



**COUNCIL OF EUROPE LANDSCAPE CONVENTION**  
**LANDSCAPE AWARD OF THE COUNCIL OF EUROPE**

*8th Session – 2022-2023*

**APPLICATION FORM**

## **Presentation**

*The Council of Europe Landscape Convention is the first international treaty to be exclusively concerned with all aspects of landscape: natural, rural, urban and peri-urban. It represents an important contribution to the implementation of the Council of Europe's objectives. By taking into account the value of landscapes, with their natural and human components, the Council of Europe acknowledges that the landscape is an important part of the quality of life for people everywhere: in degraded areas as well as in areas of high quality, in areas recognised as being of outstanding beauty as well as everyday areas.*

*Article 11 of the Convention establishes the Landscape Award of the Council of Europe. The Resolution [CM/Res\(2008\)3](#) on the rules governing the Landscape Award of the Council of Europe, adopted by the Committee of Ministers on 20 February 2008 at the 1018th meeting of the Ministers' Deputies, draws attention to the fact that Article 11 of the Convention institutes the Award and that it is in keeping with the work carried out by the Council of Europe concerning human rights, democracy and sustainable development.*

*Opened to the Parties to the Convention, the Award is intended to raise civil society's awareness of the value of landscapes, of their role and of changes to them. Its objective is to reward exemplary practical initiatives aimed at successful landscape quality objectives on the territories of the Parties to the Convention. The Award is conferred every two years and the files presenting applications must reach the Secretariat General of the Council of Europe.*

*At its meeting held in Strasbourg on 28-29 April 2008, the Steering Committee for Cultural Heritage and Landscape (CDPATEP) decided that applications should be submitted to the Council of Europe Secretariat through the Permanent Representations of the Parties to the Convention.*

***Each State Party to the Convention is thus invited to send by post to the Secretariat General of the Council of Europe (Council of Europe Landscape Convention), before 31 January 2023, via its Permanent Representation to the Council of Europe, a completed application form in paper format, together with a digital copy on a USB key of the form and additional material.***

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*Please note that:*

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

*For further information please visit the Landscape Award section of the Council of Europe website:*

[Convention du Conseil de l'Europe sur le paysage / Site web officiel \(coe.int\)](#)  
[Council of Europe Landscape Convention / Official website \(coe.int\)](#)

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## I. STATE CONCERNED AND APPLICANT

<b>1. State</b>	Republic of Croatia
<b>Represented by</b>	Ms Ph.D. Nina Obuljen Koržinek, Minister of Culture and Media
<i>Address:</i>	Ministry of Culture and Media Runjaninova 2 10 000 Zagreb Croatia
<i>Telephone:</i>	+385 1 4866 306
<i>E-mail:</i>	<a href="mailto:kabinet@min-kulture.hr">kabinet@min-kulture.hr</a>
<b>2. Applicant</b>	Town of Cres
<i>Name of the local, regional authority(ies) or NGO(s)</i>	
<b>Represented by</b>	Mr Marin Gregorović, Mayor
<i>Address:</i>	Creskog statuta 15 51557 Cres Croatia
<i>Telephone:</i>	+38551661950
<i>E-mail:</i>	grad@cres.hr

## II. PRESENTATION OF THE PROJET

### 3. Name of the Project

Local Development Pilot Project (LDPP) Island of Cres

### 4. Location of the Project

Island of Cres

### 5. Summary of the Project (10-12 lines)

The island of Cres, located in the north of the Adriatic Sea, is characterised by typical karst topography and covered by a dense net of dry stone wall structures. Although it is evident that part of traditional island agriculture is gradually vanishing, terraces lying on the slopes around the town of Cres, are still home of active agriculture.

Island's landscape, rich in natural and cultural heritage, is exposed to risk of uncontrolled development which could jeopardise its valuable resources. For that reason it was selected as pilot area for the implementation of the Local Development Pilot Project, carried out in the framework of the Regional Programme on Cultural and Natural Heritage in South-East Europe and jointly implemented by the Council of Europe, the Republic of Croatia Ministry of Culture and the Town of Cres.

The LDPP implemented the principles of the *Framework Convention on the value of cultural heritage for society* and those of the *European Landscape Convention*.

The project was community-led and place-based and was centred on some key principles: the local population as a main player in development, heritage as an asset, synergies created for a common project.

The first step to preserve and valorise the ordinary island landscapes was done within the project.

### 6. Photo representing the Project *Landscape of Island Cres, author Ugo Toić*



### 7. Website of the Project (if exists)

<https://www.pplr-otokcres.info/>

### III. CONTENT OF THE PROJECT

- 8. Start of the Project** month  year   
*The project must have been completed at least three years previously*

**9. Partners**

Council of Europe  
Ministry of Culture and Media Republic of Croatia  
Ministry of Environment and Nature Protection  
Ministry of Construction and Spatial Planning  
Ministry of Regional Development  
Primorsko-Goranska County  
Town of Cres  
Town of Mali Lošinj

**10. Financing bodies**

Council of Europe  
Ministry of Culture Republic of Croatia  
Primorsko-Goranska County  
Town of Cres

**11. Central aims of the Project**

The aims of the project were: to promote and manage local cultural and natural heritage together with landscape values as sustainable resources and a common good; to plan and develop territories both socially and economically, while respecting their specificities; to elaborate innovative projects which can generate investments that are better adapted to local resources and integrated into the public action; to have new procedures and methods of action validated that can be used in other territories at national or international level. In other words, the objective of the project was to set up a wide debate and involve not only local community, but also regional and national stakeholders, on finding new ways of preserving and valorising the island natural and cultural heritage by using it as the main resource and driving force for future development. A very important aspect of the project was ensuring the sustainability of its activities after the project ends by ensuring the future financial sustainability of the Project Implementation Unit.

## 12. Outcome

The main outcomes of the project are the following documents:

- Island of Cres Territorial Diagnosis;
- Island of Cres Territorial Strategy;
- GIS database of the architectural heritage of the Island of Cres;
- Landscape study of the Island of Cres; [Landscape Study of the Island Cres](#)
- Island of Cres Development Charter.

The Charter was adopted by the Town of Cres Council.

Besides the abovementioned documents, which can be considered as physical outcome of the project, the most important outcome of the project was the long-lasting process of dialogue, collaboration and increased cohesion among the key island stakeholders as well as among them and the regional and national stakeholders.

In the documents were written the findings and agreements reached by the stakeholder about the vision and future development goals of the island community, where the numerous workshops and meetings facilitated the establishment of trust and personal relations among participants that come up with interesting new joint local development initiatives.

A very important outcome was the increased capacity of the Island Development Agency to prepare and implement development projects funded by local, regional national and EU funds, covering many topics identified in the strategic documents elaborated within the project. The legacy of the project is certainly also the attention the Town of Cres, the Island Development Agency and the island stakeholders pay to respect the principles of the sustainable development in all development initiatives they implement, with particular attention to the principles of the *Framework Convention on the value of cultural heritage for society* and those of the *European Landscape Convention*. All projects are implemented by using the participatory approach, trying to involve as many as possible relevant stakeholders.

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

### 13. 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 a remedy to any pre-existing environmental damage or urban blight? How?*

The project has elaborated a sustainable development strategy for the island of Cres, emphasising the role, value and importance of the landscape as a resource for both, social and economic development.

In order to gain a comprehensive picture of the island's landscape situation and its specifics, a rapid survey was carried out. The general objective of the Landscape Survey was to provide the stakeholders engaged into the island development process with technical support for identifying and recognising the landscape features in the territory, but also with facts to assess the values of the landscape in order to clarify its potential role toward long-term development policies. The findings of the survey and the analysis of the gathered data were presented together with Measures for landscape management on the island of Cres in the Landscape study of the Island of Cres.

The study raised awareness in the island community about the importance of the landscape and served as a base for the development of other projects. For example, the "Trail of centuries old olive groves" which goes through the drystone terraces around the town of Cres, or the VALUE project (Interreg cross-border programme Italy-Croatia) which created a long-distance trail "Via Apsyrtides" along the islands of Cres, Lošinj and Ilovik, valorising, first of all, their beautiful landscapes.

The two abovementioned projects were the result of the initiatives promoted by the Island Development Agency, but involved many local stakeholders in their implementation, and today are intensively promoted and used by the tourism industry as a tool for developing new tourism products, attracting new types of tourists and extending the tourist season. Both projects are based on exploitation, preservation, valorisation and promotion of the island's unique landscape.

#### **14. Exemplary value**

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

Based on the PPLP project, a detailed inventory of natural and cultural heritage as well as other spatial values was carried out using modern methods and GIS tools. The resulting foundations were the starting point for the creation of the Cres Island Development Strategy with the participation of a wide range of interested stakeholders. In the process of creating a landscape study, a group of landscape architecture students was involved, which contributed to professional education on landscape. The basis created in this way is an incentive for the implementation of numerous new projects for the sustainable development of the island, some of which have already been implemented.

The project has triggered a new way of promoting and moderating local development initiatives, which has been carried out through the local development agency. Namely, the Island Development Agency (funded and owned by the Town of Cres and the Town of Mali Lošinj) has progressively developed its competences and human capacities and has gained importance along the implementation of the project.

The development principles used within the project, and the local community dynamic that was created and further developed after the end of the project is a sort of success story and good case study that is promoted and transferred to other local communities, particularly those on other Adriatic islands. In that sense, a very good collaboration has been established with the Island Movement, an association that promote responsible and sustainable development of Croatian islands.

#### **15. 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 outlined a framework for consultations and the exchange of opinions by incorporating a wide spectre of public and private subjects in a debate on the future of the island of Cres that afterwards led to cooperation and partnership among local stakeholders, public administrations, private businesses and national or international partners. The result of this participative process was set out in a document called The Development Charter for the Island of Cres.

The positive momentum was maintained in the following years – ever since the project beginning, the Island Development Agency have always been applied the participatory principles when implemented development projects and the stakeholders got used to join the workshops, meetings and public debates carried out within various initiatives and to bring their contributions and ideas to the debate.

The project was in line with the wider policies implemented by national, regional and local authorities. Produced Island of Cres Territorial Strategy 2016-2025 is consistent with the Primorsko-Goranska County Development Strategy 2016-2020 (published in October 2015), sectorial national strategies and the Europe 2020 strategy.

The wide and intensive participation of stakeholders coming from different sectors (public, business and civil) has improved collaboration and strengthened the community cohesion which facilitated the development of a new initiatives outside the project framework.



## 16. Awareness-raising

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

Through the elaboration of the key strategic development documents and particularly the Island of Cres Development Charter that was adopted by the Town of Cres council and key stakeholders, the project laid the bases and set the direction and main principles of the future development of the island. Today, all the stakeholders and the whole island community are aware of the importance not only of landscape, but also of the whole natural and cultural heritage and other island resources that must be protected, as well as valorised and activated in development.

The island economy is based on the tourism and it has become obvious to all islanders that the main competitive advantage they have and can offer to the visitors is the preserved and maintained landscape, cultural heritage, traditions and local identity.

The Town of Cres promotes in media local initiatives and projects, always highlighting the importance of applying the principles of sustainable development, not only regarding the environmental aspects but also the economic and social.

Besides the direct involvement of the local stakeholders in the implementation of various projects, the promotion of sustainable aspects of the development initiatives on local, but particularly on regional and national media, has contributed to the enhancement of the feeling of belonging, place attachment and community sentiment as well as the importance of protection the island resources.

## V. ADDITIONAL MATERIAL

**Together with the printed version of the Application form, additional material in digital format should be included in one USB key, and returned by post to:**

*Secretariat General of the Council of Europe*

*Council of Europe Landscape Convention*

*8th Session of the Landscape Award of the Council of Europe*

*F-67075 STRASBOURG, Cedex*

- Text (20 pages max.): *PDF format*
- Photos (10 max.): *JPEG 350 dpi high definition*
- Posters (2 max.): *PDF format high definition or JPEG 350 dpi high definition*
- Video (15 min max.): *mpeg 2 format - It is recommended to present a video (even of amateur quality).*

### **Publications**

[Publications of Pilot Project Island Cres](#)

<https://www.otoci.net/index.php/turizam/15375-stazama-stoljetnih-maslinika-hodalo-30-ak-zainteresiranih>

<https://www.novilist.hr/rijeka-regija/otoci/kampanja-upoznaj-svoju-zemlju-organizirano-razgledavanje-starih-creskih-maslinika/>

<https://www.novilist.hr/rijeka-regija/na-cresu-i-losinju-pocelo-oznacavanje-povijesnih-staza-via-apsyrtides/>

<https://www.novilist.hr/rijeka-regija/otoci/sedamnaestero-cresana-polozilo-za-turisticke-vodice-u-prirodi/>

### **VIDEO**

<https://www.pplr-otokcres.info/?p=476>

<https://www.pplr-otokcres.info/?p=472>

<https://www.pplr-otokcres.info/?p=444>

<https://www.youtube.com/watch?v=wj9gfb3z2eY>

<https://www.youtube.com/watch?v=VBaGruIPcE>