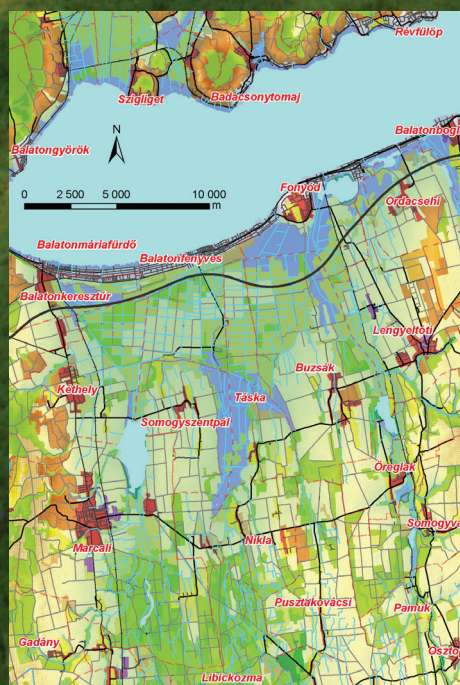


Pilot project: Vital Berek

Nagyberek region used to be the largest swampy bay of Lake Balaton. This is one of the most transformed landscapes of Hungary with many contradictory characteristics. After the water regulations of the 19th century and the intensive agricultural use in the middle of 20th century it still plays an important role in the ecological system of the lake. This drained but still swampy region is mostly dominated by patches of forests, agricultural land, reeds, built up areas, network of channels and the international highway line between Ljubljana and Budapest. The area is represented by water management, forestry, hunting, fishing activities, nature protection, extensive pasturing, viticulture, traditional crafts, rural tourism and mass lakeshore tourism.

Outcomes:

- Landscape analysis of Nagyberek Pilot Area
- Pilot utilisation of landscape interpretation methods and landscape visualization techniques in Nagyberek (brochure, film, newsletter, visualized landscape models)
- Electronic guideline of community-based landscape management
- Developed online network using community-based landscape management (- berek.hu website)
- GIS based information system of landscape values and intangible heritage of the region
- Development concepts and proposals of lakeshore functions and management activities in focus areas (Panorama promenade and beach at Fonyód)



General map of the pilot area



Surveying public opinions about future alternatives (photo: Tádé Dániel Tóth) in the background: Fehérvíz TT - "Whitewater" Nature Reserve (photo: Mátyás Lorincz - Butterfly Paragliding)

PP6, Corvinus University of Budapest, Department of Landscape Planning and Regional Development

Project partner working team:

Dr. László Kollányi, department head and manager of the project group, Sándor Jombach, Krisztina Filepné Kovács, József László Molnár, Áron Szabó, Rita Várszegi, Tádé Dániel Tóth, Gergő Gábor Nagy, Veronika Magyar, Dr. Ágnes Sallay, Zsolt Szilvácsku, Dr. Attila Csemez, István Valánszki, Zsuzsanna Mikházi, Brigitta Garancsi, Mária Cserhádi-Rácz, Bachelor and Master Students of the University and external experts of the department.



Faculty of Landscape Architecture

Name of the area:	Nagyberek
Pilot project name:	Vital Berek
Size:	Approx. 300 km ²
Location:	South of Lake Balaton
Geographical specifics:	Wetland, structured mosaic of grasslands, fields, woodland and forest, channels, ditches and hedges
Population:	43 750
Dominant land-use:	Arable land (51%), forest (23%), grassland (14%), Built up areas (6%)
Dominant economy:	Tourism, farming, hunting, fishing, woodland management
Administrative division:	18 municipalities
Legislated protection:	Nature Conservation Area / Nature Reserve / Ramsar Site



VITAL BEREK - COMMUNICATION WORKSHOP

time frame: Spring 2011 (1 day:
3rd March) Buzsák

stakeholders: decision-makers,
developers, planners, young
professionals

participants: 20

tagret group: decision makers,
mayors, representatives of regional
development institutions, planners
and teachers.

intention: To discuss the following
questions: "How to promote?
How to interpret the diverse
landscape values of Nagyberek to
stakeholders of the region? What
features, landmarks, and values to
promote? What to show on the
future Vital Berek website?"

outputs: Posters of opinions,
drafts of webpages, drawings of
ideas, word-clouds as results of
the workshop, a priority list of
landscape values.

long-term outputs: The discussion
resulted a frame for the webiste
developments, the representative
values were listed, scored and
chosen. The local stakeholders
agreed on the content of the
website promoting the pilot area.

VITAL LAKESHORE FIELD WORK AND PRESS JOURNEY

time frame: Fall 2011 (1 day:
13th September) settlements of
Nagyberek

stakeholders: young
professionals, members of the
local press and media, planners,
town management, farmers

participants: 28

tagret group: members of the
local press and media, young
professionals, inhabitants, tourists.

intention: To present vital
lakeshore topic and activities to
press and media. To involve them
in the procedure of landscape
management and planning
activity of young professionals
and students in the pilot area
concentrating on two focus areas
(Panorama promenade and the
largest free beach in Fonyód
town).

outputs: Promotion film about
Vital Lakeshore field work.

long-term outputs: Promotion
of the region and Vital lakeshore
management activities. Highlight
the importance of the focus-
areas (mostly overused by the
stakeholders), and the potential in
young professionals for
future planning.

VITAL LAKESHORE - COMMUNICATION WORKSHOP

time frame: Fall 2011 (3 days: 14-
16th September)

stakeholders: local representatives,
tourists, planners, students, young
professionals, town management,
teachers

participants: 29

tagret group: local population,
tourists, planners, young
professionals.

intention: To discuss how to
survey and interview people
of Nagyberek, especially at
the lakeshore. To prepare
questionnaires for inhabitants,
travellers and visitors that
concentrate on landscape
functions and the intention for use
in case of locals and visitors.

outputs: Questionnaires, survey
methods and survey sheets.
Sketches, time- and work-plans
for vital lakeshore activities for the
following weeks.

long-term outputs: The basics
of pilot landscape survey, the
framework and the workflow of
research and management will
be developed. Reasonable and
interactively vital management of
the core lakeshore areas affected
by mass tourism will
be enhanced.

Panorama of Nagyberek (photo: Gábor Szellő)

VITAL LAKESHORE CONCEPTS - DISSEMINATION WORKSHOP

time frame: Fall 2011 (5 days: 19-23 th September)

stakeholders: decision-makers, developers, planners, young professionals

participants: 32

tagret group: decision makers, mayors, representatives of town management, planners, teachers.

intention: To develop and design Vital Lakeshore landscape management concepts. To present landscape management concepts on posters and to discuss with local representatives and decision makers.

outputs: Posters, presentations showing different landscape management alternatives on the lakeshore and local stakeholder feedback.

long-term outputs: The presentation, discussion and feedback resulted in a framework for future development along the lakeshore integrating the aspects of locals, visitors and town management. A fruitful co-operation started among young professionals and local stakeholders.

PHOTO BEREK - COMMUNICATION WORKSHOP

time frame: Spring 2012 (1 day: 1st March)

stakeholders: photo contest participants, young professionals, teachers

participants: 28

tagret group: photo contest participants, students.

intention: To discuss landscape photography and surveying methods and to promote the know-how of landscape photography. To present and discuss the best photographs of the "My Nagyberék" Photo Contest, and to involve locals in landscape evaluation procedure with a help of the photo contest.

outputs: Conclusion of Nagyberék pilot area characteristics in the Winners' poster and the best image slideshow. Awards ceremony, certificates and congratulations for the winners mostly local laymen.

long-term outputs: The locals and young professionals got acquainted with the techniques of landscape photography and surveying. They were involved in the landscape assessment process and thus building respectful relations towards natural and cultural heritage of local sites, promotion of local landscape elements, food and crafts products, or liesure and sport activities.

VITAL BEREK INTERNATIONAL EVALUATION WORKSHOP

time frame: Summer 2012 (1 day: 5th June)

stakeholders: international experts and laymen, young professionals, farmers, local inhabitants, planners, students

participants: 63

tagret group: international experts and laymen.

intention: To present and to evaluate Vital Berek activities and the results in the pilot area, by visiting and analysing special locations, listening to various interpretations of the landscape.

outputs: Worksheets, completed questionnaires, photos.

long-term outputs: Wider, international promotion of landscape management and the vital activities in Nagyberék region. Raising awareness of the international expert-group concerning the challenges in a periferic region. Advertising visualisation and a local knowledge base dominated management of landscapes.

