

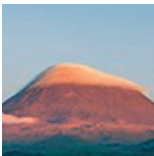


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Landscape of the Pico Island vineyard culture

Joint Regional Government of the Azores, Regional Direction of the Environment

Pico Island, the main island of the central group of the Azores archipelago, is geographically far from the western-most part of Europe. In 1996, responding to land abandonment and the declining population, the regional government of the Azores developed an innovative landscape policy, based on the specific characteristics of the island. The volcano, the highest mountain of the Azores and all Portugal, the rocky volcanic nature of the soil, and the traditional culture of the vineyards were considered in promoting the natural and cultural assets of the island, as a basis for sustainable development. The regional government promoted land use planning, addressing the need to stop the decline of the population and to welcome visitors. The landscape policy, implemented in a continuous and co-ordinated way, was the starting point for revitalising the socio-economic structure of the territory. This led to the marketing of local products outside the region, on an international level. The aim was to promote the traditional characteristics of the landscape and to rehabilitate the rural and built heritage assets. The policy has shown that it is possible to transform a remote ultra-peripheral region into a vibrant, attractive, sustainable and exemplary territory.



The Committee of Ministers acknowledged the great value of the achievement presented for the 6th Session of the Landscape Award of the Council of Europe's European Landscape Convention 2018-2019, and the importance to make it well-known as a source of inspiration.

In accordance with Resolution CM/Res (2017)18 of the Committee of Ministers, the project is thus part of the Landscape Award Alliance of the Council of Europe.