



Success stories for people and nature



Project area	approved from	approved until	Total project area (ha)	Core area (ha)
① Allgaeu-Oberschwaben	01.10.2000	31.12.2011	161 643	74 848
② West Lake Constance	15.01.2001	31.12.2011	116 196	37 852
③ Schwaebische Alb	14.03.2001	31.03.2013	138 380	62 455
④ Nature garden Kaiserstuhl	05.07.2002	31.07.2009	27 002	9 198
⑤ Heckengaeu	04.11.2002	30.11.2009	111 090	48 086
Total			554 311	
Percentage of federal state area				15,50%

WHAT IS PLENUM?

PLENUM is a "project of the federal state for conservation and development of nature and environment". The goal is a nature conservation oriented, regional development in selected landscapes by sustainable support of these regions. PLENUM encourages nature and landscapes from "the bottom to the top" using numerous projects, initiated by the population. In doing so an important principle of PLENUM is to integrate the needs of nature conservation into other fields of activity in regional development. In this way tourism, agriculture, trade and nature conservation offer one another mutual benefits. Further information about nature conservation oriented, regional development in Baden-Wuerttemberg can be found under www.plenum-bw.de.



Ein Programm des
Ministeriums für Ernährung und Ländlichen Raum

PLENUM on the Internet

- **PLENUM statewide** www.plenum-bw.de
- **PLENUM project areas**
- Allgaeu-Oberschwaben www.plenum-ravensburg.de
- West Lake Constance www.plenum-kn.de
- Schwaebische Alb www.plenum-alb.de
- Nature garden Kaiserstuhl www.naturgarten-kaiserstuhl.de
- Heckengaeu www.plenum-heckengaeu.de

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Interreg III B

1 Meadow orchards: fabulously good

PLENUM Projects

In the PLENUM-Region Heckengäu PLENUM has supported numerous initiatives for the preservation of the meadow orchards in manifold ways. Two particularly successful ones are the meadow orchard initiative Calw-Enzkreis-Freudenstadt e.V. with its brand "Schneewittchen" (Snow White) and the "Kreisapfelsaft (Local District Apple Juice) Boeblingen". Both initiatives are surcharge models. The suppliers of apples and pears from meadow orchards are paid a surcharge for must fruit on top of the usual local market price.

A higher price is also paid for cherries and plums, provided that they are cultivated according to the conservation requirements. Therefore it is obligatory to take care of the fruit trees, to replace the trees in case they die, to use only biological plant protection agents and to manage grasslands compatibly with the ideas of conservation. Both meadow orchard initiatives own a control system to guarantee the compliance of the requirements.



PLENUM Aims

PLENUM supported both initiatives with the aim to increase the sales of products made from fruits of meadow orchards in order to make their cultivation more attractive. Further aims are the preservation and promotion of meadow orchard areas and to inform the local population about the importance of meadow orchards for our flora, fauna and for the characteristically regional landscape.

Marketing promotion Schneewittchen

Project no.: BB-2004-29, 2005-25, 2006-06, 2006-07 2006-14, 2006-20, 2007-11, 2007-23, 2007-35

Internet: www.streubst-initiative.de

Marketing promotion Kreisapfelsaft

Project no.: BB-2004-23, 2004-24, 2006-07, 2006-11, 2006-13, 2006-41, 2007-23, 2007-35

Internet: www.landkreis-boeblingen.de

PLENUM Sponsorships and results



"Schneewittchen" has been supported by market analyses, the development of new products (Cider, apple spirits, apple-plum-

juice), networking with other meadow orchard initiatives and by a marketing concept for products made from meadow orchard fruits. With growth rates of demand up to 30 % "Schneewittchen" was so successful that bottlenecks in supply e.g. of the popular cider were the result. PLENUM therefore sponsored the purchasing of a special bottle cap machine for Cider to accelerate the production process and to satisfy the demand. The area of the sponsored meadow

orchards measured ca. 300 ha in 2006. The initiative "Kreisapfelsaft Boeblingen" sponsored 220 ha of meadow orchards until 2006, which represents ca. 10 % of the meadow orchards in the administrative district. Beside the production methods, PLENUM also supported the product promotion on markets and informative events, as well as teaching units for primary schools on the subject of "Meadow orchard fruits and apple juice from the local district".

PLENUM Nature protection effects

The effects PLENUM Projects have on nature and environment protection are indirect. Only because of the surcharge it is economically attractive for many cultivators to farm meadow orchards, do the hard job of harvesting fruits, take care of the fruit trees and to mow the meadows – and this is the only way to preserve the meadow orchards in the long term. By marketing promotions both

initiatives were able to considerably increase the sale volumes of products made from meadow orchard fruits. The primary school lessons spark interest in this valuable natural biotope in particular and in nature and environment protection in general at a very early stage. Above all the combination of the various projects enables the preservation of the meadow orchards in the long term.





Enjoy like an emperor

PLENUM Projects

Red for the wine, green for nature and yellow for the sun: these three colours symbolise the Kaiserstuhl area and the logo of the regional brand "Kaiserlich geniessen" ("Enjoy like an emperor"). It was founded in 2006 by the "Regionalgesellschaft Naturgarten Kaiserstuhl GmbH" (Regional Association Nature Garden Kaiserstuhl GmbH). This is an affiliation of wine-growers, farmers, bakers, gastronomes, local authorities and tourist organisations from the Kaiserstuhl area. True to the motto "Together we are strong" the products of the Kaiserstuhl area should be merchandised more efficiently. Thereby the participants commit to comply with the PLENUM-conservation criteria: 10% of the area within the sponsored branch

of industry has to be cultivated extensively, the use of genetically manipulated organisms is forbidden; a system of quality management and a controlling concept must be implemented. You can already "Enjoy like an emperor" the so-called „Vulkanbrot“ (volcanic bread) made of corn from fields with flowering edges, wines and vegetables cultivated in an environment-friendly manner and the experience of the natural and cultural landscape of the Kaiserstuhl area during tours by trained guides. In addition, the regional menus of restaurants and taverns should be prepared more appetizing for the guests by a cooperation of farmers and chefs.



PLENUM Aims

The regional association has set itself the target to preserve the uniqueness of the natural and cultural landscape of the Kaiserstuhl area, to strengthen the regional value creation and to build economic networks and cycles. The

products of the Kaiserstuhl area, produced in a nature and environment-friendly manner, should be made better known and merchandised more efficiently.

Enjoy like an emperor

Project no.: FR-2006-14, 2006-17, 2007-16, 2007-20, 2007-21
Internet www.kaiserlich-geniessen.de

PLENUM Sponsorships and results

PLENUM supported and accompanied the compilation of a basic concept for marketing and tourism. This led to the creation of the brand "Kaiserlich geniessen". Also the development and marketing of the so-called "Vulkanbrot", the regional menus and the guides' training were supported. The latest project encourages the realisation of a com-

prehensive concept promoting green tourism by an information brochure, an internet presence, a Kaiserstuhl-guide for leisure, shopping and gastronomic offers. At the end of 2006 the „Regionalgesellschaft Naturgarten Kaiserstuhl GmbH“ introduced itself in public for the first time on the "Plaza Culinaria", a regional trade fair in Freiburg.



PLENUM Nature protection effects

The expansion of wine and vegetables cultivated in an environment-friendly manner furthers the diversity of species in the vineyards and vegetable gardens and reduces the input of pollutants in soils and groundwater. Flowering edges on field boundaries support demonstrably the diversity of wild herbs and insects. The increasing use of regio-

nal products in the gastronomic industry and in retail trade shortens transport routes and thus reduces energy consumption. Guided walking-tours are very especial nature experiences, for many visitors they open up the world of birds, butterflies and orchids and lead to a better understanding of nature.



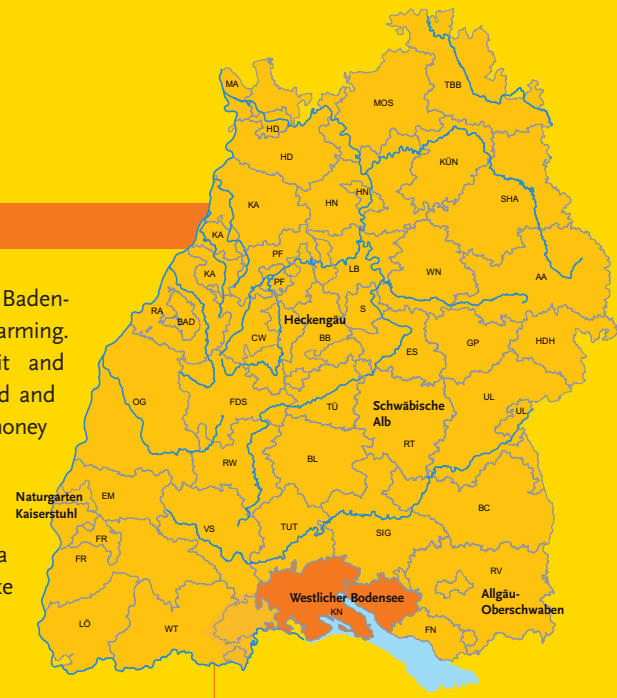


3 All good things come from the lake

PLENUM Projects

A nature and environmentally-friendly agriculture is of central importance for nature and environment protection. To be successful therefore not only the methods of production matter, also an effective product-marketing plays an important role. "Gutes vom See" (Good things from the lake) is a trademark, which conveys ecological and flavourful quality in a very promotionally successful way. 141 producers, 15 processors, 4 logistics companies, 24 Edeka supermarkets, 2 canteen kitchens and 5 catering companies from the Lake Constance area have allied to form this trademark. The production

conforms to the quality brand of Baden-Wuerttemberg or the criteria of organic farming. The shopping basket contains fruit and vegetables, sausages, meat, fish, bread and other pastries, dairy products, eggs and honey as well as juices, mineral water, wine and beer. A further important predicate of "Gutes vom See" is the regional origin: the products may originate from a zone between the banks of Lake Constance to 40 km inland.



PLENUM Aims

"Gutes vom See" has set itself the target to increase the market share of regional products which are produced in a nature and environment-friendly manner. The association trusts in a close cooperation across all branches starting with agriculture, food industry, trade and gastronomy. Also the

strengthening of tourism as a very important industry for the Lake Constance area is an aim of the undertaking. "Gutes vom See" wishes to make a contribution to a long-term preservation of the natural and cultural landscape of the Lake Constance area.

All good things come from the lake

Project no.: as „BioREGIO-SEErvice“ until 2005	KN-2002-23, 2003-28; 36, 2006-39, 2007-02
from 2005 „Gutes vom See“	2006-07, 2006-14, 2006-17, 2006-
Internet:	www.gutes-vom-see.de

PLENUM Sponsorships and results

PLENUM supported the project particularly during the development and start-up phase from 2002 to 2004. This includes the development of a marketing and enforcement-concept, the setup of a quality management system and the implementation of the trademark. Also a fish

transporter for carriage of live fish was financed. By now the products for the trademark are produced on a total area of ca. 1600 ha. Due to the PLENUM-sponsorship areas with extensive cultivation have to be proven on at least 10 % of the branch of production. Therefore extensive

farming of grassland, the conservation of meadow orchards and hedgerows as well as the creation of buffer strips on fields and waters are taking place on 1026 ha. Today between 1650 jobs and 110 apprenticeship training positions depend on this project.

PLENUM Nature protection effects

Areas with extensive cultivation have a direct, positive effect on nature and landscape. They conserve valuable habitats and support biodiversity by extensive management and biotope conservation. By abdication or reduction of plant protection agents the agricultural production areas make a valuable

contribution to the protection of soil and groundwater. Also the regional origin of the product and their short transport routes help to save energy and to minimise negative effects on the environment by transport.





PLENUM Projects

What to do with organic milk? A number of agricultural enterprises in the Allgaeu region were confronted with this problem in 1998. They were producing milk in accordance with ecological criteria, but didn't find any buyers. The solution was: making cheese themselves! Therefore it was necessary to build an own cheese dairy, to campaign the cheese and to set up a distribution network. Condition to receive PLENUM-sponsorship is the compliance with the criteria of environmental protection for grassland cultivation and cheese production. For example, the winter fodder has to consist mainly of hay from extensively cultivated meadows. The manufacture

and use of silage are forbidden. Silage not only requires a more intensive cultivation of grassland with higher quantities of fertilizer, but it also is a cheese-killer. It evolves butyric bacteria which spoil the raw milk cheese. The companies are producing in accordance with the PLENUM-criteria and the guidelines issued by Demeter and Bioland, both principles prohibit the use of genetically manipulated organisms. Of course regular inspections of the milk and cheese quality are accomplished.



PLENUM Aims

Among the ecological targets, set for this project, are nature and environment-friendly grassland cultivation and milk production, the conservation of biodiversity of the meadows, pastures and of the unique landscape-characteristics as well as the

maintenance and development of connected landscape structures. In order to achieve these targets it is necessary to develop an alliance consisting of producers, processors, retailers and consumers.

Cheese Dairy Isny

Project no.: RV-2004-10, 2007-17
Internet: www.kaeskueche-isny.de

PLENUM Sponsorships and results

During the initial project phase PLENUM sponsored in cooperation with the Deutsche Bundesstiftung Umwelt (German Environment Foundation) the construction of the cheese dairy and financed in 2004 the building of a cellar for the maturation of the mountain cheese. In order to improve the wildlife corridor PLENUM-funds were used in 2007 to compile a concept for connecting biotopes with status analysis and a catalogue of measures, regarding the needs of all participating farms. After ten years the pilot project has become a fast-selling

item: in the meantime nine agricultural enterprises are producing 800 000 litre organic milk annually; these are processed into 65 000 kg cheese of six different kinds, as well as into yogurt, butter and curd. The project was crowned by a number of awards. Among these was the first prize in the competition "natuerlich – regional 2002" (natural – regional 2002) organised by the Naturschutzbund Deutschland (Nature Protection Association of Germany) and the Deutscher Verband fuer Landespflege (German Association for Landscape Planning).



Another one was the award as one of the best cheese producers in Germany, conferred by the international journal of gourmets "Feinschmecker" in 2001 and 2006.

PLENUM Nature protection effects

The compliance with conservation criteria conserves and directly supports numerous plant species characterising hayfields, such as spreading bellflower or caraway. Thereof many

animal species, depending on these plants, benefit. The extensive cultivation of grass-lands also contributes to the protection of the surface and the ground water. The diversity of

flora and fauna of the meadows are very important for the characteristic nature and landscape of the Allgaeu.

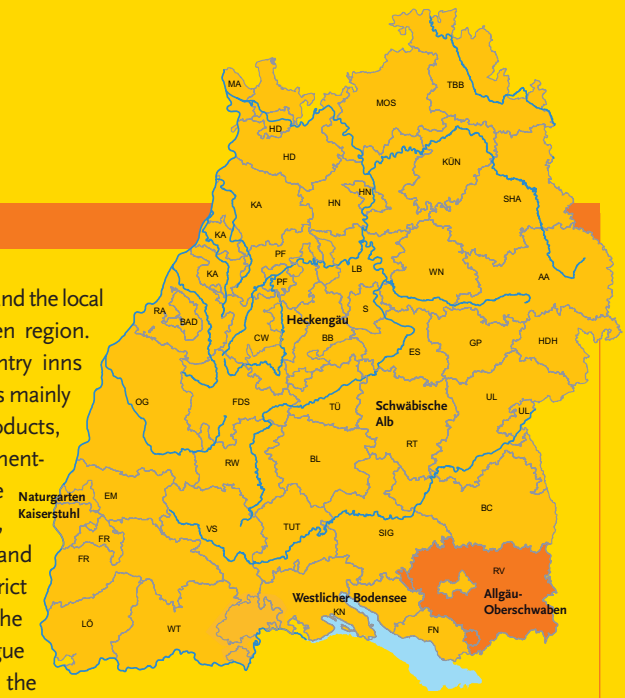
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LandZunge (Tongue of Land)

PLENUM Projects

Country inns are part of the Allgaeu-Oberschwaben region as are meadows and pastures. What these guesthouses have in common is the traditional, rural cuisine. Formerly it was usual to produce the cattle for the "Tafelspitz" (boiled beef) and the milk for the Allgaeu cheese directly in the region. Today, the gastronomy is using fewer and fewer regional products and the number of country inns is also decreasing. In the year 2001 the "Projekt Dorfgasthoefe" (Project Country Inns) was started, it was accomplished by PLENUM in cooperation with the "Deutscher Hotel- und Gaststaettenverband Baden-Wuerttemberg" (DEHOGA, German Association of Hoteliers and

Innkeepers in Baden-Wuerttemberg) and the local agency of the Allgaeu-Oberschwaben region. The idea was to promote the country inns by return to their tradition. That means mainly the use of local agricultural products, produced in nature and environment-friendly manner. In the meantime numerous stakeholders of agriculture, processing, retail trade, marketing and gastronomy of the rural district Ravensburg have allied to the partnership "LandZunge GbR" (tongue of land). Together they want to lead the project to success.



PLENUM Aims

Aim of the "LandZunge GbR" is to increase the sales of regional, high-quality agricultural products in the gastronomy. The quality criteria

include also nature and environment-friendly production methods in accordance with PLENUM guidelines.

LandZunge (Tongue of land)

Project no.: RV-2001-29, 2002-07, 2005-01
Internet: <http://www.landzunge.info>

PLENUM Sponsorships and results

PLENUM sponsored both a marketing concept and its practical implementation. Constituents of the concept are a list of criteria for the production in consideration of the PLENUM-production criteria, the development of a verification, control and backup procedure. This is necessary to ensure that the quality criteria are adhered by the producers, processors and the gastronomy as well as by the flow of goods via existing logistic structures. Right on time to

the start of this campaign a brochure was released in high print run. Since 2005 the magazine "LandZunge" is published regularly with many interesting articles regarding country inns, farms, rural butcher shops as well as both traditional and modern recipes. Until the end of 2006 more than 80 catering businesses had declared their binding commitment to the project "LandZunge" and had engaged to comply with the quality criteria, which exist for

beef and pork by now. With the active support of the gastronomes a control system was developed, detecting sources and flows of goods. A survey among the diners revealed that the project is widely known. There are ca. 130 agricultural businesses producing beef and pork as well as corn for the "LandZuengle-Bier" (beer) and the "LandZunge-Mehl" (flour).

PLENUM Nature protection effects

The adherence of the PLENUM-production when cultivating meadows, pastures and fields contributes to the conservation and promotion of biodiversity of the region and to the preservation of soils and groundwater.

Therefore the project "LandZunge" also has a valuable share in conserving the cultural landscape of Allgaeu-Oberschwaben on ca. 50 ha of agricultural area by now.

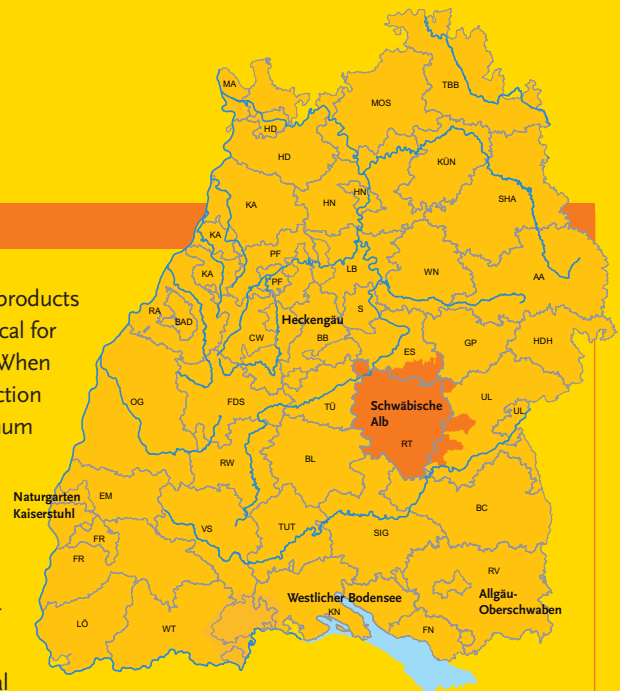


6 Our daily bread

PLENUM Projects

Agricultural areas do not only play a significant role in the production of foods. Also cornflowers, field larks and many other species depend on these habitats, and indeed some species can be found only here. The increasing intensification of agriculture during the past 100 years has caused considerable problems due to high fertilization and use of plant protection agents: numerous of typical plant and animal species have disappeared or are endangered; groundwater and soils have been adversely affected. Thus the associations "Schwaebischer Alb-Dinkel GmbH" (Swabian Alb-spelt) and the "Albkorn GbRmbH" (Alb-corn) were founded in the Swabian Alb region in order to cultivate corn in an environment-friendly manner, to process it

in the region and to sell the products successfully. Wheat, rye and spelt typical for the Alb have been cultivated. When cultivating spelt neither plant protection agents nor stalk shorteners and maximum of 60 kg N/ha/year fertilizer are used. Conditions for the cultivation of wheat and rye are obligatory soil analysis in order to an appropriate manuring, and the use of plant protection agents only when a critical threshold level of damage has been exceeded and neither biological nor mechanical methods were successfully. The farmers plant flowering borders at the field edges: At a breadth of 3–5 m the so-called "Tuebinger Mischung"



(Tuebinger mixture) of colourfully flowering herbs is planted, the borders are not manured and not treated with pesticides.

PLENUM Aims

The restricted use of plant protection agents and fertilizer conserves soils and groundwater and the cultivation of flowering borders on field edges increases the biodiversity of the landscape. The cooperation of producers, processors and marketing agents is intended for strengthening the regional value creating, saving energy because of short transport routes and for more transparency of the food production for the consumer.

Albdinkel (Alb-spelt)

Project no.: RT-2001-26, 2002-23, 2004-01, 2004-15, 2004-16, 2004-34, 2006-10, 2006-31, 2006-40
Internet: www.alb-dinkel.de

Albkorn (Alb-corn)

Project no.: RT-2001-25, 2002-11, 2003-32, 2004-33, 2005-27
Internet: www.albkorn.de



PLENUM Sponsorships and results

PLENUM sponsored the purchase of devices for the electronic seed treating, a prismatic roller and a tined weeder for the mechanical weed control, information boards for arranging on fields and the extension of a so called "Backhaeusle" (small bakery) for show-baking by using a wood stove. Further it financed the internet presences, the planting of flowering borders with information

boards and making the informative film "From spelt to bread". 28 agricultural businesses, ten bakeries and one mill belong to the "Albkorn GbRmbH". 18 farmers, one major bakery, a noodles manufacturer and a mill are members of the farmers' association „Roemersteiner Muehle“ (Roemersteiner Mill), which cultivates and mills spelt for the "Schwaebischer Alb-Dinkel GmbH".

PLENUM Nature protection effects

Analyses of flowering borders on field edges show that, compared to usual field boundaries, there is a significantly higher quantity of insect species and individual insects visiting blossoms, particularly wild bees and hover flies. In the flowering borders not only the seeded plants sprout. If the seeds

were sown not to close, there is sufficient room for many wild herbs to grow. In cleared-out landscapes flowering borders on field edges are important retreat areas for many animal species and also eye-catcher for hikers and walkers.



7 The heart of the matter

PLENUM Projects

“KLEO” – the call of the black woodpecker can foremost be heard in ancient beech groves. It namely favours at least 100 years old beech trees to timber its holes in the bole. Therefrom stock pigeons, owls and bats benefit, which use its abandoned holes as dwelling and nesting site. Ancient beech groves are also very popular for people seeking recreation. The problem is the utilisation of the trees. The timber industry requires wood of a uniform colour for the manufacturing of chairs, tables or beds. The heart wood of beech, maple and ash trees starts to dye redder, when the trees get older than 100 years. That itself would not pose a problem, as the red-dyeing of heartwood is not a disease. There is no difference between the technical characteristics of trees with red and

those with white heartwood. Above all the customers’ taste makes the difference between the two types. Red heartwood is difficult to sell. It is usually traded in lower price categories and is used for example as packaging material and as firewood. Its market price reaches often only 40 % of white heartwood. Therefore forest owners want to fell beech trees as early as possible to have as little red heartwood as possible. In order to disburden the heartwood from its bad reputation, the “Interessengemeinschaft (IG) Rotkern Neckar-Alb” (Red Heartwood Neckar-Alb Community of interests) was founded in the year 2002.



PLENUM Aims

The raise of the market value of red heartwood is intended for increasing the felling age (currently between 100 and ca. 140 years) of the beech trees significantly. So not only better

prices, also an increasing ecological value of the forest should be achieved. A further aim is to strengthen the regional timber industry.

Kerniges Holz (heartwood)

Project no.:

RT-2002-16, 2003-02, 2003-03, 2003-04, 2003-05, 2004-19, 2004-20, 2005-15, 2005-16, 2005-17, 2006-15, 2006-17

Internet:

www.kerniges-holz.de

PLENUM Sponsorships and results



PLENUM supported the project in a number of ways. Financial contributions were made for a marketing concept, the development of a distribution and marketing network, information brochures, the magazine „KernHolz“ (heartwood), educational films for schools and trade fairs, the manufacture of sample items of furniture, information boards for a travelling exhibition, an internet presence and last but not least

to survey dens of black woodpeckers in ancient beech groves in the district of Reutlingen. The sales of heartwood have been increased successfully by the cooperation between forestry, industry, handicraft, service companies, administrative agencies and nature conservation organisation. The project also preserves jobs in the region. Currently 11 industrial plants and handicraft businesses with a total of 130 employees are members of the IG Rotkern.

PLENUM Nature protection effects

The most important effect of the project is the raise of the felling age, which increases the number of old trees. Further positive effects are the result of the conservation criteria, the members of the IG Rotkern must adhere. These include the compliance with the PEFC-criteria („Programme for the

Endorsement of Forest Certification schemes“), the conservation of trees with dens, an increase in the share of standing and non-standing deadwood, the designation of tree monuments and the preservation of especial forest biotopes with appropriate utilisation or care.





Trips through Heckengäu with Nature- and Culture-Guides

PLENUM Projects

To give people an understanding of nature is something that has to be learnt. Not only knowledge of flora and fauna as well as of the landscape and its use are necessary, it is also important to know how to communicate such knowledge in an exciting and entertaining manner. Each age class and occupational group requires its own method. Short studies in natural history and pedagogic are quite necessary to learn all about this. The "Institut fuer Umweltbildung und Naturerfahrung"

(Institute for Environmental Education and Perception of Nature) ARANEUS e.V. has undertaken to provide such studies. Between 2004 and 2005 a total of 17 nature- and culture-guides were initiated into the secrets of nature of the Heckengäu region and have learned the pedagogical basics during 140 hours of instruction. The apprenticeship was completed by a final examination.



PLENUM Aims

On the one hand the nature- and culture-guides have the duty to awaken people's interest for nature issues and to impart knowledge of the nature and landscape of the Heckengäu region. A further goal is to enable

an emotional tie to this countryside and its cultural history. In short: to get to know and to love the Heckengäu with both head and heart.

Nature- and Culture-Guides

Project no.: BB-2003-08, 2006-32, 2006-42
Internet: www.heckengaeu-naturfuehrer.de

PLENUM Sponsorships and results

At first PLENUM sponsored an inventory of the activities of environmental education as well as the conception and implementation of the apprenticeship as nature- and culture-guides. In the year 2006 an all-day event was organised with the newly qualified nature- and culture-guides at three locations, to show the public what they can do. More than 200 participants took advantage of this offer. The PLENUM-sponsorship was completed by financing one set of equipment for excursions in the same year. It consists, amongst other things, of loupes, collecting boxes and a hand

cart to transport the equipment. Since May 2005 a diversified offer is available to schools and other groups: the assortment ranges from bird-call excursions via experiences with all senses in the forest to a hike of several days across the whole Heckengäu countryside. In 2007 between 20 events could be chosen. An equally extensive offer was prepared for 2008. The project convinces throughout Germany: In January 2008 the nature- and culture-guides received their BANU-Certificates (BANU = Federal Working Group of the state-aided educational institutions in nature and

environmental protection) from the Academy for Nature Preservation and Environment Protection. BANU is a certification for successful training courses, which have to meet high standards. Already in the year 2006 the project was awarded prize money for its commitment in conservation, promotion of nature and for imparting issues of environmental protection in the competition "muna – Human and Nature" organised by the Deutsche Bundesstiftung Umwelt (DBU-German Federal Environmental Foundation) and the ZDF (TV station).

PLENUM Nature protection effects

The deployment of nature- and culture-guides in the Heckengäu region is aimed at increasing dedication of civil society to nature and the landscape. Anyone who ever participates in a well-guided excursion to a flowering meadow or to a bird-concert in

spring will soon be infected with enthusiasm for our flora and fauna and their natural habitats. And it is hard to imagine that any successful commitment to the conservation of nature and landscape is possible without such enthusiasm.



From farm to farm on the AlbHofTour

PLENUM Projects

Juniper heaths covered with orchids, beech groves and impressive rock formations: The Swabian Alb is a paradise for nature lovers. The best way to experience this landscape is on foot or by bicycle – a car would just be impeded. In order to make this an easy decision for visitors, the Landfrauenverband (Countrywomen's Association) in the district of Reutlingen in the Central Swabian Alb has come up with a very special idea: why not combine the nature experience with that of life on farms? The last mentioned could provide food and accommodation, and a farm always has something to show. You can learn a lot about keeping cattle, swine, sheep and poultry, the art of beekeeping and baking bread. A total of

16 farms between Bleichstetten in the North and Zwiefalten in the South are participating in the project in the meantime. For those who want not to organise their own tour, the "AlbHofTour" (Alb Farm Tour) offers a number of tours with different lengths and durations. The travels take place on foot or by bicycle from farm to farm. The farms usually offer a small programme of events and serve a snack made from regional specialities. Overnight stays are in a shepherd's cart, on a bed of hay or in a comfortable holiday flat. The cycle routes are signposted. And those who



particularly enjoy being on a definite farm have the option to extend their stay and are able to do "Holiday on the farm".



PLENUM Aims

The project is intended to support green tourism in a landscape which would suffer only harm as a result of mass tourism with a high volume of traffic. The leisurely travelling either on foot or by bicycle offers many opportunities to get to know the flora and fauna of the various habitats of the Swabian Alb. The combination of nature experience

and a visit on a farm shows the visitors the connection between land use, cultural landscape and diversity of species. And last but not least, a further aim of the project is to improve the contact between the urban and the rural population.

AlbHofTour (Alb Farm Tour)

Project no.: RT-2001-11, 2002-21, 2005-25, 2006-16

Internet: www.albhof tour.de

PLENUM Nature protection effects



Green tourism supports respectful treatment of natural resources. The aim of this project has been reached as soon as the interest of as many people as possible has increased for nature and landscape and as the commitment for conservation of nature and the countryside has been supported.

PLENUM Sponsorships and results

PLENUM sponsored the development of a concept, brochures for public relations and a companion book with descriptions of the tours and the farms, which was up-dated in 2006. Farms of organic and conventionally agriculture participate in the project. In future the participating conventional farms should operate in accordance with the PLENUM-producers' criteria. The concept was convincing: In the year 2006 the AlbHofTour won the 2nd prize in the Environmental Competition of the Reutlingen district and the Kreisparkasse (Savings Bank) Reutlingen and

also achieved the 2nd award in the Agricultural Competition for Entrepreneurial Innovation.



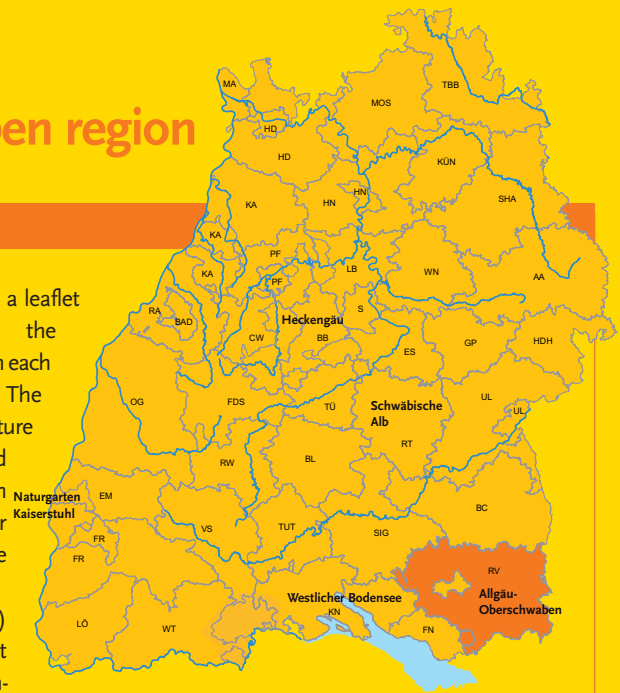


Horse-riding tours in the Oberschwaben region

PLENUM Projects

Among hiking and cycling, horse-riding is the most environment-friendly way of travelling and very special too. From horseback completely new insights can be gained into the landscape. To support this form of green tourism PLENUM helps to set up a network of stations in Oberschwaben, which makes horse-riding tours easier for horse and rider. Both need to be well-supplied with food and accommodation on their tours lasting several days. The supplies range from a simple bed of hay to a holiday flat, from a horse stable to a pasture. Mostly the station carriers are farmers who take care of both their guests' physical well-being and the

tour-organisation. The web page and a leaflet provide information about the accommodations and the routes, which each participant can compile individually. The paths run transversally through the nature of the Oberschwaben region, from Bad Waldsee to Isny in Allgaeu and from Ravensburg to Bad Wurzach. Further information may be obtained from the "Oberschwaben-Tourismus-GmbH" (Oberschwaben-Tourism Association) and the "Ferienregion Allgaeu" (Tourist region Allgaeu) (www.oberschwaben-tourismus.de and www.ferienregion-allgaeu.de).



PLENUM Aims

Aim of the project is to support a green, nature-friendly form of tourism and to awake participants' interest in nature and landscape of Oberschwaben. In doing so the connection between land utilisation, cultural

landscape and biodiversity should be conveyed. And last but not least, the project aims to improve the contact between the urban and the rural population.

Horse-riding tours

Project no.: RV-2001-41, 2002-03, 2004-01, 2007-20

Internet: www.wanderreiten-in-oberschwaben.de

PLENUM Sponsorships and results

PLENUM sponsored the conception of the project, workshops, the compilation of a special map of trails and the internet presence. Thanks to the huge commitment shown by Martin Stellberger and other sponsors, 74 stations have been set up in 19 communities in the meantime.

On the map all tour-stations, trails and the region are described. It may be obtained from the regional tourism-agency for Allgaeu and Oberschwaben (mueller@bodensee-tourismus.com) and from the Zweckverband Ferienregion Allgaeu-Bodensee (Holiday Region

association Allgaeu-Lake Constance) (info@kurverwaltung.isny.de). An appearance on television in the series "Im Gruenen ..." ("In the green...") in October 2006 presented by the SWR (South-West TV) made the project known throughout the federal state.

PLENUM Nature protection effects

In contrast to mass tourism, green tourism sources less impairment of nature and environment – compared to cars, horses do not produce harmful emissions. The exploration of the special habitats of the Oberschwaben region, the moors, meadows, ponds and lakes, on a horseback will enhance

the appreciation of these natural resources and will contribute to the commitment of their conservation.





Along new paths through the Kaiserstuhl area

PLENUM Projects

The Kaiserstuhl area is not only famed as a region producing outstanding wines with international reputation. Every year thousands of nature-loving tourists, student groups, botanists, zoologists and geologists from all over Europe are drawn to it. Particularly in the protected areas the attentive observer can find an abundance of animal and plant species, rock formations and types of landscape. In order to open up these natural treasures for visitors and local people, a network of educational trails has been developed. The educational trails criss-cross through the Kaiserstuhl; loop roads complement the axes of the individual paths. On prominent places portals are located, which show the entrance to the paths and loop roads with large outline maps. Along the paths every-

thing worth knowing is explained in easily understood language on uniformly designed information boards: the volcanic genesis of the Kaiserstuhl, the origin and significance of the loess, the special habitats and their flora and fauna, the viniculture, the history of the landscape and much more. The educational trails have names easy to remember, such as the “Bienenfresser-Pfad” (bee-eater path) leading from Ihringen in the South to Koenigschaffhausen in the North or the “Badbergpfad” (Bad mountain path) leading from Oberrotweil in the West to Nimburg in the East.



PLENUM Aims

The educational trails pursue several aims: awaken people’s interest in nature and landscape of the Kaiserstuhl area, impart according knowledge, support positive insights into nature and environmental protection and

finally inspire people to take action for the conservation of nature and environment. And last but not least: visit the Kaiserstuhl area again.

Educational trails

Project no.:

FR-2003-01, 2004-14, 2004-18, 2005-09, 2006-03, 2006-05, 2007-01, 2007-03, 2007-06

PLENUM Sponsorships and results

PLENUM sponsored the conception of the educational trails network including an analysis of existing nature trails, the production of information boards and outline maps. A public dedication took place in March 2007. Result is a trails network of 150 km from Burkheim

(West) to Nimberg (East) and from Riegel (North) to Breisach (South). Existing nature trails were integrated and new ones opened up. By now eight thematic axes and nine loop roads were set up. Axes are e.g. the “Knabenkrautpfad”, “Neunlindenpfad” and “Wiedehopfpfad”

(path names: orchid, nine linden, hoopoe). The “Geopfad”, “Loesshohlwegpfad” and “Smaragdeidechsenpfad” (path names: geo, loess-defile, green lizard) are loop roads. Of course a culinary wine tour is also available as thematic path in the Kaiserstuhl area.

PLENUM Nature protection effects

In addition to the communication of information, the value of the nature and landscape of the Kaiserstuhl area was emphasised by setting up new, uniformly designed thematic paths. Next to impart knowledge this emphasised value is an important assumption to increase the acceptance of visitors and the local population for measures to conserve and enhance nature

and landscape. A survey in 2007 among visitors of the Loesshohlwegpfad shows that the subjects explained on the information boards are of great interest. Also most of the visitors liked the appearance and arrangement of the boards. The fact that the boards make the path more interesting and establish a good connection between nature and the interest in information was also praised.



12 Learning on the farm

PLENUM Projects

School in a different way: instead of sitting in the classroom, children and youths can experience at the “farm as school”, how corn is cultivated and where the milk comes from. And that is absolutely essential. A number of studies have shown that knowledge about our food and their production is very poor among the population. Make the test yourself: ask in your circle of friends who can differentiate between the four types of corn wheat, rye, barley and oats! In order to impart this knowledge concerning our livelihoods as demonstrative as possible, the research group “Lernort Bauernhof” (farm as school) was founded in 2002 in the district of Constance. Participants are institutions of agriculture, schools and nutrition as well as nature and environmental conservation. On half- or full-

day visits school classes and kindergarten groups can not only watch the farmers at work, they also should assist with milking, feeding, harvesting, baking bread and making cheese. As the farmers are not used to teach and teachers mostly have no farm-experience, training courses are organised to impart the necessary pedagogical and professional knowledge. To this day 34 farms are participating in the project in the district of Constance. In 2006 it was extended to the Lake Constance area, where 17 farms take part. The job of the research group is to network all involved parties, to accomplish further education events and to advertise the project.



PLENUM Aims

The children and youth should get basic knowledge imparted in a very vivid manner about work and life on a farm as well as about the significance of agriculture for our cultural landscape and its manifold habitats. The experiences made on the farms should

also contribute to healthier and more conservation-conscious eating and shopping habits of children and youths, plus their parents. The project is also aimed at the improvement of the contact between farmers and the remaining population.

Learning on the farm

Project no.: KN-2001-34, 2002-36, 2003-23, 2004-28, 2005-02, 2006-18, 2007-35
Internet: www.lernort-bauernhof-bodensee.de

PLENUM Sponsorships and results

PLENUM at first sponsored a feasibility study and a concept in the district of Constance, after that training courses and seminars for farmers, teachers and educators were funded. In addition the production of an information folder containing learning materials, field reports and farm descriptions and public relations for the project was financed.

Between 2003 and 2006, 7 400 children and youths participated in 293 farm visits in the district of Constance. In the year 2006 the number of visits trebled compared to 2003. PLENUM and the district's Support Programme sponsored with 35 % each the accomplishment of a two-day training course, the creation of the farm portraits and leaflets

in the Lake Constance area. A quality management system was drawn up and is currently being coordinated with other educational initiatives in order to get a uniform management system in the whole federal state.



PLENUM Nature protection effects

The aim of the project is to ensure dedication to nature and sustainable farming in the long term. It is a matter of awakening interest and a

positive attitude in nature and the environment. Future generations must also be prepared to commit to nature and environmental

conservation, so today's efforts are not have been in vain.



Landscape conservation via sheep grazing on the “Kalkofen”



PLENUM Projects

What the “Kalkofen” (limekiln) in the Community of Moensheim (Enzkreis (Enz-district)) used to look, is captured on a photograph of Heinz Ellenberg’s “The Vegetation of Central Europe and the Alps”: in ca. 1950 spacious, neglected grasslands, interspersed with bushes, were still existing there, which sheep used to graze. In the mid-1950s, after grazing was discontinued, shrub encroachment started and the species-rich neglected grasslands were gradually turned into monotonous scrublands. Parts of the valuable neglected grassland were also afforested with

pine trees. Pasqueflower, carline thistle, the small blue (*Cupido minimus*), and the smooth snake were all run the risk of disappearing. The “Bund fuer Umwelt und Naturschutz Deutschland” (BUND – Association for Environment and Nature Conservation in Germany) has set itself the target to reverse this development and restore habitats for rare and endangered species. Therefore it was necessary to reintroduce sheep grazing.



PLENUM Aims

It is planned to graze sheep on at least 5 ha of neglected grassland. This measure is intended to support the development especially of the light- and heat-requiring flora and fauna of the neglected and dry grassland. Aim is also to recreate the

semi-open landscape of the “Kalkofen” as it has been typical for the Heckengäu for centuries. The sheep-grazing has to be organised in a sustainable and long-lasting manner. At least 50 ewes should be kept.

Sheep grazing on the “Kalkofen”

Project no.: BB-2003-02, 2006-18

Internet: <http://www.moensheim.de>

PLENUM Sponsorships and results

PLENUM at first sponsored the preparation of a grazing concept for the “Kalkofen” developed by the BUND. The plan demonstrates the possibilities of grazing with sheep, describes suitable grazing-locations, shows necessary measures to enlarge the grazing areas, appoints grazing times and durations and takes a cost estimate. After the founding of the “Schaefergemeinschaft Moensheim GbR” (Shepherd’s Association

Moensheim) by three shepherds in 2003 the work could start already. At the beginning ca. 50 Skudde – an old, robust sheep breed – were available for grazing, 16 of them ewes. But first of all, many areas had to be freed from thickets in hard handwork to make them useable as pastures. Because it was projected to increase the herd size and to let the animals all the year round in the area, it was necessary to build a winter barn for the ewes.

In cooperation with the community of Moensheim, PLENUM financed the construction of the barn including the interior, which was finally finished in 2007. PLENUM also sponsored a flexible system of fences for the winter paddock. The Shepherd’s Association committed in turn to graze particularly council land parcels for the next 12 years.

PLENUM Nature protection effects

The conception and the construction of the sheep barn enable a reintroduction of grazing on neglected grasslands. Repressing the thickets has positive effects on the conservation and development of the neglected grasslands and the diversity of species. First successes are already revealing by increasing populations of some regionally

important plant species such as the carline thistle and the common pasqueflower. In addition, the measures make an eminent contribution to the revaluation of the FFH-region “Strohgaeu und unteres EnztaI” (Strohgaeu and Lower Enz Valley), of which the “Kalkofen” forms a particularly valuable part.



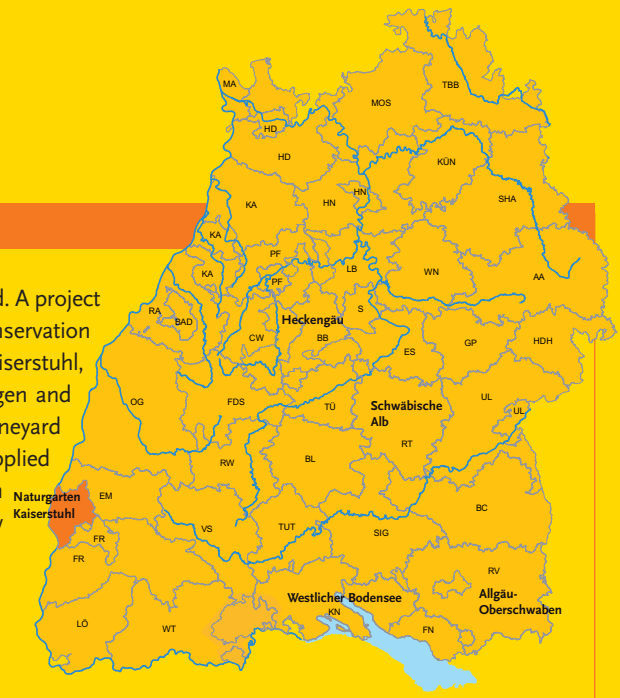


14 Volcanic rock garden Winklerberg

PLENUM Projects

The Winklerberg is located at the South-western edge of the Kaiserstuhl. It is famed above all for its excellent wines. Their quality partly is due to the volcanic rock on which the grapes grow. The volcanic rock and the warm dry climate are not only good for viticulture, both also form the habitat of a very special flora and fauna. On dry grasslands and dry stone walls within the vineyards live, e.g. the common wall lizard, the red-winged grasshopper and the blue-weed wall-dwelling bee (*Osmia adunca*). Because dry grasslands became overgrown with thickets and the walls collapsed, many of these heat- and dry-

ness-loving species were endangered. A project was needed to combine habitat conservation and viticulture. The Nature Centre Kaiserstuhl, the Winegrowers' Association Ihringen and several winegrowers, namely the vineyard Dr. Heger and Hubert Lay, together applied to PLENUM for the implementation of measures to conserve and renew these special habitats.



PLENUM Aims

Winegrowers and conservationists have set themselves the target to conserve and support the endangered species on the Winklerberg. In addition the wildlife corridor for the dryness- and heat-loving flora and fauna of the Kaiserstuhl area should be improved. By public-rela-

tions it is also intended to make the Winklerberg known not only to wine connoisseurs, but also to nature lovers, and those who could become some. And finally the project should encourage other wine-growers to imitate.

Volcanic rock garden Winklerberg

Project no.:	FR-2005-13
Internet:	www.naturgarten-kaiserstuhl.de

PLENUM Sponsorships and results



PLENUM sponsored the restoration and construction of new dry stone walls, including a practical course to learn this trade. 28 persons took part in this course. Furthermore PLENUM-funds were used to remove bushes from dry grassland and rocks and to create open rock-acclivities. For the public's information an educational trail was signposted through the

rocky vineyards and a leaflet was published. In addition, guided tours of natural history were organised in 2006, which of course included wine tastings. The follow-up fosterage should be accomplished by the winegrowers and be supported by the guideline of landscape conservation.

PLENUM Nature protection effects

The project was a total success: the red-winged grasshopper, which is threatened with extinction in Baden-Wuerttemberg, was observed more frequently in 2006 than in 2003 – 20 recorded individuals are the highest number since 1996. The existence of the wall-dwelling lizard was ascertained on the new dry stone walls and even a mating was watched. In the Kaiserstuhl area this endangered species is native

only on the Winklerberg. Also the rare *Osmia adunca* was supported. And last but not least, a positive change of heart took place concerning conservation and its measures with the winegrowers participating in the project. For conservation this is maybe the most important result of the project in the Kaiserstuhl area.



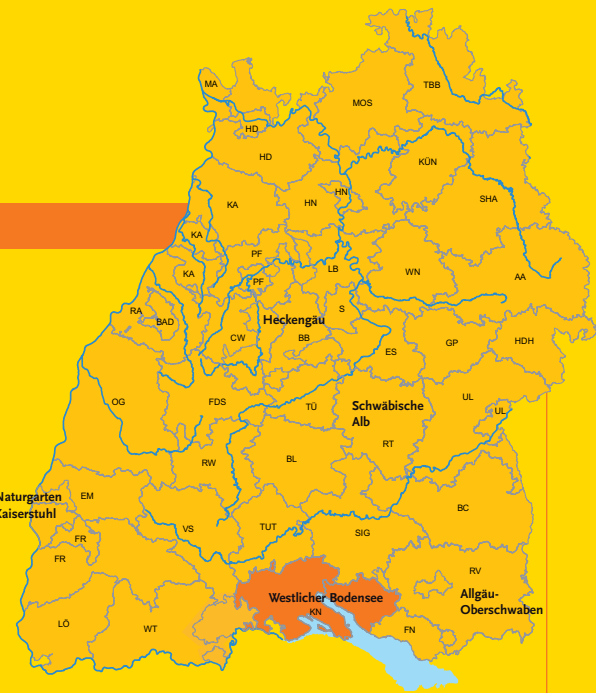


Energy and landscape conservation in the Lake Constance area

PLENUM Projects

Where to put it? No doubt this is a question many people have asked themselves, which were confronted with a mountain of swath clippings and brushwood after they have been mowing or doing maintenance cuttings in forests in protected areas. Usually it all ends up as litter, hidden in a corner. Not the best solution! This is currently being developed in the Lake Constance area: the clippings and the cuttings that accrue during landscape conservation work should be converted to heat in a biomass heat plant in Kaltbrunn near Allensbach. It is projected a nominal power of 1 500 kW. Therefore the association "Energie und Landschaftspflege am Bodensee GbR" (ELABO) ("Energy and Landscape Conservation in the Lake Constance Area") was founded in 2006. The Lake Constance area is

particularly suited for this project. The district of Constance alone contains 59 conservation areas with a total of 4 250 ha, which represents 5.2 % of the entire district area. This proportion is more than twice as high as the average of the federal state. And most of these conservation areas require maintenance. In the Lake Constance area especially the meadow orchards, sedge reeds and cane brakes need to be mown regularly to preserve the particularly species-rich flora and fauna: swamp gladiolus, bird's eye primrose and numerous types of orchids could not survive without this maintenance. Ca. 1 200 tons of swath clippings would be required for thermal recovery within the ELABO project.



This is equivalent to a heat value of ca. 350 000 litres heating oil. The resulting combustion heat would suffice to supply the sports hall and more than 100 residential buildings with heat in Kaltbrunn.



PLENUM Aims

The most obvious aim of the project is to demonstrate via a study, how to realise this idea concretely. Once the concept is ready, the plant must be planned, permits are obtained, the plant must be built and the mains of the heating network system have to

be installed. The long-term aim is to use swath clippings and wood cuttings, accruing from the landscape conservation, economically and ecologically worthwhile.

Energy and landscape conservation in the Lake Constance area

Project no.: KN-2007-12

PLENUM Sponsorships and results

PLENUM is sponsoring the review of the feasibility study compiled by students as well as the blueprint planning of the plant and the thereto necessary project management. On the initiative of the PLENUM branch office, ELABO successfully participated in the bio-

energy competition of the Ministry of Economics of Baden-Wuerttemberg and was awarded the prize money of € 250 000. The construction of the biomass heating plant was planned for spring 2008.



PLENUM Nature protection effects

The upgrade of the swath clippings and wood cuttings from waste products to valuable fuels means that the maintenance of the precious meadow orchards, cane brakes and sledge reeds will be more cost-effective. This contributes indirectly to the conservation of these habitats and numerous of rare and

endangered animal and plant species. The project also accounts for an improvement of the CO₂-balance by the use of renewable primary products instead of fossil and therefore non-renewable fuels like oil, gas and coal – a valuable contribution to climate protection.

