



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

9th Session – 2025-2026

APPLICATION FORM

State Party: FRANCE

Disclaimer: This is an unofficial English translation of the original French text, prepared with the support of AI-assisted translation tools. It is provided for informational purposes only and has no legal or official status.

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.

The 4th Summit of Heads of State and Government, held in Reykjavík on 16 – 17 May 2023, recognised “the urgency of additional efforts to protect the environment, as well as to counter the impact of the triple planetary crisis of pollution, climate change and loss of biodiversity on human rights, democracy and the rule of law.” It committed the Council of Europe to strengthening work on the human rights aspects of the environment and initiate the Reykjavik process of focusing and strengthening the work of the Council of Europe in this field, as laid down in Appendix V of the Reykjavík Declaration on “The Council of Europe and the environment”.

Appendix V of the Reykjavík Declaration references the Landscape Convention to highlight that “landscape has an important public interest role in the cultural, ecological, environmental and social fields and is a key element of individual and social well-being, and that landscape protection, management and planning entail rights and responsibilities for everyone.”

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), no later than 31 December 2025, 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 FRANCE

Represented by	Ms FLEURY-JÄGERSCHMIDT
<i>Address:</i>	Ministry of Ecological Transition, Biodiversity and International Climate and Nature Negotiations DGALN/DHUP/UP2 Tour Séquoia, 1 Place Carpeaux, 92055 La Défense Cedex
<i>Telephone:</i>	+33 6 50 64 11 55
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2. Applicant Syndicat mixte du SCoT de l'Agglomération Messine (SCoTAM)
Name of the local, regional authority(ies) or NGO(s)

- ✓ Local / regional authority project
☐ NGO Project

Website of the Applicant (if exists) <https://www.scotam.fr/>

Represented by	Mr Henri HASSER, President of SCoTAM
<i>Address:</i>	Ms Béatrice GILET, Director General of Services of SCoTAM 48 Place Mazelle, 57 000 METZ
<i>Telephone:</i>	03 72 60 61 32
<i>E-mail:</i>	contact@scotam.fr / bgilet@scotam.fr

II. PRESENTATION OF THE PROJÉT

3. Name of the Project

The Landscape Plan Initiative within the Metz
Metropolitan Area Spatial Coherence Scheme (SCoT)

4. Location of the Project

The territory of the Territorial Coherence Scheme (SCoT),
with 60 designated local elected representatives, covering
an area of 1,762 km², composed of 7 inter-municipal
structures, totalling 224 communes (419,600 inhabitants).
Its perimeter extends across two departments: Moselle and
Meurthe-et-Moselle.

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

When the revision of the Territorial Coherence Scheme (SCoT) was launched in 2017, the Joint Association recognised that the well-being of the territory, its residents, and its businesses was closely linked to the quality of its landscapes. It therefore decided to use the landscape approach - until then only marginally taken into account - as the guiding principle for its strategic planning for the next twenty years. This ambition was embodied in the Landscape Plan initiative, which brought together elected representatives, local stakeholders from the public and private sectors, and residents to define landscape quality objectives that support sustainable territorial development.

To achieve this, the Association commissioned a multidisciplinary project team led by a landscape architect. Following two years of collaborative planning (June 2018–June 2020), the adoption of the revised SCoT in 2021 marked the culmination of the process. Since then, the landscape has become the overarching framework and point of reference ensuring coherence across all sectoral policies implemented within the territory.

The participatory process launched through the Landscape Plan continues today through public awareness-raising activities, advisory support for municipalities in developing projects rooted in local characteristics and resources, and the dissemination of the approach among regional, national, and European partners.

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



Credits: Syndicat mixte –
Agence Omnibus

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

<https://www.scotam.fr/thematiques/paysage/>

III. CONTENT OF THE PROJECT

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

9. **End of the Project** month year
*The project must have been
 completed at least three years previously*

7 inter-municipal communities (intercommunalités)
 Rhine-Meuse Water Agency (Agence de l'Eau Rhin-Meuse)
 Anne-Cécile JACQUOT, landscape designer, Agence OMNIBUS (project management lead) and co-contractors: François Roumet, Monono, Alphaville
 Chambers of trades (agriculture, crafts)
 Advisory bodies (CAUE, urban planning agency)
 Regional Natural Parks

10. Partners

State services
European Union (EAFRD / FEADER)

11. Financing bodies

SCoTAM
Rhine-Meuse Water Agency
State services (Local Investment Support Grant and
Landscape Plan engineering subsidy)

12. Central aims of the Project

What are the main objectives of the project regarding landscape?

How does the project contribute to the implementation of the Convention at the national level or transnational level?

The SCoTAM territory is located in north-eastern France, at the heart of the SaarLorLux region, between Belgium, Luxembourg, and Germany. It encompasses a remarkable diversity of landscapes, including plateaus, the Moselle hillsides, river valleys, agricultural plains, and the Moselle corridor, where urban development is concentrated.

This area of confluence, which is undergoing significant change, faces the challenge of ensuring its development while preserving the identity of the territories that make it up. The landscapes that characterise it are both ordinary and exceptional, urban and rural, gently rolling and sometimes steep. They are closely linked to local resources and their exploitation: shaped by an industrial and military history, agricultural decline, expanding urbanisation, soil degradation, and the weakening of ecological networks. These landscape transformations have resulted in areas that are often disconnected from their underlying physical foundations (landform and hydrography), have distanced communities from their relationship with landscapes, and have contributed to the homogenisation of these landscapes.

Within this singular context, the *Syndicat mixte*¹ adopted the Landscape Plan as a method and holistic approach, using landscape to drive change, around a structuring conviction: "its quality determines our health. Our activities determine its quality." The principal objectives of this project-based approach are intrinsic and structuring over the long term:

1) Landscape everywhere and for everyone

Developing, through the involvement of stakeholders, a landscape culture through a pedagogical and participatory approach, as guarantees of political ownership and project sustainability - so that everyone, advantaged or disadvantaged, feels concerned by landscape, that all landscapes - emblematic or degraded - are of interest, and that the landscape approach permeates within the SCoT territory and spreads to neighbouring, national and cross-border territories.

2) Landscape as a multi-service tool

Positioning landscape both as a tool for territorial renewal, respectful of its identity, and as a solution to the challenges of ongoing transformations - to foster the right balance between the protection, management and planning of landscapes and to capitalise on landscape

¹ Can be translated as a Joint Association

quality as a vector of identity and lever for attractiveness.

3) Landscape for adaptation

Deepening work specifically on priority issues for the territory through the lens of climate change adaptation: (1) the revitalisation of brownfields (industrial, agricultural, commercial, military and urban) linked to local history; (2) improving the legibility of the territory (town entrances, routes through and on the fringes of towns and villages) in relation to the geographical particularities of the SCoT; (3) adaptation to changes (ways of doing and thinking, flood risks, drought, ground movement, pollution) to improve local populations' awareness of their local landscapes.

4) Landscape as a space for dialogue

Recognising the importance of sensory experience by giving due consideration to the expression of perceptions and emotions, and taking them into account through an attentive and open approach. This contributes to the quality of projects and landscapes, ensuring that they are better aligned with the needs of the population and ultimately supporting the well-being and mental health of all.

5) Regulatory framework for landscape

Translating the landscape orientations and issues of the territory, identified through the Landscape Plan, into planning documents so that projects from communities reviewed by the *Syndicat mixte* can be compatible with these landscape quality objectives.

Although the Landscape Plan project was initiated in 2017 and completed in 2021 with the approval of the SCoT, the process it initiated continues within this shared framework. It pursues both awareness-raising and participatory democracy objectives, while supporting projects of all kinds to ensure their contribution to landscape quality. Designed as a long-term approach, it provides ongoing support to elected representatives, including newly elected officials, and ultimately aims to enable everyone to live in a healthy environment — people, fauna, flora, businesses, and so on.

"A landscape that functions well is a landscape where everyone feels well."

13. Type of the Project

Describe the nature/type of the project:

Does it focus on landscape protection and management, or does it involve landscape planning, or both?

Is the project related to specific measures or to a landscape public policy?

Is it implemented at a national level or a transnational level?

A MULTI project: The project adopts a truly multi-dimensional approach, combining different perspectives, timeframes, audiences, and tools. It brings together:

- Educational and regulatory approaches
- Short-, medium-, and long-term actions
- Strategic planning and on-the-ground implementation
- Political leadership and technical expertise
- Printed materials and digital tools
- Rigour and accessibility
- Experts and the wider public

The project is led by a Joint Association responsible for preparing and monitoring the SCoT (Territorial Coherence Scheme), a strategic spatial planning document supported by a structured political governance framework. The SCoT promotes sustainable territorial development by balancing social, economic, and environmental objectives across a broad geographic area. By establishing a multidisciplinary vision, a long-term roadmap, and shared ambitions for the next twenty years, it ensures continuity of action beyond electoral cycles.

Alongside the regulatory framework provided by the SCoT, the Joint Association implements an ongoing territorial engagement programme to maintain the momentum of the project. It supports the practical implementation of strategic orientations, promotes the involvement of landscape architects — a regulated profession recognised under French Law No. 2016-1087 of 8 August 2016 on the restoration of biodiversity, nature and landscapes — encourages public participation during the operational phases of SCoT implementation, and shares the approach with regional, national, and European partners.

The overarching objective is to ensure the long-term sustainability of the landscape approach at every territorial scale, with a strategic outlook extending to 2050.

- The initiative led by the Joint Association represents a long-term, structuring process that combines regulatory and operational dimensions while fostering continuous participatory governance, including public awareness-raising and capacity-building activities. Its landscape strategy operates across multiple scales, reflecting both the extensive geographical scope of the territory (224 municipalities) and the diversity of landscapes it encompasses, including agricultural, natural, urban, commercial, and industrial areas. This approach enables the development of tailored measures that respond to the specific characteristics, resources, and challenges of each landscape.
- By embedding the landscape approach within the SCoT - the territory's principal strategic planning instrument - the project translates landscape policy into concrete local action. It therefore addresses all dimensions of landscape protection, management, and planning, providing a coherent framework for defining strategic objectives and adopting measures suited to each landscape context.
- The project also contributes to the implementation of the Council of Europe Landscape Convention at both national and transnational levels by promoting the landscape approach among institutions and stakeholders operating across these scales.

The geographical and administrative position of the SCoT provides a particular advantage in this respect. Located on the German border and close to Belgium and Luxembourg, the territory is characterised by significant cross-border mobility, with many commuters

experiencing transnational landscapes on a daily basis. The SCoT also provides formal opinions on cross-border infrastructure projects, including major transport developments.

As its methodology is readily transferable, **SCoTAM** also supports other territories wishing to adopt a similar approach, including the *Vosges Centrales* and the *Pays de Sarrebourg*, thereby extending the project's impact beyond its own territory.

Anne-Cécile JACQUOT, lead representative of the project team, is a State Landscape Advisor and a trainer for the Regional Directorate for the Environment, Planning and Housing (DREAL) on the landscape approach. She also contributes to the network of the French Federation of Landscape (Fédération Française du Paysage), has worked with the Landscape and Energy Chair, and promotes the landscape approach at multiple scales and among a wide range of stakeholders.

Béatrice GILET and Henri HASSER serve as reference experts for the National Federation of SCoTs (Fédération nationale des SCoT) and are actively involved at regional, national and even European levels. For example, they have presented and promoted the landscape approach to the Chair in Urban Planning and Sustainable Spatial Development, the Grand Est Region, the Environmental Authority, the National Centre for Territorial Civil Service (CNFPT), the State Human Resources Development Centre, the Institute for Advanced Studies in Territorial Planning, the Laboratory for Innovative Land and Territorial Initiatives, the General Inspectorate for the Environment and Sustainable Development, the French Building Federation, the University of Liège (Belgium), and German authorities consulted in relation to the SCoT, among others.

Step by step, these actions help disseminate the landscape approach and promote the principles of the Convention.

14. Outcome

What are the effective and measurable results of the project on the landscape?

This initiative is a long-term process that remains active nearly eight years after its launch. It is based on an overarching vision of coherence and on the coordination of a wide range of complementary and mutually reinforcing actions. Its benefits are multiple, particularly:

- **In terms of sustainable territorial development:** the ambition of the Landscape Plan (“Plan Paysages”) is to shape the future of the territory by building on the value of its landscapes.
- **In terms of education and awareness-raising:** this objective, pursued by the Joint Association (“Syndicat mixte”) throughout the landscape approach, remains a key focus today..

The first key step was the integration of the Landscape Plan into the planning framework in 2021. To maintain the momentum generated by the initiative, the Joint Association recruited a landscape architect/designer within the SCoT team to support the high-quality implementation of projects. In addition, a “Landscape Plan Commission”, composed of elected representatives and staff from the intermunicipal authorities, was established to

complete the governance structure. It is responsible for steering, guiding, and prioritising actions through ongoing dialogue with project leaders and by supporting implementation in cooperation with residents.

Field visits are organised, alongside continuing training opportunities for local authority staff, in order to strengthen skills and build capacity in the relevant fields.

The operational applications are numerous:

✓ **A growing culture of landscape awareness**

The initiative has fostered a way of approaching spatial planning that embraces both its analytical and experiential dimensions. Participants have regularly been encouraged to observe the landscapes they inhabit, find the language to describe them, and express their own perceptions and experiences.

Comments from elected representatives:

"If I had known about this approach earlier, I would never have allowed that housing development to be built in that way."

"Now I understand what landscape really means."

"In the end, taking care of the landscape means taking care of our health."

✓ **Raising awareness of and participation in landscape among people aged 3 to 83**

The initiative has engaged residents of all ages through a wide range of participatory activities:

- 18 landscape walks, thematic workshops and hearings with local stakeholders;
- 2 *Apéro'SCoT* evenings (informal community gatherings to discuss the territorial development project);
- 3 public feedback events;
- 1 participatory worksite;
- 1 public exhibition (continued beyond 2021);
- 2 *Landscape Cafés* (plus 6 additional sessions after 2021).

Focus: Landscape Cafés

Since the launch of the Landscape Plan, *Landscape Cafés* have become regular events where participants explore specific themes in the field through the perspectives of local associations, public authorities and experts. Topics have included water, soils, forests and agroforestry, the energy transition, and landscape boundaries and transition zones.

Other engagement activities include:

- 1 public inquiry as part of the revision of the SCoT;
- 70 educational sessions with school pupils (continued beyond 2021).

Focus: Educational programmes for schools

Since 2018, the Joint Syndicate has developed a dedicated educational programme for Year 5 - 6 primary school pupils (aged 9 - 10), focusing on inhabited landscapes and the challenges they face. The programme has now reached its eighth edition, involving 28 municipalities and 857 pupils.

Running throughout the school year, the programme invites each class to reflect on the future of its local area through four classroom workshops. Landscape becomes the central theme around which teachers integrate learning across different subjects, culminating in the creation of "sensitive maps" that express the pupils' personal perceptions of their territory. During a celebratory event at the end of the year, each class presents its work to local elected representatives, creating an opportunity to compare perspectives on how landscapes are

perceived and experienced, and in some cases to initiate projects with the local youth council.

The SCoTAM also delivers occasional sessions in lower secondary schools (ages 11 -16), annual courses at the Agricultural High School (ages 16+), and teaching in Master's programmes in Urban Planning and Construction Law, as well as Agrosociences, Environment, Territories, Landscape and Forestry.

These activities have continuously enriched the Landscape Plan process and have been held annually since 2022.

Comment from a primary school pupil:

"What I liked most was exploring the landscape through all five senses - the landscape you see, smell, hear, touch and even taste."

✓ **Illustrated resources that provide lasting support for landscape awareness**

The initiative has produced a wide range of educational and communication materials, including:

- 8 territorial landscape profiles;
- 1 publication documenting the *Stories of the Meetings*;
- 10 educational action sheets;
- 10 short humorous animated videos;
- 1 sensitive map of the territory;
- 1 roadmap;
- 16 scale models produced by pupils (with many more created after 2021).

Comment from a technical officer:

"The animated videos are fantastic. It's great to see yourself featured in them, and they'll be an excellent training tool for future elected representatives. In just a few minutes, they'll be able to understand the work that was done before they took office."

✓ **Landscape integrated into planning and regulation - from policy to implementation**

The Landscape Plan has been translated into planning policy through:

14 regulatory objectives (forming the territory's landscape strategy) incorporated into the SCoT, the strategic planning framework with which local planning documents and certain building and development permits must comply;

20 formal planning opinions issued by the Joint Association during project assessments - including building and development permits, municipal planning maps, local development plans, commercial developments, transport infrastructure projects and others - to ensure that landscape quality objectives are properly considered (with many more opinions issued after 2021).

Dialogue with municipalities and project developers has enabled projects to evolve through a landscape-based approach, for example by improving spatial legibility, strengthening urban structure, and enhancing the relationship between developments and their surroundings.

Comment from an elected representative:

"Following the SCoT's recommendations, we revised the project, particularly by improving its integration into the town gateway, reconsidering the orientation of the buildings, and strengthening the landscape design."

✓ **A wide range of stakeholders engaged in landscape education**

The initiative has mobilised an extensive network of public and private stakeholders, including:

224 municipalities and 7 intermunicipal authorities raising awareness of landscape issues; more than 200 partner organisations at local, national and European levels - including public institutions, associations, businesses, residents, and both public and private actors; the establishment of a dedicated Landscape Plan Commission to steer and guide implementation;

the recruitment of an in-house landscape architect to strengthen project support; ongoing training and advisory support for local authority staff, elected representatives and other stakeholders to help integrate landscape considerations into their projects.

Comment from a business representative:

"We worked closely with the SCoT team to incorporate its landscape guidelines into our application for commercial development authorisation."

✓ **Dissemination and communication on landscapes**

500 copies of the Landscape Plan publication distributed (printed handbook and digital toolkit);

3 *"Paysagez-vous!"* newsletters aimed at the general public (+ 4 additional editions after 2021);

More than 10 press features at local, regional, and national levels (e.g. *La Semaine, Le Républicain Lorrain, Le Moniteur, Urbanisme Review, C'est Demain*, etc.);

1 Gold Award at the Deauville Green Awards in 2025;

1 participatory observatory to document and map the territory's dry-stone walls.

Focus: Dry-stone walls -a little-known heritage

This still little-known and discreet dry-stone heritage has been the subject of a participatory observatory aimed at documenting existing resources (with 90 structures already recorded). This tool highlights the diversity of dry-stone walls and their importance within landscapes, while emphasising the need to protect them through local urban planning documents.

Resident's comment:

"This approach is truly comprehensive. There are very few places where landscape is explained in this way; I have learned so much. And now it is also being covered in the press, which allows others to take an interest in our landscapes and to discover that a landscape approach exists"

✓ **Transforming places through the landscape approach**

1 flagship project: the transformation of the school courtyard in Ban-Saint-Martin through the landscape approach. This involved consultation with children, teachers, parents, technical services, and elected representatives; responding to identified needs; promoting citizenship education; and creating a multi-purpose outdoor space including areas for play, relaxation, music, learning, picnics, ball games, water management, and biodiversity. The project went beyond simply de-sealing surfaces and adding vegetation.

The continuation of the school courtyard de-sealing programme initiated through the Landscape Plan (a project involving four schools launched in 2020, under the initiative *"Cours d'école : cassons la croûte !"*).

The implementation of operational projects addressing cross-cutting and transferable themes across the entire territory (from planting a single tree to recommendations on rainwater management and vegetation strategies adapted to different environments).

The restoration of ecosystems through the planting of trees, shrubs, and herbaceous plants

during participatory worksites.

Focus: Participatory worksites to improve everyday living environments and develop new skills

These participatory worksites bring together residents and professionals to implement actions developed through the Landscape Plan approach. They provide opportunities to improve the quality of everyday surroundings while acquiring new skills, such as hedge laying, dry-stone construction, and fruit tree pruning.

One example is the participatory worksite “Let’s take ownership of the Rabbit Park”, which enabled both younger and older participants to get hands-on experience with the land, try root pruning techniques, install tree supports, apply mulching, create fences, and establish dry hedges. These activities also created opportunities for intergenerational exchange and the transmission of valuable knowledge and skills.

The project also supported three territories in translating the landscape approach into concrete operations, including stream restoration, town entrance improvements, and land-use management. This support has continued and expanded since 2021.

A partnership was also established with the Chamber of Agriculture, leading to the planting of hedgerows across the territory.

The launch of an agroforestry pilot project on plots managed by an agricultural college.

The continuation of the partnership with landscape designers, who act as project leads for plans, programmes, and on-the-ground operations.

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

15. 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?

Does it respond to the triple planetary crisis of climate change, pollution and biodiversity loss? How?²

The project contributes to the objectives of implementing the Convention Programme in terms of sustainable territorial development (Article 6(c), (d), and (e), in accordance with Article 1(d), (e), and (f)).

The integration of the Landscape Plan into the SCoT's strategic planning framework in 2021 - through the presentation report of the Sustainable Development and Spatial Planning **Project and the Orientation and Objectives Document** - provides a long-term framework of coherence for sectoral policies. Landscape is not treated as a separate component; rather, it supports, informs, and is taken into account across all thematic areas addressed.

Projects are assessed through a compatibility-based approach that fully incorporates landscape quality objectives, both in dedicated landscape projects and through their broader cross-cutting implications. This dialogue with project developers has enabled certain projects to evolve towards better integration of environmental and landscape considerations. By becoming firmly embedded in planning processes, landscape has become a driver for enhancing territorial development and attractiveness.

16. Exemplary value

Can the project be considered of exemplary value? Why?

Which are the good practices that it implemented? Which of these practices are considered of exemplary value at the national or transnational level?

² Appendix V to the Reykjavík Declaration

The exemplary nature of this approach, which is still active in its implementation phase, has been recognised on two occasions in national competitions launched by the Ministry responsible for Ecological Transition (the 2017 Landscape Plans call for projects and the 2024 National Landscape Grand Prize).

The film documenting the initiative (15-minute version) received the Gold Trophy at the 2025 Deauville Green Awards, an international professional festival dedicated to films addressing ecology and social responsibility.

Through practical experience, the project demonstrates the relevance of applying the Florence Convention at the local level, both through its integrated approach to incorporating landscape into sectoral policies (Article 6.d.e, in accordance with Article 5.c.d) and through its focus on raising awareness, training, and education on landscape issues (Article 6.a.b). Its regulatory translation establishes a coherent framework to sustainably guide planning decisions and the implementation of projects (both private and public), through continuous dialogue with stakeholders.

This voluntary approach is an inspiring example, as demonstrated by its cross-border cooperation with Belgium (a partnership developed within the framework of the “Urban Project Conferences”: a conference series organised by the University of Liège / Faculty of Applied Sciences – Faculty of Architecture – Faculty of Sciences, the Haute École Charlemagne, the City of Liège, For Urban Passion, and GRE–Liège) to share experiences from these projects (25–26 April 2023) (Article 8). At the national level, it has also served as a case study for architecture students, notably at the School of Architecture of Nancy on 22 March 2023, during the presentation of the publication Planning Territories for Well-Being, produced by the Landscapes of the Post-Oil Era network.

17. Public participation

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

Which stakeholders were involved, and how and when were they engaged? When did the active public consultation and dialogue take place, and in what form?

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

The project meets the objectives of implementing the Convention's programme in terms of participatory democracy (Article 6.e).

The SCoTAM Landscape Plan was initially driven by the intuition that landscape could serve as a unifying force for a territory, creating links between residents and elected representatives across the vast SCoT area. It has since developed into a dynamic and living process, creating spaces for exchange, learning, training, and solidarity among intermunicipal bodies, municipalities, and residents.

A public consultation was also conducted as part of the SCoT revision process, including its landscape strategy. The Landscape Plan therefore contributed to fostering shared responsibility among elected representatives, associated public authorities, and residents regarding the future of their territory: "landscape being a common good, with responsibilities shared among all stakeholders."

Over time, the project has been structured around a series of phases involving all stakeholders in shaping landscape-related policies:

- Building a shared landscape culture, through exchange sessions serving as spaces for learning and for observing landscapes that are often overlooked because they form part of everyday life (thematic walks and surveys, landscape meetings, activities in schools, and participatory projects to improve the living environment);
- Creating opportunities for dialogue on landscape between intermunicipal authorities and municipalities, helping to overcome the sense of isolation often experienced by elected representatives;
- Encouraging action and supporting elected representatives in defining their initiatives through advisory support provided to local territories.

18. Awareness-raising

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

The project meets the objectives of implementing the Convention's programme in terms of raising public awareness of the value, role, and evolution of landscapes (Article 6.a.b).

The initial ambition of the joint association was to develop a shared landscape culture among all stakeholders, in order to guarantee the concrete implementation of the measures and support their long-term delivery. It is embodied through the practice of participatory democracy and its counterpart, namely raising public awareness of landscapes.

Numerous landscape-reading sessions were carried out in the field to understand the living environment, the pressures exerted by climate change, and the challenges of remediation. Workshop-debates enabled exchanges through formats and topics adapted to different audiences (schoolchildren, decision-makers, professionals, and residents).

This awareness-raising has since become embedded in practices and continues today, in order to train local elected representatives and strengthen the general public's knowledge of their everyday landscapes.

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

Directorate General Human Rights and Rule of Law (DG I)

Directorate of Social Rights, Health and Environment

Department for the Reykjavík Process and Environment

Council of Europe Landscape Convention

9th 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 (5 min max.): *mpeg 2 format - It is recommended to present a video (even of amateur quality).*

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