



HERCULES

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

GA no. 603447

D8.4 Report on on-the-ground training and demonstration activities

Authors:

Geneviève Girod, Kathrin Trommler, Krista Karro, Thanasis Kizos, Thomas Bal, Maria Garcia Martin, Koen Tieskens, Brian James Shaw

Reviewers: Steven Shuttleworth, Laurence Le Du-Blayo

Work package	WP 8 Implementation of good landscape practices on the ground			
Deliverable nature	Report			
Dissemination level (Confidentiality)	Public			
Estimated indicated person-months	11			
Date of delivery	Contractual	31/11/2016	Actual	02/12/2016
Version	1			
Total number of pages	68			
Keywords	Cultural Landscape Days, Landscape assessment, Landscape Ecological Diagnostic, Local workshops			

Executive summary

This deliverable reports on performance of on-the-ground training and demonstration activities organised with landscape users. It is part of work package 8 in the HERCULES project which aimed at the implementation of good landscapes practices on the ground. In order to integrate stakeholders at study landscape level, one task was to perform on-the-ground training and demonstration activities with landscape users in the HERCULES study landscapes. This deliverable 8.4 gives an overview on all demonstration activities performed and elaborates on the experiences made. This report draws on the Cultural Landscape Days' initiated by HERCULES to celebrate landscapes to foster its values, functions and services with landscape practitioners and the larger public. These events were linked to the successful European Heritage Days initiative of the Council of Europe and the European Commission, wherever possible.

The deliverable includes three entries. First, it aims to sort and summarize demonstration activities attached to each study landscape upon the work packages they were mainly related to. Second, it includes minutes from last series of local workshops that had not been reported in D6.3 due to the schedule. The third step is a report on Cultural Landscape Days organisation in each of the five study landscapes. All material from these is also available directly on HERCULES Knowledge Hub (<http://labs.kh.hercules-landscapes.eu/widgetCLD.html>).

Table of contents

<u>EXECUTIVE SUMMARY</u>	2
<u>ABBREVIATIONS</u>	4
<u>LIST OF FIGURES AND TABLES</u>	5
<u>1 INTRODUCTION</u>	6
<u>2 REPORT ON LAST SERIES OF LOCAL WORKSHOPS AND STAKEHOLDERS' RELATED ACTIVITIES IN STUDY LANDSCAPES</u>	8
2.1 OVERVIEW OF LOCAL WORKSHOPS ORGANISATION	8
2.2 REPORTS ON LAST SERIES OF LOCAL WORKSHOPS	10
2.2.1 LESVOS (GREECE).....	10
2.2.1 MODBURY, SOUTH WEST DEVON (UK)	11
2.2.2 KODAVERE (ESTONIA).....	13
2.3 RELATED DEMONSTRATION ACTIVITIES IN THE STUDY LANDSCAPES	15
<u>3 GUIDELINES AND TOOLS FOR LANDSCAPE MANAGEMENT</u>	18
3.1 KNOWLEDGE HUB TESTING	18
3.2 LANDSCAPE MANAGEMENT ASSESSMENT	19
3.3 LANDSCAPE ECOLOGICAL DIAGNOSTIC	20
<u>4 CULTURAL LANDSCAPE DAYS</u>	22
4.1 GRAND PARC MIRIBEL JONAGE (FRANCE), 2014	23
4.2 MODBURY, SOUTH DEVON (UNITED KINGDOM), 2014	26
4.3 VOOREMAA AND KODAVERE (ESTONIA), 2015	29
4.4 COLMENAR VIEJO (SPAIN), 2015	32
4.5 LESVOS (GREECE), 2016	37
<u>5 CONCLUSION</u>	40
<u>REFERENCES</u>	42
ANNEX I: RESPONDING TO LANDSCAPE CHANGE: STAKEHOLDER PARTICIPATION AND SOCIAL CAPITAL IN FIVE EUROPEAN LANDSCAPES	43
ANNEX II: GUIDE TO CULTURAL LANDSCAPE DAYS	62

Abbreviations

ABM :	Agent Based Model
CLD :	Cultural Landscape Day
CS :	Conservation scenario
EHD :	European Heritage Days
GIS :	Geographic Information System
GPMJ :	Grand Parc Miribel Jonage
ISO :	International Organization for Standardization
KH :	HERCULES Knowledge Hub
LS :	Liberalization scenario
LW :	Local workshop
SL :	Study landscape
PP GIS:	Public Participation Geographic Information System
WP :	Work package

List of figures and tables

Fig. 1 – HERCULES study landscapes of work package 8, as displayed on the HERCULES Knowledge Hub.....	6
Table 1 – List of HERCULES local workshops in five study landscapes	9
Fig. 2 – Discussions on the future of the landscape, Lesvos, 21 April 2016.....	11
Fig. 3 – Discussions on the future of hedgerows, South West Devon, 5 May 2016	13
Fig. 4 – Riverboat “Jömmu”.....	15
Table 2 – Demonstration activities related to work package research	15
Fig. 5 – Declining Sustainable issues and purposes on HERCULES Labs.....	19
Table 3 – List of the Cultural Landscape Days linked or not to European Heritage Day	22
Fig. 6 – Cultural Landscape Day in Grand Parc Miribel Jonage: Presentation of HERCULES Knowledge Hub.....	24
Fig. 7 – HERCULES in the agenda of European heritage day (fête de l’automne) in Grand Parc Miribel Jonage.....	24
Fig. 8 - Media coverage on European Heritage Day in Grand Parc Miribel Jonage (fête de l’automne) joined by HERCULES	25
Fig. 9 – Cultural Landscape Day in Modbury: Documentation on the Knowledge Hub	27
Fig. 10 – Cultural Landscape Day in Modbury: Open walk focussing on cultural importance of trees in landscapes I	27
Fig. 11 – Cultural Landscape Day in Modbury: Open walk focussing on cultural importance of trees in landscapes II	28
Fig. 12 – Cultural Landscape Day in Modbury: Evening lecture on “The Heritage of Trees”	28
Fig. 13 – Cultural Landscape Day in Kodavere: Krista Karro presenting archaeological heritage	30
Fig. 14 – Cultural Landscape Day in Kodavere: Presentation of the ABC-book.....	30
Fig. 15 – Cultural Landscape Day in Kodavere: Documentation on the Knowledge Hub	31
Fig. 16 – Cultural Landscape Day in Colmenar Viejo: Route of the guided heritage walk.....	33
Fig. 17 – Cultural Landscape Day in Colmenar Viejo: Manzanares River	34
Fig. 18 – Cultural Landscape Day in Colmenar Viejo: Colmenar Viejo’s landscape experts guiding the route.....	35
Fig. 19 – Cultural Landscape Day in Colmenar Viejo: Grajal Dam as industrial heritage	35
Fig. 20 – Cultural Landscape Day in Colmenar Viejo: The participants	36
Fig. 21 – Cultural Landscape Day in Colmenar Viejo: Documentation on the Knowldege Hub	36
Fig. 22 – Cultural Landscape Day in Lesvos: Pages of the booklet of children’s “My favorite landscape” drawings.....	38
Fig. 23 – Cultural Landscape Day in Lesvos: “My favorite landscape” exhibition	39
Fig. 24 – Culture as sustainability factor in a bioeconomical vision	40

1 Introduction

The objective of work package (WP) 8 was to integrate stakeholders at study landscape level into the project. Particular aims were to:

- organise stakeholder participation and workshops in HERCULES at the level of five selected study landscapes, which went on all throughout the project,
- create cohesive guidance for small and medium-sized enterprises (SMEs), associations of citizens, public authorities, and agencies which will help identify and empower traditional skills and knowledge on cultural landscapes, which was reported in Deliverable D8.2,
- test and demonstrate the HERCULES *Knowledge Hub for Good Landscape Practices* (KH) with landscape practitioners on the ground, which was reported in Deliverable D8.3,
- perform on-the-ground training and demonstration activities framed around Cultural Landscape Days (CLDs) organised with landscape users, which is included in this deliverable.

The five WP8 study landscapes are located in Lesvos (Greece), South West Devon (United Kingdom), Sierra de Guadarrama foothills with the municipality of Colmenar Viejo (Spain), Vooremaa and Kodavere parish (Estonia), and Grand Parc Miribel Jonage (GPMJ) (France).

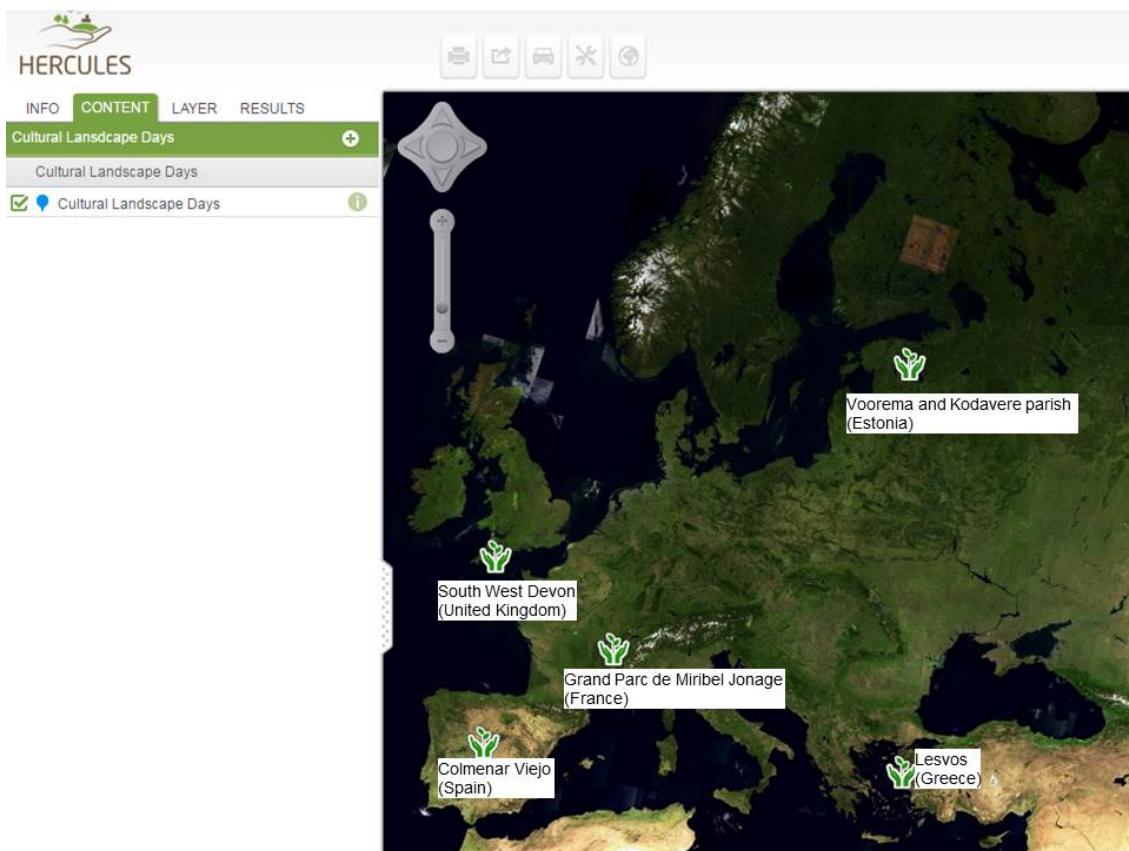


Fig. 1 – HERCULES study landscapes on the HERCULES Knowledge Hub

Detailed descriptions of these study landscapes are presented in the previous deliverable D3.1, and available on the HERCULES Knowledge Hub (<http://kh.hercules-landscapes.eu>).

This deliverable report has three elements:

- First, it aims to summarize the demonstration activities that were attached to each study landscape, link to the WP to which they were mainly related to.
- Second, it reports on the last series of local workshops undertaken as part of the HERCULES project that have not been reported in D6.3 because of the scheduled timeframe for producing that report which did not allow the final workshops to be reported then.
- Third step, the deliverable includes a report on the organization of the ‘Cultural Landscape Days’ held in each of the five study landscapes used in WP8. All the material from these events is also available directly on the HERCULES Knowledge Hub.

2 Report on last series of local workshops and stakeholders' related activities in study landscapes

2.1 Overview of local workshops organisation

The main goal of the WP8 activity is to link research with practice, while making the public as well as authorities, various organisations, 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 organised 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 methodology for the local workshop organisation was described in D8.1. Three series of local workshops (LWs) were organised in five study landscapes (SLs) (Table 1).

Table 1 - List of HERCULES local workshops in five study landscapes

SL/ Place	Title or issue	Date of LW	Reported in
South West Devon (Modbury), UK	Cultural Heritage and Landscape Workshops with practitioners	Winter 2013/2014	D8.2
Colmenar Viejo, Spain	Diálogo para promover el paisaje: Relación entre el paisaje y el bienestar humano	6 October 2014	
Lesvos, Greece	Present and future of olive cultivation and its landscape: Landscape protection and integrated management of olive plantations on Lesvos	6 October 2014	
Vooremaa and Kodavere parish, Estonia	A Dialogue for Landscape Action: Linkages between landscape and cultural heritage preservation in Kodavere	21 October 2014	
Grand Parc Miribel Jonage, France	Geopedia or 'Knowledge Hub' on Grand Parc Miribel Jonage: Which content for what use?	16 December 2014	
South West Devon (Modbury), UK	Heritage in Cultural Landscapes	16 January 2015	
Grand Parc Miribel Jonage, France	Extended functions of Geopedia or Knowledge Hub on Grand Parc Miribel Jonage: potential and limits	22 January 2015	
Lesvos, Greece	Integrated Management Protocol for the production of olives in Lesvos, Greece	8 March 2015	
Vooremaa and Kodavere parish, Estonia	Heritage-related activities in Kodavere parish: how to most effectively protect cultural heritage?	2 April 2015	
Colmenar Viejo, Spain	Good landscape practices: How to preserve our landscapes?	10 April 2015	
Colmenar Viejo, Spain	Good landscape practices: The cultural and natural heritage of Colmenar Viejo: hints and experiences of restoration, conservation and promotion	1 October 2015	D9.3
Grand Parc Miribel Jonage, France	Promote local food: labelling for the community	20 November 2015	
Last series			
Lesvos, Greece	Validation of an Agent-Based landscape change Model	21 April 2016	D8.4
South West Devon (Modbury), UK	What 'should' the future landscape of Devon be like?	5 May 2016	D8.4
Vooremaa and Kodavere parish, Estonia	We shape the landscape – landscape shapes us	28 May 2016	D8.4

Three remaining local stakeholder workshops were carried out in spring 2016. Their aims were both to report from ongoing HERCULES research results, and to include stakeholders into further thinking as for example in Lesvos and South Devon around the future of their landscape.

2.2 Reports on last series of local workshops

2.2.1 Lesvos (Greece)

Context

Gera is located in the southeastern part of Lesvos, next to the Gulf of Gera. It contains a group of low populated villages (namely Mesagros, Papados, Skopelos, Palaokipos, Plakados and Perama) that share an olive tree-dominated landscape, characterized by traditional farming practices. The workshop took place in “Polykentron”, an event center in Papados village where participants and local stakeholders had easy access, on 21 April 2016.

The objectives of this workshop were (a) to inform participants about the research findings of the 2015 HERCULES fieldwork, namely interviews with farmers and tourists about farm characteristics, farmland characteristics and management, decision-making behaviour and individual/sectorial future prospects, (b) to present the model of landscape change in Gera, exploring alternatives for the next 25 years and (c) engage participants and local stakeholders in two activities discussing research outcomes.

Summary

Firstly, HERCULES researchers welcomed the participants and made a short summary of the workshop’s aims and agenda. After this introduction, HERCULES programme activities in Gera were presented, namely (a) the results of the recording and mapping of landscape values of Gera landscapes from local people (PP GIS exercise), (b) landscape change in Gera and farming practices of olive cultivations and (c) the Integrated Management protocol for olive trees and its application.

The PP GIS results regarding land use change modeling in Gera were also presented, ahead of the different scenarios yielded by Agent-Based Modeling with the participants, aiming to improve research findings.

A discussion followed with local stakeholders concerning the landscape values of olive cultivations and how they can be reclaimed, then the topic of additional activities related to olive plantations such as hiking trails and agritourism in our study landscape. Furthermore, a presentation was held by Alexandros Tzimos, focusing on the mapping of hiking trails in the municipality of Gera, while two external speakers, P. Karavatakos and K. Artakianos, talked about different strategies of reclaiming olive plantations’ values in Lesvos.

Finally, after an open conversation concerning the application of Integrated Management protocol for olive cultivations and its adaptation to the needs of local farmers, Thanasis Kizos concluded the workshop addressing future actions.



Fig. 2 – Discussions on the future of the landscape, Lesvos, 21 April 2016

Results

In Lesvos, some of the participants were residents who have completed the PP GIS questionnaire and the workshop facilitated them to understand the application of WP5 Agent Based Modeling and its results. The PP GIS results regarding land use change modeling in Gera were presented at the local workshop, and the different scenarios yielded by Agent-Based modeling were discussed with the participants, to improve research findings.

2.2.1 Modbury, South West Devon (UK)

Context

South West Devon, an area characterized by mixed agricultural systems of pastures, arable fields and woodlands, is often hailed for being the example of the traditional British cultural landscape of small pastoral fields bounded by the typically British hedgerows. This is a prime reason why the area has been selected as a HERCULES case study area.

Scale enlargement and intensification threaten the hedges that shape the cultural landscape of Devon. Although regulations explicitly forbid removal, the total length of hedgerows in the UK declined with 6% from 1998 to 2007. The two main reasons for this decline are either the total lack of management (upon abandonment) or improper management (upon scale enlargement), such as too frequent cutting, both leading to deterioration of the quality as a habitat for wildlife and the cultural historical value of it.

The key to understanding such a local process of hedgerow decline is often in the knowledge and behavior of local land managers and practitioners. The workshop was organized on 5

May 2016 and aimed to discuss the future of the landscape, present preliminary findings of a landscape modeling study based on academic literature and government reports, and construct a preferred future scenario.

Summary

Stakeholders were consulted during a one-day workshop where we used back casting to identify favourable outcomes of landscape change, using outcomes of an Agent Based Model (ABM) that illustrate how the landscape in Devon could look in 30 years in a Liberalization scenario (LS) and a Conservation scenario (CS). The workshop was attended by 15 participants, ranging from conservation professionals to local farmers. The workshop consisted of three parts:

In a first session, the stakeholders identified the most important landscape functions of South West Devon. We (i.e. Hercules team) first explained eight different landscape functions that we used for this study (see figure 1 for eight functions). After this the stakeholders individually ranked the landscape functions from most important to least important by sticking post-its to posters of the landscape functions. We summarized the results during the break to discuss it later in the third session.

After this exercise we showed and discussed the model outcomes. To feed the discussion we presented preliminary findings of a survey amongst 75 land managers and model results of future hedgerow change in two scenarios: a LS where government subsidies and policies were limited and a CS with more subsidies and market regulation. This discussion was used to validate assumptions made in the landscape change modelling and simultaneously discuss the outcomes of the two scenarios. This session lasted 60 minutes of which 30 were used to present the model and the remainder for discussion.

In a third session, three breakout groups of stakeholders each formulated an own scenario to realize the landscape goals that were set during the first session. Each group of stakeholders presented their suggestions for a scenario of future policy. These scenarios were then discussed with all other stakeholders. A selected scenario, co-designed with the workshop participants, was then parameterized and analysed in the ABM.

Results

The Agent-Based Modeling method proved to be a very useful tool to communicate outcomes and provided a platform for discussion among a diverse group of stakeholders, leading to an integrative negotiation process where definitions and solutions for shared problems could be formulated. Explicitly stating landscape goals helped to integrate the perspectives of different stakeholders and facilitated a structured discussion for future landscape policy. This work found that conservation professionals, local policy makers and land managers all agreed that the hedgerows of Devon are indispensable to the character of the local landscape. They form key habitat corridors for a sustainable population of various unique species while simultaneously forming the quintessential character of the Devon landscape. All stakeholders thought that it was desirable and were willing to conserve these typical features of the Devon landscape. However, in practice, land managers will not be able to maintain current hedgerow quality without financial incentives, leading to further deterioration and even disappearance of hedgerows.



Fig. 3 – Discussions on the future of hedgerows, South West Devon, 5 May 2016

2.2.2 Kodavere (Estonia)

Context

This study landscape lies on the Western edge of Estonia, by Lake Peipsi, which is the border lake between Estonia and Russia. The landscape is almost completely rural, only a few town-like villages exist. The habitation is sparse, in dispersed villages. This landscape region is interesting because it includes the lowlands of Lake Peipsi, the clayish-sandy agricultural soils of the southeastern Estonian plain, and relic land forms (elongated drumlins) left by the regressing ice cap. With the location by the lake system of Peipsi and Pskov it has been touched by the cultural influences of many passers-by who sailed along the lake system and made this landscape culturally and naturally diverse.

Summary

The aim of the last workshop in this study landscape was to conclude the previous ones and explain once again why we chose this landscape as one of the study landscapes for the project HERCULES. It took place on 28 May 2016, on a historical river/lake boat on Lake Peipsi, where we rode from the estuary of River Great Emajõgi to Kallaste, which is one of the harbors on the western coast of the lake.

With an overview of what we have been doing in the course of the project, in particular from the interviews conducted in the area (about the home landscapes of the interviewees), but also from the mapping project, the presentations were to explain how the landscape changes people and people change landscape. That it is not just people changing landscape, but

landscape as such changes and challenges people who live there. A boat ride on Lake Peipsi (where even the most seasoned seamen get seasick) seemed an appropriate location to demonstrate landscape challenges as riding on the lake by boats has been one of the most important activities in the past in that area.

Results

The Estonian local workshop introduced a discussion about ancient harbor sites on the western shore of the lake, which was the subject of WP2's analysis of the long-term history of the area. Feedback was collected from the boat men who talked about the importance of local knowledge about currents and winds in terms of being able to sail to and stop at different places. One of the main issues raised during the boat ride was, of course, living by the fourth biggest lake in Europe that appears almost like an inland sea such as the Baltic Sea. Deriving from that, boatride rules and conditions may be a little different in the Baltic Sea and Lake Peipsi than they are for example in the North Sea.

Waterway from the Baltic Sea (Finnish Gulf) to Lake Peipsi designed important historical trading centres during Viking Age and early Medieval period, and passed the city of Tartu, which used to be the most important trading centre of South-Estonia. In Kodavere, north of Tartu, archaeological material from 10th century onwards refers to some regional contacts in that area. The topography and location of archaeological sites also refers to landing sites that were important places in the landscape. The use of the lake and small inland water bodies has remained, but the landing sites have changed locations due to the land upheaval and the rise of the water level of Lake Peipsi. WP2 work tried to locate those older landing sites and see how settlement pattern has changed since the beginning of the end of the first millennium AD, and even look into the possible settlement pattern of the whole first millennium AD. To do that, it was very important to collect the knowledge of present-day seamen who know the essence of Lake Peipsi from the lake, not from the land. And although this experience may not be too special compared to seaman experience in other maritime countries, it helped to study the past of the landscape.

Therefore, the workshop in the lake gave an experience of how it was to pass quite a short way by the lake (about 20 km) with quite high waves and wind in a nutshell-like shape boat. As the wind was not from the "right" direction, it took very long time to pass that 20 km, and moving towards a harbor took a lot of effort from the sailors, and was a real Medieval experience.



Fig. 4 – Riverboat “Jõmmu”, Kodavere, 28 May 2016

2.3 Related demonstration activities in the study landscapes

As diverse cultural backgrounds were observed in the study landscapes, cultural diversity gave input to one or several research topic according to the study landscapes. Demonstration activities were conducted in each study landscapes according to the work package (WP) they were related to, according to Table 2.

Table 2 – Demonstration activities related to work package research

SL	WP2 (Studying long-term landscape change)	WP3 (Landscape-scale cast studies – short-term history)	WP5 (Fine- and broad-scale modelling of the future)	WP6 (Visioning for re-coupling social and ecological landscape components)	WP7/WP8 (Development and testing of Knowledge Hub/Implementation of good landscape practices on the ground)
South West Devon (Modbury), UK		PP GIS D3.5	Stakeholder discussion on the future of hedgerows D5.3	Contribution to landscape assessment matrix input D6.4	CLD report on KH
Colmenar Viejo, Spain		PP GIS D3.5		Contribution to landscape assessment matrix input D6.4	CLD report on KH
Lesvos, Greece		PP GIS D3.5	Stakeholder discussion on the future of landscapes D5.3	Contribution to landscape assessment matrix input D6.4	CLD report on KH
Vooremaa and Kodavere parish (Alatskivi) Estonia	Introduction on long-term history of arbor sites D2.3	PP GIS D3.5		Contribution to landscape assessment matrix input D6.4	CLD report on KH
Grand Parc Miribel Jonage and enlarged Rhône-Alpes area, France				Contribution to landscape assessment matrix input D6.4 Landscape assessment pilot test in GPMJ	Local skills and knowledge input on KH (D8.2) Knowledge hub testing activities (D8.3) CLD report on KH

Stakeholders have been also involved in other aspects of HERCULES work, such as WP3 (Landscape-scale cast studies – short-term history) and WP5 (Fine- and broad-scale modelling of the future). Reports on those activities are described within the deliverables of the WP they are related to, and are summarized in table 2.

In four of the five WP8 study landscapes (Alastkivi, Colmenar Viejo, Gera (Lesvos), Modbury) residents were surveyed using WP3 Public Participation GIS methods and were asked to map the places where they perceive ten different landscape values (aesthetics, personal fulfilment, social fulfilment, existence, culture, nature, regulating ecosystem

services, outdoor recreation, local production, and harvesting). The results were presented on the KH under the theme "[Landscape values perception using Public Participation GIS](#)".

Supplementary, the outputs of all local workshops helped to build D6.4 *Report on innovative strategies and prioritised set of recommended policy measures*. Within each of the five study landscapes we witnessed interactions between the different stakeholders and gained insights on how social capital affected landscape change. We found that despite differences, similarities emerged concerning the interplay between "expert" and "local" knowledge and between perceptions of "insideness" and "outsideness". Key similarities included for example abandonment and overgrowth of agricultural lands, together with the loss of local knowledge.

Social capital plays an important part, as it provides the template for personal and collective evaluation of landscape changes and who and how to manage these changes. These findings were important to developing in-depth insights on the dynamics and values of cultural landscapes, and on people's visions for re-coupling social and ecological components in cultural landscapes and translating them into policy and management options (Kizos et al., in review, Annex I).

3 Guidelines and tools for landscape management

3.1 Knowledge Hub testing

Context

As GPMJ and the enlarged Rhône-Alpes area were not included in the WP3 sample on PP GIS, two local workshops were set up which were dedicated to test KH, as reported in D8.3. A collection of data about good landscape practices was also saved on the KH, within a special section available for SMEs. Each practice collected through T8.2 was presented on one page, which corresponds to one point on the map and includes an additional description for each site, which corresponds to the layer description on Knowledge Hub.

Summary

To help identify the good practice examples, layers of information were organised by two themes. The first theme was built around the twelve issues defined in D6.4 (governance, education, innovation and creativity, health, culture and identity, living together, economy through sustainable production and consumption, place of living and working, safety and security, community infrastructure, mobility, and biodiversity and ecosystem services. The second was built around the six sustainable purposes (attractiveness, social cohesion, well-being, preservation and improvement of the environment, resilience, responsible resources use). Each layer contains several examples of good practice.

Results

Foremost objection in the use of the KH, was its usability for non-GIS experts: users without GIS background could not exploit all the functionalities implemented in web GIS application due to lack of expertise and knowledge. In order to bring KH closer to such public, the “Labs – explorers to KH” have been implemented and made accessible through a dedicated web page (<http://labs.kh.hercules-landscapes.eu>). Thus, the whole set of sustainable themes and layers was referred in HERCULES Lab about ‘Guidelines for Landscape Management’, declining D6.4 frame through GIS storytelling (Fig. 5). Crossed issues and purposes build a matrix that was used for landscape assessment.

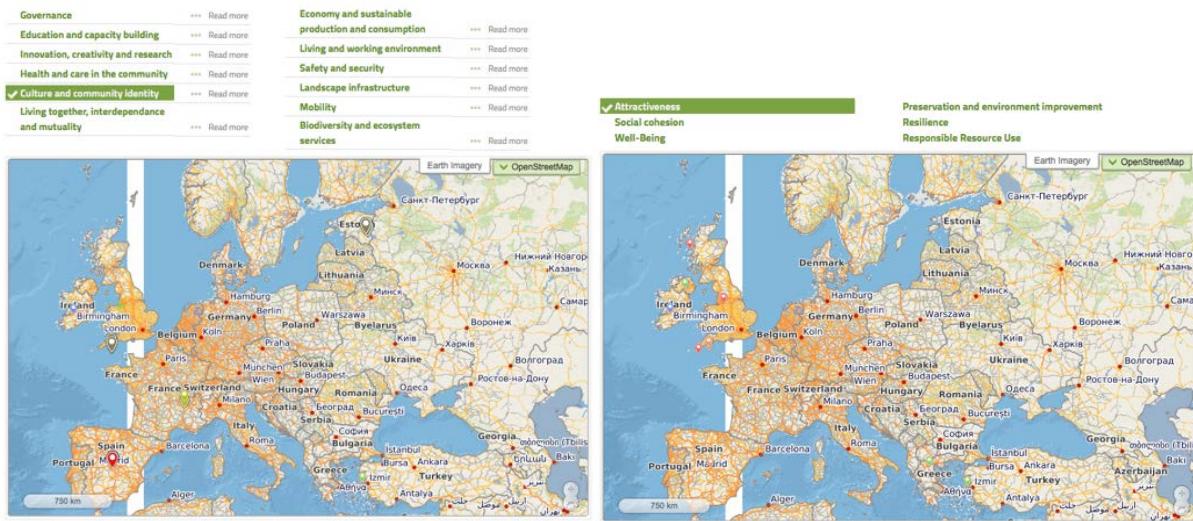


Fig. 5 – Declining Sustainable issues (left) purposes (right) on HERCULES Labs

3.2 Landscape management assessment

Context

D6.4 concludes that the evaluation of landscape practices helps create a dynamic improvement process based on feedback, with the need to develop indicators for operators, managers, consultants, and professionals. At a landscape scale, a qualitative [Landscape Management Assessment](#) model, of SWOT type, was tested according to the framework described in D6.4. The method is based on stakeholders' interviews upon questions which connect the twelve ecological and socio-cultural issues with the six sustainability purposes of International Organization for Standardization (ISO) 37101 toolbox (Girod G.et al, 2017, in review).

Summary

First trial was a visual SWOT designed with land manager together with sustainable management assessment, upon interviews with fourteen involved stakeholders. It was found to be useful for assessing both risks and opportunities for landscapes and the accountability of local actors. However, it proved difficult to define 'Threats' and 'Opportunities' for each question, and it appeared more relevant to identify them only as a whole for the six sustainable themes (attractiveness, social cohesion, well-being, preservation and improvement of the environment, resilience, responsible resources use).

Second, it was then possible to design a more detailed assessment, based on European Foundation for Quality Management (EFQM®) scoring model, quoting each issues related to purposes from 0 to 100% (25% for planning, 50% when operated, 75% when measured, 100% when settled continuous improvement), with verbatim synthesis of strength and improvement potential for all topics, and resulting score upon both ISO 37101 purposes and issues. It was tested and adapted in Grand Parc Miribel Jonage, to perform initial diagnostic on Grand Parc Vision 2030 policy, upon interviews with twenty stakeholders, plus thirty participants to the third local workshop on local food production and consumption.

Results

Sustainable themes proved to be very consistent with GPMJ six political axis (Environment preservation and biodiversity; Education, culture and environment training; Recreation and tourism; Health capital; Connection with other natural areas; New economic model based on resource value). Being based on a logarithmic scale (one can't score on a step if the previous one is not fulfilled), scoring is quite challenging and getting higher than 50% needs increasing efforts. Conclusion for GPMJ showed a good integrated performance on planning for all topics, many operated practices valued, such as for example managing biodiversity together with recreation activities, and progress to be made on measurements, with new upcoming focus on Culture, Health, and Economic model.

This assessment, though relevant on pilot case, needs high involvement with stakeholders and deals with a great number of questions ($12 \times 6 = 72$ initial questions from the ISO 37101 toolbox). So on third step, it was chosen to communicate online a simplified survey, reduced to 48 questions, keeping equilibrium of 8 issues for each purpose and 4 purposes for each issue. Scoring adopts the same principles as complete tool, but scale is more basic (1 for Plan, 2 for Do, 3 for Check and 4 for Act), with bonus for identification of Opportunities and Threats. It was calibrated using previous GPMJ results.

3.3 Landscape ecological diagnostic

Context

The understanding of landscape structures resulting from human action, and their functionalities, can be meaningful at the local scale, in an “eco-anthropological approach to better qualify site heritage value, referring at once to its biodiversity and its cultural load. (Notteghem, 2016). This point was particularly emphasized during first HERCULES workshops organized in South West Devon. The parish of Modbury is undergoing rapid urbanization on the outskirts of Plymouth, with marked changes in the landscape.

Summary

While previous assessment addresses landscape scale, the previous task T8.2 attempted to develop an indicator set at plot scale, including a scoring protocol based on landscape features, and a biodiversity index based on heritage and landscape features that integrates the five pressures on biodiversity identified by the Millennium Ecosystem Assessment (MA, 2005) (disappearance of habitats, fragmentation of territories, disruption of trade, resource depletion, pollution inputs). The resulting index was correlated with a range of flora and fauna inventories (insects, including dragonflies and moths, amphibians, and birds). The protocol for landscape features was based on scoring through simple criteria such as height and width of the features (hedgerows, isolated trees, etc.).

Results

The results of the biodiversity index show no significant correlation between index value and flora and fauna richness, but appear to show correlation between the diversity of landscape features and flora richness. However, the biodiversity index table proved to be too complex to handle for operational actors. The scoring tool for landscape features was much more simple to operate but needed still to be tested. It was chosen to combine both, on the model of the ‘Green spaces ecological value diagnostic’ developed by Lyon green space team (Bouvin &

Levoiturier-Vajda, 2014). The latest had been tested on more than a hundred urban parks and green spaces and proved to be interesting but still needs scientific validation.

Nevertheless, it did not really fit for areas like GPMJ, with includes farming lands and great diversity in sites typology. Inspiration was then taken from ‘Farming plots environmental diagnostic’ developed by Rhône-Alpes local farming chamber and other partners (Grab, 2016), based on landscape features (hedgerow, water pond, meadow, dead wood, bird nests, drystone pile, wood pile, built features) and maintenance practice (soil coverage, mowing period, etc.) observation. [Landscape Ecological Diagnostic](#) model merged the design of ‘Green spaces ecological value diagnostic’, the principles of ‘Farming plots environmental diagnostic’, knowledge from ‘Biodiversity index’ and ‘Landscape features protocol’, with a simple 1 to 4 scoring scale. It also introduced a land use intensity indicator to measure the pressure on land use towards resilience capacity (Bürgi M., Li Li, Kizos T., 2015).

This method was tested by three different people in ten plots in GPMJ and other sites in Rhône-Alpes, and the tests demonstrated that the method could be handled by non-specialists to visualize in a quick way the main potential of improvement to manage local biodiversity. A specific land use intensity indicator based on the number of horses/ha was also introduced in the set of indicators chosen by GPMJ to assess the respect of land use criteria by contracting farmers.

4 Cultural Landscape Days

Cultural Landscape Days were organized in each of the WP8 study landscapes to celebrate the uniqueness of the local environment. The events were designed to be accessible to the general public and were thus in the native language of the country. Some events were closely linked to the European Heritage Days initiative of the Council of Europe and the European Commission, initially in France and UK, and more recently in Lesvos. Others were more specific in other study landscapes like in Kodavere and Colmenar Viejo due to particular schedule related to involved stakeholders' agenda.

The Cultural Landscape Days were part of on-the-ground training and demonstration activities with landscape users in all five selected HERCULES study landscapes. They are documented on the Knowledge Hub, with related media and documents, where it can be explored easily in a special entry point to encourage as much feedback as possible and promote similar activities: <http://labs.kh.hercules-landscapes.eu/widgetCLD.html>.

Table 3 – List of the Cultural Landscape Days linked or not to European Heritage Day (EHD)

Study landscapes	Date	Link to EHD
Grand Parc Miribel Jonage (France)	20/09/2014	X
Modbury (United Kingdom)	20/09/2014	X
Kodavere (Estonia)	05/08/2015	–
Colmenar Viejo (Spain)	03/10/2015	–
Lesvos (Greece)	28/09/2016	X

4.1 Grand Parc Miribel Jonage (France), 2014

Context

The Grand Parc Miribel Jonage is based at the upper Rhone of Lyon and settled between a suburban economical sector and a more rural landscape towards the Ain river, more and more turning into a residential area. The Park itself is a natural park (2200 ha) and includes large water areas as well as farmland and forest. It has a very rich biodiversity and attracts two million visitors per year. The vast space combining features of transport, water production and recreation amazes by its size and relatively wild character at the gates of the second largest city of France and claims to be the largest park in suburban Europe.

Summary

Date: 20 September 2014

European Heritage Days (EHD) in 2014 were launched under the heading of “Cultural heritage, natural heritage”. Grand Parc Miribel Jonage organized an EHD in September 2014, which attracted about 3,000 people, mostly local and from nearby Lyon. The specific value and character of GPMJ is made by the relationship between nature and culture, and therefore the 2014 motto was right in the centre of not only GPMJ but also of the framework of HERCULES. WP8 took the opportunity to collaborate and joined the event to test a primary Knowledge Hub prototype to visualize the natural, cultural, agricultural, industrial and historical heritage existing on the territory of the Grand Parc.

Result

The event successfully highlighted the opportunities the HERCULES Knowledge Hub offers for local actors and the general public. The Hub created a portal for GPMJ, presenting among others natural areas (Natura 2000) with the association of representative species and habitats, farmlands, artworks presented on the Park, historic and industrial heritage. This has led to further use and elaboration of the Knowledge Hub, such as ecological trails for cultural and natural enhancement and promotion of local food producers.



Fig. 6 – Cultural Landscape Day in Grand Parc Miribel Jonage: Presentation of HERCULES Knowledge Hub

DÉCOUVERTE DE GÉOPÉDIA
HERCULES

Le programme Hercules s'associe au Grand Parc Miribel Jonage pour célébrer la journée du patrimoine européen du 20 septembre 2014. A cette occasion, le projet teste un prototype d'encyclopédie cartographique, permettant de visualiser le patrimoine naturel, culturel, agricole, industriel et historique présent sur le territoire du Grand Parc.

Le programme Hercules travaille, entre autres, à la mise à disposition d'un outil visant à promouvoir les valeurs sociales, culturelles et environnementales que nos paysages nous apportent, en libre accès pour les professionnels et le grand public.

Dès 8 ans. 10 participants. Durée 0h15. 10h-19h.

HERCULES

> INFOS PARTENAIRE

DÉCOUVERTE DE L'APPLICATION SENTIER NATURE GRAND LYON

GRAND LYON

Le Grand Lyon a lancé l'application mobile "Grand Lyon Nature", accessible via smartphone depuis le 14 juin 2014. Avec plus de 40 % d'espaces naturels et agricoles, le Grand Lyon ne compte pas moins de 14 grands parcs, 31 jardins remarquables, 27 sentiers de randonnée et plus de 600 places et squares de proximité. Téléchargeable depuis le 14 juin 2014, l'application Grand Lyon Nature, mise à disposition par le Grand Lyon, les recense tous : l'occasion idéale pour (re)découvrir les espaces verts du territoire.

Fig. 7 – HERCULES in the agenda of European heritage day (fête de l'automne) in Grand Parc Miribel Jonage (www.grand-parc.fr/agenda/fete-de-l-automne)

LYON EST

Décines

Rédaction : 1 rue Claude Badot, 69300 Bron - 04 72 22 23 24 - lpbron@leprogres.fr ; Publicité : 04 72 22 24 27 - lppublicite@leprogres.fr

DÉCINES La fête de l'automne a accueilli 3 000 visiteurs sous le ciel d'été du Grand Parc

Nature. A pied, à cheval en calèche ou à vélo, 3 000 visiteurs ont participé à cet événement sur le thème de l'Arbre.

Beau temps inattendu, 3 journées du Patrimoine et découverte des nouveaux aménagements de l'Ilotz : tout était réuni pour la réussite exceptionnelle de cette 9^e fête de l'Automne au Grand Parc.

Accès au site en calèche

Dès 10 heures, ce samedi matin, les familles faisaient la queue près du parking du Gravier blanc pour prendre place dans une des calèches. Une première approche sensorielle dans l'odeur des chevaux et des sous-bois, au pas lent des juments Olivia, Maya et Tina. Toutes les vingt minutes, ce relais efficace a été apprécié des visiteurs puisque désormais on ne peut plus accéder au site en voiture.

Planter 1 001 arbres

« Maman, où va où ? » demande Léo... « On va planter un arbre et plus tard, on reviendra voir s'il a bien grandi », répond sa mère. Ce projet est celui de la plupart des participants à l'invitation des organisateurs : planter 1 001 arbres sur un linéaire de 240 mètres, derrière la ferme des Allivoz. Charmes, noisetiers, sorbiers, aubépines... vont compléter les plantations réalisées cet été par les jeunes du centre social Georges-Lévy de Vaulx-en-Velin.

Objectif de l'opération : création de corridors écologiques destinés à protéger et nourrir blaireaux, castors, oiseaux et abeilles. Au total, cette barrière naturelle sera composée de 19 essences différentes dont certaines se ramènent. Tout près de là, une monigolfière arrimée au sol à cause du vent, permettait aux aventuriers de prendre un peu de hauteur. Durant toute la journée, dans les ateliers, on a découvert le pouvoir musical des éléments glanés dans la nature avec l'orchestre minéral et végétal, on a rempli ses poches de noix tombées dans la grande allée et on a caressé Hercule et Flanelle, deux chèvres du Grand Parc. On a également visité l'exposition.



■ Accès possible en vélo, en calèche ou à pieds. Photo Monique Dogoutte-Rouzy

« palette d'essences » et on a appris comment naissent et grandissent les arbres et composé son herbier. Des contes, des légendes, une visite guidée, un spectacle perché et même un piano à queue insolite dans le jardin exotique. Comme les enfants, grands et petits, les grenouilles et les libellules ne savaient plus où donner de l'oreille. De quoi avoir envie d'automne. ■



■ Prendre un peu de hauteur. Photo Monique Dogoutte-Rouzy



■ Réaliser son herbier. Photo Monique Dogoutte-Rouzy



■ Naissance d'une nouvelle forêt. Photo Monique Dogoutte-Rouzy

Repères

Le Grand Parc : entre bleu et vert, toute l'année :
 - 2 200 hectares de nature,
 - 350 hectares de plans d'eau,
 - 850 hectares de forêt,
 - 4 millions de visiteurs par an,
 - 5 circuits VTT de 5 à 31 km,
 - 4 plages aménagées et surveillées l'été,
 - 3 circuits pédestres,
 - plus de 20 activités sportives sur la base de loisirs.

Parmi 1 000 espèces (faune et flore confondues) :
 - 230 espèces d'oiseaux,
 - 25 espèces de mammifères, dont le castor est l'emblème,
 - 40 espèces de libellules,
 - 800 espèces de plantes recensées,
 - plus de 30 variétés d'orchidées,

Grand Parc de Miribel-Jonage, chemin de la Bléza, Vaulx-en-Velin.
 Tel. 04 78 80 56 20.
 Sur Internet : www.grand-parc.fr

24 HEURES EN VILLE

DÉCINES

Exposition sur la danse au Toboggan

La Spire, espace d'expo du Toboggan accueille, du 12 septembre au 23 novembre, une exposition produite par le Centre national de la Danse qui fait écho à la Biennale. Cette exposition « Scènes de bal, bal en scène » invite à découvrir l'histoire du bal et de ses mises en

scènes. Elle révèle aussi les multiples glissements et emprunts entre danses de scène et danses de société. Une occasion de mettre en lumière les liens entre œuvres, mentalités et culture, de questionner la frontière communément admise entre art et pratique sociale et de révéler la diversité d'un patrimoine du corps en mouvement. ▶ Exposition « Scènes de

bal, bal en scène » jusqu'au 23 novembre à la Spire, au Toboggan.
Enquête publique sur la création d'une voie nouvelle entre la rue Coli et la rue Danton
 Cette enquête publique est ouverte depuis le 8 septembre et s'achève le 10 octobre. Le Grand Lyon envisage la création d'une

voie nouvelle entre la rue Coli et la rue Danton. Pour construire cette nouvelle rue, le Grand Lyon demande l'expropriation de plusieurs parcelles de terrain. A noter que le commissaire enquêteur sera présent en mairie annexe :
 - Le vendredi 26 septembre de 10 à 12 heures.
 - Le vendredi 10 octobre de 15 à 17 heures.

Et aussi

DÉCINES

Services municipaux : changements d'horaires

A compter du lundi 29 septembre, les services Etat-Civil et Formalités, Education, Logement et l'accueil central de l'hôtel de ville seront concernés par des changements d'horaires d'ouverture au public :
 - Lundi, mercredi, jeudi et vendredi : 8 h 30 - 12 h 15 et 13 h 30 - 17 h.
 - Mardi : 8 h 30 - 12 h 15 et 13 h 30 - 18 h 15.

Ces horaires sont standardisés sur douze mois. Il n'y aura donc plus d'horaires adaptés en période estivale ou de vacances scolaires. Ces changements interviennent dans un objectif d'harmonisation d'accessibilité aux services municipaux et afin de proposer une plus grande amplitude horaire générale.
 Mardi : Paco Roger-Sakengo 69150 Villeurbanne

Fig. 8 – Media coverage on European Heritage Day in Grand Parc Miribel Jonage (fête de l'automne) joined by HERCULES

4.2 Modbury, South Devon (United Kingdom), 2014

Context

The parish of Modbury is situated in the South Western part of Devon. Together with East Cornwall the region is considered the oldest cultural landscapes in the UK and retains a visible link to the traditional land management. Hedgerows are the most significant element in nowadays Devon, some dating back as far as 4000 years ago and many over 1000 years old. To this day hedgerow removal is significantly less than elsewhere in the UK. From the early 1970s, South West Devon attracts retirees and service industries seeking more “pleasant” environments, which has resulted in rapid new developments and fast growing urbanisation.

Summary

Date: 20 September 2014

The event took place on the same day as the CLD in French GPMJ and thus the European Heritage Day under the heading “Cultural Heritage, natural heritage”. The event in Modbury focused on ‘Cultural Trees in Your Landscape’ and attracted about 30 local participants. In the afternoon, a circular walk stopped by many trees of significant cultural importance. Rob McBride, working for the Ancient Tree Inventory (<https://www.woodlandtrust.org.uk/visiting-woods/ancient-tree-hunt/>) and known as “The Treehunter”, and the arboriculturalist Anthony Croft were on hand to answer questions relating to these trees and their management and more. In the evening, people were invited to a lecture on “The Heritage of Trees” given by one of the UK’s leading tree experts, Jeremy Barrell.

Results

The modbury event drew local people’s attention to the specific role of trees in their landscape, one of the greatest natural features in their landscape. The importance of trees in an arboreal landscape (living library) is intrinsically linked to the history of the people in that landscape. When work is done on trees or they are threatened with removal, people often react strongly. In Britain they remain a point of conflict between those who live in a landscape and those who work in it. The event answered questions on how to read these trees towards a better understanding of their value and how to define their purpose and manage these trees in the future for the benefit of the tree and the people.

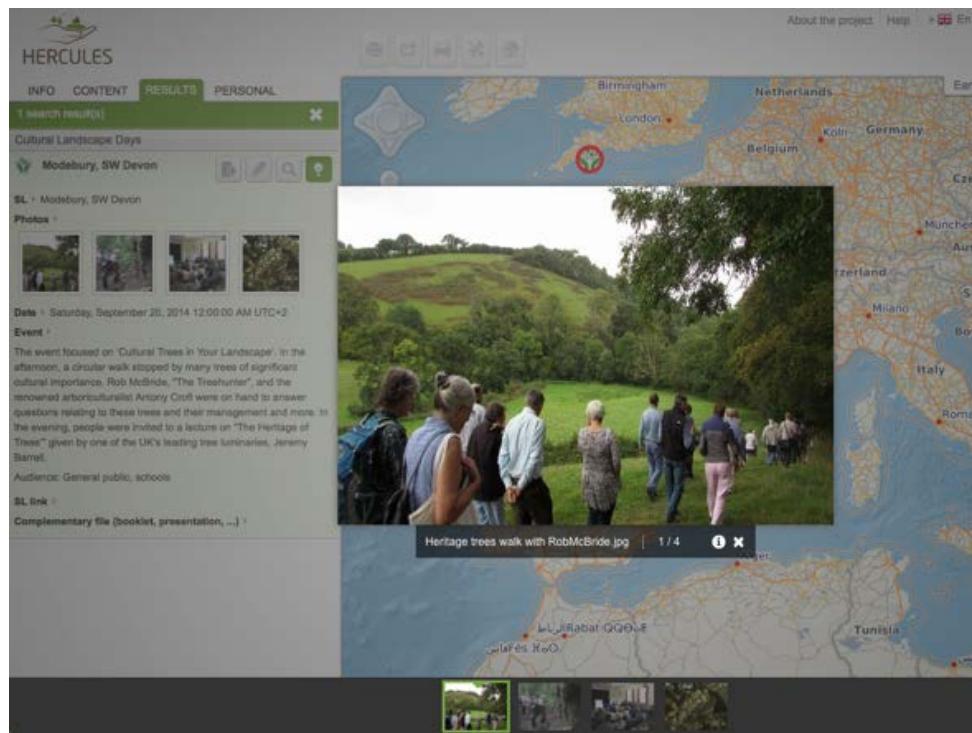


Fig. 9 – Cultural Landscape Day in Modbury: Documentation on the Knowledge Hub



Fig. 10 – Cultural Landscape Day in Modbury: Open walk focussing on cultural importance of trees in landscapes I



Fig. 11 – Cultural Landscape Day in Modbury: Open walk focussing on cultural importance of trees in landscapes II



Fig. 12 – Cultural Landscape Day in Modbury: Evening lecture on “The Heritage of Trees”

4.3 Vooremaa and Kodavere (Estonia), 2015

Context

The Vooremaa landscape region is located on the Central-Eastern part of Estonia. In its Southeast it borders to the historical parish of Kodavere that stretches in an oblong shape along the shore of Lake Peipsi. Although the region is basically an everyday landscape, it encompasses a variety of protected areas. Moreover, the Estonian Land Board lists a great number of cultural heritage features and monuments, for instance archaeological sites (settlements, burial sites), historical sites (memorials, school places) and heritage sites (old farm places, natural sacred sites).

Summary

Date: 5 August 2015

Due to the seasonal agenda of the municipality and local farmers, the CLD event in Kodavere could not be linked to the European Heritage Day in September. WP8 cooperated closely with the Juhani Liiv Museum. The day focused on celebrating the cultural and heritage-related diversity of the landscape. After an opening of the exhibition “Heritage lives!” (Pärand elab), the origins of Kodavere folk songs were presented by Edakai Simmermann and some of these songs were sung together. Later, Krista Karro of the HERCULES team told about the origins of the area from the archaeological and linguistic point. At the end of the day, a Kodavere dialect ABC-book (uavits) was launched, compiled by Eevi Treial and Mari Niittra, with the purpose to preserve and revive the dialect. Kodavere dialect is a distinctive Estonian dialect still spoken only by very few people nowadays. Much of the vocabulary in the ABC-book is landscape related, featuring both objects and traditions/practices. The event had about 30 participants from all over the parish.

Results

WP8 followed its successful model of cooperating with local partners to make use of their widespread network between local residents and experts on “their” landscapes. This Cultural Landscape Day was especially valuable because it brought together different kinds of historical knowledges. It was interesting to see how both the richness of archeological and the “poetic” / linguistic heritage of the area relate to the landscape history and development. By educating about landscape history, the CLD hopefully showed creative ways of connecting to landscape and thereby to foster and support people in taking responsibility for landscape stewardship.



Fig. 13 – Cultural Landscape Day in Kodavere: Krista Karro presenting archaeological heritage
(Photo: Reet Kruup)



Fig. 14 – Cultural Landscape Day in Kodavere: Presentation of the ABC-book (Photo: Reet Kruup)

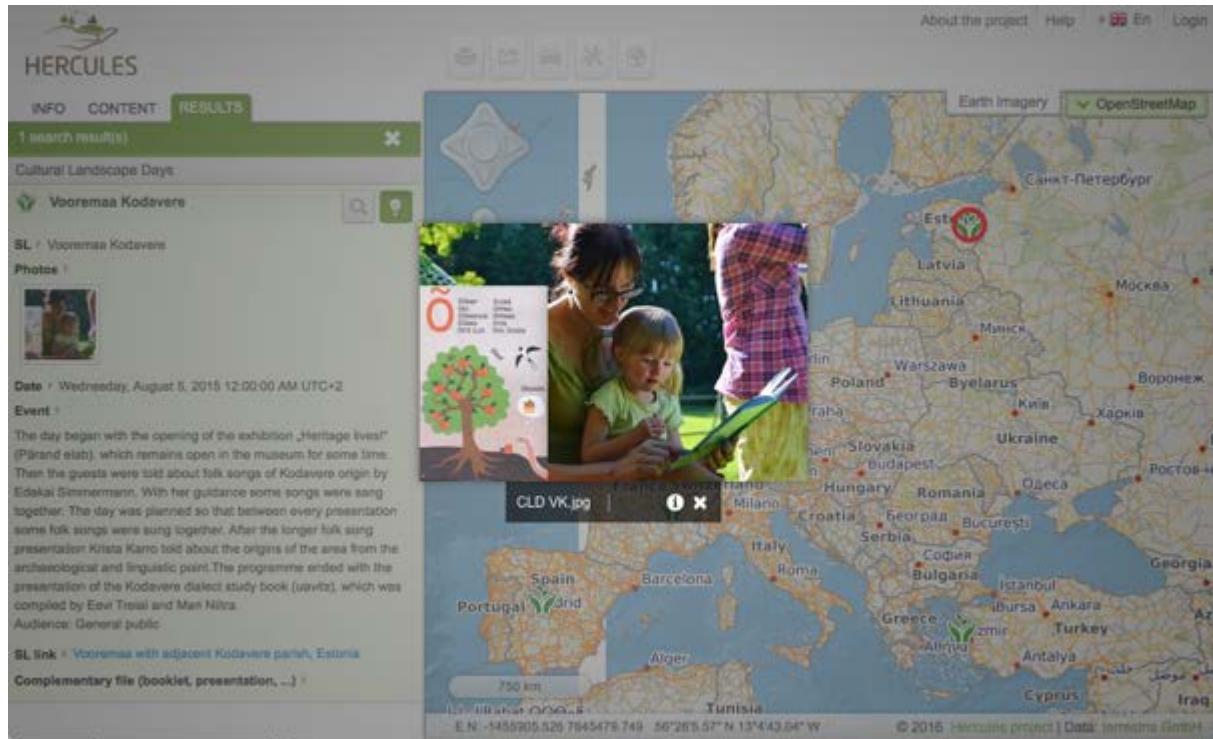


Fig. 15 – Cultural Landscape Day in Kodavere: Documentation on the Knowledge Hub

4.4 Colmenar Viejo (Spain), 2015

Context

The municipality of Colmenar Viejo is part of the foothills of the Sierra de Guadarrama mountain range, which is situated in the Northwest of Madrid. Although it is a rural area when it comes to the physiognomy of the landscape, 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. The cultural heritage presented in the landscape is very rich. There are many remnants of the past: Visigoths remains; medieval bridges, chapels and a basilica; water mills and fulling houses from the Modern Age; a dense net of drove roads, dry stone walls, and many other elements linked to the farming tradition. The study landscape also has extraordinary natural values.

Summary

Date: 3 October 2015

Although due to the seasonal agenda of the municipality the CLD could not coincide with the EHD, there has been a thematic link to its 2015 heading “Industrial heritage”. The Colmenar Viejo event focused on the industrial heritage along the Manzanares river (fulling houses, water mills, hydropower station, water infrastructures and many more). The main activity has been a guided walk along the river with explanations from experts in the areas of cultural heritage, environment, geography and archeology. More than 30 participants took part. The route led about 16 km following the river. The area visited is protected by the Cuenca Alta del Manzanares Regional Park and has a high concentration of heritage elements, some of them restored and some of them abandoned. The CLD was linked to a HERCULES local workshop on the cultural heritage later to be seen on the guided walk, its importance in the personal and social well-being of the population and examples of restoration practices.

Results

The aim of this CLD was to raise awareness about the values of the cultural and natural heritage of Colmenar Viejo and the importance of safeguarding them. Many of the participants, although from the area, have not been aware of the treasures the landscape of Colmenar Viejo hides. Thus, the event provided new perspectives and knowledge to the local people:

- The richness and high values of the natural and cultural elements in the landscape.
- The complexity of driving forces and actors acting on this heritage and the landscape changes the area has experienced along history.
- Good landscape practices, such as restoration and creation of routes.
- Bad landscape practices, such as high fences that are not permeable for the fauna and that fragment the landscape.
- The difficulties for the municipality to face the maintenance of the restored heritage.



Fig. 16 – Cultural Landscape Day in Colmenar Viejo: Route of the guided heritage walk (Map: Municipality of Colmenar Viejo)



Fig. 17 – Cultural Landscape Day in Colmenar Viejo: Manzanares River (Photo: Tino Munoz)



Fig. 18 – Cultural Landscape Day in Colmenar Viejo: Colmenar Viejo's landscape experts guiding the route (Photo: Tino Munoz)



Fig. 19 – Cultural Landscape Day in Colmenar Viejo: Grajal Dam as industrial heritage (Photo: Tino Munoz)



Fig. 20 – Cultural Landscape Day in Colmenar Viejo: The participants (Photo: Tino Munoz)

The screenshot shows the HERCULES Knowledge Hub interface. At the top, there's a navigation bar with links for 'About the project', 'Help', 'EN', and 'Login'. Below the navigation is a search bar with the text 'Cultural Landscape Days' and a dropdown menu showing 'Colmenar Viejo'. The main content area features a large map of Europe with a specific location highlighted in the Iberian Peninsula. A photograph of a landscape expert, wearing a white shirt and a cap, is pointing towards a hillside covered in cork oak trees. To the left of the photo, there's a detailed description of the landscape and its significance. Below the photo, there's a smaller map of Spain with Madrid marked. At the bottom of the page, there's a row of thumbnail images related to the event.

Fig. 21 – Cultural Landscape Day in Colmenar Viejo: Documentation on the Knowldege Hub

4.5 Lesvos (Greece), 2016

Context

Lesvos is the third largest Greek island, located in the northeastern Aegean Sea. The island has a rich and dynamic history and was, among others, part of Persian, Hellenistic, Roman, Byzantine, and Ottoman empires. During the 20th century, rural exodus brought significant reduction of land use diversity: Forests increased in the mountains, as mountainous and/or less productive fields were abandoned. In the plains, agriculture was intensified by pumping and watering arable animal feeding stuff or greenhouses. In addition, in coastal areas housing and tourist uses compete with agriculture for land. Across the island the number of farms has recently declined, but in spite of this agriculture is still quite important in terms of the jobs and incomes it provides. The most important agricultural landscapes consist of olive plantations in the Eastern part of the island and grazing lands (for sheep) in the West.

Summary

Date: 28 September 2016

The Cultural Landscape Days event in Lesvos took place in the Department of Geography on University Hill and hosted students and teachers from the Elementary school of the village of Vareia. The event started with an introductory presentation of the HERCULES programme and its objectives by Thanasis Kizos to both students and their teachers and other participants, followed by a discussion on the role of olive plantations as part of residents of Lesvos's cultural identity. After that, a short documentary regarding the characteristic landscapes of North Aegean islands was aired. The exhibition of children's drawings titled "My favorite landscape" was the main topic, with students presenting their drawings and discussing why they have chosen to draw a particular landscape, answering questions from other students.

Results

The main results were the 40 children's drawings. In addition to their exhibition, they are published in a booklet that was given to students and teachers, in which, along with the drawings, the answers of the children to questions about different aspects of the landscape ("What do you hear/smell/touch/taste in your favorite landscape?") were also presented. The questions intended to reveal which landscapes did the students paint, why did they choose particularly these among others and which senses – besides vision – participate while experiencing their favorite landscape. The objective was not to merely record them, but to help the students realize that their senses participate every time they experience a landscape. Responses on "Which is your favorite landscape?" varied significantly. Some of these landscapes are "real" in the sense that they do really exist and are located somewhere in the island (or elsewhere), while some landscapes are mostly "symbolic" in the sense that they represent symbolic features and images that mean something for the students and in turn can correspond in more than one "real" places, in other words they symbolize e.g. all the "seas" or "forests". Another remarkable finding is that most students choose landscapes that are manmade – cultural characteristics dominate or they are an integral part of the landscape identity. Questioning "Why is this landscape your favorite" yielded 34 different responses showing the great variety of reasons reported by the students. These reasons mostly concerned activities that they use, or used, to do in the area, nature features that they are attracted to, nice view and in general aesthetically pleasant areas but also potential intimacy for a particular landscape or wider area. An English translation of the booklet is attached as Annex II.

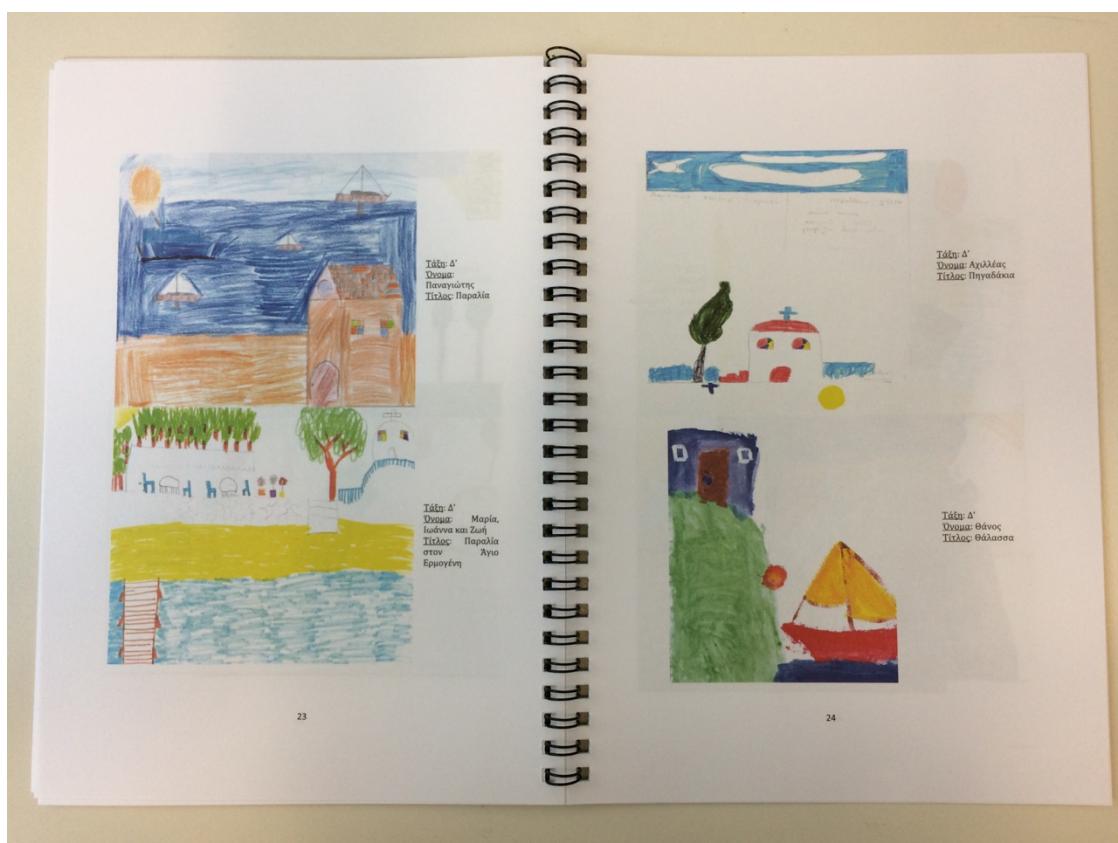
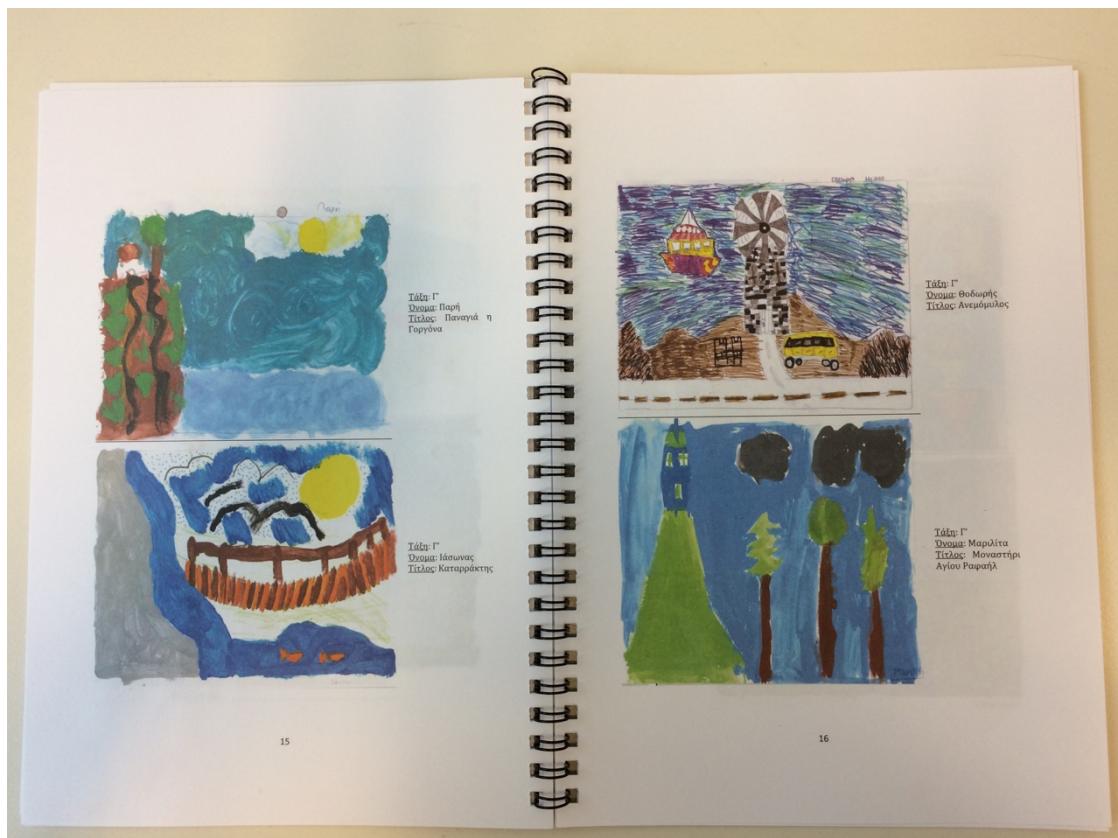


Fig. 22 – Cultural Landscape Day in Lesvos: Pages of the booklet of children's "My favorite landscape" drawings



Fig. 23 – Cultural Landscape Day in Lesvos: “My favorite landscape” exhibition

5 Conclusion

Cultural landscapes are everywhere and are the product of interchange between people and places over millennia. They comprise the physical evidence of values and shared heritage. The on-the-ground activities help us reaching the HERCULES goal to learn about the dynamics and values of cultural landscapes.

The local workshops have been a very useful tool to develop in-depth insights on the dynamics and values of cultural landscapes and local people's visions for re-coupling the landscapes' social and ecological components and for translating them into policy and management options, such as were delivered in D6.4 and D9.4.

These activities fed directly into the development of the HERCULES Labs. The Labs on 'Guidelines for Landscape Management' was completed by two landscape assessment tools available online, from which result may be summarized as follows:

1. In terms of identifying which experiences of cultural landscapes performed most successfully, innovative, and likely to be successful elsewhere: major lesson is that governance has to be adapted to the local context. The dynamics of cultural landscapes in terms of their sustainability reflects the human factors at work in the landscape as well as biophysical aspects (Fig. 24). The cultural diversity of these human factors is fully reflected through the demonstration activities and Cultural Landscape Days undertaken as part of the HERCULES project, and any other successful initiative would have first of all to map both context and local stakeholders' needs and expectations.

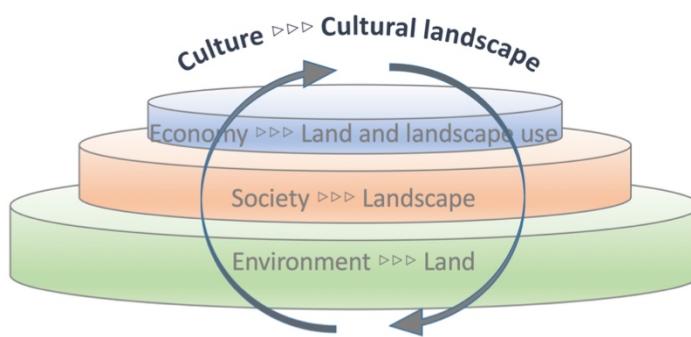


Fig. 24 - Culture as sustainability factor in a bioeconomical vision (Girod et al, 2017, in review)

2. In terms of identifying which experiences were most problematic and likely to be least successful elsewhere: the Knowledge Hub itself was difficult to handle for non-specialists and interface needed to be revised towards the Labs format.
3. In terms of testing and evaluating the effectiveness of cultural landscape management skills and tools', both assessment tools offer variable interest and relevance according to scale: Landscape management assessment (LMA) is meant for community scale, whereas Landscape ecological diagnostic (LED) is built for site scale. They both intend to help map context at planning stage or to assess implemented practice in operation, whether urban or rural landscape. However, LMA assesses management on all eco-socio-cultural ecosystem services, whereas LED uses heritage feature to value specifically ecological issues.

Finally, with the Cultural Landscape Days we constituted a forum for stakeholders and HERCULES members to meet and learn from one another. They helped us celebrate and explore both the rich tradition and the uncharted future of European cultural landscapes. Because we were interested in learning how to care for a landscape in and from a long-term perspective, we strive to know these places and people having a stake in them more deeply.

Together with the local stakeholder, HERCULES organized five different Cultural Landscape Days. In the course of the events over time, it became evident that the aim in celebrating landscapes was not only to draw the citizens' attention to its beauty and variety of values, but to come to a dialogue on landscape and between people and their surroundings. We hope that with the events HERCULES could:

- Arise interest of people in the being an active part in their landscape, may they be perceived as "ordinary", "everyday" landscapes or as highly valued, outstanding landscapes.
- Gather and improve knowledge of people on the history, dynamics and recent processes of their landscape.
- Draw attention to the complexity of land use and land conservation.
- Heighten public awareness of the specific values of their landscape and landscape features.
- Create dialogue and bring together people with different stakes and interest in the landscapes.
- Encourage people to take part in stewardship of their landscape.

The cooperation with the local organising groups was in each case very fruitful and we owe them a lot for their enthusiasm and often voluntary commitment. The stakeholders together with HERCULES members carried out exciting events. Since each study landscape was free to organize the event as it fits, all were different. The feedback of the participants and organisers showed that the events were of interest to a broad range of different stakeholders and provided a forum to debate and reflect. Landscape encourages dialogue and serves as a medium: People become aware that they share a place, but that they might have different – or common – interests and problems.

As much as the events were fruitful on a local level, it failed to link different study landscapes and bring in the European perspective. Although the connection between different levels and scales was successfully brought in with the local workshops performed by HERCULES, the Cultural Landscape Day could have performed better in involving that. Of course these events are local in nature, for possible future Cultural Landscape Days this should be clearly considered. Bringing in experts and inviting people from other communities or sister cities could be means to do so.

The experiences of the different Cultural Landscape Days performed are summed up in Guide to give advice and make suggestions to those who are interested in organizing a Cultural Landscape Day in the future (see Annex 1). In terms of continuation of the established and well-received format, a regular exchange has been established with CIVILSCAPE, the international association of civil society organizations dedicated to landscape protection, management and planning. HERCULES will join and give input to foreseen CIVILSCAPE activities to make the landscape approach more prominent in the European Heritage Days in the upcoming months.

References

Groupe « insectes » Grab (Groupe de Recherche en Agriculture Biologique): Agriculteurs et Organismes – ARDAB (Association des agriculteurs biologiques du Rhône et de la Loire), FREDON (Fédération Régionale de lutte Et de Défense contre les Organismes Nuisibles), ARTHROPOLOGIA, SERAIL (Station d'Expérimentation Rhône Alpes Information Legumes), BTM (Bureau Technique des Maraîchers), Chambre Agriculture du Rhône (2016). *Biodiversité. Diagnostic de l'environnement de parcelles agricoles. Méthodologie et rendus aux agriculteurs. L'expérience du groupe « insectes » dans le Rhône et la Loire. Presentation for “Biodiversité fonctionnelle et aménagements paysagers”.* <http://www.grab.fr/wp-content/uploads/2016/09/4-D.BERRY-diagnostic-des-parcelles.pdf> (accessed on 18 November 2016)

Bürgi M., Li, L., Kizos, T. (2015). Exploring links between culture and biodiversity: studying land use intensity from the plot to the landscape level. *Biodiversity and Conservation* 24: 3285–3303

EFQM Excellence Model (2013). *European Foundation for Quality Management (EFQM®)*. <http://www.efqm.org/efqm-model/radar-logic> and <https://itunes.apple.com/us/book/efqm-excellence-model/id1004514859?mt=11&ign-mpt=uo%3D4>

Girod G. et al (2017, in review). Culture for and as landscape sustainability, submitted to *Landscape Research*

ISO 37101 (2016). Standard. *Sustainable development of communities – Management systems for sustainable development – Requirements with guidance for resilience and smartness*. http://www.iso.org/iso/home/store/catalogue_tc/catalogue_detail.htm?csnumber=61885 (accessed on 18 November 2016)

Kizos, T. et al. (2017, in review). Responding to landscape change: stakeholder participation and social capital in five European landscapes, submitted to *Landscape Research*

Micand A., Larramendy S. (2014). Référentiel de gestion écologique des espaces verts EcoJardin. Plante & Cité, Angers. http://www.label-ecojardin.fr/sites/default/files/documentation/Référentiel%20du%20label/2015_09_17_referentiel_WEB.pdf (accessed on 18 November 2016)

Millennium Ecosystems Assessment (MA) (2005). *Ecosystem Wealth and Human Well-being*. Washington DC: Island Press.

Natural Capital Protocol (2016). *Natural Capital Coalition*. <http://naturalcapitalcoalition.org/protocol/> (accessed on 18 November 2016)

Notteghem, P. (2016). *Qualifier la valeur patrimoniale d'un site et orienter sa gestion en se référant au triptyque biodiversité-naturalité-culturalité*. Presentation for “Patrimoine naturel et culturel” forum des gestionnaires, Aten. http://forumdesgestionnaires.espaces-naturels.fr/sites/default/files/2016/presentation/3_p_notteghem_cen_bourgogne.pdf (accessed on 18 November 2016)



Responding to landscape change: stakeholder participation and social capital in five European landscapes

Journal:	<i>Landscape Research</i>
Manuscript ID:	Draft
Manuscript Type:	Special Issue Paper
Keywords:	social capital, landscape change, stakeholder workshops, local knowledge
Abstract:	<p>The concept of landscape has been increasingly used in the last decades in policy and land use planning, both in regard to so-called "special" and to "ordinary" or "everyday" landscapes. This has raised the importance of local and public participation in all issues that refer to landscapes and the definition of the groups that "have a stake" in the landscape. In this paper, we provide insights into how stakeholders perceive the dynamics of local processes of landscape change (and continuity) and which processes of landscape change they perceive as important, in positive and negative from five communities within the European Union. These landscapes involve different landscape issues "at stake", different national and local planning and decision making traditions and practices, and varying degrees of engagement. The understanding of these complexities and the unraveling of the insights is done with the use of social capital and its different forms. We report on three series of workshops that have been organized to discuss landscape issues and the approach or idea for landscape management. We witnessed interactions between the different stakeholders and gained insights on how social capital affected landscape change. We find that despite differences, similarities emerged concerning the interplay between "expert" and "local" knowledge and between "insideness" and "outsideness". Social capital plays an important part, as it provides the template for personal and collective evaluation of landscape changes and who and how should manage these changes. These findings are important to develop in-depth insights on dynamics and values of cultural landscapes and visions for re-coupling social and ecological components in cultural landscapes and translate them into policy and management options.</p>

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

SCHOLARONE™
Manuscripts

For Peer Review Only

1 2 Responding to landscape change: stakeholder participation and social capital in 3 five European landscapes 4

5 6 1. Introduction 7

8
9 Landscape has been increasingly used in the last decades as an object and a spatial level in policy
10 and land use planning (Conrad et al., 2011b; Sayer et al., 2013). Landscapes are a fascinating
11 boundary object for multiple disciplines as they are located “at the interface of nature and culture
12 and express a tight interplay of physical features of the human environment with social structures
13 and human ideas” (Plieninger et al., 2015, p. 2). The tight coupling of nature and culture in
14 landscapes was recognized by the European Landscape Convention (ELC 2000), which also called
15 for an increased recognition of “ordinary”, “vernacular” or “everyday” landscapes and of the value
16 of landscapes as parts of local identities and societal well-being (Jones et al., 2007). Increased
17 emphasis on the human dimensions of landscapes has raised the importance of local participation in
18 all landscape issues, including land use planning and landscape management, and especially when
19 landscape is understood as “a central arena for sustainable development” (Plieninger et al., 2015).
20
21

22
23 With participation becoming more important for the protection, management, and planning of
24 landscapes, it is necessary to define the different groups that “have a stake” in the landscape (Reed
25 et al., 2009). According to Howard (2011), the following actor groups require consideration in
26 landscape planning: (a) the owners of the land, taking into account the cost of land and the cultural
27 capital associated with it; (b) governments at different levels; (c) visitors or tourists that look for
28 recreation and experiences; (d) academics; (e) the media that are typically interested in the visual
29 element of the landscape and its “newsworthiness (f) groups with “special” interests, such as
30 environmentalists, hunters, or hikers, (g) “insiders” (as opposed to “outsiders”) that are intimate
31 with the land and its landscape. Determinants such as gender, age, religion, culture, nationality,
32 education, power/class and economic activity provide additional, cross-cutting perspectives and
33 make the actual mix of stakeholder groups complex. Also, individuals or groups often have multiple
34 roles. For example, land owners and farmers influence landscapes through three different roles, as
35 producers, landowners, and members of a rural community (Primdahl et al., 2013).
36
37

38 Stakeholder participation has gained further relevance through the increasing demand for high-
39 quality amenity landscapes and through a general trend toward decentralised landscape planning
40 and policy in many parts of the European Union (Termorshuizen and Opdam, 2009). But despite the
41 wide recognition of involvement of the public and a clear growth of bottom-up landscape
42 stewardship initiatives (García Martín, Land Use Policy, under review), stakeholder participation
43

1 has been remarkably absent in landscape character assessments (Butler and Berglund, 2012),
2 landscape planning exercises (De Montis, 2014), and landscape policy (Conrad et al., 2011b) and
3 research (Conrad et al., 2011a) in general, with few exceptions (Alumäe et al., 2003). Therefore, the
4 aim of this paper is to provide insights into how stakeholders perceive the dynamics of local
5 processes of landscape change (and continuity) from five communities within the European Union.
6 These landscapes involve different landscape issues “at stake”, different national and local planning
7 and decision making traditions and practices, and varying degrees of engagement. In particular, this
8 study asks the following research questions:

- 15 • Which processes of landscape change do stakeholders perceive as important, both in
16 positive and negative terms?
- 17 • How do different levels of trust and cooperation influence landscape stewardship?
- 18 • What forms of knowledge are needed for landscape stewardship and what potential conflicts
19 do exist between different forms of knowledge?

20 The understanding of these complexities and the unraveling of the insights is done with the use of
21 “social capital” as conceptual framework.

28 2. Conceptual Framework: Social Capital

29 Social capital has been introduced as a concept that helps understanding number of important social
30 issues that are typically overlooked when discussing various models of individual or collective
31 behaviors. Here we follow Jones (2010) who defines social capital as a multidimensional concept
32 consisting of: (a) social trust (trust between individuals), (b) institutional trust (trust in institutions
33 that exist in a community such as the government and the justice system), (c) compliance with
34 social norms (both to formal and informal ones) and (d) participation in social networks (which
35 refers to the activation of citizens in the context of social networks). Apart from these dimensions,
36 an important aspect of social capital is the type of connections in trust networks, compliance and
37 participation. For this connectedness, three types have been identified as important for the
38 networks: within, between, and beyond communities (Woolcock 2001), called bonding, bridging,
39 and linking types of social capital. Communities here may refer to groups within the area or with
40 groups outside the area, nearby or not. Bonding social capital “describes the links between people
41 with similar outlooks and objectives and is manifested in different types of groups at the local level”
42 (Pretty and Smith, 2004). Bridging social capital describes “the capacity of groups to make links
43 with others that may have different views, particularly across communities” and linking social
44 capital “describes the ability of groups to engage vertically with external agencies, either to
45 influence their policies or to draw on useful resources” (p. 633).

Applied to landscape research, social capital is also useful in understanding the formation and dynamics of landscape conceptualizations, values and even governance options for different stakeholders groups. The interplay of physical features with practices, ideas and values that make up cultural landscapes (Plieninger et al., 2015) calls for the investigation of these often diverging ideas and values. In particular, it may be useful to contrast ideas and values as perceived by the different “local” stakeholder groups and the “experts” points of view (Conrad et al., 2011a) or tracking how “expert” knowledge and ideas are translated into “local” beliefs and practices. There are many pathways for interactions, including how experts “teach” locals what is acceptable and unacceptable in landscape appearance and function, experts researching and/or studying “local” ways and “traditional” ecological knowledge and then locals “learning” or “re-learning” from this corpus of studies and by influencing landscape perceptions and its communities (Palang et al., 2011). At the same time, again here, individuals or groups can often have multiple roles. These multiple interplays between these different levels are vital for understanding successes and failures of management and policy instruments across various spatial levels in relation with local particularities. From the “expert” point of view, solutions and “good practices” need to be addressed, while from the “local” point of view, the level of engagement of different stakeholders needs to be discussed, along with local knowledge in landscape management that supplements successful examples or provides good practices.

3. Cases and Method

The study was performed in five landscapes within the European Union (Figure 1): Gera and Plomari, Lesvos Island, Greece (LES); Modbury, South West Devon, UK (DEV); Grand Parc Miribel Jonage, Rhône-Alpes area, France (GPMJ); Alatskivi and Peipsiääre, Vooremaa and Kodavere, Estonia (VOK); Colmenar Viejo, Madrid Region, Spain (COL). These areas cover a wide variety of geographical space from North to South Europe and from East to West and span major environmental and land-use history gradients, with varying degrees of homogeneity and one or more specific issues at stake. Our approach focused on a local scale, using either administrative and/or physical boundaries. In the EU classification system, this corresponds to the LAU I (Local Administration Units, typically the Municipality level for most of the EU countries) or LAU II (typically the settlement level) administrative units. The selected areas range in size from 22 to 163 km². Population sizes vary strongly from 1500 to 40000 inhabitants (with the exception of GPMJ). Table 1 gives an overview, including their sizes, locations, dominant landscapes, and populations.

We used a deliberative approach to elicit stakeholders’ perceptions of landscape change and values at local levels, through a series of three workshops in each site. Deliberate approaches emphasize

1 that landscape values are process and context-dependent, without claim to objectivity. Landscape
2 values are formed through a structured process of communication, participation, social learning and
3 negotiation. Deliberative approaches are particularly useful to elicit landscape issues due to the
4 inherent subjectivity of landscape values and the high level of interest that stakeholders have in
5 them (Raymond et al., 2014). The approach also borrows from the conceptualization of landscapes
6 by Jones (1991) which uses a “scientific”, an “applied” and a “humanistic” angle to describe how
7 landscapes are regarded by different stakeholders.
8
9

10 Our deliberative approach followed three stages. In the first stage, a series of introductory --
11 scoping workshops were conducted with the objective to reveal the landscape issues that are
12 important for local stakeholders. Potential stakeholders were identified and invited by local
13 workshops organizers (which are partners of the EU project HERCULES), but there were also open
14 invitations to all to participate. The whole approach was based on embracing the inherently
15 dynamic and changing nature of the landscape and identify different sets of values on and of the
16 landscape (e.g. productive, ecological, aesthetic, historic, symbolic) and to discuss and present ideas
17 and practices so that as many as possible of these values will be managed. These are envisioned to
18 be Good Landscape Practices that may be derived either from local or expert knowledge or
19 combinations of the two types of knowledge. These practices involve different types of land
20 management (agriculture, livestock, services, recreation, and nature conservation) on both private
21 and public land and on both rural and urban settings. The first series of workshops took place in late
22 winter and spring of 2015. Each workshop comprised an average of 30 participants, including
23 stakeholders from land owners, farmers (when these two groups were different), local residents,
24 local administration, experts and local media (Figure 2). There were small differences between the
25 different areas with e.g. more NGOs showing up in GPMJ, more experts in heritage conservation in
26 VOK, but overall the lists reveal similarities rather than differences. In the second stage, another
27 round of workshops were conducted in the fall of 2016, where the ideas discussed in the first round
28 and the approach or idea for the management and governance of landscapes were introduced,
29 discussed and debated, while in some cases the original diagnoses of issues was revised. In all
30 areas, a third round of workshops was conducted in winter - spring 2016 to continue the second
31 workshop themes. The workshops were held in public meeting spaces, such as community halls, a
32 museum and townhalls. Some of the events were videotaped or recorded and the material was
33 translated into English by us.
34
35

36 Another purpose of performing three workshop rounds was to witness interactions between the
37 different stakeholders and gain insights on the social capital in the area and how it affected
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1 landscape change, both in conceptualizing it (what is considered as landscape “change”, if this type
2 of change is good or bad, desirable or undesirable, etc.) and managing it.
3
4
5
6
7
8

4. Insights

4.1 Common Issues - Processes and Differences

12 The most important issues that emerged in the case study areas and their landscapes were
13 abandonment and preservation of the traditional management practices of olives in LES (abandoned
14 due to their low economic performance, see Table 2 where the major issues at stake are analyzed),
15 pressures of/on housing market, driven by high demand from “amenity migrants” in DEV, the
16 presence of many different and co-existent activities that, though sometimes contradictory, are
17 mingled in GPMJ, the effectiveness of preservation of natural, historical and cultural heritage
18 (including linguistic) in VOK, and processes of land and farming abandonment and “rewilding”,
19 and the extreme increase of local population due to urban expansion in COL.
20
21
22
23
24

25 One issue that came up in all areas was abandonment and overgrowth of agricultural lands. This is
26 of course not a new development to most European rural areas, but in many landscapes its impacts
27 are viewed positively and negatively. In all of the cases discussed here, abandonment of traditional
28 land management activities and cultivations was viewed very negatively: olives in LES, arable
29 farming in VOK, GPMJ and COL and animal farming in DEV. All these systems are considered as
30 very valuable landscapes and/or components of the local landscape, but also parts of local
31 knowledge. The loss of this knowledge, mentioned again in all areas, was attributed to the
32 detachment of local actors from the land due to changed their roles in landscape management (e.g.
33 farmers having to cope with water preservation issues and organic farming that leads them to
34 become “merchants” as well, selling directly their products to keep their incomes in GMPJ, farmers
35 turning to hoteliers in LES, to construction in DEV and COL, farmers not being able to make a
36 profit and abandoning the area in VOK. A characteristic example in COL was dry stonewalls:
37 residents buying lands for hunting and recreation, use wire and concrete to fence their land, but
38 expect farmers to maintain these drystone walls for their aesthetic and ecological benefits.
39
40
41
42
43
44
45
46
47
48
49

50 Another theme that was discussed widely issue that came up in most areas was “cultural landscapes
51 versus (new) infrastructure”. In GPMJ, COL, DEV and in a lesser degree on LES, the issue was
52 discussed in detail as a threat to cultural landscapes. Although many locals in GPMJ, LES and COL
53 seemed to be in favor of transport, mobility and access to the landscape, all agreed that such linear
54 infrastructures can fundamentally change a landscape. A balance is sought between fast
55
56
57
58
59
60

1 infrastructures crossing the landscape with no local use and “human size” ones that can link
2 neighbor territories and improve accessibility. In the EU workshops, energy infrastructures such as
3 windfarms were also discussed.
4
5

6
7 The other theme concerning agriculture that was common in many of the case study landscapes was
8 the integration of intensive agriculture into cultural landscapes. Unlike abandonment, intensive
9 agriculture was brought into discussion by the “experts”, since it is a key factor in shaping the
10 visual features of rural areas and creating valuable habitats for wildlife, but also a very real trend in
11 many areas of Europe and in COL, parts of LES and DEV. On the opposite, in GPMJ the reverse
12 dynamic is observed: to figure out how possible it is to cope with organic culture and agro-ecology
13 on historical crop farmland. Topics of discussion included trade-offs and the relationship of
14 intensification and multifunctional land use. In the case of COL, it was discussed if multi-
15 functionality can combine economic and ecological principles in production, and improve economic
16 results. In VOK, a few big agro-business that run parts of the land intensify the use significantly.
17
18

19 The last issue that was widely discussed in the workshops was the role of heritage in cultural
20 landscapes. Undoubtedly, heritage plays an increasing role in all cultural landscapes with many
21 layers of heritage interwoven onto landscapes. Discussions revolved around historical and
22 archaeological heritage (LES, VOK, DEV) and protection in coordination with other land
23 management practices, including agriculture, where in the GPMJ agriculture is proposed to be
24 considered as heritage where urbanization pressures are high; more recent cultural heritage in terms
25 of buildings, landscape structures, meeting places for the sense of community and identity (all
26 areas); local knowledge (again all areas, integrated with the discussion on abandonment) and
27 intangible heritage, as in VOK a local dialect was considered an important aspect of the landscape.
28 Responses to heritage and its loss and change varied. In VOK, people were aware of “nostalgia” of
29 older landscapes and that landscapes have to change.
30
31

47 4.2. Trust and Cooperation

48 In our workshops, attendance differed across the case studies. Some workshops had more attendees
49 than others, but another very important point is who chose to come and who refrained. These types
50 of meetings, public as they are, are rarely attended by all the stakeholder groups that we previously
51 identified (Fig. 1). Land owners and farmers were invited and academics (us) organized the
52 workshops, local government was much involved in COL and GPMJ, but not in the other areas and
53 some “groups with special interests” also came. The attendees were obviously interested in the
54
55
56
57
58
59
60

1 particular theme discussed in each workshop (or felt obliged when they received the invitation).
2

3 How many did not come with a real “stake” at the issue discussed? This is unknown, although
4 potentially all local residents are stakeholders and could attend.
5

6
7 According to what was discussed in all areas, even those that did, questioned before and after the
8 practical impact of these workshops (the issue is discussed also in the knowledge section). Another
9 reason that was mentioned by those who came for those that did not was lack of trust that
10 undermines participation and cooperation. This seems to be the case in LES, VOK and COL. In
11 LES, trust towards cooperatives is very low with obvious negative consequences on engaging with
12 collective initiatives (and attending the workshops). Some farmers which participated in the
13 workshops expressed their willingness to adopt new farming and landscape management systems,
14 but overall these seem to be few among the local farmer population, due to weak social capital
15 dominated by short-term, non-sustainable and utilitarian practices. In GPMJ, the first workshops on
16 local heritage valuation involved rather local representatives (elected or experts), while farmers
17 where underrepresented, but more participated in the last workshop. In that, discussions revolved
18 around land practices and daily difficulties they had to face in terms of farming close to an urban
19 area. The “facilitating” role of the GPMJ organization is very important as it has managed to bring
20 together intensive and organic farmers and related associations.
21
22

23 One needs not being overoptimistic about the effect of local trust and connectedness. Some
24 societies are based on fear and power (Pretty and Smith, 2004), while formal rules and norms can
25 also trap people within harmful social arrangements. A typical example was discussed in COL,
26 where soils and weather are not ideal for summer pastures for big animals such as cows, but are for
27 goats. Ideally, farmers that own cows would let farmers that own goats to graze in their lands and
28 vice versa, as goats feed on branches and shrubs, cleaning the forest and opening more space for
29 cows to eat grass. Nonetheless the lack of trust among farmers and landowners and the loss of
30 traditional knowledge, block this kind of cooperation. Also related with knowledge, the trust seems
31 to have been broken when farms keeping goats almost disappeared and this traditional form of
32 cooperation was lost. Now, some decades later, new goat farms appear but find it hard to revive this
33 form of cooperation.
34

35 In LES, MODOUSA is a bottom up initiative that emerged out of the failure of former cooperatives
36 to provide farmers with better prices and collective bargaining position. Its role in the workshops
37 was pivotal, but at the same time it seems that farmers and other locals that for personal or business
38 reasons were not positive towards it, were discouraged to participate more openly and speak their
39
40

1 mind. In VOK, the blending in the Onion Route of different heritages from the three local cultural
2 groups is a similar example: the architectural heritage of the Baltic German noblemen (still very
3 visible, see also Viik et al. (2015)), the Estonian-speaking farmers (with a local dialect) and
4 Russian-speaking old-believers (the most closed group of these three). Although the local dialect
5 was considered as a flagship example during the workshops, being one of the symbols of the area
6 these days, it remains to be seen if this blending will be based on cooperation and understanding or
7 in depopulation and ageing that will homogenize these groups in the future. In COL, local heritage
8 (tangible and intangible) presents strong potential for a common discussion and agreement ground
9 between the different stakeholder groups and institutions. It was noticed that even when tensions
10 and distrust initially arose when the topic of local heritage protection was brought up by an
11 “outsider” (expert or not), eventually all groups revealed strong attachment and interest to manage
12 the land for its preservation.

13 Our workshops indicate that the task of stakeholder integration is becoming more central when it
14 comes to landscape management (Prager, 2015). As Conrad et al. (2011, p. 2097) suggests,
15 “existing landscape research has been heavily limited in the extent to which it involves stakeholders
16 or develops innovative methods for doing so”. Collaboration has been one of weakest and also of
17 the strongest points that came up during the workshops, sometimes even within the same area, as in
18 LES with the social cooperative on one hand and the lack of cooperation from all the rest
19 stakeholders. As Pretty and Smith (2004, p. 633) put it, “relations of trust lubricate cooperation”,
20 but trust takes time to build and is easily broken and “when a society is pervaded by distrust or
21 conflict, cooperative arrangements are unlikely to emerge”.

22 4.3. Local Knowledge and Knowledge Transfer

23 Traditional Ecological Knowledge transfer is another issue of great importance and vivid
24 discussions. In the past knowledge was transferred and managed within local societies. For the
25 participants in the workshops, this knowledge has been largely replaced by formal - “expert”
26 knowledge, transferred and managed by experts (agronomists, farm consultants, etc.). This
27 knowledge has claimed high legitimacy in identifying problems in farming practices and
28 prescribing solutions. An issue raised on LES concerning expert knowledge concerned the different
29 strands of such knowledge available: practices for management of olive trees and fields that were
30 brandished as “scientific” in the recent past, are now more or less considered as non-relevant or
31 even harmful for the quality of olive oil. Stakeholders expressed some concerns on the issue or the
32 ever changing perceptions and prescriptions (“and what tells us that this [the management protocol
33 presented] will not change again in a couple of years?” was a typical remark). In GPMJ knowledge
34

1 transfer is more a matter of educating city residents, people with no “farming roots”, to respect
2 farmlands and farmers labor. Another one is to have the youth connect food to the land, and
3 understand food provisioning issues. In VOK, the same was discussed for slash-and-burn farming.
4 It is now illegal on ecological reasoning, but local TEK still defends it as a “more natural” way of
5 controlling pests.

6
7 Another telling example was recorded in COL, where distrust to “official” and “expert” knowledge
8 lead some respondents to adopt tall stories to explain perceived changes in ecosystems and
9 diversity, e.g. “rewilding” and increase of the number of snakes “explained” by environmentalists
10 releasing snakes to control rabbits population, or contamination of soils and plants “explained” by
11 spraying heavy metals from planes (by multinational companies) to control water resources. False
12 they may be, but these theories feed the distrust between stakeholder groups and make cooperation
13 difficult.

14
15 For informal - “local” knowledge, another important tension in terms of social capital is the tension
16 between “newcomers” and “old residents”. In all of the case study landscapes a bigger or smaller
17 part of the population is comprised by “newcomers” or have been disassociated with the use of local
18 and informal knowledge on land management. Therefore, “local” knowledge may survive in
19 fragments or be based on expert knowledge. Sometimes, e.g. in VOK, those that are more “active”
20 towards the preservation of cultural heritage are not people who have been born there, but people
21 who have moved there at some point in their life. For local farmers, heritage “objects” in the
22 landscape may sometimes be undesirable because of the laws protecting them. In COL the situation
23 is similar, with many newcomers being more active in local traditions than long-established families
24 (this does not stop them from being considered as outsiders even if they have been living there for
25 decades and similar issues were reported in VOK as well). Newcomers seem also to be more
26 sensitive towards environmental heritage and biodiversity in general.

27
28 Pretty and Smith (2004) suggest “a need to blend both the biological and social elements of
29 conservation” (p. 631) so that rural people can “improve their understanding of biodiversity and
30 agroecological relationships at the same time as they develop new social rules, norms, and
31 institutions”. This was not a given at our workshops, where these new social rules and institutions
32 were not yet part of the social capital of the areas. This issue is related with the definition and
33 conceptualization of landscape for many of the stakeholders across the case studies: the dynamics of
34 the landscape, the fact that it changes constantly, is not something that many stakeholders -and
35 especially land managers- accept unquestionably. For many, the cultural landscape is a “fixed”

1 image, often representing an ideal that no longer exists.
2
3
4

5 5. Conclusion 6

7 Social-ecological characteristics in the five European landscapes are contrasting, and the
8 discussions in the 15 different workshops took different courses. Conceptualizing landscape
9 stewardship through a social capital approach allows to derive some general conclusions, despite
10 the variety described.
11
12

13 First, the combination of strong bonding social capital (strong networking and ties within groups
14 with the same interests and/or views) and weak bridging social capital (widespread distrust between
15 different social actors and groups) often prevents engagement with broader and longer term
16 collective initiatives towards environmental protection and in particular toward landscape
17 stewardship. The degree of rurality/urbanity seems to be decisive, as in peri-urban areas (e.g.,
18 Colmenar Viejo) bonding ties are less strong, while the diversity of residents favors bridging and
19 networking. This raises the issue of how strengthening forms of bridging social capital, networking
20 and trust can be encouraged and achieved.
21
22

23 Second, institutional social capital is weak in many of the European landscapes studied. Widespread
24 distrust is paralyzing the relationships of local societies and key institutions, e.g. cooperatives (in
25 some areas) and especially local and regional administrative and planning structures. However,
26 effective landscape stewardship depends on such cross-sectoral and cross-scale linkages, as
27 landscapes are interfaces between different functions, sectors, and scales by definition.
28
29

30 Third, local cultural ideas and knowledge in rallying stakeholders and actors do clearly matter for
31 landscape stewardship, including conceptualizing and managing landscape change and
32 conservation. This is an important lesson for designing and implementing landscape related bottom
33 up approaches: respecting and highlighting such practices and knowledge and combining them in a
34 meaningful way with “expert”, scientific knowledge will work better than relying in scientific
35 knowledge solely.
36
37

38 Fourth, conflicts of interests between various local groups and actors arise in many cases, raising
39 concerns about the “proper” way of combining environmental protection with local development
40 strategies through landscape stewardship. The development of a culture of general trust and
41 cooperation towards more sustainable practices and a general commitment in deliberating conflict-
42 resolution practices seems to be fruitful for “positive” change.
43
44

References

- Antrop, M. (2004) Landscape change and the urbanization process in Europe. *Landscape and Urban Planning* 67, 9-26.
- Alumäe, H.; Printsmaan, A.; Palang, H. 2003: Cultural and historical values in landscape planning: locals' perception. In: Palang, H.; Fry, G. (ed.) *Landscape Interfaces: Cultural Heritage in Changing Landscapes*. Landscape Series 1. Dordrecht: Kluwer Academic Publishers, pp. 125–145.
- Atwell, R. C., Schulte, L.A., Westphal, L.M. (2010) How to build multifunctional agricultural landscapes in the U.S. Corn Belt: Add perennials and partnerships, *Land Use Policy*, Volume 27, Issue 4, October 2010, Pages 1082-1090, <http://dx.doi.org/10.1016/j.landusepol.2010.02.004>.
- Blacksell, M. 2010: Agriculture and landscape in 21st century Europe: the post-communist transition. *European Countryside* 2 (1): 13–24.
- Burton R.J. F. (2012) Understanding Farmers' Aesthetic Preference for Tidy Agricultural Landscapes: A Bourdieusian Perspective, *Landscape Research*, Vol. 37, Iss. 1, 2012
- Conrad, E., Christie, M., Fazey, I. (2011) Is research keeping up with changes in landscape policy? A review of the literature, *Journal of Environmental Management*, Volume 92, Issue 9, Pages 2097-2108, ISSN 0301-4797, <http://dx.doi.org/10.1016/j.jenvman.2011.04.003>.
- Conrad, E., L. F. Cassar, M. Jones, S. Eiter, Z. Izaovičová, Z. Barankova, M. Christie, and I. Fazey. 2011a. Rhetoric and reporting of public participation in landscape policy. *Journal of Environmental Policy & Planning* 13:23-47.
- Conrad, E., M. Christie, and I. Fazey. 2011b. Is research keeping up with changes in landscape policy? A review of the literature. *Journal of Environmental Management* 92:2097-2108.
- Crawford, P., Kotval, Z., Rauhe, W., Kotval, Z. (2008) Social capital development in participatory community planning and design, *Town Planning Review*, 79 (5), pp. 533-553.
- Duit, A., Hall, O., Mikusinski, G., Angelstam, P. (2009) Saving the Woodpeckers: Social Capital, Governance, and Policy Performance, *The Journal of Environment & Development*, 18: 42-61, doi:10.1177/1070496508329302
- Howard, P. J. (2011): *An Introduction to Landscape*. Ashgate, Farnham.
- Howard, P., Thompson, I. and Waterton, E. 2012. *The Routledge Companion to Landscape Studies*. Routledge, New York.
- Huijbens E.H.(2012) Sustaining a Village's Social Fabric? *Sociologia Ruralis*, Volume 52, Issue 3, pages 332–352, DOI: 10.1111/j.1467-9523.2012.00565.x
- Jones, M., P. Howard, K. R. Olwig, J. Primdahl, and I. S. Herlin. 2007. Multiple interfaces of the European landscape convention. *Norsk Geografisk Tidsskrift-Norwegian Journal of Geography* 61:207-215.

- 1 Jones, M. 1991: The elusive reality of landscape. Concepts and approaches in landscape research.
2 Norsk Geografisk Tidsskrift – Norwegian Journal of Geography 45 (4): 229–244.
- 3 Jones, N. (2010) Investigating the influence of social costs and benefits of environmental policies
4 through social capital theory, Policy Sciences, 43 (3), pp. 229-244. DOI: 10.1007/s11077-009-9107-
5 1
- 6 Palang, H. and G. Fry 2003: Landscape interfaces. In: Palang, H. and G. Fry (eds.) Landscape
7 Interfaces: Cultural Heritage in Changing Landscapes. Dordrecht: Kluwer Academic Publishers, pp.
8 1–14.
- 9 Palang, H., Alumäe, H., Printsmann, A., Rehema, M., Sepp, K., Sooväli-Sepping, H., (2011) Social
10 landscape: Ten years of planning ‘valuable landscapes’ in Estonia, Land Use Policy, Volume 28,
11 Issue 1, pp. 19-25, <http://dx.doi.org/10.1016/j.landusepol.2010.04.004>.
- 12 Paletto, A., Ferretti, F., De Meo, I. (2012) The role of social networks in forest landscape planning,
13 Forest Policy and Economics, Volume 15, February 2012, Pages 132-139,
14 [Ihttp://dx.doi.org/10.1016/j.forpol.2011.11.007](http://dx.doi.org/10.1016/j.forpol.2011.11.007).
- 15 Prager K. (2015) Agri-environmental collaboratives for landscape management in Europe, Current
16 Opinion in Environmental Sustainability, Volume 12, February 2015, Pages 59-66, ISSN 1877-
17 3435, <http://dx.doi.org/10.1016/j.cosust.2014.10.009>.
- 18 Pretty, J. (2003) Social Capital and the Collective Management of Resources, Science, 302 (5652),
19 pp. 1912-1914.
- 20 Pretty, J., Smith, D. (2004) Social capital in biodiversity conservation and management,
21 Conservation Biology, 18 (3), pp. 631-638. DOI: 10.1111/j.1523-1739.2004.00126.x
- 22 Printsmann, A. and H. Palang 2010: The interface between Marx and Brussels. Editorial. European
23 Countryside 2 (1): 1–12.
- 24 Sayer, J., T. Sunderland, J. Ghazoul, J. L. Pfund, D. Sheil, E. Meijaard, M. Venter, A. K.
25 Boedihartono, M. Day, C. Garcia, C. van Oosten, and L. E. Buck. 2013. Ten principles for a
26 landscape approach to reconciling agriculture, conservation, and other competing land uses.
27 Proceedings of the National Academy of Sciences of the United States of America 110:8349-8356.
- 28 Soini K., Palang H., Semm K. 2006: From places to non-places. Landscape and sense of place in
29 Finnish and Estonian countryside. In Th. S. Terkenli, A.-M. d'Hauterive (eds) Landscapes of a
30 New Cultural Economy of Space. Springer, pp. 117-148.
- 31 Torres-Lima, P., Rodríguez-Sánchez, L. (2008) Farming dynamics and social capital: A case study
32 in the urban fringe of Mexico City, Environment, Development and Sustainability, Volume 10, Issue
33 2, pp 193-208
- 34 Verburg, P. H., D. B. van Berkel, A. M. van Doorn, M. van Epen, and H. A. R. M. van den
35 Heiligenberg. 2010. Trajectories of land use change in Europe: a model-based exploration of rural
36

1 futures. *Landscape Ecology* 25:217-232. <http://dx.doi.org/10.1007/s10980-009-9347-7>

2
3 Viik, T.; Kaljundi, L.; Printsmaan, A.; Palang, H. (2015). Sustainability through Alteration: Eastern
4 Baltic manors in the Estonian tradition. In: Elizabeth Auclair, Graham Fairclough (Ed.). Theory and
5 Practice in Heritage and Sustainability: Between Past and Future (147–160). Routledge.
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

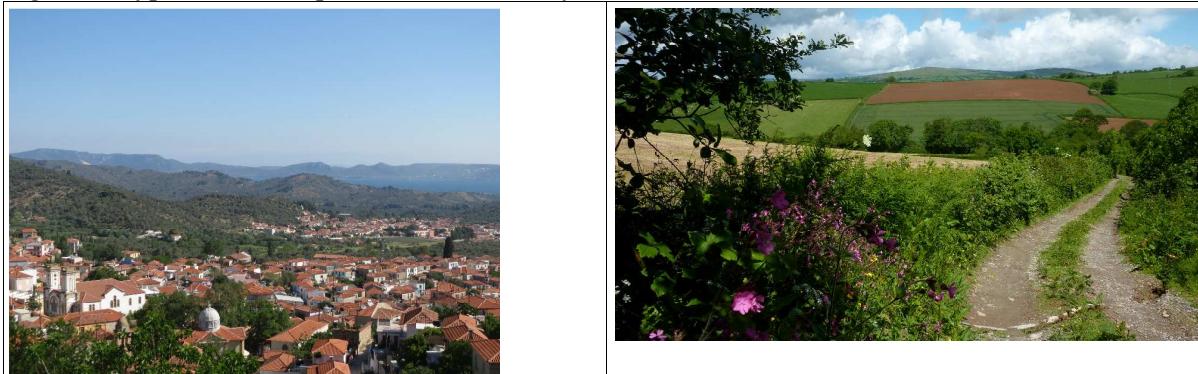
Table 1. The case study areas and their landscapes

Case study area	Area size (km ²)	Population	Location	Land uses, landscape features
Gera and Plomari (LES)	87	11,700	At the foot of the Olympus mountain range on Lesvos Island, Greece (1632 km ²)	Hilly area of limestone and schist, continuous olive plantations up to 600m altitude (roughly 80% of Utilized Agricultural Area and 60% of the total area) and pine forests – maquis.
Modbury (DEV)	24	1,500	In South Western part of Devon, UK	Gently undulating with many small rivers. Agriculture accounts for 57% of the land (livestock farms of cattle and sheep and mixed agriculture), the rest for forestry, land used for equestrian husbandry and sports, hobby farming, etc.
Grand Parc Miribel Jonage (GPMJ)	22	1,333,000 (including nearby settlements)	On the island of Miribel-Jonage, at the east of Lyon, in Rhône-Alpes area, France.	Level area, with river gravel soils, nearly 850 ha of forest and 450 ha of water surfaces. The main land uses include gravel extraction, farming (400 ha of farmland), recreation for residents.
Alatskivi and Peipsiääre, Vooremaa and Kodavere, (VOK)	161	4,000	On the western shore of Lake Peipsi, in the eastern edge of Estonia.	A plain of the coastal lowlands of Lake Peipsi, the clayish-sandy agricultural soils of the south-eastern Estonian plain, and relic land forms (elongated drumlins) left by the regressing ice cap. Habitation is sparse, in dispersed town-like villages.
Colmenar Viejo (COL)	163	47,000	At the foothills of the Sierra de Coddarrama Mountains, 30 km to the north of Madrid, Spain	Soft and irregular topography, hills and shallow valleys. The main land use is farming, with some areas dominated by pastures with scarcer trees (holm oak, Pyrenean oak, prickly juniper, elm) and other areas dominated by holm oak dehesas.

Table 2. Main issues at stake, processes and discussions in workshops and major groups of stakeholders

Case study area	Main issues at stake – Workshop processes
Gera and Plomari (LES)	<ul style="list-style-type: none"> - Main issue that affects the landscape: land abandonment of olive plantations (<i>dominant land</i> and farm use), linked with: (a) gradual loss of local knowledge; (b) low competitiveness of olive oil production due to sloping land and <i>limited</i> irrigation water availability. - Relatively high level of human capital available (quantity and quality) but channeled towards other activities (pluri-activity dominant) and clientelist function of government (local and national) and of farmer cooperatives with very low level of trust. - One important initiative of social capital development through NGO ‘Syn tois allois’ (translated as “with other people”) that resulted in the social enterprise MODOUSA (a local word meaning the olive tree that can produce a modi of olives or roughly 640 kgr) displays that despite the distrust, there are opportunities for collective actions that seek to conserve the landscape via productive olive fields.
Modbury (DEV)	<ul style="list-style-type: none"> - Main issue that affects the landscape: pressures of/on housing market, with high demand for property, driven by “amenity migrants”, often characterized by short-term occupancy and high impact on local economy. - Absence of bridging social capital between “newcomers” and older residents: locals decried lack of participation of migrants in local associations and social groups and local development plan. - Hedgerow and farmland management also an issue: overwhelming support for farmers in workshops and their contribution to local landscape, people acknowledged that they have a responsibility themselves to pay for the landscape by buying local food and going to farmers markets, but at the same time when asked to define future landscape goals, they suggested subsidies and regulations.
Grand Parc Miribel Jonage (GPMJ)	<ul style="list-style-type: none"> - Main issue that affects the landscape: presence of many different and co-existent activities: recreation, drinking-water and flooding reserve, farming and gravel-extraction activities (declining, depriving resources used for supporting landscape and biodiversity related activities). - Social networking, social capital and collective action mentality and practice strengthened through institutional organization managing GPMJ: connects 16 communities and entertains relationships with stakeholders, acting as social capital and trust enhancer; is part of a peri-urban park network and acts as a land owner that leases land to farmers. - Social capital proved crucial during development of long-term vision for local environment (2014), including more leisure activities for city dwellers, improvement of accessibility, promotion of landscape as “common good”, and engaging farmers into labeling local quality products.
Alatskivi and Peipsiääre, Vooremaa and Kodavere, (VOK)	<ul style="list-style-type: none"> - Main issue that affects the landscape: the effectiveness of preservation of natural, historical and cultural heritage. Three different cultural heritage aspects: (a) Estonian (peasant), including speakers of a local dialect, (b) Baltic German, mainly manor owners and their heirs, and (c) Russian Old Believers. Cooperation not easy, some positive examples include an initiative called “The Onion Route”, with a motto “One region, two nations, three cultures”. - Many landowners find legal heritage framework “too restrictive” for land management. Especially valued is land and activities related with it open land which refers to the independence period of 1920s–1930s before nationalization. - Great emphasis on preservation of cultural landscape including the promotion and support of the local dialect (Kodavere). In general, participants appeared to care deeply about their landscapes, heritage mapping, excursions, old dispersed farmsteads, and historical monuments.
Colmenar Viejo (COL)	<ul style="list-style-type: none"> - Main issues that affect the landscape: processes of land and farming abandonment and “rewilding”, new infrastructure (roads), and the extreme increase of local population due to urban expansion. - Widespread distrust for central and local institutions decreases engagement with collective initiatives towards landscape protection, e.g. conflicts between local and regional administrations on management of local natural resources and heritage. Also distrust and conflict between local groups (farmers, hunters and landless villagers or between old residents and new-comers). - Lack of bridging social capital associated with strong ties among groups with same interests, e.g. how to protect dry stonewalls. All these lead to very pessimistic outlooks on the future from older people.

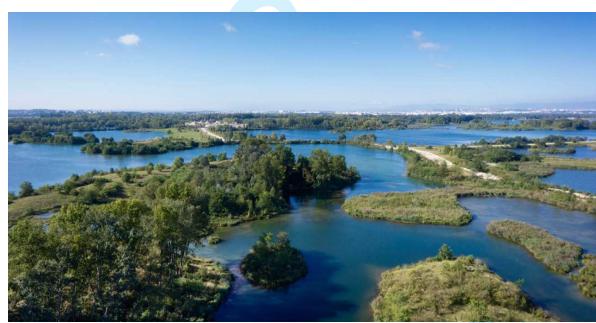
Figure 1. Typical Landscapes of the Case Study Areas



A; Gera and Plomari



B: Modbury



C: Grand Parc Miribel Jonage



D: Alatskivi and Peipsiääre, Vooremaa and Kodavere,



E: Colmenar Viejo

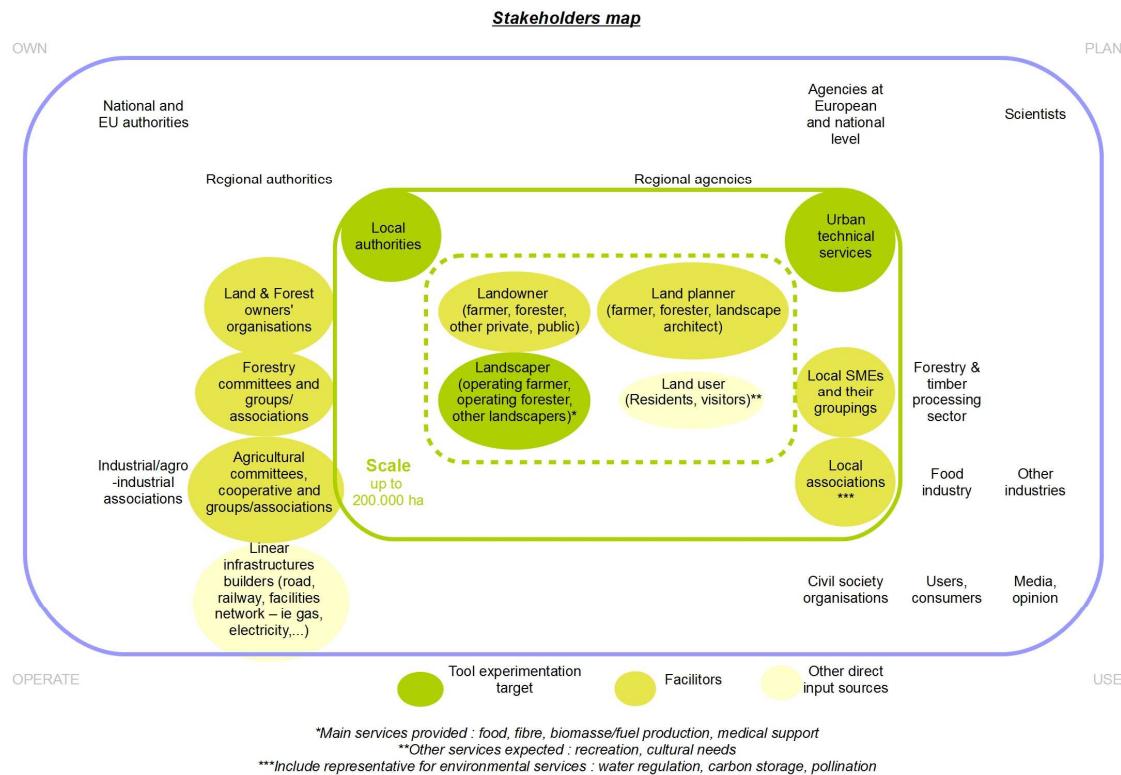


Figure 2. Map of Stakeholders used in the workshops

Guide to Cultural Landscape Days

Introduction

The Cultural Landscape Days were an initiative of the HERCULES project, funded by the European Commission. HERCULES was a collaboration of 13 partners from European universities, SMEs, NGOs and research institutes to develop a holistic approach, incorporating diverse stakeholder perspectives, in order to address landscape change.

HERCULES organized five landscapes Days in the years 2014 until 2016. The project ran out in November 2016. However, since the Cultural Landscape Days proved to be very valuable in linking the people with their landscapes, the project aims to encourage initiatives and organization involved at the local level to continue celebrating their landscape. The aim of this Handbook is to give advice and make suggestions to those who are interested in organizing a Cultural Landscape Day in the future.

This Handbook is based on the outcomes of the activities in five study landscapes and the interactions with the local stakeholders undertaken by the HERCULES Project.

For more information on the HERCULES Project, please visit: www.hercules-landscapes.eu.

European Cultural Landscapes Days

What are cultural landscapes and why are they important for us?

Landscapes have been shaped and maintained by us and our activities over millennia and have undergone fundamental changes. We create landscapes through our activities. In return, landscapes provide us with a variety of values and services. These are, for example, cultural services such as spiritual values, recreation, tourism or ecological knowledge. They also regulate services like pollination, water and climate. Finally, landscapes help produce, food, raw material like wood, water or medicinal resources. Our long history has formed our landscapes, their unique appearances and characteristics. Cultural landscapes change over time. However, the modern era has pushed even faster changes which can threaten their sustainability. In Europe we can see land abandonment, afforestation and intensified forestry, urbanization, agricultural intensification. Efforts are being made to preserve the regional diversity and heritage of “special” and “ordinary” landscapes. European landscapes are dynamic. To cherish them and provide a future, we must be an active part of it. We have a share in their diversity and singularity.

The aims

The aim in celebrating landscapes is not only to draw the citizens' attention to its beauty and variety of values, but to come to a dialogue on landscape and between people and their surroundings. The goals are to:

- Arise interest of people in being an active part in their landscape, may they be perceived as “ordinary”, “everyday” landscapes or as highly valued, outstanding landscapes.
- Gather and improve knowledge of people on the history, dynamics and recent processes of their landscape.
- Draw attention to the complexity of land use and land conservation.
- Heighten public awareness of the specific values of landscapes and landscape features.
- Create dialogue and bring together people with different stakes and interest in the landscapes.
- Encourage people to take part in stewardship of their landscape.

Participants

Cultural Landscape Days should be open for everyone as everyone is part of the landscape. Special attention can be paid to young people by organizing family-oriented activities. The subject “landscape” has the potential to create events that make us experience our surroundings by involving all senses (seeing, touching, hearing, smelling) and movement (landscape walk). Get away from passive audiences and enliven active participants!

Organisation of Cultural Landscape Days

The possibilities to perform a Cultural Landscape Day are astoundingly manifold and this makes it so very appealing. The activities may range from guided walks, expert days, landscape assessments to participative art contests. To find activities that fit you, you might think about the following:

Find a motto

HERCULES experiences show that mottos can have a wide variety of topics and subjects: Industrial heritage, archaeological heritage, reflecting of landscape in music/arts, the importance of trees in and for landscapes, etc. It can be centered around:

- A specific landscape feature (hedgerows, stonewalls, trees, biodiversity).
- A specific type of landscape heritage (preservation, land-use, archeological, industrial/technological).
- A specific historical period (Neolithicum, Middle-Age, Modern Era) or event (Industrialisation, War, Period of the Iron Curtain).
- In case of joining the European Heritage Days think about connecting to their annual theme.

Find partners

A Cultural Landscape Day may involve a variety of players. Whoever is interested in organizing a Cultural Landscape Day might as a first step contact all relevant stakeholders and get them involved:

- Municipalities
- Public authorities
- Landscape initiatives
- Socio-cultural bodies like a museum
- Tourist offices
- Schools
- Private owners

Find and attract target groups

The type of activities you choose is closely related to the target group that you want to address: Excursions for adults, outdoor adventures with young people, or photo contests; each involves different target groups and group sizes.

To attract as many of the targeted people as possible, make use of communication and PR. Think about the following to create interest:

- Make use of the usual distribution media in your municipality (local newspaper, local radio) and invite journalists
- Make use of social media to attract also young people
- Raise the curiosity of visitors via tourism offices

- Unite different partners
- Have a contact person
- Develop contacts with neighboring sites and facilitate exchange of information

As the idea is to open landscapes to its citizens, make as many events free of charge or take only low entrance fees.

Join the European Heritage Days

For HERCULES, it proved to be a good decision to link the Cultural Landscape Days wherever possible to the European Heritage Day, taking place annually during a weekend in September – a joint action of the Council of Europe and the European Commission. The aim is similar but more focused on heritage: to put new cultural assets on view and opening up historical buildings normally closed to the public. The cultural events highlight local skills and traditions, architecture and works of art. Each year, national and regional events are organised around a special theme. These themes vary in each country from year to year. They include such topics as:

- specific forms of heritage (e.g. farmhouses, musical instruments, culinary traditions, garden architecture)
- specific periods in history (e.g. the Medieval heritage, the Baroque heritage)
- society's approaches to heritage (e.g. heritage and citizenship, heritage and youth)

More information: <http://www.europeanheritagedays.com/>

Ideas and impulse

Guided walks

Guided walks attract many people. They provide landscape experiences and at the same time expert knowledge, explanation and background information. In principle, everyone could lead a guided walk:

- Representatives of landscape initiatives
- Experts like biologists, geographers, archeological, farmers
- Members of heritage initiatives
- Teachers and students
- Artists
- Local citizens

You can well stay in one place. However, it corresponds better to the scale of landscape to offer a tour that dives deeper into the landscape or links different places of interest. Longer routes also might provide access to remote or difficult to reach spots.

Introduction into land use practices and local food

Demonstrations of land us practices give very appealing insights into how landscapes are made and shaped by humans. They might cover locally specific practices, modern as well as traditionally ones. This could be combined with a market to present local products and professions in order to enable consumers and tourists to see and appreciate how the knowledge and skills of the producer and the quality of the food are part and parcel of the local cultural landscape.

Experience the landscape via local food! A testing of local food products might be a stand-alone activity or something to be included in other activities. It creates links between producer and consumer.

Contests and exhibitions

Landscapes are always landscapes as perceived by its inhabitants. You can paint it, take a photograph, write a song, poem or short story about it. To organize this as a contest, either during the day or as the exhibition of the final results, will activate a lot of people. This can be accompanied by expert talks or relevant films.

Examples of Cultural Landscape Days organized by HERCULES

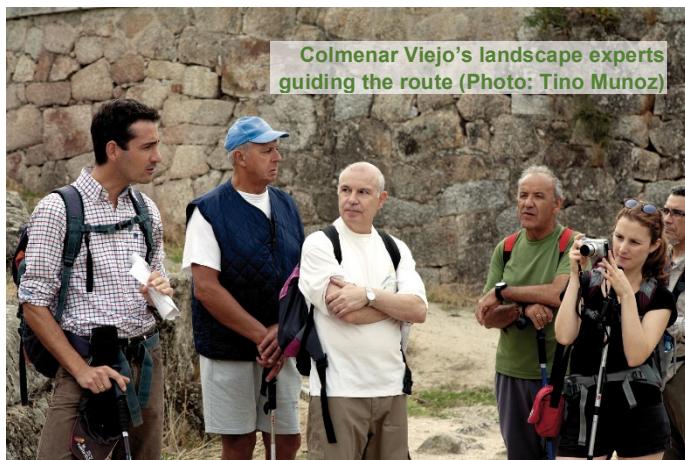


Industrial Heritage in Colmenar Viejo (Spain)

The municipality of Colmenar Viejo is part of the foothills of the Sierra de Guadarrama mountain range, which is situated in the Northwest of Madrid. Although it is a rural area when it comes to the physiognomy of the landscape, 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. The cultural heritage presented in the landscape is very rich. There are many remnants of the past: Visigoths remains; medieval bridges, chapels and a basilica; water mills and fulling houses from the Modern Age; a dense net of drove roads, dry stone walls, and many other elements linked to the farming tradition. The study landscape also has extraordinary natural values.

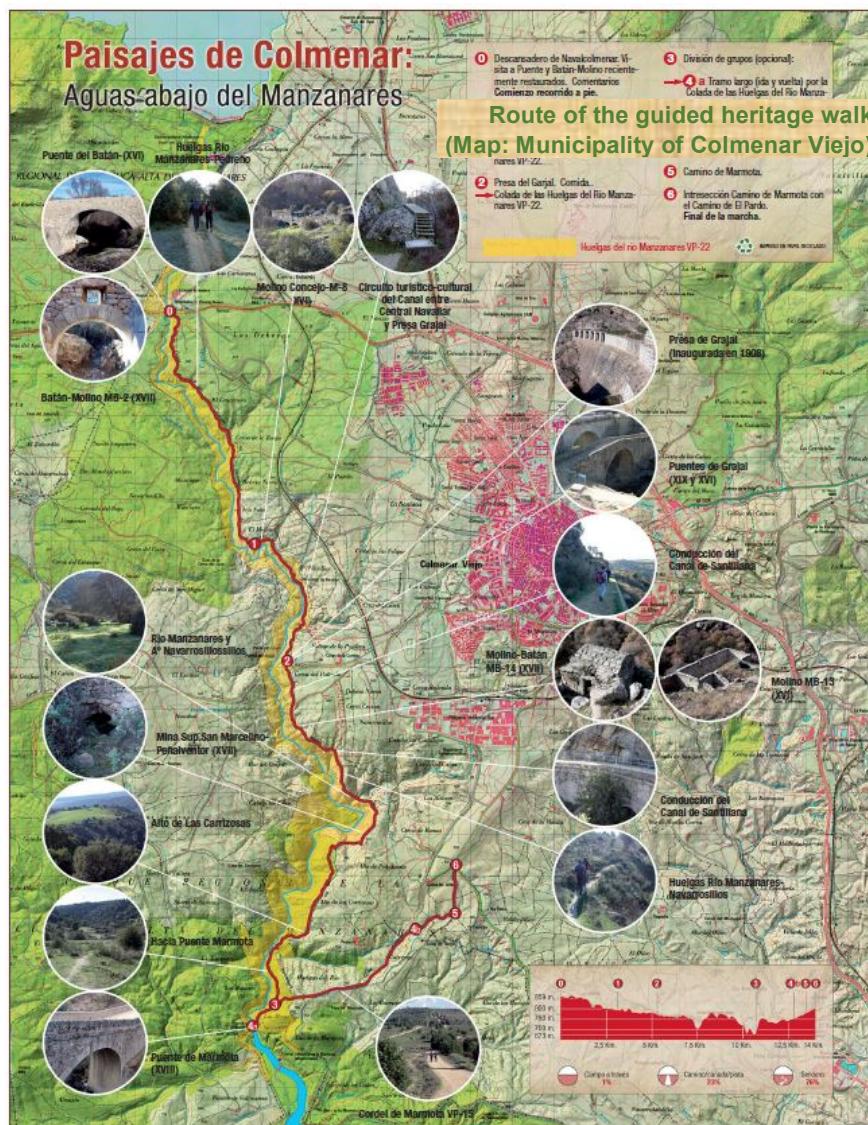
How was it celebrated? The Cultural Landscape Day took place on 3 October 2015. There has been a thematic link to the 2015 European Heritage Day, headed "Industrial Heritage". The Colmenar Viejo event focused on the industrial heritage along the Manzanares river (fulling houses, water mills, hydropower station, water infrastructures and many

more). The main activity has been a guided walk along the river with explanations from experts in the areas of cultural heritage, environment, geography and archeology. More than 30 participants took part. The route led about 16 km following the river. The area visited is protected by the Cuenca Alta del Manzanares Regional Park and has a high concentration of heritage elements, some of them restored and some of them abandoned. The event was linked to a local workshop on the cultural heritage later to be seen on the guided walk, its importance in the personal and social well-being of the population and examples of restoration practices.



The aim was to raise awareness about the values of the cultural and natural heritage of Colmenar Viejo and the importance of safeguarding them. Many of the participants, although from the area, have not been aware of the treasures the landscape of Colmenar Viejo hides. Thus, the event provided new perspectives and knowledge to the local people, especially on the richness and high values of the

natural and cultural elements in the landscape; good landscape practices, such as restoration and creation of routes; bad landscape practices, such as high fences that are not permeable for the fauna and that fragment the landscape; and the difficulties for the municipality to face the maintenance of the restored heritage.

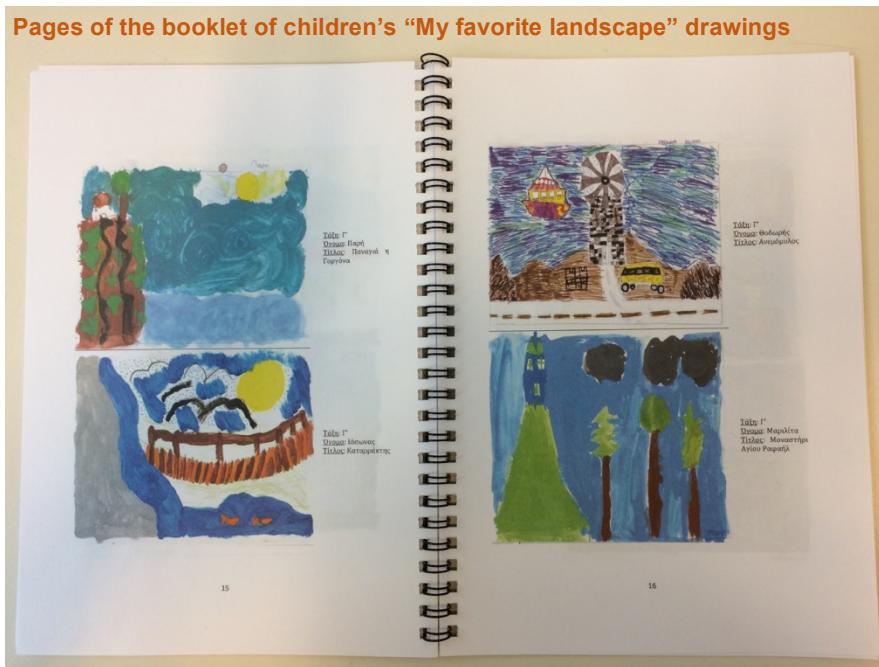


Drawing contest in Lesvos (Greece)



Lesvos is the third largest Greek island, located in the Northeastern Aegean Sea. The island has a rich and dynamic history and was, among others, part of Persian, Hellenistic, Roman, Byzantine, and Ottoman empires. After the first quarter of the 20th century, rural exodus brought significant reduction of land use diversity: olives and savanna type grazing lands dominated the landscape. Forests increased in the mountains, as mountainous and/or less productive fields were abandoned. In the plains, agriculture was intensified by pumping and watering arable animal feeding stuff or greenhouses. In addition, in coastal areas housing and tourist uses compete with agriculture for land. Across the island the number of farms has recently declined, but in spite of this agriculture is still quite important in terms of the jobs and incomes it provides. The most important agricultural landscapes consist of olive plantations in the Eastern part of the island and grazing lands (for sheep) in the West.

Pages of the booklet of children's "My favorite landscape" drawings



presenting their drawings and discussing why they have chosen to draw a particular landscape. In addition to their exhibition, the 40 drawings are published in a booklet that was given to students and teachers, in which, along with the drawings, the answers of the children to questions about different aspects of the landscape ("What do you hear/smell/touch/taste in your favorite landscape?") were also presented. The questions intended to reveal which landscapes did the children paint, why did they choose particularly these among others and which senses – besides vision – participate while experiencing their favorite landscape. The objective was not to merely record them, but to make them realize that their senses participate every time they experience a landscape. Some of the pictured landscapes are "real" in the sense that they do really exist and are located somewhere in the island, while some landscapes are mostly "symbolic" in the sense that they represent symbolic features and images that mean something for the students, e.g. all "seas" or all "forests". Another remarkable finding is that most students choose landscapes that are manmade.

Lesvos is the third largest Greek island, located in the Northeastern Aegean Sea. The island has a rich and dynamic history and was, among others, part of Persian, Hellenistic, Roman, Byzantine, and Ottoman empires. After the first quarter of the 20th century, rural exodus brought significant reduction of land use diversity: olives and savanna type grazing lands dominated the landscape. Forests increased in the mountains, as mountainous and/or less productive fields were abandoned. In the plains, agriculture was intensified by pumping and watering arable animal feeding stuff or greenhouses. In addition, in coastal areas housing and tourist uses compete with agriculture for land. Across the island the number of farms has recently declined, but in spite of this agriculture is still quite important in terms of the jobs and incomes it provides. The most important agricultural landscapes consist of olive plantations in the Eastern part of the island and grazing lands (for sheep) in the West.

How was it celebrated?

The Cultural Landscape Day took place on 28 September 2016. The Cultural Landscape Days hosted students and teachers from the Elementary school of the village of Vareia. The event started with a discussion of the value of Lesvos landscapes and its special characteristics. However, the highlight of the celebration was the opening of an exhibition of children's drawings titled "My favorite landscape, with students