VITAL LANDSCAPES

Compendium of pilot projects focusing on local people and regional stakeholders

with a selection of papers from Vital Landscapes midterm conference

CENTRAL EUROPE
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VITAL LANDSCAPES
CENTRAL EUROPE Project

VITAL LANDSCAPES
Valorisation and Sustainable Development of Cultural Landscapes using innovative Participation and Visualisation Techniques,
Work package 4
4.3.7: Strategy on innovative methods of cultural landscape management through visualization and communication of development scenarios

Compendium of pilot projects focusing on local people and regional stakeholders
Part 1: Pilot projects
Part 2: Vitalise your landscapes: Selection of papers from Vital Landscapes midterm conference

Project partners:
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Association of Cultural Heritage Saxony-Anhalt, Germany (PP2)
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Further information on the project is available on **www.vital-landscapes.eu**.

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Preface

Many Central European landscapes are endangered due to a lack of awareness about their cultural role and developmental potential, insensitive development and rapid change. Many rural areas suffer from population decline due to negative demographic trends and the outward migration of young people. The transformation of Central European landscapes is thereby at the same time led by intensive agricultural use and abandonment of land use. The evidence speaks about landscapes overtaken by nature, others by technology and numerous somewhere in between of the two extreme scenarios. At the same time the prevailing sector-specific policy approach hinders well-balanced and sustainable landscape development. To the top of it the inhabitants are only seldom involved into the decision making process about the development of 'their' landscapes.

Project VITAL LANDSCAPES was born out of the desire to overcome some of these deficits. To enhance the potential for future economic and social development, the project introduced cross-sector regional strategies and applied new technologies for visualising landscape changes and participatory approaches to discuss and agree regional development scenarios. Thus, the project provided knowledge and motivation to local actors and regional stakeholders to support the sustainable development of 'their' landscapes. To avoid only theoretical reflections without practical relevance, the project included pilot actions in all participating regions. The pilot actions applied tools and strategies developed in WP3, thus providing practical experiences and useful feedbacks by regional networks and relevant stakeholders.

Burkhardt Kolbmüller, Maja Simoneti

Introduction

This compendium offers a brief insight into the variety of work and activities that was going on in VITAL LANDSCAPES* project pilot areas and at the same time it allows an insight into the project mindset through the papers gathered from lecturers at the project midterm conference »Vitalise your landscape«.

The experimental pilot projects proved to the participants that landscape development should always be tackled uniquely and with all necessary respect to the local residents, community and economy as well as to the cultural background of each landscape. On the other hand this transnational experience has strengthened the belief of the participants that no matter the difference amongst landscapes and the communities behind them one should always:

- use tools that can help raise awareness about landscape values and the threats of uncontrolled change among local and regional stakeholders, and
- take actions that will empower the participation of local and regional stakeholders in developmental debates.

Vital Landscapes project is based on a wish to tackle the landscape development debate from the local and regional actor perspective. Since the awareness of an enormous cultural and developmental significance of central European landscapes was raised, the questions about development partnerships, participation empowerment and productive developmental practices have been opened. All with a wish to tackle best the threats rooting in the diverse land use practices. Nowadays we evidence European landscapes being part of different processes. One can notice large landscape areas under intensive monoculture use and landscapes being emptied and overgrown by woods, as well as many landscapes being in between the two developmental opposites, this are landscapes in process of transformation looking for a new developmental identity. In these circumstances landscapes are regarded essential for the regional identity and the quality of life, and for all manners of agricultural activity. At the same time regional and local actors are in many cases poorly involved in the development of 'their' landscapes. The idea of VITAL LANDSCAPES was born out of a desire to tackle some of these deficits.

A core aspect of the Vital landscapes project was the development and evaluation of innovative techniques for visualising and moderating changes to the landscapes through pilot projects implemented in conjunction with regional networks of actors from the local economy, nature conservation and cultural heritage. Intensive communication between the project partners and the active inclusion of the local population should ensure that project activities were qualitative and sustainable.

The main Vital landscapes project idea was that pilot projects will implement the project philosophy with concrete activities and visible results on a local and regional level. The joint development of tools and procedures, the joint evaluation of the pilot projects and the organisation of international accompanying workshops should guarantee a high degree of trans-national added value.

The role of exemplary pilot projects in the Vital Landscapes project was thereby twofold:

- on the one hand, the practical application of tools and methods supposed to result in more detailed findings and additional knowledge about their applicability;
- on the other hand, the pilot projects were used to communicate Vital landscapes project, its findings and approaches to a broader regional public.

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* VITAL LANDSCAPES is a joint initiative by eight project partners from seven countries with the common aim of promoting the sustainable development of cultural landscapes in Central and Eastern Europe. The project ends in March 2013 and is financed largely by the European Regional Development Fund (ERDF) as part of the CENTRAL EUROPE programme (www.central2013.eu).

The pilot projects were grouped in three sections according to the tool development in their focus (Action 4.1.):

1. Pilot projects focusing on participative regional development scenarios:
- The lower Saale Valley - Germany,
- Mühlviertel Kernland - Austria.
2. Pilot projects focusing on innovative visualisation and communication tools (Action 4.2):
- Vital berek - Hungary,
- Msciwojów - Poland.
3. Pilot projects focusing on the involvement of local people and regional stakeholders (Action 4.3):
- Podmalokarpatsky region - Slovak Republic,
- Šumava Biosphere Reserve - Czech Republic, and
- Ljubljansko barje - Slovenia.

According to the subject of Vital Landscapes project and the fact that project midterm conference corresponded with the time in which new priorities of European cohesion programme were to be defined, the conference hosted distinguished guest lecturer and a discussion about goals and priorities of future landscape development. The conference programme was developed in cooperation between Vital Landscapes project group and Slovenian authority for the implementation of European Landscape Convention who share the belief that landscape as a capital for development should be ambitiously incorporated into future European territorial cohesion programmes.

The selection of papers from the "Vitalise your landscape" conference include:

- dr. Gernot Stöglehner and Georg Neugebauer: Participation in landscape development
- dr. Gerhard Ermischer: Landscape development and civil society engagement
- dr. Mihael Kline: Landscape as a brand
- dr. Janez Marušič: Landscape between protection and development
- dr. Burkhardt Kolbmüller: EU funding opportunities to support the implementation of the European Landscape Convention

Maja Simoneti

PART 1: PILOT PROJECTS

The role of transnational experience/ workshops and excursions

Pilot projects are by their nature locally based and regionally limited. However, their involvement in trans-national projects offers important development impulses and widens the horizon of regional actors. This holds true for the local people, regional stakeholders, politicians and decision makers. Therefore, VITAL LANDSCAPES included a series of trans-national workshops, study tours, meetings and other events. The experiences made have been in all cases fruitful and positive.

Furthermore, the exchange amongst the project partners and the experiences of the pilot projects prove that rural areas in Central Europe are faced with similar problems and developmental challenges such as demographic change, depletion of village cores, lack of infrastructure and jobs, insufficient creation of value, and destruction of landscapes. On the other hand, there are similar positive impulses of sustainable landscape development and comparable beauties of cultural landscapes, villages and small towns. Also academic research and education comprises many related topics. Thus, the trans-national exchange regarding VITAL LANDSCAPES makes sense, and it provided us with extended knowledge and new inspirations.

Finally, the development of landscapes and regions in Central Europe may benefit from similar structures and funding opportunities like LEADER and other EU programmes. Moreover, the European Landscape Convention and several European platforms and networks are active in all partner countries. The VITAL LANDSCAPES project at the same time made use of these structures and also contributed to their further development and strengthening.

In detail, the following results of the trans-national project activities may be highlighted:

- Participants in trans-national activities concordantly report about new views, concrete impulses for their own projects, increased motivation (‘We, too, are able to do such things’). In some cases, even closer cooperation and individual friendships were encouraged.

- The project partners benefited from the exchange of knowledge and experiences in the framework of a transnational consortium. Successfully implemented activities (e.g. photo contest, new media application) and good experiences with new moderation and visualisation technologies in the several pilot projects gave impulses to other project partners to start similar activities in their own pilot regions.

- An important effect was the “internal” role of trans-national excursions and study tours. During the several days lasting excursions, the 30 to 40 stakeholders, decision makers, experts and local people used the occasion for intensive communication. The benefit of this situation was manifold. The inspiration by the foreign regions and projects, and the close living together for several days caused new discussions of topics of their home regions, and created a better mutual understanding as well as extended regional networks.

- There was one essential problem: Apart from the German and Austrian partners, all project partners speak different languages. In some cases professional interpreters supported the communication; very often the English language had to be used, although it is a foreign language for all partners. However, the relatively long project duration and the good individual contacts helped overcome this obstacle.

1. Pilot projects focusing on participative regional development scenarios

Landscape protection and regional development is not only a public duty but also (and mainly) a private concern. Local people and regional stakeholders living and acting in the respective region know their needs and scopes best. Even ambitious development scenarios and protection plans may not be implemented against the interests of the local inhabitants. In the background, this action focused on pilot activities that supported or even stimulated the involvement of local people and regional stakeholders in regional development scenarios taking their visions and values into account. Generally spoken, the pilot activities met and even exceeded the expectations. In detail, the following experiences, useful for other regions as well, may be highlighted:

- **Participative moderation methods:** In the Austrian pilot region, "landscape dialogues" organised as a two-part workshop series based on the Agenda 21 approach were introduced. The broad public could be involved in the elaboration of visions and goals for sustainable landscape development as well as concrete implementation measures. The pilot activities gave impulses to some of the participating municipalities to start Agenda 21 processes in order to deepen and continue the discussion on landscape issues and sustainable development.

- **Use of existing structures:** To achieve really sustainable regional development processes it is important to build on existing structures. The German and Austrian pilot processes co-operated with LEADER regions and a Nature Park, benefiting from their networks and at the same time supporting their activities – a classical win-win situation.

- **Key importance of practical issues:** When involving local people it is crucial to organise practical benefits. In case of VITAL LANDSCAPES, these have been e.g. renewable energy supply, added value by regional products, support of tourism or village renewal, and management of traditional landscape elements.

- **Involvement of young people:** The younger generation is an important target group for discussing the "future of the region", but hard to reach in participation processes. Therefore, pilot activities included actions for children and pupils, e.g. video workshops, a mobile phone film contest, "mind mapping" and others, all of them having been very successful.

- **Role of visualisation:** Pictures play an important role to inspire and to motivate local people. Both pilot projects used methods like a photo contest or the visualisation of development scenarios. The results exceeded all expectations. A photo contest, in particular in co-operation with local/regional media, is an adequate tool to address the broad public and contribute to raising awareness of landscape issues. Photo based visualisations e.g. showing proceeding forestation and map based visualisations e.g. documenting change in land use during centuries are well suited to support the discussion about landscape issues.

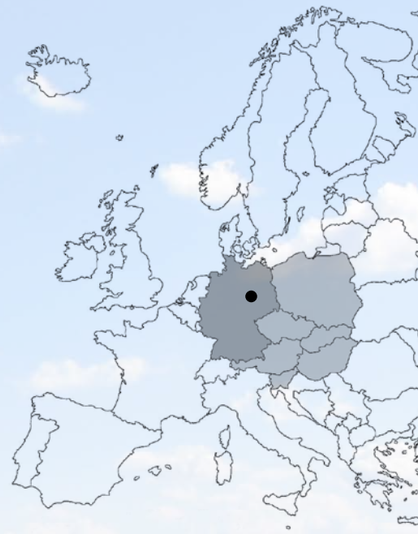
Pilot project: The Lower Saale Valley

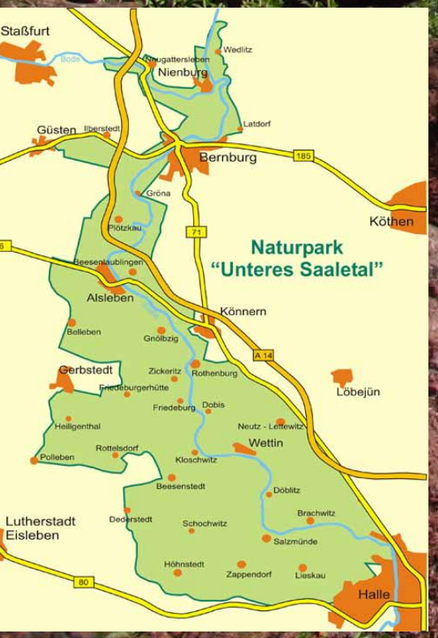
The Lower Saale Valley offers a rich collection of cultural heritage. Along its ca. 50 km long way through the Nature Park the Saale river is the dominating landscape element, and it is an important anchor for regional identity as well. Situated between the largest cities and economic centers of the state Saxony-Anhalt, Magdeburg in the north and Halle/Saale in the south, the Lower Saale Valley itself is - apart from the city of Bernburg - out of the superior focus. For the main part it is up to the stakeholders and inhabitants of the region to make sure that Lower Saale Valley will be as vital as today also in the future. The VITAL LANDSCAPES Project will support them by providing new ideas, advanced knowledge and interesting international contacts.

PP1, Land Company Saxony-Anhalt
PP2, Cultural Heritage Association Saxony-Anhalt

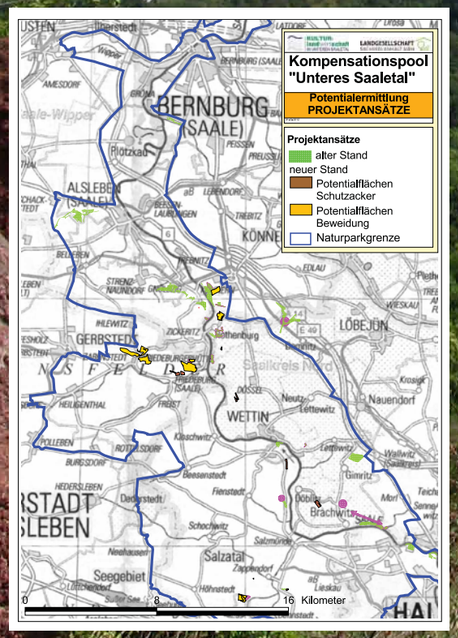
Project partner working team:
PP1: Jörn Freyer (coordination), Ines Pozimksi, Heike Winkelmann
PP2: Annette Schneider (coordination), Bernd Reuter (external expert), Diane Gerth, Henrik Hass

Name of the area:	Lower Saale Valley (Unteres Saaletal)
Pilot project name:	Kulturlandwirtschaft im Unteren Saaletal
Size:	408 km²
Location:	In the heart of Saxony-Anhalt
Geographical specifics:	River valley which lies ca. 50-100 m below its surroundings River valley: Flood plain, grassland Slopes: Rock (lower trias and upper carboniferus), bush land Plateau: loess soil
Population:	ca. 45.000
Dominant land-use:	Arable land (85%)
Dominant economy:	Farming
Administrative division:	4 districts, 9 municipalities
Legislated protection:	Nature Park





General map of the pilot area



Map of potential compensation areas

background: Saale valley near Rothenburg
(photo: Bodo Hausmann)

Outcomes:

- Development scenarios for 5 potential compensation areas
- Cadastral land registers of 29 project approaches
- 25 educated cultural landscape guides
- Open data base of cultural landscape elements
- Analysis of historical maps
- Sustainable platform for regional dialogue





The Lower Saale Valley stretches across 3 rural districts and 1 urban municipality. Within every single of these units, the valley is rather a border area. The Nature Park is the ideal platform to enable a common regional dialogue across administrative borders. Regarding project activities, stakeholders from nature protection, agriculture, landscape conservation and science were involved, as well as municipalities and inhabitants were invited as local experts.

The pilot activities mainly focus on activating the exchange among stakeholders and on strengthening public engagement. The exchange among stakeholders was encouraged by the process to create a strategy of clustered compensation measures in the region. The network platform established by the project is designed to commonly discuss landscape and regional development issues well beyond project lifetime. Since discussions about future development always benefit from input of local inhabitants, several workshops in the villages all across the Lower Saale Valley had been organized.

Altogether the above mentioned activities shall contribute to a sustainable landscape development process, which supports the region by optimally valorizing endogenous potentials.

left top: Workshop outdoors
(photo: Jörn Freyer)
left bottom: Cultural landscape guide in action (photo: LHBSA)
right: View from Wettin hill
(photo: Ines Pozimski)

PLATFORM FOR REGIONAL DIALOGUE

time frame: Since autumn 2010 quarterly meetings
stakeholders: PP1, PP2, Naturpark administration
participants: 15-50 each
target group: Inhabitants, municipalities, associations and multipliers.

intention: Even at the regional administration level Lower Saale Valley stretches across 4 districts. In practice, it is quite difficult just to bring landscape relevant stakeholders in permanent contact. Thus a forum shall be established, which significantly helps improve the communication within the region and to identify fields of co-operation.

outputs: Quarterly workshops and discussions on landscape development (focus: clustered compensation measures, development potentials for villages and networking opportunities).

long-term outputs: Networking, better participation and greater identification of people with their region. Besides the issues that were in focus so far, further topics important for landscape development and valorization of regional potentials shall be on the agenda. Thus e.g. local economy could take more advantage of the started process.

PREPARING A COMPENSATION POOL

time frame: 9/2010 - 12/2012
stakeholders: Nature Park, project investors, Land Company Saxony-Anhalt
participants: 15
target group: Regional stakeholders from nature protection, agriculture, landscape conservation, from municipalities and local experts.

intention: Concentrating compensation measures of infrastructure projects in a rather large dimension to unfold a relevant impact (in terms of nature protection, landscape conservation and beyond). In this respect the project supported the preparation phase with several outputs (see below).

outputs: Cadastral land register of 29 project approaches, cost analysis for compensation through grazing resp. wild herbs, landscape development scenarios for 5 selected areas.

long-term outputs: Successful realisation of compensation areas fulfilling nature protection goals also after 20 years and demanding less to none arable land.

TRAINING THE CULTURAL LANDSCAPE GUIDES

time frame: 1st curriculum: May – September 2011
2nd curriculum: January – March 2012
stakeholders: Cultural Heritage Association Saxony Anhalt
participants: 1st curriculum - 15
2nd curriculum - 13
target group: Interested inhabitants, city guides interested in cultural landscapes .

intention: Qualifying interested inhabitants to present authentically the regional heritage and cultural landscape values and thereby becoming ambassadors of their region.

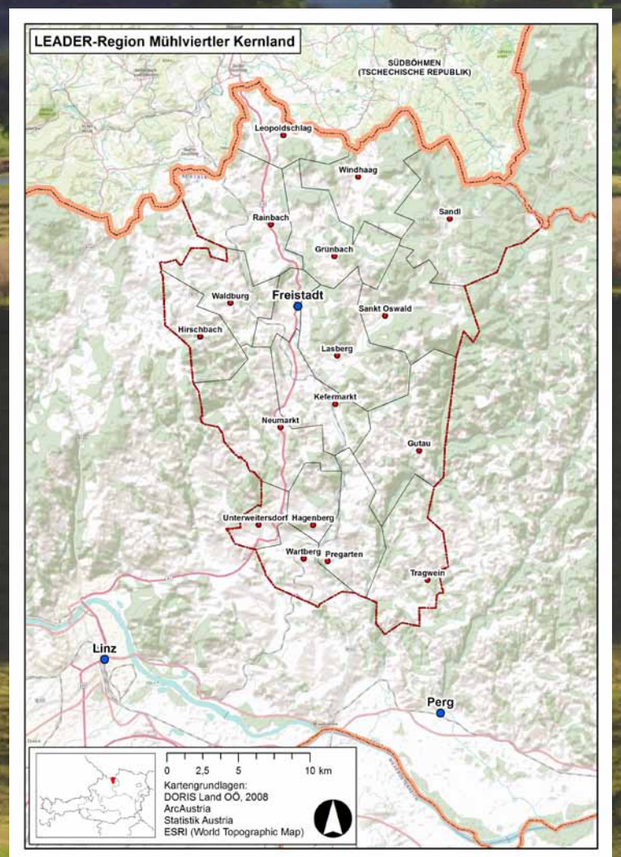
outputs: 25 educated cultural landscape guides.

long-term outputs: For the first time the nature park has access to cultural landscapes guides educated in European standard. Visitors and inhabitants will be able to discover, to experience and to save the regions' character and treasures during common excursions.



Pilot project: Mühlviertler Kernland

Rolling hills, dark forests, coloured meadows, beautiful houses and a well maintained cultural landscape - for many visitors this is the first impression of the region Muehlviertler Kernland. The region north of Linz is the Upper Austrian gateway to Czech Republic. The average population density is 110 people per km² (49.000 inh., 593 km²), while localities like Freistadt, Wartberg, Pregarten, Hagenberg and Unterweitersdorf show higher densities. Compared to other districts in Upper Austria the share of forests and agricultural land within Muehlviertler Kernland is higher.
Landscape is an important factor of regional identity for the Mühlviertler Kernland and the local population. Therefore, the pilot region was chosen to discuss sustainable landscape development issues under broad public involvement.



General map of the pilot area

PP3, University of Natural Resources and Life Sciences Vienna, IRUB

Project partner working team:
Assoc. Prof. Dr. Gernot Stöglehner, project manager
Dipl.-Ing. Georg Neugebauer, Mag. Lukas Löschner

Name of the area:	Mühlviertler Kernland
Pilot project name:	Vital landscape Mühlviertler Kernland
Size:	593 km²
Location:	Austrian-Czech border region, north-east of Linz (Upper Austria)
Geographical specifics:	hilly country
Population:	ca. 49.000
Dominant land-use:	forest and farmland
Dominant economy:	high share of commuters to the Provincial Capital Linz; services, agriculture, some manufacturing
Administrative division:	18 municipalities



background: Vital Landscape Mühlviertler Kernland
(photo: Barbara Schauer, winner of the photo competition "Sichtweisen")

Outcomes:

- Landscape development scenarios and landscape quality objectives for the LEADER region Mühlviertler Kernland
- Project ideas and activities related to landscape and landscape development
- Local development processes discussing landscape issues

Aim of the Vital Landscapes process in the Mühlviertler Kernland region is an intensive discussion of landscape issues in order to sensitise the public for landscape changes, to elaborate landscape quality objectives for a sustainable development of cultural landscapes based on landscape development scenarios and, finally, to outline first implementation steps. In terms of a social learning process, complex relations are identified and analysed, aims and goals based on values and assumptions are defined, and concrete implementation steps are derived. The pilot process shall not only give impulses for behavioural modifications (single-loop-learning), but further actuate a discourse about contexts and goals (double-loop-learning), and therefore contribute to a sustainable landscape development.

Pilot project stakeholders involve local inhabitants, representatives of municipal councils and local administrations of eight municipalities in the LEADER region Mühlviertler Kernland (Hagenberg, Hirschbach, Leopoldschlag, Pregarten, Rainbach, St. Oswald, Unterweitersdorf and Wartberg), as well as students of two schools (commercial academy HAK Freistadt and vocational school for agriculture LFS Freistadt), experts from selected fields (agriculture, nature protection and tourism) and the general public.





bottom left: view of the Mühlviertler Kernland (photo: Richard Schramm, winner of the photo competition "Sichtweisen")
above: people are part of the landscape Mühlviertler Kernland
right top and below: discussing landscape issues with the locals (photo: Georg Neugebauer)
far right:
historic city entrance in Freistadt Mühlviertler Kernland

LANDSCAPE DIALOGUES – DISCUSSING LANDSCAPE ISSUES WITH LOCAL PEOPLE

time frame: Autumn 2011 to spring 2012 (8 landscape dialogues at four locations)
stakeholders: Representatives of municipal councils, local administrations
participants: 80
tagret group: broad public

intention: Involvement of the general public to elaborate visions and implementation measures for a sustainable landscape development in the LEADER region Mühlviertler Kernland.

outputs: Landscape quality objectives, landscape related project ideas.

long-term outputs: Municipal development processes in localities involved in the Vital Landscapes project, that are dealing with landscape issues.







SCHOOL WORKSHOPS – how to make a video about landscape?

time frame: School year 2011/2012
stakeholders: local TV station, teachers
participants: 20
tagret group: Young people (16-17 years old)

intention: Learning how to make a short video about landscape and in this way to deal with landscape issues.

outputs: Five short videos (1 to 5 minutes) about landscape.

long-term outputs: Sensitization for landscape and landscape development.

EXPERT WORKSHOPS – DISCUSSING LANDSCAPE ISSUES

time frame: Spring 2012 (two workshops)
stakeholders: Local experts (agriculture, nature protection, tourism)
participants: 4

intention: Discussing landscape issues and outcomes of the landscape dialogues with local experts from several subject areas with reference to landscape.

outputs: Thematic endorsement of the activities with the broad public.

long-term outputs: Sensitization for landscape and landscape development.

FOTO COMPETITION – PERCEPTION OF LANDSCAPE

time frame: Spring to summer 2012
stakeholders: regional newspaper
participants: 100 photos
tagret group: Broad public

intention: Awareness raising for landscape issues.

outputs: Collection of landscape photos, that are interpreted with regard to people's perception of landscape.

long-term outputs: Sensitization of the landscape and landscape development.

2. Pilot projects focusing on innovative visualisation and communication tools

New visualisation and communication technologies are part of our daily life, above all of the younger generation. However, they have been rarely used in regional and landscape development processes so far. The Polish and Hungarian projects tested and adopted different new technologies in their pilot regions, thus implementing tools developed in Work Package 3. The experiences gained are different:

- **Different levels of visualisation:** Visualisation technologies range from very simple solutions to be carried out on every PC up to specialised and complex programming. The experiences made by the pilot projects prove that there is no "best solution" – it largely depends on the regional situation, the aims and purposes of the process, and the resources available. In case of the Hungarian pilot projects good experiences have been made with rather simple Google-Earth applications whilst the Polish team elaborated ambitious 3D solutions.

- **Varying technologies for varying purposes:** New technologies are not 'per se' suitable or not – the most crucial are the purposes to use them in regional development processes. Pilot project experiences prove that in the day-to-day business, simple solutions are sufficient to support regional communication and to illustrate the impacts of development opportunities. On the other hand, ambitious 3D applications may be a suitable tool to attract potential investors or to influence political decisions.

- **Supporting communication:** New technologies may support regional communication and networking. Even if many actors in a limited area know (or suppose to know) each other, the pilot projects show that digital media are very helpful to intensify and to qualify regional networking and regional communication. A web-based presentation of local products and offers, for instance, acts like a shop window and forces the suppliers to present themselves and to regularly update their information. Thus, not only external guests but also local people get to know more about the region.

- **Quality and actuality are essential:** The best and most advanced tools are all in vain if the content of the information and the quality of the presentation are not up-to-date and ambitious enough. Therefore, the people 'behind' the new tools are the secret of success.

- **Important to reach younger people:** New digital tools are an important key to get the younger people interested in their region and to actively involve them in regional development processes. It is to be expected that this fact will become even more important in the future.

- **Appropriate efforts:** New technologies have many advantages. However, the effort e.g. to develop ambitious 3D solutions is often (and will remain) huge. In this respect the experiences of the pilot projects have not only been positive – even if various advanced solutions are available on the market, the effort to use them has to be correctly estimated.

Pilot project: Vital Berek

Nagyberek region used to be the largest swampy bay of Lake Balaton. This is one of the most transformed landscapes of Hungary with many contradictory characteristics. After the water regulations of the 19th century and the intensive agricultural use in the middle of 20th century it still plays an important role in the ecological system of the lake. This drained but still swampy region is mostly dominated by patches of forests, agricultural land, reeds, built up areas, network of channels and the international highway line between Ljubljana and Budapest. The area is represented by water management, forestry, hunting, fishing activities, nature protection, extensive pasturing, viticulture, traditional crafts, rural tourism and mass lakeshore tourism.

Outcomes:

- Landscape analysis of Nagyberek Pilot Area Pilot utilisation of landscape interpretation methods and landscape visualization techniques in Nagyberek (brochure, film, newsletter, visualized landscape models)
- Electronic guideline of community-based landscape management
- Developed online network using community-based landscape management (- berek.hu website)
- GIS based information system of landscape values and intangible heritage of the region
- Development concepts and proposals of lakeshore functions and management activities in focus areas (Panorama promenade and beach at Fonyód)



General map of the pilot area


Surveying public opinions about future alternatives (photo: Tádé Dániel Tóth) in the background: Fehérvíz TT - "Whitewater" Nature Reserve (photo: Mátyás Lorincz - Butterfly Paragliding)

PP6, Corvinus University of Budapest, Department of Landscape Planning and Regional Development

Project partner working team:
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Name of the area:	Nagyberek
Pilot project name:	Vital Berek
Size:	Approx. 300 km²
Location:	South of Lake Balaton
Geographical specifics: arable	Wetland, structured mosaic of grasslands, fields, woodland and forest, channels, ditches and hedges
Population:	43 750
Dominant land-use:	Arable land (51%), forest (23%), grassland (14%), Built up areas (6%)
Dominant economy:	Tourism, farming, hunting, fishing, woodland management
Administrative division:	18 municipalities
Legislated protection:	Nature Conservation Area / Nature Reserve / Ramsar Site

CORVINUS UNIVERSITY of BUDAPEST
Faculty of Landscape Architecture



VITAL BEREK - COMMUNICATION WORKSHOP

time frame: Spring 2011 (1 day: 3rd March) Buzsák
stakeholders: decision-makers, developers, planners, young proffessionals
participants: 20
tagret group: decision makers, mayors, representatives of regional development institutions, planners and teachers.

intention: To discuss the following questions: "How to promote? How to interpret the diverse landscape values of Nagyberek to stakeholders of the region? What features, landmarks, and values to promote? What to show on the future Vital Berek website?"

outputs: Posters of opinions, drafts of webpages, drawings of ideas, word-clouds as results of the workshop, a priority list of landscape values.

long-term outputs: The discussion resulted a frame for the webiste developments, the representative values were listed, scored and chosen. The local stakeholders agreed on the content of the website promoting the pilot area.

VITAL LAKESHORE FIELD WORK AND PRESS JOURNEY

time frame: Fall 2011 (1 day: 13th September) settlements of Nagyberek
stakeholders: young proffessionals, members of the local press and media, planners, town management, farmers
participants: 28
tagret group: members of the local press and media, young professionals, inhabitants, tourists.

intention: To present vital lakeshore topic and activities to press and media. To involve them in the procedure of landscape management and planning activity of young professionals and students in the pilot area concentrating on two focus areas (Panorama promenade and the largest free beach in Fonyód town).

outputs: Promotion film about Vital Lakeshore field work.

long-term outputs: Promotion of the region and Vital lakeshore management activities. Highlight the importance of the focus-areas (mostly overused by the stakeholders), and the potential in young professionals for future planning.

VITAL LAKESHORE – COMMUNICATION WORKSHOP

time frame: Fall 2011 (3 days: 14-16th September)
stakeholders: local representatives, tourists, planners, students, young proffessionals, town management, teachers
participants: 29
tagret group: local population, tourists, planners, young professionals.

intention: To discuss how to survey and interview people of Nagyberek, especially at the lakeshore. To prepare questionnaires for inhabitants, travellers and visitors that concentrate on landscape functions and the intention for use in case of locals and visitors.

outputs: Questionnaires, survey methods and survey sheets. Sketches, time- and work-plans for vital lakeshore activities for the following weeks.

long-term outputs: The basics of pilot landscape survey, the framework and the workflow of research and management will be developed. Reasonable and interactively vital management of the core lakeshore areas affected by mass tourism will be enchanced.

VITAL LAKESHORE CONCEPTS - DISSEMINATION WORKSHOP

time frame: Fall 2011 (5 days: 19-23 th September)
stakeholders: decision-makers, developers, planners, young proffessionals
participants: 32
tagret group: decision makers, mayors, representatives of town management, planners, teachers.

intention: To develop and design Vital Lakeshore landscape management concepts. To present landscape management concepts on posters and to discuss with local representatives and decision makers.

outputs: Posters, presentations showing different landscape management alternatives on the lakeshore and local stakeholder feedback.

long-term outputs: The presentation, discussion and feedback resulted in a framework for future development along the lakeshore integrating the aspects of locals, visitors and town management. A fruitful co-operation started among young professionals and local stakeholders.

PHOTO BEREK – COMMUNICATION WORKSHOP

time frame: Spring 2012 (1 day: 1st March)
stakeholders: photo contest participants, young professionals, teachers
participants: 28
tagret group: photo contest participants, students.

intention: To discuss landscape photography and surveying methods and to promote the know-how of landscape photography. To present and discuss the best photographs of the "My Nagyberek" Photo Contest, and to involve locals in landscape evaluation procedure with a help of the photo contest.

outputs: Conclusion of Nagyberek pilot area characteristics in the Winners' poster and the best image slideshow. Awards ceremony, certificates and congratulations for the winners mostly local laymen.

long-term outputs: The locals and young professionals got acquainted with the techniques of landscape photography and surveying. They were involved in the landscape assessment process and thus building respectful relations towards natural and cultural heritage of local sites, promotion of local landscape elements, food and crafts products, or liesure and sport activities.

VITAL BEREK INTERNATIONAL EVALUATION WORKSHOP

time frame: Summer 2012 (1 day: 5th June)
stakeholders: international experts and laymen, young professionals, farmers, local inhabintants, planners, students
participants: 63
tagret group: international experts and laymen.

intention: To present and to evaluate Vital Berek activities and the results in the pilot area, by visiting and analysing special locations, listening to various interpretations of the landscape.

outputs: Worksheets, completed questionnaires, photos.

long-term outputs: Wider, international promotion of landscape management and the vital activities in Nagyberek region. Raising awareness of the international expert-group concerning the challenges in a periferic region. Advertising visualisation and a local knowledge base dominated management of landscapes.



Panorama of Nagyberek (photo: Gábor Szelő)

Pilot project: Mściwojów

Municipality of Mściwojów has been chosen as a pilot project region by the University of Agriculture in Krakow to elaborate a development scenario based on the natural and cultural heritage of the region. The project assumes the use of potential abilities of the municipality and elaborates a scenario based on the development and protection of cultural landscapes as a way to reconcile the needs of local people and the European Union Directive concerning cultural landscapes. In the centre of all works is the historical Nostitz family mansion with adjacent park and lake.



General map of the pilot area

PP7, University of Agriculture in Krakow

Project partner working team:
Prof. Stanisław Harasimowicz, Prof. Jan Pawełek, Prof. Artur Radecki – Pawlik, Tomasz Bergel, Ph.D., Piotr Bugajski, Ph.D., Jacek Gniadek, Ph.D., Jarosław Janus, Ph.D., Jacek Myczka, Ph.D., Jacek M. Pijanowski, Ph.D. – leader of the project, Andrzej Wałęga, Ph.D., Jakub Wojkowski, Ph.D.
Prof. Urszula Litwin, Prof. Karol Noga, Agnieszka Policht-Latawiec, Ph.D., Jarosława Taszakowski, Ph.D., Mariusz Zygmunt, Ph.D., Z. Fedyczkowski, Paweł Gryboś, Marika Kaletkowska, Paweł Szelest, Agnieszka Szeptalin

Name of the area:	Municipality of Mściwojów
Size:	72 km^2
Location:	South-East part of the Lower Silesia
Geographical specifics:	Plains, Farmland (botanical class II-IV)
Population:	4250
Dominant land-use:	Agricultural land, forests
Dominant economy:	Farmland
Administrative division:	1 municipality
Legislated protection:	Neutral



background photo: Mściwojów bird’s eye view

Outcomes:

- Develop a variant concept of water supply and sewage disposal – the estate water management system
- Analysis of water resources in cultural landscapes
- Design development of the agricultural landscape villages of Mściwojów
- The sphere of the ecological and biological dam reservoir in Mściwojów – park, vineyard, agriculture





top: Lagoon in Mściwojowie
bottom: 3D visualization of reconstructed farm Nostitz

University of Agriculture in Krakow is going to elaborate materials necessary to provide investments in the municipality and create a 3D visualisation that will be a guideline of how Mściwojów could use its potentials for tourism. There are historical objects, forests, parks and a lake in the Municipality that offer several possibilities for tourism and recreation. By engaging innovative technology experts from the University of Agriculture in Krakow, local people and stakeholders have been shown the possibility for development, and have been assisted at preparing a part of documentation necessary for application for financial support. Local people, stakeholders, decision-makers, as well as experts from the UR Krakow and project partners are involved in the project.

3D VISUALISATION AND INNOVATIVE PARTICIPATION as an important tool of cultural landscapes preservation #1

time frame: Spring 2011 (1 day)
stakeholders: Local people, local authorities (mayor, parish priest)
participants: 40
tagret group: Local people, local authorities (mayor, parish priest).

intention: The role of 3D Visualization as well as public participation in landscape protection and rural development, concept of the historical mansion in Mściwojów.

outputs: First meeting of local people, decision-makers and experts from UR Krakow, first talks about future common activities.

long-term outputs: Provide a basis for talks, recognising the needs of local people and preparation for further works.



At the farm park in Part Nostitz

3D VISUALISATION AND INNOVATIVE PARTICIPATION as an important tool of cultural landscapes preservation #2

time frame: Spring 2011 (1 day)
stakeholders: Local people, local authorities (mayor, parish priest)
participants: 40
tagret group: Local people, local authorities (mayor, parish priest).

intention: Continuation of the topic, providing overcomes from the first research about historical mansion and the municipality of Mściwojów.

outputs: Establishment of a chronicler for the Municipality.

long-term outputs: Another step forward to create visualisation that will suits local people's expectations and needs.







3D VISUALISATION OF NOSTITZ FAMILY MANSION AND MŚCIWOJÓW

time frame: 1 year
stakeholders: n/a
participants: n/a
tagret group: Local people, stakeholders, decision-makers.

intention: Creation of a short visualisation that shows the use of Mściwojów natural and cultural potentials.

outputs: One 3D visualisation.

long-term outputs: Visuals of different possibilities in the Municipality encourage audiences to try searching for financial resources to change their village. Raising awarness among local partcipants about the importance and potentials of natural and cultural heritage.

''VITAL LANDSCAPE'' FILM

targetgroup: Local people, stakeholders, decision-makers, pupils, students.

intention: Present ation of the examples of proper use of cultural and historical heritage.

top and middle left: Workshop with residents
left: above the lagoon in Mściwojów

3. Pilot projects focusing on local people and regional stakeholders

To focus on local people, residents, land owners, community officials and workers, politicians, entrepreneurs and other stakeholders like farmers, craftsmen, nongovernmental and non-profit organisations and interested parties, while speaking of sustainable landscape development seems to be the only right decision from many perspectives. It is most important that people are by definition and with the exception of nature, the most important driving force behind every landscape. Let it be for centuries of cultivating the land or the decision to preserve its natural heritage, there are always human intentions and acts that shape the appointed landscape.

Taking this into account, any kind of reasoning about landscape development should start with concrete people in mind and with a precise strategy for activating them in a productive participatory process. Evidence from practice namely shows that no policy act or other top down programme can be effective in field without motivated local people. This means that even best professionally argumentative development programme cannot work out without taking into account the people who are de facto supposed to live and work along with its expectations and rules. By taking this into account, every serious developer nowadays should think not only about the need to explain things and ideas but to develop them together with people who are going to live with them further on. And even more, the most ambitious ones would obviously think about partnerships that can grow out of early participation processes.

- **Local knowledge and skills data base:** Local crafts and cultural traditions can be a rich source for the development of new products and activities that can enrich local production and empower their identity as well as the identity of the explicit landscape. Digging into local knowledge and skill sources involves research and field work where the main targets are the local people as local knowledge and skills carriers. The research is most fruitful if carried from different perspectives such as anthropology, ethnology, design, and cultural heritage, since inspirations can grow in several directions from new products to new designs, adventures and events.

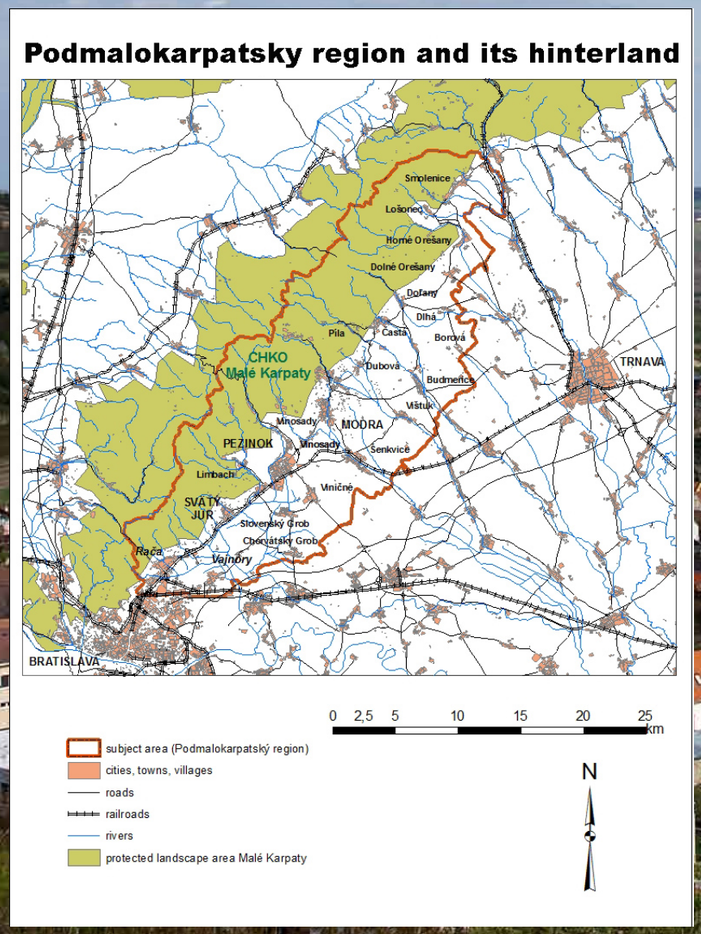
- **Networking of local people:** As landscape development is highly dependent on everyday lifestyles and practices of local people it is very important to support their collaboration. The more substantial the collaboration, the better local community works in generating common development goals as well in practising and overlooking the practices. The task is even more important if explicit landscape is divided among different local municipalities. Networking can be supported through different techniques such as meetings, events, workshops, media and of course with e-communication. As experienced, a simple website can serve as a very effective platform for networking and supporting the development of the community participation spirit. With the possibility for self-management of personal data and engaging local editors, it can become an effective networking base and news centre.

- **New partnerships:** New partnerships are necessary for a fresh developmental approach. No matter if a landscape is underprivileged or developing a mono–culture, newcomers are a key for change. New combinations of actors as well as totally new actors are a very good base for the start of novelty either on a strategic and policy level, or on a practical and productive level. No matter who they are or how they are invited, newcomers are carriers of new perspectives, ideas, money, networks and knowledge.

- **Geo - referenced database on a local website:** If a local website is established to support activities and to empower the cooperation of local people and stakeholders, let it be geo- referenced. This will help raise spatial awareness of local actors and support the development of landscape identity in a wider community as well. Raising landscape visibility and presence is important for both landscape preservation and development.

Pilot project: Podmalokarpatský región

Sub Little Carpathian Region consists of a chain of settlements between Smolenice in north-east and Bratislava-Rača in south-west. Cadastral territories of these settlements occupy the east or south-east parts of the Little Carpathians including its foothills. The south-east part of the region overlaps the Podunajská Hill Land. In terms of economic, social, and cultural/historic aspects, the region boasts several typical features associated with wine growing. Another specific characteristic of the region is close vicinity of the capital city Bratislava and its hinterland which strongly affects mainly the south part of the pilot region.



General map of the pilot area

PP4, Institute of Geography, Slovak Academy of Sciences, Bratislava, Slovak Republic

Project partner working team:
Jan Hanusin, Ph.D., leader of the project team PP 4
Martina Cebecauerova, Ph.D., Prof. Mikulas Huba, Ph.D. (till May 2012),
Prof. Vladimir Ira, Ph.D., Assoc. Prof. Jan Lacika, Ph.D.,
Michala Madajova, Ph.D., Prof. Jan Otahel, Ph.D. (from May 2012),
Peter Podolak, Ph.D., Robert Pazur and Martin Sveda, Ph.D. (both from September 2012)
Erika Meszarosova, Katarina Nagyova

Name of the area:	Podmalokarpatský región (Sub-Little Carpathian Region)
Size:	518 km^2
Location:	West Slovakia, North-East from Bratislava
Geographical specifics:	Most important wineyard region in Slovakia
Population:	ca. 93 000
Dominant land-use:	Agricultural land, forests
Dominant economy:	Industry (in Bratislava), farming, winiculture
Administrative division:	Bratislava region, Western Slovakia (NUTS II)
Legislated protection:	Different categories on local areas



background: Svaty Jur (photo: Jan Lacika)

Outcomes:

- Preparation of the alternative development scenario of the Sub-Little Carpathian Region with stress on conservation of the cultural landscape values
- Questionnaire enquiry and interviews with decision-makers and opinion-makers in the concerned territory
- Podmalokarpatsky region cultural landscape brochure and DVD
- Organisation of a photo competition and an exhibition of historical photos from the pilot region "My region in time"
- Participative activities: meetings with engaged stakeholders; exchange of experience on local, regional and supraregional levels

The pilot region area is considered as the main and most typical wine growing region in Slovakia. Old mining and craft activities in settlements are another typical features of the area. Important imprint on the landscape was provided by several castles. During centuries the human and societal effort impacted the landscape and left a heritage materialized in cultural landscape.

The principal objectives of the pilot project encompass identification, protection, revalorisation and support to sustainable development of the unique types of cultural landscapes in the pilot region. Another important aim is an optimal combination of the conservationist ambitions with sustainable economic and social developments.

Project stakeholders involve local and regional governments, wine-growers, engaged public, local tourism and business representatives.

ALTERNATIVE DEVELOPMENT SCENARIO OF THE SUB-LITTLE CARPATHIAN REGION

time frame: Whole project period
stakeholders: Municipalities, decision makers, nature protectors and developers
tagret group: broad public

intention: To present an alternative development scenario for municipalities, developers and decision makers with respect to historical cultural landscape values.

outputs: Final text, maps, graphs, tables and papers in scientifical journals.

long-term outputs: Supporting integration of historical cultural landscapes into the recent landscape structure and management.

PODMALOKARPATSKY REGION CULTURAL LANDSCAPE (brochure and DVD)

time frame: November 2011 – September 2012
tagret group: Municipalities and public in the pilot region

intention: Encyclopedia-style presentation of municipalities in the region with respect to their historical cultural landscape values.

outputs: A guide with text, maps, photos.

long-term outputs: Supporting integration of historical cultural landscapes into recent landscape structure and management.

ORGANISATION OF THE PHOTO COMPETITION AND THE PILOT REGION HISTORICAL PHOTOS EXHIBITION "MY REGION IN TIME"

time frame: May – September 2012
stakeholders: People participating in the competition
tagret group: General public in the pilot region

intention: Presentation of historical visual aspects of the region.

outputs: Competition, exhibition and a catalogue of best photos.

long-term outputs: Presentation of the historical aspects of the region, education, strenghtening of local patriotism.



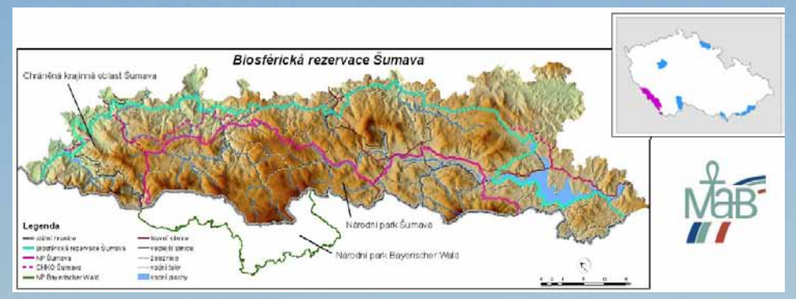






photos to the right:
above: Opening of summer season in railway museum Bratislava-Raca
middle left: Meeting in Dolany, September 2011
middle right: Cerveny Kamen - castle feast, September 2011
below: Chappel Rozarka near Stefanova
(photos: Jan Lacika)

Pilot project: Šumava Biosphere Reserve



General map of the pilot area



PP5, University of South Bohemia in České Budějovice, Faculty of Agriculture

Project partner working team:
Jan Těšitel, Drahomíra Kušová, Jaroslav Macháček, Zuzana Boukalova, Vladimír Silovský as the core team, ad hoc experts in relevant field of expertise, local stakeholders as regional partners

Name of the area:	Šumava Biosphere Reserve
Pilot project name:	Pilot project: Šumava Biosphere Reserve – platform to facilitate communication between nature protection and local stakeholders
Size:	1 670 km²
Location:	South West bordersland of the Czech Republic
Geographical specifics:	mountain range
Population:	ca. 25.000
Dominant land-use:	forest and meadows
Dominant economy:	forestry, tourism, agricultue
Administrative division:	42 municipalities
Legislated protection:	Biosphere reserve internationally; national park and protected landacape area nationally



You can hardly find a better case than the Šumava Mts., if you search for a region where to study ways of how to work with the local people. It is a mountain range, situated on the Czech-Bavaria-Upper Austria borderland, for centuries inhabited, but still retaining valuable nature. The history of the region was rather dynamic, particularly in the post war period.
Military troops went through the deep forests in both directions many times in the past; the locals on both sides of the border however stayed aloof from those events living their hard everyday lives. All was changed by the World War II. Czechs before and Germans after the war were forced to leave the area, most of them for ever. The Iron Curtain, established on the Czech side, not only confined the Czech people physically to the territory, it also imprisoned their minds.

Political changes in the nineties of the last century brought new opportunities for people living in the area. Were they prepared for these changes? Most of them were not. Declaration of the Šumava National Park on the large part of the area in 1991 promised new job opportunities and a better life for the local population. What is however the present reality? Forestry, the traditional economic activity, has been limited by specific regulations applied within the National Park. Tourism has generally prevailed as the main source of job opportunities. Money generated by it however, obviously flows outside the region. Is it not a perfect situation to start doing something with it? The concept of UNESCO Biosphere reserve appeared to be an appropriate way of how to structure activities aimed at mobilising local people to realise potential of the territory. It is a long distance run. The first steps we are currently making mean we are on the right track.

background: Horska Kvilda - winter fairy tale

Outcomes:

- Existing institution ready to work
- Presentation of The Šumava Biosphere Reserve as a tool for sustainable life in the region
- Creation of functioning management structure as a platform for communication in the region
- Start of communication with use of face to face dialogues, workshops and a web-site
- Organization of a photo competition and exhibition on the topic "The place where I live, yesterday and today"

The project has opened the chance for the Czech team to continue in the process of practical implementation of the UNESCO concept of biosphere reserve. The concept is being applied worldwide. At this moment biosphere reserves form a network composed of 598 sites located in 117 countries . Each of them is used to test in situ the chance of finding a way in which local people can live in a peace with nature. Territories having a status of a biosphere reserve are supposed to have three missions – protection of biological diversity, enabling research and education while supporting sustainable economic activities. Hence, biosphere reserves are called learning sites for sustainable development. To achieve this ambitious goal, communication and cooperation of a wide range of stakeholders is necessary, facilitated and institutionalised somehow.

Negotiations between the Šumava National Park Administration2 and the Šumava Regional Development Agency was initiated as to the cooperation. In summer 2011 the Memorandum of Understanding between both parties was signed. By doing so, parties formed a regional platform where interests of nature protection and regional development could be communicated. The regional Development Agency was agreed to as an institutional representative of the Šumava Biosphere reserve. It made a solid base for our next steps.
Firstly, by the use of interviewing local key personalities expectations, local community was identified as to the biosphere reserve and its role in the region. Consequently, a workshop key personalities, including mayors, entrepreneurs and representatives of the Šumava National Park, was organised in the pilot region with the aim to jointly specify biosphere reserve activities. On this basis, the biosphere reserve was mandated to facilitate communication among already existing projects and activities, and support a sense of attachment of local people to the region. Following the line in more practical terms we designed a biosphere reserve webpage (www.br-sumava.cz) as an information channel in the first stage and communication base prospectively. The photo-competition was launched to address school children from the biosphere reserve to get to know the history of the place they live in. The information as tȍ the activities of the newly established biosphere reserve has been spread within the region by the use of two issues of a local newspaper "Doma na Šumave" (summer and winter 2012), and by the use of radio (broadcasting) events which are planned to be realised during the 2012 summer holidays.
The Šumava biosphere reserve is thus promoted on a local level. As well activities are communicated on a national level within the framework of regular Czech MaB Committee meetings. We also plan to build on international experiences. Therefore we are going to organise a workshop in the region for Central European biosphere reserves operators, in cooperation with the Austrian MaB Committee in the spring of 2013.

photos to the right:
top: Lenora bread celebration
middle: Miracle of hands
bottom: Kettle in National park Knizeci Plane

WEBSITE - PLATFORM FOR REGIONAL COMMUNICATION

time frame: May – November 2012
stakeholders: local representatives, cultural workers, BR management
tagret group: local stakeholders, local people, visitors, broad public

intention: Providing information on BR, promoting natural and cultural aspects, support of local development (e.g. local products), creation of local platform for regional discussion.

outputs: Active website www.br-sumava.cz, new BR logo.

long-term outputs: Promotion of BR, creation of platform for regional communication being visited by local people in common usage.







PRESENTATION OF THE BIOSPHERE RESERVE POTENTIAL

time frame: May – December 2012
stakeholders: BR management
tagret group: local authorities, local people, tourists, students.

intention: To address as large as possible group of people from the region. To refresh ideas of biosphere reserve. To indicate the potentials of the biosphere reserve for a sustainable way of life in Šumava.

outputs: Summer and winter issue annex of a local newspaper Doma na Šumave (At home in Šumava) distributed to all municipalities and the majority of households in Šumava. (6 pages, 40000 copies).

long-term outputs: Local people involvement, raising awareness especially among mayors in Šumava foothills.

FACE TO FACE DIALOGUES WITH KEY PARTNERS

time frame: July – November 2012
stakeholders: BR management, local mayors, local businessmen, museum workers
participants: 34
tagret group: local representatives, regional key-players.

intention: To refresh ideas of BR among local representatives, to find out their expectations of BR. To discover potential key partners for further cooperation.

outputs: Structured answers to questionnaires summarized in a final report.

long-term outputs: Knowledge of regional expectation, identification of the first list of potential co-operators.

SEARCHING FOR OPTIMAL STRUCTURE – BASE FOR REGIONAL NETWORKING

time frame: May 2011- December 2012
stakeholders: local representatives (mayors, tourism operators, farmers, foresters), scientists, cultural workers, regional politicians, BR management
tagret group: people living in BR.

intention: To find an optimal structure of BR coordination to allow the use of BR potential. Use of BR structure as a communication platform bringing new (job) opportunities for local people.

outputs: Mutually approved and declared structure of BR, schemes, list of contacts, working groups, start of work.

long-term outputs: To contribute to sustainable life of local people in their BR. To keep young people in their Šumava home region.

PHOTO COMPETITION - LANSCAPE AND SOCIETY CHANGES

time frame: May 2012 – November 2012
stakeholders: pupils of local primary and high schools, teachers, directors, respected local photographers (committee)
tagret group: broad public of BR.

intention: To challenge the young generations to think about changes in landscape use. To focus attention of young people to labour, mostly today forgotten, and to search for connections with the present days.

outputs: Sets of photos comparing human activity back then and today. Descriptions of stories related to photos.

longterm outputs: Strengthening of historical knowledge of their region among young people and support of their long-term relation to the home region.

USE OF POTENTIALS OF THE BIOSPHERE RESERVE – REGIONAL WORKSHOP

time frame: February 2012
stakeholders: local representatives, local businessmen, BR management
participants: 15
tagret group: local mayors, local businessmen, politicians.

intention: To introduce results of a field survey, to sketch the first draft of the future strategy, to communicate common topics.

outputs: Presentation, ideas, tables, charts. Recommendations of participants for further steps.

long-term outputs: The base for next steps in development of BR management, list of people willing to co-operate.

Pilot project:
Ljubljansko barje – my inspiration

Ljubljansko Barje has been chosen to be the pilot area for the testing of the innovative development of cultural landscapes for special reasons and with specific expectations. This exceptional landscape located in the immediate surroundings of the capital city of Slovenia finds itself in very specific developmental circumstances. These create attractive living conditions for the seven municipalities sharing Barje landscapes; while at the same time, the area is internationally well recognized due to its exceptional natural and cultural heritage, which is a proof of the continuing cohabitation of people and nature. The area holds many developmental opportunities that respect and consider cultural and natural values of the area.

PP8, LUZ, d.d.

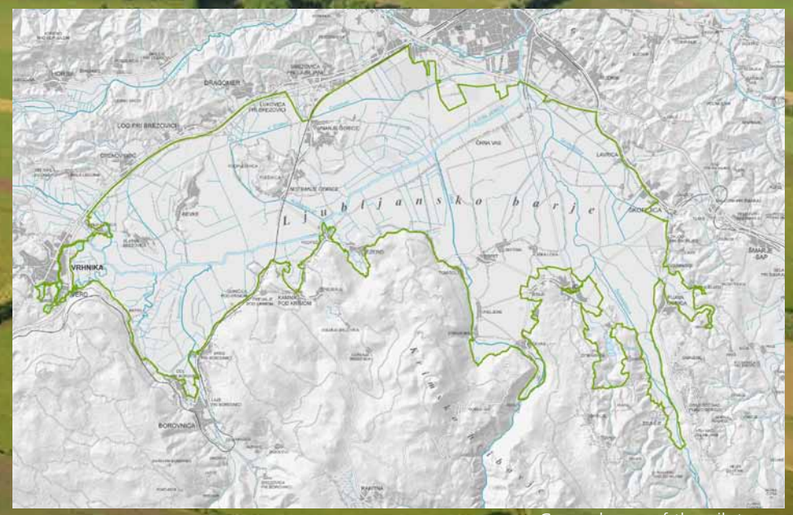
Project partner working team:
Maja Simoneti, leader of the Slovene project group, Irena Balantič, Ana Cerk, Urška Kranjc, Urška Podlogar Kos, Matej Mišvelj, Miha Nagelj, Klara Sulič (LUZ, d.d.), Alma Zavodnik Lamovšek (University of Ljubljana), Jelka Hudoklin (Acer), Alenka Repič, Urška Hočevar and Meta Wraber (Kaaita), Igor Medjugorac (Rdeči oblak), Urša Štrukelj, Maja Modrijan, Maja Rijavec, Ana Ličina (Smetumet), Max Sušnik, Brina Torkar, Maša Šorn, Anja Musek, Ana Bezek, Tina Debevec, Žiga Munda, Dejan Sotirov, Katarina Vrhovec, Žiga Munda, Tadeja and Janez Vadnjal

Associated partners: Ljubljansko barje Landscape park, Regional Development Agency of the Ljubljana Urban region, Ljubljana Tourism, Ministry of the Environment and Spatial Planning, Ministry of Culture, Ministry of Agriculture, Forestry and Food (all ministries until February 2012) and 7 municipalities from the Ljubljansko barje area

Name of the area:	Ljubljansko barje
Size:	136 km²
Location:	South of Ljubljana
Geographical specifics:	Wetland, structured mosaic of grasslands, fields, patches of woodlands, ditches and hedges
Population:	35.000
Dominant land-use:	farmland (85%)
Dominant economy:	farming (dominant economy depends on proximity of Ljubljana)
Administrative division:	7 municipalities
Legislated protection:	Nature park

Ljubljansko barje
moj navdih





General map of the pilot area
background photo: Veiw of Ljubljansko barje (photo: Maša Šorn)

Outcomes:

- Draft proposal and encouragements for a development of a new brand - wholesome development of promotional materials, possible future business proposals, products and programs or projects, testing development of at least one product idea;

- Encouraging networking: network of interested landowners, designers and developers, encouraging communication between decision makers and local residents;

- Providing a communication tool

The main challenge of Ljubljansko Barje development is how to efficiently protect both natural and cultural heritage. In the Vital Landscapes project we are taking this confrontation a step further and are exploring the ways in which the cultural landscapes of Ljubljansko Barje can be productively protected in harmony with its natural and cultural heritage. We are interested in developmental opportunities originating from the landscape, and we are looking at how these opportunities can be fully explored while simultaneously allowing the cultural values of the landscape to develop.
Pilot area activities take place in participation with Landscape park, landowners, local business, and students from selected educational areas - design, economy, tourism, representatives of vocational schools with students, guests from other landscape parks, and representatives of business sector known for their nature-social responsibility.



Summer workshop: Corn husking (photo: Luka Vidic)

LJUBLJANSKO BARJE – MY INSPIRATION: ARTS, CRAFTS AND FILM WORKSHOPS

time frame: Summer 2011 (8 days)
stakeholders: Local craftsmen, local children, creative young professionals, video mentor.
participants: 20
tagret group: children

intention: Providing opportunities to learn local traditional crafts, to make new innovative products out of local material, to record a short video.

outputs: 6 short films, DIY (do it yourself) products using local materials.

long-term outputs: Building respectful relations towards natural and cultural heritage of the local area, promotion of local food and craft products, promotion of Ljubljansko barje, connecting young entrepreneurs with local stakeholders.

TEA FOR BATH: NEW LOCAL PRODUCT

time frame: Autumn 2011
stakeholders: Anica Ilar and Tadeja Vadnjal (local herbalists), young designers
tagret group: Municipalities and public in pilot region
participants: 7
tagret group: Visitors of the area

intention: testing the possibilities of a new marketing brand: Ljubljansko barje - my inspiration.

outputs: Production of three types of tea bath made from local herbs.

long-term outputs: New marketing and business possibilities.

www.visitbarje.si WEBSITE

time frame: Launch: Autumn 2011
stakeholders: Local tourist organisations, local farmers and craftsmen, visitors of the area, municipalities, tourist organisations, site editors etc.
participants: 20
tagret group: local stakeholders, visitors

intention: Providing information, promoting local products and services, promoting natural and cultural assets, information on events in the area, forum, etc.

outputs: Active website with relevant information.

long-term outputs: Promotion of the Ljubljansko barje area as a whole, encouraging participation and cooperation between area stakeholders, marketing local services and products, opportunity to put parts of the website to existing websites of the stakeholders.

LJUBLJANSKO BARJE - MY INSPIRATION - LOCAL MARKETS

time frame: Spring, Summer, Autumn 2012
stakeholders: Young designers, event organisers, municipalities
tagret group: Decision makers, local farmers, Local residents, event organizers, press

intention: Incentive and promotion of the pilot area local farmers markets

outputs: Promotional material such as posters and flyers, shopping bags.

long-term outputs: Comprehensive set of periodical local markets in the area, new marketing opprotunities, opprotunities to develop a locallyl based production brand.

AMBASSADORS MEETING I. WORKSHOP WITH PRESENTATIONS

time frame: Autumn 2011
stakeholders: Local craftsmen, creative young professionals
participants: 63
tagret group: Local craftsmen and farmers, young and innovative designers, entrepreneurs

intention: An awards ceremony for the best short film, promotional film presentation, presentation of innovative approaches to design new products out of local material, presentation of successful case studies, opportunities to learn from people's experiences and to cooperate.

outputs: Production of three types of tea bath made from local herbs.

long-term outputs: New marketing and business possibilities.

FARMING IN LJUBLJANSKO BARJE WORKSHOP

time frame: Spring 2012
stakeholders: Local farmers, decision makers (municipalities)
participants: 50
tagret group: Local residents, press

intention: Getting to know farming and marketing opportunities at Ljubljansko barje, share experiences and knowledge.

outputs: Presentations of good experiences from local farmers, encouragement of cooperation.

long-term outputs: Care and maintenance of cultural landscape.

EDUCATIONAL RESOURCES ON THE TOPIC OF WATER

time frame: 2012
stakeholders: External experts
tagret group: General public, school children, visitors of the area

intention: To present valuable resources on the topic of water at Ljubljansko barje: 5 topics, 14 Do it yourself experiments.

outputs: Printed brochure with worksheets.

long-term outputs: Raising awareness of the importance of water in the pilot area and in general.







From top to bottom:
Natural Reserve Iški Morost (photo: Barbara Vidmar),
Ljubljanica river (photo: Barbara Vidmar),
Mowers at Ljubljansko barje Mowers and Grabbers festival (photo: Maša Šorn)

PART 2: VITALISE YOUR LANDSCAPES - SELECTION OF PAPERS FROM VITAL LANDSCAPES MIDTERM CONFERENCE

Participation in landscape development

by Gernot Stöglehner and Georg Neugebauer

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Introduction

This contribution deals with participation in landscape development as defined in the European Landscape Convention (ELC). The ELC requests the signatory states to adopt a landscape policy consisting of general principles, strategies and directives for landscape protection, management and planning. Types of landscapes have to be identified and landscape quality objectives defined. Further issues of the ELC deal with the integration of landscape issues in spatial planning, cultural, environmental, agricultural, social, economic and further policies that influence landscape development directly and/or indirectly. In the process of generating and adopting the landscape policy and the landscape quality objectives participation is a major pillar of the ELC and has several connotations (Stoeglehner 2006):

1. First of all, the definition of landscapes is based of people living and using the respective landscapes: "Landscape is an area as perceived by humans, its character results from actions and interactions between natural and/or human factors" (Art.1 ELK).
2. The general public, local and regional authorities as well as interested groups have to be involved in the drafting and implementation of the respective landscape policy (Art. 5C ELC).
3. Education and awareness rising in civil society, private organizations and authorities play a major role to reflect and realise the value of landscapes, and to recognize that everyday decisions and individual interventions shape and change landscapes (Art. 6A ELC). For instance, a simple decision whether you drink an apple juice or an orange juice has an impact on landscape. Therefore, awareness rising of the civil society can change or maintain the landscape by everyday actions.
4. The ELC asks for the identification and assessment of landscapes, which should not be a solely expert driven exercise, but should actively involve the interested public and groups. It should be especially detected, which values attribute to the respective landscape (Art. 6C ELC).
5. Before the adoption of landscape quality objectives, the general public, interested groups, as well as local and regional have to be consulted (Art. 6D ELK).

The aim of this contribution is to draft a vision for the implementation of participation in landscape development according to the ELC. Austria has not ratified or signed the ELC, but there are a lot of activities going on in line with it, which are the basis of our research. From an analysis of different policy fields relevant for the ELC implementation (Stoeglehner 2006, Stoeglehner and Schmid 2007) can be concluded that Local and Regional Agenda 21 would provide for participation processes to actively discuss landscape development and landscape quality with the public and local authorities, which are already in place. In the Austrian part of the Vital Landscapes project, we took this work as a starting point to an in-depth survey of this topic and to design an Agenda-like pilot process for public participation. In this contribution we present some results from the survey of the Agenda 21 process scheme and the analysis of finished Local and Regional Agenda 21 processes.

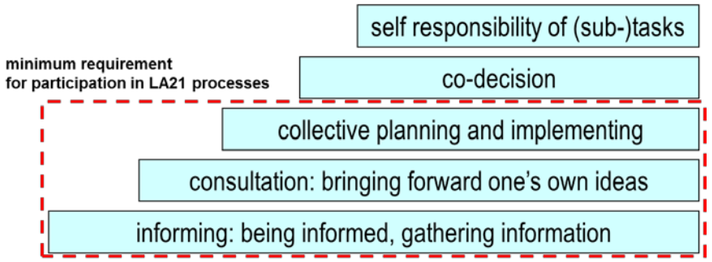
Agenda 21 in Austria

Local Agenda 21 is the model approach towards the implementation of Sustainable Development in Austria at a communal and regional level cross-linking regional, national and European sustainability strategies. In comparison to other European countries, Austria has not been very quick in the implementation of LA21 (Narodoslawsky and Grabher 2001). The first LA21 processes were started in the year 1998. After five years 140 local and 14 regional processes were implemented. Until 2010 a threefold increase of LA21 processes (about 430 communal and 35 regional Agenda 21 processes) was achieved through the activities of the regional LA21 coordinators on provincial level, the joint declaration on LA21 in Austria and the related implementation steps co-ordinated by the expert group "Decentralised Sustainability Strategies – Local Agenda 21" and finally the Austrian Rural Development Programme 2007-2013. By means of this programme about 600 LA21 processes on municipal (25 % of the Austrian municipalities) and 50 on regional level shall be implemented until 2013 in all provinces (BMLFUW 2003).

Public relations, a broad involvement of the public and external process attendance are important factors for the success of LA21 processes which is carried out in four phases (Oö. AUN):

1. Sensitising and board decision: At first, policy makers gather information about LA21, the process schedule, costs and subsidies. Subsequently, the municipality decides to conduct a LA21 and contracts an external process coach.
2. Starting and establishing: In the second phase a core team is formed, that is responsible for the process coordination together with the external process attendant. Awareness for sustainable development is created step by step, starting with the core team, continued with politics, administration and finally the citizens to arouse public interest and aquire active process participants.
3. Developing a vision statement: Based on a strengths-weaknesses analysis, workshops are held with citizens interested on the future development of the municipality, in which visions and goals are elaborated. The results are summed up in a LA21-vision statement that has to be passed by the municipal council. A public presentation of the results is the starting point for the implementation phase.
4. Implementing projects and achieving continuity: During a project workshop, citizens, politicians and administrative staff elaborate project ideas and define pilot projects that are summed up in a package of measures. Accordingly, projects need to be implemented and additionally, structures have to be created that guarantee a long term continuation of the agenda process. Successful processes do not end with the vision statement and the implementation of some projects but aim at continual improvement in terms of goal definition, measure planning, implementation and evaluation. At the end of the implementation phase a progress control e.g. by indicators that measure the achievement of the set goals is carried out and further project ideas are collected to improve the quality of life.

In an Agenda 21 process meaning, relations and material assets should be addressed for a thorough discussion of quality of life (Jungmeier 2002). On the level of "meaning" values and attitudes are agreed as a common ground for the development process,



Levels of participation (source: DNS-LA21 2006)

		NÖ, Ardagger	NÖ, Harmannsdorf	NÖ, Prellenkirchen	OÖ, Almkürster, Neukirchen, Reindlmühl	OÖ, Bad Zell	OÖ, Freistadt	OÖ, Gutau	OÖ, Losberg	OÖ, Molln & Leonstein	OÖ, Mühlviertler Alm	OÖ, Ottenshein	OÖ, Steinbach/Steyr	OÖ, St. Stefan am Walde	OÖ, Vorderstoder	Szbg, Bergheim	Szbg, Thomatal	Stmk, Almenland	Stmk, Kleinregion Gleisdorf	Stmk, Hohenbrugg-Weinberg	Vbg, Region Am Kumma	Vbg, Langenegg
Environment & nature	A1 natural capital/heritage	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	A2 ecological carrying capacity	Y	Y	Y	Y	Y	N	N	Y	N	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y
	A3 landscape preservation	Y	Y	N	Y	Y	N	N	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	A4 landscape development	Y	Y	N	Y	Y	N	Y	Y	N	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	A5 regional resource cycles	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y
	A6 renewable energy sources	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y
	A7 climate change adaptation and/or mitigation	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y
Social issues & culture	B1 quality of life	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	B2 social capital	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	B3 cultural capital / heritage	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	B4 demographic change	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
	B5 consciousness / awareness of landscape	Y	N	N	Y	Y	N	N	Y	Y	Y	N	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
	B6 local / regional identity	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	N	Y	Y	Y	Y	Y	Y
Economic issues	C1 economic capital	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	C2 multifunctional agriculture	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y
	C3 regional resources	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	C4 regional labour market	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	C5 regional economic cycles / regional income generation	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Evaluation of Agenda 21 vision statements (Stoeglehner and Neugebauer, in press) [key: NÖ = Lower Austria, OÖ = Upper Austria, Szbg = Salzburg, Stmk = Styria, Vbg = Vorarlberg]

expressed in weighed and prioritised long-term goals of the community development. Concerning "relations" clear rules for working together in the local society have to be agreed, including the jointsharing of success, celebrating together, equal access to information, tolerance, reflection and taking into account new ideas, supporting other people, respecting the "copyright" of ideas (Humer & Sieghartsleitner 2002). Agreed rules on how to organise relations are a precondition for self-organized work of the civil society, and the recognition of voluntary work. The level of material assets expresses the importance of concrete projects, financial means and resources. According to the process scheme "meaning" and "rules of communication" have to be expressed first, "material assets" have to be considered in the second place and arise from the vision.

Public participation is an essential basis for broadly accepted, long-term oriented and successful LA21 processes that address people with their needs, visions and abilities as well as local and regional stakeholders e.g. associations, organisations and businesses. The point is to arrange the role patterns of political representatives and citizenship in a manner to avoid conflicts and to offer at the same time added value for all participants.

The expert group "Decentralised Sustainability Strategies – Local Agenda 21" differentiates five quality levels of participation in LA21 processes, whereof the minimum requirements for LA21 processes comprise the first three levels (Fig.1):

1. Informing: Politicians and administrative staff actively and in time inform the public about communal planning and intentions (e.g. municipal newspaper, press releases, access to plans and documents, information mailings and events). Information is an essential precondition for participation, but cannot compensate for the following levels of active public participation.
2. Consultation: People are invited to contribute in the phase of brainstorming and to bring forward their own ideas (e.g. advisory boards, hearings, comments, discussion fora). Substantial planning, decision making and implementation are carried out without public participation.
3. Collective planning and implementing: People are invited to play a part in brainstorming and planning and to contribute in clearly defined and transparent implementation steps (e.g. contribution in project groups, project management). Implementation proposals are submitted for decision to the municipal council. Participation shall be continued in the implementation phase.
4. Co-decision: Under predefined conditions people are involved also in decision-making (e.g. use of budgets for LA21).
5. Self responsibility for (sub-)tasks: Politicians put the responsibility for (sub-)tasks on the citizens. People bring forward new project ideas and realise them in coordination with political representatives. Subsequently, people assume organisational and financial responsibilities (autonomy, e.g. youth clubs, collective solar energy plants, projects that lead to the foundation of associations etc.).

Agenda 21 forms the background for the orientation towards sustainability. LA21 processes on communal level tend to the concrete situation of a municipality – specific strengths, challenges and future demands. Based on Agenda 21 and other programmes relevant for sustainability on international, European and Austrian levels a set of criteria for the content of LA21 processes was defined covering the essential aspects of sustainable development tailored to municipal/regional and civil needs.

Communal development strategies correspond to the content-related quality requirements on LA21 processes, if as many as possible of the thematic areas are addressed in the elaboration of vision, goals and measures. According to the Austrian consensus on content-related quality requirements it is necessary that LA21 processes deal with the subject areas 1) environment and natural resources (19 criteria), 2) economic issues (5 criteria) and 3) social issues and quality of life (10 criteria). Vision statements have to address all three subject areas. Additionally, the LA21 processes and the vision statements have to deal with at least 50 % of the criteria. (DNS-LA21 2010).

The example of Steinbach an der Steyr

Visions and action plans developed in LA21 or RA21 are very diverse and widespread – as can already be seen from the 34 process criteria. The village revitalisation process in the Upper Austrian Municipality "Steinbach an der Steyr" (see Fig. 2) which started in the mid-1980ies is a role model for such processes and also a quite well documented case study. This municipality has around 2000 inhabitants and is located in the southern part of the Province of Upper Austria. The municipality got the European Village Renewal Prize in 1994 and many other awards. Furthermore, the process, the philosophy behind it and the achievements are documented in a local museum, the "Nachhaltigkeitsschmiede" in Steinbach.

The activities related to the process can be categorized in four guiding topics (Humer & Sieghartsleitner 2002), and for each topic some examples for activities are given:

- village community and quality of life: childcare, care for senior citizens helping them to live independently, integration of immigrants, women´s community cycle, new hiking and biking paths etc.
- culture and identity: reconstruction of the "old vicarage" (offices, assembly rooms, museum, flats), revitalisation of the village centers, some museums, caring for traditional customs and festivities, local exhibitions, making the village´s history visible etc.
- labour and local economy: projects create new products like Steinbach dried fruit and fruit juices, market regional products, start awareness rising campaigns that buying local products enhances the local quality of life etc. Totally 28 new companies with around 150 new jobs and a reduction of the unemployment rate from 9% (1986) to 2,8% (2001).
- environment and nature: decentralized waste management, renewable energy supplies, resource efficient spatial planning strategy, preservation of mountainous landscapes, biotope surveys and management concepts, tree planting activities, local climate protection strategy, integrated flood protection etc.

One of the Steinbach activities clearly shows the potential significance of Agenda 21 for landscape development. In the strengths-weaknesses analysis, the community discovered that they had 120 different kinds of apple trees within their area. It was identified as a very interesting cultural heritage which should give an incentive for future development. The idea was created to produce fruit juices and dry fruit products and to create a local brand, the Steinbach Dry Fruits and Steinbach Rotkäppchen juices. By this activity almost 1000 hectares of fruit trees can be permanently maintained by a meaningful and sustainable landscape economic activity.

From this case study it can be shown, that the potential to discuss landscape development in a participatory way within Agenda 21 processes, which had been stated earlier, can be realized in practice. In the following section a systematic review of Agenda 21 vision statements about their relevance for landscape development is included.

Case study analysis of Agenda 21 vision statements

In the Vital landscapes project, we did an analysis of 21 Agenda 21 Austrian vision statements about the topics covered. All of them fulfill the participation criteria of Agenda 21 (at least first three levels of the participation scheme). We selected case studies from different provinces from local and regional levels, coached by different process attendants. The aim was to find out to what extents landscape development issues are addressed, not only in the role model of Steinbach, but in an average Agenda 21 process, and whether objectives for landscape development are formulated.

For the analysis we used a framework that we developed in the Vital Landscapes project with all the project partners (Neugebauer et al. 2011). We applied a list of criteria that the project team perceives as important for the vitality of landscape, and which can be depicted from Fig. 3 which also includes the results of the survey. The general picture is that most issues of what we would call a vital landscape are addressed in one way or another within a typical Agenda 21 process. In the themes elaborated we would normally find protection of cultural landscapes via general land use, like in the fruit trees example. Highly valued landscape characteristics are addressed to be protected or redeveloped, but only in cases where such special characteristics are present in the municipality. The marketing of regional products is very important, especially organic products, which are quite popular in Austria. The use of renewable energies is more or less always present, and also revitalization of village centres by different kinds of strategies is quite often dealt with.

Concerning participation, all processes fulfill the minimum standards of the process guidelines, which means that collective planning and implementation of the vision statements and action plans are guaranteed. In this way, the guidelines, which are connected to the eligibility for the funding of the process (not the implementation!), prove to be very effective. Therefore, our assumption stated at the beginning, that Agenda 21 would be a feasible instrument to accommodate "bottom-up" participatory issues of the ELC implementation can be verified.

Conclusions

What we can conclude from our survey is that Agenda 21 covers many issues of landscape development, addresses all fields of sustainable development and guarantees strong public participation. In one example of public participation 90% of the public could be reached with different activities, although this is the exception. Agenda 21 is an adequate forum for a discussion of landscape quality, therefore it can cover bottom up aspects of the ELC implementation.

Yet, not all Agenda 21 projects consciously deal with quality of the landscape. Quality objectives for specific landscapes are rarely defined in vision statements. Therefore, if Agenda 21 wants to be used for the ELC implementation, the guidelines would have to be changed slightly in order to deliberately discuss landscape issues. The idea of the Austrian pilot process, which takes place in the Mühlviertler Kernland, is to modify, apply and test methods and moderation techniques that are normally used in Agenda 21 to discuss landscape development and landscape quality objectives with the interested public in so called "landscape dialogues". The results will be included in the Vital Landscapes guidelines, and will be reported in the further course of the project.

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Landscape development and civil society engagement

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Born in 1963 in Salzburg, Austria; Nationality: Austrian. He studied history, pre - and protohistory (archaeology) in Innsbruck and Southampton and graduated from Medieval History. From 1991, he had worked in Aschaffenburg, first as a museum curator and city archaeologist. In 1998 dr. Gerhard Ermischer founded the Archaeological Spessart- Project (ASP) as an association, which developed into an institute for landscape research. From 2007 he had worked for the institute as chair of the ASP, which became an Institute at the University of Würzburg in 2010. The ASP was a founding member of Civilscape, the European network for NGOs dealing with landscape and especially dedicated to the European Landscape Convention. Since the end of 2008 he acts as Secretary-General for Civilscape.

The following text is a transcript of a sound recording:

I do not wish to give an extensive definition of landscape, but I would like to quote Alexander von Humboldt, an inventor of modern landscape studies two centuries ago, who defined landscape as the totality of all aspects of a region as perceived by man. In a slightly more modern language, this is exactly the definition given by the European Landscape Convention. Landscape is primarily about the human being, it is about human ideas, human potentials, and of course human deposits. Landscape is a living entity, it is a vital landscape and that means it is a landscape of change. Everything that lives, changes - as long as it lives. This aspect of landscape can cause frictions, as human beings usually are not really in favor of change. The changing landscape therefore does cause a problem in itself.

An iconic picture, taken from "Asterix and the Golden Sickle", shows Asterix and Obelix walking through a nice landscape; when they see a Roman aqueduct under construction Asterix is stating: "O, the Romans will destroy all our beautiful landscape with their modern buildings!" Today, ruins of exactly this building are a treasured cultural heritage and a great asset for tourism. That means that not only landscape is changing, but



also our perception of landscape, which is changing through time continuously.

Let's translate that to the modern example of wind turbines. Many people are opposed to wind turbines, because they are very intrusive, they change the visibility of the landscape, they cut through the visibility lines, and they destroy the mental landscape. On the other hand more and more people believe we must have as many wind turbines as possible, because they produce clean energy and help reduce carbon dioxide emissions. Sometimes the notion is close to a religious believe: Wind turbines will save us from climate change and they will save the world and humanity. Wind mills as such are nothing new.

Five centuries ago the Dutch were in the lead of wind mill technology, because they had to drain the marsh fields below sea level. This was the start of the first industrial revolution in the 16th century, when wind mills were used as sawing mills, textile mills and stamping mills; they drained the marshy fields and irrigated the arid fields; they gave rise to a complete new economy and were extremely prominent in the landscape. Some people of course were averse to progress, as always, but others saw wind mills as a wonderful example for human invention, modern technology and the development of economy. For them they figured prominently in the Dutch landscape paintings. They do not come just as single objects but can build up to huge wind farms. Not all of them are small, wooden block mills, many are big stone structures which look much more like fortresses than wind mills, when stripped of their wings. They fell into decay at the end of the 19th century and the beginning of 20th century, when they were displaced by new technologies. But today they are rebuilt and reconstructed lovingly as tourist assets, for example as housing or as restaurants and bars, as the case shown here of Tallinn in Estonia. Such restaurants or bars are favuorite meeting points for tourists, who find historic wind mills quite cute, but modern wind turbines quite disturbing.

Landscape is a very complex place with a lot of different groups of interests, vying for dominance of interpretation of the landscape as well as its future development and way of change. That can be very confusing for everybody who lives in the landscape. Not just for the common public but also for the decision makers, who have to listen to different experts, who tell them different stories on which to base their decisions. This problem has to be tackled, because it makes dialogue complicated and difficult. A natural reaction is to avoid dialogue in the first place. But if there is no dialogue in the landscape development, it unavoidably ends in conflict.

A good example for this is "Stuttgart 21", the new big high speed power train station in the heart of Stuttgart, the capital of one of the most prosperous German lands Baden Württemberg. This country has been the symbol for low abiding nice people, who never go out in the street and demonstrate - not even in the late 60's, when everybody else was on the march. And now, old ladies and gentlemen with suitcases in hand, working in banks or the commercial sector, go out on the streets to protest after work. They protest against a development which they see as the destruction of the hearth of their city. It has developed into the wildest protest we have seen in Germany for many decades and it has swapped away a conservative government, which ruled the country since it was founded in 1948 after the WWII. Now it is replaced with a green-red government and a green prime minister. Nobody could have imagined that just three years ago. This dynamic process started because there was no dialogue before the building activities started.

In Stuttgart the development was caused by a boom economy, rising prices for real estate



and a growing demand for fast traffic. But of course, change can happen for completely different reasons. Like in Liverpool, in the heart of the industrial revolution which took place in the 18th and 19th century. In the 70's of the 20th century this heart of Great Britain was deindustrialized. All heavy industry had disappeared, the coal, the iron, the shipyards, even the textile industry. Cities like Liverpool, Birmingham and Manchester lost more than one third of their population in a couple of years. Large areas of industrial brick buildings which, elsewhere treasured as a culture heritage, were deserted. There are areas with social problems, social unrest, alcoholism and crime, where trees are growing out of the abandoned buildings. So it is not really surprising that in this core area of the English industrialised urban landscape new methods were developed to moderate that process of change. And surprising enough many strategies were built around culture. One method has become public archaeology, like in Manchester and in the area of greater Manchester.

In this model archeologists go into the small towns or city quarters. They excavate an object, which is not a registered monument or something spectacular, but which has a specific meaning for that specific community – like a cotton mill of the Victorian period. It is excavated together with the people, inviting them to participate just as they like. They may come for one hour, two hours, one day, two days, for the complete campaign, once a day or once a week, just as they like. Schools are invited of course as well. Events are organised around the excavation, in which the volunteers tell their neighbors about their work and experiences on the excavation. Not the experts, but the volunteers are telling what they found and why they are so interested, attracting a lot of people, who never participated in an excavation or cultural event of that sort. The idea behind public archaeology is to empower people, to make them aware of their own landscape, of the validity of that landscape, of the value of history - that even in the derelict areas, one can find traces of a great history and one can tell stories, which can make you proud of your own landscape again.

We adopted the process in Germany and it has become a key feature of our own project: integrating local volunteers, stakeholders and politicians. It makes them aware of the rich cultural heritage of their own landscape which lies just in front of their door steps. People know about cultural heritage: they have been on holidays in Italy, Turkey or Greece and have seen the Greek marble temples, the great cathedrals and wonderful palaces which are easily perceived as a valuable cultural heritage. But the heap of a stone just in front of their door or in the back



of their garden is not of the same category and therefore not seen as important or a potential cultural heritage. This is the first barrier to surpass. An important aspect is to bring together volunteers, students and experts to work as one team, to learn from each other and to make people aware of their own knowledge of their landscape. The skills of the volunteers are just as important as the skills of the experts and trained academics. That is extremely important because it is an act of empowerment. Socialising is also very important, not just to work together but also to eat, to live, to talk, to laugh - to form a community. It is necessary to educate, to invite the public, and to not to put up fences and barriers around archeological excavations. Archeologists have to invite people to visit the sites and tell them about their finds.

And never forget the children. They are landscape wardens of the future, and they are also the best multipliers. They drag their parents, their grand parents, the parents of their friends, their aunts and uncles and a lot of grown-ups, to look at what they have done and achieved. So many people can be addressed, who would otherwise never come close to anything related to heritage, landscape or culture.

The same structures can be used for creating cultural passes or thematic trails. The task is not just to set up sign posts and create folders, but to work with the local population, to ask them what they find important in their own landscape and why they find it interesting, to create the paths with and for the local people. Of course they will also serve the visitors and tourists and they are a tourist asset. Most of all, because people interested in their own landscape are the best advertisement for this landscape.

Another aspect of empowerment is the interest expressed in the landscape by experts from abroad. In our own European projects we could find that local people were most fascinated by the fact that scientists from all of Europe were interested to work in their landscape. This was especially true, as the Spessart has the reputation of poverty, of a landscape without a history, a wood of old with just a few glass huts and a legion of robbers or highwaymen to populate it in the past. So the reaction to the European projects was: "We never thought that this landscape could be so interesting, but now experts from all of Europe come to work in our landscape, so it must be interesting".

Landscape encompasses everything, as Alexander Von Humboldt has said, you can not separate one feature of landscape from the others, and language, local food, and local products all belong to the landscape and its tradition. This can be communicated by different sorts of means. Art for example is a perfect way to communicate landscape. There are no limits to the ideas about how to communicate to the people and to empower the people. In the process people learn about their own landscape, get a sense of pride, a sense of ownership and from that does grow a sense of responsibility. People want to have a say about how their landscape should be managed for the future. If this communication takes place in the right way and from the very beginning, starting with the children, then conflicts can be avoided and we can come to a really vital and participative landscape. With this positive notion, my conclusion is that a participative landscape can be a key element of a strong participative democracy in the future.





Landscape as a brand

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The following text is a transcript of a sound recording with added basic definitions of the concept, the list of important authors and recommended literature for further reading:

Introduction

We use brands; see them on a daily basis appearing on commercials, product packaging and other promotional materials. Today everything is branded. In the past, only products used to be branded, but today also ideas, people and even abstract ideas are branded. That is why it was only a matter of time when places began to be actively branded. Marketing places happened in the last decade and that is why there are still many things left unclear and undefined. It needs to be added that landscapes were often branded themselves, throughout life. People visited them, observed them, experienced them, admired them and felt strongly about them. Gradually that location, piece of land or a place adopted an implicit brand. Not the kind of brand that gets formally registered at the Bureau for Intellectual Property, but the kind that gets recognized at first by its fans and through them slowly evolves into a commonly recognized and appreciated value. Today we will address the questions how to plan using brands, what is the process of branding landscapes we are trying to protect, and how

to steer the development of the sense of pride, a sense of ownership and from that does grow a sense of responsibility. People want to have a say about how their landscape should be managed in the future. If this communication takes place in the right way and from the very beginning, starting with the children, then conflicts can be avoided and we can come to a really vital and participative landscape. With this positive notion, my conclusion is that a participative landscape can be a key element of a strong participative democracy in the future area according to the principles of sustainability at the same time.

In order to achieve an easier understanding, this article avoids addressing unnecessary dilemmas and undefined aspects of concepts discussed. These are still numerous due to the fact that place branding is still quite a new subject. Besides that, the knowledge about place marketing, advertising and product branding cannot be directly applied to landscape branding. However, some adjustments of both concepts developed in the last decade, can already be taken into account. It must be clear, that the discussion of this issue is based on an assumption that we have decided to use the concept of branding in the case of place, more specifically the case of Landscape Parks.

The conceptual framework

Place marketing

The lecture and consequentially this article are based on an idea of connecting marketing approach with managing landscape potentials (and wider place), which are observed from a viewpoint of sustainable development. 'Place marketing' is in this context defined as a process of strategic planning, implemented by brand management (or service providers) with the aim of meeting the diverse needs of target markets (Kotler et al. 1999). At the same time, such strategic planning can be steered towards economic development (Govers and Go 2009), assisted by traditional local business development and through attracting new national and international investors (Kotler et al. 1999).

The nature and significance of place branding

The operationalization is at this point limited only to the process of branding. This decision is based on an assumption, that place branding plays a vital role in its advertising. It allows it to build a new subject of developmental policy, set its visionary strategies and manage new images of the place. This makes the place more perceptible, attractive and accessible (van Gelder 2008). Apart from that, it is important to consider the fact that branding an area or landscape as one of its forms, exceeds the limits of classical brands. It differs from the classical form of brands by gathering the findings of three newer subcategories of branding (destinations, cities and nations) and this has become a necessary component of strategic visions which help strengthen the image and steer development over existing barriers (Kotler and Gertner 2004, Morgan et al.2004, Govers and Go 2009). Furthermore place branding also differs from classical brands by not having a clearly recognizable owner. Instead they have multiple owners with different goals and wishes, and that fact makes the land management more difficult (Pryor in Grossbart 2007) and occasionally requires cooperation of all stakeholders.

Place Brand

The central concept is the place (landscape, park, city, ski area …) brand, which can be at first understood as a complex multidimensional form. Its common definition would be that its ''first perception comes from the people, followed by the evaluation of its reputation made by different groups of stakeholders (local population, visitors, tourists, investors, etc) directly exposed to media coverage, the word of mouth or personal experience; and is often actively co-created by their own actions'' (Anholt 2005, Blichfeldt 2005, Gold 2006, Hankinson 2004). This definition includes two characteristics, considered in the following text by being integrated in the structure of the paper and the type of discussion:

- A brand is at first developed within internal sphere, which is why it is defined as an internal brand. Internal marketing and communication strategies are used at this stage.
- The second step is the development of place or landscape brand in the external market context. That should not include only one group of customers but increasingly more key stakeholder groups.

Most of the creating and positioning models are focused on consumers' perception of their brand. As such they neglect an important fact that each brand is co- built or co-shaped by other stakeholders (inhabitants of the place or destination, investors, entrepreneurs and employees - on the side of supply, as well as agents and distributers and consumers, past and present visitors – on the side of demand. This way a joining point is established representing a series of shared values and personality characteristics of a brand. A strong joining point assures integrity, uniformity of the brand. As such it helps to build positive experience with the brand which stimulate further purchases, loyalty and finally also brand advocacy. When there is a difference in understanding of the brand from both groups of stakeholders it results in discrepancy of their perception and that prevents to secure an unambiguous position in the market. A provider, a company, entrepreneur, non-profit organization or manager of the brand must strive to achieve integration of brand appraisals in order to assure its integrity.

As a result, we can conclude that place branding plays an important role since it adds to the development policy a recognition of visionary strategies, managing place images and increasing acceptance of advantages and conflicting views on past, present and future identity of the place in question (van Gelder, 2008).

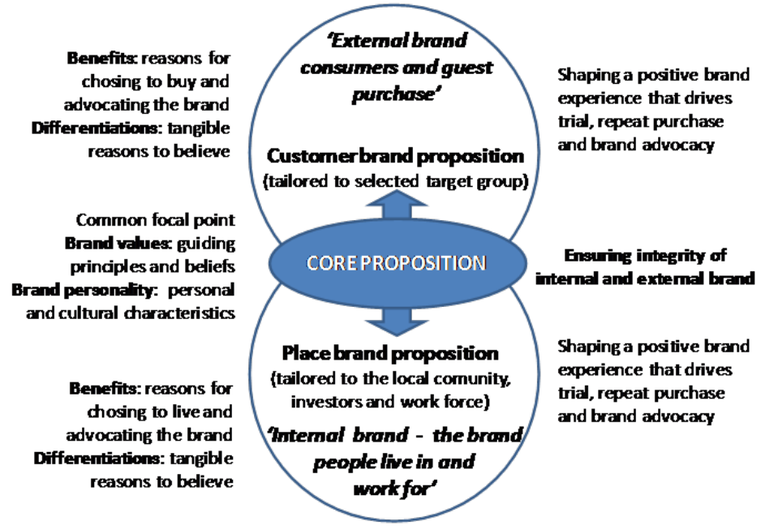
Marketing and sustainable development

Campbell (1996) sees ''sustainable development'' as a tricky element, which lies in the intersection of classical planning strategy conflicts - development, ownership and resources - concerning the key objectives of planning: the economic growth, social harmony, employment, providing financial sources and environmental protection in a way, which allows the system and its functioning to keep a balance between the three indicated goals. This kind of approach undoubtedly presents the reforming and restructuring of local economical policies towards redevelopment and regeneration as well as lanning itself. All of the above stated with the single goal of further growth and development.

This paper combines two virtually incompatible concepts. We combine the tools of marketing and their uses in order to achieve the goals defined by the aspect of sustainable development. The results and experiences confirm that it is a productive combination and therefore useful for the development of a place or landscape itself as well as its brand, with the help of which a whole spectrum of products, services and ideas of chosen entity can be marketed. The chosen entity in this case is operationalized in a form of a Landscape Park.

Internal and external marketing

The long-term development of a region, a city, a destination or a park, which is consistent with the set vision, defined mission and the chosen strategy, and is aimed at being managed through a strong brand, requires a combination of



A model of integrated brand – living, working and destination. Source: adapted from Barrow and Mosley (2005: 111 and 114)

internal and external marketing. It has to be considered that their potentials lie not only in the place itself, but in its interaction with people who live in it and those who enter it as investors, jobseekers, visitors, tourists or merely as consumers of products or crops. From the viewpoint of the addressed theme, the described details need to be supplemented by the idea of branding in such a situation. According to the metaphor »living the brand« we support the thesis, that every man, citizen, local dweller or inhabitant of the landscape is also a manager of such a brand. The same can be stated for those loyal brand users, who use its products and/or services and have reached the point of advocates/ambassadors of the brand.

Internal marketing and how to 'live' a landscape brand

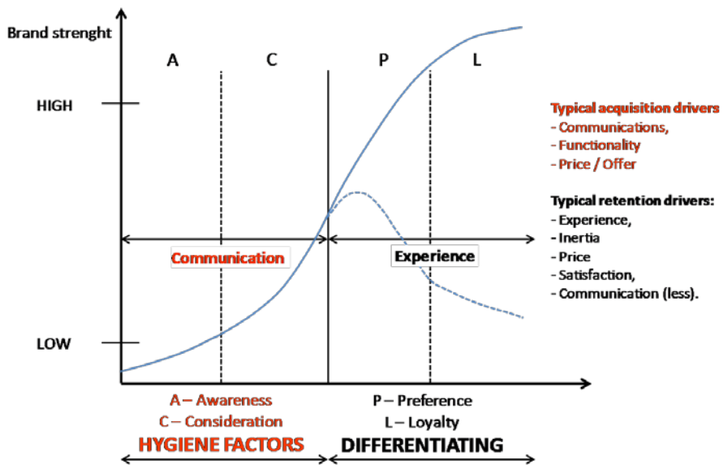
The following subject is illustrated by mini case study, which is today quite widely spoken about. These stories are important, perhaps even more than anything else. The stories, that people are living out in a place or a landscape. The employees working in the area and the local population have to adopt certain behavior, which is compatible with the desired image of the community; because actions communicate louder than words. I would like to highlight the meaning of the '3IN' model: to 'live in, invest in, and come in'. This concept emphasizes the fact, that local people should come first. They need to be given opportunities to work there, in their desired line of work. In order to work, they need to attract additional money from investors, so they can work easier and be more productive, and so their lives can be better. This way the cycle of life can be seen in motion. The main core still consists of the people. And only when all of this is met, other people can be called to visit. A successful structure can only be built from bottom-up and not from top-down.

Literature review shows, that internal marketing is an effective strategic path to changing opinions and behaviors of organization members. In the case of landscapes this can be directly applied to local community members and their understanding of dealing with clients/consumers, visitors, investors and other important stakeholders. From this point of view, the following definition is the most appropriate: ''Internal marketing is any form of marketing inside of an organization, which directs the attention of members to those activities that need changing with

the purpose of better functioning on external market'' (Ballantyne et al.1995:47).

The concept of classical marketing expects organization members to be focused on the market (Ballantyne 1997) and not on employee satisfaction. Both forms of marketing are targeted at the same final aim – to satisfy the needs of a customer/consumer. The satisfaction of employees is in fact a criterion of Human Resource Management (George 1990, Berry in Parasuraman 1991), and is in the case of landscape marketing even more important for the local inhabitants in a form of internal marketing. This type of internal marketing is not a case of just one function; it is a combination of factors from the team of the entire organisation. Only this kind of a viewpoint can lead to a logical conclusion, that internal marketing can be used as a developmental tool in the process of managing changes.

The basis of internal marketing is Human Resource Management. As we are developing landscapes, we must also develop the people who live, work and create there. The people must add their potentials to the landscape, so it can blossom to its full potentials as well. Development without the people causes problems, not solutions. Brands can be created in two ways. First there is the internal communication, creating the internal marketing. It reflects the owners' attitudes towards an object, an entity, a landscape. Only when attitudes, viewpoints, attractions and preferences have been established, we can start selling it to external stakeholders, whether they are tourists or customers of the offered products or something else. It is mandatory to start from bottom up and not from top down. The majority of managers begins by first developing and choosing the visual identity, graphic design, pretty pictures, colours, typographies, posters, leaflets and similar features, which are least important for establishing a trademark in the 21st century. That is why I must add, that the first step should be writing the basis for an internal brand. On a company scale it is called the employer's brand. In this particular case it can be named the settlement brand. The locals must adopt it as their own, because they will have to live with it. The first point is 'living with the trademark' and act accordingly with the declared values, so others can learn the values of a Landscape Park. If the people who live there today continue to live by their own values, no progress has been done. This way only chaos and confusion can arise and this trademark will never be successful, as the first step was left undone. The second step – the external marketing and external brand, can only begin after the first one has been completed.



Building a strong brand demands communication about it and experiencing it with all five senses. Source: Ind (2004: 22)

External marketing, managing experiences and co-creating a brand

As mentioned before, a Landscape Park brand is like any other brand – firstly in the hands of inhabitants, members of local comunity and then in the hands of service providers - their employees. Only after that can the users, buyers of products, users of services be introduced into the equation, let it be investors, visitors or other stakeholders. So why is external communication used? It is useful only for first results, so people become alert and become aware of the fact that there is a Park outside of the city. In this way, we can attain some attention from the people, but we cannot create the other circumstances, essential for establishing a new brand. Not only it has to be recognizable, it has to be preferred, liked, felt strongly about. To use a metaphor, it should not only be present in people's brains, it should be close to their hearts. Therefore it is essential to understand the model, which shows how we have to understand the whole background of brand making. So the first part, the hygienic aspects, which is the first condition for developing a brand, is what can be achieved by external marketing – brand awareness, recognition and consideration. But soon it comes to the point, when everything can collapse if the product and service providers do not offer the people to gain experiences from the services in a specific area. Consumer preferences are built upon experiences.

Managing experiences and co-creation of a brand

Some of the local people decide to get involved in tourist services and become active co-creators of the brand. This means that the people, who provide experiences, are the same people that provide the service. The moment of truth occurs when the service provider and visitor of the landscape meet in person; when the stakeholders meet the locals, providing the service. If an individual does not work and act accordingly to what he or she is saying, or acts against declared values, then nothing good can come out of it. But in case that what was promised is also delivered, then purchases are sure to be repeated and we can define it as customer loyalty. But even such returning customers/visitors are not enough, what we try to achieve is one level higher. We would like the people to spread the news about how ''cool'' the place is and therefore become the ambassador of the brand. To spread the word about what the declared values are and how to behave in the Park respecting those values. In this case, the results are satisfying on their own. It is

	Name	Sign	Logo
1	Kozjanski park		
2	Krajinski park Sečoveljske soline		
3	Notranjski regijski park		
4	Logarska dolina		
5	Krajinski park Strunjan		
6	Naravni rezervat Škocjanski zatok		
7	Triglavski narodni park		
8	Park Škocjanske jame		
9	Radensko polje		
10	Krajinski park Goričko		
11	Krajinski park Kolpa		
12	Krajinski park Ljubljansko barje		

Mini case study

Having branded bar glasses stolen is cheap and can be more effective than traditional advertising. This is proven by the following anecdote with a simple, but significant message.

A project with students from the Academy of Fine Arts and Design took place in Vipava valley. We worked on graphic design ideas for individual winemakers corporate identity systems and one of the outcomes was a logo placed on wine glass. One of the winemakers explained them how the life teach him the key rule about marketing. What is a memorable experience and at the same time answered the question: 'why people steal glasses.' Visitors like to bring home a piece of solid proof, a souvenir which reminds them of the nice time they spent in his wine cellar. They take the glass home so they can easy frequently recall that pleasant event and the feelings they experienced that day or night. Such visitors usually come back or recommend the place to friends by enthusiastically telling them about their experience with the winemaker.

Case study

A giant step from registrated trademark to a strong brand

For the needs of todays lecture and present article, I have conducted a preliminary analysis of trademarks and brands, used in the existing twelve Slovenian (Landscape / National) Parks. Based on the analysis of the contents and basic elements: the brand names, logos and signs; some positive results can be concluded. Everything looks pretty, correct, cute, nearly perfect, perhaps even qualifying for some design awards. Their managers claim: ''we have'' or ''we are a brand.'' But the question is »which one of these Landscape Parks has developed a brand that actually works well?«. In order to answer to this question it is necessary to preliminary analyze their internet site and, if possible, ask the consumers, tourists, (non) visitors to these places. The answer is that two or three may have come close to the idea of what a brand really is. The others are far away from becoming a brand, they are merely registrated trade marks. The mere possession of individual elements of a brand does not mean that the Park became a brand. A brand is something completely different, almost intangible. It is a certain something which exists in the heads of consumers and other stakeholders, and it surfaces in the moments of choice between the alternatives, for example about where they will go for a daytrip or invest in a business situated in the protected area. Which Park to choose? And because they do not hold or cannot recall the information from their memory, we cannot call it a brand. There are just individual elements, which can potentially become a part of a brand. And then all these ideas, associations with thoughts, views and values connect through the process of learning. These ideas get adopted in the heads of all groups of stakeholders, not just the visitors and tourists, the same goes for the locals and possible investors. At this stage it is not a developed brand yet, but its foundations, ready to support a gradual transformation into a brand. Therefore it takes a lot of work and time, for the process to show results in a form of strong brands.

Exhibit: The name, logotype and the sign are the basic elements of every brand, but not necessarily also of the registrated trademark, since the latter protects only those components that make the brand different from other brands in the category...

not necessary that the results are financially extremely successful, but they should be meeting the requirements of sustainable development, ideas and wishes for a good quality of life, that they are tangible and similar. This is the correct paradigm, the way of thinking, of how to get full benefits from vitality, of how to vitalise a region, a place or a park. To sum it up: we, the creators, the people, are the ones who can do it and nobody else.

Strong brands are related to long term customer relationships, a higher income for the local population and represent a good platform for further marketing. It is of vital importance to manage people and processes, to properly organise the structure of the work process; who will do one thing and who will not do another thing; new knowledge has to be gained, new information and an agreement has to be met about how to make decisions in a different way. I cannot stress enough the importance of building up the behaviour of people, if the aim is to match human behaviour with the declared values of a specific park's brand. We would like to enable people to gain personal, memorable experiences, which they would be prepared to share with others.

Conclusions

Simply, by just showing commercials on the television, advertisements in daily newspapers and magazines, printing leaflets and filling people's mailboxes with them, is certainly not enough to build a strong brand in the 21st century. It can only be built by planned combination of promotion and providing experiences to individuals. All five senses of the visitor have to be engaged in the process, whether the experience takes place in consumers' homes, their hometowns or while visiting a Landscape Park. This so called experience marketing is today the alpha and omega of successful businesses. Everyone involved in managing and marketing Landscape Parks, is now given an opportunity to do this efficiently. Use the concept of branding with engaging all five senses. At the same time, provide your visitors, investors and other stakeholders with unique experiences and then you can efficiently build a strong brand in a relatively short period of time. This is not necessarily as expensive as throwing money away for printed leaflets, commercials and ads, which nobody wants to see, hear or read anymore.

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Landscape between protection and development

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In 1964, he received his undergraduate degree from agricultural sciences at the University of Ljubljana. He continued his studies on a postgraduate level at the same university attaining his masters (1976) and PhD (1989) in landscape architecture. He gained academic experience at Harvard University in USA (1974, 1978) and at the University of Aberdeen in Scotland (1981), as well.

He introduced landscape and nature protection planning to Slovenian spatial planning practice. Developing a software package for environmental spatial evaluation named 'Prostor' and co-creating spatial planning computer software called 'ProVal', he was amongst the Geographic Information Systems pioneers and the pioneers of establishing environmental impact assessment methods in Slovenia. Academically and through research he is still active in the field of landscape and spatial planning, environmental impact assessment and evaluation of landscape, environment and nature. His bibliography consists of 589 titles: he is the author or key author of 12 monographies, his chapters have been published in 16 monographies and since 1970 he has published his papers at more than 60 scientific and professional conferences, out of which 30 were international. As an author or a co-author he has published 55 articles, 28 of those were issued in either Slovenian or international academic journals. He has been the author or the co-author of more than 125 research studies and planning projects. As visiting professor he gave lectures at several universities abroad, among them University of Beijing, Technical University of Vienna, Agricultural University of Norway, Agricultural University of Sweden. As retired Professor from the University of Ljubljana he is still giving lectures on landscape planning, environmental conservation and environmental management at the University of Zagreb in Croatia and the University of Nova Gorica.

Abstract

The phrase 'landscape conservation' conceals a contradiction within itself. It would be more correct to describe the real problem of landscape conservation and development with the article title: 'between good and bad development'. Landscapes as they are, even without any human interference, are dynamic phenomena and have their own internal developmental tendencies. The same can be claimed about cultural landscapes. They are shaped by different cultures living in a certain area. Misunderstanding the basic contradiction implied in the landscapes can result in incorrect approaches to landscape protection and development. Protection should be understood as a developmental activity or the other way around: development should imply e protection, as well. Direct conservation measures, e.g. prohibiting of any landscape change can at first seem convenient and easily controlled. The problem of such measures is, however, that they define conservation in absolute terms neglecting the dynamics of a social and even natural environment. It often causes virtually unsolvable conflicts between the demands of protection and developmental requirements. Landscape planning may be imperfect. It is however the only tool we can use in order to shape the future of the landscapes,

to protect their present, and to respect their past.

Ladies and Gentlemen,

First of all, please let me thank the event organisers for inviting me. What I am about to say can be understood as a contribution to the efforts to recover spatial planning (which is of course developmental planning) in Slovenia, as a significant, if not even the most important way of protecting the qualities of land and landscapes.

Protection, as defined by the article title, is considered to be something opposed to development. Especially in the context of landscape and spatial conservation, it shows many distinctive characteristics. The concept of conservation itself implies a contradiction. Is it even possible to separate landscape protection from landscape development, especially when protection of cultural landscapes is at stake? The modern protection approaches, especially the ones mostly used in Slovenian conservation practice, mean the exclusion of conservation from developmental planning thus forming an independent social 'force' with its own goals. This is unreasonable and most of all, harmful. Conservation acts like an independent social institution, which defines its normative principles irrespectively from the actual extent, to which the protected subject is in fact endangered. It is as if we do not understand any more, that the protection demands dialectically depend on the level of threat from the spatial development. It seems we do not understand any more, that development preconditions the need for protection and provides the scope of protection; the severity of protection measures nevertheless depends on the level of necessity, of how and in which extent the new development represents a real need. The 1980's and the 1990's was still an era, when protection was integrated with developmental needs through the process of landscape or spatial planning. It seems like today these efforts have been abandoned with dividing the conservation needs from developmental planning. The coordination of different social interests, at least explicit coordination, has been withdrawn from the scope of the functions of spatial planning; and since that the value if this important function of spatial planning has been diminished.

Landscape is a dynamic phenomenon. It is also a complex system. At the same time it is a natural, self-sustaining ecosystem and at the same time an artefact, dependent on human activity. Landscapes can be defined in several ways, depending on the observed attributes. A landscape ecologist can see a landscape as a 'heterogeneous land, composed from a network of mutually connected ecosystems' (Forman, R.T.T. and Godron, M., 1986: p. 11). Cultural landscapes are in the eyes of an ecologist still ecosystems. Human interventions in the ecosystem are considered as disturbances, which by the words of Forman and Godron cause significant changes in the normal ecosystem patterns. Another viewpoint from the anthropologists states that landscape 'is not a natural form of environment. It is artificial space, man-made system of places located on a piece of land. It has been developed and it works, but not according to natural laws.'

The mixture of natural-spontaneous and cultural-created defines the landscape. A landscape archaeologist can read landscapes as a rich testimonial of distant history. A visitor can see it as a portrait of people who live there. The remains of past times tell stories about the generations who have already left the place. All of this is landscape heritage. A very popular belief is that landscapes, as argued by many landscape authors, are the most important element of European heritage because they are formed in a mutual effort of past generations of Europeans. This complies with the observation of cultural anthropologist J.B. Jackson, that 'the collective character of landscape is something agreed upon by all generations and different views of landscape' (Jackson, J.B., 1984, p.p. 7-8). Landscape 'has evolved and it functions … in order to serve community'.

The self-sustaining ecosystem definition and the heritage definition of landscape are opposed by awareness, that landscape is a place we humans need for many activities. It is the only place where we can develop new residential areas and new traffic infrastructure; at the same time it is the space which provides us with food, energy, mineral resources and also the locations for landfills. Landscape is also the place, where all these essential human activities and those less essential, are updated according to the new technological solutions and increasing needs for survival. All of these activities leave their marks in landscape development.

In principle, development is juxtaposed to conservation. In reality, this juxtaposition is evident only when the requirements of protection and development are competing for the same piece of land; when a protected area fits the developmental needs. In these cases, the reasons for protection are often regarded as less important mostly due to economic and social views of development.

Direct landscape protection and the tendency to exclude protection from the wholesome spatial planning, i.e. from deliberation process; originate from the experiences gained from such unsuccessful protection because of severity, often even aggressiveness of developmental discourse. Protecting landscape, its ecosystems or its elements, biological species and habitats, areas of cultural landscape heritage can be ensured by requiring its direct protection by law. Such a policy can be seen in the normative planning approaches in which landscapes as predefined protection areas represent conservation norms - areas defined in advance before the process of making spatial plan starts (here let me add a thought, that it is not difficult to receive public consensus for ratifying a normative principle as a norm while a normative principle is still entering the process of institutionalization, before the possible other land interests are known.)

In the context of spatial planning process such conservation norm can mean a definition within a spatial master plan. The planner is obliged to accept it. To put it more clearly – the norm becomes the actual spatial master plan. Unfortunately such a plan only works one way, it only highlights one specific social interest, though a very important one – the interest of protection. The problems however occur because when preparing such a plan, other land use interests had not been confronted and coordinated with each other, what should have been the task of spatial planning.

The theorists of spatial planning identify such a conservation practice as an institutional approach to strategic spatial planning. It is denoted with efforts for long-term enforcement of certain normative principles with the help of 'institutionalization'. Here the institutions are defined as instruments, which should be used by planners with the intention of ensuring certain principles (Salet, W. and Faludi, A., 2000: 8). This approach can be also named the standardization of conservation. Standards are present as obligatory basis in the process of spatial planning, as prescribed patterns of management or as approved or prohibited levels of changing the environment or space in general.

Prescribing standards in the field of conservation planning can lead to a number of problems. Perhaps the most important of problems would be transferring the decision making process to a specific sector, which only represents one individual field of interest. At a first glance, this may seem as an effective way of conservation. However, the repeating occurrences of agricultural land protection requirements, which have been the result of sector-specific approach in Slovenia since the 1970ies, shows that such a system of conservation may not be effective at all. The other problem of such an approach to spatial planning is the incorporated dissatisfaction with the scope and intensity of conservation. That is why the protected areas keep expanding. This can be shown in the case of growing areas of nature protection. The first protected area in Slovenia was defined within the borders of the current National Park Triglav. The original 1400 hectares established in the year 1924 later expanded to 2000 hectares in 1961 and then further to 83807 hectares in 1981. Approximately 8% of Slovene territory was assigned to one of the existing forms of protection by the end of the 1990-ies. By the year of its accession to the EU in 2005, Slovenia's protected areas rose up to 38% of the total national territory. Such extensive conservation norms have required an input of 'mitigation measures' into the decision making system. An example of such a 'mitigation measure' is the Environmental Impact Assessment study, required for every new development planned within protected areas. It is some sort of a protection process within the protection process. This again shows that the basic conservation system is less than appropriate. The main problem resulting from such a protection system is the non-optimized land use decisions, reflected in numerous inappropriate locations of various buildings, which eventually ended there due to one or another type of land use restrictions. To mention the examples I am familiar with in more detail, these are the biogas refinery in Motvarjenci, some industrial grounds in smaller municipalities, nonetheless also the motorway Razdrto - Ajdovščina. The latter is located at the foot of the hill Nanos, exposed to high speed winds. That is why the motorway is often closed for traffic in winter months. This route location was a result of the agricultural land protection measures in the form of predefined protected agricultural land in the areas of Podnanos, Zemono and Ajdovščina.

Actually it is quite unusual, that the approaches more open to public discussion were developed in Slovenia quite early. The approach of open communication and discussion, which can be recognized as some sort of interchange of a professional work and different public discourses, was at least at the normative level established with the Regional Spatial Planning Act at the end of 1960ies (Zakon o regionalnem prostorskem planiranju; Ur.l. SRS, No.16,1967). The Analysis of Long-term Development Possibilities was appointed with the Spatial Planning Act in 1984 (Zakon o urejanju prostora; Ur.l. SRS, No. 18) and it was intended to enable the public communication process with the help of various spatial analyses (Navodilo; Ur.l. SRS, No. 42, 1985). The analyses were thought to reflect a more articulated image of 'social awareness' than the plan itself, which means that they would overcome the rigidity of public plan presentations and help encourage a more involved public discussion about the developmental and conservational problems in the area. Hence a new approach was starting to develop, an approach defined by planning theorists as 'interactive'. Such an approach continuously opens the discussion about what are the socially appropriate levels of protection and what are the actual social and developmental needs. This method is thought to have become globally recognized in the 1980ies and 1990ies. It developed as a reaction due to the limitations of other forms of strategic spatial planning; the process of spatial planning mainly coordinated by governmental offices (Salet W., Faludi A., 2000). Various types of public coordination and participation are typical for this method. The main driving force of such networking should be the prevailing aspiration for a more liberal and efficient governmental policy on one hand and blossoming of social initiatives and public movements in the other.

Conclusion:

European landscapes are, as told before, a collective produce of several generations of Europeans. Landscapes are a valuable heritage, which should be protected. Landscapes are increasingly unbalanced, however the only remaining 'habitats' of nature.

At the same time, landscapes are the living environments of the present European generation, which bares time-specific needs and a value approach to space, which is also specific for this time.

Spatial development is a fact, which cannot be avoided. It cannot be prevented or brought to a standstill. It needs to be accepted, but it can be steered. The steering process however has to unquestionably respect all diverse interests of the society; of the local communities living in the area, as well as the wider public. Nevertheless, landscape characteristics form their own collective identity.

All standardization principles in a society have to be given a chance to be introduced and included in public discussions about landscape and spatial planning.

This certainly cannot be achieved by conservation and planning systems, which allow specific interests and beliefs to be directly transformed into obligatory endorsed norms, induced by institutionalisation. This actually disintegrates the 'collective quality of landscapes' into individual gardens of specific sectors.

Rigid systems, such as the system of conservation standards, should no longer be treated as 'almighty' and should be replaced by a consensual and participative decision-making process about landscape development.

Participative decision-making can only be achieved if the discussion about landscape protection and development is guided around alternative developmental possibilities, which will meet the actual needs of the local community; while at the same time respect the conservation requirements, including the variety of standardization principles.

The profession should in such a participative approach to landscape and spatial planning play a role of a 'support service,' which is engaged to educate the uninformed public about spatial facts, to simulate different public discussions concerning landscapes, to manage the simulation process to show the consequences of different decisions, and to coordinate the process of landscape evaluation; it is therefore in charge of all tasks which require specific professional knowledge.

EU funding opportunities to support the implementation of the European Landscape Convention

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The following text is a transcript of a sound recording:

First of all I have to say, that I am very happy and lucky to see the project implementation in Slovenia. What you are doing in a good spirit, involving the locals and young people, that is very impressive. I will try to give some ideas about what EU funding could mean for the topic of landscape.

Let me first start with some basic remarks, and then I will discuss European Union structure founds and agriculture policy in more detail. After that I will present some short opportunities for receiving funding for landscape projects.

Many European Union activities have influenced landscapes; some are positive, some negative. For that reason we should not only look on receiving funding, but also become involved in different European Union policies. Another basic remark is that landscape is not an important topic for European Union so far. For instance, there is no real partner for the implementation of the European Landscape Convention in the European Commission, no consistent definition of landscape

and no central awareness of landscape. This is a pity, because the Council of Europe has no direct partner in European Union when talking about the implementation of the European Landscape Convention.

The positive news is that EU funding may be used to support quite different landscape projects. According to the European Landscape Convention, landscape is a topic in education, economy, environment and also in cultural policies. Consequentially, funding programs of different EU Directorate-Generals may concern us. However, European programs are very complex to handle and, moreover, many actors do not know what is possible.
First I will focus on the EU structure and cohesion funds. These funds are very powerful instruments that direct billions of Euros to (disadvantaged) European regions. Most of this money is used to build streets, commercial areas and other "concrete" developments that often damage and destroy the landscape. On the other hand, these funds may also support "green" projects in landscape and environment. At the moment, we are in the beginning of the preparation phase of the next funding period. This period will start in 2014 and run until 2020. After the announcement of the legislative drafts by the European Commission (probably in October 2011) the discussion on national and on regional level will start. The regional level is the most important – on one hand, losses and benefits of landscape development will be visible here most directly. On the other hand, we – the "civil society" – may influence and initiate developments and projects mainly here, in our villages, towns and regions.

Therefore, the next two years will be very important as concerns landscape and regional development in Europe.
The most interesting message regarding these next two years (and generally) is: European Union wants you to participate in this process, even if national and regional politicians sometimes prefer lone decisions. When we stayed in Sumava region (Czech Republic) some weeks ago, we asked a very active mayor about participation. He said: "I am elected for four years, and after these four years I want to have done something for my community. I don't want to loose three years with an annoying discussion processes..." Therefore and again: Try to get involved in the process of designing the EU structure and cohesion funds during the next two years - it depends on us how our landscape will look in the future.

Part of the European Regional Development Fund ERDF is the INTERREG (Central Europe) program, which actually also supports our project VITAL LANDSCAPE. We suppose that this program will continue after 2013, even if the next application period will not start earlier than 2015. In any case, INTERREG is and will be a good instrument to link cross border activities and to exchange experiences and best practices. VITAL LANDSCAPE is a good example for the benefits of this approach.

A very important issue is a Common Agriculture Policy CAP of the EU. The biggest part (nearly 50%) of the whole budget of the European Union goes to this policy field which largely influences the image of our landscape. There are different forms of spending "agricultural money" in the regions: The first pillar contains direct payments to the farmers, the second pillar is more or less related to rural development. An additional and very useful instrument is the LEADER program supporting local "bottom up" activities. Also the CAP will change after 2013, and similar to the structure funds the discussion about changes and improvements has already started. At this moment it looks like the environment and the landscape will play a bigger role in the new founding period. This would be a really good message, but final decisions on regional, national and EU level still have to be taken. Again, the participation of the civil society in this decision making process is not only welcome but compulsory!
Apart from this I would direct your attention to the LEADER program that may support a lot of landscape related activities and projects. Moreover, LEADER is a small program, easy to apply and easy to handle, directed and implemented by so called Local Action Groups. Funding may range from some thousand Euros up to some hundred thousand Euros. However, the problem is that only a few people know about this opportunity, and some times it is not really designed like a "bottom up" process. My advice would be: Make use of this opportunity, and make sure that in your region LEADER will be implemented as a "bottom up" approach.

Now I will shortly present some additional EU programs to give you an idea of the diverse opportunities to finance landscape projects. This overview may not be complete, of course, but hopefully shall encourage you to look more detailed to these funding opportunities.
FP7 is the framework program for research. So far, FP7 already supported a lot of landscape related projects, mostly applied and carried out by Universities and research centres. FP7 projects have a relatively big budget of several million Euros and therefore are very complex to apply and to handle. Part of PF7 is the Marie Curie program that supports the exchange of researchers worldwide. This is a very interesting opportunity to exchange "landscape knowledge" between EU member states and beyond.

The program CULTURE normally supports art and culture projects, but also culture heritage, cultural landscapes, land art and other projects related to our topic preservation of landscape. Compared to FP7 the budget is much smaller, but that also means the program is easier to handle.

One of my favorite programs is Youth in Action, bringing together young people from different countries. This program is relatively easy to handle. The implementation is directed by national agencies. Thus, you may apply and get advice in your national language. The topics of youth projects may be quite different. The film, for instance, that LUZ, d.d. produced with young people in Ljubljansko Barje could have been a project co-financed by Youth in Action as well.

Lifelong Learning is the educational program of the European Union. There are different parts of this program for schools/pupils (COMRNIUS), universities/students (ERASMUS), vocational training (LEONARDO) and adult education (GRUNDTVIG). Also landscape related topics may be issues of such co-operation. One organisation in my region, GRÜNE LIGA Thüringen, just started a LEONARDO project for gardeners who take care of old orchards.

Another program which I really like is Europe for citizens, bringing together European people e.g. by conferences, workshops and common activities. This program is also supported by national agencies and easy to handle. Funding may be some ten thousand Euros, and if you design the project carefully, you even may receive up to 100 % of EU funding.

Finally, there are also opportunities to co-operate with partners outside the European Union. There are three programs of the EU Neighbourhood Policy with quite difficult names (ENPI, IPA, EZWZI) that support projects with partners outside the European Union. In some cases, also landscape projects can be co-financed by this program.

Let me summarize: Many policy fields of the European Union influence the quality of landscape and the quality of life of people living in the landscape. That's why the key actors of landscape protection should come in dialogue with politicians on different levels by implementing European Union programs. The implementation of the European Landscape Convention should be communicated with different European Union institutions. The first step could be to have a common definition and interpretation of landscape, landscape policy, landscape quality objectives by EU and Council of Europe. I know this is a very difficult political issue, but in practice it is very necessary.

I stress again your attention to the next two years that will decide about EU policies until 2020. We may influence the implementation of European policies. Maybe we cannot influence Brussels a lot, but a national level and above all regional and local level we may decide about the future of our landscape. It is important to know that many European Union regulations have to be implemented on the regional level, and this may happen quite differently in Slovenia or in Germany or in other regions. It largely depends on the actors what they achieve in their region. The results of projects like VITAL LANDSCAPES may serve as an example what is possible in terms of participation and sustainable landscape development.

"Vitalise your landscape! We are a part of our landscape, the development of our landscape depends on us!" This slogan of our project may also be understood as a message concerning EU policies.

