



Work Program

SOIL PROTECTION AND SUSTAINABILITY IN THE DANUBE REGION

St. Poelten, March 29, 2012

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Working Community of Danube Countries – Working Groups: Ecology focusing on soil protection and sustainability / rural development

Presiding: Lower Austria – Department of Rural Development

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Sustainability / Social Production

Practical Examples of „Social Production“: VALUE CREATION THROUGH APPRECIATION

Supervised, process-oriented cooperations between enterprises, public institutions and social enterprises create sustainable products and services: from the region – for the region!

Initial Situation & Visions:

- ✓ Against the background of a necessary change of our economic system, on a global scale and in Europe, the model of „social production“ in cooperation between enterprises/the public sector and social institutions offers a sustainable and desirable way of economy for all parties concerned.
- ✓ Clear production processes are handled in the region, and need not be outsourced to the Far East.
- ✓ Enterprises use company waste in an innovative, creative and value creating way for the production of quality products in supervised cooperations with social enterprises.

Projects/Goals:

1. Starting with pilot projects successfully implemented in Lower Austria, the example of „social production“ will for the time being be tested in the region of East Austria / West Hungary.
2. Economic enterprises and public administration will develop at least 100 sustainable examples of products and services, which can be implemented. These will be evaluated and supervised scientifically. On the basis of these findings, education and further training modules will be elaborated for practically implementable, creative and technical knowledge transfer.
3. The experience gained will be implemented through a social-economic platform in further projects and within the framework of the EUSDR in further areas in the Danube region, and if required also beyond this region.
4. The project idea of „social production“ and all steps towards its further development shall be implemented as an implementation project of the Austrian Strategy for Sustainable Development, and shall also be integrated into regional climate strategies, for instance as a “best-practice example for local and global responsibility“.

