



*Landscape and sustainable development:  
challenges of the European  
Landscape Convention*

# **Landscape and sustainable development**

## **Challenges of the European Landscape Convention**

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*Paysage et développement durable – Les enjeux de La Convention européenne du paysage*

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Photo: Jean-François Seguin

“On the Long Strand, an Irish beach, pebbles unite in their diversity as if in homage to the European Landscape Convention”

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## Preface

The European Landscape Convention was adopted in Florence (Italy) on 20 October 2000 under the auspices of the Council of Europe, with the aim of promoting European landscape protection, management and planning, and organising European co-operation in this area. It represents the first international treaty to be exclusively concerned with all aspects of European landscape. It applies to the entire territory of the parties and covers natural, rural, urban and peri-urban areas. It concerns landscapes that might be considered outstanding as well as everyday or degraded landscapes.

The convention represents an important contribution to the implementation of the Council of Europe's objectives, namely to promote democracy, human rights and the rule of law and to seek common solutions to the main problems facing European society today. By taking into account landscape, cultural and natural values, the Council of Europe seeks to protect Europeans' quality of life and well-being in a sustainable development perspective.

The Council of Europe has undertaken a work aiming at examining and illustrating certain fundamental aspects of the convention: Landscape and

- social, economic, cultural and ecological approaches;
- individual and social well-being;
- spatial planning;
- innovative tools;
- identification, assessment and quality objectives;
- awareness-raising, training and education;
- international policies and programmes; transfrontier landscapes;
- public participation.

This book has been produced thanks to the Council of Europe experts' reports and to the results of the workshops which have taken place on the implementation of the European Landscape Convention and have enabled specific examples and cases to be used to illustrate the same themes.<sup>1</sup> The various resulting publications may thus be examined together.

Our thanks go to Messrs Michel Prieur, Yves Luginbühl, Bas Pedroli, Jan Diek Van Mansvelt, Bertrand de Montmollin and Florencio Zoido for the excellent quality of their contributions to the debate.

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1. Documents T-FLOR 2 (2002) 18 and 18 addendum and T-FLOR (3 (2002) 12. Also see Council of Europe Publishing, European spatial planning and landscape series, 2005, No. 72 and 2006, No. 74.

The reports were presented to two Conferences of the Contracting and Signatory States to the European Landscape Convention, held before the convention even came into force, the first on 22 and 23 November 2001, the second on 28 and 29 November 2002 and to the conference held when the convention came into force, on 17 June 2004.<sup>2</sup> The representatives of governments and of international governmental and non-governmental organisations who attended these conferences thus had the opportunity to discuss the relevant issues and to take the first steps towards optimum implementation of the convention.

The main feature of the European Landscape Convention, which is wholly dedicated to landscape, meaning landscape as a whole, is the way it in which it calls for the landscape to be valued as a product of history, the fount of cultural identity, a heritage to be shared, and a reflection of a Europe of multiplicity.

The task ahead, an ambitious one, is hugely important to the future of our land and our surroundings. We wish every success to those who are committed to it.

Maguelonne Déjeant-Pons  
Head of Spatial Planning  
and Landscape Division  
Council of Europe

Enrico Buergi  
Chair of the European Landscape  
Convention Conferences,  
2001-2004

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2. Documents T-FLOR 1 (2001) 19, T-FLOR 2 (2002) 27 and T-FLOR (2004) 15.

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## 4. Landscape and innovative tools

*Bertrand de Montmollin, expert to the Council of Europe, with the contribution of Annalisa Calcagno Maniglio, representative of Italy during the second Conference of the contracting and signatory states to the European Landscape Convention, Strasbourg, 28-29 November 2002*

*“To put landscape policies into effect, each Party undertakes to introduce instruments aimed at protecting, managing and/or planning the landscape.”*

Article 6 of the European Landscape Convention



## Introduction

Because there is no long history of including landscape per se as a factor in spatial management and planning, it is hard to point to established tools and thus to identify – in contrast to these – potentially innovative alternatives. Indeed, the European Landscape Convention is in itself an innovative tool, a point made in the following extract from its preamble affirming the wish “... to provide a new instrument devoted exclusively to the protection, management and planning of all landscapes in Europe”.

At the same time, it would be wrong to claim that landscape planning has received no attention in the past. In most cases, however, the concern has been either to keep a natural landscape intact or to intervene directly in a landscape, shaping it to match a particular vision or concept. Consideration of landscape in its own right and the management and planning of landscape are thus relatively recent phenomena.

It is fair to say that established tools – that is, those used in the past – have certain features in common. They tend to be:

- instruments of the state;
- centralised;
- statutory;
- concerned with “outstanding landscapes”.

By contrast, it is reasonable to suggest that innovative tools should be:

- accessible to ordinary people;
- decentralised (regional or local);
- incentive-based;
- multidisciplinary and integrated;
- concerned with everyday landscape.

As a rule, “established” tools tend to focus on protecting natural landscapes, that is those that show few traces of human activity apart from certain “traditional” types of farming with little or no mechanisation. They are also concerned, albeit more on an ad hoc basis, with historic monuments and architectural sites and with cultural landscapes.

The fact is, however, that a large section of Europe’s population lives and works in conurbations, for which only a very few management and planning tools currently

exist. Innovative tools should therefore be applicable first and foremost to everyday landscapes, most of which are:

- urban;
- suburban;
- low-rise;
- commercial;
- industrial;
- of tourist interest;
- characterised by infrastructure.

Given the diversity of landscape and of political and administrative systems in Europe, we cannot point to a single type of tool that is universally applicable. Innovative instruments that may be developed for purposes of implementing the convention must therefore be adapted, or be capable of adaptation, to suit:

- different types of landscape;
- different regions;
- different political and administrative systems;
- different levels of action.

On that basis, it was felt that the first priority should be to develop two categories of tool:

- agreement-based tools;
- integration of landscape considerations into other policies.

The idea of integrating landscape considerations into policies for all sectors that directly or indirectly affect landscape is innovative in itself.<sup>84</sup> Entirely consistently with the concept of landscape established under the convention, an integrated policy demands a multidisciplinary or, indeed, holistic approach to landscape and hence also to each national landscape policy. Moreover, every innovative tool necessarily depends on other approaches to landscape, in particular landscape research, information and training, the last two of these involving emotional understanding of landscape. Therefore the most important goal – already innovative in itself – is probably that of an integrated landscape policy.

This integrated policy would have to take account of three aspects:

- the horizontal aspect, involving all sectoral policies that have a direct or indirect impact on landscape;
- the vertical aspect, which derives from the principle of subsidiarity. It incorporates and combines the landscape policies of all tiers of government in a genuine policy strategy stretching from central or federal government through any constituent states to regions and local authorities;

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<sup>84</sup>. Article 5.d of the European Landscape Convention.

– the “cross-sectional” aspect, reflecting the reality that the problems of an increasingly complex world involve new players such as private, non-governmental or semi-governmental organisations and bodies as well as more spontaneous groupings. The fact that the number and range of players is growing has begun to have an increasing impact on the development of modern civil society. At the same time, the ideas and activities of these new groups offer huge innovative and creative potential.

## **4.1. Presentation of experiences**

The tools for protecting, managing and planning landscape referred to in the European Landscape Convention must apply to the Parties’ entire territory and must cover all aspects of landscape in natural, rural, urban and peri-urban areas. They will be concerned with both outstanding landscapes and ordinary or degraded landscapes, and will address the cultural and man-made aspects of landscape as well, of course, as its natural aspects.

Because all landscapes affect people’s ways of life and express the diversity of their natural and cultural heritage, they must be covered – at national, regional and local levels – by a landscape policy for the entire national territory, a policy on which to base themes, measures and strategic principles for guiding landscape protection, management and planning.

Despite the important clarifying function of the convention, insufficient attention is still paid to the changing nature of landscape and too little account is taken of the pressures that cause it to change: yet what is needed is a thoroughgoing interpretation of the way that different factors come together in landscape, and of all the multidisciplinary information about its historical, cultural, ecological and environmental character, the way that it is perceived visually and the way that man’s presence has marked it. What is still lacking is general awareness, new, informed types of behaviour and a sharing of social responsibilities with regard to activities and developments that affect landscape.

In order to implement the provisions of the European Landscape Convention a basic programme must be designed to support the study and evaluation tools needed for governing landscape and for different protection, management and planning activities. It is also important to identify the specific tasks and sectors covered by the various plans and policies that have an impact on the land – that is, to pinpoint where intervention is appropriate.

To achieve effective community participation in choices about landscape, and to open up and define a broad field of cognitive research for administrators and planners, there is a need to provide training in landscape-related skills in order to be able to recognise both events and phenomena that are not apparent to everyone and may be hard to discern: for example, the reciprocal relationships and influences (direct or indirect) between one landscape change and another, and not merely

those changes that affect cultural heritage or the various types of degradation and modification of natural resources.

The only way to conserve, manage, plan and generate landscape as a whole – including urban and suburban landscapes, farmed areas and areas characterised by infrastructure – is through adequate spatial planning initiatives. Such initiatives are concerned simultaneously with land, environment and landscape and with the different economic, social and administrative factors that directly or indirectly influence the utilisation, structure and qualities of the natural and cultural environment.

The experiences below are taken from the presentations made during the first meeting of the Workshops for the implementation of the European Landscape Convention which took place in Strasbourg on 23-24 May 2002.<sup>85</sup>

#### **4.1.1. The experience of Switzerland**

##### **a. Integration of landscape policies into sectoral policies: the example of the Swiss Landscape Concept**

The basic principle of the Swiss Landscape Concept (CPS) is illustrated by its slogan “Partners for Landscape”. The aim is to foster dialogue between landscape users and nature and landscape conservationists in the context of implementation of public policies by the relevant authorities.

A Swiss government order issued in 1997 requires the federal authorities responsible for 13 policy areas that have an impact on spatial planning, and hence on the landscape, to take account of objectives and landscape measures specific to each policy area. These objectives and measures were negotiated in close co-operation between the Swiss Federal Office for the Environment, Forests and Landscape and the federal government departments and agencies responsible for the various policies. They are based on a system of strategic aims for the management of nature and landscape, taking account of the three pillars of sustainable development.

##### **b. The participatory approach – the example of landscape development plans**

Landscape development plans outline the desired development objectives for given landscapes on the basis of scenarios worked out in close co-operation by all interested parties. They therefore involve a comprehensive approach to landscape. The key feature of landscape development plans is the bottom-up process through which they are devised. The aim here is to bring together all the players who actively influence the area concerned, along with the people who live there and other representatives of public and private interests. The discussions are chaired by

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<sup>85</sup>. *First meeting of the Workshops for the implementation of the European Landscape Convention, Proceedings*, Strasbourg, 23-24 May 2002, Council of Europe Publishing, European spatial planning and landscape series, 2006, No. 74.



professionals who have no personal ties in the area, thus assuring the quality and effectiveness of the process. Having a landscape development plan can be most useful when it comes to defining criteria, or indeed priorities, for implementing specific policies at local level, for instance with regard to how limited public funding can be allocated (in particular, direct payments under the legislation on agriculture).

### **c. Financial tools – funding policies and the Swiss Landscape Fund model**

Funding grants are among the most important tools available to government. In Switzerland they account for over 60% of the expenditure budgeted for by the Confederation, broken down into hundreds of widely varying fields and interacting closely with a host of other policy instruments. Maintaining the coherence of the system is therefore a highly ambitious undertaking: it requires tools for checking consistency between policies in the various sectors and the arrangements for implementing them. This objective can be achieved more easily if the relevant authority takes account of the know-how of specialist environment agencies in each specific case. However, the instruments available must be supplemented with new financial incentive tools for active management geared towards sustainable landscape development.

The Swiss Landscape Fund<sup>86</sup> is involved in conserving, maintaining and restoring traditional rural landscapes and their natural habitats. It can make financial contributions to information and training activities. It becomes involved only when no other body can help, for instance because of a lack of funds or because of legal hurdles. The funding provided can take the form of non-repayable grants or interest-free loans. The beneficiaries can be private individuals, associations or foundations, as well as municipalities and regions. The Fund provides financial incentives for individual and voluntary initiatives to enhance the landscape. This increases local and regional bodies' willingness to take initiatives themselves. It also fosters synergy between farming, tourism, the construction sector and traditional crafts and trades. Through its financial assistance, the Landscape Fund provides welcome regional economic aid that helps create employment in disadvantaged areas. The funding often has a snowball effect and encourages investors to put much larger sums of money into the regions concerned.

## **4.1.2. The experience of Italy**

### **a. The Region of Liguria and application of the European Landscape Convention through the Regional Territorial Plan (PTR)**

In Italy, the Region of Liguria has a long tradition of landscape-related measures: in 1986, under national legislation, it produced a Provincial Territorial Co-ordination Plan (PTCP) – approved in 1990 – setting out guidelines for the conservation and

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86. See [www.flis-sfp.ch](http://www.flis-sfp.ch).

management of the entire region. This was the first framework of reference in relation to the qualities and value of the landscape. The plan provided a complete set of maps of the region in electronic form for use by professionals. On the basis of the Agreement of 16 April 2001 between central government and the regions, the Region of Liguria will apply the European Landscape Convention in its Regional Territorial Plan (PTR), which is currently being drafted: landscape will thus become a key factor to be considered in all proposed initiatives, and a focus for sustainable development strategies.

The starting point is the thorough documentation of the region, including specifically its landscapes, highlighting the different identities and characteristics of each type of landscape and, at the same time, the major changes that are taking place.

Alongside the process of detailing landscape characteristics, factors are being identified that will shape landscape quality objectives in order to determine not only the relevant types of landscape protection, development, reclassification and transformation, but also the ways in which these will take effect, using tools to make the connection between existing resources and the potential for initiatives (that is, structured guidelines for drafting landscape agreements, preparing integrated projects etc.).

In a Quadro descrittivo,<sup>87</sup> the Region of Liguria highlights current types of innovative project and project potential as well as new methods of development forecasting (plans and projections by private associations and consortia, community representatives etc.), which will become functional models that can be copied, or co-ordinated in a system or network – particularly useful for the least developed communities in depopulated or inland areas of the region.

The PTR will cover the entire territory, detailing the features and qualities of its different landscapes, with structured guidelines based on landscape quality objectives; it will also indicate those projects that are to receive substantial support from the Region in terms of help with funding, participation in projects etc.

The PTR will take an entirely innovative approach and will propose arrangements for carrying out various measures, working through integrated processes to achieve direct implementation at local level.

The Region of Liguria has already taken certain types of initiative on landscape, paying particular attention to landscape-related expertise: such initiatives range from coastal rehabilitation plans and beach “back-filling” schemes to a plan for relocating the railway that follows the coast and finding a new use for the line (PRUSTT Ferrovia del Ponente) – with publication of a call for tenders, seeking specific expertise in landscape architecture.

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87. See [www.regione.liguria.it](http://www.regione.liguria.it).

**b. The “Parco delle Cinque Terre” plan**

This area is a coastal strip, known as Cinque Terre and situated in eastern Liguria near La Spezia, characterised by its steep gradient – basically the land rises from sea level to the mountain watershed at an altitude of 450/500 metres – and virtually entirely terraced with low dry-stone walls (forming a succession of parallel lines, with lanes and drainage ditches) that were built to accommodate vine growing on the precipitous slopes. Human activity is a powerful defining feature of this landscape. In fact, over the centuries, the landscape has been completely transformed by man with the development of a maritime trade in wine from five historic villages inhabited by seafarers. In recent years the extremely high costs of cultivating the vineyards and the changed pattern of rural life have led to a sharp reduction in the area under vines, with severe consequences for the hydro-geological balance of the region and the quality of its landscape.

This important landscape heritage has been conserved because the area has become a natural park and the plan for its development (which has produced highly interesting results after only a few years) links the hydro-geological rehabilitation of large tracts of land with the revitalisation of productive agriculture, the utilisation of historic techniques (in the rehabilitation process) and a general effort to foster new awareness of the area.

This is a significant example of local measures and initiatives being integrated in a courageous and intelligent way to protect an economic resource and a remarkable cultural identity: it entails comprehensive, integrated management and a collective effort involving everyone living in the area (the project has been carried out in consultation with the local authority and farmers), promoting a resumption in agricultural activity and building on the quality of the wines, the landscape and environment.

**c. The “Chianti Fiorentino” outline landscape protection plan**

In Chianti Fiorentino 1 300 hectares – less than 6% of the total – are still cultivated under a share-farming system; much of this area is planted with olive trees and it is divided into 13 tracts of land ranging in size from 40 to 160 hectares.

These tracts contain 150 km of dry-stone walls, more than 40 km of uncultivated boundary strips (cigliani) and several kilometres of drainage channels (acquidocci) in widely varying states of preservation, with 60 to 70% of them highly fragile or disintegrated. The project aims to improve cultivation and to offer the possibility of changing the agricultural irrigation system where the nature of the terrain and the type of farming permits.

Except in very rare cases, once share farming has ceased, preserving the landscape as it was fifty years ago becomes unthinkable. On the other hand, it is possible to salvage and usefully improve certain environmental systems which have retained their own intrinsic value and also give the landscape its aesthetic character. The most important of these complex systems is the irrigation and drainage system

which, broadly speaking, has permitted the survival of sections of the share-farming landscape and defines its remaining features.

Revitalising this system and getting it working again means that local farmers will have to bear the very high and unevenly distributed costs of rehabilitation and maintenance; at the same time, the preference of the relevant public authority is to focus grant aid on the improvement of agricultural production.

Saving those features of the landscape that are salvageable, particularly the system of drainage and surface-water control, means encouraging and prioritising forms of production that can use the traditional landscape as a resource, that is, effectively utilise the terrace system, the dry-stone walls and the drains and run-off channels that are still recoverable.

To summarise, the proposed strategy is based on the following straightforward observation: if local producers in a share-farming area are marketing products that can be produced to a similar level of quality anywhere in Chianti, the particular configuration of the landscape will merely represent an additional cost; if, on the other hand, the share-farming landscape can be factored in as a resource – that is, a basic element in product quality – then the costs can be at least partially recouped through the price.

There is a good example of this in the Lamole area where, on certain small tracts of land, vines are still grown “ad alberello”: this is an ancient form of cultivation that is most productive at high altitudes (500-600 metres) and depends on the classic share-farming structure for optimum effectiveness, both because the drainage system is more efficient and because the dry-stone walls function like radiators, releasing overnight the accumulated heat of the day and generally helping the grapes to ripen in what is a relatively cold climate. The production costs of “ad alberello” wine growing thus include the costs of protecting and managing the landscape and this is reflected in superior product quality.

#### **d. Landscape workshops: an important tool for application of the European Landscape Convention**

In the context of activities under the Interreg IIC Mediterranean and Latin Alps landscape project, the Centro Studi Pan, project co-ordinator for the Region of Calabria, set up a Regional Landscape Workshop in the Protoconvento Francese in Castrovillari, within Pollino National Park. Preparatory work began in 1999 and studies and research were being carried out at the same time as the Council of Europe was drawing up the European Landscape Convention.

The Regional Landscape Workshop aims to provide:

- a documentation centre and database on landscape characteristics and quality;
- a landscape change observatory;
- a forum on social perceptions of landscape and shared responsibilities for it;

- a laboratory for the creation of new landscapes;
- a training and information base for local communities, particularly students, administrators, technical staff, etc.

The workshop is equipped with a mapping station (computer, plotter, GIS, etc.); a themed electronic library; and a computerised database on historic and current representations of landscape (this project is ongoing).

The structure of the Regional Landscape Workshop and its document acquisition programme have facilitated the following activities:

- research into social perceptions of landscape using a sample population in Pollino National Park;
- compilation of a literary anthology containing the work of writers and travellers who have described the landscape of Pollino National Park at different times;
- production of several themed maps showing how the landscape has changed since the Second World War;
- preparation of seven monographs on the transformation of urban and rural landscape.

A number of meetings have also been organised to publicise and share the Regional Workshop's specialist acquisitions and to relay current European-level debate about landscape.

During the 2001-2002 academic year the Regional Landscape Workshop also ran its first course in landscape education, at Castrovillari technical high school, an initiative warmly received by both teachers and students. The experiment will be repeated and extended in the forthcoming academic year, embracing other secondary-level establishments (a traditional senior high school, an institute of surveying and an institute for hotel studies). The main aim of the course is to give the students a sense of belonging to the environment in which they live and of re-appropriating a territory. The Coscile river valley was selected as a site for research because of the socio-economic changes experienced there after the Second World War. The valley is now entirely deserted and certain sections of it have been turned into open rubbish tips. The Ialo-Arbreshe Community of Mountain Municipalities in Pollino took the decision to fund a joint project designed by the students and the Regional Landscape Workshop and involving parents and senior citizens who still use the riverbanks.

The establishment of the Regional Landscape Workshop has been followed with interest by landscape experts and there have been numerous requests for information about its various activities and how they have been organised.

### **4.1.3. The experience of Slovenia: Spatial planning and sustainable development in Slovenia**

The Slovenian Spatial Management Policy (2001) is a long-term document which denotes the achieved degree of consensus on the essential spatial management objectives. Together with the Slovenian Economic Development Strategy and the Slovenian Regional Development Strategy, it is the basic policy document for guiding national development.

The Policy represents a framework for co-ordination of sectoral spatial development policies, reform of the spatial management system, and at the same time it is also the basis for preparing the Spatial Development Concept of Slovenia.

The new Spatial Planning Act proposal, in preparation during 2002, will introduce a number of novelties in landscape planning. An essential novelty, for instance, is that a regional planning level is introduced, and the landscape and landscape planning instruments are made equal to other spatial systems in the overall spatial planning system.

Slovenia is also implementing new approaches to spatial planning at the national level through the preparation of the Spatial Development Strategy of Slovenia during 2002. A constituent part of the Spatial Development Strategy of Slovenia is the concept of spatial development of the landscape system. It represents the “national landscape plan” defining the values of Slovenian landscapes, binding Slovenia to concern for the conservation of nature and the conservation of cultural landscape heritage, proposing sustainable use of landscape potential, and it is based on our conception of what we wish to achieve in the landscape space in the future. The National Spatial Plan imposes obligations on actors in landscape space, provides guidelines for their activities, and offers opportunities for development, complying with nature and with people’s expectations.

In 1999, during the preparation of the amendments of the National Spatial Plan, and particularly during the preparation of the new Spatial Plan of Slovenia – the Spatial Development Strategy of Slovenia – we therefore tried to go beyond the sectoral treatment of landscape. We defined various landscape areas as well as guidelines for their protection and development. These guidelines represent a starting point for planning at lower levels and for the implementation of sectoral policies. Consequently, the regional level should prepare regional spatial development concepts, while the local authority level should prepare landscape concepts, which should apply uniform treatment to the entire area irrespective of its administrative boundaries.

#### **4.1.4. The experience of the United Kingdom: Aspects of landscape characterisation and assessment in the UK**

UK work is underpinned by ideas such as those of Sustaining the Historic Environment, a pathfinding English Heritage document published in 1997 that explored many of the “new” ideas about public participation, inclusion, multiple values and sustainability that in England are now embedded in UK government policy for the historic environment.<sup>88</sup>

UK work on landscape characterisation has many interrelated aims, including:

- to understand the landscape and its character better, both in terms of natural and cultural values, and in terms of its present-day character and its historic and archaeological dimensions;
- to engage public interest in landscape as part of environmental health and quality of life, and to provide frameworks for incorporating democratic, community and personal views of landscape;
- to use the concept of “landscape” to integrate and connect together all types of environmental (natural and cultural) heritage as an integrated contribution to sustainability;
- to use a clear and inclusive appreciation and perception of landscape to influence decisions on shaping the future of the landscape and managing change to it.

There has been interest in landscape assessment in the UK since at least the 1970s and “modern” methods appeared during the 1980s. During the 1990s, there has been a growth of interest in “characterisation”, a word used to denote a broad and generalised understanding and appreciation of the overall character and significance of the environment or heritage of an area, preferably at landscape scale. Characterisation tries to take into account multiple ways of valuing, in order to help manage change. It goes beyond the selective designation of special places in giving some value and significance to all places everywhere, but it supports designations where they are necessary.

## **4.2. Towards the development of innovative tools**

The social aspect of landscape is currently more important than ever before. In order to understand and develop this aspect we need to work in multidisciplinary ways and to pursue in depth new areas of research, education and professional activity.

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<sup>88</sup>. *A Force for our Future*; DEFRA/DCMS 2001; [www.culture.gov.uk/heritage](http://www.culture.gov.uk/heritage).

The development of innovative tools should allow the following objectives to be addressed:

<b>A. Participatory tools</b>	A1. To facilitate community input to and participation in the protection, management and planning of landscape
	A2. To work at local level helping communities to identify and understand the characteristics, value and vulnerability of the landscapes in which they live, and to express their aspirations
<b>B. Cross-sectional tools</b>	B1. To integrate landscape into the various spheres of administrative activity
	B2. To take landscape into account as a factor that cuts across various public policies for land use
	B3. To develop holistic approaches to landscape
	B4. To integrate the cultural and natural heritages
	B5. To take account of landscape in biodiversity conservation areas
<b>C. Tools for awareness raising and training</b>	C1. To inform and train the various groups and agencies concerned with landscape about the interdisciplinary and specific nature of the problems associated with it
	C2. To inform and train politicians and civil servants
	C3. To inform and train local authorities and administrations
	C4. To inform and educate children about landscape
	C5. To educate communities about landscape
	C6. To understand, identify, describe and prioritise landscapes
	C7. To promote university courses in landscape management and planning
	C8. To raise awareness in the tourist trade about the importance of preserving and promoting the natural and cultural landscape
<b>D. Incentive-based tools</b>	D1. To put the emphasis on incentives and restrict prohibitions
	D2. To develop agreement-based tools
	D3. To use farm subsidies to improve landscape quality
	D4. To encourage traditional types of farming
<b>E. Statutory and regulatory tools</b>	E1. To integrate landscape protection and planning into national spatial development plans
	E2. To improve legislation on landscape
<b>F. “Technical” tools</b>	F1. To assess and demonstrate the economic importance of landscape
	F2. To set up landscape observatories to monitor changes and evaluate intervention in landscapes
	F3. To improve the quality of landscape in peri-urban, industrial and commercial areas
	F4. To develop techniques for rehabilitating degraded landscapes
	F5. To exchange experiences and methods between countries in different parts of Europe



Much is expected in terms of the development and dissemination of “innovative” tools for landscape protection, management and planning.

A wide variety of experiments on different themes had been carried out in different regions. Yet only a few have resulted in the development of tools automatically transposable to other contexts. In fact it is misleading to imagine that “standardised” tools can be developed and disseminated, particularly given that concerns, expectations and circumstances differ widely, especially between the countries of Eastern Europe and those of Western and Southern Europe.

It is interesting to note how many examples were cited involving the conservation and management of vine-growing landscapes in Southern Europe – illustrating the importance of taking nature, culture and agriculture/viticulture into account together. The situation is very different in Eastern Europe, where agricultural landscapes are dominated by intensive farming, which leaves its own imprint on the countryside although its cultural and natural aspects have not yet received consideration.

On the other hand – and despite considerable expectations – there were very few examples from certain types of landscape, notably in urban and industrial areas and areas in transition.

In terms of moving forward, two directions now suggest themselves:

- compilation of a compendium of “good landscape practice”. This could take the form of a collection of notes on specific topics, detailing the various experiments carried out and tools developed in the different European regions, with a view to promoting exchanges between groups and agencies concerned with landscape. It could be presented as a folder (and/or its web-based equivalent) containing brief descriptions of each tool or experiment with details of how to contact the authors. It could thus be added to without difficulty and could foster contacts and networking between persons and agencies involved in landscape;

- incentives to develop innovative tools. The development of innovative tools – particularly in areas where there has so far been little experimentation – should be encouraged under the convention, for example by setting up ad hoc working groups with input from universities and colleges.

The following themes could be prioritised:

- suburban, industrial and changing landscapes;
- integrating landscape into other policy areas;
- tools for community involvement in the approach to landscape;
- tools for use by local authorities or non-governmental organisations.

It could be useful in the framework of the convention to develop and apply the following sorts of innovative tools.

### *Tools for integrating landscape into sectoral policies*

National and regional sectoral policies often have direct or indirect effects on the landscape, whether or not these are formally recognised or taken into account. It would therefore be advisable to develop instruments providing for a transversal approach to landscape through such sectoral policies. An integrated landscape policy, tested by a department with specialist experience in this field, would help to ensure that landscape was taken into consideration in all aspects of planning.

Guidelines for drawing up integrated landscape policies, in accordance with the convention, could be prepared on the basis of current experience in a number of European countries.

### *Indicative instruments*

Landscape protection, management and development cannot be governed solely by legislation and regulations. It is more important to establish incentives to achieve the specified objectives. Such incentives are mainly financial and extend to various sectors of the economy. Such indicative instruments may be direct – subsidies to support landscape-friendly agriculture, labels for products from regions that have taken special steps to protect the landscape and so on – or indirect – subsidies for landscape-friendly investment, tax rebates for companies that protect the landscape, etc.

Many European countries have developed and introduced such measures. From the standpoint of the convention, there is much to be said for collating and assessing information on them, which can then be presented either individually or in a manual of good practice.