



VoCo – Designing and evaluating sustainable urban-rural value chains

Stadt-Land-Plus: Achieving more together for strong urban-rural partnerships

Motivation

In the Vorpommern region, with its centers Greifswald and Stralsund, there are urban-rural contrasts which lead to a conflict between urban and rural demands. The current use of land has negative impacts on biodiversity and climate in the area. Further, agricultural products are often exported before being processed onsite, leaving no chance for creating added-value.

Goals and approach

VoCo aims to create and improve sustainable land use value-chains under the consideration of urban-rural partnerships. Value-creation potentials will be analyzed for this purpose. In exchange with regional actors, options for multifunctional land uses as well as selection criteria for model projects will be developed. In the end, regional ecosystem services should be enhanced and indicators will be tested for use in evaluations.

Expected results and transfer

Selected model projects for the production and marketing of sustainable agricultural products and biomass fuel collected from landscape maintenance will be implemented. The sustainable land use projects will be directly linked to developed educational opportunities incorporating places of experience and learning with sustainable land use. The experiences and results regarding sustainable value creation will be prepared as “lessons learned” and provided in brochures and guides for practical use.



Trade Fair for Regional Products in Greifswald

Funding initiative: Stadt-Land-Plus

Project title: VoCo – Vorpommern Connect – Designing and Evaluating Sustainable Urban-Rural Value Chains

Duration: 2018 -2021 (Phase 1) 2021 -2023 (Phase 2)

Funding code: 033L211

Funding: 2,441,399 €

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Michael Succow Stiftung zum Schutz der Natur; Landkreis
Vorpommern-Greifswald; Landkreis Vorpommern-Rügen

Internet: vorpommern-connect.de

Published by: Bundesministerium für Bildung und
Forschung/Federal Ministry of Education and Research
(BMBF) | Division Resources, Circular Economy; Geosciences |
53170 Bonn, Germany

September 2020

Editing and layout: Project Management Jülich (PtJ), For-
schungszentrum Jülich GmbH

Photo credits: Wirtschaftsfördergesellschaft Vorpommern/
Henry Dramsch