



## **FLAG Factsheet: Land of a Thousand Ponds (Tirschenreuth)**

Land der 1000 Teiche (Tirschenreuth)

**Country:** Germany

**Region:** Bavaria

**Area:** Northern Bavaria

**Code:** DE211

**Operational:** 2007-2013 and 2014-2020 programming periods

### **AREA**

#### **Description of the area and its main challenges**

The Land of a Thousand Ponds is in the Northeast of Bavaria, close to the border with Western Bohemia in the Czech Republic. It is one of the oldest agro-cultural landscapes in Europe and is formed by more than 4.700 fish ponds, some of which have been verified as being more than 800 years old.

Pond farming has always been a small-scale family business and hundreds of families as well as recreational fishermen help to ensure that the ponds continue to exist. Without the fish cultivated in them (mainly carp) and without constant maintenance, these ponds would disappear within a couple of years thereby altering the landscape and the richness of the local ecosystem. These ponds provide very rich habitats for many rare species.

One of the key challenges is the fact that these small-scale family businesses struggle to adapt to an ever more complex business environment (bureaucracy, restrictions due to nature preservation requirements etc.).

Another challenge is the lack of awareness and understanding of the wider benefits of pond farming and associated ecosystem services amongst the general public

**Population:** 76 308

**Population Density [Inhabitants/ km<sup>2</sup>]:** 68

**Surface area [km<sup>2</sup>]:** 1 084

**Protected areas:** The FLAG area is part of three Nature Parks (Nördlicher Oberpfälzer Wald, Oberer Bayerischer Wald and Oberpfälzer Wald). One major bird sanctuary (the Waldnaabaue) is situated in the FLAG area.

**Total employment in fisheries:** approx. 1 000

1. **Fishing:** no data available
2. **Aquaculture:** approx. 1 000
3. **Processing:** no data available

**Women employment in fisheries:** no data available

## STRATEGY

### Short summary of the FLAG strategy

The FLAG has a diversified strategy that aims to address the main challenges from different perspectives. The four main objectives are:

1. Extending the marketing of and public relations for pond farming, its products and the benefits for the social cohesion in the area
2. Improving educational opportunities, qualification and innovation for pond farmer families
3. Extending low-impact tourism and local recreation, adding more value to the pond landscapes and other water bodies
4. Improving networking and management of the FLAG and its supporting association

### Importance of the following objectives for the FLAG strategy

Objective	Priority (1 is low, 5 is very high)	% of the budget allocated to them in the strategy
Adding value, creating jobs, and promoting innovation along the fisheries chain	4	25
Supporting diversification	5	30
Enhancing and capitalising on the environmental assets	1	5
Promoting social wellbeing and cultural heritage	5	30
Strengthening the role of fisheries communities in local development	3	10

### Budget information

Total public budget allocated to the FLAG for 2014-2020: € 650 000

EMFF: € 487 500

Member State co-financing: € 162 500

**Source of co-financing:** regional (Land of Bavaria)

**Multi-funding:** No

### Project examples and ideas

- Intensifying the PR and marketing activities of the FLAG and the registered association around the theme “Experience fish in the Land of a Thousand Ponds”, e.g. with a series of events (“Fish adventure weeks”)
- Training for the pond farmer families, e.g. in direct marketing, cooking, event management as well as study trips to other fisheries areas
- Info centre at the entrance to the largest and oldest pond area, the Waldnaabaue

## Calls for projects

*There are no specific calls for projects or deadlines. Throughout the funding period, potential beneficiaries can contact the FLAG management at any time. The FLAG board meets whenever it is necessary – usually the FLAG management collects several projects for presentation and selection on one date, but if necessary, the board might also meet for a single project. [www.erlebnis-fisch.de](http://www.erlebnis-fisch.de)*

## Thematic expertise and cooperation

The FLAG has experience and is interested in cooperating with other FLAGs on the following themes: pond farming, fish events, educational projects (especially for children and young people), low-impact tourism and diversification.

## PARTNERSHIP

### Lead partner or Responsible Legal Entity

*ARGE Fisch im Landkreis Tirschenreuth e.V. (registered association; dealing with pond fishing in the Tirschenreuth county)*

### FLAG members

*The FLAG partnership includes: pond farmers, local banks, recreational fisheries clubs, restaurants, direct sellers, municipalities, local economy associations, private companies, environmental NGOs, local newspapers, and the Tirschenreuth LAG.*

**Number of individuals on main decision-making body/ board: 15**

**% of public actors** (on the decision-making body): 40

**Number of individuals/organisations in partnership/ general assembly: 65**

**% of fisheries actors** (in the partnership): 53

**% of environmental actors** (in the partnership): 13

**% of other private / NGO sector actors** (in the partnership): 20

**Number of contracted staff in FLAG [FTE]: 0.5 FTE**

### Links with LEADER or other CLLD groups:

*The FLAG territory is the same as the one of the Tirschenreuth LAG apart from 3 small municipalities that belong only to the FLAG, but not to the LAG area. The FLAG is a member in the LAG decision board and vice versa, but the FLAG and LAG are two independent partnerships. The FLAG shares two members with the LAG. The two strategies are separate, but they were developed in close cooperation and go hand in hand. Furthermore, there is a very close and constant cooperation between the LAG and the FLAG for many years. They also have neighbouring offices.*

### Contact information

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**Facebook:** [www.fb.com/erlebnisfisch](http://www.fb.com/erlebnisfisch)

**LinkedIn:** via Stephanie Wenisch

### Language information

Native language: German

Language	Basic level	Intermediate level	Good level
<i>English</i>			x
<i>French</i>			x
<i>Czech</i>	x		
<i>Italian</i>	x		