



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 | ITALY |
| Represented by | 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> | Mbac-dg-abap@mailcert.beniculturali.it Mbac-dg-abap.servizio5@mailcert.beniculturali.it |
| 2. Applicant | 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 - Regulations on common property</i> |
| Represented by | 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 |
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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 CO₂ 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

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- 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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