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EUROPEAN LANDSCAPE CONVENTION

CEP-CDCPP

8th COUNCIL OF EUROPE CONFERENCE ON THE EUROPEAN LANDSCAPE CONVENTION

*Conference organised under the auspices of the Belgian Chairmanship of
the Committee of Ministers of the Council of Europe*

PRESENTATION OF THE 4TH SESSION 2014-2015 OF THE COUNCIL OF EUROPE LANDSCAPE AWARD

Council of Europe
Palais de l'Europe, Strasbourg
18-20 March 2015

*Document of the Secretariat General of the Council of Europe
Directorate of Democratic Governance*

Presentation

The European Landscape Convention provides for a Landscape Award of the Council of Europe. In particular, it states that, on proposals from the committees of experts supervising the implementation of the Convention, the Committee of Ministers shall define and publish the criteria for conferring the Landscape Award, adopt the relevant rules and confer the award (Article 11). The Committee of Ministers adopted Resolution CM/Res(2008)3 on the rules governing the Landscape Award of the Council of Europe on 20 February 2008 (Appendix 1). The award is in keeping with the work done by the Council of Europe in favour of human rights, democracy and sustainable development, and promotes the territorial dimension of human rights and democracy by acknowledging the importance of measures taken to improve the landscape features of people's living conditions.

The Landscape Award was launched in 2008 and three sessions of the award were organised: in 2008-2009, 2010-2011 and in 2012-2013.

On the Website of the European Landscape Convention, the "Landscape Award Alliance of the Council of Europe" gathers these exemplary achievements presented by the States Parties to the European Landscape Convention. They show that it is possible to promote the territorial dimension of human rights and democracy improving the landscape features of people's surroundings.

http://www.coe.int/t/dg4/cultureheritage/heritage/Landscape/Alliance/default_en.asp

Fourth Session of the Landscape Award (2014-2015)

The Parties to the Convention were invited to present by 30 January 2015 the applications to the General Secretariat of the Council of Europe (Appendix 1), according to the Resolution CM/Res(2008)3 on the rules governing the Landscape Award of the Council of Europe and in the framework of the organisation of the 4rd Session of the Landscape Award of the Council of Europe (Appendix 2).

The Secretariat of the Council of Europe received twelve applications:

1. BELGIUM / BELGIQUE
Project/Projet : « <i>Mise en valeur du site naturel de l'Hof ter Musschen</i> », CEBE – Commission de l'Environnement de Bruxelles et Environs ASBL
2. CROATIA / CROATIE
Project/Projet : " <i>Ecomuseum Blaca Hermitage</i> ", Cultural Center of Brač
3. CYPRUS / CHYPRE
Project/Projet : " <i>Development of the historical Centre of Agios Athanasios Municipality</i> ", Agios Athanasios Municipality
4. CZECH REPUBLIC / REPUBLIQUE TCHEQUE
Project/Projet : " <i>Service Tree – Tree of the Slovácko Region</i> ", Municipality of Tvarožná Lhota and INEX voluntary service Bílé Karpaty – NGO
5. FINLAND / FINLANDE
Project/Projet : " <i>The Bull by the Horns: Grazing in nature and landscape management</i> ", Centre for Economic Development, Transport and the Environment for Central Finland
6. HUNGARY / HONGRIE
Project/Projet : " <i>Borderless cooperation of local communities for the landscape heritage of 'Fabulous' Hetés</i> ", Local Governments of Bödeháza, Gáborjánháza, Szijártóháza, Zalaszombatfa, Greenways Methodological Association and Iron Curtain Trail Association

7. ITALY / ITALIE
Project/Projet : “ <i>Parco Agricoli dei Paduli</i> ” in Puglia, Le Lecce, Laboratorio Urbano Aperto
8. LATVIA / LETTONIE
Project/Projet : “ <i>Kuldīga Town in Venta Valley – Preserving Unique Landscape for the Next Generations</i> ”, Kuldīga Municipality
9. THE NETHERLANDS / PAYS-BAS
Project/Projet : “ <i>National Project Nieuwe Hollandse, Waterlinie / New Dutch Waterline</i> ”, The Board of National Project Nieuwe Hollandse, Waterlinie
10. SLOVAK REPUBLIC / REPUBLIQUE SLOVAQUE
Project/Projet : “ <i>The protection of the unique historical landscape types</i> ”, Village of Liptovská Teplička
11. SPAIN / ESPAGNE
Project/Projet : “ <i>The Sénia Territory Millennium Olive Tree Landscape</i> ”, Mancomunidad de la Taula del Sénia
12. TURKEY / TURQUIE
Project/Projet : “ <i>Biodiversity and Natural Resources Management Project in Camili Basin</i> ”, The Camili Environmental Protection and Development Association

The elements of the application files appear on the European Landscape Convention Website: http://www.coe.int/t/dg4/cultureheritage/heritage/landscape/prix/session2015_EN.asp? and the Application forms in Appendix 2 of this document.

An international jury being set up as a subordinate body of the committees of experts referred to in Article 10 of the Convention will meet (Strasbourg, Palais de l’Europe, 16-17 April 2015) in order to examine the applications and propose the prizewinner and possible special mentions.

The proposals of the Jury will be presented at the 4th Plenary Session of the Steering Committee for Culture, Heritage and Landscape (CDCPP) (Strasbourg, Palais de l’Europe, 1-3 June 2015), and then to the Committee of Ministers.

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APPENDIX 1



**Resolution CM/Res(2008)3
on the rules governing the Landscape Award of the Council of Europe**

*(Adopted by the Committee of Ministers on 20 February 2008
at the 1018th meeting of the Ministers' Deputies)*

The Committee of Ministers,

Recalling that Article 11 of the European Landscape Convention (ETS No. 176) (hereinafter “the Convention”), adopted by the Committee of Ministers of the Council of Europe on 19 July 2000 and opened for signature in Florence on 20 October 2000, institutes the Landscape Award of the Council of Europe (hereinafter “the award”);

Bearing in mind that this article provides that the Committee of Ministers shall define and publish the criteria for conferring the award, adopt the relevant rules and grant the award;

Bearing in mind that the award’s purpose is to reward exemplary practical initiatives for the achievement of landscape quality objectives on the territories of parties to the Convention (hereinafter “the Parties”);

Considering that the award is in keeping with the work done by the Council of Europe in favour of human rights, democracy and sustainable development and that it promotes the territorial dimension of human rights and democracy by acknowledging the importance of measures taken to improve the landscape features of people’s living conditions;

Convinced that the award is intended to heighten civil society’s awareness of the value of landscapes, of their role and of changes to them,

Resolves as follows:

- I. The rules governing the Landscape Award of the Council of Europe are adopted as set out in the appendix to this resolution.
- II. The criteria for awarding the Landscape Award of the Council of Europe are appended to these rules.
- III. The Parties are invited to translate into their national language(s) and promote the rules governing the Landscape Award of the Council of Europe. They are also requested to encourage media coverage of the award so as to raise public awareness of the importance of landscapes.

*Appendix to Resolution CM/Res(2008)3***Rules governing the Landscape Award of the Council of Europe*****Article 1 – Aim***

a. The award is an honorary distinction which acknowledges a policy or measures implemented by local or regional authorities or their groupings, or particularly remarkable contributions by non-governmental organisations, for sustainable protection, management and/or planning of landscapes. It takes the form of a diploma. Special mentions may also be awarded.

b. The award rewards a process of implementation of the Convention at national or transnational levels resulting in an effective, measurable achievement.

c. The award also helps to make people more aware of the importance of landscapes for human development, consolidation of the European identity and the well-being of individuals and society as a whole. It fosters public participation in the decision-making process concerning landscape policies.

Article 2 – Qualification of candidates

In accordance with Article 11, paragraph 1, of the Convention, the following may be candidates for the award: local or 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. Non-governmental organisations having made particularly remarkable contributions to landscape protection, management or planning may also be candidates.

In accordance with paragraph 2 of the above-mentioned article, transfrontier local or regional authorities and groupings of local and regional authorities concerned may be candidates, provided that they jointly manage the landscape in question.

Article 3 – Procedure

The procedure consists of three stages:

Stage 1 – Submission of candidatures

Each Party may submit one candidature to the Secretariat General of the Council of Europe. The candidature may be the result of a competition held by each Party taking into account the award criteria appended to these rules.

The application file, in one of the official languages of the Council of Europe (French or English), shall include:

- a presentation of the candidate (not more than three pages long);
- the description of a completed project for the protection, management and/or planning of a landscape, which has proved lastingly effective and can serve as an example. Mention shall be made of the convention provision concerned.

The description shall take the form of a paper document, approximately 20 pages long, accompanied by a digital copy in PDF format on CD-Rom and posters. The file may also include a video presentation lasting approximately five minutes. The materials submitted must be copyright-free for use by the Council of Europe in communications aimed at promoting the award or any other publications or activities relating to the Convention. The Council of Europe undertakes to cite the authors' names.

Files that are incomplete or fail to comply with the rules will not be taken into consideration.

The award is in principle conferred every two years. The files presenting candidatures must reach the Secretariat General of the Council of Europe by no later than 31 December of the year preceding the year of award.

Stage 2 – Consideration of candidatures

An international jury set up as a subordinate body of the committees of experts referred to in Article 10 of the Convention shall determine whether candidatures are admissible. The jury is composed of:

- one member of (each of) the committee(s) of experts responsible for monitoring the Convention, appointed by the committee(s) concerned;
- one member of the Congress of Local and Regional Authorities of the Council of Europe, appointed by the Congress;
- one representative of an international non-governmental organisation, appointed by the Secretary General on the proposal of the Grouping of INGOs enjoying participatory status with the Council of Europe;
- three eminent specialists on landscape, appointed by the Secretary General of the Council of Europe.

The jury appoints a president.

The jury proposes the award winner from among the candidates admitted.

The proposals of the jury are taken by an absolute majority for the first two rounds of voting, and by a relative majority for the following round, based on the criteria set out in the appendix to these rules, stating the reasons for its choice. In case of equal votes, the vote of the president of the jury is decisive.

The reasons for the choice are explained.

The jury can propose to attribute one or more special mentions.

The committees of experts referred to in Article 10 of the Convention examine the proposals of the jury and forward their proposals concerning the award winner, and, wherever appropriate, special mentions, to the Committee of Ministers.

Stage 3 – Granting and presentation of the award and the special mentions

In the light of the proposals of the committees of experts referred to in Article 10 of the Convention, the Committee of Ministers shall grant the award and any special mentions.

The award and the special mentions shall be presented by the Secretary General of the Council of Europe or his/her representative at a public ceremony.

*Appendix to the rules***Criteria for conferring the Landscape Award of the Council of Europe****Criterion 1 – Sustainable territorial development**

The completed projects submitted must give tangible form to the protection, management and/or planning of landscapes. This means that the projects must have been completed and open to the public at least three years, when the candidatures were submitted.

They must also:

- be part of a sustainable development policy and be in harmony with the territorial organisation of the area concerned;
- demonstrate their environmental, social, economic, cultural and aesthetic sustainability;
- counter or remedy any damage to landscape structures;
- help enhance and enrich the landscape and develop new qualities.

Criterion 2 – Exemplary value

The implementation of the policy or measures that have helped to improve the protection, management and/or planning of the landscapes concerned must set an example of good practice for others to follow.

Criterion 3 – Public participation

The policy or measures implemented with a view to the protection, management and/or planning of the landscapes concerned should involve the active participation of the public, local and regional authorities and other players and should clearly reflect the landscape quality objectives.

The public should be able to participate simultaneously in two ways:

- through dialogue and exchanges between members of society (public meetings, debates, procedures for participation and consultation in the field, for example);
- through procedures for public participation and involvement in landscape policies implemented by national, regional or local authorities.

Criterion 4 – Awareness-raising

Article 6.A of the Convention provides that “each Party undertakes to increase awareness among civil society, private organisations and public authorities of the value of landscapes, their role and changes to them”. Action along these lines taken as part of the completed project concerned will be assessed.

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APPENDIX 2
APPLICATION FORMS

I. ETAT CONCERNE ET CANDIDAT

1. Etat	Belgique / Région de Bruxelles-Capitale
Représenté par	M. Thierry Wauters
<i>Adresse :</i>	Ministère de la Région de Bruxelles-Capitale/ Bruxelles Développement urbain/ Direction des Monuments et des Sites Rue du Progrès 80 bte 1 1035 Bruxelles
<i>Téléphone :</i>	003222042437
<i>Courriel :</i>	twauters@mrbc.irisnet.be
2. Candidat	CEBE - Commission de l'Environnement de Bruxelles et Environs ASBL
<i>Nom de ou des autorité(s) locale(s), régional(s) ou de la (des) ONG(s)</i>	
Représenté par	Mme / M. Michel Moreels
<i>Adresse :</i>	Rue Jean-Baptiste Mosselmans, 44 1140 Evere Belgique
<i>Téléphone :</i>	+ 32 (0)479/740 453
<i>Courriel :</i>	info@cebe.be michel.moreels57@hotmail.be

II. PRESENTATION DU PROJET

3. Nom du Project

« Mise en valeur du site naturel et paysage de l'Hof ter Musschen »

4. Localisation du Projet

Woluwe-Saint-Lambert (Région de Bruxelles-Capitale – Belgique)

5. Résumé du Project (10 lignes)

Le projet de l'Hof ter Musschen, vise à la préservation, la valorisation et l'animation d'un ancien paysage rural, typique de l'est de Bruxelles. Situé en bordure du territoire régional, ce site de haute valeur biologique se compose d'une ferme, de prairies humides, de roselières, de zones boisées, de friches, de vergers et d'un moulin. Reliquat d'une exploitation brabançonne (17e siècle) qui stoppa ses activités en 1979, il est bordé au sud par une rivière, la Woluwe, et par un important boulevard de pénétration de la ville. Menacé tant par l'extension du Campus universitaire St Luc que par l'urbanisation, la sauvegarde de l'Hof ter Musschen, protégé tant pour ses valeurs historique que biologique a véritablement fait l'objet d'un combat citoyen. Depuis 1990, l'association CEBE, en partenariat avec des acteurs locaux et régionaux, veille à lui assurer une gestion durable en y organisant tant des journées d'études de niveau scientifique que des actions de sensibilisation : remise en état du fournil, fauches, taille de saules, apiculture, animations scolaires, visites guidées, etc. afin de faire revivre et évoluer ce paysage et le transmettre aux générations futures.

6. Photo représentant le Projet (en haute définition – JPEG 350 dpi) et nom de l'auteur de la photo svp



Photo Geneviève Vermoelen

III. CONTENU DU PROJET

7. **Début du projet**
*La réalisation doit être
achevée depuis trois ans*

mois année

8. **Partenaires**

Ministère de la Région de Bruxelles-Capitale (administration publique)

- Direction des Monuments et Sites (DMS)
- Institut Bruxellois pour la Gestion de l'Environnement (IBGE)

Commune de Woluwe-Saint-Lambert (administration publique - propriétaire)

- Echevinat de la culture
- Echevinat de l'environnement

Université Catholique de Louvain (privé – propriétaire)

Police fédérale à cheval (administration publique)

Ferme Hof ter Musschen (privé)

Institutions scientifiques (IRSNB, AEF, SBM, etc) et scientifiques (belges et européens)

Particuliers (propriétaire de chevaux, apiculteur)

9. **Organismes de
financement**

Région de Bruxelles-Capitale

- DMS : restauration fournil
- IBGE / Ministère de l'Environnement : subsides aux associations

Commune de Woluwe-Saint-Lambert

- Echevinat de l'environnement : subsides aux associations

10. **Principaux objectifs du Projet**

Le projet de l'Hof ter Musschen a comme objectif majeur la préservation, la gestion durable, et la mise en valeur d'un ancien paysage agricole tout en accentuant ses valeurs naturelles intrinsèques. Le long de la vallée de la Woluwe, il s'inscrit en continuité avec les réseaux de maillage écologiques bleu et vert régionaux, et d'un réseau de promenades de découverte de la vallée. Le projet est situé à un endroit stratégique pour la Région, une entrée de ville, alors que la pression urbaine et automobile aux alentours est croissante. Au travers ses activités et ses publications tantôt à but scientifique tantôt de sensibilisation, le projet porté par la CEBE a comme ambition de faire connaître à un public large le potentiel du site. Par le biais de ses activités de gestion et d'animation, il tend également à s'inscrire dans une démarche participative, faisant vivre le patrimoine et mettant en valeur le concept de cohésion sociale.

C'est à la fin des années 80 que quelques passionnés de nature créent l'asbl Commission de

l'Environnement de Bruxelles et Environs (ou CEBE). Initialement focalisé sur le site naturel du Moeraske (communes de Schaerbeek-Evere-Haren), les bénévoles du départ sont rejoints par des habitants de Woluwe-Saint-Lambert, qui attirent leur attention sur le site de l'Hof ter Musschen. Dès ce moment, le site sera suivi par l'association qui mettra tout en œuvre pour sa préservation, son étude et son intégration dans le tissu urbain.

La commune de Woluwe-Saint-Lambert comptait une vingtaine d'exploitations agricoles en 1900. L'Hof ter Musschen est une ferme en carré qui est restée en activité jusqu'en 1979. Avec le décès du dernier exploitant, la ferme est délaissée et subit rapidement les outrages du temps. Léguée à la commune, les bâtiments furent classés comme « monument » au mois d'août 1988. La ferme sera totalement rénovée en 1994. Elle abrite aujourd'hui un organisateur de séminaires et d'évènements festifs ou culturels.

Comme autour de toute ferme isolée, les champs et prairies s'étalaient à proximité immédiate. Les terres agricoles occupaient préférentiellement les plateaux alors que les prairies se concentraient aux abords directs des bâtiments et dans le lit majeur de la Woluwe coulant quelques dizaines de mètres en contrebas.

Les champs ont été petit à petit grignotés par l'urbanisation et, dès le début des années 1970, par la construction des Cliniques Universitaires Saint-Luc et du campus universitaire de l'UCL en Woluwe.

Les prairies étaient destinées au pâturage et/ou à la fauche. Après que l'activité agricole ait pris fin en 1979, les zones bordant le cours d'eau ont progressivement évolué vers la formation de roselières et de végétations typiques de milieux humides alors que les abords de la ferme et les prairies hautes restèrent des terrains pâturés avec des résultats divers en terme de préservation de la végétation et des sols.

Il est à remarquer que, jusqu'à la fin, la ferme a gardé un fonctionnement traditionnel sans l'habituelle évolution/intensification qui a touché les zones de grandes cultures partout dans le pays, voire en Europe. Les pratiques agricoles intensives (tel que remembrement et drainage par tuyaux enterrés) n'ont donc pas été mises en œuvre : la prairie humide n'a été drainée que par des fossés à ciel ouvert, qui se sont colmatés peu à peu après l'abandon de l'exploitation, les saules têtards ont été entretenus (une partie tout au moins), les arbres ont été préservés, le relief est resté intact.

Lors de la prise en charge du site par la CEBE, l'asbl a, par des techniques de gestion comme la fauche et le pâturage, favorisé la recolonisation puis la conservation d'une flore et d'une faune typiques, riches et devenues extrêmement rares à l'échelle de la Région, voire parfois rares ou peu courants à l'échelon national.

Il ne s'agit donc pas d'un « arrêt sur image » mais bien de la lente évolution d'une ancienne exploitation vers un milieu naturel, en conservant et en mettant en valeur les vestiges de son passé agricole.

Citons aussi la présence d'un moulin à vent sur pivot, dit « Moulin brûlé », installé à Woluwe-Saint-Lambert en 1962. Il a été totalement reconstruit après un incendie.

Les 10 hectares de paysage préservés et le fournil constituent la base du projet porté par la CEBE.

Outre la ferme, le moulin et le fournil, certains petits éléments patrimoniaux ou paysagers sont des témoignages vivants de ce passé rural.

Les plus intéressants de ces vestiges sont les suivants :

- Les alignements de saules-têtards
Destinés à fournir en bois les habitants des environs, ces saules étaient taillés selon une rotation de plusieurs années. Les résultats de la taille procuraient notamment du

bois de chauffage, piquets de clôtures et combustible pour le fournil.

- Les grands peupliers

Ces peupliers sont présents sur des photographies d'avant la seconde guerre mondiale et semblent monter la garde au bas de la ferme, là où la pente s'élève vers les bâtiments.

- Les cuves au niveau des sources

Vu la géologie, des sources sont présentes à différents endroits du site. Celles-ci apportent une eau légèrement calcaire. L'exploitant de la ferme Hof ter Musschen a eu l'idée d'utiliser la fraîcheur de l'eau pour refroidir le lait immédiatement après la traite. Il a enterré de grandes cuves métalliques, alimentées par l'eau des sources. Les cruches contenant le lait étaient déposées dans ces vasques, remplies d'eau fraîche, propre et courante.

L'ensemble du site reste marqué par l'activité agricole.

Le projet vise donc :

- à préserver les caractéristiques du paysage agricole et les quelques vestiges résiduels de cette activité ;
- à favoriser flore et faune locales en développant une gestion basée, au moins en partie sur l'activité passée (pâturage et fauche) ;
- à obtenir un statut de protection permettant de pérenniser le site sur le long terme (menace d'urbanisation) en impliquant propriétaires, autorités régionales et communales ;
- à préserver le fournil de la ferme comme élément paysager et le faire revivre en portant une activité de « cuisson de pains à l'ancienne » ;
- à informer le public au moyen de visites guidées, d'expositions, d'exposés, d'ouvrages, etc ;
- à intégrer une dimension sociale.

11. Résultats obtenus

Nous situons la fin du développement du projet en 2007 avec l'inauguration du fournil et le démarrage des cuissons de pains. Depuis, les différents aspects du projet sont continuellement entretenus et développés sur base des principes énoncés au départ.

Les résultats suivants ont été obtenus :

Protection du site (paysage et bâtiments)

- Ferme classée comme 'monument' en 1988 (Arrêté 8.08.1988)
- Site classé comme 'site' en 1994 (AGRBC 9.06.1994)
- Site affecté en Zone Verte de Haute Valeur Biologique dans le Plan Régional d'Affectation du Sol (PRAS) en 2001 (AGBRC 3.05.2001)
- Site désigné Natura 2000 (Station 1B 11 – Hof ter Musschen (Moniteur Belge 27.03.2003) & site BE1000001 (JOCE 29.12.2004 – Décision C(2004)4032)
- Fournil restauré avec l'aide de la DMS (inauguration en 2007)

Gestion du site

- Convention d'occupation avec les propriétaires du site (UCL et commune de Woluwe-Saint-Lambert)
- Elaboration d'un plan de gestion naturelle accepté par l'UCL
- Convention avec des propriétaires de chevaux, dont la police fédérale à cheval, assurer une gestion par pâturage des prairies hautes
- Recherche de subsides pour achat de matériel de gestion de sites naturels et pour

- gestion éventuelle par tiers
- Attribution de certains travaux de gestion à des entreprises de travail adapté (Les Pilifs et la Serre Outil) (de cette manière, les subsides sont valorisés pour un objectif patrimonial et environnemental mais aussi social)
- Minimum 12 gestions annuelles par des bénévoles
- Participation de membres du personnel d'entreprises privées dans le cadre d'activités style 'team building'
- Surveillance du site afin de le protéger des dégradations

Flore et faune

- Inventaires complets de la faune et de la flore du site
- Création de collaborations naturalistes avec des spécialistes et associations tant belges qu'étrangers à des fins d'identification et confirmation d'observations relatives à la biodiversité

Animation du fournil

- premières cuissons de pains en 2007
- développement d'une expertise quant aux techniques de cuisson
- 6 à 10 animations publiques annuelles

Information du public / éducation permanente

- Réalisation de minimum 12 visites guidées/an (1/mois) (gratuites)
- Visites guidées à la demande pour groupe
- Visites scolaires
- Publication d'un bulletin trimestriel de l'association
- Création et entretien d'un site internet www.cebe.be
- Publication en 2010 d'un ouvrage sur l'histoire de la ferme (François, B, François J. et Waiengnier D., 2010, L'Hof ter Musschen, Histoire & anecdotes d'une ferme brabançonne, Centre Albert Marinus asbl, 128 p)
- Expositions sur la richesse du site (Halles Saint-Géry – 2008, Commune d'Evere, de Woluwe-Saint-Lambert et d'Anderlecht – plusieurs fois, ferme Hof ter Musschen – 2010)

Dimension sociale

- Valorisation des subsides publics en confiant certains travaux de gestion du site à des entreprises de travail adapté
- Mise en place de chantiers nature pour écoliers (niveau primaire – en collaboration avec Natuurpunt)
- Exposé historique, visite nature et animation cuisson de pains avec une institution pour personnes handicapées de Woluwe-Saint-Lambert (Le Silex)
- Convention de collaboration avec différents organismes pour l'application de peines d'intérêt général (peines alternatives à l'incarcération) (travaux de gestion naturelle dans le site)

IV. RESPECT DES CRITERES D'ATTRIBUTION DU PRIX

12. Développement territorial durable

Le projet s'inscrit-il dans une politique de développement durable ?

Contribue-t-il au renforcement des valeurs environnementales, sociales, économiques, culturelles et esthétiques du paysage ? De quelle façon ?

Est-il parvenu à s'opposer ou à remédier à des dégradations de l'environnement ou à des nuisances en milieu urbain ? De quelle façon ?

Le projet s'inscrit dans une politique de développement durable. Flore, faune et paysages sont préservés. La valeur scientifique des lieux, de par la pratique d'inventorisation active qui y est menée par la CEBE avec l'aide d'experts belges et internationaux (certains groupes d'insectes sont, par exemple, suivis avec l'aide de chercheurs hollandais et allemands), fait l'objet d'une attention aigüe et constante.

Le public, pour qui un cheminement durable sur le site a été conçu –cheminement qui le canalise tout en préservant les zones les plus sensibles – est invité à visiter les lieux. Il est aussi sensibilisé à l'intérêt biologique, mais aussi esthétique, du site de par les visites guidées qui y sont organisées plusieurs fois par mois (visite mensuelle tous les 1er dimanches du mois, visites « à la carte » pour groupes, visites scolaires,...).

L'animation fournil (cuisson de pains jusqu'à 10 fois par an), fait le lien avec l'intérêt historique et architectural de l'HTM (rappelons que la ferme classée de l'HTM jouxte directement le fournil et la zone gérée par la CEBE).

Le bulletin trimestriel de la CEBE (L'Echo du Marais) et son site internet (www.cebe.be) relaient les attraits des lieux et toutes les nouvelles s'y rapportant. La participation aux gestions est aussi une invitation à appréhender différemment, mais intensivement, le site. « Lorsque l'on connaît quelque chose, on le respecte souvent mieux ! » est l'adage que la CEBE tente de concrétiser dans son action.

Ces actions conjointes ont entraîné la reconnaissance de la valeur du site qui a, au fil des ans, acquis des statuts de protection successifs le préservant des dégradations.

L'existence même de ces 10 hectares protégés au sein de la ville en fait un lieu apprécié de ses habitants. Des liens particuliers et des conventions intègrent également le projet dans le milieu social.

13. Exemplarité

Le projet peut-il être considéré comme exemplaire ? Pourquoi ?

Quelles bonnes pratiques a-t-il permis de mettre en œuvre ?

Le projet peut-être considéré comme exemplaire, car :

- ce site bénéficie d'une gestion conséquente qui a pris la relève d'une activité agricole aux pratiques encore traditionnelles et qui se poursuit depuis plus de 25 ans. Le projet a permis à la fois de protéger un ensemble paysager en conservant ses caractéristiques principales mais en y adjoignant un volet « préservation de la biodiversité » (gestion des différents milieux naturels) et un volet « animation » par les nombreuses visites guidées et en faisant revivre la cuisson du pain dans le fournil de la ferme.

Cette gestion vise donc à favoriser le maintien et le développement de la biodiversité et du patrimoine (paysage). On peut citer comme principaux acquis techniques :

- la gestion des prairies hautes par le pâturage (chevaux)
 - la gestion des roselières et des prairies humides par la fauche
 - la « récupération » de vieux saules-têtards (éléments clés du paysager rural) non élagués depuis plus de trente ans
 - le maintien et la restauration du verger
 - l'apprentissage de la boulangerie traditionnelle, développé au fil du temps.
- ce projet est le fruit d'une collaboration entre différents acteurs privés et publics par le développement d'une confiance réciproque.

A travers la gestion globale de l'HTM, on touche à tous les aspects du fonctionnement d'une asbl nature. Citons, pêle-mêle : les contacts avec les « décideurs », les relations avec les propriétaires, la gestion financière, l'intégration à la vie locale (le site s'inscrit dans l'espace communal de Woluwe-Saint-Lambert et ce qui s'y passe l'influence), le recours aux moyens de communication (bulletin, site internet), la réalisation d'inventaires scientifiques, la recherche de partenariats divers (campagne de baguage d'oiseaux avec l'IRSNB, convention de pâturage avec la police fédérale à cheval et un particulier, synergie avec des entreprises organisant des activités de team-building « nature » pour leurs travailleurs, installation de ruches par un apiculteur, etc), le travail en équipe,...

14. Participation du public

Le projet encourage-t-il activement la participation du public au processus décisionnel ? De quelle façon ?

Le projet cadre-t-il avec les politiques plus vastes mises en œuvre par les autorités nationales, régionales ou locales ?

La CEBE est ouverte au public pour toutes ses activités. Elle organise gestions, animations et visites guidées. L'association se pérennise en attirant par ces moyens de nouveaux bénévoles qui s'intègrent à l'équipe, qui enrichissent celle-ci. L'ancrage reste local. Des synergies sont réalisées avec d'autres associations (p.ex. Woluwe-Inter-Quartier, Asepre) afin de mobiliser des forces si nécessaires (opérations de nettoyage, interpellation des autorités, etc).

Certains travaux de gestion sont confiés à des entreprises de travail adapté et des conventions de partenariat ont été arrêtées avec des particuliers et des administrations.

Le site, de par ses statuts de protection obtenus au fil des ans (classement, affectation du sol en Zone Verte de Haute Valeur Biologique, Natura 2000) est un des éléments majeurs d'une nature de qualité à Bruxelles. Ces statuts confortent :

- la valeur intrinsèque du site au niveau historique, paysager et scientifique (classement)
- son importance dans la mise en œuvre des politiques locales et régionales de conservation (affectation du sol en ZVHVB) mais aussi européenne (intégration au niveau du réseau européen Natura 2000).

15. Sensibilisation

Le projet accroît-il la sensibilisation du public à la valeur des paysages sous l'angle du développement humain, de la consolidation de l'identité européenne ou du bien-être individuel et collectif ? De quelle façon ?

Par ce projet, le public est largement sensibilisé à la valeur du paysage rural brabançon traditionnel et ses reliques bruxelloises.

Lors des visites guidées, la lecture du paysage est mise en avant : la position de la ferme à flanc de colline, la disposition des bâtiments (fournil hors du carré pour contrer les risques d'incendie), les pratiques agricoles (pâturage, verger, apiculture). Le lien avec les activités agricoles passées peut être visualisé sur le terrain.

Les constructions et infrastructures proches (cliniques universitaires Saint-Luc de l'UCL, boulevard de la Woluwe, buildings) ancrent aussi le site dans sa réalité d'aujourd'hui.

Situé dans le lit majeur de la Woluwe et sur son versant Est, l'ensemble permet également d'appréhender la formation du paysage sous l'angle de la géologie.

Le lien peut ainsi être fait avec les différents milieux présents ainsi qu'avec leur richesse biologique.

Lors des activités de cuisson du pain, le public peut apprécier physiquement le lien avec une activité ancestrale en pétrissant et en cuisant lui-même dans l'enceinte du fournil de la ferme.

L'Hof ter Musschen offre un écrin de verdure en pleine ville, dans lequel le public peut jouir d'une nature de qualité, bien différente de celle des parcs aménagés. Pour le Bruxellois, par essence citadin, il n'est pas obligatoire de prendre sa voiture et d'avaloir les kilomètres pour appréhender le VIVANT sous toutes ses formes pour autant qu'on prenne la peine d'observer. C'est un plaisir intense, nécessaire, ressourçant et mis à disposition gratuitement.

V. MATERIEL COMPLEMENTAIRE

La version papier du présent formulaire d'inscription, accompagnée d'une copie du matériel numérique sur CD-Rom ou DVD, devrait être adressée par voie postale ou par coursier à l'adresse suivante :

Maguelonne Déjeant-Pons

Secrétaire exécutive de la Convention européenne du paysage

Chef de Division, Conseil de l'Europe

F - 67075 STRASBOURG, Cedex

Tél. : +33 (0) 3 88 41 23 98

E-mail : maguelonne.dejeant-pons@coe.int

- Texte (10 pages max.) : *format PDF*
- Photos (10 max.) : *JPEG 350 dpi en haute définition*
- Posters (2 max.) : *format PDF en haute définition ou JPEG 350 dpi en haute définition*
- Vidéo (15 mn max.) : *format-mpeg 2 Il est conseillé de présenter une vidéo (même d'amateur).*

* * *

Council of Europe – European Landscape Convention
LANDSCAPE AWARD OF THE COUNCIL OF EUROPE
4th Edition – 2014-2015

APPLICATION FORM

I. STATE CONCERNED AND APPLICANT

1. State	CROATIA
Represented by	Ms Sanja Šaban, Assistant Minister
Address:	MINISTRY OF CULTURE RUNJANINOVA 2, 10 000 ZAGREB
Tel.:	+385 1 4866 627
E-mail:	sanja.saban@min-kulture.hr
2. Applicant Name of the local, regional authority (ies) or NGO(s)	CULTURAL CENTER OF BRAČ (CENTAR ZA KULTURU BRAČ), CROATIA
Represented by	Mrs. Jasna Damjanović
Address:	TRG SVETOG PETRA 1, 21423 NEREŽIŠĆA, BRAČ, CROATIA;
Tel.:	+385 21 637 092
E-mail:	centar.za.kulturu.brac@st.t-com.hr

II. PRESENTATION OF THE PROJET

3. Name of the Project	ECOMUSEUM BLACA HERMITAGE
4. Location of the Project	BLACA VALLEY MUNICIPALITY OF NEREŽIŠĆE ISLAND OF BRAČ CROATIA

5. Summary of the Project

The project *ECOMUSEUM HERMITAGE BLACA* revitalized the former monastic complex into a contemporary museum that captures the local identity and immerses the visitor into the local history and culture and the landscape of exceptional aesthetical value. Blaca hermitage was built in the 16th century next to the caves in the cliffs in the isolated canyon on the southern side of Brač Island in Croatia. Its great natural, cultural and aesthetical values were recognized by local community, local authorities and national institutions, all of which helped in placing it on the UNESCO's World Heritage Tentative list. The project serves as an outstanding example of sustainable heritage preservation in the region with the highest degree of landscape appreciation. Between 2007 and 2011 the complex was renovated and extensive interdisciplinary research has been carried out. The project is continuously elaborated with new curatorial programmes and restoration projects.

6. Photo representing the Project



Photo: Kristijan Brkić

III. CONTENT OF THE PROJECT

7. **Start of the Project** month year

8. **Partners**

9. **Financing bodies**

10. Central aims of the Project

The central aim of the project is the conversion of the Blaca hermitage for museum, touristic, educational and agricultural purposes. The long-term aim is to utilize the full potential of Blaca's natural, cultural, touristic and economical resources through the Ecomuseum concept and to enhance them for the benefit of the local community and visitors. An Ecomuseum focuses on identity, territory, memory and community, all of which are equally important. This concept engages the local people to participate in the museum presentation that tends to capture the local identity by integrating natural, architectural and immaterial heritage values in the programme.

The project consists of three main parts: 1/ upgrading the museum presentation programme 2/ implementing the economic and environmental sustainability strategies and 3/ conducting necessary conservation and reconstruction of the buildings within the complex.

The project activities were as follows:

- Restoration of damaged parts of the buildings within the museum-monastery complex and establishing their cultural-touristic function
- Restoration of the surrounding monumental cliffs and preparation of project documentation for the long-term solutions for ensuring safety and visitors protection within the entire complex
- Improving the visitor's access to the museum complex, while respecting the natural environment of the complex and its surrounding: renovation of traditional paths, resting and gathering platforms, providing signage
- Renovation of the traditional drywalls as traditional landscape elements in the surrounding
- Designing a strategy for an environmentally friendly and sustainable system of energy and water supply for the entire museum complex
- Creating a study for revitalization of organic agriculture (traditional economic activities such as wine and olive growing, beekeeping etc.)
- Restoration and presentation of the museum collection of movable artefacts

- Creating a rich and diverse museum programme and a marketing strategy that is inviting, creative and understandable for the general public
- Public promotion and presentation of the Ecomuseum project aiming to invite the local community to participate in its functioning (in 2010 and 2011)
- Including landscape as an additional value and attraction of the visitor's museum experience (organizing outdoor museum programmes: hiking, climbing, cycling and trekking).

11. Outcome

During a five year period extensive work has been done for the overall restoration, maintenance and functioning of the hermitage and its environment: from making the project documentation to the execution of restoration works on the monastery and its surrounding. Due to an isolated location, its specific position in the cliffs and a nature protection status of a significant landscape, the conducted activities were very difficult to perform and financially demanding, but successful. High measures of precautions were taken in collaboration with various cultural and natural heritage experts in order to preserve the overall values of the landscape as an inseparable part of the former monastic complex. The museum infrastructure facilities and the access to the museum were improved and the drywalls in the surrounding were restored by using traditional techniques and materials.

During the project, two natural disasters occurred in the Blaca Valley - an escarpment in 2010 which damaged the roofs of the buildings and a fire in 2011 which devastated a large part of the forest and paths surrounding the Blaca hermitage. Therefore, additional restoration was conducted to repair the damages and re-establish the access to the museum. Even today, the museum complex is not accessible by vehicles. To reach the museum, visitors have to walk through the canyon approaching from several directions. That can involve other activities such as climbing, hiking or cycling. During these activities they can fully experience the preserved landscape with its combination of anthropogenic and natural elements that were imprinted in the canyon over the centuries. A rich museum collection awaits the visitors upon their arrival. With guidance, they can see the church, living spaces of the friars with original furniture, a collection of ancient weapons, a music room, a rich library with a printing machine from the 19th century and an observatory with the third most powerful telescope in Croatia. From the museum buildings they can enjoy the beautiful view of the grey rocks, drywalls, holm oak forest and the sea. For the traditional plantations within the complex (which contains olives, rosemary, lavender, grapevine etc.) project studies were designed in order to continue the old local agricultural tradition and to conserve the specific ecosystem and overall environment.

The local community was involved in the project through the workshops held during 2010 and 2011 throughout the communities on Brač Island about the possibilities and potential of ECOMUSEUM BLACA HERMITAGE.

IV. RESPECT OF THE CRITERIA OF THE ATTRIBUTION OF THE AWARD

12. Sustainable territorial development

Is the project part of a sustainable development policy? Does it contribute to the enhancement of environmental, social, economic, cultural or aesthetic values of the landscape? How? Has it successfully countered or posed remedy to any pre-existing environmental damage or urban blight? How?

The project activities emphasised the visibility of the ECOMUSEUM BLACA HERMITAGE and as a result it was included in the General touristic regional plan and in the Development strategies of the Split-Dalmatian County since 2011. They continuously supported the project providing professional and financial means as well as the sustainable development guidelines (based on the needs of the local community) necessary for successful management of the museum.

The local community has a vital participatory role in the process of functioning and maintenance of the complex – local craftsmen, local gardeners and various cultural experts - which improves the development of the community and reflects on the economic benefits based on cultural tourism. Besides the economic prosperity, those kinds of practices enhance the sense of ‘belonging’ and strengthen the local identity. Also, they help in preserving the local tradition which is passed on to younger generations and includes more environmentally friendly methods of maintenance, making the public more aware of the overall landscape values. This inspired the ideas about organizing educational workshops for wood and drywall restoration in the future. All of these are important components that create the system of sustainable development of Blaca hermitage, in accordance with the “Strategy for protection, conservation and sustainable economic use of the cultural heritage of Croatia, 2011-2015” (Ministry of Culture).

Due to the isolated and inaccessible location of the Blaca hermitage the area was not exposed to urban blight, but because the pace of life was rapidly accelerating in the second part of the 20th century the traditional way of using the land was abandoned. This project aims to further revitalize the traditional skills, knowledge and way of life in order to continue the sustainable development of the area.

13. Exemplary value

Can the project be considered of exemplary value? Why? Which are the good practices that it implemented?

The project of restoration and presentation of Blaca Hermitage in the spirit of the Ecomuseum concept shows that sustainable strategies and quality cultural management can result in effective integral preservation of an important cultural and natural heritage and in economic prosperity for the local community.

According to the Nature Protection Act the Blaca Valley is protected as a significant landscape since 1986 and the museum-monastic complex enhances that value in every aspect of its programme, encouraging the visitors to use all of their senses. Enjoying the impressive view during the walk through the canyon, touching the karst rocks, smelling the rosemary and trying the local honey – the visitor gets immersed into the local culture and fully experiences the landscape, becoming a part of it.

Recognizing the uniqueness and cultural values of the landscape should be a starting point for every quality preservation and presentation of a natural heritage, which in this case meant respect for the environment, landscape integration of the complex and preserving the local agricultural tradition. That is why the Blaca hermitage is one of the best examples of integral preservation in the Adriatic and in the region. The project is not only successful but exemplary for its collaboration with the local community and authorities as well as for using contemporary methods in accordance with the Ecomuseum concept and with the European standards. Through this project the history of the complex is fully appreciated and tells a four-century-long story through the eyes of the locals in a way that is understandable and inspiring for the modern visitor and especially for younger generations.

14. Public participation

Does the project actively encourage the public's participation in the decision-making process? How? Is the project in line with the wider policies implemented by national, regional or local authorities?

In the 1980's the Municipality became the owner of the Blaca monastery and they have been engaged in its maintenance ever since, taking over the role that was previously held by monks until 1972. Since then the management of Blaca was then taken over by the Cultural Centre of Brač that continuously collaborates with the Conservation Department of Split. They designed the "Project for the revitalization and use of the cultural monument Pustinja Blaca" and a "Proposal for the Ecomuseum Blaca".

All of this shows the continuity of the local engagement in the management of their cultural heritage. This naturally led to the creation of the Ecomuseum concept based on the "bottom-up" planning approach and active participation of the local community and institutions. This was achieved by an open dialogue between the local associations and individuals represented by all age and with various professional backgrounds through workshops organized on different locations on Brač Island. They served as a place for pooling of ideas and exchange of experience and knowledge that would be used for planning the development of the museum.

Development of the project ECOMUSEUM BLACA HERMITAGE was made in accordance with the regional and national authorities and various institutions that became involved during the project's implementation and gave their professional, creative and financial support.

15. Awareness-raising

Is the project effectively increasing the public's awareness of the importance of landscape in terms of human development, consolidation of European identity, or individual and collective well-being? How?

Today the Blaca hermitage stands as an important landmark on Brač Island presenting local culture and history that is well preserved after four centuries and several natural disasters. Projects of restoration of this monument always included careful conservation, not only of the buildings, but of the landscape as well, using environmentally friendly and sustainable strategies which don't compromise but enhance its importance. Even with difficult restoration activities that included helicopter transport of materials (provided by the Croatian Ministry of Defence), the local authorities recognized the long-term advantages of preserving this cultural and natural heritage site.

By insisting on its revitalization and on carefully designed museum presentation in accordance with the European curatorial trends, the project enhances the importance of landscape and raises awareness about the need for integral preservation.

Besides as a museum presentation of local history and culture, the Blaca hermitage is an important meeting place for a pilgrimage that gathers annually on the first Saturday after the Feast of the Assumption. All of this contributes to strengthening the local identity and sense of community - which is also important for further engagement in active preservation of the Blaca hermitage and its continuous functioning.

V. ADDITIONAL MATERIAL

CD containing:

- **Photos**
- **Video**

I. STATE CONCERNED AND APPLICANT

1. State

CYPRUS

Represented by

**Mr. KYRIACOS HADJITTOFI
MAYOR**

Address:

**AGIOS ATHANASIOS MUNICIPALITY
42 STAVRAETOU TOU MACHERA STR.,
4104, AG. ATHANASIOS, LEMESOS**

Tel.:

00357 25 864107 , 00357 25864108

E-mail:

demos.agios.athanasios@cytanet.com.cy

2. Applicant

*Name of the local,
regional authority (ies)
or NGO(s)*

AGIOS ATHANASIOS MUNICIPALITY

Represented by

**Mr. KYRIACOS HADJITTOFI
MAYOR**

Address:

**AGIOS ATHANASIOS MUNICIPALITY
42 STAVRAETOU TOU MACHERA STR.,
4104, AG. ATHANASIOS, LEMESOS**

Tel.:

00357 25 864107, 00357 25864108

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demos.agios.athanasios@cytanet.com.cy

II. PRESENTATION OF THE PROJET

3. Name of the Project

DEVELOPMENT OF THE HISTORICAL
CENTRE OF AGIOS ATHANASIOS
MUNICIPALITY

4. Location of the Project

CENTRE OF AGIOS ATHANASIOS
MUNICIPALITY

5. Summary of the Project (10 lines)

The project for the construction and reformation of the municipality's central square started in 2006 and included a series of measures for the improvement of citizen's life. The project was completed in three phases. The first phase composed of the diversion of the main road from the front of the municipal building to its rear and east side and the construction of parking areas.

The second phase started on the 30th December 2007 and was completed on 14th September 2011. The second phase included the construction of the new square for pedestrians which provides safe access to the Municipal Building for elderly and disable persons, a new children's play area and landscaping of the surrounding areas.

The third phase includes the restoration of old buildings in close proximity to the Central Square, the creation of Library, Municipal Youth Centre, Arcade and Folklore Museum.

6. Photo representing the Project (high definition – JPEG 350 dpi) and name of the author of the photo please



III. CONTENT OF THE PROJECT

7. **Start of the Project** month year
The project must have been completed three years previously

8. **Partners**
- | |
|--|
| AGIOS ATHANASIOS MUNICIPALITY
TOWN PLANNING AUTHORITY OF
THE MINISTRY OF INTERIORS
REPUBLIC OF CYPRUS |
|--|

9. **Financing bodies**
- | |
|---|
| AGIOS ATHANASIOS MUNICIPALITY
THE REPUBLIC OF CYPRUS |
|---|

10. **Central aims of the Project**

- | |
|---|
| <ol style="list-style-type: none">1. Improvement of the road network - reducing risks from vehicles passing in front of the main entrance of the City Hall.2. Creation of a square, an area with safe access for vulnerable population groups3. Creation of recreation areas for social interaction4. Creation of a safe play area for children, youth and elderly people5. Landscaping of the area around the Municipal building6. Restoration of the site and the surrounding buildings, so as to enhance the traditional style that used to exist.7. Improvement of the citizens' life in general. |
|---|

11. **Outcome**

<p>The project's aims mentioned above have been fulfilled. The new main square of Agios Athanasios Municipality is a quiet, safe and pleasant place for the gathering of children, youth and elderly people. The landscaping of the area, which composes of the plantation of local species trees, water fountains and ponds, has improved the aesthetics of the whole area.</p>
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IV. RESPECT OF THE CRITERIA OF THE ATTRIBUTION OF THE AWARD

12. Sustainable territorial development

Is the project part of a sustainable development policy?

Does it contribute to the enhancement of environmental, social, economic, cultural or aesthetic values of the landscape? How?

Has it successfully countered or posed remedy to any pre-existing environmental damage or urban blight? How?

The project is part of our sustainable development policy, as described below: Since 1997 the Municipality of Agios Athanasios had taken the decision for major planning interventions, so as to be able to serve the growing residential development and to serve the inhabitants in a number of services. The town planning of the area should generally be redesigned, so as to accommodate the new needs, for infrastructure, cultural, sporting and commercial, which resulted from the transformation of a rural settlement to an urban centre.

In collaboration with the Town Planning and Housing Department of the Ministry of Interior, we worked out the first review of the residential areas, the establishment of commercial axes and commercial areas, so as to safeguard land reserves for future generations and sustainable development.

The third vector of our strategy was to redesign the Historical Centre which suffered from various interventions that did not contribute to the rational development, for example the construction of the City Hall, but also the overall functioning of the historic centre.

Together with the Preservations' Sector of the Planning and Housing Department, we promoted the emergence of preserved buildings from individuals who chose the benefits, while the Municipality redesigned the space around the Historic Core so as to create conditions for sustainable coexistence and development in this crucial area which encompasses the whole history of the region.

The design of the Central Square as mentioned above, was completed successfully in three phases and includes: diversion of the main road (Stavraetou tou Machera str.) thus creating a secure access for all citizens - children, elderly and people with disabilities, creation of new parking spaces, green area, children play area, tennis/ basketball court and open space for cultural events. The existing main road was a result of an attempt to connect the Agios Athanasios settlement area with the Central Square with a secure road for motor vehicles, because the old main road was valued as dangerous.

Furthermore the design included the creation of Public Library and youth centre, but of utmost importance supporting the above, was the municipal project of the Folklore Museum, which exhibits the continuity of the history in this area.

The project was completed this year and will contribute to the initial objectives of the reconstruction and development of the Municipality's Main Square.

Finally we have obtain land and we proceeded with the planning for further development with the public-private partnership system, so as to involve the private sector, provided that there is interest. The conditions have been created for connecting the main square with another square, that of the Cultural Centre and Church St. Athanasius and Cyril.

13. Exemplary value

*Can the project be considered of exemplary value? Why?
Which are the good practices that it implemented?*

The project is of exemplary value.

The most historic area of the Municipality has been exempt from uncontrolled vehicle movement, safeguarding safe access to the center, the Town Hall, Church and the Folklore Museum.

The area is being used for entertainment and gathering, and the conditions for development of private sector's activities were created, such as rural tourism, the renovation of old houses and return of residents to the center and preservation of the architectural heritage.

Of equal importance, is the fact that this resulted to the construction of infrastructure, such as foul and storm sewers, water supply, electricity etc. Furthermore, spaces emitting negative image have been exploited through landscaping, with traditional characteristic features such as stone pavement, stone dressing, water ponds and planting of local species trees, which upgraded the green area.

14. Public participation

*Does the project actively encourage the public's participation in the decision-making process? How?
Is the project in line with the wider policies implemented by national, regional or local authorities?*

At the initial stage of the design, the project conception was published, and affected citizens were involved in the final decision making process, thus promoting sustainable decisions, by recognizing and communicating the needs and interests of all participants, including decision makers.

During the design procedure, there were three public presentations and hearings with the participation of the Town Planning and Housing Department, who considers that the project falls within its own priorities for enhancing the sustainable development of new municipalities.

15. Awareness-raising

Is the project effectively increasing the public's awareness of the importance of landscape in terms of human development, consolidation of European identity, or individual and collective well-being? How?

The project undoubtedly increases the public awareness in the development of landscaping.

The project had been designed and structured having as main goals the improvement of the standard of living of the citizens, the improvement of the image of the city and the regeneration of its central village core and the promotion of a project based on European standards.

A long term goal which has been fulfilled was to provide high quality urban space for civic interaction and social contact, while the special character of the particular area has been safeguarded.

Raising the landscape awareness of local community is an ongoing effort of the Local Authority. To obtain this the Authority organizes on yearly basis the development on new green areas and tree planting in public spaces with the contribution of local schools and other local bodies.

In addition to the above mentioned, the municipality offers additional programs to its citizens such as festivals, musicals and theatrical events.

V. ADDITIONAL MATERIAL

Together with the printed version of the Application form, additional material in digital format should be included in one CD-Rom or DVD and returned by post or courier to:

*Maguelonne Déjeant-Pons
Executive Secretary of the European Landscape Convention
Head of Division, Council of Europe
F-67075 STRASBOURG, Cedex
Tel: +33 (0) 3 88 41 23 98
E-mail: maguelonne.dejeant-pons@coe.int*

- Text (10 pages max.): *PDF format*
- Photos (10 max.): *JPEG 350 dpi high definition*
- Posters (2 max.): *PDF format high definition or JPEG 350 dpi high definition*
- Video (15mn max.): *mpeg 2 format - It is advised to present a video (even of amateur).*

* * *

I. STATE CONCERNED AND APPLICANT

1. State	The Czech Republic
Represented by	Mrs. Júlia Tóbiková
<i>Address:</i>	Ministry of the Environment Vršovická 65 100 10 Praha 10 Czech Republic
<i>Tel.:</i>	+420 267 12 2712
<i>E-mail:</i>	Julia.Tobikova@mzp.cz
2. Applicant	Municipality of Tvarožná Lhota and INEX voluntary service Bílé Karpaty - NGO
<i>Name of the local, regional authority (ies) or NGO (s)</i>	
Represented by	Mr. Vít Hrdoušek
<i>Address:</i>	Tvarožná Lhota 148 696 62 Strážnice Czech Republic
<i>Tel.:</i>	+420 724 162 265
<i>E-mail:</i>	Hrdousek.v@straznicko.cz

II. PRESENTATION OF THE PROJCT

3. Name of the Project	Service Tree – Tree of the Slovácko Region
4. Location of the Project	Tvarožná Lhota

5. Summary of the Project (10 lines)

The project pursues the restoration of the cultural landscape of the Slovácko Region by cultivating, disseminating and promoting traditional fruit trees with the participation of local residents, volunteers and local governments.

The primary and fundamental element of the project is the service tree (*Sorbus domestica*), nowadays nearly forgotten, but which used to be an economically important tree and an important landscape feature not only in the Slovácko Region, but also in other locations in Europe.

The project develops participation of the local residents, region and other partners, who together have gradually launched a campaign to rescue historical fruit tree species, especially the service tree.

During the campaign, a number of activities were brought to fruition: the Service Tree Museum, educational trails, and an arboretum were built; a gene pool was created from rare fruit trees; old fruit trees were treated; seedlings were obtained and grown; trees were planted within the network of the regional system of ecological stability (an essential part of a green infrastructure in the Czech Republic); and memorial trees were declared. Annual events, the purpose of which is to highlight local traditions and to benefit the public with the products of fruit trees, were started: the Service Tree Festival and the Service Tree Harvest. At these events, handmade products made of the wood and fruit of the tree are presented in the slow food style, and the recovered knowledge and revived values are disseminated to other regions and countries. These events, which involve numerous people from the region, still serve the public to this day.

More than 100 villages of the Slovácko Region – the tradition bearers of the service tree – have subsequently entered into the project.

6. Photo representing the Project (high definition – JPEG 350 dpi)



III. CONTENT OF THE PROJECT

7. Start of the Project

month

year

The project must have been completed three years previously

8. Partners

Administration of Bílé Karpaty Protected Landscape Area
Strážnicko Micro-Region
Local Action Group Strážnicko
Local Nursery School and Local Primary School
Local Mail Choir
Local Hunting Association
Local Gardening Association

9. Financing bodies

2,5 mil. CZK (cca. 93 000 €)

- Ministry for Regional Development
- Ministry of the Environment
- Tvarožná Lhota Municipality

Over 10 000 hours of voluntary activities of local residents and hundreds of volunteers even from abroad.

10. Central aims of the Project

Not only the trees create fundamental elements of our landscapes, but they also provide us with a wide variety of ecosystem services. In the Czech Republic we celebrate the National Tree Planting Day on October 20, which is linked to the signature of the European Landscape Convention in Florence as well.

Linking people with the landscape more closely

The basic building element of the project was the service tree (*Sorbus domestica*), which is a historically and economically important tree and creates a significant landscape feature in the Slovácko Region.

The following are the objectives of the project:

- Restoring the cultural landscapes of the Slovácko Region. Thanks to the continuous cooperation of residents, volunteers and local governments, the use of traditional fruit trees is being revived, their cultivation is supported and awareness about them being spread.
- Rehabilitating an agricultural landscape that was severely degraded under the communist regime by planting trees extensively, thereby returning trees to the landscape. (*During the communist regime small private fields were expropriated and turned into large land parcels by destroying natural landscape structures and vegetation (sometimes even by explosives), network of paths and roads had been plough away, water streams were straightened etc.*)
- Restoring and recreating vanished landscape structure elements, as these help to reduce water and wind erosion and desertification of the intensively managed agricultural landscapes of the Slovácko Region.
- Increasing overall species diversity of trees in the agricultural landscape.
- Improving permeability of the landscape and at least partial restoration of the now defunct network of paths, balks and hedgerows.
- Raising people's interest in traditional historical fruit trees and their uses, thereby also reviving interest in the further cultivation of such plants.
- Restoring the relationship of not only the local residents to the environment in which they live but also returning the use of traditional natural resources to the people.
- Ensuring the sustainable management of local landscape for future generations.

The project highlights the vanishing cultural heritage of rural landscapes and the importance of the tree for our future generations in terms of the landscape, food, forestry and medicine. Another follow-up objective of this project is to promote awareness of an important, almost-forgotten species of fruit tree in Europe as a symbol of landscape management: The Service Tree – A Tree for New Europe. Organizations and municipalities from the Slovak Republic, Austria, Germany and Italy have also joined and still cooperate on the project.

11. Outcome

The project has been running since 2001, and up to 2011 (and in fact even to the present) the following has been realized:

- During the project preparation phase, the majority of the living giant service trees growing within the territory of Tvarožná Lhota and the surrounding communities in the Strážnice area were mapped. Furthermore, we managed to obtain comprehensive information not only on rare species of service tree, but also on other fruit trees, such as the wild service tree (*Sorbus torminalis*), European cornel tree (*Cornus mas*), mulberry (*Morus sp.*), common medlar (*Mespilus germanica*), and original varieties of prune (*Prunus sp.*), apple (*Malus sp.*) and pear trees (*Pyrus sp.*).
- The protection of the most important trees was assured by their being declared memorial trees, with those that were most threatened being professionally treated.
- The Service Tree Museum was built, exhibiting service trees and other rare fruit trees present in the community and annually attracting over 3 000 visitors.
- After restoring traditional routes in the area, an educational trail leading around the valuable trees was created.
- A promotional, educational and relaxation centre, Travičná Chalet, was built on the educational trail. It has an arboretum with rare fruit trees and a natural, certified herb garden. The arboretum is used for teaching cultivation, protection and the processing of fruit from fruit trees. Schools and families with children often have the Chalet on their itinerary. It is visited by around 4000 people annually.
- Cultivation was restored in two defunct orchards in Rúbanice and Travičná Lhota. Gene pool orchards containing the service tree and its varieties as the principal species were set up there.
- In the proximity of the community, along formerly destroyed but now renewed roads, paths, hedgerows, water streams and balks (total length of 12 kilometres and total area of 9 hectares), 8 species of fruit trees and 6 species of native deciduous trees have been replanted. Today, the trees already bear fruit and thus supply people and animals. The production, promotion and sale of fruit products from service trees and other fruit trees (mulberries, cornel trees, medlar trees, etc.), all of which meet the organic food quality for slow food style consumption, was started.
- The project developed traditional social events and established a new tradition, which the residents of the community and its wide surrounding have embraced. Visitors from the entire Slovácko Region come to the Service Tree Festival held every April and the Service Tree Harvest Festival held every September (these events attract around 2000 people each year) to obtain information and present their growing achievements and products from non-traditional fruits. The locals prepare a rich culinary and cultural programme. These already traditional events support in an important way the identity of the people in the region and their feeling of belonging.
- The visitors then disseminate the idea of repatriation and protection of indigenous fruit trees to the other communities of the Slovácko Region.
 - Each year during the Service Tree Festival, the title of Bearer of the Service Tree Tradition is bestowed on public officials (especially mayors of communities), with more than 100 titles already being bestowed. The title-bearers receive seedlings and materials for promoting the idea of the Service Tree - Tree of the Slovácko Region, in their communities or local governments.
 - Each year during the Service Tree Harvest Festival, the Queen of Service Trees is proclaimed. The winning tree is then professionally treated and protected (protection of hollows, treetop binding, installation of a fence to protect it from ploughing, etc.).
- Substantial cooperation was established with scientific institutions (universities, research institutions) and enterprises (Forests of the Czech Republic, Administration of the Bílé Karpaty Protected Landscape Area, National Rural Network).
- A number of excursions, professional studies and dissertations are being performed in the area.
- As promotional material, an educational publication "Service Tree from A to Z" was published, which has already seen its 3rd edition.
- Finally, a follow-up project entitled *The Service Tree – A Tree for New Europe* was launched. Its aim is to develop a network cooperation for the conservation and use of service trees and other traditional trees throughout Europe.

IV. RESPECT OF THE CRITERIA OF THE ATTRIBUTION OF THE AWARD

12. Sustainable territorial development

Is the project part of a sustainable development policy?

Does it contribute to the enhancement of environmental, social, economic, cultural or aesthetic values of the landscape? How?

Has it successfully countered or posed remedy to any pre-existing environmental damage or urban blight? How?

The project is based on the principle of sustainable development of communities and the Local Rehabilitation Programme of Rural Regions. The strategic documents of the community build on the outputs of the programme. They serve as a basis for land use planning and are closely linked with local materials.

The area of the project overlaps the border of Natura 2000 site and Bílé Karpaty - UNESCO Biosphere Reserve, the project serves as a good example of the possibilities of sustainable development in these protected areas. The project serves for the promotion of the village and the Slovácko Region as well.

The results of this project have clearly increased the value of the landscape and represent a sustainable development from many perspectives:

Environmental

- Planting in the original locations of important landscape elements renewed erosion control and retention features of the landscape. Planted interaction elements helped to mitigate damage during torrential rains in the village in 2007. The largest area of planting (4 hectares) partially restored the once-vanished Dúbrava grove in a completely deforested landscape of fields.
- By restoring and planting old vanished roads and paths (the Hungarian Trail, which links the villages and paths to water resources and small religious monuments), the surrounding countryside of the village became accessible and the traditional mosaic of this cultural landscape has been partially recovered.
- Planting eight species of fruit trees generally strengthened the system of ecological stability of the intensively exploited agricultural landscape (promoting biodiversity, improving the quality of the landscape character), which helped to maintain stocks of small birds and animals.
- The 8-hectare area of the Travičná Chalet was reclaimed, and the ruderal landscape, a product of the socialist era when it had been used for intensive cattle breeding and large plot farming, was converted to orchards and grazing for extensive farming methods.
- On the historical sites of abandoned orchards, gene pool orchards were established. This saved the native species and varieties of fruit trees in the landscape, which, especially in case of the service tree, is of pan-European importance.

Social

- The involvement of a wide spectrum of local residents and other volunteers from the region and from abroad has brought long-term improvement to social life in the community.
- Restoration of road networks, creation of the educational trail and the construction of the museum and chalet has contributed to the development of sustainable forms of agro-tourism and biking, and created high-quality facilities for learning and rediscovery of local traditions and culture.
- Production and sale of products from service tree fruit and other rare fruit has renewed interest in the sustainable management of the landscape and reinforced inter-generational cooperation in the village.
- Local young people guide the visitors around educational trails and the museum.
- The newly established tradition of the annual Service Tree Festival and Service Tree Harvest Festival has substantially promoted cohesion and identity of the local community not only in the village, but throughout the Slovácko Region.
- The involvement of volunteers from other countries and the involvement of municipalities

from abroad in the Bearer of Service Tree Tradition ceremony has contribute to cultural connections across Europe.

Economic

- Implementation of the project has shown that even with limited funds, joining forces may create a long-term activity that brings the village and its residents certain economic and commercial benefit and improves quality of life.
- Sales of products produced from fruit trees are used to support the financial situation of local families.
- Continuous operation of the newly established or restored sites of the museum, chalet, garden and orchards is ensured mostly by voluntary work. The necessary technical support costs of these activities are paid from the funds obtained by selling their own products and seedlings.

Cultural and Aesthetic

- The restoration of the perception of beauty and aesthetic values of individual trees, alleys and fruit tree orchards is a major cultural event, which contributed to the restoration of the genius loci and will, hopefully, positively affect the way the next generation of the Slovácko Region residents will perceive the landscape.
- The Service Tree Festival and the Service Tree Harvest Festival, which are accompanied by local cultural events (local associations of choir, folklore music and dancing, etc.), are new traditions that represent a cultural contribution to the life of local residents and help to develop a sense of belonging to the landscape in which they live. New guests and visitors come to experience the events every year, where each generation can find their own enjoyment. Overall attendance at the festivals is increasing every year.

13. Exemplary value

Can the project be considered of exemplary value? Why?

Which are the good practices that it implemented?

The "Service Tree - Tree of the Slovácko Region" project is a proof that low investment costs but a high-level of cooperation between the local civic association, the municipality, other stakeholders as well as the proper level of involvement of all generations can substantially improve the quality of local life and raise awareness of the values of the landscape.

Cooperation of communities in landscape management and the use of local potential have not only brought some improvements in natural and landscape conditions, but also the development of new or renewed social (community events - planting, cultural events) and private family (fruit growing) activities that are closely linked to the landscape.

This project has for years been an inspiration for many communities and micro-regions not only in South Moravia, but also throughout Europe. The fact that the project received the Entente Florale Europe award and the Silver Ribbon in the Village of the Year competition in 2012 (Czech national competition) and that active cooperation was started with the Slowfood movement and the ELZA and CIVILSCAPE (CENELC.CZ) networks are evidence of this.

The awakened enthusiasm and initiative of local residents and residents of the surrounding villages are a guarantee that the fruit trees, trails and paths will be maintained, that the museum, chalets, gardens and orchards will be cared for, that the newly created festivals and celebrations will continue, and that these values will be transferred to future generations.

14. Public participation

Does the project actively encourage the public's participation in the decision-making process? How?

Is the project in line with the wider policies implemented by national, regional or local authorities?

Most of the activities of this community project were approved as part of the Municipality Development Programme (of which Local Agenda 21 is a substantial part) and integrated in the update of the spatial plan in 2007. At the same time, they initiated a comprehensive land consolidation

process in the village, which was launched in 2011. In view of the fact that preparation of the project and the implementation of the individual parts of the project – namely the building of the museum, trails, chalets and the arboretum, planting and social events – involved hundreds of volunteers from the ranks of local residents and its surroundings, there is no doubt that this project would not have been as successful over the years of its existence without the participation and support of the public.

The citizens – mostly active within various associations and in cooperation with the local council – have created a lasting value for the distinctive life of the community and for landscape management. The local Municipal Hall, under the project, has gained the capability to integrate socially disadvantaged groups in the activities of the community, be it planting trees in the landscape, taking care of trees or preparing support facilities for social events. The project also involved the local nursery and primary school and other schools in the area. Teachers and students helped with planting and picking and with developing learning activities on the subject of traditional fruit (the reward being fruit cakes and cider among other items). A number of young Czech and foreign volunteers devoted their time to the project; some of them established lasting friendships in the community.

To this day, 70 000 visitors to the museum, natural gardens, trails and festivals have enjoyed the benefits of the project. They have not only received information, experience and knowledge, but also fruit products (cider, jams, compotes) and tree seedlings (service trees, wild service trees, cornel trees, medlars, etc.) to plant in the landscape.

The project resonates with the official policy of the State and region and is a model example of sustainable community development. Its results are used not only by the community and micro-region, but also by the Local Action Group Strážnicko, Mendel University in Brno, Slow Food Movement and the South Moravian Region for their presentation during field trips and seminars.

15. Awareness raising

Is the project effectively increasing the public's awareness of the importance of landscape in terms of human development, consolidation of European identity, or individual and collective well-being? How?

All activities related to the project were carried out with great support from, and the interest of, local people, organizations and government agencies. Media interest was also high.

2006: Five years after the start of the campaign, the service tree had really become the symbolic tree of the Slovácko Region. Most of the living giant trees and those most threatened were treated. More than 100 communities and organizations from the Slovácko Region participated in the project and they became the tradition bearers of the service tree. In most communities of the Slovácko Region, thousands of trees were already planted, and so the service trees and other rare fruit trees – such as cornel trees, mulberries and medlars – will be preserved for the next generations.

2008: The comprehensive contribution to the revival of public spaces and residential landscape was acknowledged by the Entente Florale Europe prize being awarded to the municipality Tvarožná Lhota. The municipality received the prize for environmental activities, including exemplary care for service trees and the environment.

2012: The arboretum with the herb garden had grown and revived the landscape destroyed under communism and received the Model Natural Garden certificate.

2012: The social benefits brought by the project were also one of the reasons for being awarded 2nd place (Silver Ribbon) in the national Village of the Year competition.

2014 The service tree was registered in the world ark of Slowfood flavours.

Under the project, an almost forgotten, previously significant species of fruit tree was successfully brought to the attention of the whole region as a symbolic tree of sustainable landscape management. The project succeeded in drawing on the importance of this tree for us and for future generations in terms of landscape, food, forestry and medicine.

In the pan-European context, the project draws attention to the vanishing cultural heritage of local rural landscapes, other local varieties or sorts of fruit trees or bushes, and help to find their economic or landscape use with the support of the activities by governmental and non-governmental policies,

such as the regional system of ecological stability, Natura 2000, Leader, Local Agenda 21 and others.

The project continues to serve as an example of good practice for inter-regional activities under the name of Service Tree – A Tree for New Europe. Under this heading, cooperation with similar organizations and communities in the Slovak Republic, Austria, Germany, Italy and other EU countries was established. Thanks to their cooperation, a monograph mapping the phenomenon of the service tree in the European context, bearing the same name, was also published.

A number of young Czech and foreign volunteers have participated in the project annually under international exchange programmes. Many of them like returning to their homelands to spread the ideas of the project in their respective regions.

You can find more also on the website:

http://en.wikipedia.org/wiki/Sorbus_domestica

“The largest and perhaps one of the oldest known specimen in Europe is on Oskerušė educational trail near Žerotin Hill. Its trunk measures 462 centimetres (15.03 ft) in circumference, with a crown 11 metres (36 ft) high and 18 metres (59 ft) across. It is estimated to be around 450 years old.”

V. ADDITIONAL MATERIAL

- Text (10 pages max.): *PDF format*
- Photos (10 max.): *JPEG 350 dpi high definition*
- Posters (2 max.): *PDF format high definition or JPEG 350 dpi high definition*
- Video (15mn max.): *mpeg 2 format - It is advised to present a video (even of amateur).*

* * *

I. STATE CONCERNED AND APPLICANT

1. State

Finland

Represented by

Mr. Tapio Heikkilä

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--

2. Applicant

*Name of the local,
regional authority (ies)
or NGO(s)*

Centre for Economic Development, Transport and the Environment for Central Finland
--

Represented by

Ms. Päivi Halinen

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E-mail:

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II. PRESENTATION OF THE PROJET

3. Name of the Project

The Bull by the Horns: Grazing in nature and landscape management

4. Location of the Project

Regions of Central Finland, South Savo, Pirkanmaa, Central Ostrobothnia and Ostrobothnia.

5. Summary of the Project (10 lines)

The Bull by the Horns project organised landscape management for areas particularly valuable in terms of their nature and landscape in the regions of Central Finland, South Savo, Pirkanmaa, Central Ostrobothnia and Ostrobothnia. The project forged cooperation networks where the landowners of valuable sites made grazing agreements with livestock owners. This resulted in management arrangements being established for 220 hectares of threatened traditional rural biotopes, and the rare species contained therein. At the same time, efforts were made to prevent the harmful overgrowth of landscapes, and local people were encouraged to manage landscapes in the area. Funding for the management efforts was received through special support under the agri-environmental aid arrangement. The project was administered by the Centre for Economic Development, Transport and the Environment of Central Finland (ELY Centre), and its participants included a wide variety of partners, including authorities, associations and citizens.

6. Photo representing the Project (high definition – JPEG 350 dpi) and name of the author of the photo please



Photo: Tomi Aho /
Agency for Rural Affairs

III. CONTENT OF THE PROJECT

7. **Start of the Project** month year
The project must have been completed three years previously

8. **Partners**
- | |
|--|
| The ELY Centre of Central Finland, the ELY Centre of South Savo, Rural Women's Advisory Organisation of ProAgria South-Savo, Rural Women's Advisory Organisation of ProAgria Pirkanmaa, the ELY Centre of South Ostrobothnia and ProAgria Österbottens Svenska Lantbrukssällskap |
|--|

9. **Financing bodies**
- | |
|--|
| the ELY Centre of Central Finland, the ELY Centre of South Savo, the ELY Centre of Pirkanmaa, the ELY Centre of Ostrobothnia |
|--|

10. **Central aims of the Project**

The essential goals of the Bull by the Horns project were as follows:

- 1) Promote grazing in nature and landscape management in order to maintain and improve the diversity of agricultural nature and cultural landscapes.
- 2) Plan and organise grazing for areas valuable in terms of their nature and landscape.
- 3) Increase the use of special agri-environmental aid in landscape management and direct additional funding to the implementation of the management.
- 4) Diversify the operations of farms and thereby improve their operational capabilities in the face of agricultural change.
- 5) Involve local communities in efforts to promote biodiversity, encourage local people to manage the landscapes in the area and support local communities with regard to landscape management.
- 6) Create functional cooperation networks that enable continued operations even after the project has ended.

11. Outcome

The project was very successful and exceeded its goals. The following are the most important results:

- 1) The diversity of agricultural nature and landscapes was maintained and improved in the project area. The overgrowth of landscapes in the project area was prevented and management operations were established for threatened traditional rural biotopes, including their rare species.
- 2) The project created nine wide-reaching general plans for nature and landscape management in valuable landscape areas, for example. A total of 54 site-specific plans were prepared, encompassing 400 ha of Natura 2000 areas, 220 ha of valuable inventoried traditional rural biotopes and 380 ha of other landscape management sites.
- 3) Additional locations were brought within the coverage of the special agri-environmental support. The practices for providing advice concerning the special agri-environmental support were unified.
- 4) The operations of livestock farms were diversified with the emergence of new business activity in nature and landscape management.
- 5) The project inspired locals to take up the management of landscapes in their area. With the help of local agricultural entrepreneurs and associations management arrangements were established for valuable locations that required care and were relevant to maintaining the cultural heritage, landscape and biodiversity of rural areas. The project increased knowledge of traditional rural biotopes and the diversity of agricultural nature among participants and the residents of the entire project area.
- 6) Over the course of the project, several cooperation networks were developed, within which landowners and livestock owners began management efforts through a grazing agreement. The cooperation will continue even after the project has ended.
- 7) Know-how accumulated from prior projects was disseminated, inter-regional cooperation became tighter and operating methods were unified in the project area. Information on project activities and results was actively communicated through various media.

IV. RESPECT OF THE CRITERIA OF THE ATTRIBUTION OF THE AWARD

12. Sustainable territorial development

Is the project part of a sustainable development policy?

Does it contribute to the enhancement of environmental, social, economic, cultural or aesthetic values of the landscape? How?

Has it successfully countered or posed remedy to any pre-existing environmental damage or urban blight? How?

The project is part of sustainable development policy, and it was implemented in harmony with the regional organisations in the project areas. The project has promoted ecological, social and economic sustainability in an exemplary fashion by maintaining and strengthening the value of nature and landscapes, supporting local agricultural entrepreneurs, and involving local people and communities in the management of nature and landscapes in their environments.

The project has improved the environmental, social, economic, cultural and aesthetic values of the target areas:

Environmental benefits: The project organised management for areas with particular value in terms of their nature and landscapes. Management arrangements were established for 220 hectares of threatened traditional rural biotopes and their species, in addition to which the management of Natura areas and nature reserves was planned. The project organisation enabled smooth cooperation with the ELY Centres and ProAgria landscape management advisors, which was important especially in terms of planning the management of nature reserves and locations with threatened species.

Social benefits: Local people were encouraged and involved in the management of their local environments. Many of the project's planning targets were included on the initiative of local residents. The project improved the properties in the areas involved as residential and recreational environments. The project created cooperation networks that benefit all parties.

Economic benefits: The project has diversified the operations of the livestock farms involved, thereby improving their operating capabilities in the face of agricultural change. The management or leasing of meadows and wooded pastures offers a source of income for farmers and livestock owners. Additionally, some of the resources targeted at the management of nature reserves could be directed to local entrepreneurs. Thanks to the agri-environmental aid advice provided, funding could be directed to cover the management costs of the project areas.

Cultural benefits: Management arrangements were established for valuable locations relevant to the cultural heritage and landscapes of rural areas with the help of local agricultural entrepreneurs and associations. Detailed plans were prepared for valuable locations where local history was taken into account. The project supports the management of traditional rural biotopes by means of traditional methods.

Aesthetic benefits: The aesthetic values of the project area increased as management arrangements were implemented for neglected areas valuable in terms of rural heritage, rural landscapes and nature. Management was organised for areas with particularly valuable landscapes and nature. The harmful overgrowth of landscapes was prevented, and landscapes were cleared. In addition to local residents, the project activities will benefit those visiting or travelling in the project area.

The project has prevented environmental damage and remedied existing harm by preventing landscape overgrowth and re-establishing management arrangements for neglected and overgrown traditional rural biotopes. The project has enriched landscapes by increasing the number and the surface area of managed traditional rural biotopes, natural pastures and ecotones covered by management schemes.

13. Exemplary value

*Can the project be considered of exemplary value? Why?
Which are the good practices that it implemented?*

The project's operating principles and measures are an example to others with regard to observing good practices. The project focused on arranging continuous management for the locations, and on organising the required funding channels. Although the project has ended, the management of the locations continues.

The following are good practices implemented in the Bull by the Horns project:

- 1) Increasing grazing in nature and landscape management through contractual cooperation that benefits both livestock farmers and landowners. There are plenty of areas that could be managed through grazing, and also animals that need additional pastures. The aim has been to bring the supply and demand together.
- 2) Sparking cooperation with local communities and supporting them in the management of local landscapes. Locals were engaged in the management of landscapes in their environments and the efforts to promote biodiversity.
- 3) Diversifying the operations of livestock farms, thereby supporting their operations in the face of agricultural change. Livestock grazing on traditional rural biotopes and natural pastures frees up field area for other production use.
- 4) Providing high-quality advice on the financing possibilities for landscape and nature management. The use of various forms of support was increased through advisory services and additional funding was directed to the implementation of management. By focusing the support funding and guiding valuable locations to the special support, it was ensured that funds directed at special support could promote the conservation of biodiversity in the best possible way. Advice was provided for both finding a suitable form of support and the actual application process. Using financial support to fund management brings continuity to the efforts. Experiences from advisory work were utilised as examples in the preparation of the rural development plan for mainland Finland set to be implemented between 2014 and 2020.

5) The appropriate planning of landscape management targets and advice related to the management activities. Carefully prepared management plans facilitate management measures and contract renewal.

6) Promoting networking between all those involved in the project: between landowners and those conducting management activities, and between project parties. Once functional cooperation networks have been established, it is easier to continue the activities even after the project has ended.

7) The Laidunpankki.fi website, which can be used to find additional pastures or animals to maintain landscapes. The existing website was developed as a part of this project and it was made more user-friendly.

The project idea was regarded as good, and similar projects will most likely be implemented in the future. Even during the project, practices that were found feasible in the process were already disseminated outside the project area when projects including similar measures were initiated in Northern and Southern Finland. In addition to this, once the Bull by the Horns project had concluded, the ProAgria centres of Central Finland and South Savo and the ELY Centres continued their landscape management cooperation within the framework of a separate project.

14. Public participation

Does the project actively encourage the public's participation in the decision-making process? How?

Is the project in line with the wider policies implemented by national, regional or local authorities?

The project encouraged citizens and local authorities to participate actively in project-related decision-making and practical measures. The project was presented at over 100 open events, which were attended by about 3,200 people. Such events included fairs, discussion events and village meetings held in the evening.

The project was based on the voluntary participation of landowners and livestock farmers interested in landscape management. The project provided advice on managing traditional rural biotopes and obtaining funding for the management measures. The advice was free of charge and very popular. Landowners and livestock farmers interested in financial support and management arrangements contacted the project workers, who then evaluated the locations based on background information. Detailed management plans were created for locations to facilitate the continuation of management activities and new applications for funding after the project. The project organisation enabled smooth cooperation between ELY Centre biologists and ProAgria landscaping advisors, which benefited the preparation of management plans.

The project inspired locals to take up the management of landscapes in their area. Management arrangements were established for valuable locations that required care and were relevant to maintaining the cultural heritage, landscape and biodiversity of rural areas

with the help of local agricultural entrepreneurs and associations, usually on their own initiative. The well-functioning cooperation networks created in the project encourage the participants to continue the landscape management activities even after the project has ended.

The project is in line with the wider policies implemented by national, regional and local authorities (European Landscape Convention, Finnish Land Use and Building Act, Finnish environmental legislation).

The project worked to achieve the goals of the 2007–2014 development programme for rural areas in mainland Finland, with a particular focus on measure 323: the maintenance and promotion of rural heritage.

The project implemented the goals for the management of rural nature and landscapes that were specified in the 2005–2015 cultural environment programme for Central Finland. It is important to acknowledge and maintain the value of cultural environments in the face of agricultural change.

The project promoted the realisation of the management programmes for regional traditional rural biotopes. Management arrangements have been established for such high-value traditional rural biotopes that would have been neglected without the project.

The general landscape and nature management plans created for nationally and regionally valuable landscapes have been utilised extensively. In addition to individual landowners, authorities have also used the plans to facilitate land use planning, for example.

15. Awareness-raising

Is the project effectively increasing the public's awareness of the importance of landscape in terms of human development, consolidation of European identity, or individual and collective well-being? How?

The Bull by the Horns project increased the awareness of citizens, associations and authorities with regard to the value, importance and change of landscapes. The project increased knowledge on traditional rural biotopes, the diversity of agricultural nature and the importance of landscape management among landowners, livestock farmers, associations and representatives of Leader activity groups. Residents and communities in the planning area were successfully encouraged to manage their local landscapes and take responsibility for the promotion of the biodiversity of their immediate environment.

The project involved 35 bulletins, 13 radio interviews, 87 newspaper articles, 17 newspaper ads, approximately 10,150 invitations and letters, and 114 events where the project was presented (seminars, fairs, discussion events, village meetings, etc. with some 3,200 participants). The project also has its own website. As part of the project, the Laidunpankki.fi online service was updated, featuring, among other things, a comprehensive information package on landscape management grazing. Thanks to the project, the service has gained more users. The communications of the project also involved a series of postcards that presented the characteristics of the landscapes in the project area.

The project promoted networking not only between landowners and the parties handling landscape management in the planning areas, but also between the various operators involved. It tightened the cooperation between regional parties and distributed know-how accumulated from earlier projects.

The project also sought information from the neighbouring countries: in 2010, Project Manager Kaisa Raatikainen familiarised herself with the management of Estonian traditional rural biotopes and nature reserves over the course of her two-day visit, and in 2011 a study trip to Sweden was conducted, during which the participants were introduced to Swedish landscape management, gained know-how related to the management of the sites, and compared agri-environmental support systems, nature management locations and product marketing in Finland and Sweden. This knowledge and experience was disseminated through the project's communication channels.

V. ADDITIONAL MATERIAL

Together with the printed version of the Application form, additional material in digital format should be included in one CD-Rom or DVD and returned by post or courier to:

Maguelonne Déjeant-Pons

Executive Secretary of the European Landscape Convention

Head of Division, Council of Europe

F-67075 STRASBOURG, Cedex

Tel: +33 (0) 3 88 41 23 98

E-mail: maguelonne.dejeant-pons@coe.int

- Text (10 pages max.): *PDF format*
- Photos (10 max.): *JPEG 350 dpi high definition*
- Posters (2 max.): *PDF format high definition or JPEG 350 dpi high definition*
- Video (15mn max.): *mpeg 2 format - It is advised to present a video (even of amateur).*

* * *

I. STATE CONCERNED AND APPLICANT

1. State

HUNGARY

Represented by

Mr. Gábor KISS

Address:

Ministry of Agriculture
H-1055, Budapest,
Kossuth Lajos tér 11.

Tel.:

+36-1-79-52434

E-mail:

gabor.kiss@fm.gov.hu

2. Applicant

*Name of the local,
regional authority (ies)
or NGO(s)*

Local government of Bödeháza;
Local government of Gáborjánháza;
Local government of Szijártóháza;
Local government of Zalasombatfa;
Greenways Methodological Association;
Iron Curtain Trail Association

Represented by

Ms Andrea BEDŐ

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II. PRESENTATION OF THE PROJÉT

3. Name of the Project

Borderless cooperation of local communities for the landscape heritage of „Fabulous” Hetés

4. Location of the Project

Hetés Microregion

5. Summary of the Project

Ten small villages of the ethnographic micro region of Hetés divided by the border between Hungary and Slovenia were at the focus of the programme started in 2003 and peaked with a pilot project in 2013-2014 on preserving the valuable landscape elements, as well as using them on a sustainable way.

The aim of the programme was to **rehabilitate the connections among the communities on two sides of the border, along the former Iron Curtain** with the help of raising awareness for landscape and its heritage elements as well as to mobilize „local resources” for survival of landscape heritage sites and elements.

During the programme the **valuable natural and cultural historical landscape elements of Hetés were assessed and documented** with the participation of local communities using local knowledge and to **uncover the opportunities making the conservation and sustainable use of these landscape elements possible**. A **greenway system** for hikers and cyclists were established that enables the use of these landscape features for tourism.

6. Photo representing the Project



Photos: Andrea BEDŐ

III. CONTENT OF THE PROJECT

7. **Start of the Project** month year

8. **Partners**

National Agricultural Advisory, Educational and Rural Development Institute (Budapest), local communities of Genterovci (Göntérháza), Kamovci (Kámaháza), Radmožanci (Radamos), Žitkovci (Zsitkóc), Mostje (Hídvég) and Banuta (Bánuta) villages, Common Local Government of Réedics, Őrség National Park Directorate
--

9. **Financing bodies**

National Agricultural Advisory, Educational and Rural Development Institute Local governments and local people by voluntary contribution European Union through South East Europe Transnational Cooperation Programme
--

10. **Central aims of the Project**

One of the main aims of the programme was to **reconnect the landscape links and the socio-cultural and ecological values of trans-boundary landscape of Hetés through rehabilitating connections within the landscape and communities, preserving its landscape heritage and organising programmes focusing on landscape heritage for locals**. Thereby creating a landscape with a healthy life-style, a healthy environment frequented by tourists offering an outstanding quality of life, and ensuring the welfare and well-being of locals based on local tradition.

The small villages of trans-boundary landscape of Hetés were at the focus of a pilot programme in Autumn 2013 and Spring 2014. One of the goals of the pilot programme was to **survey the valuable natural and cultural historical landscape elements of Hetés with the participation of local communities using local knowledge and to uncover the opportunities making the conservation and sustainable use of these landscape elements possible**. The other goal of the pilot programme was to **establish a greenway** that enables the sustainable use of these landscape features for tourism. This pilot programme of national importance

can be a model for other similar assessment and protection programmes related to unique landscape features and at the same time supports altering related legislation that can create one of the important bases of real protection.

11. Outcome

1. Upon the initiative of local governments of Bödeháza, Gáborjánháza, Szijártóháza and Zalasombatfa, small Hungarian settlements in the Hetés region have been cooperating with settlements on the Slovenian side of the border since 2003.
2. In 2004, citizens restored the immediate environment of the border in voluntary work, and built the **Road of Friendship** linking the two neighbouring countries.
3. A **memorial of the accession to the European Union** was erected between the villages Zsitkóc and Bödeháza. Every year before New Year's Eve, the local governments, civil organisations and citizens celebrate belonging together along the border, in the forest and at the memorial.
4. As part of the cooperation, the settlements in the Hetés microregion regularly submit a joint application to organise the **Hetés Gastronomy Fair**, which was held to great success for the 8th time this year.
5. In 2014, applicants organised restoration works by mobilising volunteers, the **Park of Friendship were created exactly on the border** in the territory of both countries. In the middle of the new green space, right at the border line, the statue of „Borderless Bird” for set up. This new unique landscape feature of the micro region was made from the rusty wire of the former Iron Curtain found in the forest around. This new community place with this new statue now became the symbol of the landscape's unity of Hetés.
6. In 2013 and 2014, the **detailed survey of the unique landscape assets** of the Hetés region (on the Hungarian side Bödeháza, Gáborjánháza, Szijártóháza and Zalasombatfa, on the Slovenian side Genterovci – Göntérháza, Kamovci – Kámaháza, Radmožanci – Radamos, Žitkovci – Zsitkóc, Mostje – Hídvég and Banuta – Bánuta) was carried out in two stages. The first stage comprised an expert assessment with the participation of landscape architects and landscape geographers with practice in this kind of survey. In the second stage the assessment materials were amended and finalised in cooperation with the local communities relying on their „local knowledge”. **Totally, 118 landscape values were surveyed and documented. Using the knowledge of local, the number of valuable landscape elements was raised by 28%.** Combining expert's and local knowledge brought several „hidden” and „lost” landscape assets to light. These valuable landscape elements were recorded in the registers after joint site visits.
7. In winter of 2014, in the second stage of surveying unique landscape assets of Hetés, so called **Winter's evening discussions** were organised on 10 occasions to involve local people. On the meetings, the methodology of surveying unique landscape assets and the importance of their preservation, as well as the greenways' methodology were introduced to locals. These informal discussions were very useful for landscape analysis and planning, as well as community building.

8. The „**Fabulous Hetés**” **Landscape Walks** were launched for the locals and all interested parties. On this field walks not only valuable landscape elements were presented, but it also promoted community building and deepened the connections between landscape and local communities.
9. On the Hungarian side of the border, settlement planning instruments underwent a detailed assessment and analysis with the unique landscape assets in mind, based on which a **proposal was drawn up for the integration of unique landscape assets into settlement planning agendas**.
10. Linking the surveyed valuable landscape elements of Hetés, **a greenway was established**. This path system was established for hikers and cyclists, and it enables the sustainable use of these landscape features for tourism. Today, Fabulous Hetés Greenway is becoming known better and better, and hopefully it can have a role in the healthy development of the area in the future. Participatory planning of a greenway proved to be a good tool for mobilizing local people and building community, and this is way it can contribute to preserving landscape heritage of a region.
11. For helping sustainable use of valuable landscape elements, a map showing both sides of the trans-boundary landscape of Hetés were compiled in the frame of the application programme. This map contains the routes of the greenway system connecting the unique landscape assets of the area. **This is the first detailed map of Hetés situated along the former Iron Curtain**, being a closed area for people living outside the micro region during the Cold War. This map was edited with the financial support of South East Europe Transnational Cooperation Programme in the frame of the EuroVelo 13 – Iron Curtain Trail (ICT) project.
12. With co-operation of the ICT project, a **publication were compiled and edited on the landscape heritage of Hetés, and its role in the sustainable development of the micro region**. This publication is for local people to raise their awareness for their own landscape heritage, and also for tourist for helping sustainable development of Hetés.
13. **The results of the programme are presented by many articles in national journals and online**. Since 2008, the villages of the Hetés microregion have had their own independent website (hetesifalvak.hu), launched upon an initiative of local governments. In 2013, the Facebook page Fabulous Hetés (Mesés Hetés) was launched, and this community media surface seems to be an important role in community building. In December 2014, a new website of the region (hetesonline.hu), edited by the applicants in cooperation with Slovenian partners started its work.
14. The most complex and the biggest outcome of the programme is the **revitalization of connection and natural co-operation among communities** were living on two sides of a hermetically closed state border for decades, and **elimination of barriers still have in heads and souls** in spite of demolishing physical borders, and a result of these, **creating the possibility of common thinking and planning of future for landscape and life**.

IV. RESPECT OF THE CRITERIA OF THE ATTRIBUTION OF THE AWARD

12. Sustainable territorial development

The programme is adapted to the greatest possible extent to the **natural and landscape characteristics of the Hetés microregion**, with **regional programmes and plans**.

At the same time, the programme wished to contribute to the later modification of settlement plans of villages of the Hetés. On the Hungarian side of the border, settlement planning instruments underwent a detailed assessment and analysis with the unique landscape assets in mind, based on which a proposal was drawn up for **the integration of unique landscape assets into settlement planning documentation**.

The programme is expressly aimed at uncovering landscape values of local (or regional) significance that define the landscape's structure and character, putting an end to the loss of heritage sites and elements due to threatening or damaging processes, and preserving the characteristics of the landscape.

13. Exemplary value

One of the major values of the application is the **mobilisation of local communities and increasing their openness to the landscape** on both sides of the border, across all age groups. Mobilizing „local resources” can contribute the survival of valuable landscape elements.

Some methodological elements of the programme, like **combining expert's and local knowledge, landscape walks** for raising landscape awareness of locals, also seems to be novel and effective. The application is a kind of community development project, which was implemented with the involvement of locals and civil society organisations with basic ties to the topic. **Joining the landscape elements of a region in the frame of a greenway system proved to be an effective tool for raising awareness of locals for their landscape heritage** as well it can contribute to survival of these valuable landscape elements.

The programme aimed at uncovering landscape values of local significance that define the character of the landscape, putting an end to the loss of values and preserving the characteristics of the landscape. **Building a local community that is active and ready to act for their living environment** and the Hetés landscape plays an outstandingly important role in the undertaking. It approached the process of the loss of values (in consideration of economic and social processes) in a rational manner, realises the significance of local human capacities, and reaches its goals adapting to these.

Another great virtue of the programme is that **it handles the Hetés landscape divided by the border as a single unit**. The community building programmes brought people from both sides of Hetés together, including Hungarian communities in Hungary and Slovenia, as well as Slovenians.

Finally, it has to be highlighted the **complexity of the programme focusing not only for assessing the valuable landscape elements but also to step forward their preservation**. At the same time, the programme had not only a protective approach but more programme elements were focused on **how local communities can take the advantage of this landscape heritage on a sustainable way**.

Thanks to the locals, the programme became the forum of the testing and the small-scale implementation of the solutions and answers of challenges that rural development facing

with. In the Hetés, in two different countries, the public, the business and the civil actors have come together for re-interpretation of the 21st century traditions, for launching cooperation meaning the future and survival for people living here. We hope that new forms of collaboration with events and jointly discovered and experienced traditions could contribute to the rebirth of the community of Hetés.

14. Public participation

Uncovering the landscape values of local importance took place with the involvement of the local population. The so called **Winter's evening discussions** and **landscape walks** organised by the applicants are aimed at promoting local cultural development through presenting landscape values.

As a result of expert and local knowledge, several „hidden” landscape values came to light in the villages of the Hetés microregion, which had been unknown to experts. These valuable landscape elements were surveyed and recorded during the joint field visits of experts and local citizens.

The applicants maintain an **active communication** with locals and other civil society organisations, which are free to join the programme.

One of the main outcomes of the programme is the **active and self-organising communities** of the Hetés trans-boundary region, which is the result of a year-long active cooperation initiated by the applicants, and their approach for preserving landscape heritage.

As a result of the more-than-a-decade long community building work coordinated by the applicants, now there is an **active multicultural community** in the Hetés, which are **ready to act for preserving landscape heritage** of this trans-boundary region. The different programmes focusing on landscape heritage organised for locals by the applicants in 2013 and 2014 continue without any outer financing.

15. Awareness-raising

The programme mainly improves people's openness towards the landscape at a local level, but reaches a large part of the local population across **all age groups**, and is implemented with the **active involvement of the population**.

The many programmes of the last year where locals participate made it possible for those who were interested to rediscover the beauties of their living environment, for the revival of memories – that had been forgotten – by various interesting stories.

The results of the programme are presented by **articles in national journals** and **online** for raising awareness of local for landscape issues, including active co-operation in maintaining and using landscape elements in a sustainable way.

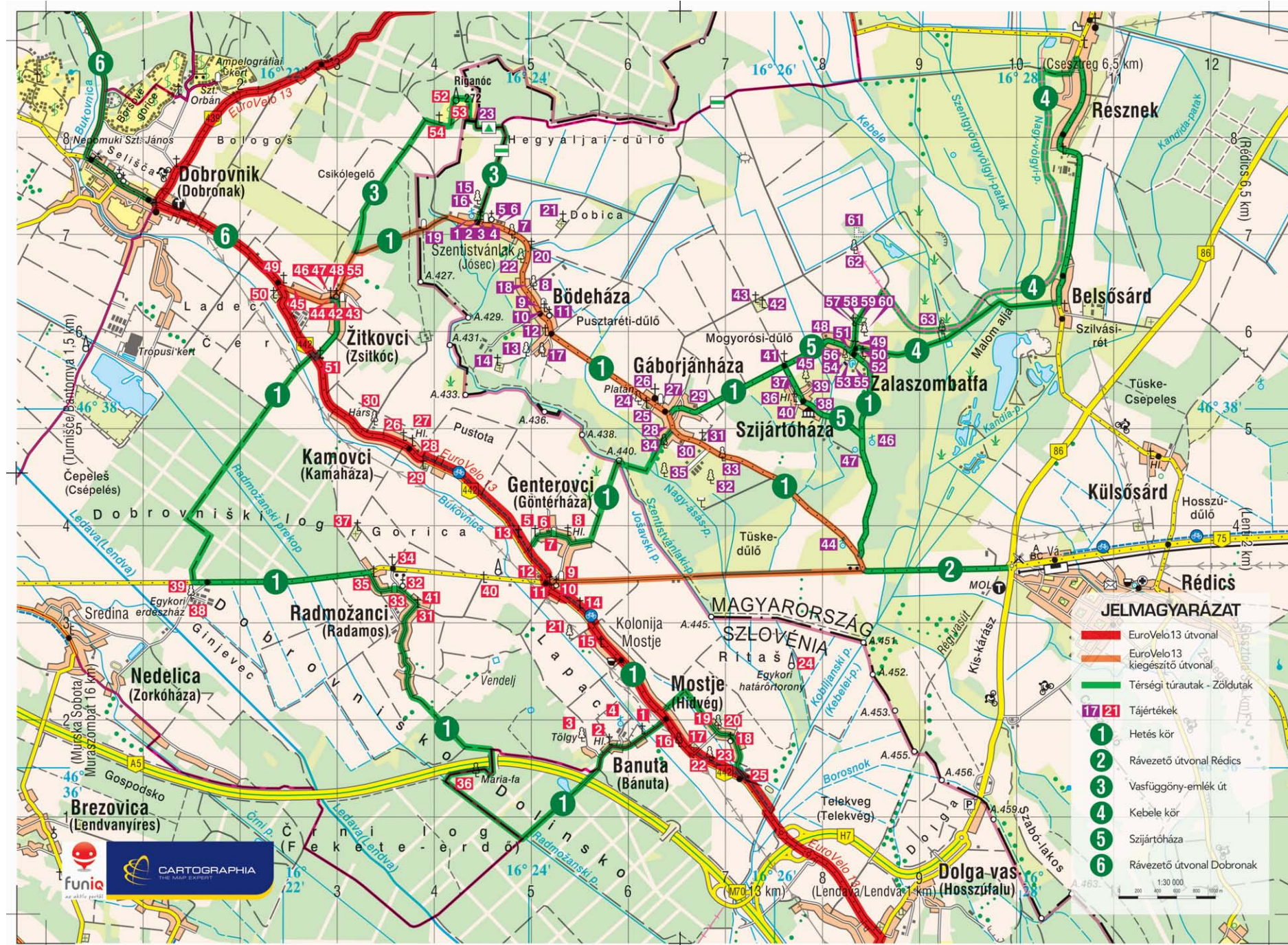
Annex1: Map and photos

Annex2: Borderless cooperation of local communities for the landscape heritage of „Fabulous” Hetés – video

Annex3: Mesés Hetés. Tájértékek az Vasfüggöny túraút mentén – publication on landscape values along the Iron Curtain Trail in the „Fabulous” Hetés (in Hungarian with summary in English and Slovenian language)

LANDSCAPE AWARD OF THE COUNCIL OF EUROPE - 4rd Edition – 2014-2015
HUNGARY - „Borderless cooperation of local communities for the landscape heritage of „Fabulous” Hetés”
ANNEX 1 - Map and photos

Location of the project: the Hetés Micro Region



Bödeháza (Bödeháza-Szentistvánlak), Gáborjánháza, Sziártóháza, Zalasombatfa, Genterovci/Göntérháza, Kamovci/Kámaháza, Radmožanci/Radamos, Žitkovci/Zsitkóc, Mostje/Hídvég, Banuta/Bánuta – ten tiny establishments along the Kerka/Krka and Mura/Mur rivers form the ethnographic micro region of Hetés. This is the first detailed map of this trans-boundary landscape situated along the former Iron Curtain. The map was prepared in the frame of the application programme. The routes of the greenway system (green lines) connect the unique landscape assets (with numbers in the red squares) of the area.

LANDSCAPE AWARD OF THE COUNCIL OF EUROPE - 4rd Edition – 2014-2015
HUNGARY - „Borderless cooperation of local communities for the landscape heritage of „Fabulous” Hetés”
ANNEX 1 - Map and photos

Central aim of the project



The central aim of the programme was to reconnect the landscape links and the socio-cultural and ecological values of this trans-boundary landscape through rehabilitating connections within the landscape and communities, preserving its landscape heritage and organising programmes focusing on landscape heritage for locals. Creating a landscape with a healthy life-style, a healthy environment offering an outstanding quality of life frequented by tourists, and ensuring the welfare and well-being of locals.

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HUNGARY - „Borderless cooperation of local communities for the landscape heritage of „Fabulous” Hetés”
ANNEX 1 - Map and photos

Outcome of the project:

A detailed survey of the unique landscape assets of Hetés was carried out in two stages. The first stage comprised an expert assessment with the participation of landscape architects and landscape geographers with practice in this kind of survey. In the second stage the assessment materials were amended and finalised in cooperation with the local communities relying on their „local knowledge”.



Documentation of an old draw well in the vicinity of Szijártóháza by landscape experts

„The Attila Hill was standing exactly here! According to the local tradition, Attila, the King of Huns, on their way to Rome told his speech to his army from the top of this hill.” Revealing landscape history with the help of the Mayor of Szijártóháza



Barn of traditional style and hold-over maple specimen in Bödeháza, which were included in the cadastre of unique landscape assets of the village

Dwelling house of traditional building style of Hetés with the „kódisállás” in front. As one of the few this kind of built heritage in was included in the cadastre of Bödeháza

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HUNGARY - „Borderless cooperation of local communities for the landscape heritage of „Fabulous” Hetés”
ANNEX 1 - Map and photos

Outcome of the project:

Linking the surveyed valuable landscape elements, a greenway was established. This path system was established for hikers and cyclists, and it enables the sustainable use of these landscape assets for tourism. Participatory planning of a greenway proved to be a good tool for mobilizing local people and building community, and this is way it can contribute to preserving landscape heritage of a region.



The „Fabulous Hetés” Landscape Walks were launched for the locals and all interested parties. On this field walks not only valuable landscape elements were presented, but it also promoted community building and deepened the connections between landscape and local communities.



Greenways give good possibility for tourists to get acquainted with local traditions as well as valuable landscape elements of local importance of a micro region like Hetés. Today, Fabulous Hetés Greenway is becoming known better and better, and hopefully it can have a role in the healthy development of the area in the future.

LANDSCAPE AWARD OF THE COUNCIL OF EUROPE - 4rd Edition – 2014-2015
HUNGARY - „Borderless cooperation of local communities for the landscape heritage of „Fabulous” Hetés”
ANNEX 1 - Map and photos

Exemplary value: One of the major values of the application is the mobilisation of local population



Exemplary value: It handles the Hetés landscape divided by the border as a single unit



The „Fabulous Hetés” Landscape Walks were launched for locals and tourists of all age groups. This community building programmes brought people from both sides of Hetés together, including Hungarian communities in Hungary and Slovenia, as well as Slovenians.

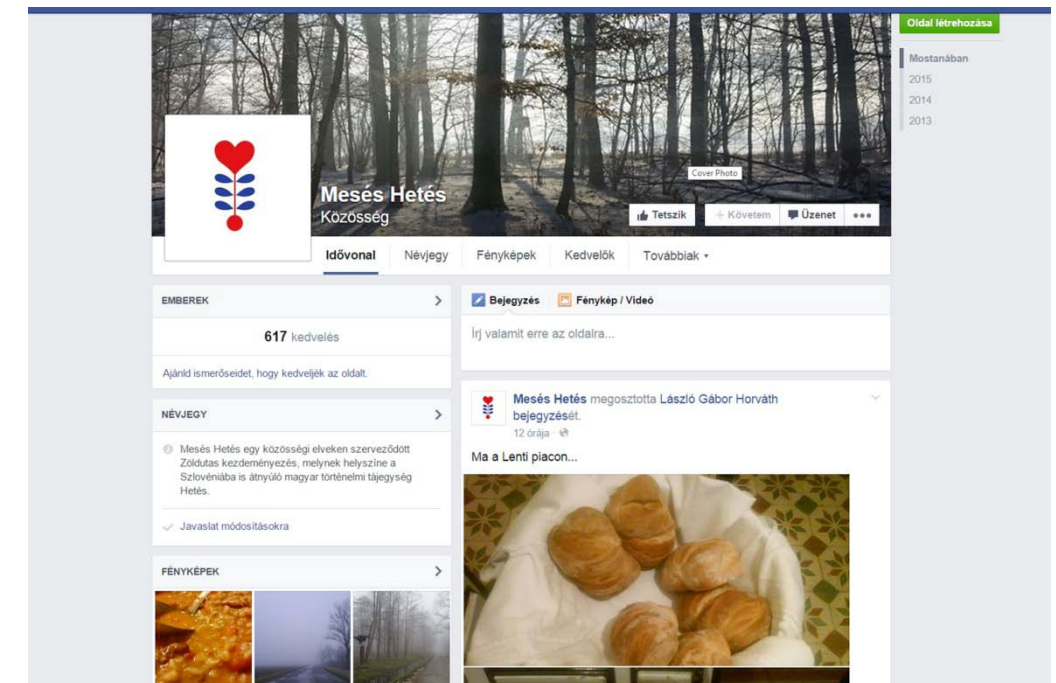
On the site of the former Iron Curtain, the Park of Friendship was created where community events are held.

Public participation:

The survey and assessment of the unique landscape assets were carried out in cooperation with the locals.

Awareness-raising:

The results of the programme are presented by articles in national journals and online, as well as a detailed publication on landscape assets of Hetés (enclosed to the application).



So called Winter's evening discussions come to light several „hidden” landscape values, and served community building as well as cultural development.

The Facebook page of Mesés Hetés (Fabulous Hetés) provides up-to-date information on local programmes connected to the landscape heritage of the micro region.



PREMIO del PAESAGGIO del CONSIGLIO D'EUROPA

Published on *Candidatura Premio del Paesaggio* (<http://webform.landscapefor.eu>)

Home > Parco Agricolo dei Paduli

Parco Agricolo dei Paduli

- 28 October 2014
- LUA

1. GENERAL INFORMATION OF THE APPLICANT

1.1. Applicant:

Name: LUA Laboratorio Urbano Aperto

Address: Via Luigi Maggiulli

N°: 1

CAP: 73 100

Region / District / Municipality:

PUGLIA

LE

LECCE

Email: associazionelua@gmail.com

Telephone: 3358758546

Fax: 0832332010

Website: <http://www.laboratoriourbanoaperto.com>

1.2. What type of category does the applicant belong to?

Specify:

Non-profit cultural association (ONG, ONLUS, Foundations, etc.)

1.3. Representative of the intervention

Name: Mauro

Surname: Lazzari

Position: Architect/coordination LUA

Address: Luigi Maggiulli

n.: 1

CAP: 73 100

Region / District / Municipality:

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Email: associazionelua@gmail.com

Website: <http://webform.landscapefor.eu/www.laboratoriurbanoaperto.com%20www.abitareipad...>

2. INFORMATION INDICATING THE INTERVENTION

2.1. Name of the intervention:

Parco Agricolo dei Paduli

2.2. Location of the intervention:

Italia, Puglia, District of Lecce, Unione dei Comuni delle Terre di Mezzo (Union of the Municipalities of the Middle Lands)

2.3. Produce a description of the intervention (max. 5.000 characters), mention the specific regulation of the Convention (see art. 11, section 1, European Convention on Landscape - ETS No. 176) which the intervention refers to, and specify whether it is within the areas subdued to specific regulation of protection

- a) In the Far East strip of Italy, between the Adriatic Sea and Ionic Sea, crossed by the old isthmian road, which connects the harbour of Gallipoli with the Harbour of Otranto, there is – in the lands called Middle Lands – a majestic large centuries-old olive tree grove, which name is Paduli. Within this landscape the project “Abitare i Paduli” (Living the Paduli) takes place, a rural project, born by the involvement of the local communities, the associations and the inhabitants with the idea of a multifunctional rural park.

b) Known since XVII century for the production of lamp oil, combustible listed on the stock market of London, and used for the street lighting of the European capitals, nowadays the area experiences a persistent state of abandonment, depending both on the plantation technique and on the deep crisis of the agricultural industry. This territory represents, for its own history, geographical position and landscape value, the ideal land to experiment new ways of care, which can avoid the decay, and instead activate new models of production compatible with its own characteristics. Since 2003, a long participatory process has been activated. It has been developed within a collaboration coordinated by the LUA, which has involved the local institutions, the associations, the people and a high number of experts all over Italy. They have gathered around the idea of the rural park, where to experiment new forms of “rurality”, redraw the economy, the history, the welcome, and focus every consideration on the “rural landscape”, in its dual meaning: the productive and the contemplative one. A bottom-up approach, which raised a new awareness of the landscape value in its inhabitants and aimed at promoting new strategies of development in the villages around it. By compiling an Integrated Territorial Regeneration Programme, it has persuaded the young people to practise innovative management activities of an agricultural property through the Urban Workshop of the Middle Lands “Living the Paduli”. Finally, it was included as “experimental project” into the New Landscape Plan of the Region of Puglia. The Paduli’s Park covers 5.500 hectares, among huge centuries-old olive trees, dry stonewalls, “pajare” (rural houses trullo-shaped) manor farms, hunting sheds, crypts, *dolmens*, *menhirs*, etc. It is bound by the towns of San Cassiano, Nociglia, Botrugno, Surano, Maglie, Muro Leccese, Sanarica, Scorrano, Giuggianello, Supersano. Characterized by the presence of canals and paths, ponds and lakes, it is crossed from North to South by the state highway 275 (Market Street) and by the railway Sud-Est, which connects the city of Lecce with Otranto, Leuca and Gallipoli. Through the old isthmian road, perhaps due to Hellenic influences, it connected the areas of Callipolis-Ydruntum (Gallipoli-Otranto). The olive tree is the element that unifies this landscape. To support this patrimony, the municipalities of Paduli in these years, have shared the same territorial programme. Indeed, although still not established as a “rural park”, the Paduli’s Park is recognized as one of the specific objectives in the deliberative acts of the 10 municipalities. It is also recognized by the Integrated Territorial Regeneration Programme “Paduli’s Lands among olive trees and icons”, adopted in July 2011 by the municipalities themselves, and by the new Landscape Plan of the Region of Puglia, in which it is indicated as pilot project to experiment new activities relevant to the multi functionality in a rural territory. The programme considers interventions of development of the urban centres and agricultural products, especially those that are historically and culturally relevant, through a recovery of a thick net of rural roads (under realization). The project of a slow network of connections

among the minor towns within the Park, is due to safeguard reasons and defence of the historical and cultural witnesses of the territory, along with the defence of the rural economy that has marked the history and the development of this area. A project that takes care about a social demand wider and wider, searching for new open spaces, usable and rich of significant cultural values. With “infocircle”, devices of on field information, installed along the rural roads, and connected to a database with a QR-code, connections gained a new value. This “infocircle” allows the territory to become a place where all type of rural properties can be kept, preserved, gathered, and spread. The material properties are squares, streets, crypts, railway stations, museums, sheds, woods, olive tree groves, farms, *dolmens* and *menhirs*. The intangible properties are oral tales, historical, archaeological, architectural, botanic, agrarian researches. In this way, it can be possible to offer to the customer an innovative and cognitive path.

2.4. Which are the territorial and administrative areas of the intervention:

Regional

2.5. What the typology of the intervention:

Indirect

2.6. Date of administrative efficiency (the prompt implementation) (dd/mm/yyyy):

November 2012

2.7. If the date refers to a part of the project, specify briefly which part it is:

The date refers to the launch of the Urban Laboratory “Living the Paduli” of the Middle Lands. Bottom up Experimental project of an agricultural land.

3. INFORMATION ON THE INTERVENTION PLAN

3.1. Which subjects have been involved during the design phases and management of the intervention, and with what role?

Name:

REGION OF PUGLIA, Department of regional planning

Role:

Partner of management

Name:

REGION OF PUGLIA, Department of Youth Policy and Social Citizenship

Role:

Partner of management

Name:

Puglia Promozione, Agenzia regionale per il turismo (Regional Tourism Agency)

District:**Role:**

Partner of Planning

Name:

District of Lecce

Municipality:**Role:**

Partner of planning

Name:

Municipality of San Cassiano (municipality leader of the Integrated Territorial Regeneration Programme)

Role:

Partner of planning

Name:

Municipality of Nociglia

Role:

Partner of planning

Name:

Municipality of Giuggianello

Role:

Partner of planning

Name:

Municipality of Botrugno

Role:

Partner of planning

Name:

Municipality of Surano

Role:

Partner of planning

Name:

Municipality of Supersano

Role:

Partner of planning

Name:

Municipality of Sanarica

Role:

Partner of planning

Name:

Municipality of Scorrano

Role:

Partner of planning

Name:

Municipality of Maglie

Role:

Partner of planning

Name:

Municipality of Muro Leccese

Groupings of local communities:**Role:**

Partner of management

Name:

Union of the Municipalities of the Middle Lands (San Cassiano, Botrugno, Sanarica, Surano, Nociglia, Supersano, Giuggianello)

Role:

Partner of management

Name:

G.A.L Gruppo di Azione Locale "Terra d'Otranto" (Local Action Group "Otranto land")

Other public institutions (European Union, international and national institutions, universities, etc):**Names:**

Arboretum – Department of Technological biological environmental science - University of Salento

Role:

Partner of planning

Non-profit associations, foundations, voluntary groups, cooperative companies, churches, etc.:**Role:**

Partner of planning

Name:

Fondazione con il Sud (Foundation with the South)

Role:

Partner of management

Name:

Ass. Millepiedi - Giuggianello

Role:

Partner of management

Name:

Ass. Terrikate - Nociglia

Role:

Partner of management

Name:

Ass. LEB Laboratorio Ecomuseale Botrugno

Role:

Partner of management

Name:

Ass. Laboratorio Mobilità - San Cassiano

Role:

Partner of management

Name:

Ass. Laboratorio Territoriale - Surano

Role:

Partner of management

Name:

Ass. Circolo delle Donne - San Cassiano (Women Club)

Role:

Partner of management

Name:

Ass. Indizi Terrestri - Napoli

Firms, operators, professional studios, others:

Role:

Partner of planning

Name:

Metamor Architetti Associati

Role:

Partner of planning

Name:

L.U.A. Comunica studio di grafica e comunicazione

Role:

Partner of management

Name:

Cooperativa Olearia San Cristina - San Cassiano

Role:

Partner of planning

Name:

Chemiservice Monopoli

3.2. Describe the origin of the financial sources and in what percentage they are divided among the public and private institutions

(N.B. the sum of the percentages is to be 100)

Region:

Percentage of financing:

75%

Name:

Fondi P.O. F.E.S.R Puglia 2007/2013 Asse 7 azione 7.2.1

Percentage of financing:

25%

Name:

Fondi FAS, Delibera CIPE n. 35/2005

Percentage of financing:

5%

Name:

Fondi P.O. FERS Puglia 2007/2013 Asse IV Linea 4.1 Azione 4.1.2

District:

Percentage of financing:

0%

Groupings of local communities:

Percentage of financing:

100%

Name:

Union of the Middle Lands (Union of the Municipalities of San Cassiano, Botrugno, Nociglia, Surano, Giuggianello, Supersano, Sanarica)

Other public institutions (European Union, international and national institutions, universities, etc):

Percentage of financing:

0%

Firms, operators, professional studios, or other:

Percentage of financing:

0%

Non-profit associations, foundations, voluntary groups, cooperative companies, churches, etc.:

Percentage of financing:

100%

Name:

Fondazione con il Sud (non-profit private institution)

3.3. Describe the main goals of the projects (max 5.000 characters):

The project creators

The Urban Workshop of the Middle Lands was born in 2011, within a regional programme, “Bollenti Spiriti”, financed by the Department of Youth Policies. The Workshop has the double purpose of recovering the public properties, to destine them to activities and services (Urban Workshops) and activate experimental processes with the involvement and the creative actions of young people, in order to give value and develop the territory. The Workshop through the project “Living the Paduli” experiments new and innovative forms of “rurality”, involving the local knowledge, the experts, all the institutions, gathering everything around the only idea of a participated management of Paduli’s Multifunctional Rural Park. Nowadays this territory lives in a state of persisting abandonment, linked to a deep crisis of the agriculture industry and being far from the tourist phenomenon, concentrated on the Adriatic and Ionic coasts of Salento. The aim is to retie the complicated relationship between agriculture, economics, history and welcome in a new cultural and eco-sustainable key. The Workshop is coordinated by LUA and led by 30 young people, working for several associations and informal groups. The activities of the Laboratory are divided as the follows:

- Workshop 1: diffuse hospitality (ospitalità diffusa)
- Workshop 2: slow mobility
- Workshop 3: taste
- Workshop 4: agriculture and environment
- Workshop 5: routes and cultural heritage.

The activities of the Workshop go from the experimentation of a temporary biodegradable hotel (“nesting the Paduli”) to the alternative forms of mobility; from finding thematic routes to innovative typology of landscapes and common property values (Describing the Paduli, Creatures of the Paduli). It goes from the spread of biological methods of agricultural production to implementing

new methods to take care of the environment (Lampa!); to the welcome and to the social relations, from the research to the documentation, communication and promotion of the territory. The Workshop plans projects for the development of eco-compatible tourist infrastructures, able to capture innovative forms of eco-sustainable tourism with the art, the architecture and the creativity of the inhabitants. And with experimental agricultural production with the main purpose of giving something new to the future of the Paduli, based on the cooperation of local actors.

Purposes:

- Creating a new model of sustainable tourism, based on a territorial coherence and on the social structure, which may be an alternative to the traditional models of accommodation. (Programmes: Lampa!, Nesting the Paduli, Describing the Paduli, Creatures of the Paduli).
- Creating a model of sustainable management of a rural property, to give an agricultural value to the product (Lampa! Project).
- Creating a best practice that re-launches the territory to an international level ("Living the Paduli").
- The managing company: LUA (Laboratorio Urbano Aperto – Open Urban Workshop), the cultural association managing company of the Urban Workshop of "Bollenti spiriti" of the Middle Lands.

The Association Open Urban Workshop was established officially in San Cassiano (Lecce) in 2005. Around the first core of the founders of the association, there is a heterogeneous group of people, united by a mission, that aims at enriching its territory and cultural background according to its availability, sensitivity and competences. The goal of LUA is the establishment of urban and social transformation processes with the involvement and the participation of the users. Since 2003, it has coordinated the involving process of the inhabitants and of the institutions about the development and enhancement of the Paduli area. It has also coordinated the technical table for the redaction of the PIRT (Programma integrato di rigenerazione territoriale – Integrated Territorial Regeneration Programme). The LUA coordinates the project.

Purposes:

- Determine an innovative use of the facilities that have been recovered with the regional financing and municipality co-financings.
- Safeguarding the local paternity of the initiative and assure the sustainability of the project in the medium and long period.
- Transforming the Paduli in a territory recognized as cultural heritage and patrimony.
- Systematizing the agriculture, the traditions and the local professionalism.
- Promoting the economical territorial development.

The institutions involved:

Regional Council for regional Planning, Regional Department for Youth Policy of Puglia, Union of Municipalities of the Middle Lands of San Cassiano, Botrugno, Nociglia, Surano, Giuggianello, Supersano, Sanarica, Maglie, Scorrano, Muro Leccese

Purposes:

- complete the process of requalification
- create accommodation capacity and territorial enhancement.
- identify a sustainable and lasting model to recover the existing agricultural heritage.

3.4. Specify the main outcomes of the project (max 5.000 characters):

Since 2003, the municipalities of San Cassiano, Botrugno, Nociglia, Surano and Giuggianello (Middle Lands) together with the municipalities of Scorrano, Maglie, Sanarica, Muro Leccese e Supersano, in the District of Lecce, started a long process of listening to the inhabitants, of analysis and observation of the territory. They have formulated, and then shared with professionals and external excellences, new models for the economic development of the area. The main result of this long process is the growth of an awareness, in the people and in the public institutions, about the value of the landscape of the area. An awareness that allowed the raise of a wider, deeper, richer view of the territory. It goes beyond the limits of the municipalities themselves, and finds a relationship between the *local* and the *regional* level, transforming the territory – which in state of abandonment and decay, have been erased from the collective memory – in a place where the policies for future development can restart. Finally, the inhabitants' and the institutions' awareness has produced a common thought in the communities, a common idea, and a cultural attitude in considering this territory as a park. This concept is not felt as a bounded, rigid place, but as a place of new opportunities (to prove it, we invite you to digit the words Parco Paduli, or parcopaduli on internet). Nowadays there is a new awareness in the people, able to recognize and defend the high value of this area. However, it is not enough. In fact the Paduli's Park, though it is not an "established rural park", is recognized:

- in the "will" of the deliberative acts of 10 municipalities, by the Integrated Territorial Regional Programme (PIRT), and by "Terre dei Paduli" (Paduli's Lands). It has gained the first place in the classification of the approved projects for regional financing by the regional law n°21, 2008, on Urban renewal (2011).
- by the new regional PPTR, which places it among the 5 multinational rural parks, where to experiment strategic scenarios, according to the "Patto città campagna".

- by the first little urban changings, that goes from the urban centres requalification to their connection with a network of slow mobility, by recovering the thick rural road system which goes through the park.
- by all the people who have been involved in the managing activities of the Urban Laboratory of the Middle Lands and that experiment – with the “Living the Paduli” project – the management and the care of the Park
(see services: <http://www.abitareipaduli.com/servizi.html>;
the activities: <http://www.abitareipaduli.com/attivitagrave.html>;
the products: <http://www.abitareipaduli.com/prodotti.html>)
- Finally by the regional programme for promoting the territory of Puglia *Openday* 2013 and 2014.

A “care” that has created a model able to activate a network between little oil producers, the inhabitants and the visitors, but that resolves to:

- generate an innovative vision. Nowadays the vision of the territory, even supported by its people, does not give the right complexity, and its own opportunities are not yet felt. The purpose of the “Living the Paduli” Workshop is to carry on the experimentation on the accommodation, on the rural products of quality and on the safeguard, demonstrating that it is likely to build a common vision only if there is an active relationship between inhabitants, productions, places and institutions. The vision, as result of a process, is the fact from which we started. This is the opportunity to bring the alternatives out, something that the communities can use;
- respond to the needs;
- generate a management model able to produce new perspectives to support the agricultural industry, with activities able to rise the quality of dwell, both rural and urban, and with the connection between urban settlement policy and the pastoral and rural policy, redefined by their own multifunctional value, to establish a new relationship between open spaces and built space. In this way, it is possible to start an edible, recreational, hygienic, usable exchange between city and country on different levels, using all the enforced social policies for the territorial transformation and those that are to be done in the future.

4. OBSERVANCE OF THE CRITERIA TO AWARDING THE PRIZE

- 4.1. SUSTAINABLE DEVELOPMENT: Does the project belong to a sustainable development policy? Does it contribute to reinforce the environmental, social, economic, cultural and aesthetical values of the landscape? How?**

Has it been able to mend the environmental and urban decay situation? In which way?

The Paduli's Park is a bottom up idea, which has increased the awareness of its landscape value in its inhabitants. It has directed the development strategies of urban development to the municipalities which surround it, with the redaction of an Integrated Territorial Regeneration Programme (a direct intervention nearing finalization). It also has persuaded the youths to practise innovative managerial activities of a rural property, with the Urban Workshop of the Middle Lands "Living the Paduli" (indirect intervention, started in 2012). Finally it has contributed as "Leading project to the redaction of the guide lines regarding the practices pertinent to the multi functionality in a rural territory" in the New Landscape Plan of Region of Puglia.

DIRECT INTERVENTION:

The Territorial Regeneration Programme (regional law 21/2008) is composed of interventions for the enhancement of the urban centres and of the rural properties:

- recover and promote 9 squares in the old town centres of the municipalities around the Park (realized and used by the inhabitants and visitors);
- recover and enhancement of 10 public spaces, doorways of the Park (parking area with service and support to the families). It concerns viewpoints, road intersections, public spaces, which for their own natural landscape or for their history, are known as "doorways" (to be finalized, but partly already used by people);
- an interconnection network of slow mobility among the urban centres of the Park. About 30 km of rural and farm roads cross the Park, with a speed limit of 30 km/h. The intervention has considered the recovery of the white road, the installation of "infocircle" (see picture attached), of devices for information, installed along the rural paths, connected to a database through a qr-code, of "trees" vertical street signs finalized to give directions to the visitor towards the rural products and other properties of the Park. The system connects the material properties (squares, streets, crypts, palaces, railway stations, museums, sheds, woods, olive tree groves, farms, dolmens and menhirs) and intangible properties of the Park, proposing an innovative route to the visitor, studied and explicatory (partly already used by visitors);
- recover and enhancement of an olive tree grove within the Park (it is the sole public olive tree grove in 5,500 hectares of olive wood) and of a "caseddhra", a typical rural building from Salento. The intervention represented an opportunity to experiment an "eco-sustainable" model of safeguard and enhancement of a micro-rural architecture. In fact, the "caseddhra" autonomously produces electricity (with photovoltaic panels on the roof), hot

water (with roof thermic panels) and has a phytoremediation system of the waters (intervention realized by the inhabitants and used by visitors and residents. The “Living the Paduli” Workshop is the manager). (See picture attached)

INDIRECT INTERVENTION:

The Urban Workshop of the Middle Lands was born in 2011, within a Regional Programme “Bollenti Spiriti”, financed by the Department of the Youth Policies. It has a double aim: 1) recover the public property, to address activities and services (Urban Workshop) and 2) activate experimentation processes with the involvement and the creative action of young people, in order to enhance and develop the area. The Workshop, with the project “Living the Paduli” experiments innovative forms of a new “rurality”, involving local experts and institutions, gathering everybody around the single idea of a shared management of the Multifunctional Rural Park of the Paduli. The target is to recreate the complicated relationship between agriculture, economics, history and welcome, in a cultural and eco-sustainable key. The Workshop is coordinated by the LUA and led by 30 young people working for several associations and informal groups. Nowadays the Workshop “Living the Paduli” represents an alternative job, thanks to the developed services and activities, granting an income to the community, through over thousands visitors per year. The Workshop activities/services go from a “diffuso” temporary or permanent hotel (“Nesting the paduli”, The Workshop is Ospitalità diffusa), to the arrangement of new and alternative forms of mobility; from the discovering of new thematic routes (Workshop Mobilità lenta) to innovative typology of landscape enhancement and of common property (Workshop Describing the Paduli, Coro dei Paduli) (Laboratory Cultural routes); from the spread of biological methods of agricultural production, to the practice of new formulas bounded to the environment (Lampa!) (Agriculture Workshop and Taste Workshop), to the welcome to the sociability, to the research, to the documentation, communication and promotion of the territory.

Activities and Services:

www.abiatereipaduli.com/www.creaturedeipaduli.it

4.2. EXEMPLARITY: May the project be considered as an example which might be proposed in other territorial context? Why? Which good practices has put to use?

The involvement of all the participants allowed the construction of a shared vision for this territory. This vision connects the urban development strategies of the municipalities surrounding the Park, with the redaction of an Integrated Territorial Regeneration Programme (2011). It also connects the

regional policies concerning the urban and territorial regeneration (regional law n.21/2008), with the supporting policies addressed to the weak part of population by the regional Department of Youth Policies (“Bollenti Spiriti” programme of Urban Workshop). The model can be summarized as follow:

DIRECT INTERVENTION:

- Laboratories of participatory planning for the implementation of scenarios (2003-2011).
- Memorandum of Understanding (MoU) between the municipalities of the Park and the Region of Puglia (Department of regional planning) for the joined experimentation of the purposes and of methodologies of PPTR (Piano paesaggistico territoriale regionale – Regional Territorial Landscape Plan) finalized to the realization of the project “Multifunctional Rural Park of the Paduli”, leading project of the regional Landscape Plan.
- Redaction of the Integrated Urban Regeneration Programme, “Terre dei Paduli tra pietre, ulivi e icone” (Paduli’s Land among stones, olive trees and icons – see attached document).
- Participation in the related *bando* at PO FESR, Asse 7, azione 7.2.1 territorial and urban regeneration, L.R. 21 2008 (2011).
- Funds assignment and start-up of work (2012).

INDIRECT INTERVENTION:

- Participation laboratory with local associations to build a management plan of the Urban Laboratory of the Middle Lands (Regional Department of Youth Policies) 2009.
- Public notice 2011.
- Assignment and star-up of the Urban Workshop “Bollenti Spiriti”, with the experimental management project of a rural park, “Living the Paduli” (2012).

The laboratory activities are divided as follow:

- Workshop 1: Ospitalità diffusa (diffuse hospitality), Location: Chiesa rupestre of Santo Spirito, Botrugno (Intervention of enhancement and management of an old rocky church, place used for events and research and study activity of laboratories Living the Paduli). The stables of Guarini Palace (intervention of recovering and enhancement of the old stables of Marchesale Palace, today offices of the workshop. Ospitalità diffusa). Activity: innovative experimentations of *diffuse* hospitality, from the self-construction of sheds built with end products coming from agriculture (Nesting the Paduli), to the management of second houses in the old town centres of the municipalities around the park. The workshop runs the guestrooms of the Mobility Workshop “The cycling tourist’s house” and the “Caseddhra” (the “eco-tourist’s house”).

- Workshop 2: Mobilità lenta (Slow mobility), Location Case MInime. San Cassiano (intervention of recovering and enhancement of the old minimal houses – social housing for two families of 1930s. Ground floor: Mobility Workshop, bike workshop, bike sharing. First floor: guestrooms, cycling-tourist's house) see link: <http://www.metticilemani.it/gallery/luabitare-i-paduli>. Activity: Organization and planning of alternative forms of slow mobility (some of the activities have been recognized by the regional programme of the touristic promotion Discovering Puglia, Puglia Opendays 2013-2014).
- Workshop 3: Gusto (Taste). Location: ex market of fruit and vegetables. Surano (intervention of recovering and enhancement of the covered market. Ground floor: cooking workshop, offices, meeting hall). Activity: the workshop has activated a census of the spontaneous edible plants, focusing on two aspects: one, the importance of the uncultivated land as places of valorisation of biodiversity; two, the realization of a recipe book, which collects the old tastes of the territorial cookery.
- Workshop 4: Agricoltura e ambiente (Agriculture and environment). Location: Torre del Palazzo Baronale (Baronial Palace Tower). Nociglia (intervention of enhancement and management of the tower. Ground floor: oil shop area Paduli's Lands, offices and agriculture workshop). Municipal deposit. Nociglia. Activity: today the workshop runs 500 centuries-old olive trees in free loan for use, introducing a model of biological production, demonstrating as in the territory historically known for its production of lamp oil, it is possible to obtain a high quality olive oil. The oil "Paduli's Land" (Lampa! Project).
- Workshop 5: Percorsi e beni culturali (Routes and cultural heritage). Location: Biblioteca comunale (Town Library). Giuggianello (Intervention of valorisation and management of the library). Activity: plans of enhancement of the landscape and of the common property, with the involvement of the inhabitants and the visitors of the Park. (Describing the Paduli Project, Creature of the Paduli).
Public olive tree grove. Location within the Paduli's Park. Location of Nesting the Paduli, Creatures of the Paduli. Activity of management of an environmental property. It represents one of the tangles of the interconnection system and slow mobility.

4.3. PUBLIC PARTICIPATION: has the project actively encouraged the public participation in the decision procedure? How? Is the project in line with the national, regional or local policy?

In the two-year period 2003-2004, the LUA, collaborating with the municipality of San Cassiano, started the programme of involving the community, at the beginning giving the priority to stimulating actions, aiming at creating a confident relationship both between those who take active part at the workshop, and the people. Between 2005 and 2009 other 4 workshops started, which face in a more direct way the Paduli's subject, first to acknowledge it and then to give it a creative dimension. The summer 2008 workshop, focused on the simulation of a participated park "Paduli's Super-Park", was the result of a path started before, in autumn 2007, with the arrangement of meetings and the start-up of the formation of the council of the local association coordinated by the City administration of San Cassiano. During the 2008-2009 workshop, a process of involvement of the municipalities interested in the Paduli area was started. It happened in advance, with open letters, specific meetings, discussions and sharing of the same purposes, then with the approval of an agreement among them. There was the acknowledgment of San Cassiano as the municipality leader of the project, the preparation of a deliberative text, which every city council approved, and the signing of a Memorandum of Understanding among the municipalities. An agreement also occurred between the LUA and Region of Puglia, with acts whose main subject is the safeguard and the valorisation of the Paduli in their own territories, with a shared programme accepting the result of the Paduli's workshop, debated in 2009. The process allowed the application of the "Multifunctional Rural Park of the Paduli" as leading project for the experimentation of the methodologies of PPTR that is to be adopted by the Region of Puglia. The workshops require the involvement of the inhabitants and of the other institutions of territorial areas with different competences and professionalisms, giving to a project a multidisciplinary character, according to a multi-visual approach at the complexity of the place. Those who come from outside, must elaborate their own researches, and they are required to start an approach with the inhabitants, a collaboration and integration, to permit every participant to develop their own ideas and visions of the explored territory, sharing it with the community. During the years, every workshop has followed its own fundamental principles that are configured as the only element of inflexibility of the whole system:

- -the workshop is open to everybody and the ideas conceived cannot be an experience only from within the community but they are based on the principle of exchange;
- -the workshop is able to let the citizens' point of view meet with the external one;
- -Those who participate are required to build their own work with the inhabitants and to approach their research with this purpose;
- -every workshop ends with an exhibition of the work realized. This work is explained and communicated to the community, and to those who have not taken part in the phase 1: sending of the open call; phase 2: activating of the network; phase 3: first meeting-listening and rules; phase 4: creation of working groups; phase 5: inclusion and building of the

contents – the working group includes the inhabitants; phase 6: interaction and restitution of the contents to the community.

This has been done in order to facilitate the acquisition of the images, points of views on the Paduli, which allow recreating an image of the complexity, of the sources, of the peculiarities, to promote its safeguard and the valorisation. The LUA asked the participants of the workshop to use different means, such as artistic languages as instrument to research and share new feelings, thoughts and impressions, which along with the techno-scientific survey, simplify the interaction and the communication between the participants.

The process of participation has its foundation in the involvement of a great number of institutions and stakeholders, such as businesspeople, retailers, associations, which take other stimulation to deepen the emerged subjects and the purpose of the programme. It has happened through open letters, specific meetings, discussions and sharing of the aims, signing of agreement and protocols, actions that have the strategic subject of the safeguard and enhancement of the landscape.

<http://www.parcopaduli.it/parco/parcopaduli.php>, documentation attached PIRT, at the point 5 the participation, and link at <http://www.parcopaduli.it>

4.4. RAISING AWARENESS: has the project contributed to reinforce the public awareness towards the values of the landscape, regarding the interconnected aspects of the social development, the European identity and the right of the individual and collective wealth? How?

“Lampa!”

With the abandonment of the old-centuries olive tree groves, about 500 plants of “celline” and “ogialore” a new model of production has been started for the public production of olive oil, with the aim of building an eco-sustainable process which has made possible the passage from the old-centuries trees decay to the production of a high quality olive oil.

Lampa! Has revealed to be a horizontal experiment of auto-organized work, which has facilitated the people meetings, acknowledge and techniques; re-establishing the relationships between the community and its territory. At the same time, it has contributed at the recovery of the rural landscape, facilitating the production of the extra virgin olive oil. The oil “Paduli’s Land” is the outcome of this experimentation, for two years guest of the Olio Officina Food Festival, important Milan fair, conceived and curated by the writer and expert in oils Luigi Caricato, that in 2013 has won the second prize within the international contest “Le forme dell’olio”, held by Olio Officina, in collaboration with Mercacei. <http://www.abitareipaduli.com/lampa.html>

“Nidificare i Paduli”

(Nesting the Paduli) is a route of ideas and a workshop on the sustainable dwelling. The idea was to experiment, within the olive tree groves, a temporary and biodegradable hotel, aimed at welcoming tourists and other target groups, in a park that one can go through by walking, cycling or riding a horse (<http://www.abitareipaduli.com/itinerari.html>). There is a sustainable agriculture, privileging the consumption of local products. The experimentation of a biodegradable hotel was realized within a public property olive tree grove, acquired with the territorial regeneration programme, and nowadays it represents one of the most important knots in the thick interconnections system of slow mobility of the Park. Within the olive tree grove, a little old “caseddhra” (a rural shed), completely recovered and converted in a passive house with “0” emissions, offers all the services to the temporary shelters. The realization of the nests with the reuse of the agriculture end product, and the use of traditional building techniques has represented an important moment of consideration on the sustainable dwelling and on the recycling of the garbage produced in the agricultural field. The experimentation of the three temporary nests has assumed a particular meaning, not only for sustainable tourism, but also when the artistic practice and the architectural research become useful instruments for the landscape maintenance and protection. <http://www.abitareipaduli.com/nidificare-i-paduli.html>

“Storie Lampanti”

(Clear stories) is the book that collects the tales that participated in the writing contest Raccontare i Paduli (Describing the Paduli).

Committing the literary narration of a place like the Paduli was a way to add a step to a long path of collective building of this park, safeguarded within the heart of Salento. The old, and in a certain way mythological Belvedere wood, which gave to this barren territory in appearance, a mysterious soul, survives in numerous parts of the Paduli, surprizing the one who ventures out among the olive tree groves. Little bridges and canals keep the old swamp alive, ancestral silences and wrinkled oaks guard stone buildings and terracing colonized by moss and spontaneous vegetation with mushrooms and wild cyclamen in autumn, almond tree and figs during good weather. Among the olive trees, the air is thick, and invites to contemplation. This landscape is strictly bounded to the little towns characters which surround it, an ideal crown made of belfries and squares where life flows at a quicker step, where people come and go.

Nowadays the park can be discovered little by little by the visitors , who are attracted by the work of the associations involved in the transformation. <http://www.abitareipaduli.com/raccontare-ipaduli.html>

“Creature dei Paduli”

(Creatures of the Paduli)

It is an amazing geography of the Paduli's world, which recreates in an imaginary key, the variety and the natural prosperity, putting together the old signs with the new ones of the territory, with the creation of a geo-referenced map of the park. Through the map, inspired by the old paper of the land register of the XVIII century, the visitors can decide their own journey into the Paduli, choosing the places to visit, consulting the tales and following the twin natures of the park, the real one and the imaginary one. The scenography, the characters and the situations of this unique reign have been built with the collaboration of the artist DEM, through a cooperative game of narration, in which 25 little girls and boys, living in the territory pertinent to the park have been stimulated to create stories and at the same time to discover the good practices of safeguard of the environment which could make them protagonists and keepers of the park. <http://creaturedeipaduli.it>

5. OBLIGATORY ATTACHEMENTS

Picture 1:



Picture 2:



Picture 3:



Picture 4:



Picture 5:



6. OPTIONAL ATTACHMENT:

Attachments:**Other images:**

[lampa.jpg](#)

[00 \(61 c\).JPG](#)

[00 \(61 e\).jpg](#)

[00 \(61 f\).jpg](#)

[00 \(61 g\).jpg](#)

Video:

[nidificare 2.mp4](#)

Documentary folder:

[pirt parco paduli 2011.pdf](#)

[allegati pirt parco paduli.pdf](#)

Poster/Tables:

[Poster1 DICEMBRE 2014a copia.jpg](#)

[00 \(15b\).jpg](#)

Link of the material published online:

<http://www.abitareipaduli.com/>

<http://www.parcopaduli.it/parco/parcopaduli.php>

<http://www.parcopaduli.it/archivio/>

<http://creaturedeipaduli.it/>

http://www.domusweb.it/it/interviste/2014/08/13/gap_il_territorio_come_galleria_...

http://www.domusweb.it/it/notizie/2014/07/16/nidificare_i_paduli.html

<http://www.societing.org/2014/05/parco-dei-paduli-tesoro-secolare-provincia-lecc...>

<http://paesaggi-design.blogautore.repubblica.it/tag/nidificare-i-paduli/>

<http://www.olioofficina.com/articoli/184-l-olio-abita-i-paduli.html>

<http://www.olioofficina.it/societa/ritratti-a-olio/strappare-dall-oblio-il-piu-g...>

<http://www.olioofficina.it/societa/italia/l-olio-che-ride.htm>

<http://www.olioofficina.it/piaceri/eventi/le-gioie-dell-olio.htm>

<http://www.olioofficina.it/saperi/marketing/l-extravergine-il-lampante-il-raccon...>

<http://www.olioofficina.it/media/per-immagini/l-omone-dei-paduli.htm>

http://www.ecoideare.it/pdf/ecoideare_numero22.pdf

<http://www.salentoweb.tv/video/9152/parco-paduli-meraviglia-salento>
<http://gapgapgap.tumblr.com/creature>
<http://gapgapgap.tumblr.com/nidi>
<http://gapgapgap.tumblr.com/%20coro%20dei%20paduli>
http://bari.repubblica.it/cronaca/2013/07/10/news/una_notte_nel_parco_di_paduli-...
<http://www.stile.it/viaggiare/tendenze/articolo/art/dormire-in-un-nido-rifugi-bi...>
<http://www.abitareipaduli.com/foto.html>
<http://www.abitareipaduli.com/video.html>
<http://www.esperienzeconilsud.it/gap/>
http://bollentispiriti.regione.puglia.it/index.php?option=com_k2&view=item&id=78...
<http://www.archello.com/en/project/piazza-cito>
<http://ec2.it/studiometamor/projects/180700-Percorso-ciclo-turistico-del-Parco-A...>
http://ecowebtown.eu/n_5/06_guastamacchia-simone.html
http://mobilita.regione.puglia.it/index.php?option=com_k2&view=itemlist&layout=c...
<https://it-it.facebook.com/ParcoPaduli>
<https://it-it.facebook.com/abitareipaduli>
<http://www.metticilemani.it/gallery/luca-abitare-i-paduli>

Download the form, fill it in, and send it via PEC (certified electronic mail) and upload the receipt:

Upload the receipt of PEC sending:

[consegna accettazione invio pec.pdf](#)

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* * *

- *Participation to the award competition is only open to local and regional authorities and their groupings and non-governmental organisations, as stated in the Resolution CM/Res (2008)3, Appendix, Article 2.*
- *The application form must be completed in all of its parts in one of the two official languages of the Council of Europe (English or French).*
- *The materials submitted must be copyright-free for use by the Council of Europe in communications aimed at promoting the award or any other publications or activities relating to the Convention. The Council of Europe undertakes to cite the author's names.*
- *Files that are incomplete or fail to comply with the rules will not be taken into consideration.*

For further information please visit the Landscape Award section of the Council of Europe website: <http://www.coe.int/EuropeanLandscapeConvention>

* * *

I. STATE CONCERNED AND APPLICANT

1. State

LATVIA

Represented by

Ms. Dace Granta

Address:

Ministry of Environmental Protection and
Regional Development

Tel.:

E-mail:

pasts@varam.gov.lv;
dace.granta@varam.gov.lv

2. **Applicant**
*Name of the local,
regional authority (ies)
or NGO(s)*

Kuldīga Municipality

- Represented by**
Address

Mr. Kaspars Rasa, Director of Kuldīga
Development agency

Tel.

+371 63322235

E-mail

kaspars@kuldiga.lv

II. PRESENTATION OF THE PROJET

3. **Name of the Project**

Kuldīga Town in Venta Valley –
Preserving Unique Landscape for the Next
Generations!

4. **Location of
the Project**

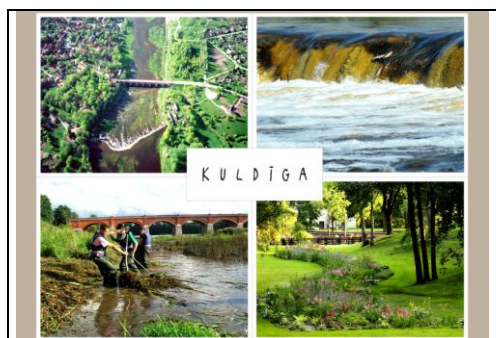
Kuldīga Town

5. **Summary of the Project** (10 lines)

The presented project is the case how Kuldīga Town promotes and maintains synthesis of Cultural Heritage and Nature Values for future by a set of several complimentary activities. The unique value of the landscape in Kuldīga is signified by intersection of important natural and cultural highlights– the centre of Kuldīga town next to the river Venta is both NATURA 2000 and UNESCO Tentative list site.

Main activities within the project: improvement of ecological condition and natural landscape of the river by reducing pollution loads to the river and cleaning of the river stretch located within borders of the town; restoration and highlighting of Kuldīga town’s culture and nature landscape on the banks of the river Venta; raising of public awareness and promoting the image of Kuldiga town within the Venta valley as an important heritage site.

6. Photo representing the Project (*high definition – JPEG 350 dpi*)



III. CONTENT OF THE PROJECT

7. Start of the Project month year
*The project must have been
completed three years previously*

8. Partners

Geesthacht Municipality (Germany) Administration of Kurzeme Planning Region, (Latvia) Saldus Municipality (Latvia), Durbe Municipality (Latvia), Latvian Environment, Geology and Meteorology Centre (Latvia), Association “Liepājas ezeri” (Latvia), Administration of Skuoda District Municipality (Lithuania), Venta Regional Park (Lithuania), Norwegian Crafts Development (Norway)
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9. Financing bodies

PHARE European Regional Development Fund (ERDF), Norway Grants Kuldīga Municipality

10. Central aims of the Project

Central aim: Promote planning, protection and good management of Kuldīga Town landscapes within the river Venta valley to promote safeguarding of Cultural Heritage and Nature Values for future.

Aims:

- to improve river ecological condition and natural landscape;
- to restore and highlight Kuldīga town's culture and nature landscape on the banks of the river Venta;
- to raise public awareness and promote the image of Kuldīga town within the Venta valley as an important heritage site.

11. Outcome

Ecological effects.

Improved water quality:

- the precondition to reduce pollution loads to river is developed by implementing project for the new sewerage collection system;
- the overgrowth with water plants are limited to 20% to achieve good ecological condition of river, by implementing of project Live Venta (Crossborder cooperation in management of nature values of the river Venta basin).

Cleaned spawning sites, promoted growth of fish population:

- the lamprey and salmonid spawning sites as well as general fish resting sites before crossing the waterfall are maintained, thus improving also spawning success in upper stretches of the river.

Visual and culture historical effects.

Improved visibility of the river valey and waterfall landscape:

- the landscape value of the widest waterfall of Europe (249m) is enlarged by limitation of overgrowth with water plants;
- cleaned up river banks, developed trails and created view perspectives.

Renewed and highlighted culture historical landmarks:

- the old bridge crossing the river Venta is renovated. The bridge becomes as a Trademark of the Town;
- the town garden is renovated and adored with planted “Flower River”;
- the pearl of wooden architecture – Kuldīga district museum building is restored and a restoration centre is established near by;
- a concept for renovation of the streets in the old town of Kuldīga has been elaborated and subsequent implementation of a set of street reconstration projects has been finished.

Social, educational and economic effects.

Well developed infrastructure for recreation and nature education activities:

- the river Venta territory development, e.g, Mārtiņšala;
- the Blue Flag Beach on the river Venta;
- reconstruced town garden with an open-air cinema has become an important recreation territory for the inhabitants.

Improved living conditions. The improvement of quality of life is achieved:

- now both sides of the town separated by the river are connected to centralised sewerage collected system(more than 1000 new households connected to the centralized sewerage system).
- reconstruction of the old brick vault bridge and connected streets and squares.

Activated and educated inhabitants and raised awareness:

- activation of the citizens to improve environment condition – river clean-up now is annual event on World Environmental Day of United Nations (05.06.);
- teachers of Schools of Kuldīga town and Kuldīga Parish are trained to use river as resource for outdoor environmental education. River Venta as a training resource now is used not only for students of Kuldīga Town, but also in other settlements on the

banks of River Venta.

- river and riverside landscape is recognized as an ultimate resource for numerous local and international artistic events. Artistic values developed regularly are displayed on the river banks. Undertaken activities has resulted in Agreement between Kuldīga Municipality and Academy of Arts in nearest future to open Branch of the given High School also in Kuldīga Town.
- UNESCO city games/ conference etc.

Developed new entertainment events for the citizens:

- open-air cinema;
- tourism season opening event “Flying Fish in Kuldīga”.

Improved economic value of the landscape:

- increased number of tourists (especially in culture and nature tourism) contributes to the local economics. Number of visitors shows increasing trend. Due to well-maintained environmental and cultural values, the town of Kuldīga has become one of the “Top 10” visiting endpoints in Latvia;
- spawning and migration success for fish is enlarged, thus giving additional economic gains;
- well arranged transport and engineering infrastructure for development of entrepreneurship.

IV. RESPECT OF THE CRITERIA OF THE ATTRIBUTION OF THE AWARD

12. Sustainable territorial development

Is the project part of a sustainable development policy?

Does it contribute to the enhancement of environmental, social, economic, cultural or aesthetic values of the landscape? How?

Has it successfully countered or posed remedy to any pre-existing environmental damage or urban blight? How?

The Project is part of a sustainable development policy in National, Regional and Local level such as it is based on Green infrastructure concept and Ecosystem services approach. In national level project corresponds to priority No.7 of the Latvian development strategy Latvia:2030 - Nature as future capital. In Local level the Project promotes sustainable development of the area and particularly safeguarding of Cultural Heritage and Nature Values by good planning, protection and management of Kuldīga Town landscapes defined in the municipality development documents.

The project contributes to the ecological, social, economic and aesthetic value of the landscape.

The safeguarding of ecological values of Kuldīga Town by improving ecological condition, increasing biodiversity is precondition to maintain high landscape value. River Venta and its riverside within borders of Kuldīga Town is recognized not only as nature protection site of European importance (defined as *Natura 2000* site) but also as important landscape area.

Development of infrastructure for the visitors of the nature territories promotes reduction of antropologic load in ecologically sensitive areas (protected habitats).

The enhancement of social values is contributed by improvement of life quality and well-being of citizens introducing the open-air cinema, bathing site corresponding to requirements of Blue Flag Beaches, as well as other “small” innovations, so notable for everyday life. After many year delay social justice principle is introduced now by connecting both sides of the town, separated by the river to centralised sewerage collected system. All above mentioned activities increase general acceptance, respect and dignity of local citizens for surrounding landscape as an asset and particular site belonging to the whole European society.

Due to it well organized and maintained environmental and cultural assets Kuldiga town has become one of the “Top 10” Visiting sites in Latvia. Increased spawning and migration success for fish is not only environmental, but as well as an economic value. The increased river self- purification capacity is creating additional ecosystem services values as well. Located within the town R.Venta is developed as significant “blue” structure, demonstrating new approaches of Europe as stated in EC Green Infrastructure Strategy.

There are strong synergies between ecological, cultural and aesthetic values of the area. Valuable ecological and cultural assets serve as a resource for inspiration to create various artistic installations, which finally become part of the surrounding landscape.

In previous decades river was polluted by timber processing factory “Vulkans” in a form of sunken timber and silted grounds, as well as high nutrient loads of partly treated wastewaters from the town. After introduction of Project activities, the former environmental damages were reduced by the remediation activities and clean-ups in the river in combination with installation of enlarged sewage collecting systems. Moreover improved ecological state of aquatic habitats serving as a stepping stones for migrating fish, at least for several years allowed more successful spread of salmonid and cyprinid (*Vimba vimba*) fishes as well as river lamprey in the upper stretches of the R.Venta .

Recultivated brownfields and polluted territories and objects in Venta valley and surrounding territories.

13. Exemplary value

Can the project be considered of exemplary value? Why?

Which are the good practices that it implemented?

The project shows complex and multiplicative approach to restoration and improvement of the ecological, culture historical and social elements of the landscape involving local citizens and wide network of partners within the cross border cooperation.

Latvia is the country with very rich water resources. The multi-functional use of inland waterways is important precondition to enhance the quality of life of the citizens and to promote sustainable economic development of Local Municipalities. Nevertheless the potential of river and riversides in Latvia is used in limited scale. Supporting involvement of local society in river and riverfront management, we are achieving raise of general interest in rivers. Local river and riverside improvement activities with visible positive and multilevel results can trigger interest of bigger players to integrate rivers in other segments of economy (tourism, transportation, fishery etc.).

Case of Kuldīga Town demonstrates strong synergies between ecological, landscape and economic values. Our approach - unite and interact with different interest groups to achieve mutually acceptable and visible results jointly improving environmental state and landscape quality - is based on the really acting principle that each citizen and his small involvement has an ultimate meaning for the town. Mutual respect and support between Town authorities and individual town dwellers carrying out small activities to maintain and improve landscape and environmental qualities to benefit all society has an exemplary value to be replicated and share as a good practice. Additionally it can be assumed as a practical implementation of the EC Strategy on Green Infrastructures.

14. Public participation

Does the project actively encourage the public's participation in the decision-making process? How?

Is the project in line with the wider policies implemented by national, regional or local authorities?

The local citizens are involved in the project development and implementation from an early stage – starting from the elaboration of Kuldīga town planning documents (including the planning projects of old town and nature structure in partnership with experts from Geesthacht (Germany)), nature protection plan for NATURA 2000 “Venta Valley”, preservation and development plan for the Kuldīga old town (as a part of documentation for inclusion as the potential UNESCO cultural heritage site). These plans initially define the further goals, tasks and activities for the coming years.

After involvement in the Project local people not only actively participate in decision making process, but even have become the initiators of new river friendly decisions. For example, clean-up activities next to the waterfall initialised local people to demand installation of video systems to control and avoid illegal fishery in order to secure achieved results and safeguard migratory fish resources.

The Project is in line with EU Strategy on Green Infrastructures and Ecosystem Service approach which both are new, innovative and challenging approaches not only in Eastern Europe but in the whole Europe as well. Moreover the Project practically implement and demonstrates generally known approach “Think Global, Act Local”.

On National level undertaken activities are in line with the Latvian Development Strategy (Latvia: 2030) and correspond to Priority No.7 - Nature as future capital.

On regional level the project corresponds with the goal “Sustainable development” defined in

Kurzeme planning region land use plan

On local level the project is based on planning documents of Kuldīga municipality:

-territory development programme in which revitalisation of Kuldīga old town and preservation of nature and culture heritage and improvement of its attractiveness has been set as the main goal.

- the land use plan which defines special protection requirements for the historical building zones and territories of “blue&green” structure.

15. Awareness raising

Is the project effectively increasing the public’s awareness of the importance of landscape in terms of human development, consolidation of European identity, or C? How?

The public awareness is increased and importance of landscape is recognised not only as a part of daily life, but also as a part of Cultural heritage inherited from the previous generations of different nations jointly living and developing Kuldīga Town (former Goldingen). Evidences and respect to imprints left in town architecture and landscape by different cultures makes European identity understandable and even needed. One of Kuldīga Municipality Visions - to become nominated as UNESCO World Cultural Heritage Site, now for local society seems to be realistic and achievable goal for their own sake and development. The celebration of World Environmental Day nominated by the United Nations (05.06) now for local society is not only “words” but acceptable value to participate in river and landscape clean-up activities.

The public awareness is reflected by involvement of local citizens in river clean up campaigns and regular territory cleaning events, educational events, UNESCO city game and conferences, restoration of historical buildings when local citizens actively restore and renovate their buildings with the help and support of the experts of the restoration centre established by the Kuldīga municipality within the project financed by Norway grants.

V. ADDITIONAL MATERIAL

Together with the printed version of the Application form, additional material in digital format is included in one CD-Rom:

- Text 10 pages (*PDF format*)
- 10 Photos (*JPEG 350 dpi high definition*)
- Poster (*PDF format high definition or JPEG 350 dpi high definition*)
- Video (*mpeg 2 format*)

* * *

I. STATE CONCERNED AND APPLICANT

1. State

The Netherlands

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2. Applicant
*Name of the local,
regional authority (ies)
or NGO(s)*

The board of National Project Nieuwe
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II. PRESENTATION OF THE PROJET

3. Name of the Project

National Project Nieuwe Hollandse
Waterlinie / New Dutch Waterline

**4. Location of
the Project**

The military defence system is situated in
the central part of the Netherlands, in 5
provinces.

5. Summary of the Project (10 lines)

The New Dutch Waterline is a military line of defence designed in 1815 to protect the economical and financial heart of the Netherlands. The concept of inviting water with subtle engineering of landscape, originates from the 12th century. During the Second World War the concept of a waterline as defence system proved to be useless and was abandoned. The redevelopment of this unique cultural landscape, consisting of 60 fortresses, 5 fortified towns and over 1500 smaller buildings, all located in the central part of the country, was announced by the government as a National Project in 1999. The New Dutch Waterline was chosen because of it's unique character and the complex spatial and administrative task. In order to transform the New Dutch Waterline into a recognizable spatial entity, present day functions such as leisure, water management, agriculture, nature and commerce are added.

6. Photo representing the Project (high definition – JPEG 350 dpi) and name of the author of the photo please

The photo can be found on the dvd.

III. CONTENT OF THE PROJECT

7. **Start of the Project** January month 2000 year
*The project must have been
completed three years previously*

8. **Partners**

Provinces of Noord-Holland, Zuid-Holland, Noord-Brabant, Gelderland and Utrecht;

From 2000 till 2014 the partnership included 5 Ministries (the former Ministry of Agriculture, Nature and Food quality, Ministry of Economic Affairs, Ministry of Education, Culture and Science, Ministry of Defence, Ministry of Infrastructure, Ministry of Housing, Spatial Planning and Environment), 5 Provinces, 5 Waterboards and 25 Municipalities.

9. **Financing bodies**

The National Project is financed by the Provinces of Noord-Holland, Zuid-Holland, Noord-Brabant, Gelderland and Utrecht. Individual projects are financed by owners and local authorities.

Until 2014 the above mentioned larger partnership contributed financially, with the national government as largest investor.

10. Central aims of the Project

The main aim of the project is to realise a sustainable future for this unique military landscape. In 2004 an overall-vision of preservation and development of the New Dutch Waterline was published: Panorama Krayenhoff – a ‘Linieperspectief’. Central theme of the project was and still is to foster and guard the coherence of the development of the Waterline. As it extends over 5 provinces, the reconstruction is time consuming and many stakeholders are involved. This ‘Linieperspectief’ aims at the realization of the ‘typical Waterline profile’ along the 85 kilometers from Amsterdam to the South. It consists of a recognizable ‘main defence line’ (backbone of the Waterline), flanked by open areas (former inundation areas) to the eastern side and more urbanized areas to the western side. Where the original landscape is too fragmented to be restored, the focus is directed on preservation through development of artefacts (forts etc).

The projects aims at the realisation of the following 3 goals:

1. Redevelopment of the New Dutch Waterline as one recognisable landscape through restoration and enhancing visibility and accessibility.
2. Enclose the New Dutch Waterline in the minds, hearts and hands of visitors, inhabitants and experts.
3. Realise a socially and economically sustainable exploitation of the New Dutch Waterline.

11. Outcome

With a joint investment of over 200 million euro’s the New Dutch Waterline has been transformed from ‘the best kept secret of the Netherlands’ to a vibrant part of the public area. The government agreed to invest in this large project after a very positive social cost-benefit analysis was carried out. Today the positive effect on the local and regional economy as well as on the spatial quality is incontestable. By preservation through development, a sustainable future has been ensured for this military landscape that is enlisted on the Dutch tentative list of UNESCO World Heritage. The landscape that was once engineered to protect us, is now hosting contemporary uses that emphasize and enhance it’s unique character. In close co-operation with owners and entrepreneurs a variety of new uses has been introduced in the fortresses, ranging from conference facilities, Bed & Breakfast, museums to restaurants. The redevelopment of this unique ensemble of cultural and natural heritage has been performed in a respectful way, adding high quality public space to the central part of the Netherlands.

IV. RESPECT OF THE CRITERIA OF THE ATTRIBUTION OF THE AWARD

12. Sustainable territorial development

Is the project part of a sustainable development policy?

Does it contribute to the enhancement of environmental, social, economic, cultural or aesthetic values of the landscape? How?

Has it successfully countered or posed remedy to any pre-existing environmental damage or urban blight? How?

The New Dutch Waterline was introduced as a National Project in 1999 to implement the concept of 'preservation through development'. This so called 'Belvedere approach' is an offensive approach from a defensive tradition of heritage conservation. It stimulates a focus on the opportunities cultural heritage could provide for spatial planning and regional development. For a sustainable and economically healthy future of military heritage, preservation through development proves to be a winning concept, as can be seen in the New Dutch Waterline. It does however take courage from owners and authorities to make it happen. It requires a coordinated, integrated and systematic approach.

Our ambition includes not only protection, restoration and maintenance of the different elements. Above all it requires a vision on how to develop the Waterline as a recognisable spatial unit worthy of the UNESCO World Heritage status. By adding new functions, one can strengthen sustainable preservation and become less vulnerable in case of major operations such as industrial or infrastructural works. The focus has been on the built heritage, the fortresses. This is where new economic developments are relatively easy conceptualized within the limits of authenticity and integrity. The hard part is how to keep the New Dutch Waterline recognisable as a whole. Not just the 60 fortresses, but the dikes, inundations planes and over 1500 small elements as well.

The time of preserving heritage just for preservation is long gone. A broad based, multifaceted group of activities that uses our built heritage not as an end in itself but as a means to broader and, frankly, more important ends. Around the New Dutch Waterline that has meant historic preservation as a means for downtown revitalization, attraction for tourism, job creation, housing, education, and others. The challenge is how to keep cultural heritage on the agenda of Infrastructure, Economic development and Spatial planning, in order to let historic preservation become the irreplaceable variable in any effective urban or regional strategy.

13. Exemplary value

*Can the project be considered of exemplary value? Why?
Which are the good practices that it implemented?*

This potential UNESCO World Heritage is located in a highly dynamic part of the Netherlands, crossing major highways and adjacent to the economic heart of the country. In combination with the agricultural and industrial development, the water management and infrastructural projects, the cultural landscape of the New Dutch Waterline is under constant pressure.

The New Dutch Waterline was chosen in 2000 as a National Project because of the complex spatial and administrative task (the collaboration between five ministries, five provinces, 25 municipalities and five water boards). By composing 1 Masterplan the fields of recreation, watermanagement, agriculture, nature and infrastructure were combined. The cultural heritage, the story of our military defence system, provided a source of inspiration for all spatial development within the boundaries of this specific cultural landscape. This Masterplan was presented in 2004 with a horizon till 2020. The project goes according to plan. And even at this time of more limited financial opportunities, all stakeholders still support the initial ambitions.

With the endeavour of many organisations, the New Dutch Waterline has emerged as a significant landscape structure of great public value. The state, accessibility and recognisability have improved beyond expectations over the last 10 years, adding a highly appreciated identity to the region.

Good practices, as they are recognised by our European partners, are the following:

- 1 Masterplan, to ensure the cohesion of all smaller plans throughout the 85 km
- use of (military) heritage as source of inspiration for local/regional spatial developments
- multidisciplinary approach by integrating cultural, natural and economic values
- defining a New Dutch Waterline design-grammar
- independent project office, to stimulate and support all stakeholders, to overcome the governmental thresholds.

14. Public participation

Does the project actively encourage the public's participation in the decision-making process? How?

Is the project in line with the wider policies implemented by national, regional or local authorities?

The realisation of the New Dutch Waterline ambitions is a collection of many different projects. Some projects are initiated by governmental institutions and later on in the process handed over to local stakeholders. Some other projects are completely 'bottom-up', where local residents join their forces and feel responsible for the redevelopment of a certain New Dutch Waterline element.

For the daily activities on the fortresses and the maintenance of both built heritage and the surrounding landscape, the project strongly relies on the input of volunteers. It is therefore of the utmost importance to enhance local ownership. This can be achieved by enclosing heritage in the minds, hearts and hands of authorities, experts and visitors. This doesn't mean however that the government can let go. The government stays owner and guardian of the long term ambition and should act accordingly.

The New Dutch Waterline is safeguarded in national, regional and local spatial planning legislation. Legal instruments are there to prevent unwanted developments. These instruments however cannot ensure the quality of developments. Therefore an independent Quality Team has been installed by the Board of the New Dutch Waterline in 2004. With the Government Advisor on Landscape and Water as chairman, and experts on spatial planning, landscape architecture and history of architecture as members, this quality team provides independent advise to all stakeholders in the New Dutch Waterline.

15. Awareness-raising

Is the project effectively increasing the public's awareness of the importance of landscape in terms of human development, consolidation of European identity, or individual and collective well-being? How?

By making the legacy of the Dutch military history accessible it becomes valuable public space. Especially in the Netherlands, where most areas are urbanised and privatised, 85 kilometres of continuous landscape is priceless.

The New Dutch Waterline illustrates our continuous struggle with water. Although for this specific military purpose, water was supposed to be our ally. The fortresses remind us of military conflicts of the 19th and 20th century. The landscape of the New Dutch Waterline can be regarded as a memorial.

What makes the New Dutch Waterline especially interesting, is the fact that many spatial developments were prohibited by military legislation for quite some time. This has resulted in a green and open character of the landscape with high ecological values next to the economic heart of the Netherlands. By being really careful with current spatial developments, these outstanding values can be safeguarded.

The New Dutch Waterline is a national monument and is since 2011 on the Dutch tentative list for UNESCO World Heritage. This stresses the fact that it is a truly unique landscape.

V. ADDITIONAL MATERIAL

Together with the printed version of the Application form, additional material in digital format should be included in one CD-Rom or DVD and returned by post or courier to:

Maguelonne Déjeant-Pons

Executive Secretary of the European Landscape Convention

Head of Division, Council of Europe

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- Text (10 pages max.): *PDF format*
- Photos (10 max.): *JPEG 350 dpi high definition*
- Posters (2 max.): *PDF format high definition or JPEG 350 dpi high definition*
- Video (15mn max.): *mpeg 2 format - It is advised to present a video (even of amateur).*

* * *

I. STATE CONCERNED AND APPLICANT

1. State

Slovakia

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2. Applicant

Name of the local, regional authority (ies) or NGO(s)

The village of Liptovská Teplička

Represented by

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II. PRESENTATION OF THE PROJET

3. Name of the Project

The protection of the unique historical landscape types

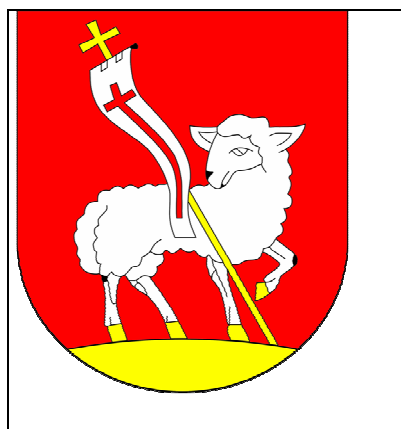
4. Location of the Project

The Slovak Republic
Prešov Region, Poprad District
Liptovská Teplička Municipality

5. Summary of the Project (10 lines)

The project aims at preserving the local landscape character of the mountain agricultural landscape and a specific character of the settlement in the village Liptovska Teplicka, as the part of the unique historical landscape types in the mountain landscape of the Carpathians. Those are mainly represented by terraced fields, which are testimony to the original way of livelihood, and the landscape memory. The native population grubbed up surrounding forests and created a system of narrow terraced fields with baulks in the first half of the 17th century, which are still around the settlement within 350 ha. There are also present the unique historical parts of the settlement with a set of preserved wooden timbered farm buildings (barns) and a set of 419 potato cellars that still perform its original function. The municipality of the village has been developing a long-term continuous effort to preserve the character and functionality of the original type of the landscape, to maintain its forms of using it by its traditional farming. These activities bring benefits to the population in terms of preservation of its cultural and historical values of the landscape, an impetus for their economy and a strong potential for sustainable tourism, environmental balance and the continuity to of the population identity and their landscape.

6. Photo representing the Project (high definition – JPEG 350 dpi) and name of the author of the photo please



III. CONTENT OF THE PROJECT

7. **Start of the Project** month year
The project must have been completed three years previously

8. **Partners**
- | |
|---|
| Agricultural Cooperative (AC) Liptovská Teplička
Self employed farmers |
|---|

9. **Financing bodies**
- | |
|--|
| budget of the municipality,
partners' AC Liptovská Teplička budget
(to purchase a suitable technique for cutting and mulching) - Tractor Reform Mouny - € 111,304, Arm mulcher Noremat Prodigia - € 26,417 |
|--|

10. Central aims of the Project

The aim of the project is to preserve the authenticity and the landscape character of the unique type of the mountain agricultural landscape situated in the Carpathians through the management of historical landscape structures which are linked to the landscape genesis. The area of the village has been settled in the first half of the 17th century during the Wallachian Colonization by the goral population from a borderline of the upper Orava and Kysucen regions. The historical landscape structures are represented in particular by the set of terraced fields that are testimony of the original means of livelihood, as well as the historic part of the village with its original wooden farm buildings (barns) and a set of potato cellars.

The village Liptovská Teplička lies in the Carpathians, on the northern foothills of the Low Tatras Mountains, under its dominant Kráľova hoľa peak (1946 m), at an altitude of 920 m a.s.l. The area of the village with its 9.870 hectares and 2.431 inhabitants has its height range from 760 m a.s.l. to 1770 m a.s.l. The native population grubbed up the surrounding forests in the 17th century and by their farming have been created narrow strip fields of arable soil and mountains pastures where sheep and cattle have been keep.

Historical landscape types consist of:

- A system of narrow terraced fields with an area of over 350 hectares, which are surrounded by the settlement of Liptovská Teplička from all its sides. The fields have an average width of 8 m and at some places may reach a length of 1 km. Terraced fields were created by ploughing up the steep slope and piling up rocks along the edges at an altitude of 900-1100 m a.s.l.;

- the unique range of preserved wooden farm buildings (barns) with its typical architecture. All these buildings are located on the edge of settlement, out of the living part of the settlement. The reason for this objects configuration was to protect them against fire;
- the unique potato cellars located one by one in the slope of the number 419 also located on the edge of settlement. The cellars are vertically set into the ground to the limestone to a depth of 3 m, they have a pear shape.

Liptovská Teplička in cooperation with its project partners – the Agricultural Cooperative, citizens, self-employed farmers - is continually developing activities for preservation of this unique landscape and characteristic landscape features by various forms:

- keeping traditional land use forms;
- keeping the functionality and the character of the original type of the landscape by regular farming;
- promoting the use of agricultural landscape structures on domestic farming and agro-tourism;
- regulation of the interventions in the historic landscape structures, their protection in spatial planning and conceptual documents;
- by introducing the limitation of new build construction with aim of no changes of the historical character in selected parts of the village;
- restoration of the Carpathian log houses folk architecture;
- promotion of eco-stabilizing function of agricultural structures, due to its water retention in the landscape;
- public awareness raising campaigns about the landscape value and the vivid local culture through the activities of information, education and edification.

11. Outcome

The village Liptovská Teplička in cooperation with its partners, in 20 years of the project implementation has achieved:

- **preservation of a unique landscape types in mountain landscape of the Carpathians**, the authentic landscape of Liptovská Teplička incurred during the Wallalchian Colonization;

- **preservation of the character and functionality of the original agricultural landscape;**

- **keeping the forms of the traditional farming of the agricultural historical landscape structures** by self-employed farmers and the Agricultural Cooperative of the shareholders AC Liptovská Teplička;

Fields nearby the settlement are still ploughing by the inhabitants and self-employed farmers. Rest of them are farmed by AC Liptovská Teplička as a permanent grassland and used for grazing of cattle, sheep and finally mulching or the hey production. Flat areas on the terraced fields are periodically cutting and grazing, baulks are mulching 1 time in the season of 2-4 years. Some successive overgrown areas were renewed. AC has purchased also a modern technology as special tractors for cutting and mulching, to use it in these natural conditions, with steep slopes and rugged areas.

- **preservation of the unique values of the historical parts of Liptovská Teplička;**

Preservation of folk architecture buildings, the set of wooden timbered barns and the unique potato cellars that still perform its original function.

- **preservation of the landscape heterogeneity;**

- **prevention of the successive overgrown and termination of the agricultural landscape;**

• **preservation of agrobiodiversity of the area** resulting from the treatment of permanent grassland by extensive farming in the area;

• **organic farming in the landscape;**

The AC Liptovská Teplička has started ecological way of farming in 1991 on the area of 140 ha, and since 1996 has continued on the area of 1.325 ha. This change was because the part of the managed fields is located in the Low Tatras National Park (nearly 700 ha) and in the protection zone of water resources (over 500 ha). Farming is excluded to use any chemicals, fertilized only by natural way of manure. An important result of project is also **the local food production**. AC produces organic products and sells them from the farmyard.

• **eco-stabilizing effect of marketing practices;**

The arrangement of the historical structures – terraced fields and the permanent care create anti-erosion effect and improve the moisture regime of the soil.

• **preservation of landscape potential for tourism, agro-tourism** and other recovery of the landscape promoting the use of the historical ago- structures for farming and rural tourism;

• **strengthening of human identity and landscape;**

The landscape has been settled in the 17th century by the Goral population, as evidenced by the original regional dialect, which is still preserved. The native population created by their hard labor the unrepeatable structures in the landscape with hard natural conditions. They have transformed the forest landscape to the agricultural one and it has become their livelihood. Today, these structures are the memory of the local landscape, they are testimony of their inhabitant's viability. Effort to maintain these structures is an expression of the human and landscape identity.

• **educational activities, support of local culture** – increasing the public awareness about the landscape value and local culture through the activities of information, education and edification, strengthening the relationship of inhabitants to the own landscape and its values;

The municipality provides promotion and edification in the media – the press and TV, promotion materials, information boards, exhibitions, conferences and through the organization of various events. Municipality organizes conferences for training of the entrepreneurs in the topic of sustainable tourism. Significantly even the local elementary school contributes to education activities by transfer of the respect to the landscape and the village into regional education lessons; and also inhabitants by passing on traditions from generation to generation.

The village Liptovská Teplička and its partners have got significant national and international awards:

- Village of the Year 2007 - under the National Programme of the Village Renewal;
- The Most Beautiful Area 2007 - organising by Ministry of Agriculture and Rural Development of the Slovak Republic (AC Liptovská Teplička);
- European Village Renewal Award in 2008 – 2nd place for the municipality;
- Organic Farm 2012 – organized by Ekotrend Slovakia – Association of the Ecological Farming (AC Liptovská Teplička);
- Landscape Award of the Slovak Republic 2014

IV. RESPECT OF THE CRITERIA OF THE ATTRIBUTION OF THE AWARD

12. Sustainable territorial development

Is the project part of a sustainable development policy?

Does it contribute to the enhancement of environmental, social, economic, cultural or aesthetic values of the landscape? How?

Has it successfully countered or posed remedy to any pre-existing environmental damage or urban blight? How?

Is the project part of a sustainable development policy?

The project is a part of a sustainable development policy.

The cooperation of the local municipality at realization of the project with the local population, the Agricultural Cooperative, self-employed farmers, forest enterprises and participants of tourism contributes to a stable and sustainable development of the village.

The implemented activities support sustainable development through the introduction and by dissemination of the environmental approaches to the development of the agriculture and at the same time they preserve natural and cultural values of the landscape.

Does it contribute to the enhancement of environmental, social, economic, cultural or aesthetic values of the landscape? How?

Environmental aspect

The implemented project complies with the environmental policy at the national level. The activities in the such landscape have a significant impact on the environment:

- organic farming since 1996 respects principles of nature protection too – the Low Tatras National Park, NATURA 2000 areas and water protection - zones of sanitary protection of water resources;
- landscape diversity preservation by the extensive land management – of permanent grasslands, makes also preservation of agrobiodiversity of the area;
- maintenance of the terraced fields in this landscape types is relevant from the water distribution point of view. Their existence and its regular cutting increase to the retention capacity of the landscape and slows runoff water from the river basin, which plays an important role in area flood protection.

Social aspect

The identity of the local population is strongly linked to the traditional forms of livelihood. The inhabitants of the Liptovská Teplička village are closely associated with their landscape. A man, who came to this landscape has transformed it and lived in harmony with it. It became his livelihood. The inhabitants have created a deep connection to their landscape. By the current project activities this relationship retain, deepen the identity of the man and the landscape. The inhabitants can recognize the value of the landscape, which has been created in the past by their previous generations and they continue to look after it.

Keeping the employment in the village, in addition to small operations infrastructure, directly depend on the use of local resources, meadow-grazing and the forest landscapes. A fundamental point of the project was to keep the way of livelihoods and to transform the archaic forms of farming to the modern and suitable management practices.

Economic aspect

To sustain of the agricultural landscape brings benefits not only in terms of preserving cultural and historical values, but also in economic terms, namely in two directions. The first one is to increase an income from tourism and agro-tourism, because the landscape of Liptovská Teplička retains its uniqueness and thus the attractiveness for visitors. The accommodation, winter hiking and skiing opportunities are developing. Tourism here has great potential for its development.

The second aspect is the current use of the agricultural landscape, partly by private farmers, but mostly by the project partner - AC, which has rented the land from the residents. AC is a major producer because of the ecological farming. In livestock production they are focused on cattle breeding for a meat production and the sheep farming. In the crop production they produce organic potatoes, spelled, buckwheat. All organic products are offered vended directly from the farmyard.

Cultural aspect

A man re-creates the landscape and the landscape forms the man. Even the local cultural aspect testifies about the originality of the environment - the identity of the people and the landscape. The value of the local landscape comes from its identity and people. People living in this landscape interpreted landscape and their lives in folk art, traditions, songs, dances, costumes, dialects. The residents of the village are aware of their culture.

The municipality by its activities keeps site-specific awareness and creates conditions for the preservation of the village cultural heritage through the organization of various cultural events in the local, regional, national and international importance. Those are carried by the Culture Department of the Municipal Office. The biggest cultural event in the village is Folklore Festival under the Kráľova hoľa peak, which is an exhibition of the amateur and professional folk groups and ensembles from Slovakia and abroad. In addition, the municipality with its partners organise Organic Farming Days, Špekfest (Bakon fest) and similar events on consolidation of local culture and cultural identity.

The local television, which prepares film documents about the village, contributes to the preservation of cultural heritage as well. Folklore Ensemble Turnička for children and folk group Tepličan are involved in-keeping a local folk culture. Really significant is also contribution of the local elementary school with nursery, where is supported raise of awareness of pupils about the landscape identity in regional education lessons. The cultural life is reflected in the activities of several NGOs, associations and unions.

Aesthetic aspect

The unique historical landscape structures – terraced fields of Liptovská Teplička are essential features which create the landscape character of Liptovská Teplička. It is the preservation of the characteristic features of the landscape within the meaning of the European Landscape Convention. These structures create cultural and historical profile of the landscape. Liptovská Teplička is a unique community in a specific landscape of the Carpathian range in the European context. The historical landscape structures in the highlands of the Low Tatras are unique to its location above sea level, the rugged topography and also by its scope.

Natural, cultural and historical value of the country resulting from originality, rarity of its occurrence, spatial extent and significance (regional, national, european). The landscape visual appearance is formed by:

- mountain relief with historical village in the valley;
- the main characteristic landscape features are terraced fields in the mountain landscape;
- unique ground plan of the historical parts of the village, which represents a set of economic

buildings (barns) with ordinary and irregular arrangement and cellars for potatoes which are separate part of the village;
• folk architecture – the Carpathian wooden house.

The sustainability of the project is provided by continuous cooperation among the municipality, AC Liptovská Teplička and residents of the village. Without this cooperation the uniqueness of the historic landscape structures could not be kept.

13. Exemplary value

Can the project be considered of exemplary value? Why?

Which are the good practices that it implemented?

Project could be presented as an example of preserving and sustainability of the agricultural landscape character and settlement, not only for areas with similar rugged relief. Great is the approach of the landscape management with regard to the protection of its cultural and historical values, including eco-stabilizing effect, which leads to keeping the historic landscape character and landscape features.

Local government paves the way to the village to be a modern, fully equipped for its residents, to let local people make a living there, but in order to keep its uniqueness.

The project is exemplary of the following points:

- complexity and systematic approach to the preservation of the landscape values and landscape and man identity;
- timing - it is a long-term, continuous effort to keep values;
- cooperation of the main project partners.

Extinction risk elimination. Extinction risks of mountain foothills regions are in cultural landscape gradually abandonment and delimitation of the agricultural land to a forest one. As the process is spontaneous, overgrown areas cause the landscape abandonment with minimal economic defects.

As a result of political, social and economic changes in Slovakia after the year of 1989, management of large areas with a permanent grassland has been stopped. Those were the areas of particular steeper slopes or with worse accessibility and the results of that are large areas of dissolute landscape in Slovakia, which are subjects of secondary succession.

The village Liptovská Teplička is an example for other municipalities by maximum effort with its partners to save the agricultural landscape, which is an unique value and the potential for the village development.

Trend of the landscape succession in Liptovská Teplička has been slow down and stabilized at the a value that there has not been significant change in the landscape character and landscape features and the most important is that surrounding of the village with terraced fields has been preserved till this time. In the arrangement of the agricultural cultures there was reduction of their diversity, representation of grasslands has increased. On the periphery of the village, however, there were preserved fragments of arable land and huge diversity of crops.

In case the management of historical landscape structures can not be provided, landscape would overgrown in successive steps, and from the cultural agricultural heterogeneous landscape would a homogeneous routine forest and its character, specificity, uniqueness and values would be permanently lost.

14. Public participation

Does the project actively encourage the public's participation in the decision-making process? How?

Is the project in line with the wider policies implemented by national, regional or local authorities?

Does the project actively encourage the public's participation in the decision-making process? How?

Yes. The project is based on cooperation of the municipality, self-employed farmers, agricultural cooperative, civic associations and village residents.

One of the municipality priorities is to support the existence of historical landscape structure by establishment of optimal conditions for their proper farming as well as their protection through the spatial plan and regulations of construction and interventions in the landscape. The public participation in the spatial planning and programs of the social and economy development is general principle of the municipality. Implementation of the project is a part of mid and long-term municipality strategies and as well as the regional ones. The main project partner is a cooperative of Liptovská Teplička residents – land owners. They also participate by own ideas of the AC development through the common meetings with yearly periodicity at least.

Residents keep and renovate unique farm buildings in barns and potato cellars by the rules established by the municipality. Residents are also actively involved in social, cultural life and events in the village. There are also several civic associations and unions.

Is the project in line with the wider policies implemented by national, regional or local authorities?

Yes, the project is in line with the policies and plans at the following levels:

National

- National Sustainable Development Strategy of the Slovak Republic (2001)
- National Strategy of Regional Development (2014)
- Spatial Development Conception of the Slovak Republic (2001)
- The updated National Strategy of the protection of biodiversity till the year 2020 (2014)

Regional

- Economy and Social Development Programme of the Prešov Region (2008-2015)
- The Spatial Plan of the Prešov Region (2004)

Local

- Spatial Plan of the municipality Liptovská Teplička (2009)
- Economy and Social Development Programme of the municipality Liptovská Teplička (2012)

15. Awareness-raising

Is the project effectively increasing the public's awareness of the importance of landscape in terms of human development, consolidation of European identity, or individual and collective well-being? How?

Residents of Liptovská Teplička have managed to combine of three phenomena. They settled to live in the landscape where is difficult to obtain a livelihood, they continued farming and indirectly created economically efficient forms of land use. The result is geometrically unique arrangement of the country which acts as a "work of art". The country is photogenic, attractive, amazing. And it may almost be described as the land-art. The landscape management is closely linked to the knowledge of the value for the population. A very active role in awareness raising about the landscape is played by the local municipality. The third phenomenon is the local culture. The consciousness of the people, their language, songs, traditions, their way of living rare relics of the past nowadays. The specific pattern which has been created in the Liptovská Teplička village reflects the way how to survive, how to find a harmony between the man and landscape and how to create a culture which is attractive to domestic and also visitors. The village represents a mosaic in the Carpathian landscape. Preserving of its authenticity and the character is important also from an European perspective. The projects contributes to the preservation of diversity of the European landscapes and their cultures.

V. ADDITIONAL MATERIAL

Together with the printed version of the Application form, additional material in digital format should be included in one CD-Rom or DVD and returned by post or courier to:

*Maguelonne Déjeant-Pons
Executive Secretary of the European Landscape Convention
Head of Division, Council of Europe
F-67075 STRASBOURG, Cedex
Tel: +33 (0) 3 88 41 23 98
E-mail: maguelonne.dejeant-pons@coe.int*

- Text (10 pages max.): *PDF format*
- Photos (10 max.): *JPEG 350 dpi high definition*
- Posters (2 max.): *PDF format high definition or JPEG 350 dpi high definition*
- Video (15mn max.): *mpeg 2 format - It is advised to present a video (even of amateur).*

* * *



EUROPEAN LANDSCAPE CONVENTION
LANDSCAPE AWARD OF THE COUNCIL OF EUROPE

4th Edition – 2014-2015

APPLICATION FORM

I. STATE CONCERNED AND APPLICANT

1. State

Spain

Represented by

Address:

Tel.:

E-mail:

General Subdirection of Rural Development
Ministry of Agriculture, Food and Environment
C/ Gran Vía de San Francisco, 4
28005 Madrid
+ 34 91 347.84.53
sgfdmr@magrama.es

2. Applicant

*Name of the local,
regional authority (ies) or NGO(s)*

Represented by

Address:

Tel.:

E-mail:

Taula del Sénia Commonwealth
Mrs Maria Teresa Adell Pons (Director)
Plaza Sant Miquel, 3
12300 – Morella (Castellón)
+34 608665504
gerencia@tauladelsenia.org

II. PRESENTATION OF THE PROJECT

3. Name of the Project

THE SÉNIA TERRITORY MILLENNIUM OLIVE TREE LANDSCAPE

4. Location of the Project

The Sénia Territory has 116,000 inhabitants and covers an area of 2,070 km². It consists of 27 towns (15 in the Valencian Community: Benicarló, Càlig, Canet lo Roig, Castell de Cabres, Cervera del Maestre, Herbés, La Jana, Morella, La Pobla de Benifassà, Rossell, San Rafael del Río, Sant Jordi / San Jorge, Traiguera, Vallibona y Vinaròs; 9 in Catalonia: Alcanar, Freginals, La Galera, Godall, Mas de Barberans, Sant Carles de la Ràpita, Santa Bàrbara, La Sénia and Ulledecona; and 3 in Aragon: Beceite / Beseit, Peñarroya de Tastavins / Pena-roja de Tastavins y Valderrobres / Vall de Roures), all found at the intersection of the 3 ancient kingdoms of the Aragon Crown (Valencian Community, Catalonia and Aragon).

5. Summary of the Project (10 lines)

Among other things (geography, history, language and culture), it is the conservation of some 4,800 ancient olive trees (those with a trunk circumference of over 3.5m at 1.30m above the ground) which unites and characterises the Sénia Territory. Almost all of them are of the Farga variety (the oldest variety and with a high quality oil, but with a low production) and are part of a traditional variety olive tree landscape known as "the sea of olive trees." This landscape, where the millenary olive trees are found in a setting of olive groves and traditional farming systems, terraced fields and dry stone constructions, together with a unique flora and fauna, is an excellent example of the interaction of natural and human factors (European Landscape Convention). Thanks to collaboration from public and private sectors, good results have come from programs that have been implemented to enhance the intrinsic value of the millenary olive trees and their environment.

6. Photo representing the Project (high definition – JPEG 350 dpi) and name of the author of the photo please



III. CONTENT OF THE PROJECT

7. **Start of the Project** month year
The project must have been completed three years previously

8. **Partners**
- | |
|---|
| <p>Taula del Sénia Commonwealth (CIF P4300069D)
Local Associations Register nº 0543014 (20/2/2006)
Sénia Territory Association (CIF G12771002)
National Association Register nº 589462 (27/09/2007)</p> |
|---|

9. **Financing bodies**
- | |
|---|
| <p>European Union
Spanish Government
Autonomous Regions: Catalonia, Valencian Community and Aragon
Province of Tarragona and Teruel
Biodiversity Foundation</p> |
|---|

10. Central aims of the Project

- | |
|--|
| <ul style="list-style-type: none">- Conserve and protect the olive trees, their environment and landscape.- Ensure that the olive trees contribute to sustainable territorial development in the area- Give value to the landscape, heritage and cultural of these ancient olive trees.- To produce only certified millenary olive tree oil of supreme quality, and improve the other traditional oil varieties from the area.- Establish synergies with other sectors (restaurant industry, tourism, trade, etc.)- Establish collaborative networks about the Sénia Territory Ancient Olive Trees Landscape. |
|--|

11. Outcome

- | |
|---|
| <p>- Greater awareness of the owners in particular, but also among people of the territory.
Local farmers have found that instead of selling their olive trees for cash, by producing high quality and better paid olive oils they can start to reap the benefits of this unique and exceptional world heritage as well as one day pass it on to their heirs. Even some olive trees that had been abandoned for years have been put back into production, partly due to the economic crisis but also thanks to this project.</p> <p>- Natural Museums, Interpretation Areas and Millenary Olive Tree Routes. Thanks to agreements set up with farmers, land owners, olive oil mills and municipalities, two millenary olive tree natural museums have been established: the Arion in Uldecona (Tarragona) and the Pou del Mas in La Jana (Castellón). Focus has been on places with the highest concentration of ancient trees and so through the combined efforts of Alcanar (Tarragona), Canet lo Roig and Vinaròs (Castellón) municipalities, 3 visiting areas have been organized on easily accessible lands. Following that, further agreements were made with landowners and other municipalities resulting in the creation of 3 more visiting areas in</p> |
|---|

La Senia, Ulledecona and Godall. Information at the sites is presented in 3 languages (Spanish, Catalan / Valencian and English) and access is free except for the Arion museum which can only be visited by guided tour available through the Ulledecona Tourism Office, all of which has resulted in a noticeable increase in interest and the number of visitors.

With assistance from the Catalanian Government, the Ministry of Agriculture, Food and Environment and the ESF, 65km of walking and cycling routes have been signposted within Catalonia and the same is expected to be carried out shortly in the other territories.

Through these different programs awareness of the ancient olive tree landscape in the Senia Territory has grown. Care has been taken to avoid indiscriminate visits (that create conflict with the farmers) and to offer the best and most accessible places for the public to visit as examples of well conserved olive trees in their natural environment: dry stone terraced fields and a very unique flora and fauna adapted to the area.

- Certified olive oil made exclusively from monumental olive trees and implementation of improvements to other traditional olive oil varieties.

To a greater extent over the last few centuries the Farga variety olive tree (the oldest variety and one giving some of the highest quality oil) was replaced with more productive types such as the Morruda, the Sevilleana, the Empeltre etc. but all of which give lesser quality oil. The olives were generally harvested from the ground where they had naturally fallen and this produced poor quality oil that needed refining.

Therefore, following the advice of renowned specialists, significant improvements have been made to the production processes, the harvesting methods used, the transport of the picked olives, the processing and storage, as well as the system of conservation of the finished oil itself: for both ancient olive trees oils, as well as for single variety olive oils or controlled blends of these. Over these last years the number of mills producing olive oil from millenary olive trees has gone from 1 to now 8 in total. Of the 8 mills, 4 are Catalan and the other 4 are Valencian (comprised of 6 cooperatives and 2 private mills). Finally, under the guidance of IRTA and the Alicia Foundation, a 9th mill is soon to be operating (in the Aragon area) in addition to the original 8, handling the production of the recently launched Via Augusta Olive Oil. This new product is a controlled blend of 4 of the traditional varieties of olives from the area and aspires to be the essence of the Senia Territory.

- Cooperation agreements with the best restaurants in the area.

All of the restaurants involved in the project have developed special recipes that use millenary olive tree oil, bought from 1 of the 8 mills in the Sénia Territory and which have been incorporated into their menus as well as being published in the book "Gastronomic Guide Millennium Olive Oil from Territori del Sénia". A new book has just been released with a similar concept, titled "VIA AVGVSTA Oil, at the Heart of the Sénia Territory". The prologue has been written by Joan Roca (Celler Can Roca) and the book also includes contributions from other significant collaborators.

Campaigns have been made in the local produce specialty stores and in other specialty stores elsewhere like La Boqueria and Santa Caterina in Barcelona, or at the Valencia AVE train station and through events like "The Taste of the Rambla" held by the Catalan Academy of Gastronomy, for example.

- Activity over a multiregional territory together with both public and private collaborators.

Despite the many things that unite these towns and their people, the issue of belonging to 3 different Autonomous Communities, was at first, not so easy. But on the other hand, one of the benefits of being transregional is that this has facilitated Governmental collaboration and, secondly, all sides have been able to discover and adopt valuable know-how and experience from the other side which has then been applied back home. Likewise it is

noteworthy the collaboration from both public and private sectors. On the one hand, the Commonwealth, the municipalities and the other state authorities in the public sector that are subject to a set of rules and regulations. However through the Senia Territory Association (made up 50% by the Commonwealth and 50% by economic and social sectors in the area) it has been possible to work with many different private sectors (land owners, mills, restaurants, tourism), cultural and social entities (research centers, universities, institutions and environmental conservation associations, other private partners, etc.), all of which has improved the results of the entire undertaking.

- A travelling exhibition of Ancient Olive Trees from the Senia Territory.

30 folding panels measuring 200x80cm showing 100 spectacular photographs of the most monumental olive trees. Besides touring all the municipalities in the area, this exhibition has travelled to Tarragona, Valencia, Altea ... and has a full agenda of scheduled visits.

- Scientific congresses and conference days on the subject of the Ancient Olive Trees and their oils.

Since 2011, 4 conferences have been held. Among the speakers were leading specialists from Spain and other countries. The conferences have also served as platforms for presenting that year's new harvest of millenary olive tree oils and single variety olive oils from the region as well as a backdrop for the Exhibition and other publications on the subject.

Specifically the 4th conference, held this past November, was titled "Millenary Olive Trees of the Senia Territory – a landscape full of history and with a great future".

- Studies and scientific papers.

Besides keeping a complete and up to date registry of the millenary olive trees in the Sénia Territory, the Alicia Foundation published Gastronomy of Millenary Olive Tree Oils; Cooking with Traditional Varieties from the Sénia Territory. IRTA (A Catalan Government Research Centre) published studies investigating both the genotype of the ancient olive trees as well as the quality of the oils produced including the other traditional varieties. Other publications have also been made suggesting walking routes through the millenium olive trees and describing their natural environment and the surrounding landscape.

- Diffusion and promotion.

Publications such as: "Millenary Olive Trees, Living Monuments", "A Food Guide to the Ancient Olive Tree Oil of the Sénia Territory", "Olea europaea 'Farga'" with a prologue by Federico Mayor Zaragoza, "Cooking with Traditional Varieties of Olive Oils from the Senia Region" with a foreword by Ferran Adrià and "VIA AGUSTA Oil, al the Heart of the Senia Territory" with a prologue by the Chef, Joan Roca. In addition to these there have been many articles in the press (ABC, El Mundo, El Periódico, La Vanguardia, Ara, Levante, Rural Development, Descubrir, GEO, Olivarama, ph85 magazine, etc.) as well as television programs (TVE-1 and 2, Tele 5, Antena 3, TV3, Channel 9, Aragón TV) and videos ("Oil and Ancient Olive Trees" and "The Anceint Olive Trees of the Arion Museum").

webs: www.tauladelsenia.org/index.php?id=2 www.aceiteolivomilenarios.com,

redes sociales: www.facebook.com/aceiteolivomilenarios.territoriosenia,

<https://twitter.com/olivomilenario>

- Awards and Recognition.

We have received 5 awards from the Spanish Olive Municipalities Association (AEMO), 3 for the most monumental olive trees in Spain and 2 for the promotion of olive tree cultivation, a Diploma of Honor from the Mediterranean Diet Foundation, China Innovation SIAL prize for the Acomont millenary olive oil, Hispania Nostra Foundation award from the Banco Santander for "Heritage Conservation as a Factor for Economic and Social Development" and finally, the European Union award for Cultural Heritage / Europa Nostra for "A Cultural Landscape of Ancient Olive Trees in the Senia Territory" (Aragon,

Catalonia and Valencia).

- **Sponsors** (Oriol Romeu) and **Ambassadors** (Juan Echanove, Federico Mayor Zaragoza, María Galiana, Pepa Fernández and Vicente del Bosque).

- We have presented the work “A Cultural Landscape of Ancient Olive Trees in the Senia Territory”, (Aragon, Catalonia and Valencia) to be included in the **National Plan for Cultural Landscapes** set up by 3 Autonomous Communities.

- In addition to the mills and the restaurants, collaborative networks have been launched, inspired by the subject of the millenary olive tree landscape; including investigation teams, tourism technicians and institutions.

IV. RESPECT OF THE CRITERIA OF THE ATTRIBUTION OF THE AWARD

12. Sustainable territorial development

Is the project part of a sustainable development policy?

Does it contribute to the enhancement of environmental, social, economic, cultural or aesthetic values of the landscape? How?

Has it successfully countered or posed remedy to any pre-existing environmental damage or urban blight? How?

The “Sénia Territory Millennium Olive Tree Landscape” project is fully adapted to the policy of sustainable development based on a balanced and harmonious relationship between social needs, economical needs and the environment (as stipulated by the European Landscape Convention).

Born from the concern of the local people watching how monumental trees, true living monuments, were ripped up to be replaced by intensive citrus crops or olive plantations of foreign varieties, thus changing the cultivation methods and consequently the surroundings and landscape. During the economic boom, the trees were even extracted only for ornamental use in roundabouts or for luxurious country houses, leaving the farm a ruin and the landscape totally degraded. So the Taula del Sénia Commonwealth conducted a rigorous inventory of all the ancient olive trees in the area, which gave an initial figure of over 4,080 olive trees all of which had more than 3.5m trunk circumference, measured from 1.3mt above ground level. This figure has now grown to 4,800 trees as many owners themselves have begun requesting that their trees be measured and classified.

With these figures, the Taula del Sénia Commonwealth (municipalities only) and the Taula del Sénia Territory Association (comprising 50% Senia Taula members and 50% private sector members - the mills, restaurants, tourism, etc.) requested and obtained a significant grant for the pilot project "Olive Oil and Millenary Olive Trees, an engine for sustainable development in the Sénia Territory" which has been the basis and starting point for all the other related activities. These have not just been empty words in a fancy title but rather all the developments have been oriented in this way: conservation of olive trees, not only the ancient trees but also the traditional varieties, together with conservation of the local environment and landscape. By creating added value, the fruits of their efforts (the olive oils, oleo-tourism, restaurants ...) are enjoyed by a wide majority of the local people and this in turn, helps to strengthen all the values of the landscape.

Thanks to the project, the olive trees, the surrounding area and the environment have all

benefited. Through the participation of all involved (land owners, mills, restaurants, among others) more collaboration and social cohesion has been achieved and the economic results are encouraging. The cultural interest is expanding, from museums, to publications and exhibitions, all of which will eventually lead to preservation of the aesthetics of this landscape, which can be appreciated by the reader in the selection of pictures here accompanying.

As far as preventing or lessening anymore environmental degradation, in general terms the project has helped to avoid further extraction of monumental olive trees and also, as we have already stated, contributed to abandoned farms that had been lying uncultivated for years, have been put back into production. All of which benefits the surrounding areas and the landscape.

13. Exemplary value

Can the project be considered of exemplary value? Why?

Which are the good practices that it implemented?

Among the reasons why this project can be considered exemplary we would like to highlight the following:

- This is an exceptional heritage, unique in the world, ancient and monumental. 4,800 classified millenary olive trees, scattered throughout 22 municipalities within the Sénia Territory, endangered by economic pressure (relatively low production) and speculation (sale and uprooting of some of the most stunning examples for luxury ornamental uses).
- This has created great concern among the local people and has required an answer at a governmental level (through the Senia Taula Commonwealth and the Municipalities), but also from individuals (olive oil mills and land owners) who have joined forces and are working together to try and possibly stop this detrimental process. Everyone is working to have the value of this monumental heritage recognized on an international level by spreading knowledge and appreciation of it's value all over the world. Only in this way can there be an improved economic return and thus we can ensure their survival.
- The Sénia Territory is split between three autonomous regions; Aragon, Catalonia and Valencia, although the largest concentration of trees is found in the midland plains between the provinces of Castellon and Tarragona. The project is therefore, multiregional and sometimes it is not easy to reach agreement between all the administrative bodies but we are managing to do this.
- Within the Territory there is great diversity in many aspects: coastal areas versus the inland farms, significantly different levels of income and infrastructure ... even in the political preferences of the respective mayors. If we look at the Association, the differences between many of its members are huge, but in the end all of these difficulties are overcome and work is carried out together in a mutual manner, therefore achieving good results.
- The awards and acknowledgements received are another clear example of the exemplary nature of the project. All 5 awards from the AEMO and especially the latest from the FDM, or the Hispania Nostra Foundation award from the Santander Bank for "Heritage Conservation, a Factor for Economic and Social Development" and finally the European Union's award for Cultural Heritage / Europa Nostra for the project "A Cultural Landscape of Millenary Olive Trees in the Sénia Territory" (Aragon, Catalonia and Valencia) All of these juries choice of this project certainly demonstrates that it is exemplary.

As to whether all of this will prove itself in the long run, it is difficult to know for sure at this point but so far we have seen with great satisfaction the increase in visits to the area and to

the trees themselves with regards to the project, the many conferences we have attended to explain our activity and even exchanges and contacts with groups in Italy and Crete dealing with similar material.

They have visited the millenary olive trees here and have had work sessions with:

- MIDIT-2020 Derruta-Terra Alta, El Palmeral d'Elx, Forestry and Technology Centre of Catalunya, Mercats de Barcelona, Bonsai Associations of Tarragona and Castellon, Agricultural Engineers Association of Valencia and Castellon to name a few.

- We have spoken with many different government authorities: state, regional, provincial and local or course, who have since visited the area as a consequence. Even some well known celebrities have become interested in the project.

We have been to present and explain the aims of this project in places as diverse as:

- Vienna (Europa Nostra) Madrid (FITUR and MARM), Barcelona (Mercat Boqueria, SOC Conference, La Pedrera, The Taste of the Rambla, University of Barcelona), Valencia (MUVIM, the AVE train station, the Port), Zaragoza (Slow Food), Sevilla (CONAMA), Mallorca (Xarxa), Granada (Hispania Nostra), Caceres (Spanish EU Presidency), Sierra de las Nieves (Málaga), Sant Fruitós (Alicia F.), Castelló (Corte Ingles), Moianès, Pont Armentera, Tremp, Serra d'Almos, Tales, etc.

- With groups from Italy we have done exchange trips both here and there (CIHEAM Bari, Torre GUACETO and the University of Perugia) and we were in Crete (Greece) with the Spanish Olive Municipalities Association.

14. Public participation

Does the project actively encourage the public's participation in the decision-making process? How?

Is the project in line with the wider policies implemented by national, regional or local authorities?

The "Landscape of Millenary Olive Trees in the Senia Territory" project has encouraged active public participation in decision-making processes and this participation throughout has been a fundamental premise.

The Sénia Territory Association, formed by 50% of representatives from economic sectors (agricultural, tourist, social) and 50% by the Taula del Sénia Commonwealth (grouping and representing 27 municipalities in the area), it was created with the intention to work to improve the quality of life of its people. Right from the beginning of the project, the exchange of information and close cooperation in decision-making processes between the Commonwealth and the Association has been fundamental and certainly one of the premises of its success.

In 2008, the Inventory of the millennium olive trees was carried out by the Commonwealth (with help from the SOC- Catalanian Occupation Service and ESF- European Social Fund). With extensive cooperation from all sectors within the territory, a pilot project was jointly developed that introduced the Association to MARM (The Spanish Ministry of Agriculture, Food and Environment), obtaining a grant of €1.2 million (over 4 years). Following the signing of a collaboration agreement between the two entities, the entire execution of the project was directed by a joint Committee (6 members of the A-TS and 6 M-TdS and chaired by the President of the Association) during the 4 years. It was stated that "Given the public and private mix of entities, it will ensure that all agreements will be unanimous or failing this, will be made with a broad consensus." In reality, all resolutions were unanimous.

However, it was in the beginning of the pilot project, which started with only 1 oil producing mill and went on to a total of 8, that there was a serious debate on whether or not to market a

single brand olive oil or that each mill would produce and sell their own. Both options had supporters and detractors. It was decided that a period of reflection and dialogue online where everyone could exposing their views and make comments would be opened. In the end the decision was unanimous that each mill would have its own brand of oil. However, it was also agreed that the best external quality and food control centres and official certification company would oversee all controls of the origin of the ancient olive oil and its high quality. This partnership would be known as the 'Mixed Commission'. In addition, in order to promote a single brand it was deemed necessary to create a company and that the production of this exceptional oil would always be scarce.

On finishing the pilot project, the official joint commission had completed their initial task but have continued in other projects (Rural Development Convention, OLIVAT and OLIVAT2) operating in a similar way by meeting regularly and maintaining permanent contact through the Internet.

And indeed, due to this positive experience this system has been extended to other collaboration networks currently working on other projects in OLIVAT2 (with the help of the SOC, Ministry of Employment and ESF) and in addition to those already set up with mills, owners, restaurants, etc. tourism and local development officials, local research groups and institutions all related to the topic of The Sénia Territory Millenary Olive Trees.

It is evident that this project encapsulates the stipulated policies at the highest level. Suffice to say, at national and regional levels, it has been presented to the Cultural Landscape National Plan for the 3 Autonomous Regions (Valencia, Catalonia and Aragon).

And locally, in addition to the support it receives from all the local authorities, part of its territory has been now included in the Biosphere Reserve (Terres de l'Ebre).

15. Awareness-raising

Is the project effectively increasing the public's awareness of the importance of landscape in terms of human development, consolidation of European identity, or individual and collective well-being? How?

Throughout the Sénia Territory Millenary Olive Tree Landscape, a total of 4,800 ancient and monumental olive trees, almost all of the 'Farga' variety can be found. Most of them are located next to the ancient Roman Via Augusta, but also share their space with other smaller 'Farga' olive trees or other traditional local varieties. Dry stones walls and other such buildings are abundant and a very unique flora and fauna adapted to the environment is present.

It seems that it was the Phoenicians who brought this variety of olive tree to the Iberian Peninsula, but their great expansion took place during the Roman Empire. The 'Farga' variety is the oldest and almost all of the Sénia Territory ancient olive trees are of this kind. Specimens with the same DNA but with different names have also been found in the south of France and Italy.

The olive tree has been present in all historical cultures of the Mediterranean, but has also been linked to most religions and has had a leading role not only in written literature, but also within popular wisdom. It is also a symbol used for both sport and peace. In addition to its extension to America, five centuries ago, most recently it has been disseminated through many other countries and continents: China, Australia and more recently India, although the number one country in the world is Spain.

Olive oil is the product obtained from the fruit of the olive tree, the olive. In addition to its nutritional properties, more studies increasingly show its health values and it is certainly one

of the pillars of the renowned Mediterranean Diet.

As a consequence of all this, the “Landscape of Millenary Olive Trees in the Senia Territory” project, which is based on this kind of olive tree and also on sustainable development of rural areas, set in a territory located at the center of the three ancient kingdoms of the Crown of Aragon (today, 3 Autonomous Communities) and has been carried out with both public and private participation, in our belief helps to create awareness of landscape values from the point of view of human development.

As for the consolidation of the European identity, the traditional olive tree landscape is very characteristic of all of southern Europe, therefore we think this project based on this landscape with the intention of continuing to give it value and discouraging its replacement for economic reasons, helps both other areas in Spain (Balearic Islands, Andalusia, etc.) and other southern European countries. During The European Heritage Days 2014 <http://www.europeanheritagedays.com/>, the Cultural Landscape of Ancient Olive Trees in the Senia Territory participated in 7 different activities from the 14th September to 18th of October, looking to extend knowledge of this project at a European level.

On 5 May in Vienna the project was awarded the European Union Cultural Prize/ Europa Nostra Heritage, where the Jury stated that it was aware that there are many ancient olive tree plantations in other areas of Spain and in several other Mediterranean countries but that this project is an outstanding example of conservation and protection of such an extraordinary natural heritage.

Finally it is clear that this project has not only helped preserve the landscape of olive trees but it has also improved the income of the land owners, other farmers, merchants and restaurants of the area and helps to create employment (as promoted by the European Landscape Convention). Currently ancient olive tree oils are sold in the mills for €15-20 per 500ml bottle (in Barcelona from 30 to 40 € and 90 € in China). And thanks to this oil, others have been introduced in emerging markets.

With all that has been done: museums, areas, olive tree routes (which can be visited by everybody), it can be said without a shadow of a doubt, that it has also helped to contribute to the collective wellbeing.

V. ADDITIONAL MATERIAL

Together with the printed version of the Application form, additional material in digital format should be included in one CD-Rom or DVD and returned by post or courier to:

Maguelonne Déjeant-Pons

Executive Secretary of the European Landscape Convention

Head of Division, Council of Europe

F-67075 STRASBOURG, Cedex

Tel: +33 (0) 3 88 41 23 98

E-mail: maguelonne.dejeant-pons@coe.int

- Text (10 pages max.): *PDF format*
- Photos (10): *JPEG 350 dpi high definition*
- Video (10mn.): *mp4 format - It is advised to present a video (even of amateur).*
- Authorisation to use the material sent
- The support of the 3 Autonomous Regions (Valencia, Catalonia and Aragon)
- Publications

I. STATE CONCERNED AND APPLICANT

1. State

TURKEY

Represented by

Mr. Ahmet ÖZYANIK
General Director

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Mr. Erdogan ERTÜRK
Forest Engineer(MSc.)

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2. Applicant

*Name of the local,
regional authority (ies)
or NGO(s)*

The Camili Environmental Protection and
Development Association

Represented by

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Borcka/Artvin-TURKEY

Tel.:

Mobile: +905334661051

E-mail:

II. PRESENTATION OF THE PROJCT

3. Name of the Project

Biodiversity and Natural Resources
Management Project in Camili Basin

**4. Location of
the Project**

Camili Basin located in Borcka District,
Artvin Province of Turkey

5. Summary of the Project (10 lines)

The Camili Basin was selected one of the four pilot sites of the project called “Biodiversity and Natural Resources Management Project” which was implemented by Ministry of Environment and Forestry collaboration with the World Bank and supported by Global Environment and Facility (GEF) between 2000-2008. By the project, many components including activities like policy and programs, training and awareness and implementation and monitoring were realized. Within this context, participatory management plan was prepared, training and awareness programs were carried out for local people and school children, local people were supported as technically and financially about alternative income generation activities, visitor center and bird watching towers were constructed, local ecotourism and beekeeping committee were established and with collaboration between the project and the Turkish National Commission for UNESCO, the basin joined to the World Biosphere Reserve Network in 2005.

6. Photo representing the Project (high definition – JPEG 350 dpi) and name of the author of the photo please



Sıtkı ERAYDIN

III. CONTENT OF THE PROJECT

7. Start of the Project

June

2000

The project must have been completed three years previously

8. Partners

Ministry of Culture and Tourism

9. Financing bodies

World Bank
Global Environment Facility (GEF)
Turkish Government

10. Central aims of the Project

To establish effective inter-sectoral participatory planning and sustainable management of protected areas and natural resources at project site. And to build capacity at the national level to facilitate replication of these activities at priority conservation sites.

11. Outcome

- Participatory Protected Area Management Plan
- Biodiversity Integrated Forest Management Plan
- Visitor Centers and Other Infrastructures
- Sustainable Tourism Development Strategy
- Small Grants Projects for Local People and NGOs
- Awareness of Local people
- Training of School Children
- Capacity Building for Government Staff and NGOs
- Declaration of the Camili Biosphere Reserve by UNESCO

IV. RESPECT OF THE CRITERIA OF THE ATTRIBUTION OF THE AWARD

12. Sustainable territorial development

Is the project part of a sustainable development policy?

Does it contribute to the enhancement of environmental, social, economic, cultural or aesthetic values of the landscape? How?

Has it successfully countered or posed remedy to any pre-existing environmental damage or urban blight? How?

As Camili is a closed basin, the local people communes with the forest. Life in the basin is built on combating with nature resulted from tough winter conditions. Local people is dependent on the nature for keeping their lives. Human-nature relations are built on traditional knowledge and experiences. Relations with nature are provided by activities like agricultural production, nutrition, using the plants and herbs for the purpose of treatment, firewood and construction wood, livestock, grazing, beekeeping, trout, wild goat and hunting of other wild animals.

The traditional self-sufficient economic structure that longstanding in the Camili basin is closely linked to the forest and the life and depends on the cycles of nature. This nature-based self sufficiency is not considered as a threat for the sustainability of the natural resources. Access to the market economy outside is limited due to the remoteness of the area, harsh weather conditions and lack of transport and high transportation costs. In this conditions, local people who live in Camili keeps their lives with the resources that are special about Camili basin.

Because of the tough environment and nature conditions the life sources and livelihoods in the basin had depended on mainly agricultural and animal husbandry practices until recent years. The project begun to support alternatives nature friendly economic activities in the region. With the much recognition of new activities in the region like ecotourism, bee keeping, organic honey and hazelnut production and other related practices, the diversity of income generations increased gradually. The Camili basin is also known to be the unique place where the habitats of the genetically pure Caucasian honey bee race which it is one of the most productive and powerful bee races in the world, are hosted. The abovementioned economic activities has created the new job opportunities in the basin, so some activities such as tourism guidance, pension operating, bee keeping, honey production that support sustainable development have developed.

Camili basin, due to its nature and landscape diversity as well as traditional culture, is an important attraction center at national and global level. When it is getting much popular the concerns about the unplanned housing may be felt in the region. But local people makes a great efforts fall through of the activities which may cause these concerns. Local community is aware of the importance of rare ecosystems and natural and cultural landscapes of their habitats. Thus, for the ensuring of tourism facilities in the region are nature friendly and coherent with local architecture and culture they try to establish a mutual understanding between each other. This common understanding also creates an internal control and monitoring mechanism for protection and sustainable production of the Caucasian bee and the honey produced in the region. Taking Caucasian bee and honey out from the basin illegally or to bring the alien bees into the region may be stopped through the active and

strict controls made by local people. Being aware of naturality and sustainability of hazelnut and other local products produced in the basin and making efforts for sustainable production of these products show that the local people is aware of economic and environmental benefits of these activities in their life.

The variety of nature friendly businesses practices such as production of queen bee, organic honey and hazelnut, pension running and trekking guidance services which support sustainable development, increase day by day in the basin. Increasing of these activities cause returning of the local people lived outside to the basin especially in summer seasons. Increasing of these businesses creates a substantial economic incomes for local population in every year.

During the project, local people was supported through the small grant programs so that the grant projects were prepared by the local people to establish alternative income generation activities. By this way, totally 47 projects, including of 13 ecotourism (pension running etc.), 2 education and awareness, 23 Caucasian bee and organic honey production ,5 traditional hand made products, 2 nature friendly animal husbandry practices, activities, and 2 agriculture applications supporting biodiversity were financially and technically supported.

In 2000, while the number of tourists who visit the region was nearly zero, this figure has increased to one thousand after declaration of the area as biosphere reserve by UNESCO in 2005. After the support of small grant programs within the context of the project ,the number of family pensions increased to twelve and the number of visitors in the basin increased to 2200 by 2006 and 6500 visitors in 2011 and approximately 30.000 visitors in 2013. Currently, the number of pensions is about twenty five, daily overnight accommodation capacity in the the basin is average 450 persons. The family pensions consists of traditional wooden houses with local architecture. Houses are turned into family pensions with little modifications in order to protect local architecture. Pensions provide clean and natural accommodation facilities with warm and welcoming family environment for the guests. Local people is aware of the nature and its protection. Pensions provide locally produced food with a large menu for their guests. Most of local foods are produced by themselves or bought from their neighbors creating an economic circle that provides mutual benefits for all involved. Traditional wooden houses are prepared for accommodation of visitors. According a survey carried out in the Camili basin shows that 99% of the visitors prefer to stay in traditional wooden houses. They explain reasons for that as; warm and always welcoming family environment, experiencing traditional life style and culture, cleanness and hygiene and locally produced food as well. Total population of camili basin is around 1200 people and there are six villages and approximately 270 households. The services like pension operating and other activities connected to them provide average annual 500.000 US Dollars for the basin. Beekeeping has been a part of economy for hundreds of year in Camili region. However, prior to the research and development projects implemented by TEMA (The Turkish Foundation for Combating with Erosion and Reforestation), beekeeping was carried out by traditional methods and only for honey production. By the projects, specialists determined that the bees in the basin are belongs to the highly productive Caucasian bee race which it is one of three most important bee races in the world. Besides, the researches showed that the genetic structure of the bees has been not changed since no migrant beekeepers enter the basin. As the Caucasian bee species lives only in the Camili basin of the country and it is genetically pure , they are also very important for the regional biodiversity. Due to this characteristics of the basin, a special attention was given to this issue in the project and a “Beekeeping Committee” was established under the

Environmental Protection and Development Association with representatives from each village and unifying the producers in the region. Currently, approximate 200 households occupy with beekeeping and 30 tons of honey is produced per year. Annual average income for the region is about 1.500.000 US Dollars. Furthermore, 5000 Caucasus queen bees are produced and supplied to the markets and annually 175.000 US Dollars is generated for income in the basin. Nearly each of the families has a farm for supply their needs and particularly they produce beans, cabbage and vegetables. Hazelnut takes an important place among the Camili's agricultural products. Hazelnut of the Camili basin is specially sought and demanded by the markets for its quality and taste. No chemical pesticides are used for nursing of hazelnuts in the region. Therefore, the hazelnut of Camili is considered as organic product. A total of approximately 400 tons of hazelnut is produced per year in the basin and average 1.250.000 US Dollars which are very important incomes for the people of basin is generated per year. Animal husbandry and livestock in the region is not high. Most of the families keep animals (cows, sheep and goats) for their own needs and to supply products for the pensions. As the results of the abovementioned activities, average 3.500.000 US Dollars revenues are generated annually in the basin. When considering approximate 270 households settled in the basin, the annual income per household is about 13.000 US Dollars. By this way, the project contributed to enhancement of social and economic values of the basin.

After project starting, many visitors have visited the area so the cultural values of the area have been experienced by national and international level. Therefore, cultural life style and traditional uses in the basin have been an important values for the further social and cultural development.

With the support of the project, illegal cutting of trees that local people used for their firewood has gradually decreased in the region. Local people after they occupied alternative income activities they also reduced the animal grazing activities in the basin. Illegal cutting of trees and illegal grazing were most important threats in the region before the project. Consequently, the project has successfully managed to reduce previously environmental damages given to the biodiversity and natural resources of the basin.

13. Exemplary value

Can the project be considered of exemplary value? Why?

Which are the good practices that it implemented?

The project focused on building skills of Protected Area Management Authority (PAMA) staff, within the Ministry of Forestry and Water Affairs, developing protected area management planning systems. A management team composed of qualified and quantified was established for the first time in pilot project sites also in Camili basin in the country.

The project have initiated participatory protected area management planning approach in the country. After the project, management plans for the protected areas have been prepared by taking into considerate the participatory planning approaches. Camili basin was one of the four pilot project sites in the project. Management plan for Camili basin was prepared with broad participation of the stakeholders. From vision statement to threat analysis all step in the planning process were carried out with involving of all related individuals and groups.

The first forest management plan integrated with biodiversity conservation activities in the

country was prepared for Camili basin. Before this process, forest management plans in the country had been prepared without considering biodiversity issues. In this regard, The Biodiversity Integrated Forest Management Plan for Camili basin was the first plan in the country.

A new forest management regulation integrating biodiversity conservation has been prepared, submitted to the Ministry, and approved. A technical order for implementation of this new regulation has also been prepared.

Camili Basin Visitor Center was constructed in the area to inform visitors and to aware stakeholders and school children in terms of biodiversity and natural resources. This center was a good example for other areas.

A Sustainable Tourism Development Strategy was prepared within the project. This was the first document for the country to organize and implement tourism activities in the Camili basin and other project sites as well.

To reduce damages to biodiversity and natural resources in Camili basin, alternative income generation activities which not to damage nature were financially and technically supported by the project. Local people and NGOs were encouraged to prepare projects of nature friendly economic activities. In this regard, nearly 50 projects including ecotourism, education , capacity building, home made products, nature friendly animal husbandry practices, beekeeping and honey production, agriculture activities supporting biodiversity were supported. This was the first time implementation of small grants in the country.

Beekeeping has been a part of economy for hundreds of year in Camili region. As the Caucasian bee species lives only in the Camili basin of the country and it is genetically pure , they are also very important for the regional biodiversity. Due to this characteristics of the basin, a special attention was given to this issue in Biodiversity and Natural Resources Management Project and a “Beekeeping Committee” was established under the Environmental Protection and Development Association with representatives from each village and unifying the producers in the region.

During the project, due to its biodiversity , natural resources, cultural and historical values Camili basin, with collaboration Ministry of Forestry and Water Affairs and the Turkish National Commission for UNESCO, was joined to the World Biosphere Reserve Network in 2005 by UNESCO.

In the light of the abovementioned first time and model practices which are used in the Camili Biosphere Reserve, the project has been an exemplary value in terms of nature conservation management for the country.

14. Public participation

Does the project actively encourage the public’s participation in the decision-making process? How?

Is the project in line with the wider policies implemented by national, regional or local authorities?

A participatory protected area management plan was prepared for Camili basin. All level of the management plan process were shared with stakeholders and villagers who lives in six villages. In order to involve women into planning process, separate meetings were conducted with them. Consultations and information to define management objectives, vision and zoning of the management plans were carried out in every villages. Their recommendations, contributions and opinions were taken during these meetings. Finally, the management plan was discussed and settled together with villagers.

Local people can not involve to the implementation process unfortunately due to national legislation procedures in the country. Therefore, local people is only consulted and their recommendations may be considered in implementation.

Local people was also involved to the creation of the Camili Biosphere Reserve. In zoning process, local people were asked to explain their recommendation and opinion. They explained which zones are the crucial for their traditional uses and livelihood. They were asked to tell what are the main threats and opportunities in the area, what are their expectations from the biosphere reserves. They were also requested to draw the vision of the biosphere reserve.

Camili basin, due to its nature and landscape diversity as well as traditional culture, is an important attraction center at national and global level. When it is getting much popular the concerns about the unplanned housing may be felt in the region. But local people makes a great efforts fall through of the activities which may cause these concerns. Local community is aware of the importance of rare ecosystems and natural and cultural landscapes of their habitats. Thus, for the ensuring of tourism facilities in the region are nature friendly and coherent with local architecture and culture they try to establish a mutual understanding between eachothers.

This common understanding also creates an internal control and monitoring mechanism for protection and sustainable production of the Caucasian bee and the honey produced in the region. Taking Caucasian bee and honey out from the basin illegally or to bring the alien bees into the region may be stopped through the active and strict controls made by local people. Being aware of naturality and sustainability of hazelnut and other local products produced in the basin and making efforts for sustainable production of these products show that the local people is aware of economic and environmental benefits of these activities in their life.

15. Awareness-raising

Is the project effectively increasing the public's awareness of the importance of landscape in terms of human development, consolidation of European identity, or individual and collective well-being? How?

The interaction of people and nature at Camili basin has created a unique cultural landscape and set of local traditions that should be maintained according to the wishes of the community. This is not to say that local people should be denied the benefits of development and a reasonable standard of living, but development should occur in a way that does not diminish what is special about Camili.

Camili basin gives a chance to local population to develop a model for sustainable livelihoods which is under their control in order to establish the right balance between conservation and development. Thus, maintaining the quality and protection of the Camili region are essential factors.

Camili Biosphere Reserve with its landscape values, biodiversity, natural resources and local traditional culture, is one of the unique places in the country and in the world. The traditional life style and uses from past to present and kept alive in present, are being maintained through the integrating of modern systems. It is resulted from capability and skills of the community of the Camili basin through the keeping up with the today's conditions by respecting to their past. Together with its difficult field conditions the people in the basin is aware of the significance of nature and its impacts to their life.

Achieving the right balance between development and conservation requires assisting essential development while maintaining and protecting the qualities of the area which provide local residents with the best chance of developing sustainable livelihoods that are within their control. Central to this process is local culture, which has both created and is a part of the landscape of Camili. Sustainable development in Camili basin will therefore respect and sustain local traditions and practices.

One of the most crucial components of the project was awareness of local people and school children in terms of nature conservation. The project supported extensive public awareness activities at the local level, including workshops, structured consultations, and regular interactions with villagers. Outreach programs with local schools were developed and field visits facilitated for children and villagers to other natural sites in Turkey. Project staff also found good opportunities to leverage support for nature conservation activities by working with local institutions.

V. ADDITIONAL MATERIAL

The additional information materials (DVD) for the project are enclosed to this letter.