



# Registered Association “Styrian Iron Route”

---

Based in the heart of Styria

Comprises 18 member municipalities, 65.000 inhabitants

Founded 1987, since then projects worth more than 20 Mio Euro

Focus:

- Preservation of mining heritage & development of region
- Responsible for LEADER programme since 2002
- At the moment 2 EU-projects (Central Europe programme) dealing with the valorisation of the potentials of post-mining regions



# Erzberg (“Iron mountain”)

Largest ore mine in Europe (mining started 1300 years ago). At the peak 13.000 people lived nearby in the main city Eisenerz, nowadays only approx. 5.000.

200 miners still work at the mine today (closure of the mine in near future).

In addition the Erzberg has become an important tourist destination (showmine, “Hauly”) receiving approx. 70.000 visitors per year.



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND

# Mining university of Leoben

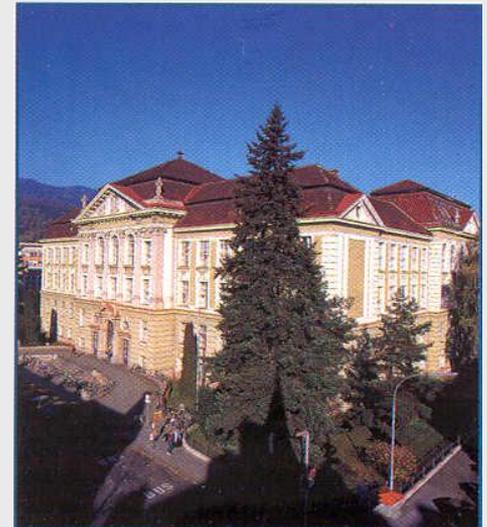
---

Founded 1840

Widely recognized as one of the leading mining universities worldwide

3000 students (many of them international)

Great importance for the region through high-level R&D



# Steel plant “voest alpine Donawitz”

2.000 employees in Leoben

10.000 employees worldwide

Technology and world market leader in many branches, especially rail technology

e.g. longest rail of the world



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND

# Erzbergbahn – Mining railway

Old mining railway nowadays used for touristic purpose.

There used to be a spectacular steam engine in operation until 1978, nowadays a “trainbus” operates on the steepest European standard gauge railway.

There are ideas of re-building the rack railway (“Zahnradbahn”) using steam engine within the Leader programme.

Erzberg and Erzbergbahn are shortlisted for becoming UNESCO world heritage.



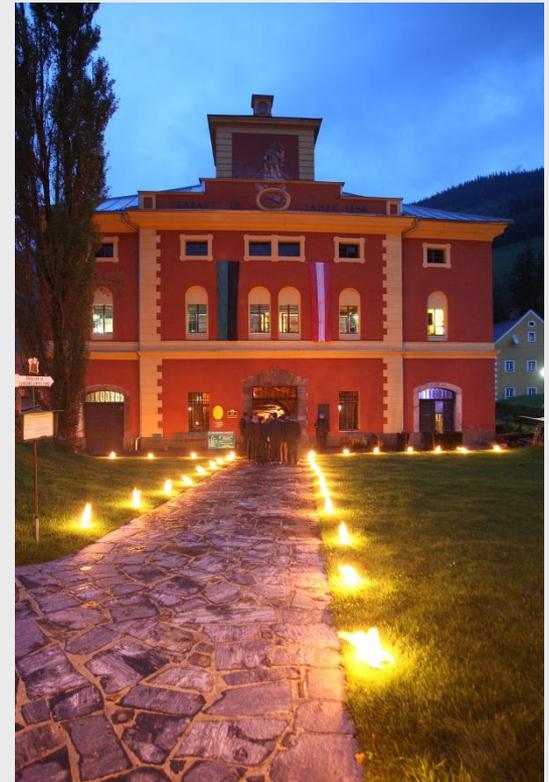


# Radwerk IV (blast furnace)

Most important montanhistoric monument, and unique in being the only fully equipped charcoal furnace in the world.

Well preserved museum attracting also international visitors interested in mining history.

Hosts various cultural events.



# Culture and traditions

## Culture on the Iron route

Many old mining traditions are still kept alive in the region (dances, festivals etc.) and are important for the identity of the people of the region. They are also important for the touristic destination “iron route”.

Mining heritage is also kept up by restoring important buildings, supporting museums, creating mining-related geo-trails etc.



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND











Bläserensemble  
Musiknoten

BERGKAPELLE  
REGRABEN





# LEADER-Period 2007-2013

---

**1: Recyclingakademie**

**2: Tlearbeitszentrum Eisenerz – TAZE**

**3: High-Tech Leoben**

**4: re-design-Eisenerz**

**5: Destination "Stadt und Region Leoben" Eisen+-Region**

**6: Stärkung der Region durch Anpassung der Strukturen inkl. Beherbergung**

**7: Vernetzung mit Medien in der Eisen+-Region**

**8 : Abenteuer Erzberg**

**9: Ausdauer- und Extremsport in der Eisen+-Region**

**10: Gesundheits- und Erlebniswege in der Eisen+-Region**

**11: Kulturmanagement für die Eisen+-Region**

**12: Gemeinsame Museumslandschaft der Eisen+-Region**

**13: Authentische Kulinarik-Angebote der Eisen+-Region**

# Museum association Styrian Iron Route

---

## European best practise example

14 museums along the Styrian Iron Route are cooperating successfully in form of an association

### Aim:

- Common marketing
- Common events
- Common management
- Topical orientation so that each museum doesn't present similar exhibitions



# PARTNERMUSEEN IM MUSEUMSVERBUND STEIRISCHE EISENSTRASSE



1 Kunsthalle Leoben 2 MuseumsCenter Leoben 3 Braumuseum Göss 4 Metallurgiemuseum Donawitz 5 Museum Berg|Werk|Zeug im Schloss Friedhöfen 6 Museum Trofaiach & Museumsdepot 7 Radwerk IV und Lehrfrischhütte 8 Steil Bergan ... Erzbergbahn 9 Stadtmuseum im Kammerhof 10 Kupferschaubergwerk Radmer an der Stube 11 Montanmuseum Hiefalau im Köhlerzentrum 12 Österreichisches Forstmuseum Silvanum 13 Wasserleitung Wildalpen 14 Montan- und Gießereimuseum, Gußwerk 15 Museumshof Kammern



# Contemporary productions



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND

# „Rust festival“ 2012 / Urban Camping

---



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND



# Valorisation of natural capital (mountainings, lakes etc.)

---

As mining diminishes, new opportunities show up. The way from an industrial region to a service-orientated touristic region is though hard and cultural change is necessary.



LEADER has helped to improve the infrastructure (e.g. new fixed ropes routes / via ferratae, trails, packages etc.)



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND





28 11 2006



# Hightech

---

Construction of a research and test center for tunnel driving and tunnel safety at the Erzberg is planned.



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND

# Hightech

---

Investment: approx. 5 Mio Euro



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND

# Culinary initiative

---

17 restaurants und 25 regional producers work together to make regional products more available in restaurants as well as through direct sales channels, and to improve the quality of the cuisine (touristic basics).



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND

# Culinary initiative



**1**

### Schloßbauer's Edelbrände

Unser Hof weiltin als „Schloßbauer“ bekannt, liegt am Waldrand auf einer Hochebene über Trofaiach. 1220 unter dem Namen Schloß Zmöll erstmals urkundlich erwähnt gelangte der Besitz im 19. Jahrhundert in bäuerliche Hände. Im historischen Gewölbekeller entstehen aus feinstem handverlesenen Obst „hochgelagerte edle Tropfen“, gebrannt nach alter Tradition verbunden mit modernster Brannteknik. Die ausgezeichneten Edelbrände und Liköre – vom Apfel bis zur Zwetschke, über „Radmetzler“ und Zirber bis hin zum Trofaiacher Nußkür – sind für Genießer etwas absolut Besonderes.

**Markus & Hans Brandtner - vlg. Schloßbauer**  
 Schloßbauersweg 2-4 · A-5703 Hafing bei Trofaiach  
 T: +43 (0) 664736 89 160 · hans.brandtner@gaon.at

**2**

### Prämierte Fischspezialitäten

In Österreich größter Natursichtanlage werden durch reines Abqueilwasser mit einer Temperatur von 8°C optimale Bedingungen für die Setzlinge geschaffen. Der Zufluss des Quellwassers in die Natursicht ermöglicht ganzjährig die Produktion von Regenbogen- & Lachsforellen sowie verschiedener Saiblingarten (Brüding, Elbsaibling, Bachsaibling und arktischer Saibling - Arctic Char) unter höchsten Hygienestandards. Täglich Ab-Hof-Verkauf von geräucherter oder gebeiztem, frischem küchenfertigem oder filetiertem Fisch.

**Forellenzucht Igler · FM Hanses Igler**  
 Sorenberg 1 · A-5775 Kalswang · T: +43 (0) 3846 8210  
 F: +43 (0) 3846 8210-3 · igler@forellenzucht.com · www.forellenzucht.com  
 Speisefische ab Hof: Mo bis Fr: 7:30-17 Uhr, Sa: 7:30-11:30 Uhr  
 Lekandfische ab Hof: Mi: 13:30-16 Uhr, Do & Fr: 8-11:30 Uhr und 13:30-16 Uhr



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND