

# ALPJOBS

## Anticipate Future Jobs on Alpine Remote Areas



### Work package 3.3

### Report on

## Promising local capitals, values and competences

LAG "Holzwelt Murau"

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## 1. List of promising local capitals, values and competences

Murau region comprises the following six villages or cadastral communities

Laßnitz-Lambrecht (1,690.75 ha)

Laßnitz-Murau (1,701.27 ha)

Murau (1,075.13 ha)

St. Egidi (1,154.98 ha)

Stolzalpe (1,190.06 ha)

Triebendorf (850.69 ha)

Core Strengths of the overall region Murau include:

- Wood and Fibre
- Regional crafts
- Food
- Experience & time out (sports activities)
- Art and culture
- Social living space / education
- Energy self-sufficiency / mobility



## 2. Tangible capitals

### 2.1. Buildings and infrastructure

The historic city center with river Mur and castle as well as individual historical and modern buildings form an appealing architectural substance and quality, which should be preserved, but also gently adapted to current and future uses.



*Murau*

### 2.2. Tourism

In addition to tourism in traditional family businesses, Murau is positioned as a historical center and Bierstadt as well as an information, service and starting point / endpoint of regional hiking and cycling tourism.

In particular cycling is one of the strengths of the region, cycling maps are available and a series of tours has been compiled. Even a mobile app is available providing details on the various tours of the region.

<https://www.murau-kreischberg.at/de/urlaub/sommer/radfahren/radkarte>



Cycling paths in region Murau

Further to this, skiing is among the most important touristic attractions.

<https://www.murau-kreischberg.at/de/urlaub/winter>

In addition to the Kreischberg as a central winter sports infrastructure, the conservation and development of the Frauenalpe as an additional ski area "on the doorstep" with possible specific offers (natural snow, hiking, tours, ..) and the youth sports center also has an important regional significance.

Among the recommended sightseeing spots are:

<a href="#">Anna Neumann - Bronzeskulptur</a>	<a href="#">Kreuzweg</a>	<a href="#">Stadtpfarrkirche</a>
<a href="#">Altes Rathaus</a>	<a href="#">Mariensäule</a>	<a href="#">St. Anna Kirche</a>
<a href="#">Bergkreuz St. Egidi</a>	<a href="#">Modelleisenbahnanlage</a>	<a href="#">St. Leonhard Kirche</a>
<a href="#">Bildstock in St. Egidi</a>	<a href="#">Monspergkreuz bei der Bauernkammer</a>	<a href="#">St. Nikolaus Kirche</a>
<a href="#">Burg Grünfels</a>	<a href="#">Murna - Bronzeskulptur</a>	<a href="#">Wedam-Schlössl in St. Egidi</a>
<a href="#">Egidiuskirche</a>	<a href="#">Pestsäule - St. Egidi</a>	<a href="#">Schloss Murau</a>
<a href="#">Elisabethkirche</a>	<a href="#">Rathaus</a>	<a href="#">Friesachertor</a>

The proportion of winter nights has increased in the last 20 years from 54% (1994) to 62%, the development of winter nights increased significantly until 2011 (43,865) and in the following years has returned to a value of 39,045.

Summer vacations peaked at just under 35,000 overnight stays in 2004 and since then demand has fallen by almost a third. According to 2011 register count, 156 persons were employed in the 38 workplaces of accommodation and catering.

Examples of funded touristic projects.

LEADER funds were acquired for the following innovative touristic projects within the Murau region "Holzwelt". By receiving these public funds these key projects were enabled. However it builds up a certain dependence of the region on public funds. Critical patterns are the existence of the LEADER programme and the existence of Holzwelt Murau as organising body in the region.

### **Holzwelt-Touren**

Promotor: LAG Holzwelt Murau

Total cost: € 600.000,--

Subsidies: € 300.000,--

"Holzwelt-Touren - Woodworld tours" of 8 different themes can be booked. Guides are the so called woodworld ambassadors (Holzwelt Botschafter)

### **Qualitätsoffensive Urlaub am Bauernhof**

Promotor:: 26 Urlaub am Bauernhof-Projekte

Total cost: € 2,725.000,--

Subsidies: € 586.000,--

26 farm holidays invested in bed expansion, quality improvement or bid development.

### **Gesundes Krakautal**

Promotor:: Tourismusverband Krakautal

Total cost: € 738.000,--

Subsidies: € 360.000,--

Attractive health offers based on the philosophy of the 4 element doctrine have been created in the Krakow Valley.

### **Naturpark in Bewegung – Via Natura**

Promotor:: Tourismusverband Naturpark Zirbitzkogel-Grebenzen

Total cost: € 395.000,--

Subsidies: € 197.000,--

The "Via Natura" is the guiding route of the Zirbitzkogel-Grebenzen Nature Park, the tourist flagship, and has been awarded the Alpen-Adria Tourismuspreis "Jakob" for innovative tourism projects.

### **Österreichische Naturpark-Volkssternwarte**

Promotor:: Roman Schmidt in Kooperation mit dem Naturpark Zirbitzkogel-Grebenzen

Total cost: € 450.000,--

Subsidies: € 30.000,--

In the nature park Zirbitzkogel Grebenzen, in Zeutschach, the largest public public observatory, the nature park observatory, was built.

### **Alpine e-Mobility-Region**

Promotor:: Tourismusverband Naturpark Zirbitzkogel-Grebenzen

Total cost: € 228.000,-

Subsidies: € 159.000,-

Through the development of a mobility concept with a focus on e-mobility and especially with e-biking, the touristic offer and facilities will be accessible in an environmentally friendly way. Connections to a transregional project with the Central Carinthia region are developed.

### **Almrevitalisierung Naturpark Zirbitzkogel-Grebenzen**

Promotor:: Verein Naturpark Zirbitzkogel-Grebenzen

Total cost: € 80.000,-

Subsidies: € 32.000,-

As a measure in the core area of regional development, the nature park Zirbitzkogel-Grebenzen sets activities for securing and expanding the forage area for agricultural businesses.

### **Oberwölz – „Kleinregionale Agenda 21“ und „Zentrum der Blasmusik“**

Promotor: Stadtgemeinde Oberwölz

Total cost: € 54.000,-

Subsidies: € 30.000,-

Oberwölz specializes as a music and hiking region

## **2.3. Art and culture**

With its lively, comprehensive range of events, especially in the international music and theater sector, Murau positions itself as a cultural city. The basis for this are the diverse existing initiatives and offers.

The cultural infrastructure of the municipality includes:

- WM-Halle Murau, joint use of Hauptschule I as gymnasium
- Workers' Chamber (250 people)
- Town Hall Murau with boardroom for public events, readings and lectures
- Musikvereinsheim Lassnitz
- Musikpavillon Stadtpark (Concerts of the Musikverein, theater events and art workshops)
- Friesachertor with exhibition Murauer Bürgergarde
- Various small museums (City / Craft Museum, Protestant Diocesan Museum, Braumuseum)



*Example "Stubenrein" Art Series*

*Examples of funded projects and core data:*

**Holzwelt-Kultur**

Promotor: LAG Holzwelt Murau

Head: Mag. Florian Schnabl

Total costs: € 400.000

Subsidies: € 280.000 (70%)

Art and culture as a brand of the Holzwelt Murau. Long-term goal: identifying the population with Murau as a cultural region.

**REGIONALE 12**

Costs and Subsidies: € 3,5 Mio

31 days of REGIONALE12 in the Murau region, 24 projects, more than 100 events, around 49,000 visitors ....

**Auf den Spuren von O'Jubel O'Freud**

Promotor: Verein Naturpark Zirbitzkogel-Grebenzen

Total costs: € 30.000,--

Subsidies: € 15.000,--

Publication of the song book "Ge(h)sang und Klang" and opening of the theme trail in honor of Lois Steiner on June 8, 2013.

Art and culture events are depended on subsidies. However the large number of visitors is convincing.

**2.4. Social living space and education**

The LKH Stolzalpe has a nationwide and regionally important supply function and pursues a future focus on "remobilisation" with considerable employment and value added effects for the city and the region. Building on several pilot projects in the field of energy and the regional orientation as a climate and energy model region, the establishment of an energy competence center for renewable energy sources and a

medium-term impulse center is planned.

Other essential health care facilities:

Health Park Murau as a medical and therapy center

4 Practical Physicians, FA for Children / Youth, Sports, Eyes, ENT, Internal Medicine, Tooth (3), gynecologist, Neurology, Urology, Radiology, Skin, Orthopedics,

3 pharmacies

EXample of a publicly funded project:

### **Lernende Region**

Promotor: LAG Holzwelt Murau

Total cost: € 50.000,--

subsidies: € 35.000,--

Regions need to be supported in developing integrated, regional education concepts that focus on the overall biography of individuals and on curriculum learning. The goal is to develop a strategy with the appropriate measures through the Learning Region, which will lead to further development of the Holzwelt region.

First and foremost, it must be attempted to find the small family structures that deal with the current status of the learning process in the region. It is important to make people in the region aware of what the region already knows. Building on this, further training measures can be used to drive forward further development in the region. Through all the measures taken, the strategic priorities of the Holzwelt Murau will be strengthened.

3 priorities have been worked out:

- Woodworld Ambassador,
- workshops and symposia as well as
- Basic education or new entrepreneurial spirit.

Results / Effects:

13 Woodworld Ambassadors in different regions of the district of Murau have been trained. Of these, 10 of these newly trained and 2 from the preliminary phase have joined forces to form an association to bring the wood world of Murau with its sights and special features to the outside. The association has a business license for travel companions, whose members are authorized to accompany the wood world tours. In addition, the Woodworld Ambassadors, as their own association "Platform of Woodworld Ambassadors", create additional offers for locals and tourists. The process of training for founding a club was supported by means of the Learning Region and thus they were used sustainably.

Workshops: Participated in the Lernfest 2011, carried out a computer-based Gründerplan game with young people and initiated a workshop for lifelong learning. The education platform Murau has been activated.

## **2.5. Energy self-sufficiency / mobility**

Some 100 years ago, small hydropower plants were being built in Murau, currently dozens of small power plants are in operation and several are being planned. The construction of district heating plants, wind turbines, photovoltaic and solar systems is planned for. The raw material wood is available, as Murau is the district richest in forest in Styria. Logs, pellets, wood chips and biomass are CO<sub>2</sub>-neutral, renewable energy sources, and popular among Muraus citizens. It is the aim of the district to become autonomous regarding their energy demand.



*Power Plant river Mur*

4 companies with 82 employees are active in the field of energy supply in Murau.



*Eco Power Plant*

## **Biomass offensive of the wood world Murau**

Total cost: € 2.300.000, -

Total funding: € 680,000, -

Energy self-sufficiency is the declared goal of the district of Murau.

As part of the Biomass Offensive of the Energy Vision Murau, extensions of existing biomass heating plants and new biomass local heating systems have been developed and are in the planning stage.

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The Leader Program of Holzwelt Murau makes it possible to support these important projects:

- Biomass VS St. Georgen / Murau
- Natural Warmth St. Lambrecht
- Biowärmegenossenschaft Neumarkt
- District heating Ofner GmbH
- Bio-local heating Feistritz St. Peter / Kbg.
- Schöderberg biomass
- Biomass ratchet field
- Biomass Tratten

Results / Effects:

Total saving of

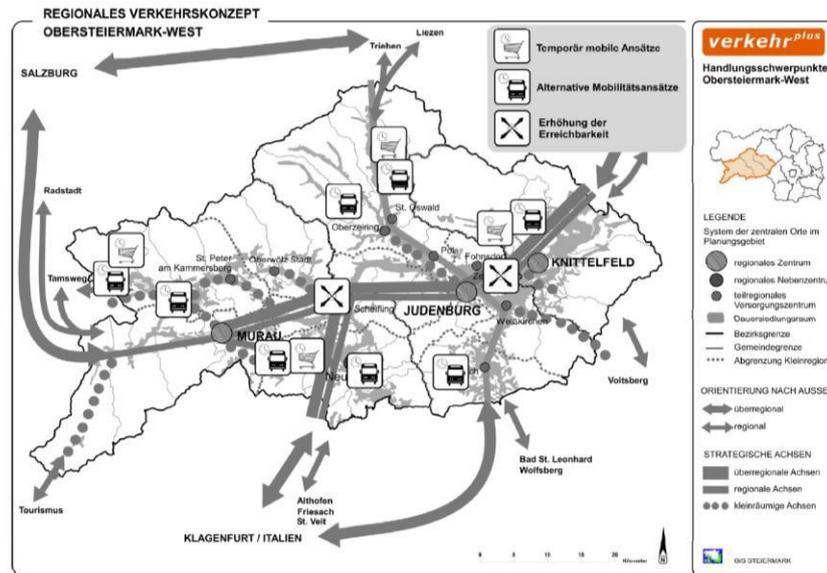
- 2.0 million liters of heating oil
- 5.2 million kg of CO<sub>2</sub>

Additional fuel wood consumption: 26,000 Srm wood chips = € 520,000, - at regional value added / year

From the intensive efforts of the biomass offensive finally also the new heating plant in Murau originated, however this lead project was not promoted over "LEADER".

## **Mobility**

The attractiveness of the Murtal Railway, as outlined in the Regional Transport Concept 2011 with a continuative concept as far as Lungau, represents a fundamental building block for the development of the city and the Murau region.



### ÖV-Handlungsschwerpunkte Obersteiermark West

The main local mobility project is the revitalisation of the Murtalbahn. The Murtalbahn is to be positioned in the next few years as a modern narrow gauge railway with a new drive system. A change to standard gauge is thus off the table, this would have tasted much more, according to strategy paper. For the acceleration on narrow gauge investment costs of approximately 19 million euros were calculated, the standard gauge would have cost more than 50 million.

In any case, the Murtalbahn timetable will be improved: the current two-hour interval is to be reduced to one hour between Unzmarkt and Tamsweg. The journey time between Unzmarkt and Murau is reduced from 38 to 25 minutes. For this purpose, there will be an inventory-related improvement of the routing, measures at intersections and the introduction of demand stops.

### 3. Intangible capitals

As the intangible capitals and treasures of Murau can only be encountered when asking locals, these were asked for during the stakeholder workshop.



*First session of stakeholder workshop: Intangible local treasures*

In particular two fields were mentioned, societal items and nature based items. Societal items comprise of all that the society offers. Networks, good neighbourhood, education of the workers etc. Nature based items included the beauty of the nature, good living conditions and the quality of life in the region.

### 3.1. Local associations

In the various local associations (“Vereine”) the inhabitants of Murau are well connected in local associations. This supports mutual understanding and supports the local identity.

There are about 50 such associations in Murau. They cover all aspects of life from nature to health, sports and local development. Murau provides an overview of all its associations accessible here:

<http://www.murau.steiermark.at/vereine/Z/>

### 3.2. Working morale

In interviews heads of local economy outlined that they rather keep the production in the Murau region than to transfer it to other countries as the working morale in the region is high. In particular the will to produce high quality products has been outlined. Further to this the qualification of the inhabitants is high and thus sufficient working personnel is available. However further shrinking of the population might undermine this.

10 of the largest production companies	Rounded number of employees in 2011
IBS Austria Gesellschaft m.b.H.	240
KLH Massivholz GesmbH	140

Rauter Fertigteilbau GmbH	90
Murauer Stadtwerke Gesellschaft m.b.H.	70
Wallner schuetzt daemmt GmbH	70
Austin Powder GmbH	60
G.Apoloner Metallbau Ges.m.b.H.	50
Josef Stolz Gesellschaft m.b.H.	40
Hasler Hallen-, Kant- und Montagetechnik GmbH	40
DI Ferdinand Holweg GesmbH & Co KG	40

### 3.3. Nature

Stakeholders at the workshop outlined the beauty of the landscape and the high quality of water, air and soil. Large areas along the Mur River, especially in Triebendorf, are designated as green zones with a corresponding protection target for natural and cultural landscape according to the Regional Development Program. Murau offers thus “holiday feeling” while you work through the beauty of the landscape.

The care for the landscape is based on LEADER projects, some of them are co organised by “Holzwelt Murau”

The care of the cultural landscape area natural park Zirbitzkogel Grebenzen manifested itself in subprojects by the exchange of sheet metal bath tubs by larch wood troughs and of barbed wire fences by traditional regionally typical wooden fences.

Under the title "Ortsbild Bauernhof" local image farm competitions were held with regional partners. An external jury chose the most beautiful farms in the nature park.

In order to further raise the awareness of the Zirbitzkogel-Grebenzen Nature Park, two entrance gates made of larch wood (one on the right and one on the left side of the road) are being erected at the five main entrances to the nature park.

Results / Effects:

The following measures have been implemented:

- a) new cattle drinkers from Lärchenstamm and disposal of the disturbing old plants
- b) renewal or rebuilding of wooden fences and fence passages
- c) townscape farm competitions
- d) Awareness raising and public relations

The publicly co-funded project has contributed significantly to the identification and awareness of the population with their cultural landscape.

- Increase of cultural landscape quality
- Preservation of this scenically and ecologically important form of management
- Highlight and revive the cultural and historical importance of agriculture
- The basis for creating necessary small structures, through main or secondary acquisition in the tourism industry

- Modern techniques and traditional values are not mutually exclusive - this is demonstrated in an exemplary way.
- Conservation, creation and maintenance of ecologically valuable edge zones - this has a significant impact on the appearance of the cultural landscape and is at the same time a trademark of the project