



Foto: IPS, 2011–2016.



SLOVENSKISLOVENIAN
PODEŽELSKIRURAL
PARLAMENTPARLIAMENT

„Spodbujanje lokalnih in regionalnih ekonomij“

NEO-ENDOGENI RAZVOJNI POTENCIALI PODEŽELJA

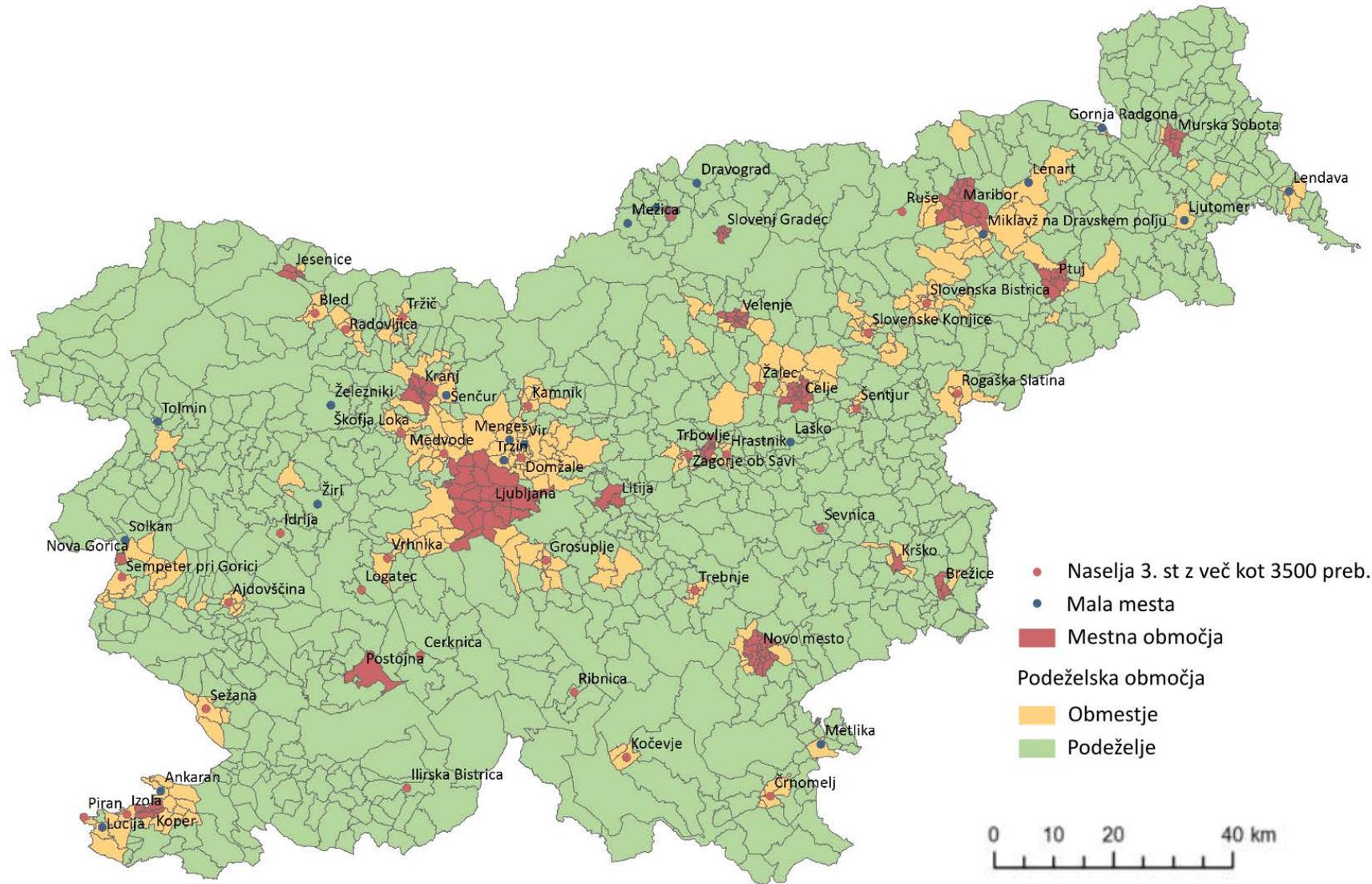


Univerza v Ljubljani



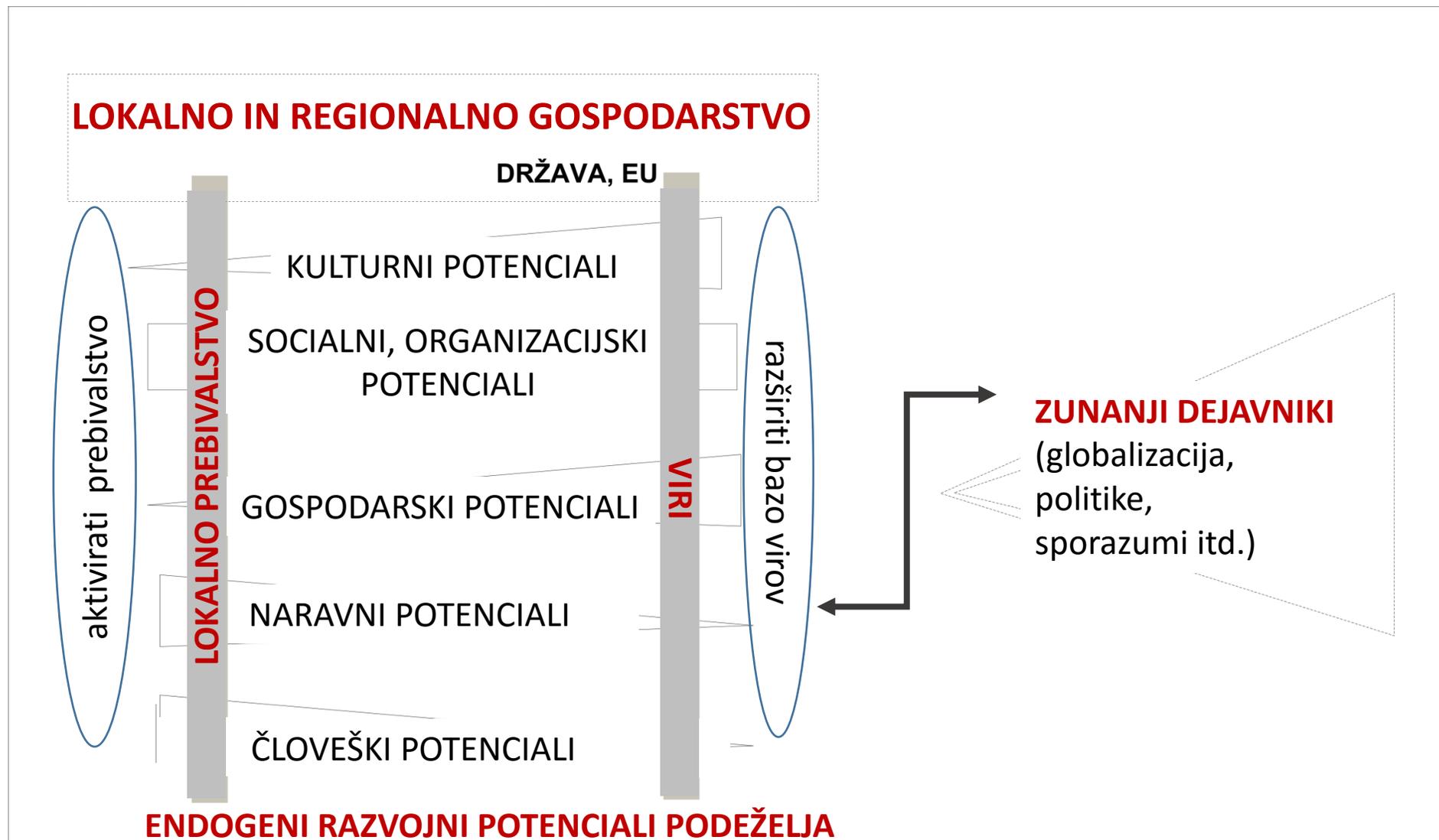
Irma Potočnik Slavič

Oddelek za geografijo, Filozofska fakulteta, Univerza v Ljubljani



Slika 1: Poenostavljena (tipološka) členitev podeželja v Sloveniji (zasnova povzeta po Kovačič in sod., 2000; sod. Košir, 2017).

NEO-ENDOGENI RAZVOJNI PRISTOP



Slika 2: Model neo-endogenega razvojnega pristopa (Hofer, Stalder, 2000; Potočnik Slavič, 2010; grafična zasnova povzeta po Berlot, 2015).



Slika 3: Šentrupert, ok. 2010 (spletna stran Radio 1, 2013).

Slike 4–6: Promocijsko gradivo (2016).



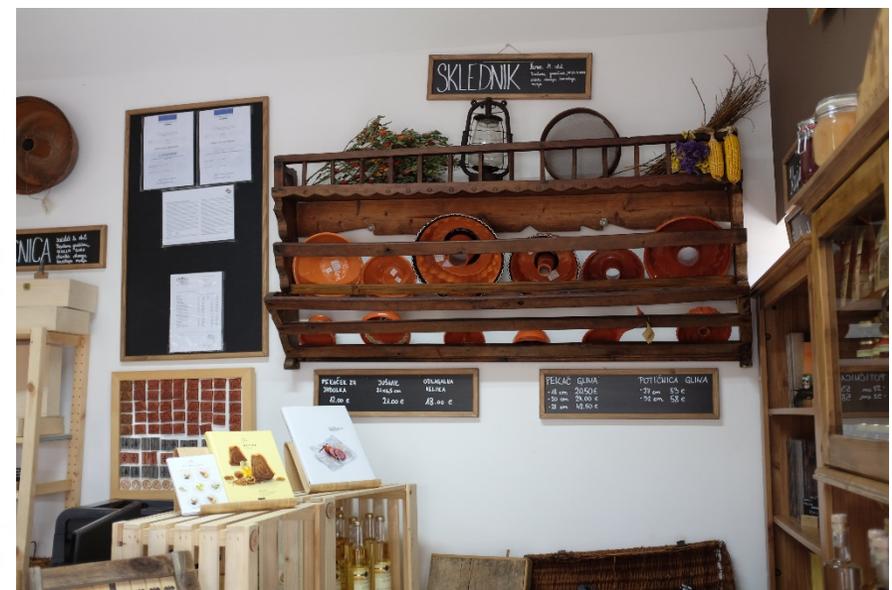
**EKONOMIJA OZNAK
IN
PROSTORA**



Sliki 7–8: Dežela kozolcev (foto: IPS, 2015, 2016).

PRIMER 1: MIRNSKA DOLINA

**VALORIZACIJA LOKALNEGA PROSTORA:
TIPIČNI PROIZVODI**



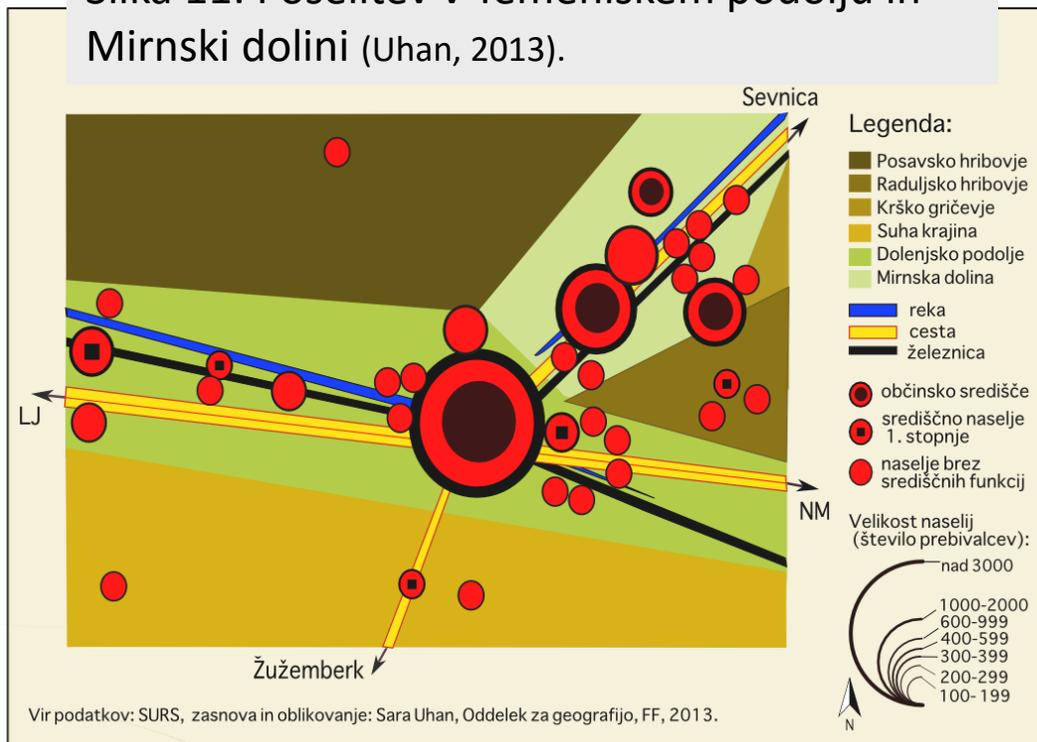
TERITORIALIZACIJA PODEŽELSKE EKONOMIJE

... Gospodarska aktivnost je prizma skupinske, teritorialne (prostorske) logike, v kateri proces akumulacije zahteva prostorsko povezanost kapitala – in to ne samo v finančni obliki.

Sliki 9–10: Spletno gradivo (2017).



Slika 11: Poselitev v Temeniškem podolju in Mirnski dolini (Uhan, 2013).



Slika 12: Časopisni zapis (Delo, 11. 3. 2015, 1.).



rupert – v trajnostni razvoj najbolj usmerjena občina

Primer dobre prakse: uresničenje prehoda v energijsko samopreskrbno lokalno skupnost

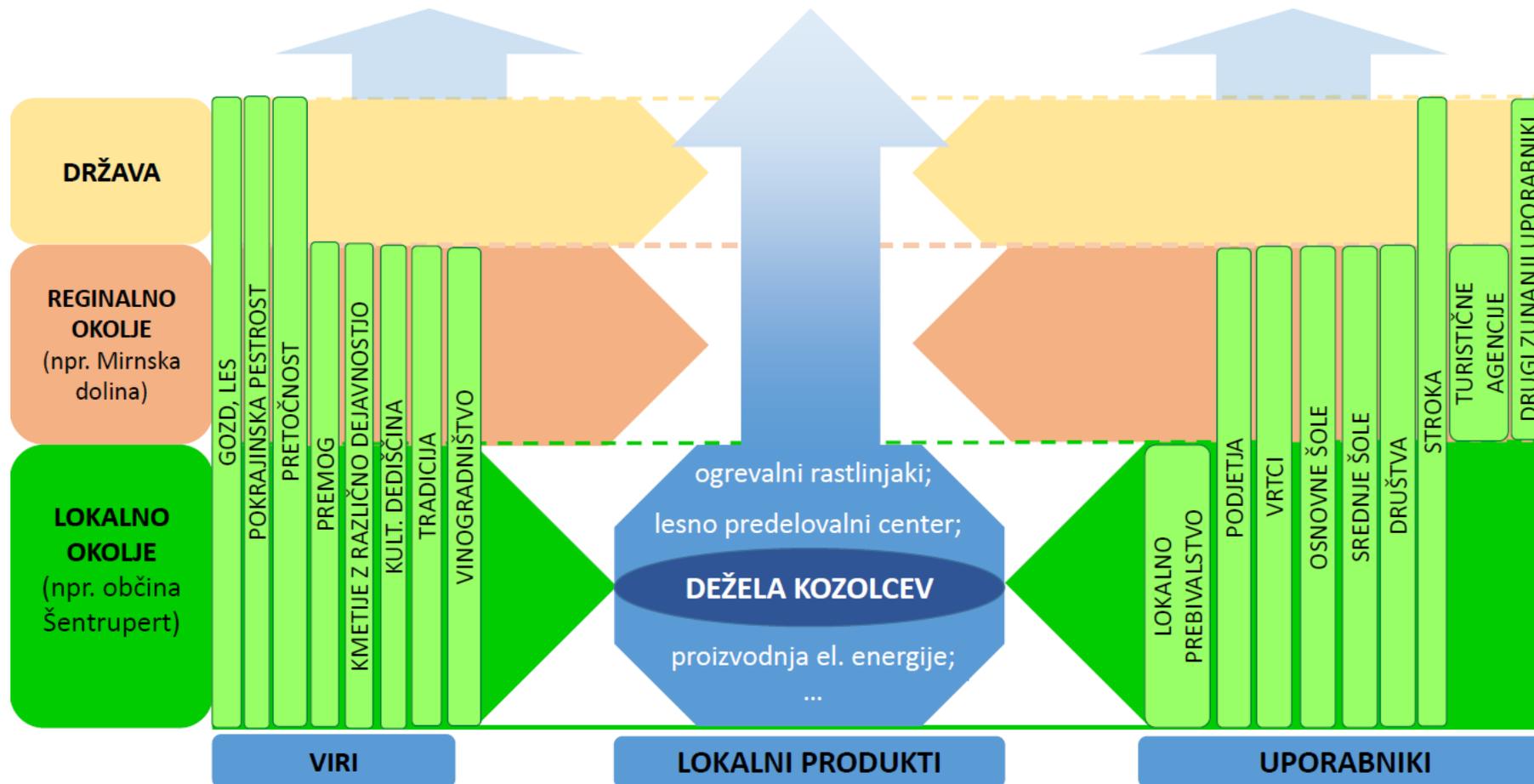
in Šentruperta je včeraj prevzel kamen za razvojno brno občino z vidika aravnosti. Leta vljena občina uspe-

šno uresničuje vizijo prehoda v energijsko samopreskrbno lokalno skupnost. Po odprtju prvega lesenega vrta v državi, dežele kozolcev in začetku ogrevanja z zapora na Dobu z lesno bio-

maso, kjer kot stranski produkt nastaja električna energija, bodo letos zagnali lesnopredelovalni center. «Nagrada je dokaz, da naše delo nekaj pomeni in je primer dobre prakse,» je dejal

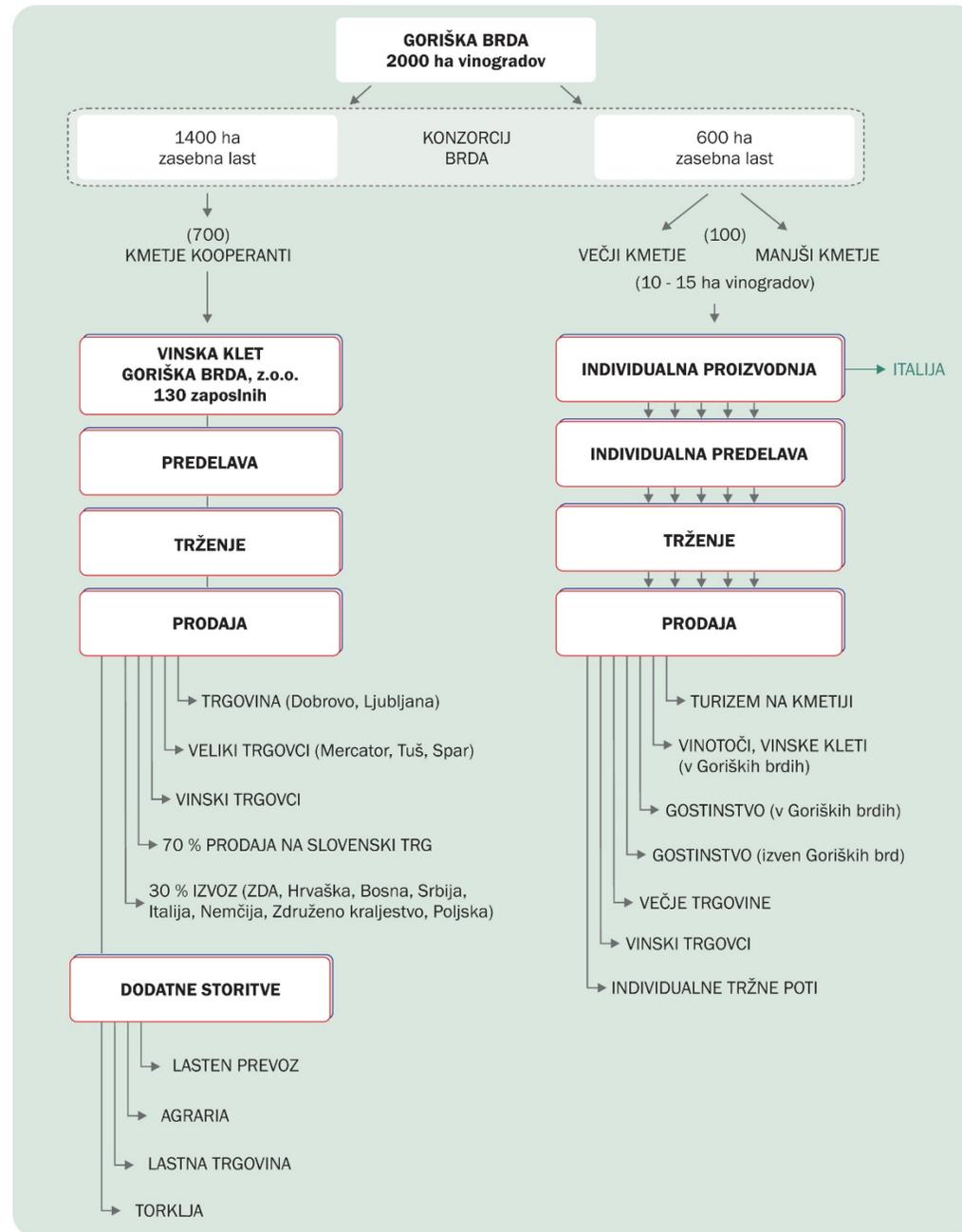
Gole. «Je pogum za prihodnost, saj včasih že skoraj obupaš. Z vso to birokracijo se je kar težko boriti.» J. Z. FOTO LEON VIDIC

STRAN 12



Slika 13: Grafični prikaz povezovanja deležnikov in virov na podeželju – primer Mirnske doline (Černe, 2015).

PRIMER 2: GORIŠKA BRDA



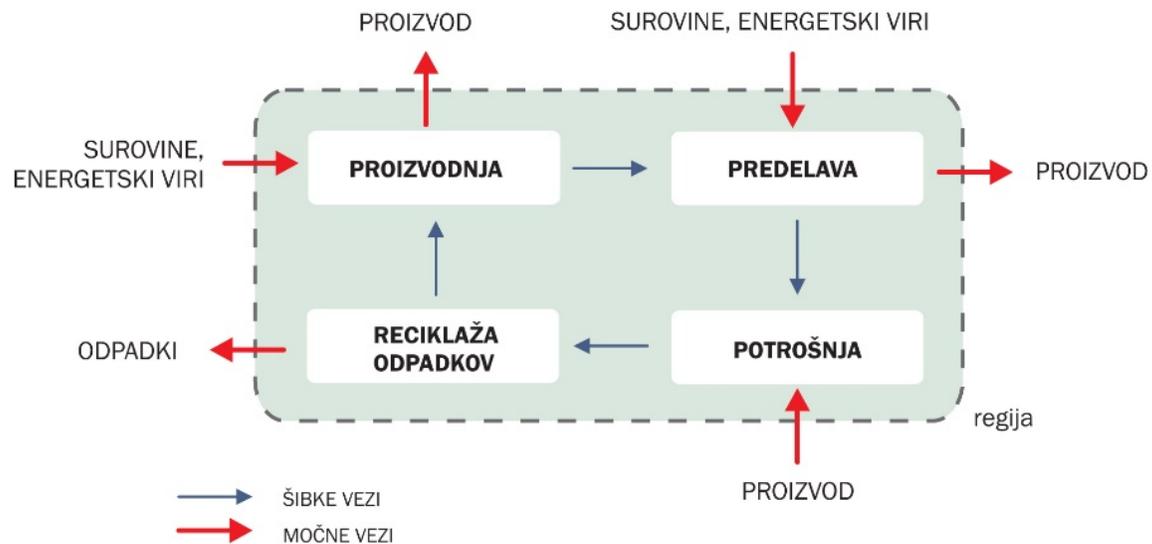
Slika 14: Shematizirani prikaz pridelave, predelave in prodaje grozdja v Goriških brdih (Potočnik Slavič, 2008, 2010).



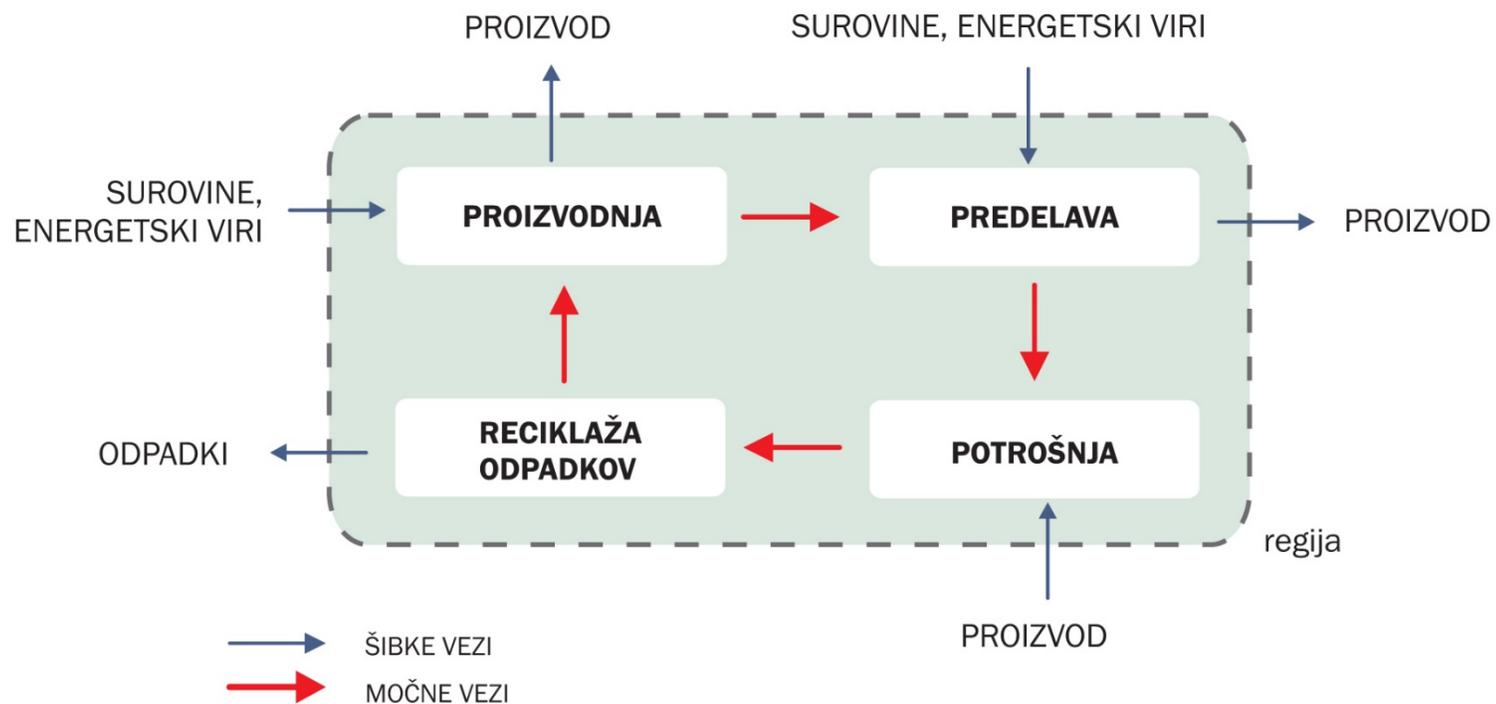
Slike 15–19:
Goriška brda
(foto: IPS, 2007, 2013, 2015).

Slika 20: Shematski prikaz razvoja podeželske turistične destinacije (primer: Goriška Brda; Sirk, 2013, cv. Potočnik Slavič, 2017).

<i>Development phase</i>	1st phase (individuals)	2nd phase (innovation spread, wine route)	3rd phase (networking)	4th phase (clusters and newcomers)
<i>Period</i>	Till 1990	1990-1995	1995-2000	After 2000
<i>The spatial distribution of tourism services</i>				
<i>Legend</i>	<ul style="list-style-type: none"> ■ small agritourism services provider ■ bigger agritourism services provider ~ wine and thematic routes 		<ul style="list-style-type: none"> ○ events connecting local community ⊙ broader touristic promotion of the region ▲ congress tourism 	



KREPITEV REGIONALNIH GOSPODARSKIH KROGOV

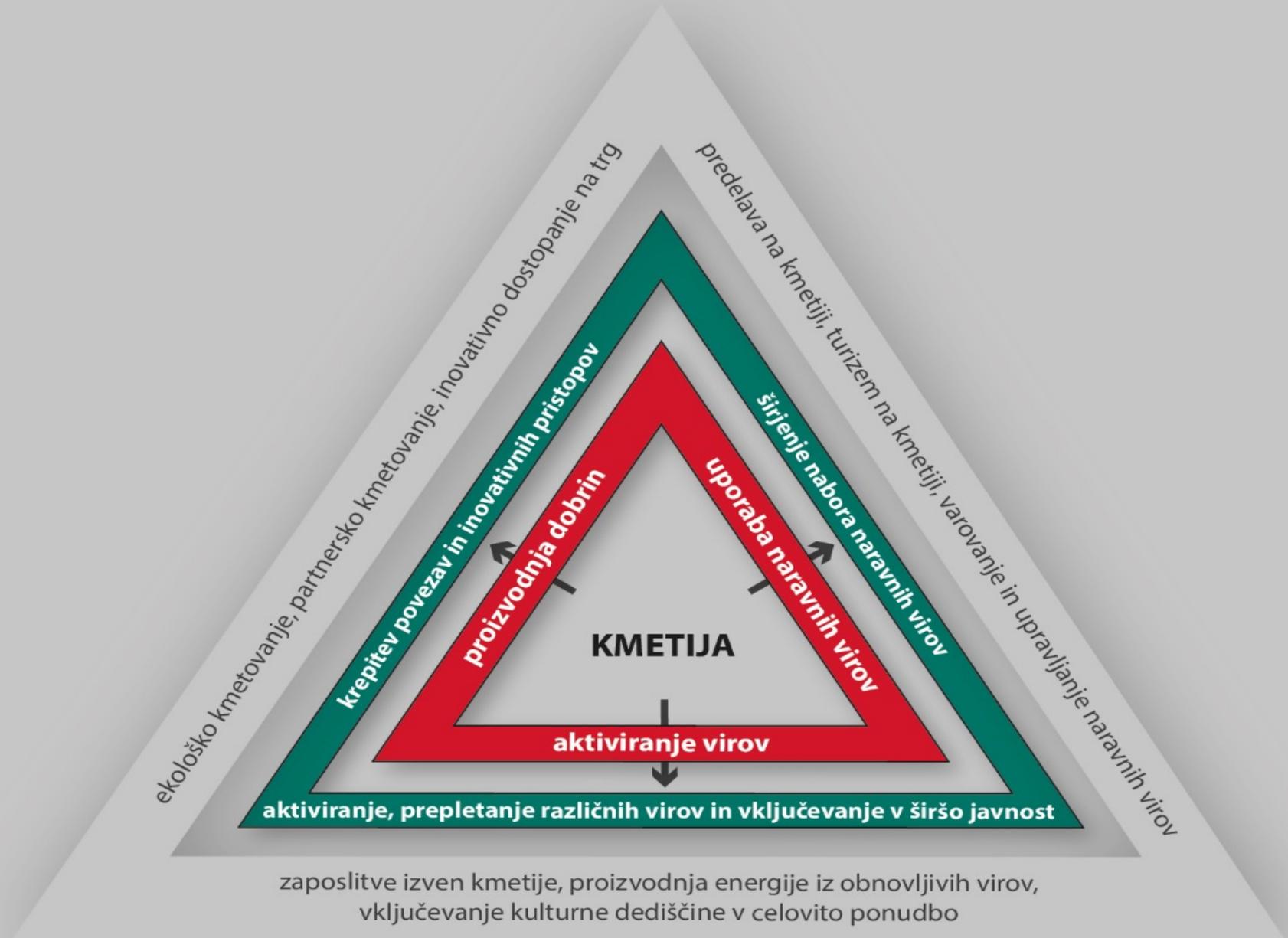


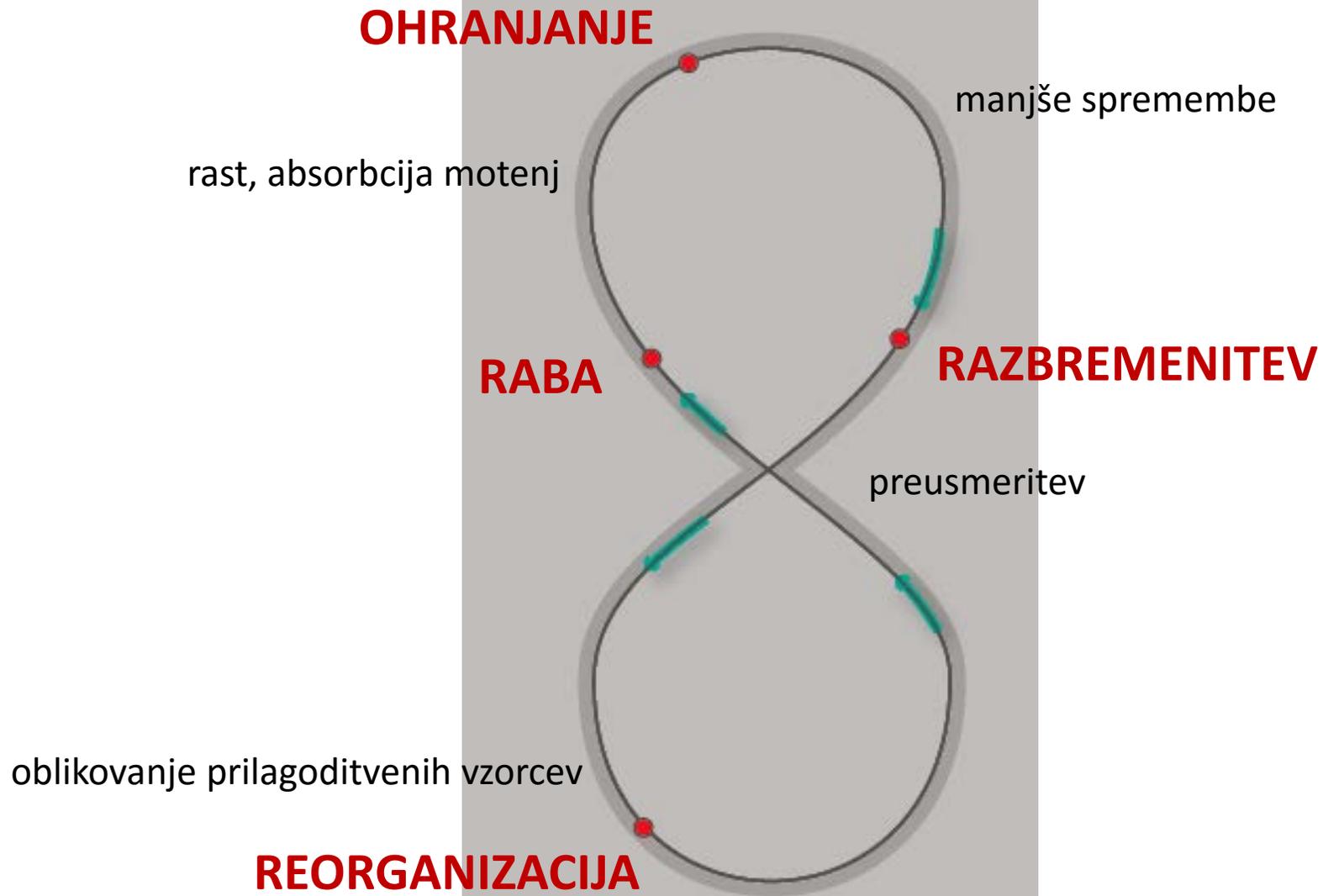
Sliki 21, 22: Regionalni gospodarski krog v sedanosti (↑) in v prihodnosti (→); Maier, 2002, cv. Potočnik Slavič, 2010).

PROŽNOST PODEŽELSKJE EKONOMIJE

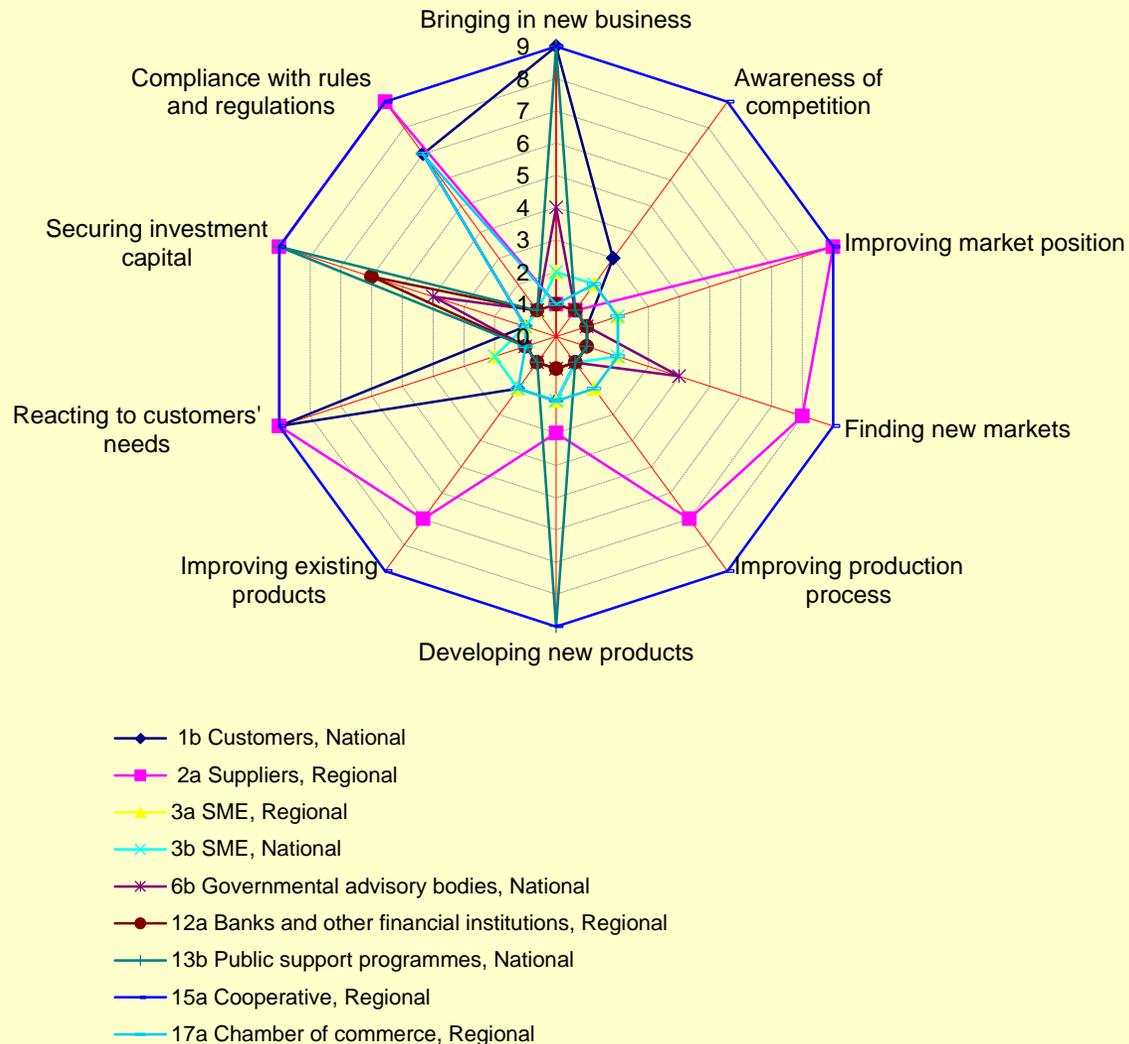
PRIMER 3: KMETIJE IN LOKALNA EKONOMIJA.

Slika 23: Prikaz prilagajanja na ravni kmetije (povzeto in prirejeno po Sonino in sod., 2008; Lampič, Potočnik Slavič, 2017).





Slika 24: Prilagoditveni cikel kmetij
(povzeto in prirejeno po Darnhofer in sod., 2016;
Lampič, Potočnik Slavič, 2017).

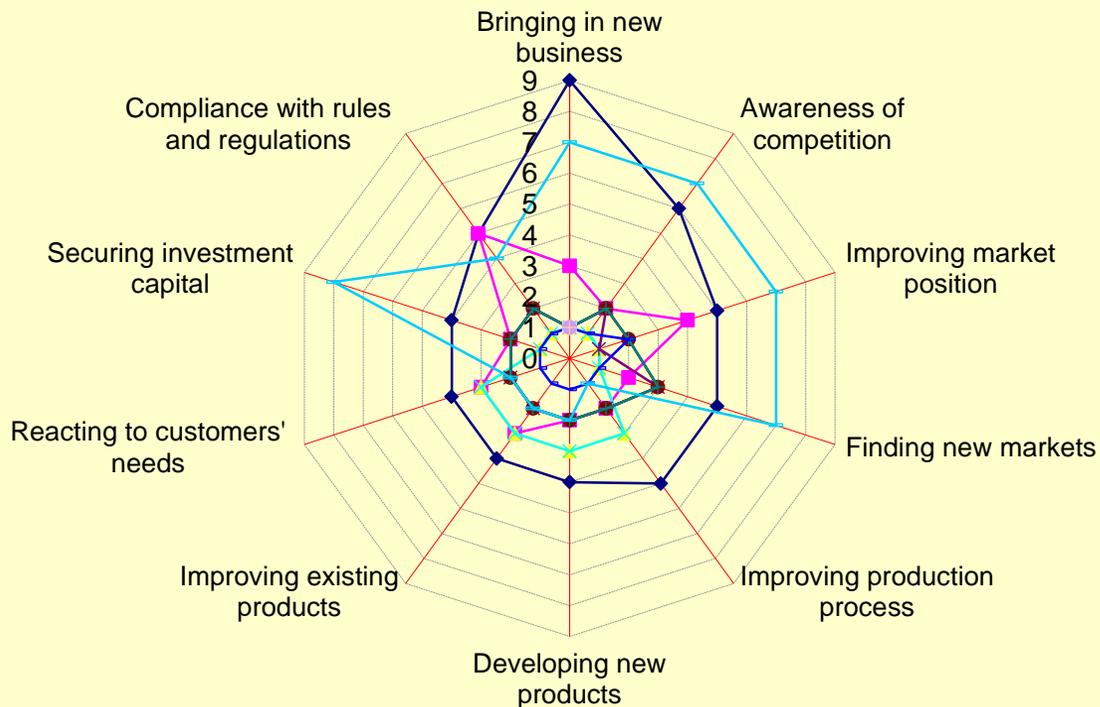


PRIMER 4: VPETOST PODJETIJ V LOKALNO IN MEDNARODNO OKOLJE.

Interviewee (SI05): *»Our firm has very good co-operation with local environment: with kindergarten, schools – especially lately, they regularly visit the museum; the firm is always »there«. People know each other in the valley and are constantly checking the quality of products. The firm co-operates strongly with local community. Locals find this firm as a part of local community: not just the old, but also the young generations. Also in the future, the firm would like to have a »bonding and bridging role« in the area, focus on high quality products, and consequently support economic cycle in the valley. We are working locally, but with global management methods if we want to survive. «*

VPETOST V LOKALNO/REGIONALNO OKOLJE.

Slika 25: Vpetost podjetja 1 (SI05, DERREG, 2009-2011).

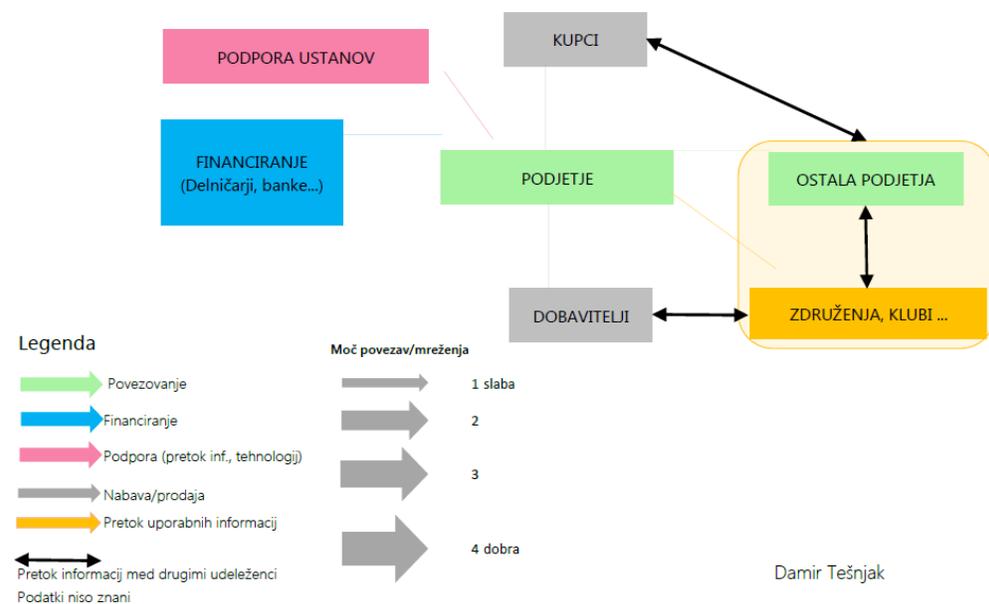
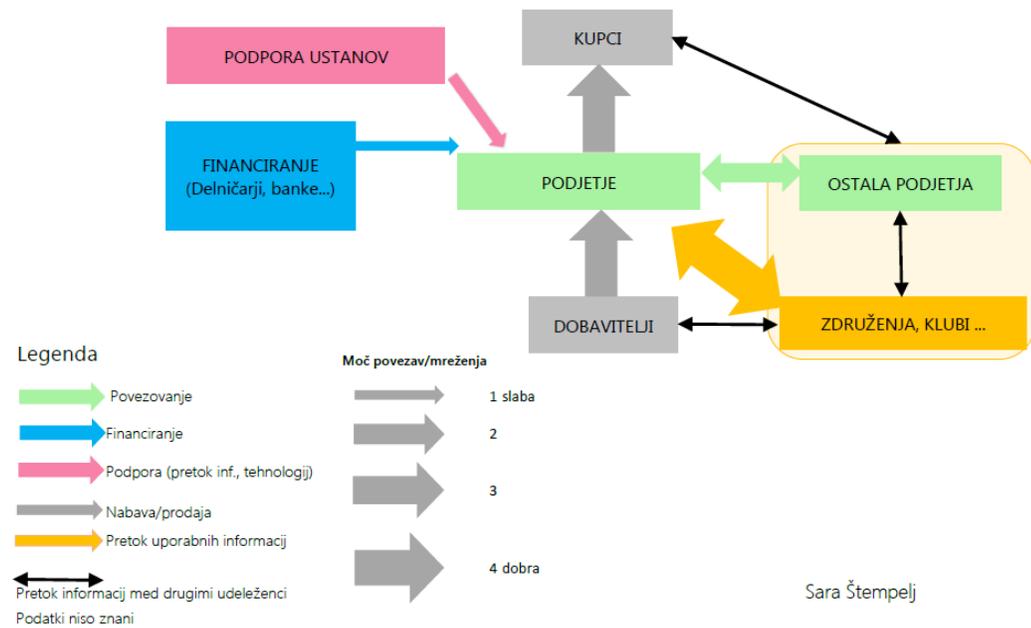
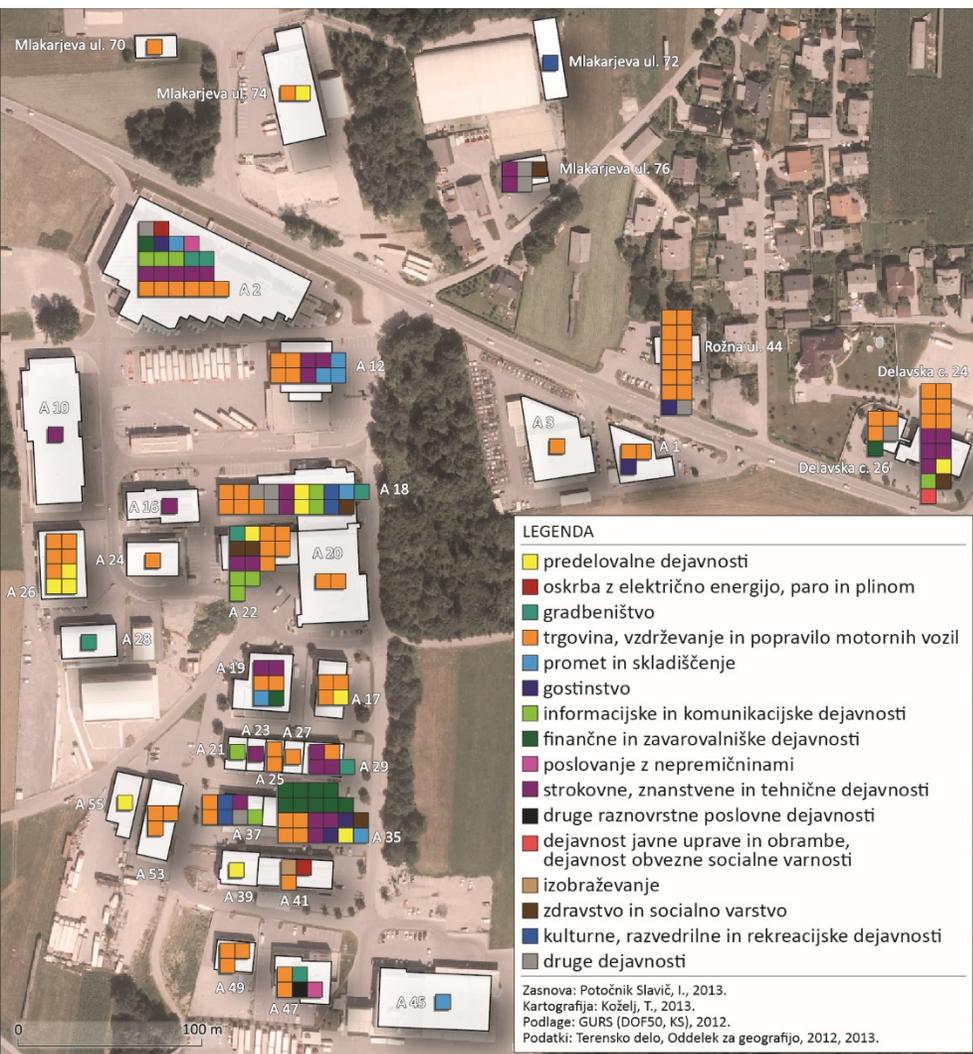


- ◆ 1d Customers, World
- 2b Suppliers, National
- ▲ 3a SME, Regional
- ✧ 3b SME, National
- ✱ 4a Large firms, Regional
- 4b Large firms, National
- ◆ 4c Large firms, European
- ◆ 5c Multinational companies, European
- ◆ 6b Governmental advisory bodies, National
- ◆ 7a Industry/sector representative organization, Regional
- ◆ 7b Industry/sector representative organization, National
- ◆ 8a Research institutions, Regional
- ◆ Research institutions, National
- ◆ 9b Business consultants, National
- ◆ 12a Banks and other financial institutions, Regional
- ◆ 13b Public support programmes, National

Interviewee (SI17): »Our company is important not just locally, but also in the regional sense regarding employment: besides production (they also have production units in Germany and Bosnia) the firm is focused on research. As the Slovenian market is too small for the firm and the competition extremely high on international level, one of our biggest comparative advantages is our own research centre. As a consequence, the professional knowledge and high-tech skills are pull factors for broader high qualified labour market. Sales are mostly world-wide orientated (44 % of total sales), one third to EU market. You can find our partners almost in every single state in the world. This has been a developmental orientation for the last five years, before their market was mostly EU orientated. ... The firm is also strongly attached to local environment, supporting students grant scheme, voluntary and professional local and regional organizations, events (sports, music etc.).“

**VKLJUČENOST V MEDNARODNE TOKOVE.
ODGOVORNOST DO LOKALNEGA OKOLJA.**

Slika 26: Vpetost podjetja 2 (SI17, DERREG, 2009-2011).

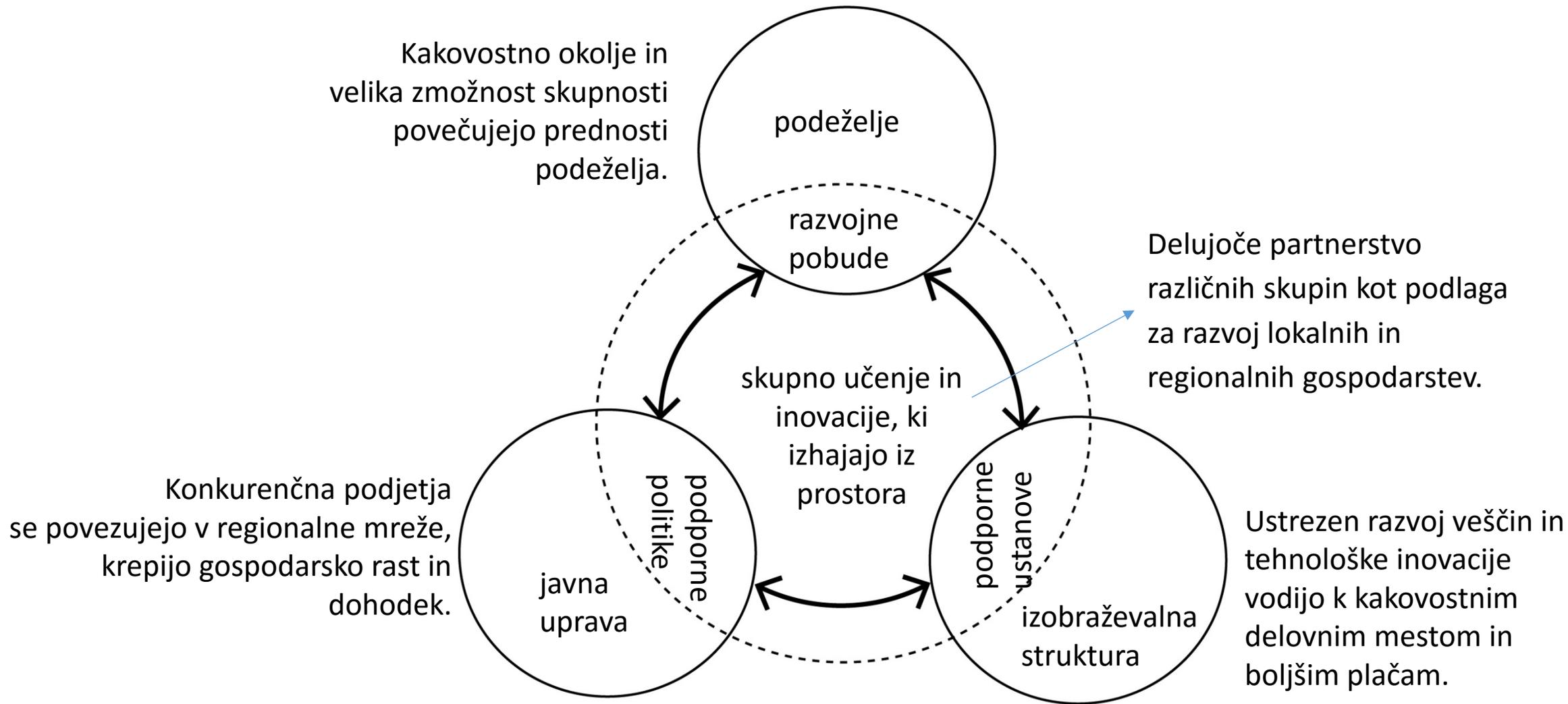


Slike 27-29: Poslovna cona Šenčur, vpetost podjetij 3–4 (Potočnik Slavič, 2013).

**MREŽNA
STRUKTURA**



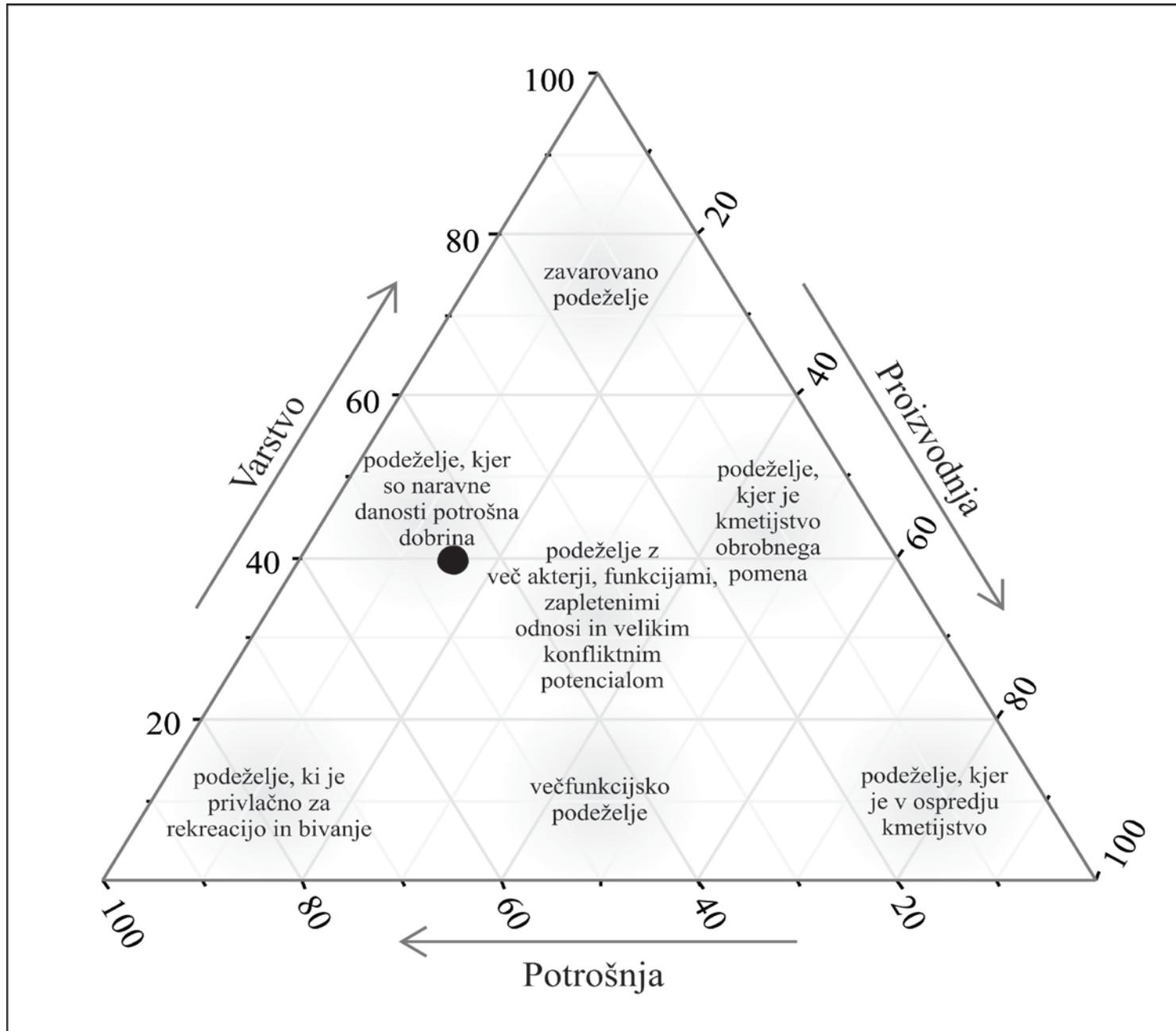
Slika 30: Teoretični okvir podeželske mreže (van der Ploeg in Marsden, 2008).



PODPORNO OKOLJE

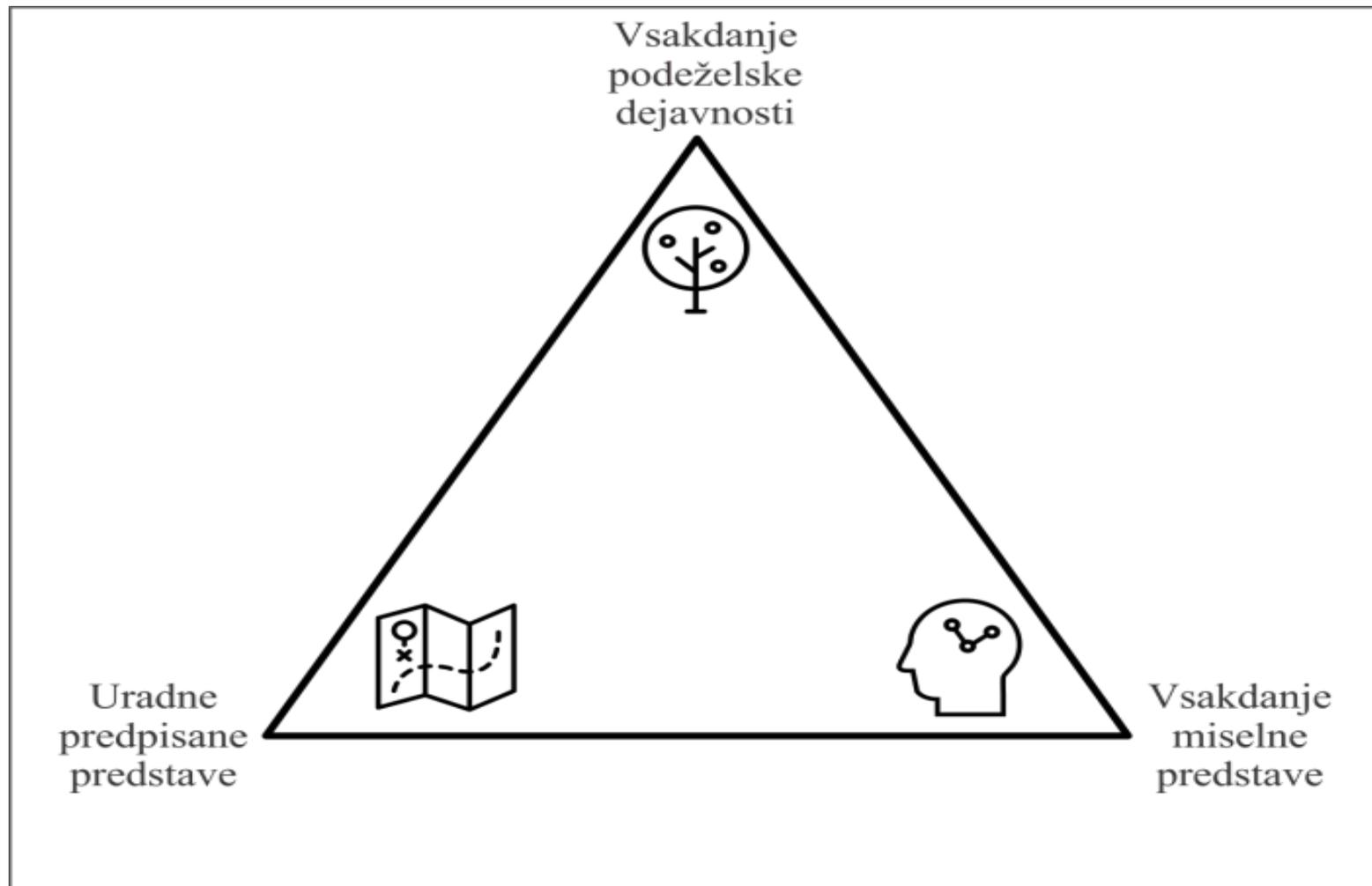
Slika 31: Konceptualni model učečega se podeželja (Wellbrock, 2013; Blakely in Bradshaw, 2002).

TRAJNOSTNA RABA IN UPRAVLJANJE VIROV



Slika 32: Razmerje med proizvodnjo, potrošnjo in varstvom na podeželju v občini Izola (Guštin, 2016).

INTERAKCIJE IN ANTAGONIZMI NA PODEŽELJU: DINAMIČNO RAZMERJE!



Slika 33: Halfacreejev trizložni model podeželja (Halfacree, 2006).

Kartografski prikaz FDO

Izberi statistično regijo

Izberi občino

- Prikaz vseh FDO
- Prikaz po tipih FDO
- Prikaz FDO glede na stopnjo opuščeniosti FDO

1050 območij,
3000 ha.



Slika 34: Funkcionalno degradirana območja (Oddelek za geografijo FF UL, 2017; http://crp.gis.si/bf_map).

NEO-ENDOGENI RAZVOJNI PRISTOP

»Izločiti okorelost, vgraditi prožnost!«



Slika 35: Ključni gradniki spodbujanja lokalnih/regionalnih ekonomij (grafična zasnova prevzeta po Berlot, 2015).