



EUROPEAN LANDSCAPE CONVENTION
LANDSCAPE AWARD OF THE COUNCIL OF EUROPE

6th Session – 2018-2019

APPLICATION FORM

Presentation

The European Landscape Convention aims to promote the protection, management and planning of landscapes and to bring together European co-operation in this field. It is the first international treaty exclusively devoted to all dimensions of European landscape. Taking into account the landscape, natural and cultural values of the territory, it contributes to promoting the quality of life and well-being of Europeans.

The Resolution on the Rules governing the Landscape Award of the Council of Europe, adopted by the Committee of Ministers on 20 February 2008 at the 1018th meeting of the Ministers' Deputies, draws attention to the fact that Article 11 of the Convention institutes the Landscape Award of the Council of Europe and that it is in keeping with the work carried out by the Council of Europe concerning human rights, democracy and sustainable development. It effectively promotes the territorial dimension of human rights and democracy by acknowledging the importance of measures taken to improve the landscape for people's living conditions.

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

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

*We would be very grateful if you could send no later than **30 January 2019** the following elements of the candidature file (20 pages maximum) established for your country on the basis of the proposals forwarded to you by the Ministries:*

- by E-mail, the Application form completed to: maguelonne.dejeant-pons@coe.int; susan.moller@coe.int;*
- by post, a copy of the Application form completed together with a CD-Rom, DVD or USB key, containing the all the additional material to: Maguelonne Déjeant-Pons, Executive Secretary of the European Landscape Convention, Council of Europe, Agora (A4-15V), F- 67075 STRASBOURG Cedex.*

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Please note that:

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

For further information please visit the Landscape Award section of the Council of Europe website: www.coe.int/EuropeanLandscapeConvention

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I. STATE CONCERNED AND APPLICANT

1. State	Estonia
Represented by	Ms Piret Palm
<i>Address:</i>	Ministry of the Environment Narva mnt 7a Tallinn 15172 Estonia
<i>Telephone:</i>	+ 372 626 0730
<i>E-mail:</i>	piret.palm@envir.ee
2. Applicant	Estonian Fund for Nature (NGO)
Represented by	Mr Tarmo Tüür
<i>Address:</i>	Lai 29, Tartu 51005 Estonia
<i>Telephone:</i>	+372 53 411 020
<i>E-mail:</i>	tarmo@elfond.ee

II. PRESENTATION OF THE PROJCT

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 led 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

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 5th 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 15th of September 2018.

Also other activities have derived from “Let’s do it!” initiative, including inter alia educational programs. For example educational program “Prügi Vahtund” (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).*

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