

# The potential of labelling in landscape management

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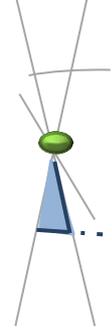
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# Outline

## 1. Background information

Rural landscape and new governance approaches

## 2. Landscape labels

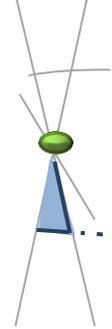
- Incentive-based governance innovations
- Promises, potentials and limitations

## 3. Labelling examples in EU context

Empirical governance analysis

## 4. Discussion

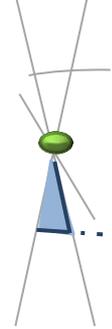
Lessons learned & governance implications



# Background information

## Rural areas in Europe - challenges:

- Multiple functions/uses (=> provide various ecosystem services)
  - Diverse actors with plural interests (=> trade-offs)
  - Different policy domains (=> multi-sector, multi-level)
  - Socio-economic trends, environmental problems... (=> dynamics)
- ➔ **Directed transformation** of rural areas as policy objective
- ➔ Search for **new governance approaches** (financing instruments, business models, networks/PPP, integrated management...)
- ➔ **Landscape labelling** as a new & promising idea



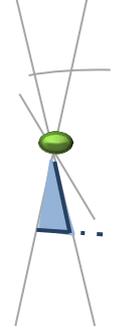
# Background information

Objectives for study/policy brief

**➔ What is the potential of labelling for landscape management?**

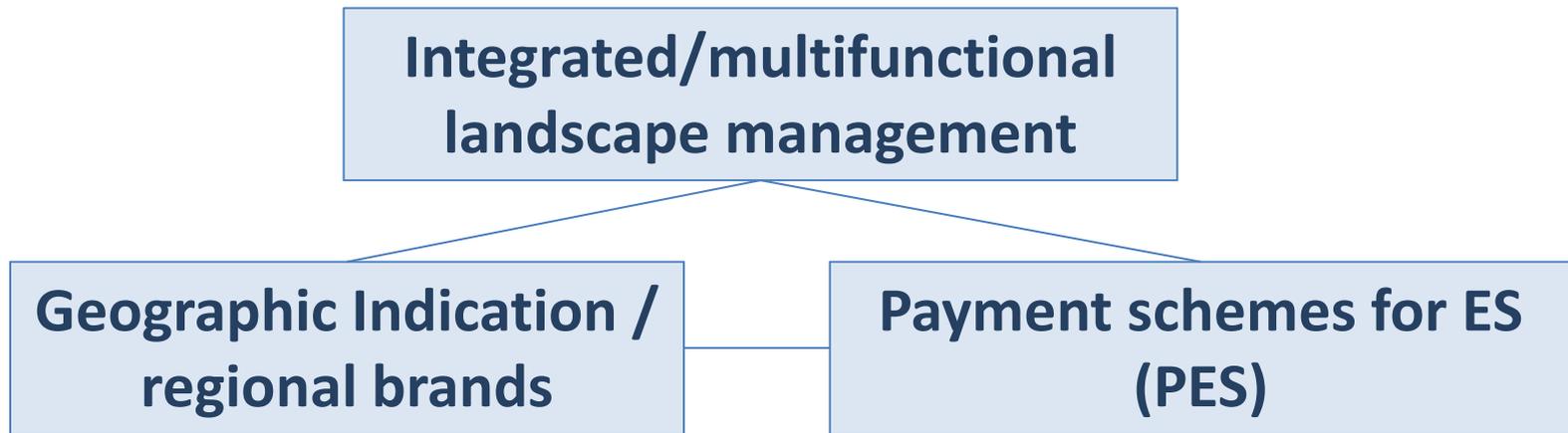
- What characterises landscape labelling?
- What labelling approaches do exist in the EU?
- What are fostering/hindering factors for them to work?
- What are key elements of a governance strategy for their use?

**Some conceptual ideas & empirical findings ...**

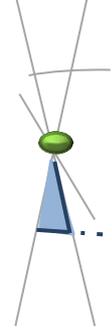


# Labelling as governance innovation

**Hybrid governance approach that connects ideas of ...**



- ➔ Certification scheme for particular socio-ecological systems, i.e. natural + cultural characteristics at landscape level.
- ➔ Aims for rural landscape (heritage) preservation to sustainably provide a range of ES good + services + benefits.



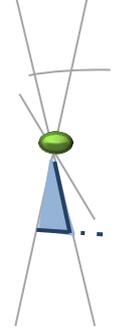
# Labelling as governance innovation

## **Promises and advantages:**

- Help fostering preservation of cultural landscapes (heritage)
- Improve market + political recognition for landscapes + managers
- One certification scheme for ES bundles/region (transaction costs)
- Labels as platforms for multi-stakeholder collaboration + interplay

## **Limitations and barriers:**

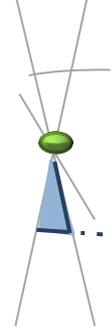
- Scale increases heterogeneity of goals, visions, interests, conflict
- All kind of uncertain impacts
- Lack of societal awareness/acceptance; just another label?



# Analysing 'typical' examples in the EU

Case type	Selection criteria	Region of application
<b>Biosphere Reserves (BR)</b>	Model region for SD; regional brand	BR Spreewald (North-East Germany)
<b>Geographic Indication (GI)</b>	link to landscape management	Iberian ham (Southern Spain)
<b>Landscape Park / Heritage Site</b>	Landscape heritage site, cultural landscape	Thames Chase Community Forest (Southern England)
<b>Payment Scheme for ES (PES)</b>	Ecological farming certification	Value-chain (France)

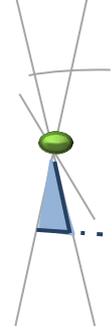
- ➔ What are fostering & hindering governance factors?
- ➔ What to learn for design + use of labelling approaches?
- ➔ Ten semi-structures expert interviews



# Analysing 'typical' examples in the EU

## Biosphere Reserves: Regional brands

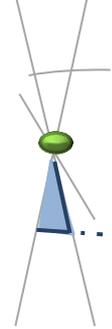
<b>Fostering</b>		<b>Hindering</b>	
	Embedded in nat. networks and rural development initiatives		Lack of political support, lack of resources, federal structures
	Integrated into regional market structures (portfolios; demands)		Interest heterogeneity; fear of conflicts (that have been eased)
	Committed administration => PPP; powerful organisations		Skilled personnel; power struggles; persistent mindsets
	National exchange, partnering programmes; experiments		Lack of information; too high expectations



# Analysing 'typical' examples in the EU

## Geographic Indication: Iberian ham

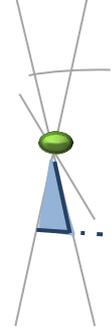
<b>Fostering</b>		<b>Hindering</b>	
	Niche product in clear arranged field, small production chains		Lack of policy support/priority; institutional misfit (subsidy, type)
	Strong ideological motivation; Consumer demands (ham)		Diversity of certificates (breeder); lack of linkage to management
	Informal network management		Lack of regional/national association; lobbying power
			Lack of formal connection to administration (depend good will)



# Analysing 'typical' examples in the EU

## Landscape Park: Thames Chase Community Forest

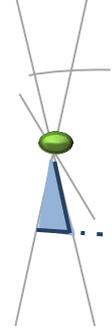
<b>Fostering</b>		<b>Hindering</b>	
	<p>Integrated in national Forest Initiative + Planning Policy, high political priority</p> <p>Stable government financing =&gt; shifted to community trust</p> <p>Top-down process, building on high societal acceptance</p> <p>Project-based collaboration, centrally guided; professional communication + marketisation</p>		<p>Shift of political support + resources, need for flexibility, fighting for survival</p> <p>Need for long-term third party funding (lottery system)</p> <p>Depending on volunteers</p>



# Analysing 'typical' examples in the EU

## Payment schemes: Organic agricultural certification

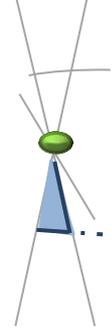
<b>Fostering</b>	<p>High policy support; need for policy integration (PA, water)</p> <p>Established market structures, growing consumer demands</p> <p>Proof of principle; farmer transformation;</p> <p>Inter-regional, national syndicates for guidance</p>	<b>Hindering</b>	<p>Lobbying power of conventional agriculture; persistent mindsets</p> <p>Diversity of certificates; standardised procedures may prevent local adaptation</p>
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# Lessons learned & governance implications

## Lessons learned from existing approaches

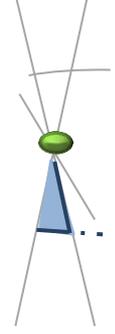
- Being an integral part of the policy agenda is necessary
  - sound institutional interplay, funding structures, linkage to administration
- Consumer demands & linkage to existing markets needed
  - Demand & supply analysis, marketing & matching activities, skills
- Labelling needs active leadership and entrepreneurs
  - Administration starts => PPP (association); coordinated exchange
- Labelling builds on shared interests and values among actors
  - Delicate to arrange semi-open participation for collective action



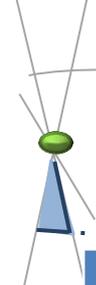
# Lessons learned & governance implications

## Implications for landscape governance

- More than another label, a **societal debate is needed** on needs and ways for cultural landscape preservation (heritage; identity) => Discourse on labelling may rise visibility of cultural landscapes.
- Labelling functions as a **boundary object** for heterogeneous actors. Help initiating discussions on pathways of land development as reflections over visions/demands => Needs structures & processes.
- Labels are one approach within **policy/strategy mixes**. They offer chances for new alliances, business opportunities, synergies => Integrate cultural landscape management into existing approaches.



Thank you!



# Landscape label as governance innovation

Origins	Landscape label characteristics	example
Integrated landscape management	<ul style="list-style-type: none"><li>- Promotes multifunctional land-uses + objectives</li><li>- At landscape scale (=&gt; bundles of ES)</li><li>- Fostering inter-sectoral cooperation</li><li>- Participation + collaboration</li></ul>	EU-wide application (ideal)
Geographic indication (GI) & brands	<ul style="list-style-type: none"><li>- Promotes regional quality product/production</li><li>- Explicit spatial reference to place (<i>terroir</i>)</li><li>- (Re-)links natural features + practice/knowledge</li><li>- Economic + political motivation</li></ul>	Wine, spirit (cheese, meat)
Payment schemes for ES	<ul style="list-style-type: none"><li>- Provides financial incentives to land managers</li><li>- Promotes sustainable land management practices</li><li>- Paid by beneficiaries as voluntary transactions</li></ul>	Organic agriculture, FSC, REDD+

# Governance analysis framework

Landscape label characteristics	Dimension	Governance factors
<ul style="list-style-type: none"> <li>• Multifunctional land-uses &amp; objectives (ES bundles)</li> <li>• Aims product differentiation (as market tool)</li> <li>• Provides financial incentives to managers (voluntary TA)</li> </ul>	<p><b>Governance structures and policy context</b></p>	<ul style="list-style-type: none"> <li>• Capacity for policy integration</li> <li>• Hybrid arrangements &amp; policy mixes</li> <li>• Vertical institutional interplay</li> <li>• Horizontal institutional interplay</li> </ul>
<ul style="list-style-type: none"> <li>• Fosters inter-sectoral cooperation</li> <li>• Fosters participation &amp; collaboration</li> </ul>	<p><b>Actors, interests and interactions</b></p>	<ul style="list-style-type: none"> <li>• Multi-stakeholder collaboration</li> <li>• Participation &amp; negotiation</li> <li>• Shared responsibility and societal acceptance</li> </ul>
<ul style="list-style-type: none"> <li>• Has economic + political motivation</li> <li>• Landscape as quality product</li> <li>• Link nature &amp; social practice</li> </ul>	<p><b>Processes for coordination, adaptation and learning</b></p>	<ul style="list-style-type: none"> <li>• Transparency in decision-making</li> <li>• Adaptive capacity</li> <li>• Experimentation and learning</li> <li>• Proactive network management</li> </ul>
<ul style="list-style-type: none"> <li>• Works at landscape scale</li> <li>• Has spatial reference to place</li> </ul>	<p><b>Application scale</b></p>	<ul style="list-style-type: none"> <li>• Policy formulation at application scale (subsidiary principle)</li> </ul>