

The sustainable revitalisation of the protected landscape of Geria, Consortium for the defence and promotion of the landscape of Geria

Geria is an exceptional volcanic farmland for its outstanding landscape and heritage values. It is exemplary for the combination of human intervention and environmental sustainability. The area went into decline in the late twentieth century due to the expansion of the service economy that has adversely affected agriculture on the island of Lanzarote. To reverse this trend, public and private participants have tried to create a new framework and have implemented actions to achieve a new appreciation of its unique history and its economic opportunities. A campaign to raise awareness of the revitalisation of the area's heritage, innovation in the field of food and wine, active tourism and land rehabilitation are all ways of preserving an agricultural system which is the only one of its kind in the world.



The Committee of Ministers of the Council of Europe recognised the great value of the project. This project relates to an outstanding landscape with few equivalents in Europe. The landscape can be maintained only through stubborn human effort without mechanical assistance. The revitalisation of this site, which has UNESCO Biosphere Reserve status, is the outcome of a rigorous approach combining environment, aesthetics and economics. Not only is wine-growing viable, it also creates jobs. The decision to engage in sustainable agri-tourism is helping to revitalise the landscape. Public participation is strong at every level of decision making, and awareness is raised of all aspects of landscape and environment.