



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

1. State	Italy
Represented by	Mr. Luigi La Rocca, General Director
<i>Address:</i>	Ministry of Culture Direzione generale archeologia, belle arti e paesaggio Servizio V Tutela del Paesaggio Via di S. Michele 22 00153 Roma
<i>Telephone:</i>	0039-0667234545
<i>E-mail:</i>	dg-abap@cultura.gov.it
2. Applicant	Orti Generali
<i>Name of the local, regional authority(ies) or NGO(s)</i>	
Represented by	Mr. Stefano Olivari
<i>Address:</i>	Strada del Castello di Mirafiori, 38/15 Torino, Torino 10135 ITALY
<i>Telephone:</i>	0039-3311370672
<i>E-mail:</i>	ortigenerali@gmail.com

II. PRESENTATION OF THE PROJET

3. Name of the Project

ORTI GENERALI. *The countryside comes to town*

4. Location of the Project

Turin's southern suburb of Mirafiori - City of Turin,
Piedmont Region- Italy

5. Summary of the Project

Orti Generali was created with the aim of building a social enterprise model for the transformation and management of residual urban agricultural areas in the southern Mirafiori suburb in Turin. The name is inspired by the wholesale fruit and vegetable markets (*mercati generali*). Meant to be more than a gathering place, it is a meeting and sharing point for practices, experiences and skills related to urban cultivation, experimented directly in the field and in an inclusive way. Orti Generali stems from a community-based participatory process started in 2010. Over the years, this process has increasingly involved schools, associations, gardeners, disadvantaged groups and residents of the area. Thanks to its innovative social and technological components, it is supported by public and private funds and supervised by various universities. In 2018 it was officially entrusted by the City of Turin with 3 hectares of land to create a social enterprise model in the city park. Today it offers both groups and families the opportunity to cultivate gardens using organic methods exclusively.

6. Photo representing the Project

Author of the photo: Giuseppe Moccia



7. Website of the Project

<https://www.ortigenerali.it/>

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**

- Mirafiori Community Foundation
- City of Turin
- Health Authority of the City of Turin (ASL)
- Parco del Nobile Association
- Amiat Iren Group

10. **Financing bodies**

Public funding: European Union Horizon 2020 *FUSILLI (Urban Food Planning)*, European Union Horizon 2020 proGReg (which promotes using nature for renewal), MIUR and Local Plan for the ASL of the City of Turin
Private funding: Compagnia di San Paolo Foundation, Novacoop, Iren

11. Central aims of the Project

Orti Generali was established with the goal of building a social enterprise model promoting ecological sustainability and social equity for the transformation and management of residual agricultural areas in the Turin metropolitan area. Presently, its main objectives are to

- return to the community a city park that was previously characterised by degradation and squatting so that the local community can experience and participate in it;
- include in the regeneration process a diversity of participants, particularly those living in conditions of socio-economic fragility;
- propose a landscape structure that enhances traces of the pre-industrial agrarian landscape and that reintroduces the planting system of the Po Valley, characterised by willow and mulberry rows along the canals;
- not place a heavy economic burden for the management of green spaces on the public entity but rather provide scenic, economic and social value through co-partnership with a private, third-sector entity;
- integrate city gardens into green areas to avoid the traditional allotment model of repetitive honeycomb design and allocate a substantial portion of the park to shared spaces, preserving views and ensuring broad access to park users;
- encourage 250 families in the area to produce their own healthy, consciously grown, locally sourced food;
- pursue a scientific approach to landscape and vegetable garden management through

academic collaborations.

12. Outcome

Among its most relevant accomplishments, Orti Generali has

- renovated Cascina Piemonte as a refreshment area for gardeners and park goers and as an additional revenue stream for the project itself;
- created 170 vegetable gardens of 50, 75 and 100 square metres;
- established a community garden for social inclusion activities and an educational garden for schools and family workshops;
- created within the park a garden dedicated to pollinators and an apiary for honey production that may also be used for educational activities with schools;
- offered courses with 26 teachers in horticulture, pruning, beekeeping, permaculture, sustainability and green design;
- organised local activities, such as the *Social passata* (tomato passata production), cleaning of Piedmont Park and group cooking days with the University of Pollenzo.

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 Orti Generali project is part of a sustainable development policy because it has restored to the city of Turin (particularly the suburban neighbourhood of Mirafiori Sud) a park that was previously characterised by squatting and underuse, removing decades of waste from the banks of the Sangone River.

The new urban gardens follow the principles of organic farming, and events organised throughout the year raise awareness of environmental sustainability.

The aesthetic enhancement of the landscape preserves historical landscape features, particularly the *bealere* (irrigation canals) that have organised the historical agricultural landscape for over five centuries.

Although it has not been possible to restore their functioning, they have been enhanced as a distinctive landscape element by suitably orienting the layout of the vegetable garden plots, planting ancient apple and pear tree cultivars and leaving the grass unmown to nurture pollinating insects. The central drive of the vegetable gardens was planted with mulberry trees, an emblematic plant of the Po Valley.

14. Exemplary value

Can the project be considered of exemplary value? Why?

Which are the good practices that it implemented?

The project can be considered of exemplary value because it can be replicated in all residual agricultural areas, especially in suburban areas. The good practices implemented include participatory maintenance and bottom-up land transformation. The project was designed and articulated in collaboration with different stakeholders, and the transformation was achieved with the support of volunteers and active citizens in the neighbourhood.

This is also an exemplary project with regard to the materials used (chestnut wood cut and processed in the province of Turin, fixed furniture and fencing without concrete bases), the organic cultivation and maintenance of green areas and the digitisation of the automatic irrigation system, which reduces waste and copes with drought episodes.

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 stems from a community-based participatory process started in 2010. This process has increasingly involved schools, associations, gardeners and residents of the area. In particular, the project's design emerged from a collaboration between a public entity, a community foundation and a third-sector entity. From the start, all phases of the conception and implementation were determined by consensus with the public entity, which for the first time defined ad hoc regulatory instruments for the creation of this unprecedented project.

The entire project is in line with the wider institutional policies. It was made possible thanks to the conspicuous contribution of a national initiative to support project about Smart Cities and Communities and Social Innovation, and several funding lines of European initiatives for the city of Turin.

Because of its innovative features, the project is being studied and used as an example in several cases of strategic planning for the management of residual agricultural areas, such as the city of Turin's strategic plan for green infrastructure.

Numerous delegations have visited from the rest of Europe and beyond, including France, Switzerland, Germany, Norway and South Korea.

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?

The process of transforming the park has inspired a renewed sense of community and environmental awareness among the citizens of the Mirafiori neighbourhood.

Many of the former squatter gardeners along the banks of the Sangone actively participated in cleaning up the area and creating Orti Generali, making the gardens available to various projects and workshops with schools and associations. Countless volunteers give their time to kiosk activities and routine park maintenance. Events organised throughout the year strengthen the sense of community, including the *Ortometraggi* (film festival) and the Gran Gala (an evening of culinary sharing featuring the gardeners' produce).

The landscape design of Orti Generali involved extensive research in the European field, producing a space that drew equal inspiration from the French *parc potager* and English urban farms. The European identity is strengthened by ongoing dissemination through the *FUSILLI (Urban Food Planning)* initiative, which involves the participation of other European projects located in various cities on the continent.

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).*

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