

STRASBOURG, 31 JULY 2018

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**EUROPEAN AND MEDITERRANEAN MAJOR HAZARDS AGREEMENT  
(EUR-OPA)**

**CULTURE AGAINST DISASTERS  
PROTECTING CULTURAL LANDSCAPES  
AS PREVENTION OF NATURAL DISASTERS**

organised by  
**THE EUROPEAN UNIVERSITY CENTRE FOR CULTURAL HERITAGE**  
with the support of the  
**EUR-OPA Major Hazards Agreement**

**28-29 September 2018 - Ravello, Italy**

**DRAFT AGENDA**

*In the frame of*

**IKMeFiND  
INDIGENOUS KNOWLEDGE AND MEDIA FIGHTING NATURAL DISASTERS**



## INTRODUCTION

Cultural landscapes are vivid examples of adaptation of the natural environment to the needs of the communities, including the agricultural land, livelihoods, local knowledge and relationships to land as well as a form of expression of the identity of inhabitants.

All the transformations that landscapes go through need to be in harmony with the environmental balance. Historically, transformation of cultural landscapes, including traditional agricultural land, have been subject to natural disasters throughout the centuries. Lessons learnt through generations were built on local know-how, setting the basis for preventative actions as well as conditions for mitigation in order to protect cultural landscape against local natural disasters.

These experiences further highlighted the importance of developing a culture of prevention in order to minimise damage and manage risks in a timely and organised manner. Furthermore, cultural landscapes offer an extraordinary chance to develop such a culture of prevention: they represent the tangible proof of the adaptation techniques of the land which have proven to be effective and local communities are repository of ancient know-how.

Nowadays, the context is significantly different with the land mainly being used for tourism activity rather than for farming. While farming in the cultural landscape used to be a profitable activity, today it is no longer the case. Territorial management used to be a community responsibility, while today jurisdictions are divided among different institutions (town planning, agriculture, cultural heritage, tourism and environment). In the past, all stakeholders shared technical know-how - farmers were well aware of the consequences of the transformation he/she had worked for - today it is a prerogative of experts, who do not always cooperate. Each generation used to hand down their learning and experiences to the next one, today traditional know how is neglected (or limited) in the academic curricula. Many representatives of the local community are well aware of the risks (lack of maintenance for waterways, precarious slopes, area exposed to avalanches, etc.), but it often turns out that such knowledge becomes public only after a disaster has occurred: before it is not considered as “newsworthy”.

In order to turn protection and management of cultural landscapes into prevention and preparedness actions, it is necessary to address recommendations to all involved actors (experts in agriculture, environment, cultural heritage, disaster risk reduction; decision-makers at local, national, regional and EU level support policies) in order to enhance traditional techniques, local know-how, knowledge of local risk situations and to give them appropriate visibility through the media.

## PROPOSAL

On the basis of the above-mentioned findings, problems and addressing challenges, the European University Centre for Cultural heritage, with the support of the EUR-OPA Major Hazards Agreement, is organising an

### **International Conference on CULTURE AGAINST DISASTERS PROTECTING CULTURAL LANDSCAPES AS PREVENTION OF NATURAL DISASTERS**

#### Objectives

- Define the principles, criteria and methods which make it possible to reduce the impact of natural disasters by promoting and substantially improving traditional land development, construction and farming, and consistent conduct based on these criteria.
- Provide recommendations on the role of multi-sectoral / integrated approach in the governance of commons, and framework for cooperation and inclusive policies.
- Identify stumbling blocks and possible solutions in order to ensure that traditional agriculture in cultural landscapes is an activity which plays a crucial role in safeguarding landscapes and preventing natural disasters.
- Define the possible role of the media in publicising communities' knowledge regarding local risks **before a disaster occurs** and raising the profile of policy-makers' responses aimed at eliminating or reducing the risks.
- Initiate pilot actions and experimental activities, through a network, which will enable the transfer of experiences and also to carry out comparative tests of techniques and methods.

The conference will be held (in Italian and English with simultaneous interpretation) at the European University Centre for Cultural Heritage (CUEBC) in Ravello, Italy, for 2 days: on September 28 (by invitation only) and on September 29 (open to the public) according to the following programme:

## PROGRAMME

### Friday, September 28

- 09:30 Welcome addresses  
A. Andria - *CUEBC*  
G. Silvestrini – *EUR-OPA*
- 10:00 Key-note speech:  
Culture against Disasters: Objectives of the Conference F. Ferrigni - *CUEBC*

10.40 *Coffee break*

- 11:00 Sharing experiences and knowledge: oriented discussion through specific questions of the Chairman on the main topics

Chairman

**Francesco Caruso**, Consultant of Campania Region for UNESCO Sites

Rapporteur

**Hakan Shearer Demir**, Consultant of the Council of Europe

Participants

**Marta Acierno** – Italian Ministry of Cultural Heritage and Tourism - UNESCO Sites Directorate

**Alessio Bucciarelli** - UNESCO Cultural Landscape *Val d'Orcia*

**Luciano Carrino** - KIP International School

**Maguelonne Dejeant-Pons**: European Landscape Convention; Convention on the Value of Cultural Heritage for Society (*tbc*)

**Giulia Dario**, IDEAS Innovation for Development and South-South Cooperation

**Raffaele Ferraioli** - UNESCO Cultural Landscape *Costiera Amalfitana*

**Parviz Kooafkan** - World Agricultural Heritage Foundation WAHF

**Luca Natali** - UNESCO Cultural Landscape *5 Terre*

**Tommaso Pellegrino** - UNESCO Cultural Landscape *Cilento e Vallo di Diano* (*Invited*)

**Fabio Pollice** – Full Professor of Economics and Political Geography, University of Salento

**Gianni Villani** - Soprintendenza ABeAP for Salerno and Avellino

**Representatives of:**

EU: Directorate General for Environment, Directorate General for Education, Youth, Sport and Culture, Directorate-General of Agriculture and Rural Development; Civil Protection; Convention on the Conservation of European Wildlife and Natural Habitats  
FAO

Regione Campania, Assessorato Agricoltura

UNESCO "Local and Indigenous Knowledge Systems" ([LINKS](#)).

Il Mattino-Napoli Newspaper

La Repubblica-Napoli Newspaper

Corriere del Mezzogiorno-Napoli Newspaper

13:00 *Light lunch*

14:30 Evidence from local communities and practitioners  
Chairman

**Alfonso Andria**, President of CUEBC

Rapporteur

**Hakan Shearer Demir**

Participants

**Luigi Aceto**- Lemon farmer - *Lemon farming on the Amalfi Coast, a heroic work*

**Sabrina Ciancone**, Mayor of Fontecchio/Italy - *The Faro Convention in Research-Action: Community involvement in post-disaster heritage revitalization*

**Lello Mansi**, *Hit by Atrani flood: The 2010 flood, a disaster waiting to happen*

**Ioannis Mitsopoulos**, Global Fire Monitoring Center - *Wildfire Risks and Fire Use in Changing Cultural Landscapes: Underlying Causes, Challenges and Options for Integrated Landscape Fire Management in a Green Economy* - **tbc**

**Salvatore Russo** – Restaurant owner in Positano: *Exceptional occurrences? Quite the contrary...recurring events!*

15:30 Coffee break

16:15 Debate

18:15 Notes by the Rapporteur

18:30 Closing

## Saturday, September 29

09:00 Registration

09:30 Opening addresses

A. Andria - CUEBC  
G. Silvestrini – EUR-OPA

10:00 Recommendations on Culture against Disasters

H. Demir Shearer

10.30 Coffee break

11:00 Debate

*Invited institutions*

CoE EUR-OPA / EU Civil Protection

EU Directorate-General of Agriculture and Rural Development

UNESCO Local and Indigenous Knowledge Systems in a Global Society" (LINKS).

Italian Ministry of Agriculture, Food and Forestry Politics

Italian Ministry of Cultural Heritage and Tourism

Italian UNESCO Cultural Landscapes representative Campania Region

ICOMOS Italia

Soprintendenza ABeAP Salerno e Avellino

World Agricultural Heritage Foundation WAHF

Media representatives

12:40 Conclusions

Assessorato Agricoltura Regione Campania

13:00 Closing