



# Sustainable Futures for Europe's Heritage in Cultural Landscapes:

Tools for understanding, managing, and protecting landscape functions and values



Photo: Berta Martín López



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# HERCULES Vision



**HERCULES** seeks to empower public and private actors to protect and sustainably manage cultural landscapes that possess significant cultural, socio-economic, historical, natural and archaeological value, at a local, national and Pan-European level.

- Nature conservation, biodiversity, wildlife
- Localised food production
- Localised renewable energy supply
- Rural livelihoods improvement
- Regulation and maintenance services: Climate, water, soil
- Natural/cultural/rural tourism
- Outdoor recreation for local people
- Aesthetic values, scenery
- Cultural heritage, history, memory
- Sense of place, local identity, personal fulfilment
- Improvement of social well-being, social fulfilment
- ...

# Landscape labeling: Concept and potential benefits



## Definition (Ghazoul et al. 2009)

- Landscape labelling integrates existing „Payments for Ecosystem Services“ ideas with concepts of product differentiation through certification and labelling applied at landscape level (p. 1890)

## Benefits

- Fosters the provision of bundles of ecosystem services from landscapes
- Delivering benefits of payments for ecosystem services to all stakeholders through social and infrastructural investments
- Providing an easy accessible format at national and international level

## Characteristics

- Entire landscape as quality product
- Inclusive, participatory, fosters inter-sectoral cooperation
- Reduced transaction costs
- Market recognition (=> also inclusion of non-market values)

# Landscape labelling: Examples and relevant policy arenas



## Elements of landscape labels:

- Biosphere Reserves
- Community institutions for water management
- Geographic Indications
- Forest Stewardship Council
- Organic certification

## Policy arenas

- Geographic indications
- Organic production
- European Landscape Convention
- UNESCO Man and Biosphere
- Sustainable Development Goals

# Workshop aims

- to discuss the potentials of labelling approaches for sustainable landscape development from various perspectives
- to share ideas on, and experiences with landscape labelling approaches and financing in the European context, and to discuss ways forward

# Overview over workshop



- 14:00-14:10 Welcome and introduction by Tobias Plieninger, HERCULES Project Coordinator, Department of Geosciences and Natural Resource Management, University of Copenhagen
- 14:10-14:30 Keynote: The potential of labelling in landscape management by Carsten Mann, Head of Governance and Innovation Research Unit, Center for Technology and Society, Technische Universität Berlin
- 14:30-15:30 Examples of labels with potential in landscape management
- Peggy Dieryckxvisschers, Quality Policy Officer, European Commission, DG Agriculture and Rural Development, Unit B.3 Quality Policy
  - Heli Siitari, Wildlife Estates Label Finland
  - Carol Ritchie, Executive Director, EUROPARC Federation
  - David Shiel, AONB Senior Countryside Officer, Clwydian Range and Dee Valley Area of Outstanding Natural Beauty
- 15:30-16:00 Discussion

Priority questions for  
the science, policy and  
practice  
of Cultural Landscapes  
in Europe



# Background

- There is still a lack of a shared agenda between the science, the practice and the policy of landscapes management, which hinders the design of sustainable landscape management.
- A priority question exercise will help to find the common ground in the landscape agenda through the identification of the most relevant questions for the science, the practice and the policy of Landscapes in Europe.

# How can you contribute?

- We would like to invite you to participate in a simple prioritization exercise to value what answers to the questions would be more relevant for your work in land management in Europe.
- We will send you an email with detailed information and a set of questions which you may have to value in a scale from 1 (a crucial question for your work) to 4 (an irrelevant question for your work).
- Reply period: **15th June-15th of July**

# After your contribution

- After we receive all your contributions we will process the different priorities coming from different actors (scientist, policy makers and practitioners) of landscapes in Europe and we will come up with a shared agenda of priority questions.
- Your contribution will be acknowledged and the results are planned to be published in July 2017 in a Special Issue of „Landscape Ecology“.