

LANDSCAPE OF THE PICO ISLAND VINEYARD CULTURE

6th session | 2018 - 2019

1. GOVERNMENT POLICIES AND MEASURES TO REGENERATE THE LANDSCAPE AND THEIR RESULTS

POLICIES AND MEASURES

- 1996** \ Creation of the Landscape of the Pico Island Vineyard Culture [LPIVC]
- 2002** \ Approval of LPIVC Regulation
- 2004** \ Change to boundaries and creation of LPIVC Office
 - \ Creation of support and incentives to restore ruined buildings and to correct architectural dissonances and anomalies
 - \ Creation of support and incentives for projects to rehabilitate vineyards based on *currais*
 - \ Creation of support and incentives for maintaining vineyards based on *currais*
 - \ Inclusion of the Landscape of the Pico Island Vineyard Culture on the World Heritage List of UNESCO
- 2006** \ Changes to schemes to support maintenance of vineyards based on *currais*, restoration of ruined buildings and correction of architectural dissonances and anomalies
 - \ Approval of the Management Plan for the Protected Landscape of the Pico Island Vineyard Culture [MPPLPIVC]
- 2008** \ Changes to schemes to support rehabilitation and maintenance of traditional vineyard culture
 - \ Incorporation of LPIVC into Pico Island Natural Park
- 2014** \ Changes to MPPLPIVC
 - \ Changes to scheme to support rehabilitation of vineyard culture



RESULTS

- \ In 2004, there were 120 ha of operational vineyards, while in 2017 these totalled 412 ha. Currently, there are 399 ha of vineyards undergoing rehabilitation
- \ In 2004, there were 170 operational winegrowing enterprises, rising to 279 in 2017
- \ Between 2004 and 2017, the average cultivated area more than doubled [from 0.70 ha to 1.47 ha], the number of beneficiaries of winemaking support schemes rose from 72 to 279 and financial support increased to €4.61 million
- \ Between 2004 and 2012, 23 projects to restore ruined buildings and correct architectural dissonances were funded, with a total amount of €288,687 allocated
- \ Recovery and reuse of public heritage
- \ The preservation, recovery and revitalisation of the landscape is safeguarded by the MPPLPIVC, as an essential planning tool
- \ Increase in production and reputation of Pico wine and boost in export market
- \ Emergence of flagship projects in the areas of enotourism and active tourism

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2. EDUCATION AND AWARENESS RAISING TO ENCOURAGE CITIZENS TO VALUE THE LANDSCAPE

PROMOTION OF CITIZENSHIP AND EDUCATION FOR SUSTAINABILITY

- \ The Pico Island Natural Park [PNI_P] works constantly to promote environmentally sustainable conduct within the Protected Landscape of the Vineyard Culture
- \ The Parque Escola [Park School] programme features a wide range of activities for schools, organised into two projects: "The Park goes to School" and "The School goes to the Park"
- \ Parque Aberto [Open Park] is a programme that comprises activities aimed at the general population, organised by the PNI_P and its partners in protected areas and at environmental centres, in order to promote and disseminate knowledge of natural heritage among the general population
- \ The Partner Programme for Sustainable Development aims to involve companies in the activities of the PNI_P and in the promotion of natural heritage and good environmental practices
- \ The agendas of the Parque Escola and Parque Aberto programmes, as well as other relevant information and content, are available on the site 'Educar para o Ambiente e a Sustentabilidade' [Educate for Environment and Sustainability]: <http://educarparaoambiente.azores.gov.pt/>



CIVIC ENGAGEMENT

- \ Since 2011, the Parque Escola programme has organised 122 activities, with a total of 3.550 participants. The Parque Aberto programme organised 171 activities over the same period, involving 5.477 participants
- \ Currently, the PNI_P has 189 Partners for Sustainable Development
- \ The various Government Policies and Measures to Regenerate the Landscape [poster 1] were supplemented by extensive civic engagement, including various public sessions held in the island's 3 municipalities



INTERPRETATION OF THE LANDSCAPE

- \ From January 2012 to the present day, the Interpretation Centre for the Landscape of the Vineyard Culture has received 38.103 visitors, of which 6.618 visited in 2017
- \ From January 2010 to the present day, the Wine Museum has received 71.370 visitors, of which 13.888 visited in 2017
- \ The number of companies offering environmental and tourist activities in the Protected Landscape of the Pico Island Vineyard Culture has grown, in collaboration with duly accredited Natural Park guides
- \ Through the Information and Support System for Landscape Management in the Azores [SIAGPA], citizens can access content concerning the study of the Azores Landscapes, and the Landscape of Pico Island in particular
- \ By means of Resolution n.º 135/2018 of 10 December from the Council of the Government of the Azores, the European Landscape Convention was implemented in the region, and in the Landscape of Pico in particular, following approval of the landscape quality objectives and landscape management guidelines

