

TOOLS FOR INNOVATIONS IN SUSTAINABLE LAND MANAGEMENT

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Riverside meadow in the Spreewald



Open and species-rich wetland meadows are characteristic of the cultural landscape of the Spreewald region and are taken for granted by tourists. However, the traditional use of biomass from wetland meadows as fodder and bedding for livestock is becoming less practicable and profitable.

In consequence, the management of small-scale and very wet meadows is often discontinued. This development threatens an important characteristic of the Spreewald region and decreases both the biodiversity and attractiveness of the landscape. In order to jointly develop approaches for the valorisation of wetland meadows, ginkoo brought together farmers, tourist agents, affected municipalities, land owners and conservationists. One specific solution is the thermal use of the biomass from wetland meadows, which is tested in a pilot project by a regional agricultural enterprise running a novel thermal plant.

The ginkoo project aims to integrate additional innovative ideas for an ideally holistic landscape conservation concept for the meadows of Spreewald region. ZALF scientists investigate the farmers' acceptance of such solutions and develop a tool for strategically increasing their acceptance. A second working package focusses on developing a criteria-based tool for sustainability assessment.

The dual-purpose chicken project »Naturland« (»ei care«) depicts an alternative to current practices in poultry farming in order to avoid negative ecological and ethical effects such as the mass killing of male chicks, which is a common practice in egg production.

Stakeholders and researchers jointly develop tools for the management of sustainable innovations for land management in two case studies, in order to increase the significance of existing niche solutions. The project ginkoo deals with specific problems of stakeholders and their innovative ideas. In the first case study, solutions for the valorization of small-scale wetlands in the Spreewald area are developed. A second regional case study called »Naturland« (ei care) points out and counteracts recent ethical problems in poultry production by rearing dual-purpose chicken.

With support of the ginkoo project, the market presence of »ei care« is to be improved. In addition, ginkoo aims to develop »ei care« into a feasible solution for small agricultural enterprises as part of integrated material cycles.

Within the »acceptance« work package, ZALF conducted a representative survey with 1,000 consumers from Berlin and Brandenburg. It focused on consumer attitudes regarding the ethical aspects of poultry farming and on the assessment of dual-purpose chicken. The survey results were used to design and implement measures for increasing acceptance, such as the involvement of customers and shop managers.

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