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## Rural areas take centre stage

**Hall 4.2 will attract visitors with four popular topics – Keen on the Country, Multi-talented Wood, Renewable Raw Materials and Wildlife, Hunting and Nature**

**President of the Federal Republic Frank-Walter Steinmeier to attend the Forum on the Future of Rural Development**

Rural areas will be taking centre stage with four themes at the International Green Week Berlin 2019. From 18 to 27 January on the Berlin Exhibition Grounds Hall 4.2 will be whetting visitors' appetites for the country with a focus on rural activities. Four themes – Keen on the Country - Rural Development, Multi-talented Wood, Renewable Raw Materials and Wildlife, Hunting and Nature – will be inviting visitors to savour rural life in the midst of the city.

On 23 and 24 January at the CityCube Berlin the focus of the **Future Forum on Rural Development – a Joint responsibility of State and Society** will be on rural life in the future. Politicians, scientists, entrepreneurs and practitioners will discuss the challenges facing rural regions, the prospects for business and living there, and ways to successfully maintain the quality of life. The specialist conference is being organised by the Federal Ministry of Food and Agriculture and the following are expected to attend: President of the Federal Republic Frank-Walter Steinmeier, Dr. Brigitte Mohn, member of the board of Bertelsmann-Stiftung, and Dr. Reiner Klingholz, director of the Berlin Institute for Population and Development.

### Keen on the country: fresh ideas for rural life in the future

The combined display under the heading of 'Keen on the Country - Rural Development' will be showing how rural regions are shaping their future. Taking as their slogan 'Rural Development', interested people and organisations will be gathering who wish to protect rural life and the good living conditions of the local residents. Honorary involvement is an important aspect of rural life, which is why it is the focus of this year's display of the Federal Ministry of Food and Agriculture (BMEL). An interactive 'touchwall' will show the wide range of citizens' supporting activities, and how the federal ministry is promoting honorary involvement in rural areas. Those interested in information on how the EU supports citizens helping to develop villages and regions can find out more from the German Networking Agency for Rural Areas and the National Association of LEADER Action Groups. Regions such as the Ems, which boasts a strong economy, contradict the widely-held belief that that good jobs can only be found in cities. Thus, visitors to Hall 4.2 will be able to find their dream holidays there, and possibly the perfect job as well. Those who would rather create their own workplace can get tips from newcomers to local regions and founders of startups on how to set up a business and become involved in the activities of rural society. Another fascinating topic at the combined display is digitalisation: how to find ride sharing or a local supplier via apps, to network with and support honorary workers, or to get involved in local decision-making. Digitalisation offers a wide range of opportunities for every generation and for shaping the smart country of the future.



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Numerous activities on the stands will invite visitors to find about rural areas in entertaining ways. They will be able to determine their carbon footprint, or find out from the German Society for the Protection of Animals how to recognise meat products from humanely kept livestock. Presented by Heike Götz and Petra Schwarz, the colourful programme of events on the Land Show stage will feature surprises, discussions, music and entertainment, as well as the Circus UBUNTU, a circus for children and young people from Schleswig-Holstein. For additional information on these exhibitors and others representing the combined display of 'Keen on the Country - Rural Development' please visit: <https://www.asg-goe.de/LandSchau-IGW-ASG.shtml>

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### **Multi-talented wood lets Green Week woodlands grow**

The Multi-talented Wood show will feature lively events covering a wide range of aspects. Forestry workers will be highlighting sustainable practices in the forestry sector and innovative companies will have information on high-performance wood processing methods. During the fair a workshop will be producing modern building components made from wood and carpenters will be demonstrating their skills. Companies exhibiting heating systems and heating material will be showing why burning wood is eco-friendly and reduces CO2 emissions. Under the slogan of 'Woodlands inspire!' the German forestry sector will be presenting many different aspects of sustainably managed woodlands. The focus will be on their environmental function, their role as a place of work and as a supplier of timber and food. As part of the Green Week Woodland campaign visitors will have an opportunity to get actively involved and help with the planting of trees. Entertainment is guaranteed for visitors of all ages on the 'Boulder Wall'. Expert information will be available on interior fittings and furniture, which will show what a warm and natural atmosphere wood – an amazing, multi-talented material – can create in the home.

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### **Renewable sources versus oil-based materials**

Visitors to the stand of the agency Fachagentur Nachwachsende Rohstoffe (FNR) will be able to get a glimpse of the future. The idea behind the bio-economy is to substitute oil-based materials with renewable raw materials. The exhibits on the stand of the FNR will be showing what is currently possible and what can likely be achieved soon. The Porsche Cayman with its lightweight plant-fibre bodywork is still a prototype, but toys made from bio-based plastics and 3D printing are already on the market. Biomass is already being used to provide energy. As the largest available source of renewable energy it contributes significantly to protecting our climate and energy security. A model of a village using bio-based energy on the stand of the FNR will illustrate this approach. Plant-based building materials such as wood, straw and flax are environmentally friendly, aesthetically appealing, and from a technical and health point of view in the home represent a genuine alternative. The travelling exhibition 'BAUatour' of the Federal Ministry of Agriculture will be visiting Hall 4.2

again with information on renewable materials for use in building construction. This is the first time the newly-founded federal Centre of Expertise and Information on Woodlands and Wood (KIWUH) will be taking part. The organisation began its work on 1 January 2019 under the umbrella of the FNR. In future, the KIWUH will be concentrating scientific efforts and communications on the subject of woodlands and wood and will be represented with its own stand.

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### **German Hunting Association highlights open fields as a wildlife habitat**

Sadly, the partridge holds the record for the decline of a species. Across Europe, its numbers have fallen by 94 per cent since 1980. The reasons are habitat loss and insufficient food availability. Partridges are also hunted by predators such as foxes, badgers, pine martens and raccoons, whose numbers are on the rise. But how can we secure the survival of this bird species? On its stand in Hall 4.2 the German Hunting Association (DJV) will have information about open fields as a wildlife habitat and explain how this environment can be improved for the species inhabiting it. Visitors will be able to get a close-up view of the birds.

Quick reactions will be in demand on the display area featuring the topic of 'animal-vehicle collisions'. Visitors can test their reactions in dangerous situations on a braking simulator and find out how to avoid collisions and what to do in the event of one. Citizens are being called upon to help mark areas where collisions with animals frequently happen. A free app is available for collecting information on dead animals in a database ([www.tierfund-kataster.de](http://www.tierfund-kataster.de)). The aim is to ensure that Germany's roads become safer. On a display area covering around 350 square metres the umbrella organisation representing approximately 240,000 huntsmen in Germany will be highlighting the diverse nature of their sport. Visitors of all ages will be able to go on a hunting trail in a biotope simulating nature, watch birds of prey and hunting dogs from close range, and sample tasty snacks made with game meat.

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