



Strasbourg, 6 April / avril 2011

CEP-CDPATEP (2011) 5Bil. – Part 2

**EUROPEAN LANDSCAPE CONVENTION  
CONVENTION EUROPEENNE DU PAYSAGE**

***CEP-CDPATEP***

**6th COUNCIL OF EUROPE CONFERENCE  
6<sup>e</sup> CONFERENCE DU CONSEIL DE L'EUROPE SUR**

**ON THE EUROPEAN LANDSCAPE CONVENTION  
LA CONVENTION EUROPEENNE DU PAYSAGE**

Council of Europe  
*Conseil de l'Europe*  
Palais de l'Europe, Strasbourg  
- Room / Salle 5 -  
3-4 May / mai 2011

**PRIX DU PAYSAGE DU CONSEIL DE L'EUROPE  
FORMULAIRES DE CANDIDATURE**

**LANDSCAPE AWARD OF THE COUNCIL OF EUROPE  
APPLICATION FORMS**

**2<sup>nd</sup>/<sup>e</sup> SESSION – 2010-2011**

*Document du Secrétariat Général  
Division du patrimoine culturel, du paysage et de l'aménagement du territoire  
Direction de la Culture et du patrimoine naturel et culturel*

La Conférence et le CDPATEP sont informés des éléments qui suivent :

Quatorze candidatures ont été présentées au Secrétariat du Conseil de l'Europe pour la 2<sup>e</sup> Session du Prix du paysage du Conseil de l'Europe 2010-2011, par la voie des Représentations permanentes des Parties à la Convention européenne du paysage par les Parties à la Convention européenne du paysage suivants : Belgique, Chypre, République Tchèque, Finlande, France, Hongrie, Italie, Pays-Bas, Norvège, Slovaquie, Slovénie, Espagne, Royaume-Uni. En qualité d'Etat signataire, la Serbie a également présenté une candidature.

Les dossiers de candidatures figurent aussi sur le site internet du Conseil de l'Europe :

<http://www.coe.int/Conventioneuropennedupaysage>

*(Prix du paysage / Sessions du Prix / Deuxième Session – Projets présentés en 2010-2011)*

Lien direct : [http://www.coe.int/t/dg4/cultureheritage/heritage/landscape/prix/session2010\\_FR.asp?](http://www.coe.int/t/dg4/cultureheritage/heritage/landscape/prix/session2010_FR.asp?)

Le matériel additionnel est disponible au Secrétariat du Conseil de l'Europe.

The Conference and the CDPATEP are informed of the following elements:

Fourteen applications for the 2<sup>nd</sup> Session of the Landscape Award of the Council of Europe 2010-2011, were submitted to the Council of Europe Secretariat through the Permanent Representations of the following Parties to the European Landscape Convention: Belgium, Cyprus, Czech Republic, Finland, France, Hungary, Italy, the Netherlands, Norway, Slovakia, Slovenia, Spain, and the United Kingdom. Serbia also submitted an application, as a Signatory State.

The presentation of the applications are also available on the Council of Europe website:

<http://www.coe.int/EuropeanLandscapeConvention>

*(Landscape Award, Award Session, Second session , Projects submitted 2010-2011)*

Direct link: [http://www.coe.int/t/dg4/cultureheritage/heritage/Landscape/Prix/Session2010\\_en.asp\]](http://www.coe.int/t/dg4/cultureheritage/heritage/Landscape/Prix/Session2010_en.asp)

The additional material is available at the Secretariat of the Council of Europe.



## **Partenaires de la réalisation**

Nom	Statut
PARC NATUREL DES PLAINES DE L'ESCAUT	Commission de gestion
Commune d'ANTOING	Collège communal
Commune de BELOEIL	Collège communal
Commune de BERNISSART	Collège communal
Commune de BRUNEHAUT	Collège communal
Commune de PÉRUWELZ	Collège communal
Commune de RUMES	Collège communal
FONDATION RURALE DE WALLONIE	Fondation d'utilité publique
Mr Stéphane DESCAMPS de Villeneuve d'Ascq (F)	Prestataire (privé)
Mr Gaspard JEDWAB de Bruxelles	Prestataire (privé)
Mr Samuel DHOTE de Lecelles (F)	Prestataire (privé)
Mr Patou DEBALLON de Watrelos (F)	Prestataire (privé)
La Société PYROLAVE de Castelsarrazin (F)	Prestataire (société privée)
EO DESIGN de Bruxelles	Prestataire (société privée)
La Société NIEZEN Trafic de Brugellette	Prestataire (société privée)

*Le Parc naturel des Plaines de l'Escaut possède sur son territoire des paysages dont la qualité est aujourd'hui reconnue. Les périmètres d'intérêt paysager, les points de vues remarquables, autant de termes qualifiant les endroits particulièrement intéressants qui incitent à partir à la découverte ou la redécouverte de sites étonnants, souvent méconnus et pourtant si proches de nous.*

*Le Parc naturel propose de découvrir ces richesses au fil d'une route reliant des paysages essentiels.*

*Cent vingt kilomètres de plaisir jalonnés par trente cinq points d'arrêts permettant d'appréhender par tronçons, de manière ludique et instructive les paysages en y consacrant pour chacun le temps qu'il souhaite.*

*Découvrir la diversité et les différentes facettes du Parc naturel : la campagne ouverte de Belœil à Péronnes et de Rumes à Bruyelle, les vertes prairies où règnent les haies et les alignements de saules têtards, les canaux et l'Escaut tournés vers l'exploitation de la pierre et ses anciens bras morts, les massifs forestiers et les pépinières à Lesdain.*

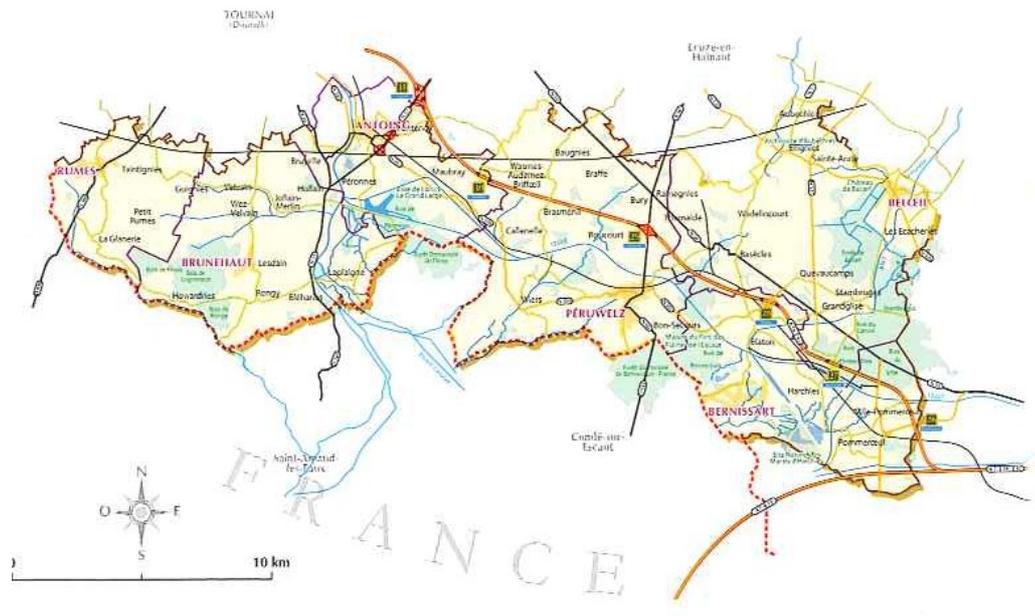
*La Route paysagère est un objet unique à consommer au quotidien, à vélo ou en voiture, en famille ou en méditation, à petite dose ou à profusion et procure de multiples plaisirs dont surtout celui de réveiller tous nos sens.*



## 1. Présentation du partenariat

(Expliquez l'organisation du partenariat, les rôles et responsabilités de chacun des partenaires, leur investissement dans la réalisation)- 3 pages maximum

Situé au sud de Tournai et Mons, bordé par la frontière française, le Parc naturel des Plaines de l'Escaut étend ses 26.000 hectares sur les communes d'Antoing, Bernissart, Belœil, Brunehaut, Péruwelz et Rumes. Il rassemble 60.500 habitants.



Labellisé « parc naturel » en 1996, il forme avec le plus ancien parc naturel régional français, le PNR Scarpe-Escaut, un territoire nommé « *Parc naturel transfrontalier du Hainaut* » et s'inscrit également dans la Wallonie picarde.

Le Parc naturel des Plaines de l'Escaut présente une grande variété de paysages et de biotopes. Les vastes massifs forestiers (Belœil, Stambruges, Bon-Secours, Howardries) et les prairies bocagères succèdent à des zones agricoles dégagées, ouvrant de vastes perspectives. Les saules têtards, les alignements d'arbres et de haies rythment l'horizontalité du regard. Anciens canaux, zones humides, mares et marais, anciennes carrières ou terrains miniers affaissés sont autant d'abris pour

une faune et une flore abondantes. Un chapelet d'anciennes sablières présentant de beaux vestiges de landes typiques ou le damier coloré des pépinières de Lesdain complètent une palette sans cesse renouvelée. L'homme a façonné des écrans de verdure à travers les nombreux parcs et jardins des belles demeures et châteaux. Chapelles, moulins, granges, fermes en carré ou fermes-châteaux contribuent à affirmer le caractère rural des paysages du Parc naturel des Plaines de l'Escaut.

Ce territoire a été le théâtre de passages tumultueux des Romains où l'eau était déjà utilisée pour le transport des marchandises. La découverte de barques gallo-romaines à Pommeroeul en atteste. A travers la présence des Français, des Anglais, des Espagnols, des Néerlandais et même des Autrichiens, cette région

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laisse aujourd'hui en héritage un patrimoine dense. Avec le 19<sup>ème</sup> siècle et l'avènement de l'industrie du charbon et de la pierre, un véritable réseau de canaux s'est développé. Le canal Ath-Blaton ou l'ancien canal Antoing-Pommeroeul en sont des exemples. Ce sont encore des centaines de milliers de tonnes de marchandises qui transitent chaque année sur l'Escaut et ses canaux. Entre châteaux, basilique, menhir, fossiles de l'ère jurassique et musées, le Parc naturel des Plaines de l'Escaut est une terre fertile de mémoire.

Cette mémoire est le socle sur lequel la démarche s'est appuyée pour montrer la richesse des patrimoines du territoire mais aussi la manière de les sauvegarder ou de les faire évoluer dans un esprit de développement durable.

Le programme Phasing out de l'Objectif 1 supposait une intervention financière des opérateurs. C'est tout naturellement que les Collèges des six communes du parc naturel ont soutenu le projet tant dans sa démarche qu'au niveau financier. Chaque service technique communal et chaque Collège communal a été consulté par rapport aux propositions d'équipement et au tracé de la route sur leur territoire.

Autour de l'équipe technique du PNPE, des prestataires extérieurs ont été choisis pour le graphisme, la réalisation de panoramiques, d'illustrations diverses, pour l'impression des panneaux sur de la lave émaillée, la fabrication des supports de ces panneaux et le placement de ceux-ci sur le terrain. Il s'agit de prestataires ou de firmes privées ayant répondu à des appels d'offre réalisés dans le strict respect de la Loi sur les marchés publics :

- Mr Stéphane DESCAMPS de Villeneuve d'Ascq (F) pour le graphisme
- Mr Gaspard JEDWAB de Bruxelles pour la scénarisation
- Mr Samuel DHOTE de Lecelles (F) pour la photographie
- Mr Patou DEBALLON de Wattrelos (F) pour les dessins et illustrations
- La Société PYROLAVE de pour l'impression sur panneaux en lave émaillée
- EO DESIGN de Bruxelles pour la conception de la forme du support
- La Société NIEZEN Trafic de Brugellette pour la fabrication des supports et le placement sur le terrain

La coordination parfaite de l'ensemble des interventions était impérative afin de s'assurer que chacun travaillait dans le même esprit constructif. En effet, les remises en question sur l'opportunité d'un tel sujet ou tel autre étaient nombreuses : le souci de « laisser passer » un message était constant.

Dans cet esprit, les contacts, les réunions, les débats, les confrontations et les échanges techniques ont été très nombreux.

En effet, ce projet ne constituait qu'une partie d'un vaste programme de valorisation touristique, comprenant notamment la création de circuits d'interprétation pour lesquels la cohérence territoriale a été le fil conducteur : méthodologie, graphisme, équipement, lecture globale de l'offre, mais également un travail basé sur des groupes de travail mêlant techniciens, habitants et



représentants du monde associatif, chacun apportant ses connaissances et son enthousiasme. Dans ce cadre, les commissions locales de développement rural, animées par la Fondation rurale de Wallonie, ont été d'un soutien essentiel. La Route paysagère, à travers le scénario proposé, est devenue également la vitrine et le lien de ces circuits d'interprétations aux contenus fouillés.

« La Route paysagère : au-delà du regard ! ». Ce slogan émane d'un concours lancé, via la presse, au public et, via un courrier, aux écoles du territoire. Malheureusement, ce projet n'a pas reçu l'écho souhaité et c'est au sein de la Commission de gestion du parc naturel que ce slogan a été proposé.

Il est représentatif du message que le Parc naturel des Plaines de l'Escaut souhaite porter au public dans le cadre de ses actions et singulièrement par rapport à ce projet.

## 2. Présentation de la réalisation

### Localisation et/ou territoire concerné :

La Route paysagère concerne l'ensemble du territoire du Parc naturel, reliant des points de vue remarquables repérés sur les six communes qui le composent.

### Historique :

Depuis sa reconnaissance, en 1996, le Parc naturel s'est attelé à démontrer l'intérêt de la sauvegarde de la qualité des paysages dans sa politique d'amélioration du cadre de vie de ses habitants.

Dès 2001, le parc naturel s'est doté d'une étude paysagère dans le but de réaliser une analyse et dégager des recommandations générales liées aux entités paysagères définies.

En complément, une étude relative à la détermination des périmètres d'intérêt paysager et des points de vue remarquables a été menée dans le cadre de l'analyse paysagère du Plan de secteur de Tournai-Leuze-Péruwelz menée au niveau de la Région wallonne.

Ces deux études, piliers du projet de la Route paysagère du Parc naturel, définissent les enjeux paysagers :

- Préservation des paysages « remarquables
- Préservation du caractère rural du territoire
- Amélioration du cadre de vie
- Appropriation des paysages par les habitants du territoire

Dans un souci constant de répondre concrètement et de manière transversale aux missions dévolues aux parcs naturels et par rapport à ces



enjeux spécifiques, il s'avérait nécessaire d'offrir une visibilité aux études réalisées. L'idée d'un circuit touristique s'est donc imposée naturellement. La concrétisation de cette idée supposait un budget conséquent. L'opportunité est apparue lors de l'appel à projet lancé dans le cadre du programme Phasing out de l'Objectif 1. Ce programme a permis à une équipe pluridisciplinaire, composée de membres de l'équipe technique du parc naturel et divers prestataires extérieurs de mener à bien ce projet, dans ses multiples composantes.

**Description :**

La Route paysagère est jalonnée d'une trentaine de panneaux interprétatifs qui permettent d'appréhender le paysage sous un nouvel angle et qui orientent le regard vers des notions architecturales, agricoles, historiques, industrielles ou naturelles. Un petit défi anime chacun des panneaux et nous interpelle sur un point de détail, intéressant et surprenant, à identifier dans le paysage.





Un travail de terrain important a été mené pour relier ces points tout en maintenant un intérêt paysager et garantissant un maximum de sécurité. Pour ce faire, la Police locale a été consultée afin d'obtenir un accord sur l'ensemble des équipements.

A chaque intersection, des panneaux hexagonaux reprenant le logo du Parc naturel indiquent le chemin à suivre. Un panneau de signalisation est placé à 50 mètres du carrefour à venir et le suivant est placé au-delà du carrefour afin de valider la direction que le visiteur a prise. Cela représente donc le placement de 356 panneaux de signalisation hexagonaux.



Dans chaque commune, à des endroits stratégiques, un grand panneau, installé en bord de route, propose au visiteur le tracé complet de la route et l'endroit où il se trouve. De la sorte, chacun peut avoir une information globale sur la Route paysagère et l'emprunter à partir de ce point sans risque

de perdre le fil du parcours, les panneaux d'interprétation, même s'ils sont numérotés, ayant leur identité propre sur le contenu.





De même, tout le long du parcours, des panneaux, indiquant le passage d'un cours d'eau façonnant le paysage, aident le visiteur à comprendre le territoire et rattachent l'habitant à son terroir

Il est à souligner que quelques kilomètres de la Route paysagère se trouvent en territoire français. Toutes les autorisations, notamment celle d'un balisage spécifique, différent du balisage touristique français, ont été octroyées par les autorités communales concernées, et ce, dans le cadre de notre partenariat avec le Parc naturel régional Scarpe-Escaut (PNRSE) avec lequel, le Parc naturel des Plaines de l'Escaut forme le Parc naturel transfrontalier du Hainaut (PNTH)

Ce projet à vocation touristique est bien entendu accompagné d'une édition d'une carte tirée à 10.000 exemplaires à deux reprises. En 2010, il a été nécessaire de tirer une troisième édition (5.000 exemplaires) en attente d'un carnet de la Route paysagère prévu pour 2011, le travail technique débutant en juillet 2010.

Cette carte contient les informations nécessaires à une balade culturelle et ludique mais aussi des clés de compréhension des entités paysagères traversées.



### Mesures prises pour assurer la pérennisation de la réalisation :

La pérennisation d'un tel projet fait partie de la réflexion globale initiée en amont : le type de matériau ou de matériel, la manière de les fixer, leur positionnement sur les bords de routes, en fonction de l'espace disponible, des entretiens (fauchages), ...

Afin de garantir la qualité de l'offre touristique et l'image positive du projet, un entretien de l'équipement est réalisé en continu, sur base d'information de dégradations émanant soit de riverains soit des communes, mais par ailleurs, la Route paysagère est sillonnée par tronçons par l'équipe d'entretien du Parc naturel afin de pallier à toute déconvenue et de garantir une signalisation à la satisfaction de tous.

Les diverses activités liées de près ou de loin à la Route paysagère (animations scolaires, sorties familiales, sensibilisation, ...) poussent le Parc naturel à préserver de manière correcte ce qui est devenu la colonne vertébrale de nombreuses activités de découverte du territoire et de sensibilisation au paysage dans ses multiples facettes. Notamment l'appropriation de tronçons par les communes qui utilisent la route comme carte de visite : par exemple, la commune de Péruwelz en collaboration avec l'association « La Naiade » propose des visites en français et néerlandais et la commune de Bernissart en collaboration avec la Fondation rurale de Wallonie propose une multitude d'activités sur le thème de la mémoire minière.

### Date de fin de réalisation :

La réception des ouvrages a été réalisée le 10 décembre 2004.

## 3. Références aux dispositions de la Convention européenne du paysage

Mentionnez les articles de la Convention du paysage qui trouvent leur application dans la réalisation et expliquez en quoi ils s'appliquent

### Article 5 – Mesures générales

- a) La Route paysagère a permis et permet encore aujourd'hui aux habitants du territoire de découvrir ou redécouvrir les richesses paysagères de leur région. Le contenu des panneaux d'interprétation exprime clairement la diversité de son patrimoine culturel et naturel.
- b) De par son contenu, l'interprétation proposée met en évidence les richesses patrimoniales, l'identité du territoire et est donc une rampe de lancement pour une multitude d'activités de sensibilisation et de porter à connaissance.
- d) Le projet est un outil important de prise de conscience de l'importance du paysage dans le cadre global de la politique du Parc naturel en matière de paysage sous ses multiples facettes.



## Article 6 – Mesures particulières

### A. Sensibilisation

La Route paysagère a permis et permet encore aujourd'hui aux habitants du territoire de découvrir ou redécouvrir les richesses paysagères de leur région. Le contenu des panneaux d'interprétation exprime clairement la diversité de son patrimoine culturel et naturel

### C. Identification et qualification

Le projet se base sur les études paysagères réalisées plus tôt (diagnostic, détermination de points de vue remarquables) et en est l'émanation et une forme de restitution.

## **4. Références aux critères du règlement du prix du paysage en Région wallonne**

Citez le ou les critères justifiant la candidature et motivez cette sélection

### Critère 1 : Développement territorial durable

La transversalité du projet exprime, par essence, l'aspect de développement durable. Elle crée l'ossature à partir de laquelle une multitude d'actions, liées aux missions dévolues au Parc naturel en matière de développement territorial et singulièrement par rapport au paysage, peut être initiée.

### Critère 2 : Exemplarité

L'exemplarité de ce projet est sans nul doute la méthode de travail appliquée, les réflexions en amont, les remises en question, la recherche constante de la qualité, tant par rapport aux prestataires que par rapport aux éléments techniques des équipements mis en place.

Certes, des circuits touristiques existent en quantité en Europe, mais ce projet possède cette particularité qu'il est devenu un outil de connaissance, de sensibilisation et même de gestion du paysage.

### Critère 3 : Participation du public

La participation du public s'est concrétisée par les actions suivantes :

- Participation aux groupes de travail dans le cadre global du projet Phasing out de l'Objectif 1
- Participation à la détermination des périmètres d'intérêt paysager et des points de vue remarquables, support du tracé de la route paysagère, dans le cadre du travail piloté par l'Adesa.
- Apport d'archives, notamment pour le fonds photographique



- Participation à des animations de découvertes sur le thème du paysage à partir de la Route paysagère

Critère 4 : Sensibilisation

La Route paysagère a permis et permet encore aujourd'hui aux habitants du territoire de découvrir ou redécouvrir les richesses paysagères de leur région. Le contenu des panneaux d'interprétation exprime clairement la diversité de son patrimoine culturel et naturel. Depuis la création de la Route paysagère, 5.000 exemplaires de la carte sont distribués par an.



## 5. Liste des annexes et documents joints

1. L'ensemble des panneaux d'interprétation
2. La revue de presse
3. Le folder d'identification du Parc naturel des Plaines de l'Escaut
4. La carte de la Route paysagère
5. Une vidéo de présentation du projet.

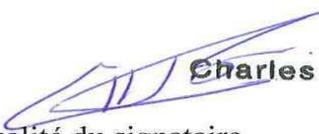
Les documents joints, en annexe, sont libres de droit et peuvent être utilisés par la Région wallonne et le Conseil de l'Europe dans le cadre de leurs publications et de la promotion de la Convention européenne du Paysage. Ils ne sont pas restitués

Le projet qui fait l'objet du présent dossier de candidature a été élaboré et réalisé dans le respect des législations belges et de la Région wallonne.

Fait à Bon-Secours, le 25/06/2010

Signature

Nom et qualité du signataire

  
**Charles PICQ,**  
Président de la Commission de gestion  
Parc naturel des Plaines de l'Escaut.

### Documents à renvoyer avant le 30 juin 2010 à :

DGO4  
Secrétariat du Prix du Paysage en Région wallonne  
Bureau 410 - Bâtiment 2  
Rue des Brigades d'Irlande, 1  
5100 NAMUR

**LANDSCAPE AWARD OF THE COUNCIL OF EUROPE  
2011 Edition  
APPLICATION FORM  
CYPRUS**

**Application form**

**A. Details of applicant (institution/organisation)**

1. Name of Member State 

<b>CYPRUS</b>
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2. Represented by	DEPARTMENT OF TOWN PLANNING AND HOUSING (MINISTRY OF THE INTERIOR)
Address	CY-1454 NICOSIA
Tel.	+357 22408157
Fax	+357 22677570
E-mail	<a href="mailto:penotiades@tph.moi.gov.cy">penotiades@tph.moi.gov.cy</a>

3. Name of Applicant	<b>POLYSTYPOS COMMUNITY COUNCIL</b>
Address	9 Griva Digheni CY-2756 POLYSTYPOS
Tel.	+357 22652120
Fax	+357 22652429
E-mail	<a href="mailto:info@polystypos.org">info@polystypos.org</a>

**B. Presentation of the project**

1. Project site

<b>Hazel orchards located within the CY2000009 Natura 2000 site, Polystypos village, Cyprus</b>
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2. Start of the project

month	<b>June</b>	<b>2008</b>	year
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3. Names of all the project partners

- |                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• <b>Polystypos Community Council</b></li> <li>• <b>Polystypos Youth Centre</b></li> </ul> |
|-----------------------------------------------------------------------------------------------------------------------------------|

4. Financing bodies

- |                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• <b>EU Structural Funds</b></li> <li>• <b>Cyprus Rural Development Programme 2007-2013</b></li> <li>• <b>Polystypos Community Council</b></li> <li>• <b>Nicosia District Administration</b></li> <li>• <b>Cyprus Youth Board</b></li> </ul> |
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5. Outline of the project:

*a. Central aims*

<p><b>The project addresses two main thematic areas, namely <u>sustainable rural development and landscape protection, management and planning</u>, both of which have clearly inter-sectoral and inter-disciplinary implications. Although this part of Cyprus is renowned for its hazelnuts (especially the year's first harvest, sold in their still green husks every late summer), like all agricultural activity in the country, hazel cultivation has dramatically declined in recent years, with the total area under hazel orchards falling by 66% between 1995 and 2008 (MANRE, 2009). Far from being a typical agricultural activity requiring constant attention by the farmer, hazel cultivation is a less intensive affair, mainly centred on annual pruning and harvesting. Whereas the conservation of indigenous wild species of agricultural importance generally occurs as an unplanned result within Natura 2000 protected areas, in compliance with the general goal of nature and wild life conservation, this community-driven inclusion of indigenous hazel bush orchards to the Natura 2000 network is a rare and noteworthy exception.</b></p>
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<p><b>From the point of view of rural development, what is important to note here is the decline of the agricultural value of these indigenous hazel orchards, as well as the low levels of cultivation intensity they require. At the same time, it is also important to note their high landscape and environmental values, as a result of which they have been included in the Natura 2000 network. Thus, within the framework of sustainable rural development, through economic, social and environmental objectives in the fields of low intensity farming, heritage restoration, rural diversification, improvement of attractiveness etc., as well as through the protection, management and planning of natural and cultural landscapes, the project aimed at</b></p>
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- |                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• <b>Providing farmers with a sustainable hazel orchard accessibility option while at the same time avoiding the mechanised alternative of 'widening and straightening' the old</b></li> </ul> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

footpaths, which would have had far reaching and devastating effects on the surrounding natural habitat and agricultural landscape

- **Providing unobtrusive and congruent facilities to support rural diversification in tourism, recreation and environmental education/ awareness, including resting points, belvederes, shading devices, picnic tables, signs with information on local flora, possibilities for trailing, hiking, exercise walking etc.**
- **Increasing the overall attractiveness of the area through a high quality intervention which constitutes an asset for both local quality of life (attracting residents and visitors) and local entrepreneurship (attracting businesses and creating jobs) – this is strengthened by several other interventions in the area concerning different elements of attractiveness, such as those related to vernacular architecture, public spaces, natural areas, infrastructure and facilities etc.**
- **Strengthening heritage restoration efforts through the promotion of quality craftsmanship, provision of employment in heritage restoration (specifically related to dry stone construction), while at the same time promoting a sense of identity and pride of place for the local users**
- **Implementing of necessary environmental repair work and reversing soil erosion problems through the restoration of rapidly deteriorating dry stone trails, stepped footpaths and retaining walls, as well as through the construction of new dry stone retaining walls and wooden bridges integrated into the existing/ restored landscape; providing additional habitat to several local flora and fauna species through the extensive restoration and new construction of dry stone walls; and caring for centenarian oak trees by providing expert maintenance and structural support where needed**
- **Aesthetic upgrading of the area by replacing old overhanging water pipes with new underground ones, exposing and presenting noteworthy rock formations, clearing pathways of overgrown blackberry bushes and other general maintenance work**

*b. Main activities*

The main activities promoted by the project include

- **Facilitation and promotion of the use of traditional footpaths by farmers, by upgrading them and making them more attractive and functional to use, in support of the local rural economy and sustainable agricultural activities**
- **Adjustment and upgrading of traditional footpaths in order to make them attractive to use for nature tourism and walking activities, including special interest tourism related to botany, biology and other nature sciences, in support of local diversification into sustainable alternative economic activities**
- **Provision of an alternative ‘village green’ similar to a public park or recreation area with resting points, belvederes, shading devices, picnic tables, drinking fountains etc., in support of the area’s overall attractiveness and its ability to provide a good quality of life for residents and visitors**
- **Recognition of traditional craftsmanship and skills regarding the construction of dry stone masonry and acknowledgement of traditional values as a living tool and useful element for modern life, in support of a local sense of pride and place identity**

*c. Outcome*

**As a result of the project, the community of Polystypos can now benefit from**

- **An upgraded and restored landscape, forming a wide arc on the northeastern fringe of the traditional settlement, including both the aesthetic improvement of a previously deteriorated area as well as the protection of the area’s soil from landslides and erosion through its retention, vertically by dry stone walls and horizontally by dry stone footpaths**
- **A better functioning agricultural heritage landscape, through the improvement of orchard accessibility in a sustainable way, including the restoration of traditional footpaths, the construction of congruent retaining walls and footbridges where needed and the general maintenance and upgrading of a previously declining area**
- **A healthier natural landscape as a result of the aforementioned soil retention and centenarian oak tree<sup>1</sup> care actions, as well as an enriched biodiversity as a result of the restoration and expansion of traditional dry stone constructions, which provide an important habitat to local species**
- **An additional attraction for both Cypriot and overseas visitors, which can be combined with other existing and planned points of interest in the village in order to expand the area’s tourism development potential and thus support the diversification of the local economy through the development of related services and products**
- **New opportunities for both residents and visitors to study Cypriot nature, including indigenous species of agricultural importance, such as the local hazel**
- **Additional spin off effects, such as the recent approval of other projects planned within the same sustainable rural development framework (including the restoration of the old village school, its conversion into a cultural centre and the creation of new public open spaces shaded by PV panels and a botanical garden in the old school yard) due to the success of the hazel orchard landscape trails project.**

### **C. Description of the project**

#### **1. 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?*

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<sup>1</sup> From the Polystypos Community website: ... and we take an uphill road towards the exit from Paradise. We reach the huge oak tree of Hadjimathaios that has been here for many decades. It is estimated to be more than 840 years old and has been wounded by lightning but still stands proudly. Birds and butterflies find their home on the old oak. ... We shall take a rest and breathe fresh air, the birds are singing and the nightingale is the lead singer. The view from the point of the oak tree is amazing. One can enjoy the majesty of the hazelnut forest and the valley...

The hazel orchard landscape trails project addresses the objectives of the national rural development, environmental protection and spatial planning policies. It was in fact approved and partially financed through provisions of the Rural Development Programme 2007-2013, while it is wholly located within a Natura 2000 network site. It has also been approved by the District Planning Authority (quasi-regional level) as it conforms with the provisions of the “Policy Statement for the Regulation and Control of Development and the Protection of the Environment in Rural Areas and Villages,” a statutory spatial plan which promotes the sustainable development of the Cypriot countryside.

As has already been demonstrated, the project greatly contributes to the enhancement of environmental, social, economic, cultural and aesthetic values of the hazel orchard landscape. This is achieved, for example, through

- Measures to support biodiversity, arrest soil erosion and prevent landslides
- Measures to provide opportunities for public awareness and sensitisation related to nature, landscape and heritage
- Measures to support the diversification of the local economy through activities directly related to the sustainable utilisation of landscape resources
- Measures to restore and present the cultural heritage of dry stone constructions
- Measures to upgrade the aesthetic quality of the surrounding area

as well as through various other measures concerning all aspects of landscape protection, management and planning.

As evident in the ‘before’ and ‘after’ photographs of the project area, previous environmental degradation related to the neglect of a declining agricultural practice has been successfully remedied. In addition, several problems related to soil erosion and landslides were successfully addressed, while at the same time care has been provided for several of the area’s scattered centenarian oak trees, which constitute an important component of its biodiversity wealth.

Moreover, the hazel orchard landscape trails constitute a natural continuation of nearby spectacular nature trails, including those of *Teisia tis Madaris*, another Natura 2000 site. The hazel orchard CY2000009 Natura 2000 site, spreading over a series of interlocking valleys, thus acts as a link between other nature protection areas, completing the puzzle of natural networks, in line with main European territorial priorities.

It is also worth noting that, before the restoration and expansion of dry stone retaining walls and footpaths, farmer pressure to widen the trails into tracks and even to construct paved roads to provide access to the hazel orchards was high. Now that the project has been successfully completed, people are satisfied with the results and no longer press to intervene in this remarkable landscape. Likewise, the success of this project has helped dissolve some of the scepticism concerning the inclusion of private land in the Natura 2000 network, since with this example of public financing for trails in an agricultural land, it is now clear that Natura 2000 might very well include appropriate development activities and not only wilderness areas.

## 2. Exemplary value

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

The main reason that the hazel orchard landscape trails project has a strong exemplary value is the wide range of issues it addresses, including the environmental, social, economic, cultural and aesthetic aspects of landscape management and planning, as described in detail in previous pages. The project also demonstrates the possibility to simultaneously protect, manage and plan landscapes, as well as the fact that landscape is a complex concept strongly intertwined with territorial development, integrating together the environmental, social, economic, cultural and aesthetic issues of a place, in addition to embodying its territorial specificities and unique identity.

Some important areas where the project exhibits examples of good practice include issues related to the survival of traditional agricultural products and activities, the sustainable stewardship of semi-natural areas of agricultural importance, the diversification of the rural economy by creating opportunities for the growth of new activities, the restoration of cultural heritage – in this case specifically dry stone landscape constructions, as well as the sensitive intervention during restoration and rehabilitation work and the integration of new constructions and facilities into an existing context.

Of particular importance is the project's exemplary value related to traditional dry stone construction techniques as well as the sensitive integration of new interventions in existing significant landscapes. According to the project's architect, Antonia Theodosiou, *"the community of Polystypos, as well as other people involved, have come to appreciate the value and usefulness of traditional dry stone techniques, of which they have thought so far that it belongs to the past."*

At local level, the village of Polystypos as well as other neighbouring communities show great interest for continuing and expanding the project or repeating it in other areas. As already noted, farmer pressure to widen the trails into tracks and even to construct paved roads to provide access to the hazel orchards has been abated following the project's successful implementation. In this way, the project has demonstrated an inherent power of example, as people are satisfied with the results and no longer press to intervene in this remarkable landscape. Likewise, the success of this project has helped dissolve some of the scepticism concerning the inclusion of private land in the Natura 2000 network, since with this example of public financing for trails in an agricultural land, it is now clear that Natura 2000 might very well include appropriate development activities and not only wilderness areas.

At the international level, the project has been presented as a good practice example at the 11<sup>th</sup> Conference of the *Société Scientifique Internationale pour l'étude pluridisciplinaire de la Pierre Sèche* in Locorotondo (IT) in 2008, where it received favourable comments.

### 3. 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?*

**This is in fact a rare example of an almost entirely grass-roots initiative occurring in a demographically shrinking rural mountain area of Cyprus, which fortunately still has some keen young people that care about the “spirit of the place” – the *genius loci*!**

**It all began back in 2004, with the involvement of the local youth organisation within the framework of a then running Cyprus Youth Board programme related to ‘youth initiatives and networking activities.’ Within a short time, the youngsters had cleared the footpaths on a voluntary basis and traced the local flora and fauna of the hazel orchard habitat. In addition, the youngsters conducted questionnaires among the village population concerning their perception of and attitudes towards nature and the agricultural activity of hazelnut gathering, thus they all got actively involved in the project.**

**Learning from the young, the community requested more information on environmental and sustainability issues, and relevant lectures followed. This proved to be the beginning of their involvement in a series of environmental sustainability projects, including the implementation of a number of national policy measures, such as those concerning the enhancement of Natura 2000 sites, the diversification of the rural economy and the support of traditional construction techniques, through the hazel orchard landscape trails project.**

**It should be noted that the inclusion itself of indigenous hazel bush orchards to the Natura 2000 network has been community-driven, through the efforts of several communities of the Pitsilia area, while national authorities were initially reluctant to consider the hazel orchards as a valuable habitat.**

### 4. 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 example presented above covers both public participation and awareness-raising. In this case, it is remarkable that awareness-raising came from within the community, rather than introduced or even imposed in a top-down approach.**

**The hazel orchard landscape trails project has helped to effectively increase local awareness in many aspects of landscape protection, management and planning, in the appreciation of natural network and habitat protection, in the restoration of dry stone and support of traditional construction techniques, in the introduction of new activities while still preserving a remarkable traditional landscape character etc.**

**The project's selection to represent Cyprus in the Landscape Awards sessions 2010-2011 of the Council of Europe, even if it is not distinguished, will certainly help to raise the public's awareness, throughout the country, of the importance of landscape in terms of human development, consolidation of European identity, as well as individual and collective well-being.**

**LANDSCAPE AWARD OF THE COUNCIL OF EUROPE**  
**2011 Edition**  
**APPLICATION FORM**  
**CZECH REPUBLIC**

**Application form**

**A. DETAILS OF APPLICANT (INSTITUTION/ORGANISATION)**

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3. Name of Applicant	Regional Land Office Prostejov
Address	Pozemkovy urad Prostejov Aloise Krale 4 796 01 Prostejov Czech Republic
Tel.	+420 582 406 030 /Jiri Koudelka, director
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## B. PRESENTATION OF THE PROJECT

Name of the project: **REGIONAL TERRITORIAL SYSTEM OF ECOLOGICAL STABILITY IN THE LAND REGISTRY UNIT OF ČEHOVICE**

1. Project site

Čehovice, district Prostějov – Moravia, Czech Republic

2. Start of the project

Month

September

Year

1995

3. Names of all the project partners

Regional Land Office - Prostějov  
Hanousek František, Ing., Land Consolidation Engineering Office, Prostějov  
ZAHRAHA Olomouc s.r.o., garden architecture and landscaping  
Village of Čehovice – municipal office  
Agency for Nature and Landscape Conservation, Olomouc and Brno Regional Offices  
Agricultural Water-Management Authority, Prostějov - Regional Office  
Czech Union for Nature Conservation, Prostějov  
D+V Investing, spol. s r. o., Prostějov  
Infrastructure Constructions Holding, a.s., Olomouc  
Geocentrum spol. s r. o., Geodetical and Engineering Office, Olomouc  
Geodezie Brno a.s, Prostějov Division  
Hradský Hynek, Ing., Land Consolidation, Senice na Hané  
Land Fund of the Czech Republic, Prostějov and Olomouc Offices  
Ministry of Agriculture of the Czech Republic, Prague, Central Land Office  
Ministry of Environment of the Czech Republic  
Moravian Fishing Association, Čehovice Local Branch  
Pedagogical Faculty of Palacký University in Olomouc  
Prostějov Regional Office, Department of Environment  
Prostějov Municipal Office, Building Office  
Silva Tarouca Research Institute for Landscape and Ornamental Gardening, Průhonice  
Private Agricultural Company Čehovice spol. s r. o.  
Village of Bedihošť – municipal office

4. Financing bodies

Prostějov Regional Land Office – National Comprehensive Land Consolidation Funds (Ministry of Agriculture)  
Village Čehovice – National Landscape Care Programme (Ministry of Environment)

## 5. Outline of the project:

## a. Central aims

**Territorial system of ecological stability (thereinafter only TSES)** is defined by the Act on Nature and Landscape Conservation as a set of mutually connected natural or modified, but nature-like ecosystems, which maintain a balance in nature. The main purpose of TSES is to enhance ecological landscape balance through preservation or restoration of stable ecosystems and their mutual relationship.

**The purpose of the regional TSES in Čehovice was mainly:**

- to create a relatively ecologically stable area with a positive influence on the ecologically less stable surroundings - intensively used agricultural landscape of the Haná region;
- to restore natural genetic fund of the landscape;
- to promote the diversity of native biological species and their communities (biodiversity).

Creation of a territorial system of ecological stability is a matter of public concern, and, therefore, involves landowners, land users, residents, local and regional authorities as well as the State. Designed TSES structures are implemented into the landscape by means of **comprehensive land consolidation**.

The appearance of the Czech landscape underwent a complicated development, particularly in the context of politico-economical changes in the past. This significantly influenced the way it is managed today. After 1945, or rather 1948, the land owned by private landowners was nationalized. As a result, lots were joined and a system of central management of large areas was embarked on. This led to disappearance of rural roads, natural line vegetation elements and other nature and historic-landscape elements. The ecological stability of the landscape was distorted, agricultural land was devastated by water and wind erosion, biodiversity diminished and the character of the landscape changed. Despite gradual restitution of land property after 1989, mostly land tenants, not landowners, farm the land at present. Large holdings prevent individual private farmers from accessing the plots; great number of privately owned plots complicates implementation of measures for land and landscape conservation.

Implementation of necessary ecological, land and landscape conservation measures is impossible without resolving landowner relationships. Land consolidation is the only way of solving this situation. Land consolidation **deals with administrative units in a comprehensive way**. It is of public concern to optimise territorial and functional dispositions of land plots: to join or divide them, create accesses to them, rectify borders and create conditions for reasonable and sustainable farming. In this context, land property rights are restored. **Conditions for improvement of the environment**, conservation and fertilization of land, water management and landscape ecological stability are addressed at the same time. Communal facilities are parts of this, e.g. new rural roads, water reservoirs, multifunctional landscape vegetation elements. The results of comprehensive land consolidation are used for restoring land registers and serve as binding **basis for landscape planning**.

**Aims of comprehensive land consolidation in Čehovice were:**

- to enhance long-term sustainable rural development
- to create access to field plots for landowners and restore citizens' personal relationship to agricultural land
- to eliminate agricultural traffic in the village
- to establish conditions for reasonable farming on farm land
- to enhance the aesthetic and recreational functions of the landscape
- to improve the ecological stability in the intensively used farm land by establishing regional territorial system of ecological stability on an area of 23 hectares
- to enhance the control of water and wind erosion
- to enhance flood control function of the landscape

b. Main activities

The preparation of the project began already at the time of contracting comprehensive land consolidation works. With regard to real intentions in the process of land consolidation, a project documentation of the “Development plan for territorial system of ecological stability in the villages of Bedihošť and Čehovice” was elaborated in 1992 including a proposal to locate the regional biocentre with a network of regional biocorridors in the land registry unit of Čehovice.

As a next step, it was necessary to find an area of state land for the implementation of the proposed measures. The Regional Land Office Prostějov succeeded to exchange the privately owned land for state land in the neighbouring land registry unit of Bedihošť. The land was used to carry out the planned land consolidation works and compensate landowners. Landowners' claims were thus not affected, which was a very important and delicate issue in the agrarian region of Haná. The state land, obtained this way, was then used to cover the required acreage of agricultural land and to build the regional biocentre and biocorridors.

The Regional Land Office Prostějov was responsible for providing all data and background material for comprehensive land consolidation.

The realization itself consisted of the creation of a regional biocentre and biocorridors as well as the missing vegetation biotops – water-bodies (wetlands), transition reed zones, meadows, soft wood and hardwood riparian forests. It involved the following parts:

**a) Vřesůvka stream**

The aim of the measures on Vřesůvka was to create meander-like curves by inserting barriers on the right bank (boulders, small weir, etc.) to force the streamline to meander in a narrow profile. Poplars and ruderal plants were substituted by more suitable species on newly modelled banks.

**b) Right bank of Vřesůvka**

A protective filtration belt was created above the eastern bank of the irrigation reservoir. Poplars and *Acer negundo* were substituted with autochthonous woody plants (alders, willows, ash-trees and lime trees, elm trees and oaks);

**c) Left bank of Vřesůvka**

This was the most challenging part of the project. The area was temporarily or permanently waterlogged, due to the sheet wash from long field slopes. On the other hand, it lacked its own hydrological connection with the stream. Therefore, the basic philosophy, underlying the technical arrangements, was to create a new hydrological regime in the area. A facility for controlled water detention was built in wetlands and some other shallow-water areas to control discharge of water to the riverbed of Vřesůvka. These pre-conditions were the basis to propose the basic biological arrangements, that are:

- to create a tree-less wetland with an open water surface of a shallow reservoir in the heart of the biocentre, focusing on the associations of tall sedge, reed and ephemeral plant species. The intention also involved a possibility to create a refugium for endangered species of invertebrates – great diving beetles, hydrophilidae, crustaceans, as well as amphibians (frogs, toads, tree frogs, common newts or spadefoots) and reptiles (ring snakes);
- to create a sedimentation area at the junction of inlets from Vřesůvka and from the field furrow to a wetland, dominated by macrophytes with a highly cleaning effect;
- to plant the furrow with wood species of warm hill biochore - groups of mixed oak-wood species and also retain some grassland areas.

**d) Establishment of vegetation cover**

Permanent vegetation cover was created on land plots primary used for intensive agricultural production. This was a great risk associated with large eutrophication of soil with the existence of vast quantities of herb seeds (field weeds). The connecting sections of regional biocorridors were created simultaneously with the establishment of the regional biocentre.

**c. Outcome**

Agricultural holding was optimised and the individual property rights to plots were clearly defined within the implementation of land consolidation plans. Land consolidation is a necessary precondition for land planning and all development programmes in the village.

The project established a regional and a local system of ecological stability (water stream revitalisation, creation of new ponds etc.) with elements of landscape vegetation and accompanying greenery. The biodiversity of the landscape was thus improved. Generally, the **measures have multipurpose character**. They fulfil several functions at a time, e.g. ensure protection from wind and water erosion or constitute an important aesthetic and land scene elements. Restored and newly built rural roads enable access to farm plots and serve for walking and hiking in open landscape – a new education path and a cycling road were created as well.

The establishment of the regional TSES of Čehovice was carried out on the total area of 22.99 hectares. 28 wood species were planted in the area of the regional TSES Čehovice, with the total number of around 35,000 plants. Forestry and gardening techniques were used for planting the bio centres, bio corridors and grassed furrow, with the total of: 27,500 forest seedlings (eg., *Quercus robur* – Pedunculate Oak; *Fraxinus excelsior* – Ash tree; *Salix alba* - White Willow; *Acer platanoides* - Norway Maple, etc.) 1,905 fully grown trees, with the height ranging from 1,2 m to 1,8 m (eg., *Quercus robur* - Pedunculate Oak; *Fraxinus excelsior* – Ash tree, *Acer platanoides* - Norway Maple, etc.), 5,635 shrubs (eg., *Corylus avellana* – Common Hazel, *Euonymus europaeus* – European Spindle, *Viburnum opulus* –

Guelder Rose). Grassland was newly created on the total area of 14,6455 hectares.

The project involved creation of over 3 km of nature-like, unpaved, grassed country roads providing access to plots of owners adjacent to the area of implementation of the project.

The present results of the project involve nesting of wild ducks, herons and plenty of frogs. Another positive aspect is an increase and stabilization of the level of ground water around the pond. As a result, villagers don't suffer from lack of water in dry seasons.

The biocentre created a green island in the agrarian landscape, which local people use for recreation. It also serves local kindergarten as a place for observing nature and natural processes.

## C. DESCRIPTION OF THE PROJECT

### 1. 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 village of Čehovice is situated in an intensively farmed landscape. Before the World War II, the land was divided into many plots owned by hundreds of landowners. The subsequent centrally directed collectivisation and the use of large-scale technologies changed the fragmented landscape into large fields that failed to respect owners' relationships. The acreage of the fields sometimes exceeded up to 100 hectares, which facilitated the use of heavy mechanization in agriculture and large-scale monoculture cultivation. These insensitive measures resulted in the loss of the landscape's ability to retain water, decrease in its biodiversity and increase of erosion and floods.

The project of "Regional Territorial System of Ecological Stability in the land registry unit of Čehovice" is a part of national policy of sustainable development and creates a part of the planned nationwide network of the territorial system of ecological stability in compliance with the Act on Nature and Landscape Protection.

The realization of particular structural elements of the TSES network is an integral part of comprehensive land consolidation works in accordance with the Act on Land Consolidations. Land consolidation is one of the essential instruments of sustainable rural development with regard to protection of natural resources as well as encouragement of agricultural business.

Due to a degradation of the utility value of the land, the area for implementation of the TSES project could be used for agricultural purposes only to a limited degree. Thus, its use within a project for a regional territorial system of ecological stability was an optimal solution in the context of the overall farming landscape around Haná (Prostejov region), which largely consists of intensively farmed plains.

The implemented project has remedied the damages caused by intensive farming, such as erosion, decrease in biodiversity, decrease of the level of underground water, acceleration of water run-off and low aesthetic value of the landscape. Creation of natural and nature-like biotopes has restored the former diversity of the landscape.

In the course of the project implementation the attitudes of landowners and local residents has gradually changed to restoration of natural biotopes. They have become aware of the value of natural elements in the landscape. The established bio centre and its scope have

influenced soil erosion, increased water infiltration into the soil and the grown-up trees and shrubs now serve as windbreakers. It has had positive influence on the reduction of outwash of agrochemicals from the intensively farmed landscape. The pool and pond have levelled up the local underground water level, which has been demonstrated by restoration of formerly dried wells. The undertaken measures have restored some of the autochthonous species in the intensively farmed landscape that was very poor in species – biotopes were created in accordance with the Ramsar Convention on Wetlands. Forest and nature-like vegetation created new functional and visual values of the landscape. The bio centre has become a target of walks and a place for observing nature for local residents. The pond offers fishing opportunities.

## 2. Exemplary value

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

The project has been implemented in an area significantly changed by the activity of man with a minimum number of natural or nature-like habitats. It is an exemplary way of restoring the ecological stability in a landscape, despite its being intensively farmed. Thanks to the fact that it is prepared together with land consolidation, it deals even with functions related to the protection of agricultural land.

The water bodies and wetland species communities established in the area of over 6 hectares, together fulfil the basic criteria of the Ramsar Convention on Wetlands, which aim is to protect environmental functions of wetlands.

The multipurpose character of the project can be described as a synthesis of several functions in one comprehensive project: protection of soil from water and wind erosion, water management (retention of water in the landscape, flood control), transport (creation of access to lots of particular landowners), landscape creation (improvement of aesthetic and functional values of the landscape, enhancement of biodiversity of fauna and flora species) and communal (recreation and educational potential).

It is a great example of the creation of TSES elements. This is a result of an agreement between private landowners and the state, which is in charge of common landscape protection. The land for establishing the regional TSES was gained thanks to exchanges of land plots between private landowners and the state in the neighbouring land registry unit. This exemplary exchange and compensations were facilitated by collective support of the project from the part of private landowners and the body administering state land - the Land Fund of the Czech Republic. This innovative idea was appreciated by the Ministry of Environment as an example for other regions, which made it possible to use the subventions from the Programme for Landscape Management Funds.

In the ten years of its existence, the project of Čehovice has become an inspiration for other land consolidation projects in the Czech Republic and can be used as an example of active public involvement in the planning and decision-making processes.

### 3. 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?

Great effort, work and enthusiasm of all the partners from administration offices for agriculture and environment, as well as local authorities, land owners, local residents and employees of private contractors were needed on the way from the initial idea to the present state of implementation of the project of “the Regional TSES in the land registry unit of Čehovice”.

The project was many times consulted with residents and landowners in the administrative unit. The result was an agreement of 365 landowners, tenants, village deputies, Regional Land Office and many others who took part in the project. The citizens expressed their agreement with the new organization of land plots and thus showed their maximum support for the project. Agreement of 98.11% of plots owners involved in the land consolidation project was achieved.

The project was supported thanks to the openness of its process, active involvement of local stakeholders and respect for the demands of a wide range of administrative bodies and local authorities, which were then willing to actively assist in the implementation of the project. The highest local government authority – the municipal assembly of Čehovice village, approved the project for communal facilities within comprehensive land consolidation Čehovice including the „Regional TSES Čehovice” on July 31, 1998.

### 4. 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?

When preparing the implementation of the project, residents were gradually informed about the aim and purpose of land consolidation. The agreement of 365 landowners, administrative bodies and the municipal assembly of Čehovice was achieved thanks to the fact they had acknowledged the necessity to remedy the damages caused by large-scale farming in the past. The positive results of restoration of natural habitats are reflected in the improvement of the environmental and communal use of the landscape and are visible to all visitors of the biocentre and biocorridors, where an educational route with information boards were established to provide information about the completed project and popularize it among general public. The effect of the project on the underground water system and flood control is evident from the point of view of the local residents. This proves the importance of restoration of natural relationships in the countryside.

The project was presented on the EXPO 2005 in Aichi (Japan) as a model project of land consolidation, involving an active protection of cultural and natural elements in the intensively farmed landscape.

Video presentations were used to inform the public about the project:

The “Čehovická oáza” (Čehovice Oasis) documentary movie (2001, 26 min.) was created for the company ZAHRAHA Olomouc, s.r.o., by the ecological audiovisual centre SKYFILM Prostějov. It presents the completed project as an illustration of cooperation between partners, who share an interest of giving new strength and restoring the original character

of the fertile but exhausted landscape of Haná region.

Information sheets and leaflets were issued by Land Office Prostějov:

1. Awarded Projects of the 1st year of the national competition for the best realization of a communal facility within land consolidation projects in 2006
2. Construction of communal facilities within comprehensive land consolidation carried out in Prostějov District (promotional leaflets focusing on individual activities in the villages of Bedihošť and Čehovice).

The Czech-Moravian Chamber for Landscaping awarded this “Regional TSES Čehovice” project. It received an award in the public competition organised by the Ministry of Agriculture, the Central Land Office in Prague: it won the 1st place in the category of Landscape Conservation and Creation for the best realizing of a communal facility in 2006 land consolidation projects. The results of the competition and the details characterising the awarded projects were published nationwide in form of press releases and web presentations.

## 1. Additional materials

- a) Additional texts (9 pages)
- b) Poster
- c) Pictures
- d) Maps and plans
- e) Statement of the landscape contractor ZHRADA Olomouc s.r.o. permitting the use of the original documentary movie Čehovická oaza (26 min; the source of the shortened version of the movie)
- f) Statement of the major of Čehovice village, confirming great benefits of the project to the village and its residents
- g) Diploma: Czech Landscape Award; 2010
- h) Diploma: First place in the competition for the best realization of a communal facility in land consolidation projects; 2006
- i) Information leaflet on the awarded projects in the competition for the best realization of a communal facility in land consolidation projects; 2006
- j) Competition leaflet; 2006
- k) Information leaflets: Construction of communal facilities after comprehensive land consolidation in Prostějov district

## 2. Audio Visual material

Movie on DVD (8 min.)

**LANDSCAPE AWARD OF THE COUNCIL OF EUROPE**  
**2011 Edition**  
**APPLICATION FORM**  
***FINLAND***

**Application form**

**A. Details of applicant (institution/organisation)**

1. Name of Member State 

Finland
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2. Represented by 

Ministry of the Environment Department of the Nature Environment
---------------------------------------------------------------------

Address 

PO Box 35 FI-00023 Government FINLAND
---------------------------------------------

Tel. 

+358 50 594 7515
------------------

Fax 

+358 9 1603 9364
------------------

E-mail 

tapio.heikkila @ ymparisto.fi
-------------------------------

3. Name of Applicant 

Finnish Association for Nature Conservation
---------------------------------------------

Address 

Kotkankatu 9 00150 Helsinki FINLAND
-------------------------------------------

Tel. 

+358 9 228 08216
------------------

Fax 

+358 9 228 08200
------------------

E-mail 

eyk@sll.fi
------------

**B. Presentation of the project**

1. Project site

70 different locations around Finland: traditional biotypes, track-side living environments of endangered species and other valuable cultural-historical environments.

2. Start of the project

month

April

year

2008

3. Names of all the project partners

The Finnish Association for Nature Conservation (FANC) and the National Railway Company (VR).

4. Financing bodies

VR has financed the project while the practical management work is organized by the regional network of FANC, covering all of Finland. This kind of cooperation has enabled the significant implementation of the national project.

During the first year, the project involved ten district organizations and landscape management work was performed in approximately 30 different locations around Finland. During the first year, VR supported the traditional landscape project with 70 000 euro. It became possible to extend the project after the first year as VR increased its financial support to 100 000 euro. In 2009 and 2010, all districts of the Finnish Association for Nature Conservation were involved in the project and management locations could be found everywhere in Finland. In 2009, management work was performed in approximately fifty locations; in 2010, the number of locations had already increased to over sixty.

Most of the financial support to the traditional landscape project given by VR was transferred directly to the nature conservation districts for planning and implementing practical management work. In addition, the financial value of voluntary work was significant; for example, in 2009, the contribution of volunteers amounted to approximately 20 000 euro when measured in cash.

## 5. Outline of the project :

### a. Central aims

The main objective of the project was the management of endangered traditional biotopes and the preservation of the traditional Finnish rural landscape. In addition to concrete nature management, the project enhanced the value of traditional landscapes and provided information on their management.

The traditional rural biotopes are at the same time the most diverse and threatened habitat types in Finland. 28 per cent of endangered Finnish species live within the traditional rural biotopes. Due to the major changes in agriculture in the 1900s, only one per cent of the traditional biotopes have survived over the last hundred years. Furthermore, only a tiny fraction of the remaining biotopes are being looked after.

In addition to natural values, the traditional landscape involves significant cultural-historical and landscaping values. The traditional landscapes have been created over centuries of human labor. They speak of the lifestyles and work methods of our ancestors, and they provide important educational locations. Traditional landscapes also form an essential part of the old agricultural scenery. Over the past few decades, the rural landscape has become more unilateral. The most significant change is the decrease in the number of open scenery, such as fields, meadows and pastures. Taking care of the traditional landscape livens up the rural landscape, increases the vitality of rural areas and increases the recreational value of traditional landscapes.

Another important objective of the project was to create new cooperation networks and modes of operation. The created cooperation networks helped to secure the management of the locations even after the project ended. This model of operation may also be used in other projects of FANC.

### b. Main activities

In three years, 70 different locations have been managed in the name of the '*Matkalla maisemaan – luonnollisesti*' project. The majority of locations have participated in the project during the entire three-year period. Most of the managed areas represent different types of traditional biotopes: seminatural dry and mesic grasslands, Baltic coastal meadows, flooded meadows, grazed forests and wooded pastures. Open, dry and sunny environments and fallows, where endangered species flourish, have been managed in the near proximity of train tracks. The managed locations also include areas protected by the National Board of Antiquities with cultural-historical value, as well as places considered as historical relics.

The locations are mainly managed using traditional methods: mowing and collecting of hay, and clearance of trees and bushes. Endangered plants have been managed by weeding their surroundings. In addition, hay poles have been erected in visible locations. Some locations have offered pastures to livestock by building fences and animal shelters.

Most of the locations have been managed through voluntary work. Everyone has been welcome to participate in the management work. The number of voluntary participants varied depending on the location and time of the operation. Sometimes there were only two or three volunteers and sometimes almost 40. In 2009, there were a total of approximately 500 volunteers working in the locations. In addition to voluntary work, the locations were also managed as part of studies or paid work.

One of the important goals of the project has been to inform people of traditional landscapes and the importance of their management.

### c. Outcome

The ‘Matkalla maisemaan – luonnollisesti’ project achieved significant results. The management actions produced visible results in dozens of locations all around Finland. Thanks to the project, management measures have begun in over 20 new locations; in addition, the project ensured that management continues in dozens of areas already within the scope of management. The project helped to preserve the living habitat of several endangered species. In addition, the project brought together various actors and communicated the importance of managing traditional landscapes. Furthermore, the project provided an excellent example of implementing landscaping and nature management as a form of cooperation between a company and a non-governmental organization.

In addition to concrete nature management, the project succeeded in improving the appreciation shown towards landscaping and providing information on traditional landscapes and their management.

## C. Description of the project

### 1. 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?

Landscape management allowed the maintenance of scenery and cultural-historical values of the managed areas. In almost all locations, the effects of management work could be seen in the landscape becoming more open and cleaner. The effects were most evident and striking in overgrown areas.

The effects to the biodiversity of the management locations were undeniable. New species for traditional landscapes were found in locations which had been inventoried several times and endangered species spread to new areas where they had not been met before management.

Traditional landscapes have social and societal significance, as well. Voluntary work helped raise awareness on the values and management of landscapes. Voluntary work brought people together, offering them a chance to make a difference in a rural landscape they consider important.

## 2. Exemplary value

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

The project provided an example on how to implement landscaping and nature management as a form of cooperation between companies and non-governmental organizations.

During the project, planning management and the practical management work were implemented in close cooperation with local authorities, municipalities, various associations and citizens. Even within the Finnish Association for Nature Conservation, the responsibility for choosing and managing locations laid in the hands of people working in local nature conservation districts and associations.

From the very beginning, the project was coordinated by a national coordinator from FANC. Her tasks included project management, monitoring finances, guiding and instructing local nature conservation districts, cooperation with VR, and communications.

The managed locations were chosen and voluntary work organized by regional and local associations, which are a part of the district network of FANC. The actual management work was mainly performed as voluntary work.

## 3. 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 involved plenty of voluntary work. In many cases, the management work set in motion by the nature conservation district familiarized locals with the valuable landscape and nature of their homes, as well as made them interested in their management. Several local heritage associations were willing to take on the management of local areas once the project ended. Throughout the duration of the project, the project aspired to an extensive and wide cooperation with various actors. Its cooperation partners included, for example, municipalities, Centres for Economic Development, Transport and the Environment (EVY), Forest and Park Services (Metsähallitus), schools, non-military services, local associations, insect clubs and local operators from different political parties.

Traditional biotopes are the most endangered habitat types in Finland. About 90 % of the rural biotopes have been classified either as Critically Endangered or Endangered in the assessment of threatened habitat types. Unlike other habitat types, the preservation of traditional biotopes provides correct and continuous management. In Finland, almost 28 000 hectares of traditional biotopes are managed with the help of the special subsidy of agri-environmental support; nevertheless, in order to stop species from becoming endangered, the number of supported locations should be increased significantly. In addition, extensive cooperation between different administrative levels and NGOs is needed, as well as practical management work within the conservation areas, voluntary work locations and as employment projects.

Indeed, the '*Matkalla maisemaan – luonnollisesti*' project complemented the landscaping measures of farmers and environmental administration in a significant way. The project managed as many locations as it is possible for Finland's environmental administration to

manage in a year. The objectives for the authority and voluntary work were the same. Thanks to the project, many such locations were managed which did not fall within the scope of the special subsidy of agri-environmental support, for example.

#### 4. 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?

In addition to concrete nature management, the project succeeded in improving the appreciation shown towards landscaping and providing information on traditional landscapes and their management. The project made the importance of traditional landscape management more public in many ways. The progress of the project was communicated to the public throughout the duration of the project, receiving plenty of visibility in the form of dozens of newspaper articles and radio interviews each year. The traditional landscape project was also used for environmental education purposes. Events involving voluntary work and fieldtrips to traditional landscapes presented important opportunities for sharing information and exchanging experiences.

Traditional landscapes hold both sentimental and identity value. The management of these areas and the restoration of the traditional scenery are significant both at the individual and societal levels. Voluntary work has brought people more closely together and committed them to their surroundings. Also, managed traditional landscapes are important as recreational areas.

**PRIX DU PAYSAGE DU CONSEIL DE L'EUROPE**  
**Edition 2011**  
**FORMULAIRE DE CANDIDATURE**  
**FRANCE**

**Formulaire de candidature**

**A. Coordonnées du candidat (institution/organisation)**

1. Etat membre France

<u>2. Représenté par</u>	Ministère de l'écologie, du développement durable, du transport et du logement
Adresse	Arche Sud / DGALN / DHUP / QV2 – 92055 La Défense Cedex
N° de téléphone	01.40.81.33.93
N° de fax	01.40.81.31.53
Adresse e-mail	Jean-françois.seguin@developpement-durable.gouv.fr

<u>3. Nom du candidat</u>	Syndicat Mixte d'Etude d'Aménagement et de Gestion de la Base Régionale de Plein Air et de Loisirs Président : M. Chauffour
Adresse	Rue du Port aux Cerises 91210 DRAVEIL
N° de téléphone	01.69.83.46.05
N° de fax	01.69.83.46.03
Adresse e-mail	syndicat@portauxcerises.fr

**B. Présentation du projet**1. Site du projet

Base Régionale de Plein Air et de Loisirs du Port aux Cerises (Essonne)
----------------------------------------------------------------------------

2. Début du projet

1990
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3. Nom des  
partenaires du projet

Agence LATITUDE NORD Laurence Vacherot Gilles Vexlard
-------------------------------------------------------------

4. Organismes de  
financement

Conseil Régional d'Ile de France
----------------------------------

5. Description générale du projet :

## a. Principaux objectifs

La Base Régionale de Plein Air et de Loisirs du Port aux Cerises ouvre grand ses 160 ha à plus d'un million de visiteurs par an. Compte tenu de la diversité des populations qui la fréquentent, le projet social est tout aussi important que le projet spatial.

Négliger l'environnement social aurait voué la base et son aménagement à l'échec. L'espace est envisagé comme un générateur de bien-être, de confort et adopte des formes et des tracés volontairement simples, efficaces et d'une grande qualité de réalisation.

La base a été remodelée de fond en comble. Ses formes ont été arasées, ou, au contraire, rehaussées. Tout un travail imperceptible aujourd'hui, mais qui a déplacé des tonnes de matériaux, a donné naissance à un univers d'une harmonieuse simplicité.

Prenant pour tremplin la réalisation de la piscine à vagues dans les années 90, les nouvelles activités qui ont vu le jour depuis se sont toutes intégrées au site, participant pleinement de sa composition et de la qualité de son animation. La collaboration entre maîtrise d'ouvrage et maîtrise d'œuvre, inscrite dans la durée, a autorisé des choix et des prises de décision fondées sur des anticipations clairvoyantes.

The Port aux Cerises Regional Open Air Leisure and Recreational Centre opens wide its 160 hectares to more than a million visitors a year. Given the diversity of the people who use it, the social aspect of the project is as important as the spatial design.

Neglecting the social environment would be to condemn the centre and its design to failure. The space was designed to be a generator of well-being and comfort. Shapes and outlines have been designed to be simple, effective and well thought out.

The landscape of the centre was remodelled from top to bottom, the ground was sometimes excavated and sometimes raised. The result is now imperceptible but needed to move and remove numerous tons of materials to create a world simply harmonious.

The starting point, in the nineties, was a wave pool. Each new activity that has since seen the light of day has been designed to be closely integrated into the site and to play an important role in quality of the whole. The collaboration between the Syndicat mixte and Latitude nord, which is on a long term basis, has permitted that choices and decisions have been clear-sightedly made.

b. Principales activités

**Paysage formel et paysage social**

A la rencontre de trois communes franciliennes : Draveil, Vigneux et Juvisy, la base de loisirs s'inscrit dans la politique d'aménagement du territoire initiée dans les années 60.

Ses objectifs sont précis : la base doit être un espace libre, vivant, ouvert à l'ensemble des populations. Elle doit offrir à ses usagers de multiples possibilités d'expression : détente, pratique d'activités sportives, culturelles, de plein air et de loisirs et ce, dans un espace permettant de « s'évader » de l'environnement urbain tout proche.

A proximité du Port aux Cerises vivent 100 000 habitants, soit la population d'une grande ville française. Ils résident pour la plupart dans trois quartiers concernés par une politique de renouvellement urbain. Cette réalité sociale est palpable et vivante dans les 160 ha de la base qui ne se cache pas de son environnement. Au contraire, elle s'ouvre aux familles, aux promeneurs, aux sportifs comme aux associations. Avec plus d'un million d'usagers par an, la base prouve qu'elle répond aux aspirations des populations.

Aussi, avant de décider de telle ou telle réalisation formelle, le Port aux Cerises doit anticiper ce que son public en appréhendera. Ce travail d'empathie force à l'écoute, oblige à être sur le terrain, à observer, à échanger, à mesurer les changements qu'ils soient d'époque ou de populations.

Il induit une approche où le temps et la confiance établie entre maître d'oeuvre et maître d'ouvrage sont primordiaux. Cet aménagement a la remarquable qualité de répondre avec succès aux besoins d'activités, de loisirs, ou de détente, au désir de nature, de dépaysement, aux aspirations à la beauté. Les valeurs prises en compte sont autant morales que physiques et le public adhère au projet et lui témoigne sa confiance et son respect.

**Formal landscape and social landscape**

Situated at the junction of three Ile-de-France communes, Draveil, Vigneux and Juvisy, the open air and leisure centre is resulting of the territorial management that started in the sixties.

Its objectives are clear: the centre must be a free access area, vibrant and open to all. It should offer its users a variety of leisure opportunities: relaxation, sport or cultural activities, open air activities and leisure. All are offered in a space that allows public to 'escape' from their nearby urban environment.

100,000 people are living around Port aux Cerises, the same as in a large French city. They live, for the most part, in three districts concerned by an urban renewal project. This social reality is palpable and alive in the 160 hectares of the centre which does not try to hide from its environment. On the contrary, it welcomes families, walkers, sportsmen, associations... With more than a million visitors a year the centre has proved that it can respond to the wishes of the surrounding people.

Before any new decisions, the Port aux Cerises must anticipate what the public will understand. This empathy work needs to listen people, to be "on the ground", observing and measuring changes, whether they are epoch changes or population changes.

This leads to an approach where confidence is established over time between the client and the contractor. This is fundamental. This area has the remarkable quality of being able to successfully respond to the different needs for different activities, for leisure and relaxation, to the desire for natural surroundings, to a change of scene and to aspirations for beauty. The values taken into account are as much ethical as physical. Public joins the project and it shows his confidence and respect.

## c. Résultats obtenus

**L'expression artistique de la vie populaire.**

Le projet de Base Régionale de Plein Air et de Loisirs du Port aux Cerises ne pouvait négliger son environnement social. Cette attention à la demande sociale a inspiré des aménagements dont les aspects surprennent parfois.

C'est pourquoi le petit train a toute sa place ici. Une fois balayés les clichés associés à ce mode de déplacement, il apparaît comme un outil qui crée une parenthèse propice à l'échange et bien pratique.

Le prolongement de la ligne de petit train depuis le pôle central vers l'entrée de la base côté Juvisy-sur-Orge a nécessité pour son installation un travail très délicat de topographie. Son tracé s'inscrit dans une grande courbe à l'arrière des prairies, adossée aux boisements des rives de Seine.

Il en est de même pour l'accro-branche, le mini parc forain, la base de pédalos, les espaces de pêche à la ligne ou encore le club de poney.

Ces activités, et les espaces qui leur sont dédiés, sont totalement assumés, intégrés dans le projet.

Le Port aux Cerises garde une ligne de conduite précise : être un lieu ouvert à tous, offrant des activités populaires dans un espace de grande qualité.

**An artistic appearance of the everyday way of life.**

The Port aux Cerises Regional Open Air Leisure and Recreational Centre project could not neglect its social base. This attention with the social request inspired by installations whose aspects surprise sometimes.

This is why a little train is quite at home here. Once all the clichés have been swept away, this way of getting around appears as a linking facility that encourages discussions and is very practical.

The extension to the little train's line from the main building to the Juvisy-sur-Orge entrance to the centre has needed careful topographical work. The layout shows a large curve with the back of the meadows close by the woods banking the Seine.

It is the same is true for the tree climbing activity, the mini fun fair, the pedalboat centre, the angling areas and the pony club.

These activities and the spaces that are dedicated to are assumed as an integral part of the project.

The Port aux Cerises keep a strong guideline: to be open to everyone and to offer a wide range of popular activities in the highest quality area.

## **C. Description du projet**

### **1. Développement territorial durable**

#### **La base de loisirs, un projet durable**

Depuis près de 35 ans, le Port aux Cerises connaît une mutation permanente. Depuis son schéma directeur de 1975, la base n'a jamais interrompu son évolution.

Par nature, le Port aux Cerises est, et sera, un perpétuel chantier. L'association du syndicat mixte, maître d'ouvrage et du bureau d'études Latitude Nord formalise finalement pour la base, une ligne de conduite globale et ambitieuse, au début des années 1990.

Gilles Vexlard et Laurence Vacherot ont mis en oeuvre une nouvelle vision de l'aménagement de l'espace. Ils vont dans un premier temps, par un projet audacieux de plage solarium, faire partager l'idée de populariser la base en y réalisant des aménagements de prestige. Pour tenir compte des contraintes budgétaires, une ligne de conduite à long terme est arrêtée : programmer les aménagements dans les échéances nécessaires à la mobilisation de budgets correspondant à la meilleure qualité de réalisation. Ainsi est née une collaboration durable entre une maîtrise d'ouvrage et une maîtrise d'oeuvre qui ont cru en leur projet, sans céder aux pressions du calendrier.

Patiemment, l'équipe de paysagistes a remodelé ce terrain problématique, créé des perspectives qui n'existaient pas, assis des cheminements imposants à la hauteur du site et des usages. Les nouvelles pratiques ont induit de nouveaux aménagements, la forêt a été recréée, les prairies ouvertes à la liberté d'usage. Les loisirs ne se sont plus seulement juxtaposés mais sont inscrits dans la logique du site. Ainsi, par exemple, le superbe centre équestre participe de la découverte et du pittoresque de la base.

Le projet se poursuit : une nouvelle emprise de 8 ha vient d'être acquise dans le secteur nord-ouest. A moyen terme, il est envisagé d'y installer un espace de tourisme social et familial. Un cheminement descendant doucement vers la Seine depuis la piscine est prévu. Près de 30 hectares sont toujours réservés, l'aménagement en cours du port et la rénovation de l'ancien club nautique vont offrir une meilleure lisibilité au parc par un accès sud-ouest. La mise en valeur des berges de Seine reste encore à penser, de nouvelles activités sont à l'étude...

Le Port aux Cerises, par la fluidité, la diversité de ses publics, est destiné à continuellement évoluer, faute de quoi le paysage qu'il modéliserait ne trouverait pas écho auprès de ses usagers. La maîtrise d'ouvrage et la maîtrise d'oeuvre travaillent en ce sens et de concert. La longévité de ce qui est devenu une véritable complicité fait le succès de la Base Régional de Plein Air et de Loisirs du Port aux Cerises.

#### **The open air and leisure centre - a lasting and sustainable project**

For almost 35 years, the Port aux Cerises has been in constant transformation. Since the drawing up of the strategic plan in 1975, the centre never stopped its evolution.

By its nature, the Port aux Cerises is, and will remain, a work in progress. At the beginning of the nineties the Syndicat mixte, the client, and the Latitude Nord studio signed an agreement which set out comprehensive and ambitious aims for the centre.

Gilles Vexlard and Laurence Vacherot implemented a new vision to the spatial planning. They started with an audacious plan for a solar beach, in the aim to encourage visitors to use the centre by providing high quality facilities. To manage budgetary constraints, a long term guideline was adopted: to programme facilities when the budgets for their completion are available. In that way, facilities could be of the highest possible quality. From this was born a sustainable partnership between the client and the contractor who both believe in the project without pressure of deadlines.

Slowly and patiently the team of landscape architects remodelled this difficult area, created views which had not existed before and built paths and tracks that were both right for the centre and met the aspirations of its users. New leisure activities have led to new facilities, the forest has been recreated, green spaces have been opened up to use as required. Different leisure activities are not just juxtaposed but are part of the master plan of the site; so, for example, the superb equestrian centre forms part of the scenery of the site. The project continues; 8 more hectares has been acquired in the northwest sector and in the medium term a tourist facilities for families and groups are being considered. Paths going gently down to the Seine from the swimming pool are envisaged. More than 30 hectares are still in reserve, the laying out of the port which is underway and the refurbishment of the sailing club will improve sight lines in the park from the south west. The improvements to the banks of the Seine are still to be thought out and new activities are in the pipe-line. The Port aux Cerises, by virtue of its fluidity and the diversity of its public, must constantly evolve or else the landscape that is modelled would find no echo in its users. The client and the contractor work in concert to achieve this. The longevity of what has become a true partnership is what has created the success of the Port aux Cerises Regional Open Air Leisure and Recreational Centre.

## 2. Exemplarité

### **Un océan à contre courant**

La réflexion menée sur la piscine à vagues est emblématique du Port aux Cerises et marque le renouveau de la base impulsé par Latitude Nord. Pour populariser le lieu, on implante un équipement de prestige : un plan baignade soit un bassin à vagues sous forme d'une grande plage ouverte donnant sur un solarium de plus de 6 hectares.

Les anciennes carrières ont fait place à un petit bout d'océan créé de toutes pièces au pied des tours de la banlieue !

En été, cet équipement peut accueillir jusqu'à 6 000 visiteurs et s'impose comme l'élément d'attractivité majeur des beaux jours. La piscine va à contre courant de l'époque : elle ne sera pas accessible en voiture. Situé au cœur du secteur nord, le plan baignade ne privilégie pas une ville plus qu'une autre, une population plus qu'une autre. L'accès direct depuis un parking n'est pas possible, l'utilisateur du plan baignade est un usager de la base toute entière.

Dès ses origines, le projet de la piscine a répondu à d'autres objectifs précis, inspirés par le paysage : retrouver la descente naturelle vers la Seine, proposer une lecture de la vallée, participer à la composition générale. Le secteur a alors été remblayé sur parfois 8 à 15 mètres d'épaisseur. Toutes les terres faisant obstacle ont été déplacées afin de remettre en relation directe le bassin avec les accès et ses périphéries. Et la piscine est devenue plage.

### **An ocean that flows against current**

The studies undertaken on the wave pool are representative of the Port aux Cerises project and demonstrate the centre renewing itself, spurred on by Latitude Nord. To make the facility as popular as possible, high quality facilities have been installed; a bathing area with a wave pool in the shape of an open beach close a solarium of over 6 hectares.

The former quarries have given way to a small part of an ocean created from scratch at the foot of the tower blocks.

During summer, wave pool can accommodate up to 6000 visitors and is a major attraction on warm days. The pool goes against the current of the times: it is not accessible by car. Located in the northern part, the bathing area is not closer to one town rather than another, one group of people more than another. Direct access to the swimming pool from any car park is not possible; so every user of the bathing area is also user of the very whole centre.

From the beginning, the swimming pool project has also met other precise objectives that were inspired by landscape; to design a natural way down to the Seine, offering a view of the valley and being part of the general landscape composition. The area has therefore been excavated sometimes as deep as 8 to 15 metres and all the soil that was obstacles was removed in order to ensure the pool had direct access to the surrounding areas. And the swimming pool became a beach.

### 3. Participation du public

#### **Un site, des siècles et des paysages**

Au XVIIIème siècle, 200 tonnes de fruits fraîchement cueillis quittaient le Port aux Cerises pour rejoindre par la Seine les marchés parisiens. Aux XIXème et XXème siècles, le site s'abandonne aux chantiers d'extraction de sable et graviers. En 1911, de la Cité-Coopérative de Paris-Jardin en fait l'acquisition pour y développer un projet social d'inspiration fouriériste mettant fin au projet de construction d'une centrale thermique. Abandonné après guerre, le site devient une décharge d'ordures ménagères et de gravats des grands travaux parisiens des années 60. Le site du Port aux Cerises aura connu bien des vies diverses avant d'être distingué en 2009 au titre de Grand Prix National du Paysage !

En effet, il faut se souvenir de ses origines pour mesurer la singulière mutation du Port aux Cerises, quittant le statut misérable de décharge pour celui de facteur de bien-être.

La création de la base de loisirs s'est inscrite dans la politique de la Vème République. Le Préfet de la Région Parisienne, Paul Delouvrier, souhaite pallier les déséquilibres de la reconstruction et les inégalités de la croissance des « trente glorieuses ». Avec une toute nouvelle institution, l'AFTRP, il lance une planification urbaine plaçant l'homme et ses besoins au cœur du projet. En plus des nombreux logements sociaux, ce sont douze bases de loisirs qui verront le jour.

Pour le Port aux Cerises, c'est sa situation exceptionnelle et son sous-sol chaotique qui lui permettront de décrocher le statut de base de loisirs. Une opportunité que la collectivité saura prendre en main, vite et bien. A la tutelle de l'Etat succédera en 1972 un syndicat mixte (présidé par Jean Izard) : le Syndicat Mixte d'Etude, d'Aménagement et de Gestion de la Base Régionale de Plein Air et de Loisirs du Port aux Cerises. Les premières études sont confiées au bureau BETURE. Les travaux débutent en 1976. L'ouverture au public date de 1978 ; l'aventure commence alors.

Depuis bientôt vingt ans, mètre cube par mètre cube, ce havre de verdure se sculpte scrupuleusement. Si la base de loisirs tient sa ligne de conduite depuis plusieurs décennies, elle s'adapte continuellement à l'évolution des aspirations des populations. La Base de Loisirs écrit une belle histoire sans fin au service des besoins de son temps et des habitants.

#### **One site, several centuries and landscapes**

In the 18th century, 200 tonnes of freshly picked fruit left the Port aux Cerises to join the Seine and the markets of Paris. In the 19th and 20th centuries the site was given over to the extraction of sand and gravel. In 1911, the Cité-Coopérative de Paris-Jardin acquired the site in order to develop a cooperative project inspired by the ideas of Charles Fourier and this put an end to plans for a power station. The site was abandoned after the war and became a household waste facility and a tip for the waste from the large Parisian building projects of the sixties. The Port aux Cerises has had a varied career before being awarded the 2009 National Landscape Award. So it is necessary to look back to the beginning to properly measure the surprising transformation of the Port aux Cerises from rubbish dump to a well-being maker.

The creation of an open air and leisure centre was a result of one of the policies of the 5th Republic. The Prefect of the Paris Region, Paul Delouvrier, wished to redress the imbalances of reconstruction and inequalities of growth during the post-war boom. With the creation of a new body, the AFTRP, he launched a system of urban planning that placed people and their needs at the heart of a project. As well as a large number of social housing projects, twelve leisure centres were also created.

The exceptional situation and the chaotic nature of the terrain offered to the Port aux Cerises the opportunity to become an open air recreation and leisure centre. Local authorities caught this opportunity swiftly and efficiently. In 1972 the State's involvement was quickly transformed into an association of local authorities (chaired by Jean Izard); the Syndicat mixte d'étude, d'aménagement et de gestion de la Base Régionale de Plein Air et de Loisirs du Port aux Cerises. The first studies for the project were made by the BETURE studio and work started in 1976. It opened to the public in 1978 and the centre was on its way.

For nearly twenty years, cubic metre by cubic metre, this green oasis has been carefully sculpted from the landscape. Although for several decades now the open air and leisure centre has been following the direction set at the start it has continuously evolved to meet the wishes of its users. The open air and leisure centre is a fine example of answering to the needs of people and to the changes of the times.

### 4. Sensibilisation

### **Des circulations pour voir et se voir**

Le Port aux Cerises, ouvert à tous, adopte un parti d'aménagement élégant et pratique, adapté aux commodités d'usage et ce, toute l'année, par tous les temps. Là encore, le parti pris est bien divergeant de ceux des autres bases de loisirs. Si certains optent pour des tracés étroits et sinueux, « ambiance nature sauvage », Latitude Nord ne voit pas les choses de cette façon. Gilles Vexlard et Laurence Vacherot veulent que vivent ensemble, promeneurs solitaires, familles nombreuses, jeunes, personnes âgées, sportifs, pêcheurs... Requalifier c'est donner à voir et à se voir. Les allées sont calibrées pour qu'un groupe puisse marcher en parlant, les familles se croiser, les poussettes filer droit. Un mot d'ordre, la générosité. Les circulations ne suivent pas les courbes de niveau, les courbes de niveau épousent les circulations offrant les plus belles perspectives, les plus beaux effets de découvertes. Il n'est pas question de nature urbaine, mais d'une nature urbanisée.

Les allées, les circulations deviennent ainsi le premier système de mise en urbanité du site. Le soin apporté à leur dimensionnement, à leur tracé, est primordial dans la composition de l'espace. Leur emprise, leur définition, avec une banquette engazonnée large, contribuent également à la préservation des massifs plantés et à une protection optimale des milieux. Ces cheminements permettent une appréhension progressive des différents aspects de la Base : grande prairie Laveissière, traversées des secteurs forestiers, découverte de points de vue remarquables... Ainsi en est-il par exemple du menhir, vestige d'un très lointain passé où l'allée de Vigneux vient se plier.

L'utilisateur s'approprie le Port aux Cerises au rythme de son pas, de ses découvertes. Il définit son propre espace, investit le lieu, devient lui-même élément du paysage.

### **Pathways to see and meet**

The Port aux Cerises, open to all, has adopted an elegant and practical master plan, suited to the uses suited to all uses, all year long and whatever the weather. Here too, the commitment is quite different from that of other leisure and recreation centres. If some opt for narrow and winding paths providing 'a wild nature' atmosphere, Latitude Nord does not see it this way. Gilles Vexlard and Laurence Vacherot want that live together, solitary walkers, large families, young people, elderly, sportsmen, anglers etc. Reconstruction means seeing the view and one other. The paths are laid out so that a group can stroll and talk to each other, families can meet and buggies can be pushed easily. The order of the day is generosity. Pathways do not follow the contour lines of the ground, instead the contours are designed to offer the best scenic views and the most exciting vistas. The Port aux Cerise is not urban nature but nature in an urban setting.

Avenues and pathways are the first stage of the urbanity of the site. The care taken in their size and how they are laid out has been of primary importance in the construction of the space. The space they occupy, the way they are defined with a grass border, contribute to the safeguarding of the planted borders and offer the best protection for the biotopes. The paths allow the different spaces of the centre to reveal themselves one by one; the Laveissière open area, the forested areas and the dramatic points of view. There is for example a menhir, a vestige of very a deep past, where the Allée de Vigneux starts its curve.

Users appropriate Port aux Cerises to the rhythm of their steps and makes their own discoveries. They define their own space, make it their own, becoming themselves an element of landscape.

### **Quelques faits et chiffres**

Etudes et réalisation Espace baignade (13 ha)  
Etudes 1991 – 1992 / Réalisation 1992 – 1993 / Etudes de requalification 2007 – 2009  
Travaux : 4ème trimestre 2009 /  
Montant de travaux : 3 963 675.00 €

Extension de la ligne du petit train  
Etudes 1994 – 1995 / Réalisation 1995 - 1996  
Montant de travaux : 284 073.00 €

Reboisement compensatoire de 10 ha sur le secteur nord-ouest  
Travaux d'abattage, dessouchage, débroussaillage, nivellement et préparation du sol. Fourniture et plantation de végétaux, engazonnement.  
Etudes 2002 – 2004 / Réalisation 2004  
Montant de travaux : 396 279.00 €

Accès centre, nord-est, sud-ouest  
Etudes 2003 – 2007 / Réalisation 2007 - 2009  
Montant de travaux : 2 041 613.00 €

### **Some facts and figures**

Studies and work on the Bathing area (13 hectares)  
Studies 1991 - 1992 / Building 1992 - 1993 / Alteration studies 2007 - 2009  
Works: 4th quarter 2009 /  
Cost of works: 3,963,675.00 €

Extension of the little train line  
Studies 1994 – 1995 / Construction 1995 - 1996  
Cost of works: 284,073.00 €

10 hectares compensating reforestation in the north-west sector  
Tree felling, clearing of tree stumps, levelling and preparation of the ground. Supplying and planting trees etc. grassing.  
Studies 2002 – 2004 / Construction 2004 - 1996  
Cost of works: 396,279.00 €

North east and south west accesses to the centre  
Studies 2003 – 2007 / Construction 2007 - 1996  
Cost of works: 2,041,613.00 €

**LANDSCAPE AWARD OF THE COUNCIL OF EUROPE**  
**2011 Edition**  
**APPLICATION FORM**  
*HUNGARY*

**Application form**

**MAINTAINING  
LANDSCAPE HERITAGE OF BÜKKALJA REGION,  
HUNGARY**



**Application for the  
Landscape Award of the Council of Europe  
2011**

**HUNGARY**



**A. Details of applicant (institution/organisation)**

1. Name of Member State	<b>Hungary</b>
2. Represented by	<b>Ministry of Rural Development, Deputy State Secretary for Environmental Protection and Landscape Preservation</b>
Address	H-1055 Kossuth tér 11.
Tel.	+36/1/457-3434
Fax	+36/1/275-4504
E-mail	Gabor.Kiss@vm.gov.hu
3. <i>Name of Applicant</i>	<b>Kaptárkő Természetvédelmi és Kulturális Egyesület</b> (Beehive rock Nature Conservation and Cultural Association)
Address	H-3300 Eger, Radnóti Miklós utca 9. (mailing address: 3300 Eger, Bajcsy-Zsilinszky Endre utca 2.)
Tel.	+36-20/2181450
Fax	+36-36-310-529
E-mail	info@kaptarko.hu

**B. Presentation of the project**

1. Project site	www.kaptarko.hu / bukkalja.info.hu		
2. Start of the project	month	October	year 1999
3. Names of all the project partners	Bükk National Park Directorate Local governments of the following villages: Szomolya, Demjén, Sirok, Egerbakta, Egerszólát, Egerszalók, Demjén, Eger, Ostoros, Novaj, Noszvaj, Szomolya, Bogács, Bükkzsérc, Cserépfalu, Cserépváralja, Tard, Kács, Szarvaskő		
4. Financing bodies	Ministry for Environment and Water (KAC, KÖVICE funds) Foundation for our Natural Heritage Norwegian Fund Local governments of the Town of Eger		
5. Outline of the project:			

## a. Central aims

- to maintain the traditional stone culture of the Bükkalja landscape through the preservation of the “rock relics” (beehive rocks, carved rock closets, cave dwellings etc.) with particular regard to the preservation of beehive rocks that are typical elements of the Bükkalja landscape;
- to prepare the database of „rock relics” (valuable landscape elements);
- to involve local and regional players in the protection of landscape heritage and in the performance of active nature conservation operations and to raise the local population’s awareness of the landscape and to re-create the identity of the inhabitants of Bükkalja;
- to display and arrange for the sustainable use of the „rock relics”;
- to preserve and maintain the traditional character of the Bükkalja landscape;
- to create new value through a “rediscovery” of the old values;
- to prepare the legislative framework for the protection of beehive rocks.

## b. Main activities

- to prepare and review the individual landscape value cadastre of the settlements of Bükkalja and to compile a uniform database of the valuable landscape elements within the framework of an on-site survey;
- to eliminate the invasive species (e.g. locust tree – *Robinia pseudoacacia*) from beehive rocks and their environment;
- to build nature trails and to place information boards;
- to prepare publications and a website for the display of „rock relics”;
- to operate an information office;
- to develop the network of tourist roads running along the „rock relics” of Bükkalja;
- to establish the “Rock Path of Bükkalja” (thematic route);
- to organise guided tours for locals, regional people and tourists;
- to involve local people in the active nature conservation operations;
- to compile the documents required as a basis for the legislative protection of beehive rocks.

c. Outcome

- The uniform database of the Bükkalja beehive rocks, considered as individual landscape values, has been prepared. By using the findings of former surveys, 72 beehive rocks have been identified and examined in a total of 38 places. The database created as a result of the survey means a “rediscovery” of several beehive rocks, while the precise GPS-based location records ensure an easy finding of the stones in the future.
- Our efforts to eliminate the invasive species and to rehabilitate the beehive rocks of Bükkalja have been going on for more than 10 years. Our work has resulted in the suppression of certain aggressive species such as white locust tree (*Robinia pseudoacacia*), tree of heaven (*Ailanthus altissima*) or wild blackberry (*Rubus fruticosus*) and in the re-settlement of indigenous species (e.g. oak, maple, fruit trees). In addition to increasing the habitat value of the affected areas, we have made the major rock groups easily accessible and visible i.e. suitable for display to the public.
- As a regular activity, we have been involved in the maintenance and development of the Bükkalja nature trails (expanding slowly but surely to become a network soon). The most important step of this process is the birth of the Rock Path of Bükkalja that connects the rock heritage and cultural historical values of 16 settlements to the existing tourist route network.
- A uniform database has been set up to display the „rock relics” together with the services, programmes and places of natural or cultural relevance offered by the villages of Bükkalja. In our effort to make all these available to the general public, we have launched a website ([bukkalja.info.hu](http://bukkalja.info.hu)) that gives a detailed description of Bükkalja and its villages and highlights the role of stone culture in the region.
- After long and thorough research work in museums, archives and on the affected areas, we have compiled 14 publications in Hungarian, English, German and Polish about the 16 villages of the Rock Path of Bükkalja (village history, places of natural or cultural interest to see) and a summary publication about Bükkalja.
- Information boards (16) have been placed with a description of the beehive rocks and other rock heritage sites.
- In association with the affected municipalities and the Bükk National Park’s Directorate, we have established two new theme trails to show beehive rocks and „rock relics”. We have published guide booklets in Hungarian, English, German and Polish for the nature trails and we have also placed information boards along the nature trails.

- During the past two and a half years (since September 2008) more than a thousand (mostly foreign) visitors have learnt about the „rock relics” and traditional stone culture of the Bükkalja region at our information office in Eger.
- It is almost tangible in the region that the local and microregional municipalities as well as the local inhabitants have become interested in the preservation of their natural and cultural heritage and now they consider all these values as resources that can serve as a basis for local ecotourism developments. It is also a motivation for them to safeguard and take care of their landscape values.
- During our project-related data collection activities the municipalities and inhabitants of the Bükkalja villages had a chance to learn more about our work and association and this way our targets became more widely known. Actually, these targets have met an approval both from the municipalities and the inhabitants, resulting in various forms of support and encouragement. Furthermore, the professional organisations of the region have also learnt about our association and targets. Hopefully, it will serve as a sound basis for future co-operation in the implementation of landscape protection and development projects.
- We have involved several local and regional players in our implementation efforts, leading to mutual co-operation arrangements among the various sectors. Acting upon our initiative, 25 municipalities, social entities and tour operators have established the Rock Path of Bükkalja Touristic Cluster with the aim of working together for the sustainable and competitive tourism of Bükkalja based, mostly, on the natural and cultural heritage and traditions of the region.

### **C. Description of the project**

#### *1. Sustainable territorial development*

- *Is the project part of a sustainable development policy?*

Due to their nature, the activities performed with the aim of preserving and displaying the „rock relics” are geared towards environmental sustainability. Furthermore, our activities are aimed at developing the green tourism of the region, which is an important factor for economic sustainability. This kind of tourism development centres around the “on-display preservation” of the natural and cultural heritage, done with the active involvement of the local communities to achieve the target of environmental, social and economic sustainability. The region’s municipalities and civil organisations have quickly realised the importance of this approach. It is of particular importance for the purpose of sustainability as, in our opinion, a support from the local communities is a decisive factor for the long-term success of the project. Raising people’s awareness of their natural rock heritage has resulted in an increased landscape identity of the local population, which is a factor that keeps the inhabitants in place. It is all part of a national sustainability policy and in line with the sustainability plans published and approved at national, regional and local levels.

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

The efforts aimed at putting in order the environment of beehive rocks and other „rock relics” lead to the “rebirth” of a component of landscape heritage, representing environmental, cultural and aesthetic values. Both the suppression of invasive species and the maintenance of nature trails serve this purpose. Through the display of restored „rock relics”, the establishment of nature trails, the issue of various publications, the maintenance of a website and information office and the “clustering” of the places of interests along a theme path, the landscape protection and development project has also contributed to the cultural and economic development of the region. As a result of project implementation – and, in particular, thanks to green tourism – there has been an improvement in the population retention capacity of this backward region.

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

One of the purposes of our landscape rehabilitation work is to eliminate invasive species and to restore the original vegetation coverage. It is necessitated by the fact that the decay of beehive rocks has never been so quick and striking during their thousand years of existence as in the past few decades. This problem has several causes. In some places the decay was triggered by the mining operations started in the 1950s. However, today’s general problem is caused by the strong spreading of acacia and other invasive plant species brought here in the middle of the 19th century. As a result of its aggressive root acids and great tolerance, acacia easily settles in the rock cracks and then the expansion effect of its roots cuts huge pieces off the rock, often together with the cabinets. The elimination of invasive species in the vicinity of beehive rocks has stopped the decay of the latter and significantly contributed to the preservation of a typical component of the geological and cultural heritage of the Bükkalja region. The project has given new meaning to the function of several rock cabinets (outlaws’ shelter, cave dwelling, stone barn) and stopped their decay.

## 2. Exemplary value

- *Can the project be considered of exemplary value? Why?*

The traditional folk culture and, consequently, the cultural relics of Bükkalja are based on the natural and, in particular, geological endowments of the region. It means that natural heritage and the traditional elements or products of local culture are inseparable and must be protected together. Beehive rocks are a good example as on one hand they represent geomorphologic values and on the other hand, through the rock cabinets carved into them, they carry cultural values. They are manifested together as a resource in the region’s tourism, making local people aware of the importance of protecting their natural environment. Our programmes, information brochures and nature trails are all designed to make locals and visitors aware of such wider relationships and to convey an integrated landscape approach.

Ever since its foundation, our association has been closely working together with the Bükk National Park's Directorate, in charge of public tasks of nature conservation. This technical co-operation helps the performance of public tasks in the field of nature conservation and strengthens the professional level of the work done by our association.

Our projects have always been implemented through co-operation with local municipalities, social entities and business ventures. This approach proved to be so successful that, acting upon our initiative, the above entities and individuals have established the Rock Path of Bükkalja Touristic Cluster with the aim of working together for the sustainable and competitive tourism of Bükkalja based, mostly, on the natural and cultural heritage and traditions of the region.

• *Which are the good practices that it implemented?*

1. Preservation of the condition of beehive rocks and elimination of invasive species:

After a survey of the beehive rocks, we designed several projects – with the purpose of eliminating the invasive species from the beehive rocks – for the various rock groups based on the severity of the problems. Initially, these projects were based on the enthusiasm of our members coupled, later, with financial funding obtained through applications. Thus the first rehabilitation projects concerned the beehive rocks in Cserépváralja, Cserépfalu, Demjén, Eger and Szomolya and then our work was continued with the remaining beehive rocks in Bükkalja using a budget that we won from the Norwegian Civil Support Fund. As the eradication of an invasive species might as well take several decades, we cannot yet say that the work is over. We have achieved great results with several rock groups but the best example is perhaps the landscape reconstruction work done in the area of beehive rocks in Szomolya, where we have managed to fully eradicate the locust tree vegetation.

2. Awareness raising:

Several guided tours open to anybody, an annual performance tour (beehive rocks 30 km and 50 km) and – the most visible tool of awareness raising – the placement of information boards by the rock groups. We have placed information boards by 13 beehive rock groups during the past few years, and we have 9 additional boards out there with a description of the other natural and cultural heritage of the Bükkalja region.

3. New nature trails and thematic route:

We have built a nature trail and placed information boards on the nature conservation area of the Szomolya beehive rocks, and we have published information booklets that are available at various points of the village. Thanks to the nature trail, now this is the most well-known beehive rock group in Bükkalja.

Upon the municipality's initiative, a nature trail was also built in the outskirts of Demjén with our active involvement. This nature trail shows the rock carving traditions and the rock heritage of Demjén.

Launched in 2010, the Rock Path of Bükkalja connects the rock heritage and other natural and cultural heritage sites of 16 settlements to the existing tourist route network. Following consultations with several nature-friends entities, we have designed two tour routes in Bükkalja, which can already be seen as Rock Path of Bükkalja on the national tourist maps.

#### 4. Information supply:

During the past 10 years we have published many articles and attended several conferences regarding the rock heritage of Bükkalja. We have also published an information booklet about the nature trail of the Szomoly beehive rocks and another one about the stone carving nature trail of Demjén. Within the framework of the Rock Path of Bükkalja project, we have compiled 14 publications in 4 languages (Hungarian, English, German and Polish) about the 16 villages and the rock heritage of the region and a summary publication also in four languages. We have launched and regularly update a website that describes the values of this region to visitors ([bukkalja.info.hu](http://bukkalja.info.hu)).

#### 5. Development of green tourism:

In addition to providing information, our publications and website serve the interests of local tourism. Our publications are available at Tourinform offices, places of accommodation and display venues. In order to further develop the Rock Path of Bükkalja, we have set up a cluster with the involvement of 14 municipalities, civil organisations and entrepreneurs of the Bükkalja region. Furthermore, ever since our foundation we have placed great emphasis on guided open tours, ground tours and cave tours with special highlights of natural and cultural heritage and relics.

#### 6. Legislative protection of beehive rocks:

We have performed a survey of all beehive rock groups of Bükkalja and prepared an underlying technical document in order to ask for a legislative protection of these beehive rocks. We wish to contact the competent junior minister in spring 2011 to initiate the procedure required for the legislative protection. Such legislative protection would ensure nature conservation status for all known beehive rocks, eliminating this way the need for lengthy procedures to obtain their protected status.

### 3. Public participation

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

In the course of our projects we always have regular consultations with the experts of the Bükk National Park's Directorate as well as with the municipalities and civil entities of the affected settlements. Thanks to such consultations, it happened many times that the finally accepted solutions differed from our proposals but better fitted the demands and the final purposes. As a result, the municipalities, civil entities and inhabitants of the region never hesitate to contact us.

The maintenance of a project requires constant and active involvement both from us and from the municipalities and civil entities as the local results of a project can be best kept and safeguarded by the affected community. Our targets have always met an approval both from the municipalities and the inhabitants, resulting in various forms of support and encouragement.

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

The project components were always in line with the principles and regulations laid down in the applicable settlement plans of the affected municipalities. Pursuant to the applicable statutory rules, the area use categories and regulatory tools specified in the local settlement plans must comply with the regional (county) settlement plans and the National Settlement Plan promulgated by law, which means that our project meets the requirements of all three regulatory levels. The purpose of the project is in accordance with the European Landscape Convention in that it is to achieve a sustainable development based on the harmonic and balanced relationship between social needs, economic activities and environment. The purpose of our activity is to safeguard and maintain the main and typical characteristics of the landscape.

### 4. 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 has drawn the attention of local people to the natural heritage of their environment, which means that they will continue to see such values as individual attractions and not as a deteriorating piece of the past. The developments regarding information supply (publications, information boards, nature trails, website) help to disseminate knowledge about the natural, landscape and cultural heritage of the region to a wider audience. New value is created through a rediscovery of the old values.

The information supply publications have raised the local people's awareness of the importance of their natural and cultural heritage. The measures taken during

the project represent incentives also for the development of village tourism and ecotourism. This is how local people can be involved in the preservation of their natural and cultural resources.

All three sectors play an important role in making publicity for the landscape heritage and culture of the Bükkalja region. In their offer for tourists, the municipalities attach an ever growing importance to the places of natural and cultural heritage and to ecotourism programmes. It is supported by civil entities through their activities, programmes and active involvement in the decision-making process. The role of entrepreneurs is important in terms of the supply of “green” services and the establishment of a market for local produce.

### **Additional material**

1. Map of Bükkalja Region
2. Rock relics of Bükkalja on photos (poster presentation)
3. Activity of Kaptárkő Természetvédelmi és Kulturális Egyesület for landscape heritage of Bükkalja on photos (poster presentation)
4. Rock relics of Bükkalja and activity of Kaptárkő Természetvédelmi és Kulturális Egyesület for landscape heritage of Bükkalja (video presentation)
5. Publications, brochures

**LANDSCAPE AWARD OF THE COUNCIL OF EUROPE**  
**2011 Edition**  
**APPLICATION FORM**  
*ITALY*

**Application form**

**A. Details of applicant (institution/organisation)**

1. Name of Member State

2. Represented by

	MINISTERO DEI BENI CULTURALI DIREZIONE GENERALE PER IL PAESAGGIO E LE BELLE ARTI, ARCHITETTURA E L'ARTE CONTEMPORANEA, SERVIZI 5°
Address	VIA DI SAN MICHELE 22
Tel.	+39 06 58434810
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3. Name of Applicant

	SINDACO COMUNE DI CARBONIA
Address	Piazza Roma 1, 09013 Carbonia (CI)
Tel.	+39 0781 6941
Fax	+39 0781 64039
E-mail	<a href="mailto:comcarbonia@comune.carbonia.ca.it">comcarbonia@comune.carbonia.ca.it</a>

## B. Presentation of the project

1. Project site CITY OF CARBONIA

2. Start of the project      month 2001      year 2007

3. Names of all the project partners CARBONIA MUNICIPALITY  
UNIVERISTY OF CAGLIARI

4. Financing bodies EU, ITALIAN STATE, SARDINIA REGION;  
CARBONIA MUNICIPALITY

5. Outline of the project :

### a. Central aims

Taking into account that “*landscape is an important part of the quality of life for people everywhere: in urban areas...*” (European Landscape Convention - ELC) and acknowledging the reciprocal relationship between landscape and cultural and social identity, the primary goal of **Project Carbonia: Landscape Machine** is the regeneration of an historically significant 20<sup>th</sup> century Modernist urban and mining landscape for its transformation into a landscape of the 21<sup>st</sup> Century.

Rather than a finished work that can be specifically pinpointed in space and time, Project Carbonia is an ongoing and incremental process for the regeneration of Carbonia’s principle asset, its historic urban and mining landscape, that can in the future reverberate into its vaster agricultural and industrial territory. Project Carbonia can thus be considered catalyst and trigger for future processes regarding broader scope and vaster geographic context.

Carbonia, planned by three renowned pre-war architects/planners, was recognized in 2003 by Do.co.mo.mo (International Committee for Documentation and Conservation of Buildings, Sites and Neighborhoods of the Modern Movement) as an important example of Rationalist town planning and architecture.

Carbonia was founded in the early 20<sup>th</sup> century by the Italian state as a “company town” to exploit Italy’s most extensive coal resource. The city went into steep decline with the decommissioning of the mines in the 1970s causing grave deterioration to the city’s original urban and landscape quality as well as to its socio-economic fabric.

After decades of neglect and indifference, the Carbonia community and its administration recognized the need to develop a strategy for creating new perspectives for the city and its territory based on its past as one of the most important examples of 20<sup>th</sup> Italian rationalist town planning and architecture. This past was founded on the city’s structural relationship to natural resources and landscape.

**Project Carbonia** began to take shape in 2001 with the Mayor’s programmatic mission statement (adopted by the Carbonia City Council) at the height of the new climate generated by the European Landscape Convention and immediately focused its efforts on achieving the following goals:

- creation of a **new model for sustainable territorial development** based on the **preservation and enhancement of the foundation city and its mining landscape**
- promotion of **research and higher education**
- **reconversion of the industrial sector** to generate new employment and business opportunities through its transformation with initiatives in the field of alternative and clean energy
- **reclamation and redevelopment of the abandoned mining landscape** for cultural, research and industrial uses
- **promotion of new cultural identity** based on the identity-memory-innovation relationship

The operative approaches put into place for the achievement of these goals can be summarized as follows:

- **integrated planning** based on new methodologies and rules for the transformation and management of the urban and cultural landscape
- **restoration and adaptive reuse** of abandoned and deteriorated historic containers and public spaces
- **community participation** in a new project for identity construction and development
- **the creation of institutional and cultural networks** on national and international levels.

## b. Main activities

PROJECT CARBONIA is based on four integrated strategies, each of which is composed of a series of correlated actions:

CARBONIA: RECOGNITION OF A CULTURAL LANDSCAPE (ELC, Art 5, lett b,d, Art 6 lett c) (drawing n° 4): planning activity centered on the regeneration of the city's Modernist urban and mining heritage through sustainable co-planning among the following institutions: Carbonia Municipality, Sulcis\_Iglesiente Province, Sardinia Regional Government, Ministry of Culture, Sardinia Geo-mining Park implementing the succession of landscape legislation - the European Landscape Convention (2000), Italy's Urbani Code for Cultural and Landscape Heritage (2004), Sardinia's Regional Landscape Plan (2005-2008) whose contents were, in many ways, anticipated in Carbonia's City Plan.

The principal planning activities carried out:

1. Drafting and approval of Carbonia's new landscape-oriented urban planning instrument (PUC - *Piano Urbanistico Comunale* - City Urban Plan) in harmony with Sardinia's Regional Landscape Plan; activity began in 2001 culminating in the plan's adoption by the City Council in 2007.  
The plan is hinged on its central and key action:
  - **Identification of a protected landscape (the 1930's historic city, its satellite villages and mining area) covering approximately 250 acres**, the largest "historic center" in Sardinia and one of the first urban centers in Italy to acknowledge the historic relevance of pre-war Modernist architecture
2. Development of innovative plan implementation and management tools:
  - **Map of Landscape and Architectural Qualities**
  - **Catalogue of Rationalist Architectural Heritage** (Instrument for the reorganization of knowledge and awareness building),
  - **Handbook for the Recovery of Modernist Building** (operational tool for regulating action on the modernist heritage),
  - **Guide for Building Modification** (for the planning and design of new projects regarding existing buildings).
3. Creation of a permanent laboratory for consultation and discussion of planning themes, questions and issues:
  - **Laboratory for architectural and urban quality**

CARBONIA: QUALITY URBAN LANDSCAPE (ELC Art 6, lett D)(drawing n° 5) pursuing the regeneration of the city's historic mining and urban. The main activities carried out:

1. **Program for the regeneration of the urban fabric**, a major program for the renovation/improvement/renewal of Carbonia and its satellite villages with an integrated program defined by implementation plans deriving from the City Plan and urban regeneration projects for the city center and the villages
2. **Interpretation and redesign of public space**, with the restoration of the city's historic squares as the functional and symbolic core of its urban landscapes; planning of a new "green belt" on the western edge of the town and the mine to connect the mine's new functions to the historic center delimiting the edges of the historic city and exalting its general context
3. **Restoration of some of the city's major civic monuments**, recovered from their material and functional deterioration at the end of the 20<sup>th</sup> century and repositioned as new social and institutional centers, with the goal of catalyzing the more complex regeneration of the private residential fabric; adaptive reuse of the Great Serbariu Mine with its transformation into a center for both research and development as well as cultural uses (see actions 3, and 4)

CARBONIA: SUSTAINABILITY RESEARCH AND DEVELOPMENT (ELC Art 6, lettB, preamble) (drawing n° 6) to integrate, within the city's economic fabric, research and advanced training in the field of building and environmental sustainability and renewable energy in order to reposition Carbonia within the world's burgeoning green economy. The main activities undertaken:

1. **Creation of a research and cultural facility** through the recovery/restoration/rehabilitation of the Great Serbariu Mine,
2. **Attraction of research and development institutions**
  - establishment in Serbariu of a center for research on renewable energy (Sotacarbo) related to

the sustainable for the production clean energy from coal, and (in partnership with state body ENEA – Italian National agency for new technologies, Energy and sustainable economic development) for the development alternative energy sources,

- establishment in Serbariu of the Laboratory for Materials And Energy Efficiency promoted by Sardinia Research-University of Cagliari, with the primary purpose of developing research on energy efficiency in historic and contemporary buildings and advanced diagnostics on building materials

**3. Development of higher education and advanced training programs**

- higher education program in the field of industrial archeology with the International Masters Program in Restoration and Preservation of Modern Architecture, sponsored by the Carbonia City Council in 2005-2006 with the Department of Architecture, University of Cagliari, the Do.Co . Mo.Mo. and the University of Rome at Tor Vergata.

CARBONIA: CULTURAL CENTER/LIVING LANDSCAPE MUSEUM/PUBLIC ARTS PROGRAM (ELC Art 6, lett A) (drawing n° 7) for transforming the city's industrial heritage and urban identity into a contemporary cultural center with a variegated offer of museum-related cultural activities that are both traditional and innovative.

The main activities carried out:

1. **Location of the CICC** (Italian Center of the Culture of Coal) and **PAS\_ Paleontological Museum** in restored buildings of the Great Serbariu mine. CICC documents the history, the work and the battles of the men and women who worked in the mine, one of Europe's most important. CICC is connected to international networks in the field. PAS today hosts the skeleton of one of Sardinia's great prehistoric dinosaurs
2. **Creation of an open-air museum**, the CIAM (Carbonia's Itineraries of Modern Architecture) with landscape and urban installations, tours, exhibitions and conferences, materials and information structures that mark the landscape of urban and industrial Carbonia documenting its history and heritage while promoting a process of collective knowledge and identity building
3. **Public arts project** for contemporary art commissioning and installing works by contemporary artists who have had direct experience with the landscape and the community of Carbonia (Pomodoro, Staccioli, Campus, Sciola).

c. Outcome

The main results of Project Carbonia :

- a) The designation of the entire landscape of the foundation city and its satellite villages as a protected landscape (2006)
- b) The inclusion of the mining landscape and urban park in Sardinia's Geo-mining Park recognized by UNESCO in 2004 as a prime example of the UNESCO Global Network of Geoparks, and since 2007 in the European Geoparks Network.
- c) the recovery, rehabilitation and reuse of 30 acres of the Great Serbariu Mine, with its large open space, 16 buildings, shafts and galleries, for museums displays, libraries, archives, research centers and related activities,
- d) initiation of the consolidation of large hills of mine tailings
- e) recovery, rehabilitation, restoration of the top five large squares (as well as some smaller spaces) of the garden city, the main routes, roads and urban public spaces, eight of the most important "civic monuments, the Rosmarino Park
- f) founding of an Association of Sardinia's Foundaton Cities and the strengthening of the National Association of Foundaton Cities

PROJECTS REALIZED

SELECT CHRONOLOGY

2001-2007  
 RESTORATION OF THE GREAT SERBARIU MINE  
 Museum structures  
 Research and training center  
 Library and archives  
 Conference center

2001-2006  
 ROSMARINO URBAN PARK

2002-2004  
 INTEGRATED PLAN FOR PIAZZA ROMA

	Rehabilitation of central square - Piazza Roma Restoration of the public buildings on the square ("after work center," tower, theater, city hall)
2002-2006	VILLA SULCIS URBAN PARK Museum structure Restoration Center
2002-2007	CANNAS DI SOTTO URBAN-ARCHEOLOGICAL PARK Museum structure
2002-2005	INTEGRATED PROGRAM FOR BACU ABIS Implementation plan - historic center
2003	ROSMARINO NEIGHBORHOOD CONTRACT Implementation plan - historic public housing
2003-2006	CITY PLAN
2005	INTERMODAL TRANSPORTATION CENTER Master Plan Architecture project
2005-2007	QUALITY PROJECT - Carbonia 20th Century City (P.O.R. Sardegna 2000-2006 Asse V " Città" - Measure 5.1 "Urban Area" - FAS "Reserve for Urban Areas"). Material actions Rehabilitation of green belt Restoration Torneria Restoration workers' hotel Modernism itineraries Immaterial actions: International Masters Program in Restoration and Preservation of Modern Architecture Laboratory for architectural and urban quality C.E.G.I. Youth Center C.I.A.M. Carbonia itinerari architettura moderna

Project Carbonia has mobilized considerable resources (European, national, regional, municipal) obtaining both tangible and intangible results of great importance. In just a few years time the project has affected a large amount of the total mining landscape, affecting its quality, visibility, usability. In general, it can be asserted that that the Project has been a powerful factor in the rebirth of a community and a landscape hit hard by a dramatic economic crisis. In the 1950s and 60s Carbonia's population was reduced to one third of its inhabitants, and the result was almost fatal to the very survival of the city.

Project Carbonia has recovered/restored/renewed:

- 27 hectares of public spaces (squares, urban parks, open space, pedestrian and vehicular connections) of the garden city.
- More than 20 hectares in and around the Great Serbariu Mine.
- More than 125,000 cubic meters of building volume and mining archeology

In a territory like the Sulcis area, which has the highest rate of depopulation in all of Sardinia, since the 1980s Carbonia has halted or at least contained its negative demographic trends, reaching about 30 000 inhabitants. It is a factor that appears seemingly trivial: its constancy, at the highest risk in Sardinia, is in itself a sign of strength.

The evolution of **jobs** in the community explain this phenomenon even better. The closure of the mine reduced the number of total jobs to less than a third in the 1970s as compared to 1951. The subsequent rise, though gradual, has increased since 2001, just when Project Carbonia initiated with a + 12% employment growth since 2001. 200 businesses were added to the existing 1800 in the same decade. This success is also certainly due to the strengthening of Carbonia as a new provincial capital, providing services to a growing population and an increasingly vaster geographic area.

Extremely significant in this respect, are the regarding **number of visitors** to the Great Serbariu Mine, which in a few years with an exponential increase has almost reached the number of users of Cagliari's Archaeological Museum of, one of the most important in the Mediterranean regarding pre-classical civilizations.

The following benefits were registered:

Economic

- **Savings** in management costs for the structures currently transferred to the renovated building.

<ul style="list-style-type: none"> <li>▪ <b>Income</b> from direct rents paid by companies located in the Serbariu mine.</li> <li>▪ Benefits deriving from <b>visitors to the museum system</b> of the Serbariu Mine which last year, has counted 17,000 visitors</li> </ul>						
Environmental benefits						
<ul style="list-style-type: none"> <li>▪ <b>Traffic reduction (Quality Project)</b> 20% reduction for 20,000 users. Annual savings of over €3 million</li> </ul>						
Social benefits:						
<ul style="list-style-type: none"> <li>▪ Better use of resources by the population</li> <li>▪ Improved quality of life</li> <li>▪ Improved accessibility to public and private services and spaces</li> </ul>						
Employment						
<ul style="list-style-type: none"> <li>▪ Creation of over <b>100 new jobs directly and indirectly involved with the renovated Serbariu Mine</b></li> </ul>						
From 2001 to 2007 a total of €63 million was invested from EU, National and regional funding sources. The municipality co-funded for 12% of the entire investment (over €6,000,999)						
	Recovered area (sm)	Recovered volumes (cubic meters)	EU Funds POR (M€)	National funds (M€)	Regional funds (M€)	Municipal (M€)
Garden city (Carbonia, Cortoghiana, BAcu Abis)	375.000	63.000	32,55	2,45	2,70	5,65
Great Serbariu mine	252.000	62.000	18,80	1,90	2,40	1,5
TOTALI	627,000	125.000	51,35	4,3	5,10	7,15

## C. Description of the project

### 1. Sustainable territorial development

Project Carbonia represents an intrinsically sustainable vision centered on:

- the recovery of the existing landscape and its urban and architectural patrimony
- the promotion of cultural identity
- the creation new economic prospects based on the research and development of clean and renewable energies.

Through coordinated protection, management and planning actions, projects have been realized and processes triggered that are driving the redevelopment and repositioning of the identifying traits of the area's history and culture. Starting, in fact, from its Modernist heritage, the program seeks the conversion of abandoned mining activity and the regeneration of a socio-economic system with new economic (energy-related green economy) and cultural activity that can adapt to emerging 21<sup>st</sup> century needs.

The actions undertaken within the framework of Project Carbonia seek, as a priority, to root the culture of sustainability in all aspects of the life of the local population as a founding principle for its future prospects. Taking into account that Project Carbonia is an ongoing and incremental process, thus far the project is part of a policy of sustainable development insofar as:

- it is harmonized with regional landscape planning which seeks to “ensure the safeguarding of the territory to promote forms of sustainable development in order to preserve and improve its quality (Art 1, comma 4, letter c Regional Landscape Plan)
- its city plan identifies and preserves the historic garden city as a protected landscape
- its city plan imposes zero urban growth (limiting sprawl and land consumption) promoting the reuse of the existing built stock
- Carbonia promoted a Local Agenda 21 process to activate policies geared towards environmental sustainability
- its actions are located within the Geo-mining park (recognized UNESCO geosite) and coordinated with its activities and goals of sustainable development
- the project promotes the establishment of businesses involved in the research and development of clean coal-based energy (Sotacarbo)
- the project promotes sustainable technologies for the restoration and recovery of its historic built fabric

Project Carbonia has contributed to the enhancement of environmental, social, economic, cultural, aesthetic landscape by:

- reinventing and rediscovering the values of the mining culture and landscape
- restoring and regenerating Italy's most important coal mining site
- protecting the historic garden city “company town” and acting effectively on the recovery of its public spaces, monuments, urban fabric

- reinforcing perception of, and a contemporary approach to, the landscape through the work of important living artists
- promoting cultural revival with international exhibitions, conferences, publications (the restoration of the Piazza Roma scored a major international success, having been reported in 2006-2007 among the 60 centers of excellence in Europe)
- organizing structures such as the CICC (Italian Center for the Culture of Coal) or the open air museum, CIAM, to make visible the new culture of the mining landscape introducing it into the daily life of the population
- promoting sustainable economic and research activities for the new green economy

Project Carbonia successfully countered or posed remedy to any pre-existing environmental damage or urban blight by:

- redeveloping and restoring the Serbariu Mine - 16 buildings, shafts and galleries, with museums, libraries, archives, research centers and related activities, and generally converted into a cultural center (the second in Sardinia) and museum of science and technology that ten years ago was a destroyed and polluted nomad camp
- initiating the process of remediating the hills of mine tailings with a design competition for their reuse
- restoring the City's five most important and highly deteriorated public spaces (as well as some smaller spaces), (37 hectares) its main streets, city boulevards and public spaces,
- restoring eight of the city's most important "civic monuments"
- planning the creation of a green belt to surround the historic city connecting it to the satellite villages

## 2. Exemplary value

Project Carbonia can be considered of exemplary value because the municipality:

- has developed an innovative model for applying the principles of the European landscape convention to cases of landscape urbanism
- operated in the context of the "Urbani Code for Historic patrimony and Landscape protection" - the ultimate expression of Italy's "political landscape" in harmony with the Regional Landscape Plan
- has developed a model of great interest to all those communities (on the local level in the Sulcis mining zone) who want to apply the European Convention
- created a model for the management of complex processes integrating into a single project disparate resources and opportunities, using its own, regional, European, funds mobilizing the contribution of the artistic, intellectual and research, activating forms of social cooperation and collective cultural growth
- participated actively in networks for sharing similar experiences
- applied innovative methods, in collaboration with the university, to analyze and plan landscape and urban regeneration
- developed the project based on scientific methods for historic and documental research

Project Carbonia has implemented the following best practices by:

- imposing a consistent policy of reuse by investing available resources in the redevelopment of existing assets rather than for new construction
- has lastingly and consistently put into place strategies, and implemented policies and projects aimed not only at preserving, but also at planning and managing landscape resources, recovering a singular historic landscape
- has developed innovative plan implementation and management instruments useful for other cities interested in protecting the new heritage of Modernist architecture as an integral part of landscape planning, design and regeneration

### 3. Public participation

Project Carbonia leverages the city's history as its primary strength for implementing today's actions. Strong social cohesion has existed since Carbonia's founding due to the city's exclusive mining vocation and common work. Public participation is rooted in the collective body so that Carbonia's population is accustomed to implementing self-organizing participatory practices which were routinely used both for initial choices in the implementation of individual interventions during the activity of Project Carbonia.

The program was also based on close multi-level institutional collaboration that has directly involved representatives of the local University (Dean of the architecture school Antonello Sanna, students, professors), the Regional Government (former Regional President Renato Soru), the Sulcis-Iglesiente Provincial Government, State (Minister Giuliano Urbani), Geo-Mining Park (Commisary Giampiero Pinna) creating a good practice of institutional participation and cooperation.

Project Carbonia, therefore, has actively encouraged public participation in its decision-making process with:

- 11 public meetings, both citywide and on the neighborhood level, to discuss the Urban Plan and propose amendments and additions starting in 2004
- the involvement of stakeholders through the development of the City's Strategic Plan, from 2006 to 2007 In 2007 Carbonia developed and approved Strategic Plan which, following consultation, discussion and meetings with the city's major stakeholders, associations, organizations, local businesses, condensed series of strategies which leverage the actions already undertaken through Project Carbonia into a shared strategy for future development. The strategic Line of Action 1 regards Territory and Identity: Identity as a Motor for Development and refers to such specific actions as reinforcing identity-building mechanisms for the protection and enhancement of cultural heritage (Action 1.1), protection and safeguarding of the landscape with a view to sustainable development, (action 1.3) advanced formation tied to the territory's specific values (Action 1.4). The strategic plan, shared roadmap for Carbonia's future development based on its past as a mining city and center of modernist architecture, was approved by the City Council in September 2007
- the involvement of the broader mining community in the construction of the CICC and the eco-museum by forming a "support committee" composed mainly of former miners, with their continued participation in the management of the itineraries in the new galleries and door-to-door " collection of the material basis for the anthropological collection
- stipulating protocols and agreements with local businesses in Carbonia, Cortoghiana and Bacu Abis who in two separate agreements with the municipality committed to working on improving Carbonia's economic competitiveness, with the local health department to create parking areas along the planned green belt, with Sotocardo spa for the creation – with an investment of over €3 million – of the R&D center
- stipulating protocols and contracts that have enabled the significant involvement of the University of Cagliari
- institutional conferences triggering synergies in the development of the tools for landscape planning (co-planning), cultural activities and infrastructure development with the Sardinia Regional Government, Ministry for Cultural and Landscape Heritage (regional direction) the Geo-mining Park
- developing the "Sustainable post-coal development project" through the Local Agenda 21 process which, involving a population of over 30,000 inhabitants, the establishment of a permanent forum for the discussion between local administration and population of the most relevant environmental issues, dissemination activity of the activities planned and implemented; preparation of the Report on the State of the Environment .

Project Carbonia is in line with the wider policies implemented by national, regional or local authorities by:

- promoting the partnership in 2007 with the cities of Podgoriza a Rasa, Croatia, which during the 1930s were other coal mining cultural towns
- adopting strategic planning as a methodology to better focalize investments (especially EU funds) in the 2007-2013 programming cycle
- promoting a local Agenda 21 process

### 3. Awareness raising

Public awareness was addressed in many different ways through the different project actions undertaken. Dissemination activities for the promotion and training, awareness and understanding of the landscape as the foundation of identity and essential component of people's lives were an integral part of the project.

Public awareness was increased through:

- plan implementation tools developed in Carbonia's City Plan conceived of not only as planning guidelines and handbooks but are also tools for building public awareness regarding the city's Modernist architectural and urban heritage. The Map of Urban and Landscape Qualities is another consciousness-raising instrument along with the Catalogue of Rational Architecture.
- information points and sites especially in the Open-air museum, in plain sight for visitors and residents to consult. The CICC (Center for Italian Culture of Coal)

Educational actions including Courses and workshops, Research Laboratories, in particular:

- Masters program in rehabilitation and preservation of modern architecture.

Exhibits, conferences, seminars, films and publicity campaigns, among which

- International conference: City of the 20th century (Carbonia, September 15-17 2004).
- Permanent exhibit – Mining culture (CICC - Centro Italiano della Cultura del Carbone, Carbonia).
- Permanent exhibit – The mine at home- at home in the mine (CICC - Centro Italiano della Cultura del Carbone, Carbonia).

Public awareness building is an on-going and constant activity starting from the educational programs and activity organized every year within the area's elementary, middle and high schools. This activity includes laboratory activity, exhibitions, contests (appropriate for the different age groups) regarding Carbonia's urban and mining history.

Local associations such as Friends of the Mine and History and Roots of the City have been involved in book presentations, discussions and guide activity especially during the "Open Monuments" initiative

The Association Martell - organizes services tied to Carbonia's speleological and paleontological resources.

Scientific publications, book, catalogues, journal articles produced:

- DOCOMOMO ITALIA GIORNALE, n. 26, Anno XIV, aprile 2010, dedicato ai progetti per Carbonia
- G. Peghin, A. Sanna, Carbonia città del novecento. Guida all'architettura moderna della città di fondazione, Skira editore, Milano 2009
- Sanna (a cura di), "Tipi e caratteri dell'abitazione razionale: il laboratorio Carbonia, Quaderni del Dipartimento di Architettura, vol.4" Cagliari, CUEC, 2004
- G. Peghin, Il «Progetto-Carbonia» per valorizzare la città mineraria, in "Sardegna. Il laboratorio della pianificazione del paesaggio", monografia allegata a IL GIORNALE DELL'ARCHITETTURA, n.79, dicembre 2009, p.16
- G. Peghin, Quartieri e città del novecento. Da Pessac a Carbonia, Franco Angeli, Milano 2010

**LANDSCAPE AWARD OF THE COUNCIL OF EUROPE  
2011 Edition  
APPLICATION FORM  
*THE NETHERLANDS***

**Application form**

**A. Details of applicant (institution/organisation)**

1. Name of Member State	Netherlands
2. Represented by	Ministry of Economic Affairs, Agriculture and Innovation
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3. Name of Applicant	Mr. Ir. N.F.C. Hazendonk
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Tel.	0031 (0)70-7573123 /(0)616762878
Fax	
E-mail	n.f.c.hazendonk@minlnv.nl

**B. Presentation of the project**

1. Project site	Stichting Landschapsmanifest Foundation Landscape manifesto <a href="http://www.landschapsmanifest.nl">www.landschapsmanifest.nl</a> [it has no physical site]
2. Start of the project	month <input type="text"/> year <input type="text" value="2005"/>
3. Names of all the project partners	Alterra, AM Groen door Rood, ARCADIS, Biologica, Bond Heem-schut, Bouwend Nederland, De 12 Landschappen, Provinciale Milieufederaties, Erfgoed Nederland, Federatie Particulier Grondbezit, Federatie Welstand, Hogeschool Van Hall Larenstein, IVN, KC Recreatie, KNHS,
4. Financing bodies	KNJV, KNVV, Koninklijke Nederlandsche Heidemaatschappij, LTO Nederland, Natuurlijk Platteland Nederland, Natuurlijk Platteland West, Nederlandse Vereniging van Rentmeesters, Nederlandse Vereniging van Tuin- en Landschapsarchitectuur, NEPROM, NL Ingenieurs, Rabo Groen Bank BV, Recron, Staatsbosbeheer, Stichting Beheer Natuur en Landelijk Gebied, Stichting Centrum voor Landbouw en Milieu, Stichting Landschapsbeheer Nederland, Stichting Natuur en Milieu, Stichting Staring Advies, Stichting Streek-eigen Producten Nederland, Stichting tot behoud van Particuliere Historische Buitenplaatsen, Stichting Veldwerk Nederland, Stichting Wandelplatform LAW, Milieudefensie, Natuurmonumenten, Nederlands Cultuurlandschap, VHG, Vlinderstichting, Vogelbescherming Nederland, Waddenvereniging, Zoogdiervereniging. Question 4: see parties answer 3 and Dutch government

5. Outline of the project :

a. Central aims

Foundation Landscape Manifesto consists of 47 civil society organizations, mainly NGO's which feel that the landscape issue should be higher on the agenda. Organizationally, the Foundation is divided into four parts: a large steering committee, a small steering committee, executive and platforms.

Landscape Manifesto wants reinforce the quality of the Dutch landscape through:

- a. involve citizens in strengthening the quality of the landscape;
- b. knowledge exchange between the involved organizations;
- c. ameliorate quality in physical and landscape planning;
- d. analyze how the current tools for landscape maintenance works;
- e. to reach agreements with governments for sustainable financing of the landscape quality and maintenance.

In the platforms promising projects are formulated to be arrested and executed. Each platform has a chair who provides feedback to the steering committee, management and impact.

b. Main activities

The platforms are the groups that execute the main activities. The platforms are/were:

1. Landscape campaign
2. Knowledge exchange and infrastructure
3. Communication
4. Landscape quality care
5. Financing
6. Project and maintenance.
7. International contacts

Concrete projects are p.e. publication Manifesto (2005 day before ELC was ratified), study trips UK, Belgium, Germany (10 participating org.), bringing Delta plan into the government agreement (2006), the Landscape Top meeting (300 participants + 100 decision makers, September 2007) with Landscape agreement with government as result, 2 papers landscape policy vs. EU (2008); founding of CIVILSCAPE (February 2008); Landscape parade about landscape quality (june 2008; 150 participants); 2 papers on landscape financing (2010); Letter to all city councils promoting Landscape development plan (4-2010); Monument de Souvenir April 2010, project for building knowledge infrastructure (2010-1011), project for newcomers in the countryside about "landscaping your courtyards" (2011); etc; etc.

c. Outcome

More awareness within the domain of politics about landscape  
More awareness at and involvement from the general public  
More efficient knowledge infrastructure on landscape mainly between Landscape manifesto partners

More collaboration between all the parties of civil society working A efficient and sufficient  
In the future a efficient and sufficient financing structure and

## C. Description of the project

### 1. 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?

It's is not a project related to a specific landscape (other than the total Dutch landscape). It is not part of the official sustainable development policy of landscape policy **but** influences it strongly and it follows entirely the guidelines of ELC and in general the Dutch national landscape policy.

As a collaboration project between 47 organisations, more or less landscape orientated, it helped to raise the awareness on landscape and to work more coordinated at these issues inside these organisations, with their members, volunteers, associates, etc. etc. and also to the entire Dutch population.

(Members of) Landschapsmanifest developed a Deltaplan (survival plan) for the Dutch landscape and managed to get it into several political party programmes and finally into the former government plan for 2007-2011.

### 2. Exemplary value

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

Yes it has exemplary value. Never before so many people and organisations where gathered around the topic of landscape. It shows that landscape can bridge the borders between different NGOs with different objectives (nature and/or culture protection, system or species protection, nature and or landscape management, area development, research). It gives a practical example of how to work out of the objectives of the ELC. It strengthens the attention given by authorities and public to the landscape. The collaboration of all the parties gave more political power to their opinions during political debates.

- Organizing a national symposium on landscape policy during the landscape triennial in Apeldoorn
- Starting a national publicity campaign to the wider public to develop and strengthen the public awareness about landscape and landscape issues. [www.mooierlandschap.nl](http://www.mooierlandschap.nl)
- Organizing a knowledge exchange and a infrastructure on landscape information and knowledge useful for the 47 organisations and other parties
- Realizing international exchange by 2 international study trips
- Stimulating the development of CIVILscape
- Stimulates a public “initiative” (meaning an official instrument where the people ask the government for certain actions)

### 3. 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 is in line and tries to make better the policies on all levels by taking part in the debates and discussions and writing letters, advisories etc to authorities on all levels. Landschapsmanifest developed together with the authorities the extensive national campaign: een mooier landschap, maak het mee (a beautiful landscape, do it yourself (experience it) [www.mooierlandschap.nl](http://www.mooierlandschap.nl) .

This campaign is meant to raise awareness of landscape and the handling perspective people have to develop quality landscapes.

Interesting and of high importance is that Landschapsmanifest concentrates on those elements where the weak spots of Dutch landscape policy could be found: collaboration and public involvement and participation of citizens.

### 4. 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?

Yes that is one of the key issues of the Landschapsmanifest. They do it by organizing manifestations and a bigger public addressed national campaign. Apart from their joint actions all the parties have their own public campaigns and information systems. Apart from the symposium on the Landscape triennial in 2008, the national campaign "Landschap maak het mee", they also organize now a small campaign for newcomers in the countryside about "landscaping your courtyards".

**LANDSCAPE AWARD OF THE COUNCIL OF EUROPE**  
**2011 Edition**  
**APPLICATION FORM**  
**NORWAY**

**Application form**

**A. Details of applicant (institution/organisation)**

**1. Name of Member State**

Norway

**2. Represented by**

The Ministry of Environment  
 Att: Liv Kirstine Mortensen

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**3. Name of Applicant**

County Governor of Hordaland

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00 47 55 57 21 41

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**B. Presentation of the project**

**1. Project site**

**Herand Landscape Park**

**2. Start of the project**

month **march** year **2006**

**3. Names of all the project partners**

- The local community of Herand
- The municipality of Jondal
- The County Governor of Hordaland
- Hordaland County Council
- Innovation Norway
- Arkicon
- Network for regional and local parks in Norway

**4. Financing bodies**

- The Municipality of Jondal
- The County Governor of Hordaland
- Hordaland County Council
- Innovation Norway

**5. Outline of the project :**

**a. Central aims**

**Herand is a unique village and a worthy candidate for the Landscape Award of the Council of Europe 2011.**

The village of Herand is a leader in embracing innovative models for the management of cultural landscapes. The entire community stands united behind a systematic long-term project, confident that the inherent value of the landscape, its local distinctiveness, and the traditions and identity of Hardanger landscape can be used creatively to provide new income in a time when agriculture is facing difficult challenges.

Herand is a small village within a unique landscape by the Hardangerfjord. Herand is a community of 230 residents with a rich and diverse cultural landscape and 9000 years of cultural history. Herand has chosen a rural development strategy to focus on the unique landscape and be a part of the Landscape Parks of Hordaland \*

In recent decades, many villages and rural areas in Norway have been characterised by the closure of farms and depopulation. The village of Herand has been able to reverse the trend, re-enlivening this community of 230 inhabitants in a rich and vibrant cultural landscape. The farmers and villagers have cooperated in their use of the landscape as a resource, taking numerous measures at wealth creation based on the natural, cultural and historical value of

the landscape. Today the community is characterised by enthusiasm and optimism.

Local identity will be an important, unique and valuable resource towards this effort. The travel and tourism business in particular, needs farmers to maintain the cultural landscape as a valuable experience for domestic and international tourists. But a variety of experiences, other than that of landscapes alone can be developed. New produce such as traditional food and crafts are also needed, this should be sympathetic to and characterised by the local uniqueness.

The concept of ‘Geotourism’ – where cultural landscape, heritage, local food and intimate small-scale travel, creates sustainable tourism – this should be the basis for the development of new experiences and produce from the landscape communities. If such a focus is to be successful, both the villages and the regional Councils need to have an active interest, knowledge and ability to work with developing products. Cooperation and networking is important to achieving these goals.

\*Landscape parks represent a unique blend of natural and cultivated landscapes, surrounding thriving local communities. Using and preserving local traditions, culture, and the natural history behind the landscapes as well as local products, we aim to give positive experiences for our visitors. Creativity and new experiences bloom and grow like the landscape itself. We wish to provide genuine experiences and authentic expressions of the personality and identity of the Park itself and the people who live here. Together, the inhabitants strive to develop these areas into solid and inclusive places to live and visit.

Cultural landscape + maximised cultural development = Landscape Parks  
– a program for sustainable business and landscape development in Hordaland  
([www.landskapspark.no](http://www.landskapspark.no)) ([www.parknytt.wordpress.com](http://www.parknytt.wordpress.com))

## **b. Main activities**

Herand is a small community of 200 inhabitants. People live from fishing, agriculture and tourism. Herand has great history that goes 9000 years back in time. The unique landscape is taken care of by the inhabitants; partly through voluntary work. The enthusiasm is great among the inhabitants and they have a strong identity to their landscape and their history. The landscape is taken care of through sustainable activity and care. Herand landscape park has a prized cultural landscape close to the National Park Folgefonna. You can do activities like lodging, skiing, fishing, cycling, hiking, mountain-climbing and harbor-activities  
([www.folgefonna.info](http://www.folgefonna.info))

One of the National Tourist Roads passes through Herand. These scenic roads that are especially designed to enhance the travel’s experience of the beauty of the surrounding landscape. They truly are highlights. They have participated actively and used the project to strengthen tourism and developing the cultural landscape. ([www.turistveg.no](http://www.turistveg.no))

The Herand landscape Park is using their long history and their unique landscape to tell about the natural and cultural qualities of their community. They are also actively participating in the project “move to Hardanger”, and both Germans and Dutch people have moved to Herand the last years ([www.flyttilhardanger.no](http://www.flyttilhardanger.no))

See the enclosed appendix about Herand to get more information about the activities.

## **c. Outcome**

The Landscape Park of Herand has won several prizes for their cultural and agricultural landscape. In 2008 they won the Regional Cultural Landscape Prize and in 2009 they won the National Cultural Landscape Prize. The last years of activity has resulted in increased immigration and optimism.

New businesses have been established. They sell local products to tourists. A restaurant has been established in the old Dairy. They serve local products and local food.

The old school is turned into a local cultural center. It's also a meeting-point for the inhabitants and the office of the Landscape Park is also located in the old school.

The landscape Park is arranging hiking trips in the landscape and they have made different types of signs to give information about the landscape and the tracks.

The numbers of inhabitants are rising.

Herand was one of the first communities in Hordaland who used a landscape analysis as a strategy for rural development. They are still working with these principals in the implementation of rural development.

## **C. Description of the project**

### **1. 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 has a sustainable policy through the concepts of the Landscape Park.

The landscape parks of Hordaland County share a number of common traits:

- The landscape parks are part of a network that shares a common purpose and similar qualities.
- Landscape parks are locally organized and have their own statutes.
- The parks allow for suitable local commercial activity.
- The respective local authorities are responsible for the development of their landscape parks.
- The cultural landscape, buildings and cultural heritage are preserved and developed in accordance with the local distinctive characteristics, environment, culture and aesthetics.
- Geotourism is a key principle in developing tourism.
- The landscape parks aim to make the cultural landscape readily available to the public.
- There is a focus on local traditional fare and food products – “Food with a history” – preferably using organic ingredients.
- Landscape parks aim to increase public understanding of the environment, and the inherent value of the natural and cultural landscapes.
- Local history and heritage are essential aspects of the park's identity and brand.

Norwegian landscape parks will soon have a new, joint website:

[www.herandlandskapspark.no](http://www.herandlandskapspark.no)

Herand has a unique potential to become a regional beacon and a knowledge base with regards to the physical and cultural landscape and the cultural heritage that is associated with the village and settlement patterns of the surrounding area.

Herand has been working with its cultural heritage like old buildings, the cultural landscape and local petroglyphs.

## **2. Exemplary value**

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

Ten years ago, the villagers established the Community Association of Herand (Bygdelaget i Herand). Since then the association has made an impressive effort to stimulate innovation and concrete measures. Through a combination of personal initiative and old-fashioned cooperation, a variety of volunteer projects has been launched. This has strengthened the sense of community, identity and local pride. One of the major joint projects realized through volunteer efforts has been the Cultural Trail.

The Community Association is quick to inform villagers about new initiatives and developments. An example of a project that has proved profitable is *Streif*, in which suggested walks through the cultural landscape are combined with a taste of local food and culture. These events have been held in collaboration with the Bergen Mountain Touring Association ([www.hordastreif.no](http://www.hordastreif.no))

In conjunction with the Landscape Park, a large permanent exhibition has been established in the old school building. The focus is on Herand's long and colourful history and fascinating cultural landscape. Large images show glimpses of everyday life in Herand – past and present. The exhibition contains many references that point to the surrounding landscape, and describe theme trails, inviting visitors to explore it on their own. The admission fee helps to finance operation of the Landscape Park and its continued development.

## **3. 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?

It's a good example of mobilizing inhabitants to engage in their place and in their landscape. It has created involvement and the involvement has been bottom-up – from the inhabitants themselves. They have a wish and desire of making the local community sustainable and they want to show people and share the wonderful possibilities the landscape creates.

The last Saturday in April of every year is the big day for village volunteer work. All residents, young and old, participate according to their ability, making the village as attractive as possible for the summer. Colourful annuals are planted, the village is tidied, and a coat of fresh paint is applied where needed. Unlike many places, there is no vandalism in Herand – not a single flower has even been harmed. Everyone shares a desire to beautify the village, and to preserve and responsibly develop the resources of the surrounding landscape. After all, it is a key part of the villagers' identity.

The Herand Landscape Park is a part of the regional plan for sustainable development for Hordaland County and the national network for Regional and Local Landscape Parks.

#### **4. 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 Herand Landscape Park is a part of a sustainable development policy through the Landscape Park policy. The concept of 'Geotourism' – where cultural landscape, heritage, local food and intimate small-scale travel, creates sustainable tourism – this should be the basis for the development of new experiences and produce from the landscape communities.

It contributes to the enhancement of environmental, social, economic, cultural and aesthetic values of the landscape through the principals of Geo-tourism.

The different Landscape-prices have put Herand on the national map for outstanding sustainable development. The Landscape and the inhabitants of Herand have been presented through local, regional and national media. The community of Herand has established a visitor-centre which presents the landscape, the history and the inhabitants. The visitor-center is also a base for exploring the landscape through paths and tracks to explore the landscape and its history; see the enclosed CD.

#### **Additional material :**

- Presentation of Herand Landscape Park by the County Governor of Hordaland and Svein P. Kveim
- Posters by Arkikon
- Film by Arkikon

**LANDSCAPE AWARD OF THE COUNCIL OF EUROPE**  
**2011 Edition**  
**APPLICATION FORM**  
**REPUBLIC OF SERBIA**

**Application form**

**A. Details of applicant (institution/organisation)**

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## B. Presentation of the project

1. Project site

Backi Monostor, Serbia

2. Start of the project

month

July

year

2007

3. Names of all the project partners

WWF, IUCN, USAID, RTS (Radio-TV Serbia/educational and scientific program), Secretariat for Environmental Protection and Sustainable Development of Vojvodina, Agro-touristic cooperative “Bilje plus” – Bilje, Croatia, Association for nature and environment protection “Green Osijek” – Osijek, Croatia, Municipality of Sombor, Tourist organization of Sombor, Sombor Agroinstitute, Volunteer center of Vojvodina

4. Financing bodies

USAID, Secretariat for Environmental Protection and Sustainable Development of Vojvodina, Municipality of Sombor

5. Outline of the project :

a. Central aims

- Protection of significant part of Danube middle flow (Special nature reserve “Gornje Podunavlje”) – wet lands, forests, animal and plant species
- Cross-border cooperation with the neighbours sharing same complex of Danube flood valley (National park “Kopacki Rit” – Croatia and Nature park “Danube – Drava” – Hungary) as a element for regional development
- Promotion of Special nature reserve “Gornje Podunavlje” as a base for sustainable territorial development
- Promotion and preservation of local culture – multiethnic heritage based on people living in harmony with the environment
- Nature and tradition preservation thru eco and rural tourism development
- Increasing awareness among civil society and public authorities of the value of landscapes thru education
- Raising awareness about landscape values

## b. Main activities

- Promotion of Special Nature Reserve "Gornje Podunavlje" as a unique natural area of preserved flora and fauna through the activities and media. Moreover, the Danube floodplains are vital for the socio-economic well being of the region. They are a major source of good drinking water, natural flood protection, sustainable forestry and fisheries as well as having an important role in promoting eco-tourism and environmental education.
- Educations and seminars with a local community of protected plant and animal species
- workshops with children and adults on environmental protection
- Educations and seminars with partners from Agro-institute Sombor on Organic Agriculture
- Meetings with partners from Croatia and Hungary on the subject of connecting the integrated nature protection and cross-border cooperation
- Educational workshops on eco and rural tourism
- Construction of Eco-center (environmental classrooms in nature, consisting of a wooden amphitheater planned for workshops and training events and other environmental and recreational activities for children, with playground, close to the reserve)
- In the presence of the IUCN SEE team, NGOs and city of Sombor representatives, Backi Monostor was officially recognized as a Green Belt site and marked by positioning the plate in its very center
- Construction of Tourist Information Centre in collaboration with USAID, reconstruction of an old typical house in Monostor built of mud, wood and cane, into the Tourist Information Centre, which is both a mini-museum and a place where the tourists gets all the information necessary for a pleasant stay in Backi Monostor. In the courtyard of Info center there are a cottages for old crafts, in which each of the craftsmen make a presentation of their work in front of guests
- Opening of the Tourist info center in the presence of representatives of USAID and the U.S. Ambassador Mary Warlick
  - Organizing the annual meeting of WWF Danube - Carpathian Program in Backi Monostor - hosting 70 representatives of these organization
  - Creation of an eco-tourism offer for Backi Monostor
  - Inclusion of youth in activities related to environmental protection
  - Motivating local people to get involved with eco and rural tourism thru example of good practice
  - Building and raising rural eco-tourism facilities:
    - Rehabilitation of old houses built from natural materials and their opening to visitors
  - Ethno houses
    - Eco-Recreation Center
    - Increasing accommodation capacity – registration of accommodation facility - owners are local people
    - bicycle paths
    - walking paths
    - Weekend settlement – cottages in forest
    - Old crafts
    - Events
- Setting up tourist signs in the village
  - Preservation and promotion of traditional crafts based on the use of natural materials in making everyday objects and souvenirs (making wooden clogs, manufacture of wooden boats, wooden bed, knitting basket of wicker, making bags and mats of rush, handwork -

knitting, weaving the bars ...)

- Organization of festivals that promote the natural and ethnological contents of Backi Monostor:

- Bodrog Fest - a festival of tradition, music and traditional crafts

- International Danube River Day and eco and music festival “Regeneration of the nature”

- Rock Festival “Stop to the trash”

- Organization of environmental events on the occasion of International Environment Day entitled "Who respects the flower, will respect a world to"

- The promotion of multiculturalism through the initiative to preserve the traditions and customs of each ethnic group living in Backi Monostor

- Motivating young people for old crafts

- The promotion of local traditional foods and the creation of brand

- Connecting with similar organizations in order to cooperate and integral protection

- Formation of joint cross-border eco-tourism offer with Croatia

- Reception of tourists from Serbia and abroad, and their introduction to the Special Reserve and village tradition

- Collaboration with local and city institutions in order to increase the budget for tourism infrastructure

- Cooperation with the Touristic board of the city Sombor, Vojvodina and Serbia in order to form a sustainable eco-tourism destination

- Cooperation with the manager of SNR “Gornje Podunavlje” - Vojvodinasume

- Sustainable development of rural eco-tourism

- Connecting all individuals and institutions involved in eco tourism offer of Backi Monostor and surroundings

- Appearances and presentations at fairs and festivals

- Creating of promotional materials - leaflets, maps, travel documentary film

- Raising awareness about landscape values through media presentations on TV

### c. Outcome

- Special Nature Reserve "Gornje Podunavlje" recognized as significant protected area and a part of a future UNESCO Biosphere Reserve (the Danube-Drava-Mura)

- Increased awareness of local inhabitants about importance of landscape thanks to the Educations and environment protection workshops

- An increasing number of farmers who opt for organic farming

- Joint projects with partners from Croatia, relating to cross-border protection and development of eco-tourism

- Educated service providers in rural eco-tourism (hosts of guest houses, caterers, owners of the cottages, craftsman)

- Eco-center as a place of education, workshops, concerts

- Backi Monostor officially recognized as a Green Belt site

- Tourist Information Center - starting point for any visitor of Backi Monostor - informed guests about the accommodation facilities, restaurants, places for the trip, photographing, fishing, cycling, carriage and boat rides

- developed eco-tourism offer of Backi Monostor and its surroundings - the established visiting programs (day trips, weekend deals, multi-day programs ...)

- Foundation of a receptive travel agency in Backi Monostor

- involved young people in the organization of environmental and recreational events

- involved local population to receive guests, and also improved the economic situation because of the extra revenue from eco-tourism

- Placement of domestic agricultural products (domestic fruits and vegetables, honey, fruit and vegetables, sausage, smoked marinated bream, cheese ...)
- New jobs
- 50 registered beds for guest accommodation (12 households)
- Open the two ethno - houses that are involved in tourism and receiving guests
- marked bike lanes – Euro Velo 6 and Via Pacis Panonie
- Marked walking path “ Strbac” - The walking trail was set up in Strbac, an area situated between Backi Monostor and Bezdán village, and it was designed to connect and present the major habitats in this area. The trail is equipped with an observation tower and several information signs providing basic information about the habitats and the species in the area.
- Registered cottages to accommodate tourists
- registered old craft shops and the founding of the Association of old crafts Backi Monostor
- Events that have assumed a traditional character - are held regularly every year and are of great importance to regional and national level
- preserved the tradition of all ethnic groups in Backi Monostor, the dialects, dances, songs
- Young people who are dealing with some of the old craft
- The well-known dishes (noted in all competitions, local and regional levels)
- Hosted several thousand visitors of Backi Monostori (the individual, or organized groups)
- Backi Monostor marked as a tourist destination on the tourist map of Serbia and the region
- Connected all individuals and institutions involved in eco-tourism offer Backi Monostor and between
- Identifying Backi Monostor at fairs, festivals
- leaflets, maps, travel documentary film

### C. Description of the project

#### 1. 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?

**SNR "Gornje Podunavlje"** is one of finest pearls placed along the course of Danube in Vojvodina and Serbia. This reserve comprises remains of former vast inundated Danube areas. It consists of several separate sites: Monoštorski rit (Monoštor marshes), Apatinski rit (Apatin marshes), Štrpce area, Kozara and Karapandža. The reserve represents a complex mosaic of water and land ecosystems. The greater part of the reserve is covered by marshy, inundated forest complexes. This type of preserved indigenous biotopes is very rare both in our country and Europe. It makes up a natural whole with the right bank, an inundated area in Baranja in Croatia, well-known for its Kopački rit (Kopački marshes) and inundated area Karapandža in Hungary.

It is located on an alluvial plateau and terrace of Danube between 80 and 88 metres above sea level. It has a distinct microrelief. Geological composition consists of Quaternary formations which constitute a caprock over Pliocene sediments. The soil comprises alluvial riparian deposits, mainly recent, fresh alluvium. New deposits settle on parts this alluvium after floods. There is also marshy soil lined with a layer of clay, whereas higher parts contain

marshy black soil and chernozem (type of black soil, arable land, typical for Vojdina) with patches of saline soil. The course of Danube, together with its backwaters called 'Dunavci' and inundated areas, left its imprint on the area of Gornje Podunavlje. Its slow and winding course creates backwaters, meanders, and stills. Its floods created marshes, ponds and swamps. SNR 'Gornje Podunavlje' is an important center of biodiversity. The wealth of this biodiversity is reflected in a great number of vegetation types comprising 156 different syntaxonomic units in 14 classes, 18 orders, 32 alliances and 51 plant communities with over 1,000 species of plants. This wealth is also shown by the presence of 55 species of fish, 11 species of amphibians, 9 species of reptiles, 230 species of birds and 51 species of mammals as well as numerous invertebrates, especially butterflies with over 60 species of daytime butterflies.

Owing to its exceptional natural values Gornje Podunavlje was designated as an Important Bird Area in 1989 (IBA); it is also an integral part of potential Biosphere Reserve Drava-Mura and one of Ramsar Site candidate wetlands.

The first designation as a protected area dates back to 1955, when an area of 10 square kilometres (3.9 square miles) was proposed as an important habitat for the White-tailed Eagle and the Black Stork. Since then, the area included and the level of protection has been gradually increased. Gornje Podunavlje was designated as a Special Nature Reserve in 2001; with a total size of 19,648 ha (48,551 acres).

Backi Monostor - small, but picturesque village lies at the outskirts of the Gornje Podunavlje Special Nature Reserve (Serbia), one of the last intact marshy areas in the Danube river basin, and one of the most important floodplains along the Green Belt route. Being an integral part of the transboundary Middle Danube Floodplains spanning neighboring Hungary, Croatia and Serbia, this protected area is renowned not only for its rich biodiversity, but also for preserved tradition and its cultural heritage. Since the inhabitants of Backi Monostor over many centuries carefully nursed their Croatian, Serbian and Hungarian heritage, which is closely related to the natural richness that surrounds the village, the initiative for eco and rural tourism articulates the intention of the local community to preserve both the natural and the cultural background that supports the sustainable rural development in the region. Moreover, activities of the Backi Monostor Community fully fit into the goals of the European Landscape Convention, underlining how important it is to integrate local efforts into the broader natural and cultural conservation scope.

Main goal is a sustainable development of whole region thru eco and rural tourism development, which includes engagement of whole local community, causing a social and economic welfare with a nature and landscape preservation. Connection of local culture and historic heritage in harmony with nature and its promotion as an eco and rural touristic destination provides a social, cultural and aesthetic sustainability. That is also a chance for a new quality development thru new ways of nature preservation, tradition preservation and new jobs for a local community. Presentation of local products to the tourists is a good chance for economic welfare of inhabitants of Backi Monostor.

Recognizing a Backi Monostor as an eco and rural touristic destination helps reduce negative human impact to the environment.

## 2. Exemplary value

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

Project and initiatives for the protection of the environment by developing eco-tourism is an excellent example of good practice that can be applied to all similar sites, especially in Vojvodina (talking about Serbia), because it is multi-ethnic and each ethnic group cherish its customs and traditions. It is significant to emphasize the openness and cooperation will of Backi Monostor inhabitants in achieving the objectives of the project.

Connections between all actors in the eco-tourist industry, local residents (owners of accommodation facilities, caterers, Ethno house owners, old crafts, farmers ...), as well as local institutions (manager of SNP “Gornje Podunavlje” - Public Company Vojvodinasume, Municipality of Sombor, Sombor visiting board ...) contributions stable and sustainable development of the region by creating new value. Promotion of natural and ethnological values greatly contributes to their preservation and is an excellent example of good practice.

## 3. 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 is based and depends directly on the active participation of local people in each of its segment. This includes participation in the development and of implementing eco-tourism through the involvement of rural population in the formation, implementation and development agenda, as well as direct participation in the touristic offer - the engagement of people at the reception of guests and the good of the local community. Also, participation is present in the joint work to protect and preserve the environment and SNR Gornje Podunavlje, through education, as well as concrete measures of protection. Each ethnic group has a significant role in tradition preservation by promoting it thru festivals, fares, presentations to the tourists...

Project and activities of Touristic association “Podunav” of landscape preservation and rural development are in accordance with a local and regional development plan (Backi Monostor development plan, Master plan of Gornje Podunavlje, development plan for Sombor municipality, Strategy for rural tourism development of Vojvodina, Forestry Development Strategy of Serbian Republic, Policy of sustainable development referred to in the National Investment Plan, as well as other documents that are currently adopted in the Serbian Parliament). Is significant to mention that the activities of the project are a part of international initiatives like WWF and IUCN.

4. 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?

From the very beginning of the project, all activities are based on sustainable development, which are aware of all the participants in the project - and that is the whole local community. The importance of environmental and ethnological value through sustainable development presented to the public through trainings, seminars, workshops, media, publications (brochures and a documentary about Backi Monostor), as well as concrete examples of the good practice - largely contribute to spreading society awareness about the preservation of the landscape. Development of eco-tourism stopped a migration of young people from village to the urban cities; each young man has found its place in the project, thru the volunteering or new jobs. Through the project, residents of Backi Monostor became aware of their European identity and, unlike many, are proud to promote their village, no matter what it comes to rural areas.

Implementing the local population in the project, there is a raise social consciousness, resulting in the formation of civil associations and non-governmental organizations for youth, women, and association of old crafts, as well as informal groups - clubs, art and craft workshops. Increased engagement of cultural and artistic associations of Roma, Croats (Šokci - ethnic group), Hungarians, because a large part of their activities aimed at promoting Backi Monostor as harmonious multi-ethnic community.

**LANDSCAPE AWARD OF THE COUNCIL OF EUROPE**  
**2011 Edition**  
**APPLICATION FORM**  
***SLOVAK REPUBLIC***

**Application form**

**A. Details of applicant (institution/organisation)**

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## B. Presentation of the project

### 1. Project site

“The Grant Programs of Ekopolis Foundation” were implemented on the local levels nationwide

### 2. Start of the project

month  year

### 3. Names of all the project partners

- Civil society organizations (NGOs)  
 - Local citizens initiatives  
 - Municipalities  
 - Business entities

### 4. Financing bodies

*Corporate funding:*  
 ČSOB bank (KBC Group)  
 TOYOTA  
 MOL  
 TATRA bank  
*Public funding:* EU, ERDF  
*Private foundations:* CEE Trust

### 5. Outline of the project:

#### a. Central aims

The aim of the presented result in this application is to present **the Grant Programs of Ekopolis Foundation**, which are well functioning and broadly available systematic tools for local communities to implement practical improvements of the urban and rural landscapes and at the same time to create local partnerships (as the precondition) where the measures were implemented.

The important feature of these grant making programs is that they are primarily funded from private corporate sources. This way Ekopolis Foundation has been able to increase the standards of the Corporate Social Responsibility in the private companies in Slovakia on one side and on the other side Ekopolis Foundation has been able to provide flexible non-bureaucratic support for the local communities as beneficiaries (Appendix 1).

In the period of 2005 - 2007 Ekopolis Foundation has operated **6 grant making schemes**, which have resulted in the implementation of practical measures with a positive impact on landscapes in the whole country of Slovakia (Appendix 2).

Through the grant programs, **Ekopolis Foundation provides the NGOs and local communities with the combination of flexible and non-bureaucratic financial assistance, with added value of technical assistance and training. Technical support and training is focused at**

- **Planning of landscape development**
- **landscape management**
- **partnerships building**
- **public participation**
- **effective communication.**

**The grant making schemes thus represent a complex set of tools which enables communities to implement positive changes in**

- **urban landscape**
- **rural landscape**

- **open landscapes**

The unique feature of the Grant Programs of Ekopolis Foundation is that it builds bridges between the sectors, including business sector, active citizens (including the NGO, non-formal citizen initiatives), and proactive local or regional governments. While keeping up to high standards of transparency and effective use of available resources, these grant schemes (programs) are designed to encourage mobilization of local sources - intellectual potential, enthusiasm and volunteering, creation of partnerships, and promotion of principles of sustainable development.

Since the 2005 when *Ekopolis Foundation* started to systematically concentrate to support of this programmatic areas till the year of 2007, **142 projects has been supported** and **total amount represents 998 000 € investment** (the support in terms of running programs continues further). In fact, behind each single supported project there is a group of committed people that was given an opportunity to implement a concrete project improving either urban, rural or open landscapes.

Ekopolis Foundation also pays systematic attention to the awareness raising. While each supported group of citizens is encouraged to implement an appropriate local information project related campaign, Ekopolis Foundation also promotes the agenda of sustainable development and landscape management itself. In average there are 500 – 700 quotations annually about the projects-related activities in the national and regional media.

### **Grant programs:**

#### **1) Grant program: PUBLIC SPACES PROGRAM – “Places connecting people”**

Target: *Towns and villages - improvement of urban landscape*

Program has two objectives. The first, more visible one is to revitalize neglected public areas and transform them into vital well functioning places. The second goal, not visible on the surface but equally important, is to involve people in the planning of given reconstruction and provide them with new skills and knowledge. In other words – citizens are not only involved in reconstruction of the place itself, but also (and foremost) they come up with the idea of how the place should look like, what kind of functions it should serve etc. Through the active participation of the citizens in planning and the revitalization of public spaces we increase their interest in public affairs and help local leaders to activate other citizens in the locality. During the training and consultation process preceding each physical realization a professional architect is involved to translate the peoples’ ideas into technical drawing.

#### **2 ) Grant program: GREEN BELT GRANT PROGRAM**

Target: *Improvement of open and urban landscape*

The goal of the program is to create, reconstruct or restore ecologically valuable sites or trails serving to the broad public and schools, renovate the parks, create educational trails or path for motor-less transport, renovate the school gardens, create the classrooms in landscape in cooperation with NGOs, local municipalities, kindergartens or free time centers.

#### **3) Grant program: GREENWAYS**

Target: *Connecting interesting places and interesting people*

Program supports development of trails for non-motorised transport used for recreation and sport, everyday transport to work or schools etc. Many greenways have significant tourism potential. They promote the region, attract and keep visitors and initiate tourist services (e.g. educational and interpretational paths, integrated trails linking local attractions, guide services, bicycle rental). Greenways program contributes to connecting interesting destinations in country and helps their better protection and interpretation.

#### **4) Grant program: PEOPLE FOR TREES**

Target: *Towns and villages*

The goal of the program is to draw people’s attention to and involve citizens in the improvement of the environment through greenery-planting. The program supports the planting of trees and other greenery that increases the aesthetic value of public spaces (e.g. buildings, fences, pillars, bridges, bus stops, etc.). The program accents public participation - people living in the neighbourhood should be involved in the project from its planning to consequential maintenance of the planted greenery. A part of the program is also the financial support of the activities for the rescue of precious trees in landscape.

### **5) Grant program: LIVING TRAILS**

Target: *Projects in open landscape and in the protected areas*

The program supports the careful renewal of the protected areas in Slovakia, and development of recreational and educational functions of the Slovak landscape. Financial support is directed towards restoration and improvement of tourist trails, educational paths and public spaces used by tourists.

### **6) Grant program: TATRA FUND**

Target: *Sensible restoration of the Tatra National Park after the windstorm in 2004*

On November 2004, the great windstorm damaged the forests of High and Low Tatras – two largest national parks in the country. The Tatra Fund supported projects aimed at sensible renewal of the Tatra's forest landscape, including practical improvements, education and enforcement of appropriate renewal methods.

## b. Main activities

### **Complex Care for Landscape through Grant Programs of Ekopolis Foundation**

The following part provides the information about eligible activities within the individual Ekopolis Foundation's programs. Through provision of the financial assistance, Ekopolis Foundation enables implementation of practical action. The range of programs enables the implementation of various activities, pilot projects and examples of good practice.

When designing the grant making programs, following qualities are always taken in consideration:

- **practical impact** of the implemented projects on landscape
- promotion of communication among the public authorities, expert institutions, NGOs and general public - **public participation** and **partnership building**
- **awareness raising** and interpretation of natural/historical heritage
- reasonable administrative requirements and **flexibility**
- availability of **technical assistance**, expert consultancy and/or training

Technical assistance to grantees typically includes:

- consultancy on project design and management
- training and consultancy on planning of the adjustments and interventions into the landscape
- meetings facilitation
- risks management and solving the crises situations
- facilitation of communication among the relevant institutions and organisations
- assistance with promotion, work with media, and awareness raising
- financial management and reporting

### **Range of eligible activities within the grant programs:**

#### **Grant program: PUBLIC SPACES**

Financial support of the program is directed to renovation:

- parks
- playgrounds
- water fronts
- public markets
- spaces among blocks of flats
- other urban areas with open access.

#### **Grant program: GREEN BELT**

The program represents a user friendly tool of financial support to local groups active in following areas:

- Planting and revitalization of greenery
- Cleaning of public spaces and rivers
- Maintenance of eco-areas and gardens

- Creation and renewal of small garden and park architecture objects at public spaces – bicycle-stands, benches, tables, shelters, info-boards, small art objects, different relax equipment, separated waste containers...
- Revitalisation of valuable and interesting localities in protected areas and spots
- Maintenance of the localities which are interesting from natural, cultural or historical point of view

Technical assistance is less substantial element within this program.

#### **Grant program: GREENWAYS**

Program supports planning and realisation of trails for active life-style and non-motorised transportation in local partnerships. Eligible activities include:

- preparation and planning activities,
- purchase of materials
- construction and signing the trails
- honoraries for experts and craftsmen,
- management
- promotion

Non-financial support concentrates on planning activities, communication with other partners, participation in events.

#### **Grant program: PEOPLE FOR TREES**

Eligible activities include:

- the planting of trees, bushes, and horizontal and vertical greenery
- activities for the rescue of precious trees,
- revival of public parks and public gardens,
- greenery-planting around schools

#### **Grant program: LIVING TRAILS**

- Development / reconstruction of tourist trails or public spaces that are used by tourists (ground shaping, soil stabilization, small constructions, infrastructure etc.)
- Renewal of trail marking
- Information boards located at points frequently passed by tourists with a short description of the trail or locality, a map, supporters, etc.
- Opening ceremonies

#### **Grant program: TATRA FUND**

- sustainable renewal and care for the forests
- education of the public to increase awareness about National Parks
- public discussion on methods of exploitation and management of the protected areas
- voluntary action for renewal of the damaged area

#### c. Outcome

The outcomes of **the Grant Programs of Ekopolis Foundation** should be looked at through the perspective of individual supported projects. Out of whole Foundations' grant-making, there were **142** smaller or larger **projects** supported in the time period of 2005-2007, that are characterized by visible and tangible outcomes in the urbanised or open landscape. Financially the amount represents **998 000 €**.

Besides the materialized outcomes an equally important aspect of supported project are improved relationships within the communities, higher involvement of the people in the decision making on the local level.

***Project outcomes from individual grant programs***

**Grant program: PUBLIC SPACES -Places connecting people**

- revitalized and frequently visited public spaces serving the local communities (children playgrounds, resting zones, theatres and concert open air stage etc.).
- active local citizens, who continue meeting and are able to cooperate in further interesting and valuable tasks.
- Increased skills on the level of the community

By 2010, there are 28 reconstructed public spaces, which were planned and renewed by local communities.

**Grant program: GREEN BELT GRANT**

By the end of 2007 there were 20 areas, localities, educational trails, with new greenery planted, or treated trees, there were opened interesting or rare places and areas and placed some new park architecture elements in Slovakia.

**Grant program: GREENWAYS**

The supported projects result in finished trails - Greenways.

Since 2004 to 2007 this program supported development of 710 km of trails in the whole Slovakia.

**Grant program: PEOPLE FOR TREES**

In 2006 – 2007 there were supported 52 localities in Slovakia, where the inhabitants had the opportunity to realize their ideas about nice and functional landscape, planted or treated the greenery, renewed the alleys in villages or open landscape or improve the surrounding in their villages and towns.

**Grant program: LIVING TRAILS**

The outputs of Living Trails program are reconstructed and renewed trails, renewed infrastructures for tourists, renewed marking, educational-information boards.

Together: km of trails: 339 km (2008 - 52 km, 2009 - 97 km a 2010 - 190 km).

**Grant program: TATRA FUND**

In a reaction to the windstorm the Tatra Fund supported 34 projects by 2007. Typically they included reforestation of the damaged areas and also compensations to forest owners, where it was more appropriate to leave the country for the self-recovery. The key area of the intervention of Tatra Fund was 200 hectares area, where the joint project of land owners, National Forest Center, Technical University of Zvolen and the local NGOs led to a realized complex revitalization of this valuable area in High Tatra National Park.

**C. Description of the project**

**1. 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?

There are several national as well as international policies and strategies that highlight the importance of practical measures for the improvement of the environment, sustainable landscape management and active public participation.

The most important examples of these documents include:

- Strategy, principles and priorities of the state environmental policy of the Slovak Republic (State environmental policy)
- National strategy of sustainable development
- Aalborg charter (1994) on sustainable towns and cities
- 6. Environmental Action Plan of the European Community
- United Nations Framework Convention on Climate Change (UNFCCC)

- The European Landscape Convention

Ekopolis Foundations' programmes represent a **rare** practical tool for the local implementation of measures proposed by above mentioned documents through

- increase of aesthetical and environmental value of urban and rural areas
- promotion of civic participation
- preservation of natural and cultural heritage in Slovakia
- better interpretation of natural and cultural heritage

## 2. Exemplary value

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

The concept of Grant Programs of Ekopolis Foundation offered to the public and organisations is exceptional and worth of replication from the following reasons:

- it provides long-term systematic assistance to local groups that care about their landscape
- it builds up trust among various social partners on the background of practical improvements in the landscape
- it provides opportunities for effective and transparent use of financial resources
- it address the private sector to contribute to landscape improvement

On the individual projects level many supported initiatives become an inspiration for other subjects in their own or another communities. Innovation is one of the values that Ekopolis Foundation seeks to support through its funding. The need to arrange the public areas, reconstruction and maintenance of tourist and cycling tracks, building the tracks for the support of non-motor transport, perseverance of valuable areas, trees, valuable views on the surrounding country has become more and more urgent in Slovakia.

### **Illustrative examples of good practices:**

**Town of Zvolen** – in 2005 local civic associations had an open conflict with self-government concerning the planned arrangements of the central square. The self-government did not want to create the space for public participation in the project and therefore there was a resistance and protests. After the common project of the small public space arrangement supported within the grant program Public Spaces the self-government found out that citizens could plan and realize particular positive changes in the urbanized country and that the public participation could positively change the planned changes. Nowadays, five years later the self-government uses these procedures of public participation in planning of much larger interventions into the urbanized landscape.

**The capital Bratislava, a town part Petržalka** – in frame of the grant program Public Spaces in 2005 Ekopolis Foundation supported and helped methodically repair one playground. A positive example and active group of mothers caused that the procedure of the improvement of the devastated, urbanized landscape has started to be used more often at the largest housing estate (blocks of flats) in Europe. In 2007 the mothers started the civic association <http://www.petrzalskeihriska.org/index.php/zdruzenie>, which has coordinated the renewal of playground and public spaces with participation of local communities. Self-government supports these days the renewal of those playgrounds where the public is active, not where there is lobbying or some other interest.

**Restoration of the Furkotska Valley** – the project implemented by the grant program Tatra Fund. On November, 2004 a strong windstorm swept through Northern Slovakia and influenced its appearance for many years by damaging 15.000 hectares of forest mainly in the High and Low Tatra region. Besides the immediate remedy of the damage blocking normal everyday living of local citizens, it was enormously important to focus the attention also on the long-term development of the region and avoid continuing the short-run support of wise and conceptual renewal process of the whole region. In the situation of passionate debates, the Tatra Fund brought together experts and forest owners and designed a sustainable recovery of the Furkotska Valley and the area near of Jamske Mountain Lake. The revitalisation included combination of natural self-recovery and planting new trees appropriate for the given area. The project included building new tourist infrastructure on the trails and the interpretation of natural values of the area.

### 3. 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 public participation is one of the core qualities promoted by Ekopolis Foundation's programs. In frame of all grant programs of Ekopolis Foundation, the public is involved into project preparation, work of planning, as well as the project realization. Ekopolis Foundation supports the activity of NGOs, civic associations, schools but also non-formal groups of citizens and involvement of other volunteers, professional institutions, business subjects, sponsors in the projects. Wider policies on the national, regional or local level often call for action positively impacting the landscape and environment. The programs of Ekopolis Foundation provide a tool to fulfil such plans and visions in this area.

### 4. 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 part of each single program of Ekopolis Foundation is the communication strategy in frame of the program. This way Ekopolis Foundation communicates with the media (press releases, press conferences). The public is informed about the programs and their attitudes by means of web page of Ekopolis Foundation [www.ekopolis.sk](http://www.ekopolis.sk). Also, e-mail news of Ekopolis Foundation, which are being sent every two weeks to approximately 2000 mail addresses. Similarly at the web page there is possibility to mediate the articles in other media and quotations of particular grant receivers of supported projects about the contributions of the projects (Appendix 3).

The grant receivers are being trained (e.g. program Public Spaces – on planning and creating of the public spaces, their importance and significance for urban landscape, in the field of moderating and public meeting facilitation). Program managers provide some regular professional consulting concerning the supported projects.

The part of the communication strategy is also publishing of the information materials, CDs, leaflets and bulletins, regular bulletin called "EchoPolis", focusing on increasing the awareness of landscape values in public. Ekopolis Foundation actively organizes the trainings, meetings, seminars, promotional activities to support landscape dimension topic, spreading and exchange of experience of foreign professionals with Slovak professionals. Many topics are published. Ekopolis Foundation communicates with self-governments, and take a part in trainings and seminars of the professional public (e.g. Association for Garden Design and Landscaping, ISA Slovakia – Associated Organisation to International Society of Arboriculture, Faculty of Architecture (Slovak University of Technology) Faculty of Ecology and Environmental Studies (Technical University of Zvolen).

**LANDSCAPE AWARD OF THE COUNCIL OF EUROPE**  
**2011 Edition**  
**APPLICATION FORM**  
**SLOVENIA**

**Application form**

**A. Details of applicant (institution/organisation)**

1. Name of Member State	<b>SLOVENIA</b>
2. Represented by	<b>Slovenian Association of Landscape Architects</b> President: Mrs. Barbara Goličnik
Address	Jamnikarjeva 101 1000 Ljubljana Slovenia
Tel.	00386-41412891
Fax	00386-1256-5782
E-mail	info@dkas.si
3. Name of Applicant	<b>Slovenian Association of Landscape Architects - NGO</b>
Address	Jamnikarjeva 101 1000 Ljubljana
Tel.	00386-41412891
Fax	00386-1256-5782
E-mail	info@dkas.si

## B. Presentation of the project

1. Project site

**We are Making our Landscape**

2. Start of the project

month

10

year

2004

3. Names of all the project partners

**Slovenian Association of Landscape Architects** (leader of project)

**Department of Landscape Architecture, Biotechnical Faculty of the University of Ljubljana**

4. Financing bodies

**Slovenian Association of Landscape Architects** (main)

Ministry of the Environment and Spatial Planning (cofinancing)

*(Awards were sponsored by the national and local authorities, museums, publishers, bookshops, horticulture firms and firms dealing with landscape planning.)*

5. Outline of the project :

a. Central aims

The purpose of the project We are Making our Landscape was to disseminate knowledge about the landscape to the general public, and especially to present better the Slovenian landscapes. The project aimed to stimulate children and adults to observe the landscape in a daily environment and to perceive the landscape qualities in order to raise awareness of the public for the environment, space and landscape in the earliest age possible. The project focused on education of the pedagogues, mentor teachers, children and their parents, as well as the general public. With the indicative title We are Making our Landscape we tried to point out the idea that all of us who live in a certain environment, with our attitude and the way of living, have influence on the state of the landscape and the space, and thus take part in the creation of our everyday environment. The awareness of the importance and values of landscape should become a common sense and, consequently, a criterion for interventions in the physical space and for the relationship of individuals with the physical space. All this in accordance with the latest achievements in the field and with the objectives of the European Landscape Convention that entered into force in Slovenia in March 2004.

The fact that we have to face the changes in the landscape consciously and creatively was a starting point of the project. Familiarity of the professionals and public in general with our landscapes is crucial for a creative management and planning of the Slovenian landscapes. The visual character of the landscapes depends on the images that the society has of the landscape, which also influences the way we deal with the landscape. The quality of the

space and the living environment we are to make depends to a great extent on the development processes, as well as on the individuals and their willingness to make decisions about the future development of the physical space and about the destiny of our landscape heritage. That is why we intended to stimulate the children and the adults alike to observe their everyday environment and so to establish a positive relationship towards the Slovenian landscapes.

## b. Main activities

### **Activities and events in the framework of the We are Making our Landscape project**

#### 1. Publication of a series of posters Slovenian Landscapes in October 2004

The concept of a series of five posters was based on a research project "Regional Distribution of Landscape Types in Slovenia" (1998), which defines five landscape regions in Slovenia. Each poster presents one of the landscape regions with the most characteristic photographs of the landscape types. The photographs are accompanied by a short description of the landscape type, and each poster contains a detailed explanation of terms related to landscape in general, Slovenian cultural landscape and outstanding landscape. The series of five posters was published in the edition of 500 copies each.

#### 2. A seminar with a workshop to inform teachers about the project took place in November 2004

A seminar accompanied by a presentation workshop for primary school teachers, kindergarten teachers, and all the others interested in landscape management was held in Ljubljana. The workshop was attended by 50 participants, mainly primary school teachers. The workshop focused on the creation of the notion of landscape, of the role of the landscape architect in the society, as well as on how to perceive, analyse and shape the landscape. The participants took active part in discussing the presented topics, and gave several interesting suggestions on additional methods of knowledge dissemination.

#### 3. A publication on the presentation workshop was issued in November 2004

The Publication for the carrying out of the workshop in the framework of "We are Making our Landscape" project was prepared, intended for the general public and, mainly, for mentors, such as teachers, educators and parents, to be used as a teaching tool for the subjects related to natural sciences, environment and art classes in primary schools and kindergartens. The Publication contains the presentation of the project "We are Making our Landscape", a definition of the term 'landscape', presentation of the European Landscape Convention, presentation of the project "Regional Distribution of Landscape Types in Slovenia", definition of the natural and cultural landscape, perception of the landscape, experience values of the landscape, landscape analysis on the case of Radensko polje and landscape representation.

4. A competition for art and photographic works was announced in November and December 2004

The competition for art and photographic works in the field of landscape management was of educational and awareness raising nature, and was aimed at children between the ages of four and fifteen. It was based on the observation of the landscape we live in, and on the representation of its characteristic images through art and photography. Children were asked to capture individual situations in the landscape, or individual characteristic landscape elements. was announced on the SALA web site and in the media, and was sent to all primary schools and kindergartens of Slovenia The children were divided into the following age groups:

Group A: age 4 to 6,

Group B: age 7 to 10, and

Group C: age 11 to 15.

5. Closure of the competition, selection of the best works and awards in May 2005

The competition was attended by 90 primary schools and 43 kindergartens. Submitted were 1029 art and photographic works including 797 drawings and paintings, 22 models and 210 photographs. The motifs were mainly natural and cultural landscapes, city and urban landscapes, landscape patterns that were presented also in an abstract manner, children and school playgrounds, private gardens, individual landscape elements (trees, flowers, houses, hayracks, mills), and of course, people and animals as landscape components.

The panel of experts was composed of 10 persons, representing the Department for Landscape of the University of Ljubljana, and landscape architects, members of SALA. The selection criteria were creativity, innovativeness, readability, the message conveyed, composition (proportions, hierarchy, rhythm, contrast, accents, articulation of structural elements). Awarded were 95 children, namely 63 for individual works, 19 for the group works and 13 special awards for groups. The latter were given to groups and mentor teachers for the outstanding works, unity of the group works, innovative work methods, and sometimes for the comprehensive presentation of the method by the group as a project. Awards were sponsored by the national and local authorities, museums, publishers, bookshops, horticulture firms and firms dealing with landscape planning.

6. Exhibition of the best works and the ceremony of awards presentation to the best participants at the Technical Museum of Slovenia at Bistra May 27, 2005

More than 200 people participated at the opening of the exhibition and the award ceremony for the best works - awarded children, teachers and parents. Upon conclusion of the ceremony, the host, i.e. the Technical Museum of Slovenia, offered a free guided tour of the permanent collections of the museum. The exhibition lasted from May 2005 till February 2006.

7. Publishing of a brochure and presentation of the project at the international conference "Landscape and Society", Ljubljana, May 11-12, 2006

The project We are Making our Landscape was presented on the occasion of the international conference Landscape and Society, Ljubljana, May 11-12, 2006 dedicated to the implementation of the European Landscape Convention in Slovenia. An exhibition of the best works was organised at the Ljubljana Castle during the conference.

## c. Outcome

The competition was attended by 90 primary schools and 43 kindergartens. Awarded were 95 children, namely 63 for individual works, 19 for the group works and 13 special awards for groups. The latter were given to groups and mentor teachers for the outstanding works, unity of the group works, innovative work methods, and sometimes for the comprehensive presentation of the method by the group as a project. More than 200 people participated at the opening of the exhibition and the award ceremony for the best works - awarded children, teachers and parents. The exhibition lasted from May 2005 till February 2006.

Similar projects for the promotion of good cases could be based on the experience of this very successful project that was attractive to a number of participants and due to its echo in public in general.

All activities implemented in the framework of the project had the objective to improve knowledge and raise awareness about the importance of landscape, including children and their mentors, and have influenced significantly their work in the field of landscape.

### C. Description of the project

#### 1. 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?

Yes, it contributed to the enhancement of environmental, social, economic, cultural or aesthetic values of the landscape.

By nature the project is awareness raising and training oriented. It is aimed to contribute to the enhancement of knowledge about the importance of values embedded in landscapes in everyday life as well as in those that are outstanding or degraded. In this way the project contributed to more qualified reactions of the society related to issues of spatial development and landscape planning. In this way participation of the public in the processes of decision making when interventions in landscape or preservation of landscape values are at stake is much better. In a long run this contributes to sustainable development in practice and to achieving quality landscapes.

#### 2. Exemplary value

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

The method used to improve knowledge about the landscape by visual analysis and analysing of cultural and aesthetic values of landscapes through the implementation of the art and photo competition has been proved very successful.

The selected method enabled professionals, namely landscape architects members of SALA, first to transfer the knowledge about the importance and values of landscapes to teachers and parents. The second step during the competition phase mentors and parents taught kids on

how to view at and analyse landscapes in everyday environment. After, kids made art works, paintings and photographs.

Sensibility to landscapes qualities of children and teachers was much improved by the project, as well as knowledge in general about landscapes in public.

With the suggestive title *We are Making our Landscape* we tried to point out the idea that all of us who live in a certain environment, with our attitude and the way of living, have influence on the state of the landscape and the space, and thus take part in the creation of our everyday environment. The awareness of the importance and values of landscape should become a common sense and, consequently, a criterion for interventions in the physical space and for the relationship of individuals with the physical space. All this in accordance with the latest achievements in the field and with the objectives of the European Landscape Convention that entered into force in Slovenia in March 2004.

### 3. 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?

Yes, the project actively encourages the public's participation in the decision-making process.

The project contributes to better engagement and sensitivity of the society to spatial development issues and landscape planning. In this way a more competent participation in the procedures of spatial planning is achieved and more dynamic participation in a decision making process related to interventions in the space and to the protection of landscape. All these in a long-term contribute to the implementation of sustainable development and to achieving of high value landscapes.

Yes, the project is in line with the wider policies implemented by national, regional or local authorities. Legislation on spatial planning and environmental protection requires participation of public in the processes of elaboration of spatial planning or other sectoral documents in their early stages.

### 4. 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?

Yes, the project »We are Making our Landscape« fulfils the objectives of the European Landscape Convention- Article 6 – Specific measures, especially Article 6 para a – Awareness-raising and Article 6 para b- Training in education.

The objectives of the Slovenian Association of Landscape Architects (SALA) with the project »We are Making our Landscape« were:

- To achieve higher knowledge about and awareness of the importance of landscape as a value for national spatial identity and inevitable element of national living culture;

- Involvement of children and youth in general in procedures related to development and active protection of landscape;
- Promotion of Outstanding landscapes of Slovenia;
- Implementation of requirements of the European Landscape Convention in Slovenia.

The reason that led SALA to a decision to implement this project was lack of landscape management contents in the education curriculum in Slovenia. This project was the first attempt to train teachers, parents and children about the importance of the landscape for the quality of life.

**LANDSCAPE AWARD OF THE COUNCIL OF EUROPE**  
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**APPLICATION FORM**  
***SPAIN***

**1. CANDIDATURE APPLICATION FORM:**

**“City, territory, landscape:**

**A project to educate and raise awareness about landscape”**

**A. Candidate information (institution/organisation)**

1. **Member state:** Spain

2. **Represented by:** José Ramon Sánchez Moro  
Directorate General for Sustainable Rural Development  
Ministry of the Environment and Rural and Marine Affairs  
C/ Alfonso XII, 62  
Madrid

**Address:** C/ Alfonso XII, 62  
28071 Madrid

**Telephone:** (+34) 913 471 659

**Fax:** (+34) 913 471 506

**Email:** jsanmoro@mapya.es

3. **Name of the candidate:**

Government of Catalonia’s Ministry of Education  
Government of Catalonia’s Ministry of Town and Country  
Planning and Public Works (DPTOP)  
Landscape Observatory of Catalonia (OPC)  
Contact person: Jaume Busquets Fàbregas

**Address:** C/ Aragó, 244-248 2º piso  
08007 Barcelona

**Telephone:** (+34) 935 672 764

**Fax:** (+34) 934 958 460

**Email:** jaume.busquets@gencat.cat

**B. Introduction to the project**

1. **Location of the project:** Autonomous Community of Catalonia

2. **Start date of the project:**

- September 2007 (2006-2007 school year): Experimental phase
- September 2008 (2008-2009 school year): Implementation phase

3. **Names of the members of the project:**

- Government of Catalonia’s Ministry of Education

- Government of Catalonia's Ministry of Town and Country Planning and Public Works (DPTOP)
- Landscape Observatory of Catalonia (OPC)

4. **Funding bodies:** Government of Catalonia

#### 5. General description of the project:

a. **Main aims:**

#### PRESENTATION OF THE PROJECT

The Catalan Ministry of Education, the Catalan Ministry of Town and Country Planning and Public Works and the Landscape Observatory of Catalonia have promoted the creation of the **“City, territory, landscape” educational material**, which is aimed at boosting awareness among the 12-16 year-old population in Catalonia regarding landscape issues as part of the European Landscape Convention, and takes advantage of the opportunities afforded by new technologies.

The project began in 2007 and was addressed to all the public and semi-private secondary schools in the Autonomous Community of Catalonia. The project has been used in many schools since it began, and the project website, which has been open to society at large, has registered a large number of queries.

#### AIMS OF THE PROJECT

The project pursues three main aims:

- To raise awareness among compulsory secondary education students about **knowledge of the urban situation, the culture of territory and landscape values**.
- To provide compulsory secondary education teachers with **updated landscape education resources** created in the context of the European Landscape Convention
- To strengthen the **basic educational skills** covered in compulsory secondary education
- To promote the use of **new technologies** for learning at school

**“City, territory, landscape”** is an educational innovation and awareness-raising project unique to Catalonia and Europe. Before its widespread release, it was validated by the work of the teachers who implemented it in an experimental way in ten education centres. It was also chosen by the Council of Europe as one of four examples of reference in the report *Education on Landscape for Children*, aimed at establishing basic concepts and criteria for landscape education in Europe.

#### MAIN EDUCATIONAL AIMS

- Provide the educational community and society in general with **innovative educational resources** that can be used to meet the curricular aims of compulsory secondary education and the awareness-raising goals of the European Landscape Convention.
- Promote and update **specific educational content** linked with knowledge of the city, territory and landscape.

- Promote the **new culture of territory** and civic responsibility toward territorial and landscape values
- Foster the **use of new technologies applied to teaching and learning** in formal and non-formal education
- Strengthen the **basic educational skills** of compulsory secondary and A-level education

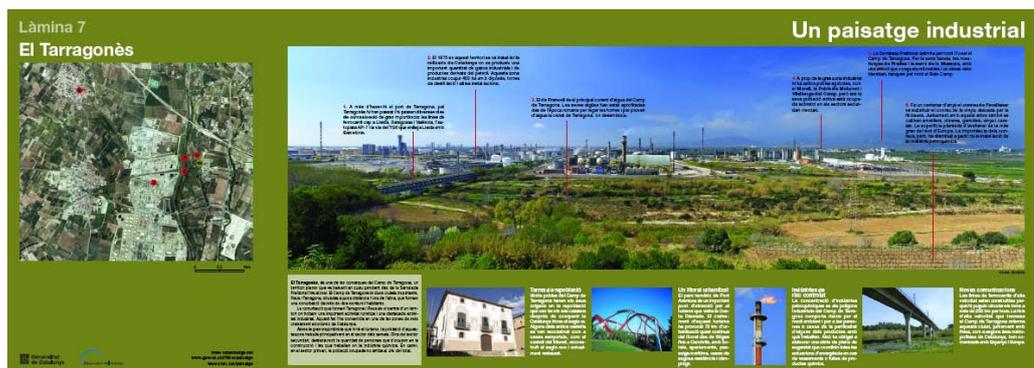
**6. Main activities:**

**STRUCTURE OF THE MATERIAL**

The project “City, territory, landscape” includes material in two types of mutually complementary support: paper support (the folder with educational cards) and electronic support (the “City, territory, landscape” website).

**1. The “City, territory, landscape” folder includes:**

- 12 large-format paper cards (84 x 29.7 cm), each one dedicated to a landscape representing the landscape diversity of Catalonia, with a panoramic photograph of said landscape, four small, detailed photographs that illustrate some of the key concepts or processes that characterise the landscape, an orthophotomap of the area, a topographic map of the same, a map locating the area within Catalonia and an introductory text to the territory in which the study landscape is located.



The following table shows the 12 selected landscapes, the educational **topic** or focal point of each one and the **key concepts** associated with knowledge of them:

CARD NUMBER	Landscape	Focal point or topic	Key concepts
1	<b>Barcelona, 22@</b>	Renovating the urban landscape	<ul style="list-style-type: none"> <li>New building and rehabilitation</li> <li>Change in uses of the land</li> <li>Green areas</li> <li>Circulation</li> <li>Technological industry</li> <li>New identity</li> <li>Sustainable facilities and transport</li> </ul>
2	<b>Pla de Bages</b>	Proximity to the metropolis	<ul style="list-style-type: none"> <li>Loss of identity</li> <li>Evolution through time</li> <li>Occupation of the land for infrastructure and logistic facilities</li> <li>Industrial estates</li> <li>Water salination due to mining activities</li> </ul>
3	<b>Baix Llobregat</b>	Community gardens in an urban area	<ul style="list-style-type: none"> <li>Conserving the rural landscape</li> <li>Urban community gardens</li> <li>Part-time agriculture</li> <li>Occupation of the land for transport (airport, roads, railways)</li> <li>Water management and treatment</li> </ul>
4	<b>Costa Brava</b>	Landscape as a tourist resource	<ul style="list-style-type: none"> <li>Tourist-related land use: mass tourism and quality tourism</li> <li>Protected area</li> <li>Loss of identity</li> <li>Conserving the traditional landscape</li> </ul>
5	<b>Garrotxa</b>	A city inside a natural park	<ul style="list-style-type: none"> <li>Territorial management</li> <li>Regulations for conserving the landscape</li> <li>Controlled urban development</li> <li>Seasonal changes in the landscape</li> <li>Conserving the natural landscape</li> </ul>
6	<b>Priorat</b>	Renovating an old agricultural landscape	<ul style="list-style-type: none"> <li>Agricultural tourism</li> <li>High-quality agricultural production</li> <li>Reconstructing a landscape</li> <li>Evolution of how the land is used</li> <li>Town renovation and recovery</li> <li>Tourist and heritage value</li> <li>Installation of wind farms</li> </ul>
7	<b>Tarragonès</b>	An industrial landscape	<ul style="list-style-type: none"> <li>Metropolitan area</li> <li>Industrial landscape</li> <li>Conserving historical heritage</li> <li>Centre of attraction for tourists</li> <li>Environmental risks</li> <li>Industrial risks</li> </ul>
8	<b>Vallès</b>	Compact city, extended city	<ul style="list-style-type: none"> <li>Compact city, extended city</li> <li>Urban growth and commuter towns</li> <li>Use of urban space: occupation of urban land, environmental impact, economic and cultural activity, services</li> <li>Unsustainability of extended urban growth</li> </ul>
9	<b>Ribera d'Ebre</b>	River landscape and energy production	<ul style="list-style-type: none"> <li>Energy needs</li> <li>Use of the river and an energy resource</li> <li>Evolution throughout time</li> <li>Ecological impact</li> <li>Agricultural land use</li> <li>Water contamination due to industrial activities</li> </ul>
10	<b>Segrià</b>	Irrigation landscape on dry plains	<ul style="list-style-type: none"> <li>Irrigation landscape</li> <li>Canal networks</li> <li>Changes in cultivation</li> <li>Evolution of the landscape through time</li> <li>Integration of a city into an agricultural landscape</li> <li>The special protection area for birds in Almenar</li> </ul>
11	<b>Cerdanya</b>	Landscape in the border	<ul style="list-style-type: none"> <li>Trans-border regions</li> <li>Noticeable cultural exchange in the landscape</li> <li>Creation of trans-border services</li> <li>Urban growth in counties in the Pyrenees</li> </ul>
12	<b>Vall d'Aran / Val d'Aran</b>	Landscape as a tourist setting	<ul style="list-style-type: none"> <li>Specialisation in land use and economic activity</li> <li>Permanent and seasonal resident population</li> <li>Permanent and seasonal economic activity</li> <li>Access and transport routes</li> <li>Cultural identity</li> <li>Loss of authenticity in natural areas as a consequence of winter tourism</li> </ul>

**2. The “City, territory, landscape” website** provides a great deal of information on each one of the 12 landscapes and stimulates learning by taking advantage of the educational possibilities offered by new information technologies. The website shows the landscapes in an interactive and attractive way through many images, animations and sounds that facilitate understanding. Furthermore, it provides the option to create working groups and for teachers to continually monitor the students’ activities.

The Catalan version of the website is found at: [www.catpaisatge.net/educacio](http://www.catpaisatge.net/educacio).

The **demo in Spanish** is available at: [www.catpaisatge.net/educacio/esp](http://www.catpaisatge.net/educacio/esp).

The **demo in English** is available at: [www.catpaisatge.net/educacio/eng](http://www.catpaisatge.net/educacio/eng).



The website includes:

- Images of the 12 cards in expandable format
- Interactive activities for each of the 12 landscapes.
- Documents that complement the information in each of the 12 landscapes: maps, texts, statistics, links, etc.
- An educational guide for teachers
- Solutions to the activities for teachers
- A guide on how the website works

The paper and electronic formats can be worked on separately or together. If teachers choose to work with the cards, they will need to consult the website to find the complementary documents or search for information in other websites; if they choose to work with the website, simultaneous use of the paper cards will allow them to refer to all the information without having to jump from screen to screen.

**3. The educational guide** complements the material in paper and electronic format and includes extensive information on the characteristics of the project, as well as general and specific guidelines for working with students and monitoring and evaluating that work. It includes the following sections: introduction, relation with curricular design, educational conception of the project, general aims, educational guidelines for working with the cards, educational guidelines for evaluation and bibliography.

## METODOLOGY

### Study questions

Analysis of each of the landscapes is based on a **study question** to which a final answer must be given after completing the activities. The study question aims to summarise the set of problematic issues affecting the landscape so that students can focus their attention on a specific subject in the landscape analysis they are asked to perform.

No.	Landscape	Study question
1	Barcelona, 22@	How does the urban landscape change when moving from an industrial neighbourhood to the technological district 22@?
2	Pla de Bages	What effects does the expansion of a metropolitan area provoke in its surroundings?
3	Baix Llobregat	Must rural areas be conserved inside urban zones?
4	Costa Brava	How can landscape conservation and tourism be made compatible?
5	Garrotxa	How can a city and a natural park be made compatible?
6	Priorat	Can we conserve a traditional, unirrigated agricultural area and live there?
7	Tarragonès	Can industry be compatible with housing, tourism and agriculture?
8	Vallès	Which are more sustainable: blocks of flats or individual houses?
9	Ribera d'Ebre	Can river landscapes and traditional agricultural landscapes coexist with high-risk industries?
10	Segrià	What impact does irrigation have on spatial planning and land use?
11	Cerdanya	Do borders with another state change the landscape?
12	Vall d'Aran / Val d'Aran	Can landscape that is losing its character end up turning into a theme park?

### Analysing the landscape

In order to raise students' awareness about the problems that affect the landscape and involve them in conserving it, analysis of each of the 12 landscapes begins with **previous knowledge** and impressions, follows the steps and stages of **scientific reasoning** and ends by proposing an **outlook for the future** that must be presented in public.

The steps and questions for analysing the landscape include:

1. Initial information about and perception of the landscape. **How do you feel before this landscape?**
2. Description of the landscape. **What is it like?**
3. Analysis of the processes of evolution and change that occur in the landscape. **How does it evolve? Why? What are the consequences of this?**
4. Conflict/consensus and empathy regarding the changes in the landscape. **What do the involved stakeholders think?**
5. Outlook for the landscape. **How do we think it will evolve and how would we like for it to evolve?**
6. **General conclusions and answer to the study question.**

The working methodology is the same whether working with the paper cards or the interactive website activities. The small variations between one format and the other are due

to the particular characteristics of each support. In Activity 1, the paper activity guide asks the students for their impressions when they **perceive a landscape**, while the website asks them to locate the elements that stand out in panoramic views of a landscape. The most substantial difference is given in Activity 3. Here, the paper activity guide discusses **why changes** have occurred in the landscape, while the website focuses on the landscape's **evolution** over the last twenty years.

### **Working in small groups**

The material in the cards and on the website is designed to make **individual** work compatible with **group work**. The class is viewed as a learning community that is responsible as a whole for analysing each landscape, learning about the problematic issues of spatial planning and discussing ideas to improve the landscape through individual and group work. Later, these ideas can be sent to the competent bodies.

When working with the cards, students should complete the activities in cooperative groups and then share and summarise the results of these activities with the entire class. When working with the website, the whole activity is presented like a **role-playing game** in which each group forms a professional working team that has to respond to a request.

The landscapes that appear are very different and express the landscape diversity of Catalonia: some will be known to the students and others will not; some are attractive for most of the population and others are not. The landscapes can be distributed through selection by students or randomly. If the landscapes are selected, conflicts may arise as a result; in they are assigned randomly, thought should be given to the level of motivation students may have if working on a card they're not interested in.

Finally, this work could be complemented with study of the local landscape and the potential spatial conflicts arising there. This could include fieldwork using topographic maps and still or video cameras, press clippings or interviews with different stakeholders and representatives of the population, etc.

#### **a. Results obtained:**

The project was developed in an experimental way at 10 education centres throughout the 2006-2007 school year thanks to the participation of the classroom teachers. The instructions, observations and criticism of the teachers involved in the test phase and the students' results allowed for improvements to be made and finally for the definitive paper material to be produced and for the website to be made public.

In the 2008-2009 school year, the folders with the 12 paper cards were distributed to all the compulsory secondary education centres in Catalonia. The material was addressed to more than 450,000 students from 12 to 14 years of age across Catalonia.

During this time, the Catalan Ministry of Education, the Catalan Ministry of Town and Country Planning and Public Works and the Landscape Observatory of Catalonia began to **offer training courses on landscape issues for teachers** that update knowledge about landscape in the context of the European Landscape Convention, as well as to provide specific guidelines for using the material in the "City, territory, landscape" project. The training courses aim to spread the knowledge obtained from the project, maximise its use and raise awareness among teachers, while guaranteeing maximum exploitation of their training potential.

The diffusion of the project also has done by means of **presentations of the materials in the different territories** and **diffusion between the educative services** (centres of pedagogical resources, fields of learning and schools of adults).

## C. Description of the project

### 1. Sustainable territorial development:

#### a. Does the project adhere to a policy of sustainable development?

Yes.

Changes in the economic and social model toward more sustainable patterns and behaviour should be encouraged from the base (i.e., they should be based on the awareness and knowledge of the population). Changes in patterns, habits and values are not obtained solely through imposed regulations and cannot be achieved in brief periods of time. True and profound change requires strategies aimed at convincing the population of the importance of these issues and lengthy periods of time in which to internalise the new paradigm.

**Education and awareness-raising among the student population is especially crucial** in this regard. It is imperative that new generations grow up and are educated in a setting that conveys the value, meaning and importance of sustainability so the new social model is established in a solid and lasting way. Understanding and respect for the landscape and its dynamics of change and evolution help to educate people with greater sustainability values.

#### b. Does it help to strengthen environmental, social, economic, cultural and aesthetic landscape values? In which way?

Yes.

Working with the educational material introduces the concept of landscape in education for young students (12-16 years old) whose level of maturity is already sufficient for grasping complex concepts such as landscape. It aims to **encourage students to reflect on the nature of the landscape, its values, its evolution**, the many visions that converge upon it and the wide range of pressures to which it is subjected.

To make the work more effective it departs from known, local landscapes that the students have lived near and with which they are able to identify. Individual and group work with paper and electronic material provides a wide range of educational possibilities that each teacher can explore as a supplement to various subjects (geography, natural science, biology, social studies, etc.).

Firstly, the “City, territory, landscape” project increases knowledge of landscape and its many values through the material provided, and secondly it stimulates students’ capacity for reflection and for making their own judgments by means of the study questions and proposed activities.

#### c. Has it managed to confront or remedy any type of environmental degradation or damage produced in the urban environment? In which way?

The project is not specifically aimed at intervening in the landscape but at improving the population’s views and appreciations of the landscape. Therefore, it does not have direct effects on the state of the landscape, but it does have direct effects on the **landscape’s stakeholders, the inhabitants** and particularly schoolchildren from 12 to 16 years of age.

Raising awareness among the student population about landscape values and land and environmental preservation is a **highly effective preventive mechanism** for avoiding environmental degradation in the future. Under the principle of prevention, this project may help to **minimise future environmental impacts** thanks to a change in attitudes among the adult population based on greater environmental awareness.

## 2. Exemplarity

### a. Can the project be considered exemplary? Why or why not?

Yes.

This is the first European initiative of this nature (i.e., aimed at promoting **landscape education** in a systematic way for a full educational bracket (12-16 years of age) and **inspired by the principles of the European Landscape Convention**). It was promoted via collaboration between two ministries of the Government of Catalonia and a non-profit organisation. It was implemented by professionals specialised in the world of landscape and education in a uniform way throughout the Autonomous Community of Catalonia and made accessible to the entire student population between 12 and 16 years of age and to society at large through the project website.

The “City, territory, landscape” project is based on the use of **new information technologies**, applies the **most innovative educational methodologies** and is based on the combined use of **interdisciplinary, cross-cutting and interpersonal work** to make it more comprehensive, entertaining, interactive and cooperative.

Therefore, the project is exemplary due to its educational features (landscape education) and scope as well as its design, content and educational focus.

This is also clear regarding, for example, the interest that the “City, territory, landscape” project’s educational material has garnered in other regions (whether outside Catalonia or Catalan regions not represented in the cards) to develop material based on their landscapes and the widespread dissemination it has had within the educational and landscape community.

### b. What good practices did it help to put in place?

The project helped to promote raising awareness among the student population regarding landscape and its values in a systematic and coordinated way within the educational community in Catalonia as a whole.

It also helped to improve teacher training in landscape issues thanks to the annual training courses aimed at making it easier to use the material.

## 3. Public participation

### a. Does the project encourage active public participation in the decision-making process? How does it accomplish that?

The project actively aims to position students in relation with the study questions that are raised so that they form opinions and reach conclusions in the learning process. The activities always explicitly show the **diversity of opinions and visions on landscape and the conflicts that arise in the area**. The activities can culminate in discussions in which the conclusions reached by each student are considered together and contrasted.

All this work instils in students the habit of **studying the topics of discussion in depth, reflecting on them, articulating their own arguments and listening to and respecting those of their peers**. Over the long term, it encourages participation in decision-making processes because it produces more reflective people who feel involved in the issues that affect them.

Finally, the **proposals to improve the landscape** reached through the activities and discussions can be sent to the competent bodies so that they students can see that their founded opinion is important and can be heard beyond the classroom.

**b. Does the project fit within general national, regional or local policies?**

**Yes.**

Concern for the future of landscapes prompted the Council of Europe to promote the **European Landscape Convention (ELC)**, which was ratified 10 years ago in Florence (December 2000). The ELC considers landscapes to be an important component of people's quality of life and establishes guidelines for governments to promote protecting, managing and planning them, in addition to educating populations about their values. The Parliament of Catalonia was the first European legislative chamber to join the ELC. In 2005, it approved the **Law on Landscape Protection, Management and Planning** and in 2006 it passed the corresponding **Regulations** for executing it.

The landscape policies for which the Law serves as a framework adopt an interdisciplinary character, but are promoted by the **Catalan Ministry of Town and Country Planning and Public Works**. In turn, the Law recognises the **Landscape Observatory of Catalonia** as a body providing the Government of Catalonia with support and collaboration on certain issues. Furthermore, the **Catalan Ministry of Education** promotes educational innovation as a driving force for improving the quality of education and gradually overcoming the challenges posed by social evolution.

In order to honour the Parliament of Catalonia's commitment, the Government of Catalonia undertook to carry out an **awareness-raising campaign** regarding landscape among the population and particularly **school children**. It is with this aim in mind that the Catalan Ministry of Education, the Catalan Ministry of Town and Country Planning and Public Works and the Landscape Observatory of Catalonia have promoted creation of the **educational material** for "**City, territory, landscape**".

**4. Awareness-raising**

**a. Does the project raise the population's awareness regarding the value of landscape from the perspective of human development, the consolidation of European identity and/or individual or collective wellbeing? In which way?**

**Yes.**

The material of the "City, territory, landscape" project is not based on a static or protectionist view of landscape. It departs from a conception of the landscape as a changing reality in constant evolution, whose state can help to increase the population's wellbeing and quality of life and constitutes a key component for forming its identity, along the lines of the European Landscape Convention and the Landscape Law of Catalonia.

**2. SUPPLEMENTARY MATERIAL**

**The following supplementary material is attached to the application form (one copy on paper and another saved on a CD):**

1. Complete collection of the educational cards in Catalan
2. Sample of three educational cards in Spanish
3. Sample of three educational cards in English
4. Translation of the educational guide into Spanish
5. Translation of the educational guide into English
6. Summary of the demo of the electronic-format material
7. Press kit
8. Articles related with the project published in specialised magazines (only on paper)

**LANDSCAPE AWARD OF THE COUNCIL OF EUROPE**  
**2011 Edition**  
**APPLICATION FORM**  
***UNITED KINGDOM***

**Application form**

**A. Details of applicant (institution/organisation)**

1. Name of Member State 

United Kingdom
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2. Represented by	DEFRA
Address	Tina Blandford Protected Landscapes team, Defra Zone 1/03, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6EB Great Britain
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Fax	+44 (0)117 372 8250
E-mail	<a href="mailto:Tina.Blandford@defra.gsi.gov.uk">Tina.Blandford@defra.gsi.gov.uk</a>

3. Name of Applicant	Durham Heritage Coast Partnership c/o Durham County Council County Hall
Address	Durham, DH1 5UQ
Tel.	+44 (0)191 383 3741
Fax	+44 (0)191 383 4096
E-mail	<a href="mailto:coralie.niven@durham.gov.uk">coralie.niven@durham.gov.uk</a>

**B. Presentation of the project**

1. Project site

Durham Heritage Coast

2. Start of the project

month

April

year

2001

3. Names of all the project partners

Durham County Council, Natural England  
 Seaham Town Council, National Trust, Durham  
 Wildlife Trust, Environment Agency, Northumbria  
 Water, Hartlepool Borough Council  
 City of Sunderland Council, Horden Regeneration  
 Partnership, Ryhope Community Association, Easington  
 Colliery Regeneration Partnership, Blackhall  
 Regeneration Partnership, Groundwork.

4. Financing bodies

Durham County Council, Natural England  
 Seaham Town Council, City of Sunderland Council

5. Outline of the project:

a. Central aims

1. To conserve, protect and enhance the natural beauty of the coast, including the terrestrial, littoral and marine flora and fauna, geological interest, and its heritage features of architectural, historical and archaeological interest.
2. To facilitate and enhance the enjoyment, understanding and appreciation of the public by improving and extending opportunities for recreational, educational and tourist activities, including sport and art, that draw on, and are consistent with the conservation of its natural beauty and the protection of its heritage features.
3. To maintain, and improve the environmental health of inshore waters affecting the Heritage Coast and its beaches through appropriate works and management.
4. To take account of the needs of agriculture, forestry and fishing, and the economic and social needs of the small communities on the coast, by promoting sustainable forms of social and economic development, which in themselves conserve and enhance natural beauty and heritage features.
5. To promote community participation in the stewardship of the coast, optimising the potential of social and economic regeneration initiatives that are consistent with the conservation of the natural beauty and the protection of the heritage features of the Heritage Coast.
6. To integrate fully with adjoining areas and within the region to actively promote Integrated Coastal Zone Management.

b. Main activities

- Strategic direction
- Facilitate partnership liaison and working
- Stakeholder / Community engagement and participation
- Project development and delivery
- Fundraising through grant applications
- Champion for the Coastal zone

c. Outcome

- A healthy coast
- A continuous coastal footpath with links to coastal villages
- A coastal cycle route
- Deliver gateway site, habitat and information improvements
- Integrated working at the coast
- Develop a sense of pride, ownership and identity within the coastal communities

### **C. Description of the project**

#### **1. 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?

From Sunderland to Hartlepool, the Durham Heritage Coast has emerged from its industrial past to an area worthy of Heritage Coast status with one of the finest coastlines in England. Where previously colliery waste was tipped onto the beaches in enormous quantities, a coastal path now leads you through a wonderful landscape mosaic of great natural, historical and geological interest with dramatic views along the coastline and out across the North Sea.

Coastal gateways which have been created with the active involvement of local communities encourage people to explore this fantastic coastline. Although the entire length of Durham's coast isn't defined as Heritage Coast the work is continuing to fill in the principal gap.

Durham's coastline suffered from 100 years of waste tipping by the coal industry from four sites until the final pit closure in 1993. During this time over 1.5 million tonnes of waste per year was dumped over the cliffs onto the beaches and into the sea. Durham's beaches then became labelled as 'The Black Beaches'.

#### **Turning the Tide**

Following the pit closure programme in 1993 plans were developed to restore the coastline to its former glory and attract new business to the area with the £10.5 million Millennium project 'Turning the Tide'. This project ran for five years and delivered;

- *Removal of spoil heaps*

Easington and Horden collieries had large cliff-edge spoil heaps that were removed and where possible reused over the sites. 1.3 million tonnes of spoil was removed and 80 hectares of land was reclaimed by this process. Natural marine erosion is clearing the remaining spoil from the beaches.

- *Improving and creating access*  
To enable people to use the coast for informal recreation 20km of footpath was created to form the Durham Coastal Footpath, with links into the local communities; in addition 47km of cycle route was created that links local villages, schools and the newly created enterprise zones.
- *Enhancing habitat creation*

Much of the agricultural land on the coastal fringe was purchased. Using the local seed bank a further 225ha of land was converted for habitat restoration. The Durham Coast hosts 92% of the total area of para-maritime Magnesian Limestone grassland habitat in Britain (a BAP priority habitat).

Heritage Coast status was awarded in 2001, marking the completion of the highly successful ‘Turning the Tide’ Millennium project.

### **Durham Heritage Coast**

In 2003 the Durham Heritage Coast Partnership succeeded ‘Turning the Tide’ to continue the development and enhancement work along an extended coastal strip. A vision was developed by the partnership to guide long term management

Vision:

***“Integrated management of Durham Heritage Coast managed by and for local communities, protecting and enhancing the natural and cultural integrity of the area whilst developing and meeting the area’s social and economic needs.”***

This vision supports individual partner strategic and operational objectives, including supporting their adopted sustainable development policies. The vision clearly shows the shift from the previous exploitation to an approach that is wholly sustainable.

Durham Heritage Coast Partnership has 14 partners including local authorities, government agencies, charities and local community groups. To enable delivery of the vision a small management team is supported.

The following objectives have been adopted to aid management and deliver the vision;

1. To conserve, protect and enhance the natural beauty of the coast, including the terrestrial, littoral and marine flora and fauna, geological interest, and its heritage features of architectural, historical and archaeological interest.
2. To facilitate and enhance the enjoyment, understanding and appreciation of the public by improving and extending opportunities for recreational, educational and tourist activities, including sport and art, that draw on, and are consistent with the conservation of its natural beauty and the protection of its heritage features.
3. To maintain, and improve the environmental health of inshore waters affecting the Heritage Coast and its beaches through appropriate works and management.
4. To take account of the needs of agriculture, forestry and fishing, and the economic and social needs of the small communities on the coast, by promoting sustainable forms of social and

economic development, which in themselves conserve and enhance natural beauty and heritage features.

5. To promote community participation in the stewardship of the coast, optimising the potential of social and economic regeneration initiatives that are consistent with the conservation of the natural beauty and the protection of the heritage features of the Heritage Coast.
6. To integrate fully with adjoining areas and within the region to actively promote Integrated Coastal Zone Management.

A management plan was developed and published in 2005 to guide the actions of partners and the management team. This plan is currently being reviewed.

### **Achievements:**

The Partnership has developed and delivered three major coastal gateway improvement schemes;

- Crimdon – access, interpretation and facilities improvement and habitat creation, total investment £850,000.
- Nose’s Point – access, interpretation and facilities improvement, car park provision and habitat creation, total investment £725,000.
- Horden Denes – access, interpretation and facilities improvement, total investment £825,000.

In addition the Partnership sponsored a Coast and Countryside Ranger service through the former District Council that developed a substantial volunteer group that provides over 10,000 hours of effort per year.

Current Partnership activities include:

- Sponsoring a major Tourism training, signage and facilities enhancement programme, an investment of £715,000.
- Partnership involvement in the EU Interreg funded IMCORE project that seeks to explore how coastal communities can adapt to the impacts of climate change, a €6million project that provides €220,000 investment locally.
- Developing further infrastructure and revenue projects.
- Feeding into national, regional and local strategies and plans that assist in the delivery of Heritage Coast objectives.

The bi-annual publication of ‘Coastlines’, a newsletter focusing solely on the Durham Heritage Coast.

## **2. Exemplary value**

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

The Durham Heritage Coast Partnership has provided an example of good practice in terms of governance, structure, participation and project delivery to two major North East England landscape scale partnerships. Those being the highly successful Mineral Valleys Project (£5.2m) and more recently the Limestone Landscapes Partnership (£3m+). Limestone Landscapes is a natural area initiative across a narrow belt of 207km<sup>2</sup> of land which spreads across south-east Tyne and Wear and east Durham aiming to revive a much loved landscape.

Our own governance structure was developed to ensure representation of not only the landowners and managers along the coast but also to include representatives from those living and working in the area in addition to elected representatives. This is supplemented on an annual basis by individuals elected to the Steering Group during our Annual Forum. This model and the experience of managing such a Partnership is being utilised for the Limestone Landscapes Partnership and was extensively used for the setting up of the Mineral Valleys Project.

In policy terms the Durham Heritage Coast has provided a unique example of how Heritage Coast status (as a voluntary, non statutory planning definition) can tangibly contribute to environmentally led regeneration efforts through the provision of a clear vision and clear objectives and a clear mandate for delivery. The demonstration of this has led to calls from other coastal areas across England for a refreshing of the definition and the re-establishment of formal support from the national body Natural England.

The Durham Heritage Coast Partnership has moved the coast from a ruined post-industrial landscape to one supporting a growing tourism economy that is valued and appreciated. The experience of the process has been shared across the globe with sustainability practitioners in South Africa and construction and mining professionals in Australia. International parties from the Philippines, Bangladesh, South Korea, France, Belgium, Hungary, Ireland and Poland have been hosted as well as representational group visits and universities from across Europe and the UK.

This international experiential exchange also ensures that the Partnership has close relationships with some of the worlds leading coastal and landscape practitioners and academics.

In terms of delivery all of our environmental improvement schemes have been successful in attracting a range of local, national and international awards.

### 3. 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 Partnership Steering Group is governed by agreed Terms of Reference and comprises representatives from all the 14 partners. These include the landowners, managers and users of the coast. Elected members of local authorities are supported by officers. In addition there are two open seats on the Steering Group that are open to those with an interest in the coast and are subject to an election at the Annual Forum.

The Annual Forum draws in speakers to cover national, regional and local topics of interest. It also has for some time included a “soap box” session where individuals are encouraged to air their views and opinions on the work of the Partnership; this provides an interesting and eclectic session.

The Partnership has a strong track record of influencing local and regional strategies and plans and is looking forward to the revised management plan being adopted as a Supplementary Planning Document.

Recently the Partnership through the EU IMCORE project have led the way for the formation of a north east regional Coastal Network to encourage cross sectoral participation in the management of our regional coast.

The Durham Coast was also a pilot for developing Coastal Access that was included in the UK’s Marine and Coastal Access Act.

The Durham Coast supports one third of all Magnesian Limestone grassland in this country and is the only place where Magnesian Limestone rock creates coastal outcrops. The area is also located on a divide between the warmer drier south of Britain and the cool, wet north. These factors have resulted in a unique and internationally important variety of plants and habitats that can be readily observed.

Thanks to this unique habitat and the work of staff Rangers, a volunteer group has developed called the Coast and Countryside Voluntary Rangers. This is a group of local people with a keen interest in preserving this coastal habitat through practical site management. The group, like many others, go out

on a weekly basis to undertake a wide variety of nature conservation tasks within the coastal strip. One task very close to the volunteer's heart is the annual fencing of the little tern colony. This is done with the assistance of the Industry Nature Conservation Association (INCA). Approximately twelve years ago the little terns, a bird of international conservation concern, chose a rocky area of Crimdon beach for nesting and breeding. Thanks to the fencing work undertaken by volunteers the colony is protected from trampling and disturbance pressures by site users. The staff rangers have also undertaken practical work with local schools such as Grindon Hall in Sunderland and with corporate groups such as staff from Northumbrian Water through their 'Just an Hour' scheme. These tasks vary from tree planting to pond management and way marking to beach cleans.

Rangers also offer free guided walks through the County Durham Guided Walks programme enabling both locals and visitors to rediscover and learn about the changes to the area.

All projects developed through Durham Heritage Coast Partnership require the involvement of local communities. This involvement takes place from the very start at the consultation process utilising participatory appraisal techniques. Also physical implementation such as the organisation of school workshops to assist in the design of artwork then coming together once the work is complete at a launch event to celebrate their achievements. By involving local communities from the start a greater number of projects succeed. This is because those groups retain ownership for the ideas and work undertaken from the beginning.

Other activities and events which generate interest and participation along Durham's Coast are an annual beach clean which assists the Marine Conservation Society in collecting data about marine litter. Low Tide Day offers families and visitors an opportunity to explore the exposed rock pools with an expert guide and the Celebrating Our Coast event which highlights the presence of the coastal landscape, its opportunities and the organisations that work together within it.

#### 4. 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?

Durham Heritage Coast Partnership is a body used to bring together Durham County Council, neighbouring and local authorities to work together in achieving the same goal of protecting the coastline and developing its tourism potential.

Heritage Coast designation is a status awarded through local Authorities and Countryside Agency (now Natural England). Durham's coastline was awarded Heritage Coast status in 2001 to recognise achievements through Turning the Tide. Having Heritage Coast status has enabled Durham's coastline to be promoted with a positive image rather than the stigma of 'The Black Beaches'. Through the Heritage Coast Partnership numerous articles have been featured in both local and national newspapers and journals describing the transformation of the landscape. With the assistance of 'This is Durham', Durham's official tourism body, journalists are now choosing to visit and write about the area rather than missing out the section of coast between Northumberland in the North and Yorkshire in the south.

As with most natural interest areas, numerous informative publications exist to help describe and promote the coastal route and features within in. There is a Coastal Footpath booklet which illustrates the 13 mile linear footpath leading from Seaham in the north to Crimdon in the south, 7 pocket wildlife guides illustrating the flowers, birds, pebbles, sea mammals, invertebrates, sand dunes and seashore, a booklet about the little terns – where they come from and how long they nest for, cycle routes, multi user routes and a booklet detailing the artwork installed during the Turning The Tide period.

The most recent addition to our promotional material is the production of the Heritage Coast collection DVD. This DVD has been put together by a member of the Coastal Volunteer group and is made up

of five short videos, a radio interview and slideshow. The videos included are; Seaham Dive Survey, Join the Coast and Countryside Volunteer Rangers, The Return of the Little Terns, Education Video and Turning the Tide. A hundred copies of the DVD were produced and made available free of charge through our newsletter. The videos will also be available to download through the Partnership website.

Changes to Durham's coastline can also be tracked through films such as Get Carter which featured Blackhall beach in 1971, Blast beach which appears in the directors cut for Alien and more recently Horden has been used for the ITV drama George Gently starring Martin Shaw. With the potential development of a film studio near the north east coastline there is scope for further exposure of this unique landscape of Durham Heritage Coast.

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