

HERCULES

Sustainable futures for Europe's HERitage in CULtural landscapES: Tools for understanding, managing, and protecting landscape functions and values

GA no. 603447

D8.1 Stakeholder Engagement Strategy

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Executive summary

The Stakeholder Engagement Strategy described in this document outlines the process by which members of the HERCULES consortium will reach out to the very people who contribute to the management of cultural landscapes on the ground, including farmers, foresters, landscape architects, urban and rural planners and more. This deliverable continues the work performed within Work Package 8, task 8.1 on the organisation of stakeholders' participation in HERCULES within the six study landscapes. The aim was to facilitate access for stakeholders and also to the landscape itself, in order to directly identify local needs for landscape management.

This process of engaging stakeholders will be fully bidirectional - the aim is to establish a dialogue and involve third parties throughout and beyond the lifetime of the project. Local stakeholders will be consulted on their appreciation of the HERCULES, on how they perceive the cultural heritage aspects of the landscape they live and work in, and chiefly on their specific needs for landscape management. In return, stakeholders will be kept informed of developments from the research carried out by HERCULES members. These exchanges of information will occur both within a framework of planned workshops, gathering local stakeholders with possibly quite different and contrasting points of view, and through informal one-to-one interviews. A survey will be conducted during each workshop, and the same survey will be distributed to all project partners who will in turn use it in their own network to collect information useful to HERCULES, thus broadening the stakeholder base as wide as possible through a multiplier effect.

To enable the WP8 work plan and to work efficiently, a fast-track approach will be taken with two of the study landscapes in order to get early input. In that respect, 4 local workshops were attended in England and France, and completed through one-to-one interviews. Some results are introduced in 'MS8.2 Protocol' for gathering of localised landscape skills and knowledge as a roadmap for WP8. This deliverable is complementary, creating an overview for other WPs.

But, the engagement is expected to go far beyond this: HERCULES aims to actively involve a large number of stakeholders in hopes of establishing a lasting collaboration with and among them.

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ABBREVIATIONS

CAP	:	Common Agricultural Policy
CIME	:	Innovation Management and Environment Consulting
DOW	:	Description of Work
ELC	:	European Landscape Convention
EU	:	European Union
FOC	:	Forest Communication Network Ltd.
FT	:	Fast-track Study Landscape
SRCE	:	Schéma Régional de Cohérence écologique (Regional Ecological Compliance Frame)
SL	:	Study Landscape
ST	:	Slow-track Study Landscape
WP	:	Work Package

1 INTRODUCTION

The HERCULES project aims at ensuring a sustainable future for Europe's heritage in cultural landscapes by developing tools for understanding, managing and protecting landscape functions and values. A major point of attention within this project is the effective involvement and interaction with various stakeholders (from people who contribute to the management of cultural landscapes on the ground such as farmers, foresters, landscape architects, and urban and rural planners to those who are actively involved in decision making processes such as local and EU level politicians). Stakeholders are vital for the project, since they are able to provide insight into what precisely they value in their surrounding landscapes, from very different perspectives, depending on their professions and relationships to their surroundings. This is critical both in the early stages and throughout the project. First, it allows the identification of cultural landscape values and landscape aspects that individuals feel are being threatened by transformation. Second, as the project progresses, they ensure that it remains true to its intended objectives. On the other hand, keeping stakeholders up to date with the latest developments of the research undertaken by the project partners is also a crucial part of the project. HERCULES partners will integrate new methods, technologies, and approaches and new ways to assess, classify, and map information on cultural landscapes including information on landscape structure, land management, and cultural heritage. The diverse stakeholder engagement activities described in the Stakeholders Engagement Strategy will help the research WPs to interact with the various stakeholders. **To ensure the effective involvement of stakeholders** throughout the project's lifetime, the development of a Stakeholders Engagement Strategy is essential.

2 METHODOLOGY

The strategy described in this document is based on the international standard ISO 26000 (AFNOR, 2010) – Guidance for social responsibility principles described in Clause 5 – “Recognising social responsibility and engaging stakeholders“. The standard provides guidance on the underlying principles of social responsibility, recognising social responsibility and engaging stakeholders. Clause 5 addresses two practices of social responsibility: recognition of social responsibility; and, identification of and engagement with stakeholders, as shown in the figure below.



Fig. 1. ISO 26000, Clause 5 “Recognising social responsibility and engaging stakeholders“

As recommended in the Clause, the Work Package 8 (WP8) activities are planned with careful consideration of social responsibility, foundation of which are the following two actions:

- recognition of social responsibility: identifying the issues arising from the impacts of decisions and activities of an organisation, as well as identifying the way these issues should be addressed so as to contribute to sustainable development goals, and
- recognition of stakeholders: identifying and subsequently engaging them.

This approach is completed and coherent with other guidelines mentioned here:

- Stakeholders engagement toolkit, proposed by BiodivERsA (2013),
- Social Ecological Inventory (SEI) workbook, proposed by Lisen Schultz *et al.* (2007).

3 STAKEHOLDER ENGAGEMENT

3.1 IDENTIFICATION OF STAKEHOLDERS AT STUDY LANDSCAPE LEVEL

The backbone structure for stakeholder identification outlined in the bullet points below was inspired by the guideline documents of an ongoing FP7 project called BiodivERsA, though the specifics were drawn up from scratch so as to conform to each HERCULES partner's methods of stakeholder engagement.

- i. Defining the outcomes desired from the engagement (why?);**
- ii. Identifying the stakeholders (who?), including assessing, analysing, prioritising and understanding;**
- iii. Identifying the best timing to engage with stakeholders (when?);**
- iv. Choosing the best methods for engagement (how?), including notes for the most frequently used approaches;**
- v. Creating and implementing a stakeholder engagement plan;
- vi. Dealing with conflict in stakeholder engagement;
- vii. Reviewing and assessing the process to highlight what the engagement has achieved to forward understanding for future engagement exercises.

In the context of stakeholder identification, the steps i – iv are the most crucial, and are discussed in greater detail in this chapter. Further information regarding each of these guidelines is incorporated into several other chapters throughout the document.

i. Defining the outcomes desired from the engagement (why?)

With the enhanced communication with stakeholders, HERCULES aims to bridge the different groupings of stakeholders, by providing ways for them to share and discuss their views regarding cultural landscapes. Through stakeholder engagement, HERCULES aims to gauge the awareness of local stakeholders of the landscape changes in their surroundings. HERCULES' expectation is to fill the gaps in the knowledge on cultural landscapes and to incorporate diverse stakeholder perspectives. To ensure the continued existence of cultural landscapes, it is essential to create a common understanding among the different stakeholder groups. In light of the primacy given to stakeholders throughout the study, this strategy will be an important part of framing the context from which the research will take off.

ii. Identifying the stakeholders (who?), including assessing, analysing, prioritising and understanding

The map below represents all identified stakeholder groupings with regard to landscape. This map will be used as a basis and could be developed and adapted during the project on other WPs and SLs.

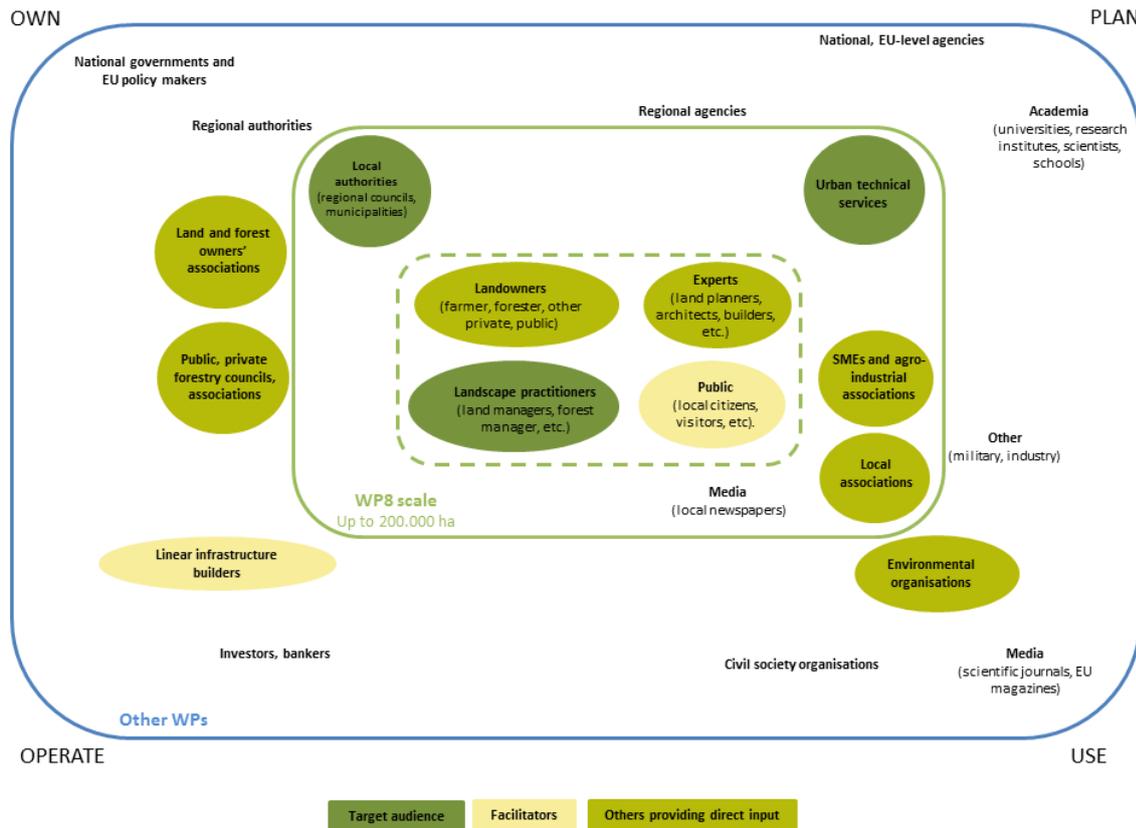


Fig. 2. Identified stakeholders' groups – stratified by their relationship to landscape and with regards to nature of engagement

The stakeholders in the WP8 can be broadly categorized into the following groups:

- Landscape practitioners** – the people who are actively shaping the landscape (landscapers) and land owners. This group includes farmers, foresters, viticulturists, cooperatives, developers and the associations that are representing them. This group has been defined as stakeholders who will make use of the project's results via implementation. They are the key to all of the project's objectives. That is, they could bring in valuable insights as to what the local landscape management needs are, while the information gathered in other WPs would also benefit the landscapers themselves by providing them with knowledge needed to adopt more sustainable practices with regard to cultural landscapes. Additionally, through discussions and questionnaires in the frame of WP8 a local stakeholder questionnaire has been elaborated with simple questions covering issues such as landscape features and cultural heritage, (for an explanation of the survey see chapter 3.4), this group will be able to verify the research findings and bring science closer to real life. This group could also make use of the Knowledge Hub tool (see chapter 3.3.4.2) and the Cultural Landscapes Blog (see chapter 3.3.4.3). The knowledge of landscapers will have major influence on the future policy on cultural landscapes. Without the involvement of this group the results of HERCULES would be very hard to deliver. Hence, landscape practitioners will be involved in every step of the WP8.
- Authorities** – including regional councils, municipalities, national governments as well as the EU-level policy makers. They are an important axle to bringing project's ideas to life. The insights from WP1, WP3 and WP6 will be presented to them in a

non-technical, innovative manner during local and EU-level workshops (for stakeholder workshops at local level see chapter 3.3 Stakeholder workshops at Study Landscapes; for more information on EU-level workshops see chapter 5 Link with other WPs). This group requires information tailored specifically toward policy briefs. Not only will they need to know how the results of the study can be translated to concrete policies, but they will need to understand how the project's results can inform and improve existing policy initiatives. In order to ensure understanding from both sides, they will be asked to fill in questionnaires. This will serve as a tool to understand their mind-set towards cultural landscapes and will allow adapting the communication to be as efficient and far-reaching as possible.

- **Experts and urban technical services** – including professional land planners, associated technicians, architects, infrastructure builders, and development control officials. This group is specific in a sense that it is actively shaping and changing the landscape every day. Their contribution will be very welcome via multiple tools, including workshops, interviews, Cultural Landscapes blog and Knowledge Hub.
- **Small and medium-sized enterprises (SMEs), and agro-industrial associations** – it is important to attract their attention and ensure they are aware of their impacts and inspired to undertake positive changes. If they are aware of the significant impact that their activities have on the cultural landscapes, and how to make it more positive, then even with little policy some of the landscapes can be preserved or even enhanced. They will be invited to participate in workshops in order to gain better understanding of what other stakeholders value in the cultural landscapes as well as to share their knowledge and needs.
- **Public and private forestry councils, associations, similarly to landscape practitioners** – are an important link in creating a mutual understanding and easing the delivery of long-term goals of HERCULES. With this in mind, they will be invited to participate in workshops in order to discuss the issues to which the project is aiming to find solutions.
- **Academia** – including universities, research institutes, scientists and schools, will consider the projects findings in a scholar context. For them, HERCULES will provide much needed research which can inform and incentivize future research, while contributing to the existing stock of knowledge on cultural landscapes. The Knowledge Hub will be set up for the benefit of academia in order to facilitate sharing of the collected knowledge on cultural landscape preservation. This group is also expected to become the main contributor to the Cultural Landscapes Blog which was specifically designed for HERCULES (detailed information on the Cultural Landscapes Blog can be found in chapter 3.3.4.3)
- **Media** – will spread the word about upcoming HERCULES events and report on the developments of the project. To achieve this, local newspapers and scientific journals will be exploited.
- **Public** – such as local citizens, visitors, community groups, and civil society organizations. They will be engaged through questionnaires and workshops in order to achieve a more comprehensive understanding of where the significance of a cultural landscape lies. Media will play a major role in attracting their attention and keeping them informed. It will help gain their trust and increase the willingness to collaborate on the long run. Meanwhile, the voice of people is that represented by the policy-makers; hence their involvement is likely to have positive outcomes for the landscape preservation on more than one level. That is only achievable, if

they are well informed and involved in discussions.

- **Environmental organizations** – they may act as a form of media by spreading news about HERCULES events to parties that are generally interested in nature preservation. Relationships with environmental organizations could not only widen the circle of audience and increase public attention, but also help relate the importance of cultural landscape preservation to ecological problems, and build a more unified picture of the significance of this project's deliverables. These organizations usually have a wide and long-lasting network of contacts, including national policy-makers. Thus, they might be helpful in finding efficient ways to attract more of the local or national authorities. The relationship with environmental organizations will be based on mutual benefit, as the HERCULES has the capacity to bring more publicity for these organizations and widen their work spectrum.
- **Local associations** – they have the power to spread the word about the importance of cultural landscapes at the local level, and act as a bridge between locals from various backgrounds and the academia to tighten the mutual understanding and trust. Workshops will be designed to appeal to their needs and interests in order to ensure their engagement.
- **Regional, national and EU-level agencies** – they have the capacity, similarly to local associations and environmental organizations, to increase the publicity of the project and make it more appealing to people from very different backgrounds. It would be beneficial to have them in the workshops, which may encourage them to expand their work scope by including the preservation of cultural landscapes as one of the priorities.
- **Military and industry** – they are a very important audience to attract because they have little interest in landscapes, yet are actively shaping them. Attempts will be made to engage this group through workshops and social media, although it must be mentioned that due to lack of interest in collaborating from their side, it has proven a near impossible task in the past.
- **Others, such as investors and bankers** – this grouping includes a diverse collection of stakeholders that are bound by their secondary relation to cultural landscapes. Again, effort will be made to involve them in the WP8 activities.

Stakeholders in relation to landscape management

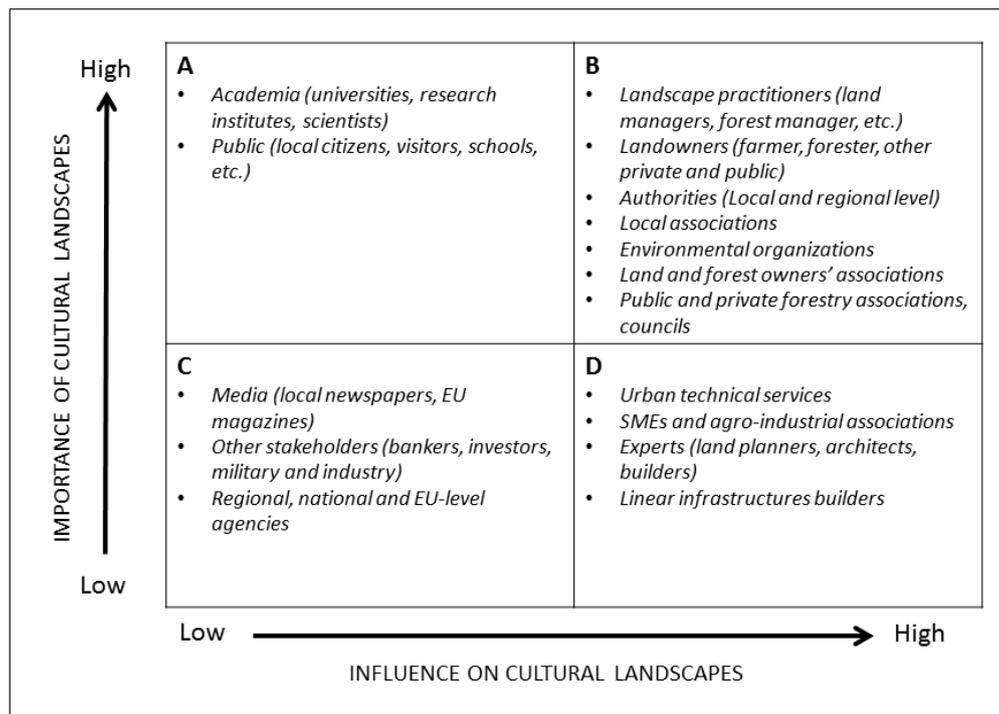


Fig. 3. Matrix classification of stakeholders according to relative influence on, and importance to landscape management. Source: Overseas Development Administration, (1995) “Guidance note on how to do stakeholder analysis of aid projects and programmes.”

In Figure 3 stakeholders are categorized according to relative influence on and importance to landscape management, in order to facilitate engagement on an appropriate level and with appropriate strategy. Boxes A, B and D are stakeholders who can have significant input in WP8.

The implications of each box are summarised here:

- **A:** Stakeholders of high importance to the project, but with low influence. This implies that they should be involved directly and throughout the WP8 activities to ensure that their concerns are taken into account.
- **B:** Stakeholders appearing to have a high degree of influence on the project, who are also of high importance for its success. This implies that WP8 will need to construct good working relationships with these stakeholders, to ensure partnership in the identification of good landscape management practices at local level.
- **C:** Stakeholders in this box, with low influence on and importance to landscape management, will be kept informed to make sure that they understand the issue and potential solutions regarding landscape management.
- **D:** Stakeholders with high influence, but low importance, can affect the project outcomes by consulting on good landscape management practices. Consulting with these stakeholders on the project’s methodology and outcomes brings added value to the project.

that WP8 will need to construct good working relationships with these stakeholders, to ensure partnership in the identification of social values that needs to be taken into account. These stakeholders have also high knowledge potential on best practices that WP8 shall benefit from.

- **C:** Stakeholders in this box, with low influence on cultural landscape and who do not perceive them as important will be kept informed to make sure they understand the issue and potential solutions regarding cultural landscapes.
- **D:** Stakeholders with high influence on the social elements of cultural landscapes, but who do not perceive them as important, have high potential (especially the stakeholder group *Experts* and *Linear infrastructure*) to be exploited in order to change from category D to B by the end of the project. Therefore these stakeholders shall be consulted continuously as well as WP8 shall obtain feedback from them on relevant aspects of the project.

This exercise shows that WP8 has to be flexible in term of how and when different stakeholders shall be approached and involved. Figure 3 and 4 highlights the fact that similar stakeholders can have different relationship with different aspects of landscapes (namely landscape management and social elements of cultural landscapes). Therefore WP8 will try to engage all stakeholder groups in all of its activities.

These figures represent a current assessment of stakeholders; over the project lifetime the classification may change depending on different circumstances in different study landscapes.

iii. Identifying the best timing to engage with stakeholders (when?)

Optimal timing is essential for reaching high involvement. Different stakeholder groups have different schedules throughout the year, and it is critical to identify time slots that are most suitable for the target audience of each event. To succeed at this stage, several obstacles are taken into account:

- Most stakeholders are likely to be involved at discrete times throughout the project, rather than all the time. In order to maximise the benefits of stakeholder engagement, it is necessary to anticipate the most appropriate timing of the different contributions that different groups of stakeholders can make.
- It is essential to select study landscapes in due time to have sufficient amount of time to engage with local stakeholders,
- The best time to engage land management practitioners is winter, when they are less occupied with farming activities. That is why the first workshops will take place nearly a whole year after the project starting date, which was in winter.
- Authorities might be influenced by elections and related political cycles. For instance, their interest in new issues might be low right before elections, while right after – the lack of established contacts with new-comers might also result in a lower turn-up. A good illustration of this is the first attempt to engage stakeholders in the French fast-track study landscape, during which the

community elections took place in March 2014. This caused a low turn-up of the representatives.

- It may be beneficial in terms of publicity to schedule the workshops during international, national or local events related to landscape and culture, for instance the Cultural Heritage Days.
- It might be useful to make a pre-emptive start to stakeholder engagement by attending workshops other than those organised under HERCULES. Such an exercise was performed in the fast-track study landscapes and additional expert workshops (such as the MED Bio-geographical Kick-off Seminar, Thessaloniki, Greece, 24-28th. May 2014; General Assembly of the Countryside, Udine, Italy, 5-7th of June 2014). These workshops have resulted in collection of substantial amount of additional information on what interested local stakeholders would like to find at local scales. The choice of one-to-one interviews was essential to prepare for a closer relationship that would result in collecting more detailed information. It also allowed establishment of informal contact with representatives.

iv. Choosing the best methods for engagement (how?), including notes for the most frequently used approaches

Each of the aforementioned groups and their stakeholders will value the results gathered through HERCULES for different reasons. Therefore, each grouping will require different communication mediums to ensure that the project has the largest possible impact.

Being aware that each method has advantages and disadvantages, a combination of several different approaches is used in this project:

- Local workshops, as suggested in the DOW, are oriented at multiple stakeholder groups. Planning of those is proposed in Chapter 3.3.
- One-to-one interviews to get feedback on HERCULES activities and issues related to cultural landscapes at the local level. It is expected that each stakeholder category, indeed even each individual stakeholder will have a slightly different opinion on landscape issues and different expectations regarding HERCULES. Thus in order to approach them on their terms and build a relationship that is as constructive as possible, stakeholders will first have to be approached on an individual basis. This is why in the first phase of the engagement, personal interviews are essential to better understand views of different groups.

This approach has already been tested in 2 fast-track study landscapes - where, due to proximity for HERCULES partners Forest Communication Network Ltd. (FOC) and Innovation Management and Environment Consulting (CIME), in the UK and France respectively, the first round of workshops has already taken place. The findings from these workshops are taken into account to create the most suitable engagement strategy. This will be discussed in more detail in forthcoming chapters.

- Questionnaire will be used as a tool to consult with and gain inputs from the participating stakeholders and wider public.
- Social networks (Twitter) will be used to initiate participation.

For more detailed description of the methodology see Chapters 3.2, 3.3 and 3.4.

v. Creating and implementing a stakeholder engagement plan

In the frame of HERCULES, WP8 will organize local stakeholder workshops at study landscapes level with support from local partners to integrate stakeholders at study landscape level by stimulating a balanced dialogue on how to best address landscape changes at local level.

In each selected study landscape, three local stakeholder workshops will be organized during the project's lifetime. This task will act across work packages, also constituting the link, ensuring dialogue, between the vision and policy developed in WP6 and operational practitioners. Information about the project will be diffused, where necessary, to promote participation to the widest possible audience of stakeholders. The local stakeholder workshops will build on voluntary participation of stakeholders in order to gain their long-term engagement.

The local stakeholder workshops will take place at three critical project stages in six selected study landscapes. To facilitate the effective organisation of the local stakeholder workshops an internal document has been drafted for the WP8 partners and local supporters in the form of the Stakeholder Workshop Planning (see Annex 8.1). The document determines the six selected study landscapes, the local partners and outlines a generic structure of the workshops including concept, objectives, format, number of participants, necessary materials, media involvement and logistics. The planning includes a Gantt-chart indicating the timing of the workshops in each study landscapes.

vi. Dealing with conflict in stakeholder engagement

The stakeholder engagement is based on voluntary participation: everybody is invited to share their views and knowledge, and it is their decision to get involved. The engagement activities are meant to provide opportunity to share opinions, and then to incorporate them into reports and, subsequently, to policy recommendations. However, there is a high risk that some of the stakeholders will express clashing or misleading ideas or requests, which may cause problems during discussions and/or in terms of extracting the most optimal solutions to identified problems.

In order to be prepared for such problems, it is important to gather information on opinions of stakeholders with regard to the subjects of communication as well as to explain the aims, scope and limitations of the project. One-to-one interviews will serve as basis for this. Should a conflict arise, it will be the task of the WP8 leader to make sure it is resolved efficiently with the help of WP8 partners. That includes analysis of the collected information; separation of opinions and facts; examination of the wider context (social, economic, political, etc.). If a hidden conflict has arisen (i.e. clashing or misleading opinions encountered when preparing an analysis report), the information gathered through such analysis shall be used to form a conclusion. If a conflict is of an open manner (i.e. stakeholders are openly disagreeing on a particular issue or expressing requests outside the scope of the project), the stakeholders shall be approached in a participatory manner: based on exchange of information, focusing on the core problems that are causing the conflict, out-ruling the emotion. In case of a conflict arising, all HERCULES partners shall be informed by the WP8

leader about the nature and subject of the conflict and whether the solution has been defined.

vii. Reviewing and assessing the process to highlight what the engagement has achieved to forward understanding for future engagement exercises

This will be addressed through D8.2 Report on stakeholder workshops and on translation of localised landscaping skills and knowledge into operational guidelines and D8.3 Report on pilot application of the Knowledge Hub in the case study site including detailed feedback for refining the Hub.

3.1.1 Stakeholders consulted in fast-track study landscapes

It is generally assumed in the DOW that stakeholders are considered as a whole: for example, guidance is planned for SME's, association of citizens, public authorities, and agencies. However, there are as many expectations as stakeholder categories. Therefore the first approach with stakeholders has to be on an individual basis. This is the reason why personal interviews were included to the stakeholder engagement activities. With the choice of two fast-track study landscapes due to proximity of HERCULES partners FOC and CIME in the UK and France, interviews proved to provide significant input.

Fast-track: Due to the fact that considerably more time is spent by CIME and FOC within their own study landscapes, in which they normally operate, these 2 study landscapes inevitably end up being at the forefront. This is highly advantageous as it allows a great deal of experimentation and pre-emptive feedback, before 'rolling out' to the other study landscapes as a much better defined package. More real practitioner engagement has also been forthcoming as these 2 locations are smaller. Hence, it is possible to concentrate much more on identifying the localised skills and knowledge elements. Furthermore, in fast-track small locations, it is much easier to adapt to the individual schedules of land practitioners.

Different approaches were combined to get maximum amount of information:

France

The information was gathered through 4 external meetings:

- two at national level:

- on 20th February 2014, a national level meeting on "Ecojardin" feedback was organised by Ile-de-France Biodiversity agency (Natureparif) and Plante-et-cité association (attendees: landscape professional and representatives of local communities)
- on 20th March 2014, a seminar on zero pesticide agriculture was organized during a sustainable development week by Ile-de-France Biodiversity agency (Natureparif) (attendees: public)

- two at local level within Rhône-Alpes area:

- on 7th February 2014, a local level meeting was organised by CAUE 69 (regional landscape agency; attendees: landscape professionals, representatives of environmental associations and local communities)

- on 2nd June 2014, a local workshop was organized within biodiversity group of APPEL association (aims to promote eco-activities on Lyon territory; regular members: 1 landscaper, 1 representative of local environmental association, environmental consultants, 1 animator). APPEL.

The stakeholders listed below are those who were consulted on an informal basis in the initial approach:

Table 1. List of stakeholders consulted on an informal basis in the initial approach in France

Stakeholder's nature (who)	Method (how)	Expectations towards HERCULES (what)
Regional authorities (DREAL Rhône-Alpes)	Local CAUE69 workshop	Interest from regional representatives : to be consulted
Regional agencies (CAUE69)	Local CAUE69 workshop	Operate on landscape features.
Landowners: Grand Parc de Miribel Jonage SYMALIM community representatives, Lentilly community representative	One-to-one interviews Local CAUE69 workshop	Expect impact assessment on cultures, with a focus on vegetable cultures Strong Need for Knowledge Hub/GIS tools with local multi-data.
Land planners: Grand Parc de Miribel Jonage SYMALIN direction and planning officer, Annecy community	One-to-one interviews	Need for Knowledge Hub/GIS with local data Research on how social behaviour and mobility patterns influence landscapes
Landscapers: Grand Parc de Miribel Jonage SEGAPAL executive direction, local landscaper SME	One-to-one interviews	Need for Knowledge Hub/GIS with local data Work on recovering old vegetable seed in peri-urban area (CRBA for seed heritage in Lyon)
Local SME's and their grouping: AIRM	One-to-one interviews	No real interest in landscape for non-landscaping SME's
Local associations: LPO, FRAPNA, Pic Vert	One-to-one interviews Local workshops	Promote wildlife crossing and soil biodiversity Organize participation in planning policy
Public	Local workshops One-to-one interviews	Promote green frame Promote local food

United Kingdom

The information was gathered during the ‘Cultural Heritage & Landscape Workshops’ throughout winter 2013/2014 in Modbury, Devon. Attendees: 15 Land Management Practitioner’s and Landowners (8 per session) and 7 Members of the public, with interests including; nature conservation, archaeology and rambling (for the Summary of Initial Local Stakeholder Input from UK Study Landscape, South West Devon see Annex 8.3).

The stakeholders listed below are those who were consulted on an informal basis in the initial approach:

Table 2. List of stakeholders consulted on an informal basis in the initial approach in the UK

Stakeholder's nature (who)	Method (how)	Expectations towards HERCULES (what?)
Landowner: Erme Valley Farmers	Meeting	Strong Need for Knowledge Hub/GIS tools with local multi-data. Need to quantify social aspects of landscape into land management planning. Need to quantify landscape features of value, particularly boundaries in terms of good or bad practices. Providing the Knowledge Hub tool
Land planners: PECT project officer		Need for Knowledge Hub/GIS with local data
Landscapers: local landscapers’ SME, and English LMP	Meeting – Modbury January 2014. One-to-one interviews. Online Survey	Need for Knowledge Hub/GIS with local ‘site specific’ data. Need to redress disenfranchisement of wider land industry and its operatives. Need to identify and quantify good practice. To be heard
Local SME's and their grouping: Cornwall and South West Fruit Forum	Meeting – Eden Project May 2014	Lack of technical advice facilities and interface provision to be redressed. Facilities for open discussion.
Public	Meeting – Modbury January 2014. One-to-one interviews. Online Survey	Assurance of good landscape practice – identifiable to all. To be heard

Conclusions from the work carried out in the two fast-track study landscapes serve as a basis for defining the content of future local stakeholder workshops (see the issues to be discussed in Table 3.a. in chapter 3.3.3).

3.2 INTRODUCING HERCULES TO STAKEHOLDERS

The stakeholder engagement will use the communication and dissemination tools developed in the frame of WP9.

The **HERCULES website**, located at www.hercules-landscapes.eu, live since March 2014, will be the most versatile public dissemination tool not only during the project life time but at least five years following its conclusion. It hosts two of the main communication tools, namely the **Cultural Landscapes Blog** and the **Knowledge Hub** (see chapter 3.3.4.2 and 3.3.4.3). Both are intended to provide a platform for stakeholder engagement, though at different levels: the Blog will host stories from practitioners on the ground and EU policy makers as well as updates on the latest research on cultural landscapes by scientists both within and outside the project. Meanwhile, the Knowledge Hub will allow users – citizens, land managers, policymakers etc. – to contribute to and make use of an online repository of geospatial data.

However, the strategy for engaging stakeholders values not only the quantitative, but also the qualitative aspect. Indeed, the goal is to engage with a diverse array of stakeholders and to identify and retain a deeper, more significant and longer-term engagement. Therefore, the first approach with stakeholders at local level has to be on an individual basis and to be initiated by local HERCULES partners.

3.3 STAKEHOLDER WORKSHOPS AT STUDY LANDSCAPES

The main goal of the WP8 activity is to link research with practice, while making the public as well as authorities, various organizations, and industry more aware of the importance of the cultural landscapes not only in terms of social well-being, but also of economic and ecological rural prosperity. The vision is to identify local needs for landscape management and to provide a forum for general exchange on findings developed by HERCULES.

In order to achieve this, WP8 will organize workshops at study landscapes level with support of local partners to integrate stakeholders at study landscape level by stimulating a balanced dialogue on how to best address landscape changes at local level.

The stakeholder workshops that will take place in the selected Study Landscapes will provide significant and meaningful interaction with local stakeholders such as farmers, landowners, local public officials, etc. The Study Landscapes have been selected through a careful process of elimination using a number of criteria, such as diversity, representativeness and lack of previous studies. Of the nine sites and regions selected for study within Work Package 3 – dealing with shorter term case study research – six have been retained for the purpose of holding local stakeholder workshops. These are the Sierra de Guadarrama foothills near Madrid, Spain; the upper Rhône valley and Rhône-Alps region near Lyon, France; South Devon in the United Kingdom; the Rhine-Meuse delta in the Netherlands, the petrified forest of Lesvos, Greece; and the drumlin-rich landscape known as Vooreemaa in Estonia.

As it was stated previously, out of these six Study Landscapes, two – South Devon (UK) and Rhône-Alpes (France) – have been given particular attention from the beginning, as a testing grounds for some of the methods, protocols and questionnaires developed for stakeholder interaction. Indeed, these two Study

Landscapes are the home base for the two SMEs in the HERCULES, namely FOC and CIME, both with an extensive network of contacts within their respective region.

3.3.1 Aims of the workshops

The stakeholder workshops at the study landscapes will provide researchers with the opportunity to interact with local politicians and land practitioners. This task will act across work packages, also constituting the link, ensuring dialogue, between the vision and policy developed in WP6 and operational practitioners. This will enable project partners to gain more insight into the specific landscape typology that characterizes the different study landscapes. Information about the project will be diffused, where necessary, to promote participation to the widest possible audience of stakeholders. More specifically, workshops activities will be aimed to:

1. identify local needs for landscape management,
2. present insights from WP1, WP3 and WP6,
3. discuss and validate the data gathered in WP2, WP4 and WP5,
4. discuss and further refine good landscape practices identified within WP6,
5. test, demonstrate and improve the Knowledge Hub,
6. perform on-the-ground training and demonstration activities framed around 'cultural landscape days' organized with landscape users, and
7. provide a forum for general exchange and feedback to HERCULES.

As the main aim of the workshops is to share the solutions to problems relating to the cultural landscapes, and to validate their applicability, it is very important to engage a wide range of local stakeholders to share their knowledge and views. Discussion is seen as the only way to reach consensus and mutual understanding of these various groups of stakeholders. In order to be willing to engage and discuss, the parties need to feel important for the process and able to gain direct benefit from it. The workshops are seen as the way to build trust and understanding among the stakeholders as well as the project organizers.

3.3.2 Planning the workshops

Three local stakeholder workshops will be organized in each of the 6 selected study landscape areas. The local stakeholder workshops will take place at three critical project stages: the first will come after 9-12 months of research within HERCULES, in order to establish a **first contact** with local stakeholders, gather much-needed input for a number of different Work Packages and get their feedback on the general work plan and objectives of HERCULES. The **second series** of workshops will serve as a mid-life assessment of the work undertaken so far, confirming tentative findings and results and identifying important issues to address. **The third and last series of workshops** will provide a valuable conclusion to HERCULES with regard to local stakeholders, further engaging them and demonstrating the benefits of using and contributing to the Knowledge Hub.

As the local stakeholder workshops are fully targeted towards land managers, getting the timing right is critical: farmers, foresters and landscape practitioners in general have a very seasonal agenda. Therefore, in planning the exact agenda and timing of the workshops, much care has been given to taking into consideration the seasonal pattern of local activities for farmers, foresters and other land managers. The Stakeholder Workshop Planning in Annex 8.1 gives an idea of what this schedule may be. In addition, timing of workshops in France will be adjusted to the Cultural

Heritage Days (20-21 September 2014 and potentially 2015), which will serve as an additional spark to the publicity of the events.

Each workshop targets 15-20 attendants belonging to the following categories: local politicians (eg. local mayor), farming community (farmers, foresters, and associations representing them), relevant agricultural organizations, NGOs (IUCN members, BirdLife, local green NGOs, ELO members, other NGOs), local experts, planners, local industries (energy, transport, etc.), local residents, academics (research institutions), and media (local journalists).

Local stakeholder workshops will be held in the vicinity of the respective study landscape. The events will be held in the local language. Documents will be in local language and English. Simultaneous translation into the local language will be provided for speeches and discussions held in English.

The host of the event is ideally a local HERCULES partner. This key partner was identified at the early stage in order to help promoting/organising the event. Speakers, moderators will be identified through discussion with local partners/ELO member organizations and agreed between HERCULES coordinator, WP8 leader and the ELO Brussels. All speakers/attendees need to be briefed carefully to ensure high quality of the workshops.

Although the format and the general outline is the same for each local stakeholder workshop of HERCULES, it is important to allow some extent of flexibility in each country, in order to better adapt the discussion to the local stakeholders and specific situations.

Organization and logistic arrangements for the events in each city covers:

- Meeting room with conference facilities, in the vicinity of Institutions,
- Arrangements for simultaneous translation at the venue for all speeches,
- Catering (welcoming coffee, sandwich lunch),
- Accommodation in the vicinity for 2 partners,
- Devices for taking pictures in appropriate quality,
- Devices for recording the events in video format.

The workshop will be recorded in the format of a video. This will allow spreading the insights gained in the workshops and will remain within the reach to interested parties after the project's lifetime.

3.3.3 Content of the workshops

A core aspect of the first workshop is engaging attendees in a discussion on their views regarding cultural landscape change. They will be asked to discuss the different values they associate with cultural landscapes, which aspects they consider are currently well protected and which are faced with threats. This provides insight into the commonalities and differences in the landscape characteristics valued across a broad spectrum of people from different areas.

The second series of stakeholder workshops may be considered as a follow-up to the first, but will naturally be open to people who will not have visited the first workshop. Depending on the extent of the progress made by then, this workshop may be diversified, to allow different stakeholders to receive target specific information. This would involve a general introduction to the meeting, after which land practitioners,

and other local stakeholders would be separated to convey the most pertinent information to each respective group.

The third stakeholder workshop will present the findings of the regional case studies, and will also be diversified. Here, participants will be asked to provide feedback on the results attained through the case studies, and how these could be translated into meaningful policies. Again, representatives of all case study regions will be invited to discuss their experiences with HERCULES and the difficulties their landscapes face.

Based on the work carried out in the two fast-track study landscapes three main issues appear to be essential for discussion during the local stakeholder workshops. The three main issues are presented in Table 3.a below with actions to be undertaken by HERCULES.

Table 3.a: Issues to be discussed during the local stakeholder workshops based on stakeholder consultation in fast-track study landscapes

Main issue	Action
<p>1. Organise local participation</p> <p>Heritage preservation or promotion seems to be concentrated on big European programs and policies rather than helping and supporting local and specific initiatives.</p>	<p>Hercules should therefore participate in identification and promotion of local initiatives, with a special focus on the identification of good land management practices, linked to particular place and climate.</p> <p>Therefore, at local level in each of the study landscapes, HERCULES partners should identify local initiatives acting on the field of landscape management and invite them to the workshops.</p>
<p>2. Provide knowledge on traditional agricultural practices with low environmental impact</p> <p>Lack of information on good landscape practices, such as traditional landscape practices, that can be beneficial for the maintenance of the landscape they live in.</p>	<p>Integrate traditional agricultural practices into the agenda of local workshops with the possibility of field visits where the agricultural practice can be showcased to the participants.</p> <p>* With a particular focus on vegetable growing (Heritage Horticulture); expected in Rhône-Alpes Study Landscape.</p> <p>* With a particular focus on boundary management and Agroforestry; expected in South-West Devon Study Landscape.</p>
<p>3. Promote combination of green frames and soft mobility modes</p> <p>Eco-friendly transport (walking or cycling) may become more favourable when the landscape is more pleasant. Therefore, recovering landscape that supports biodiversity can be beneficial in terms of transport sustainability, too.</p>	<p>Promote relations between green frame and soft mobility, paths and heritage land, wildlife mobility and social issues on mobility of cyclists and pedestrians during workshops.</p>

For a detailed summary of the initial local stakeholder input from the UK study landscape, South West Devon, see Annex 8.3.

Based on the work carried out during other workshops, such as the EU level workshop (WP9), and face to face discussions, three additional issues appear to be essential for discussion during the local stakeholder workshops. These three additional issues are presented in Table 3.b below, with actions to be undertaken by HERCULES.

Table 3.b: Issues to be discussed during the local stakeholder workshops based on other workshops and face to face discussions

Main issue	Action
<p>1. Cultural landscapes versus new infrastructure</p> <p>Infrastructure is seen as a major threat to cultural landscapes. Linear transport such as railways and highways can fundamentally change a landscape.</p>	<p>The discussion at local level should address the issue of infrastructure, by highlighting some prominent examples of the region, if possible.</p>
<p>2. Integration of sustainable intensive agriculture into cultural landscapes</p> <p>Farming activity is a key factor in shaping the visual features of rural areas and creating valuable habitats for wildlife. In order to continue to produce enough to meet the food security targets dictated by a growing population, continued development of sustainable intensive agriculture, while maintaining cultural landscapes, is essential.</p>	<p>Integrate topics related to sustainable intensive agriculture into agenda of the workshops, including trade-offs and reports on how they were addressed; with the possibility of field visits where the coexistence of agricultural fields and cultural heritage can be showcased to the participants.</p>
<p>3. Multifunctional land use</p> <p>Heterogeneity is a basic characteristic of landscapes. Across the EU, agricultural land management has created rich landscape diversity, including a mosaic of woodlands, wetlands, and extensive tracts of an open countryside. Some land take-over is inevitable for infrastructure to answer local community needs (infrastructure: dwellings, roads, bridges, sewers, electrical grids, telecommunications, water supply, and so forth).</p>	<p>The workshops shall discuss whether multi-functionality is a qualitative characteristic that combines economic and ecological principles in production, and improves the end economic results in the given rural area.</p>

3.3.4 Workshop follow-up and related activities

The follow-up of the workshop will naturally include an e-mail to attendees thanking them for their participation. A link to the workshop's agenda, to the speaker's presentations, and to any other material that may have been used and/or produced

during the day will be published on the HERCULES website, allowing those who may not have been able to attend to get a chance to see what was discussed.

3.3.4.1 Report on stakeholder workshops

A short report will draw up the main conclusions of the day and will be published on the website as well. Then the obtained information will be merged to comprise the D8.2 deliverable: Report on stakeholder workshops and on translation of localized landscaping skills and knowledge into operational guidelines (due by month 18).

In addition, the local survey results will be summarized and used as a basis for future policy recommendations.

3.3.4.2 The Knowledge Hub

The Knowledge Hub for Good Landscape Practice aims to ensure efficient collection, archiving, usage, sharing, and distribution of data and project results amongst project partners, stakeholders and the general public. It will act as a major toolkit for the communication of HERCULES insights, and will at the same time provide the means for collecting feedback and input through crowdsourcing tools.

The Knowledge Hub will be designed to last beyond the duration of HERCULES. Indeed, it is intended to provide a convergent solution – with desktop and mobile applications – for academics within the project, but mostly for practitioners, policymakers and the general public outside of HERCULES. The assurance of a continuance will hopefully reinforce the perception that the Knowledge Hub is a valuable tool for sharing data, for analyzing the impact and the promise of landscape practices, and for mapping changes in cultural landscapes across Europe – and these are just a few of the many possibilities that the Knowledge Hub aims to offer.

Based on the initial local stakeholder input assessed in the two fast-track study landscapes, the need for the creation of the Knowledge Hub at the local scale emerged. It has appeared to be important that the Knowledge Hub should be freely available for everybody, with local language interface.

3.3.4.3 The Cultural Landscapes Blog

Complementing the highly practical and analytical Knowledge Hub, the Cultural Landscapes Blog, (designed and edited by WP9) will give a broader overview of issues in cultural landscapes with a truly trans-disciplinary nature. Combining simplification of academic findings and discussions with the general public, it will go beyond the scope of just the HERCULES project, strictly speaking, by welcoming contributions from stakeholders with a wide variety of backgrounds. They will be invited to write about their field of expertise, essentially about subjects closely related to cultural landscapes.

Regular contributions are expected to be posted at a rate of approximately twice a month, covering, for example, the publication of a scientific paper by a member of the HERCULES consortium or interesting topics related to each local stakeholder workshops. By having a somewhat regular schedule of high quality posts, and by announcing the publication of each new post via an electronic mailing list, the blog will hopefully attract a roster of highly interested stakeholders that might then forward news about the project and contribute to engaging new stakeholders, extending HERCULES' reach and broadening its network.

3.3.5 Media engagement

In order to raise the awareness of the HERCULES project to the widest audience as possible, clear messages have to be sent to the stakeholders. Consequently, each partner is required to establish links with local and regional journalists to ensure coverage of the HERCULES project. Moreover, the press and media should be invited to all stakeholder workshops. Each partner is required to invite media according to its possible links with journalists at local, regional and European levels as well as through their respective universities.

In this respect the following dissemination materials are expected after each stakeholder workshop:

- Articles by local partners, and local journalists who will be personally invited to attend the workshops;
- 1 blog post on the Cultural Landscapes Blog will be linked to the workshop written by one of the speakers, or the host;
- An Article in the Countryside magazine, 8000 issues of which are released bi-monthly in 4 European languages.

3.4 STAKEHOLDER SURVEYS

A questionnaire – see copy in Annex 8.2 – comprising 8 questions which cover issues such as landscape features and cultural heritage has been drafted and distributed in a number of events since May 2014. The questionnaire has already been tested during the first workshop series in the fast-track study landscape locations. Questions were deliberately simple (mostly multiple-choice), orientated for simple further analysis, and only one necessary open question to get “verbatim” input on issues of significant value. The questionnaire is being distributed to stakeholders within the whole HERCULES network, thus potentially collecting views from academics and landscape scientists, policymakers, landscape practitioners and many more.

The survey is meant to be further used in the local stakeholder workshops. All questions are ultimately derived based on input from the various work package leaders, ensuring that stakeholders are asked the proper questions and enabling direct feedback from stakeholders to those conducting work within HERCULES. In order to make it as public as possible, the questionnaire will be used as the basis for an online survey, which will be featured on the HERCULES website.

The questionnaires shall be used in at least one workshop per region. A minimum of 10-15 completed questionnaires should be considered. The quantitative evaluation of the questionnaires shall be part of D8.2 Report on stakeholder workshops. D8.2 will consider all surveys of the workshops held until shortly before the delivery date. Later in the project, the surveys will be evaluated scientifically within the framework of university courses, led by different HERCULES members.

The general aims of the survey are as follows:

- to determine which landscape elements are most valuable to participants;
- to collect information about the main activities and threats to the local cultural landscapes;
- to determine which landscape features are associated with greatest

- cultural value;
- to gather information on the expectations from land management;
- and, to outline trends and possible replicability following the assessment of answers.

The data collected will aid in identifying the landscapes and their features that should receive the most attention due to their value to various stakeholders. Additionally, analysis of the opinions will be beneficial for finding effective means of communication with the stakeholders, once their view towards cultural landscapes and processes affecting them is clearly defined. Personal views collected will have the capacity to provide valuable input to the outcomes of the HERCULES project, especially in forming policy recommendation guidelines.

The surveys will be performed in addition to one-to-one interviews.

Lessons learnt from surveys in France and the UK

It is essential to record the bond between the natural elements and the people of a landscape. As regards the majority of the information obtained in this survey, participants tend to recognize the natural elements as of major importance. In particular, high value is associated with landscape elements that have specific ecosystem function, and with creating, maintaining and/or strengthening sustainability of the landscape as well as following sustainable development goals. Pollution present in natural habitats is also an identified concern. It was expressed that threats that may jeopardise our landscapes are tied closely with urbanisation (and the urban way of life).

It seems that landscapes and personal well-being are deeply linked. The need for proper discussion and consultation with the wider population for all landscape issues is ascertained, as is also demonstrated by the results of the fast-track workshop surveys in the UK (see Annex 8.3).

The full report of fast-track workshops surveys in France can be found in Annex 8.4.

Ethics and gender equality issues

The participants of surveys and interviews will remain anonymous; participants of all activities will be informed that participation is voluntary, while their input will be acknowledged via a follow-up e-mail and feedback on workshop and survey outcomes.

Effort will be made to ensure fair gender representation in WP8 activities. It will be ensured that all stakeholder views are expressed and taken into account in a gender-balanced manner.

4 VALUING ISSUES THROUGH STAKEHOLDER ENGAGEMENT

4.2. CULTURAL LANDSCAPE AND SUSTAINABILITY

From first encounters and interviews, results can be reported through each issue listed below, in accordance to ISO 26000 (AFNOR, 2010)¹ core subjects and French Agenda 21 (2005) territory evaluation method².

4.2.1 Governance

Governance is the first core subject of sustainable development. Landscape has many dimensions and functions: economical, environmental, aesthetical, and it is of key importance to take all those into account. Landscape is not static; it has its own dynamic: long term vision is promoted by stakeholders. From their point of view, governance is essential to landscape management. As it was learned in the fast-track study landscapes, many stakeholders do not feel heard. Strong expectations are expressed for participative democracy on landscape management, with public meetings, open web community councils, and similar. Inhabitants require to be consulted when preparing policies. One-way planning is rejected, and landscape professionals require being more involved in landscape projects. There was also a need expressed for financial tools, and an operational European policy which is based on local actions. Due to their multidisciplinary nature and longevity, landscape management issues should be also taken into account in other policies, such as urban, agricultural, transport, etc.

4.2.2 Climate change and risk of natural disasters

This subject is of increasing importance all over Europe. Even though it is not readily apparent, climate change and natural disasters are directly linked to landscapes. During the first stakeholder consultation, it was found that not many recognize this yet. Although, landscape is by some seen as the place for adaptation to climate change through energy and biodiversity management, social and economic balance, urban and transport choices.

The role of land planners here could be to pursue a landscape that can support both green spaces (biodiversity issues) and infrastructure for sustainable mobility (local atmospheric pollution and ecology). In general, the landscape that showcases the local nature which is adapted to the historic local climate is of heritage value. However, it is under threat due to climate change issues, and thus its preservation is becoming a priority.

4.2.3 Energy infrastructure

Energy infrastructure issues closely relate to landscape. For instance, wind farms are occasionally seen as aesthetically detrimental to landscapes. However, the fast-track study landscapes survey showed that most stakeholders are positive towards renewable energy technologies. However, there are projects raising bigger issues. For instance, in the Drôme area (part of Rhône-Alpes), tar sands have a strong

¹ <http://www.boutique.afnor.org/norme/nf-iso-26000/lignes-directrices-relatives-a-la-responsabilite-societale/article/706918/fa142230?gclid=CILLkvfb6r8CFazItAod8CcAMA>

² <http://www.developpement-durable.gouv.fr/-Le-referentiel-pour-l-evaluation-.html>

impact on landscape, water resources and agriculture (French fruit production is predominant in the area), and have not been sufficiently studied.

4.2.4 Biodiversity and natural resources

Biodiversity issues, such as integration of ecological connections, are highly valued today in the European Landscape Convention. Fortunately, that is also true for the most of the stakeholders consulted during the first series of workshops in fast-track study landscapes. Biodiversity is highly valued as heritage and one of the prominent features of the semi-natural landscape.

Planning tools exist for biodiversity and they can be adapted to address cultural heritage issues. There were several special expectations expressed during the fast-track workshops: land planners want to see a more transparent CAP application procedure; land management practitioners want new landscape management tools as well as local seed production. Moreover, traditionally used management practices, involving for instance, dry walls, particular irrigation activities, are seen as good for biodiversity.

4.2.5 Pollution

Among those survey participants in the fast-track workshops who mentioned pollution, most related it to agricultural chemicals. According to stakeholders, traditional pesticide free cultures are of heritage value: biodiversity management is linked to recovery of traditional practices with regard to rural landscapes.

4.2.6 Urban and peri-urban landscape

Urbanization is seen as the main threat to heritage. There is a high societal need for nature in the city, gardening, and local food production in and around. On the other hand, heritage is also linked to architectural shape of buildings related to regional identity. It is also expressed that habitats should be concentrated and higher population densities achieved in reserve farmland.

The feeling persisted among fast-track workshop participants that in peri-urban areas with rapidly changing landscape, green patterns with greenway should be combined with alternative mobility. This green frame should be thick enough for wildlife, and not just be “green on the map”, as it was put by one of the workshop attendees. SME groups showed interest towards industrial ecology and community-operated facilities.

Most people live in cities, but still value countryside as heritage. Especially, protection is expected for the seaside and mountain areas, where tourism is developing. Local community representatives in the fast-track locations have expressed their concern that farmland will disappear, if unable to make ecological practices more dominant. This could be prevented by tools targeted at farmland preservation in peri-urban areas.

In general, it is clear that a vast variety of landscapes are valued: from urban to rural ones, from “ordinary” to “unique” ones. There are clearly more expectations for landscape management than traditional farming and preservation of greenery.

4.2.7 Accessibility and transport infrastructure

According to stakeholders, transport infrastructure is another major threat for cultural landscapes. The “*Avoid, reduce, compensate*” sequence, proposed by Rhône-Alpes Regional Ecological compliance frame (RA SRCE), is directed at maintaining a balance between biodiversity and transport. It aims at solving conflicts in existing Linear Transport Infrastructure and associated areas, and to “*Avoid*” biodiversity destruction by new projects.

On the other hand, according to environmental associations, development of ecological patterns on local scale can benefit transport policy by:

- improving road safety (less animals crossing roads),
- Promoting new land planning policies with an integrated approach between environment and infrastructure. Green infrastructure is essential to ease the circulation of wildlife and avoid fragmentation of landscape.

Public access and footpaths are mentioned as important. They are valued as heritage and could also benefit biodiversity and low carbon mobility, in opposition to roads and fast transport infrastructures. But, in rural areas this poses a problem with regard to who would be responsible for the maintenance of paths: volunteers, farmers themselves?

4.2.8 Social cohesion and solidarity

Cultural heritage is linked to regional history and social values. Thus, landscape value is intrinsically dependent on the societal knowledge and values. However, these tend to differ from person to person.

For instance, other stakeholders expect farmers to play the key role in maintaining or recovering traditional landscapes. Farmers are, however, restricted by policy means, i.e. tools available under CAP. Cross-compliance for biodiversity would benefit landscape heritage but there are still issues regarding how the cross-compliance is managed.

To reach the younger generations, internet communication presents a big opportunity. The need for information, communication and awareness on sustainable skills and knowledge is strong.

Combining professional skills is needed. Ecologist, landscapers, urban planners, horticulturists, farmers, etc. should work together to preserve cultural landscapes.

4.2.9 Human well-being

Landscape as a space for living is the core idea of the European Landscape Convention. This view is also shared by stakeholders. Landscape planning is envisioned to incorporate many other issues, among which a very important part is dedicated to achieving human well-being. Aesthetic values, although different for everybody, contribute to human well-being, as beauty is generally associated with pleasure. In urban areas in particular, landscape has to be both aesthetically pleasing and suitable for living: “Urban planning is about living”, according to one of the stakeholders.

Aesthetics is culture-related and linked to individual history as well as collective memories. This is all local heritage.

The outcomes of stakeholder engagement in each study landscape will be further investigated. Findings will be shared and compared to other WPs outcomes. HERCULES aims for continuous improvement therefore communication with other WPs should be clear and accurate reflection of the results of the stakeholder engagement including progress towards desired outcomes.

5 LINK WITH OTHER WPs

This stakeholder engagement strategy is to ensure the effective involvement of stakeholders in the whole HERCULES project and not just in the WP8, although the majority of stakeholder engagement activities are carried out in the framework of this WP. Consequently, the communication between WP8 and other WPs of the HERCULES will be fully bidirectional while keeping in mind the importance of bottom-up processes.

Keeping stakeholders up to date with the latest developments of the research undertaken by the project partners is of crucial importance. Via the workshops, the Cultural Landscapes Blog and other means of communication, the findings of Work Packages 1, 3 and 6 – respectively, the Pan-European systematic review of cultural landscape science, the landscape-scale case studies and the envisioning of re-coupling social and ecological landscape components – will be presented to stakeholders. This is why the stakeholder workshops will take place at three critical project stages.

On the other hand, stakeholder interaction is one of the most important tools that other WPs can benefit from. Thus, other WPs are invited to make use of the knowledge of on-the-ground issues and existing good practices, which will be collected through the stakeholder engagement process.

As it was described in chapter 3.3.1, workshop activities will be aimed at:

1. identifying local needs for landscape management;
2. **presenting insights from WP1, WP3 and WP6;**
3. **discussing and validating the data gathered in WP2, WP4 and WP5;**
4. **discussing and further refining good landscape practices identified within WP6;**
5. **testing, demonstrating and improving the Knowledge Hub (WP7);**
6. performing on-the-ground training and demonstration activities framed around 'cultural landscape days' organized with landscape users, and;
7. and, providing a forum for general exchange and feedback to HERCULES.

Aims no. 2, 3, 4 and 5 are ultimately linked to other WPs, therefore it is essential to maintain direct and continuous communication among the project partners and to involve them in the stakeholder engagement process.

Link with WP1, WP3 and WP6 - presenting insights and further refining good landscape practices (in case of WP6)

The local stakeholder workshop will be used as an opportunity to present insights of the WPs to stakeholders. This will allow their fast and direct reaction related to the issues presented by each WP.

Work Package 1 seeks to define core concepts around cultural landscapes in order to set up a comprehensive and interdisciplinary framework to ensure consistency between all work packages. This task aims to frame the overall perspective on cultural landscapes that will be used within HERCULES. To foster interdisciplinary understanding and to increase accessibility of the HERCULES themes to the public outside academia, a dictionary of key terms will be developed. A digital version of the dictionary will be made available on the HERCULES website and will become part of

the Knowledge Hub. WP8 will facilitate the dissemination of the digital dictionary to local stakeholders, as well.

Work Package 3 will assess the relatively short-term past (approximately 100 years) of cultural landscapes, using case study research. The Study Landscapes were chosen to be as representative as possible, ranging from some more “flagship” landscapes – of the kind designated as a UNESCO World Heritage Site – to some more “ordinary”. While the results emanating from this research may not come as a surprise to the most knowledgeable local stakeholders, the insights and conclusions derived from confronting and comparing the past and present situation in the various Study Landscapes will certainly be of value to all.

Finally, stakeholders will be more actively solicited to refine the findings of **Work Package 6**, the aim of which is to identify good land use practices that conform to commonly recognised values concerning cultural heritage across Europe and within Member States. HERCULES partners will at first identify these landscape practices by consulting national authorities and the general public, assess their validity and compile them in a road book on landscape practices. The feedback of local stakeholders will be solicited throughout the process in order to further refine these findings via interactions during local stakeholder workshops, the Knowledge Hub and its crowdsourcing component, as well as the EU level stakeholder workshops (WP9).

Link with WP2, WP4 and WP5 – discussing and validating data

The active participation of stakeholders is also expected concerning the findings and results of Work Packages 2, 4 and 5 – respectively, the study of long-term landscape changes, the typology of cultural landscapes and the fine- and broad-scale modelling of future landscapes. WP2, 4 and 5 partners will have the chance to be actively involved in formulating the workshops’ agendas according to their needs.

Work Package 2 will attempt to reconcile two contrasting methods of cultural landscape research – historical ecology and landscape biographies – by integrating them within a complex systems approach. This will enable the study of long-term dynamics of cultural landscapes. The resulting innovative models will be tailored to local Study Landscapes, and will be run on a set of local historical data to analyse long-term trends in land use changes (quantitative and qualitative). Confronting model results with actual situation on the ground will lead to valuable insights.

The research undertaken in **Work Package 4** will provide a crucial backbone to the project, firstly, by developing a landscape typology for describing and classifying cultural landscapes across Europe. This typology will then be used to map landscape change processes and study the current distribution and recent dynamics of cultural landscape changes. Again, stakeholder input will be valuable at various points in the process: for validating the landscape typology, for confirming the drivers and outcomes of cultural landscape changes, etc.

Work Package 5 will complement the previous work with finer-grained, agent-based modelling of cultural landscape changes. This will allow testing alternative landscape management strategies – such as those identified by stakeholders in Work Package 6 – under various socio-economic scenarios, to assess the viability and sustainability of each of them. The results will be synthesized and made available to stakeholders via the Knowledge Hub.

Link with WP7 - testing, demonstrating and improving the Knowledge Hub

Work Package 7 will design and implement a Knowledge Hub for Good Landscape Practice, which ensures efficient collection, archiving, usage, sharing, and distribution of data and project results amongst project partners, stakeholders and the general public. It will act as a major toolkit for communicating the insights gained through HERCULES, while providing the means for collecting feedback and input through crowdsourcing tools. Indeed, one common grievance of land managers and landscape practitioners in general is the lack of access to academic publications reporting the latest advancements of scientific research. The design of Knowledge Hub undertaken in WP7 aims to address this issue and provide a repository of spatial data paired with web-based GIS application accessible for the whole society, which will enable users not only to view the data, but also (spatially) edit, analyse, visualise and disseminate the data on a multi-level scale.

Consequently, one of the core activities of WP8 is to test, demonstrate and to improve the Knowledge Hub developed by WP7. WP7 partners will use the workshops as a means of gaining feedback on the various methods they are designing and of introducing data of worth for the stakeholders onto the Knowledge Hub. Based on the feedback gathered during the stakeholder workshops, WP7 will update the process of the development of the Knowledge Hub. The pilot applications of the hub will be carried out in the study landscapes. Its usability will be evaluated with respect to criteria such as efficiency of target achievement, acceptance, and cost-effectiveness. For this purpose, a response assessment method will be developed and applied. The feedback gained from the pilot applications will be fed back into WP7 through a “learning” process and will help to further refine the Knowledge Hub. The usability for the Knowledge Hub will also be demonstrated to landscape practitioners. For example, the hub will be introduced when developing local-scale landscape management plans, which will allow the evaluation of its acceptance and implementation through local actors. The use of Knowledge Hub will be assessed through deliverable D8.3, Report on pilot applications of the Knowledge Hub in case study sites, including detailed feedback for refining the hub.

Link with WP9 – presenting insights of WP8 at EU level stakeholder workshops

The **Work Package 9** is responsible for organizing events on the EU level similar to the local workshops.

The first EU level workshop took place on May 23, 2014 with 41 registered participants. The aim was to introduce HERCULES to a diverse group of stakeholders, ranging from landscape practitioners and academics to EU-level policy makers. One of the core objectives of the workshop was to engage attendees in a discussion on their views regarding cultural landscape change. Following talks by a number of policy experts and academics, workshop participants held fruitful debates with the panellists and amongst themselves. Topics included the values and judgments inherent in the contrasting definitions of cultural landscapes, the public policy implications of dealing with landscapes, and differing views of what constitutes cultural heritage in landscapes.

The second EU level stakeholder workshop is scheduled for February 2015 (month 15) and should give insight into the progress made at the regional case study level. The third EU level stakeholder workshop, scheduled for January 2016 (month 26), will present the findings of the regional case studies, and will also be diversified.

The discussions during local stakeholder workshops will feed the agenda of the EU-level workshops. The finding of local events will be presented and discussed with EU-level stakeholders, in order to explore issues, share ideas and best practices, generate ideas, and identify and raise awareness of emerging issues at local level. Good landscape practices identified during the local workshops will be presented at the EU-level workshops. This is intended to allow linking issues explored on the local and EU levels more explicitly and to broaden stakeholders' knowledge.

6 CONCLUSION

Cultural landscapes are clearly a highly sensitive issue. This suggests that there is a need to gather and categorize personal perceptions of issues regarding cultural landscapes. When the stakeholders have been identified, the level of engagement considered and appropriate methods carried out to consult the different groupings of stakeholders, we will be able to assess their expectations and identify trends and drivers among them. WP8 of HERCULES will be the first step in painting a unified picture of perception of the cultural landscape across the EU.

HERCULES believes that the best tool to achieve this is a well-structured multilateral stakeholder engagement strategy which is tailored to the needs of local, regional and European stakeholders. Hopefully, with the enhanced communication with stakeholders, HERCULES will be able to gauge the awareness of local stakeholders of landscape changes in their surroundings as well as identify gaps in their knowledge on cultural landscapes and address them by presenting research outcomes of other HERCULES' WPs.

Discussions will penetrate various issues regarding cultural landscapes. Several major topics of interest have already been identified (in France and the UK), including organization of local participation, sustainable landscape management, sustainable intensive agriculture, soft mobility integration and green frames, multifunctional land use, and threats to cultural landscapes, such as development of infrastructure. The five main outcomes from the UK and France are:

1. Organise local participation:

Heritage preservation or promotion seems to pass through help and support for local and specific initiatives in favour of big European programs and policies. HERCULES should therefore participate in identification and promotion of those local initiatives, with a special focus on the identification of good land management practices, linked to particular place and climate.

2. Creation of a Knowledge Hub at local scale:

Knowledge Hub should be freely available for everybody, with local language interface.

3. Provide knowledge on sustainable landscape management and traditional agricultural practice, with low environmental impact:

WP8 shall contribute to the inventory of good practices and guidance for WP6. Within WP6 guidance, traditional agricultural practices should include a particular focus on vegetable growing (Heritage Horticulture) as expected in Rhône-Alpes SL, and sustainable landscape management should study boundary management and agroforestry as expected in South West Devon SL. Moreover, to be able to evaluate good practices, WP8 will work to build a protocol based on landscape features including biodiversity issues, and try to extend it to social issues, if practical.

4. Provide historical knowledge on major threats for landscape heritage:

Mobility modes and social behaviour influence the shape of urbanisation and the dynamics of the landscape. Urbanization and transport infrastructures are seen as major threats and responsible for change in landscape. It could be interesting to have studies on relations between urban shape and transport infrastructures through times, and how those determine the shape of landscape on medium term period. This could be a subject held by WP2. Use of energy related to landscape evolution could also be studied from an historical point of view.

5. Promote combination of green frames and soft displacement modes:

At the opposite, environmentally-friendly transport (walking or cycling) become easier on green way. Therefore, recovering pleasant landscape is good for biodiversity and soft mobility: this is the opportunity to promote relations between green frame and soft mobility, path and heritage land, wildlife mobility and social issues on pedestrians' and cyclists' mobility.

These topics will be presented and discussed during the local workshops. However, the extent of these discussions is dependent on the research findings of the other WPs and the local identification of priorities and needs.

In the meanwhile, the questions raised as well as trends, drivers and the best practices regarding cultural landscapes identified during the WP8 activities, all will be valuable outputs and will contribute to the work of other HERCULES' WPs.

Hopefully, the scope of the impact of WP8 activities will go beyond the direct interaction. The stakeholder engagement strategy was tailored in such way as to allow longer term stakeholder engagement. The people met during WP8 activities will be those most interested in cultural landscapes, and it is hoped, will be willing to collaborate on similar issues both through the HERCULES' Cultural Landscapes Blog and Knowledge Hub, and beyond HERCULES. Secondly, through stakeholder engagement, HERCULES aims to make them more aware of the issues relating cultural landscapes, and to move them closer to the top right hand cell of the stakeholder evaluation grid (as portrayed in Figures 3 and 4 in Section 3.1). As they become more interested and involved, through the multiplier effect, the network of contacts may expand beyond the number of the people attending the workshops. Last but not least, the engagement aspires to serve as grounds for emerging discussions among stakeholder groups, which will enable them to find mutual understanding, to unify for a common goal, and to form of a significant voice in landscape policy which will be taken up by WP9.

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8 ANNEXES

8.1 STAKEHOLDER WORKSHOP PLANNING

Work package number	8		Start date or starting event:	Month 1			
Work package title	Implementation of good practices on the ground (Lead: Geneviève Girod, CIME)						
T.8.1	Organisation of the stakeholder participation in HERCULES at the level of the five to six study landscapes (Lead: ELO)						
Activity Type	RTD						
Participant number	1	3	4	5	7	9	11
Participant short name	UBER	CIME	ELO	FOC	SIN	EID	ALUFR
Person-months:	2	9	9	12	2	1	4

1. CONCEPT

In the frame of the project Sustainable Futures for Europe's Heritage in Cultural Landscapes (HERCULES), Work Package 8 (WP8) will organize stakeholder workshops at study landscapes level with support from local partners to integrate stakeholders at study landscape level by stimulating a balanced dialogue on how to best address landscapes changes at local level.

Parallel to the stakeholder workshops at local level, WP9 will elaborate stakeholder workshops at the EU level. The first stakeholder workshop at EU level was held on the 23rd of May, introducing HERCULES to the wider public and gathering first input from participants on how a research project like HERCULES can be as practice and policy relevant as possible. The two parallel activities should be synchronized, in order to allow cross-fertilization between the discussions.

According to the Description of Work (DoW) two series of workshops shall take place before D8.2 Report on stakeholder workshops (due month 18). Lead beneficiary: ELO.

In each selected study landscape, three local stakeholder workshops will be organized during the project's lifetime. This task will act across work packages, also constituting the link and ensuring dialogue between the vision and policy developed in WP 6 and operational practitioners. Information about the project will be diffused, where necessary, to promote participation to the widest possible audience of stakeholders. The local stakeholder workshops will take place at three critical project stages.

Selected study landscapes of the WP8 are the following:

Fast-track (FT):

- Rhône-Alpes, France (Geneviève Girod): Rhône amont, Lyon area
- South West Devon, UK (Pip Howard): Plymouth area

Slow-track (ST):

- Lesvos, Greece (Thanasis Kizos)
- Sierra de Guadarrama, Spain (Maria Garcia)
- Rhine-Meuse area, the Netherlands (Nils van Manen)
- Vooremaa, Estonia (Hannes Palang, Krista Karro)

Fast-track: With the necessity of personal interviews in the first phase two fast track study landscapes were selected due to the proximity of HERCULES partners (FOC in the UK and CIME in France). This is highly advantageous as it allows a great deal of experimentation and pre-emptive feedback, before 'rolling out' to the other study landscapes as a much better defined package. Inevitably, much more real practitioner engagement is also forthcoming as these 2 locations are smaller. Hence, it is possible to concentrate much more on identifying the localised skills and knowledge elements. Furthermore, in fast-track, small locations, it is much easier to adapt to individual schedules of land practitioners.

2. OBJECTIVES

The main objective of these local stakeholder workshops is to:

- identify local needs for landscape management;
- present insights from WP 1, WP 3, and WP 6;
- validate the data generated in WP 2, WP 4, and WP 5;
- discuss and further refine good landscape practices identified within WP 6;
- test and demonstrate the Knowledge Hub;
- and, provide a forum for general exchange and feedback to HERCULES.

3. OTHER CONSIDERATIONS

Although the format and the general outline is the same for each local stakeholder workshop of HERCULES, it is important to allow some extent of flexibility in each country, in order to better adapt the discussion to the local stakeholders and the specific situation.

It is important to get an overview of the level and quality of the discussion in the single countries reached by the project, in order to get an understanding of the positions and opinions of policy makers, stakeholders, and the general public.

4. FORMAT AND STAKEHOLDER INVOLVEMENT OF LOCAL STAKEHOLDER WORKSHOP IN HERCULES

Each workshop targets 15-20 attendants belonging to the following categories: policy makers, farming community, industry, other relevant agricultural organizations, NGOs, experts, planners and academics.

4.1. Location, language and host

- Local stakeholder workshops will be held in the vicinity of the respective study landscapes.

- The events will be held in the local language. Documents will be in local language and English. Simultaneous translation into the local language will be provided for speeches and discussions held in English.

- The host of the event is ideally a local HERCULES partner. This key partner needs to be identified quickly and shall also help promote the event.

4.2. Schedule of first series local stakeholder workshops in SL Study Landscapes

	Date 2014	Stakeholder workshop	
1	6-7 October 2014	Spain, Colmenar Viejo, Pósito Municipal de Colmenar Viejo	
2	6-7 October 2014	Greece, Lesvos, University of the Aegean	TBC
3	14 October 2014	Estonia, Tallin,	TBC
4	1-5 December 2014	The Netherlands, Amstelland	TBC
5	January 2015	France	TBC
6	January 2015	The United Kingdom	TBC

4.3. General agenda of first series local stakeholder workshops

9:30	Arrival of participants
10:00 - 13:00	Introduction of HERCULES 10:00-10:10 Welcome by the host (local project partner) 10:10-10:30 General introduction to the HERCULES project (preferably an external project partner to the study landscape) 10:30-10:50 Presentation on the respective Study Landscape – outlining HERCULES' objectives, work, preliminary results if possible or expectations, etc. 10:50-11:20 Questions & Answers 11:20-13:20 Group discussion – on a topic defined in close cooperation with the local HERCULES contact 13:20-13:30 Conclusion of the day by the host
13:30-14:30	Lunch
14:30-	Field visit, if possible

- The agenda of the workshop is highly dependent on the update and **inputs from the other WPs, especially on WP1, WP2, WP3, WP4, WP5 and WP6.**
- During the workshop the HERCULES **local stakeholder questionnaire** should be circulated and filled out by the participants.
- Speakers, moderators and hosting partners will be identified through discussion with local partners/ELO organizations and agreed between HERCULES coordinator, WP8 leader and ELO Brussels. All speakers/attendees need to be briefed carefully to assure the high quality of the workshop.
- **The program may vary from country to country.** However the general setup and structure will remain consistent.
- The whole event will be recorded in the format of a video, so that the material can be used in the follow-up.
- The catering covers the welcoming coffee and a sandwich lunch at the end.

5. Participants

The objective is to have 15-20 participants at each local stakeholder workshop.

Target audience: local politician: e.g. local mayor; local residents; people representing local associations; farmers and foresters Associations; NGOs: IUCN members, BirdLife, local green NGOs; ELO members; local experts; research institutions; other NGOs; planners; local industries (energy, transport, etc.); lawyers; and, local media and local journalists. Details to be discussed.

7. Logistics

Organization and logistic arrangements for the events in each city covers:

- Meeting room with conference facilities, in the vicinity of Institutions
- Arrangements for simultaneous translation at the venue for all speeches
- Catering (welcoming coffee, sandwich lunch)
- Accommodation in the vicinity for 2 partners
- Devices for taking pictures in appropriate quality
- Devices for recording the events in video format

8. Material

- Communication materials: flyers, banners, posters
- Invitations/programme for participant
- Webpage
- Registration via e-mail – through the host
- Other relevant brochures
- Registration, badges, welcoming of participants
- Short report summarizing the event: in local language and in English

9. Media involvement

- Press release distribution to reach visibility on the media – press release is to be drafted by the ELO in English and to be translated with the support of the host
- Articles by local partner
- 1 Blog post on the Cultural Landscapes Blog will be linked to the workshop written by one of the speakers or the host

10. Timing: year 1.

Considering the time discretely is needed for setting up the campaign and arranging organizational details, the period most likely for holding the **first series of local stakeholder workshops would span from September 2014 to February 2015.**

11. Organization

Coordinating team: Julianna Nagy, ELO; Marie-Alice Budniok, ELO

Steering: Thierry de l'Escaille, ELO; Genevieve Girod, CIME

Local contacts:

EST	Krista Karro
NL	Niels van Manen
ES	Maria Garcia Martín, support: Claudia Bieling
GR	Thanasis Kizos
FR	Genevieve Girod
UK	Pip Howard

8.2 STAKEHOLDER QUESTIONNAIRE

WP8 WORK
DOCUMENT

HERCULES –

Sustainable futures for Europe's heritage in cultural landscapes: Tools for understanding, managing, and protecting landscape functions and values

Survey on landscape perception

Authors: Pip Howard, Dimitri Mercier, Sarah Torrecillas, and Geneviève Girod

Introduction

Under the HERCULES European Program, our work consists of collecting data on patterns, drivers and outcomes of persistence and change in Europe's cultural landscapes. In our case, we aim to engage with stakeholders by mutually sharing information regarding cultural landscapes. We attempt to identify and promote sustainable practices linked to key landscape features. This survey is the first attempt to gather more information on personal perceptions of and relations to cultural landscape.

The following survey is fully anonymous and no personal information about you will be collected or transferred to third parties, or published in any documents.

Name: Click here to enter text. E-mail: Click here to enter text.	<input type="checkbox"/> Male <input type="checkbox"/> Female
Who are you? <input type="checkbox"/> Community representative <input type="checkbox"/> Community technician <input type="checkbox"/> Farmer/forester <input type="checkbox"/> Other landscape professional <input type="checkbox"/> Member of association <input type="checkbox"/> Resident, visitor <input type="checkbox"/> Other. Please, specify: Click here to enter text.	Age: <input type="checkbox"/> Under 16 <input type="checkbox"/> 16-25 <input type="checkbox"/> 26-45 <input type="checkbox"/> 46-65 <input type="checkbox"/> Over 65

Questionnaire

Q.1. What elements do you value most in the landscape in which you live and work?

- Wildlife
- Natural elements in landscape (woodland, non-woodland trees, hedgerows, etc.)
- Man-made elements in landscape of historic worth
- Industry, including agricultural
- Other, please specify: [Click here to enter text.](#)

Q.2. What is your landscape mainly dedicated to?

- Food production
- Raw material production
- Natural regulation services (climate, flooding, etc.)
- Recreational and cultural services
- Other, please specify: [Click here to enter text.](#)

Q.3. What are existing threats to this landscape?

- Urbanisation
- Global warming and natural disasters
- Bad land management policy
- Pollution
- Exotic plants introduction
- Other, please specify: [Click here to enter text.](#)

Q.4. What kind of landscape do you live in?

- Natural landscape
- Recreational natural landscape (natural areas dedicated to leisure)
- Rural and patrimonial landscapes (places of traditional knowledge transmission)
- Farmland
- Emerging landscape (natural/rural landscape evolving to residential/urban from mid20th)
- Landscape shaped by strong transportation infrastructure
- Urban or peri-urban landscape
- Other, please specify: [Click here to enter text.](#)

Q.5. Where do you source information regarding landscape and land management issues?

- Governmental guidance
- News and guidance from other organisations
- Social Media Websites
- General media (TV, Newspapers etc.,)
- Nowhere
- Other, please specify: [Click here to enter text.](#)

Q.6. Are you aware of the European Landscape Convention?

- Yes
- No

Q.7. Do you think it can and should be improved?

Yes

No

Q.8. What are your main needs/expectations regarding landscape management?

[Click here to enter text.](#)

8.3 SUMMARY OF INITIAL LOCAL STAKEHOLDER INPUT FROM UK STUDY LANDSCAPE

Current issues, conflicts and expectations

‘Cultural Heritage & Landscape Workshops,
Modbury, Devon. Winter 2013/14’

Attendees: 15 Land Management Practitioners and Landowners (8 per session). 7 Members of the public, with interests including; nature conservation, archaeology and rambling (public access).

Landscape Perception:

All stakeholders were asked ‘1) What do you value in your landscape?’, ‘2) Are you aware of the European Landscape Convention?’.

An affirmative response to Q2 was limited to just 1 of the stakeholders.

Q1 created debate. A significant majority of Land Management Practitioners (LMP’s) and Landowners did not see any difference between ‘land’ and ‘landscape’, resulting in feedback of little assistance. There was also a clear hesitancy by many others to discuss this at all.

“For me, that’s a very personal question, one I don’t feel I can answer or want to”

Member of Public, with specialist nature conservation interest.

However when further prompted to discuss elements in a landscape, as well as issues and interests which need to be addressed the discussion was enabled.

There was a clear and complete break between landowners and LMP’s and all other stakeholders in prioritising values, (economic - production, social, environmental, ecological, landscape & amenity (aesthetic), with the former prioritising financial values and the latter prioritising aesthetic values. But a unanimous vote with regards using ‘Landscape Features’ as a platform for cross interest discussion over ‘Ecosystem Services Values’, ‘Postcard Values’, ‘Agricultural Policy’ and ‘Spatial Mapping (Land Use and Cover).

One tenant farmer explained how his farm dominates a popular viewpoint, often painted by amateurs:

“I go out of my way to get to see the art. In any picture of a crowd or landscape we want to identify what we know. These images, what others see as beauty, always pop into my head when I have major operations to carry out on a hedge”

The identification of ‘landscape features’ as a tangible link for all interests in regards measuring landscape values in whatever guise was incredibly beneficial towards the design of a common on site survey technique for WP7 goals.

One Way Planning:

This issue was indirectly raised by all local stakeholders.

The barrier between policy makers and those who work closely with them and the local situation has become, to many, the biggest problem with regards land management.

The working hours, technological disparity between rural and urban areas and the rise in 'Public Relations' as a powerful industry in its own right has led to an inevitable disenfranchisement of local LMP's and public with interests in their local landscape.

"The asylum was taken over by the lunatics a long time ago, until we manage to get online, until we can shout back or better still bypass the asylum altogether and speak to the public not just in our locality, we can only plod on"

Landowner

The winter of 2014 in South West UK provides a useful example of the problems of one way planning for localised landscape problems. It was an exceptionally stormy winter, with record breaking rainfall culminating in substantial flooding across the whole region – as such it was the main topic of discussion in all local engagement in the UK, and as such dominated feedback:

"You [HERCULES project] couldn't have chosen a better time to investigate land and landscape, it is a frightening time for all of us but exciting and with huge potential"

Forester – private sector

The flooding, as with any and all emergency situations, forced local communities to work closely together and in doing so clear roles were taken up by different 'players' within each community. LMP's, Landowners and other members of the public with landscape interests quickly became involved in the search for identifying problems. It became evident to many that changes in land management practices in various forms, most commonly a reduction in maintenance regimes, were a significant contributing factor to localised flooding phenomena, which were most likely a result of climate change.

"CAP [Common Agricultural Policy] is as much to blame for the flooding as any freak weather [as removal of beneficial landscape features is blamed on CAP payments], we are all basically having to take the money and run, and with such money at stake it is no surprise that the NFU [UK National Farmers Union] will continue to lobby for cash, whilst we still vote for UKIP [in later elections UKIP did well in the European elections]."

Landowner Mixed Farming

During and subsequent to the flooding, the general media reported (and it is worth noting that UK printed and televised media is significantly more based on politically biased commentary than in most other European countries) in a manner in which the majority of local's affected

did not reflect the real problems – resulting in journalists and PR stunts being turned away from locations which suffered the worst. However the national debate drew battle lines – Rewilding Vs Intensive Land Management, this dismissal of ‘cultural landscape’ completely from national discussion helped define, by default, informal ‘bottom up’ land management planning in virtually all affected landscapes – with the consequence that conflict was largely avoided by way of rational belligerence against any ‘National’ or centralised policy making.

“We just have to ignore it, all of it, even those previously respected as it was more than likely that their comments would have been heavily edited. The only problem with this is that snap decisions [policy making] were clearly being made in tune with the media reporting”

Tenant Pastoral Farmer

In the first meeting the proposal to create a transect line survey designed for all to use, measuring and recording landscape features was flouted, with general approval. This is towards WP7 aims and objectives.

In the second meeting a tested prototype was displayed and discussed. As it easily demonstrated a clear link between the localised flooding incident, resulting in an insurance claim to a change in a boundary feature 320m uphill, the survey technique was given credence.

As an appendix to this document the MS82 ‘Protocol for the gathering of localised landscape skills and knowledge’ Forestcomms report, details the survey at the time of passing MS82. This has subsequently been improved upon and the finished survey, incorporating biodiversity as well as a system for closed paddocks, will be available in French and English.

Lack of Technical Guidance:

This issue was raised by the majority of the LMP’s and landowners, but not by any of the public.

Many traditional elements involved in land management are in steady decline. Knowledge and localised expertise are severely threatened and little is forthcoming from the now common centralised system.

Austerity measures further accelerate the diminishing base of ‘advisement’ and in many areas unqualified personnel have stepped in to much criticism.

“Does an expert who visits a location for a day really have more knowledge than someone who lives and works there?”

Prof Peter J Howard

“There is nothing more depressing than to have to halt work and listen to another green fleece clad ‘expert’ extol their own blinkered and far too often irrelevant splutterings. It costs us time and money and makes everything so much more complicated”

Tenant Pastoral Farmer

The roles of LMP's have been severely disenfranchised. As a response, many are having to work outside their normal remit. This inevitably creates conflict.

“Our specialisms are ignored, if our orgs [accreditation organisations] had been less concerned with PR and better able to promote the real structure of our industry, as in the medical industry, we may have been able to prevent the continuing brain drain from the UK. Better education and training is only accelerating this decline further”

Arboriculturalist

A lack of research, particularly on existing landscape features of high aesthetic value, has resulted in a general lack of recognition of the benefits of retaining such features in the landscape by policy makers. This problem is worsened by 'innovative' schemes which are designed for intensive agricultural landscapes and rarely applicable to the majority.

“It is insane that we would earn more money by grubbing out a hedgerow to grow a strip of wildflowers instead. It should be noted at all occasions that we as custodians of the land try as and when can to resist such craziness with immense difficulty”

Landowner Horticultural Farmer

Public Access

Only a brief discussion on public access took place. Only 1 attendee, public, believed it to be a significant concern.

“Little is done to improve the footpath network – I feel it is under considerable threat, let alone introducing better access”

Rambler

“This may be a concern elsewhere, but this is really a DCC [Devon County Council] issue here, I think I speak for all when I say that we always, without hesitation, protect the footpaths as and when we can at all times. It is DCC who pay and maintain these and all feedback until today has been positive.”

Landowner Mixed Farming

8.4 REPORT OF FAST-TRACK WORKSHOPS SURVEYS IN FRANCE

WP8 WORK DOCUMENT **HERCULES – Sustainable futures for Europe’s heritage in cultural landscapes: Tools for understanding, managing, and protecting landscape functions and values**

Title: Landscape Perception Survey

Author: Geneviève Girod, Pip Howard, Dimitri Mercier, Sarah Torrecillas

Survey – Landscape perception

Participant number: 258
Start date: 14th of April, 2014
End date: 17th of May, 2014

This survey seeks to understand the initial stakeholders perceptions on landscape towards a conclusion of the needs and expectations on current landscape management practice. It was created on Soorvey.com and shared on social networks (Twitter, Facebook, LinkedIn). The first questions are intended to gauge stakeholders typology, their interactions with landscape, and a first approach to the threats identified. The last, open question, was to gather the needs, expectations and suggestions related to landscape issues.

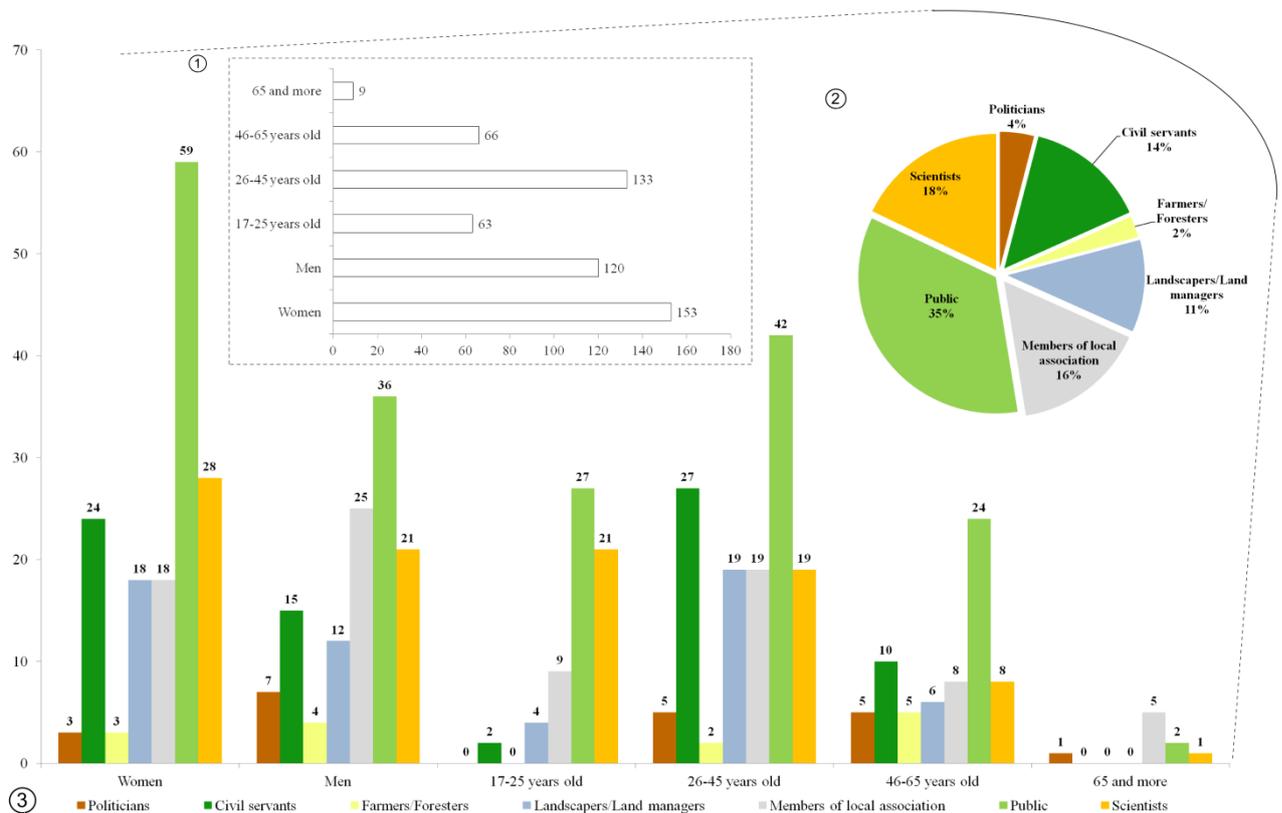


Fig.1 (1) Histogram representing number of participants according to age and gender ; (2) Pie chart representing percent of participants according to categories ; (3) Histogram representing number of person according to categories for each age and gender. Blue, politicians; Dark brown, agents of state; Light brown, farmers and foresters; Yellow, landscapers and land managers; Orange, member of local association; Purple, public; Green, scientists.

Participants: Age and interests

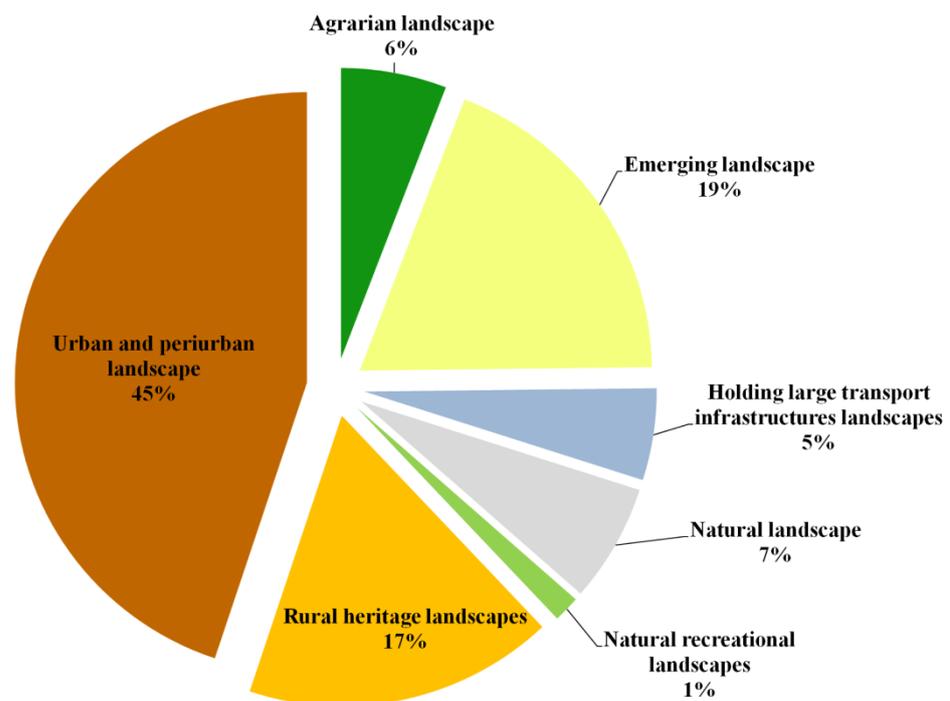


Fig 2. Participants' living place, according to landscapes typology (according to 7 typologies defined by Rhône-Alpes DREAL).

In the survey, we recorded 258 participants:

- 17 – 25 Years Old: 63
- 26 – 45 Years Old: 133
- 45 – 65 Years Old: 66

The Public is the majority stakeholder with 35% of participants (95). A few answers from politicians are highlighted (11), and from farmers/foresters (7) who are habitually difficult to approach with surveys, in general, in the study area. It is essential to set up a field survey to obtain further information on categorising people.

From the outset, we assumed that the age & type of stakeholder could strongly influence landscape perception results (Fig 1).

The location of the residence of participants indicates that a significant majority of them live in nearby urban and periurban landscapes, as well as landscapes under change. This is a good reflection of the more general population statistics for Europe as a whole. Rural landscapes are more threatened than those landscapes on the fringe of urban zones.

Landscape functions

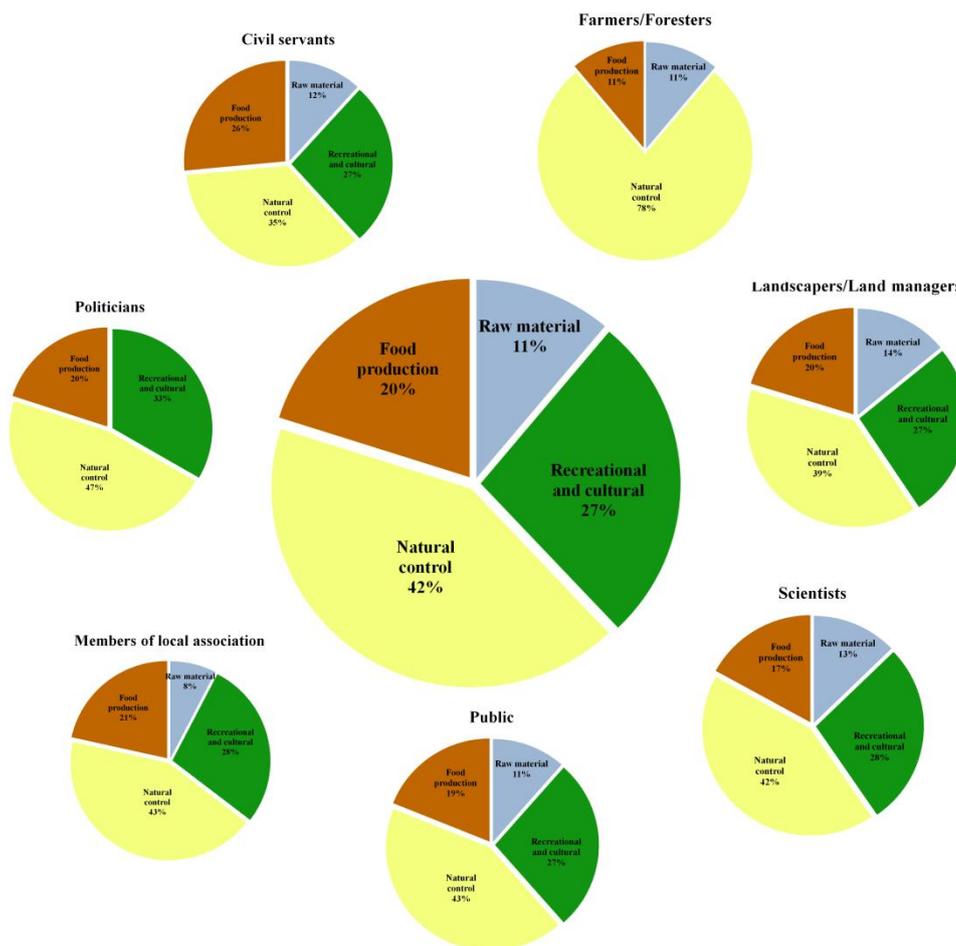


Fig. 3 Pie chart representing landscape functions for all participants and each category. Blue, represents raw material function; Green, recreational and cultural functions; Cream, natural control; Brown, food function.

The main landscape function identified is natural regulation. Farmers and foresters value this function particularly. The second landscape function is recreation, leisure and cultural services, a source of well-being according to the Millennium Ecosystem Assessment (2005). Food production is in third position, and lastly, raw material function for industry. We note that food production does not appear as a main landscape function, despite nearly 51% of French territory being occupied by agriculture activities (MAAF », 2011).

Important elements of landscapes linkage

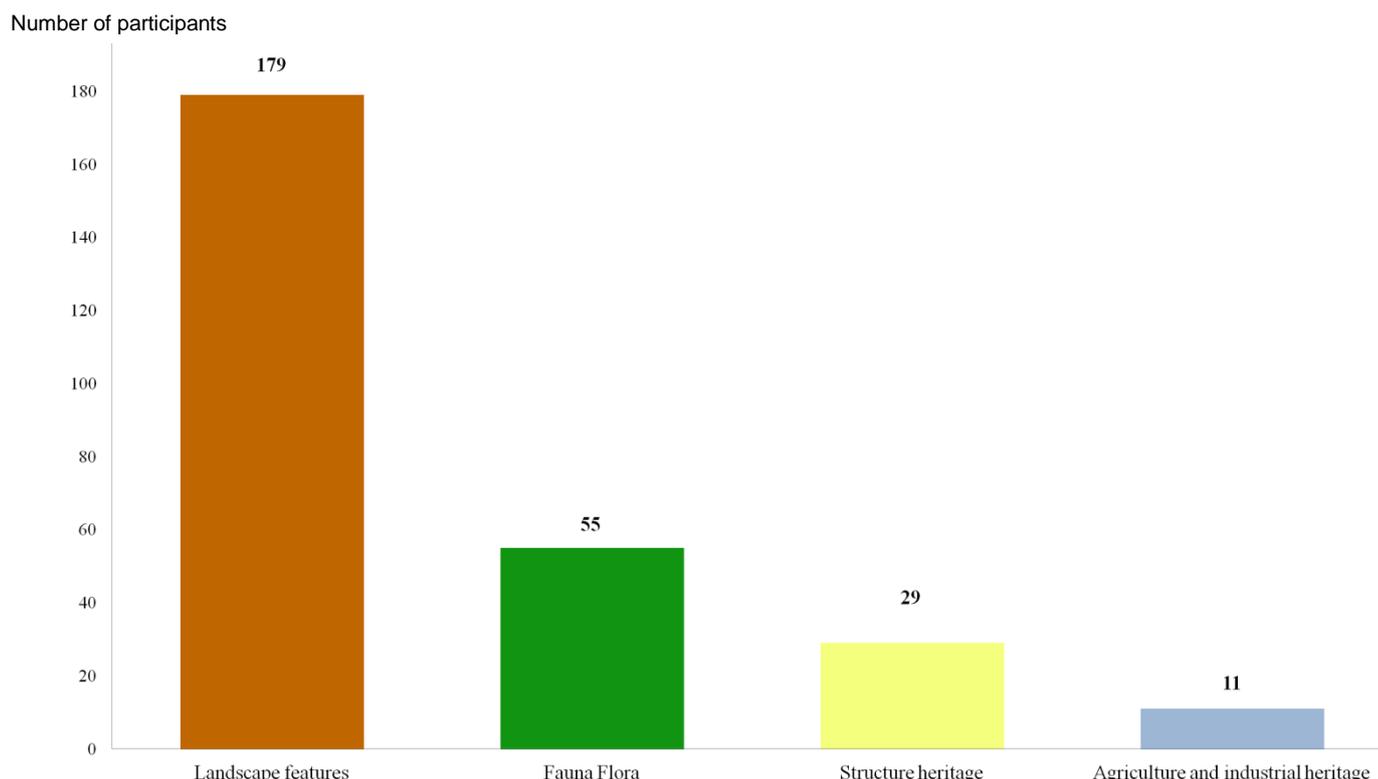


Fig. 4 Histogram representing the most important natural elements of landscapes for all participants: landscapes features; fauna and flora; structure heritage; agricultural and industrial heritage.

High significance to landscape features is by far the most important link for participants to their landscapes (hedgerow, pond, pathway, dry stone wall, etc.). In second place are fauna and flora, followed by structure heritage and, lastly, agricultural and industrial heritage (Fig. 4).

The ACM analysis groups each category as a function of importance for landscapes elements offered. Age plays a significant factor relating to landscapes linkage. « 17-25 years old », « 25-45 years old » and « 65 and more years old » are linked to natural landscapes elements (landscapes features); whereas, « 45-65 years old » link more with structure heritage and fauna and flora (Fig. 5).

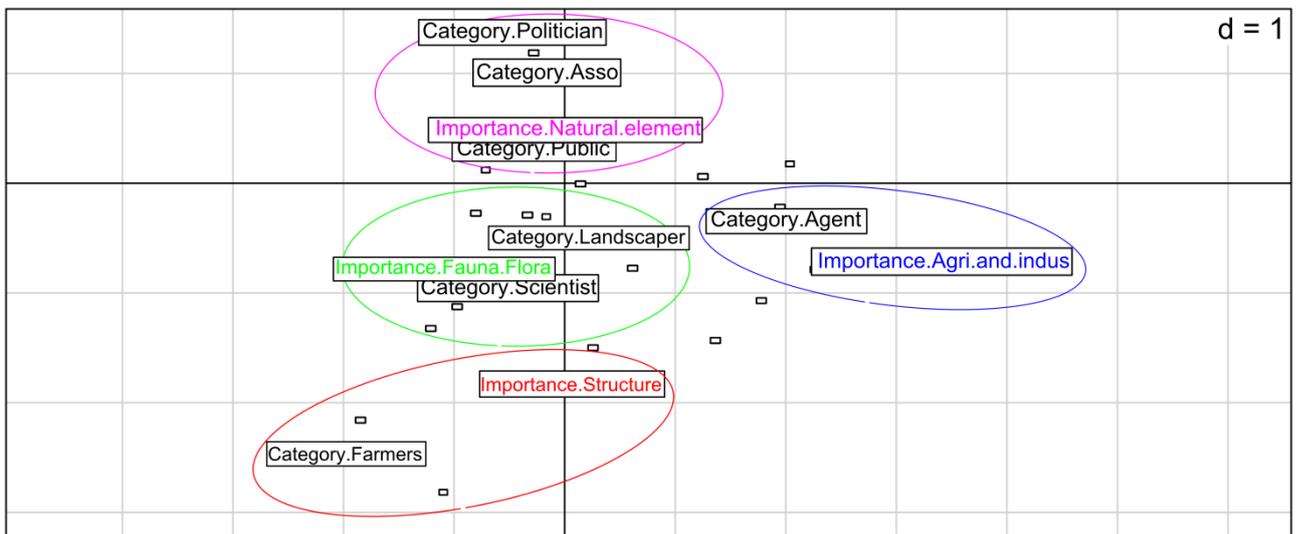
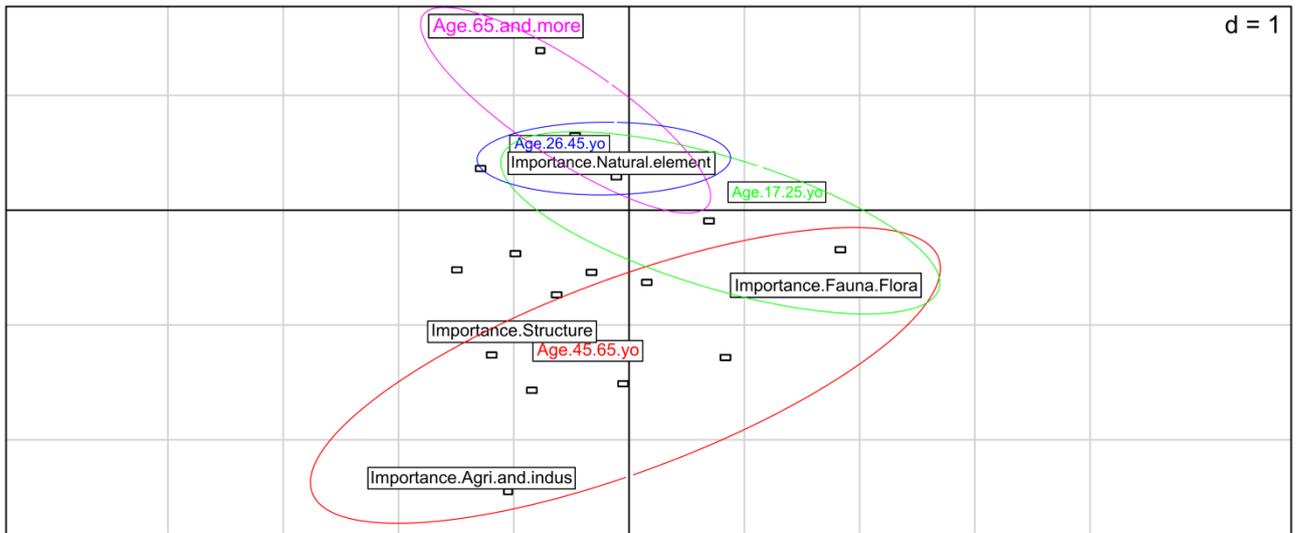


Fig 5. ACM analysis to show importance of landscapes elements according to age (above) and category (below) of participants.

Categories play a dominating role for the varying importance attributed to landscapes. We note that politicians, members of local associations and the public give more importance to natural elements (landscapes features); civil servants are more aware of agricultural and industrial heritage; Landscapers and Scientists to fauna and flora; and, Farmers to structural heritage. (Farmers attach to fauna and flora too).

Landscape threats

Number of participants

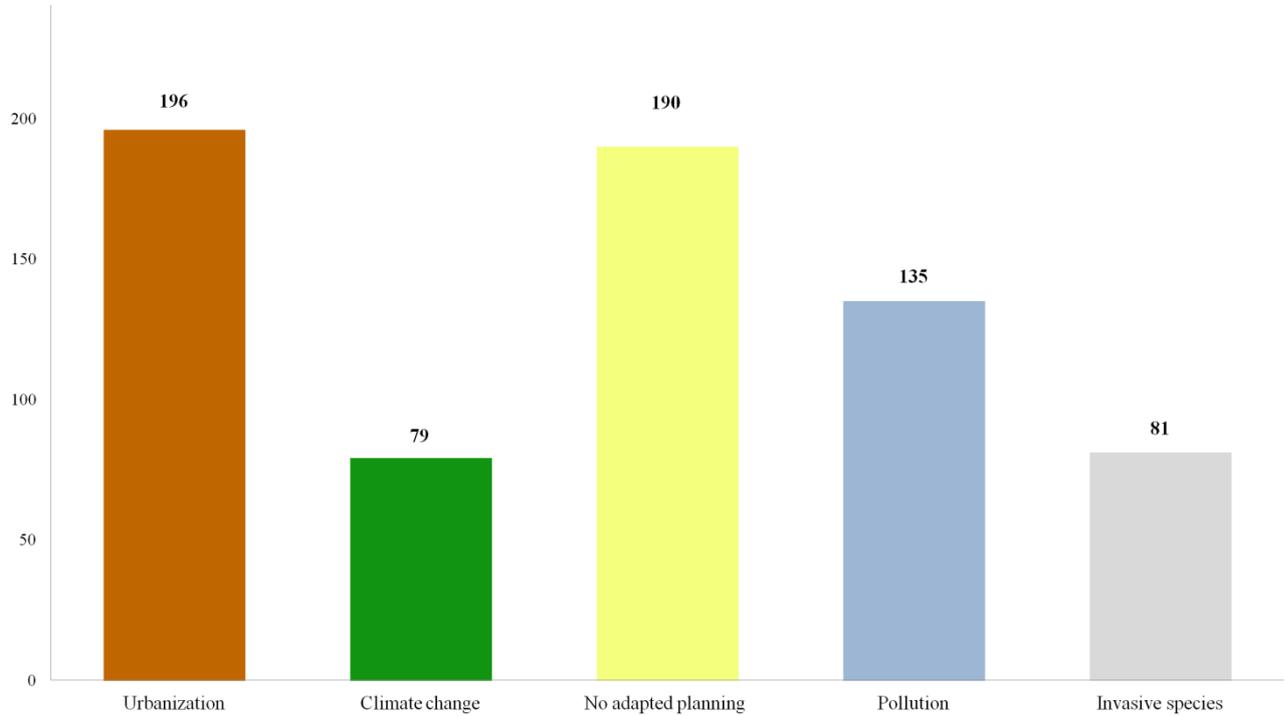


Fig. 6 Histogram representing all kind of landscape threats from participants.

All of the participants highlight urbanisation and loose planning rules as main threats to the landscapes. Landscape threats linked to pollution come in at second position. Finally, climate change and invasive species are mentioned by a third of the participants (Fig. 6).

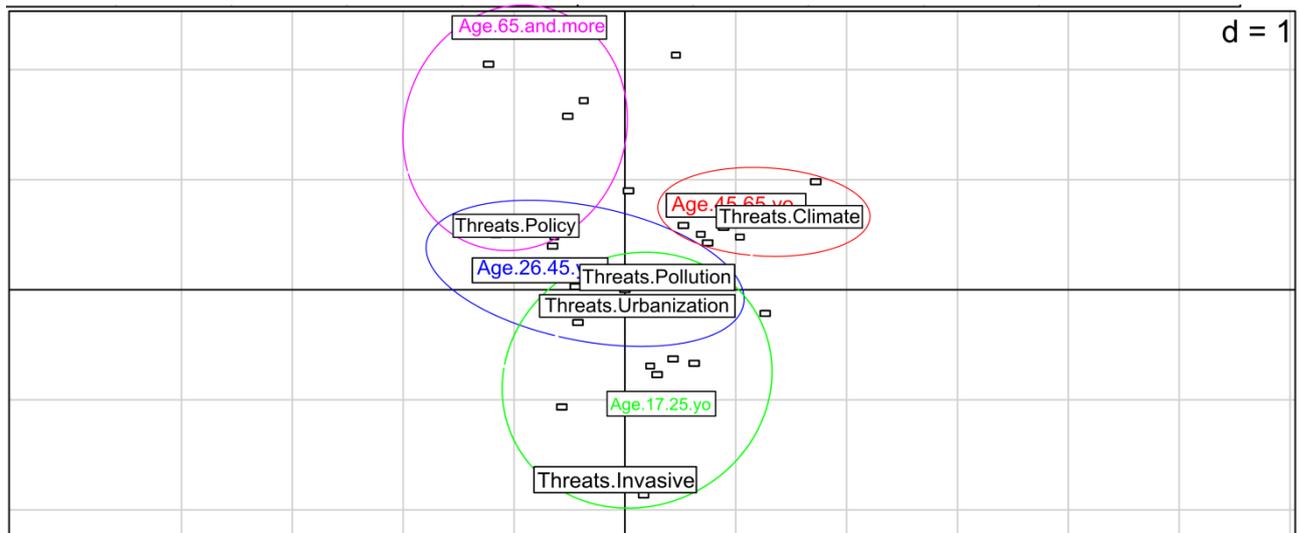


Fig 7. ACM analysis about existing threats on landscapes according to age of participants.

Different ages identify with different landscapes threats. « 45-65 years old » attach importance to climate change while « 65 and more years old » are concerned by planning rules. « 26-45 years old » attach importance to pollution, urbanisation and invasive species.

Information about landscapes

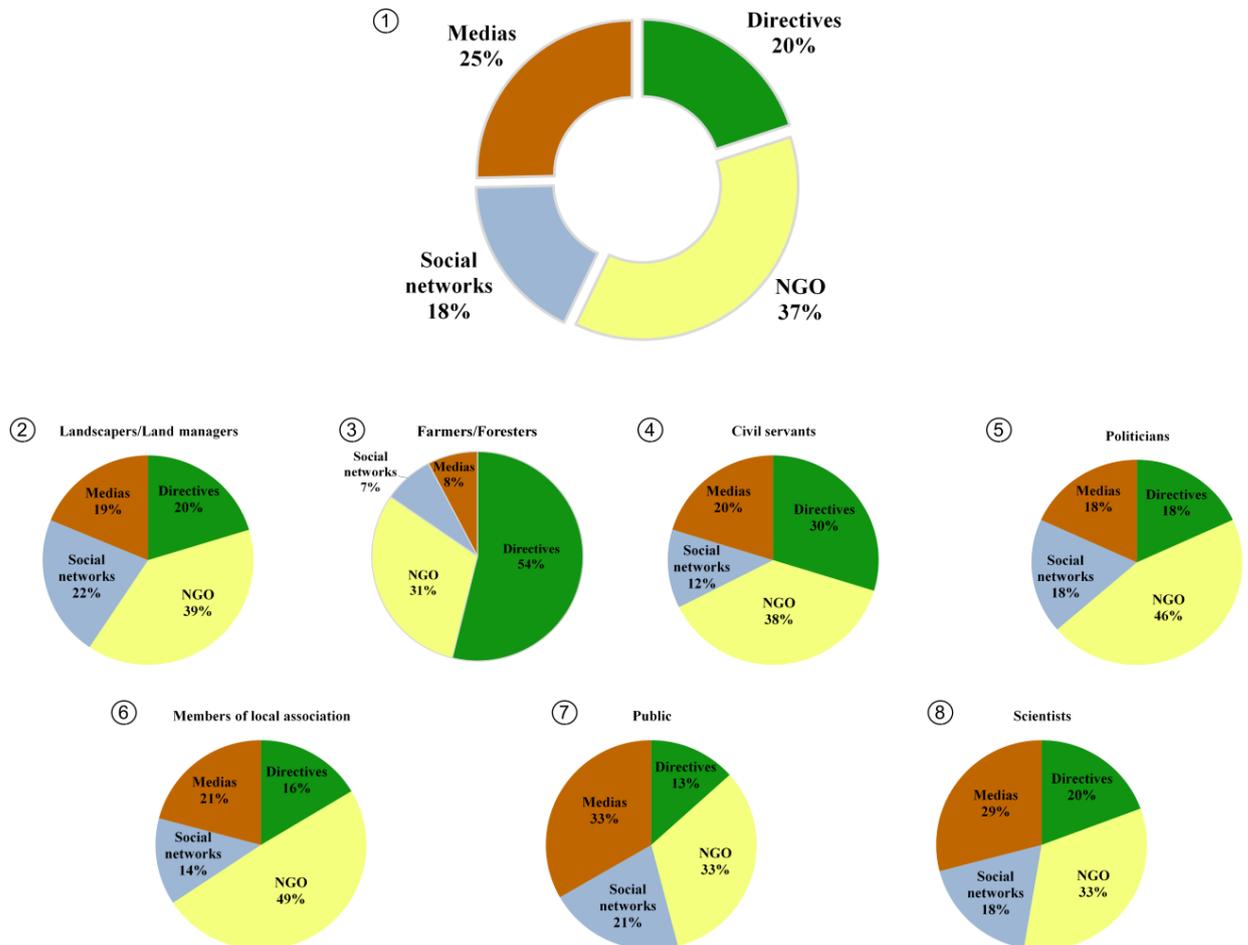


Fig. 8 (1) Pie chart representing information sources tied to landscapes for all participants, (2) Pie chart representing information sources tied to landscapes for landscapers and land managers, (3) Pie chart representing information sources tied to farmers and woodsman, (4) Pie chart representing information sources tied to landscapes for agents of state, (6) Pie chart representing information sources tied to landscapes for local associations, (7) Pie chart representing information source tied to landscapes for the public, (8) Pie chart representing information sources tied to landscapes for scientists. Green, represents information sourced from directives; Cream, information sourced from NGOs; Blue, information sourced from social networks; Brown, information sourced from media.

In general, NGOs are a good source of information. We can see that politicians, landscapers, land managers and local associations all use NGOs to source information. Farmers are subjected to regulation and use directives as information (Fig. 8). Social networks are not often used as a source of information, in stark contrast with the UK.

Expressed needs and expectations for landscape management

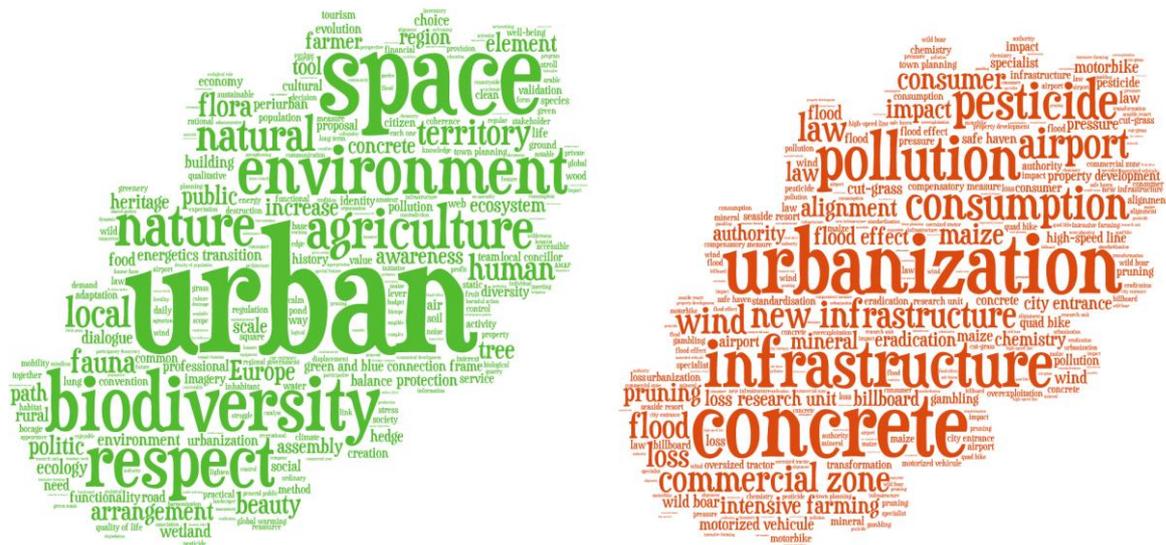


Fig 9 Word cloud on the needs and request about new thought in landscape management (source : www.tagul.com): issues perceived as positive in green, issues perceived as negative in red.

Many of the participants suggest new types of management are needed for and better understanding of landscapes in city and town planning. To translate this we have transcribed terminology in a wordcloud where the most quoted words appear larger (Fig. 4). In analysing several proposals within a social representation study framework (Abric, 2003), participants seem to give more importance to respecting and preserving the existing natural landscape elements, features and, of course, historical structure heritage - Conservation. A lot of people spoke of living standards, quality of life and wellbeing, particularly in the city, with a desire towards harmonisation between green and built-up spaces. The urban question is a major concern in our survey, due to the majority of participants being from the city. Agriculture presents an important issue with requests to develop local markets, particularly in suburban areas. « Awareness » and « dialogue » often appear with a desire to invest in planning towards creating a stronger identity; a cultural value to preserve and maintain. The public want to be better informed. Professionals want to be more in line with politicians and land managers. The creation of a tool for professionals and the public to be better and more easily informed about current and future planning aims to respond to those wishes. All these points are detailed below in regards to sustainable landscape management issues.

Governance

Governance appears as to be a critical factor for landscape management. Enforced support for developers is requested by landscape professionals with consideration to laws, regulations and existing planing in project management. The economy must be a lever to combine social and environmental economics. Recommendations should be taken at different political levels. Local stakeholders are in demand of an information system on local projects in progress.

Climate issues and natural risks

Climate change is perceived negatively and is recognized to have more frequent repercussions. Adjustment of management methods according to climate change and natural risks is expected.

Energy and greenhouse gas

Transition to green and renewable energy is supposed to be more economically viable and more environmentally friendly. Fighting against air pollutant emissions is suggested, with compensation (tree planting, etc.) from "polluters".

Biodiversity and resources

Landscape is seen as a resource for biodiversity, essential to ensure ecosystem functions and natural regulation. People regret the loss of mosaic landscapes, but agree that landscapes evolve and are dynamic. Habitat connection is thought to be essential to their ecological functions and preservation is essential, whether remarkable or ordinary. Wetland development and preservation are particularly mentioned for the maintenance of biodiversity.

The second issue is related to food resources, with intensive agriculture perceived as an overuse of the environment. People, mainly living in the city want shorter food circuits (AMAP) and for agriculture to be positioned around the cities, together with shared gardens.

Pollution

Pollution is mentioned through noise, and the aesthetic of billboards and chemicals for plant protection. Pesticide free practices are expected to 'get out of the spiral'.

Urbanization and nature in the city

Urbanization is seen as a major threat, with a lack of harmonization between natural areas and buildings. 'Destruction, eradication, transformations, [and] lack of consistency' are some of the negative words associated with urbanization. Urban density is one of the solutions proposed.

Transport and infrastructures

People are waiting for new modes of transportation in and around cities with the use of soft mobility. Large transport infrastructure (airport, TGV) are negatively perceived as a source of damage to natural environments.

Social and heritage issues

Attachment to natural, cultural heritage and local territory is strong. Identity is linked to the notion of territory. Communication, information, and awareness about landscape and biodiversity are much needed, as a major interest in our society. Landscape in itself is a place of leisure, of rich history and traditional knowledge and should be considered of general interest.

Human well being

Landscape is seen as a source of well-being and as a welcoming, pleasant, aesthetic and quality place. It appeals to sensitivity and evokes a source of calm, beneficial leisure (walk) and relaxation.

Conclusion

Despite much of local participation coming from urban and peri-urban landscapes, we can safely draw conclusions on the basis of the majority of the information obtained in our survey. It appears essential to record the bond between the natural elements and the people of a landscape. Participants are all too aware of the major importance of natural elements, but we can add to that the importance of landscape elements with regards to ecosystem functions, as well as the need to establish links with sustainability and sustainable development goals. We can assume that well-being is deeply linked to landscapes and that there is a need for harmonisation. Threats that may jeopardise our landscapes are closely tied to urbanisation (and an urban way of life), and thus the pollution present in natural habitats is a major identified concern. The need for proper discussion and consultation with the wider population for all landscape issues is ascertained, and supported by the UK results.

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