



EUROPEAN LANDSCAPE CONVENTION
LANDSCAPE AWARD OF THE COUNCIL OF EUROPE

6th Session – 2018-2019

APPLICATION of HUNGARY



GOVERNMENT
OF HUNGARY

I. STATE CONCERNED AND APPLICANT

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2. Applicant <i>Name of the local, regional authority(ies) or NGO(s)</i>	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 Zalaszapar; Local Government of Zalavár.
Represented by	Mr Szilveszter Zoltán Dancs mayor
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II. PRESENTATION OF THE PROJÉT

3. Name of the Project

Landscape revitalization initiative in the spirit of the Pogányvár Landscape Charter

4. Location of the Project

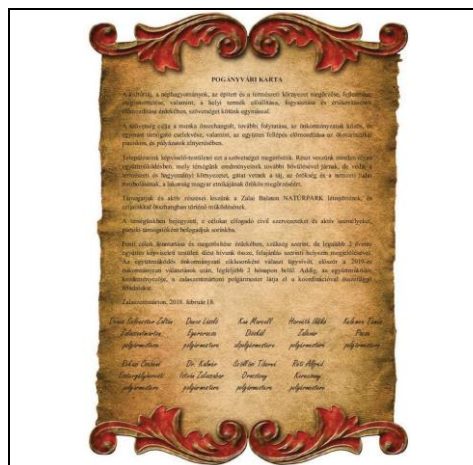
Hungary, Zala county; Pogányvár hill and surroundings settlements: Egeraracsa, Esztergályhorváti, Dióskál, Kerecseny, Orosztony, Pacsa, Zalaszabar, Zalaszentmárton and Zalavár villages

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

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’¹. Purchases of new lands enabled to enlarge the programme area. In the administrative areas of *Zalaszentmárton, Egeraracs, Dióskál* and *Pacsa* 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 “Pacsa 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.

¹ “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, Egeraracsa, 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*