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## **Presentation of the Hungarian National Experience of the Landscape Award of the Council of Europe**

### ***Selecting the Hungarian candidate: The rules of the Hungarian competition***

In Hungary there is a national level competition to select the programme which can represent the country in the competition of the Landscape Award of the Council of Europe.

The rule of the Hungarian competition is consistent with *Resolution CM/Res(2008)3 on the rules governing the Landscape Award of the Council of Europe*. In 2012 the Hungarian Landscape Award was established. Since the time the participants of the Hungarian competition have competed for the Hungarian Landscape Award also.

Decree of the Minister of Agriculture regulates<sup>1</sup>:

- The general conditions for participation,
- Who may be candidates for the award, who can be granted,
- The content of the call,
- Main rules,
- The prizes may be awarded and their description (certificates, plaque of the Hungarian Landscape Award),
- Periodicity and time of the call and
- The date of the award ceremony.

In Hungary the ministries responsible for the implementation of European Landscape Convention (ELC) open a national level competition for selecting the national candidate for the European competition after the publication (call) of the European tender.

The content of the call for the Hungarian Landscape Award 2017 are the followings:

- General information, aims;
- Invitees for submission, who may be candidates;
- Form and content requirements of submission;
- The way of evaluation of applications;
- General criteria for the assessment;
- Special aspects of the evaluation;
- Recognitions for successful candidates;
- Useful information.

The call and the application form are available (in Hungarian language) here:

[http://www.termeszetvedelem.hu/index.php?pg=sub\\_738](http://www.termeszetvedelem.hu/index.php?pg=sub_738)

The Hungarian Landscape Award can be conferred on local governments, municipal associations or social organizations which have realized outstanding projects in the field of landscape heritage preservation, development and related planning, management, education and awareness rising. There is also the possibility for governments and NGOs to jointly submit their application.

The biennial prize is granted by the minister responsible for nature conservation in agreement with the minister responsible for cultural heritage and in co-operation with the minister responsible for regional development and the minister responsible for spatial planning.

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<sup>1</sup> A földművelésügyi miniszter 9/2015. (V. 29.) FM utasítása a földművelésügyi miniszter által kitűzhető díjakkal kapcsolatos minisztériumi feladatokról

The applications are criticised and evaluated by members and the permanent experts of an inter-ministerial consultation board. The European Landscape Convention National Coordinating Working Group (ELCNCWG) coordinates the national implementation of the European Landscape Convention in Hungary. Its members are the delegates from cooperating Ministries who help in the transaction of the competition. The time for decision making is rather short. Figure1 shows the strict schedule of Hungarian decision making for the Hungarian Landscape Award of 2017.

Figure1: Schedule of the Hungarian decision making for Landscape Award of 2017

<i>Date</i>	<i>Task</i>
February, 2016	Call for tender of the Minister of Agriculture
30th June, 2016	Deadline of submission
July-August, 2016	Qualification and evaluation by the jury members
mid. September, 2016	Ranking the application, proposal of the ELCNCWG for the Minister
October, 2016	Decision of the Minister in the light of the proposals of the jury
November, 2016	Letters to the candidates (reviews of the applications)
November-December, 2016	Preparing the Hungarian Application for the European competition (and preparing the events related to the national level competition)
30 January, 2017	Deadline of submission of application for the Landscape Award of the Council of Europe: Hungarian candidate is nominated for the award by the Ministry of Agriculture.
February, 2017	Announcement of results of the national level competition (with an exhibition of the programmes and a workshop on landscape topics)
April, 2017	Ceremony of the Hungarian Landscape Award 2017

If necessary, the jury or its assigned members make an inspection visit to see the effective operation of the programs. The applications are qualified and evaluated textually as well by the jury after a predetermined standard form. The evaluation sheet is also available on the Hungarian website of the European Landscape Convention.

The applicants are notified of the text reviews of the applications by the jury. The criticism and the short presentation of the program are published on the thematic website.

After the decision there are two parallel works. The ELCNCWG organizes an exhibition of the programmes (with the title of *For preserving our landscape heritage*) in parallel with the Hungarian application for the Landscape Award of the Council of Europe. The opening ceremony of the exhibition is an event for the announcement of the results of the national level competition for the candidates. At the same event there is a workshop after the announcement with participation of experts of landscape topics.

Only the winners are invited to the Earth Day Ceremony. The Hungarian Landscape Award 2017 is granted by the Minister responsible for nature conservation on that occasion.

The plaque of Hungarian Landscape Award is a 30 cm × 42 cm, bronze made plate decorated with stylized Hungarian landscape and the logo of nature conservation. Applicants are entitled the certificate or plaque to be seen in public their headquarters or other suitable places. Programs of the tenders will be presented to the ELC Hungarian language website. The year following the national competition the ministries in charge of the implementation of ELC organise a mobile exhibition to showcase the Landscape Award of the Council of Europe and the projects submitted to the national competition. The panels of the exhibition can be borrowed and exhibited at other places free of charge.

### *Aspects of the consideration of the Hungarian jury*

The programs of the competitions can be carried out on protected or unprotected areas in accordance with the spirit of the ELC. According to the tenders of the national level competition only those projects can be nominated for the Hungarian Landscape Award which have got a part completed and is open to the public at least three years before the applications. Figure2 shows criteria of the Hungarian Landscape Award, and Figure3 shows the criteria of the documentation of application.

Figure2: Criteria of the Hungarian Landscape Award

<b>General conditions</b>	
<ul style="list-style-type: none"> <li>– Award can be conferred on Hungarian local governments, municipal associations or social organizations NGOs.</li> <li>– There is possibility for joint common submission of application.</li> <li>– Only those projects can be nominated for the Hungarian Landscape Award which have got a part completed and are open to the public at least three years before the applications</li> <li>– The results should be documented and should be available to those who are concerned.</li> <li>– The prize can be won only once for the same program.</li> <li>– Continuation of the program after the application is advantage.</li> </ul>	
<i>Professional criteria</i>	
<b>1st condition – Sustainable territorial development</b>	
<ul style="list-style-type: none"> <li>– Harmony with the regional natural landscape conditions;</li> <li>– Harmony with the national, regional and local conservation programs, local plans. The program should have a clear purpose;</li> <li>– Demonstration of their environmental, social, economic, cultural and aesthetic sustainability;</li> <li>– Termination of processes damaging, endangering the structure and character of the landscape, to conserve its uniqueness;</li> <li>– How did the program enrich the landscape? Did it contribute to the formation of new landscape values?</li> </ul>	
<b>2nd condition – Exemplary value</b>	
A good example of good practice for others to follow.	
<b>3rd condition – Public participation</b>	
<ul style="list-style-type: none"> <li>– Involving other organisations in the program;</li> <li>– Involving the affected population in the program.</li> </ul>	
<b>4th condition– Awareness raising, education, training</b>	
The program's contribution to raising public awareness of the landscape heritage.	
<b>5th condition – Complexity</b>	
Does it take the complexity of the landscape into account?	

Figure3: Criteria of documentation of the application

<i>part of the documentation of application</i>	<i>optional/compulsory</i>
Standard application form	Compulsory, fully completed. On paper and digital copy in PDF and doc format on CD-ROM or DVD.
Video on the programme	Optional.
Photo documentation	5-20 photos (300 dpi) are compulsory as part of the standard application form with the title, scene and the author. Applicant should

	declare on the rights of consumption of the photos.
Map	Properly detailed map is a compulsory part of the standard application form.

### ***Programs and participant of the 1-4 sessions in Hungary***

Hungary organized national level competition for all four sessions. There were five Hungarian applications in Session 1 (2008-2009). In the second Session the Hungarian completion was more known and popular, so the number of applications increased to 12. The programmes were again very different, most of them very strong and valuable. Those organisations that made former applications can also take part in the competition, but the Hungarian prize can be won only once for the same program. After 5 years, if the program was developed and the development in itself is worthy of recognition, it can win the prize again. Only one organisation took place in the completion twice, therefore the number of participants dropped dramatically in the third session (only two applicants).

### ***Experience of organization***

The ministries responsible for the implementation of ELC organised so called information days to NGOs and authorities with the participation of former Hungarian winners in order to increase awareness and to make the competitions more known for other target NGOs. These information days were unfortunately contra productive on the number of participation. The winners of former sessions show so complex and effective programmes that frightened away small municipalities and small NGOs without support or financing backgrounds.

In every second session several local governments and municipal association applicants are lost as a candidate because of the deadline of submission. The preparation of the application overlaps with elections. Unfortunately the schedule of the Hungarian decision making is very tight, with hardly any possibility to change the date of deadline of submission.

There is very strict rule on usage of the content of application (e.g. photos) which made the organisation of an exhibition of the programmes very difficult. In 2015 Hungary reviewed the text of the call in order to clarify copyrights meanwhile tried to make the tender more understandable.

### ***Conclusions***

Although the Hungarian call became more understandable, Hungary should make the application form also easier and more understandable for the next session. There is a need to find the solution to reach small municipalities also in order to have enough programmes to introduce as good example at the website, in the travelling exhibition of “*For preserving our landscape heritage*” and to have programme which worth nominating to the European competition.

We hope that our national-level and the European level high quality programmes of the competitions heighten civil society’s awareness of the value of landscapes and show the people the importance of cooperation also. We hope that the programmes provide good examples, gives enthusiasm and motivation for people to act for the landscape.

We hope that more and more local governments and social organisations are going to manage programs that help our social-cultural development and strengthen our awareness, by conserving or rehabilitating the natural and cultural heritage of the landscape.