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**EUROPEAN LANDSCAPE CONVENTION
– Florence Convention –**

***SECOND CONFERENCE
OF THE CONTRACTING AND SIGNATORY STATES
TO THE EUROPEAN LANDSCAPE CONVENTION***

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Theme 5

LANDSCAPE AWARD OF THE COUNCIL OF EUROPE

*Document by the Secretariat General
prepared by the Regional Planning and Technical Co-operation and Assistance Division*

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The Contracting and Signatory States to the European Landscape Convention are invited to examine the present report in order to formulate the general conclusions.

INTRODUCTION

Article 11 of the Convention states:

“Article 11 – Landscape award of the Council of Europe

1. *The Landscape award of the Council of Europe is a distinction which may be conferred on local and regional authorities and their groupings that have instituted, as part of the landscape policy of a Party to this Convention, a policy or measures to protect, manage and/or plan their landscape, which have proved lastingly effective and can thus serve as an example to other territorial authorities in Europe. The distinction may be also conferred on non-governmental organisations having made particularly remarkable contributions to landscape protection, management or planning.*
2. *Applications for the Landscape award of the Council of Europe shall be submitted to the Committees of Experts mentioned in Article 10 by the Parties. Transfrontier local and regional authorities and groupings of local and regional authorities concerned, may apply provided that they jointly manage the landscape in question.*
3. *On proposals from the Committees of Experts mentioned in Article 10 the Committee of Ministers shall define and publish the criteria for conferring the Landscape award of the Council of Europe, adopt the relevant rules and confer the Award.*
4. *The granting of the Landscape award of the Council of Europe is to encourage those receiving the award to ensure the sustainable protection, management and/or planning of the landscape areas concerned”.*

The Explanatory Report of the Convention mentions :

“Article 11 – Landscape award of the Council of Europe

71. *This article provides that the Committee of Ministers, on proposal of the competent Committees of Experts mentioned in Article 10 of the convention, and taking into account the opinion of the Congress of Local and Regional Authorities of Europe, is to make a Landscape award of the Council of Europe to a local or regional authority, a group of such authorities (whether within one country or on a transborder basis) or a non-governmental organisation having introduced policies or measures for the protection, management or planning of landscapes which have been of lasting worth and can serve as an example to other authorities throughout Europe.*
72. *The award is intended as a stimulus to a process, which countries throughout Europe could set in motion, of encouraging and recognising quality stewardship of landscapes. The Landscape award of the Council of Europe could “crown” national level action, which might include national competitions and perhaps financial support to local and regional authorities concerned.*
73. *Under paragraph 1 local and regional authorities, groups of them, or non-governmental organisations or individuals would apply for the award through their member State. This will enable the contracting Party to appraise the applications, possibly in a national competition carrying national prizes or awards, and to put forward to the competent committee of experts, the national winner or a small number of candidates for consideration for the award.*
74. *Under paragraphs 2 and 3 the competent Committees of Experts lays down and publishes the criteria on which candidates for the award are assessed and receives states' proposals. The award is granted by the Committee of Ministers of the Council of Europe.*
75. *Paragraph 4 provides that those which are granted the award will be invited to protect, manage and plan the landscape concerned on a lasting basis”.*

I. CONCLUSIONS OF THE WORKSHOPS ON THE IMPLEMENTATION OF THE EUROPEAN LANDSCAPE CONVENTION, Strasbourg, 23-24 May 2002

The report of the Meeting of the Workshops for the implementation of the European Landscape Convention (Council of Europe, Palais de l'Europe, Strasbourg, 23-24 May 2002, T-FLOR 2 (2002) 18) states, concerning the Landscape Award:

“ 11. Mr Jon TOMLINSON, Moderator-Rapporteur, presented the findings of Workshop 5. The participants suggested that a landscape award be made annually in each country. The same date could be agreed for presentation of all the prizes (for example, 20 October, the date on which the convention had been opened for signature). This would raise the convention's profile and open the way for official sponsors. A fund could be set up, and thought should be given to money prizes. A working party should be set up to look into those matters.

12. Ms DEJEANT-PONS said that the workshop participants had asked Mr Tomlinson to act as the moderator-rapporteur for Workshop 5. They had pointed out the need for democratic representation of both young and old in the award panels (on the bottom-up principle). Due consideration, in making the awards, should be given to landscapes of daily life and to projects with tangible effects. A further proposal was that two or three themes be selected annually for the award competition and that a meeting in Strasbourg be arranged for award winners. The criteria and rules for making the award should be set for a minimum period of five years”.

The discussions held during the Workshop dedicated to Theme 5 brought out the importance of the Award in relation to Article 6, A of the Convention, concerning Awareness-raising, and the de-multiplier effect of the Award with the press and media.

The following issues in particular were examined:

1) Aims of the Award

It would be necessary:

- for the first years of the Award, to take into account, essentially, the ordinary landscape in order to complement the UNESCO Convention in a useful way;
- to reward concrete action taken in the field.

2) Conditions for granting the Award

The following should be borne in mind:

- sustainable efficiency;
- exemplary methods.

3) Entities qualifying for the Award

As indicated in the Convention, the following would qualify:

- local and regional authorities;
- non-governmental organisations.

4) Modalities for granting the Award :

- two or three themes could be chosen each year;
- the public should be involved in the decision panel;

- a financial reward should be foreseen;
- an exchange between the winners should be organised and Award results published.

5) *Sponsors*

Ethical rules should be drawn up concerning the possibilities to accept sponsorship for the Award.

The Workshop considered that the established rules would be applicable for a period of five years minimum and that they could then be adopted.

The periodicity of the Award should be defined as well as the criteria and rules for granting it.

II. PROPOSALS ON THE APPROACH TO BE TAKEN

Existing experience should be used as a starting point for discussions on the Council of Europe Landscape Award and proposals should be made as to the procedure to be set up.

Local and regional authorities, their groupings and NGOs could compete for a national award granted each year on the same date in every European country at the highest level. The Contracting Parties to the Convention would assess the applications for national awards and could put forward the national winner as a candidate for the European award. These national awards could be conferred on the same day, which could be designated “Landscape Day” the first time the prize is awarded.

The projects of the national award winners would then be forwarded to the Council of Europe’s committees of experts, and the Committee of Ministers would confer the Council of Europe Landscape Award on the basis of the committees’ recommendations.

Press conferences could be held at the Council of Europe and in the capitals of the participating countries, which could publish the results of their national competitions.

The machinery for launching the award must be carefully studied and would include, in particular, guidelines on:

- the panel (number of members, chair, etc);
- the arrangements concerning the award (how often it is to be conferred, selection criteria, applications, selection procedure, drawing up of the rules, etc.).

APPENDIX

EXPERIENCE OF AWARDS CONCERNING LANDSCAPE

1. Pilot project of a Landscape Award as part of the Council of Europe “Europe, a common heritage” Campaign, 2000

In 2000, as part of the “*Europe, a common heritage*” Campaign, the Council of Europe set up a Landscape Award to help promote European landscapes. Rules have been written on this occasion (Cf. below). They could be used as basic working elements to write the rules of the Council of Europe Landscape Award, mentioned at the Article 11 of the European Landscape Convention.

All local and regional authorities and NGOs in the Council of Europe Member States were invited to take part. The first stage of the selection process was to choose the national candidates, one NGO and one local or regional authority, for the award. The national authorities then passed on the best initiatives to the Council of Europe Secretariat to compete for the Council of Europe Landscape Award.

The award was intended to recompense specific, practical initiatives – either fully completed or sufficiently well under way – in the field of landscape quality in one of the three following categories:

- public awareness, education and participation;
- scientific and technical activities;
- protection, management and planning.

Thirteen projects were submitted by the following countries: Germany, Austria, Croatia, Spain, Estonia, the Russian Federation, Hungary, Latvia, Poland, the Czech Republic, Romania, Turkey and Ukraine, five of them in the NGO category.

An international jury of five members met on 21 November 2000.

The winner in the “Local and regional authorities” category was the Welsh county Vale of Glamorgan.

The award in the “NGOs” category went to the Ecological Institute for Sustainable Development of Miskolc, Hungary, for its project in the “sustainable village” of Gömörszolos, a typical village in the north of the country.

The Czech project “The garden of Europe” in the “Local and regional authorities” category and the Polish project “Garden city” by the Friends of Podkowa Lesna in the “NGOs” category were both highly commended.

The awards, diplomas of symbolic value only, were conferred by the Deputy Secretary General of the Council of Europe, Mr Hans Christian Krüger, at the closing ceremony for the Campaign in Riga, Latvia, on 8 December 2000.

***Rules of the Council of Europe Landscape Award
of the “Europe, a common heritage” Campaign, 2000***

Preamble

The Council of Europe Landscape Award falls within the framework of the “Europe, a common heritage” Campaign launched by the Heads of State and of Government of the Council of Europe's member States at their second Summit held in Strasbourg on 10 and 11 October 1997.

The aim of this Campaign is to:

- raise the public's awareness concerning the conservation, management and planning of the cultural and natural heritage;
- highlight the human dimension and the social cohesion function of this heritage;
- stimulate a common sense of belonging by stressing the European way of life.

The spirit of this Campaign is to promote an extensive definition of heritage. The fields aimed at concern both the natural and the cultural heritage: the built environment, *objets d'art*, natural resources, sites (natural, historical, archaeological, ...), landscapes and also the non-material heritage.

Landscape – which is a crucial element in people's living environments and contributes to local and regional cultures – is a basic component of the European cultural and natural heritage, helping to consolidate European cultural identity. The theme of landscape has therefore been identified as a major focus of the campaign.

Local and regional authorities and non-governmental organisations (NGOs), by their close contact with the public, have primary responsibilities concerning the conservation, management and development of European landscapes. It is thus important to acknowledge the role they play and their efforts to improve people's living environments, particularly in terms of the landscape.

Therefore, upon the initiative of one of its organs – the Congress of Regional and Local Authorities – the Council of Europe has proposed that, on the occasion of the Campaign, local and regional authorities as well as NGOs which have taken initiatives for the conservation, management and/or development of their landscapes, may be granted the “Council of Europe Landscape Award”. These initiatives must prove sustainable efficiency and must serve as examples to other authorities and NGOs in Europe.

Article 1. General description of the Award

In the first phase, local and regional authorities and NGOs of Council of Europe member States will present concrete and selective initiatives aimed at landscape quality to the national authorities in order to receive a National Landscape Award.

The authorities responsible for the granting of a national Landscape Award will be either the concerned ministries other the National Organising Committee or other equivalent national body in charge of the Campaign at national level in the participating States.

The national authorities will select the best initiative from a local or regional authority and the best initiative from an NGO and grant the National Landscape Award.

In the second phase, the national authorities will communicate and transmit the winning initiative to the Council of Europe Secretariat with a view to the granting of the Council of Europe Landscape Award.

The Council of Europe Landscape Award will be granted to a single local or regional authority as well as a single NGO on the basis of the decisions of an international jury on the occasion of the closing the Campaign.

Article 2. Aim of the Award

The intention of this Award is to favour concrete and selective initiatives aimed at landscape quality (study and research activities, awareness-raising campaigns, intervention measures for landscapes, etc).

Article 3. Applications

Applications for the Council of Europe Landscape Award may be presented by local and regional authorities and NGOs of Council of Europe member States which have undertaken concrete and selective initiatives aimed at the protection, management and planning of a landscape.

Article 4. Categories

The initiatives mentioned in Article 2 above must fall into one or several of the categories given below. In the case where the initiatives refer to several categories, the category having priority over the others must be specified.

1. "Awareness, education and participation" category: awareness-raising and education activities in order to inform the population of the values and threats facing landscapes and to develop public participation in the decision-making process concerning landscapes (for example, awareness-raising campaign, public consultation on landscape rehabilitation, creation of landscape interpretation centres, publications, etc);
2. "Scientific and technical activities" category: activities aimed at identifying and assessing landscapes (for example, analysis of landscape elements, thematic cartography, atlas, identification and assessment of specific landscapes, etc);
3. "Protection, management and planning" category: intervention measures aimed at landscape protection, particularly promising and creative management and planning activities.

Article 5. Admission criteria

The Award will be granted only to initiatives meeting the aim mentioned in Article 2 above, which are implemented by a local or regional authority and an NGO as stipulated in Article 3 and which refer to the categories given in Article 4.

Applications must present initiatives which are either fully implemented or already relatively advanced in their implementation. Initiatives presented by local and regional authorities must have been approved by the relevant national authority.

Article 6. National Awards

National authorities will invite local and regional authorities and NGOs to apply for the Council of Europe Landscape Award. With this in view, national authorities will first invite local and regional authorities and NGOs to apply for the National Landscape Award, in accordance with the categories and admission criteria mentioned in Articles 4 and 5.

Following a national selection procedure, a National Award will be granted to a local or regional authority and to an NGO by the relevant national authority.

The two applications selected at national level should be forwarded to the Council of Europe Secretariat, being postmarked no later than 31 October 2000, to compete in the international selection procedure for the Council of Europe's Landscape Award.

Article 7. Council of Europe Landscape Award

A. Application file

The application files must be sent to the Council of Europe's Secretariat typed in English or in French. To enable the initiatives to be examined by the jury in Strasbourg at the Council of Europe headquarters, each file must have the following two distinct components:

1. A general presentation of the applicant initiative:
 - title of the initiative
 - author (local or regional authority or NGO)
 - place (State, region, town or locality)
 - name of the contact person
 - address of contact person
 - telephone, fax and electronic address of contact person
 - partners involved in the initiative (institutional, financing partners, etc.)
 - concise description of the initiative on a maximum of five A4 pages, which may include photos, drawings or graphs
 - category, in the sense of article 4, under which the initiative is entered.
2. Complementary information

Participants may send additional information on the initiative (other texts, 35 mm or 6 x 6 cm colour slides (exempt of copyright), drawings or plans, a VHS video of a maximum of 10 minutes, copies of awareness-raising material, books, brochures or manuals, etc). All these documents must be clearly marked with the title of the initiative and all sent at the same time.

This material will be kept by the organisers of the Award and used, if need be, to produce an exhibition and a book on the projects.

Only application files which meet the above Rules will be retained.

B. Selection procedure

The Council of Europe Secretariat will collect the applications selected at national level and submit them to an international jury composed of five experts in landscape matters, nominated by the Secretary General of the Council of Europe.

The jury will examine the applications with a view to granting the Council of Europe Landscape Award to a local or regional authority and to an NGO.

If need be, the jury may grant special distinctions to one or several local and regional authorities and NGOs which, although not having won the Award, have nevertheless undertaken outstanding initiatives in respect of landscapes.

C. *Granting of Awards*

The Council of Europe's Secretariat will grant the Council of Europe's Landscape Awards and the specific distinctions at the closing of the Campaign in autumn 2000.

The Council of Europe Landscape Award has a symbolic value (a certificate, a trophy). It is to be seen as a sign of recognition enabling winning organisms to be distinguished at European level for the quality of their landscapes.

D. *Participants' commitments*

Participation in the Council of Europe Landscape Award implies knowledge of and acceptance of these Rules. The jury's decisions are binding and without appeal.

Council of Europe Landscape Award

2. **Examples of international, regional and national Awards**

It is possible to refer to some examples of existing experiences concerning landscape awards.

1) ***International Award: the Unesco Melina Mercouri Prize***

The “Melina Mercouri International Prize for the Safeguarding and Management of Cultural Landscapes (UNESCO/Greece)” is named after the famous Greek artiste who was also her country’s Minister for Culture and one of the precursors of integrated conservation and sustainable development.

The prize is awarded every two years for outstanding schemes to safeguard and enhance the world’s great cultural landscapes.

It was set up in response to the need – highlighted by the World Heritage Committee at its 16th session in Santa Fe in 1992 – to protect cultural landscapes, a far wider notion than the traditional one of monuments and sites. It was awarded for the first time in 1999.

The prize may be awarded either to an individual or to a group of persons, working in a personal capacity or as staff member(s) of a private or public institution responsible for protecting or managing a cultural landscape in one of three categories defined by the World Heritage Committee. Applications must be submitted by a member state or an NGO officially recognised by Unesco.

The prize is awarded by the Director General of Unesco on the recommendation of an international jury of five members: three specialists in the environmental field and the heritage, the Permanent Delegate of Greece and a representative of the Director General of Unesco.

In 1999, the prize, which was worth \$30 000, was awarded to three laureates: the *Valle de Viñales* (Cuba), the Open-Air Art Museum at Pedvale (Latvia) and Elishia's Park in Jericho (Autonomous Palestinian Territories). Three “Honourable Mentions” were given to China, Spain and Germany and Poland and a “Special Mention” was awarded to Greece.

In 2001, the prize, which was worth \$20 000, was awarded to two laureates: the *Djebel Murdjadjo*, the forest and the old town of Sid Houari in Oran, Algeria, and the Heathland Centre at Lygra, Norway. No honourable mention was given this year.

The next edition will be organised in 2003.

2) ***Regional Award: the Mediterranean Landscape Prize***

The Mediterranean Landscape Prize was organised for the first time in 1999-2000 by 15 Regions of Spain, France and Italy with the support of the Council of Europe and the Italian Ministry of Cultural Assets and the Environment. It is awarded under the Interreg programme on the Western Mediterranean and Latin Alps. The fifteen regions that took part were: Andalusia, Basilicata, Calabria, Languedoc-Roussillon, Latium, Liguria, Lombardy, Murcia, Umbria, Piedmont, Provence-Alpes-Côte d'Azur, Sardinia, Sicily, Tuscany and Val d'Aosta. Each region drew up a list of applications for projects within its boundaries.

The aim of this prize is to help draw the attention of society in general and political leaders in particular to the landscape and the importance of quality requirements. It is to be awarded every three years.

Any private individual or public or private legal entity may submit an application. There were three categories for this first edition:

- Category A: contemporary work on historic and heritage sites;
- Category B: projects to transform or create landscapes or rehabilitate sites;
- Category C: planning (land development).

An extremely detailed application form must be submitted. A Regional Selection Committee chooses three applications from among all those received for projects within its boundaries. An International Selection Committee then chooses a maximum of nine or ten applications from among the projects forwarded by the regional committees to be submitted to an international panel. The international jury of seven members visits each of the selected sites.

The various stages in the scheme were co-ordinated by a transnational committee comprising Sardinia, Andalusia and Languedoc-Roussillon and the Languedoc-Roussillon Region provided the secretariat services.

The 1999-2000 Mediterranean Landscape Prize was awarded to Impruneta (Florence) in November 2000 after six applicants had reached the international selection stage.

The first Prize was given to the "Programme of Florentin Chianti landscape for the restoration of historical landscape zones of métayage" in Tuscany.

Three mentions were given to:

- rehabilitation and urban qualification of the quartier «Las Cruces», Alcalá la Real (Jaen - Espagne);
- environmental restoration of a une carrière de marbre abandonnée et son utilisation pour des activités culturelles, province of Lucques, Tuscany;
- the project «*Les vigneronns, sculpteurs de montagne*» of a groupement of four communes des Pyrénées orientales, France.

3) ***National Awards***

Following a request of the Secretariat to the Governments, the Secretariat received the following document:

- « *France : le Trophée du paysage* » (Document : T-FLOR 2 (2002) 3).