HERCULES
Sustainable futures for Europe’s HERitage in CULtural landscapES: Tools for understanding, managing, and protecting landscape functions and values
GA no. 603447

D6.3 Minutes of Stakeholders Workshops

Main authors:
Hannes Palang, Geneviève Girod, Brian Shaw

With contributions from:
Claudia Bieling, Julianna Nagy, Maria Garcia Martin, Krista Karro, Pip Howard

Reviewer: Marie Alice Budniok, Thanasis Kizos

<table>
<thead>
<tr>
<th>Work package</th>
<th>WP 6 Visioning for re-coupling social and ecological landscape components</th>
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Executive summary

This document summarises the results of T.6.2: Assessment of strengths and weaknesses of landscape practices. The purpose of T.6.2, as specified in the DOW, was:

“The approaches investigated at case study level in T.6.1 will be assessed regarding their strengths and weaknesses. This assessment will be carried out in a systematic way for all approaches investigated. It will particularly consider the functioning and effects of the approaches in specific contexts (e.g., assessed using the range of indicators from T.4.2 and T.6.1) and the diverging potentials and effects of landscape management practices for different stakeholder groups.”

The task was solved in a three-step procedure. First, the database of landscape-related projects gathered within T.6.1 was assessed and evaluated by a body of experts and the best practices identified. Second, SWOT of the selected best practices were analysed, also as an expert assessment. The methodology proposed in ISO 37101 Helpbox for Cultural Heritage Programs proved the most useful for this task. Third, both parallelly and subsequently to this, the results of the analysis were discussed in the stakeholder meetings.

This work enables us to understand that there is no such thing a unique ‘good practice’ and policy measure that could be recommended in every European cultural landscape. All initiatives listed deal with quite different issues and concerns. This helps us to include also, as supplementary initiatives, each HERCULES case study with different landscapes and diverse stakeholders’ expectations, to illustrate a field of practice in a global frame.

The ISO DIS 37101 standard can serve as the common method to implement and prioritize such policy measures, each of them being very dependant of local context. A major good practice shall be then the integration of such local issues, based on prior determination of the external and internal sustainability issues identified through the proposed grid, that are relevant to the cultural landscape in accordance to purposes defined above, and on involvement of interested parties at an early stage.
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Table 1 The ISO 37101 Grid for assessment of Cultural Heritage projects.
Table 2 Summary of good practices

Abbreviations

DOW – Description of Work
ISO – International Standard Organisation
SWOT – Strengths, Weaknesses, Opportunities, Threats
Introduction

This document summarises the results of T.6.2: Assessment of strengths and weaknesses of landscape practices. The purpose of T.6.2, as specified in the DOW, was:

“The approaches investigated at case study level in T.6.1 will be assessed regarding their strengths and weaknesses. This assessment will be carried out in a systematic way for all approaches investigated. It will particularly consider the functioning and effects of the approaches in specific contexts (e.g., assessed using the range of indicators from T.4.2 and T.6.1) and the diverging potentials and effects of landscape management practices for different stakeholder groups.”

The main focus of this task was to carry out a SWOT analysis of good landscape practices, preferably at least partly on the basis of stakeholder workshops. Therefore, also the main focus of this report is on the SWOT analysis, and the minutes of the stakeholder meetings serve as annexes that give additional information to the analysis.

The task was solved in a three-step procedure. First, the database of landscape-related projects gathered within T.6.1 was assessed and evaluated by a body of experts and the best practices identified. Second, SWOT of the selected best practices were analysed, also as an expert assessment. The methodology proposed in ISO 37101 Helpbox for Cultural Heritage Programs (Draft International Standard ISO/DIS 37101 - Sustainable development of communities - Management systems - Requirements with guidance for resilience and smartness, ISO/TC 268) proved the most useful. Third, both parallelly and subsequently to this, the results of the analysis were discussed in the stakeholder meetings. The input from these workshops will be used against the expert evaluations of the same or similar GLPs in the later stages of the project.

This deliverable summarises the results of these three steps.
Step ONE: Identifying the best practices for further analysis

The preceding task, T.6.1, resulted in a database containing a list of 165 Heritage and Integrated Landscape Practices. The database was organised into four distinctive types of practices:

- Artistic and creative approaches
- Enhancement of experience
- Knowledge enhancement
- Conservation and development

For further investigation, the best practices were selected from each category. To do this we used the method of expert assessment. Six team members (Claudia Bieling, Brian Shaw, Genevieve Girod, Pip Howard, Hannes Palang, Julianna Nagy) were asked to select five outstanding practices from each of the categories, and also describe the criteria they used to solve the task. With this we wanted to a) identify a possible list of criteria that could later be used in the SWOT analysis as well as in advising the local stake holders in planning their practices and b) check whether there are any differences in the criteria of excellence between the more practice-oriented and more academy-oriented team members.

The exercise resulted in a list of best practices that could later be subjected to more detailed SWOT analysis. Type-wise, the list includes the following entries (more detailed descriptions in Annex 1).

1. **Artistic and creative approaches**

   The project **One Hut Full** was the only unanimous choice among different experts across all categories. Other outstanding practices, as identified by more than one expert were:
   - Hidden Places
   - Stones and Water
   - Mapping Portee and Skye
   - The Gathering
   - Open air museum in Pedvale

2. **Enhancement of experience**

   In this category, **Environment workshop days and photographic marathon** was identified by the experts as the best practice. Two other that received more than one vote were **Heritage paths** and **The unique heritage of Modbury**.

3. **Knowledge enhancement**

   In this category, just 3 projects received more than one vote. These were **Landscape Vision Drenthe Aa**, **aughtly.org** and **Greek Agroforestry Network**

4. **Conservation and development**

   This seemed to be the category with the widest spread of opinions. The practices receiving more votes were **The olive forest Syn tis allis** and **A Vision For Dartmoor**.
The criteria experts used in selecting the best practices can be summarised in the following list:

1. Innovation – does it have an idea that we haven’t heard of previously?
2. Replicability/repeatability/transferability – can this be repeated somewhere else?
3. Multidisciplinarity – does the project provide perspectives from different disciplines and/or approaches?
4. Participation – does the project involve viewpoint of different stakeholder groups, such as farmers, landowners, land managers etc?
5. Long lifetime – are finances and interest secured for longer time?
6. Place-based linkages – does it connect people with the land? And the heritage?
7. Impact – does it have measurable results? Does in influence many people?

It was also noticed that the opinions of team members with different backgrounds did not differ significantly

**Step TWO: SWOT of practices**

The collection of best practice projects as selected in Step ONE was cross referenced with the ISO 37101 Sustainable Development of Communities Standard. The Standard is designed as a set of indicators with which communities and the management systems for communities can be measured for progress towards sustainability. The Standard is set out in a matrix of six variables for sustainability against twelve areas of community management. Each entry in the matrix contains an indicator which represents the intersection of the variables and areas, which can be used to measure the progress of the community towards sustainable development.

Each exemplar project was assessed using the ISO 37101 Standard by testing its performance against at list three of the matrix indicators. As the projects tested represented not functioning communities, but rather integrated initiatives and projects embedded within communities, they were expected to score in more than one area of community management, but not in all of them. Where projects scored positively against an indicator, some details were elaborated. The results were replicated in the matrix and colours used to indicate whether a project scored against an indicator or not, thereby producing a visual indication of the areas and variables for sustainability that the project was working in, as well as what aspects of community sustainability were not being performed by the exemplar projects.

Table 2 summarises the results of this analysis.
Table 2. The ISO 37101 Grid for assessment of Cultural Heritage projects.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Score</th>
<th>Observation</th>
<th>Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural heritage</td>
<td>4</td>
<td>123</td>
<td>A1, A2</td>
</tr>
<tr>
<td>Environment</td>
<td>3</td>
<td>456</td>
<td>B1, B2</td>
</tr>
<tr>
<td>Safety and security</td>
<td>2</td>
<td>789</td>
<td>C1, C2</td>
</tr>
<tr>
<td>Community</td>
<td>1</td>
<td>012</td>
<td>D1, D2</td>
</tr>
<tr>
<td>Environment</td>
<td>3</td>
<td>456</td>
<td>B1, B2</td>
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<tr>
<td>Safety and security</td>
<td>2</td>
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<tr>
<td>Deliverable D.4</td>
<td>Report on innovative strategies</td>
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<tr>
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</table>

This work enables us to find out at least one good practice for each of the issue so that it can be reported to D.4.
The grid was also tested on the two case study landscapes in which third local workshop have already be performed - which means Grand Parc Miribel Jonage, France, and Colmenar Viejo, Spain – to check whether it was possible to feature the issues in which they performed good practice.

- Grand Parc Miribel Jonage can demonstrate several good practices on governance, education, culture, living environment, and biodiversity. Some of those already have been mentioned in D8.2, and others might be detailed further in D6.4. However, the main issue developed through third local workshop was under ‘Economy and sustainable production and consumption’, with particular care of ‘Attractiveness’, 'Social Cohesion' and 'Preservation and Improvement of Environment' principles.

- In Colmenar Viejo, current examples of interesting or best practice have been mentioned as well in D8.2. Main issues here were to share and discuss with the participants of the importance of cultural heritage in the personal and social well-being and about examples of heritage restoration to illustrate its complexity, thus crossing ‘Culture and community identity’ with ‘Well-being’.

The idea behind this is to demonstrate that though each HERCULES study landscapes are different, and stakeholders have diverse expectations, they can all illustrate a field of practice in a global frame.
Step THREE: Stakeholder Workshops

Two stakeholder local workshops were carried out by fall 2015. In both workshops, different good landscape practices were discussed with two aims: share knowledge of similar projects elsewhere that could be useful for solving local issues, and testing the applicability of the SWOT approach, or more precisely the approach as presented in the ISO table.

Local workshop in Colmenar Viejo, Spain.

Was organized on October 1th, 2015. Study landscape (size: 186 km², population: 47,000) is located at the foothills of the Sierra de Guadarrama Mountains in the Autonomous Community of Madrid, 30 km to the north of the capital. The area encompasses the foothills of the Sierra de Guadarrama mountain range, which is situated in the Northwest of the Autonomous Community of Madrid, Spain. It is a rural area, but its economic and demographic characteristics more closely resemble urban dynamics due to its historic role as head of the northern region of Madrid and its proximity to the capital. Locals perceive many threats to landscape values and local traditions. General concern about abandonment of farming and about urban expansion.

Report from workshop has followed the same frame than previous ones. During the debate the following issues and challenges were raised:

- The problem of the conservation of dry stonewalls was raised again (it has already been mentioned in the first local workshop). This time it was also mentioned the bad practice of building high security wired fences that close the access to the landscape for people and animals.
- The problem of maintaining the restored heritage. Many times when the regional bodies restore heritage it is the duty of the local government to maintain it, but they many times do not have the capacity to deal with this.
- The problem of starting the restoration without concluding it because it damages the heritage. It is important to be sure that there are the means and the money to finish the restoration before anything is touched and left vulnerable.
- The problem of vandalism. Graffiti on the heritage.
- The problem of the involvement of multiple administrative and conservation bodies at many levels. It requires many time (years) and money to start restoring and conserving the heritage due to the various organisms that have to be coordinated and give licences.
- When the authorities want to act in some private heritages, the problem is to find the real owner. When you can’t find them is very difficult to restore and conserve the heritage, because you need their permission to act into it.
- The necessity of getting the Canal de Isabel II (public water organism) to collaborate and use their Foundation to restore the mills and fulling houses along the Manzanares River.
- The importance of heritage as a nexus between the people and their landscape. The importance of the mills and fulling houses along the Manzanares River to show young generation how a natural resource (water) can be used without destroying the environment.
- The importance of getting the active collaboration of all stakeholders affected by the restoration in order to make sure that it will succeed and have a long lasting effect.
Local workshop in Grand Parc Miribel Jonage, France.

Was settled on November 20th, 2015. Grand Parc Miribel Jonage (size: 2,200 hectares) is a park at the east of Lyon, in Rhône-Alpes area, France and more precisely, on the island of Miribel-Jonage created by Rhône division into the channel Miribel on the north and Jonage on the south. Landscape includes nearly 850 ha of forest and 450 ha of water surfaces. It is all together a place for carriers (gravel extraction), farming (400 ha of farmland), a place of recreation for residents, and at the same time, a zone of protection of fauna and flora, with one part classified as Natura 2000 area. GPMJ receives 2 million visitors per year. Residents leave on the boundaries and are part of Grand Lyon Metropolis.

In this third local workshop, questions were around local and organic food supply chain through the development of the label ‘Les Saveurs du Grand Parc’ to balance the economy of production and distribution. In this specific stakeholder workshop, it was chosen to test a SWOT frame for synthesis in order to:

- Propose possible assessment to illustrate planning methods within further T6.4,
- Help the community to build action plans within Grand Parc 2030 vision.

STRENGTHS

- A label historical and deeply rooted.
- A quality charter with 4 goals (protecting the environment, relocate the economy, enhance the territory, and create links between producer and consumer), with a local approach that integrates economic and social issues.
- A commitment from Grand Parc to maintain economic activity with farmers as part of the 2030 vision, and to listen to producers.
- Examples of pooling services exist, such as public irrigation management.
- An interest and a shared understanding of the subject despite its difficulty.

WEAKNESS

- Tensions related to the multiplicity of uses in the area.
- Great diversity in soil vocation and the use of flood lands in the park.
- Direct sales (eg sales at the farm) is a new retail business, which is not familiar to the producer.
- Farming conditions in the peri-urban area become difficult to bear for farmers, with constraints on access to water, pests (wild boar, pigeon, crow), theft (theft of production and damage to the equipment), and access to operations.
- Prices for organic production.

OPPORTUNITIES

- Short supply chain creates social ties.
- The market is here with the presence of 3-4 million customers nearby.
- The means of distributions exist with a structured organic network.
- Enhancing grain in sustainable agriculture is possible.
- Project on local access.

THREATS

- Urban no longer have agricultural roots and do not understand the constraints of the producer.
- Acreage on the outskirts of the city fail to feed the need to feed all city inhabitants.
- The concept of short supply chain is sometimes misleading and can generate hidden additional energy costs with the multiplication of small trips.
- The solidarity dimension must not be forgotten with the need for access to food for all.
- Changing habits requires reflection, intellectual and technical process, it takes time.
Conclusion

This work enables us to understand that there is no such thing a unique ‘good practice’ and policy measure that could be recommended in every European cultural landscape. All initiatives listed deal with quite different issues and concerns. This enables us to include also, as supplementary initiatives, each HERCULES case study with different landscapes and diverse stakeholders’ expectations, to illustrate a field of practice in a global frame.

What could be proposed then in next T6.4 step is therefore to use the ISO DIS 37101 standard as a common method to implement and prioritize such policy measures, each of them being very dependant of local context. A major good practice shall be then the integration of such local issues, based on prior determination of the external and internal sustainability issues identified through the proposed grid, that are relevant to the cultural landscape in accordance to purposes defined above, and on involvement of interested parties at an early stage. The registration of various European initiatives aims to find illustrations for each of the purposes and issues, to feed the report on innovative strategies, and the addition of local workshops results will help to define further prioritised set of recommended policy measures, both in D6.4.
Annexes

1. Summary table of analysed practices
2. Minutes of the Colmenar Viejo workshop
3. Minutes of the Grand Parc Miribel Jonage workshop
## ANNEX 1: SUMMARY OF ANALYSED PRACTISES

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Description</th>
<th>More Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A Vision for Dartmoor</strong></td>
<td>UK</td>
<td>A Vision for Dartmoor is the end result of a process of bringing together all agencies, landowners, and groups who manage the Dartmoor landscape to develop a collaborative framework covering both action on the ground and function in the policy realm. The need for this process arose from the recognition of conflicts between actors, and the desire of these actors for an inclusive, participative approach to management.</td>
<td><a href="http://www.uklandscapeaward.org/Entryfile/s/1281680240A-Vision-for-Dartmoor-2010.pdf">http://www.uklandscapeaward.org/Entryfile/s/1281680240A-Vision-for-Dartmoor-2010.pdf</a></td>
</tr>
<tr>
<td>aughty.org</td>
<td>Ireland</td>
<td>Aughty.org aims to provide a focus for information and discussion about the Sleive Aughty uplands in the west of Ireland. People from around the region and further afield explore ways in which the heritage of the Aughties can be recorded, protected, and enhanced by considering the region as a whole.</td>
<td><a href="http://www.aughty.org/">http://www.aughty.org/</a></td>
</tr>
<tr>
<td><strong>BERAS Implementation</strong></td>
<td>Sweden</td>
<td>BERAS Implementation is a transnational project part-financed by the European Union and Norway (The Baltic Sea Region Programme 2007 – 2013). It involves 24 partners from 9 countries around the Baltic Sea and 35 associated organisations, also from Russia and Norway. We promote a genuine ecological alternative for a good environmental status of the Baltic Sea, mitigating adverse climate effects from agriculture and secure a sustainable and prosperous development in the region.</td>
<td><a href="http://www.beras.eu/implementation/index.php/en/">http://www.beras.eu/implementation/index.php/en/</a></td>
</tr>
<tr>
<td><strong>Environment workshop days and photographic marathon</strong></td>
<td>Spain</td>
<td>Every year in Spring, the local municipality organise a hike along paths and roads of the local area, with experts who give information about environmental, historical and landscape issues. Participants are encouraged to take pictures in order to participate in a photography competition.</td>
<td><a href="http://www.colmenarviejo.com/images/pdf/Truptico_ruta_Medio_Ambiente_2014.pdf">http://www.colmenarviejo.com/images/pdf/Truptico_ruta_Medio_Ambiente_2014.pdf</a></td>
</tr>
<tr>
<td><strong>GIFT project: The Mersey Forest Plan</strong></td>
<td>UK</td>
<td>Green Infrastructure for Tomorrow - Together! (GIFT-T) is a European project to develop a bottom-up approach to sustainable land management. The Mersey Forest is working with partners in the UK, Belgium and the Netherlands to share approaches and develop best practice. The public consultation took place over an extended timescale, and involved asking the public how they felt about trees and woodlands in Merseyside, where they would like to see more trees planted, and locations where woodlands could be better managed. The campaign included both traditional marketing methods and innovative interactive mapping too. This information, together with an innovative geospatial mapping methodology, has provided an evidence base upon which to develop and implement local policy. The work has identified key areas for increasing woodland landscape connectivity that can assist not only in helping to reduce habitat fragmentation, but also provide a range of ecosystem services.</td>
<td><a href="http://www.merseyforest.org.uk/our-work/green-infrastructure/green-infrastructure-for-tomorrow-together/">http://www.merseyforest.org.uk/our-work/green-infrastructure/green-infrastructure-for-tomorrow-together/</a></td>
</tr>
<tr>
<td>Greek Agroforestry Network</td>
<td>Greece</td>
<td>This is a network for the friends of nature and the rural landscape. In Greece, traditional natural landscapes are diverse. They contain a large variety of plant species, herbaceous and woody, including cultural characteristics that man created during his long-term coexistence with nature. The main elements of these landscapes are the trees, which may be indigenous or cultivated, for timber or for fruits, and characterize the environment where humans live and activate. This website serves as a forum for exchanging information and holding open discussions for subjects related with conservation and maintenance of traditional agroforestry systems as well as the creation of new ones in a sustainable natural environment.</td>
<td><a href="http://www.agroforestry.gr/pages/?lang=en">http://www.agroforestry.gr/pages/?lang=en</a></td>
</tr>
<tr>
<td>Heritage Paths</td>
<td>UK</td>
<td>Heritage Paths is a project to collect, map, and share the range of ancient roads and pathways that criss-cross Scotland. Maps, a book, and local sinage have been produced to give people not only an indication of the paths, but also to introduce them to the history and heritage of the paths they are using.</td>
<td><a href="http://www.heritagepaths.co.uk/">http://www.heritagepaths.co.uk/</a></td>
</tr>
<tr>
<td>Hidden Places</td>
<td>UK</td>
<td>Hidden Places is a collaborative project between an environmental artist and an environmental biologist. It is a process-based investigation of place, which uses exploration, interaction, and recordings to discover and document hidden places.</td>
<td><a href="http://www.morrisonprose.com/gallery/fig_project.php?id=21">http://www.morrisonprose.com/gallery/fig_project.php?id=21</a></td>
</tr>
<tr>
<td><strong>Landscape Vision Drenthe Aa</strong></td>
<td>Netherlands</td>
<td>Development of a cultural and ecological biography of the Drenthe Aa valley through the collection of local history from residents.</td>
<td><a href="http://www.belvedere.nu/page.php?section=08&amp;kplD=5&amp;enlID=3&amp;kpID=600">http://www.belvedere.nu/page.php?section=08&amp;kplD=5&amp;enlID=3&amp;kpID=600</a></td>
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<td>Deliverable D 6.3</td>
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<tr>
<td><strong>Mapping Portee and Skye</strong></td>
<td>UK</td>
<td>An artist walks the landscape over a number of times and then produces maps from a number of sources including memory, existing maps, and from his notes taken on the walks. The artist describes his mapping work as plotting out cityscapes and landscapes “as they have been travelled through, lived in and remembered.” The result is a map that is both factual and perceptual, mapping the space and the place.</td>
<td><a href="http://atlasarts.org.uk/projects/mapping-portee/">http://atlasarts.org.uk/projects/mapping-portee/</a></td>
</tr>
<tr>
<td><strong>Mihai Eminescu Trust</strong></td>
<td>Romania</td>
<td>The Mihai Eminescu Trust (The MET) was founded in 1987 in London. In the beginning, the MET developed slowly, due to the inauspicious political context of the times. One of the first major interventions of the Mihai Eminescu Trust was a reaction to Ceausescu’s systemising plan endangering thousands of historically important Romanian villages.</td>
<td><a href="http://www.mihaieminescutrust.ro/en/">http://www.mihaieminescutrust.ro/en/</a></td>
</tr>
<tr>
<td><strong>One Hut Full</strong></td>
<td>UK</td>
<td>One Hut Full is a touring, multi-sensory, thought-provoking experience that explores the history of Dartmoor hill farming – inspiring hope, innovation and change for the future.</td>
<td><a href="http://onehutfull.org/">http://onehutfull.org/</a></td>
</tr>
<tr>
<td><strong>Open Air Art Museum at Pedvale</strong></td>
<td>Latvia</td>
<td>An open setting with a range of cultural and natural landscapes, with over 150 works of art that has been created during symposia, workshops and individual projects. It conceptually integrates artistic and cultural heritage, and is open to artists and visitors alike to explore, create and contribute.</td>
<td><a href="http://www.pedvale.lv/">http://www.pedvale.lv/</a></td>
</tr>
<tr>
<td><strong>Pogany Havas</strong></td>
<td>Romania</td>
<td>This project supports traditional agriculture and boosts farm incomes through training programmes and study tours for farmers, encouraging development of new dairy products, providing information about ecological farming and organic conversion, and helping farmers’ associations to increase the quality of their milk through ownership of milk collection and testing equipment. They are working with scientists and NGOs to catalogue and conserve the special animal and plant life of the region, especially in its wetlands and hay meadows. Also founded the Csic-Gyimes Naturpark, to run nature protection projects and to prepare and promote the area as an eco-tourism destination, and have produced an inventory of the most important examples of traditional village houses, and help to preserve the “village view” by encouraging people to restore their old houses, and through architecture competitions to design modern homes that incorporate traditional design elements and materials.</td>
<td><a href="http://poganyhavas.hu/">http://poganyhavas.hu/</a></td>
</tr>
<tr>
<td><strong>SAVE Foundation. Safeguard for Agricultural Varieties in Europe</strong></td>
<td>Switzerland</td>
<td>The SAVE Foundation is the European umbrella organization for the safeguarding of agricultural variety. Its mission is the conservation and promotion of genetic and historically important cultural variety in agricultural flora and fauna. Particular emphasis is placed on ensuring the survival of threatened breeds of farm animals and species of cultivated plants. SAVE Foundation links the work of non-governmental organizations throughout Europe.</td>
<td><a href="http://www.save-foundation.net">http://www.save-foundation.net</a></td>
</tr>
<tr>
<td><strong>Sperrins Gateway Landscape Partnership</strong></td>
<td>UK</td>
<td>Sperrins Gateway Landscape Partnership brings communities together to create a shared vision for the conservation and management of Sperrins landscape and heritage. A part of this visioning is the creation of a range of conservation, preservation and information projects for the area, as well as training local people in heritage skills and education.</td>
<td><a href="http://www.sperrinsgateway.com/">http://www.sperrinsgateway.com/</a></td>
</tr>
<tr>
<td><strong>Stones and Water</strong></td>
<td>UK</td>
<td>Stones and Water is an audio-walk that leads participants through the surroundings of Constantine Village, Cornwall. Guided by the stories of residents, one moves through the past, present, and future of the landscape, walking in their shoes and seeing the landscape through their eyes.</td>
<td><a href="http://stonesandwater.wordpress.com/">http://stonesandwater.wordpress.com/</a></td>
</tr>
<tr>
<td><strong>The Gathering</strong></td>
<td>UK</td>
<td>A National Theatre of Wales production that explores the annual cycle of sheep-farming. Participants move through the landscape on a 6km walking tour through performances and installations, inspired by the landscape, day to day life, its people, and its history.</td>
<td><a href="http://nationaltheatrewales.org/gathering-yr-helpa">http://nationaltheatrewales.org/gathering-yr-helpa</a></td>
</tr>
<tr>
<td><strong>Walls and Gardens</strong></td>
<td>France, Belgium, The Netherlands, and England</td>
<td>The purpose of the “Walls and Gardens” project is therefore to ensure the long-term conservation of this landscape and architectural heritage, while recognizing, and indeed reinforcing its potential for accessibility and everyday usage. It is based on joint methodological reflection and exchange of experience between partners.</td>
<td><a href="http://muraillesetjardins.eu/index.php/en/">http://muraillesetjardins.eu/index.php/en/</a></td>
</tr>
</tbody>
</table>
### The Unique Heritage of Modbury

This project uses a collection of historical records and photographs to create a timeline exhibition of the heritage of Modbury by nine historic topics. Alongside this exhibition specific sites of historic importance were identified in the town, and a heritage trail created. [http://www.modbury-heritage.co.uk/index.htm](http://www.modbury-heritage.co.uk/index.htm)

### The olive forest.

| Syn tis allis | Greece | The citizens of Gera, Lesvos, founded this non-profit organisation to preserve the olive forests of the region, and to contribute to the social and economic development of the region through olive production and agro/tourism. | [http://oliveforest.org/](http://oliveforest.org/) |
ANNEX 2: REPORT ON LOCAL STAKEHOLDER WORKSHOP – COLMENAR VIEJO

WP 8: Implementation of good practices on the ground

<table>
<thead>
<tr>
<th>Study Landscape:</th>
<th>Sierra de Guadarrama foothills, Colmenar Viejo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title of meeting:</td>
<td>The cultural and natural heritage of Colmenar Viejo: hints and experiences of restoration, conservation and promotion</td>
</tr>
<tr>
<td>Date of meeting:</td>
<td>1st October 2015</td>
</tr>
<tr>
<td>Location of meeting:</td>
<td>Colmenar Viejo, Pósito municipal (Calle del Cura 2, 28770 Colmenar Viejo)</td>
</tr>
<tr>
<td>Facilitator of meeting:</td>
<td>ELO (Clara Moreno de Borbón and Julianna Nagy), HERCULES (María García Martín), Municipality of Colmenar Viejo (Juan Compañ García)</td>
</tr>
</tbody>
</table>

1. Aim of the workshop

The aim of the workshop was to share and discuss with the participants:

- The importance of cultural heritage in the personal and social well-being
- Examples of heritage restoration to illustrate its complexity

This third workshop in Colmenar Viejo was once again organised in close collaboration with the municipal environmental technician Juan Compañ García. This time the workshop has been imbied in the events organised by HERCULES in Colmenar Viejo to celebrate the European Cultural Landscapes Day, which take part two days later.

In order to give continuity to the synergies between the objectives of HERCULES and the pro-environment and landscape activities programed in the municipality, the workshop has been held one day before the awards ceremony of the Colmenar Viejo photo contest. This year the municipality has chosen as a theme for the context “the Landscapes of Colmenar Viejo” to link this activity to HERCULES. In addition to that, the municipality has created a second price on ideas to make Colmenar Viejo more sustainable.

- 1st October 2015. HERCULES third workshop
- 2nd October 2015. Awards ceremony where María García Martín delivers one of the prizes as HERCULES representative in Colmenar Viejo. The photo contest is addressed towards internationally renowned photographers who have taken photos of Colmenar Viejo’s landscapes. The price is a trip to the Antarctica on a sailing boat. The aim of this contest is to promote Colmenar Viejo’s landscapes at an international level. People of Colmenar Viejo have also the chance of winning this trip if they participate in a contest that will choose the best environment protection idea.
- 3rd October 2015: Celebration of the European Cultural Landscapes Day in Colmenar Viejo. A 14 km march through the municipality along the Manzanares river to observe the industrial heritage. The walk is accompanied by explanations about this heritage by the experts that spoke in the 3rd HERCULES workshop in Colmenar Viejo.
2. Description of stakeholders participating in the workshop

Number of participants: 20

- The Mayor
- The Councillor for Environment
- Municipality’s Environment technician
- Municipality’s Culture technician
- Ciudadanos politicians
- IU politicians
- Forest officer
- Head of the Service of Conservation of the Tangible Landscape of the Autonomous Community of Madrid
- Member of the Guadarrama National Park
- Master student
- Members of Ferrovial, company that manages the gardens of Colmenar Viejo
- Cultural heritage restorer that has participated in the conservation of the heritage on Colmenar Viejo
- Members of a cultural archaeological heritage association (Equipo a de Arqueología)
- School teacher
- Hill walkers
- Citizens and Landowners from Colmenar Viejo

3. Issues and challenges raised

3.1. Short summary of the presentations (incl. external speakers)

HERCULES workshop was structured in 5 parts: 4 presentations and a short debate at the end.

Welcome words and support to HERCULES from the Mayor

Welcome to the participants, reiteration of HERCULES team gratitude to the Municipality, to the municipal environmental councillor Belén Colmenarejo García and technician Juan Compañ García for their support to HERCULES, and to the speakers.

1st presentation: Short introduction of HERCULES and the objectives of the local workshops. Short presentation of the Cultural Landscapes Day and its linkage to the European Heritage Day. Short definition of heritage and its importance for the personal and social wellbeing and place attachment. Importance of all these aspects to get people involved in the integrated management of the heritage as part of the landscape. (María García Martín)

2nd presentation: Compilation of the most important heritage conservation practices held in Colmenar Viejo in the last decades. Achievements, challenges and constraints faced. (Juan Compañ García)

3rd presentation: Description of the industrial heritage elements in Colmenar Viejo and suggestions to safeguard landscape values (Fernando Colmenarejo García)

4th presentation: The process of restoring an emblematic medieval bridge in Colmenar Viejo from the perspective of the head of the Service for the Conservation of the Tangible Heritage of the Autonomous Community of Madrid. Description of the complexity of the whole process, from the compilation of all licenses till the cooperation with other nature and heritage protection bodies.

Debate: the debate was taken to the venue where some food and drinks were served and it was held in different groups in a very relaxed ambience. The questions for the debate are:

- Heritage for whom?
- What makes an element in landscape heritage?
- Who should restore and maintain the heritage? What to do with the heritage that is not interesting for broader organisations but is for the locals?
- How to promote heritage?
3.2. Issues and challenges raised by participants

During the debate the following issues and challenges were raised:

- The problem of the conservation of dry stonewalls was raised again (it has already been mentioned in the first local workshop). This time it was also mentioned the bad practice of building high security wired fences that close the access to the landscape for people and animals.

- The problem of maintaining the restored heritage. Many times when the regional bodies restore heritage it is the duty of the local government to maintain it, but they many times do not have the capacity to deal with this.

- The problem of starting the restoration without concluding it because it damages the heritage. It is important to be sure that there are the means and the money to finish the restoration before anything is touched and left vulnerable.

- The problem of vandalism. Graffiti on the heritage.

- The problem of the involvement of multiple administrative and conservation bodies at many levels. It requires many time (years) and money to start restoring and conserving the heritage due to the various organisms that have to be coordinated and give licences.

- When the authorities want to act in some private heritages, the problem is to find the real owner. When you can’t find them is very difficult to restore and conserve the heritage, because you need their permission to act into it.

- The necessity of getting the Canal de Isabel II (public water organism) to collaborate and use their Foundation to restore the mills and fulling houses along the Manzanares River.

- The importance of heritage as a nexus between the people and their landscape. The importance of the mills and fulling houses along the Manzanares River to show young generation how a natural resource (water) can be used without destroying the environment.

- The importance of getting the active collaboration of all stakeholders affected by the restoration in order to make sure that it will succeed and have a long lasting effect.

4. Media coverage

- City council’s website: http://ecolmenarviejo.com/proyecto-europeo-de-investigacion-hercules/
- Cronica Norte (online newspaper): http://www.cronicanorte.es/colmenar-viejo-celebra-el-dia-europeo-de-los-paisajes-culturales/91880

5. Next workshop

At the end of the HERCULES project to discuss the results of the project with the people from Colmenar Viejo and write a report with suggestions for the municipality based in the debate.
ANNEX 3: REPORT ON LOCAL STAKEHOLDER WORKSHOP GRAND PARC MIRIBEL JONAGE

WP 6: Visioning for re-coupling social and ecological landscape components
Study Landscape: Grand Parc Miribel Jonage, Rhône-Alpes area
Title of meeting: Promote local food: labelling for the community
Date of meeting: January 22th, 2015, 9.00-12.00 am
Venue: Grand Parc Miribel Jonage
Location of meeting: Grand Parc Miribel Jonage, Salle de Séminaire
Facilitator of meeting: Frédéric Girod, Geneviève Girod, with SYMALIM and Intermède

6. Background

6.1. General photo of the study landscape

Grand Parc Miribel Jonage, Rhône-Alpes (France)
Upper Rhone of Lyon (45 ° 48'39" North 4 ° 56'18" East), in the Northwest of Lyon, France.
6.2. Main current issues in the study landscape

Grand Parc Miribel-Jonage is a suburban park with a mission on landscapes, where the role of farmers is essential. The park used to be a vegetable farmland, which remains in the area of Vaulx-en-Velin and Décines. 400 ha 16 are operated by contracted farmers, to which are added 100 ha operated directly by the GPMJ, mainly in cereals. Although animal farming is limited in the Park, an own breeding in the Park continues, with cows for maintenance of spaces and goats on dry grasslands.

Grand Parc policy is based on four pillars:
- Preserving drinking water of the agglomeration
- Preserving the natural heritage
- Allow flood control
- Raise awareness and educate

These pillars are reflected in three objectives:
- Value natural heritage
- Provide space and recreational tourism
- Keep an economy based on agriculture and forestry

6.3. Aim of the workshop

The aim was to have producers and distributors discuss organization of local food supply chain and biological agriculture, around implementation of label “Les Saveurs du GrandParc”.

The workshop was organized around two round table:

- **LW part I:** Sustaining short supply chain: how to match supply and demand?
- **LW part II:** What tools to promote short supply chain?

Before the workshop, preparation was organized through a series of interviews of the label partners.
7. Issues and challenges raised

7.1. Issues and challenges raised during preparation interviews

Stakeholders interviewed were all producers, processors or distributors partner of the label “Les Saveurs du Grand Parc”. They were questioned on items listed below:

- Nature of activity (production size, acreage, livestock, part of the activity for the Grand Parc, number of plates for restaurants, source of supply, from local products,...)
- Reasons for joining the Grand Parc initiative?
- Interest?
- Difficulties?
- Is the process economically viable?
- Possible arguments to convince other partners (open discussion)? What is the support given by the Grand Parc on these topics? What are additional expectations?

Stakeholders all have the will to develop and showcase local products but don’t share the same needs or the same expectations. The exchanges are synthesized in the table below.

<table>
<thead>
<tr>
<th>STRENGTHS</th>
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<tbody>
<tr>
<td><strong>1)</strong> Ability to promote local products during events organized on the Grand Park, Activities carried out to value local cultures from &quot;seed to plate&quot; on each Thursday of July.</td>
</tr>
<tr>
<td><strong>2)</strong> Help provided to realize innovative projects such as a local beer made from non-malted cereals, or small business on essential oils,</td>
</tr>
<tr>
<td><strong>3)</strong> High customer’s potential due to location.</td>
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<tr>
<td><strong>4)</strong> Social capital of stakeholder’s network to foster interactions and promote local products.</td>
</tr>
<tr>
<td><strong>5)</strong> Shared values on environmental and social issues, in a sustainable development logic.</td>
</tr>
<tr>
<td><strong>6)</strong> Farmland, re-use of cultivated land, Cereals processed locally and local products offered from organic farming.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEAKNESSES</th>
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<tbody>
<tr>
<td><strong>1)</strong> Difficulties in crop rotation management to avoid earth exhaustion.</td>
</tr>
<tr>
<td><strong>2)</strong> ILOZ is a newly created site and has not yet sufficient regular attendance.</td>
</tr>
<tr>
<td><strong>3)</strong> Lack of regular planning for meat supply that does not facilitate promotion of the product to the final customer; Seasonal business means it’s difficult to retain customers all throughout the year; the wish to favour fresh local products fails to offer customers the same menu choice on the full service.</td>
</tr>
<tr>
<td><strong>4)</strong> Lack of visibility of the label for customers (Charter of the label, do not repeat the mistakes of the &quot;homemade&quot; label); the current visibility and the number of identified products &quot;Saveurs du Grand Parc&quot; is not sufficient to share knowledge with the public.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1)</strong> Skilled stakeholders like Marion Moulin can support farmers from seed to transformation.</td>
</tr>
<tr>
<td><strong>2)</strong> Use the firm workers councils to promote the sale of Grand Parc products, Feed the school canteens with an offer of 20% of organic products in their menus.</td>
</tr>
<tr>
<td><strong>3)</strong> Promote new products. For example, the brewing process without malting step offers the possibility to produce beers with different cereals. Propose new organic varieties.</td>
</tr>
<tr>
<td><strong>4)</strong> Introduce cooking recipes with “Saveurs du Grand Parc” products. Propose dishes from fresh organic and local food in the choice of restaurant menus.</td>
</tr>
<tr>
<td><strong>5)</strong> Pool means of production.</td>
</tr>
<tr>
<td><strong>6)</strong> Open the sites to the public like the GAEC de la Garotière with a visit on the farm and its many animal breeds. Develop ILOZ attractivity and accessibility for pedestrian and cycles only.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1)</strong> The current supply chain of products labelled “Saveurs du Grand Parc” doesn’t balance loads for all partners. Need to reach a profitable volume for operating costs so that process can be viable.</td>
</tr>
<tr>
<td><strong>2)</strong> Vandalism on land from animals and men.</td>
</tr>
<tr>
<td><strong>3)</strong> Local products offer need restaurants to devote more time to the many suppliers. Lower cost price to the producer if the sale is made through an intermediary.</td>
</tr>
<tr>
<td><strong>4)</strong> Find enough agricultural land for the operation to be viable and sustainable.</td>
</tr>
<tr>
<td><strong>5)</strong> The banks lend more easily money on a technical investment than for the purchase of seeds. Some activities require high cash.</td>
</tr>
</tbody>
</table>
### 7.2 Issues and challenges raised during workshop session

According to the participants demand is now exceeding supply. Distribution opportunities are many, but encounter supply limitations due to certain constraints borne by producers. The exchanges are transcribed in the table below.

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) The approach at the origin of the ‘Saveurs du Grand Parc’ label is historical and deeply rooted. It started with the Woods tower festival, which hosts 17000 people, and wants to be an eco-festival, to give meaning to his action and generate stakeholders’ connections. The partnership has resulted in a search of local products, which continued with Grand Parc productions. After a first hemp cultivation for the production of oil, the second product delivered was honey with the installation of hives, and the accompaniment of draft beer with a local cereal production for Dullion Brewery. Then came a cheeses offer with the GAEC of Garotière. Ly'sentielles joined the process in 2013 with herbs. Moulin Marion, last independent miller, fits into the sector in 2014, and 2015 saw the arrival of the labelled organic meat production.</td>
<td>1) The Grand Parc is a common shared area, which generates tensions related to the multiplicity of uses.</td>
</tr>
<tr>
<td>2) The label ‘Saveurs du Grand Parc’ is based on a quality charter with 4 goals (protecting the environment, relocate the economy, enhance the territory, and create links between producer and consumer). It is a local approach that integrates economic and social issues.</td>
<td>2) The soil vocation is different depending on the plot, with great diversity. The water regulation, after years 1960-70 authorizes the cereal crop but not organic vegetable farming because historically vegetables require a lot of inputs. The use of flood lands in the park is also a risk for the farmer.</td>
</tr>
<tr>
<td>3) Grand Parc reaffirms its commitment to maintain economic activity with farmers as part of the 2030 vision, and to listen to producers: the 17 farmers on the Grand Parc can progress through 17 different models.</td>
<td>3) Direct sales (eg. sales at the farm) is a new retail business, which is not familiar to the producer. The need to move from producer to seller means ensuring diversity and continuity in production with a varied range of products. The multiplicity of products generates a need of surfaces.</td>
</tr>
</tbody>
</table>
| 4) Examples of pooling services exist, such as public irrigation management. | 4) Farming conditions in the peri-urban area become difficult to bear for farmers. The constraints include:
- Access to water, the presence of pests (wild boar, pigeon, crow),theft (theft of production and damage to the equipment), access to operations (the bridge on Jonage side are not suitable for the passage of farming vehicles, urban car driving in the park block the passages of farming machinery). |
| 5) The diversity of the public shows an interest and a shared understanding of the subject despite its difficulty. Although it takes time, everyone is working in the right direction. | 5) The model must be viable and liveable, and is possible only when the farmer is not alone on the farm. It is necessary to take into account the working time for production and sale. A study was carried out 3 years ago, which shows that the number of hours is doubled in organic farming. Regular mechanical weed control requires more time. Farmers also need to amortize the equipment invested in traditional culture. The price can therefore multiply by 3 (e.g. carrot pricing from 27 cents to 78 cents). |

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Short supply chain creates links between the urban and the agricultural world: urban want to see the farmer. Social ties can be maintained by limiting the number of intermediaries.</td>
<td>1) Urban no longer have agricultural roots and do not understand the constraints of the producer.</td>
</tr>
<tr>
<td>2) The market is here with the presence of 3-4 million customers nearby.</td>
<td>2) Acreage on the outskirts of the city fails to feed the need to feed all city inhabitants. The bio supply relies on producers from the west of Lyon who have small areas, and there is a need for large volumes. Experience exists, works and progresses, but stumbles on a shortage of supply.</td>
</tr>
<tr>
<td>3) The means of distributions exist through AMAP, direct farm sales, markets. The organic network is being structured with several examples:</td>
<td>3) The concept of short supply chain is sometimes misleading and can generate hidden additional energy costs with the multiplication of small trips.</td>
</tr>
<tr>
<td>- Bio A Pro platform is organized around 110-120 institutions for 400 clients, mainly in catering, employs four employees and generates a turnover of € 1.1 million,</td>
<td>4) The solidarity dimension must not be forgotten with the need for access to food for all. Its non-inclusion is also a public health issue (e.g. people with low median income are statistically the most submitted to anti-diabetic treatments according to the planning agency).</td>
</tr>
<tr>
<td>- The ARDAB, which relies on a network of stores, and the platform The clear life and prospects with Bicoop shows that the potential and opportunities panel is very wide,</td>
<td>5) Changing habits requires reflection, intellectual and technical process, it takes time.</td>
</tr>
<tr>
<td>- Jons’ town hall has made a building available from farmers. The Consignment ‘Farm Croq’ has been working very well for 3-4 years,</td>
<td></td>
</tr>
<tr>
<td>- There would be a potential for a hall in Beynost, subject to supply.</td>
<td></td>
</tr>
<tr>
<td>4) It is not mandatory to grow only organic vegetables; enhancing grain in sustainable agriculture is possible.</td>
<td></td>
</tr>
<tr>
<td>The Bio ‘Mieycylette’ bakery, which supplies ‘Nature et Découverte’, is interested to work with Grand Parc, on old varieties of wheat and seeds (sunflower-wheat-Lin). Moulin Marion may propose seeds, as well as consulting and support in addition to the milling activity. An outlet is also possible with the canteen of Grand Lyon Metropolis.</td>
<td></td>
</tr>
<tr>
<td>5) Bridge construction project on Ain side can incorporate constraints for passage of farm machinery.</td>
<td></td>
</tr>
</tbody>
</table>
7.3 Proposition for further action Plan

Exchanges show the creation of a dynamic, "we must dare," "daring, it takes shape," "need to change the system." The Grand Parc is reaffirmed as an experimental territory for social or societal innovation with a number of perspectives, on which to build action plans:

1) Enlarge the short supply chain concept valuing the intermediate, with acceptance of possible additional intermediates, while ensuring the maintenance of social bonds, favouring and valuing PROXIMITY: local production rather than short supply chain. The short supply chain does not contain any (or only one) intermediate, but direct sales does not necessarily mean short distances. Local supply chain refers to a geographical proximity between producer and consumer but can integrate intermediates. SUPPLY CHAIN is essential to confront economic reality and its optimization is a major issue, pooling tools to simplify the producers’ lives.

2) Keep the ANCHOR on CEREAL in the park with the development of organic hard wheat sector.

3) Increase the range of products offered. Consider a LEGUMES chain for human consumption (lenses) on the Grand Parc, matching with cereals, in answer to a request for catering.

4) Do not remove maize production but prevent soil exhaustion avoiding mono-specific crops several times in a row. Study and promote crop rotation on the Grand Park with the help of the ARDAB.

5) EDUCATE consumers to seasonality, educate urban to respect the work of farmers. Support education in ILOZ center. Develop a culture of commodities that can be used in the family kitchen.

6) Develop SOCIAL dimension with the valuation of proximity. Connect the consumer to diet requires a collective reflection, with a recovery in-between, maintaining social values and proper distribution of added value. Study the building project for the sharing of production on the region, with an outlet to ILOZ. Facilitate exchanges between stakeholders.

7) COMMUNICATE, exchange, meet the need to explain, pedagogy with producers to spread like wildfire, discuss practices and pool. The agro-environmental and climate project is a communication opportunity. This refers to the scope of political action at the Grand Parc inter-territoriality, and the east-west paths. It is necessary to work together to think about the scale of the east of Lyon. The planning agency has its objective to better integrate side agricultural issues. The brand Taste of Grand Park is a vector on the east of Lyon. Communicate outlets (or restaurant) where you can find the products’ flavours of the great park.

8) Develop sales of labelled products to achieve an economically viable volume. Study the delivery of labelled products at regular dates for better distribution.

8. Current examples of interesting or best practice

Interesting or best practices are summarized in the STRENGTH part of table above.
Annexes:

a) Workshop agenda

- 9h00 à 9h15 Coffee
- 9h15 à 9h45 Introduction around « Les Saveurs du Grand Parc » progress
- 9h45 à 10h45 Round table I Sustaining short circuits: how to match supply and demand?
- 11h00 à 12h00 Round table II What tools to promote short circuits?
- 12h00 à 12h15 Synthesis
- 12h15 Local biological meal

b) Picture of the group