



EUROPEAN LANDSCAPE CONVENTION
LANDSCAPE AWARD OF THE COUNCIL OF EUROPE

6th Session – 2018-2019

APPLICATION FORM

I. STATE CONCERNED AND APPLICANT

1. State

Lithuania

Represented by

Mr Mindaugas Žolynas

Address:

Ministry of Environment of the Republic of Lithuania
A. Jakšto g. 4, LT-01105 Vilnius, Lithuania

Telephone:

+370 2786569

E-mail:

mindaugas.zolynas@am.lt

2. Applicant

Administration of Telšiai district municipality

Represented by

Mr Rimantas Žebrauskas

Address:

Žemaitės g. 14, LT-87133 Telšiai, Lithuania

Telephone:

(8 444) 52229

E-mail:

info@telsiai.lt

II. PRESENTATION OF THE PROJCT

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

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