



## MAINTAINING CULTURAL LANDSCAPES

HARNESSING THEIR POTENTIAL AND RAISING AWARENESS OF THEIR VALUES

VITAL LANDSCAPES is a joint initiative by eight project partners from seven countries with the common aim of promoting the sustainable development of cultural landscapes in Central and Eastern Europe. The project, which runs until March 2013, is financed largely by the European Regional Development Fund (ERDF) as part of the CENTRAL EUROPE programme ([www.central2013.eu](http://www.central2013.eu)).

The many, diverse, centuries-old landscapes in Central Europe are an important part of our common natural and cultural heritage. They are essential for regional identity and quality of life and are the basis for all manner of agricultural activities. Today more than ever, however, landscapes are threatened by insensitive developments. Regional actors are only rarely involved in the development of 'their' landscape. All too often there is a lack of awareness of the value of an intact cultural landscape. The idea of VITAL LANDSCAPES was born out of a desire to remedy such deficits.

A core aspect of the project is the development and evaluation of innovative techniques for visualising and moderating changes to the landscapes through pilot projects implemented in conjunction with regional networks of actors from local economy, nature conservation and cultural heritage. Intensive communication between the project partners and the active inclusion of the local population will ensure that project activities are qualitative and sustainable.

In our quarterly newsletters, we will keep you informed of the progress of the project. In this first issue you will find the following:

- A review of past project activities and an outlook of project activities to come (page 2),
- A profile of the lead partner (page 3),
- Further related information from the context of the project (page 3), and
- An overview of relevant data (page 4).

We hope you enjoy our first newsletter!

Jörn Freyer & Burkhardt Kolbmüller (coordinators)



## COMING UP

### MEETING IN KRAKÓW

The next meeting of the project partners will take place on 27-28 September 2010 in Kraków (PL). This will focus on digital methods for the 3D visualisation of landscape developments and will be followed by a joint PR workshop to examine potential publicity activities for landscape-related issues as well as to publicise the VITAL LANDSCAPES project. The meeting will conclude with the second Steering Committee meeting in preparation for the first progress report, which is due in November 2010.

A detailed agenda will be sent out to the project partners in the near future. Participants are advised to arrive the day before on the 26 September 2010.

# VITAL LANDSCAPES PROJECT SETS SAIL

## KICK-OFF CONFERENCE & EXCURSION IN SAXONY-ANHALT



Project partners exploring the Lower Saale Valley pilot region by boat

The kick-off conference on 20-21 May 2010 in Magdeburg, Germany, marked the official start of the VITAL LANDSCAPES project. The partner institutes presented their joint aims and planned measures to 70 or so guests from Germany and abroad. The programme and presentations can be downloaded from the project website: [www.vital-landscapes.eu](http://www.vital-landscapes.eu).

In the final session, the project partners discussed and agreed the next steps for realising the project. The two-day meeting concluded with an excursion to the pilot region in the Lower Saale Valley. This is the focal region for project-relevant activities by the Land Company Saxony-Anhalt (PP1) and the Cultural Heritage Association Saxony-Anhalt (PP2).



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## FUNDING

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.

## LEARNING FROM OTHER PROCESSES

### MEETING OF WORK GROUP 3 IN VIENNA

Work Package 3 comprises the development and/or adaptation of innovative methods for visualising and moderating changes to the landscape (for example GIS databases, 3D animations, participative moderation as per Agenda 21). On the 1 July 2010, the work group, consisting of representatives from all eight partner institutes, met to examine existing approaches and discuss their future implementation. A core aspect was the establishment of common definitions for key terms and the elaboration of criteria for evaluating the success or failure of already implemented projects and processes in landscape and regional development. A résumé and protocol is available online from [www.vital-landscapes.eu](http://www.vital-landscapes.eu).



Brainstorming on how to evaluate already implemented projects



# PROJECT PARTNERS IN PROFILE

## PROFILE: PP1 – LAND COMPANY SAXONY-ANHALT

The Land Company Saxony-Anhalt, LGSA, as the lead partner, is responsible for the overall coordination and financial management of the VITAL LANDSCAPES project.

As a non-profit settlement company for the development of rural areas in Saxony-Anhalt, the organisation aims to preserve and strengthen such regions as residential, working and living environments. To this end, some 100 members of staff prepare and implement a variety of different projects and take on specialist planning, engineering design and architectural services. ([www.lgsa.de](http://www.lgsa.de)).

In addition to the overall project management, the LGSA also contributes to the VITAL LANDSCAPES project. The pilot project focuses on the identification of suitable areas for compensation measures in the Lower Saale Valley Nature Park. The

intention is to coordinate investor's compensation measures in dimensions and areas appropriate for nature conservation. An initial informative meeting took place on 15 June 2010 in Bernburg.

For the future progress of the project, the LGSA places particular emphasis on the inclusion of regional experts and residents: in September 2010 a specially-created steering committee will meet for the first time. The intention is that project ideas will then be developed (further) in regional task groups.

For further information on VITAL LANDSCAPES and the pilot project, please contact the following persons at the LGSA: Jörn Freyer, managing coordinator, Tel: +49 391 73 61 730, [freyer.j@lgsa.de](mailto:freyer.j@lgsa.de) & Ines Pozimski, pilot project, Tel: +49 391 73 61 747, [pozimski.i@lgsa.de](mailto:pozimski.i@lgsa.de).



**Realized Ecopool project: The Aller river near Wefensleben, Saxony-Anhalt, before and after re-routing to its natural riverbed (2008/2010)**

## FURTHER NEWS

### OUR WEBSITE

The VITAL LANDSCAPES project now has an official homepage on the internet. On [www.vital-landscapes.eu](http://www.vital-landscapes.eu) visitors can find out about our current activities as well as read up on background information about all aspects of our joint initiative.

### STRATEGIC CALL

Institutions interested in working on issues concerning regional and trans-national development should apply to the Central Europe Programme in Vienna. The deadline for submissions is 17 Sep 2010. Full details online: <http://www.central2013.eu/news-events-publications/central-publications/newsflash/>.

### EU REFORM OF AGRICULTURAL SUBSIDIES

The future of the Common Agricultural Policy (CAP) post-2013 is currently a topic of intensive debate in Brussels. On the 19-20 July, the EU Commission held a conference to elaborate the different positions and discuss possible avenues of development. The programme and background information on the post-2013 CAP reform can be found online: [http://ec.europa.eu/agriculture/cap-post-2013/conference/index\\_en.htm](http://ec.europa.eu/agriculture/cap-post-2013/conference/index_en.htm). Further information on the position of a broad alliance of NGOs and associations in favour of an open and transparent process is available on [www.arc2020.eu](http://www.arc2020.eu).

### EUREGIA LEIPZIG

The EUREGIA conference will take place in Leipzig, Germany, from 25-27 October 2010. As part of this year's conference for local and regional development, several projects from throughout Central Europe will be presented on a joint stand. In addition, the Central Europe Programme is organising a workshop on climate change. For further information see [www.euregia-leipzig.de](http://www.euregia-leipzig.de) and [www.central2013.eu](http://www.central2013.eu).



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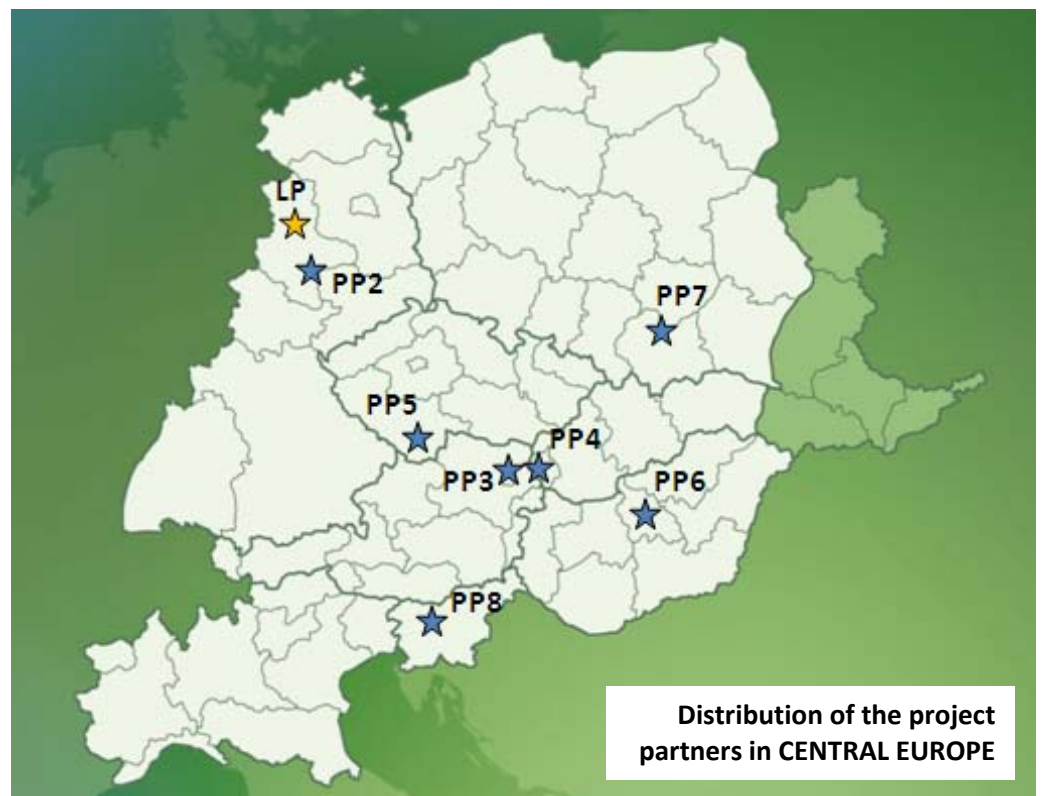
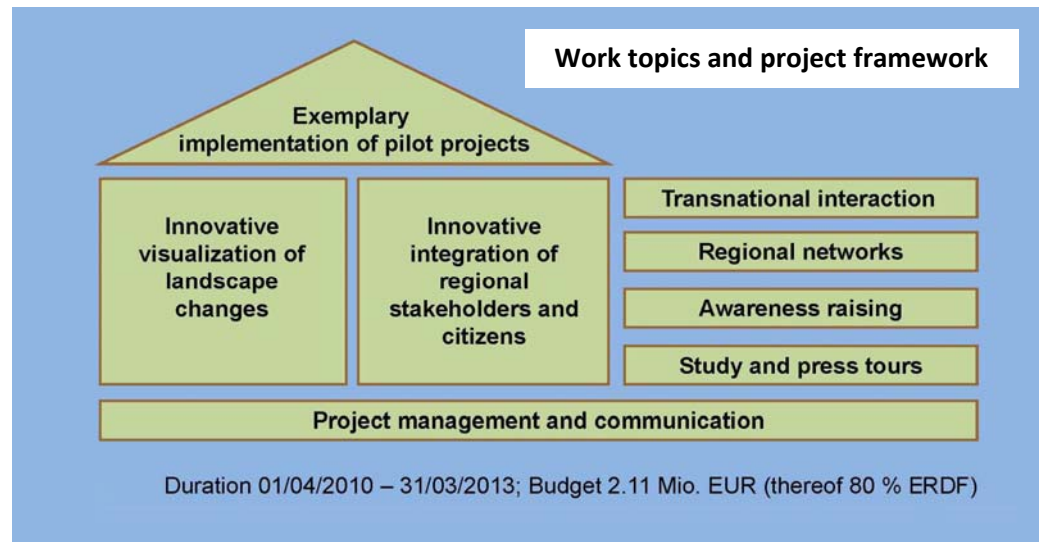
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# VITAL LANDSCAPES IN BRIEF

## WHO WE ARE AND WHAT WE DO



The project partners on location in the Lower Saale Valley



Distribution of the project partners in CENTRAL EUROPE

