



EUROPEAN LANDSCAPE CONVENTION
LANDSCAPE AWARD OF THE COUNCIL OF EUROPE

7th Session – 2020-2021

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 2021** 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
www.coe.int/en/web/landscape/landscape-award

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I. STATE CONCERNED AND APPLICANT

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|---|---|
| 1. State | LATVIA |
| Represented by | Ms Dace Granta |
| <i>Address:</i> | Ministry of Environmental Protection and Regional Development Peldu iela 25, Rīga, LV-1494, Latvia |
| <i>Telephone:</i> | +371 67026553, +371 66016740 |
| <i>E-mail:</i> | pasts@varam.gov.lv ; dace.granta@varam.gov.lv |
| 2. Applicant | Latvian Fund for Nature |
| <i>Name of the local, regional authority(ies) or NGO(s)</i> | |
| Represented by | Mr Ģirts Strazdiņš |
| <i>Address:</i> | Vīlandes 3-7, Rīga, LV 1010, Latvia |
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| <i>E-mail:</i> | ldf@ldf.lv |

II. PRESENTATION OF THE PROJET

3. Name of the Project

Landscapes are speaking.

4. Location of the Project

Latvia

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

Project “Landscapes are speaking. Nature diversity in Latvian landscapes” was devoted to the 100th anniversary of Latvian state. The idea of the project is grounded in a vision of Latvia’s future landscape. The vision, defined by nature experts of Latvian Fund for Nature, is a look ahead combined with respect to the past and values of nature – a landscape where people live and work sustainably and in harmony with cultural and historical heritage and biodiversity. Latvia’s future landscape – one that our kids will see and live in – is created and decided today. Therefore the main goal of the project was to create ways for the future vision to become reality, and we started with a task to raise awareness of Latvian society about connection of landscape and biodiversity on different levels, and how our actions today impact the future landscape.

At the centre of the project was:

- The main vision and goals of the project were included in a Landscape manifesto (in Latvian: <https://ainavasruna.lv/ainavas-manifests>) that incorporated the main messages of the project.
- A communications campaign where different elements of landscape in Latvia were speaking on behalf of landscape and nature. The stories were told in five videos of landscape elements – a tree, a rock, a homestead, a meadow and a curve - with voices of famous Latvian actors and musicians, as well as in website www.ainavasruna.lv.
- The stories of five landscape elements were complemented by practical advice “What I can do to help?” that included simple actions that almost everyone can incorporate in their everyday life.
- People were invited to an exciting virtual trip “Then and Now” to visit familiar landscapes around hundred years ago – a collection of ancient postcards and contemporary photos of the same places. Also people were encouraged to participate in the exhibition and submit their own “Then and Now” photos.
- The campaign was further followed and complemented by practical and on-site activities devoted to sustainable landscape management on farm, local government and individual levels, and the practical level was also further developed into factsheets and educational materials;
- Another level was added by a research “Landscapes are speaking. Changes in Latvian landscapes and their values in the last century” by Vidzeme University. The research was presented to Latvian media and received wide coverage as well as to the municipal planners.

6. **Photo representing the Project** (*high definition – JPEG 350 dpi*) *Project branding*



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

www.ainavasruna.lv

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

Vidzeme University of Applied Sciences,
Latvian Nature Heritage fund,
Society of Anna's Tree School

10. Financing bodies

Latvian Environmental Protection fund

11. Central aims of the Project

- To develop and strengthen a vision where sustainable and harmonious landscape is the factor that connects nature values, our history, good quality of individual life and economic activity. The project aimed to raise awareness about impact and importance of our today's actions on future landscape.
- To convey this vision through a communications campaign centered around five elements of landscape – a tree, a rock, a meadow, a homestead and a curve. Through these elements stories (both on video and on website) about the importance of culture, history and nature embedded in the landscape were told and people were encouraged to cherish and protect these elements and thus – the future landscape.
- To research and reflect on past landscapes, the factors that created them and how the ideals of landscape were shaped in the past as well as to tap into attitudes and values of today's landscape "owners" – people who live in countryside. Therefore a research by Vidzeme University was carried out and helped to define the future vision more precisely.
- To understand and evaluate the changes of Latvia's landscape in the past century via a virtual exhibition "Then and Now" paying special attention to subsequent changes of nature and biodiversity.
- To create and disseminate practical knowledge about how to create landscapes that are nature rich and add to quality of life of people, we organised seminars and on-site events as well as developed guides and educational materials.

12. Outcome

- A successful communications campaign that created more than 50 media publications (internet, printed, TV and radio) with total media audience of 1 605 115, and reached 200 000 people on social media (Facebook and video views on YouTube).
- A website www.ainavasruna.lv was created and serves as a resource centre.
- Almost 300 people involved in seminars and on-site practical events.
- Factsheets with practical advices and guidelines for landscape management created and disseminated.
- An extensive research "Landscapes are speaking. Homestead and landscape quality in context of nature diversity" carried out by Vidzeme University and presented to general public, media and municipal planners.

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 project has contributed to understanding of landscape values from the perspective of nature diversity by addressing general public – encouraging to preserve nature in the landscape and providing with specific and practical recommendations. The project also addressed audiences that directly impact development of territories – farmers and local government planners. Thus the added value of the project to sustainable territorial development – a view of landscape through the lens of nature diversity both in levels of landscape management and individual actions.

The project also helped to raise awareness about the threats to biodiversity in the current landscapes and offered ways to help nature in individual and municipal levels.

14. Exemplary value

Can the project be considered of exemplary value? Why?

Which are the good practices that it implemented?

The activities carried out during the project and communication materials created are not losing their relevance with time and therefore are widely applicable in time and space. Thus the communications materials (videos, website, virtual exhibition, videos of seminars) can be used as educational and inspirational materials in different audiences. The factsheets and guidelines created together with experts are available for everyone and can be used especially as guidance for management of private territories. For example – guidelines on “How to preserve the roots of trees”, “How to take care of trees”, “Why and how to preserve the rocks and rock piles” are widely applicable and created for people without previous knowledge.

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?

“Landscapes are speaking” was primarily a communications project with an aim to raise awareness about our impact on landscape and consequently – nature, therefore the society was directly and indirectly involved and engaged during all project, and indirectly encouraged to impact decision making process related to landscapes, for example, in their municipalities. Also general public participated directly in project events – the open air events in different landscapes, seminars where they received information and also discussed about options to impact the decision making processes. The events gathered various target audiences – farmers, young families, educators, people that have a second home in countryside.

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?

The project “Landscapes are speaking” was significant for awareness raising regarding the landscape and its role in nature conservation. The central element of the campaign were videos where several landscape elements – a tree, a rock, a curve, a homestead and a meadow – told their stories that stressed the importance of these elements for nature and also for personal well being and national identity. The main message was a call to take care of these elements and thus, nature and landscape. Therefore we can say that the project added another level to understanding of landscapes – nature, but also showed that it is closely tied with esthetical, social, economical and historical aspects. We tried to show that the landscape is important for us and our identity as it is part of how we are formed, and therefore our today's actions will impact the identities of future generations.

The seminars held during the project – one for farmers and one for municipal planners – were also recorded and made available for everyone on LNF YouTube channel that has more than 18 thousand subscribers.

The awareness about landscape and nature was even more strengthened by the engagement of people through on-site work events in various parts of Latvia. All events had a specific theme – wooded meadow landscape in Turaida, nature-friendly action in parks and gardens in Lēdurga, “freeing” of noble tree – an oak in Sipi.

Also the extensive research carried out by Vidzeme University added to the understanding of landscape in Latvia (in Latvian - <https://ainavasruna.lv/petijuma-rezultati/veikts-apjomigs-petijums-par-latvijas-ainavu>) as it showed the changes of landscape in Latvia in the last century, the sources of today's ideals of landscape present in Latvia, analysed the views of current homestead owners about landscape, homestead and nature.

The audience reach in the project was 200 000 (Facebook and video views), media reach (around 50 publications about project) 1 605 115, participants in seminars and on-site events – 276.

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

- Photos (10 max.):

Four photos from collection “Then and Now”. Old postcards: from archive of private collector. Contemporary pictures: Māris Locs.

1 photo from on-site work event in Lēdurga – children making insect hotel. Photo: LNF

2 photos from on-site work event in Rumbenieki parish. Photo: Sandris Kuzmickis

1 photo from on-site work event in Turaida. Photo: LNF

1 photo from landscape planners’ seminar in Anna Tree House. Photo: LNF

1 photo from project opening event. Photo: LNF

- Posters (2 max.):

Homestead and its relations with nature diversity – poster.

A tree is a home – a factsheet about tree as a home for various species.

- Videos

Five videos: “Tree is speaking” (ENG), “Rock is speaking” (ENG), “Homestead is speaking” (LV), “Meadow is speaking (LV), “Curve is speaking” (LV). Videos produced by LNF.

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