

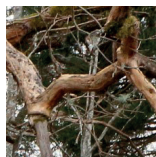


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Landscapes are speaking

Latvian Fund for Nature

The project, dedicated to the 100th anniversary of the Latvian State, is based on a vision of the future landscape of Latvia, defined by experts from the Latvian Fund for Nature. It is forward-looking, respecting the past. It envisages a landscape where people live and work sustainably, preserving the natural and cultural heritage. The future landscape of Latvia – the one that new generations will see and live in – is created and decided now. Therefore, the main objective was to create ways for the vision to become reality by raising awareness in society about the impacts that today's actions have on the landscapes of the future.



The project consisted of the following elements: a communication campaign where elements of the landscape “speak” through voice-overs of famous Latvian actors and musicians (www.ainavasruna.lv); practical tips “What I can do to help”, which included simple actions that most people could incorporate into their daily lives; and “Then and now”, an exciting virtual journey to visit familiar landscapes from a hundred years ago through a collection of old postcards and corresponding contemporary photos. People were encouraged to submit their own photos for the exhibition. The campaign was complemented by activities on sustainable landscape management at individual, farm and local community level. Actions were developed in the form of fact sheets and educational materials. The results of research entitled “Landscapes speak. Changes in Latvian landscapes and their values in the last century” by the University of Vidzeme, received wide media coverage. The vision and main objectives of the project are contained in a Landscape Manifesto (<https://ainavasruna.lv/ainavas-manifests>).

This project reflects a strong commitment of the involved actors to raise awareness, on a large scale, of the importance of the Latvian landscape for people and visitors. It made it possible to raise stakeholders awareness of the importance of the landscape and the impacts that today's actions can have on tomorrow's landscape. A broad communication campaign proposed ways to preserve biodiversity and manage the landscape. The general public, professionals and public authorities were invited to consider the transformations of the landscape, in order to take care of it. A large virtual exhibition has aroused great interest.

Recognised for its great value, the Project is part of the Landscape Award Alliance of the Committee of Ministers of the Council of Europe, as a source of inspiration.