



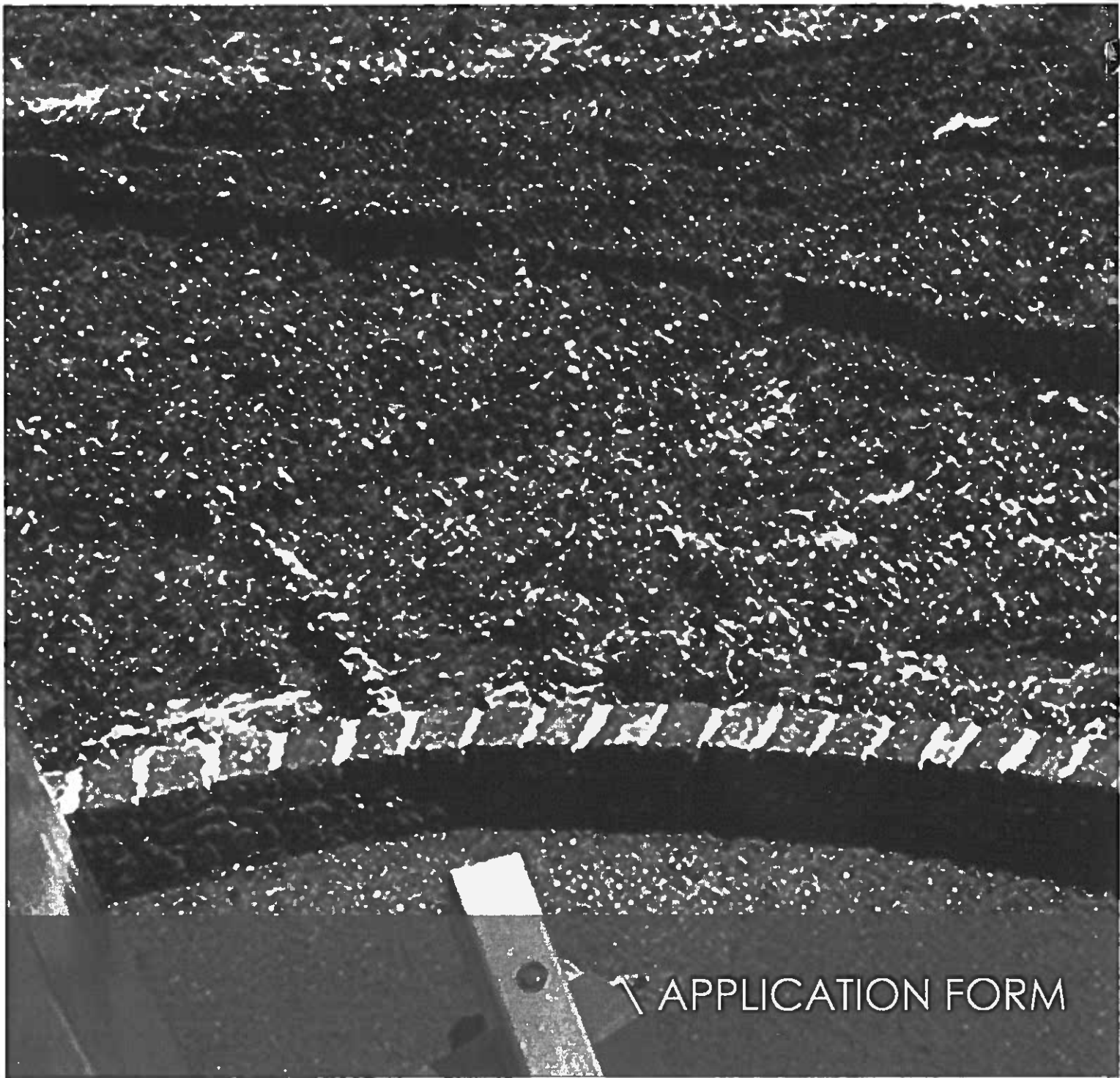
EUROPEAN LANDSCAPE CONVENTION
Landscape Award of the Council of Europe

LANDSCAPE OF THE
PICO ISLAND VINEYARD CULTURE

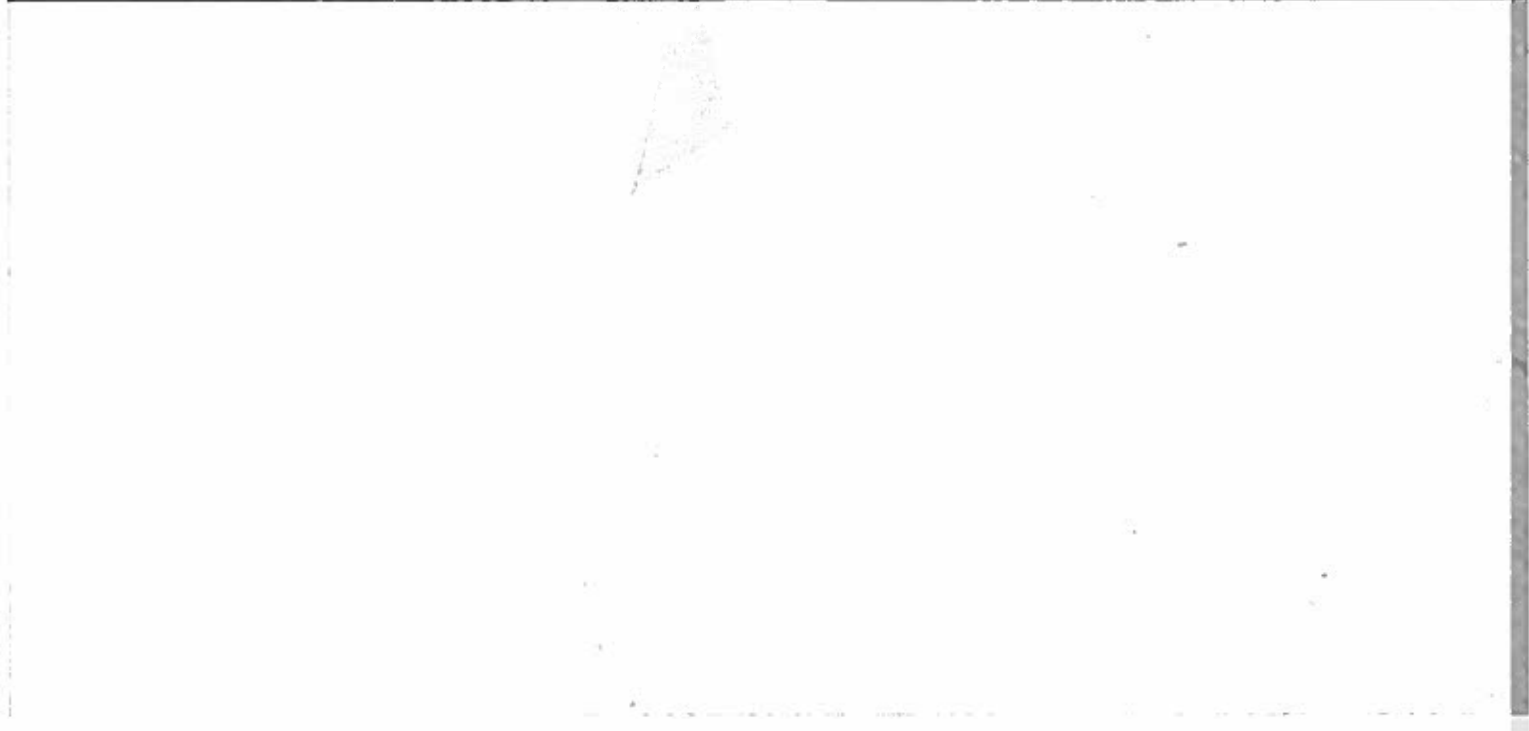
3rd session | 2018 - 2019

 GOVERNMENT OF
PORTUGAL

 AZOREAN GOVERNMENT



APPLICATION FORM





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	PORTUGAL
Represented by	Mrs. Fernanda do Carmo
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<i>Telephone:</i>	
<i>E-mail:</i>	(+351) 21 381 96 00 fcarmo@dgterritorio.pt
2. Applicant <i>Name of the local, regional authority(ies) or NGO(s)</i>	REGIONAL GOVERNMENT OF AZORES Regional Direction of Environment
Represented by	Mr. Hernâni Hélio Jorge
<i>Address:</i>	Direção Regional do Ambiente Rua Cônsul Dabney, Colónia Alemã, 9901-014 Horta, Portugal
<i>Telephone:</i>	(+351) 292 207 300
<i>E-mail:</i>	hernani.h.jorge@azores.gov.pt

II. PRESENTATION OF THE PROJCT

3. **Name of the Project**

LANDSCAPE OF THE PICO ISLAND VINEYARD CULTURE

4. **Location of the Project**

Pico Island, Autonomous Region of the Azores, Portugal

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

Considering the remoteness of its territory, an archipelago located in the middle of the Atlantic Ocean far away from the most western parts of Europe, and with a declining population, in 1996, the Regional Government of Azores designed a pioneer, innovative landscape policy, that used the Pico Island's specific endogenous characteristics, namely the volcano's existence - the highest mountain not only of Azores but of all Portugal -, the soil's rocky volcanic nature and the traditional, timeless vineyard's culture, to promote the natural, landscape and cultural capital assets as the basis of a sustainable development.

The landscape was the basis that stimulated the development of a progressively abandoned territory, managing, at the same time, to recover a declining population and to attract visitors, which today surpassed the islands resident inhabitants.

This landscape policy, whose continuous and coordinated implementation must be mentioned, was the starting point to revitalize the socio-economic structure of this territory, to market local products outside of the region, even internationally, and to promote the traditional characteristic landscape, the rehabilitation of the rural and heritage built assets, giving them back to the population, thus showing that it is possible to turn a remote, outermost region, initially very harsh land, into a living, attractive, sustainable and "exemplary" territory.

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

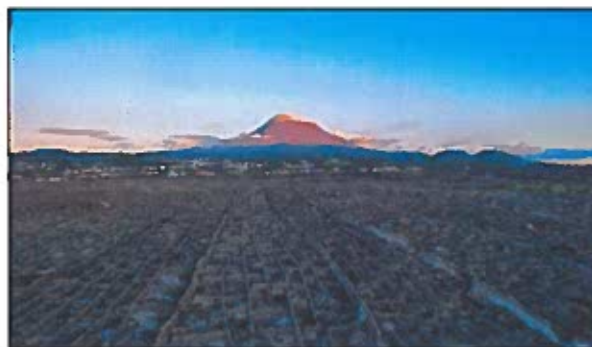


Photo by José Feliciano

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

<http://parquesnaturais.azores.gov.pt/en/pico-eng/nature-park>

<http://siaram.azores.gov.pt/patrimonio-cultural/vinhas-pico/intro.html>

<http://ot.azores.gov.pt/SIAGPA.aspx#igt-pic>

III. CONTENT OF THE PROJECT

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

9. **Partners**

Technical Office of the Landscape of the Pico Island Vineyard Culture; Pico Island Natural Park; Local Authorities in the municipalities of Madalena, São Roque and Lajes do Pico; Pico Wine Museum and the Society for Environmental Management and Nature Conservation - AZORINA, S.A.
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10. **Financing bodies**

Budget of the Azores Government; Community Funds (VITIS, FEDER, POSEI, PRORURAL +).

11. **Central aims of the Project**

The Policy for the Landscape regeneration of the Pico Island Vineyard Culture, launched in 1996, has the main objectives, as followed:

- To reverse the decline, degradation and abandonment of the landscape, through the recovery of the economic, social, cultural, heritage and environmental fabric of its greatest assets: the unique nature of the landscape, marked by the presence of the mountain and the sea, as well as by the stoniness of the soil and the culture of the vineyards, on an island of 44,480 ha;
- To proceed with the recovery of the landscape, as an identity factor that undoubtedly marked the historical, social, cultural and economic course of the local communities, through the rehabilitation of its characteristic elements and the promotion of wine culture in the old *currais*, drawing on the built heritage and the existing landscape;
- To protect the intangible heritage of an ancestral wine culture, developed by local communities as a response to a hostile environment, involving manual labour, which led to the construction of a landscape of unparalleled beauty, perfectly adapted to local edaphic and climatic conditions;
- To ensure and promote the sustainability and multi-functionality of the landscape through the coherence and diversification of appropriated uses to the existing biophysical matrix, with a view to the balance between natural and human components;
- To achieve the objectives for the quality of the landscape established in the Management Plan for that landscape, by implementing the respective management guidelines, in line with the European Landscape Convention, and in conjunction with the other territorial management instruments applicable to the site;
- To promote awareness among the local population regarding the importance of the landscape as an identifying element of that territory, as well as to guarantee the civic participation of local communities in the decision-making processes and in the active management of the territory, ensuring its continuity over time;
- To contribute to the permanent valuation of the Landscape of the Pico Island Vineyard Culture, which was classified by UNESCO as a World Heritage Site in 2004, through the definition of architectural quality criteria and the continuous promotion of the regeneration of built cultural heritage, as well as of the elements that support witness to different periods of their interaction with humans.

12. Outcome

The measures implemented since 1996 under the Landscape Policy for the Pico Island Vineyard Culture area have made it possible to stem the abandonment of that territory, promoting the return of winemakers and reactivating wine production on a scale that has made its commercialisation feasible. Simultaneously, and in line with these measures, a lot of built heritage has been recovered, ensuring the revitalisation of that landscape.

As a result of this Landscape Policy, around 412 ha of once abandoned vineyards have been rehabilitated, along with wine cellars, stills and tidal wells, and access structures to the sea, spurring an entire area in decline.

In addition to these measures, the Government of the Azores has also promoted the recovery and re-use of public heritage assets. Dilapidated convents, windmills, manor houses and storehouses were rebuilt as public spaces and landscape interpretation centre that were returned to the population, enabling them to attract new visitors.

Overall, this Landscape Policy brought prestige to Pico wine, which conquered the export market, and the production of which has increased (279 operational winegrowing enterprises in 2017, compared to 170 in 2004; 412 ha of vineyards in 2017, compared to 120 ha in 2004), and it is estimated that in 2020 the production area will exceed 800 ha and the volume of certified wine will exceed 1 million litres.

The services provided by reference projects in the fields of wine tourism and active tourism also contribute to this dynamic and productive landscape, and between 2004 and 2012, 23 projects for the reconstruction of dilapidated buildings and the correction of architectural disagreements were supported.

The two public spaces for the exhibition and interpretation of the landscape (Centre for Interpretation of the Landscape of the Pico Island Vineyard Culture and the Wine Museum) created under this Landscape Policy received more than twenty thousand visitors in 2017.

In its overall context, the implementation of this Policy boosted the classification of this landscape, in 2004, to that of a World Heritage Site by UNESCO.

The landscape intervention was also recognised at the 2016 Green Project Awards Portugal and led to the choice of Madalena as the Portuguese Wine City of 2017, an event promoted by the Association of Portuguese Wine Municipalities.

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

13. Sustainable territorial development

Is the project part of a sustainable development policy?

Does it contribute to the enhancement of environmental, social, economic, cultural or aesthetic values of the landscape? How?

Has it successfully countered or posed a remedy to any pre-existing environmental damage or urban blight? How?

The Landscape of the Pico Island Vineyard Culture occupies an area of 3,291.7 ha, out of the 44,480 ha of the island (about 7.5%), and has natural and cultural elements that give it a unique and distinctive character.

Since 1996, this area has been classified as a Protected Landscape Area, integrated into a more comprehensive sustainable development strategy. This landscape belongs to Pico Natural Park and is also integrated into the Protected Areas Network of the Azores.

The recovery of this area was also leveraged by specific policies for the wine landscape, designed to adjust the protection of the natural, landscape and cultural values with sustained economic development.

In order to ensure the management of the Landscape of the Pico Island Vineyard Culture and to promote its appreciation, a Management Plan was developed. In this landscape planning and management instrument, a close zoning of the entire area was established, according to the different levels of protection, demanding parameters were set and specific natural areas and areas of intervention were defined for the protection of the built heritage, biodiversity geodiversity and landscape values.

With the return of people to the vineyard landscape and the reintroduction of traditional methods of land use, the socio-cultural manifestations associated with winemaking activity also returned.

Now, the economic activity related to the production and marketing of Pico Wine is being thrust by a new momentum. The attainment of the main international markets of excellence and the achievement of several outstanding awards and distinctions have now given competitors good profitability prospects for the sustainable development of this territory, a far cry from the prospects of the recent past.

The measures to support the rehabilitation and maintenance of the traditional vineyard culture in *currais*, the reconstruction of dilapidated buildings and the correction of clashing architectural structures have been able to stem the abandonment and degradation of the landscape and to leverage the regeneration processes of the vineyard areas and of the built coastal settlements. The increase in the area of vineyards triggered the recovery of stone walls and the clearance of invasive exotic species over extensive areas.

At the same time, the classification of this protected area as a World Heritage Site by UNESCO makes the Landscape of the Pico Island Vineyard Culture a point of reference in the sustainable development strategy of the Government of the Azores.

14. Exemplary value

Can the project be considered of exemplary value? Why?

Which are the good practices that it implemented?

The Landscape Policy of the Pico Island Vineyard Culture, the drafting and implementation of which began in 1996, had the characteristic elements of that territory and their intrinsic potential as its starting point, providing for the its regeneration, using the elements and features of the local landscape and heritage values: the presence of the mountain, the stony soil, the natural vegetation, the agricultural cultivation of the vineyards, the centuries-old traditions, as well as the specific features of traditional buildings. The implementation of the measures envisaged by this Policy was largely due to the involvement of the local population and the owners of the lands covered by the intervention area.

Starting from an analysis of its characteristic elements, something that is instinctively recognised by the local population, which, by adhering to the basic initiatives of this type of project, promotes its expansion and consolidation and revitalises the declining landscape, this approach is an example that can be replicated in other contexts.

Based on this experience and on the success verified in the Landscape of the Pico Island Vineyard Culture, the Government of the Azores has created a system of incentives in 2014 for the maintenance of traditional landscapes of vineyard culture, which now covers all of the islands of the Azores. This system was also extended to the cultivation of orchards of traditional species.

Along the same lines, the supplementary rules for the implementation of the scheme to support the restructuring and conversion of vineyards (VITIS), at a regional level, were drawn up on the basis of experience gained with the scheme to support the rehabilitation of traditional vineyard culture in currais within the Landscape of the Pico Island Vineyard Culture.

15. Public participation

Does the project actively encourage the public's participation in the decision-making process? How?

Is the project in line with the wider policies implemented by national, regional or local authorities?

The drafting of the Policy for the creation of the Protected Landscape of the Pico Island Vineyard Culture was supported by the involvement of local entities, civil society and the population through meetings to discuss issues and to hear suggestions related to this classification.

In the processes of preparation and amendment of the Management Plan for the Protected Landscape of the Pico Island Vineyard Culture, which took place in 2006 and 2014, the involvement of the population was assured through public sessions in the three municipalities of the island, where planning options were presented, with broad public participation. All of the information regarding these processes was also made available on the web portal, allowing participants to request clarification and to make suggestions, many of which were considered.

In order to ensure the involvement of the population, the Advisory Board of the Pico Natural Park was created, which, among other responsibilities, supports the implementation of the Landscape Management Plan. This Advisory Board meets twice a year, not only with the municipalities, but also with environmental NGOs and corporate entities, to monitor the management of protected areas. This Natural Park also has 189 Sustainable Development Partners, thus involving companies and other entities in its activity, some of them linked to the Protected Landscape of the Pico Island Vineyard Culture.

In an area of intervention where almost all of the property is private, regeneration of this Landscape could only happen with the active involvement of the population, which is what

happened. The Government of the Azores created the stimulus, the man has implemented the Policy.

16. Awareness-raising

Is the project effectively increasing public awareness of the importance of landscape in terms of human development, consolidation of European identity, or individual and collective well-being? How?

One of the components of this Landscape Policy is undoubtedly the awareness of decision-makers, entrepreneurs, inhabitants and visitors, as well as the student community, regarding the importance of the landscape. Within this context, a number of initiatives to raise awareness and to provide education regarding the landscape and sustainable development have been promoted, initiatives that have continued.

In 2010 was created the Wine Museum and in 2012 the Centre for Interpretation of the Landscape of the Pico Island Vineyard Culture, spaces with the aim of promoting landscape values, which have received almost 110 thousand visitors, of which more than twenty thousand visited in 2017.

At the Interpretation Centre there is a wealth of information regarding the values that comprise the landscape, as well as on the historic course that led to its consolidation. The Centre also provides visits to iconic spots across the landscape, functioning today as an anchor to attract visitors from all over the world.

At the same time, this Landscape Policy also includes active measures to raise awareness among the population, with the following programmes being highlighted in this context:

- The Parque Escola (Park School) Programme, which includes a broad range of activities focused on environmental and landscape themes, aimed at school children, having promoted 122 activities that have already covered a total of 3,550 participants since 2011;
- The Parque Aberto (Open Park) Programme, aimed at the general population, is developed within the protected areas and at the landscape interpretation centres, in order to disseminate and promote natural heritage. This programme included the development of 171 activities and involved 5,477 participants.

Courses for Natural Park Guides were also developed and taught, which certify professionals to accompany groups of people within protected areas, including the environmental and cultural interpretation of the landscape, valuing the services provided by the companies and increasing the knowledge of visitors.

The UNESCO World Heritage status, the reputation that Pico wines have achieved as a result of their export to several countries in Europe and America, the search for trails by walkers and the holding of trail running events by practitioners from all over the world, created new opportunities and brought cosmopolitanism to this island.

The financing of vineyard rehabilitation projects under the European VITIS programme also contributes to the affirmation of Europe's importance in the collective development and the consolidation of its identity on Pico Island.

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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