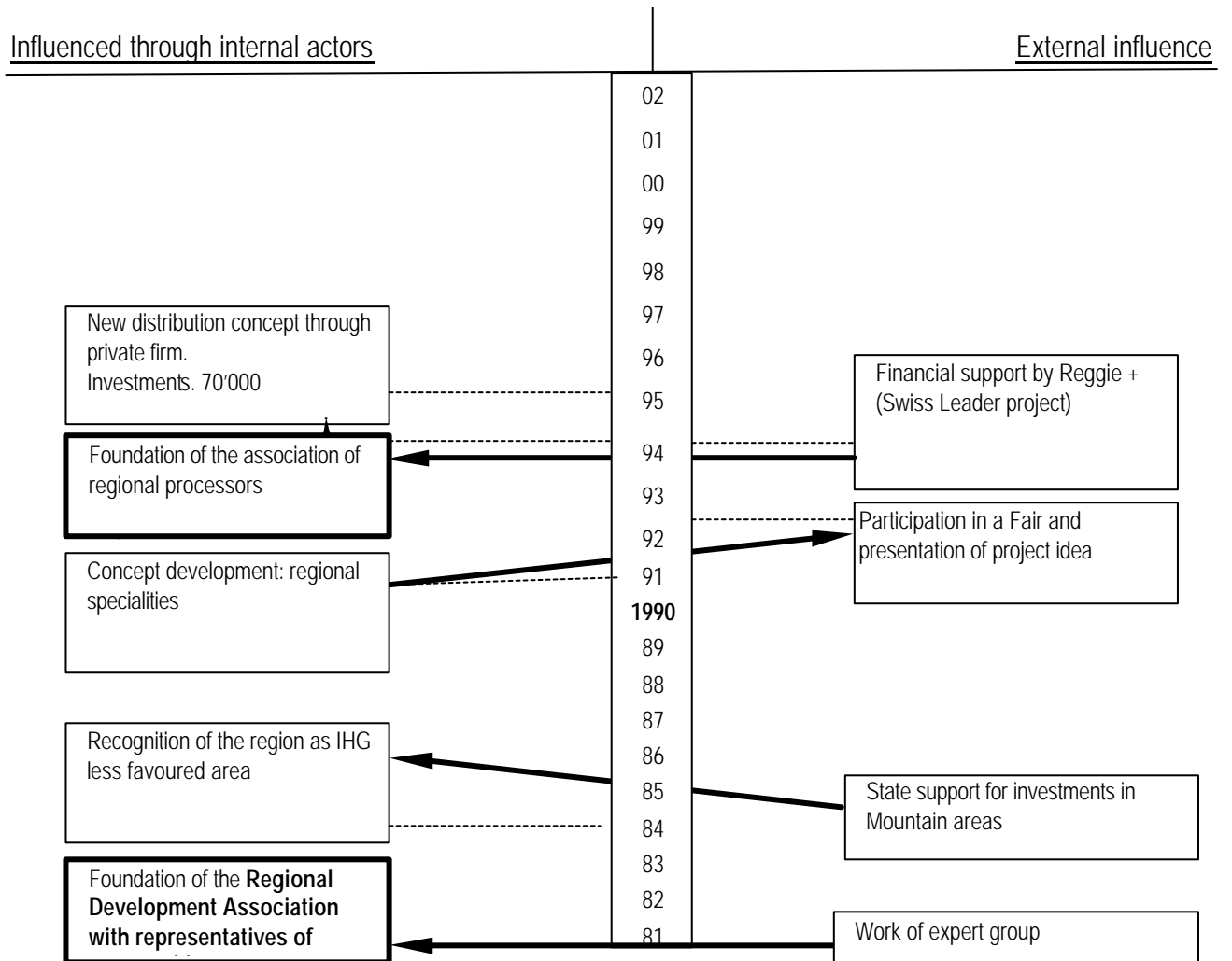
¹ Methodology based partly on a Swiss study of Bernet/Lehmann/Stucki (1998): Strategische Erfolgspositionen von Regionen. Bern

II. Analysis of the OLP in their regional context

A. Profile		
Name of the OLP		
Initiators		
Kind of organisation		
Year of foundation		
Products / Services		
Share of olp products (%)		
Number of members		
Number of employees		
Turnover 2001 (EUR)		
Products sold in the region		
Main objectives	a) economic	
	b) social	
	c) environmental	

A) Geography				
	Value	Unit	Time period ⁽¹⁾	Remarks
Surface area		ha	XXX	
Agricultural area		ha	2001	
Area suitable for settlement ⁽²⁾		%	XXX	
Type of landscape		Description	XXX	
Soil type		Description	XXX	
Temperature		C°	1991 - 2001	
Average precipitation per month ⁽³⁾		mm	1991 - 2001	
B) Population				
Population				
Male		Number / in 1000	2001	
Female		Number / in 1000	2001	
Total		Number / in 1000	2001	
Percentage living in predominantly rural regions ⁽⁴⁾		%	2001	
Percentage living in significantly rural regions ⁽⁴⁾		%	2001	
Percentage living in predominantly urban regions ⁽⁴⁾		%	2001	
Age classes				
0 - 6 years		Number / in 1000	2001	
6 - 18 years		Number / in 1000	2001	
18 - 40 years		Number / in 1000	2001	
40 - 65 years		Number / in 1000	2001	
Above 65 years		Number / in 1000	2001	

Fig 1: Example for a historical development of an OLP-Project (Bernet/Lehmann/Stucki IAW -ETHZ 1998)



B) Development of the OLP		
Problem recognition	<p>What was the original problem that led to the foundation of the OMI?</p> <p>Who were involved in this process?</p> <p>What kind of solutions for the problems were found?</p>	
Implementation & further development	<p>Who was responsible for the project implementation?</p> <p>How was the implementation financed?</p> <p>Did the OMI get professional advice or assistance during this process?</p> <p>What are the milestones of the development ? (use Figure 1)</p>	

C) Description of the OLP stakeholders		
Basis:	Legal form	<p>At the moment:</p> <p>At the beginning:</p>
	Who are the members of the OLP? Are they located exclusively in the region?	

Fig 2: Example Actor Network in the Project-Region: Example (Bernet/Lehmann/Stucki IAW -ETHZ 1998)

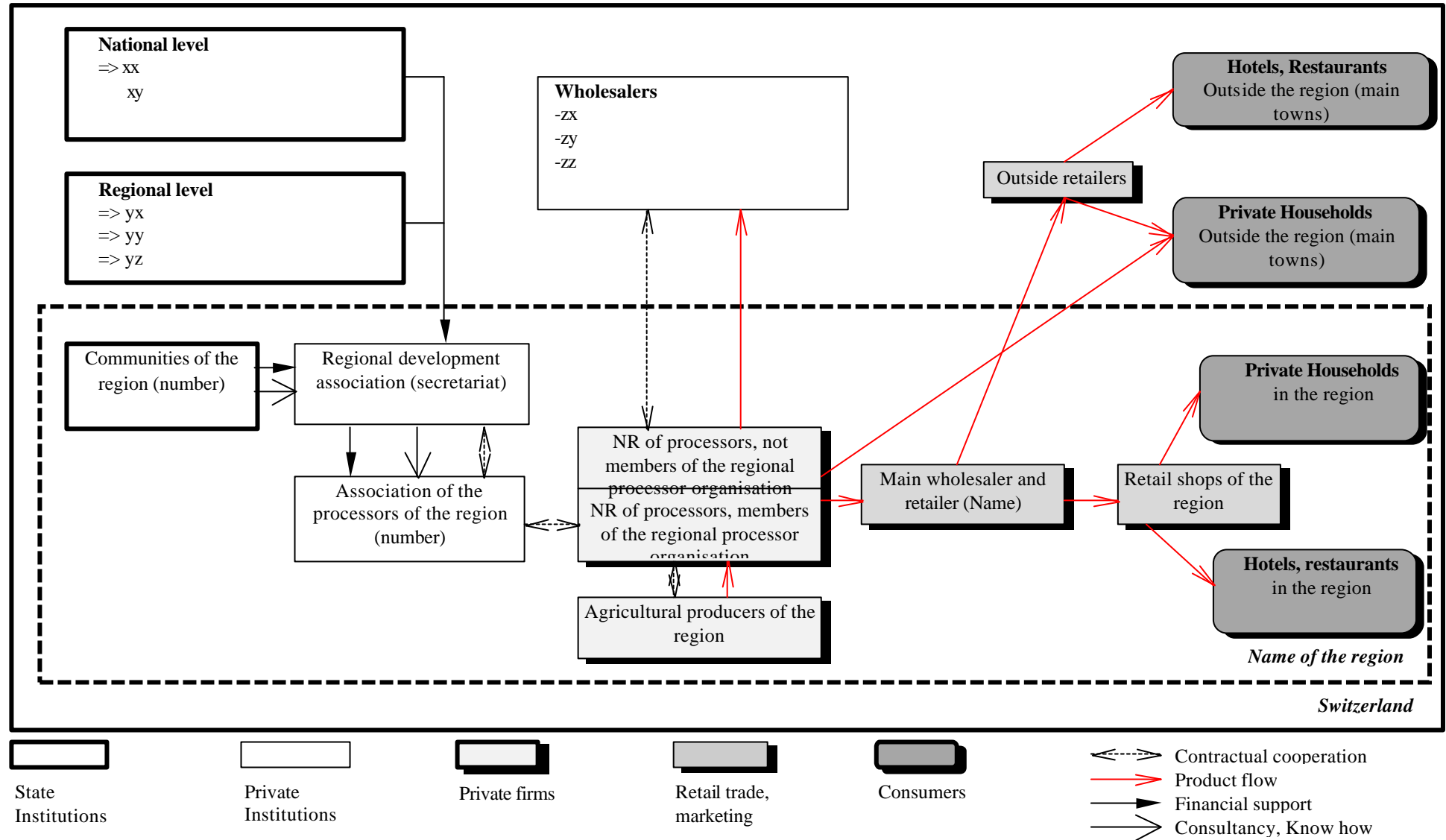


Table Actor/stakeholder network matrix

The main focus is first on the interface stakeholders and second on external stakeholders, describe the kind of relationship: supply of products, distribution of products, financial support, advice, information, competition, etc. Describe shortly the kind of relationship.

For who Who		OLP	FO A	FO B	WSC	WSD	DE	DF	RG	RH	LOI	ICJ	CAK
	OLP	-											
Farmer Organisations	FO A	Supply of products	-										
	FO B	Supply of products											
Wholesalers	WSC												
	WSD												
Distributors	DE												
	DF												
Retailers	RG												
	RH												
Label Organisations	LOI												
Inspection & Certific.	ICJ												
Chamber of agriculture	CAK												
Regional Boards	RB												
Umbrella organisation	UO												
Others													

Regionally sold products	Quantities of products sold in region in %	
	Short description of the development and prospects of the regional sale	
Directly employed persons living in the region	Number of persons employed? Employed for which activity? Qualification of the these employees?	<i>(please, use an extra sheet)</i>
Indirect employed persons living in the region	Number of persons employed Employed for which activity?	<i>(please, use an extra sheet)</i>
Investments of the OLP in region	Investment in EURO in the year (s)	
Indirect employment effect in region through investments	Investment in EURO in the year (s) Number of employed persons short-term Number of employed persons long-term	<i>Calculation: separate table to be developed.</i>
Indirect effect on population	Number of persons indirectly supported in the short-term Number of persons indirectly supported in the long-term	<i>Calculation: separate table to be developed.</i>
Communication policy	<i>(In addition to the results of WP2.1)</i> How is the regional identity/origin or attributes used in the	
Supply policy	What raw materials are coming from the region?	

E) Environmental management		
Management system	Exist an environmental management system? Please specify.	
Energy	What kind of energy source is used? What is the share of renewable energy?	
Waste management	Describe the applied waste management.	

F) External factor analysis		
Economic factors	What global, regional and sectoral factors influence the OMI? How competitive is the OMI (at regional, national and global level)?	Global: Regional: Sectoral:
Social factor analysis	What social issues influence the OMI?	
Political factors	Which legal framework conditions influence the OMI (at national/global and regional level)?	
	Is the OMI supported by a rural development programme? Please specify	

G) Use of regional available resources:		
Use of natural resources	<i>Describe the use of:</i> a) natural resources b) climatic conditions (production and touristic potentials) c) landscape (touristic potentials, additional income for farmers or	<i>Only description, the assessment is made in a separate table</i>
Use of human resources	<i>Describe the use of:</i> a) labour (number, sector, origin, qualification, seasonal labours, flexibility)	
	b) existing know-how (qualification, etc.)	
	c) relevant training opportunities (use of training centres or courses)	
Infrastructure	<i>Describe the use of:</i> a) own or external infrastructure for processing, for storage, distribution	

H) Economic impact of OLP on region (reference year 2001):		
Production	Quantity of products sold in 2001	
Regionally sold products	Quantities of products sold in region in %	
	Short description of the development and prospects of the regional sale	
Directly employed persons living in the region	Number of persons employed? Employed for which activity? Qualification of the these employees?	<i>(please, use an extra sheet)</i>
Indirect employed persons living in the region	Number of persons employed Employed for which activity?	<i>(please, use an extra sheet)</i>
Investments of the OLP in region	Investment in EURO in the year (s)	
Indirect employment effect in region through investments	Investment in EURO in the year (s) Number of employed persons short-term Number of employed persons long-term	<i>Calculation: separate table to be developed.</i>
	Number of employed persons long-term	
Indirect effect on population	Number of persons indirectly supported in the short-term Number of persons indirectly supported in the long-term	<i>Calculation: separate table to be developed.</i>
Other effects on region	Know how, identity, cooperation	

I) Outlook from the OLP-perspective		
Future issues relevant for the OLP?	Changes regarding the political / regulatory framework ?	
New visions	Future ideas? Future aims?	
Intended innovations	Projects? Products?	
Intended change of the organisational structure	<i>Changes regarding to:</i> a) legal form b) decision making process c) cooperation with other stakeholders?	