

EUCALAND PROJECT CONFERENCE

CORPUS CHRISTI COLLEGE, CAMBRIDGE,
22-23 SEPTEMBER 2009



COUNCIL OF EUROPE
CONSEIL DE L'EUROPE



EUROPEAN LANDSCAPE CONVENTION
CONVENTION EUROPÉENNE DU PAYSAGE

European agricultural landscapes and the European Landscape Convention

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P. MDP EUCALAND Cambridge Sept. 2009



“In every one of us flows peasant blood and in this blood a love for the earth, a longing for the earth. Life has taught me much; but all I have learned, all my wisdom, I would give for a narrow strip of ground under the hill, for a humble garden beside the cottage.”

***Ivan Cankar, in: Council of Europe, “Landscape through literature”,
Naturopa/Culturoropa, No 103, 2005***



Introduction

The European Landscape Convention applies to the entire territory of the Parties and also covers **agricultural areas**. It concerns landscapes that may be considered outstanding as well as everyday or degraded landscapes.

The Convention notes in its preamble that developments in **agriculture**, notably, accelerate the transformation of landscapes.

It mentions in Article 5 d) that “each Party undertakes ... to integrate landscape into its ... **agricultural policy**”.

What has been done and what will be done?



Recommendation CM/Rec(2008)3 of the Committee of Ministers to member states on the guidelines for the implementation of the European Landscape Convention, adopted by the Committee of Ministers in February 2008, confirms the importance of the inclusion of the landscape in sectoral policies and instruments and mentions that

“landscape plans and studies should be part of programmes, regulations, plans, actions and financial instruments for **farming activities**”.



The document “*Presentation of the Landscape Policies in the Member States of the Council of Europe*” allows information to be collected on the situation in the Parties.

In the last report for example, Italy mentioned that strategies and actions for preserving and developing landscape resources have been included in the National Plan for Rural Development 2007-2010. The Ministry of Agriculture and Forestry and its Commission on landscape prepared a document indicating strategies and actions to preserve and develop landscape resources that are considered of strategic importance for the economic growth and quality of the rural territory. Several countries referred to agri-environmental measures.



CEP-CDPATEP (2009) 3Bil.

**EUROPEAN LANDSCAPE
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**5th CONFERENCE OF THE
COUNCIL OF EUROPE ON
THE EUROPEAN LANDSCAPE
CONVENTION
Council of Europe
Palais de l'Europe, Strasbourg
30-31 March 2009**

**PRESENTATION OF THE
LANDSCAPE POLICIES IN
THE MEMBER STATES OF THE
COUNCIL OF EUROPE**

*Document of the Secretariat General
Cultural heritage, landscape and
spatial planning Division
Directorate of Culture and Cultural
and Natural Heritage*



In order to promote a debate on landscape, agriculture and rural heritage and to present concrete examples and experiences, the Council of Europe organised, in 2007 in Sibiu (Romania), the **Sixth Meeting of the Workshops for the implementation of the European Landscape Convention on “Landscape and rural heritage”**, in the context of the European Year “Sibiu, European Capital of Culture”.



A Round-Table of the Council of Europe on the European Rural Heritage Observation Guide – CEMAT was organised.



Endorsed in 2003 by the Council of Europe Conference of Ministers responsible for Regional Spatial Planning (CEMAT), **the Guide has already been translated and implemented in several European countries.**



A draft Resolution and Charter are currently being prepared on this issue for the 15th Session of the CEMAT (Moscow, Russian Federation, Spring 2010).



The theme of landscape and agriculture was also discussed at the Seventh Council of Europe Meeting of the Workshops for the implementation of the European Landscape Convention on *“Landscape in planning policies and governance: towards integrated spatial management”* (Piestany, Slovak Republic, 2008).



Consumption patterns will be now on the agenda of the Eighth Meeting of the Workshops for the implementation of the European Landscape Convention on *“Landscape and driving forces”* (Malmö, Sweden, October 2009).



The Council of Europe started, in May 2009, to initiate contacts with the European Commission in order to take into consideration the landscape dimension into the revised **Common Agricultural Policy**.

It should be recalled that the Court of Justice of the European Community justified a decision of refusal to transfer agricultural land, considering that *“preserving agricultural communities, maintaining a distribution of land ownership which allows the development of viable farms and sympathetic management of green spaces and the countryside as well as encouraging a reasonable use of the available land by resisting pressure on land, and preventing natural disasters are social objectives”*.



The European Rural Heritage Observation Guide – CEMAT invites all those who feel concerned by their territories' future to be able to meet together, through national and local committees, for the purpose of listing and describing the rural heritage, and thinking about how best to promote this rural heritage.

In order to stir the key players into action, the Guide promotes the setting up of national and local committees to list and describe rural heritage and to think how best to promote this heritage.



It also contributes to the implementation of the Recommendation Rec (2002) 1 which details a series of measures to foster development of rural areas.

It aims to promote **sustainable rural planning**



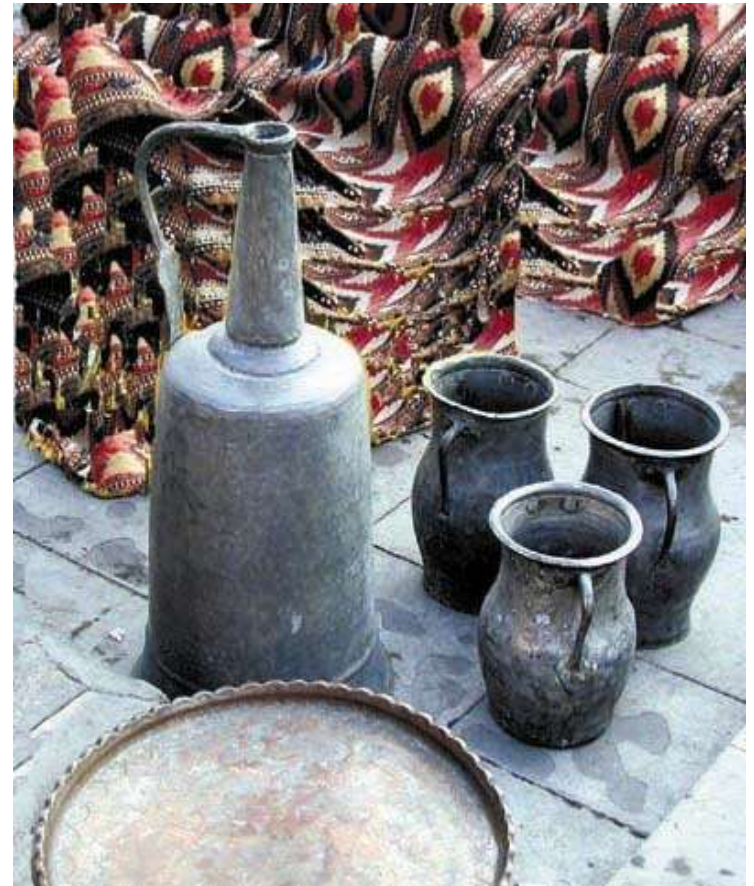
...and it contributes to the implementation of the provisions of the Guiding Principles which emphasises the importance of **active public participation**.



1. What is rural heritage?

Until very recently, rural heritage was considered to consist narrowly of buildings associated with agricultural activity.

Planners now assign a wider definition to heritage, to include **all the tangible or intangible elements that demonstrate the particular relationship that a human community has established with a territory over time.**



Tangible heritage

This is the most easily identifiable part of heritage. It is made up of various elements:

- **landscapes,**
- **property agricultural buildings, or ones that are evidence of specific activities an architectural style;**
- **moveable property: for domestic use, for religious purposes and for festive events ;**
- **products which result from an adaptation to local conditions and to cultivation, rearing, processing and culinary traditions.**



Intangible heritage

This part of heritage is made up of a series of intangible assets that are inseparable from tangible heritage:



- local dialects, music and oral literature that have emerged from non-written traditions,
- techniques and skills,
- ways of organising social life and specific forms of social organisation, such as certain customs and festivals.

All these elements make up a living heritage.



2. What does it mean to “assign heritage value”?

...investing it with meaning.

For example, a low wall has heritage value only in terms of the construction techniques used, or of its link with local history.

Consequences of “assigning heritage value”:

- makes a specific item “common property”;
- introduces a specific type of bond, between people and things.



The Guide advocates a participative approach:

- negotiating between the parties concerned;**
- including as many potentially interested parties as possible right from the start of any discussions on the use of a heritage item;**
- drawing on as much information as possible when considering possible uses.**

How is heritage created?

Some communities may believe they have “less” heritage than others. However, the absence of monuments does not indicate a lack of heritage: every community possesses archives, an oral tradition, forms of social life, persons with skills, etc. In any case all communities from the richest to the poorest, may make use of their creative capacities.



3. Why should heritage be enhanced?

– for the sake of tourism

– for social and cultural reasons



– for economic reasons

– for educational reasons



4. How can one take action in the field of heritage?

- Identifying its social, cultural and economic value.
- Provide / ensure public recognition as a heritage item.
- Ensure that it is safeguarded to assign it a new use as part of a project.



- Finally, it means ensuring that it is handed down to future generations.



Enhancing one's heritage



adding value

- many heritage items have long been considered in purely functional terms
- fascination with scientific, artistic or technological “progress” led to old objects being replaced

Direct enhancement focuses on the item itself;

Indirect enhancement focuses on the item's surroundings.



**Thinking about
heritage
in a new way**

- **Appreciating the potential value beyond the functional and mundane.**
- **It is logical to make the most of the heritage's potential by integrating it into development projects.**



The Guide therefore advocates:

- knowing one's heritage;**
- **obtaining recognition for one's heritage;**
- **restoring one's heritage;**
- **re-assigning one's heritage;**
- **renovating and rehabilitating one's heritage;**
- **handing down one's heritage;**
- **handing down practices, skills and know-how.**



5. What is the purpose of the project?

**It is important...
to define what one
wishes to achieve, why
and for whom.**

**...to take into account
existing general policies
and the public, on whose
behalf one wishes to act.**

**...to mobilise a great
number of partners and to
involve local residents
through a participative
approach.**



The Guide therefore advocates:



- putting policies in place;
- identifying the partners of the participative approach;
- analysing the various steps in the participative approach;
- integrating the project into more general approaches;
- target particular sectors of the public;
- mobilising all players;
- drawing up the project along with local residents;
- involving all the elements of heritage.



6. Project implementation - phases:

- bring projects to life;
 - draw up the pre-project;
 - formalise the project.
- creation of a committee
 - choice of a project manager,
 - search for partners
 - elaboration of terms and conditions.
 - formalisation of the project leads to
 - requests for finance
 - appropriation by other users in the territory.



7. Content of the Guide

The Guide contains the following four chapters:

I. Challenges and objectives



1. Definition: what is heritage?

2. Approach: how can one take action in the field of heritage?

3. Project: what is the meaning of the project?

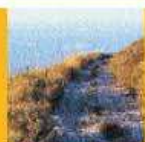
4. Implementation: how are projects to be implemented?



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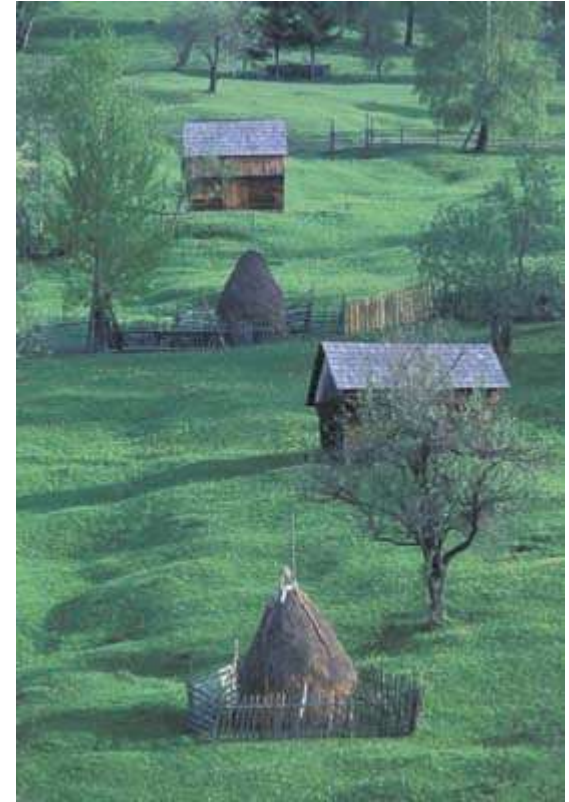
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3. Identifying rural heritage
4. Classifying and describing heritage elements
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III. Heritage's component parts

1. Reading a landscape
2. Buildings
3. Private space
4. Agriculture
5. Food
6. Crafts and industries
7. Community life





IV. Rural heritage, a key factor in sustainable development

- 1. Means of action**
- 2. Management methods**
- 3. Means of support, particularly financial**



Conclusions

The European continent has a rich rural heritage, shaped over the years by human activities. It is made up of an exceptional variety of land types, reliefs, climates and crops.

Heritage... provides a bridge between the past and the present, but it is useless to preserve it unless it can be given a guaranteed future and handed on to future generations,

... is part of a sustainable approach,

... contributes to achieving independent development of rural zones as areas for living and carrying on economic and recreational activities.



The rural world:

- is a treasure trove of the cultural, natural and landscape heritage;
- is also an engine of development;
- It is our responsibility to recognise the value of the past, and to protect and promote this heritage.

See the websites

<http://www.coe.int/Europeanlandscapeconvention>

<http://www.coe.int/CEMAT>



“...We cannot discuss rural cultural heritage without referring to two obvious facts. The people who use the countryside, who live there and who have often played a decisive role in ensuring that these assets have survived are increasingly aware that it belongs to them and are becoming more vocal on this issue. At the same time, the countryside, and the heritage that it represents and contains, is considered the property of every individual, including those from towns as well as from the countryside.”

Isac Chiva

***« Une politique pour le patrimoine culturel rural »
Report to the French Culture Ministry, 1994***





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