



LEAD PARTNER
Land Company Saxony-Anhalt,
Magdeburg (DE)
Jörn Freyer
freyer.j@lgsa.de

PP2
Cultural Heritage Association
Sax-ony-Anhalt, Halle / Saale (DE)
Dr. Annette Schneider
schneider@lhbsa.de

PP3
University of Natural Resources and
Applied Life Sciences, Vienna (AT)
Dr. Gernot Stöglehner
gernot.stoeglehner@boku.ac.at

PP4
Institute of Geography of
the Slovak Academy of Sciences,
Bratislava (SK)
Dr. Jan Hanusin
jan.hanusin@savba.sk

PP5
University of South Bohemia,
České Budějovice (CZ)
Dr. Jan Tesitel
jtesitel@zf.jcu.cz

PP6
Corvinus University, Budapest (HU)
Dr. Laszlo Kollanyi
Laszlo.kollanyi@uni-corvinus.hu

PP7
University of Agriculture,
Kraków (PL)
Dr. Jacek Pijanowski
vital.landscape@ur.krakow.pl

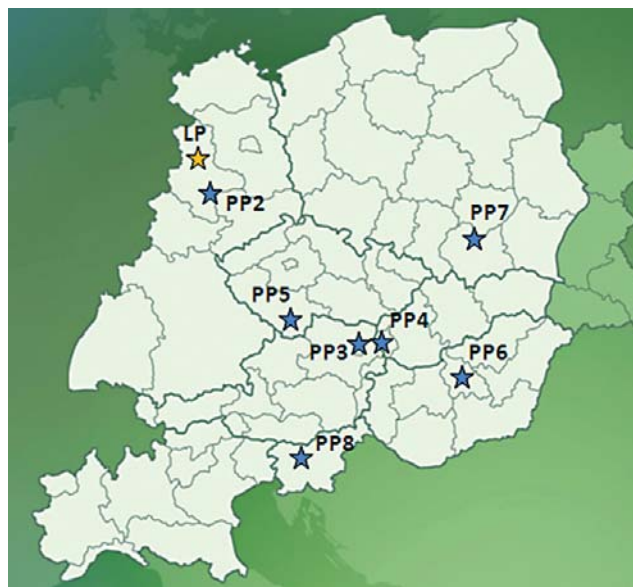
PP8
Ljubljana Urban Institute –
LUZ d.d. (SI)
Maja Simoneti
maja.simoneti@luz.si

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VITAL LANDSCAPES PROJECT TEAM

The VITAL LANDSCAPES Project unites partners and experts from seven Central European countries, all of them experienced in landscape research and development. All partners carry out specific tasks in the Project framework. The Project co-ordination (including financial co-ordination and communication management) is performed by the Land Company Saxony-Anhalt in Magdeburg/Germany.



For more information,
please contact us!

You are welcome to subscribe to our
quarterly newsletter with informa-
tion on the implementation of the
VITAL LANDSCAPES Project as well
as related landscape development
topics. Furthermore, most of the pro-
ject events are open to the public –
feel free to apply and attend.

For dates and up-to-date information,
please visit our website
www.vital-landscapes.eu

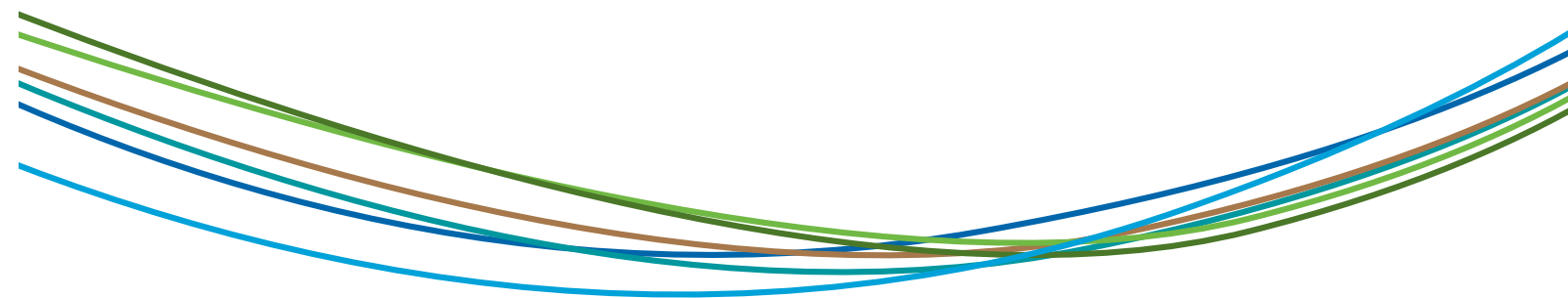


Land Company Saxony-Anhalt · Große Diesdorfer Str. 56/57 · D-39110 Magdeburg/Germany
Jörn Freyer, Frank Ribbe, Burkhardt Kolbmüller (Project coordination unit)
Phone: +49 391 7361-730 · Fax: +49 391 7361-777 · Mail: freyer.j@lgsa.de



VITAL LANDSCAPES

SUSTAINABLE DEVELOPMENT OF LANDSCAPES IN CENTRAL EUROPE
USING INNOVATIVE PARTICIPATION AND VISUALISATION TECHNIQUES





CULTURAL LANDSCAPES IN CENTRAL EUROPE ARE OF GREAT VALUE AS EVIDENCE OF OUR NATURAL AND CULTURAL HERITAGE AND PART OF OUR COMMON HISTORY

They are an important precondition for human wellbeing, quality of life and regional identity for residents and visitors alike. The economic and tourism potential of landscapes forms a source of sustainable regional development.

However, landscapes are endangered due to a lack of awareness, insensitive development and rapid change. Given the need to upgrade the technical infrastructure and to foster the economy, the sensitive development of the landscape is often neglected in practice. In addition, many rural areas suffer from population decline due to negative demographic trends and the outward migration of young people.



Further problems include the sectoral treatment of landscape issues and the poor coordination of different policy areas (especially agriculture, nature conservation, and economy). Regional approaches combining economic development and landscape protection, e.g. by involving decision makers and stakeholders from different sectors, are still quite rare in Central Europe. Simultaneously, inhabitants are only rarely involved in the development of 'their' landscape.

Since the year 2000, the European Landscape Convention has been trying to develop and coordinate effective measures for the protection of landscapes. However, its effectiveness in Central Europe has been rather limited to date. This applies similarly to the Territorial Agenda of the European Union adopted in 2006.

VITAL LANDSCAPES was born out of a desire to overcome these deficits. Starting in April 2010 and lasting until March 2013, the Project is a joint initiative by eight project partners from seven countries with the common aim of promoting and supporting the sustainable development of cultural landscapes in Central Europe. The Project is financed largely by the European Regional Development Fund (ERDF) as part of the CENTRAL EUROPE Programme.



PROJECT AIMS AND BASIC APPROACH

VITAL LANDSCAPES aims to contribute to preserving the quality, diversity and beauty of cultural landscapes as required by the European Landscape Convention and the Territorial Agenda of the EU. To enhance the potential for their future economic and social development, the Project will introduce crosssectoral regional strategies and new technologies for visualizing and moderating landscape changes. To achieve these aims, the project will provide knowledge and motivation to local actors and regional stakeholders to support the sustainable development of landscapes by creating regional networks, stimulating dialogue and implementing pilot actions in all participating regions.

Each project partner will encourage local dialogue between landscape-maintaining actors such as farmers, investors, environmentalists and, not least, the population in order to raise awareness of the value of vital cultural landscapes. The aim is to jointly search for ways to conserve and shape valuable aspects of the landscape through a process of regional dialogue.

An essential element of the VITAL LANDSCAPES philosophy is the intensive exchange of experiences between project partners at a regional and European level.

**We are all part of our landscape and its development.
Vitalize your landscape!**

MAIN ACTIVITIES AND OUTPUTS

The Project consists of five Work Packages that follow a clear internal philosophy, based on the shared responsibility of all project partners:

Project management and coordination

WP1

WP1 focuses on a sound day-to-day project and financial management according to internal and external requirements.

Communication, PR and dissemination

WP2

The broad communication of activities and results is of key importance to the whole Project: Since landscapes are only weakly protected by law, their maintenance will only succeed if decision makers and the public appreciate the values of landscape and become aware of the daily losses. Main outputs will be recommendations to communicate the topic of cultural landscapes to the media and to the public (best practice collection), promotion films, photo exhibitions and newspaper information campaigns.

Innovative visualisation and participation techniques

WP3

Starting with the evaluation of existing knowledge and deficiencies and based on the joint definition of landscape quality objectives, WP3 will design regional development scenarios, using modern moderation techniques and advanced visualisation tools. >>

The main outputs will be different tools to visualise landscape changes (e.g. 3D modelling, specific visualisation channels, GIS based decision support system, web based database, digitalised historical maps). In addition, WP3 will use participatory procedures to discuss regional development scenarios, using modern moderation techniques and experiences from regional development processes (Agenda 21 approach).

The innovative tools developed by the Project will be finally made available by a summarising description, highlighting strong and weak points and technical requirements.

Realisation of exemplary pilot projects

WP4

WP4 will implement the tools developed in WP3 in all participating regions, supervised by a transnational work group. The experiences of the pilot projects will be transformed into a strategy on innovative methods of landscape management through visualisation and communication of development scenarios.

Education and exchange of know-how

WP5

Finally, the results and findings will be communicated to a broader public by a series of workshops, conferences and study tours. To build the ground for future developments, WP5 also comprises educational activities for different target groups and the elaboration of curricula that will make available successful approaches to all PPs and beyond.

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Pictures: Page 1: Jacek Pijanowski; Page 2: Masa Sorn, Barbara Vidmar, Jan Hanusin, Tom Werner; Page 3: LEADER Region Mühlviertler Kernland (2), M. Kyticová; Page 4: Land Company Saxony-Anhalt, Cultural Heritage Association Saxony-Anhalt