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## **EUROPEAN LANDSCAPE CONVENTION**

***CEP-CDCPP***

### **LANDSCAPE AWARD OF THE COUNCIL OF EUROPE**

#### **MEETING OF THE INTERNATIONAL JURY**

***6th Session 2018-2019***

#### **General presentation of application forms**

Palais de l'Europe, Council of Europe  
13-14 May 2019

*Document of the Secretariat General of the Council of Europe  
Directorate of Democratic Participation*

## Presentation

The European Landscape Convention provides for a Landscape Award of the Council of Europe. In particular, it states that, on proposals from the committees of experts supervising the implementation of the Convention, the Committee of Ministers shall define and publish the criteria for conferring the Landscape Award, adopt the relevant rules and confer the award (Article 11). The Committee of Ministers adopted Resolution CM/Res(2008)3 on the rules governing the Landscape Award of the Council of Europe on 20 February 2008 (Appendix 1). The award is in keeping with the work done by the Council of Europe in favour of human rights, democracy and sustainable development, and promotes the territorial dimension of human rights and democracy by acknowledging the importance of measures taken to improve the landscape features of people's living conditions.

The Landscape Award was launched in 2008 and five sessions of the award have been todate organised: in 2008-2009, 2010-2011, 2012-2013, 2014-2015 and 2016-2017.

The Committee of Ministers adopted the [Resolution CM/Res\(2017\)18 on the Landscape Award Alliance of the Council of Europe](#). The Landscape Award Alliance gathers the exemplary achievements presented by the States Parties to the European Landscape Convention, showing that it is possible to promote the territorial dimension of human rights and democracy by improving the landscape features of people's surroundings.

Depending on the case, these achievements promote landscape protection through measures to preserve the significant and characteristic features of the landscape; landscape management through action from a sustainable development perspective to ensure the regular upkeep of a landscape in order to guide and harmonise change; or landscape planning through forward-looking action to enhance, restore or create landscapes. They foster landscapes for living, in urban and peri-urban areas; landscapes to discover, through the provision of roads or country paths; landscapes both historical and alive, between nature and culture; or landscapes that enable people to get to know the countryside and take action to support it, by establishing methodologies and other landscape promotion tools.

On the Website of the European Landscape Convention, the "Landscape Award Alliance of the Council of Europe" gathers these exemplary achievements presented by the States Parties to the European Landscape Convention. They show that it is possible to promote the territorial dimension of human rights and democracy improving the landscape features of people's surroundings. <http://www.coe.int/en/web/landscape/landscape-award-alliance>

See also:

- *European Landscape Convention: [The Landscape Award Alliance of the Council of Europe](#)*, Territory and Landscape Series, 2018, No.105
- [Council of Europe Landscape Award Alliance](#)
- [Exhibition on the Landscape Award Alliance of the Council of Europe](#)
- [Poster on the Council of Europe Landscape Award Alliance](#)

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## Sixth Session of the Landscape Award - 2018-2019

In the framework of the organisation of the 6th Session of the Landscape Award of the Council of Europe, the Parties to the Convention were invited to submit applications, by 30 January 2019, to the Secretariat General of the Council of Europe, according to the Resolution CM/Res(2008)3 on the rules governing the Landscape Award of the Council of Europe.

The Secretariat of the Council of Europe received twenty three applications:

**1. Belgium / Belgique**

*Wortel- and Merksplas-Colony: a cultural landscape revalued*  
Vzw Kempens Landschap

**2. Croatia / Croatie**

*Dragodid.org — Preserving the Dry-Stone Masonry - Techniques of Eastern Adriatic*  
4 GRADA DRAGODID

**3. Cyprus / Chypre**

*Multifunction Seaside Park in Limassol*  
Limassol Municipality

**4. Denmark / Danemark**

*Landscape Futures*  
'Landscape Futures', University of Copenhagen

**5. Estonia / Estonie**

*Communities activities day "Let`s do it!"*  
Estonian Fund for Nature (NGO)

**6. Finland / Finlande**

*Establishment of the Kotka National Urban Park*  
City of Kotka

**7. France / France**

*Reconquête des quais rive gauche à Rouen par l'aménagement d'une grande promenade fluviale sur plus de 3 kilomètres de long*  
Ville de Rouen et Métropole Rouen Normandie

**8. Georgia / Géorgie**

*Martvili Canyon Sustainable Development*  
Martvili Municipality

**9. Greece / Grèce**

*"Recreation of Lake Karla"*  
Region of Thessaly

**10. Hungary / Hongrie**

*Landscape revitalization initiative in the spirit of the Pogányvár Landscape Charter*  
Local Government of Zalaszentmárton; Local Government of Dióskál; Local Government of Egeraracs; Local Government of Esztergályhorváti; Local Government of Kerecseny; Local Government of Orosztony; Local Government of Pacsa; Local Government of Zalasabár; Local Government of Zalavár.

**11. Italy / Italie**

*Between Land and Water, "Another Way of Owning"*  
Consorzio Uomini di Massenzatica

**12. Latvia / Lettonie**

*The origin of the Latvian cultural traditions. Dikļi – the birthplace of the Latvian song festival*  
Kocēni Municipality

**13. Lithuania / Lituanie**

*Formation and consolidation of natural framework urbanised territory of Telšiai city*  
Administration of Telšiai district municipality

**14. Luxembourg / Luxembourg**

*La convention européenne du paysage – Un autre paysage pour Vianden*  
Syndicat pour l'Aménagement et la Gestion du Parc naturel de l'Our

**15. Norway / Norvège**

*Lista a unique landscape and partnership*  
The municipality of Farsund, proposed by Vest-Agder County Council

**16. Portugal / Portugal**

*Landscape of the Pico Island vineyard culture*  
REGIONAL GOVERNMENT OF AZORES I Regional Direction of Environment

**17. Serbia / Serbie**

*Spatial Plan for a Special-Purpose Area “The Cultural Landscape of Sremski Karlovci”*  
Urban and Spatial Planning Institute of Vojvodina,  
Provincial Secretary for Urban Planning and Environmental Protection  
Government of the Autonomous Province of Vojvodina

**18. Slovak Republic / République slovaque**

*Safeguarding and restoration of the composed Baroque landscape of the Banská Štiavnica Calvary*  
Calvary FUND Civic Association (NGO)

**19. Slovenia / Slovénie**

*Meadow orchards and landscape*  
Municipality of Kozje

**20. Spain / Espagne**

*The landscape of Bolonia Cove. Research, planning and intervention*  
Andalusian Historical Heritage Institute of the Department of Culture of the Local Government of Andalusia

**21. Switzerland / Suisse**

*Renaturation du cours d'eau de l'Aire*  
République et canton de Genève

**22. Turkey / Turquie**

*Yeşilirmak Basin Landscape Atlas*  
Duzce University Faculty of Forestry Department of Landscape Architecture

**23. United Kingdom / Royaume-Uni**

*The Sill: National Landscape Discovery Centre*  
Northumberland National Park Authority

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The elements of the application files appear on the European Landscape Convention Website: <https://www.coe.int/en/web/landscape/6th-award-candidates> and the Application forms in Appendix 2 of this document.

The International Jury, set up as a subordinate body of the committees of experts referred to in Article 10 of the Convention, is invited to examine the applications and to propose a prizewinner and possible special mentions.

The proposals of the Jury will be presented at the 7th Plenary Session of the Steering Committee for Culture, Heritage and Landscape (CDCPP) (Strasbourg, Palais de l'Europe, 6-8 June 2019), and then to the Committee of Ministers of the Council of Europe.

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## APPENDIX 1

**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)*

The Committee of Ministers,

Recalling that Article 11 of the European Landscape Convention (ETS No. 176) (hereinafter “the Convention”), adopted by the Committee of Ministers of the Council of Europe on 19 July 2000 and opened for signature in Florence on 20 October 2000, institutes the Landscape Award of the Council of Europe (hereinafter “the award”);

Bearing in mind that this article provides that the Committee of Ministers shall define and publish the criteria for conferring the award, adopt the relevant rules and grant the award;

Bearing in mind that the award’s purpose is to reward exemplary practical initiatives for the achievement of landscape quality objectives on the territories of parties to the Convention (hereinafter “the Parties”);

Considering that the award is in keeping with the work done by the Council of Europe in favour of human rights, democracy and sustainable development and that it promotes the territorial dimension of human rights and democracy by acknowledging the importance of measures taken to improve the landscape features of people’s living conditions;

Convinced that the award is intended to heighten civil society’s awareness of the value of landscapes, of their role and of changes to them,

Resolves as follows:

- I. The rules governing the Landscape Award of the Council of Europe are adopted as set out in the appendix to this resolution.
- II. The criteria for awarding the Landscape Award of the Council of Europe are appended to these rules.
- III. The Parties are invited to translate into their national language(s) and promote the rules governing the Landscape Award of the Council of Europe. They are also requested to encourage media coverage of the award so as to raise public awareness of the importance of landscapes.

*Appendix to Resolution CM/Res(2008)3*

**Rules governing the Landscape Award of the Council of Europe**

***Article 1 – Aim***

a. The award is an honorary distinction which acknowledges a policy or measures implemented by local or regional authorities or their groupings, or particularly remarkable contributions by non-governmental organisations, for sustainable protection, management and/or planning of landscapes. It takes the form of a diploma. Special mentions may also be awarded.

b. The award rewards a process of implementation of the Convention at national or transnational levels resulting in an effective, measurable achievement.

c. The award also helps to make people more aware of the importance of landscapes for human development, consolidation of the European identity and the well-being of individuals and society as a whole. It fosters public participation in the decision-making process concerning landscape policies.

***Article 2 – Qualification of candidates***

In accordance with Article 11, paragraph 1, of the Convention, the following may be candidates for the award: local or regional authorities and their groupings that have instituted, as part of the landscape policy of a party to this Convention, a policy or measures to protect, manage and/or plan their landscape, which have proved lastingly effective and can thus serve as an example to other territorial authorities in Europe. Non-governmental organisations having made particularly remarkable contributions to landscape protection, management or planning may also be candidates.

In accordance with paragraph 2 of the above-mentioned article, transfrontier local or regional authorities and groupings of local and regional authorities concerned may be candidates, provided that they jointly manage the landscape in question.

***Article 3 – Procedure***

The procedure consists of three stages:

**Stage 1 – Submission of candidatures**

Each Party may submit one candidature to the Secretariat General of the Council of Europe. The candidature may be the result of a competition held by each Party taking into account the award criteria appended to these rules.

The application file, in one of the official languages of the Council of Europe (French or English), shall include:

- a presentation of the candidate (not more than three pages long);
- the description of a completed project for the protection, management and/or planning of a landscape, which has proved lastingly effective and can serve as an example. Mention shall be made of the convention provision concerned.

The description shall take the form of a paper document, approximately 20 pages long, accompanied by a digital copy in PDF format on CD-Rom and posters. The file may also include a video presentation lasting approximately five minutes. 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.

The award is in principle conferred every two years. The files presenting candidatures must reach the Secretariat General of the Council of Europe by no later than 31 December of the year preceding the year of award.

## **Stage 2 – Consideration of candidatures**

An international jury set up as a subordinate body of the committees of experts referred to in Article 10 of the Convention shall determine whether candidatures are admissible. The jury is composed of:

- one member of (each of) the committee(s) of experts responsible for monitoring the Convention, appointed by the committee(s) concerned;
- one member of the Congress of Local and Regional Authorities of the Council of Europe, appointed by the Congress;
- one representative of an international non-governmental organisation, appointed by the Secretary General on the proposal of the Grouping of INGOs enjoying participatory status with the Council of Europe;
- three eminent specialists on landscape, appointed by the Secretary General of the Council of Europe.

The jury appoints a president.

The jury proposes the award winner from among the candidates admitted.

The proposals of the jury are taken by an absolute majority for the first two rounds of voting, and by a relative majority for the following round, based on the criteria set out in the appendix to these rules, stating the reasons for its choice. In case of equal votes, the vote of the president of the jury is decisive.

The reasons for the choice are explained.

The jury can propose to attribute one or more special mentions.

The committees of experts referred to in Article 10 of the Convention examine the proposals of the jury and forward their proposals concerning the award winner, and, wherever appropriate, special mentions, to the Committee of Ministers.

## **Stage 3 – Granting and presentation of the award and the special mentions**

In the light of the proposals of the committees of experts referred to in Article 10 of the Convention, the Committee of Ministers shall grant the award and any special mentions.

The award and the special mentions shall be presented by the Secretary General of the Council of Europe or his/her representative at a public ceremony.

*Appendix to the rules*

**Criteria for conferring the Landscape Award of the Council of Europe**

**Criterion 1 – Sustainable territorial development**

The completed projects submitted must give tangible form to the protection, management and/or planning of landscapes. This means that the projects must have been completed and open to the public at least three years, when the candidatures were submitted.

They must also:

- be part of a sustainable development policy and be in harmony with the territorial organisation of the area concerned;
- demonstrate their environmental, social, economic, cultural and aesthetic sustainability;
- counter or remedy any damage to landscape structures;
- help enhance and enrich the landscape and develop new qualities.

**Criterion 2 – Exemplary value**

The implementation of the policy or measures that have helped to improve the protection, management and/or planning of the landscapes concerned must set an example of good practice for others to follow.

**Criterion 3 – Public participation**

The policy or measures implemented with a view to the protection, management and/or planning of the landscapes concerned should involve the active participation of the public, local and regional authorities and other players and should clearly reflect the landscape quality objectives.

The public should be able to participate simultaneously in two ways:

- through dialogue and exchanges between members of society (public meetings, debates, procedures for participation and consultation in the field, for example);
- through procedures for public participation and involvement in landscape policies implemented by national, regional or local authorities.

**Criterion 4 – Awareness-raising**

Article 6.A of the Convention provides that “each Party undertakes to increase awareness among civil society, private organisations and public authorities of the value of landscapes, their role and changes to them”. Action along these lines taken as part of the completed project concerned will be assessed.

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## APPENDIX 2

### APPLICATION FORMS

#### **1. Belgium / Belgique**

*Wortel- and Merksplas-Colony: a cultural landscape revalued*  
Vzw Kempens Landschap

#### **2. Croatia / Croatie**

*Dragodid.org — Preserving the Dry-Stone Masonry - Techniques of Eastern Adriatic*  
4 GRADA DRAGODID

#### **3. Cyprus / Chypre**

*Multifunction Seaside Park in Limassol*  
Limassol Municipality

#### **4. Denmark / Danemark**

*Landscape Futures*  
'Landscape Futures', University of Copenhagen

#### **5. Estonia / Estonie**

*Communities activities day "Let's do it!"*  
Estonian Fund for Nature (NGO)

#### **6. Finland / Finlande**

*Establishment of the Kotka National Urban Park*  
City of Kotka

#### **7. France / France**

*Reconquête des quais rive gauche à Rouen par l'aménagement d'une grande promenade fluviale sur plus de 3 kilomètres de long*  
Ville de Rouen et Métropole Rouen Normandie

#### **8. Georgia / Géorgie**

*Martvili Canyon Sustainable Development*  
Martvili Municipality

#### **9. Greece / Grèce**

*"Recreation of Lake Karla"*  
Region of Thessaly

#### **10. Hungary / Hongrie**

*Landscape revitalization initiative in the spirit of the Pogányvár Landscape Charter*  
Local Government of Zalaszentmárton; Local Government of Dióskál; Local Government of Egeraracs; Local Government of Esztergályhorváti; Local Government of Kerecseny; Local Government of Orosztony; Local Government of Pacsa; Local Government of Zalasabar; Local Government of Zalavár.

#### **11. Italy / Italie**

*Between Land and Water, "Another Way of Owning"*  
Consorzio Uomini di Massenzatica

#### **12. Latvia / Lettonie**

*The origin of the Latvian cultural traditions. Dikļi – the birthplace of the Latvian song festival*  
Kocēni Municipality

#### **13. Lithuania / Lituanie**

*Formation and consolidation of natural framework urbanised territory of Telšiai city*

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*La convention européenne du paysage – Un autre paysage pour Vianden*

Syndicat pour l'Aménagement et la Gestion du Parc naturel de l'Our

**15. Norway / Norvège**

*Lista a unique landscape and partnership*

The municipality of Farsund, proposed by Vest-Agder County Council

**16. Portugal / Portugal**

*Landscape of the Pico Island vineyard culture*

REGIONAL GOVERNMENT OF AZORES I Regional Direction of Environment

**17. Serbia / Serbie**

*Spatial Plan for a Special-Purpose Area “The Cultural Landscape of Sremski Karlovci”*

Urban and Spatial Planning Institute of Vojvodina,

Provincial Secretary for Urban Planning and Environmental Protection

Government of the Autonomous Province of Vojvodina

**18. Slovak Republic / République slovaque**

*Safeguarding and restoration of the composed Baroque landscape of the Banská Štiavnica Calvary*

Calvary FUND Civic Association (NGO)

**19. Slovenia / Slovénie**

*Meadow orchards and landscape*

Municipality of Kozje

**20. Spain / Espagne**

*The landscape of Bolonia Cove. Research, planning and intervention*

Andalusian Historical Heritage Institute of the Department of Culture of the Local Government of Andalusia

**21. Switzerland / Suisse**

*Renaturation du cours d'eau de l'Aire*

République et canton de Genève

**22. Turkey / Turquie**

*Yeşilirmak Basin Landscape Atlas*

Duzce University Faculty of Forestry Department of Landscape Architecture

**23. United Kingdom / Royaume-Uni**

*The Sill: National Landscape Discovery Centre*

Northumberland National Park Authority

\*

## **1. BELGIUM / BELGIQUE**

*Wortel- and Merksplas-Colony: a cultural landscape revalued*

Vzw Kempens Landschap

## I. STATE CONCERNED AND APPLICANT

<b>1. State</b>	Belgium
<b>Represented by</b>	Ms Sonja Vanblaere, administrator-general
<i>Address:</i>	Flemish Heritage Agency (Agentschap Onroerend Erfgoed), Havenlaan 88 bus 5, 1000 Brussel
<i>Telephone:</i>	0032 / 2 553 72 61
<i>E-mail:</i>	Sonja.vanblaere@vlaanderen.be
	Please also include <a href="mailto:Jonas.vanlooveren@vlaanderen.be">Jonas.vanlooveren@vlaanderen.be</a> in any further communication
<b>2. Applicant</b>	
<i>Name of the local, regional authority(ies) or NGO(s)</i>	
<b>Represented by</b>	Vzw Kempens Landschap Mr. Philippe De Backer (director)
<i>Address:</i>	Peredreef 5 2580 Putte Belgium
<i>Telephone:</i>	0032 (0)478 448 386
<i>E-mail:</i>	<a href="mailto:info@kempenslandschap.be">info@kempenslandschap.be</a> <a href="mailto:Philippe.debacker@kempenslandschap.be">Philippe.debacker@kempenslandschap.be</a>



## II. PRESENTATION OF THE PROJET

### 3. Name of the Project

Wortel- and Merksplas-Colony:  
a cultural landscape revalued

### 4. Location of the Project

Colony 5-7, or Wortel and Merksplas Colony, is in the municipalities Hoogstraten (Wortel Colony, address vagrants' farm is Kolonie 41 in 2323 Wortel) and Merksplas (Merksplas Colony, address Visitors Centre Colony 5-7 is Kapelstraat 10 in 2330 Merksplas).

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

Wortel and Merksplas Colony together form an exceptional cultural landscape. This 1000-hectare, manmade compartmental landscape established in the nineteenth century consists of open and closed areas, farmland and forest and nature reserves. No less than 32 km of historical lanes and other linear elements such as canals and hedges divide the landscape into orthogonal forms filled in as grasslands, brush, forests and buildings. Some of the remaining heaths and fens offer a picture of what the landscape was like before the creation of the Colonies. Until 1993, Wortel and Merksplas Colony were shielded from the outside world. After more than 150 years of service as agricultural colonies, the landscape was left largely untended. The area was briefly under threat until citizens sounded the alarm. Over the past decades, governments and associations have successfully worked together to secure and restore the identity and unity of both Colonies. This way everyone can continue to enjoy this historical landscape, now and in the future.

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



Copyright Ludo Verhoeven

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

[www.kolonie57.be/en](http://www.kolonie57.be/en)

[www.kolonienvanweldadigheid.eu/en](http://www.kolonienvanweldadigheid.eu/en)

### 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**

vzw Kempens Landschap, NGO  
Province of Antwerp, public administration  
Municipality of Merksplas, public administration  
City of Hoogstraten, public administration  
Vlaamse Landmaatschappij, public administration  
Bouwmaatschappij De Noorderkempen, company  
Agentschap voor Natuur en Bos, public administration  
agentschap Onroerend Erfgoed, overheidsinstelling  
Pidpa, overheidsinstelling  
Red Merksplas-Kolonie NGO (no longer active)  
Also see <https://www.kolonie57.be/en/partners>

10. **Financing bodies**

Most of the partners contribute also financially in the project as owner or supporting government.

11. **Central aims of the Project**

**Introduction**

At the end of the twentieth century, the landscape of Wortel and Merksplas Colony was under severe pressure. Until 1993, the areas were still active as Colonies of Benevolence of the Belgian state. Afterwards they were threatened with fragmentation and decay. The areas were even listed on the World Monuments Fund of the 100 most endangered heritage sites in the world. Citizens, local and supra-local governments happily worked together to secure, manage and upgrade Wortel and Merksplas Colony as a whole. To this end, the non-profit organisation Kempens Landschap was founded in 1997.

Since then, Kempens Landschap has supported the Technical Coordination Commission, which was created to secure and manage the landscape of Wortel and Merksplas Colony in community hands. One thousand hectares of land have been managed for more than twenty years through cooperation and commitment among various authorities, companies and partners. The vision for the future of Wortel and Merksplas Colony was laid out in a development plan, a compromise in which nature, agriculture and recreation all receive their share of opportunities together. The plan forms the basis for the ownership status, layout and redevelopment of the Colonies.

Each partner has a well-defined role as owner of part or parts of the landscape. As an owner, each partner is also responsible for taking care of its property with due diligence, as the entire landscape is protected by law. Allocation has been handled in such a way that individual partners can concentrate on managing an area in which they have the most expertise. The Agency for Nature and Forests manages the wooded areas and many homes are owned by the housing association Bouwmaatschappij De Noorderkempen. The local authorities of the city of Hoogstraten and the municipality of Merksplas typically purchase empty buildings that are then developed and occupied step by step.

Since its foundation, Kempens Landschap has played a coordinating role in this process. Twice a year, the landscape organisation chairs the Technical Coordination Commission, a body in which the partners discuss and coordinate the management and policy of Wortel and Merksplas Colony. All new management plans or development visions are discussed in this Commission in order to preserve the unity and special character of the landscape. Though Commission has no legal foundation, it has been working for more than twenty years on the basis of commitment and trust between the various partners.

### **Central aims of the project**

The main objective of the project is to preserve and strengthen the identity and unity of the landscape of the Wortel and Merksplas Colony. Visitors must be able to enjoy its special, highly legible landscape, now and in the generations to come.

The future of Wortel and Merksplas Colony's landscape was far from certain at the start of the project in 1997. After more than 150 years of service as agricultural colonies, the landscape fell into relative neglect after it ceased to serve this function in 1993. The buildings and avenues were not maintained, and the grounds were in danger of being broken up.

As a guideline for achieving its main objectives after Wortel and Merksplas Colony was secured as a protected landscape, the Technical Coordination Commission established three basic principles based on the protection decree:

- to maintain and reinforce the pattern of the avenues
- to preserve and reinforce the greenbelt between the two colonies
- to maintain the balance between nature, culture and agriculture

## 12. Outcome

1. *The unity of the 1,000-hectare landscape is guaranteed by sustainable local management.* After citizens advocated the preservation of the area during the ‘March on Wortel Colony’, the landscape was securely placed in the hands of the community. Different partners each acquired part of the area so that each partner could make optimal use of its expertise. For example, the Flemish Land Agency owns most of the agricultural land in the area. Joint management preserves the unity of the landscape. The Technical Coordination Commission meets twice a year to monitor the implementation of the project.
2. *The purpose, heritage value and nature value of the landscape has been researched, recognised and legally established in spatial zoning plans and protection decrees that protect the character and structure of the landscape in a sustainable way.* The landscape of Wortel and Merksplas Colony was protected in 1999, ensuring that new developments are always undertaken with respect for the historically evolved character of the landscape.
3. *The vision of the landscape’s future management and its revaluation and reinforcement has been laid down in several official management plans and vision documents.* This guarantees the uniform management of Wortel and Merksplas Colony and sets high standards for the desired landscape quality. *Local farmers and residents were actively involved* in the preparation and development of these plans. During workshops and opportunities for public participation, locally supported workgroups were created around themes such as accessibility, fauna and flora, and recreation, giving local associations and interest groups a chance to help determine the policy that is now being implemented.
4. *In recent years, this vision has also been effectively applied in practice, resulting in a remarkable improvement and reinforcement of the grounds.* Historical land use and water management form the starting point. In 2009, a complete inventory was made of the avenues and management guidelines were laid down in an avenue management plan. The avenues were divided according to type, and specific management guidelines were developed for each type. In order to strengthen important visual axes, for example, undergrowth is systematically cleared from the avenues. As in the past, this management is realised with the help of controlled sheep grazing with a shepherd and sheepdog (see photo 3 in annex). Crown projection of the trees in the main avenues is completely safeguarded. This means that in the meadows adjacent to the main avenues, an uncultivated strip of up to fifteen metres wide was created. The historical water management of the area with drainage canals parallel to the avenues and fens was also inventoried and restored. Thirty active local farmers work the historical agricultural land. The protection decrees of the sites stipulate that these areas must remain field parcels.

In order to improve the quality and uniformity of the landscape, a vision for the restoration of hedges was worked out in 2003. The appearance of the wardens’ houses, which are part of the meticulously designed landscape, had lost its unity over the years. By once again surrounding the plots with beech hedges, the landscape was restored to its original quality. The more than 300 inhabitants of the houses

contribute to the uniform and attractive appearance of the landscape by maintaining their gardens and façades according to established regulations. For each of these houses, Kempens Landschap drew up a physical construction file with similar restoration requirements.

The buildings that are part of the landscape are also systematically restored and redeveloped. In 2010, for example, a master plan was drawn up to restore the site of the Grote Hoeve in Merksplas Colony in ten phases. As of 2019, four phases have been completed, including the reconstruction of the surrounding landscape of Grote Hoeve according to historical models.

5. *Wortel and Merksplas Colony continues to be a living landscape.* Local farmers (about 30), residents (about 300) and businesses will be permanently involved in the project. Recently, a ‘visitor giving’ project was started to develop a network of companies and partners who want to be economically active in the area in a sustainable way.
6. *The landscape was also put on the map in terms of tourism. Wortel and Merksplas Colony has evolved from being an almost unknown destination with rather negative connotations into a new tourist asset in the region.* A range of recreational infrastructure was developed for hikers, cyclists, mountain bikers, equestrians and covered wagons. At Wortel Colony, visitors are welcomed in De Klapenster, a visitor centre that focuses on nature education. In 2017, Merksplas Colony opened visitors centre Colony 5-7, where the story of the Colonies and the landscape is offered in four languages. Visitors are welcome here free of charge six days a week. They will not only find information but also an attractively landscaped car park, accessible sanitary facilities and a brasserie. Visitors can also take guided tours of the landscape and in 2019 a bicycle rental point will open in Merksplas. Adventurous families can enjoy Vossenstreken (Fox Tricks), a hiking app with surprising trails (for the moment only available in Dutch). If you want to learn more about the vagrants’ story, you can download the Colony app (for the moment only available in Dutch). For more information, visit the website [www.kolonie57.be/en](http://www.kolonie57.be/en).

#### 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?*

## **Sustainable development policy**

From the start of the project, thought was given to how the area could be preserved, protected and managed in the long term. It was never the intention to place a glass dome over the entire landscape, so to speak, and freeze the situation indefinitely. The cultural landscape of Wortel and Merksplas Colony is the result of successive evolutions and periods of development, and even now evolution is still possible. Developments are, however, framed within and tested against the various existing management tools and visions. For example, high-rise buildings are excluded, and farmers may not use the meadows for (large-scale) greenhouse horticulture. The new visitor car park in Merksplas Colony is constructed in permeable semi-pavement and the parking areas are embedded in the orthogonal structure of the landscape.

Where possible, interventions and management works are carried out using the most sustainable methods available. To give one example: for the last eight years, a flock of around 200 sheep has been grazing along the avenues between April and October in order to manage the verges ecologically. This vision is also reflected in the restoration of the buildings. In Grote Hoeve in Merksplas Colony, the various buildings are heated from a single central boiler room. A project is currently underway to switch to heating with biogas in collaboration with an inter-municipal waste management organisation.

## **Enhancement of values**

### *Environmental value*

The landscape has great ecological potential. The avenues, for example, function as ecological corridors where bats like to forage. The clay pits and pools have become important habitats for fauna and flora. There are crested newts and viviparous lizards. The most important natural values are legally protected. Management aims to increase the ecological value of the area, especially in places where nature development is desired. Several parcels of the landscape are located in the Habitat Directive area, and some areas in Wortel Colony have been designated as Special Protection Zones in the Flemish Ecological Network. Pine forests – formerly planted as production forests – are gradually being converted into deciduous forests, mainly with oak, birch and beech with gradual forest edges. The main avenues are designed as ecological corridors, with varied verges and uncultivated strips of brush; pools and fens have been deepened and re-profiled where necessary for the benefit of amphibians and other fauna and flora. The existing areas of heath are maintained as such. Since 2010, sheep have grazed the avenues between April and October each year. The sheep provide more variation in the vegetation, which benefits biodiversity. Konik horses are also used to graze Wortel Colony.

### *Social value*

The landscape of Wortel and Merksplas Colony was shaped by a nineteenth-century social experiment. Promoting this past and preserving the legibility of the landscape as a whole enhance its social value. This story is presented in detail in visitors centre Colony 5-7. An educational package for secondary school pupils is currently being developed in collaboration with the Centre for Agricultural History. In addition, social organisations are still active in Wortel and Merksplas Colony. WIDAR, for example, is housed in Wortel, where small groups of people with disabilities live and work. Several houses are also owned by a social housing association, giving people who qualify for subsidised housing the



opportunity to live in a green and quiet environment. Every year thousands of school children can enjoy a taste of farm life for a few days in the youth centre De Bonte Beestenboel in Wortel Colony.

#### *Economic value*

The project contributes in various ways to the economic value of the landscape. The area has been developed for tourism through the construction and maintenance of infrastructure such as cycling and hiking trails, picnic benches and signposting. Various functions were accommodated in the empty buildings, such as a successful youth accommodation centre, offices, a brasserie with space for conferences and parties, and a bicycle rental point. Empty houses that previously served as staff accommodation for the agricultural colonies are once again inhabited. Recently, a ‘visitor giving’ project was started to develop a network of companies and partners who want to be economically active in the area in a sustainable way. Visitors will make an indirect financial contribution to the development and management of the site. Anyone who now books a Colony 5-7 guided tour with a group, for example, automatically contributes to the management of the landscape.

#### *Cultural value*

The project strongly emphasises the cultural value of the protected landscape. The landscape was created by human hands and is therefore a true cultural landscape. Wortel and Merksplas Colony has also been nominated under this category as a UNESCO World Heritage Site together with five other sites in the Netherlands. The nomination dossier was submitted in January 2017, and in June 2018 the dossier was handled by the World Heritage Committee in Bahrain. The dossier was given ‘referral status’ which means that its exceptional values are recognised, but that a number of points must still be revised before it can be definitively registered on the World Heritage List. The history and story of the landscape are kept alive in the visitors centre Colony 5-7. Visitors can also discover this story in the landscape itself thanks to two free hiking apps, one of which – Fox Tricks – is specifically made for children and their (grand)parents.

#### *Aesthetic value*

Working together on a uniform management policy has helped to ensure a high level of aesthetic quality in Wortel and Merksplas Colony. In 2003, for example, a vision for the restoration of the hedges was worked out. The appearance of the prison wardens’ houses, which are part of the meticulously designed landscape, had lost its unity over the years. By once again surrounding the plots with beech hedges, the landscape was restored to its original quality. In Merksplas, the new landscaped car park has greatly improved the view of the avenues, which was previously cluttered by cars parked in the verge. Road signs and signage generally are limited as much as possible and worked out in a uniform style to prevent visual pollution of the landscape.

### **Protection from degradation**

Thanks to the project, the area was protected from degradation by fragmentation and large-scale development. Situated in a rural area, both Wortel and Merksplas Colony are close to densely built-up village centres. After 1993, the future of the Colonies was uncertain, as the federal government wanted to divest and sell the areas. Joint purchase, mutual determination of how the areas would be used, and protection of the cultural heritage and nature values of the landscape have enabled its preservation as a whole. New developments are possible insofar as they can be integrated into the landscape and do not exceed its carrying capacity.



#### 14. Exemplary value

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

##### **Exemplary value**

The project shows that it is possible to transform the future of a landscape from an endangered area to a cultural landscape worthy of inclusion on the UNESCO World Heritage List through long-term vision and coordinated cooperation. Wortel and Merksplas Colony are endowed with a supra-local importance and appearance. Historically, they are also linked to the five other Colonies of Benevolence in the Netherlands. In 2012, the seven Colonies decided to prepare a joint dossier for nomination as UNESCO World Heritage sites. The nomination dossier was submitted in January 2017, and in June 2018 the dossier was handled by the World Heritage Committee in Bahrain. The dossier was given ‘referral status’ which means that its exceptional values are recognised, but that several points must still be revised before it can be definitively registered on the World Heritage List.

The functioning of the Technical Coordination Commission and the results, visible in the landscape, are sure to inspire other projects. The landscape of Wortel and Merksplas Colony is managed from the perspective of an interdisciplinary vision: nature, agriculture, culture and recreation are all important. A balance is always sought between these different pillars.

##### **Good practices**

###### *Landscape recovery in accordance with historic use*

Since 1997, several initiatives have been taken to upgrade the landscape of Wortel and Merksplas. Management of the avenues, sheep grazing, restoration of the historical water management system and restoration of the typical beech hedges are good examples.

###### *Responsible tourism*

The landscape was developed for tourism with integrity and respect for the area’s carrying capacity. Peace and quiet are promoted as assets and part of the landscape’s appeal. The landscape was designed to teach poor city dwellers – and later vagrants – peace, order and regularity. The landscape still has this calming effect; Wortel Colony was recognized as a ‘quiet zone’ by the Flemish government in 2017.

###### *Living landscape*

Thousands of people used to live and work within the boundaries of Wortel and Merksplas Colony. Even though there are no more vagrants, the landscape is still in use. About thirty farmers work the fields, over 300 people live in the area, and the central buildings were given a new function. This gave the landscape a new, added meaning with local support.

##### **International recognition**

The project has already received several awards:

- In 2013, the European Agricultural Fund for Rural Development designated the project as an *Outstanding Rural Project 2013* under the category ‘Sustainable management of open space’.
- In 2014 Kempens Landschap received an *EU Prize for Cultural Heritage/Europa Nostra Award* and Grand Prix in the category ‘Dedicated service’. The jury could hardly conceive a more powerful example of the implementation of the European

Landscape Convention at the end of its first decade. Kempens Landschap has worked out a unique approach to conserving and managing a variety of built and natural heritage sites, located across most of the 70 municipalities of Antwerp province. The jury was particularly impressed with the new future now assured for the unique 'Rijksweldadigheidskolonies' or Colonies of Benevolence.

- Recently, the project was awarded the *Sustainable Cultural Tourism Destination 2018 Award* by the European Cultural Tourism Network.

## 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 was initially started by a citizens' movement and is therefore very strongly supported by the local community. On 9 September 1995, a 'March on Wortel Colony' was organised to save the landscape. Concerned citizens also united in the non-profit organisation Save Merksplas Colony. The public raised the alarm, and local and regional authorities responded by starting the project. For a long time, the non-profit organisation Save Merksplas Colony was also a member of the Technical Coordination Commission and thus directly involved in the decision-making process. After the future of Wortel and Merksplas Colony was secured, the organisation withdrew from the Commission.

Every time the policy of the area is adjusted or given shape, local stakeholders such as residents, entrepreneurs, associations and interest groups are always consulted. This takes place during evening info sessions, work groups that help draw up policy plans, and through making available to the public the research that precedes the approval of official plans. In addition, the public is involved in events that feature shows and other activities as well as a relevant info session.

## 16. 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 landscape of Wortel and Merksplas Colony is an enduring witness to the interaction between humankind and nature over time. The 1,000-hectare area was created in 1822 and 1825 with a clear purpose. Poor city dwellers and hardened vagrants would not only labour to provide for themselves, they were also supposed to be inspired by the landscape to improve themselves, to put their lives in order and thus break the spiral of poverty into which they had fallen. The regularity, discipline and quiet atmosphere of the landscape reflect this ideology. The environment in which the poor lived and worked was part of their treatment, as it were.

The Colonies of Benevolence were created from an enlightened, utopian idea about the makeability of man. From this ambition grew a project of unprecedented scope and scale. Innovative agricultural techniques were used, and the Colony formed a sort of microcosm of

society in which new ideas about things such as education and health care were implemented. The initial social experiment largely failed. Nevertheless, many of these innovative ideas have resonated far beyond national borders.

Later, during the Belgian period, the landscape was adapted to the needs of the newly established state Colonies of Benevolence. Men without a steady job, permanent address and money were sent to Wortel or Merksplas Colony to work until they had earned enough money to stand on their own two feet again. In this period, too, the landscape was carefully redesigned with attention to meaningful patterns. The façades of the personnel housing, for example, immediately revealed the status or rank of the inhabitants. Wortel and Merksplas Colony were a calling card for the way in which society dealt with weaker citizens: the elderly, beggars, addicts, people with mental health problems.

Through research, publications, educational packages, guides and visitors centre Colony 5-7, the project aims to tell this fascinating story to the public. Not only in theory, but also in practice by inviting people to experience the landscape. The Colony app can be downloaded for free, enabling visitors to learn more while exploring the landscape itself. For children and their (grand)parents, there is Fox Tricks in both Wortel and Merksplas, a free hiking app tailored to this target group. A visit to Wortel and Merksplas Colony is also completely free of charge, which lowers the threshold. Visitors centre Colony 5-7 and the surrounding area is also accessible for people in a wheelchair and has been awarded an A-label for accessibility from Tourism Flanders. There is extensive communication about the project and it also has its own website ([www.kolonie57.be](http://www.kolonie57.be)).

## **V. ADDITIONAL MATERIAL**

### **17. List of photos**

1. Areal view of Merksplas-Colony – Ludo Verhoeven
2. Tree alley – Dirk Broeckx
3. Sheep grazing – Wim Verschraegen
4. Biking – Raf Ketelslagers
5. Heather – Wim Verschraegen
6. Cemetery – Dirk Broeckx
7. Grazing Konik horses – Wim Verschraegen
8. Fen – James van Leuven
9. Equestrianism – James van Leuven
10. Fall – Wim Verschraegen

### **18. List of attached documents**

Annex 1: Maps on management  
Annex 2: Involvement and awareness-raising  
Annex 3: Recreation

## **19. Poster**

1. Wortel- and Merksplas-Colony
  - a. High resolution
  - b. Low resolution

## **20. Video**

1. Video\_EU\_MRKSPLS - WRTL\_Final

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

*Maguelonne Déjeant-Pons*

*Executive Secretary of the European Landscape Convention*

*Head of Division, Agora (A4-15V), Council of Europe*

*F-67075 STRASBOURG, Cedex*

*Tel: +33 (0) 3 88 41 23 98*

*E-mail: maguelonne.dejeant-pons@coe.int*

- 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).*

\*

## **2. CROATIA / CROATIE**

*Dragodid.org — Preserving the Dry-Stone Masonry - Techniques of Eastern Adriatic*

4 GRADA DRAGODID

## I. STATE CONCERNED AND APPLICANT

<b>1.</b>	<b>State</b>	Republic of Croatia
	<b>Represented by</b>	Ms Biserka Dumbović-Bilušić dr. sc.
	<i>Address:</i>	<b>Ministry of Culture of the Republic of Croatia</b> <b>Konzervatorski odjel u Rijeci</b> Užarska 26, 51000 Rijeka
	<i>Telephone:</i>	+385 51 311 300
	<i>E-mail:</i>	<a href="mailto:biserka.dumbovic-bilusic@min-kulture.hr">biserka.dumbovic-bilusic@min-kulture.hr</a>
<b>2.</b>	<b>Applicant</b>	4 GRADA DRAGODID
	<i>Name of the local, regional authority(ies) or NGO(s)</i>	
	<b>Represented by</b>	Ms Julia Bakota
	<i>Address:</i>	Šapjane 23, 51214 Šapjane, Croatia
	<i>Telephone:</i>	092/165 2392 (Ms. Julia Bakota)
	<i>E-mail:</i>	<a href="mailto:info@dragodid.org">info@dragodid.org</a>

## II. PRESENTATION OF THE PROJET

### 3. Name of the Project

Dragodid.org – Preserving the Dry-Stone Masonry Techniques of Eastern Adriatic

### 4. Location of the Project

Croatia and Eastern Adriatic area

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

Dragodid.org is an education, training and awareness raising project on the dry-stone heritage in Croatia and Eastern Adriatic area. It is led by 4 GRADA DRAGODID association, an NGO consisting mostly of young professionals and students of heritage and landscape related disciplines (architecture, ethnology, landscape architecture, agriculture etc).

The starting phases of the project have been completed in 2013 with the several milestones achieved: a heritage news portal, open public inventory of dry-stone buildings and landscapes, DIY handbook, regular programme of public workshops and the initial inscription of the art of dry-stone in the National Register of Cultural Goods. Since then, Dragodid.org has continued to develop as the most prominent NGO project in landscape protection in Croatia.

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



Photo by Nevena Kereša



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

<http://www.dragodid.org/>



### 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**

Ministarstvo kulture • Općina Mošćenička Draga • Park prirode Učka • Park prirode Vransko jezero • Muzej grada Crikvenice • Nacionalni park Sjeverni Velebit • udruga Pjover • udruga Argonauta • Park prirode Telašćica • Nacionalni park Kornati • JU Marjan • Muzej grada Šibenika • TZ Općine Tkon • Nacionalni park Brijuni • Grad Mali Lošinj • Institut za turizam • Grad Stari Grad • Općina Podgora • Pomorski i povijesni muzej Hrvatskog primorja • Psihijatrijska bolnica Rab • Fakultet građevinarstva, arhitekture i geodezije Split / graditeljsko nasljeđe • Agronomski fakultet Sveučilišta u Zagrebu • Arhitektonski fakultet Sveučilišta u Zagrebu • Filozofski fakultet Sveučilišta u Zagrebu • Građevinski fakultet Sveučilišta u Mostaru • IKI Filozofski fakultet Sveučilišta u Rijeci • Odjel za arheologiju Sveučilišta u Zadru • Tehnički muzej Nikola Tesla, Zagreb • TZ Viškovo • Memorijalni centar Lipa • PZ Dolčina Praputnjak • Pomorski muzej Orebić • Lovačko društvo "Perun" • udruga Modrave Murter-Betina • udruga Gea Viva • udruga Zemlja za nas • udruga Čovjek na Zemlji • udruga BIOM • udruga Otok • udruga Sol • udruga Suhozid • udruga Anatomija otoka • udruga Svima • udruga 4 image • udruga Feniks • udruga za otočki razvoj Brač • udruga Žejane • MO Mune • Silba Environment Art • Društvo za zaštitu prirodne i kulturne baštine otoka Silbe • udruga Centar za zdravo odrastanje Idem i ja • Grupa Katalizator • DUNEA • IDA • Diverse Earth • Med-INA • Slobodna Dalmacija d.d. • LAG Škoji • LAG 5 • LAG Laura • Iskon Internet d.d. • Minigradnja d.o.o. Vodice • Wearactive d.o.o., Rukavac • Union Rempart (FR) • Zavičajna udruga Brljica (BH) • Komisija za očuvanje nacionalnih spomenika BiH • University of Washington, Seattle (US) • Palombar (PT) • Dala Foundation (RO) • DECLAM' (FR) • APARE (FR) • EXPEDITIO (MN) • PK Subra (MN) • Naša akcija (MN) • Consell de Mallorca (ES) • Zavoda za varstvo kulturne dedinščine Slovenije • udruga Maslinova gora (CH) • Hrvatsko etnološko društvo • Hrvatsko društvo čuvara baštine (BH) • Zaklada Caboga Stiftung • Katedra Čakavskog sabora Bakarskoga kraja • PD Paklenica • Centar za kulturu Vela Luka • Društvo arhitekata Istre (DAI-SAI) • Hrvatska komora arhitekata Zagreb • Hrvatska komora arhitekata Dubrovnik • Muzejski dokumentacijski centar • Osnovna Waldorfska škola Rijeka • OŠ Pučišća • OŠ Sveti Filip i Jakov • OŠ Gornja Vežica • Dječji vrtić Čok • Dječji vrtić Komiža • Kapitel d.o.o., Žminj • Andrija Suić Vlahov • Branko Brubnjak • Branko Orbančić •

prof.dr.sc. Borut Juvanec (SI) • Jadran Kale • Goran Andlar • Sven Kulušić • Boris Čok (SI) • Antun Vranković • Sergio Gnesda (FR/IT) • Sanja Buble • Tihana Fabijanić • Berislav Horvatić • Zdravko Živković • Ivan Tokić • Katja Marasović...

## 10. Financing bodies

Nacionalna zaklada za razvoj civilnoga društva • Ministarstvo kulture • Ministarstvo regionalnog razvoja i fondova Europske unije • Zaklada HAZU • Grad Komiža • Grad Zadar • Općina Mošćenička Draga • Općina Matulji • Splitsko-dalmatinska županija • Primorsko-goranska županija • Filozofski fakultet Sveučilišta u Zagrebu • Studentski zbor Sveučilišta u Zagrebu • LAG Terra liburna • “RADNIK” Opatija • Aci d.d. • Headley Trust • Marie Yap

## 11. Central aims of the Project

- **gathering and documenting** of specific local knowledge in dry-stone construction techniques;
- **transfer** of this knowledge and skills to the new generation of practitioners, both experts and enthusiasts;
- **raising of awareness** about the utility of dry-stone buildings and its potential for economic and tourist usage;
- **renovation and revitalisation** of exemplary sites of dry-stone architecture into heritage attractions and case studies of sustainability.

## 12. Outcome

- unofficial dry stone heritage portal [www.dragodid.org](http://www.dragodid.org) (started 2009.), publishing heritage news, workshops reports and original field research, with the repositories of external sources and dry stone wallers' contacts,
- handbook „**Gradimo u kamenu**“ (110 pages) distributed nationwide on newspaper stands (2011., 2012., 2016., 2018. - 4000 copies each of the 4 reprints),
- open public dry-stone inventory **Suhozid.hr** (a web-map with crowdsourced data, 2013.),
- regular program of **volunteer heritage workshops** established (2011.), with more than 20 local partners in Croatia, Montenegro, Bosnia and Herzegovina,
- **inscription of dry stone technique in the National Registry** of Intangible Goods (proposal: 2013., inscription: 2017. )
- **multinational inscription of dry stone technique on UNESCO ICH list** (nomination: 2017. inscription: 2018.)
- **renovation of several stone shelters and numerous dry stone walls** through volunteer workshops.

**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?*

As a grassroots project with the strong DIY component, Dragodid.org actively encourage the public's participation in developing the small scale projects and in the decision making processes on local scale. The number and the diversity of project partners and activities denotes the inclusiveness of the project.

The project brought to light various local practices and practitioners, encouraged some new ones, and helped their cooperation and mutual recognition.

**16. 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?*

In the general sentiment, dry-stone represents an undoubted national cultural good in both its aspects, tangible and intangible, because the buildings and landscapes so strongly represent the skill and stamina of its makers. We could say that the dry stone cultural landscapes are the most evident link between man and the environment

That is the case, not only in Croatia, but also in every European region that has dry stone heritage. That common experience of dry stone heritage resulted in recent joint UNESCO ICH application by 8 European countries (Croatia, Cyprus, France, Greece, Italy, Slovenia, Spain, Switzerland,).

Most importantly, dry stone know-how contributes to the creation of a collective identity associated with the element at local and regional level, generating synergies and common bonds. The fact that this technique is used in many places around the world fosters the creation of networks between different cultural communities, thus encouraging the exchange of knowledge and expertise, as well as mutual respect and appreciation of cultural diversity. (from the UNESCO ICH multinational nomination file, 2017.) The application successfully resulted in inscription of the dry stone to the UNESCO ICH list in 2018.

#### 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?*

In the past, dry-stone was one of the most widespread skills within the rural population, where it was – or still somewhere is – a common part of everyday life. Even in the changed economic circumstances, and in its new roles, it still is inclusive, widespread, and recognized as the one of the most environmentally sustainable techniques of building. Dry-stone is also recognized as an agri-environmental element in the Rural Development Programme of the Republic of Croatia for the Period 2014-2020.

##### 14. Exemplary value

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

*Which are the good practices that it implemented?*

The project implemented some of today's most sought for practices in heritage and landscape protection:

- digital technologies such as interactive web maps and mobile applications,
- crowdsourced data,
- active citizenship and volunteering,
- horizontal and multinational cooperation.

### **3. CYPRUS / CHYPRE**

*Multifunction Seaside Park in Limassol*

Limassol Municipality

## I. STATE CONCERNED AND APPLICANT

**1. State**

Republic of Cyprus

**Represented by**

Ms Athena Aristotelous-Cleridou, Director

*Address:*

Ministry of Interior,  
Department of Town Planning and Housing

*Telephone:*

+35722408210

*E-mail:*

ihadjisavva@tph.moi.gov.cy

**2. Applicant**

Limassol Municipality

*Name of the local,  
regional authority(ies)  
or NGO(s)*

**Represented by**

Mr Nicos Nicolaides, Mayor

*Address:*

23, ARCH. KYPRIANOU  
3600. LIMASSOL,  
CYPRUS

*Telephone:*

00357 25 884324

*E-mail:*

executiveeng@limassolmunicipal.com.cy

## II. PRESENTATION OF THE PROJET

### 3. Name of the Project

MULTIFUNCTION SEASIDE PARK IN LIMASSOL

### 4. Location of the Project

LIMASSOL

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

In 1970, the Government and the Municipal Authorities proceeded with the reclamation project, expanding the land into the sea in order to cope with erosion, to protect buildings along the beach, and to create a large seaside park. The existing seafront situation, 1 km long and 65 metres wide, needed modifications that would make it part of the new, modern face of central Limassol by means of an integrated, unified design. The reconstruction included new landscaping using local plants, which are high- temperature -resistant, mainly used for greenery and beautification purposes, the use of recycled water from the sewage system for irrigation, a bike lane along the main road, a small amphitheatre, lounges, walkways, seating areas, playgrounds, a skateboard area, wooden piers and decks for walking and lighting. In the context of the upgrade, existing functions and infrastructures were taken into consideration, such as fountains, sculptures, green areas and play areas.

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



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

<https://www.limassolmunicipal.com.cy/en/anaptiksiak-erga-2007-2013>

### 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**

LIMASSOL MUNICIPALITY

10. **Financing bodies**

The project was co-funded by the European Regional Development Fund of the EU as part of the 2007-2013 programming period in the "Competitiveness and Sustainable Development operational programme, Cyprus Government and Limassol Municipality

11. **Central aims of the Project**

The aim of the Project was to reshape the seafront, based on the new developments dating from 2002 when the 'Central Limassol Plan – provisions and policy matters' was drawn up, and on the new demands and needs of those using the area and mainly to improve the environment and quality of life of the town's residents and those of the wider metropolitan area.

The philosophy of the project was also to offer to the public the regaining view of the sea and to revive the use of the place as it used to be around 1950's, where it used to be a pier and a multifunction building with coffee shop, theatre etc 'The Aktaio' and the place was one of the most important meeting place for the Limassolians for relaxation and various functions.

The aim was also for the seafront promenade to link up both functionally and semantically with the rest of the town with the various access points and changes to the seafront so as to bring back the functional relationship between the town centre and the sea, which had been lost for many years.



## 12. Outcome

The project implemented the objective set up by the municipal Authorities, “*Helping Limassol regain a view of the sea and keep in touch with the shore*”.

The positive results have already materialised as, despite the economic crisis plaguing the country, Limassol is one of the very few areas in Cyprus exhibiting growth and development. The active seafront planning aim of qualitative social improvement and round-the-clock activity of the park – in essence revitalising it both socially and economically – has been achieved.

The green environment, the quality comforts, facilities and installations for public recreation and relaxation included in the project have made the park a unique area whose reputation has spread across Cyprus.

Today, the Limassol seafront area became meeting place for social activities and is buzzing with life and is one of the most important places with the town's residents as well as with thousands of visitors who walk, exercise, rest and enjoy some recreation there in a green environment.

The environment and quality of life have been improved and the city's marketability and competitiveness boosted.

The local economy has been boosted thanks to more visitors, charmed by the seafront new look. The city's residents have benefited from the project, as have those of the wider metropolitan area.

#### 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?*

Limassol City in 2003 in co-operation with the Town Planning & Housing Department , in an attempt to face its problems and needs proceeded with the preparation and adoption of a Strategic Plan for an Integrated Sustainable Urban Development to solve urban issues like abandoned spaces, city planning, urban mobility, cultural and heritage and urban renewal. The Plan determined the functional structures, permitted uses of land, pedestrian modules, creation of open spaces; all within an existing and already structurally defined area. With the completion of the project the seafront park has been reshaped contributing to the improvement of the environment and quality of life as well to the city's marketability and competitiveness which have been boosted.

The local economy has been boosted thanks to more visitors, charmed by the seafront new look. The city's residents have benefited from the project, as have those of the wider metropolitan area.

The open spaces together with the amphitheatre offer spaces for cultural activities either organised by the Municipality but more often from local community groups. Festival activities, such as the Carnival, beer festival and others are organised as well as theatre plays, music and dance performances take place in the area, making it a liveable place and a cultural and leisure area. The seafront's situation which had been more or less unexploited and neglected has been reversed. Sculptures placed in the area contribute not only to aesthetic values but also to cultural. Temporary outdoor exhibitions by different bodies are also organised.

#### 14. Exemplary value

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

Limassol's seafront regeneration has been proven to work well by achieving the desired results, and can be recommended as a model. It is a successful experience, which has been tested and validated and we strongly believe that it is interesting for other European sea coast cities as many of them face similar problems.

Limassol's practice addresses issues widely faced by coastal cities, offers practical and result-oriented solutions and applies a sustainable and integrated approach to tackling urban challenges. It is a participatory approach in both project development and implementation, involving all relevant stakeholders, it well-documented and has made a visible and measurable difference to the city and in the wider metropolitan area.

The objectives were defined, such as the creation of a green core in the city centre, "Helping Limassol regain a view of the sea and keep in touch with the shore", the completion and modernization of a basic infrastructure.

The Plan described the scope of the city quality improvement, the modernization of basic infrastructure, proper urban planning and the creation of sites of special interest.

In Limassol, a city with a vision, problems became opportunities, through their successful identification, bearing in mind the importance of the seafront area.

One of the most important accomplishments of the project is that it managed not only to upgrade environmentally and aesthetically a neglected area but to incorporate successfully human activities, linking intangible heritage and practices with the spatial dimension.

**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 Government, the State services and the private sector came together and cooperated fully. In Limassol, a step-by-step procedure was followed, enabling economic and social actors to work together and develop integrated solutions to common urban challenges. The preliminary plans were presented to the public and the views expressed were seriously considered and incorporated to the final design.

An example: the public strongly expressed their demand that the landscaping design should include both a walkway in straight line for quick walking as well as a walkway for leisure walking; therefore both types of walkways were incorporated in the project. Another example is the demand for having a view of the sea while walking or sitting; therefore the levels of the area were raised and the platforms and walkways over the sea were constructed.

The project was produced by respecting sustainability rules and best practices. They have been followed up by the competent State authorities, such as the Department of Public Works and the Department of Environment. Recycled water from the sewage system is used for irrigating the green areas. Local plants, which are high- temperature-resistant, are mainly used for greenery and beautification purposes.

This initiative is perfectly compatible with long-established State policy in terms of utilizing and developing the existing. In the context of the planning and construction of the project, we have been encouraged and supported financially and technically by the State and is based on the Area Plan for the city centre as issued by the Department of Town Planning and Housing of the Ministry of Interior in cooperation with Limassol Municipality.

**16. 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 positive results of the project have already materialised : the active seafront planning aim of qualitative social improvement and round-the-clock activity of the park – in essence revitalising it both socially and economically – has been achieved.

The green environment, the quality comforts, facilities and installations for public recreation and relaxation included in the project have made the park a unique area whose reputation has spread across Cyprus. The city now offers greater hospitality, freshness and an open-hearted atmosphere, which is mainly felt during the warm Mediterranean summer and autumn days and nights. It is relaxing and offers peace of mind.

Today, the Limassol seafront area became meeting place for social activities and is buzzing with life and is one of the most important places with the town's residents as well as with thousands of visitors who walk, exercise, rest and enjoy some recreation there.

The environment and quality of life have been improved and the city's marketability and competitiveness boosted.

The city's residents have benefited from the project, as have those of the wider metropolitan area.

## V. ADDITIONAL MATERIAL

**Together with the printed version of the Application form, additional material in digital format should be included in one CD-Rom, DVD or USB key.**

- 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).*

\*

#### **4. DENMARK / DANEMARK**

*Landscape Futures*

‘Landscape Futures’, University of Copenhagen

## I. STATE CONCERNED AND APPLICANT

**1. State**

Denmark

**Represented by**

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**2. Applicant  
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‘Landscape Futures’, University of Copenhagen

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## II. PRESENTATION OF THE PROJET

### 3. Name of the Project

Landscape Futures

### 4. Location of the Project

University of Copenhagen plus 12 rural landscapes in Denmark

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

‘Landscape Futures’ is the name of project carried out in 2013-18 with the aim to place the future of rural landscapes on a multidisciplinary agenda and to renew Danish countryside planning. The project was organized as a partnership between 18 partners including 11 Danish municipalities and The Danish Hunters Association each of which represented by a concrete landscape project. Experiences and insights gained from these very different projects represent the most important outcomes of the overall project. The main results are published in the Danish book, ‘Landscape Futures – visions and plans for the countryside’ (Bogværket, February 2019). Additionally, a number of other publications draw on the project including ‘European Landscape in Transition – implications for policy and planning’ published by Cambridge University Press 2018. The 12 planning projects have affected protection, management, and enhancements of the landscapes in question and most of them have had clear impacts on municipal planning and landscape management. A general framework for a more involving, integrating and pro-active approach to rural landscape planning, called ‘landscape strategy making’ represents a major methodological outcome.

### 6. Photo representing the Project (*high definition – JPEG 350 dpi*) and name of the author of the photo please - Photo: Kirsten Klein



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

[www.fremtidenslandskaber.dk](http://www.fremtidenslandskaber.dk)



### III. CONTENT OF THE PROJECT

8.	<b>Start of the Project</b>	month	Nov	year	2013
9.	<b>Partners</b>	Three Danish universities (Aalborg University, University of Southern Denmark, and University of Copenhagen), Aarhus School of Architecture, the National Agricultural Advisory Service, Danish Outdoor Council, Danish Hunters Association, and 11 municipalities.			
10.	<b>Financing bodies</b>	Real Dania Foundation, Nordea Foundation, 15. Juni Fonden, and Tipsmidlerne (lottery funds) All partners contributed with co-funding			

#### 11. Central aims of the Project

*Landscape Futures* had two overall aims. Firstly, the project was intended to contribute to new and more pro-active place-making focused and policy integrated approaches to Danish countryside planning – termed *landscape strategy making*. Secondly, the project should place the future of multifunctional rural landscapes – placed in different functional contexts and spatial scales – on a multidisciplinary agenda for academic and professional discussion. The ambition was that each of the 12 projects should experiment with stakeholder involvement processes, analytical approaches and plan solutions for the future of the specific landscape.

#### 12. Outcome

The most concrete outcomes are the 12 landscape projects all of which are formally finished with clear outcomes, although some more successful than others. A few of the projects have the potential to become paradigmatic projects. With reference to the report these include the Mors project (no.2), the Fjends project (no. 3) and the Bornholm project (no. 12).

At a general level the framework for landscape strategy making is a major outcome.

This framework is – together with the 12 projects presented in detail in the Danish book ('Landscape Futures – visions and plans for the countryside'), and is outlined already in several international publications including Pinto-Correia, Pedroli and Primdahl (2018): 'European Landscapes in Transition', Cambridge University Press

#### 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 not formally been linked to a sustainable development policy.

The Danish planning law maintain sustainable development as a major goal and sustainable development has been an explicit goal for several of the planning projects participating. Most of the projects have habitat and environmental restoration as a significant dimension, including semi-natural grassland and wetland restoration. Also the planning of green and blue infrastructure of the landscape in question has been a major issue in several projects, as have enhancements of scenic values.

##### 14. Exemplary value

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

*Which are the good practices that it implemented?*

Especially three dimensions in the overall projects are of exemplary value:

1. The creation of a common interest in the rural landscape in question and its future has been a key part of the planning process in the majority of projects with lectures, excursions, and other educational activities built in.
2. The focus on policy integration and multifunctionality in most projects have been beneficials and have for many participating planners, nature conservationists and farmers been an eye-opener
3. The collaborative approach applied in all projects – in most of them using the landscape strategy making framework – has worked well

**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?*

Active involvement of stakeholders has been a characteristic in all projects. The degree of participation has varied but in all projects involvement went beyond information and simple hearings and clearly beyond what is required in the planning law. In a few projects ad hoc established 'strategy making group' were given extensive autonomy by the municipality.

Also involvement of a broad range of municipal offices (education and health departments for example) was part of process in several projects.

Except for one project all the practical projects were owned by municipalities which in a Danish context has a strong tradition for public-private collaboration

**16. 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?*

Awareness-raising is a primary aim behind creation of interest in the landscape and its future which in turn is one of the four dimensions in the landscape strategy making approach applied and developed in the overall project.

This has included both the very landscape concept itself as well awareness on the ecological, cultural and aesthetic dimensions of the rural landscape. These issues are also given clear priorities in the synthesizing book.

Awareness raising has also been including in the strategy making processes in another way, namely in the goal setting phase. Here the focus was not only put on the planning goals and consensus behind these. Equal amount of time was used to create consensus about the current situation (which required a historic perspective to be included) and especially current problems areas. The logic has been that of map reading: Agreement on where to go is need but is not enough – everyone also has to agree on where he or she IS on the map.

It is estimated that more than 2000 people- experts, planners politicians, farmers and other citizens have actively participated in the 12 planning processes. Experiences from the projects have also been communicated in a museum exhibition: Danish landscapes between past and future. The main part of this will be shown at 10 local exhibitions across the country in the next years.

## **5. ESTONIA / ESTONIE**

*Communities activities day "Let`s do it!"*

Estonian Fund for Nature (NGO)

## I. STATE CONCERNED AND APPLICANT

**1. State**

Estonia

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*Telephone:*

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tarmo@elfond.ee

## II. PRESENTATION OF THE PROJET

### 3. Name of the Project

Communities activities day “Let`s do it!”

### 4. Location of the Project

The “Let`s do it!” concept has expanded throughout Estonia and spread to world

### 5. Summary of the Project

Communities activities day “Let`s do it!” is the day of collective action for improvement of landscape quality and has been taking place all over Estonia since the year 2008. The project was started and has been run by non-governmental project team which has been very successful to involve a huge amount of voluntary participants. In 2008 the project started with countrywide action of cleaning Estonia from illegal garbage, in 2009 local communities gathered together to generate good ideas for sustainable local development and, building on that, from 2010-2018 different collective actions (Estonian: talgud) have taken place all over Estonia.

Project has helped to carry out a great number of different landscape management actions. Every community, organization or active citizen could participate in deciding what needed to be done and invited other people to join with the initiative.

Traditionally Communities Activities Day takes place in first Saturday of May. Over the years in Estonia there have been more than 14 700 different landscape management actions, contributing also to the aspects of cultural and aesthetic values, with more than 433 600 participants.

Thanks to the project local communities have become stronger and the public awareness about landscape values and sustainable development has increased. The project has also very practical outcome in contributing directly to the quality of the environment.



## 6. Photos representing the Project



Landscape management in coastal meadow in Manija island. *Photo by Merike Linnamägi*



Building boardwalks in bog, *Photo by voluntary participant of community day*

## 7. Website of the Project

Website of the project is available at:  
<http://www.teemeara.ee/>

### III. CONTENT OF THE PROJECT

## 8. Start of the Project

month  year

## 9. Partners

Project is leaded by Estonian Fund for Nature and the Estonian Village Movement “Kodukant” with help of hundreds of partners from government and private sectors and NGOs.

## 10. Financing bodies

National Foundation of Civil Society. Also local communities, governmental and private sector partners and NGOs.

## 11. Central aims of the Project

“Let’s do it!” is the project of non-governmental organization and its culmination is a day of collective action that has been taking place in different forms all over Estonia since the year 2008. From 2010-2018 different actions all over Estonia have taken place under the project. The project enables every community, organization or active citizen to participate in deciding what needs to be done at local level to improve the quality of their living environment and ask other people to join in.

The main purpose of the project is its contribution to civil society in Estonia by promoting active attitude, strengthening local communities, raising awareness on waste, landscape quality and other environmental issues as well as supporting the development of local leaders and initiatives. The aims of the project have been to involve the general public to decision making and improvement of actions on landscape, and by joint effort to rise the quality of landscapes and environment.



## 12. Outcome

The project has been an instrument aimed at protecting, managing and planning the landscape (Article 6 E).

### **Strengthened and increased awareness, tidied up and maintained landscapes**

The most important outcomes are strengthened communities, increased awareness and improved environment.

The relationship of people and communities with their living environment and its quality has developed due to long-term consistent organization of the “Let’s do it!” activity. It has changed from initial passive to more active attitude – people and communities realize more and more that our living environment and its quality depend on everyone’s actions.

The project has developed the idea that in addition to physical environment also strong, caring and uniform community is important part of the living environment. It has inspired citizens to participate in the maintenance of their local landscapes. The project contributes to the implementation of Article 5 c of the Convention by making it possible for interested general public, local and regional authorities, and other parties to participate in the implementation of landscape policies.

The project has increased public awareness by directly involving people in different activities, as well as thanks to extensive media coverage (radio, TV, newspapers, social media etc.). The total number of participants in different events in 2008 – 2018 has been 433 603 people. The project is extremely successful and popular among Estonian people and also in international scale.

Through abovementioned actions the project contributes directly to the implementation of article 6 A – it has increased the awareness among civil society, private organisations and public authorities of the value of the landscape and their role and changes to them.

More than 14 000 community activities have been carried out. These include: cleaning Estonia from illegal garbage, management of parks and green areas in towns and villages, planting of trees and forests, building the boardwalks to bogs, etc.

### **Examples of project activities over the years:**

- Country clean-up project "Lets Do It 2008" (<https://youtu.be/A5GryIDl0qY>). Campaign "Let's Do It!" - a grassroot initiative to clean up the country from illegal waste in just one day. There was over 10 000 tons of illegal waste lying around all over Estonia and it was an outrageous plan -- to clean it all up on one day! On May 3, 2008 with help of 50 000 volunteers more than 10 000 tons of garbage gathered and Estonia was cleaned up from illegal waste.
- World Cleanup Day 2018. Uniting the world for a one massive cleanup day in 2018. <https://www.letsdoitworld.org/about/overview/world-cleanup-day-2018/>
- “Let’s Do It!” 2018. <https://youtu.be/RdY70cokMAo> – Overview of activities in Estonia in 2018:
  - Starting with announcement of the start of the “Let’s Do It!” day in Tallinn.
  - Creating common vegetable and flower garden in city environment in Tallinn.

- Reconstruction of the village mailbox location in Põlva County.
- Activities in Kambja church in Tartu County.
- Arrangement of infrastructures and green landscape elements in village centers in Põlva County.
- Colouring the wheelchair road in Maarja village (residential community with young adults with intellectual disabilities) in Põlva County in participation of the President of Estonia, Kersti Kaljulaid.
- Activities in homeless animal shelter in Tartu city in participation of the Prime Minister of Estonia, Jüri Ratas.
- Work in coordination centre of the Project in Tartu Nature House.
- Planting of oaks by schoolchildren in small town Kilingi-Nõmme in Pärnu County in 2017. <https://www.youtube.com/watch?v=1mHCxjGcryY>
- Arrangement of infrastructures and green areas of a village in Lääne-Viru County in 2017. [https://www.youtube.com/watch?time\\_continue=96&v=IkHIUXR-bW8](https://www.youtube.com/watch?time_continue=96&v=IkHIUXR-bW8)

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

### 13. Sustainable territorial development

The project “*Let’s do it!*” contributes to sustainable use of environment and increases the public awareness about sustainable development and environment. It contributes to environmental, social, economic, cultural and aesthetic values of the landscape, improves the quality of environment, neutralises and mitigates the negative impacts of human activities and increases the aesthetic value of landscape all over the country.

The project started in 2008 as a country wide project based on voluntary participation by cleaning up illegal refuse heaps which caused the environmental pollution and affected the aesthetic values of landscapes. The team members were trained to organize the activities smoothly all over the country. The locations of illegal garbage were mapped. On 5<sup>th</sup> of May 2008 50 000 people, which is 4% of all Estonians, picked up 10 000 tons of illegal waste in just one day.

The project has increased the quality of landscapes resulting in the improvement of quality and status of both natural and cultural objects (incl. cultural monuments). By now many different activities to improve the local environment and quality of life are taking place during the Communities Activities Day.

The project has encouraged the collective initiative of local communities and non-governmental organizations. Activities under the project have been coordinated by the project team but initiated and implemented by local communities, thus the project has fortified local communities and fostered participation at local level decision making.

Project has advocated active participation in local decision making process, particularly concerning the decisions on spatial development and environment influencing quality of life. It has promoted the understanding about sustainable use of environment. The project has had a huge importance in raising awareness on waste management, recycling and other environmental issues not only in Estonia but also all over the world.

Considering that the illegal garbage and its harmful influence to environment and landscape is a rising problem, it is extremely important to increase the awareness of public in this field.

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

Project can be considered to have a wide exemplary value. It has developed from initial cleaning up campaign to much wider initiative, which now include diverse activities with a purpose to improve the quality of landscape and environment. The concept of the project is a great example which has spread to the whole world. It can, and it has already been, be reproduced in other countries.

Project has direct positive influence on landscapes – it has improved landscape values and environmental quality. Thousands of tons of garbage, among these hazardous waste, have been removed from landscapes. Through the decreased illegal dumping of garbage the quality of landscapes has increased. Landscape quality and values have been improved also by other management activities which have been carried out by the project.

Project has an important exemplary value by encouraging local cooperation and promotion of voluntary work. Project is well known in Estonia and also abroad, it shows that a large number of Estonians care about their environment and are willing to collaborate for its benefit. It has expanded from Estonia to all over the world and the day is also part of a global event called “World Cleanup Day” which was initiated by Estonians. There were more than 150 countries all over the world that joined the action on 15<sup>th</sup> of September 2018.

Also other activities have derived from “Let’s do it!” initiative, including inter alia educational programs. For example educational program “Prügi Vahetund” (Waste break!), which was addressed to schoolchildren and encouraged to promote environmentally friendly lifestyle and sustainable consumption (in 2015/2016 195 schools took part of the project). By this the project contributed to the implementation of article 6 B subsection c – to promote school courses, which address the values attaching to landscapes and the issues raised by their protection, management and planning.

Community activities day “Let’s do it!” has significantly increased public awareness about the environment, developed the idea of voluntary activities and improved the organisation of community activities to maintain and manage landscape values in local level. By that it has strengthen peoples` relationship with their everyday landscapes.

Among other advantages one of the strengths of the project is its long-term continuity. The activities day has been held every year since 2008 and the numbers of participants and the events carried out have increased annually. Activities of the project have contributed to the creation to the “Let’s do it!” tradition.

## **15. Public participation**

The project is a civil initiative which encourages local municipalities, non-governmental organizations and local citizens to take part in decision-making process. The collective planning and idea generation stage is followed by collective implementation stage by bringing together different stakeholders of local communities.

The project has got remarkable media interest and coverage. Due to that the topics such as landscape quality, sustainable development and local decision making process have got much attention. The project is well known and appreciated by people. More than 53 000 participants took part in the activities in 2018 in Estonia.

The project has spread the idea of sustainable development not only all over the country but it has also taken global perspective. In 2018 the World Cleanup Day took place. The cleanup event brought out 17 million people, spanning 158 countries. This event proved to be the largest organised cleanup that has ever taken place in a timespan of 36 hours. <https://www.worldcleanupday.org/>.

In a way, the project turned the whole planet into a global classroom for one day – millions of people learned by hands-on activities that there is an important link between our actions and the state of the environment.

This worldwide action was called The biggest ever civil action against waste.

## **16. Awareness-raising**

The project has widely increased awareness among local communities, local governments, non-governmental organizations and general population about the value of landscapes, their role and changes to them. It encourages people to participate in activities, which promote landscape values and makes people to realize that the contribution of every single person is important, the key is collaboration. Also that positive changes in landscape doesn't always require enormous finances. The initiator of the project Tarmo Tüür has said: "You do not need to invent a new high-tech tool to change the world. The experience of The Community Activities Day shows that there is also no need for tens of thousands of Euros to change Estonian living environment - it is enough to have tens of thousands of Estonians who care".

Each year the project has had a very wide media coverage. The project has its own website where all activities are registered and everyone can choose and confirm the activity he or she wants to take part in. Before the activities day, people and communities can make proposals what they think needs to be done in their community – they can choose for example either it is important to restore an old park or semi-natural habitat, clean up the garbage or restore a cultural heritage site – there are no limits, all these activities can be part of the "Let's do it!" day. The only requirement is that someone is ready to take the lead and others to take part in suggested activity to rise the quality of environment. The activity will be listed in "Let's do it!" official webpage and via this webpage people can be informed and sign up where they want to participate.

There have been numerous articles in national and local newspapers as well as in social media about the project. There has been also wide radio and TV coverage. Before the

activities day different events are introduced and people are called to take part in these. During the activities day there are live broadcasts as well as special news from various activities in TV and radio. After the activities day the conclusions are made and shared with public which works have been carried out, how many people participated etc. Through this coverage, in addition to those who directly take part of the activities day, thousands of people are reached through different media channels.

The project rises awareness also through educational materials and useful tips which are given on the project website concerning different activities. For example – what to bear in mind if you are working on coastal areas or natural and cultural monuments, how not to disturb birds, how to sort garbage etc.

## V. ADDITIONAL MATERIAL

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

*Maguelonne Déjeant-Pons*

*Executive Secretary of the European Landscape Convention*

*Head of Division, Agora (A4-15V), Council of Europe*

*F-67075 STRASBOURG, Cedex*

*Tel: +33 (0) 3 88 41 23 98*

*E-mail: maguelonne.dejeant-pons@coe.int*

- 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).*

\*

## **6. FINLAND / FINLANDE**

*Establishment of the Kotka National Urban Park*

City of Kotka

## I. STATE CONCERNED AND APPLICANT

**1. State**

Finland

**Represented by**

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**2. Applicant**

*Name of the local,  
regional authority(ies)  
or NGO(s)*

City of Kotka

**Represented by**

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## II. PRESENTATION OF THE PROJET

### 3. Name of the Project

Establishment of the Kotka National Urban Park

### 4. Location of the Project

City of Kotka

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

The Kotka National Urban Park is a combination of parks, built quarters, sea areas of the Gulf of Finland and shores of the Kymijoki river the size of 2675 hectares. It connects the most significant sites in the city of Kotka to make a uniform network, which is easy to walk both in terms of time and landscape. The Kotka National Urban Park also connects the city to the surrounding nature by way of ecological corridors. The National Urban Park (NUP) is a comprehensive entity of natural and cultural landscapes and recreational areas, whose preservation the city will be committed to when the NUP is established. The status of National Urban Parks is specified in the Land Use and Building Act. The city of Kotka applied for the establishment of the park, and the decision was made by the Ministry of the Environment in 2014. First and foremost, National Urban Park is a tool for the sustainable design of land use. The Finnish National Urban Park concept was awarded by the European Garden Heritage Network (EGHN) with the European Garden Award in 2014 in the large concept bracket.

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



Photo: Patricia Broas

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

<https://arcg.is/L1Sva>  
<http://www.iesite.fi/kotkankaupunkipuisto/>



### 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**
- |  |
|--|
| City of Kotka (city planning, parks and grounds department, environmental services, technical services, communications, Kymenlaakso museum), Ministry of the Environment |
|--|

10. **Financing bodies**
- |  |
|--|
| City of Kotka, Centre for Economic Development, Transport and the Environment for Southeast Finland, Metsähallitus Parks & Wildlife Finland, The Finnish Heritage Agency |
|--|

11. **Central aims of the Project**

The central objectives in establishing the Kotka National Urban Park and the work leading up to it have been to:

- 1) ensure that the urban space, cultural and natural heritage and special ecological values are preserved as a coherent entity, and to protect, manage and enrich the landscape
- 2) implement a city planning tool that supports the design and sustainable development of the urban landscape in the long term
- 3) ensure nature's diversity and create ecological corridors that connect the green areas in the city with surrounding nature
- 4) continue to shape the image of the once polluted, industrial city to become a healthy, beautiful and comfortable seaside city of parks
- 5) create the prerequisites to experience the story of the city's natural and cultural history genuinely in a living, physical landscape
- 6) highlight special values among the city structure
- 7) increase awareness of landscapes and the way they change, as well as spike the residents' interest in their everyday landscape and the effect it has on their identity and well-being
- 8) establish the rich cultural and natural heritage in Kotka as a tangible identity factor in the city, generate an everyday environment with experiences in it, inspiring a love for

the city in the hearts of the residents of Kotka

- 9) develop the National Urban Park into an attraction factor for both local residents and visitors from Finland and abroad

## 12. Outcome

The project has exceeded its goals successfully. The research aimed at establishing the Kotka National Urban Park was started in 2004, and in 2012, the municipal executive decided to apply for the status of NUP. The Ministry of the Environment awarded the status to Kotka National Urban Park in 2014.

Key results:

- 1) The Kotka National Urban Park contains 2 675 hectares of sea areas in the eastern part of the Gulf of Finland, parks in the city centre and built quarters, as well as shores of the Kymijoki river, whose preservation as a coherent entity was secured by establishing the NUP in Kotka. The City of Kotka is committed to preserving the cultural and natural landscape, special historical characteristics and other special values of the area.
- 2) The National Urban Park is utilised as a tool for urban landscape planning. It can be used to develop the city as a comprehensive entity, while observing ecological aspects, culture, landscape, functionality and the vitality of the city. The management and utilisation of the urban environment is controlled through a management and utilisation plan drafted together by the City and the Centre for Economic Development, Transport and the Environment for Southeast Finland, who in turn have cooperated with the parties most affected by the plans.
- 3) The Kotka National Urban Park forms a unified and coherent entity in terms of landscape and function, and it also acts as a blue-green corridor securing natural diversity between various districts, nearby nature environments and two national parks.
- 4) Kotka had already previously changed its image from an industrial town to a sea-side city filled with parks through persevering work, and the establishment of the National Urban Park has only worked to strengthen this image in the eyes of residents and tourists alike.
- 5) The Kotka National Urban Park is a story of a fort and border town born for the utilisation of the fruits of the Baltic Sea and the Kymijoki river, which has later grown to become a versatile sea-side town of green parks, celebrating the diversity of nature in the archipelago and developing sustainably. It is easy to walk around in the

Kotka NUP, both in terms of time and landscape.

- 6) The Kotka National Urban Park is a collection of the highlights of Kotka; combining parks, water bodies, nature and architectural gems. Four information boards have been erected in the National Urban Park. Each of them offers information on the NUP in three languages. The National Urban Park also features 20 rock columns informing the visitor that they are in a NUP. These columns are designed to elevate the status of the landscape in the eyes and mind of the visitor. The NUP in Kotka and the award-winning parks at its core have warranted interest both nationally and internationally.
- 7) The Kotka National Urban Park, and the related preparation process, has been communicated widely and covered in numerous newspaper articles, radio interviews and TV inserts, which has, for its part, increased the residents' awareness of and knowledge about their everyday surroundings and landscape. The mere plans for establishing a National Urban Park garnered plenty of interest among the residents, and they participated actively in the process by sending in letters to the editor, for example, and thus, involved themselves in the implementation of landscape policy.
- 8) The residents have truly adopted the Kotka National Urban Park as their shared living room. It attracts residents of all ages to participate in events, just hang out and enjoy the outdoors throughout the year. The pleasant recreational areas, parks and the connecting light traffic routes of the National Urban Park make spending time outdoors easy and enable hiking in surroundings that inspire experiences, increasing the health and well-being of the residents. Light traffic routes have been developed as part of the NUP, and they offer a coherent and safe access route running all the way from the city centre to the fringes of the city, making it easy for everyone to access nature.
- 9) The Kotka National Urban Park and the versatile park at its core are an attraction factor in Kotka, both as a city to live in and visit. The Kotka National Urban Park attracts people from a far, increasingly even from abroad. Kotka is seen as an attractive, vibrant city with an excellent living environment.
- 10) The Kotka National Urban Park has also been used as an outdoor classroom, and this use will probably increase in the future. In general, the Kotka NUP is a favourite with the children, and the versatile cultural and natural heritage of the National Urban Park, complete with information boards, offers excellent opportunities for environmental education. The Finnish fish aquarium Maretarium is also located in the NUP area. Maretarium offers the opportunity to learn more about the underwater landscape and environment.
- 11) Other locations are also interested in the good practices implemented in Kotka, which Kotka is more than willing to share. Park planning and implementation is a popular theme among visitors from near and far.
- 12) The determined development of parks has also yielded measurable results. A long-term, annual survey on municipal engineering services by the Finnish Consulting Group places Kotka at the top in terms of the quality of parks in the city centre. The most recent figures from 2018 even show Kotka making even clearer headway than

before. 99% of respondents said that the quality of parks in the centre of Kotka is good, whereas the same figure for runner-up cities is 90%.

## 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 establishment of the Kotka National Urban Park, and the measures that enabled it, are in keeping with sustainable development policies and they have been implemented in harmony with the regional organisation.

The Kotka National Urban Park was established in an urban environment in accordance with the criteria specified in the Land Use and Building Act. Entities formed by green areas and historical environments of national importance in terms of natural and cultural heritage have been preserved in the environment, and the city intends to sustain their preservation through responsible town planning. The Kotka National Urban Park was established to preserve the coherent entity of the cultural and natural landscape, historical special characteristics as well as special values concerned with the townscape and social, recreational and other values. The development of the Kotka NUP is persistent work, in which the area is developed slowly but surely in accordance with plans. Primarily, areas owned by the municipality, the state or other public entities are designated as National Urban Park areas. Other areas may be designated as NUP areas with permission from the land owner.

The Ministry of the Environment has specified four criteria that must be fulfilled in order for the area to be eligible for the status of National Urban Park. In keeping with the criteria:

1) National Urban Parks must contain important nature areas in terms of the preservation of diverse urban nature, significant cultural environments, along with buildings, in terms of national history or the city's own developmental stages, as well as significant parks or green areas in terms of park architecture or aesthetics.

2) National Urban Parks must be sufficiently large and undisturbed as green and park areas, as well as so coherent in their blue-green structure that they can be used as corridors from one district to another.

3) Ecological corridors must form in the area, and the area must connect seamlessly with the natural environment or the rural areas surrounding the city.

4) The National Urban Park must be an essential part of urban structure, i.e. it must start in the city centre or its immediate vicinity.

The criteria support sustainable development and bear a practical significance to landscape management, protection and planning.

The measures aimed at establishing the Kotka National Urban Park have promoted environmental, social, economic, cultural and aesthetic sustainability in an exemplary manner. These measures have been effective in combating and repairing the damage caused to structures in the landscape. The measures already completed and planned for the future work enrich the landscape and develop its new features.

The establishing of the Kotka National Urban Park has promoted environmental, social, economic, cultural and aesthetic sustainability in the following ways:

**Environmental sustainability:**

The National Urban Park includes valuable river, archipelago, forest and rock nature, and the area is ecologically versatile, and it also includes nature reserves and NATURA 2000 areas. The blue-green structure made up of versatile green areas and sea and river areas connects the urban structure to the surrounding nature. The Kotka National Urban Park acts as an ecological blue-green corridor between city districts and other national parks in the area. The Kotka NUP also offers a habitat for the many endangered species living in the park area.

Formerly weak, polluted areas in Kotka have been cleaned and improved through the construction of the Kotka National Urban Park. Sapokka Water Garden, Katariina Seaside Park and Riverside Park are shining examples of this. Biodiversity has been supported in park construction by establishing a wetland in the middle of the lawn in Katariina Seaside Park, for example. A large section of the 20-hectare Katariina Seaside Park is left to nature's devices in terms of plant selection. Indeed, the park is home to versatile plant species, including endangered species.

A new fish passage was built along the ten-metre tall Korkeakoski hydro-electric power plant dam in 2016 for the migratory fish to climb the dam and for the purposes of monitoring the climb.

Thanks to its information boards, the Kotka National Urban Park offers good opportunities for environmental education. The Finnish fish aquarium Maretarium, located in the area, offers visitors the chance to take a peek at the underwater landscape and nature, and it is very popular with families with children and as a field trip destination.

The Kotka NUP is an interesting domestic tourist attraction, which means that it supports ecological local and domestic tourism.

**Cultural sustainability:**

The Kotka National Urban Park defines the cultural, historical, ecological and aesthetic values that we want to preserve for future generations. The NUP weaves the highlights of urban life, culture and nature together and emphasises local cultural history, helping us understand our roots better for an improved present. The network comprising of the Kotka National Urban Park and all of the nine National Urban Parks in Finland helps tell the local story and the story of Finland through changes in livelihoods, cultural challenges and natural and park environments. The role of Kotka in the network of National Urban Parks is to highlight and preserve the versatile historical, cultural and industrial heritage in the area and its effect on the Finnish landscape and environment. The area includes significant industrial and natural landscapes, as well as architectural monuments that tell the story of the design ideals and usage needs of different time periods from sizable fortifications and imperial fishing lodges from the times of the Russian emperor to modernism perfected by master architect Alvar Aalto.

Underwater culture and natural heritage are also a part of the Kotka National Urban Park. As a result of battles between Russia and Sweden in the late 1700s, a unique burial ground of wrecks lies in the Svensksund area just outside Kotka, which is a very popular diving

destination. The Finnish Heritage Agency has included the Svensksund wreck area in the list of significant underwater cultural heritage sites. Cannons and parts of wrecks lifted from Svensksund over the years are also on display on dry land in the Kotka National Urban Park.

### **Economic sustainability:**

The urban park strengthens the image of Kotka as a city of parks, the sea and the river, offering things to see and do for visitors, a good living environment for its residents and a quality operating environment for companies, which adds to the attractiveness of the area and increases tourism. As a large and attractive area, the NUP extends the time visitors stay in Kotka, which benefits service providers and the regional economy. Thanks to the NUP, completely novel business operations are created, as the demand for various additional services increases. The Kotka National Urban Park is already connected to many types of business operations, such as tourism, accommodation, catering and services offering experiences. The demand for these services is expected to grow going forward. Event organising companies organise canoeing on rapids and diving and boat trips to the National Urban Park, and the Kotka NUP even has its own Prosecco, imported by a local entrepreneur.

Kotka has focused on developing its central parks for more than 30 years. Most of the funds for the maintenance and modernisation work in the National Urban Park come from the budget of the City. Roughly 70% of the annual investment and maintenance resources of the City's parks and grounds department are allocated within the borders of the NUP. One of the focus areas of the coming years will be the development of the network of paths and bicycle routes.

The Kotka National Urban Park is also a testament to the fact that, by recycling materials and adopting a natural method of building, the cost of construction does not have to be high. Nature has been given the power to decide which plants the park will incorporate in the 20-hectare Katariina Seaside park, for example.

### **Social sustainability:**

The Kotka National Urban Park offers plenty of opportunities for exercise and experiences in nature, which are both proven to promote well-being and health. The NUP is easily accessible and can be used by anyone 24 hours a day and 365 days a year. The Kotka NUP starts in the heart of the city and spreads out into residential areas like a net covering a large area, which means that the urban park is easy to access. It invites people of all ages to participate in events and hobbies or just to hang out, meet people and enjoy outdoor life throughout the year. The measures aimed at establishing the National Urban Park have increased the value of the area as a recreational area and the pleasantness of the area as a residential area, which benefits visitors to and residents of the area and promotes social sustainability.

### **Aesthetic sustainability:**

The establishment of the Kotka National Urban Park, and the measures that enabled it, have increased the aesthetic value of the area significantly. A network of renovated historical parks and versatile new parks is at the core of the Kotka NUP. The Kotka National Urban Park also includes beautiful forest, river, sea and archipelago areas. The preservation of their unique characteristics has been secured by the status of the NUP. Forest management is employed to care for the forests in the Kotka National Urban Park.



The measures that enabled the establishment of the Kotka NUP have also worked to repair and abate the damage caused to the landscape, as well as enrich the landscape. The centrally located Katariinanniemi cape area, for example, was closed to residents for decades because it was used as an oil harbour. When the operations of the oil harbour were discontinued, the area was cleaned and the 20-hectare Katariina Seaside Park was constructed on the cape. It now forms an aesthetically pleasing everyday environment that offers experiences, much like the rest of the National Urban Park area in Kotka. Some of the tank structures were left intact in the park as a reminder of the history of Katariina Seaside park and to create layers in the landscape.

#### 14. Exemplary value

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

The operational principles and measures that have lead up to the status of the Kotka National Urban Park may serve as an example to others in terms of abiding by good practices. Receiving the status of National Urban Park was the result of long-term, determined development of the urban environment and was considered to be a sort of milestone or reward. The most important benefit that the establishment of the NUP has for Kotka is the way in which it guides the city into the future and encourages it to continue development in the long term.

Once construction no longer threatens the landscape, it can be developed and managed patiently, purposefully and cost-efficiently in an exemplary manner, while benefitting all parties; the City, the residents and the entrepreneurs. In connection with being awarded the status of National Urban Park, the City committed to preserving nationally valuable landscapes and to develop them as semi-public spaces in its land use decisions. The residents now have a pleasant environment in which to experience things and go about their everyday life, the city has become more attractive and the demand for services offered by entrepreneurs has increased. There are also new opportunities for new businesses and new types of business operations in the area.

Operating principles and measures to serve as an example to others with regard to observing good practices:

- 1) The Kotka National Urban Park was born out of the City's own will and as a result of the City's own processes. The City created the prerequisites for the National Urban Park and proposed the establishment of the NUP to the Ministry of the Environment. The City of Kotka wanted to commit to preserving and maintaining the special value of the area. Preserving and strengthening the unique characteristics of the City helps the City to succeed in the competition for residents, jobs and visitors.
- 2) The project was prepared in cooperation with various administrative branches,



operators, residents and parties that own land or buildings in the urban park area. The realisation of the urban park required a democratic, coherent view on the matter and commitment to the project.

- 3) The Ministry of the Environment consulted, supported and offered information to the City in the preparatory and application phases. The preparation and decision-making process of the project showed that successful cooperation between municipal and state operators strengthens and promotes sustainable urban planning and construction.
- 4) The management and utilisation of the Kotka National Urban Park is controlled through a management and utilisation plan drafted together by the City and the Centre for Economic Development, Transport and the Environment for Southeast Finland, who, in turn, have cooperated with the parties most affected by the plans. The plan describes the long-term measures and operations that ensure the preservation and strengthening of the special values that served as the grounds for establishing the National Urban Park as the area is being purposefully developed. The plan addresses issues such as management efforts in the area and specifies the necessary renovation and repair sites, as well as schedules management and maintenance work. The management and utilisation plan draft for the Kotka National Urban Park was placed on display and opened to comments prior to being approved.
- 5) An uninterrupted series of aesthetically attractive new and historical parks containing multiple species has been created in the area of the Kotka National Urban Park. It forms the green and vibrant core of the urban park. Park development has brought about a versatile and interesting environment for everyday operations, and the City's image has been transformed from a polluted industrial town to a city of beautiful, national award-winning parks and pleasant living environments.
- 6) When the Kotka National Urban Park was established, the City wanted to incorporate many kinds of different landscapes, because underwater landscapes, nature and cultural heritage also have their place in the Kotka NUP. One of the most important areas containing underwater ancient monuments in Finland is located right outside Kotka. It is also a part of the NUP.
- 7) First and foremost, the establishment of the urban park in Kotka has been an implementation of a tool for urban planning. It can be used to develop the city as a comprehensive entity while observing ecological aspects, culture, landscape, functionality and the vitality of the city.
- 8) The establishment of the Kotka National Urban Park and the planning of its management and use have involved close cooperation with various operators. Agreeing on shared goals in advance helps to allocate resources correctly and promote the progress of the project. The preparatory process for the establishment of the NUP has been seen as an improvement in terms of cooperation, including within the City's own organisation.
- 9) Good planning enables improved quality in environmental construction, which in turn enables efficient and productive maintenance. For example, the Katariina Seaside Park, located in the Kotka National Urban Park, is living proof that by recycling materials and adopting a natural method of building, the cost of construction does not have to be high.
- 10) The most significant new parks in the area have been built on polluted land, which has been cleaned carefully first in accordance with the park plans. However, urban areas do not need to be completely maintained by people: in the Katariina Seaside Park, nature has been given the power to select plants for large areas of the park, which makes maintenance of the large park substantially cheaper. The Katariina

Seaside Park is also home to endangered species, which in itself is a sign of how successful the efforts to preserve biodiversity have been.

- 11) The Kotka National Urban Park is open to all, all of the time and all year. The Kotka NUP is easily accessible, because it starts in the heart of the city. The vast recreational area of the Katariina Seaside Park, for example, has a very central location in the City. The number of visitors to the Katariina Seaside Park amounted to approximately 200 000 in 2018. Anyone visiting the National Urban Park area will benefit from the measures directed at landscape management in National Urban Parks, and the further development of the NUP will improve the green connections through the City for residents.

The new possibilities National Urban Park concept offers for landscape management are important also in terms on awareness-raising. Europe's first national city park Nationalstadspark was established in Stockholm, Sweden in 1995. The idea was adopted to Finland and remodelled to suit better the national needs. Finnish National Urban Park concept was taken as part of the Land Use and Building Act in 1999. Since then nine National Urban Parks have been established in Finland of which Kotka NUP is the most diverse in terms of natural and cultural landscapes. Kotka National Urban Park serves as an international example of good practices about protecting diverse natural and cultural values in urban landscape while also increasing residents' well-being.

## **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?*

Residents were encouraged to participate in the decision-making process already in the phase of determining the prerequisites for establishing the Kotka National Urban Park. Residents and land-owners were informed of the process in various public events. Numerous 'Löydä luonto läheltäsi' (Find the nature near you) nature discovery tours were also organised in the area. A separate press conference was organised for the media already in the early stages of the preparatory work, and local newspapers and local radio participated in communicating about the project and its significance to land-owners and other residents of Kotka several times throughout the process. The progress of the project, as well as the initial report on the establishment, have been on display to the general public on the City's website throughout the process. Residents provided feedback through official channels, as well as by writing opinion pieces in the newspapers. The subject was also brought up in the City's internal communication channels to map opinions. The application for the establishment of the Kotka National Urban Park was prepared in cooperation with residents and those who own buildings or land in the park area.

Participation has also been encouraged after the NUP was established. The management and utilisation of the Kotka National Urban Park is controlled through a management and utilisation plan drafted by the City and the Centre for Economic Development, Transport and the Environment for Southeast Finland in cooperation with the parties most affected by the plans. The management and utilisation plan draft was placed on display and opened to comments prior to being approved.

The Kotka National Urban Park has been implemented in keeping with the landscape

policies of the national, regional and local authorities, such as the European Landscape Convention, the Finnish Land Use and Building Act, Finnish environmental legislation, the Finnish Cultural Environment Strategy and the Strategy for the Conservation and Sustainable Use of Biodiversity in Finland.

The establishment of the Kotka National Urban Park has actively supported the objectives of legislation and strategies. The Kotka NUP was established in compliance with the Finnish Land Use and Building Act in order to preserve and maintain the beauty, biodiversity and other special values of the cultural and natural landscape in the area. In addition to this, one of the measures described in the Strategy for the Conservation and Sustainable Use of Biodiversity in Finland is the completion of the network of National Urban Parks in Finland. The Kotka NUP also supports the objectives of the European Commission Sea Basin Strategy in its efforts to promote tourism and preserve, manage and secure cultural heritage, strengthen the cultural identity of the area and promote public awareness of and interest in the shared cultural heritage in the area.

#### **16. 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 Kotka National Urban Park highlights local cultural history and helps people understand the roots that affect the present better. Through cultural history, the Kotka NUP promotes understanding of the effects that landscape has on local and European identity. Factories, industrial plants and the sea have been an important part of the development of Kotka, and they are a visible part of the landscape in the National Urban Park.

The planning and development work of the Kotka National Urban Park included highlighting the special value of the NUP for the residents. The work aimed at establishing the Kotka National Urban Park and the establishment of the NUP has, indeed, increased the awareness of the value, importance and change of the local landscapes in the eyes of those operating in the area.

The establishment of the National Urban Park and the measures leading up to it have been extensively covered in newspaper articles, radio interviews and TV inserts. The NUP has also been the subject of several negotiations with those responsible for tourism marketing.

Guided tours for residents of Kotka were organised on the official opening day of the Kotka National Urban Park, in addition to other events. Information and discussion events have been organised for interest groups and entrepreneurs. Information on the NUP has been provided in connection with the Kotka-päivä (Kotka day) event on the market square. The NUP has also been incorporated into education at the Karhula comprehensive school in Kotka. The pupils at the school completed assignments on National Urban Park, which are on display in Maritime centre Vellamo.

In 2016, a brochure on the Kotka National Urban Park was produced and distributed to all households in Kotka. An online, interactive version of the brochure has been published on

the website of the City of Kotka, much like the report on determining the prerequisites for establishing the Kotka National Urban Park.

Information boards and rock columns have been erected in the Kotka National Urban Park, stating that the area is part of the NUP. These columns are a popular subject for photographers as they provide the location information in the image itself. Visitors to the NUP, locals and tourists alike, share their experiences and images on Instagram, Twitter, Facebook and blogs.

The Kotka National Urban Park area has been utilised for educational purposes as an outdoor classroom, which is only right as it contains very versatile natural and cultural heritage. This type of utilisation is likely to increase in the future. The Finnish fish aquarium Maretarium also operates in the NUP area. There, people of all ages can learn more about underwater landscapes and nature.

The communications of the Kotka National Urban Park are being developed, and a map application on the National Urban Park has been introduced as a new tool, providing the opportunity to learn more about the NUP through text and images describing the sites (in Finnish). <https://arceg.is/L1Sva>

Interaction is also continued going forward. Information on the draft for the management and utilisation plan has been provided on notices and letters, and a public event has also been organised.

## V. ADDITIONAL MATERIAL

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

*Maguelonne Déjeant-Pons*

*Executive Secretary of the European Landscape Convention*

*Head of Division, Agora (A4-15V), Council of Europe*

*F-67075 STRASBOURG, Cedex*

*Tel: +33 (0) 3 88 41 23 98*

*E-mail: [maguelonne.dejeant-pons@coe.int](mailto:maguelonne.dejeant-pons@coe.int)*

- 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).*

\*

## **7. FRANCE / FRANCE**

*Reconquête des quais rive gauche à Rouen par l'aménagement d'une grande promenade  
fluviale sur plus de 3 kilomètres de long*

Ville de Rouen et Métropole Rouen Normandie

## I. ETAT CONCERNE ET CANDIDAT

### 1. Etat

FRANCE

#### Représenté par

Adresse :

Téléphone :

Courriel :

Paul DELDUC, directeur général de l'aménagement, du logement et de la nature  
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Juliette FAIVRE, cheffe du bureau des paysages et de la publicité  
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Juliette Faivre : 01 40 81 91 70  
Karine Mangin : 01 40 81 95 02

### 2. Candidats

Nom de ou des  
autorité(s) locale(s),  
régionale(s)

Ville de Rouen ET Métropole Rouen Normandie

ou de la (des) ONG(s)

#### Représenté par

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## II. PRESENTATION DU PROJET

**3. Nom du Projet**

Reconquête des quais rive gauche à Rouen par l'aménagement d'une grande promenade fluviale sur plus de 3 kilomètres de long

**4. Localisation du Projet**

Rouen, région Normandie

**5. Résumé du Projet (10-12 lignes)**

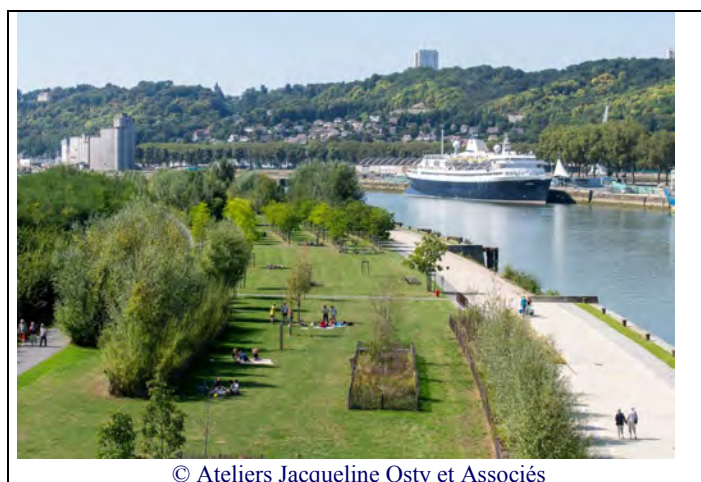
L'aménagement des bords de Seine à Rouen s'inscrit dans un vaste projet de reconquête de friches de part et d'autre du fleuve. Avant la période dite de « reconstruction » (qui suit la fin de la deuxième guerre mondiale) pour la partie amont et jusqu'au début des années 1980 pour la partie aval, ces espaces étaient voués à des activités industrielles et portuaires, dont le déclin progressif a laissé place à des espaces stériles, aux sols et sous-sols pollués. Leur localisation en plein cœur urbain constituait néanmoins une opportunité majeure pour le développement de la métropole. Leur redonner une seconde vie apparaissait essentiel.

L'aménagement de cette grande promenade fluviale tend à concilier plusieurs logiques :

- Reconnecter la rive droite, centre-ville historique de Rouen, et la rive gauche, afin que les rouennais se réapproprient ces espaces et redécouvrent une part oubliée de leurs paysages urbains ;
- Requalifier ces espaces pour renforcer l'attractivité de nouveaux quartiers en plein cœur de ville dans une logique de densification urbaine et de lutte contre l'étalement urbain :
  - le premier quartier, Rouen Flaubert, labellisé « EcoQuartier » par le ministère de la transition écologique et solidaire, s'étend en partie aval sur près de 90 hectares (création de 2.800 logements, 200.000 m<sup>2</sup> d'activités économiques, services et équipements pour accueillir à terme près de 16.000 usagers résidents actifs) ;
  - le second quartier, Saint-Sever, en amont de la promenade, est un quartier en réhabilitation destiné à accueillir une future gare ;
- Diversifier les espaces urbains par la création d'un vaste espace de nature et de détente : les berges de la Seine forment désormais un parc promenade qui s'étend sur près de 25 hectares et plus de 3 km, dont l'aménagement répond à des valeurs à la fois écologiques, paysagères, sociales et environnementales : mise en valeur du patrimoine et du paysage, aménagement d'espaces publics diversifiés et de qualité pour tous, protection de l'environnement et éducation à l'environnement.



6. **Photo représentant le Projet** (en haute définition – JPEG 350 dpi) et nom de l'auteur de la photo svp



7. **Site internet sur le Projet** (si existe)

Sans objet

### III. CONTENU DU PROJET

8. Début du Projet                      mois  année   
*La réalisation doit être  
achevée au moins depuis trois ans*

6 phases d'aménagement échelonnées entre 2010 et 2022

Phases achevées

- 2010 -2013 : Bords de Seine (Jardin du Rail et Parc de la presqu'île Rollet)
- 2013-2014 : Prairie St Sever
- 2015-2016 : Coulisses de Claquedent
- 2017 : Esplanade des Mariniers

Phases en cours et à venir

- 2018-2019 : Presqu'île (Bassin au bois)
- 2020-2021 : Bords de Seine (abords du futur Hangar 105)

9. **Partenaires**

Partenaires techniques :

Grand Port Maritime de Rouen  
Rouen Normandie Aménagement

Maîtrises d'œuvre :

- Pour la partie aval : Jacqueline Osty et Associés (agence de paysage), ATTICA, Egis, Burgeap (jardin du rail et presqu'île Rollet)
- Pour la partie amont : In Situ Paysages et Urbanisme (agence de paysage), Hervieu Follacci Architecte



## 10. Organismes de financement

- Métropole Rouen Normandie / Ville de Rouen
- Département de la Seine-Maritime
- Région Normandie
- Etat : => Ecocité ( Programme d'Investissement d'Avenir)  
=> Fonds de Soutien à l'Innovation Local dans le cadre du Pacte Métropolitain
- Fonds Européens - FEDER

## 11. Principaux objectifs du Projet

L'aménagement s'étend sur plus de 3 km sur les quais rive gauche de la Seine, de la Prairie St Sever à la Presqu'île Rollet. Il a été conduit dès l'origine par deux maîtrises d'ouvrage (Ville de Rouen et Métropole Rouen Normandie) et deux maîtrises d'œuvre (Jacqueline Osty et Associés, et In situ Paysages et urbanisme, deux agences de paysage dirigées par des paysagistes concepteurs) avec des ambitions fortes :

- Rendre plus attractif le territoire :
  - à l'échelle de la métropole : par une opération de requalification urbaine et paysagère qui rayonne au-delà des seuls habitants du centre-ville de Rouen et qui attire l'ensemble des habitants de la métropole ainsi que de nombreux touristes ;
  - à l'échelle du site : en s'appuyant sur le patrimoine naturel exceptionnel de la Seine pour créer un parc naturel urbain en centre-ville de Rouen, d'une surface de 25 hectares, comprenant une promenade et des aires récréatives, favorisant dans le même temps le retour de la nature en ville, et améliorant le cadre de vie des habitants ;
- Faire dialoguer le nouveau paysage urbain créé avec le grand paysage emblématique de la Seine et de ses coteaux ;
- Modifier l'image de la rive gauche de l'agglomération rouennaise et favoriser le développement de futurs quartiers en plein cœur de ville ;
- Créer de nouveaux liens entre les habitants et la Seine à qui ces derniers avaient tourné le dos depuis plusieurs décennies, permettant ainsi une véritable réappropriation des lieux ;
- Valoriser le site grâce à la construction de 4 bâtiments le long de la Seine en lieu et place d'anciens hangars: une salle de musiques actuelles qui a ouvert au public en 2010 (Hangar 106), le siège de la Métropole Rouen Normandie inauguré en 2017 (Hangar 108), un bâtiment d'activités tertiaires, culturelles et de services inauguré début 2018 (Hangar 107) ainsi que, à court terme (en 2021) la construction d'un 4ème bâtiment qui accueillera des activités destinées à l'animation des quais (Hangar 105);
- Permettre la tenue d'évènements réguliers ou occasionnels;
- Contribuer au développement durable du territoire par la renaturation des berges, le développement d'une biodiversité ordinaire, la lutte contre les îlots de chaleur, la réduction des risques d'inondation, l'éducation à l'environnement ;
- Développer du lien social en favorisant des équipements publics accessibles à toutes et à tous : ce développement s'est effectué dans une logique d'innovation et d'expérimentation : une gestion différenciée des espaces pour accroître la biodiversité, l'ouverture 24h/24h\* du parc de la presqu'île sans éclairage nocturne, le

principe du « zéro corbeilles »\* (principe incitant les usagers à percevoir le site comme un site naturel, tel qu'une forêt, et à rapporter avec eux leurs déchets en quittant les lieux\*), l'aménagement d'un espace sportif à destination des femmes\*, la réalisation de cheminements piétons inondables en cas de marées hautes à forts coefficients, etc.

*\* davantage d'explications en page 11 et page 9*

## **12. Résultats obtenus**

Cette promenade offerte aux habitants a contribué à une véritable réappropriation des quais de la Seine. La fréquentation croissante 7 jours/7 et tout au long de la journée, ainsi que les différentes pratiques des lieux témoignent de la réussite du projet et de son appropriation par les habitants: les rouennais viennent y pratiquer un sport (marche à pied, footing, pétanque, roller, musculation, etc), pique-niquer, se promener avec leurs enfants qui profitent des aires de jeux, tout simplement flâner ou se prélasser sur les méridiennes, ou encore participer aux événements ponctuels proposés par la ville et la métropole : « Rouen sur Mer », Festival de musique « Rush », « Urban Training » (course à pied), balades en rosaliaes (voitures à pédales).... Ce lieu répond désormais à la diversité des usages recherchée par les citoyens. Il est intergénérationnel et mixte.

L'attractivité du site se trouve renforcée auprès des acteurs locaux également : la qualité des projets retenus en a fait un secteur « premium » aux yeux des investisseurs. La Métropole reçoit désormais de nombreuses sollicitations pour des projets d'implantations au sein du quartier Rouen Flaubert.

Ces aménagements sont l'occasion de faire découvrir ou re-découvrir aux habitants le grand paysage environnant composé de la Seine et de ses coteaux, des forêts, du centre-ville et du port, toujours en activité. Ils permettent de gérer l'interface ville-port de manière qualitative offrant une transition douce, paysagère et récréative entre les espaces urbanisés et denses de la ville, d'une part, et le port aux fonctions économiques et industrielles d'autre part.

La renaturation des berges a permis l'installation d'une biodiversité ordinaire, de lutter contre le réchauffement climatique et de protéger l'environnement. La densité végétale observée témoigne d'une biodiversité retrouvée.

La démarche partenariale, la teneur du projet, l'innovation développée ont valu à cette promenade de recevoir de nombreuses distinctions au cours de l'année 2018, parmi lesquels le Grand Prix National du Paysage 2018 décerné par le ministère de la transition écologique et solidaire.

## IV. RESPECT DES CRITERES D'ATTRIBUTION DU PRIX

### 13. Développement territorial durable

*Le projet s'inscrit-il dans une politique de développement durable ?*

*Contribue-t-il au renforcement des valeurs environnementales, sociales, économiques, culturelles et esthétiques du paysage ? De quelle façon ?*

*Est-il parvenu à s'opposer ou à remédier à des dégradations de l'environnement ou à des nuisances en milieu urbain ? De quelle façon ?*

#### Sur le plan économique

##### => Une attractivité renforcée

En offrant des espaces publics de qualité dans un milieu urbain dense, l'aménagement des bords de Seine a indéniablement renforcé l'attractivité du centre-ville de la métropole et sa fréquentation s'en est trouvée accrue. De plus, la promenade fluviale, les nombreux équipements publics et espaces paysagers proposés rayonnent bien au-delà du territoire de la métropole en attirant des touristes régionaux, nationaux ou étrangers. En effet, entre Paris et Le Havre, la Seine génère un important tourisme de croisières, dont Rouen constitue l'une des escales. La fréquentation accrue de cette promenade est un réel atout pour la vie économique de la métropole. Elle favorisera également l'attractivité du futur EcoQuartier dont la première tranche (près de 400 logements) est en cours de réalisation (début des constructions fin 2019). Les sollicitations d'investisseurs souhaitant s'implanter au sein du quartier Rouen Flaubert montrent que cette promenade a créé une véritable dynamique de développement.

##### => De nouveaux emplois créés

Le « Hangar 107 », inauguré en février 2018, accueille à ce jour près de 300 salariés. Parmi les activités, s'y trouvent 12 start-up accueillies au sein d'une structure « accélérateur de business » qui les met en relation avec d'autres entreprises et divers partenaires, le siège du journal régional « Paris-Normandie »; des activités de services à la personne avec la présence d'une crèche d'entreprises, ou encore des activités de restauration avec 3 restaurants-brasseries. La fréquentation accrue observée au fil des années a également orienté la construction d'un nouveau et dernier bâtiment : le « Hangar 105 ». Celui-ci proposera d'ici 2 ans un lieu ouvert au public avec de nouvelles activités économiques créatrices de 250 nouveaux emplois : un hôtel, plusieurs restaurants (tous proposant une offre de restauration composée exclusivement à partir de produits locaux), un théâtre, des activités sportives et de loisirs, un belvédère ouvert au public, un tatoueur, etc.

##### => Une logique d'économie de coûts

La poursuite d'objectifs de développement durable a guidé les maîtrises d'ouvrage vers la recherche d'une certaine sobriété, qui s'est traduit par une optimisation des coûts et par la réalisation d'économies. Quelques exemples peuvent l'illustrer :

- le réemploi des surplus de terres générés par d'autres opérations d'aménagement proches: plus de 10 000 m<sup>3</sup> ont ainsi été réutilisés sur le site au lieu d'être importés, alimentant ainsi une économie circulaire à l'échelle locale;
- la réorientation du projet initial vers la réalisation d'une piste de roller-derby nécessitant un simple marquage au sol en lieu et place d'un city-stade (terrain multi-sport) beaucoup plus coûteux;
- la mise en œuvre d'une gestion différenciée des espaces en vue de limiter les coûts d'entretien des espaces paysagers;

- l'absence de poubelles sur le site de la presqu'île évitant les coûts de ramassage des déchets.

En outre, les démarches d'innovation et d'expérimentation menées sur le site ont été reconnues par les institutions publiques qui ont largement contribué au financement du projet par l'octroi de 24.000 k€ de subventions sur un montant total d'opération de près de 35.000 k€ (Europe, Etat, Région, Département).

### **Sur le plan social**

#### **=> De nouveaux lieux d'échanges et de partage**

Ces nouveaux espaces sont de véritables lieux d'échanges et de partage : les nombreux rassemblements amicaux, associatifs, sportifs, etc, organisés tout au long de l'année en témoignent.

Par ailleurs, avec l'appui d'une sociologue qui a étudié la fréquentation des espaces publics aménagés dans le cadre de ce projet, et dans un souci de mixité, la question de l'accès aux espaces publics par les femmes est désormais prise en compte dans les projets et chantiers en cours ou à venir (*d'avantage d'explications en page 11*).

#### **=> Une identité locale préservée**

La renaturation des berges s'est volontairement opérée à partir de l'histoire industrielle du site. L'aménagement a gardé les signes de cette forte identité culturelle locale : les pavés, les rails de voie ferrée ou encore le ballast ont été maintenus et réutilisés sur le site pour créer des cheminements piétons, délimiter les espaces, etc.

#### **=> Un accès à de nombreux services pour tous**

En plus d'un poumon vert de près de 25 hectares sur plus de 3km en plein cœur de ville, les berges de la Seine offrent désormais de nombreux espaces récréatifs, de loisirs, sportifs, ou d'animation. Ce faisant, les maîtrises d'ouvrage sont parvenues à limiter le phénomène de fuite des citadins vers le périurbain, la campagne et les forêts, et par conséquent, à limiter l'impact des déplacements motorisés sur ces milieux naturels ou semi-naturels. Par ailleurs, la création d'un nouveau quartier offrant des logements à proximité de nombreux services et activités, contribuera à limiter les phénomènes de périurbanisation et d'étalement urbain.

#### **=> Une démarche de responsabilisation citoyenne qui s'appuie sur des actions d'éducation à l'environnement et de sensibilisation à la culture du risque naturel**

L'absence de poubelles sur le site de la presqu'île Rollet est une volonté des maîtrises d'ouvrage qui souhaitent inciter les usagers à considérer ce parc urbain comme un espace naturel où chacun doit être responsable de ses déchets et repartir avec.

Cet espace public est également l'occasion de familiariser les populations avec la culture du risque : soumise aux marées et aux débordements, la Seine peut en effet inonder les quais en cas de fortes pluies et/ou d'importants coefficients de marées. Pourtant, aucun aménagement de protection n'a été souhaité alors même que le parc est ouvert au public, dans l'objectif de faire prendre conscience que la Seine est un fleuve qui vit et que ces débordements sont normaux et compatibles avec les activités humaines.

### **Sur le plan environnemental : une gestion écologique des lieux**

#### **=> Dépollution des sols : une logique d'économie circulaire**

Du fait du passé industriel de cette zone, ce ne sont pas moins de 90 000 m<sup>3</sup> de terres polluées qui ont dû être traitées. Les maîtrises d'ouvrage ont fait le choix de les traiter sur place, évitant ainsi les coûts carbone qu'auraient engendré leur transfert en décharge. Ces terres ont été confinées par couches successives, pour former une butte paysagère. Chacune des couches a été séparée par une couche géotextile recouverte en dernière couche par de la terre végétale saine. Elles ne présentent aujourd'hui plus de risque de contamination des

milieux. La butte a ensuite été densément plantée (plus de 100.000 jeunes plants forestiers). Elle sera fermée au public pour une durée approximative de 20 ans afin de favoriser le développement de la biodiversité en limitant toute intrusion humaine. C'est désormais une véritable petite forêt urbaine qui a pris place.

=> Lutte contre les îlots de chaleur

Ces espaces de nature densément végétalisés constituent des zones de respiration et d'ombrage qui contribuent à réguler la température de la ville. De plus, dépourvus d'équipements électriques, ils sont sobres d'un point de vue énergétique.

=> Préservation et développement de la biodiversité

Gestion différenciée des espaces et suivi annuel de la biodiversité terrestre ;

- Au-delà des espaces verts, le projet intègre également la problématique aquatique. Une collaboration avec la fédération des pêcheurs a été développée. Elle a permis l'installation de deux frayères artificielles, dont les travaux sont en cours, pour favoriser la reproduction de la faune aquatique.
- Des contacts ont été pris avec des apiculteurs pour envisager l'implantation prochaine de ruches au sein de la butte boisée et développer ainsi la biodiversité ordinaire.

=> Maîtrise du risque inondations sur la Presqu'île de Rollet et adaptation du milieu

- Réduction des risques d'inondation par la diminution des surfaces imperméabilisées au profit d'espaces verts perméables et poreux ;
- Plusieurs types de plantations ont été réalisées avant de trouver des plantes propices aux milieux inondables.

#### 14. Exemplarité

*Le projet peut-il être considéré comme exemplaire ? Pourquoi ?*

*Quelles bonnes pratiques a-t-il permis de mettre en œuvre ?*

=> Une collaboration exemplaire entre les maîtrises d'ouvrage et les maîtrises d'oeuvre

Comme évoqué précédemment, deux maîtrises d'ouvrages sont à l'origine de ce projet : la Métropole Rouen Normandie et la Ville de Rouen. Ces deux collectivités confient, en 2008 pour l'une et en 2011 pour l'autre, à deux maîtrises d'œuvre différentes, deux projets de requalification de ces espaces en friche : les bords de Seine (du jardin du rail à la Presqu'île Rollet – partie aval) et les quais bas rive gauche (partie amont). En 2015, les directions « Urbanisme et Aménagement » de ces deux collectivités ont fusionné. Tout en poursuivant le projet en double pilotage, la collaboration entre les équipes, tant au niveau technique que politique, a permis d'assurer tout au long du projet une continuité dans le portage et la mise en œuvre. Le soin apporté pour intégrer les mêmes codes – même mobilier urbain, même signalétique, même démarche de ré-emploi des matériaux issus de l'usage portuaire et industriel des lieux (pavés, bollards, rails...) a permis la réalisation d'aménagements cohérents, aux transitions douces. La reconquête des quais de Seine témoigne d'une démarche partenariale forte, complémentaire, réussie et innovante, l'usager semblant cheminer tout au long des 3 km au sein d'une seule et unique opération. Tout en restant en plein de cœur du centre-ville de la Métropole, les aménagements lui offrent un parcours diversifié : un aménagement minéral en lien avec le centre-ville urbain dans la partie Est, puis un aménagement de plus en plus naturel vers le parc de la Presqu'île Rollet.

=> Favoriser la place des femmes dans l'espace public

Animé par une volonté de prendre en compte la mixité des usages, le projet a notamment été l'occasion d'engager une réflexion sur la place des femmes dans l'espace public. Les résultats d'une enquête réalisée par une sociologue ont révélé que, si les femmes se sentaient très majoritairement en sécurité (80%) dans ce parc urbain où elles viennent flâner et se détendre, ce n'était pas le cas dans certains espaces, tels que le quartier Saint Sever (27%). Une attention particulière a donc été apportée par les maîtrises d'ouvrage afin de proposer aux jeunes filles et aux femmes des équipements adaptés : ainsi, le projet initialement prévu de city-stade (terrain multi-sports), équipement à usage majoritairement masculin, a finalement été réorienté vers celui d'une piste de roller-derby, sport sur patin à roulettes très prisé des adolescentes, favorisant ainsi l'utilisation des équipements par les femmes. Par ailleurs, des espaces très ouverts permettent de sécuriser les lieux sécurisés au maximum.

=> Une gestion écologique des espaces

- La gestion des terres polluées sur place par une technique innovante de confinement au-dessus de laquelle prend place une butte boisée ;
- La prise en compte du risque inondation, et la familiarisation de la population avec la culture du risque ;
- La responsabilisation citoyenne par l'absence de poubelles dans un site naturel en plein cœur de ville ;
- La gestion différenciée des espaces : les espaces paysagés sont plantés pour créer des ambiances différentes: prairies, bandes plantées de graminées et vivaces, grandes pelouses, bosquets d'arbres, butte forestière et sont gérés de manière différenciée.
- Le suivi du développement de la biodiversité par la réalisation d'un inventaire faune/flore annuel.

## 15. **Participation du public**

*Le projet encourage-t-il activement la participation du public au processus décisionnel ? De quelle façon ?*

*Le projet cadre-t-il avec les politiques plus vastes mises en œuvre par les autorités nationales, régionales ou locales ?*

La reconquête des bords de Seine s'est opérée sur des espaces devenus stériles suite au déplacement des activités industrielles vers l'aval du fleuve, laissant place à des terrains aux sols et aux sous-sols pollués. Si certains espaces ont été pleinement délaissés car trop hostiles, comme sur la Presqu'île Rollet, d'autres ont accueilli de nouvelles fonctions, mais celles-ci étaient peu qualitatives et productrices de nuisances (immense parc de stationnement, voie de desserte du port empruntée par environ avec 5 000 poids lourds/jour), ou encore très ponctuelles (fête foraine chaque année 1 mois/an). Faire muter ces espaces vers d'autres utilisations a nécessité du temps de dialogue et de concertation avec les habitants et/ou les acteurs économiques et sociaux. La persévérance et l'appropriation du projet par les acteurs étaient nécessaires pour permettre cette mutation qui s'est inscrite dans la durée : plus de 10 ans se sont écoulés entre les premiers aménagements et les aménagements à venir autour du futur Hangar 105 (réalisation en 2021).

Pour ce faire, des échanges et des temps de concertation avec les usagers ont été organisés et continuent de l'être.

Il s'agissait notamment de donner des formes nouvelles aux pratiques habituelles de concertation, telles que les réunions publiques, qui mobilisent peu le grand public. Ont ainsi été organisées des ateliers, balades, visites, etc, ayant avant tout pour but d'inviter le public à



découvrir ou partager un moment sur le site plutôt qu'à « concerter » à proprement parler. Ces moments ne s'appelaient pas « réunions de concertation » mais balades urbaines, balades à vélo, « Mois de l'architecture », visites culturelles en lien avec l'histoire du site et du projet urbain, etc. Ces événements ont eu pour effet d'élargir le profil des participants et de collecter une expression plus libre, plus spontanée. Ils se sont déroulés à différents moments : week-end, semaine, fin de journée, etc. afin de diversifier les points de vue (familles, associations, étudiants, retraités, touristes...).

Les suggestions et/ou attentes formulées par tous ces usagers ont été écoutées par les maîtrises d'ouvrage qui ont su apporter les modifications nécessaires pour répondre à leurs attentes : implantation de fontaines à eau et de toilettes publiques, organisation d'événements sportifs, culturels et associatifs, amélioration de la signalétique, etc.

### Illustrations de la partie 15 « Participation du public »



## **16. Sensibilisation**

*Le projet accroît-il la sensibilisation du public à la valeur des paysages sous l'angle du développement humain, de la consolidation de l'identité européenne ou du bien-être individuel et collectif ? De quelle façon ?*

L'aménagement de cette promenade fluviale permet aux habitants de découvrir un nouveau paysage composé de la Seine, des coteaux, des forêts, du patrimoine historique mais également des activités industrialo-portuaires de leur territoire. Il relie la Seine, le centre-ville et le Port. Cet espace répond à l'attente des citoyens en termes de contemplation mais aussi d'utilisation active des usages offerts par les aménagements. Le développement de nouvelles activités observées sur le site (festivals, visites culturelles, rassemblements associatifs ou sportifs, lieu de tournage ou reportage d'activités variées...) témoigne également de son

appropriation par tous.

Dans une logique de sensibilisation et d'éducation à l'environnement, le choix a été fait de n'implanter aucune poubelle sur le parc de la presqu'île Rollet : principe du « zéro corbeilles ». Le résultat est très satisfaisant : aucun dépôt sauvage n'est observé, les poubelles sont apportées dans des conteneurs mis à disposition à l'entrée du site dont l'aménagement a été paysagé. En outre, les débordements observés habituellement lors des fins de week-end dans les poubelles ont pris fin.

La culture du risque a également été développée. Alors que les quais et la pointe de la presqu'île sont fréquemment soumis aux marées et débordements, il a été décidé de ne pas installer de protection le long du fleuve. Cela incite les promeneurs à être vigilants et les sensibilise au milieu naturel alors même qu'ils sont en plein cœur de ville.

Un autre projet expérimental a été conduit. A l'origine en effet, le parc de la presqu'île Rollet était fermé au public à la tombée de la nuit du fait de l'absence d'éclairage. L'aménagement progressif des berges de Seine ayant renforcé leur fréquentation, la fermeture de ce parc est alors apparue comme une rupture dans ce cheminement. Il a donc été décidé de maintenir cet espace ouvert à titre expérimental pendant 6 mois de jour comme de nuit (désactivation du portail électrique et du gardiennage). Il est désormais ouvert 24h/24h depuis 18 mois. Une expérimentation réussie puisque aucun débordement ni aucune nuisance n'ont été observées malgré une fréquentation accrue. Toutefois, la présence de portails à l'entrée permet d'adapter son ouverture lors des manifestations exceptionnelles.

## V. MATÉRIEL COMPLÉMENTAIRE

**La version papier du présent formulaire d'inscription, accompagnée d'une copie du matériel numérique sur CD-Rom, DVD ou clé USB, devrait être adressée par voie postale ou par coursier à l'adresse suivante :**

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- Texte (20 pages max.) : *format PDF*
- Photos (10 max.) : *JPEG 350 dpi en haute définition*
- Posters (2 max.) : *format PDF en haute définition ou JPEG 350 dpi en haute définition*
- Vidéo (15 mn max.) : *format-mpeg 2 - Il est conseillé de présenter une vidéo (même de qualité d'amateur).*

\* \* \*



## **8. GEORGIA / GÉORGIE**

*Martvili Canyon Sustainable Development*

Martvili Municipality

## I. STATE CONCERNED AND APPLICANT

### 1. State

Agency of Protected Areas of Georgia, Ministry of Environmental Protection and Agriculture

#### Represented by

მალერია მჭედლიძე - Chairman of the Agency of Protected Areas of Georgia

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### 2. Applicant

Name of the local,  
regional authority(ies)  
or NGO(s)

Martvili Municipality

#### Represented by

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## II. PRESENTATION OF THE PROJEC

### 3. Name of the Project

Martvili Canyon Sustainable Development

### 4. Location of the Project

Martvili Municipality, Samegrelo-Zemo Svaneti Region West Georgia

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

Martvili Canyon has received Natural Monument status in 2004. Martvili Natural Monument Administration has been established on 1st October, 2004. Before establishment of Martvili Canyon Natural Monument the site was popular only among the local population. Due to the lack of control Canyon was very trashed and flora and fauna was suffering from illegal fishing and poaching. Moreover due to the lack of infrastructure tourists safety was under the risk. The situation rapidly has changed since 2004, on 1st November, when the Agency of Protected Areas of Georgia in the frame of cooperation with the Martvili Municipality started implementing new project - "Martvili Canyon Sustainable Development". Within the project has been constructed visitor center, boats shelter, boat docks, walking trails, viewpoints, bridges and 19th centuries water mill has been rehabilitated. Also, at the river Abasha communication system was constructed, which serves to alert tourists during water-flooding. On another hand, canyon cleaning activities has been undertaken, if before you would find dozens of bottles and plastic packages at the canyon now the area is totally cleaned and safe. Within the project boating territory has been given for leasing rule with period of 5 years to the local populations LTD "Oputsokhi". LTD "Oputsokhi" invested GEL 1000000. Approx. 1000000 in purchasing 10 high quality boats, safety vests and rescue equipment. In order to receive tourists a proper service boaters and rescuers have been trained.

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



Author: Asha Gigauri - The Agency of Protected Areas of Georgia

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

<http://apa.gov.ge/en/eco-tourism/servisebi-da-tarifebi/martvilis-kanioni>

### 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**

The Agency of Protected Areas of Georgia, Ministry of Environmental Protection and Agriculture

**10. Financing bodies**

State Budget and Transboundary Joint Secretariat - TBS

**11. Central aims of the Project**

The central aims of the project are environment protection and conservation, eco-friendly Infrastructure development, local populations' social-economic conditions improvement, Awareness-raising and increasing attractiveness for local and international visitors.

**12. Outcome**

Project implementation contributed to increased attractiveness of Martvili Canyon. Through infrastructure arrangement and canyon cleaning Martvili Canyon faced almost 100% increase in visitors. During the last three years the statistics of canyon visitors is:

2014 - 10,000  
 2015 - 20,000  
 2016 - 30,000

According to November 2016

Annually, local population's revenues and employment rate is incredibly increasing. For instance, people employed in surroundings of Martvili Canyon increased from 100 to 200 from 2014 to 2016, respectively. Before starting the project "Martvili Canyon Sustainable Development" there were 2 hotels in Martvili Municipality, nowadays around 10 hotels exist nearby. Number of cafeterias is also increasing.

The Agency of Protected Areas conducted the research in 2016 and calculated economic output effect accumulated in the surrounding of Martvili Canyon, the research revealed the fact that during 2016, GEL 10,000,000 has been generated by local communities through tourist activities.

On the other hand positive trend of increase in revenues has been shown for the Agency of Protected Areas. In 2016 revenues of Martvili Canyon Administration was GEL 1,000,000, however in 2017 according to the 10 months data revenues have been increased to GEL 2,000,000.

## 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?*

Canyon has been rehabilitated and received a new life. If before, canyon was trashed and polluted the conditions have been rapidly improved. For example, fish population has been increased. Also, number of bird species increased, now it is possible to find ukha, Tsero and other species. Administration has been established. New eco-friendly infrastructure, sustainable environment and more opportunities translated to the local populations social-economic conditions improvement. Moreover, local population has been more addicted with Martvili and municipality development has stimulated decrease of migration.

### 14. Exemplary value

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

*Which are the good practices that it implemented?*

Project implementation as its value is distinguished due to the fact that its implementation totally changed the situation in the region. The initiative caused the regeneration of landscape and on the other hand revived the region, played crucial role on social-economic conditions improvement.

Within the project, Martvili Municipality and the agency elaborated the action plan within which biodiversity conservation and protection has been guaranteed and infrastructural arrangements have led to increased accessibility to the landscape.

Martvili Canyon has become more attractive and people started to visit canyon more frequently. Biodiversity is properly taken care of and flora and fauna is more sustainable.

## 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?*

Development of Martvili Canyon has become the moto for being an attractive eco-tourist destination in the country. Thus, favorable employment environment has been created which gave incentives to public to start business activities.

From the day of the idea of developing the canyon agency arranged consultation with locals who expressed their opinion how they saw the development of the area. The great contribution has been brought by the municipality as well, who expressed the readiness to make road infrastructure and make site more accessible. Nowadays, local population has an opportunity to be employed in the Martvili Canyon Administration, run and be staff of the hotels, moreover, provide rent service of boats and offer other tourist services. A good example of it is a "TD "Oputsokhi" which is in ownership of local population.

Without public participation it would be difficult to run the project, because this is a private sector who should provide eco-tourist services for visitors. Therefore, it is a good combination of public-private partnership - the Agency of Protected Areas of Georgia developed infrastructure which is harmonised with environment and nature, Martvili Municipality made road infrastructure and local population introduced number of tourist services in the surroundings.

## 16. 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?*

After project implementation, "Martvili Canyon Sustainable Development" has become as an exemplary case for other protected areas as well. The project showcased how the landscape can be transformed from one totally unacceptable to another one – extremely attractive.

On the other hand, the agency of Protected Areas in the frame of partnership with Martvili Municipality introduced a number of awareness-raising campaigns for bringing the news to people. A new promotional video has been shot for Martvili Canyon, commercials have been launched, and multiple number of meeting with different stakeholders have been arranged.

In the period, regeneration of the area meant regeneration of the people living adjacently. Almost all the families have found their niche on what they should have embarked their business on. Accordingly, all of them have found the source income. Once a tourist goes to the area, he/she will find lots of local products that will enrich their impression along with being admired with Martvili Canyon.

All of this has become Martvili Canyon top destination among all protected areas of Georgia.

## **9. GREECE / GRÈCE**

*“Recreation of Lake Karla”*

Region of Thessaly

## I. STATE CONCERNED AND APPLICANT

**1. State**

--

**Represented by**

Ms / Mr

*Address:*

Ministry of Environment & Energy

*Telephone:*

*E-mail:*

**2. Applicant**

*Name of the local,  
regional authority(ies)  
or NGO(s)*

Region of Thessaly

**Represented by**

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## II. PRESENTATION OF THE PROJET

### 3. Name of the Project

“Recreation of Lake Karla”

### 4. Location of the Project

Region of Thessaly

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

The “Recreation of Lake Karla” is considered as the largest environmental project in the Balkans, which was also implemented by the Region of Thessaly and concerns the creation of a wide wetland area of 3.800 hectares and that has been planned to reverse the adverse environmental conditions, caused by the lake drainage. It is a project of local development and national importance with multiple positive effects on the lake area, in Thessaly, which is began being financed in September 1999 and was initially included in the 3rd CSF 2000-2006 and subsequently as a bridge project in the NSRF 2007-2013. The total expenditure for the project comes to 245,000,000€. Through this project, both the water supply of the lake is carried out, while simultaneously the water supply of wider area is enhanced, as well as the flood protection of Thessaly is secured along with the irrigation of arable land, and the development of agrotourism.

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



### 7. Website of the Project

<http://www.limnikarla.gr/en/>

### 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**

Ministry of Environment & Energy  
Ministry of Infrastructure, Transport & Networks  
Ministry of Rural Development & Food  
Region of Thessaly

10. **Financing bodies**

European Funds (CSF 2000-2006, NSRF 2007-2013)  
Ministry of Infrastructure, Transport & Networks  
Region of Thessaly

11. **Central aims of the Project**

The plan of the project proposed the creation of a reservoir in the lowest depression plain of the former lake Karla that will occupy a maximum area of about 38 km<sup>2</sup>, through the construction of two embankments, one in the eastern part and one in western part of the lake. Its objective is:

- The environmental upgrading of the wider region.
- The effective flood-proofing of the wider region.
- The gradual uplift of underground aquifer of surrounding areas.
- Finding sufficient quantities of drinking water from drilling for improving the water supply of the urban complex of Volos.
- The expected change of the microclimate of the area.
- Mild agrotourism development of the region and the consequent reduction in unemployment
- The educational outcome; exemplary, scientific, ecological, cultural aspects of the project
- Network of ancient and traditional settlements related to the Historic Lake

12. **Outcome**

- Flood protection
- Sustainable and full-scale irrigation of 92,500 acres (doubling the value of agricultural production)
- Water Supply of the city of Volos, Magnesia (Possibility of water supply with existing sources, at least 160,000 residents)
- Restoration of aquifer (reduction of abstractions from 40 cm<sup>3</sup> to 23 cm<sup>3</sup>)
- Recreation of the wetland
- Reducing pollution in the Parasitic Gulf
- Recreational and ecotourism development (estimated 5.000 visitors per year)
- Nodes of a Cultural and Educational Network : Exhibition-Informative-Workshop Spaces

## 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 re-construction of Lake Karla has both environmental and socioeconomic benefits for the area. To ensure sustainable restoration and use of wetlands, and to avoid adverse impacts, the contribution of cultural heritage, local practices and social needs was important. Thus, it is very important, local people to be a component of the re-constructed ecosystem and not only the receiver of the benefits. The operations included:

- Reclaim of pre-existed ecosystems' functions
- Enhancement of wild life, especially of birds (creation of wildlife habitats and enhancement of biodiversity)
- Support of a complex food web
- Increase of water resources in Thessaly (improvement of the quantity and quality of freshwater and groundwater)
- Improvement of climatic conditions in the area of Thessaly
- Decrease of erosion, trapping of sediments and creation of a standard landscape (Establishment of wetland buffer and riparian zones)
- Decrease of pollution in Gulf of Pagasitikos
- Agricultural benefits from the enhancement of irrigation
- Supply water benefits for the city of Volos and the nearby villages
- Enhancement of fish populations and establishment of alternative sources of income (monitoring fish populations, enhancement of species in engineered wetland )
- Economic benefits from the enhancement of tourism, through subtle landscape infrastructure, to support hiking tourism: observation posts in suitable positions, and a network of suitable roads, bicycle tracks and hiking paths
- Assembling of an Educational Network which promotes landscape sensibilisation of wider public, anticipates the participation of populations that belong to the traditional lake-shore villages of Karla, and opens-up to research and educational programs and workshops: construction of (a) an information centre, b) a museum of natural history and culture,
- Improvement of landscape quality, development of areas for environmental education activities, linkage to neighbouring areas which belonged to the Historic Lake Cultural Network and development of ecotourism infrastructure.
- Enhancement of local culture (enhancement of archaeological sites), aiming at the development of a subtle network connecting the area's archaeological and historic sites.

#### 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, since the major benefits extracted from it along with the good practices that it implemented are:

- A landscape-infrastructure project that posed remedy to an environmental damage which created multifaceted problems to the surrounding environment since the 1960's
- The upgrading of the aesthetics of a landscape that used to be fabulous –before the Lake's Drainage- and had become an indifferent place
- The enhancement of the water supply to the broader region of Volos with high-quality subterranean water. The replacement of the use of subterranean water of the region for irrigation with water from Lake Karla enables the utilization of part of this water, through new boring projects, for the supply of water to the Urban Complex of Volos, which is currently facing a lack of high-quality water (the greater area of Volos is forced to meet its needs by using water containing chlorides).
- The partial restoration of the ecosystem (which existed before the lake was drained), through the recreation of the lake and the creation of the planned wetlands and plant ecosystems around it.
- The recovery of the subterranean groundwater level by reducing extractions, which will be achieved by replacing the use of subterranean water for irrigation with water from the lake.
- The effective protection of the broader region from flooding, as it is situated at point of lowest elevation in the plains of Thessaly.
- The minimization of the contribution of the Lake Karla catchment area effluents to the pollution of the Parasitic Gulf, with the collection of effluents in the lake. The use of the Karla tunnel for removing water from the Karla catchment area to the Parasitic Gulf will only take place in the case of intense or extended flooding, when the anti-flooding functioning of the artificial lake is no longer possible.
- The gradual improvement of the quality and increase of the usable quantity of surface water, through the construction of the dam and the cleaning of leachates from the irrigation of crops using natural processes (engineered wetland for leachate cleaning).
- The improvement of soil quality. The project results in improvement of the physical and chemical properties of the soil in the broader region.
- The environmental upgrading of the broader region, flora and fauna, with the support of wildlife and particularly migratory avifauna.
- The support of (permanent and seasonal) relocation to the region. The project contributes towards reversing the population shrinkage of the region and attracting visitors through the creation of eco-tourism networks, educational nodes, and recreation projects.
- The creation of infrastructure and favorable conditions for the realization of new activities and employment opportunities that are compatible with sustainable growth (aiming at the authorization of fishing activities in the lake restricted to the populations of the former fishermen villages–when the environmental conditions are favorable-).
- The open-call to the University of Thessaly and schools of the Thessaly Region to visit and take part or organize educative workshops in situ, in collaboration with the local societies
- The expected change to the microclimate of the region (lower temperatures in the summer, higher temperatures in the winter).

## 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?*

### Public Participation BEFORE the Project implementation

The Re-Creation of Lake Karla is a project that was planned, funded and implemented, after a long period of at least 20 years of environmental malfunctions, which affected the drained lake's wider area, and directly affected this area's populations. In the mid 1980's, a declaration-statement of the area's inhabitants, through the Agricultural Cooperative of lake Karla area, demanded for the construction of a series of water reservoirs. Thus, the Greek polity, responded to a public demand: the people, the stakeholders and inhabitants of the area directly concerned, thus by making their claim, participated in the decision making before the beginning of the Re-Creation of the Lake. The polity, by setting as a priority instead of the construction of a plain large water reservoir, the planning of an environmental restoration – following the Ramsar directives, added value to the local citizen's demand.

### Public Participation in the Present

The project aims to actively encourage the public's participation in the decision-making process through specific actions that focus on promoting dialogue with interested parties (stakeholders) on the environmental (and social / ethical) issues, which include:

- The reward from the European Commission and in particular the Commissioner of the Regional Policy Corina Cretu.
- Informing individual groups of the public about the positive impact of the project on the environment, on the inhabitants of the area and on the development of entrepreneurship through tourism (workshops, informative meetings in cooperation with the municipalities).
- organization awareness-raising actions, days of global environmental interest and local events within the spatial responsibility of the Managing Body
- Promotion to the local community of the usefulness and the perspective of the project.
- Promotion at national level of the project uniqueness.

The project followed the National Strategies, which have incorporated the European Union's Directives, such as on Climate Change Strategy as well as the Water Resources Management Policy.

### Educational Aspects and Public Participation

Moreover, the Environmental Information and Student Awareness Program is implemented, which aims to promote the knowledge, awareness and direct contact of students with the biodiversity of the protected area, as well as the development of experiential and exploratory thinking skills in the natural environment. In addition, presentations in schools within and near the protected area have been carried out, such as the environmental information visit program of students to schools located within and near the protected area. the innovative and pioneering "KarlaSchool" Program is implemented, which aims at the information, education and training of young scientists, farmers and teachers to protect and preserve the biodiversity of the coastal area, as well as the areas' emergence as place of ecotourism development, funded by the "Natural environment & innovative actions" program of the Green Fund and will be implemented in the region until May 2019.

## 16. 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?*

As part of the publicity of the project, the Thessaly Region carried out information campaigns (TV and radio spots, press releases, posters and leaflets).

Additionally, the Managing Body of Karla-Mavrovouni-Kefalovryso-Velestino-Delta Piniou implements environmental awareness and sensitivity programs, which aim at acquiring environmentally conscious citizens – visitors, who through the study of the existing reality and the identification of the environmental problems of the region, shape visions and have the desire to participate and act. The Managing Body in order to inform and sensitize residents and visitors of the protected area and society in general proceeds to information actions concerning the following:

- Attracting and acquainting the local community and the general public with the protected area, through the ongoing promotion of the Managing Body's actions (sending press releases, interviews to local and regional media, updating the Body's social media, updating channels on YouTube).
- Inform and raise awareness of the local community and the general public about the value of the protected area, through tour guides, distribution of information brochures and other information material, billboards, production and broadcasting of television and radio messages, film production, etc.
- Raise awareness of clusters of citizens and agencies in order to have a positive acceptance of the project.
- Publication of the project approved and funded by the EU, focusing on the immediacy of the information campaigns (TV and radio spots, press releases, posters and leaflets).
- Enhancing the recognition of the individual projects.

## V. ADDITIONAL MATERIAL

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

*Maguelonne Déjeant-Pons*

*Executive Secretary of the European Landscape Convention*

*Head of Division, Agora (A4-15V), Council of Europe*

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*E-mail: maguelonne.dejeant-pons@coe.int*

- 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).*

## **10. HUNGARY / HONGRIE**

*Landscape revitalization initiative in the spirit of the Pogányvár Landscape Charter*

Local Government of Zalaszentmárton; Local Government of Dióskál; Local Government of Egeraracs; Local Government of Esztergályhorváti; Local Government of Kerecseny; Local Government of Orosztony; Local Government of Pacsa; Local Government of Zalasabar; Local Government of Zalavár.

## I. STATE CONCERNED AND APPLICANT

**1. State**

Hungary

**Represented by**

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**2. Applicant**

*Name of the local,  
regional authority(ies)  
or NGO(s)*

Local Government of Zalaszentmárton;  
Local Government of Dióskál;  
Local Government of Egeraracsá;  
Local Government of Esztergályhorváti;  
Local Government of Kerecseny;  
Local Government of Orosztony;  
Local Government of Pacsa;  
Local Government of Zalasabár;  
Local Government of Zalavár.

**Represented by**

Mr Szilveszter Zoltán Dancs  
mayor

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## II. PRESENTATION OF THE PROJECT

### 3. Name of the Project

Landscape revitalization initiative in the spirit of the Pogányvár Landscape Charter

### 4. Location of the Project

Hungary, Zala county; Pogányvár hill and surroundings  
settlements: Egeraracsa, Esztergályhorváti, Dióskál,  
Kerecseny, Orosztony, Pacsa, Zalasababar, Zalaszentmárton  
and Zalavár villages

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

Once Pogányvár had flowering gracefully cultivated vineyards, orchards and gardens along the roads leading up to the hill. Since 2011 the municipalities of Pogányvár have jointly developed a complex landscape-oriented revitalization to preserve and sustainably utilize the traditional heritage of Zala County by a project that gradually restores a mosaic landscape of gardens and vineyards in Pogányvár. The municipalities of the project, based on the initiative of the Local government of Zalaszentmárton, confirmed the programme in 2017 by the signature of the Pogányvár Charter (*Pogányvári Karta*) which is the first local level landscape charter of Hungary. The Charter was signed by nine local municipalities, of which six played significant role in the first project phase (2011-2017). The initiators of the programme understood the processes in the landscape and turned to adaptive landscape management, resulting in decent existence and a meaningful life for locals in the micro-region.

### 6. Photo representing the Project: The Charter of Pogányvár Photo credit: Mr Zoltán DANCS



### 7. Website of the Project

[www.zalaszentmarton.hu](http://www.zalaszentmarton.hu)

### 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**

University of Pannonia, Georgikon Faculty

10. **Financing bodies**

Ministry of Agriculture;  
Ministry of Interior;  
Herman Ottó Institute Nonprofit Ltd.

11. **Central aims of the Project**

The central aim of the Project is to ensure the preservation of the local heritage by creating conditions for farming based on local knowledge and traditions. By revitalizing the vineyards, the settlements restore Pogányvár's local identity-defining role, thus ensuring the preservation of the natural and built heritage values of the area, and the survival of the traditional landscape.

The program is based on local initiative, cooperation and landscape approach, and is standing on three pillars: revitalisation of vineyards-orchards, livestock breeding (poultry) and dairy processing. The local authorities have a joint strategy to achieve the revitalization that plays determining role in the preparation of a new nature park. The main purpose of the launch of a landscape-walk series is to share local knowledge between generations.

Aim of the project is as well to encourage local people to produce more food locally for their own needs and to supply local institutions.

## 12. Outcome

- In 2017 the *Pogányvár Charter* – Hungary’s first landscape charter – was signed.
- The planned establishment of the *Zala-hill – Lake Balaton Nature Park* meant a great progress in the programme. The main goal of the Park is to preserve the natural and cultural heritage of the area and to promote the sustainable use of the landscape called “Pogányvár”, scattered with numerous sacral objects. On the 19th of April 2018 the association responsible for the organisation of the work in the nature park has been formed with 28 members, consisting of local governments, NGOs and companies of the surrounding settlements.
- Some local governments joined forces to start a harmonised *landscape revitalisation programme* on their own properties. The measures have been supported by the public work programme and subsidies for the so called ‘private vineyards and orchards’<sup>1</sup>. Purchases of new lands enabled to enlarge the programme area. In the administrative areas of *Zalaszentmárton*, *Egeraracs*, *Dióskál* and *Pacs*a 17,1 hectares of private vineyards and orchards have been revitalised.
- Pogányvár is back on the track in fruit-, vegetable-, herb production, viticulture and beekeeping.
- The restoration of the cultural landscape has started to move in the right direction to reach the condition of former times. A weed control has been carried out on abandoned lands, which afterwards have been *seeded with traditional regional cultivars originating from local vineyards*. Related investments (e.g. wildlife fences) have been carried out fitting into the landscape.
- The former cultivated lands have been freed from invasive species and have been replaced with vineyards and orchards standing mostly of regional cultivars, like grape, apple, pear, sour cherry, cheery etc. From these cultivars, a propagation material has been established; other organisations may buy the seeds on cost-price.
- Annual *education- and training programmes are organised* where local communities are able to get familiar with grape- and fruit varieties, its needs and treatment. Seminars are organised to educate residents in the topic of fruit- and vegetable production. More than 100 people have participated on the seminars so far.
- Many small monuments are found in the area, which were integral part of the life at the vineyards in Pogányvár. Some of them were renovated based on photos and according to the memories of elder people, keeping their traditional features. These are small chapels, crucifixes, traditional belfries and traditional vineyard buildings along roads (frame houses, adobe houses) which keep the spirit of past local architecture. Renovated monuments are for example the small chapel dedicated to Saint Marc on the “Pacs vine hill” as well as the traditional belfries of Pacsatüttös and Dióskál.
- Old buildings on vineyards have been purchased, renovated and are used again in the light of the approach “preserve by using”.
- Small-scale livestock farming is becoming popular again. Awareness raising about traditional Hungarian breeds has been started. The organic chicken farm at Egeraracs has been maintained to keep a Hungarian hen breed (*Gallus gallus domesticus pannonicus*) (a “partridge” coloured breed), which are disseminated also to the inhabitants of nearby settlements.

<sup>1</sup> “Garden without dwelling building” is a special Hungarian land use form which was a type of legal category used for gardens belonging to a property in the periphery of the settlement. These private gardens had been used for cultivation (vineyards, orchards, cellars, or recreation) but many of them were left abandoned due to changes in land use regulations. In this document these are referred as “private vineyards and orchards”.

- Key element of the landscape revitalisation is to *process products in situ*, avoiding the environmental burden deriving from transportation. To this end, new equipment – a small processor plant – for processing vegetables and fruit has been established in two nearby settlements (Zalaszentmárton and Egeraracs). The small processor plant can be used by the residents. The local products are then partly distributed among socially deprived and disadvantaged inhabitants in need. Processing of the surplus crops is also ensured for residents.
- *Traditional local events* are being revived – in the past years hundreds have participated the local indulgence (“mároki búcsú”), organised by the local government. The adjacent area has been rehabilitated; new resting places have been established, and in 2017 an *educational trail showcasing the heritage of the landscape* has been constructed – all fitting to the landscape.
- A series of small-scale events have been initiated, the so called “*landscape walks*”. On these occasions, locally important places, monuments, cultural heritages are visited. The first walk took place on the 12th of May 2018 where the well – associated with many legends – (“Csobakút” or Csaba-kútja), a 350 year old linden tree nominated for the “tree of the year 2018” and a renovated local chapel (Chapel of “Szőlőhegy”) have been visited.
- More and more young couples are interested in living in the area around the vineyards and are keen to find their workplace in agriculture. In order to keep the region’s tradition fresh and innovative, this is highly important. Abandoned lands are being re-cultivated for the first time since many decades.

## 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?*

In the communes of Zalaszentmárton, Egeraracs, Dióskál and Pacsa 17,1 hectares of former private vineyards and orchards at the vine hills have been rehabilitated. 5 more hectares are being re-cultivated currently.

Invasive trees (mostly acacia) have been eliminated from the area and have been replaced with regional fruit cultivars. Old, abandoned vineyard buildings have been purchased and renovated by the local governments. The mosaic structured, “cultural landscape” is appearing again – which is a value not only for locals.

Re-cultivating the vine hills “Szőlőhegy” improves local livelihood – employment, incomes, and tourism are growing, the aesthetic value of the landscape is improving.

Contributing to the national priority to preserve regional varieties, abandoned fields have been re-cultivated with regional cultivars. Small chapels, belfries, crucifixes along roads, old vineyard buildings have been renovated in almost all of the settlements in the region. This significantly contributes to the local identity of Pogányvár considered as a sacral micro-region, as well as strengthens its tourism potential (for example through the “Via Sancti Martini” – The Paths of Saint Martin).

Short food chains, like the production of cheese in Kerecseny – main settlement of dairy products and livestock breeding in the area – are fundamental in the area and are key elements of the landscape revitalisation. A substantial part of the products processed in situ are also consumed in the micro-region.

For now, the vine hills not only live as nostalgic memories in locals, but have economic value as well. This makes it possible that Pogányvár’s built heritage and the traditions will live on.

#### 14. Exemplary value

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

*Which are the good practices that it implemented?*

In the first phase of the programme restoration of the private vineyards and orchards have started with the coordination of the local government of Zalaszentmárton as a pilot project. Related events and media campaigns contributed to the fact that more and more people have started cultivation on abandoned lands. The pattern seems to work: the elderly visit the vineyards again, and some young families have started bio-farming on the vine hills and re-cultivation on abandoned lands.

Goal of the micro-region is to establish a complex landscape model which is based on cultivation and local social traditions, which at the same time is able to adapt to current social- and economic changes. This creates a prosperous region in the long term which takes environmental (e.g. attractive landscape), social (e.g. younger generation moving back) and economic (improving subsistence) aspects in account.

In Pacsa and Dióskál for instance, local residents themselves took care about *the renovation of small sacral monuments*.

The Ministry of Agriculture opened a tender for re-cultivation of private vineyards and orchards, which shows that the overall region – Zala county in Western-Hungary – is getting more and more attention nation-wide due to its unique landscape patterns.

The launch of a landscape-walk series can be considered as an exemplary value, where sharing of local knowledge between generations is made possible in the form of hiking, field trips and vineyard events.

Local genetic resources are preserved and products are locally processed for local consumption. The macro-region sets an example moving towards self-sufficiency, sustainability and towards permaculture.

#### 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 revitalisation of the vine hills is part of the development concepts, strategies of the settlements of the local LEADER action group. Knowledge sharing events are organised by the local government where experts, farmers and residents from different age groups are able to take part in decision making processes and have the chance to contribute to new project ideas or inputs.
- Locally based organisations are taking their part in the implementation of the project (e.g. planning of the educational trail). (Town protection association of Pacsa [Pacsai Városvédő és Városszépítő Egyesület], Iris Cultural Association (Nőszírom Kulturális Egyesület).
- The National Landscape Strategy of Hungary was approved in 2017. The programme is in line with the Strategy, which sets responsible land use based on landscape configuration and assets as a comprehensive objective and points out that favourable landscape conditions, the diversity of landscapes and the harmonious landscape image are important resources that facilitate business activities, create jobs and are the basis of our well-being.

## 16. 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?*

- Local's attachment to the landscape and to their homeland has been a strong aspect since the beginning of the programme. Awareness raising activities, education and training programmes in the micro-region help locals to get familiar with regional cultivars (grape and fruit varieties) again. Attention is also turned to the risks of invasive species.
- During the landscape walks – started in 2018 – participants, locals discover Pogányvár's hidden treasures. On these occasions, sharing information about the risks of the invasive species and their control is one of the main topics. The local government aims to reach all of the settlements of the planned Nature Park, in order to enhance local's consciousness towards the landscape.
- In 2017 Zalaszentmárton settlement was awarded with two prominent national innovation awards (Greennovációs Nagydíj, Territoria Innovációs Díj) for its long-term efforts made in landscape revitalisation, and for keeping local values and sustainability as a priority. Moreover, the settlement's public work programme was remarked among the "Best Local Governmental Practices".

## V. ADDITIONAL MATERIAL

- Photos: ANNEX 1
- Video: ANNEX 2

## **11. ITALY / ITALIE**

*Between Land and Water, "Another Way of Owning"*

Consorzio Uomini di Massenzatica



## I. STATE CONCERNED AND APPLICANT

<b>1.</b>	<b>State</b>	ITALY
	<b>Represented by</b>	Mr. Gino Famiglietti, General director
	<i>Address:</i>	Ministero per i beni e le attività culturali Direzione generale archeologia, belle arti e paesaggio Servizio V 'Tutela del Paesaggio' Via di S. Michele 22 – 00153 Roma
	<i>Telephone:</i>	Tel. 0039 06 6723-4545/4554/4452
	<i>E-mail:</i>	<a href="mailto:Mbac-dg-abap@mailcert.beniculturali.it">Mbac-dg-abap@mailcert.beniculturali.it</a> <a href="mailto:Mbac-dg-abap.servizio5@mailcert.beniculturali.it">Mbac-dg-abap.servizio5@mailcert.beniculturali.it</a>
<b>2.</b>	<b>Applicant</b>	CONSORZIO UOMINI DI MASSENZATICA – C.U.M.
	<i>Name of the local, regional authority(ies) or NGO(s)</i>	Italian common property, under law no. 168/2017 <i>Norme in materia di domini collettivi</i> - Regulations on common property”
	<b>Represented by</b>	Mr Carlo Ragazzi, President
	<i>Address:</i>	VIA INDIPENDENZA, MASSENZATICA (FE) 39/a 44 026, COMUNE DI MESOLA (FE), EMILIA-ROMAGNA
	<i>Telephone:</i>	+ 39 0533 790344
	<i>E-mail:</i>	<a href="mailto:consorzio@uominidimassenzatica.it">consorzio@uominidimassenzatica.it</a>

## II. PRESENTATION OF THE PROJECT

### 3. Name of the Project

**Between Land and Water, “Another Way of Owning”.**

Agriculture, Social Enterprise, Landscape and Sustainability for a continually evolving identity space: The Experience of the Consorzio Uomini di Massenzatica.

### 4. Location of the Project

Massenzatica, Monticelli and Italba, municipality of Mesola, province of Ferrara, Po Delta, Italy

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

Uomini di Massenzatica - Men of Massenzatica - is a collective ownership project dating back to the Middle Ages, now legally recognised by the Italian Republic under law no. 168/2017. Established as a consortium in 1896, it constitutes a reference point for protecting and tending to the Po delta's landscape heritage. Over time, it has shown an ability to prioritise a sense of community and brotherhood over individual growth, consolidating its entrepreneurial ability via continuous hydraulic supervision and work on the land, combating intensive land exploitation and enhancing the social capital. Since 2010, it has been promoting awareness-raising, applied research work and innovative agricultural practices, combating rural depopulation and promoting social cohesion to pass on the shared heritage to future generations. By proposing a new “landscape pact”, the consortium is a bearer of values for sustainability, justice and belonging, expressing the multiple identities of Europe and its communities.

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



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

<http://www.uominidimassenzatica.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**

Università Politecnica delle Marche: Dipartimento di Scienze Agrarie, Alimentari ed Ambientali - D3A; Dipartimento di Scienze ed Ingegneria della Materia, dell'Ambiente ed Urbanistica - SIMAU

Università degli Studi di Trento, Centro Studi e Documentazione sui Demani civici e le Proprietà collettive

Università degli Studi di Padova, Dipartimento di Diritto Privato e critica del Diritto

Università degli Studi di Ferrara, Dipartimento di Scienze Chimiche e Farmaceutiche

Istituto Delta Ecologia Applicata srl, Ferrara

10. **Financing bodies**

Project self-financed and developed by the Consorzio Uomini di Massenzatica

11. **Central aims of the Project**

**[Landscape: continually evolving collective project]**

Consorzio Uomini di Massenzatica is a collective land ownership project with 353 hectares in Massenzatica, in the Mesola town council area (Ferrara).

Its origins date from the Middle Ages when the Abbot of Pomposa Abbey granted right of pasture to local people in these marginal lands unsuitable for farming. These lower Ferrara province lands and delta are a 'landscape in transition' characterised by changeable confines between above and below water lands generated by processes of the Po, sea sedimentation and erosion, subsidence and climate change. Over time these lands were worked and gradually reclaimed by the Massenzatica community settled in the small areas above water-level along long strips of sand dunes and banks.

The powerful relationship of trust and exchange with the Pomposa monks contributed to extending the community's pasture and internal fishing rights to hunting in its large forests, rights to tree-felling and timber in a continually evolving land, suspended between land and water. It is a community and synergic manmade landscape that continues to have a great deal to tell us today about the history of a community capable of overcoming its individual

interests and expressing a local vision: living and working together before agriculture, community before the individual. It is a story, which still today, recounts the changeability of an evolving landscape in which the actions of man and the environment are indissolubly melded and bound together by a shared destiny.

Thanks to slow but progressive reclamation of these once marginal and ‘unhealthy’ areas by labourers, told in popular national identity poems and songs whose centre-stage players are the ‘scariolanti’, the Uomini di Massenzatica community’s continual and methodical work stabilised the river network, raising dykes and reclaiming the salt marshes whilst gradually gaining their independence.

This enabled farming to be extended to the lands entrusted to them and their values to be passed on over the centuries.

### **[Landscape: identity space and inter-generational values]**

The Uomini di Massenzatica consortium in the lower Ferrara area now represents a virtuous model of economic and social value development making it ‘custodian’ of the landscape and bearer of values such as hard work, sustainability, brotherhood, mutual help and support for the vulnerable.

The project’s goals are the result of an interaction between the landscape and the community’s intimately interconnected components and the consortium’s fundamental two-fold base with action resting above all on everyday work and commitment to passing on its community values to future generations:

- Maintaining social capital and combating the depopulation of the lower Ferrara area’s internal zones on the strength of its ability to transform product values into social capital through work by means of support action and services provided to the community.

A plurality of interests in terms of efficiency (revenues, employment, good business management) and efficacy (consent and sharing of the firm’s objectives, employment of local people, help for the vulnerable):

- Combating hydro-geological risk and the loss of soil fertility, maintaining hydraulic supervision of agricultural land (more than two metres below sea level), constant supervision associated with good farming practices, sustainability and labour-intensive practices;

- Recovering marginal and abandoned green areas by planting new species of trees and shrubs to preserve bio-diversity thereby looking after existing environmental resources: ‘landscape fragments’ of environmental value (Massenzatica’s fossilised dunes), eddies, dune chains and banks, environmental resources at risk of impoverishment and subject to abuse, illegal dumping, pollution and abandonment;

- Promoting awareness;

- Raising work in schools through workshops and educational projects and studies with national universities and research institutes to combat territorial fragility and enhance social and natural capital in rural areas;

- Innovating, activating a virtuous cultural process for the shared building of a ‘landscape pact’ with twenty selected local firms, practically implementing involvement in a wider territorial context (over 1500 hectares) to export and germinate the consortium’s model, generating effective, disseminated and stable safeguards over time in relation to the social, economic, environmental and landscape values that have long been the consortium’s heritage and are fruit of responsible interaction between community and environment.



## 12. Outcome

### **[The productive landscape fosters cohesion and social capital]**

In 1896, law no. 397/1894 of the former papal states, Domini Collettivi dell'ex Stato Pontificio, set up the Consorzio degli Uomini di Massenzatica (C.U.M.), now recognised under Italian law as Assetto Fondiario Collettivo under law no. 168/2017. It is a public law consortium managed by an assembly of consortium members called to vote every four years to elect its board of directors that currently represents 600 families, each with voting rights. Since 1994 the new managerial and institutional framework enables the consortium to find a different economic and employment equilibrium founded on four sustainability pillars:

1. Direct management of lands with social objectives in order to guarantee ongoing employment for consortium members who struggle to compete in the labour market;
2. Sustaining small-scale farmers, guaranteeing subsidised rents (a third of current rental rates) in order to help the community's more vulnerable families, e.g. young and large families;
3. Reallocating land to those farming high quality crops in a labour-intensive way to create jobs;
4. Management of 20% of the community's land by private firms with a contractual obligation to high labour-intensive employment patterns, with special attention to hiring women (to guarantee a second income to families).

The actions of the consortium over the years constitute the tangible results of an attempt to combat demographic decline and weak development prospects. In this sense the work of the consortium is a concrete bulwark in the lower Ferrara - Po delta area, an 'internal area' subject to national strategy policies to cope with an ageing population, low incomes and some of Emilia Romagna's highest unemployment rates.

### **[Landscape and sustainable innovation]**

In addition to cohesion, social capital and community action, since 2010 the C.U.M. has undertaken to develop educational and research work on local agricultural landscape sustainability themes with the support of the universities of Trento, Ferrara, Ancona and Bologna. The project identifies criteria for the building of a 'next generation' agricultural-environmental model capable of combining top quality agriculture with 'ecology' and biodiversity demands.

The results expected by the action implemented, cover various themes:

- water and land resource system: improving water use efficiency in specific saline land conditions tending, above all, to promote quality crops such as radicchio and plant nurseries;
- residual green area and productive landscape system: rebuilding the environmental network via planned landscape investments within the consortium's crop plans and those of its partner firms (estimating 1520% renaturalisation of the total business body);
- innovating and reinforcing the *Terre Pomposiane* territorial identity by rebuilding the philological-interpretational reconstruction of the historical agricultural network, planting tree and shrub species with high efficiency for lowering particulate matter and CO<sub>2</sub> levels, local genetic resource innovation and a characteristic local product business chain;
- cycle track and footpath creation linked to the green network for agricultural diversity;
- environmental impact reduction techniques: eliminating plastics, use of organic material for mulch, use of organic manure.

### **[The landscape is a territorial pact and encourages inter-generational responsibility]**

Ongoing work to ensure land fertility and the maintenance of the hydraulic framework to be accompanied by a need to develop a responsible 'vision for the future' in order to look after and maintain a fragile and precarious agricultural heritage. By means of a partnership between the Università Politecnica delle Marche and the Istituto Delta Ecologia Applicata,

the consortium has activated an educational and awareness raising trajectory, applying its established management models via the selection of twenty certified agricultural firms who individually manage 80-100 hectares within the Po Delta Park, a UNESCO biosphere. The project's expected outcome is to extend its highly positive social capital entrepreneurship model for the definition of a 'landscape pact' with firms, amplifying its virtuous action across the whole farming network (to over 1,500 hectares of land), systematising and germinating its social, economic and landscape values and thus generating reciprocal growth and a positive stimulus in other fragile landscape areas of the Po Delta Biosphere.

#### 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 productive landscape as a value capable of sustaining community and territory over time: the consortium's socio-economic model]**

The C.U.M.'s governance model, defined through identity and cultural values, is, to all intents and purposes, framed within sustainable development policies. A vision of the productive landscape that goes beyond traditional paradigms linked to the 'private' character of goods in favour of its inter-generational nature, its overall 'collective' value ensuring it a social function as dictated by article 42, paragraph 2 of its constitution. Through implementation of the consortium's statutory regulations, article 17 "The interest of the consortium community imposes a gradual, coordinated, and impartial task of material and moral assistance by its administrators as any arbitrary action or discrimination that would generate economic and social turbulence in the consortium collective" the managerial and administrative model incentivises the affirmation of ideal values. Since 1994, contrasting with the individualistic and wholly economic motives behind its previous action, with a new and motivated management, C.U.M. went beyond the required sharing out of land (laws of 1766 and 1927), thereby redefining the economic and social trajectories of the whole reference community. The availability of sandy land was transformed from a weakness to a strength, generating a renewal of rental contracts with farmers and changing and collectively reparameterizing its governing reference values and priorities: communities in the centre, work, inter-generational responsibility, sustainability of the taken actions, sobriety, loyalty and truth - these are its key values.

The agricultural community has agreed to rent increases 5 times higher than previous rises whilst benefiting from a subsidised rent well below market levels (50%) in support of small-scale agricultural consortium members. From a static situation in which 20 consortium members controlled around 200 hectares of land (57%) the current situation is a more dynamic and egalitarian distribution: 33 consortium members with around 160 hectares of land each. In this process the consortium's administration increased the number of beneficiaries of its help and, at the same time, the land area for direct management for social ends. In this way, via reciprocal recognition, a contribution was made to reinforcing and redefining the landscape's environmental, social, economic, cultural and aesthetic values fostering four aspects:

- a) an awareness that the interests of the community take precedence over individual interests;
- b) an entrepreneurial dynamic;
- c) not breaking up the agricultural unit into overly small plots;
- d) integrated management of the community-environment asset in opposition to the impoverishment of shared heritage. These aspects have encouraged the growth of both the 'entrepreneurial' and 'brotherhood' components: business profits have grown on a par with equally significant welfare investments to the benefit of the whole community.



**[Positive externalities: social capital]**

The C.U.M. has succeeded in pursuing shrewd growth objectives designed to favour social integration dynamics (between resident population and new foreign citizens) and between different generations (the youngest and oldest) to constitute a coherent community capable of guaranteeing a future to new generations. Transforming profits and revenues obtained from agricultural work into social benefits for mutual help and support to serve the community has been the fundamental tool used to combat local depopulation. Egalitarian management of relationships with tenant Zanzi (one of the largest plant nursery firms in Italy) whose employment of a local workforce and immigrants has fostered the integration of new citizens into the community and with other employees guaranteeing protection and security. A greater growth of regular days of work by foreign citizens has been recorded since 2008, from 9000 days of work in 2007 to over 14,000 in 2017. The continual growth and enrichment of the shared environmental heritage demonstrates that the consortium has contributed in the long term to reinforcing the environmental, social, economic, cultural, and aesthetic values of a landscape understood as the “fruit of human labour”, representing a positive reference model for other European collectives for the effective and lasting protection, responsible management, and sustainable planning of the landscape.

**14. Exemplary value**

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

*Which are the good practices that it implemented?*

**[Landscape: “An alternative ownership system”]**

Civic land and collective ownership accounts for around 1,500,000 hectares of land in Italy, over 13% of the country’s land. Collectively owned land estates constitute a *sui generis* form of ownership which is public in legal terms under civil law: all individuals are owners of the property despite its indivisibility, an “alternative ownership system”. Thus of those existing in Italy, the consortium, in full accord with article 42, paragraph 2 of the constitution, is an example of the way in which collective ownership can represent a management model which does not pursue private interest logics alone but is primarily inspired by welfare models based on values such as consent, participation, satisfying primary individual needs (employment and income), community cohesion, defence of poorer families, essentially a plurality of consortium members’ individual and community interests as both owners and beneficiaries.

The socially oriented economic-managerial model adopted by the consortium has shown itself to be effectively sustainable both economically and socially. Over the last 15 years a growth in revenues and profits has, in fact, been accompanied by an increase in investment in the community demonstrating an ever-greater attention to effectiveness in responding to the collective’s external social needs. Since 2000 the consortium’s profits, after land improvement expenses have been deducted, have gradually been literally re-invested in the community in ways which represent good practice benchmarks which can be emulated:

Support work targeting the community’s most vulnerable individuals:

- direct contributions for family needs;
- income and employment support involving planting crops to ensure profitability, insurance and welfare protection for many consortium members who struggle to compete on the labour market;
- on call transport service activation for vulnerable people;
- support by means of the setting up of a food bank (2012-18);

Educational social projects:

- support for teaching work at the local primary school with funding for school trips and summer holidays for the community's children;
- funding for degree theses on the consortium's activities for young university students;
- funding for cultural and sport associations and research and education initiatives;
- sponsorship and funding for the publication of cultural and tourist material (the area's medicinal plants, map of the Massenzatica dunes, etc.);
- setting up of a history archive recovering photos, films and maps at the Ferrara and Rome State Archives, 2011-12;
- educational seminars at the consortium's headquarters with the universities of Trento, Ferrara and Ancona on the themes of agricultural management from an intergenerational and long-term perspective, 2012-13;
- publication of educational projects targeting schools to disseminate the values of the community and landscape.

Regeneration and promotion work on the rural heritage, the agricultural landscape and vulnerable environmental resources:

- regeneration of the abandoned built heritage in Massenzatica (Mesola town council) and the rehabilitation of the new consortium headquarters, multi-function spaces and reclamation of the adjoining green areas equipped with play areas for children;
- restoration of the buildings adjoining the consortium headquarters for the community's postal services;
- planting of a permanent wood for the reclamation of a polluted area in order to rewild it in accordance with biodiversity conservation criteria and as a refuge for wild animals;
- planting of new rows of trees for wild animals to nest in.

Ongoing actions to reclaim/regenerate areas facing considerable environmental challenges and degradation:

- *Terre Pomposiane* multi-function area: creation of an educational-experimental workshop for the transformation of agricultural products, a teaching classroom and a history and local traditions exhibition space;
- reclamation of cross bike areas for the purposes of landscape and environmental protection, creation of an equipped area for car-bike exchange;
- reclamation and promotion of historic eddies for the planting of an organic vineyard with traditional vine growing techniques and historic grape varieties.
- return to rural self-building practices such as traditional cane huts.

## **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?*

Public participation is a theme that the consortium has paid a great deal of attention to, both in community participation in everyday decision making and on a regional and national scale. It acts as spokesperson not solely of the community it represents but for all those managing, administering and coordinating collectively owned, state-owned and locally-used goods.

**[Participation and inclusion as founding principles]**

On a local scale public participation has been officially laid down in the consortium's statute and regulations, article 17, since 1896 (law 397/1894). It is an expression of democracy and

participation, a community involvement ‘manifesto’ as an intrinsic component of the collective management model. Legal requirements specify a special protection and management regime for commonly owned goods to guarantee that the community’s founding values are passed on to future generations. These testify to an innovative power, which begins from below, from behaviours that residents consider a personal expression, an expression of their community life rather than an imposition from above in the belief that this is the only way to live in harmony with others and one’s own land.

#### **[Defence of the landscape as shared heritage for the nation]**

On a national scale, the consortium constitutes an active and dynamic player within the *Consulta Nazionale sui Demani Civici e Proprietà Collettive* set up by Trento University whose aim is to conserve, develop and study the special historic, legal, institutional, economic, and cultural features of collective ownership. Thanks to the hard work and ‘cohesive’ role it has always played within the national collective ownership solidarity network, the C.U.M. has actively contributed to defending the rights of these bodies and examining certain important themes that have led to a legal framework being established: approval of DLGS no. 4/2015 regulating land taxes; law 168/2017 *Norme in materia di domini collettivi* that finally institutionalised the role of these bodies, recognised with protections and promotion of the landscape heritage and social environment in national and European terms. With this law the Italian Republic accorded legal status and statutory autonomy to collectively owned land as: a) fundamental elements in the lives and development of local collectives; b) primary tools to ensure the conservation and promotion of the national, natural heritage; c) stable components of the environmental system; d) territorial bases for historic institutions, protecting the cultural and natural heritage; e) eco-landscape national agricultural structures; f) sources of renewable resources to be promoted and used for the benefit of the local collectives by those with rights within it. In particular, law 168/2017 accords legal status to collectively owned land estates by means of self-regulation in the management of natural, economic, and cultural heritage in the areas they represent. Their fundamental role as guardians of the environment and the landscape and intrinsic responsibility for sustainable economic safeguards and growth is underlined by their contribution to the enhancement of the landscape as shared patrimony and concrete expression of the ‘no people - no landscape’ principle sanctioned by the European Landscape Convention.

#### **[Synergy with the goals of the Strategic Action Areas and MAB]**

The project accords with national and regional scale policies with special reference to the following objectives:

- cohesion, social inclusion and combating marginalisation in fragile areas, anticipating the goals of the Strategic Action Areas with virtuous action designed to maintain and guarantee access to services and education and improve living standards;
- protecting and enhancing the ‘identity space’ and the man-environment relationship highlighted by the UNESCO MAB (Man and Biosphere) programme that officially recognised the Po delta protected area in 2015;
- protecting the environmental resources promoted by the EU Habitat Directive, rete Natura 2000, designed to protect the *Dune Fossili di Massenzatica* regional reserve, protection and recover the marshy eddy areas and biodiversity fragments under attack from illegal dumping and pollution;
- innovative agricultural practices designed to combat the effects of climate change in agriculture
- Operational Innovation Groups-PSR Emilia Romagna in partnership with local agricultural firms and Ancona and Ferrara universities.

## 16. 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?*

### **[An intergenerational pact: work with schools, universities and local operatives]**

Since the early years of the millennium the consortium has contributed actively to the development of awareness-raising work on the landscape values theme, in accordance with article 6 of the European Landscape Convention, favouring social development and growth at the same time. Concrete proof of this contribution is demonstrated by its assistance and financial support to educational activities focusing on the themes of the landscape as common good, respect for nature and earth values in educational publications and nutritional education projects (including: *Vivere con le piante* - Living with Plants - 2002; *Un Viaggio nei racconti della fattoria* - A Journey Through Farm Tales - 2018), funding the introduction of educational workshops in primary schools where the consortium delivers a young tree to local school children every year to symbolise the man-environment bond. Awareness-raising work is flanked by an ongoing commitment to promoting teaching and research in partnership with the universities of Ancona, Ferrara, Padua, Udine and Trento on the themes of law, sustainable and responsible local planning, local biodiversity conservation, workshops and outdoor labs as part of Town Planning Techniques courses, to reflect on the reciprocal relationships between rural settlements and productive landscape and Arboriculture courses (UNIVPM) for the training of high profile technical professionals in the biodiversity and eco-system services fields. Investments are also made in training local operatives, taking part in awareness-raising courses around local values (PSR Emilia Romagna, Catalogo Verde, 2018-19): *Innovazione gestionale a favore di un'agricoltura sostenibile e crescita competitiva dell'economia rurale locale* - Managerial Innovation Fostering Sustainable Agriculture and Competitive Growth in the Local Rural Economy - focusing on:

- landscape environment values in the agricultural area. MAB UNESCO and the Po Delta Park. Landscape as a European and local value;
- agriculture and sustainable management of large areas. Maintenance of land fertility, management of water basins, fertility and nutrition, combating soil salinity;
- tools and methods for the enhancement of production and the management of rural areas;
- business network, co-operation and production chain methods, territorial designations of origin, certifications and checks, responsibility and ethics, landscape protection and production.

### **[The consortium's commitment towards a 'landscape pact']**

Looking to the future, resting on solid bases, the energies of the Consorzio Uomini will be oriented to guaranteeing, stimulating and awareness-raising on the issue of landscape value as identity defining space for a wider community, "establishing landscape quality goals and implementing landscape policies" (article 6 paragraphs D and E European Convention). The socially oriented nature of its administrative and management model, places it within an intermediate dimension linking landscape policies with the social cohesion and inclusion programmes sponsored by the European Union. This constitutes a "New Social leading-role model" as a focus for the area's agricultural business in the sharing of common values and goals. An initial result of the awareness-raising process is testified to by the positive synergy activated in the context of the Agricultural Landscapes in the Historic *Terre Pomposiane* project launched with twenty certified farmers working simultaneously in the C.U.M. area, in the extremely high environmental value neighbouring areas such as SCIs - Sites of Community Importance - and SPAs - Special Protection Areas - in accordance with EU

directive HABITAT in the Po delta natural areas. The work done has led to the sharing of values and identity-shaping characteristics capable of relaunching the productive landscape in a historical-interpretational process (article 1 of the European Landscape Convention), raising the awareness of the opportunities related to collective action. Awareness-raising, synthesis and co-ordination work, a “Vision of the Future for the Lower Ferrara Interior Areas”. An approach oriented to combating fragmentation and individualistic management of resources and the ‘shared landscape heritage’ to work together for an ‘alternative ownership model’ and living well on the land and in the community.

The *Terre Pomposiane* landscape is an ‘identity space’ and it is the historic and everyday experience of the C.U.M. that makes the landscape as stratification of the historic, social and economic dimension tangible, with cultural itineraries and community-memory storytelling. It is a landscape in continual evolution, suspended between land and water, a constant and changing representation of the multiple identities of Europe and its communities.

## V. ADDITIONAL MATERIAL

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

*Maguelonne Déjeant-Pons*

*Executive Secretary of the European Landscape Convention*

*Head of Division, Agora (A4-15V), Council of Europe*

*F-67075 STRASBOURG, Cedex*

*Tel: +33 (0) 3 88 41 23 98*

*E-mail: maguelonne.dejeant-pons@coe.int*

- 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).*

\*

## **12. LATVIA / LETTONIE**

*The origin of the Latvian cultural traditions. Dikļi – the birthplace of the Latvian song festival*

Kocēni Municipality

## I. STATE CONCERNED AND APPLICANT

**1. State**

LATVIA

**Represented by**

*Address:*

Ms Dace Granta – senior expert, Spatial Planning Department

Ministry of Environmental Protection and Regional Development

*Telephone:*

**+371 7026 553**

[Dace.granta@varam.gov.lv](mailto:Dace.granta@varam.gov.lv)

*E-mail:*

**2. Applicant**

*Name of the local, regional authority(ies) or NGO(s)*

KOCĒŅI MUNICIPALITY

**Represented by**

*Address:*

Mrs Evija Nagle – vice chairman of municipality

Alejas iela 8, Kocēni, Kocēnu pagasts, Kocēnu novads, LV-4220

*Telephone:*

**+371 26141003**

*E-mail:*

[info@kocenunovads.lv](mailto:info@kocenunovads.lv)



## II. PRESENTATION OF THE PROJET

### 3. Name of the Project

THE ORIGIN OF THE LATVIAN  
CULTURAL TRADITIONS.  
DİKLI – THE BIRTHPLACE OF THE  
LATVIAN SONG FESTIVAL

### 4. Location of the Project

DİKLI, DİKLU PAGASTS, KOCĒNU  
NOVADS, LV – 4223 ( 57°35'39.7"N  
25°04'58.2"E 57.594363, 25.082836)

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

Dikļi as a geographical place in Latvia was first mentioned in historical sources in 1436. Historically, this territory was inhabited by the Livonians who chose mounds Grebu and Bļodas as their settlement. Dikļi is a well-known place in the cultural history of Latvia. In 1818, the Latvian theatre traditions began in Dikļi.

In 1864, Juris Neikens, a clergyman and a writer, organized the first ever joint singing or the Song Festival in the park of Dikļi Vicarage (now Mound Neikenkalns), thus laying the foundations for the beautiful Latvian tradition which is included in the UNESCO List of Intangible Cultural Heritage.

Dikli is the place not only of nature concrete hall but also is place of objects:

- a Song Festival Promenade ([See Picture 1](#)) and the
- Mound Neikenkalns Nature Concert Hall nominated for the “Landscape Award of the European Council” ([See Pictures 2 – 4](#)) are built, as well as a permanent exhibition of the Song Festival is set up in Dikļi. The Nature Concert Hall Neikenkalns is complemented by
- Dikļi Evangelic Lutheran Church ([See picture 5](#)) and first dated with year 1630. The first Song Festival parade began in this church.
- Dikļi Manor owned by Paul von Wolf from 1860, and in 1896 the present Dikļi Palace (neo-baroque style) was built. Now it houses a hotel and a restaurant.

Dikli is the place where nature and culture heritage meet each other. Dikļi is one of the few places in Latvia where all the above historical recordings on both the most important cultural events and historical facts of Latvia are preserved, and which are still being restored, maintained and improved even today.

It cares for landscape values with the value of historical and archeological monuments of national importance, it tells stories of previous generations and passes them on to the next generations, therefore now we are liable for the way cultural and historical environment, and landscape are today and how they will be in future. Referring to opinion of culture experts in the broadcast of the Latvian National Television ‘Addresses’: *‘Interaction between architecture and nature in Dikļi is really magic’*.



**6. Photo representing the Project**



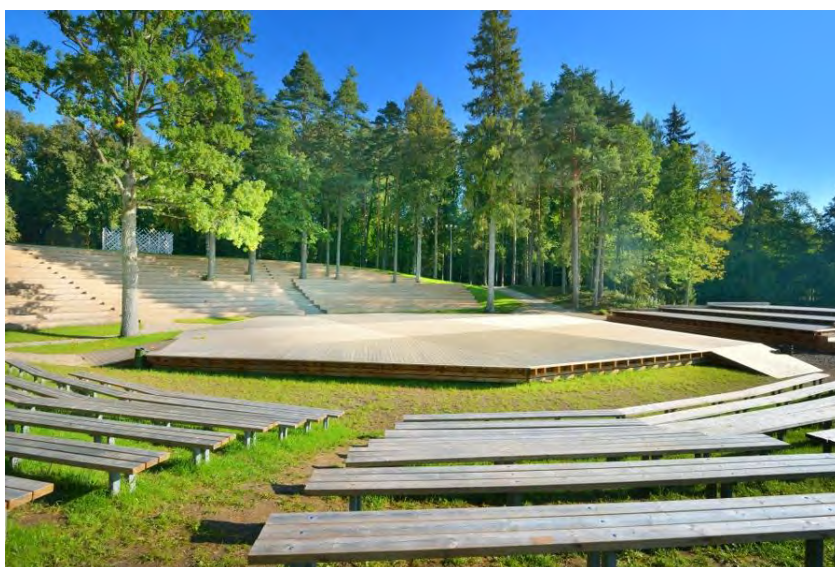
**Picture Nr. 1 – Dikli Promenade (Author: Koceni Municipality )**



**Picture Nr. 2 – Nature Concerte Hall (Author: Koceni Municipality )**



**Picture Nr. 3 – Nature Concerte Hall. Water body is similar to shape of Latvia. (Author: Koceni Municipality )**



**Picture Nr. 4 – Nature Concerte Hall (Author: Koceni Municipality )**





**Picture Nr. 5 – Dikļi Evangelic Lutheran Church (Author: Koceni Municipality )**



**Picture Nr. 6 – Events in Neikenkalns Nature concrete hall (Author: Koceni Municipality )**



Picture Nr. 7 – Dikli Palace (Author: Koceni Municipality )



Picture Nr. 8 – Wooden sculpture park in Dikli (Author: Koceni Municipality )

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

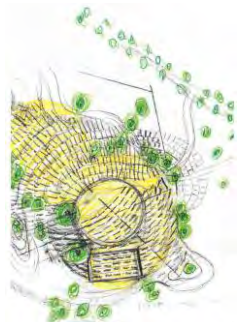
Koceni Municipality official web page : [www.koceni.lv](http://www.koceni.lv)

Koceni Municipality official tourism web page :  
[www.visit.kocenunovads.lv/](http://www.visit.kocenunovads.lv/)

### III. CONTENT OF THE PROJECT

8. **Start of the Project** September month 2013 year  
*The project must have been completed at least three years previously*

9. **Partners**



*sketch of the project*

Architect Uģis Šēnbergs; Consultant, experienced All-Latvian Song and Dance Festival festivals director Uģis Brikmanis; Contractor Uldis Bošs (SIA “Ekers”); All-Latvian Song and Dance Festivals Designer Ivars Mailītis; construction supervisor Raimonds Rodiņš.

10. **Financing bodies**

Koceni Municipality Council

11. **Central aims of the Project**

The task of the Nature concert hall, respecting landscape preservation principles, is to highlight its attractiveness, at the same time ensuring a possibility for run large-scale events, in the way it has been in Dikļi in the very beginnings of the Song Festival.

The challenge of the Project by establishing the Nature concert hall of Neikenkalns to ensure this place as a single complex of environment, art, education and recreation at the place of the national historical event – the venue of the First Song Festival, is to highlight the European cultural and historical heritage, especially the meaning of song and dance culture. The Nature concert hall should serve as a uniting element in relation with the Landscape attractiveness, the cultural and historical heritage of Dikļi and surrounding protected historical and archeological cultural monuments of national importance.

Traditions of the Song Festival originated in 1864 when in the park of the Dikļi rectory (now Neikenkalns) the priest of the parish and writer Juris Neikens organised the first festival of joint singing, thus laying the foundations for the Latvian tradition that today is included in the UNESCO list of intangible heritage. To honour this event and thank the two inhabitants obsessed with art before 45 years, celebrating the centenary of the Song Festival, a small open-air stage, typical of the Soviet era, was built (*watch video*), the being of which in



the Dikļi public was very protected, irrespective of it being severely affected over the time. Situation to the opposite at the public consultation with citizens was changed by the daughter of the construction enthusiast of the old open-air stage (now a popular poet) who had the casting vote for the destiny of the old open-air stage, for everybody expected that she would defend the contribution of her father, however, Daina Sirmā told: ‘You know what: my father would be the first one to say ‘hey, let’s demolish this old shed if we have a chance to get a better one’.

Consequently, based on proposals of citizens and actions of developers of the territory planning and development programme (Ilma Valdmāne and Pauls Grants) in the municipal development planning document (2014 – 2020), ‘Priority: Sustainable management of natural and cultural, and historical capital’, Action directions ‘Preservation of landscape, natural and cultural and historical values’, ‘Improvement of the public space’, and ‘Development of business infrastructure and resources’, the municipality:

1) In the initial stage of the project implementation organises a clean-up to demolish the old open-air stage where the public together with the architect Uģis Šēnbergs and the event director Uģis Brikmānis presented future plans. The event involved not only the local community but also popular persons and amateur groups.

2) Started implementation of the project ‘Preservation of the Landscape Environment of Neikēnkalns, the Cradle of the Song Festival’ (design, technical project, construction process, artistic part – display of environmental objects and highlight of existing values *Emphasising that a Landscape with natural and cultural heritage is the value of Latvia and Europe!*

3) Provided a set of carefully and soundly arranged offer ‘Dikļi as a single complex of cultural and historical heritage, art, education and recreation’: strengthening the Nature concert hall as an added value and a mutually supplementing element in highlighting the importance of existing protected historical and archeological cultural monuments of national importance. By developing a joint tourism offer route ‘Neikēnkalns and the Nature concert hall of Neikēnkalns – Singing Festival Promenade – Permanent exposition of the Song Festival – Dikļi Palace Complex (palace, barn house, terrace garden, park garden) – Viks Fairy Tale Park – Dikļi Church – Grebu Bowl Hill’, emphasising that no matter how important and special is each historical object and cultural monument as a landscape element separately, they obtain their true value only in the context of a joint offer.

According to the project goal, it was planned to build the Mound Neikēnkalns Nature Concert Hall differently from the usual open-air stages of this type in rural areas – by friendly, ecological construction using natural, renewable elements and materials such as water, earths, and trees. A versatile team of professionals was involved in the development of the project, including Uģis Brikmānis, the main director of the All-Latvian Song and XV Dance Festival, who, due to his experience, helped plan the layout of stages and seats for the audience. The following was built:

- Three-zone dance stages;
- Orchestra stage-terrace;
- Amphitheatre – 2000 seats;
- Viewers’ areas near the stage and on the other side of the river

(with numbered seats);

- New pedestrian pathway and access road;
- Pontoon bridge over the Mazbriede River;
- Internal power supply;
- Wind chimes.

During the construction, extensive earthwork was carried out, the Mazbriede River was cleaned and deepened. During the implementation of the project, instructions and terms of the competent institutions were adhered to, as well as environmental peculiarities – a monument of the national significance “The Venue of the First Latvian Song Festival”, the composition of the park, the relief, and existing flora were taken into account.

The Project ‘The Nature Concert Hall of Neikenkalns’ ensures meeting objectives of the competition ‘European Landscape Convention, Landscape Award of the Council of Europe’ and is in compliance with the objective of the Latvian national selection for the competition: ‘to facilitate public awareness of landscape value and changeability, as well as the role of public in landscape development by showing the best experience in landscape protection, maintenance and management that is ensured by implementing practical measures in landscape management and in planning their development.

## 12. Outcome

### **Characteristics of the object:**

- total area under construction – 5643.7 m<sup>2</sup>;
- total area of the open-air stage – 787.3 m<sup>2</sup>; total area of the pavements – 278.0 m<sup>2</sup>;
- carriageways – 517.7 m<sup>2</sup>;
- lawn ~ 3500,0 m<sup>2</sup>;
- engineering communications – 382 m.

As a result of the project, an open-air stage fully integrated into the landscape was built providing functionally-appropriate capacity for both participants and visitors of the events. The cultural and historical location of the open-air stage and the development and improvement of the surrounding area of Mound Neikenkalns provide for an opportunity to enjoy and experience the beginning of the Latvian Song Festival traditions by any visitor. There is a rational balance ensured between good visibility, natural acoustics, the physical size of the open-air stage constructions, architectural solutions and the scale of the surrounding landscape in the cultural and historical context of the park. The Nature Concert Hall is built as an amphitheatre with the multifunctional objects – transformable stages for both small events and an impressive amount of singers of up to 5,000 participants and viewers (2000 places for singers, dancers and 3000 places for spectators).

Intangible contribution of the Nature concert hall in maintaining the Song Festival tradition and raising patriotism of the public deserves particular appreciation. The result achieved is worth being proud of: the beautiful landscape with precisely and accordingly ‘seated’ infrastructure, made of nature materials, nature-inclusive, can attract thousands of singers, dancers, musicians, actors and spectators! Even Uģis Brikmanis, the director of the All-Latvian Song

and Dance festivals before the grand concert dedicated to the 150th anniversary of the Singing Festival regarding the meaning of the Nature concert hall of Neikēnkals says the following: 'Reborns! Not we remember, honour, but reborns, and we feel that this tradition, this, in fact, the most important part of our lifestyle, will live! Everybody who comes here says one word 'How beautiful it is here!' And this beauty will definitely run through song, dance and music, and it is the most crucial thing to realise that our folk song is endlessly beautiful and that the ancestral heritage is very simple, sincere and will live from generation to generation!'"

The attractiveness of the Nature concert hall has been appreciated also by professionals – landscape architects, the head of the Latvian Builders Association, contractors who during the visit of the evaluation commission of the competition 'Building of the Year', even on a rainy autumn day, were positively surprised that it is pleasant to be in the Nature hall as in winter, as in summer. (P.S. The Nature concert hall in the competition, in the nomination 'Landscape' received the main award 'Building of the Year in Latvia 2014'). Daina Veinberga, landscape architect, member of the competition panel, says: *'I have studied many beautiful open-air stages, I have studied what kind of open-air stages have been created over the last decade, and many of them could be called special, however, exactly such harmony among the historical environment, architecture and nature I have not seen yet!'* Similar assessment has been received also from tourism groups, individual visitors and families who are enchanted by feelings being in the Nature concert hall even with the closest family members only, for, irrespective of the scale and spectator capacity, in everyday life you can find here cosiness, enjoyable warmth, aesthetics and attractiveness, not characteristic of such open-air stages. This is evidenced by assessment of people who are popular in the public:

Quoting Ieva Akurātere, the most soulful and symbolic songwriter of the Latvian Awakening era, 'You know how I like to be here – to go so timidly, so sacredly...like...in a Sacred place' Why you feel like in a Sacred place? 'Because here is such a feeling, I mean, all developers have taken care of it, including the God and the nature! Here there is something over-secular, paid tribute to ancient times and also something cosmic – covered by Heavens'.

The created Nature concert hall gives an indispensable value added in preservation and promotion of cultural and historical values and protected historical and archeological monuments that provide an indispensable contribution not only to promotion of public activity of citizens, maintaining cultural traditions, but also facilitation of economic activity of the territory.



## 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 open-air stage of Dikļi as a cultural and historical object is mentioned in the Sustainable Development Strategy of Kocēni municipality as one of the specializations of the municipality in tourism and culture.

Restoration of the open-air stage of the first Song festival in Dikļi is based on municipal and national sustainable development policy, namely, improvement of the surrounding landscape and construction of a multifunctional open-air stage – Nature concert hall to serve as venue for cultural events of various scales in the long-term.

In January 2014, the Kocēni Municipal Council, based on the municipality's long-term Development Strategy 2030, took a decision to mark construction of the Dikļi Nature concert hall as a priority investment project of the Kocēni Municipality.

The Nature concert hall is included in the national and regional tourism network, as well as it is a part of the Latvian tourism development strategy. The Dikļi Nature concert hall as an important tourism route is included in International tourism routes 'VIA Hanseatica', 'Livonian Culinary Route'. The Nature concert hall is included as a stop in the European Green Railways network. In 2019, the European Green Roads award ceremonies and conferences will take place in Latvia, Vidzeme, including as a venue also the Nature concert hall of Neikenkalns.

The Latvian National Centre for Culture supports the Nature concert hall by including it in national strategic plans for cultural events.

There is no separate landscape planning document for the territory, however, the project as a part of sustainable development policy is supported by the fact that the venue of the First Latvian Song Festival - Neikenkalns in Dikļi, since 1998 by the decision of the State Inspection for Protection of Cultural Monuments has been included in the list of state protected cultural monuments, respecting instructions of the State Inspection for Heritage Protection regarding the planning of the existing Landscape, taking into account natural materials and the status of the cultural monument of State significance. The project 'Effective Use and Improvement of Nature and Culture Potential at Neikenkalns in Dikļi!' has a status of a national project.

During the process of designing and construction of the Nature Concert Hall, the focus was on the preservation of the existing landscape and environment, the use of natural materials, for example:

- The floor of the stage is in the valley, emphasizing Mound Neikenkalns as the cultural monument of State significance "The Venue of the First

Latvian Song Festival”;

- An important place in the scenic plan is given to the centennial oak – there is a giant centennial oak opposite to the open-air stage as a gesture of appreciation to the folk song;
- Sand, gravel-clay-crushed stone mixture, timber are used;
- Landscape relief is made of earthwork and naturally grown lawns.
- A water mirror serves as an acoustic sound amplifier. A hundred-meter wide water mirror between singers and viewers serves as an acoustic sound amplifier, taking into account the impact of prevailing winds, terraces and slopes.

The sun. There is a daily theatre of the sunrise and sunset in the water mirror. A sunset at the top of Mound Neikenkalns is as a part of the nature stage design for the evening concert. A sunrise over the mill pond – for the morning concert.

The project has a direct environmental, social, cultural and visual impact, as the above landscape has, first of all, a status of cultural monument providing for the possibilities of protection and sustainable development, namely, the site may not be subjected to change without retaining its significance.

Mound Neikenkalns is the first venue of the Latvian Song Festival. Landscaping, preserving and improving of the environment ensure its existence and transfer of values to the next generations. The project was awarded as the “Best Building of the Year in Latvia in 2014” in the category “LANDSCAPE”, acknowledging not only its cultural significance, but also the excellent result of reconstruction. Publications “Latvijas arhitektūra” No. 115 (5/14) (October/November 2014), “Būvinženieris” August 2014 No. 39. (Attached as an annex to the application).

The awards received, the role of cultural history, and geography of the site are the basis for a long-term existence and development. It is also an obligation to preserve and develop the site as a destination for travellers, interested parties and professionals of various sectors (culture, history, construction). The Nature Concert Hall is complemented by the integral parts of Dikļi Manor – a church, a Landlord’s house, a palace, a school, a manor park, and a mill.

The Nature concert hall of Neikenkalns is a tool by which, given the remarkable number of tourists and large-scale events, one prevents the potential negative impact of the visitor flow on the protected historical monument of national importance – Neikenkalns.

The Nature-friendly construction approach and the achieved result call to explore visit and enjoy the cultural and historical place, at the same time unobtrusively routing the visitor flow and diverting it from trampling and damaging the protected cultural and historical monument of national importance. The Singing Festival Promenade next to the Nature concert hall has a similar function.

A unique approach where the mound visually demarks the historically significant Neikenkalns from the venue of cultural events – the open-air stage, ensuring that spectators have a possibility to enjoy the historical breath smoothly, however, moving up the slope of the mound, there is a view of the beautiful Nature concert hall, leaving many visitors breathless by surprise.

The nature frame of the river Mazbriede has let to ‘seat’ in the nature a frame

called amphitheatre. The challenge of the architect were landscape changing works where by mounds and entrenchments by changing, cleaning up the overgrown river bed and banks (before the works started the river was not visible), one achieved a merger of nature with the amphitheatre so that the old bank of the river would be made in a way as if the transformation had taken place before thousand years.

Improvement of the territory of the concert hall with the aim to maximally mitigate the impact of visitors on the environment and on the cultural and historical monument of national importance – Neikenkalns, to organise and diversify movement and location of spectators, to improve amenities of all the stakeholders – spectators, artists, technical staff. Construction and upgrading of additional terraces for better quality organisation of singer flows, to ensure sustainable management of the nature capital upon increased load on the object.

The results achieved within the framework of the Project are a tool for improvement of the landscape environment, values:

- Built an acoustic Nature concert hall with adjacent recreation territories by taking maximum use of the nature environment, respecting the authenticity of the unique historical culture environment and in compliance with artistic quality requirements and entitlement of citizens to quality life and recreation environment.
- Established a safe, comfortable and aesthetic environment. Implemented an environment complex allowing the local community to maintain quality and dynamic cultural and social life in the region, as well as organise significant national and international events by offering a quality place for open-air events.
- At public places – better kept and maintained surfaces for passage in compliance with environmental access requirements for all population groups.
- Improved recreation area: set up benches and rubbish bins for the needs of event participants, local community and tourists
- Facilitated presence of good architecture, design and art – a quality life space for all the citizens. Established a complex of art and nature objects – ‘Skaņu birzs’ (‘Sound Grove’). The object is dedicated to the unique diversity of nature where visitors may reach a common denominator of harmony between the nature and humans – a place for action, exploration, development in open-air. Man-made sound instruments will be placed in the sound grove and available for guided action, exploration and music-making.
- Established an organised and improved environment as a supplement and support to already improved and restored places – Singing Festival Promenade, Dikļi Palace, Exposition of the Song Festival, Viks Fairy Tale Park, Grebu Mound.
- Diverse use of strategic tourism resources – cultural heritage and nature rich in landscapes. In cultural tourism: unhurried, authentic experience based on ethics and aesthetics.
- Well-kept and creative environment attracts new initiatives and serves as an important basis for infrastructure improvement and further development of the territory.

The Nature concert hall is a venue for national and regional (Vidzeme)

events; Singing festivals, regional events of the International Folklore Festival 'Baltica' and 'Vidzeme Song Festival'.

The Nature concert hall every year hosts the traditional festival 'Spēlmaņu svētki' ('Actors' Festival') gathering Latvian amateur theatre groups with the aim to honour anniversary of the first theatre performance in Latvian that took place in Dikļi in 1818.

Started negotiations with directors on establishing Latvian folk song traditional festivals during summer solstice in Dikļi with competitions and a gala concert with performers of classical music, opera singers, choir singers, instrumentalists, folk music groups.

In 2019, Laima Jansone, the internationally recognised Latvian artist, will organise at Neikenkalns already for the third time the World Lute Camp. Neikenkalns was also the venue for the Dance grand performance 'No Zobena Saule lēca' ('Sun Rose from the Sword') with participation of ~1500 dancers, several hundreds of choir singers, and the event was attended by 3000 spectators.

This is proven by the newly established microenterprises, increase in business turnover, increased tourism flows and increased business of accommodations at tourism companies in the nearest region.

In the territory of the municipality just started operating a new company SIA 'Kocēnu korti' that opened a newly-built budget hotel.

As a result of the Project implementation, there has been a rapid increase in the number of tourist visits and interest to the place Dikli. Increased activity of homeworkers, for example, processing of quince, an apple farm with setting up a point of sale, a dried fruit production, souvenir items and items made by folklore craftsmen. The number of visitors to the restaurant of the Dikļi Palace restaurant has gone up, an opportunity has arisen for event catering, there has been an increase in retail sales of food etc.

Environmental functionality, design and aesthetics and subsequent sense of value of the place, is a basis for raising the territorial potential in the field of culture, education, environmental protection, tourism and economics.

#### 14. Exemplary value

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

*Which are the good practices that it implemented?*

The project may be used as an example of good practice. The historic venue of the event was rebuilt, while preserving the existing environmental constructions and elements, as well as its functional significance. As a result, we have managed to create not only a neat architectural look, but also a positive aura which could be experienced at the venue of the first Song Festival. Such an olden times “flavour” is created not only by a stage, but also by a nearby park with a description and monuments set up to honour historical events, by a nearby Dikļi Church, whose clergyman Juris Neikens gathered singers to the Song Festival in 1864. All the objects related to the venue and the event are taken into consideration while planning and improving the site in order to create a united path, a road, a network of objects. The project serves as an example of how to incorporate historical elements into a new reconstruction and how to incorporate the object into landscaping, balancing a possibility to organize equally comfortably both local and large national events.

The Nature concert hall of Neikenkalns in Dikļi, the venue of the First Latvian Song Festival, 1864, the historical monument of national importance under protection No 98, it is supplemented by:

Dikļi Evangelic Lutheran Church with its altar, 1698, II q. of 18th cnt., the art monument of national importance under protection number 4499 and the pulpit, 1699, II q. of 18th cent., the art monument of national importance under protection No 4500;

- Singing Festival Promenade, established in 2005;
- Exposition of the Song Festival;
- Viks Fairy Tale Park, made in the writer's place of residence on the river bank, in a landscape park, 2006;
- The historical complex of the Dikļi manor (15th cnt.) that belonged to Paul von Wolff since 1860, and 18th cnt. the current Dikļi Palace (in neo-baroque style) that currently has a hotel, restaurant and a SPA complex. An architectural monument of national importance, protection No 8537.

The second important component of the ensemble of the Dikļi manor is the **barn house** that is older than the palace and was built **in the end of XVIII century in the shapes of the late classicism**, with majestic portico, not typical of Vidzeme barn houses.

Buildings of the Dikļi manor are organically supplemented by the park in the area of 20 ha. To the South of the palace there is a pond, it is being told that it had an oak floor. Behind the pond, starts a landscape park or Mežaparks (Forest Park), made in the steep ravines of Mazbriede (formerly called also Pāle and Dikļi river). In the sixties of XX century upon inspection of the Dikļi manor park it was found that there can be found about **20 exotic trees**, including *Abies balsamea* (BALSAM FIR), *Juglans cineres* (BUTTERNUT), *Populus beroliensis* (BERLIN POPLAR), *Pseudotsuga meziensis* (OREGON PINE) and others the age of which, as it was determined at that time, is mostly 30-40 years.

The palace of the Dikļi manor is one of the few manor palaces in Vidzeme and houses of lords that despite further use that remarkably differed from the initially intended, has relatively many original interiors, especially on the ground floor – the hall with a fireplace and a couple of tile stoves, the central stairs, parquet,

wall panels and other elements.

- Grebu – Bowl Hill – an archeological monument of national importance. Archeological monument of national importance, protection number 2426

The Project ‘The Nature Concert Hall of Neikenkalns’ is a unique example of how with earth, soil and the existing landscape the architect worked like a sculptor, emphasising that stronger than any typical building design is the nature itself, the landscape design developed by the nature itself. Therefore, use of nature materials in the Project is self-evident:

There are many ways how to use the Nature concert hall, namely, spectators sit on the stage and choir singers in the amphitheatre or vice versa (World Lute Camp in Dikļi). In the same way orchestra plays on the terrace stage, spectators are in the amphitheatre or on the dance floor. At the Song Festival concerts, about 2000 singers and dancers are in the amphitheatre and on the dance floor, spectators on the terrace stage, on spectator benches and on the riverbank on carpets. At events gathering several thousands of visitors, spectators sit in the amphitheatre and the performance is on the dance floor, for example, the large-scale Dance grand performance ‘No Zobena Saule lēca’, the International Folklore Festival ‘Baltica’.

## 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?*

There are many ways how to use the Nature concert hall, namely, spectators sit on the stage and choir singers in the amphitheatre or vice versa (World Lute Camp in Dikļi). In the same way orchestra plays on the terrace stage, spectators are in the amphitheatre or on the dance floor. At the Song Festival concerts, about 2000 singers and dancers are in the amphitheatre and on the dance floor, spectators on the terrace stage, on spectator benches and on the riverbank on carpets. At events gathering several thousands of visitors, spectators sit in the amphitheatre and the performance is on the dance floor, for example, the large-scale Dance grand performance ‘No Zobena Saule lēca’, the International Folklore Festival ‘Baltica’. On 26 April 2014, within the framework of the Big Clean-Up, employees of the Ministry of Environmental Protection and Regional Development together with their families, altogether vast in numbers, clean up the surroundings of the Dikļi Nature concert hall. Also Romāns Naudiņš, the Minister, participates in the Clean-Up.

By highlighting the importance of public engagement in preservation of the landscape and facilitation of value awareness, dialogue with the public and public engagement in the decision-taking process regarding implementation of the Project have been ensured in several stages:

- 1) Before starting the Project.
- 2) During the Project implementation.
- 3) During the Project result maintenance.

Before the decision on commencement of construction of the Nature concert hall and setting it as a priority municipal project, the public engaged on several levels:



– Expert panels were set up (culture experts, directors, the National Centre for Culture, leaders of amateur groups, architects, contractors, businesses of the municipality, tourism experts) with the aim to specify needs, possibilities and impact of maximum benefits of the developed infrastructure on various target audiences.

– Public discussion organised – meetings of citizens.

In the beginning of the Project implementation there were arranged clean-ups to demolish the old open-air stage, this involved industry experts, project experts (the architect, event directors, popular persons and local public).

Continuous publicity on mass media (Television, press, social networks), information was disseminated on local, regional and national level.

The society took part in all project implementation stages. First of all by making a decision to build a new open-air stage – next public discussions and meetings were organized about open air stage plan. There has been used also suggestions that have been expressed during public meetings and were fulfilled during construction and project design prepare. Finally local people took part in the demolition of the old open air stage constructions as well as event planning and provide hospitality for any visitor.

The society is being involved also now to maintain and improve the object.

Taking into account the fact that funds of Kocēni Municipality Council – which is the tax money of all citizens – were used to build the object, the accomplishments are to be considered as the involvement of the whole society. Besides, the environment created as a result of the project provides for an opportunity for people to visit the Nature Concert Hall, for the organizers to organize events, and for all of us together to use it for its intended purpose.

The Nature Concert Hall is considered to be one of the attractions of Dikļi, motivating local population and Kocēni Municipality Council to continue, promote and improve preservation, strengthening and renovation of the cultural and historical values of the site.

Our goal is to strengthen the traditions of cultural history, ensuring succession for the next generations by fulfilling them today.

The indispensable benefit of the Project is that the developed infrastructure, marking Neikenkalns as the cradle of the unique Song Festival movement, the UNESCO heritage in Latvia, has served as a stimulus for initiatives of the public to supplement and improve the territory of the Nature concert hall and surroundings not only for organising events (Concerts, gastronomic events (one day PopUp restaurants), theatre performances, sports competitions and activities, events and performances for school children etc.), but also for projects implemented by non-governmental organisations and businesses:

- The non-governmental organisation attracts financing and implements a project of the Environmental Protection Fund ‘150 Years since at Neikenkalns the Song has been Calling Latvians together’, ensuring environmental protection and education aspects – by installing, expanding choir singer terraces with the aim to route spectators and maximally reduce the visitor impact on the protected historical monument of national importance – Neikenkalns.
- As a result of public initiative, there has been installed an environmental object – a well-kept recreation place with installed benches, tables, rubbish bins and flower holders.

- By public activities of the non-governmental organisation there has been installed an environmental object 'Sidraba birzs vainags' ('Crown of the Silver Grove' (a symbolic environmental object of the All-Latvian Song Festival).
- As a result of public initiative, citizens together with school children made a bird alley, installing several tens of birdhouses.
- Employees of a leading Latvian bank arranged a clean-up for making new tree and bush plantings. The Nature concert hall has become an activity place for local seniors for recreation, as well as for the territory clean-ups.

The Project is in line with development priority planning documents of the local municipality, the Vidzeme Planning Region and Latvia.

The Project is supplemented with activities of the Latvian Environmental Investment Fund to reduce the anthropic pressure and to implement environmental education events.

The Project is incorporated in the Vidzeme Tourism Association Strategy and the event plan of the Latvian State Tourism Development Agency.

The Project is included in international cultural and tourism networks 'VIA Hanseatica', the Taste of Livonia, the European Green Railways, the tourism strategy section of the Gauja National Park 'EnterGauja'.

In 2018, the Nature concert hall ranked among the 10 most important cultural objects 'Latvian Culture Signs 2019', including such widely known Latvian tourism objects as the Rundāle Palace and the Daugavpils Mark Rothko Art Centre. Additionally, wider public has access to the wall calendar for 2019 'Latvian Culture Signs' (30 000 copies) calling the public to study cultural values, 'Latvian culture signs are created in the environment and space that make our land more beautiful. Look at this beauty with the eyes of a photographer and see how in Latvian regions they maintain and improve the cultural space!'

The Project is in line with the municipal planning document Kocēni Regional Development Programme 2014 - 2020 and its priority 'Sustainable development of natural and cultural, and historical capital', the Action direction 'Preservation of landscape, nature and cultural, and historical values', 'Improvement of the public space' and 'Development of business infrastructure and resources'.

The Nature concert hall facilitates reaching national, regional and local priorities 'Human cooperation, culture and civic participation as a basis for belonging to Latvia' and 'Facilitation of economic activity in regions – use of the territory potential'.



## 16. 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 construction of the Nature Concert Hall at the venue of the first Song Festival is particularly characteristic to the situation of Latvia. It is a symbol of traditions and international recognition of Latvia obtaining also a slogan “The Land that Sings!”. Nowadays, the Song Festival (<https://dziesmusvetki.lv/>) has become an event of international importance, as representatives of other countries also apply for the participation in order other people who want to sing could celebrate the Festival choosing Latvia as the venue of the festival.

The Project ‘Nature Concert Hall of Neikenkalns’ may serve as an example in development of the public awareness of Landscape and values, that Landscape is not only a space, that it is important to observe diverse interests in development of infrastructure where merges landscape and the cultural and historical heritage.

The Nature Concert Hall is constructed by means of a friendly ecological construction using natural, renewable elements and materials. The unique acoustic features of the site are achieved by help of a water mirror, wooden constructions, existing greenery of the park, terraces and slopes. The stage and amphitheatre embrace an idea of multifunctionality – the stage may be set up in two ways – for the provision of extensive Song Festivals and for organizing routine cultural events – transformable tribunes for large shows, a horizontal floor with a portal and a screen for the open-air performances and concerts. The Project is important for strengthening the Latvian and the European identity; it strongly marks the cradle of the UNESCO intangible heritage – the unique Song Festival movement in Latvia.

The Project also provides an impact in terms of public welfare: a joint tourism offer route has been set up (Neikenkalns and the Nature concert hall of Neikenkalns – Singing Festival Promenade, Permanent exposition of the Song Festival – Dikļi Palace Complex (palace, barn house, terrace garden, park garden) – Viks Fairy Tale Park, Dikļi Church, Grebu Bowl Hill), emphasising that no matter how important and special is each historical object and cultural monument as a landscape element separately, they obtain their true value only in the context of a joint offer.

The established Nature concert hall ensures public awareness of the impact of a targeted and carefully developed landscape on development of the territory and facilitation of public welfare, for establishment of the concert hall has provided an indispensable contribution not only to promotion of public activity of citizens but also facilitation of economic development of the territory. Increased activity of homeworkers (in events participate about 70 producers), increased and improved retail sales, especially demanded are public catering services (Dikļi Palace Restaurant (among Latvian Restaurant Top 10), event catering provided by popular restaurants with highly rated chefs and cooking shows, Mārtiņš Sirmāis, a popular Latvian TV show chef organises a one-day PopUp restaurant, gathering about 60 visitors per day. Business activity has increased also for local and surrounding hotel service providers, also local artisans and producers have found opportunities for sales. Large-scale summer festivals are organised by the local hospitality business ‘Dikļu Pils’ (‘Dikļi

Palace’).

In response to the demand, the municipality for the needs of businesses has purchased a single design foldable and mobile trade shelters with the aim to promote a single style and integration of business activities in the overall landscape environment.

The positive impact of the Project on the public is evidenced not only by public appreciation, the wide range of events, attendance but the fact that the Project serves as a stimulus for voluntary initiatives of the public to supplement and improve the offer of the Nature concert hall:

Event organisation (Concerts, gastronomic events (one day PopUP restaurants), theatre performances, Sports competitions and activities, events and performances for school children etc.);

Infrastructure development projects implemented by non-governmental organisations and businesses and installation of environmental objects in the territory of the Nature concert hall.

## V. ADDITIONAL MATERIAL

3 photos and videos DVD-Rom.



**Picture Nr. 9 – Neikenkalns Nature concert hall (Author: Koceni Municipality )**



**Picture Nr. 10 – Neikenkalns Nature concert hall (Author: Koceni Municipality)**





**Picture Nr. 11 – Neikenkalns Nature concert hall (Author: Koceni Municipality )**

### **13. LITHUANIA / LITUANIE**

*Formation and consolidation of natural framework urbanised territory of Telšiai city*

Administration of Telšiai district municipality

## I. STATE CONCERNED AND APPLICANT

**1. State**

Lithuania

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## II. PRESENTATION OF THE PROJECT

**3. Name of the Project**

Formation and consolidation of natural framework  
urbanised territory of Telšiai city

**4. Location of the Project**

Telsiai city, Lithuania

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

Arrangement of Telšiai city urbanised territory by forming and consolidating urbanised framework is comprised of more than 20 different projects initiated and implemented by Telšiai district municipality administration with the funds of the European Union and the Government which helped restoring a strong connection of the city and the lake.

With reference to the city relief, natural and cultural values, complex-interrelated solution projects were implemented, a functional, solid and attractive historical territory of the central part of the city was formed, expressive relief of the city (seven hills of the city near Mastis lake) was emphasized and opened in fragments, functional and visual relations of urban landscape and urban framework were formed. After cleaning the polluted northern bank of Mastis lake, modern recreational infrastructure was created which significantly improves the quality of life of the city's community, sustainable and integral environment was created encouraging the city's development and attracting new investments to Telšiai and the district.

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



*1\_foto.jpg author Algidas Žebraukas*

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

[www.telsiai.lt](http://www.telsiai.lt)



### 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**

10. **Financing bodies**

11. **Central aims of the Project**

Telšiai is established near Mastis lake, on seven hills. The city of Telšiai is the capital of historic European region – Samogitia – and administrative centre of Telšiai sub-district. Central part of the city – listed Old Town of Telšiai, of a national level, in which, besides separate listed buildings, street network and building line are protected, and height is regulated. Unfortunately, on purpose of consecutively destroying Lithuanian historic heritage during the times of Soviet occupation (1940-1991), the old part of the town – Telšiai Old Town - was really abandoned and "proclaimed" Telšiai as the city having the highest accident rate in Lithuania. During the occupation period, historic buildings were not only left unreconstructed, but some buildings were even demolished because of bad state.

Unique wooden architectural building in the Old Town became especially poor because of neglect.

Aggressive volumes and faceless architectural buildings destroyed some material of urban Old Town. Historic objects and squares, viewing areas of the Old Town were purposefully planted with tall trees by visually covering their view, predominant silhouette of the city. Public areas of the city were non-functional, inordinate, abandoned and poorly looked after, and they had only several ground flower gardens near administrative buildings of occupational government. Despite the famous Telšiai art technical college (now, Telšiai faculty of Vilnius Academy of Arts), one piece of art – half-finished “Spinner’s sculpture” stood in the city. City stadium, built in Soviet times, not only functioned episodically, but also only partially met hygiene requirements for football fields (open outside toilets, portable household premises, etc.) because of poorly arranged drainage and watering system.

Affluent-small rivers of the lake, improved in Soviet times, and non-cleaned municipal as well as growing economic sewage, brought down to Mastis lake, which quickly polluted the whole lake, and especially its northern bank near the Old Town, became widely covered with silt, overgrew with rushes and smelled badly. Mastis lake, half-surrounded by the city, became completely unsuitable for recreation, therefore the bank of expressive-relief lake and the whole bank line was completely overgrown with spontaneous green plantation separating the lake from the city.

Bumpy and unattended pedestrian path of asphalt cover was illuminated on the bank with just several rusty supports, therefore was unsafe and wasn’t used by the town-dwellers. It was necessary to clean the polluted northern bank of Mastis lake, to significantly improve the ecological state of the lake, to arrange an attractive, functional and aesthetical



bank of the lake according to modern requirement, to restore functional-visual connections of the city and the lake, to return the recreational value to Mastis lake, to provide favourable conditions for visiting and development of recreational services.

During the planning stage, it was necessary to restore and arrange public areas of the city in a complex manner by fitting the solutions to the formed historic framework and nature of the city. On purpose of creating ecological and sustainable environment, it was necessary to restore and keep cultural values and city's identity as well as its peculiarity. To revive cultural potential of the city by encouraging the development of the city and economy, attraction of investments by increasing the city's attractiveness and creating the infrastructure of the city favourable to business development, to reduce the flow of emigration, to provide conditions for creating new work places in the spreading service and facility sector. To concentrate the society by involving it into the process of city renovation, to strengthen the sociality of the dwellers of the city.

## 12. Outcome

The connection of Telšiai city and Mastis lake was restored by using the European Union funds, State budgetary funds and municipal budgetary funds for territory planning documents prepared by the administration of Telšiai district municipality, by purposefully forming the lots for project implementation, by writing investment plans for funding, by initiating the purchasing of technical work projects, by coordinating and supervising the course of project implementation.

Cleaning works of Mastis lake were performed and the most important of them was the cleaning of a 3 km-long (7.5 ha) bank near the Old Town which was most covered with silt and polluted. Polluted silt was cleaned and utilised, the territory was cleaned from deposits and canes during the implementation of the project. During the reconstruction of the bank of the lake, functional, illuminated embankments, three illuminated children playgrounds, 4 pontoon jetties for boats and passenger ships were equipped, infrastructures of two beaches (western and eastern) were arranged, 4 modern car parks and public toilets were equipped. The whole infrastructure of the bank was arranged with reference to the needs of the disabled people, elderly people and parents having small children. After cleaning spontaneous green plantations of little value, which tightly separated the lake from the city, visual connection of the city and the lake was restored, and panorama viewing fields for seeing the expressive landscape were arranged.

Projects helped to arrange pedestrian and cycling paths with respite fields, three stationary bowers for rest or improvised chamber cultural events (city music schools, shows of street or professional musicians, etc.) were arranged. On purpose of guaranteeing the safety of visitors, video surveillance cameras were installed on the whole bank. Bicycle stands, pointers, information system, elements of minor architecture, boat landing-launching equipment were mounted. Much attention was given to planting of the bank by planting the trees of closed root system and blossoming perennial bushes, existing green plantations were formed. Lawns were arranged, the infrastructure of drinking water supply and sewage was settled, water-supply and sewage removal networks were designed. On purpose of making investments durable, the bank was formed for protection from the consequences of swash – the bank of the lake was reinforced with natural outside stones. Small rivers of Mastis, Telšė and Bevardis, flowing into the lake, were cleaned and the bridges across them were illuminated. Dancing, shining and singing fountain and its viewing platform were arranged in Mastis lake.

Artificial lake isle, Zaksas hill, was arranged and planted in the eastern part of

the city, territory between the Old Town and residential zone of block of flats. A small outside stage, pontoon jetty, beach with infrastructure and sports field were mounted in the northern foot of the hill. By the efforts of arborists, the green plantation of the hill was thinned out, illuminated pedestrian-cycling paths, stairs and ramps were arranged here, visual connections of the hill and the Old Town were formed as well as the area for public events with the view to the Old Town of Telšiai also two viewing fields were arranged. The projects of Mastis lake cleaning and bank clearing were prepared and implemented in a complex manner after assessing the expressive relief of the city, natural and cultural values.

In a complex manner implemented projects not only virtually improved the ecological state of the whole Mastis lake and especially northern bank, but also the polluted, abandoned, unattractive and unsafe territory was transformed into a representative, safe, very attractive, functional territory of the city liked by the town-dwellers and guests of the city which was strongly functionally connected to the historic part of the city, sightseeing objects. After improving the ecological state, navigation was recovered, passenger ships shuttle there, water recreation and facility services are provided and academic rowing was initially cultivated in Mastis lake.

The Old Town and the bank of the lake are connected with the network of streets and pedestrian-cycling paths, and the connection of the bank and the Cathedral is the most important. An unusual connection – unique Lithuanian multifunctional cultural construction 900-place amphitheatre, which was applied for public cultural events, summer cinema, concerts, cultural shows and opera were created between the city of Telšiai and Mastis lake. The amphitheatre is connected with the lift, ramps are arranged so that the disabled people could easily get from the city to the bank of Mastis lake present 18 metres below. Because of a convenient position of the amphitheatre, spectators walk to the public events there and admire the bank of Mastis or the Old Town of Telšiai.

The upper field of the amphitheatre – Durbė public garden – was arranged as a big viewing field of Mastis lake and the surrounding landscape. Trees were planted, flower containers were built, also, information pointers, elements of minor architecture were arranged here. During the events, the field is also used as an additional spectator part of the amphitheatre. A very popular café "Džiugo sūris" with a summer terrace and tasting hall was established in Durbė public garden, near the amphitheatre. Perfect landscape viewing possibilities, spatial functionality, comfortable locations and available Durbė public garden became the sightseeing and leisure place especially liked by the town-dwellers and the guests of the city.

Listed public areas of the Old Town of Telšiai arranged in a complex manner: the Independence square, the Cathedral square, Durbė public garden and Vilnius hill (the area around the church of St. Virgin Mary's Assumption), where, after installing the outside stone stairs, an important and functional connection of Žemaitė Gymnasium, Mastis residential district and the bank of Mastis lake was formed.

Also, pedestrian paths, illumination, stairs, observation cameras, illuminated landscape viewing field, from which one can see the Mastis lake, the Old Town and the surroundings, were arranged on Vilnius hill. The Old Town-type illuminators were used to enlighten the main streets and three squares of the Old Town, the most important facades of the city objects were illuminated: the Cathedral, seminary, bishops' palace, cultural centre, municipal building, VAA TF Gallery, tourism centre, civil registration department, eldership. On purpose of guaranteeing the safety of the dwellers, observation cameras, safe traffic measures, street barriers were mounted, road signs, sightseeing object pointers and information signs as well as other elements of minor architecture were renewed. Rainfall sewage system was modernised, old pavements were renovated and new pavements were arranged as well as pedestrian-cycling paths in the managed territories. Reconstructed city

network: Telšės St., Naujosios St., Laivų St., Žemaitės St., Aukštosios St., Žaliosios St. and Ežero St. sections leading to the reconstructed bank of Mastis lake. Many trees with a closed root system, blossoming bushes were planted in the city, green areas of the city were refreshed.

It should be noted that an important pedestrian connection was created connecting the reconstructed stadium and the bank of Mastis lake with the amphitheatre. Also, this connection crosses the Cathedral square and the main Telšiai national-level artery of the Old Town - Respublikos Street. Such important objects like sacral-cultural complex, formed of St. Antanas Paduvietis cathedral, priest seminary, bishop palace, cultural centre, library and the theatre are located around this connection.

Stone supporting wall of Insula hill was reconstructed and consolidated in Respublikos Street, rainfall collection and offtake system was arranged, the pavement was restored, the southern slope of Insula hill was planted with grass, the wall was reinforced with nine illuminated abutments on which six artistic-educational compositions of professional artists were mounted for the public funds telling the story of historic European region – Samogitia.

Also, the sculpture "Samogitian legends" of a professional artist, which became the most visited object of the city, was built in the crossing of the Cathedral square and reconstructed supporting wall for the public funds. The project of wall reconstruction serves as a perfect example of the change of the city and unity of community. This wall, protected from falling, is now mostly visited by the town-dwellers and guests of the city, and it is kindly named "The Great Samogitian Wall" by the society because of the content of art objects.

During a two-stage reconstruction of the Central stadium of Telšiai city, which meets international standards, track-and-field athletics sector was reconstructed, 6 line running paths were arranged, modern changing and domestic premises were arranged, also, modern and safe tribunes for 3500 spectators were mounted. Also, sports fields and a skating sector were mounted, a universal heated sports arena was built in which sports activities and spectator events take place the whole year. The arranged sports complex provides the marketable local, regional and republican (Lithuanian-level) sports event organisation (amateur and professional), massive cultural and leisure event organisation (concerts, festivals, fairs) services (feeding, accommodation, event organisation, tourism sector development, souvenirs). A spacious car park, arranged near Telšiai central stadium, is designed so that it serves as the car park for the visitors coming to see the sightseeing objects of the Old Town of Telšiai - the bank of Mastis lake, 900-place amphitheatre, St. Antanas Paduvietis Cathedral complex, Cultural centre with K. Praniauskaitė library, Žemaitė drama theatre - not during the events in the stadium. This solution directly attributes to the development of Telšiai Old Town (arriving tourism) visiting and cognition infrastructure, encourages local tourism and serves for a more comfortable availability of sightseeing objects.

The reconstruction of central stadium of the city allowed turning slightly vital, morally old, bumpy, unlit stadium with broken spectator tribunes, unheated domestic premises, outside toilets for sportsmen and spectators, with grass soaked after the rain (drainage system almost not working), into one of the most progressive stadium in Lithuania with regional and republican sports and cultural events. This investment undoubtedly created a great added value to Telšiai as the centre of historic region, improved the welfare of the city and its prestige, made presumptions for a more active and wider participation of the society in sports, the process of wellness and occupation, undoubtedly, encouraged local and arriving tourism, provided conditions for attracting the investments, create and modernise working places and develop the city.

#### 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?*

Public areas of the city of Telšiai, arranged in a complex manner, virtually improved the attractiveness of the national level Old Town of Telšiai, in which the renovation of the abandoned Old Town of Telšiai was achieved, and they were made well-known, vital, visited and attractive in a short time. The provided conditions significantly improved the cognition and availability of the listed natural and cultural values.

Thanks to the prepared projects, harmony and aesthetic integrity of the territories were achieved. The value of listed objects (natural and cultural) was emphasised, big investments were attracted for the restoration and application of sightseeing objects, such as Telšiai St. Antanas Cathedral, Bishop palace, seminary restoration, Cultural centre, Žemaitė drama theatre reconstruction, VAA TF Galery reconstruction, Civil registration department reconstruction, Minor church reconstruction. We are glad that today Telšiai is one of most visited cities in Lithuania. This, in turn, markedly attributed to the development of attendance, feeding and accommodation services and the increase of their quality.

After cleaning the Mastis lake, ecologic state was virtually improved of the lake and especially of most polluted northern bank located near the Old Town of Telšiai. Recreational value of Mastis lake was restored, recreational and feeding services were developed, navigation was restored, there shuttle passenger boats, there obviously grew the flow of pedestrians, sportsmen and cyclists on the bank, safety of the whole bank was guaranteed. The community arranges picnics, literature readings, artistic performances (on the bank, in the water, on ice) and events for nature protection on the bank, there are festivals for lake stocking with fish. In the arranged territory by the Faculty of Telšiai of Vilnius Academy of Arts, on the bank, the sculpture park of the students-sculptors' final works was established under the initiative of VAA TF. Using the public funds, small bridges, decorated with professional artistic signs, tell the story of the hydronyms of the environment. The arranged bank obviously activated the renovation of individual residential houses present on the bank, during which building facades and the territory were repaired and renewed according to the requirements of the Old Town, and the engineering networks were reconstructed. Municipal funds were used to prepare and implement the water-supply, sewage, rainfall sewerage, illumination networks of the bank's territory, the streets of the Old Town, which were in poor condition, were arranged, too.

Big achievement – restoration of the connection of the city and the lake, landscape sculptures were opened, its viewing possibilities were created, big areas, adjoining the Old Town, adjusted to children playgrounds and passive leisure zones, were restored and arranged, convenient approached and informative information system were created. Also, the system of solid minor architecture forms was created. Active public participation in creation and implementation of art objects on the topics of the city and regional identity as well as history emphasised a unique identity of historic city, distinguished its peculiarity, virtually consolidated the city's cultural potential, and cardinally changed the status of the city which is named and awarded today by the Lithuanian tourism department as "the new pearl of Lithuanian tourism" for bright changed. Because of the abundance of publicly funded created

professional art signs (with bright educational implication) in arranged public areas of the city, Lithuanian artists style the city of Telšiai "The city of arts". This achievement really attributes to the proclamation of the city and showing a perfect example of the collaboration of artists and the community of the city, attributes to the fact that every year, Telšiai receive greater tourist interest, the number of tourists even in the second part of winter significantly exceeds the rates of the last year.

After the reconstruction of the city's central stadium and thus creating the active and dynamic sports-cultural centre, presumptions were made for the attraction of favourable investments into the district of Telšiai. After the implementation of the reconstruction project of Central Telšiai city stadium, not only life and welfare conditions were virtually improved of the regional growth centre – Telšiai city community, but also the development of sports and public occupation structure behind the limits of this arranged territory was encouraged: in the recent three years, with the help of Telšiai community and Telšiai municipality, and preparing the investment projects funded by the Ministry of education of the Republic of Lithuania, four school stadiums of Telšiai city were reconstructed with new grass, stadium infrastructure, running paths, field fencing and illumination, multifunctional sports fields were arranged. Also, after the Department of Physical Education and Sports gives funds, the swimming-pool, present in Telšiai Ateities Progymnasium, will be reconstructed in 2019-2020.

The projects, realized in Telšiai under the funds of the European Union and the Government, virtually improved the town-dwellers' quality of life, strengthened the image of economically strong city, the image of the city which encourages the region's economical development, puts efforts to attract investments, creates favourable conditions for tourism development, attendance and service growth, their quality. The realized projects and the created image of progressive city determined that the investors from Ukraine and their partners in Europe selected Telšiai in which they built a modern medicine factory with modern technologies and innovative equipment which help producing effective medication of a new generation which are today exported to Lithuania from other countries. Also, Telšiai district was selected by Swedish-Lithuanian company Workman (Telšiai district, Viešvėnai), it built a modern factory a couple of months ago and produces frame-houses which are sold abroad. Big dairy company Žemaitijos Pienas UAB expands its activity and builds new production buildings in Telšiai.

The projects, realized using the funds of the European Union and the Government, virtually improved the quality of life of the residents of the city, strengthened the image of economically strong city which encourages the development of the district's economy, attraction of investments, provided favourable conditions for tourism development, attendance and service development, created an attractive image of the city and a favourable place of business development in Telšiai.



#### 14. Exemplary value

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

*Which are the good practices that it implemented?*

Telšiai city is famous for its Old Town which is established near Mastis lake. Tourists are attracted to come to Telšiai city by not only the renewed architecture of the city, but also by plenty of elements of minor architecture of high artistic value which are created by famous sculptors and artists.

The famous transformation of Telšiai city is concentrated towards the keeping of the identity of the city. Consecutive objective to adapt the environment for everyone, bright positive change of environment by keeping and emphasizing the listed natural and cultural objects, wide inclusion of the society in the process of decorating the environment with art works and participation in making important decisions on the trends of arrangement, became an exceptional phenomenon and received a wide positive response and appreciation in the whole Lithuania, became an example to be followed by many administrative regional centres during the preparation of investment projects and strategies.

Good results were achieved thanks to the former head architect of Telšiai district, Algirdas Žebrauskas, who prepared the arrangement strategy of the whole territory which was planned after performing a comprehensive heritage, landscape, urban and historic analysis of the city and its surroundings, after purifying the components forming the identity of the city, after assessing the expectations of the society (interviews, discussions, seminars), assessing the natural framework, functional connections of the territories and objects. The strategy of territory arrangement was presented to the society and politicians of the city, but the decisive solution for the priorities and the tasks of the project was taken by the society.

Inclusion of the society in the beginning of project implementation determined an active and unprecedented participation of the society in Lithuania in creating and implementing many professional art works in public areas of the city, restored heritage objects, public buildings. By participating in a wide process of making the city artistic, the society uses artistic language to give sense to their own relation to the city, their attitude towards the formation of the city's identity, respect to history, language and customs. In two recent years, a prominent monument was built in Durbė public garden and a small carillon, made in Holland, rang in 23 bells rang in the Cathedral square, public areas were decorated by several works of minor plastic art using the public funds. The artistic public initiative, emerging because of the changes of the environment of the city, made Telšiai famous in all Lithuania as a unique "City of arts", in which the created subtle relation of art and space became an integral part of the image of the city, at the same time, this amity of professional art and society, not having any analogues in Lithuania, became a wonderful and followable example.

A wonderful system of art works is created at the moment which tells about Samogitian and the city's historic events, famous people and legends. You can find the elements of minor architecture in the whole city, there are plenty of them even on the bank of Mastis lake in which art works are exposed in the sculpture park of the bank. The works of minor architecture, the emergence of which was funded by private people, is an integral part of the city's image at the moment, which began forming only after the initiation of the city's arrangement.

It is very important that the realized projects helped reviving one of seven listed Old Towns in Lithuania, to restore some urban framework damaged in Soviet times (reconstruction of the Market square by recreating the city's scaling building and filling the area with kinetic art works), by returning functionality to it, recreating functional and visual connections of the Old Town and Mastis lake present in the middle of it, opening an

expressive silhouette of the relief city, dominants of the city. Such effective revival of Telšiai Old Town, exposure of its peculiarity, attractiveness, yearly growing numbers of tourists, increasing investments proved the maturity of project solutions perfectly well.

The received results in Telšiai allow stating that the projects, realized using the funds of the European Union and the Government, became an important, convincing and followable example of successful restoration and revival. The projects, realized in Telšiai using the funds of the European Union and the Government, allowed complex arrangement of public areas of the city, virtual improvement of the attractiveness of Telšiai Old Town of the national level, created conditions for great improvement and improved the cognition and availability of the listed natural and cultural values, significantly improved the connection of urban city context and landscape, helped revealing the features of natural framework, expressive landscape, therefore the city became attractive to tourists, was included into the tourist routes. Regular phrases, heard from the guests of the city, such as "perfect city", "beautiful environment", "wonderful bank of the lake", allow understanding that it is really good to visit Telšiai. Tourists not only want to see the city, but also to know the history of Samogitia, are interested in a peculiar Samogitian language, exceptional regional food culture and the history of Samogitian well-educated people.

Consolidated image of the landscape guaranteed the social, economic and ecologic functions of Lithuanian landscape formation. Landscape protection, usage, arrangement, planning and the land's self-expression features were guaranteed. The possessed biological variety, territorial spatial structure of the landscape and its potential were kept in increased. Cultural purposeful landscape formation was optimised. Architectural spatial composition of the landscape was coordinated. Conditions were provided for keeping the landscape habitat of various territorial levels, and their proper arrangement, usage, planning and sustainable development was guaranteed.

## **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?*

During the preparation of territory planning and technical work projects, not only announcement procedures, provided in legal acts, were performed, but also an additional publication was performed in local press, website of Telšiai district municipality administration and other available social networks under the initiative of Telšiai district municipality administration. The society could express their remarks and requests, discussions were held regarding the possible decisions.

Already in the primary stage of the arranged territory preparation stage, the society was encouraged and invited to take part in discussing the planned project landmarks, in implementation of public expectations, formation of the tasks, the trends of their implementation, determination of priorities. Public meetings with society were organised for this, information was publicised in press, other local information means, and work collectives were shown various surveys related to project objectives.

The strategy of arranged territories was widely discussed by the politicians of the district, but the decisive solution regarding the strategic priorities was taken by the society (lake, Old Town, stadium). With reference to the fact that Telšiai is the administrative centre of the district, has regional-level administrative and cultural institutions (Telšiai bishopric curia, Telšiai V. Borisevičius priest seminarium, Telšiai Faculty of Vilnius Academy of Arts,



Žemaitė drama theatre, Samogitian museum Alka, national-level Telšiai Old Town), some project decisions were coordinated with the Ministry of the Interior of the Republic of Lithuania implementing national policy and supervising the project, with the regional development council, Telšiai district municipality council and administration. Precisely under the society's decision, the main attention of the project, the biggest financial investment was given to the projects of Mastis lake cleaning, bank formation, their arrangement and adaptation, restoration of navigation and connection with the Old Town. The representatives of society actively participated in preparation of the design task and in accomplishing the project of central Telšiai city stadium reconstruction which encouraged the application of the arena building for the societal needs.

The solutions, implemented by the projects, correspond to the tasks risen by the National policy where the objective activity of governmental and municipal institutions and other subjects, which has different influence on social and economic development of the districts on purpose of reducing social and economic differences between the districts and in the districts themselves, encouraging an even and sustainable development in the whole territory of the state. Since the old times, people used Mastis lake for fishing, sailing and water entertainment. After the announcement of independence, the infrastructure of the lake was strongly worn, the lake itself was polluted therefore people spent little time on the bank of Mastis lake.

Seeing such situation, different solutions were discussed. Case studies were arranged which were provided for discussions with the society, and great attention was given to the application of the bank's infrastructure with reference to the needs of the disabled people, elderly people and parents with small children.

One of wonderful examples is the reconstruction of Telšiai city central stadium where the representatives of sports society of Telšiai were involved in the design which helped defining the needs of reconstruction.

Reconstruction of the stadium made the society of Telšiai interested in active activity and there emerged the need to expand more and apply the sports complex, thus reconstructing the multifunctional arena which works in winter as well.

The arranged sports complex provides marketable local, regional and republican (Lithuanian level) sports event organisation (amateur and professional), massive cultural and leisure event organisation (concerts, festivals, fairs) services (feeding, accommodation, event organisation, development of tourism sector, souvenirs). The emergence of the amphitheatre was also influenced by the society and its needs. There was no place in Telšiai city not applied to the events of the city. Art and culture representatives regularly reminded about the need for a modern place for events. Therefore the construction of the amphitheatre was included into the territory of the reconstructed Mastis lake. A modern building of a multifunctional amphitheatre of 900 places emerged between the Old Town of Telšiai and Mastis lake which serves not only as an unusual connection, but also is a perfect accent of the city. The amphitheatre is applied for public cultural events, summer cinema, concerts, cultural events and opera. The amphitheatre is connected with the lift, ramps are arranged so that the disabled people could easily get from the city to the bank of Mastis lake present 17 metres below.

## 16. 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?*

A consolidated landscape image in Telšiai city guarantees the social, economic and ecological functions of Lithuanian landscape formation. It guarantees the landscape protection, usage, arrangement, planning and the features of the land's self-expression. The possessed biological variety, landscape's territorial spatial structure and its potential were kept and increased. Cultural landscape's purposeful formation was optimised. Landscape's architectural spatial composition was coordinated. Conditions were provided for keeping various territorial-level landscape habitats, their suitable arrangement, usage, planning and sustainable development was guaranteed.

Inspired by the good experience of Telšiai city, adjacent cities started initiating the preparation of the landscape formation projects. In 2017 – 2019, several tens of Lithuanian municipalities, using the support of the European Union, they began preparing and implementing the projects of landscape formation and ecological state improvement; some of the neighbour municipalities were Plungė, Skuodas and Mažeikiai.

The society sees Telšiai city as one of the examples of good practice, and raise the question in public project discussions regarding the increase of green areas, possibilities for families and disabled people spending time in the city parks adapted to their needs.

It can be stated that city arrangement encouraged the town-dwellers to take more care about their homes and environment as the number of constructions grew twice in Telšiai city. Consciousness of the people grew up therefore the environment is damaged and polluted less. People get willingly involved into public actions, and the brightest of them is the "Festival of poeny planting" during which the town-dwellers bring the sprouts of poeny flowers and plant them in green areas of the city. This plant is officially declared the flower of the city which decorated the gardens near the houses since old times.

It is really important to mark that the achievements of Telšiai really consolidated not only the image of the district, but also the historically developed Samogitian region the history of which, its peculiar language, customs and food make not only the residents themselves, but also the tourists interested.

## V. ADDITIONAL MATERIAL

FOTO:

1. 1\_foto.jpg author Algidas Žebraukas
2. 2\_foto.jpg author Algidas Žebraukas
3. 3\_foto.jpg author Algidas Žebraukas
4. 4\_foto.jpg author Siga Gailiuvienė
5. 5\_foto.jpg author Algidas Žebraukas
6. 6\_foto.jpg author Siga Gailiuvienė
7. 7\_foto.jpg author Algidas Žebraukas
8. 8\_foto.jpg author Siga Gailiuvienė
9. 9\_foto.jpg author Siga Gailiuvienė
10. 10\_foto.jpg author Pranciškus Balčiūnas

POSTERS:

Poster\_1 author Samogitia tourism informatikon center

Poster\_2 author Samogitia tourism informatikon centre

VIDEO: author Administration of Telšiai district municipality

#### **14. LUXEMBOURG / LUXEMBOURG**

*La convention européenne du paysage – Un autre paysage pour Vianden*

Syndicat pour l'Aménagement et la Gestion du Parc naturel de l'Our

## I. ÉTAT CONCERNE ET CANDIDAT

**1. État**

Luxembourg

**Représenté par**

M. le Ministre Claude Turmes

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*Téléphone :*

+352 247 86812

*Courriel :*

liette.mathieu@mat.etat.lu

**2. Candidat**

*Nom de ou des  
autorité(s) locale(s), régionale(s)  
ou de la (des) ONG(s)*

Syndicat pour l'Aménagement et la Gestion du Parc naturel  
de l'Our

**Représenté par**

M. Emile Eicher, Président

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Luxembourg

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*Courriel :*

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## II. PRESENTATION DU PROJET

### 3. Nom du Project

La convention européenne du paysage – Un autre paysage pour Vianden

### 4. Localisation du Project

Vianden (LU)

### 5. Résumé du Projet (10-12 lignes)

Entouré de la magnifique nature des Ardennes luxembourgeoises, Vianden se trouve au pied d'un imposant château-palais et représente une attraction culturelle et historique du Parc naturel de l'Our au nord du Grand-Duché.

Au cours des derniers siècles, l'agriculture et la sylviculture intensives ont considérablement marqué l'aspect de ce paysage. Toutefois, à cause des surfaces parfois très escarpées et difficilement exploitables, depuis quelques décennies, les pentes autour de Vianden se sont embroussaillées et sont de plus en plus tombées en friche, ou alors elles ont été reboisées avec des résineux. De même le Parc de la Ville, datant de la Belle Epoque avec son réseau de promenades a également été négligé.

Cette évolution a fait que les vues intéressantes sur la ville et sur le château ont majoritairement disparu. Compte tenu de ce changement dans le paysage traditionnel, le choix a été fait de restaurer la variété originelle du milieu naturel à moyen terme grâce à des projets locaux.

### 6. Photo représentant le Projet (en haute définition – JPEG 350 dpi) et nom de l'auteur de la photo svp



© Naturpark Our

## 7. Site internet sur le Projet (si existe)

<http://www.naturpark-our.lu/index.php?id=28;lang=de;projcat=2;project=62>

## III. CONTENU DU PROJET

8. **Début du Projet** mois  année

*La réalisation doit être  
achevée au moins depuis trois ans*

## 9. Partenaires

Administration communale de Vianden, Service  
d'économie rurale, Administration de la nature et des  
forêts

## 10. Organismes de financement

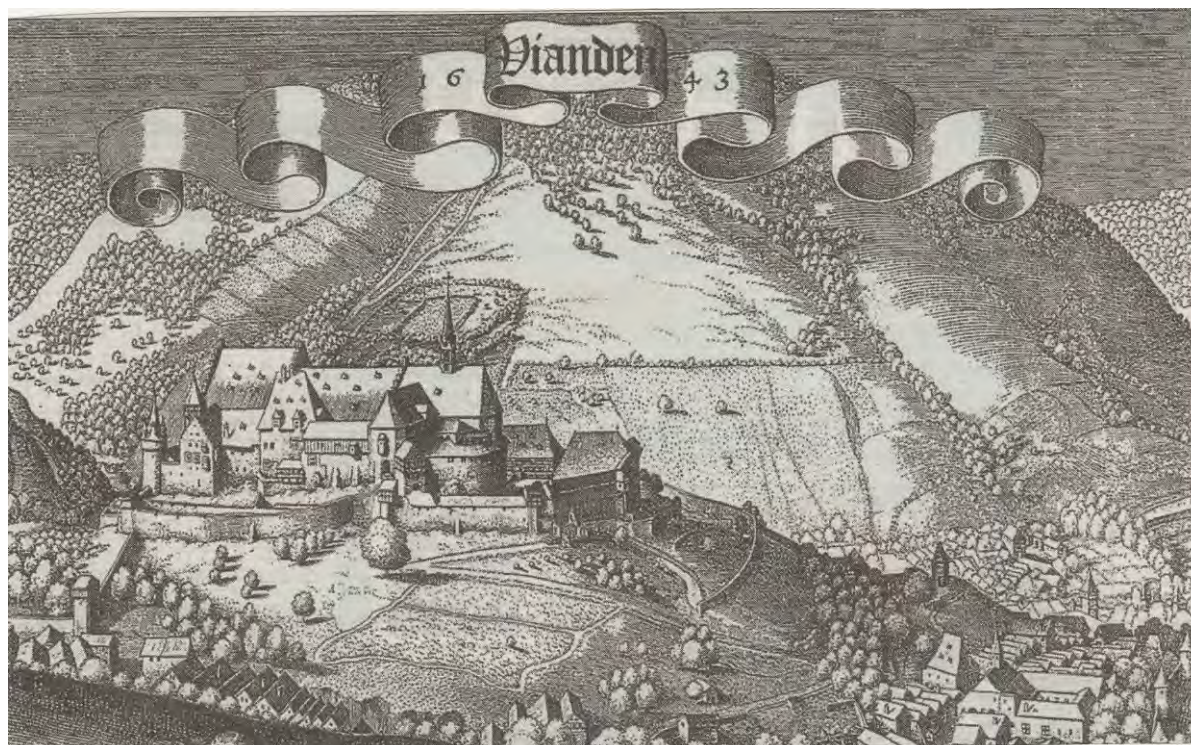
Programme de Développement Rural du Luxembourg  
(PDR), Ministère du Développement durable et des  
Infrastructures – Aménagement du territoire



## 11. Principaux objectifs du Projet

Vianden, cette ville pittoresque avec son centre médiéval, ses sites historiques tels l'imposant château-palais, l'Église des Trinitaires et ainsi de suite, est un haut lieu touristique de la vallée de l'Our. Au début du 20<sup>ième</sup> siècle, la Ville de Vianden est considérée comme « la perle du Grand-Duché de Luxembourg – Pittoresque et Historique » dans le guide touristique de Théodore Bassing. Déjà du temps du romantisme des touristes venaient à Vianden, parmi eux le fameux Victor Hugo.

Mais la vallée de Vianden, ouverte d'un point de vue historique et culturel et aujourd'hui largement recouverte de végétation, recèle également un potentiel paysager considérable.



Ill. 1 Déjà en 1643 Merian a réalisé une gravure sur cuivre du château pittoresque.



Ill. 2 : Vue sur le château de Vianden à partir du Parc de la Ville – au début du 20<sup>ième</sup> siècle (gauche) et aujourd'hui (droite). © Naturpark Our





Ill. 3 : Vue sur la zone à l'est du château de Vianden. Sur cette photo d'époque (gauche), l'on aperçoit encore des vignobles – aujourd'hui, toute la zone est embroussaillée. © Naturpark Our



Ill. 4 : Vue par-dessus le château de Vianden sur le Parc de la Ville et sur le flanc adjacent au début du 20<sup>e</sup> siècle (gauche) et aujourd'hui (droite). © Naturpark Our

Les pentes en partie raides des vallées se sont de plus en plus embroussaillées au fil des décennies en raison de l'abandon des exploitations. La conséquence en est un changement considérable de la perception du paysage à Vianden – cette vallée autrefois ouverte, claire et exposée à la chaleur est devenue boisée et ombragée : en maints endroits, il n'est plus possible de la découvrir ni même de la voir. Cette évolution a des conséquences négatives sur la qualité de vie, car plus de 80% des talus sont embroussaillés et uniquement quelques parcelles – surtout sur le versant sud – sont en cultivation (jardins, maisons de campagne, pré-verges, etc.). De même la faune et flore ont changé de caractère. Ainsi la flore rudérale datant du 20<sup>ème</sup> siècle, comme l'Ansérine à feuilles d'obier (*Chenopodium opulifolium*) ou la chataire (*Nepeta cataria*), ou bien des espèces subspontanées, échappées des cultures comme le Néflier (*Mespilus germanicus*) ainsi que des raretés de la flore des châteaux médiévales comme la Glaucière (*Glaucium flavum*), décrites par Dr. E.J. Klein ont presque complètement disparu de nos jours.



Ill. 5 : Les vues sur le château de Vianden et sur le site environnant ont presque complètement disparu. © Naturpark Our

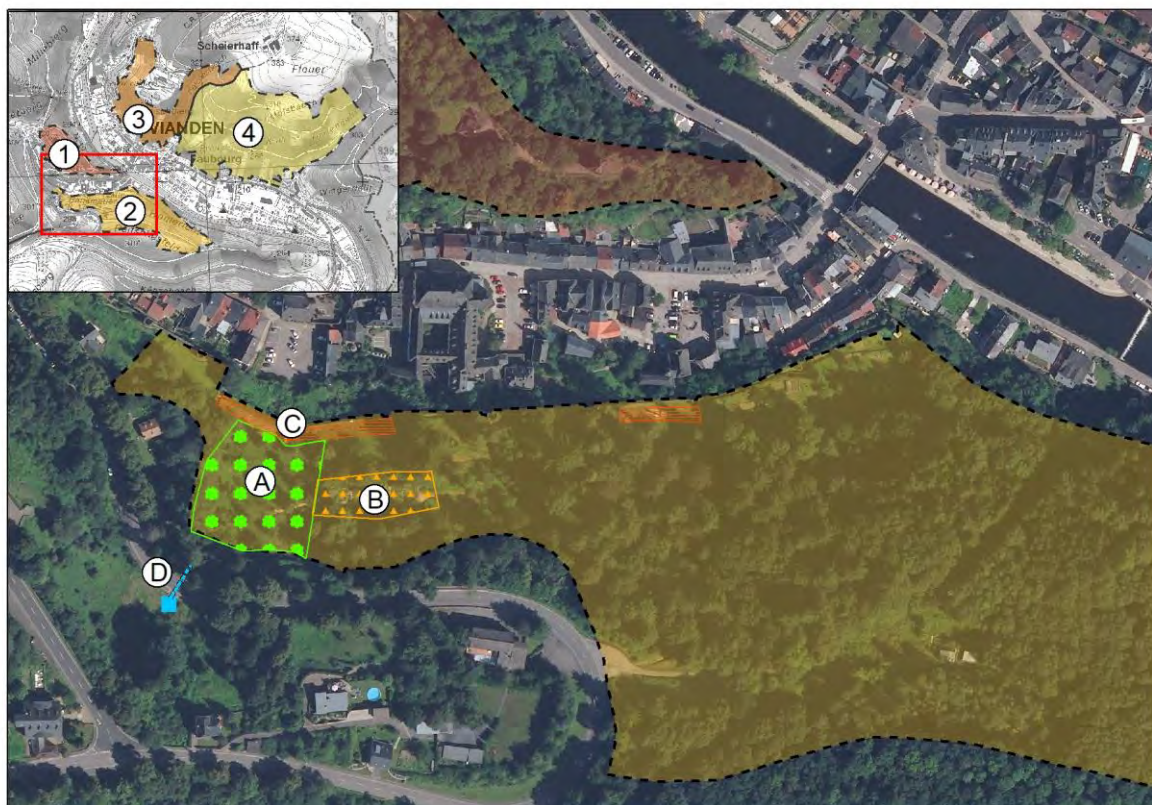
Il n'existe plus de vues dégagées à partir de points panoramiques plus élevés sur le château et sur la ville et entre les deux. De plus, des paysages de culture historiques (« cultural landscape », p. ex. les vignobles, vergers, jardins en terrasse) et des habitats précieux, tels les pré-vergers traditionnels entre autres, ont également disparu. Cette évolution, ainsi que des solutions possibles, ont été présentées dans l'élaboration de la charte du paysage pour le Parc naturel de l'Our. En outre, la mairie a critiqué l'exploitation des jardins familiaux existants nuisant à l'esthétique du paysage.



Ill. 6: Vianden : autrefois – aujourd'hui (1775-1963-2016) © Bibliothèque royale de Belgique; Administration du Cadastre et de la Topographie, Luxembourg

À l'aide de matériel cartographique historique et de vues aériennes, les pentes autour de Vianden ont été classées en quatre espaces de travail au total. Deux espaces de travail (3 et 4) se situent au nord-est de l'Our et sont en majorité des propriétés privées. Ici, certaines initiatives privées ont déjà eu lieu pour reprendre la viticulture qui était pratiquée surtout au 19<sup>e</sup> siècle. En revanche, une partie importante des deux espaces de travail au sud-ouest de l'Our (1 et 2) appartient au secteur public, de sorte que ces espaces ont été choisis pour réaliser un projet pilote.





Ill. 7 : Les quatre espaces de travail ainsi que la zone du projet © Naturpark Our ; Administration du Cadastre et de la Topographie Luxembourg

Concrètement, les objectifs du projet étaient les suivants :

- Régénérer le Parc de la Ville tombé en friche ;
- accroître la biodiversité en éclaircissant le parc de la ville et en remettant en état les prés-vergers ;
- cultiver les anciennes variétés d'arbres fruitiers (A) ;
- rétablir les vues sur le château et les vues de château sur la ville ;
- aménager des espaces de jardins modèle et familiaux proches de l'état naturel d'après des jardins de campagne afin de contenir le phénomène des « jardins sauvages » (B) ;
- simplifier le réseau de chemins existant du Parc de la Ville ;
- remettre en état l'aire de jeux (C)
- réhabiliter / prolonger le chemin historique en mettant à profit le tunnel « Gagull » (D) en tant que passage souterrain, ce qui permet de relier les places de stationnement situées sur la route au Parc de la Ville et ainsi au centre-ville

## 12. Résultats obtenus

### 1. Pré-verger et zone de pâturage (35 ares)



Ill. 8 : Prés-vergers non entretenus et où la prairie demandait un fauchage laborieux de la part du personnel communal. © Naturpark Our



Ill. 9 : Pré-verger embroussaillé au-dessus de la zone B





Ill. 10 : Pré-verger remis en état, actuellement pâturé par des moutons. © Naturpark Our

De vieux arbres fruitiers qui n'avaient plus été taillés depuis plusieurs années (voire des décennies) ont été revitalisés grâce à des tailles d'entretien et de remise en état effectuées par des spécialistes. De nouveaux pommiers ont été plantés à la place des arbres morts. L'on a privilégié d'anciennes variétés locales pour ainsi apporter une importante contribution à la conservation de variétés de fruits locales.

Le pâturage de moutons traditionnel empêchera que la prairie ne s'embroussaille, même à long terme, et permettra à la faune et la flore typiques des prés-vergers de se redévelopper.

## 2. Zone des jardins familiaux



Ill. 11 : Les « Jardins modèles et jardins familiaux » servent de modèle aux autres utilisateurs des jardins. © Caroline Martin

Les résineux non conformes ont été retirés de la parcelle prévue pour les jardins familiaux, les rhizomes y ont été enlevés et la terre a été partiellement préparée pour le jardinage par fraisage. L'aménagement des espaces de jardins modèle et familiaux a influencé de manière positive les autres jardiniers, de sorte que les cabanes

recouvertes de bâches, les tonneaux en plastique et les clôtures occultantes ont disparu. La plupart des jardins a été donné à bail à des habitants intéressés de Vianden. Parmi eux des concitoyens portugais, lesquels ont poursuivi la tradition de la culture rosière typique du Luxembourg.

Une parcelle a également été mise à disposition de l'école fondamentale. Plusieurs classes se rendent régulièrement à « leur » jardin et y « travaillent ». Les enfants sont ainsi à nouveau sensibilisés à une alimentation saine et de saison. Ceci permet également les interactions entre jeunes et vieux, entre étudiants et habitants dans plusieurs langues.

### 3. Parc de la Ville



Ill. 12 : La lumière avait du mal à pénétrer sur le sol du parc à cause de la végétation à l'état sauvage. © Naturpark Our

L'élagage du capital forestier, l'abattage d'arbres pouvant représenter un danger pour les personnes, ainsi que des mesures de taille des arbres (surtout le long des sentiers) ont eu une influence bénéfique sur l'attractivité du parc. En outre, l'abattage effectué à des points stratégiques a nettement amélioré les vues panoramiques sur le château. Grâce à l'élagage, le sol forestier profite à nouveau de plus de lumière, et à moyen terme, une strate de fleurs et d'arbustes pourra s'y redévelopper.

Dans le parc, le réseau de chemins a été réduit aux chemins principaux et l'on a aménagé des espaces verts / de plantes aromatiques plus grands, structurés et exploités de manière extensive. Un tracé des chemins plus spécifique et la mise à profit du tunnel « Gagull » ont permis de relier les places de stationnement le long de la voie d'accès au parc et donc au centre-ville. De cette manière, les visiteurs disposent d'une option intéressante pour rejoindre rapidement la ville basse.

#### 4. Aire de jeux



Ill. 13 : Les anciens équipements de l'aire de jeux étaient en mauvais état et n'invitaient plus à la détente et au jeu. © Naturpark Our

L'aire de jeux existante et vétuste, située le long de l'ancienne enceinte de la ville, a été dotée de nouveaux équipements en rapport avec la ville médiévale et avec le château.



## IV. RESPECT DES CRITERES D'ATTRIBUTION DU PRIX

### 13. Développement territorial durable

*Le projet s'inscrit-il dans une politique de développement durable ?*

*Contribue-t-il au renforcement des valeurs environnementales, sociales, économiques, culturelles et esthétiques du paysage ? De quelle façon ?*

*Est-il parvenu à s'opposer ou à remédier à des dégradations de l'environnement ou à des nuisances en milieu urbain ? De quelle façon ?*

*Le projet s'inscrit-il dans une politique de développement durable ?*

Le projet pilote de la charte du paysage est consacré au thème central du Parc naturel de l'Our « la nature et le paysage de l'Ösling », les paysages caractéristiques, et respecte ainsi également l'un des grands principes des parcs naturels luxembourgeois : la durabilité, respectivement le développement durable. Ce principe directeur constitue l'élément de positionnement du Parc naturel et, dans la mesure du possible, il est pris en compte et intégré aux différents domaines de travail. C'est le « fil conducteur » de l'ensemble des activités du Parc naturel de l'Our.

Le Parc naturel de l'Our accompagne activement ses communes membres dans la transformation du paysage et la conservation, mais aussi le développement des paysages culturels historiques au moyen de projets concrets.

*Contribue-t-il au renforcement des valeurs environnementales, sociales, économiques, culturelles et esthétiques du paysage ? De quelle façon ?*

Valeurs environnementales :

Tout le territoire autour de la Ville de Vianden est classé zone Natura 2000 « Vallée de l'Our de Ouren à Wallendorf-pont ». Dans le plan de gestion afférent, à part les milieux ouverts comme les prés-vergers avec les espèces protégées (p.ex. chouette chevêche, des espèces des prairies maigres de fauche et des murs en pierre sèches), surtout les rochers du château de Vianden sont considérés comme un haut-lieu de la biodiversité. De plus le Parc a bénéficié d'une motion spéciale dans le nouveau plan d'aménagement général.

Les jardins familiaux aménagés servent d'exemple pour l'utilisation souhaitée des jardins, avec des cultures régionaux. Les abris de jardin installés disposent tous d'un réservoir de récupération d'eau qui collecte les eaux pluviales de la toiture qui peut par conséquent être utilisée pour arroser le jardin.

La remise en état des prés-vergers (taille des vieux arbres par un spécialiste et plantation de nouveaux arbres de variétés régionales) du côté du Parc de la Ville a revalorisé l'habitat pour des espèces devenues rares au Luxembourg (p. ex. la chouette chevêche, les chauves-souris). Les prés-vergers entretenus comptent parmi les biotopes les plus riches en espèces de nos paysages. L'extension des zones de construction fait qu'ils deviennent de plus en plus rares. Les arbres fruitiers d'âges divers combinés à une certaine proportion de bois mort, que l'on trouve dans le Parc de la Ville, constituent des habitats et des relais essentiels pour beaucoup d'espèces animales et aussi pour certains insectes (abeilles sauvages, frelons, etc.).

Valeurs sociales :

En aménageant les jardins familiaux, la Commune de Vianden offre à ses habitants la

possibilité de cultiver leurs propres fruits et légumes, un tel espace faisant défaut dans la surface limitée de la ville médiévale.

Une parcelle de jardinage est exploitée par les classes de l'école fondamentale. Cela permet aux enfants de se familiariser avec l'origine et la culture des fruits et des légumes. C'est un élément important pour prendre conscience de ce que signifie une alimentation saine, régionale et de saison.

#### Valeurs esthétiques :

L'éclaircissement du Parc de la Ville a permis de rétablir les vues sur le château dans cette zone, et le parc lui-même a regagné un aspect plus attrayant.

#### Valeurs culturelles :

La culture traditionnelle des prés-vergers sur les versants ainsi que l'utilisation des pentes raides comme pâturage ont été reprises de manière exemplaire et peuvent servir de modèle aux versants situés à l'est de l'Our.

*Est-il parvenu à s'opposer ou à remédier à des dégradations de l'environnement ou à des nuisances en milieu urbain ? De quelle façon ?*

La replantation d'arbres fruitiers à haute tige (anciennes variétés régionales) et l'entretien des vieux arbres fruitiers ont permis d'améliorer, respectivement de carrément rendre accessible, l'habitat existant pour de nombreuses espèces animales et végétales. Les moutons en pâturage assurent l'entretien des prairies et contrebalancent la disparition d'espèces.

Du point de vue esthétique, les nouveaux jardins familiaux ont servi d'exemple et ils ont déjà revalorisé les jardins existants. Les vieilles constructions servant de remise avec les bâches colorées, les clôtures occultantes et les tonneaux en plastique ont largement disparu du voisinage immédiat du Parc de la Ville.

## **14. Exemplarité**

*Le projet peut-il être considéré comme exemplaire ? Pourquoi ?*

*Quelles bonnes pratiques a-t-il permis de mettre en œuvre ?*

Différents acteurs administratifs coopèrent afin de mettre en œuvre ce projet pilote : la Commune de Vianden, le Ministère du Développement durable et des Infrastructures, le Parc naturel de l'Our, l'Administration de la nature et des forêts, l'Administration des services techniques de l'agriculture.

L'offre de mettre à disposition de la population des jardins familiaux servant de modèle à d'autres jardins autour de Vianden, a répondu à la demande du public et a été accueillie favorablement. Il est prévu de réaliser d'autres jardins familiaux à l'avenir. Les jardins existants ont été valorisés esthétiquement par les utilisateurs de leur propre initiative et ils s'intègrent désormais au paysage et à la ville.

Les mesures déjà mises en œuvre, la manière dont les surfaces débroussaillées transforment le paysage et dont elles peuvent être utilisées, servent également d'exemple aux propriétaires privés pour les parcelles situées à l'est de l'Our.

Ceci peut valoir aussi pour, en premier lieu d'autres endroits situés en vallée sur le territoire du Parc Naturel, mais aussi pour ses partenaires au niveau de la Grande-Région (parcs naturels en Wallonie, en Lorraine et en Allemagne) et au niveau européen (réseau des parcs germanophone, réseau des parcs francophone, Europarc, etc.).

Le projet peut aussi servir de modèle pour d'autres localités du Parc naturel de l'Our qui se

trouvent également dans des vallées étroites.

Le projet continue et il a été élargi à la zone qui se situe au-dessous du château. D'anciennes réserves d'orchidées ont été réhabilitées, et les vues sur le château ainsi que sur les murs secs historiques qui stabilisent les pentes ont été dégagées.

Cette façon de construire des murs en pierres sèches a été mis sur l'inventaire national du patrimoine immatériel.

## **15. Participation du public**

*Le projet encourage-t-il activement la participation du public au processus décisionnel ? De quelle façon ?*

*Le projet cadre-t-il avec les politiques plus vastes mises en œuvre par les autorités nationales, régionales ou locales ?*

À côté des partenaires des administrations cités ci-dessus, les habitants de la Ville de Vianden ont également donné l'impulsion au projet grâce à leurs demandes pour aménager des jardins familiaux et aux critiques exprimées sur l'état du Parc de la Ville. Dans ce sens, ils ont aussi participé au processus en fournissant des idées.

Le public était impliqué dans l'intégralité de l'élaboration de la charte du paysage et donc dans le projet pilote à travers la Commission consultative du Parc naturel de l'Our qui formulait des propositions et des suggestions en tant qu'organe consultatif.

L'élaboration de la charte du paysage était conçue comme un processus participatif, qui a permis à la population de s'impliquer activement.

## 16. Sensibilisation

*Le projet accroît-il la sensibilisation du public à la valeur des paysages sous l'angle du développement humain, de la consolidation de l'identité européenne ou du bien-être individuel et collectif ? De quelle façon ?*

Dans le cadre de ce projet, le thème du paysage caractéristique a été abordé par différents moyens. Parmi ceux-ci figuraient des articles de presse et la révision et une nouvelle signalisation du « Kulturpad » (sentier culturel) qui entre autres décrit le paysage autour de Vianden et son évolution au cours de l'histoire.

De plus les sentiers transfrontaliers certifiés du « Natur-WanderPark delux », permettent la découverte du paysage autour de Vianden

la pays

Au regard de la petite échelle du projet, les discussions directes entre la Commune et la population ont cependant constitué l'outil de sensibilisation le plus important et le plus efficace, et qui a donné les effets les plus significatifs.

## V. MATERIEL COMPLEMENTAIRE

### Annexe I : Photos

### Annexe II : Vidéo

**La version papier du présent formulaire d'inscription, accompagnée d'une copie du matériel numérique sur CD-Rom, DVD ou clé USB, devrait être adressée par voie postale ou par coursier à l'adresse suivante :**

*Maguelonne Déjeant-Pons*

*Secrétaire exécutive de la Convention européenne du paysage*

*Chef de Division, Agora (A4-15V), Conseil de l'Europe,*

*F - 67075 STRASBOURG, Cedex*

*Tél. : +33 (0) 3 88 41 23 98*

*E-mail : maguelonne.dejeant-pons@coe.int*

- Texte (20 pages max.) : *format PDF*
- Photos (10 max.) : *JPEG 350 dpi en haute définition*
- Posters (2 max.) : *format PDF en haute définition ou JPEG 350 dpi en haute définition*
- Vidéo (15 mn max.) : *format-mpeg 2 - Il est conseillé de présenter une vidéo (même de qualité d'amateur).*

\* \* \*

## **15. NORWAY / NORVÈGE**

*Lista a unique landscape and partnership*

The municipality of Farsund, proposed by Vest-Agder County Council

## I. STATE CONCERNED AND APPLICANT

### 1. State

	Norway
<b>Represented by</b>	Ms. Liv Kirstine Just-Mortensen
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<i>Telephone:</i>	(+47) 22 24 59 19 and (+47) 911 78 654
<i>E-mail:</i>	<a href="mailto:Liv.Kirstine.Mortensen@kmd.dep.no">Liv.Kirstine.Mortensen@kmd.dep.no</a>

### 2. Applicant

*Name of the local,  
regional authority(ies)  
or NGO(s)*

The municipality of Farsund, proposed by Vest-Agder County Council
The Farsund Municipality has been the initiator and political foundation for the work since 1976. They work together with a number of regional and local authorities, institutions, associations and volunteers.

<b>Represented by</b>	Ms. Britt-Mari Langerud
<i>Address:</i>	Farsund Municipality P.O. Box 100. N-4552 Farsund
<i>Telephone:</i>	(+47) 992 66 676
<i>E-mail:</i>	<a href="mailto:bmla@farsund.kommune.no">bmla@farsund.kommune.no</a>

<b>Represented by</b>	Ms. Torill Folkestad
<i>Address:</i>	Vest-Agder County Council P.O. Box 517 Lund N-4605 Kristiansand
<i>Telephone:</i>	(+47) 38 07 46 85 and (+47) 85 80 44 39
<i>E-mail:</i>	tfo@vaf.no



## II. PRESENTATION OF THE PROJET

3. **Name of the Project** Lista a unique landscape and partnership
4. **Location of the Project** The coastal district of Southern Norway, Farsund Municipality
5. **Summary of the Project**

Farsund Municipality has from 1976 systematically worked to protect, manage, communicate and develop the unique natural and cultural values at Lista in cooperation with local volunteer groups, associations and regional authorities. At the same time, society has undergone extensive modernization and change in way of life.

Lista has one of the most abundant birdlife in Norway and numerous very rare plants. The different landforms, sand dunes, lakes, wetlands, grazing areas and forests provide suitable resting areas, nesting areas and wintering places for the birds. The rare plants, the bird life and the valuable ecosystems depend on the coastal and agricultural landscape being maintained according to old methods. The municipality of Farsund has established a unique partnership that safeguards this.

Lista is a unique landscape - diverse and compact with a distinctive light. Through 40 years of targeted work, Lista has been taken care of as an attractive landscape for residents and visitors. Resulting in a great variety of experiences in this multifaceted natural and cultural landscape with rich biodiversity.

6. **Photo representing the Project**



*Proud landmark the Lista Lighthouse Station. Photo by: Flyt Norge - Arild Nielsen*

7. **Websites of the Projects**

<https://www.listafyr.no/en/>, <https://www.listafyr.no/en/aktivitet/besokssenter-vatmark-lista/>,  
<http://www.laguide.no/nordbergfort/dynamic-en.html>, <https://en.listerfriluft.no/outdoor-activities/farsund/>, <http://www.listafuglestasjon.no/>

### III. CONTENT OF THE PROJECT

#### 8. Start of the Project: 1976.

It was a political initiative from the municipality of Farsund in 1976 to work with the protection, management, planning and restoration of the Lista landscape in a holistic and sustainable way. This has led to a number of initiatives and projects to constantly improve the landscape at Lista. A number of projects have been completed since 1976, but the partners are constantly developing and implementing new ideas and projects. Such as the bike trail Vita Velo that will be completed in 2019 with high standard architectural facilitation like the «Norwegian Scenic Routes».

#### 9. Partners

Farsund Municipality, Lista Farmers' Union, The Foundation of Listeskøyta, Lister Local Branch of NOF BirdLife Norway, Local primary and secondary schools, Lista Bird Observatory, Visitor Centre Wetland Lista, Lister Outdoor Council, The Coastal Park of Lister, Vest-Agder Museum - Lista, Vest-Agder County Council, The County Governor of Agder, Local volunteers

#### 10. Financing bodies

Farsund Municipality, Vest-Agder County Council, The County Governor of Agder, Various private Foundations and Funds, National Grants earmarked various initiatives which local and regional authorities can apply for.

#### 11. Central aims of the Project

To protect, manage, plan and restore the Lista landscape in a holistic and sustainable way, and to communicate and develop the natural and cultural values in cooperation with local volunteer groups, associations and regional authorities.

#### 12. Outcome

«Lista strendene» (7 beach- and sand dunes areas) were permanently protected as a landscape protection area in 1987. Several important water and wetland areas were permanently protected in 1987-88 and constitute the Lista Wetland System included in RAMSAR. The lake Slevdalsvannet was protected in 2005 and an extensive nature restoration to repair the wetland system was carried out in 2014. The Coastal Trail with signage and dissemination of the nature-, cultural heritage and landscape values and the history of the areas was completed in 2015. The work with the Coastal Trail included restoration of stairs and wrought iron pullings/railings along old historical paths like the ones to Varnes lighthouse and «Vondestien», the old walkway to Uddal farm from Snekkestø.

Lista lighthouse and six associated buildings were protected as cultural heritage in 1994 together with the surrounding area. The house of the lighthouse keeper has since 1987 been a showroom for local, national and international art named «Kunstpunkt Lista». Lista Bird Observatory started in 1990 the observation of resting and migrating birds at Lista lighthouse. They invite children, students and others to participate in their activities.

The nationally important and very innovative Visitor Centre Wetland Lista opened in 2015. It serves all those who want to experience and learn about the functions of the wetlands as an ecosystem as well as its value to us as human beings. More than 70,000 guests visited Lista Lighthouse Station in 2018.

540 hectares of Vest-Lista agricultural area was designated as Selected Agricultural Landscapes in 2009. In 2018, the agreement was expanded to 1100 hectares in this voluntary protection for managing and maintaining the natural- and cultural treasures in the areas.

Nordberg Fort was decommissioned as a military site in 1996. Transferred to Vest-Agder County Council in 2003 and protected in 2004. A new exhibition and communication building opened in 2009 and Nordberg Fort is today an important cultural center at Lista. Listeskøyta Coastal Cultural Center and Museum opened in 2008 after starting as a voluntary foundation in 1981.

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

### 13. Sustainable territorial development

In 1976 Farsund Municipality took the initiative to ensure a common understanding of the need for a development policy which can ensure sustainable territorial development. They realized that social and economic developments had to be balanced with the consideration of the unique landscape at Lista. This meant that the major environmental values associated with the characteristic vegetation, the unique bird life, the large cultural historical time depth in the landscape and its cultural heritage could be maintained while allowing necessary development to occur.

A central part of the process has been to establish a dialogue with different user groups. Especially the farmers, who from the national level were met with the expectation of modernization of agricultural operations. The Municipality recognized the need to create a common understanding of the values in the landscape and establish consensus on how landscape management can safeguard as many interests as possible without compromising the protection of the main landscape values. This has provided jobs and increased value creation based on the Lista landscape natural and cultural heritage.

Farsund Municipality, Lista Farmers' Union, Lista Bird Observatory, Lister Outdoor Council and groups of volunteers have made a considerable effort to establish hiking and cycling trails and recreational areas throughout Lista. This has been done in a way that both open up for visitors and protect these valuable landscapes.

From the late 1980s, the shores, lakes and wetlands at Lista have been a protected landscape with associated plant and bird sanctuaries (nature reserves). Several parts of the Lista landscape also have RAMSAR status. West Lista agricultural area is part of «Selected Agricultural Landscapes», a national program run by the Directorate of Agriculture, and is actively managed according to traditional methods.

A management plan including a visitor strategy has been drawn up for the shores of Lista. The management plan is a good tool for maintaining and promoting the protection of the area, and it is the leading principle, ensuring that protection values are prioritized when conflicts of interests arise.

### 14. Exemplary value

The project is of exemplary value in the way Farsund Municipality has coordinated the various groups of actors in order to solve the conflicts of interest that started to emerge in the 1970s between modernization and conservation within agriculture, industrial development, housing, etc.

Farsund Municipality has, together with various stakeholders, carried out a number of projects in order to retain and develop an attractive landscape with many services and activities, both for its own citizens and visitors. This is done by combining statutory protection with active facilitation. The political will to manage the Lista landscape is a good example to follow for others.

Through dialogue, solutions have been found to the challenges and user conflicts that have occurred. The different actors have seen the need to coordinate all the interests in the best possible way so that Lista can be further developed in an attractive way. Many stakeholders were involved and expressed their interests. Instead of prohibitions within the various management areas, positive adaptation strategies are made to divert traffic and activities.

Farsund Municipality has coordinated the various interest groups and available support schemes so that positive results are achieved. The Municipality has been the contact point for the actors and has helped them find funding sources so that the many good ideas have been carried out to the benefit of society as a whole.

The extensive nature restoration of Slevdalsvannet is a particularly inspiring example how very damaged nature can be rewilded. A few years after the restoration was completed, several of the disappeared bird species have returned.

## 15. Public participation

A central part of the process has been to establish dialogue among different user groups in the decision-making. Protection, management and planning of the Lista landscape has been based on active participation from residents, interest groups, local, regional and national authorities. The first report that came out of the Municipality's initiative in 1976 laid the foundation for an overall strategy on the involvement and participation of all those concerned.

Public participation is actively encouraged in many ways. For example, all plans for new measures, the final proposal for protection, the management plan and other important documents are submitted for public consultation before the final decisions are made.

The initiatives of what today are official museums and visitor centres under the auspices of the Vest-Agder County Council, such as Nordberg Fort and Listeskøyta Coastal Cultural Center, originate from local initiatives. To succeed with this, the active cooperation of all parties through public participation has been a precondition.

## 16. Awareness-raising

In all the projects carried out at Lista from 1976, the process itself has effectively increased public awareness of the importance of different aspects of the landscape. The latest and most pioneering work for awareness raising about nature and landscape values is the Visitor Centre Wetland Lista.

In the restoration of the surroundings and the lake Slevdalsvannet, there was a special focus on awareness raising among children and young people through facilitating nature education, outdoor activities and recreational use of the area.

Farsund Municipality started the activities at Lista Lighthouse Station, Nordberg fort and Listeskøyta Coastal Cultural Center as voluntary dissemination work done by local enthusiasts. They are now developed into attractive visiting and communication centres in close cooperation with regional authorities and Vest-Agder Museum - Lista.

Information about the landscape at Lista and the protection values can be found in many places at Lista. The visiting centres are centrally located at Lista Lighthouse Station and Nordberg Fort, but information can also be found at other locations, for example along the Coastal Trail and in the many birds observation sheds. The majority of the projects contain various permanent modern communication measures to make the landscape values more visible. That is, measures such as outdoor information signs, audio guides available on mobile phones, guided tours, multimedia exhibitions etc. All information is also online.

A special focus area has been the awareness raising among children and young people. This includes various activities where children and young people can participate actively in bird watching and bird marking, archaeological excavations, ancient craft traditions, sailing the old boats, etc. Or they can simply go out and experience the landscape, the light and weather conditions at Lista through attending a walk or bike ride along the waymarked trails.

The guided tours organized by the Visitor Centre Wetland Lista are especially valuable as awareness raising, because the dedicated intermediaries here can direct the information specifically to the group they bring with them and their interests. These tours are a nice combination of active participation and knowledge dissemination. All the museums also use different physical activities as part of their dissemination when they guide different groups around.

## V. ADDITIONAL MATERIAL

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

*Maguelonne Déjeant-Pons*  
*Executive Secretary of the European Landscape Convention*  
*Head of Division, Agora (A4-15V), Council of Europe*  
*F-67075 STRASBOURG, Cedex*  
*Tel: +33 (0) 3 88 41 23 98*  
*E-mail: maguelonne.dejeant-pons@coe.int*

### **Additional material included on one USB key:**

- ✓ Text PDF format. NORWAY Presentation Lista: a unique landscape and partnership
- ✓ Photos in JPEG 350 dpi high definition:
  1. «Proud landmark the Lista Lighthouse Station»,  
Photo: Flyt Norge - Arild Nielsen
  2. «Art in the landscape at Lista lighthouse»,  
Photo: Inge Eikeland
  3. «Elongated beaches and high sky at Bausje»,  
Photo: Tore Haus
  4. «Traces in the landscape, the Penne petroglyph field»,  
Photo: Berit Hessel
  5. «Pebblestone coast at Lista lighthouse»,  
Photo: Tore Haus
  6. «Modern agriculture in ancient cultural landscape at Vest-Lista»,  
Photo: Christian Landmark
  7. «Boatsheds in Verevaagen harbor»,  
Photo: Tore Haus
  8. «The bird life defies the elements at the Lista beaches»,  
Photo: Jonas Langbraaten
  9. «Green pasture in Fuglevika»,  
Photo: Siri Skagestein
  10. «Demanding clearing work for the small farmers at Joelle»,  
Photo: Oskar Puschmann
- ✓ Posters *PDF format high definition or JPEG 350 dpi high definition*
  1. «Coastal Trail information at Lista Lighthouse Station»,  
By: Farsund Municipality, Lister Outdoor Council and Gjensidige Foundation
  2. «Coastal Trail information - Husebysanden»,  
By: Farsund Municipality, Lister Outdoor Council and Gjensidige Foundation
- ✓ Video: Lista a unique landscape and partnership  
We have submitted the video in two different formats. Mpeg2 as requested and mp4 which we recommend used if possible due to higher quality.



## **16. PORTUGAL / PORTUGAL**

*Landscape of the Pico Island vineyard culture*

REGIONAL GOVERNMENT OF AZORES | Regional Direction of Environment



## I. STATE CONCERNED AND APPLICANT

1. State

PORTUGAL

Represented by

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Portugal

Telephone:

(+351) 21 381 96 00

E-mail:

fcarmo@dgterritorio.pt

2. Applicant  
Name of the local,  
regional authority(ies)  
or NGO(s)

REGIONAL GOVERNMENT OF AZORES | Regional  
Direction of Environment

Represented by

Mr. Hernâni Hélio Jorge

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Direção Regional do Ambiente  
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Telephone:

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E-mail:

hernani.h.jorge@azores.gov.pt

## II. PRESENTATION OF THE PROJEC

### 3. Name of the Project

LANDSCAPE OF THE PICO ISLAND VINEYARD CULTURE

### 4. Location of the Project

Pico Island, Autonomous Region of the Azores, Portugal

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

Considering the remoteness of its territory, an archipelago located in the middle of the Atlantic Ocean far away from the most western parts of Europe, and with a declining population, in 1996, the Regional Government of Azores designed a pioneer, innovative landscape policy, that used the Pico Island's specific endogenous characteristics, namely the volcano's existence - the highest mountain not only of Azores but of all Portugal -, the soil's rocky volcanic nature and the traditional, timeless vineyard's culture, to promote the natural, landscape and cultural capital assets as the basis of a sustainable development.

The landscape was the basis that stimulated the development of a progressively abandoned territory, managing, at the same time, to recover a declining population and to attract visitors, which today surpassed the islands resident inhabitants.

This landscape policy, whose continuous and coordinated implementation must be mentioned, was the starting point to revitalize the socio-economic structure of this territory, to market local products outside of the region, even internationally, and to promote the traditional characteristic landscape, the rehabilitation of the rural and heritage built assets, giving them back to the population, thus showing that it is possible to turn a remote, outermost region, initially very harsh land, into a living, attractive, sustainable and "exemplary" territory.

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

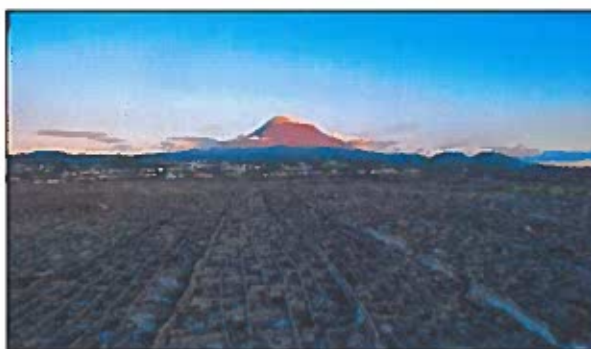


Photo by José Feliciano

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

<http://parquesnaturais.azores.gov.pt/en/pico-eng/nature-park>

<http://siaram.azores.gov.pt/patrimonio-cultural/vinhas-pico/intro.html>

<http://ot.azores.gov.pt/SIAGPA.aspx#igt-pic>

### 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**

Technical Office of the Landscape of the Pico Island Vineyard Culture; Pico Island Natural Park; Local Authorities in the municipalities of Madalena, São Roque and Lajes do Pico; Pico Wine Museum and the Society for Environmental Management and Nature Conservation - AZORINA, S.A.

10. **Financing bodies**

Budget of the Azores Government; Community Funds (VITIS, FEDER, POSEI, PRORURAL +).

11. **Central aims of the Project**

The Policy for the Landscape regeneration of the Pico Island Vineyard Culture, launched in 1996, has the main objectives, as followed:

- To reverse the decline, degradation and abandonment of the landscape, through the recovery of the economic, social, cultural, heritage and environmental fabric of its greatest assets: the unique nature of the landscape, marked by the presence of the mountain and the sea, as well as by the stoniness of the soil and the culture of the vineyards, on an island of 44,480 ha;
- To proceed with the recovery of the landscape, as an identity factor that undoubtedly marked the historical, social, cultural and economic course of the local communities, through the rehabilitation of its characteristic elements and the promotion of wine culture in the old *currais*, drawing on the built heritage and the existing landscape;
- To protect the intangible heritage of an ancestral wine culture, developed by local communities as a response to a hostile environment, involving manual labour, which led to the construction of a landscape of unparalleled beauty, perfectly adapted to local edaphic and climatic conditions;
- To ensure and promote the sustainability and multi-functionality of the landscape through the coherence and diversification of appropriated uses to the existing biophysical matrix, with a view to the balance between natural and human components;
- To achieve the objectives for the quality of the landscape established in the Management Plan for that landscape, by implementing the respective management guidelines, in line with the European Landscape Convention, and in conjunction with the other territorial management instruments applicable to the site;
- To promote awareness among the local population regarding the importance of the landscape as an identifying element of that territory, as well as to guarantee the civic participation of local communities in the decision-making processes and in the active management of the territory, ensuring its continuity over time;
- To contribute to the permanent valuation of the Landscape of the Pico Island Vineyard Culture, which was classified by UNESCO as a World Heritage Site in 2004, through the definition of architectural quality criteria and the continuous promotion of the regeneration of built cultural heritage, as well as of the elements that support witness to different periods of their interaction with humans.

## 12. Outcome

The measures implemented since 1996 under the Landscape Policy for the Pico Island Vineyard Culture area have made it possible to stem the abandonment of that territory, promoting the return of winemakers and reactivating wine production on a scale that has made its commercialisation feasible. Simultaneously, and in line with these measures, a lot of built heritage has been recovered, ensuring the revitalisation of that landscape.

As a result of this Landscape Policy, around 412 ha of once abandoned vineyards have been rehabilitated, along with wine cellars, stills and tidal wells, and access structures to the sea, spurring an entire area in decline.

In addition to these measures, the Government of the Azores has also promoted the recovery and re-use of public heritage assets. Dilapidated convents, windmills, manor houses and storehouses were rebuilt as public spaces and landscape interpretation centre that were returned to the population, enabling them to attract new visitors.

Overall, this Landscape Policy brought prestige to Pico wine, which conquered the export market, and the production of which has increased (279 operational winegrowing enterprises in 2017, compared to 170 in 2004; 412 ha of vineyards in 2017, compared to 120 ha in 2004), and it is estimated that in 2020 the production area will exceed 800 ha and the volume of certified wine will exceed 1 million litres.

The services provided by reference projects in the fields of wine tourism and active tourism also contribute to this dynamic and productive landscape, and between 2004 and 2012, 23 projects for the reconstruction of dilapidated buildings and the correction of architectural disagreements were supported.

The two public spaces for the exhibition and interpretation of the landscape (Centre for Interpretation of the Landscape of the Pico Island Vineyard Culture and the Wine Museum) created under this Landscape Policy received more than twenty thousand visitors in 2017.

In its overall context, the implementation of this Policy boosted the classification of this landscape, in 2004, to that of a World Heritage Site by UNESCO.

The landscape intervention was also recognised at the 2016 Green Project Awards Portugal and led to the choice of Madalena as the Portuguese Wine City of 2017, an event promoted by the Association of Portuguese Wine Municipalities.

#### 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 Landscape of the Pico Island Vineyard Culture occupies an area of 3,291.7 ha, out of the 44,480 ha of the island (about 7.5%), and has natural and cultural elements that give it a unique and distinctive character.

Since 1996, this area has been classified as a Protected Landscape Area, integrated into a more comprehensive sustainable development strategy. This landscape belongs to Pico Natural Park and is also integrated into the Protected Areas Network of the Azores.

The recovery of this area was also leveraged by specific policies for the wine landscape, designed to adjust the protection of the natural, landscape and cultural values with sustained economic development.

In order to ensure the management of the Landscape of the Pico Island Vineyard Culture and to promote its appreciation, a Management Plan was developed. In this landscape planning and management instrument, a close zoning of the entire area was established, according to the different levels of protection, demanding parameters were set and specific natural areas and areas of intervention were defined for the protection of the built heritage, biodiversity geodiversity and landscape values.

With the return of people to the vineyard landscape and the reintroduction of traditional methods of land use, the socio-cultural manifestations associated with winemaking activity also returned.

Now, the economic activity related to the production and marketing of Pico Wine is being thrust by a new momentum. The attainment of the main international markets of excellence and the achievement of several outstanding awards and distinctions have now given competitors good profitability prospects for the sustainable development of this territory, a far cry from the prospects of the recent past.

The measures to support the rehabilitation and maintenance of the traditional vineyard culture in *currais*, the reconstruction of dilapidated buildings and the correction of clashing architectural structures have been able to stem the abandonment and degradation of the landscape and to leverage the regeneration processes of the vineyard areas and of the built coastal settlements. The increase in the area of vineyards triggered the recovery of stone walls and the clearance of invasive exotic species over extensive areas.

At the same time, the classification of this protected area as a World Heritage Site by UNESCO makes the Landscape of the Pico Island Vineyard Culture a point of reference in the sustainable development strategy of the Government of the Azores.



#### 14. Exemplary value

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

*Which are the good practices that it implemented?*

The Landscape Policy of the Pico Island Vineyard Culture, the drafting and implementation of which began in 1996, had the characteristic elements of that territory and their intrinsic potential as its starting point, providing for the its regeneration, using the elements and features of the local landscape and heritage values: the presence of the mountain, the stony soil, the natural vegetation, the agricultural cultivation of the vineyards, the centuries-old traditions, as well as the specific features of traditional buildings. The implementation of the measures envisaged by this Policy was largely due to the involvement of the local population and the owners of the lands covered by the intervention area.

Starting from an analysis of its characteristic elements, something that is instinctively recognised by the local population, which, by adhering to the basic initiatives of this type of project, promotes its expansion and consolidation and revitalises the declining landscape, this approach is an example that can be replicated in other contexts.

Based on this experience and on the success verified in the Landscape of the Pico Island Vineyard Culture, the Government of the Azores has created a system of incentives in 2014 for the maintenance of traditional landscapes of vineyard culture, which now covers all of the islands of the Azores. This system was also extended to the cultivation of orchards of traditional species.

Along the same lines, the supplementary rules for the implementation of the scheme to support the restructuring and conversion of vineyards (VITIS), at a regional level, were drawn up on the basis of experience gained with the scheme to support the rehabilitation of traditional vineyard culture in currais within the Landscape of the Pico Island Vineyard Culture.

#### 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 drafting of the Policy for the creation of the Protected Landscape of the Pico Island Vineyard Culture was supported by the involvement of local entities, civil society and the population through meetings to discuss issues and to hear suggestions related to this classification.

In the processes of preparation and amendment of the Management Plan for the Protected Landscape of the Pico Island Vineyard Culture, which took place in 2006 and 2014, the involvement of the population was assured through public sessions in the three municipalities of the island, where planning options were presented, with broad public participation. All of the information regarding these processes was also made available on the web portal, allowing participants to request clarification and to make suggestions, many of which were considered.

In order to ensure the involvement of the population, the Advisory Board of the Pico Natural Park was created, which, among other responsibilities, supports the implementation of the Landscape Management Plan. This Advisory Board meets twice a year, not only with the municipalities, but also with environmental NGOs and corporate entities, to monitor the management of protected areas. This Natural Park also has 189 Sustainable Development Partners, thus involving companies and other entities in its activity, some of them linked to the Protected Landscape of the Pico Island Vineyard Culture.

In an area of intervention where almost all of the property is private, regeneration of this Landscape could only happen with the active involvement of the population, which is what



happened. The Government of the Azores created the stimulus, the man has implemented the Policy.

**16. 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?*

One of the components of this Landscape Policy is undoubtedly the awareness of decision-makers, entrepreneurs, inhabitants and visitors, as well as the student community, regarding the importance of the landscape. Within this context, a number of initiatives to raise awareness and to provide education regarding the landscape and sustainable development have been promoted, initiatives that have continued.

In 2010 was created the Wine Museum and in 2012 the Centre for Interpretation of the Landscape of the Pico Island Vineyard Culture, spaces with the aim of promoting landscape values, which have received almost 110 thousand visitors, of which more than twenty thousand visited in 2017.

At the Interpretation Centre there is a wealth of information regarding the values that comprise the landscape, as well as on the historic course that led to its consolidation. The Centre also provides visits to iconic spots across the landscape, functioning today as an anchor to attract visitors from all over the world.

At the same time, this Landscape Policy also includes active measures to raise awareness among the population, with the following programmes being highlighted in this context:

- The Parque Escola (Park School) Programme, which includes a broad range of activities focused on environmental and landscape themes, aimed at school children, having promoted 122 activities that have already covered a total of 3,550 participants since 2011;
- The Parque Aberto (Open Park) Programme, aimed at the general population, is developed within the protected areas and at the landscape interpretation centres, in order to disseminate and promote natural heritage. This programme included the development of 171 activities and involved 5,477 participants.

Courses for Natural Park Guides were also developed and taught, which certify professionals to accompany groups of people within protected areas, including the environmental and cultural interpretation of the landscape, valuing the services provided by the companies and increasing the knowledge of visitors.

The UNESCO World Heritage status, the reputation that Pico wines have achieved as a result of their export to several countries in Europe and America, the search for trails by walkers and the holding of trail running events by practitioners from all over the world, created new opportunities and brought cosmopolitanism to this island.

The financing of vineyard rehabilitation projects under the European VITIS programme also contributes to the affirmation of Europe's importance in the collective development and the consolidation of its identity on Pico Island.

## **17. SERBIA / SERBIE**

*Spatial Plan for a Special-Purpose Area “The Cultural Landscape of Sremski Karlovci”*

Urban and Spatial Planning Institute of Vojvodina,  
Provincial Secretary for Urban Planning and Environmental Protection  
Government of the Autonomous Province of Vojvodina

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## II. PRESENTATION OF THE PROJET

### 3. Name of the Project

Spatial Plan for a Special-Purpose Area  
“The Cultural Landscape of Sremski Karlovci”

### 4. Location of the Project

Municipality of Sremski Karlovci,  
Autonomous Province of Vojvodina,  
Republic of Serbia

### 5. Summary of the Project

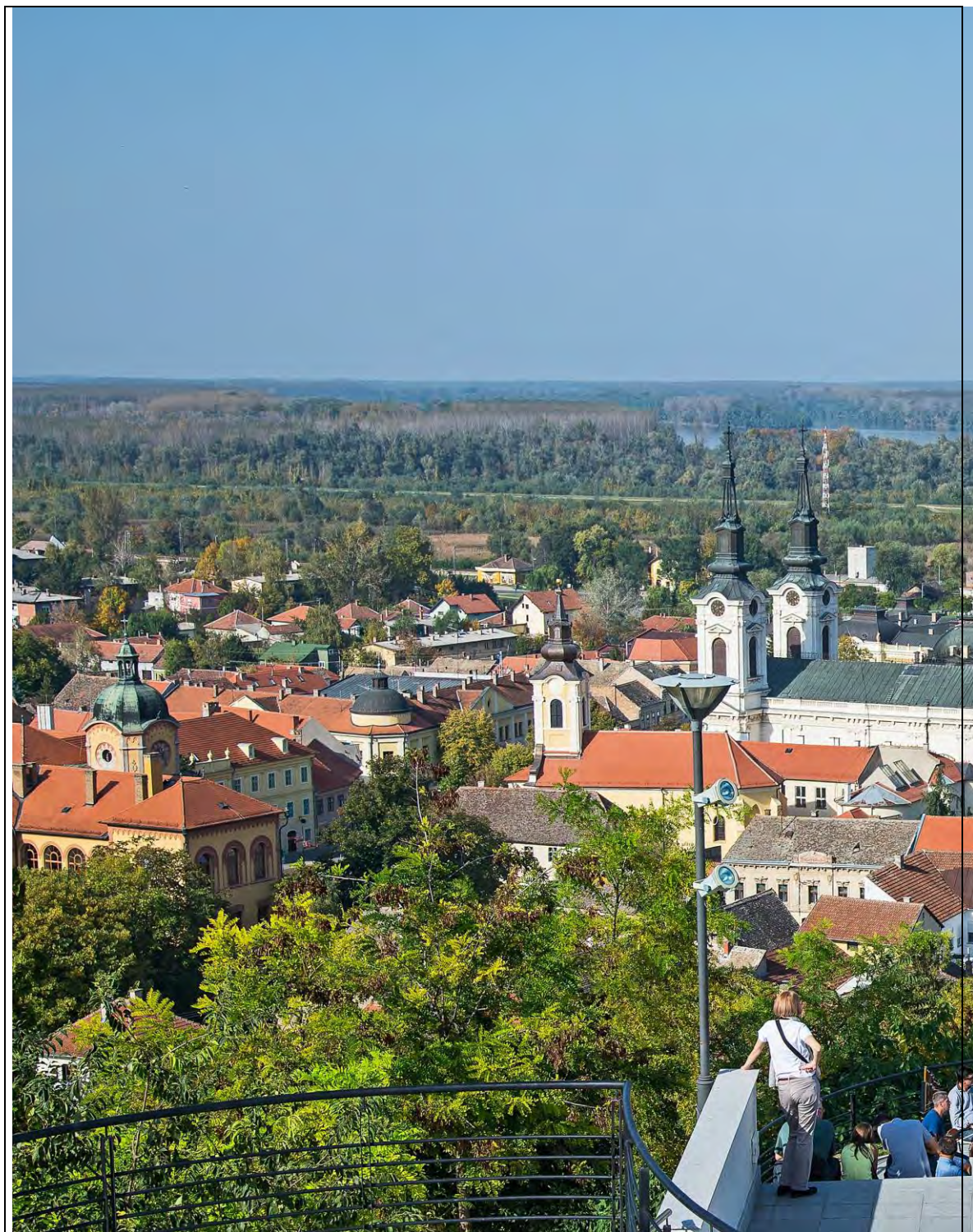
Acknowledging inherited values embodied in the landscape and seeking the way to mitigate negative spatial development trends (urban sprawl, illicit construction, inappropriate land use), the aim of the Project was to create a spatial development strategy that would enhance general image of historical town of Sremski Karlovci, prioritising both settlement scale concerns and values of its surroundings.

This Project is the first Spatial planning document in Serbia that provides conceptual framework for spatial planning based on landscape conceptualisation and the first planning document that performs as an application model of the ELC.

The area considered by the planning document covered 64,16 km<sup>2</sup> containing the diverse landscapes of the forested slopes of the Fruska Gora mountain and one of the widest alluvial plains of the middle Danube (Koviljsko-petrovaradinski rit). The contact zone between these two dominant spatial entities has determined the specific form of the landscape characterised by the compact morphology of the historical town of Sremski Karlovci and the particularities of its agricultural surroundings.

The project activities were aiming to realise the full potential of landscape characterisation and to identify the landscape quality objectives with the purpose of creating new spatial development strategy for Sremski Karlovci. The adaptation of the spatial planning document appeared as the final product of comprehensive and collaborative work on those activities.

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





### III. CONTENT OF THE PROJECT

7. **Start of the Project**    month September    year 2015

8. **Partners**

Urban and Spatial Planning Institute of Vojvodina  
Provincial Secretary for Urban Planning and Environmental Protection  
Municipality of Sremski Karlovci  
Vojvodina Environmental Movement, Sremski Karlovci  
The Society for Heritage Promotion and Development of Sremski Karlovci

9. **Financing bodies**

Government of the Autonomous Province of Vojvodina

10. **Central aims of the Project**

The central task of the project activities was to develop Spatial Plan for the Special Purpose Area “The Cultural Landscape of Sremski Karlovci” by emphasizing historical importance of the area, its potential to become well established cultural tourism destination and its diversity of landscape types.

With the innovative conceptual framework and methodological approach based on landscape characterisation, it was intended to formulate shared landscape quality objectives through comprehensive communication and create strategic spatial development framework for the establishment of proper landscape management plan.

Accordingly, the central aims were related to two main sections of the Project:

1. Communicative activity aims:

- Raising the landscape awareness both within the community and the activities related to spatial and urban planning.
- The promotion of the importance of landscape characterisation as essential part of sustainable development.
- The establishment of the multi-direction transfer of knowledge between professionals, local people and government bodies.
- Promote landscape planning as the activity of primer public interest and landscape character as major part of cultural identity of the community.
- Formulation of the shared vision for protection and improvement of the landscape character of Sremski Karlovci.

2. Aims related to the framework of strategic spatial development:

- Identification, valorisation and institutionalisation of the Cultural landscape of Sremski Karlovci.
- Identification of certain characteristics of the landscape as strategically important for protection, conservation or improvement.
- Defining strategies to prevent degradation of sensitive landscapes, and ensure the necessary level of protection for the remaining ones.
- Generate central spatial development ideas and align them with the strategies for landscape protection and improvement.



## 11. Outcome

The final stage of the project and the major outcome was the adaptation of the Planning document by the regional government (The Assembly of the Autonomous Province of Vojvodina). In that way, the planning document became local landscape policy that contains measures for interventions in the designated area.

In line with the presented central aims of the Project, the concept for the spatial development included:

- the preservation of functionality, diversity and the visual experience of the landscape form,
- better articulation of land use to safeguard the area against uncontrolled constructions,
- tourism development strategy and tourism infrastructure improvements,
- arrangement of historical settlement cores,
- continuous multi-functional connections (green infrastructure) between the forests of the Fruska Gora, the settlement and the Danube,
- use of ecosystem services,
- development of recreational areas and educational pavilions in nature protected areas and historical cores.

The adaptation of the Plan defined the border of the Cultural landscape of Sremski Karlovci which is seen as a multifunctional spatial entity, and its formation has been considered as a public interest in the field of culture, ecology and the environment, as well as at the social level. Accordingly, the landscape character as a major part of the cultural identity is seen as a public domain, and its improvement is in the interest of all participants in the planning process. Landscape character assessment, and its valorisation, is seen as an aspect of territorial capital, which significantly affected local development in a sustainable manner.

According to the performed landscape character assessment, the Spatial Plan for Special Purpose Area defines 9 (nine) landscape units as a strategic framework for actions at the local scale. Each unit is the outcome of a group of landscape units which landscape features are repeated in the territory and together form one of 3 identified landscape types at the regional scale. At the local scale, the chosen landscape units are meant to provide a synthetic, but sufficiently detailed view of the region's landscape configurations and they provide a good reflection of its cultural profile.

The project defined the landscape quality objectives both for the whole area of defined Cultural Landscape and each of the landscape units. General quality objectives that stand out for the whole area emphasize the historical importance of the area, heterogeneity of landscape types and the potential of the area to become well established cultural and eco-tourism destination.

Important outcome of the project is also GIS database which has been used as a tool for monitoring the impact on the landscape.

As a consequence of the Project outcomes, the town of Sremski Karlovci was designated as part of the area that represents European Capital of Culture in 2021 (together with the city of Novi Sad and two more municipalities).

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

### 12. Sustainable territorial development

The adaptation of the Spatial plan by Regional government represents the implementation of landscape protection policy outlined by The Spatial Plan of Republic of Serbia.

As a consequence of negative development trends in Sremski Karlovci the overall quality of life in the town deteriorated. The new development strategy is focused on directing selective development interventions using landscape particularities and ecosystem services as a driving tool.

The project used the cultural dimension of the landscape as the generator for sustainable economies, improved identity and new interpretation of the territory. Landscape character has been recognized together with society, economy and environment as mutually reinforcing concern rather than conflicting domain.

Tourism development strategy was the one of the main rationales of the Project and an important indicator of the sustainability. It was based on providing the concept for the interpretation of landscape character and its values. The main idea behind tourism development strategy in the Cultural Landscape of Sremski Karlovci is to offer good interpretation of the diversity of landscape types on the relatively small area and attach to them multiple tourist activities.

### 13. Exemplary value

This Project seen as a process of policy development is presented here in relation to the Serbian spatial planning systems' ability to recognize landscape character assessment and European Landscape Convention as an important framework and a valid approach in guiding spatial development.

The implementation of spatial development policy in Sremski Karlovci based on the landscape conceptualization approach, confirmed that spatial change can be directed through considerations of landscape dynamics where landscape character assessment represents the major medium for collaboration, participation and finally intervention on the local level.

Therefore, strategic application of landscape character assessment in the spatial planning documents in Serbia can be recommended for the proper application of the European Landscape Convention. It represents a tool for testing the structuring capacity of the landscape features as a new infrastructure for urbanization.

Landscape-based concepts propose spatial development which negotiates the contrasting realities of the urban/suburban/rural structures. Such an approach towards landscape interventions in a territory intertwined with water, forest and agriculture should result in a sustainable spatial structure that is capable of accepting and rationalizing new development trends and new production systems.

The planning process established in the context of Sremski Karlovci can be replicated in a different context within Serbia and in other countries with similar spatial planning systems.

## **14. Public participation**

Communication activities about the landscape awareness reassigned was one of the main aims of the Project. Procedures for the participation were generally made through the legal process of spatial planning document elaboration. As it was shown not to be sufficient for the purpose of the project, alternative participation procedure was made. It went through the local civic organisations and NGOs with the aim to reach both general public and specific interest groups.

The town and its community showed significant resilience in sustaining itself in the past through developed network of local civic initiatives and NGOs. Through the elaboration of the Project that was shown as inherited value and significant capacity of the local community to successfully tackle different sorts of problems.

That strength of the community has been mobilized for the purpose of the project in its full.

## **15. Awareness-raising**

This Project represents contemporary landscape conceptualization that has been read and interpreted in a holistic manner as a multifunctional and multidimensional entity the character of which should be protected and enhanced according to local and regional values and interests.

Landscape character assessment, as a methodological approach used here as starting point for spatial planning elaboration is new conceptual framework in Serbian spatial planning practice.

Therefore, the awareness raising of the importance of landscape through the elaboration of the Project was achieved through two directions:

1. Awareness rising of general public about the importance of the protection of landscape character values and their right to protect it and be asked about it, which was done during public participation sessions.

2. Raising the awareness of civil organisations, public authorities (decision makers) and professionals involved in the elaboration of the planning document (architects, urbanists, infrastructure engineers and other professionals) about both importance of landscape considerations and tools for its improvement.

## **V. ADDITIONAL MATERIAL**

DVD:

- Booklet with text and photos (pdf)

- Video “The Cultural Landscape of Sremski Karlovci”

**18. SLOVAK REPUBLIC / RÉPUBLIQUE SLOVAQUE**

*Safeguarding and restoration of the composed Baroque landscape of the Banská Štiavnica  
Calvary*

Calvary FUND Civic Association (NGO)

## I. STATE CONCERNED AND APPLICANT

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## II. PRESENTATION OF THE PROJET

### 3. Name of the Project

Safeguarding and restoration of the composed Baroque landscape of the Banská Štiavnica Calvary

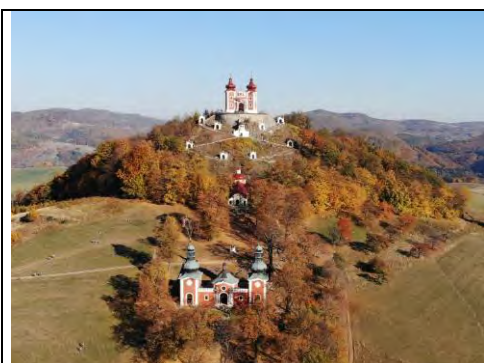
### 4. Location of the Project

Slovak Republic, Banská Bystrica Self-governing, Banská Štiavnica District, Town of Banská Štiavnica

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

The project was implemented by the Calvary Fund with the aim of saving and restoring the Baroque landscape and architectural complex of the Banská Štiavnica Calvary. The complex consists of a total of 23 separate sacral buildings – 3 churches, 17 chapels and 3 other objects in the central axis on the Scharffenberg hill. The Calvary complex is part of a site included on the UNESCO World Heritage List. The project realization began shortly after the Baroque calvary area had been included on “the World Monuments Watch List of 100 Most Endangered Sites” in 2007. The Calvary Fund renewed the dilapidated area of the calvary hill, after its extensive reconstruction, the Calvary has regained its original Baroque appearance. At the same time, the association helped restore life in a symbolic religious landscape that once again serves the faithful and numerous visitors. The implementation of the project has saved incalculable cultural, architectural, artistic and historical values not only of the complex of buildings, but also interior decorations of frescoes and sculptures.

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



*Photo: Vladimír Ruppeldt*

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

[www.kalvaria.org](http://www.kalvaria.org)



### 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**

- World Monuments Fund, USA
- Všeobecná úverová banka Foundation
- Ministry of Culture of the Slovak Republic
- Stredoslovenská energetika, joint stock company (Local electric utility company)
- Roman Catholic Church, Banská Štiavnica parish
- Municipality of Banská Štiavnica
- Slovak Mining Museum in Banská Štiavnica
- Faculty of Architecture of the Slovak University of Technology in Bratislava
- Banská Štiavnica '91 Association

10. **Financing bodies**

- World Monuments Fund, USA
- Všeobecná úverová banka Foundation
- Ministry of Culture of the Slovak Republic
- Stredoslovenská energetika, joint stock company (Local electric utility company)
- Individual donations and voluntary contributions by individuals from the income tax for NGOs under the law

11. **Central aims of the Project**

The main objective of the project was the overall renovation of the Banská Štiavnica Calvary with its Baroque landscape and architectural complex, with the aim of interpreting the art of high artistic quality from the 18<sup>th</sup> century and also ensuring sustainable use of the area and the cultural heritage.

**Partial targets can be defined as follows:**

- **to save the calvary complex** – at the beginning of the project, the calvary was in a serious state of danger, requiring immediate activities to save it, while preserving its cultural values,
- **to coordinate the restoration of calvary monument values.** The plan concerned the restoration of the architectural monuments of the sacral complex, as well as the revitalization of the cultural green area, partial repair of the paths, the supporting walls, the railings, the lighting of the complex, etc.
- **to restore sacred objects, wall decoration of churches, altars and sculptures.** Baroque wall paintings (frescoes) were largely impaired, which required their uncovering, retouching and consolidation.
- **to implement construction and technical modifications** of buildings and to build

technical infrastructure. Due to the location of the churches, it was necessary to prevent the devastation of the sites by water. For this reason, it was necessary to dehumidify the objects,

- **to restore and revitalize the greenery in the area**, because neglecting the maintenance of the greenery has led to the absorption of the original plan by the self-seeding plants,
- **to provide scientific knowledge** from comprehensive research to restore the values of the whole complex and to process a recovery project on their basis,
- **to collaborate with relevant organizations and property owners and landowners** regarding the calvary. The calvary is a national cultural monument and is a UNESCO World Heritage Site, which requires consents of many institutions.
- **to engage the general public in the restoration of the calvary**,
- **to secure funds** from donors for the costly recovery of objects,
- **to achieve the original purpose and dignity of the Calvary**, to preserve the spiritual dimension of the sacral landscape,
- **to make the premises accessible to the general public**, to create a background for visitors and to value the phenomenon of the Baroque area in the development of tourism in the region,
- **to maintain the area permanently**,
- **to ensure the promotion** of the calvary area in various forms and to inform the public about the recovery process.

### Story of the calvary

The initiator of the construction of the Banská Štiavnica Calvary on the top of the Scharffenberg hill was Father Franz Perger from the local Jesuit community. With a remarkable fervour, he has won over the general public in Banská Štiavnica for his magnificent idea. He managed to excite the inhabitants and the representatives of Banská Štiavnica, who took over the patronage of the building.

The land for the construction of the calvary was acquired by František Perger from a donor of the evangelical religion, which was an extraordinary act in this era in view of the previous period of dispute concerning the questions of faith.

The calvary originated at the time of the culminating Baroque (1744-1751). The complex of sacral buildings on the steep hill of Scharffenberg was built from donations of rich miners, dignitaries, burghers and simple mining families. Donors are remembered by the coats of arms on the façades of the various chapels. Local masons, carpenters, stonemasons, but also woodcarvers or painters worked here. Shortly before the consecration in 1751, Emperor Francis I, Duke of Lorraine visited the calvary.

The calvary speaks to us by its position in the landscape. It is located on a significant morphological dominate over the town – the preserved lava neck. The shape of this ridge is one of the reasons for the visual distinctiveness and exposure of the calvary in the landscape. The visual dominance of the calvary is given, in addition to the conical shape of the hill, by its horizontal and vertical projections in the landscape image.

This feature was also used by a guard tower that stood on this hill before, in turbulent times of Turkish invasions, and warned of an approaching enemy.

The calvary location is connected not only to the calvary hill. It includes an access road – a pilgrimage route that started at a parish church in the middle of the town. Overall, the pilgrimage route has a length of 10 stretches of 163 m. The link between the historic town and the calvary hill was a linden alley.

An interesting visual parameter of the calvary is the main axis of symmetry facing west. This aspect makes it possible to see an overall symbolic intent from the beginning of the

pilgrimage route, created from the arrangement of paths and chapels.

The calvary building has given the whole landscape its content and importance. The calvary names the landscape and makes it unique, unrepeatable. Its compositional scheme in the landscape is a materialised prayer. This idea triggered activity, its material and artistic expression in architecture, sculptures and paintings. The hill of Scharffenberg became Sacro Monte (sacred hill).

With its conception, the Banská Štiavnica Calvary goes beyond the usual use of the Cross in the form of fourteen stations. The structure, spatial layout, and the character of the illustrated scenes symbolize the message of salvation originally, munificent and at a high artistic level. The Passion story is dramatized into a scenic position enhanced by the introduction to the real landscape. The architectural complex consists of 17 chapels, three churches (the Lower Church, the Sacred Stairs and the Upper Church), the Ecce homo station and the Holy Grave, the only building on the opposite, eastern side of the hill, and the last station of the Our Lady in Sorrows under the Cross.

Each of the chapels represents one of the key moments of Jesus' torture or events of his life through artistically processed wooden reliefs with typical Baroque theatricality.

An exceptionality of the Calvary, along with its delicate compatibility with the natural environment, has always been the cause of its favourableness among pilgrims and visitors.

### **The Calvary context with the town and time in the first half of the 18<sup>th</sup> century**

The rapid blossoming and glory of the free royal town of Banská Štiavnica was directly related to its rich ore veins and the possibilities of their exploitation. The direct evidence of the importance of the town is not only its considerable area already in the Roman period, but also the exhibition of architecture.

The wealthiest year in the history of the Banská Štiavnica mining district was the year 1690 when 29,000 kg of silver and 605 kg of gold were produced in the smelters. This was followed by decades when the town and its inhabitants were greatly tested. Development of the town was influenced by the anti-Habsburg uprisings (until 1711), which greatly aggravated the status of miners. They showed their dissatisfaction with strikes. Mining companies were in a crisis. Since the middle of the 17<sup>th</sup> century, Banská Štiavnica had to overcome disputes over issues of faith and religious property. The plague epidemic in 1710 claimed 6,000 victims in the town, accounting for 50% of the town's population. A constant threat was the flooding of mines. At this time, the idea of building a calvary was formed.

The expansion of mining was enabled by the construction of new water-powered pumping equipment that helped to drain water from the flooded mines and expand the network of the ingenious water management system of artificial water reservoirs ("tajchy"). In the 18<sup>th</sup> century, Banská Štiavnica belonged to the technically best equipped mining centres in the world. In 1762, Maria Theresa established a mining academy in Banská Štiavnica, the first college of its kind in the world, which became the centre of mining science and technology in Europe. World-renowned scientists were working at the school. In the second half of the 18<sup>th</sup> century, Banská Štiavnica was the third largest town in the Kingdom of Hungary (including its vassal villages, it had 23,192 inhabitants in 1782).

The mining activity has significantly shaped the landscape character of the whole territory. The town's monument fund includes not only a representative town centre and Calvary, but also extensive complexes of technical works that are related to the extraction and processing of polymetallic ores such as shafts, adits, mining towers, clapper, a sophisticated water management system forming a part of the landscape environment. The values of this area were the reason for its inclusion in the UNESCO World Heritage List under the title

“Historic Town of Banská Štiavnica and Technical Monuments in its Vicinity” in 1993 (the core zone has 20,632 hectares).

### **Development periods of Calvary in the 20<sup>th</sup> century**

During its existence, the Calvary has gone through several development periods. During World War II, it was damaged by artillery fire.

In the period of socialism, almost no attention was paid to the Calvary. It was not taken care of it systematically. In the period of 1978-1981, a state-funded renovation was implemented, most of the works were voluntarily carried out by the believers from Banská Štiavnica and the wider area. By neglecting the maintenance of the greenery, the original plan was absorbed by the self-seeding vegetation.

The original idea of the Baroque complex was completely obscured by new buildings in the 70s and 80s of the 20<sup>th</sup> century. The first three chapels (preparatory) disappeared between residential buildings. For this reason, they were moved a few dozen meters higher.

Even the fall of Communism in 1989 did not improve the situation for the Calvary. On the contrary, this period was characterized by vandalism, destruction of interiors, stealing of sculptures and even copper roofs in churches. In the years 1996 - 1998, about 20 Baroque statues were stolen from the Calvary. Most of them have not been found yet. Two of them were found in antique shops. The almost life-sized sculpture of a scoffer was even offered by an auction company. Experts recognized it during a random browse of an internet auction of the auction company, the statue was then secured by the police and returned to the owner. There is no register of stolen artworks and monuments in Slovakia so far.

The balance of the loss of the cultural-historic value of Calvary in the period 1989-2004 is incalculable. Paradoxically, it was during this period (1993) when the Calvary has become part of the UNESCO World Heritage List.

The state of the Calvary in Banská Štiavnica in the middle of the first decade of the 21<sup>st</sup> century reflected the insufficient interest of the public in the fate of one of the most precious baroque monuments in Slovakia. Calvary was not only marked by the passing of time but also became a victim of human indifference and anger. Part of its artistic decoration and mobiliari was stolen, others became the target of vandals.

This fact should have been not only a reminder, but rather an impulse to prevent the further devastation of the Calvary, to take steps to restore it and to save the most endangered original parts.

With the effort of local activists, at the beginning of 2007, Baroque calvary area had been included on “the World Monuments Watch List of 100 Most Endangered Sites” (World Monuments Fund in New York, USA). Early in 2008, a Memorandum of Cooperation was signed between the involved institutions and the Calvary fund civic association was established to ensure and coordinate the monumental restoration of the Calvary complex. This was based on the meritorious activity of the association with the same name, operating since the establishment of the Calvary (1751) until its abolition under the Communist regime (1951).

## 12. Outcome

The results of the project implementation can be defined as follows:

- **the preservation of cultural monuments** before their devastation, in accordance with the requirements of the Monuments Board of the Slovak Republic. Incalculable cultural, architectural, artistic and historical values not only of the complex of buildings were saved, but also rare interior decorations and valuable sculptures. The Monuments Board of the Slovak Republic supervised the reconstruction process,
- **the whole area of the calvary hill was restored** – the exterior, the interiors and the original Baroque style was returned to the Calvary,
- **restoration of sacral buildings** – chapels and churches were restored,
- **restoration of wall decoration of churches and chapels (frescoes)** – the discovery of original baroque sceneries and the restoration of frescoes was preceded by the removal of cement plasters as well as paintings from the 70s of the 20<sup>th</sup> century,
- **restoration of altars and sculptures,**
- **execution of building and technical works on churches** – the external *drainage* of the surrounding monuments was carried out in order to eliminate the effect of earth humidity on the perimeter walls of the monuments. Rising water caused the destruction of precious baroque frescoes,
- **construction of technical infrastructure in the area** – sewerage, electrification, illumination of the upper part of the complex,
- **revitalisation of the surroundings**, partial repair of the paths, supporting walls, railings, etc.
- **restoration and revitalization of green vegetation** – reconstruction of the historic linden alley, removal of non-original and self-seeding vegetation and also monuments threatening green, tree treatment,
- **realization of scientific research** – numerous restoration and architectural-historical researches focused on historical architecture (churches and chapels), sculptures and paintings as well as dendrological, landscape research were carried out . The knowledge was a prerequisite for the professional renewal of the complex. In 20014, the civic association organized an international scientific colloquium entitled “Calvary of Banská Štiavnica – 7 years of intensive restoration and prospects for further revitalization”, with the technical guarantee of the Faculty of Architecture of the Slovak University of Technology in Bratislava,
- **the processing of an architectural restoration project and a greenery restoration project** that provided an unavoidable legal framework for the restoration and implementation of the project,
- **cooperation with relevant organizations, property owners and landowners who have entered into the Calvary recovery process.** The owner of the Calvary objects and parts of the land is the Roman Catholic Church. The majority owner of the premises of the site is the state enterprise Lesy Slovenskej republiky (Forests of the Slovak Republic), which resulted in certain complications in ensuring the restoration and accessibility of the monuments resulting from the laws (the transfer of ownership of forest land owned by the state to other persons is not legal and the possibility of transferring forest management is very limited). The members of the civic association also cooperated with the municipality of Banská Štiavnica, the Slovak Mining Museum, the Monuments Board of the Slovak Republic and other organizations,
- **the involvement of the general public in the reconstruction of the site** was carried

out in various forms for different age groups – voluntary work, donations, program of adoption of chapels and statues, etc.,

- **bringing back the original purpose and dignity of the Calvary**, while preserving the spiritual dimension of the sacral landscape. The civic association has been cooperating permanently with the liturgical activities on Calvary since 2013 (annual pilgrimages and other liturgical celebrations throughout the year),
- **making the entire area open to the public** – the civic association created conditions for the recreational and educational use of the site and raising public awareness for the protection of the landscape and its monuments. The association provides guided tours in the Calvary for visitors and creates background for them. The attendance is increasing every year since 2012,
- **building a natural amphitheatre** for liturgical purposes and cultural and social events in the former parish garden,
- **organizing cultural and social events** in the Calvary area,
- **permanent maintenance** – the area requires permanent care. According to the revitalization plan, the mowing, removal of the self-seeding vegetation, landscaping, etc. are carried out, as necessary,
- **implementation of various information and promotion activities** – documentaries on DVD (2013, 2015) were processed, articles and documents in print and electronic media were published, information on the social network Facebook and the website of the association are continuously updated,
- **publishing activity:**
  - Putovanie banskoštiavnickou kalváriou - “Tour of Banská Štiavnica’s Calvary” (by K. Vošková, 1<sup>st</sup> edition 2009, 2<sup>nd</sup> supplementary edition 2014),
  - Katalóg chýbajúcich sôch a prvkov z banskoštiavnickej kalvárie, adopčný katalóg - “The adoption catalog – the missing statues of Calvary” (by K. Vošková, 2011),
- **exhibiting activities:**
  - cooperation in securing the permanent exhibition “Calvary in Asylum” in the exhibition spaces of the Slovak Mining Museum at the Old Castle in Banská Štiavnica, where original elements of art decoration (reliefs and sculptures of churches and chapels) are placed,
  - concept and implementation of the exhibition “History and Present of the Calvary in Banská Štiavnica” in the Lower Church on the Calvary (from 2013).



## 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 submitted project is a part of a sustainable development policy. Its implementation has resulted in an increase of landscape quality. The project's activities were based on the participation of all interested parties, contributing to the stable and sustainable development of the town.

The project is based on the sustainable use of the landscape, maintaining the harmony of man and the landscape, and also protecting the cultural and historical values of the landscape.

Evidence of this policy is the preservation of the characteristic features of the landscape, the functionality and the prosperity of the landscape.

#### Environmental aspect

Preventing total devastation of buildings and restoring the values of the calvary complex is a part of environmental care. The area of Calvary represents a protected site within the meaning of the Act on Nature and Landscape Protection of the Slovak Republic. The Calvary of Banská Štiavnica protected area was declared in order to protect the basalt lava neck (the inlet to a surface volcano of smaller dimensions) from the last volcanic phase of the Štiavnica strato-volcano.

#### Social aspect

The project represents the rescue of a symbolic religious landscape. The activities of the implemented project supported the development of local communities and created an appropriate environment for cooperation, which is very beneficial to the landscape and its people. The Calvary safeguarding and restoration project has brought it to its original purpose. It serves people, believers, pilgrims and tourists again.

About 5000 volunteers took part in the restoration in various forms. Through voluntary work, schoolchildren and employees of different companies helped in the form of team-building activities that strengthened social ties and their relationship to values. Volunteers were also involved through ERASMUS1 program.

One of the results of the project implementation is the fact that worships and the calvary pilgrimages have been held again at the Calvary since 2013 onwards (the main calvary pilgrimage takes place on September 14th). The citizens of Banská Štiavnica are grateful for this fact and are proud of the restored Calvary. During the year, especially during the Lent, the faithful from the Banská Štiavnica parish, but also from other regions, organize ways of the Cross.

The restored calvary area also serves the public for cultural and social activities (concerts, sports events, school competitions, etc.). One of these places is also the natural amphitheatre that the association built in the former parish garden.

### Economic aspect

An important part of the association's activities includes the care of cultural heritage and the valorisation of the Calvary phenomenon in the development of the region. The results of the safeguarding and restoration of the Calvary have a significant impact on the development of the tourism of Banská Štiavnica and the whole region, contributing to the economic growth of the town. Calvary attendance as a town symbol is steadily increasing. The project, by its promotional activities, also increases the publicity of this site while creating the conditions for making this complex available to the general public. While in 2012 the civic association registered an annual visit of about 20,000 visitors, in 2017, 70,000 visitors visited the Calvary. It is a cultural sustainable tourism.

### Cultural aspect

The Calvary in Banská Štiavnica is a characteristic feature of this mining landscape and represents an important cultural heritage, belonging to the representative Baroque calvaries of the 17<sup>th</sup>-18<sup>th</sup> centuries. Calvary has been listed in the List of Monuments in Slovakia as a National Cultural Monument since 1955 (total number of monumental objects is 26, including the group of statues, supporting walls and the alley).

The intention of the Calvary Fund was not only to physically restore the chapels and churches of the complex, but also to return them to the original art form of the unique Baroque scenery created by wooden and stone sculptures in life-size with the New and Old Testament scenes.

Thanks to the activities of this project, incalculable cultural, architectural, artistic and historical values were saved not only of the complex of buildings, but also interior decorations and valuable sculptures.

Throughout the duration of the project, the civic association has been taking care of the expertise and cutting edge technology of calvary restoration. It first collected scientific evidence and then, based on the results of the historical, restoration, dendrology, landscaping research, began with the restoration of the Calvary. In the preservation and restoration of the cultural heritage, the cooperation with the Monuments Board of the Slovak Republic (Banská Bystrica Regional Monuments Board) and other cooperating institutions was significant.

The original elements of the artistic decoration of the Calvary (wooden reliefs and statues) were placed in the exhibition grounds of the Slovak Mining Museum at the Old Castle in Banská Štiavnica and make an exhibition entitled "Calvary in Asylum" which offers a unique opportunity to learn about the collection of art pieces attributed to the works of the important Baroque sculptor Dionysis Stanetti (1710 - 1767).

This move was made on the basis of events related to stealing of sculptures and the devastating attack of vandals in 2004. The chapels and churches of Calvary, though relocation of the original reliefs and sculptures, were deprived of their original movables, but this is a necessary price for its preservation.

### Aesthetic aspect

The project unambiguously contributes to preserving the landscape values and the characteristic features of the landscape.

Its location and character have been the decoration of Scharffenberg hill since the middle of the 18<sup>th</sup> century and it is an indispensable symbol of the town. The project brought back its Baroque form to this remarkable but dying monument. The project activities were devoted to the whole area of the calvary hill – the exterior, the interior of the buildings, but also the renovation and maintenance of the paths, etc. A project of illumination of the upper part of the calvary hill was carried out. Based on dendrological research and bioindication methods of the original alley's position from the 18<sup>th</sup> century, reconstruction of the linden alley and

vegetation treatment was proposed. The self-seeding vegetation was removed from the area, which revealed the original Baroque intention.

The Calvary rescue and restoration project is an example of remedying the damage that has occurred in the sacral landscape.

During the period of socialism, almost no attention was paid to the Calvary, it fell into oblivion and decay. It has not been taken care of it systematically. In the period of 1978-1981, a state-funded renovation was carried out, most of the works were voluntarily done by the believers from Banská Štiavnica and the wider area.

The state of the Calvary after the collapse of Communism was a serious threat to it. Vandalism, robbing the interiors of sacral objects. Unfortunately, the laic care of a couple of enthusiasts also brought destruction, in an effort to “make the church interior prettier” before Easter, which meant, in fact, re-painting of the baroque frescoes with a white coat.

The balance of the loss of the cultural-historic value of the Calvary in the period 1989-2004 is incalculable. The project began shortly after the Baroque calvary area had been included on “the World Monuments Watch List of 100 Most Endangered Sites” in June 2007.

#### 14. Exemplary value

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

*Which are the good practices that it implemented?*

The implementation of the project meant a reversal in the development of calvary status and the prevention of irreversible damage to the objects. The project implementation brought not only the physical form of the Calvary, but also the depth and meaning of everything it symbolizes. The life of the sacral landscape was revived.

The project illustrates the fact that it is possible to change the status of the monument or the whole complex by a suitably chosen management type and involving the relevant institutions and the public in the renovation and maintenance.

The project represents a good example in a number of ways – its meaningful mission, management systems, ways of engaging the public of all ages, saving the historical and cultural heritage, returning life to the sacral landscape, making Calvary accessible to visitors, and capitalizing its phenomenon in town development.

Examples of good practice can be defined as follows:

- rescue of incalculable historical and cultural values on the initiative of the civic association, i.e. bottom-up initiative,
- the civic association was able to obtain funds for costly repair of churches and chapels, construction work including drainage, research, restoration work on baroque frescoes and sculptures,
- exemplary cooperation of the subjects who agreed to define the target quality of the landscape and were decisive in the implementation of the project: the Roman Catholic Church as the owner of the Calvary objects and parts of the lands, the state enterprise Forests of the Slovak Republic as the majority owner of the grounds, the municipality of Banská Štiavnica, Slovak Mining Museum and other partners and donors,
- The civic association is a model of professionalism for its ways of implementation. The activities were based on expert knowledge of scientific research, which was a guarantee of professional security for demanding works for the renovation of

churches and the restoration of interiors. It was based on the findings of the international scientific colloquium (2007) titled „Banská Štiavnica Baroque Calvary - Perspectives of Revitalization”, which identified the direction of the calvary restoration. In 2014, the civic association organized an international scientific colloquium entitled “Banská Štiavnica Calvary – Seven years of intensive conservation and perspectives of revitalisation”, with the technical guarantee of the Faculty of Architecture of the Slovak University of Technology in Bratislava,

- the public, volunteers and donors have been involved in the process of restoration of the Calvary since its very beginning. Public engagement has been diverse, including innovative forms such as “The Adoption of Chapels and Statues”. It organized voluntary works of major companies as well as school voluntary works in the form of team-building. The funds were also raised by the association in the form of fund-raising or the implementation of public collections,
- successful funding - the civic association provides financial resources for the entire reconstruction and restoration process. It has submitted more than 200 project applications, half of which have been successful and implemented. The total amount of funds invested during the reconstruction of the entire complex was 2.8 mil. Euro.
- making the Calvary accessible to the public – the civic association provides guided tours in the Calvary, organizes cultural and social events, it built the natural amphitheatre. These and other promotional activities contribute to the development of tourism in the region.

## 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 originated on the initiative of members of the civic association who took over patronage over the whole area of the Calvary. It was an expression of trust of the organizations involved, landowners and owners of sacral objects. The civic association provides financial resources for the entire reconstruction and restoration process.

Since the beginning of the project, members of the civic association have also been supported by the general public, as Calvary is an unimaginable dominant and a symbol of the town, part of the identity of its inhabitants. The process of rescue and restoration of Calvary has involved the public and volunteers in various forms.

The program “Adoption of Chapels and Statues” has been successful, through which the involvement of families, companies in the care of individual objects ensures the sustainability of the Calvary restoration. This programme is based on history, when private and corporate donors provided the construction of individual chapels and churches in the 18<sup>th</sup> century.

The association organized voluntary works for companies as part of team-building events as well as voluntary works for schools. In this way, a lot of maintenance work, e. g. cleaning the area from the debris and its removal, casting of the shingles to the chapels, moving the scaffolding to the necessary places, mowing the site, cleaning from the self-seeding vegetation, cleaning the interior of the chapel, was carried out.

In order to ensure visitor access to the Calvary, the association involved volunteers through ERASMUS1 program (“Youth in Action”).

The civic association involved also the school youth in the form of various competitions and other age categories by organizing cultural-social events.

In order to secure the finances, the civic association organized a public collection and gained the donors for the project in the form of fund-raising.

The civic association members collaborated to save the Calvary with all the organizations involved, i. e. the owner of the Calvary (the Roman Catholic Church), the owners of the grounds of the whole area (state enterprise Forests of the Slovak Republic), the municipality of Banská Štiavnica, the Monuments Board.

The Calvary safeguarding and restoration project is in conformity with policies – national, regional and local.

Pursuant to the Act on the Protection of the Monument Fund 49/2002 Coll., the Calvary has been a national cultural monument since 1955 and since 1950 it has been a monument reservation, for which principles of protection of the historical, architectural, urban, art, landscaping and cultural and social values of the town have been elaborated by the Monuments Board of the Slovak Republic.

A separate Act no. 100/2002 Coll. on the protection and development of the territory of Banská Štiavnica and its surroundings was adopted.

As the Calvary is part of the site included on the UNESCO World Heritage List entitled “Historic Town of Banská Štiavnica and Technical Monuments in its Vicinity”, its rescue and restoration is embedded in the management plan of this site.

Calvary renewal is also part of the medium-term strategic document of Banská Štiavnica's Economic and Social Development Plan, which is being prepared with the participation of the general public.

The project is in compliance with spatial planning documents at all levels - Slovak Spatial Development Perspectives (2001, as amended in 2011), Regional Spatial Plan of the Banská Bystrica Self-Governing Region (1998, as amended in 2009, 2014), Spatial Plan of town Banská Štiavnica (2006, as amended 2008, 2009, 2013, 2015) and their binding regulations.

## 16. 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 fact that the civic association made the salvation and restoration of the Calvary possible, demonstrates the value of this landscape for the inhabitants of the town and for the general public. Since its inception, the project has increased awareness of the importance of the landscape and the need to protect cultural heritage. The Calvary as a perfectly conceived blend of architecture, works of sculpture, painting, and artisanal craft in unity with the natural environment forms a part of the identity for the town's and the surrounding area's inhabitants. Maintaining the authenticity and character of Calvary is also important from the European point of view.

The Calvary was financially and professionally supported by local residents and believers during construction as well as during its restoration. Participation in rescue and reconstruction of Calvary is proof of what this site means for believers, pilgrims, inhabitants of the town and for people all over Slovakia. Through team-building events, many volunteers have formed a relationship with this site, cultural heritage, landscape values. The result is also a sense of belonging of a landscape to a man, developing a sense of initiative, European awareness and solidarity.

The project brought the Calvary back to the country and to the people. The restored Calvary brings admiration of pilgrims and the astonishment of visitors over the magnificence of this work and respect and thankfulness to those who participated in its rescue and restoration.

For both Calvary and Banská Štiavnica town, the European aspect is also significant. At the time of Calvary's building, the territory was multicultural. First came the Czech miners, later German settlers who brought new technologies of ore mining and processing. The town attracted artists from different countries, and there were significant representatives of European technical intelligence.

The European dimension of the project is also supplied by the fact that the main sponsor of the reconstruction of the Calvary is the Všeobecná úverová banka Foundation and its owner is the Italian banking group (Intesa Sanpaolo).

The implementation of the project is beneficial for the public good. Calvary has regained its worth, which it had for centuries, for its pilgrims, believers, or visitors.

Thanks to the successful project, we can continue to claim that this impressive Baroque sacral ensemble is among the most beautiful of its kind in Europe.



## **19. SLOVENIA / SLOVÈNIE**

*Meadow orchards and landscape*

Municipality of Kozje

## I. STATE CONCERNED AND APPLICANT

**1. State**

Republic of Slovenia

**Represented by**

Mr. Jure Leben,

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**2. Applicant**

*Name of the local,  
regional authority(ies)  
or NGO(s)*

Municipality of Kozje

**Represented by**

Ms / Mr Milenca Krajnc, major

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*E-mail:*

obcina.kozje@siol.net

## II. PRESENTATION OF THE PROJET

### 3. Name of the Project

Meadow orchards and landscape

### 4. Location of the Project

Municipality of Kozje, protected area of Kozjansko Regional Park, Slovenia

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

Meadow orchards are classified as a habitat type of agricultural landscape. Their key feature is extensive use of agricultural land that maintains traditional agricultural landscape and makes a significant contribution to the preservation of biodiversity. In Kozjansko, grass orchards belong to the Europe's most important conservation areas of Natura 2000 because they represent a natural environment for some rare and endangered bird species.

Changes in the use of agricultural land, such as consequent overgrowing, economic changes and changes in the social structure are factors that represent a threat to the habitat type. In the protected area of Kozjansko Regional Park we managed to stop those processes with active nature protection measures. Consequently, with this holistic approach, we returned nature protection, landscape, agricultural and economic values to the meadow orchards.

Meadow orchard and its apple became a symbol of nature protection that connects local community, protected area manager, non-governmental organizations and local residents.

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

01 Teo Hrvoje Oršanič  
02 Barbara Ploštajner  
03 Teo Hrvoje Oršanič  
04 Teo Hrvoje Oršanič  
05 Teo Hrvoje Oršanič  
06 Teo Hrvoje Oršanič  
07 Vesna Zakonjšek  
08 Barbara Ploštajner  
09 Teo Hrvoje Oršanič  
10 Teo Hrvoje Oršanič

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

<https://kozjanski-park.si>

### 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**

Public institution Kozjanski park

10. **Financing bodies**

Public institution Kozjanski park  
Ministry of the Environment and Spatial planning  
Interreg IIIA programme  
IPA  
Leader programme

11. **Central aims of the  
Project**

- effective management of the areas in Natura 2000 (SPA Kozjansko, SI5000033) – taking care for the nature preservation of meadow orchards
- taking care for favourable condition of the qualifying species of birds
- preserving the appearance of the traditional landscape in Kozjansko
- active involvement of the local people in the implementation of nature conservation measures
- prevent overgrowing and cutting out meadow orchards
- revitalization of existing meadow orchards and planting new ones
- establishment of a gene bank with traditional and indigenous varieties of apples and pears
- helping with the cultivation of the inadequate rural architecture typical for the seventies
- reeconomisation of meadow orchards
- support to the healthy, sustainable production of food
- prevention of erosion

## 12. Outcome

- revitalized meadow orchards
- pruned fruit trees (thinning cut was performed on 11 000 trees)
- established gene bank – collection of traditional and indigenous varieties of apples and pears in the orchard
- established ecological nursery of indigenous and traditional tree varieties
- collection orchard equipped with info point arranged for blind and visually impaired (Braille inscriptions)
- helping owners of meadow orchards with equipment and expert advices
- workshops and practical demonstrations on upbringing fruit orchard, its maintenance, pruning standard-size trees and processing fruit
- workshops on pruning trees and processing fruit in order to get a certificate of competence for vocational training
- a mobile ram press and bottling facility available to locals
- planting standard-size trees around elementary schools
- planting fruit trees in Bistrica ob Sotli, Podsreda, Olimje and Gregovci
- a handbook *Traditional and indigenous species and varieties of standard-size fruit trees*
- Carjevič institute
- international fruit consultation – the role and importance of meadow orchards in the future
- regular monitoring of birds (1999 and 2010 ...)
- cooperation with professional services and associations, fruit societies
- integration of farms with meadow orchards into organic farming and agri-environmental measures
- Kozjansko Apple Festival – the biggest annual nature conservation event in Slovenia



## 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 fully contributes to the environmental, social, economic, cultural and aesthetic value of the landscape.

Conservation and revitalization of meadow orchards follow the goals of the protected area and at the same time, to the long-term orientation of the Municipality of Kozje - this is the preservation of biotic and landscape diversity. In a broader sense, the project fully follows the goals of sustainable development.

The national project *Reviving Slovenia's Meadow Orchards and Fruit Gardens of Slovenia* started in 1999 in the Municipality of Kozje under the expert guidance of the Public Institution of Kozjansko Regional Park, the one that manages protected area.

Cooperation between the Municipality of Kozje and Public Institution of Kozjansko Regional Park is good and successful. In the Municipality of Kozje we are proud of the integrated project on the reviving meadow orchards, which has been carried out for 20 years by Kozjansko Regional Park with the support of the Municipality of Kozje.

Opinion of the Municipality of Kozje is that the project has significantly improved the quality of life for the residents living in this area. Moreover, it has improved the appearance of the landscape and has a favourable effect on the biodiversity of the area.

In the past, meadow orchard was indispensable part of the farms in Kozjansko. As such is inseparably connected to the diversity of the Kozjansko landscape. Exceptional landscape variety is the basis for an exceptional biotic diversity of the area. Kozjansko is a hot spot of biodiversity. The characteristic of Kozjansko landscape is diversity of agricultural use in connection with forest areas and fragmented land property.

The orchard appears as a garden and standard-size orchard in open landscape.

In the 80s and 90s of the 20th century, agriculture in Kozjansko began to intensify and modernize. The economic, social and demographic structure of farms began to change in the area.

Farmers began to cut out orchards in order to facilitate the cultivation with agricultural machinery. Certain part of the area was overgrown. Many standard-size trees were replaced with fruit trees on a weak foundation. In addition to the extensive farming method, they introduced intensive care of orchards. This had huge impact on the aesthetic appearance of the landscape and its diversity.

In the framework of implementation of the project *Reviving Slovenia's Meadow Orchards and Fruit Gardens of Slovenia*, the process of degradation of meadow orchards was stopped in time and fortunately, without any permanent consequences for biodiversity. Over the last 20 years, about 11,000 trees have been pruned, many orchards have been revitalized, the missing trees have been replanted and many orchards were newly planted.

In the period of Maria Theresa, she ordered to plant several tree avenues along the traffic routes. Recognized aesthetic and landscape value of fruit trees was the reason for planting four larger tree avenues.

The establishment of gene bank, nursery, implementation of courses and practical demonstrations, professional and technical support and promotion are activities carried out by the professional team of the Kozjansko Regional Park. Activities are guarantee for the future preservation of meadow orchards.

Pruning, revitalization, planting anew and tree avenues contribute to the environmental and aesthetic value of the landscape. At the same time, we preserve biodiversity as the meadow orchards represent extremely important habitat for many bird species that are protected with Natura 2000.

Various forms of fruit trees in the landscape, such as tree avenues, individual standard-size trees and orchards, raise aesthetic value of the landscape and in many places represent a backdrop for intensified agricultural land or inadequate architecture. The proportion between a standard-size fruit tree and a traditional house seems as a harmonious landscape scene. Today, residential houses from the seventies and eighties stand out in landscape image. Planting intensive fruit trees around these houses has even worse effect. This landscape image is effectively corrected by planting old traditional varieties of apple and pears.

Orchards with traditional varieties are in folk's memory and local people proudly identify themselves with the tradition of fruit growing and its customs. In Public Institution of Kozjansko Regional Park, years ago, local survey on the use of apples in the diet of the residents of the protected area was carried out. They found out some varieties unknown to profession, different names and purposes of the use for various varieties.

They discovered more than thirty different dishes with apples as an ingredient. Locals are familiar with the characteristics of different old varieties and they are preparing dishes accordingly to those characteristics. Even different small stories from people's lives in connection with old traditional varieties are written.

Renewed knowledge, customs, knowledge transfer and intergenerational cooperation are raising social and cultural value of local's life.

Meadow orchards, as an agricultural category, are mainly involved in agri-environment measures, as they are cultivated in an environmentally friendly way without pesticides and artificial fertilizers.

For few farms, the orchard represents an additional source of income or the fruit is the basis for complementary activity on the farm. Healthy fruit and fruit products (juices, dried fruit, fruit brandies and vinegar) are becoming more and more an economic value or an additional source of income on farms.

Annual event Kozjansko Apple Festival has been taking place every second weekend in October for 19 years. It is prove, that kozjansko apple has once again become an economic category. At the event, which is one of the largest nature conservation events in Slovenia, about 170 exhibitors present and trade their own products, produced and processed in an environmental-friendly manner.

Kozjansko Regional Park is giving environmentally friendly producers the *Sožitje* brand, which includes produce in Kozjanski Park.

Professional and technical support, educational and promotional events, identification of the locals with the tradition of growing fruit, quality cooperation established between the local community, the manager of the protected area Kozjanski Park), the local population and non-governmental organizations are guarantee that landscape of Kozjansko will be preserved and

will form the basis for exceptional biotic diversity areas.

The preserved aesthetic and environmental component of the area is a source for increasing the social, cultural and economic value of the area.

In Kozjanski park, apple is more than just a fruit – it is a symbol of preserved nature, traditional landscape, heritage, health and recognisability of Kozjansko.

#### 14. Exemplary value

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

*Which are the good practices that it implemented?*

Meadow orchards represent one of the best environmental practices because of farming produce grown in a sustainable way. The project serves as an example of good practice, not only in Slovenia but also in a wider European area.

The project is connected by agriculture, nature conservation and landscaping. Sustainable farming improves the nature conservation and landscape features of the area. It also improves the quality of life of the locals and contributes to the preservation of the European and world cultural heritage.

Locals actively participated in the implementation of nature conservation measures to preserve the Natura 2000 area with those almost forgotten traditional methods of orchard processing. Fruit produced in a healthy, sustainable way protects endangered and rare bird species. With remarkable Kozjansko Apple Festival, kozjansko apple became a symbol, an icon that connects various professions and interests that lead to prosperity for all - nature and man. Kozjansko Apple Festival is a traditional event in Kozjanski Park, at the Podsreda market town, which takes place every second weekend in October since 1999. The event reflects joint efforts of residents and Kozjanski Park. Their most important task is preservation of nature and agricultural landscape of Kozjansko which typical distinctive landscape element are standard-size meadow orchards with old varieties of apple trees.

Each year, Kozjansko apple attracts more and more visitors and stakeholders in protected area.

A collection orchard with 102 varieties of apple and 60 varieties of pear trees represents invaluable gene bank. Gene bank is the insurance that the traditional varieties will not disappear and at the same time provides the basis for further conservation of meadow orchards.

## 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?*

On the initiative of Kozjanski park, a non-governmental organization Kozjanske jabke Association was founded in year 2000. It brings together farmers, locals and environmentalists. In the past years, Kozjanski Park has carried out several training workshops for fruit growers and fruit processing courses, which were mainly made for the residents of the protected area.

Every year, Kozjanski Park makes practical workshops on pruning trees. They are taking place in the owner's orchard and are excellent opportunity for exchanging different opinions, experiences and getting to know each other.

Kozjanski park, as a professional institution cooperates intensively with owners of orchards, because they represent source of information for an appropriate way of cultivating orchards with different varieties and their names. Each year, the commission chooses the owner of the most beautiful orchard.

The project also involves the public in the form of organizing and implementing professional management for various stakeholders (schoolchildren, professional associations and other interested public). Expert guides are carried out by the experts from Kozjanski Park at the location of the parent orchard at the Čerček farm near Podsreda, near the head office of Kozjanski Park.

On the topic of meadow orchards in connection with the preservation of biotic and landscape diversity, Kozjanski Park cooperated in the following projects:

national – *Reviving Slovenia's Meadow Orchards and Fruit Gardens*,

program Leader, LAS Posavje *Opportunities with traditional orchards in Posavje* and

two international ones: Interreg IIIA Slovenia-Croatia *Standard-tree Orchards as an Element of Preserving Biodiversity and Aesthetic Value of Landscape* and

operational program IPA Slovenia-Croatia 2007-2013 – *From Wryneck to juice*.

The meadow orchard preservation project follows the objectives of the following documents:  
Natura 2000 Management Programme (2015-2020)

Rural Development Programme (2014-2020)

Annual Management Plan of Kozjansko Regional Park

Development and strategic documents of the Municipality of Kozje.

## 16. 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?*

Public in Slovenia and parks that are included in The Parks Dinarides Network know this project. The project of revitalization of meadow orchards was presented at the conference of the Parks of the Dinaric Arc, in various protected areas in Croatia, Bosnia and Herzegovina, Austria and Germany, at various consultations of professional organizations and at various fairs across Slovenia and abroad.

Working together with various professional institutions (institutes, universities), various protected areas around Slovenia and Europe on the theme of traditional varieties, we learn about the common European history of meadow orchards and traditional varieties.

According to the good practice of preserving the meadow orchards, Kozjanski Park is well known throughout the Central European region and in the Balkans. Traditional varieties of apple trees connect the Central European landscape also in landscape and nature conservation sense.

Purpose of project to raise people's awareness about the importance of biodiversity was accomplished. That leads to diverse landscape structure and aesthetic component in landscaping of homesteads. Importance of food production is demonstrated by the strong demand for seedlings of traditional and indigenous varieties from ecological nursery of Kozjanski Park and increased demand for apples from extensive meadow orchards is increasing from year to year.

## V. ADDITIONAL MATERIAL

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

*Maguelonne Déjeant-Pons*

*Executive Secretary of the European Landscape Convention*

*Head of Division, Agora (A4-15V), Council of Europe*

*F-67075 STRASBOURG, Cedex*

*Tel: +33 (0) 3 88 41 23 98*

*E-mail: maguelonne.dejeant-pons@coe.int*

- 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).*

\*

## **20. SPAIN / ESPAGNE**

*The landscape of Bolonia Cove. Research, planning and intervention*

Andalusian Historical Heritage Institute of the Department of Culture of the Local  
Government of Andalusia



## I. STATE CONCERNED AND APPLICANT

**1. State**

Spain

**Represented by**

*Address:*

*Telephone:*

*Email:*

Ms. Carmen Caro  
(Coordinator of National Plans for Cultural Heritage)

The Cultural Heritage Institute of Spain  
C/. Pintor El Greco, 4. 28040 Madrid

Tel. (+34) 915504430

carmen.caro@cultura.gob.es

**2. Applicant**

*Name of the local,  
regional authority(ies)  
or NGO(s)*

**Represented by**

*Address:*

*Telephone:*

*Email:*

Andalusian Historical Heritage Institute of the Department  
of Culture of the Local Government of Andalusia  
Camino de los Descubrimientos s/n 41092 (Seville)

Mr. Lorenzo Pérez del Campo (Director)

Andalusian Historical Heritage Institute of the  
Department of Culture of the Local Government of  
Andalusia  
Camino de los Descubrimientos s/n 41092 (Seville)

Tel. (+34) 955 03 70 03

Director.iaph@juntadeandalucia.es

## II. PRESENTATION OF THE PROJECT

### 3. Name of the Project

The landscape of Bolonia Cove.  
Research, planning and intervention.

### 4. Location of the Project

Tarifa, Cadiz. Spain.

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

With the aim determination of adhering to the provisions of the European Convention on the Protection of Landscapes, a series of actions have been undertaken in Bolonia Cove that have integrated the natural and cultural heritage into itineraries that order its registration and experience as a cultural landscape. Through the intervention project, we have recognised the complex and relational nature of the landscape which, viewed as a process, requires the participation of the observer. Moreover, access conditions and perceptions have been improved, with new mediums provided for the interpretation. This project forms part of a greater strategy which has given clarification on how to intervene in line with the scale and qualities of Bolonia Cove's landscape and surroundings. It ranges from the analysis, diagnosis and organisational process, including the planning, to the construction project that defines the intervention. In any case, the forms of participation and the intense interinstitutional cooperation that have given support to the action are highlighted.

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



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

[https://repositorio.iaph.es/bitstream/11532/326229/1/Guia\\_del\\_Paisaje\\_Cultural\\_de\\_la\\_Ensenada.pdf](https://repositorio.iaph.es/bitstream/11532/326229/1/Guia_del_Paisaje_Cultural_de_la_Ensenada.pdf)

### 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**
- Andalusian Historical Heritage Institute of the Department of Culture of the Local Government of Andalusia.

10. **Financing bodies**
- Ministry of Education, Culture and Sport, through the Sub-Directorate General of the Cultural Heritage Institute of Spain (IPCE). The action, co-financed by the Ministry of the Environment with 1% cultural, is part of the National Landscape Plan Cultural development by the IPCE.

#### 11. Central aims of the Project

##### Objectives of the framework project:

- I. To raise awareness of the cultural and territorial heritage of the people of Bolonia and its surroundings, while also acknowledging their ways of doing things, and the way they think and feel about their landscape.
- II. To bring together the natural and cultural heritage into a privileged and strategically-placed environment in geopolitical terms and to encourage, for that purpose, collaboration between the institutions responsible for its management.
- III. To move away from the concept of heritage as a specific purpose (also foreign and therefore remote) and address the difficulty of acting on different scales in a scenario in which various situations converge, assuming their changing reality.

##### Overall objectives of the intervention project:

- A. To improve the cultural interpretation of the landscape of the cove.
- B. To favour public enjoyment and improve the landscape experience.
- C. To enhance the landscape's identity as a resource for sustainable development.

##### Specific objectives of the action project

1. To improve spatial relations between Baelo Claudia and the sea.
2. To improve cultural reading and interpretation of the Roman city of Baelo Claudia.
3. Conditioning for the visit and improvement of access to Baelo Claudia.
4. To improve spatial relations between the Baelo Claudia site and its surrounding environment.
5. To enhance the cultural itinerary of the port of Bolonia - anthropomorphic tombs of Betis.
6. Put a value on the necropolis of Los Algarbes.

## 12. Outcome

### The planning

The project framework for intervention into the cultural landscape of Bolonia Cove and its environment is a long drawn-out process, crowned with the publication of the *Guide to the Cultural Landscape of Bolonia Cove*, in which sustainable planning set out the guidelines and strategies for the intervention. The action includes the management of a territory where different sectoral administrations are involved, with the complexity that this means not only in the process, but in the conceptual considerations. In parallel, we can say that participation has been the main feature of the project over its entire route, always validated by the social agents involved.

Thus, the rationale for the project should be based on three themes or stages of the process that led to the intervention subject of this presentation. These themes are briefly described below:

- I. The planning of the landscape, the *Guide* and the initial situation: to elucidate what was imagined by others in the past, at different times and with different objectives.
- I. The social perception of the landscape: how society, from different viewpoints, has conceived and sees Bolonia as a living space and how it was and is seen in the need to imagine how to combine the changing reality of the cove and its heritage and non-heritage resources.
- II. The intervention project: how to envisage a new reality and project it onto a space in a given time, and for that space to also form into an area that stirs the imagination.

Undoubtedly, current knowledge of the richness of sensory textures, social identities, depths of time and many other material and intangible aspects would not be possible without the prior existence of lengthy and extensive teamwork with the calibre of the *Landscape guide*. This *Guide* was not designed as a document exclusively for analysis and diagnosis, rather it was opted for design proposals to maintain the values of the place and enable the development of initiatives to improve the quality of life of its inhabitants. Arising from this are the framework project objectives which will subsequently help us explain the whole intervention.

In order to “overcome the concept of heritage as a specific purpose (also foreign and therefore remote) and address the difficulty of acting on different scales in a scenario in which the various heritage realities converge”, it was decided that the cultural itineraries and the architectural elements of Baelo Claudia (as a focal point of cultural attraction) should comply with the support and liaison role. A set of itineraries was drawn up which currently allow us to organise the reading of the territory through routes which, as a critical and creative tool, include the heritage features and make use of perception as an added cultural value. A response was also given to the demand for social use of heritage that is beginning to be perceived as an organisation.

For the purpose of “Stimulating awareness of the cultural and territorial heritage of the people of Bolonia and its environment, while also acknowledging their ways of doing things, and the way they think and feel about their own landscape”, these routes to and from Baelo Claudia, guide our curiosity along a path which reveals the diversity of the territory and landscapes which Bolonia Cove and its surroundings provide. Inland, from the mountain

ranges, we are able to see the Strait and the foothills of the Atlas of Morocco, almost “at your fingertips”. Two continents and two interrelated and separate cultures over the course of centuries. Two marine worlds: the Atlantic Ocean and the Mediterranean Sea, which indicate what was for millennia the gateway to the east or west, depending on how you look at it. From the beach and coastline, the mountains, with their unique and beautiful geomorphology are cognizant of another way of life dissociated from the sea’s resources. Both looks are necessary if you wish to understand the lives of the people living in Bolonia, as well as those of their ancestors.



Map: Ensenada’s Cultural Itineraries

In order to “bring together the natural and cultural heritage into a privileged and strategically-placed environment in geopolitical terms and to encourage, for that purpose, collaboration between the institutions responsible for its management”, as well as to stimulate the perception of both heritages and their complementarity, as we showed in the previous paragraph, it was opted to link up elements of the heritage using the itinerary, which present the three-fold quality of their territorial location and views of the landscape, an acceptable state of conservation and additional interest, and a greater reception capacity (of the site itself) without generating negative repercussions on the natural environment. So that the itineraries don’t just lead to heritage resources, but are recognised in their natural surroundings and in the complexity of the geopolitical enclave of the cove (e.g.: views towards Los Alcornocales Natural Park from the anthropomorphic tombs of Betis and views towards the El Estrecho from the necropolis of los Algarbes).

### The action project

To comply with these objectives, the project establishes a system of icons associated with the actions, cover/guide/protect/enjoy/imagine (details in the attached document), applied to a series of objects placed in the support territory, defining and qualifying architectural spaces so that the relationships emerging from them and from human experience build the proposal: a new layer of interpretation that symbolically and physically transforms the space through the action of the observer. In order for the proposal to standardise the intervention through the actions associated with the objects that enable the demands for use of the

space to be resolved, while providing informative content that complements the reading of the landscape. Four action groups were executed:

Action 1: Cultural itinerary Baelo Claudia / Punta Camarinal.

Action 2: Adaptation of the archaeological site to the new museum project.

Action 3: Cultural itinerary of the port of Bolonia/anthropomorphic tombs of Betis.

Action 4: Cultural itinerary necropolis of Los Algarbes/Punta Paloma.

The implementation of a language based on the serigraphy was also proposed, as an update of traces and imprints, both natural and anthropogenic, that are produced in this place. To this end, the project implementation uses materials belonging to our present time as well as natural stone, wood, steel and prefabricated concrete.

The project is understood, ultimately, as an exercise in the transfer of knowledge: the task has consisted of providing the support whereby reciprocal relationships belonging to contemporaneity can take place, where the objects of the past play a fundamental role in building the present and the future. The panels attached include photographs of each action, with the aim of making them clearly comprehensible.

### **Action 1**

Complies with specific objective 1, *Improve the spatial relationship between Baelo Claudia and the sea*, through: 1) creation of accessible itinerary on the coastline of the archaeological site of Baelo Claudia; 2) improvement of the access infrastructures to the beach; 3) improvement of the access infrastructures to the Bolonia Dunes; and 4) provision of a new enclosure on the coastline of the archaeological site of Baelo Claudia.

Complies with the specific objective 4, *To improve the spatial relationships between the Baelo Claudia site and its environment*, through: 1) provision of new enclosures and boundaries; and 2) adaptation of accesses.

In order to *Improve the spatial relations between Baelo Claudia and the sea*, we are looking for new exchanges of views, from the interior to the beach and from the beach to the interior of the site, which brings us to propose the creation of an intermediate space: a new boundary that is opened up in order to construct a route whose layout underlies the orthogonal geometry of the cardo and decumanus of the Roman urban structure, breaking the direction of the line of the beach to generate places to stay; superb platforms for viewing the landscape of the cove. In this way, the city is made visible from the sea, extending the shade of the cardo onto the shore.

To *Improve the spatial relations between the site of Baelo Claudia and its environment*, we undertake to replace the existing enclosure and gates, developing two basic types within the same constructive language (enclosure with mesh and enclosure with wire) that redefine the traditional fencing of the cove. Replacement of the site enclosure around its whole perimeter improves its relations with the coastal strip and the natural environment in which the site is located, allowing greater visual permeability.

### **Action 2**

Complies with the specific objective 2. *To improve the reading and cultural interpretation of the Roman city of Baelo Claudia*, through: 1) restoration of the urban layout; 2) definition of



a new material vocabulary in the treatment of archaeological borders and areas; and 3) new museology and museography.

Streets and archaeological areas are defined, incorporating in a same element the protection/demarcation of the archaeological remains and their signposting. New areas of residence are drawn up at strategic points of the site, such as observation platforms which structure the tour route and clarify the findings between the Roman urban routes and the additional routes provided in the project. These include new paving and the urban furniture required for public use of the site: benches and seats, preferably placed in shaded areas with bins and water fountains.

The implementation of the project was an opportunity to update the keynote presentation of the site (museological content and museographic supports) in line with development at the visitor reception centre (museum). This discourse is reinforced with the definition of a language code in the treatment of archaeological areas and routes which will be applicable, in the future, to areas of the site still not excavated and not subject to this intervention. This language extends to all workings in the cove.

### **Action 3**

Complies with objective 5, *Enhance the cultural itinerary of the port of Bolonia-anthropomorphic tombs of Betis*, through: 1) the creation of lookout points and rest areas; and 2) new museology and museography.

The cultural itinerary of the port of Bolonia-anthropomorphic tombs of Betis-Betijuelo relies on the secondary road that gives access to these settlements. The elements proposed are primarily located on the pasture land of Betis, on the site of the anthropomorphic tombs and at those rest points considered of interest along the route, either due to their scenic value or their proximity to any element of cultural or natural heritage in the cove.

### **Action 4**

Complies with objective 6, *Enhance the necropolis of Los Algarbes*, through: 1) provision of new enclosures and boundaries; 2) adaptation of accesses; 3) creation of lookout points and rest areas; and 4) new museology and museography.

The work undertaken in this action is focussed on putting a value on the necropolis of Los Algarbes, one of the main archaeological sites in Andalusia, through the creation of a cultural itinerary that continues as far as the enclave of Punta Paloma.

For Anthropomorphic Tombs and Los Alarbes, just as in the case of the archaeological site of Baelo Claudia, the execution of the action project was an opportunity to update the keynote presentation of the site (museological content and museographic supports). And, similarly, it includes a language code in the treatment of archaeological areas and common routes towards updating the whole area of the cove.

## 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?*

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

The project, since its inception in the planning phase, culminating in the drafting of the *Guide to the Cultural Landscape of Bolonia Cove*, sets objectives for social, environmental and landscape sustainability. And therefore responds to its responsibility of complying with these objectives, as shown in section 12 of this sheet.

The sustainability policy that endorses the project is based on three aspects of a coordinated intervention:

**The territorial and landscape intervention of the cultural and environmental heritage for its mutual reinforcement**, which is achieved with different tools: 1) the environmental (and cultural) protection of the delimitation of El Estrecho Natural Park (2003); 2) the cultural (and environmental) protection of the demarcation of the archaeological site of Baelo Claudia; and 3) the protection of both heritages through the landscape intervention that is the purpose of this prize, which puts a value on part of the cultural heritage scattered throughout the cove (anthropomorphic tombs of Betis and the necropolis of Los Algarbes), raising the profile of the territory and with it the social control over its heritage. In the video we can check how one of the park rangers of El Estrecho Natural Park, who appears at the beginning of the interview with the Director of the park, at the necropolis of Los Algarbes, is also co-responsible for the care of the distributed heritage, with views to its protection in the event of fire. Heritage which, on the other hand, is placed under the authority and maintenance of Tarifa City Council, through its Heritage field.

**The containment of demand for consumptive use and residential through second homes and the intensive hospitality industry in the natural and cultural surroundings of Bolonia**, through: 1) the demarcation of the El Estrecho Natural Park and associated issues 2) drafting of the PRUG<sup>1</sup> of El Estrecho Natural Park (2002) and 3) of the PORN<sup>2</sup> Algeciras-Tarifa coastline (2007), as well as through 4) the drafting of the *Guide to the Cultural landscape of Bolonia Cove*, 5) the construction of the museum of the archaeological site completed in 2007, which with its stamp shows the cultural importance of the site and the cove, and 6) the extension of the scope for demarcation of the CA of Baelo Claudia, product of the drafting of the master plan (derived from the aforementioned *Guide*) and conducted between the years 2000 and 2004. With this set of actions, we manage to anchor the low impact uses (livestock, forestry, harvesting, local small-scale tourism), which assist with the maintenance of the qualities of the territory, and at the same time opening up new alternatives for non-

<sup>1</sup> PRUG: Master Use and Management Plan

<sup>2</sup> PORN: Natural Resources Organisation Plan

consumptive tourism uses, such as nature, rural, cultural or research, which involves placing a value on the natural and cultural heritage.

**The double funding from the Ministries of Culture and Environment** of the project of intervention for enhancing the archaeological heritage conducted in Bolonia in order to prioritise the cultural and landscape value of Bolonia Cove and its environment, which accounts for the coordination of cultural and environmental policies of the Local Government of Andalusia.

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

**The enhancement of traditional uses and economy**, of strong roots in the space of Bolonia, through the containment of previously mentioned consumptive uses, as well as through the promotion of other associated uses such as rural tourism, which make the former economically viable. One clear example is the concession of an important extension of grazing land of 80 hectares, in compensation of the significant increase in the limits of the archaeological ensemble carried out in 2013, which downplayed those same grasslands, until used for those purposes.

**The generation of employment (also qualified) and the improvement of the local businesses.** We mention various initiatives in this regard: 1) On the occasion of the drafting of the *Guide to the Cultural Landscape of Bolonia Cove*, employment workshops were held to qualify the people of Bolonia and its environment in the development of heritage-linked tasks, before and during the intervention works and subsequently for the maintenance of the archaeological site. Currently the archaeological site has contracted a total of 16 people in the municipality of Tarifa, at least half of whom are from Bolonia with the rest from the centre of Tarifa itself or other villages or hamlets in the same municipality, which gives a clear idea of the repercussions the intervention has had on the local population; 2) the improvement of the shoreline increased the demand of visitors and, with that, the capacity for investment of local businesses close to Baelo Claudia and linked to sun and beach tourism, which has increased their business opportunities beyond the traditional summer season; and 3) the tourism companies are influenced by an increase in cultural activity relating to the cove's heritage, and similarly have been registered from the Town Council of Tarifa.

**The promotion of the territorial and landscape awareness relating to the cultural and environmental heritage** was achieved, before the drafting of the project, through 1) the creation of heritage and employment workshops in the framework of Culture 2000 and Alliances for conservation, 2) the creation of artistic workshops directed at adults and children, in the framework of the same projects, 3) the creation of workshops on the use of materials for the ecoconstruction within the same framework; through the action project with 4) the incorporation of more information that is clearly visible and accessible in relation to cultural heritage, with careful signage and 5) the creation of rest and observation areas of the landscape, both in the archaeological site of Baelo Claudia and in the space of the necropolis of the anthropomorphic tombs of Betis. In all cases the results are verified through the data held on visits to the cultural heritage and the broadening of the objectives of these visits, showing the gradual appropriation of the heritage by the population of

Bolonia, Tarifa (municipality which forms part of Bolonia) and the environment of El Estrecho.

**The acknowledgement and approval by the local and regional population of the cultural landscape of the cove**, whose most representative symbol is the archaeological ensemble of Baelo Claudia. The enhancement of the archaeological ensemble through the creation of the museum, completed in 2007 has contributed greatly in this respect. Such acknowledgement/approval is verified by: 1) the growing number of brides and grooms who decide to make this site the stage and setting for their wedding (see panel photographs); and 2) the use made of the theatre by local schools and neighbouring municipalities, for representations of the Roman era, with children's costumes included (in video), shows another step in the road to social appropriation of the heritage.

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

**The improvements to the access conditions and visibility of the heritage and the beach, the dunes and the Sierra de la Plata**, through the retraining of the coastal area of the archaeological site which, among other positive things: 1) has increased the visibility of the CA and its surroundings from the beach; 2) has stimulated investment for improvements to local restaurants on the beach; 3) has generated better equipped car parking areas that are less visible from the beach and the surrounding area; and 4) has rearranged the accesses with the creation of a prioritised system, through the museum which, in addition to leading to the archaeological site, functions as a knowledge portal for researchers and teachers.

**The improvement of the accessibility and protection of the local heritage in the inner territory of Bolonia** has meant: 1) a greater passage of visitors, reducing the problems of vandalism and looting which, although not too frequent, have taken place in the past; 2) this same transfer, which means greater visibility of areas less frequently visited in the past, has functioned as a restraint to illegal residential uses in part of the rural area; and 3) the cleaning and maintenance associated with that heritage has increased the awareness of the need to care for the natural landscape to which it belongs.

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

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

*Which are the good practices that it implemented?*

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

The project carried out is exemplary because it is based on a broad and integrated approach to the cultural and natural heritage of Bolonia and its environment, responding to the territorial and landscape complexity of El Estrecho, where yesterday and today the north and the south have been criss-crossing in a permanent flow of humans and migrations in both directions. Movement which was been seen as enriching as well as disruptive, through which different visions of the world and universe were discovered from east to the west. Or vice versa. There, at the south-north and east-west crossroads, Bolonia was able to continue being a town with a Roman site and other distributed cultural heritage. However, through intervention, it has again become what it once was and will continue to be: a symbol on the landscape of those crossroads, whose upgrading redefines the role of Bolonia's population (both to themselves and in relation to others), not as guardians against the unknown, but as

heirs and custodians of a diversity that permeates them and which has also led to their own ways of building their landscape, the outcome of uses that have been made and are still being made by its people past and present. How many other territories and landscapes can boast this scale of responsibility? In pursuit of this responsibility, the initial project framework and subsequent follow-up action has drawn up and its objectives largely met.

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

The good practices developed by the project are linked to the guidelines given from Europe and include the following steps:

**I. Recognition, registration and diagnosis of the landscape of Bolonia and its environment**, that has involved the following tasks: 1) characterisation and classification of the material and intangible elements linked to the landscape of Bolonia and its surroundings 2) detailed identification of the heritage features, which allowed their cultural and landscape status and relevance and delimit the intervention to the three elements tapped: Baelo Claudia, Los Algarbes and the anthropomorphic tombs of Betis; 3) understand and relate the recognised heritage in the territorial context and scale, incorporating the information relevant from the point of view of its sustainability (natural heritage, environment, socio-economic conditions, etc.); 4) analyse its perception by society; 5) decide the interest and the opportunity of the intervention; and 6) define the **landscape quality objectives** included in section 11 of this file.

**II. The enhancement of the cultural and natural landscape through the participation of the population**, that has been achieved by: 1) establishing the appropriate intervention strategies for achieving the landscape quality objectives defined in diagnosis; 2) setting out the mechanisms for citizen participation during the process that led to the definition of these objectives which are described in more detail in the attached document; and 3) promoting the synergies required for favouring development, in such a way that they interpret the heritage landscape not only as a limiting and conditioning element, but as a facilitator of the socio-economic improvements for the population affected and of their immediate surroundings, which has been set out through the participatory research and the holding of workshops.

**III. The drafting of the *Guide to the Cultural Landscape of Bolonia Cove***. Since its creation in 1989, the IAPH has opted to execute projects that increase the traditional object of guardianship of the cultural assets to large areas of the territory with unique cultural values. From the year 2000 work began on matters concerning cultural landscapes with the drafting of the *Guide*, published in 2004. As a corollary of the aforementioned good practices and as good practice in itself, recommended as a knowledge and planning tool in all the PAYS.doc documents, this *Guide* has served to synthesise and pinpoint the work carried out during the first phase of the project, as well as to recognise and promote new forms of relationship with the territory and the consideration and integration of the population and its ways of life in the planning process.

**IV. The creation of the Laboratory**. In 2008 the IAPH integrated into its organisational structure the Cultural Landscape Laboratory, with the aim of contributing to the knowledge and analysis of the cultural values of the landscape and to identify the landscapes of cultural interest of Andalusia to develop criteria that supports its protection, conservation, dissemination and use. These backgrounds, along with the issuance of the European Landscape Convention that the IAPH, as an instrumental body of the Department of Culture

shall opt for the creation of a Cultural Landscape Laboratory, which began functioning in 2005, and was formally integrated into its organisational structure in June 2008.

**V. The action project and its execution.** This is an integrated intervention that understands the cultural heritage in the context of the landscape and is closely related to the natural heritage, as well as to the living conditions of the local population without neglecting the expectations of visitors (regional, national, European or non-European). The intervention was explained in the section and it does not appear necessary for it to detract from other aspects of the same, except for the participation of the local labour in the execution process and its subsequent maintenance.

**VI. A new management model of the heritage and landscape.** Prior to the intervention of architecture of the landscape, which positively affected both the cultural assets and its environment, it was necessary to explore new management skills training: 1) with the process set up for the diagnosis, collaboration frameworks were implemented among the different actors involved (administrations responsible for managing the heritage, the territory and the landscape, local agents, associations and other non-profit organisations), through the creation of employment and heritage workshops; 2) moreover, working protocols were established both for the recognition and diagnosis of the area and for drafting the framework project, in both cases through field work and the preparation of participative workshops with the local population; 3) clearing channels were sought, as in the case of the usufruct transfer of grazing lands in exchange for those that became part of the archaeological ensemble; and 4) given the need for a financing model that made the initiative feasible, the provision of both ministries was crucial for the project's execution.

**VII. The communication.** Throughout this long and sometimes difficult process a suitable communication strategy was needed that was sustained in three pillars: 1) A large part of the responsibility was assumed by the Archaeological Site of Baelo Claudia, through its then director and an efficient and committed working team, which continues functioning in spite of the hard years of crisis. A group of people who, in addition to their knowledge and dedication from the very beginning and through their proximity they provided the local agents with the confidence and the necessary importance in much of the process launched; 2) the interdisciplinary team for the recognition and diagnosis, organised and led by the IAPH, also executed an important role in the creation of confident communications channels with the community, through the work carried out by the group of anthropologists; and 3) the relevant role assumed by the Rural School of Campiña de Tarifa, through its headquarters in Bolonia, third pillar in the mediation of relations between the managers and the community (and not just the students and parents).

## **15. Public participation**

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

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

According to the 2001 population census, the population of the municipality of Tarifa was 15,764 and was characterised by its scattered population throughout the territory and three parishes or similar. The demographic development demonstrates, however, a growth in the coastal zones and the population decline in the inland centres. In fact, much of the



cove's population and its rural environment, at the start of the recognition and diagnosis process for the intervention was disseminated in two types of settlement: the enclaves and the houses grouped together or dispersed, many times out of management.

In this context, the rural college of Campiña de Tarifa has played and is playing an important role from the point of view of social activation, given that the majority of children who live in the Bolonia site and its environment are students of this college. Through the rural college, it has been possible to organise many of the channels of participation, inter alia, through the holding of infant workshops towards greater involvement of the local population (firstly the children and then their parents) both in the process that led to the intervention project, and in the very future of its community.

The workshops were held between 2000 and 2003, in two moments of the process, and were part of the work that culminated in the drafting of the *Guide to the Cultural Landscape of Bolonia Cove*. The first ones, in the framework of Culture 2000 project, and the second, promoted from the Conservation Partnerships project. In both cases, a before and after was marked in relation to the population of the site with a natural and cultural heritage (understood from that moment in its landscape context) and with the managers responsible for carrying out the action. Thus, this means a key milestone in the encouragement of local population's participation in the decision-making.

The first workshops included the group brought together under the title "Understanding of our landscape as an experience", which was proposed as a coordinated laboratory by plastic and visual artists and focussed on social awareness relating to the countryside and the importance of the subjective view, as well as in the social construction of a shared subjectivity (or intersubjective) that respects it, and therefore encouraging participation. In the ecoconstruction workshop the recognition and revaluation of traditional techniques and materials, in order to encourage rooting of wisdoms and ways of doing things.

Falling within the scope of the Conservation Partnership project, prior to the organisation of the second workshops, participatory research was carried out that enhanced the knowledge of the territory and its people by the researchers, as well as the revaluation of the learning, tasks and demands of local populations by each other. This situation of increased knowledge and awareness gave rise to a growing involvement and expectation in the decision making on the territory and landscape by said settlers, in particular, in relation to the important cultural and natural heritage that distinguishes it. We refer most extensively to this experience in the annexed text. In any case, this first phase of participatory research generated the enabling environment for carrying out: 1) the debate workshop on employment and cultural heritage; and 2) the visual arts and landscape workshop.

The aim of the workshops was the formulation of concrete proposals on the valuing of aspects of the local heritage in order to socio-economically invigorate the area. Once the social agents were identified, a process of debate was begun regarding cultural heritage, as well as the results of the territory recognition work, all this with the additional aim of stimulating awareness of the heritage as a generator of employment. The participants made proposals to the responsible bodies and disseminated them to the latter.

Due to the field work and the participatory research performed through the European projects Cultura 2000 and Alliances (and of the *Guide* itself), it was discovered what the *rural people* and the *seafaring community* thought and felt. One and all had to imagine a

reality for which they were not prepared for in some cases, because among other things, they perceived it as alien and burdensome. However, this unique space of the ensemble so generous in the beauty and diversity of its landscape, was the ideal scene for imagining these necessary changes. More than ten years has passed since then and the situation has reverted favourably, even in spite of the crisis.

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

Given the territorial complexity, as well as the patrimonial wealth of the area of the intervention, as shown in section 14, from the autonomous government, coinciding with the support of the state and European policies and funding, a set of policies have been implemented relating to the management and promotion of this heritage, resulting in their retraining, as well as greater visibility and accessibility from the point of view of the landscape. In the following table, which includes all the steps taken between 1989 and 2012 underscores the long process that has revolutionised the management of the Bolonia site and its environment.

**Table: national, regional and local policies in the Bolonia site and its environment.**

YEAR	PROJECT PLAN	INSTITUTION(S) RESPONSIBLE
1989	Creation of the Archaeological Site of Baelo Claudia	Public Institute owned by the Local Government of Andalusia
1994	Provisional approval of the special protection plan and improvement of Bolonia Cove and the centre of El Lentiscal	Tarifa City Council
2000	Project Culture 2000 which analyses and diagnoses the Tarifa-Baelo Claudia-Barbate crossroads.	IAPH – Department of Culture – Local Government of Andalusia
2002	Master plan of the natural resources of the future Natural Park of the coastline of Algeciras-Tarifa.	Department of the Environment – Local Government of Andalusia
2002-2003	Partnerships for conservation	IAPH - Department of Culture – Local Government of Andalusia
2003	Creation and demarcation of the El Estrecho Natural Park	Department of the Environment – Local Government of Andalusia
2004	Guide to the Cultural Landscape of Bolonia Cove	IAPH - Department of Culture – Local Government of Andalusia
2006	Intercontinental biosphere reserve of the Mediterranean Andalusia (Spain)-Morocco Includes the El Estrecho Natural Park	UNESCO unanimously approved its inclusion in the world list of biosphere reserves.
2007	Opening of the monographic museum and administrative building. Important milestone of prioritisation of the Baelo Claudia site and of the cove in its entirety.	Local Government of Andalusia
2007	Master plan for use and management of El Estrecho Natural Park which addresses the recommendations of the Guide regarding the protection of the cultural heritage	Department of the Environment – Local Government of Andalusia
2008	Creation of the Landscape Laboratory	IAPH - Department of Culture – Local Government of Andalusia
2010	Master plan and demarcation of the archaeological ensemble of Baelo Claudia	Archaeological complex. Local Government of Andalusia
2008-2012	Drafting and execution of the intervention project in the Bolonia ensemble for creating cultural itineraries.	IAPH - Department of Culture – Local Government of Andalusia and the Historical Heritage Institute of Spain.
2012	El Estrecho Natural Park is declared a special conservation zone belonging to the European ecological network Natura 2000.	

The tourist pressure was instrumental in the definition of the public policies that led to the protection of a large part of the coastline and environment of El Estrecho, in the interests of the conservation of its heritage values (natural and cultural) and landscape.

From that awareness of the growing role that the landscape has come to play in the understanding and management of our territory and its heritage, deriving from the policies promoted by the EU and especially by the European Landscape Convention, a new commitment emerged with the latter, which gradually gained scope in a different range of policies, but especially within the Autonomous Community of Andalusia.

The insufficient synchronisation of some of the applied policies could be criticised, but under no circumstances would it be fair to deny the willingness to work, also with the community, to promote a strong reinterpretation, development and ownership of the landscape of Bolonia Cove and its environment, by its inhabitants.

## **16. 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 numerous initiatives begun by the various and convergent governmental policies of different fields (of the State, the autonomous community and city council) shown in the previous section, in principle and in some cases due to the significant media impact they had at the time, resulting in the rejection of the population as it was perceived as a threat to the local economy (in particular, the demarcation of areas of protection and restriction of uses, such as El Estrecho Natural Park). From the work carried out during the participatory research and workshop phases, it was possible to demonstrate the significant role that the cultural and natural heritage of the cove and its surroundings could play in promoting the local economy, and therefore encouraging greater public awareness with regard to the importance of the landscape.

In any case, the increase in the tourism demand in relation to the cultural heritage of Bolonia Cove indicates a change in the place occupied by said heritage in the collective consciousness of local people and visitors (from Andalusia, Spain and the European Community), whose figures increased significantly one year following the completion of the intervention, when the informal channels of friendship and relationships (a predominant source of knowledge in Bolonia) managed to broadcast their value.

It is worth mentioning how awareness of the importance of the landscape has generated a curious effect on the Cove's population, which openly expresses their desire to increase economic activity, but in parallel hunger for the conservation of (and reduced pressure on) the heritage values of their landscape.

Through the survey conducted during the drafting of the *Guide to the Cultural Landscape of Bolonia Cove*, visitor interest and approval could be detected in relation to the Baelo Claudia site and the Cove, although there were also indications of shortcomings in terms of the museum and museological proposal lacking in diversity.

The reality today is very different and can be read in two ways. First of all, through the access statistics to the archaeological ensemble. It is worth remembering that the work

finished at the end of 2012 and that 2013 saw the beginning of the publicity campaign for the intervention, the new visiting conditions and the landscape itineraries. This change yielded its finest fruits as early as 2014, with a 10% increase in visits over the previous year, given that the total number of visits went from 137,559 in 2013 to 150,763 in 2014. However, the increase did not stop in 2017, reaching an overall figure of 165,547 visits, 20% more than in 2013. The data available from 2018 show the same trend. An interesting fact we can point out is that the increase in visitors from Andalusia in groups (not schools) increased by more than 40% between 2013 and 2017.

Secondly, the changes must be interpreted according to the imagination of the smallest, in this case the students of the rural public college Campiña de Tarifa, who, in 2004, at the request of the IAPH have executed drawings on Bolonia with respect to the question *What do you think are the most important and beautiful aspects of Bolonia? Tell me with pictures.* The children responded with a varied and illustrative portrait of their perceptions of the landscape. In their drawings they included most of the natural and cultural features (such as arches and columns) that represent the heritage of the Cove and its surroundings. Many with a level of detail and a really surprising perception of visual sights for their ages (6 to 8 years old).

And yes, it appears that the children managed to incorporate the richness of the landscape as a part of their cultural background, the survival and social acceptance of their natural and cultural heritage will be guaranteed. It then falls to them to imagine other possible worlds.

## V. ADDITIONAL MATERIAL

### **See attached material:**

- Annex text (20 pages): *PDF format*
- 2 Photos: *JPG format*
- 2 Posters: in one *PDF format high definition*
- Video: *mpeg 2 format*

## **21. SWITZERLAND / SUISSE**

*Renaturation du cours d'eau de l'Aire*

République et canton de Genève



## I. ETAT CONCERNE ET CANDIDAT

### 1. Etat

Suisse
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#### Représenté par

M. Gilles Rudaz
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### 2. Candidat

*Nom de ou des  
autorité(s) locale(s),  
régionale(s)  
ou de la (des) ONG(s)*

République et canton de Genève
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#### Représenté par

M. Gilles Mulhauser, Directeur
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## II. PRESENTATION DU PROJET

### 3. Nom du Projet

Renaturation du cours d'eau de l'Aire

### 4. Localisation du Projet

Canton de Genève  
Communes de Bernex, Confignon, Perly-Certoux et Onex

### 5. Résumé du Projet (10-12 lignes)

Conduit par le service de renaturation des cours d'eau de l'Etat de Genève, le projet du groupement Superpositions a été plébiscité par le jury du mandat d'études parallèles en janvier 2001 pour ses qualités à la fois environnementale, sociale, territoriale, patrimoniale et paysagère.

Décliné en plusieurs étapes, le projet s'est chaque fois bonifié, ainsi le 3<sup>e</sup> tronçon inauguré et rendu à la population fin 2015 présente certainement ce que l'on fait de mieux en la matière.

La démarche du projet consistant à laisser la nouvelle rivière façonner elle-même son lit en laissant libre cours au jeu des érosions successives, tout en transformant l'ancien canal en un parc linéaire avec des promenades, des placettes publiques, sorte de grand jardin paysager, sont à la base de son succès auprès des citoyens.

L'équipe de mandataires "Superpositions" réunit aussi bien des ingénieurs, des biologistes que des architectes du paysage.

6. **Photo représentant le Projet** (*en haute définition – JPEG 350 dpi*) et nom de l'auteur de la photo svp



Fabio Chironi, novembre 2016

7. **Site internet sur le Projet** (*si existe*)

<http://www.superpositions.ch/>

### III. CONTENU DU PROJET

8. **Début du Projet**                      mois  année   
*La réalisation doit être  
achevée au moins depuis trois ans*

9. **Partenaires**

Communes :  
Bernex, Confignon, Perly-Certoux et Onex.  
Communauté de communes du Genevois (Archamps,  
Haute-Savoie, France)  
Associations environnementales :  
Association pour la protection de l'Aire et de ses  
affluents APAA (transfrontalière) , ProNatura  
Genève, WWF Genève.  
Association d'habitants :  
Association d'habitants vivre à Lully AVAL  
Association d'agriculteurs :  
AgriGenève, Union maraîchère de Genève UMG

10. **Organismes de  
financement**

Fonds cantonal de renaturation.  
Office fédéral de l'environnement OFEV.  
Fonds suisse des assurances.

11. **Principaux objectifs du Projet**

Le projet consiste en la revitalisation morphologique du cours d'eau de l'Aire, qui fut canalisé entre la fin du 19<sup>e</sup> siècle et la première moitié du 20<sup>e</sup> siècle, dans le but de lui restituer son espace de liberté et de divagation afin de répondre à des objectifs environnementaux et de protection accrus contre les dangers de crues.

Vu que la rivière s'écoule dans une plaine fortement urbanisée, le projet répond également à un objectif social visant à offrir à la population de nouveaux lieux de détente et de promenade à proximité directe de la ville de Genève.

Le tronçon considéré concerne le tronçon rural de l'Aire allant de la frontière franco-suisse à l'aval de la ville de Saint Julien en Genevois (Haute-Savoie) jusqu'au pont du Centenaire à Onex, soit sur un linéaire de 4.5 km.

## 12. Résultats obtenus

Au chapitre de la protection contre les crues, le projet a permis de sécuriser l'ensemble des territoires situés dans le bassin versant de la rivière passant d'une protection d'occurrence trentennale à tri-centennale.

Au niveau environnemental, la reconstitution de nouveaux milieux induite par le processus de laisser libre cours au jeu des érosions crée une dynamique morphologique idéale pour l'installation d'une flore pérenne et de la faune trouvant les conditions parfaites pour y résider. Les résultats en quelques mois sont spectaculaires. De même pour la qualité de l'eau avec la relation nappe-rivière retrouvée permettant une autoépuration naturelle des eaux. Du canal historique, l'Aire coule maintenant dans une "plaine alluviale" !

Enfin, sur le volet social, le projet a été l'occasion de réaliser un véritable « espace public rural » composé de promenades, de lieux de détente et de rencontre s'étendant sur l'ensemble du linéaire de la rivière ! Les enfants, les promeneurs et les sportifs par exemple trouvent des conditions idéales.

## IV. RESPECT DES CRITERES D'ATTRIBUTION DU PRIX

### 13. Développement territorial durable

*Le projet s'inscrit-il dans une politique de développement durable ?*

*Contribue-t-il au renforcement des valeurs environnementales, sociales, économiques, culturelles et esthétiques du paysage ? De quelle façon ?*

*Est-il parvenu à s'opposer ou à remédier à des dégradations de l'environnement ou à des nuisances en milieu urbain ? De quelle façon ?*

Le projet s'inscrit totalement dans une politique du développement durable, à la fois grâce aux gains environnementaux et sociaux, mais aussi grâce à l'économie de moyens dégagée étape par étape. Grâce aux nombreux acteurs concernés et impliqués par le projet, une prise de conscience transversale forte a été à l'œuvre pendant ces deux dernières décennies entre les différentes politiques publiques, les divers niveaux de la société civile et les collectivités publiques (communes, canton, Confédération).

Cela a été le projet dont Genève a parlé à intervalle régulier pour des questions aussi diverses que le rapport entre agriculture et nature (comment prolonger les trames vertes et bleues en système maraîcher, depuis la rivière renaturée ?), entre ville et campagne (quelle emprise prendre sur les terres agricoles pour protéger un quartier urbain des inondations ?), entre usages de loisir et de protection (aménager l'ancien canal pour l'accueil des activités de plein air, tout en offrant une rivière libre avec le moins de pression possible).

Les questions de qualité de l'eau et de paysage ont aussi été très concrètement discutées grâce à des choix visibles par tous sur le terrain, de l'expert au promeneur du dimanche.

La question de la quantité d'eau a été la plus vivement discutée. Connue pour ses étiages sévères, malgré des inondations historiques, la dernière en 1976, certains ne comprenaient pas les raisons de "prendre" autant de place sur l'agriculture et de "détruire" les forêts adjacentes pour la renaturation. Mais le plus grand paradoxe, c'est qu'autour de ces discussions, c'est la réalité vécue sur place une fois les travaux terminés qui a le plus surpris.

Du canal putride et nauséabond, l'Aire s'écoule maintenant dans une plaine alluviale. Les résultats qualitatifs y sont spectaculaires. Les oiseaux, les batraciens ont décuplés. Les enfants, éloignés de la rivière avec le canal, se la sont réattribués avec la renaturation et rares sont ceux qui passent sans y lancer un caillou ou bien n'y mettent le pied !

Les dispositifs paysagers - fossés, haies, bosquets, marais - presque entièrement disparus forment une structure paysagère permettant d'assurer à la fois l'écoulement des eaux et les continuités végétales et animales nécessaires. Celle-ci est garante de la sécurité des territoires et de la possibilité de l'insertion d'activités humaines compatibles avec les principes du développement durable.

L'idée originale de laisser travailler le cours d'eau pour le façonnage de son lit au travers d'une grille en forme de losanges a constitué un gain important en énergie anthropique. Le volume de matériaux excavés et transportés a été fortement réduit. Le solde a été réutilisé sur place pour la réalisation de la promenade sur l'ancien canal, pour la constitution de la digue de protection contre les crues et pour le modelé paysager.

L'espace naturel de vaste dimension redonné à la rivière et le choix judicieux de recolonisation spontanée et d'implantation de végétaux indigènes ont eu pour résultat un foisonnement de la faune et de la flore, ainsi qu'une épuration naturelle de l'eau, lui conférant une bien meilleure qualité qu'auparavant.

Les travaux ont permis de reconnecter la rivière au système hydrogéologique de la plaine.

Du point de vue de la protection des personnes et des biens contre les crues, la réduction du risque apportée par le projet est très importante.

Toutes les routes adjacentes ont été fermées à la circulation automobile et réaménagées en promenades pour les mobilités douces. Les sols existants imperméables ont été remplacés par des sols perméables, réduisant les rejets d'eau de ruissellement vers les systèmes de canalisation.

Une attention particulière a été portée à l'accessibilité aux personnes à mobilité réduite qui a été assurée pour ensemble des nouvelles promenades et des espaces d'accueil du public. Le design du mobilier a également été pensé avec une attention aux personnes se déplaçant en chaise roulante, aux personnes âgées et aussi aux enfants.

Enfin, l'aspect transfrontalier a été intégré. Le projet a été une des actions phares du contrat de rivière de la communauté de communes du Genevois (Archamps, Haute-Savoie, France). Une étude de faisabilité visant à la renaturation de l'Aire sur France existe et le projet est en attente de financement.



#### 14. Exemplarité

*Le projet peut-il être considéré comme exemplaire ? Pourquoi ?*

*Quelles bonnes pratiques a-t-il permis de mettre en œuvre ?*

Le projet est novateur dans la manière de concevoir et de construire le nouveau lit d'un cours d'eau. Afin d'obtenir une grande diversité de morphologies du nouveau lit de la rivière, une approche originale de terrassement a été développée. Après un pré-terrassement général, des tranchées régulières ont été creusées selon une grille en forme de losanges. Les dimensions de ce diagramme ont été déterminées par l'étude des tracés des anciens méandres et les conditions d'écoulement hydraulique. L'établissement de ce «diagramme de percolation» (passage d'un fluide à travers un milieu poreux non homogène) a permis d'accélérer le processus d'érosion et le façonnage du nouveau cours d'eau sans en prédéterminer le tracé exact.

Les résultats ont rapidement été spectaculaires. Le courant a déplacé les matériaux, graviers, sables, limons. La structure géométrique initiale a été considérablement modifiée et le nouveau lit présente aujourd'hui une diversité morphologique et de milieux naturels tout à fait remarquables. On a créé "artificiellement" une plaine alluviale "naturelle".

Dans le cadre de ce projet de renaturation de cours d'eau, la constitution d'une équipe pluridisciplinaire de mandataires constituée d'architectes, d'architectes-paysagistes, de biologistes, d'ingénieurs civils, d'ingénieurs hydrauliciens et d'ingénieurs ruraux peut également être mentionnée comme exemplaire. Elle a permis de mener une réflexion riche et d'apporter une réponse appropriée qui croise l'ensemble des expériences et des compétences au regard de la complexité du contexte. Cette confrontation des divers savoir-faire a permis d'aboutir à un résultat innovant en matière de revitalisation de cours d'eau ainsi qu'à la création d'un véritable espace public rural.

## 15. Participation du public

*Le projet encourage-t-il activement la participation du public au processus décisionnel ? De quelle façon ?*

*Le projet cadre-t-il avec les politiques plus vastes mises en œuvre par les autorités nationales, régionales ou locales ?*

Le long processus d'élaboration du projet a fait l'objet d'un suivi par un comité de pilotage regroupant les représentants de tous les services de l'Etat concernés.

Cette concertation a permis de confronter les besoins spécifiques liés à l'aménagement du territoire, à la protection contre des dangers de crues, à l'agriculture, à la protection de la nature, à la mobilité et à la sauvegarde du patrimoine afin de pouvoir les concilier dans un projet commun.

En complément, au vu de la complexité des enjeux territoriaux et sociaux, l'avancement du projet a aussi été périodiquement présenté et discuté au sein de la « Charte Aire », organe qui regroupe les représentants de l'ensemble des communes riveraines, les associations d'usagers du site et de protection de la rivière ainsi que les agriculteurs locaux. Cet échange continu a permis de cerner au mieux les attentes, les espoirs et les besoins des différents usagers du lieu et de répondre au mieux à leurs attentes.

Par ailleurs, un effort important de communication du projet à la population a été fait durant la totalité du processus. Avant le démarrage des principales phases de travaux, des documents d'information présentant l'historique et l'évolution du projet, les enjeux et les solutions retenues ont été publiés et distribués aux habitants des communes riveraines. De plus, à la fin de chaque étape, The River Chronicle, journal regroupant photos de la réalisation et articles rédigés par des professionnels, a été largement distribué. Finalement, un livre et un film documentaire ont retracé l'histoire de ce projet et documenté ses résultats.

Sur ce projet en particulier, ainsi que celui de la Seymaz, le canton de Genève a été (avec le canton de Zürich) pour le moins visionnaire dans le principe de renaturation des cours d'eau dès 1997. Le canton de Genève s'est doté d'un financement original utilisant les taxes des usines hydroélectriques - qui impactent l'environnement avec la modulation des débits des grands fleuves pour la production d'énergie électrique.

## **16. Sensibilisation**

*Le projet accroît-il la sensibilisation du public à la valeur des paysages sous l'angle du développement humain, de la consolidation de l'identité européenne ou du bien-être individuel et collectif ? De quelle façon ?*

Il est certain qu'entre les images historiques du paysage naturel (méandres) et agricole (canaux superficiels en plaine marécageuse avec arbres têtards) hérité du 19<sup>e</sup> siècle, en passant par les lignes construites héritées des grands travaux du début du 20<sup>e</sup> siècle (grand canal rectiligne bordé de peupliers), le paysage issu du projet de renaturation de l'Aire interpelle sur la façon d'intégrer les contraintes d'un territoire en développement (avec autoroute, extension urbaine, zone industrielle, agriculture non tributaire du sol, etc.), mais offre avec réussite plusieurs preuves concrètes de la façon de donner une nouvelle cohérence, de nouveaux sens à un aménagement humain.

En effet, grâce aux nombreuses discussions transdisciplinaires vécues entre les parties prenantes au projet, et à une lecture et prise en compte fine et subtile des qualités et opportunités des paysages présents, les réalisations offertes aux acteurs et usagers de ce territoire ont créé une identité et des plus-values manifestes en termes de cadre de vie.

Le projet de l'Aire favorise le lien social aussi bien transversalement à la rivière – les usagers des communes riveraines se retrouvent le long des promenades et des secteurs d'accueil aménagés au bord de l'eau – que longitudinalement, l'Aire étant un cours d'eau transfrontalier qui relie via un parcours aménagé pour les mobilités douces le centre de Genève en Suisse à la ville de Saint-Julien en France.

Par ailleurs, ce projet situé à la frange entre ville et campagne questionne les rapports entre agriculture, nature et culture, et offre un espace de dialogue entre les différents acteurs et usagers du territoire.

## **22. TURKEY / TURQUIE**

### *Yeşilırmak Basin Landscape Atlas*

Duzce University Faculty of Forestry Department of Landscape Architecture

## I. STATE CONCERNED AND APPLICANT

**1. State**

Turkey

**Represented by**

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## II. PRESENTATION OF THE PROJET

**3. Name of the Project**

Yeşilırmak Basin Landscape Atlas

**4. Location of the Project**

Sixth biggest basin of Turkey; Yeşilırmak Basin

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

Objectives of Yeşilırmak Basin Landscape Atlas carry out the landscape character assessment (landscape character, landscape function, change and pressures and landscape quality analyses) on the basis of natural and cultural landscape inventory of Yeşilırmak Basin, to identify the landscape character types and landscape character areas, as well as landscape diversity and bio-diversity, to create the map of landscape quality, and consequently, to establish sectoral landscape guidelines. The project consists of 3 fundamental stages: study-inventory-evaluation and landscape database preparation; landscape function analyses, indicators and landscape character evaluation; issuing the sectoral landscape guides and landscape atlas. The project, was initiated on 31 October 2012 and concluded on 20 April 2015. The kick-off meeting was held under the scope of the project in Amasya in 2013. And the workshops were held with the participation of relevant public bodies non-governmental organizations and public in Samsun and also in Tokat and Çorum, in 2013 and 2014, respectively. The training meeting was held in Ankara in 2014, and the closing meeting was held on December 2015.

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



Photographer: Yaşar Melih Öztürk

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

<http://www.ormansu.gov.tr/haber/yeşilırmak-havzası-peyzaj-atlasının-hazırlanması>



### 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**

Republic of Turkey Ministry of Agriculture and Forestry  
AKS Planning and Engineering Ltd. Inc.  
Ministerial project advisor Assoc. Prof. Dr. Hayriye Eşbah  
Tunçay

10. **Financing bodies**

Republic of Turkey Ministry of Agriculture and Forestry

11. **Central aims of the Project**

Objectives of Yeşilırmak Basin Landscape Atlas are to carry out the landscape character assessment (landscape character, landscape function, change and pressures and landscape quality analyses) on the basis of natural and cultural landscape inventory of Yeşilırmak Basin, to identify the landscape character types and landscape character areas, as well as landscape diversity and biodiversity, to create the map of landscape quality, and consequently, to establish sectoral landscape guidelines.

12. **Outcome**

Yeşilırmak Basin Landscape Atlas has the qualification to be a guide to all public organizations and institutions (governor, district governor, mayor, mukhtar, field services of department s, etc.), Non-Governmental Organization (NGO) representatives during the spatial planning and decision-making processes at the microbasin level. Since the atlas was issued in a language and mapping system that everybody may understand, it is easy-to-use. Furthermore, “Project of Issuing the Yeşilırmak Basin Landscape Atlas” is a project which will enlighten to remove the significant lacks in spatial and sector plans in Turkey. Project is an important tool for integrating different scales of environmental, social and economic plans with the landscape plans.

#### 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?*

Implemented by the European Council, parties of the European Landscape Convention (including Turkey since 2003) are committed to defining their own landscapes in their countries, to analyzing the powers and pressures causing such landscapes to change, and to defining their landscape quality targets. In addition, they undertake to establish and apply landscape policies aiming to preserve, manage and plan landscapes, to integrate landscapes into cultural, environmental, agricultural, social and economic policies by means of urban and regional planning policies. Yesilirmak Basin Landscape Atlas Project will form a basis for developing a "National Landscape Data Base" and "National Landscape Strategy and Action Plans" and it is the first and foremost important step taken to prepare a national landscape atlas. Landscape Atlas is an important tool that produces the strategies for utilization of country's landscapes in line with the balance of protection and utilization, provides the data/information to the decision-makers in decision taking processes related to the different sectors. Landscape atlas enables the integration of landscape planning or landscape planning approaches with the plans of different sectors (urbanization, protection, forestry, agriculture, industry, etc.) as emphasized in the European Landscape Convention.

##### 14. Exemplary value

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

*Which are the good practices that it implemented?*

It is a national responsibility to integrate the plans related to the different sectors in Turkey and spatial plans with the landscape planning processes as stated in the European Landscape Convention, Yeşilirmak Basin's Landscape Atlas is a good example how this integration could be made in parallel to the water action plans in the national main river basins. Landscape Character Assessment and Landscape Character Type Determining are pioneering approaches made at the national, regional and local levels in Turkey as they are at the scale of basin within the project. After all analyses, the landscape guides were prepared for the agriculture, forestry, settlement, landscape recovery sectors, and microbasins indicating the ecologic vulnerability for each sector were defined. Thus, it is clearly indicated what can be done in each basin at the spatial scale.

## 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 opening meeting was held within the scope of Project on Preparing the Yeşilirmak Basin's Landscape Atlas started on 31 October 2012 in Amasya, 2013, and workshops were held upon participations of the concerned public institutions, NGOs and public in Samsun, 2013, Tokat and Çorum, 2014. The training meeting was held in Ankara, 2014, and closing meeting was held on December, 2015. During all these meetings, the participant planning and management approach was presented at 3 fundamental stages: establishing the study-inventory-assessment and database of the project; the landscape function analyses, indicators and landscape character assessment; preparing the sector landscape guides and landscape atlas. The views and ideas of all participants that might be reached at the center and locally were obtained and integrated to the project. Furthermore, the survey was implemented in Samsun, Tokat, Amasya and Çorum, and the public's approach and attitude were also discussed. The study is completed upon grouping the main stakeholders from prominent sectors of tourism, agriculture, and forestry on national, regional and local levels besides developing strategies by carrying out a stakeholders' analyses. Landscape management is steering the social, economic and environment related changes in the landscape in a sustainable framework so that sustainable development can be accomplished. Suggestions are provided for the basin within the framework of "Communique on Organization, Duties, Principles and Essence of Work of Basin Management Boards" that went into effect on 18 June 2013, and was published on Official Gazette Number 28681 that is parallel to EU Water Directive.

## 16. 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?*

Yesilirmak Basin Landscape Atlas project is increasing public awareness of the importance of human development and identity,

The Landscape Atlas prepared within the scope of project can be used as follows: - Planning, managing and protecting the protected areas,

- Management of natural sources and cultural inheritance,

- The spatial planning from smaller scales to the larger scales, since it is a tool showing the sensitivities regarding "Environment" during the preparation of Basin and Regional Spatial Strategy Plans,

- The evaluation of small scale plan, project or programs to be carried out within the scope of strategic environmental evaluation,

- Integrated management, planning and protection of resources within the basin,

- Taking the decisions about location selection, planning and development of different sectors as emphasized in ELC, since it is a tool which will consider the environmental sensitivity that will direct the "Sector Plans" at the Regional, Sub-Regional or Basin scales.

The "Landscape Atlas" serves as a guide in all plan, project and applications where the environmental vulnerabilities should be taken into account

**23. UNITED KINGDOM / ROYAUME-UNI**

*The Sill: National Landscape Discovery Centre*

Northumberland National Park Authority

## I. STATE CONCERNED AND APPLICANT

**1. State**

United Kingdom

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**2. Applicant**

*Name of the local,  
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Northumberland National Park Authority

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## II. PRESENTATION OF THE PROJÉT

### 3. Name of the Project

The Sill: National Landscape Discovery Centre.

### 4. Location of the Project

Bardon Mill, Northumberland.

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

The Sill (named after the internationally renowned Whin Sill geological feature nearby) is a National Landscape Discovery Centre which aims to transform how people of all ages understand, explore and connect with landscapes. The centre acts as a hub, a safe and accessible destination for everyone, particularly for children, young people, families, people with disabilities and those who may feel less confident in exploring the wilder landscapes within the Northumberland National Park and the wider north east of England and the Scottish Borders.

The Sill is much more than a building, it delivers a comprehensive, year-round programme of activities and events to help nurture the current and next generation of landscape enthusiasts; to open up access to the countryside to everyone; and to ensure that these last wild places, and the communities within them, continue to thrive.

With over 150,000 visitors per year The Sill has immediately become one of the top free to enter visitor attractions in the North East of England and together with 30,000 people engaging in landscape activities, is helping to transform how people engage with landscapes.

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



View of The Sill: National Landscape Discovery Centre on Hadrian's Wall

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

<https://www.thesill.org.uk/>

<https://www.youtube.com/watch?v=v20h5ZD4uTA>



### III. CONTENT OF THE PROJECT

8. **Start of the Project**      January      2015      month      year  
*The project must have been completed at least three years previously*

9. **Partners**

Youth Hostel Association (England and Wales)

10. **Financing bodies**

Northumberland National Park Authority  
Youth Hostel Association  
Heritage Lottery Fund  
Northumberland County Council  
The North East Local Enterprise Partnership  
Charitable trusts and individual donors

11. **Central aims of the Project**

The central aim of The Sill is to inspire, involve and engage as broad a variety of people as possible in learning, participation and conservation of the natural and cultural heritage of landscapes.

**i) Learning Aim:** To create a centre where people can learn about the natural and cultural heritage of landscapes and also apply this understanding to landscapes where they live and elsewhere.

**ii) Participation Aim:** To facilitate diverse audiences of people to discover and experience the thriving culture and inspiring landscapes of Northumberland National Park and beyond.

**iii) Conservation Aim:** To enable more people to understand, value and contribute to the conservation of the natural and cultural heritage of the Northumbrian landscape, and landscapes elsewhere.

## 12. Outcome

Since opening the doors to the public on 29 July 2017; The Sill: National Landscape Discovery Centre has exceeded expectations. The building is home to a vibrant collection of experiences, discovery and learning. The initial annual visitor assumption was that 100,000 people would visit per year and during the first year over 170,000 visitors came. The projected ongoing average visitor rate is expected to be around 150,000 visitors per year.

The diversity of those using the building, and its accessibility has been highlighted and rated 'excellent' in the reviews on Euan's Guide, a UK website which offers reviews on disabled access by disabled users.

Since opening, The Stell (temporary exhibition space) has hosted four diverse exhibitions.

- 1) An introduction to The Sill as a hub for landscape discovery
- 2) A celebration of England's first and Europe's largest Gold Tier International Dark Sky Park
- 3) An award winning Digital Landscape exhibition, which was viewed by 35,000 people over 12 weeks, including visits senior government officials including the Secretary of State for the Environment and by Secretary of State for Digital, Culture, Media and the Arts.
- 4) The 'Inspired by our Land' art exhibition showcasing the work of local artists and how they interpret the landscapes around them.

The building has hosted a wide-range of events since opening from the iconic Montane Spine Race to corporate events for international brands such as Berghaus.

A new accessible footpath links visitors from the centre directly to the Hadrian's Wall World Heritage Site.

As well as 30,000 landscape activities for the public, the Sill has also delivered 20,000 education days through a complimentary schools programme. The programme has included:

- 1) Investigate Prehistoric History
- 2) River Investigation
- 3) Sill Story Time
- 4) Nature Detectives
- 5) Astro Explorers

The events programme has enhanced the ability of those involved to understand, value and contribute to the conservation of the heritage of the Northumbrian landscape. Events have included innovative concepts such as:

- 1) Wild Food Foraging Survival Challenge
- 2) Jingle Bell Jog
- 3) Waxcap Discovery and 3D Scanning
- 4) Mammal Monitoring

Volunteers play a pivotal role in the success of The Sill. As at the end of December 2018, 9090 volunteer days have been delivered for the project. Volunteering opportunities include:

- 1) Exhibition facilitators.
- 2) Members of The Sill Visitor Welcome Team.
- 3) Practical landscaping works.
- 4) Livestock satellite tracking and habitat mapping at The Lampert.
- 5) Bog and Mire restoration at Great Tongue Rigg.
- 6) Sitka Spruce regeneration problems on open moorland.
- 7) Natural Environment surveys and conservation records.
- 8) The opportunity to gain the John Muir 'Explorer' Award during the volunteering process.

#### Awards:

Since its opening The Sill has received a number of prestigious awards including a Royal Institute of British Architects Award for building design and a Selwyn Goldsmith Award for universal design (putting people at the heart of the design process).

On the back of the development of The Sill, Northumberland National Park has been voted 'National Park of the Year' by readers of BBC Countryfile Magazine in two of the past three years and in 2018 Northumberland was voted Best County destination in the UK travel Awards.

#### 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 Sill meets the highest standards of sustainability. It has inherent conservation messages throughout and raises awareness of the impact of climate change both through interactive displays and the Northumberland National Park's own commitment to be a green and sustainable facility.

One of the original purposes of The Sill was to improve the setting of the Roman Vallum, a huge earthwork and part of the Hadrian's Wall UNESCO World Heritage Site.

The original brief set out to achieve high environmental standards, sustainable sourced materials and have low carbon emissions. The form, finish and palette of materials used reflect the landscape and character of Northumberland National Park.

- 80% of the external walls of the building are finished in local materials including whin stone, sandstone and native larch.
- The development of the first ever Whin Sill grassland roof, fully accessible and integrating plants from the unique Whin Sill grasslands of Northumberland

The Sill also hosts The Hive, a new enterprise hub aimed at housing new and emerging rural businesses; a shop providing local producers with a route to market (85% of the stock is locally sourced); a café selling locally sourced produce; and an 86 bed youth hostel managed by the Youth Hostel Association.

#### 14. Exemplary value

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

Since The Sill was completed, the building has won and been short-listed for a number of national and local awards which highlight the sensitive manner in which the visitor centre has been designed to blend and complement the local landscape which features Hadrian's Wall, a UNESCO World Heritage site. Awards include:

- 1) Civic Trust Architects Award 2019 – shortlisted
- 2) RIBA North East Award for 2018 - winner
- 3) RICS Tourism and Leisure category 2018 – highly commended
- 4) AJ Architects Public Building of the Year Award 2018 – Shortlisted
- 5) Construction Industry Research and Information Association's Biodiversity Awards
- 6) Selwyn Godsmith Award for universal design
- 7) North East Business Awards Northumberland Tourism Category

The most ambitious part of the building is the Whin Sill grassland roof, a concept which has never been tried before.

Built to embed the shapes and geology of The Great Whin Sill, the unique grass roof was planted in a substrate inspired by the surrounding landscape. Whin makes thin, poor soil, so plants have to be able to cope with tough conditions. This means that the area gives a home to a unique community of plants and the grass roof reflects this. We tested different soil mixtures and planting techniques for the roof in a number of trial plots. All the seed we've used has come from Northumberland and Cumbria, so we know the plants growing on the roof are local.

The soil, which was especially made for this project, is based on the soils found in abandoned whinstone quarries, where early successional species-rich grassland is developing well.

The Whin Sill grassland roof is unique and fully accessible to all, allowing wheelchair users and those with pushchairs, to reach a viewing platform with panoramic views in all directions. It is the only one of its kind in the world and will be used by students to learn more about carbon capture, geology and ecology.

The building is fully accessible and houses a changing places facility. This has delivered a step change in the people accessing Northumberland National Park and the surrounding landscape.

The exhibitions hosted in The Sill are unique in both design and content encouraging visitors of all ages to make their own journey of landscape discovery.

**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 has actively encouraged the public's participation in the decision-making process; from idea development and engaging local community groups and stakeholders to the public consultation as part of the planning application process for which it won the 'Planning Permission of the Year' award by the Royal Town Planning Institute in 2015. A series of open events and workshops helped decide site layout, materials and architectural style. The participative design process gave the local community a chance to get involved from the outset, to voice their opinions and take some ownership of the design. This allowed the architects to draw on a vast wealth of local knowledge and expertise. Over 3,000 local residents helped to shape the concept of the building.

The project has also raised awareness of planning policy formulation. A number of public consultation events were held at the Sill to facilitate discussion on the draft future planning policies for the National Park as set out in its Local Plan review. This too actively encouraged public participation in decision-making. This is in line with national planning policy and guidance as implemented by local planning authorities (including Northumberland National Park Authority and Northumberland County Council).

Perhaps the most pleasing of endorsements was from a local resident who, when asked if they liked the design and why, said "Yes, because we (the community) can see how we shaped it". This has been critical in gaining public ownership and acceptance of a building in such a unique and sensitive location.

## 16. 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 whole aim of the project is to raise awareness of, and engage with, as wide a range of people with 'landscape' as possible. The Sill's permanent exhibition introduces incredible local landscape to all of the Sill's visitors. This free - to - access state of the art exhibition brings this incredible local landscape to life. Described by some as the best 'natural capital' exhibition they have seen, it includes geological exhibits; interactive displays; artwork installations and audio-visual displays. The aim of the exhibition is to transform how people discover and explore the natural and cultural heritage of the landscape.

The exhibition is designed to ignite curiosity about the landscape and the environment and empower people with knowledge to ask more questions about the world around them. As such it does not set out to give answers or push any 'given' views. Rather it allows people to explore their own interest in, and relationship with, landscape.

An extensive events programme introduces landscape to people from all age groups and provides a platform from which they can engage in activities which not only improve their knowledge and understanding of Northumberland National Park but also promote the positive benefits to the health and wellbeing of individuals and families too. The programme includes:

- 1) Guided walks and 'Walks to Wellbeing'.
- 2) Opportunities to learn new skills such as wooden spoon carving, print making and dry stone walling.
- 3) Dark Skies including stargazing and space marvels.
- 4) Family 'Sill Sunday' activities.
- 5) Opportunities to get creative with local artists/musicians
- 6) Digital and Science Technology Engineering and Mathematics (STEM) landscape based events

We have also delivered project based activities with hard to reach groups such as 'Skylarks Over The Sill', a project for people living with dementia and a heritage skills workshop with young people and the Princes Trust.