



COUNCIL OF EUROPE

EUROPEAN LANDSCAPE CONVENTION

FIFTEENTH COUNCIL OF EUROPE MEETING OF THE WORKSHOPS FOR THE IMPLEMENTATION OF THE EUROPEAN LANDSCAPE CONVENTION

Sustainable Landscapes and Economy

On the inestimable natural and human value of the landscape

Urgup, Nevşehir, Turkey
1-2 October 2014

Ms Maguelonne DEJEANT-PONS, Executive Secretary of the European Landscape Convention and Secretary of the Council of Europe's Steering Committee for Culture, Heritage and Landscape

Governor, Under-Secretary of State, Madam President, Directors, Mr Chair, ladies and gentlemen, friends of the landscape,

I should like to extend very warm thanks to the authorities of Turkey for their kind hospitality during this 15th Council of Europe meeting of the workshops for the implementation of the European Landscape Convention, on "*Sustainable Landscapes and Economy – On the inestimable natural and human value of the landscape*".

I offer my heartfelt gratitude to you, Mr Lütfi AKÇA, Under-Secretary to Turkey's Minister of Forestry and Water Affairs, for your Ministry's flawless co-operation in the organisation of this event.

My very sincere thanks go to Mr Ahmet ÖZYANIK, General Director of Nature Conservation and National Parks at Turkey's Ministry of Forestry and Water Affairs, and to Mr Erdal KAYAPINAR, General Director of Spatial Planning at Turkey's Ministry of Environment and Urbanisation, for their precious support.

My most sincere and very warm thanks go to Ms Gülhan ÇETİN SÖNMEZ, Chief of Landscape Conservation Division at Turkey's Ministry of Forestry and Water Affairs, and to Ms Serap KARGIN,

landscape architect in that Division, and to their colleagues, with whom we worked while organising this event.

We marvel at the splendid landscapes of Cappadocia and Turkey around us, while saddened by the human dramas taking place not far away from us. May the landscape be one of peace and respect in which human beings are able to live in dignity, in harmony with their families and their environment.

The European Landscape Convention considers the issue of landscape in the light of sustainable development. The member States of the Council of Europe declared themselves “concerned to achieve sustainable development based on a balanced and harmonious relationship between social needs, economic activity and the environment”, and the cultural dimension is also to the fore.

Sustainable development is thus central to our discussions: how to live in territories and develop or change them without them losing their soul and their rich natural, social and cultural assets. How to pass on to our descendants living spaces on a human scale with a human dimension, still capable of surprising and inspiring them.

While the landscape is certainly not a commodity for sale, and while its value is intrinsic and inestimable, the link between it and the economy cannot be ignored. The medium and longer-term prosperity of territories and of the populations who live there very definitely depends on the quality of their landscapes. Thus landscape is a kind of capital of which care needs to be taken.

In a period affected by both environmental and social crisis, the landscape therefore no longer seems to be a problem, but a solution.

The European Landscape Convention considers the importance of the landscape as an economic resource and a source of employment. It states that “the landscape has an important public interest role in the cultural, ecological, environmental and social fields, and constitutes a resource favourable to economic activity and whose protection, management and planning can contribute to job creation”.

So new methods of production, consumption and trading which are respectful of the landscape and its values are starting to emerge. Based on new ways of thinking and behaving, they represent a fantastic opportunity to channel energies, attitudes and policies towards an economy of intelligence, of understanding for life cycles and of the future.

The Convention also considers the effects of global economic changes on landscape: it notes that developments in agriculture, forestry, industrial and mineral production techniques, and in regional planning, town planning, transport, infrastructure, tourism and recreation, as well as “changes in the world economy” continue, in many cases, to accelerate the transformation of landscapes.

We are invited at this meeting to analyse the relationships between landscape and the economy so that territories’ stakeholders and subjects realise their actual or potential value in both tangible and intangible terms, for the benefit of the quality of populations’ living environment. The results of the meeting will be presented at the 8th Council of Europe Conference on the European Landscape Convention, which will take place on 19 and 20 March 2015 at the Palais de l’Europe, in Strasbourg, and subsequently presented to the Steering Committee on Culture, Heritage and Landscape (CDCPP), which is to meet in June 2015, and to the Committee of Ministers of the Council of Europe.

After travelling through some superb Turkish landscapes, we shall have an opportunity at four workshops to deal with the following subjects:

- Landscape values and economic valuation;
- Urban landscapes and economy;
- Rural landscapes and economy;
- Implementation tools, instruments and procedures.

I should like this meeting to offer a fantastic opportunity to consider visions of how well-being will be generated and improved in future, both for current populations and for those yet to come.

I should like to thank you in advance for your presentations and proposals, the aim of this meeting being to explore the theme of landscape in conjunction with the economy, drawing on your ideas, intuition and great experience.

At future “Positive Economy Forums”, the landscape economy might appear as the new Economy, bearing in mind the etymological meaning of the word: *oikos* meaning “home” and *nomos* meaning “law”, entailing wise and legitimate management of the home.