



Regional Value Chains & Sustainable Consumption

Case Study: Ökomodell-Region Lahn-Dill-Gießen (SDG 12)

Ökomodell-Region Lahn-Dill-Gießen
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Organisation

Ökomodell-Region Lahn-Dill-Gießen is a regional initiative in Hesse, Germany promoting organic agriculture, regional food supply chains and sustainable consumption.

Connection to SDG 12

The project supports SDG 12: Responsible Consumption and Production by strengthening regional supply chains, reducing transport distances and supporting local organic farmers.

Economic Perspective

The initiative addresses market failures such as negative externalities caused by long transport routes. Regional value chains help keep added value within the region.

Market Development

Demand for organic products in Germany has increased significantly, but they must remain price-competitive compared to conventional products.

Example from Giessen

Through the Bio-Regio marketing initiative, local farmers supply regional businesses and institutions such as university cafeterias.

Key Takeaway

The Ökomodell-Region shows that sustainability can also be an economic strategy supporting both the environment and the regional economy.

