



*Ministero
dei Beni e delle Attività Culturali
e del Turismo*

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Roma.....

**Rappresentanza permanente presso il
Consiglio d'Europa
Ambasciatore Manuel Jacoangeli
Rue Schubert
67000 Strasburgo**

Per l'invio a:

**Mrs Maguelonne DÉJEANT-PONS
Secretary of the Steering Committee
for Culture, Heritage and Landscape
Executive Secretary of the European
Landscape Convention
Avenue de l'Europe
F - 67075 Strasbourg Cedex France**

E p.c. **Al Capo di Gabinetto del Ministro dei Beni e
delle Attività Culturali e del Turismo
Via del Collegio Romano 27- 00186 Roma**

**Consigliere Diplomatico del Ministro
Min. Plen. Uberto VANNI D'ARCHIRAFI
Via del Collegio Romano 27- 00186 Roma**

Prot n° DG BaAP//.....

**OGGETTO: Landscape Award of the Council of Europe session 2014-2015 - Article 11 of the
European Landscape Convention
– Italian candidacy: 'PARCO AGRICOLO DEI PADULI' – Dossier (Printed version of the
Application form and Additional material in digital format should be included in one DVD).**

Please find enclosed the Italian candidacy for the 2014-2015 Landscape Award of the Council of Europe session (Printed version of the Application form and Additional material in digital format should be included in one DVD) – art.3 Resolution on the Rules governing the Landscape Award of the Council of Europe. The project was identified through a competition managed by the Italian Ministry for cultural heritage and activities and the following proposals' evaluation and selection.

The project, that represents the Italian nomination, was unanimously considered the most deserving, due to the excellence of the method the project itself is based on, in accordance with the principles of the CEP, which involves:

For sustainability:

The project focuses on sustainability as founding principle of the activities initiated in 2003 by a group of citizens from San Cassiano. It consists in the restoration and protection of an abandoned area with ancient olive groves in a state of decay, located within the same municipality in the Bosco Belvedere. The participation to the initiative has gradually grown over the years. Strengthening identity and the sense of belonging have become the central knot and the common language of all activities realized with the goal of restoring the cultural heritage, by linking the culture of the places with the natural features historically recognized (the ancient Bosco Belvedere) and integrating rural components within urban areas (the inclusion of the historic centres in the park routes). To the main objective of restoration of the olive groves, the project added further and well-defined sustainable targets:

- the recovery of the "caseddrha" (little house), the typical rural farm of Salento. The intervention was an opportunity to experience a model of sustainable protection and development of a micro-agricultural architecture. By applying the model tested in the intervention, each farmhouse could autonomously produce electricity (using photovoltaic panels on the roof and micro wind turbines), hot water (using thermal panels on the roof), and it is provided with a

phytoremediation system for the water. The realized intervention is used by residents and visitors and it is managed by the Laboratory "Living the Paduli";

- the test of special accommodation points, completely sustainable, as a result of a call for design and an international workshop on sustainable housing ("Nesting the Paduli area"). Under the olive trees the project implemented a temporary and biodegradable hotel, intended to accommodate tourists but also other target groups, in an agricultural park that can be visited only by walking, biking or riding. The winning proposals were realized and today they represent interesting examples of contemporary art;
- the search for a touristic attraction capacity through different cultural and artistic activities, both tangible and intangible (music, theatre, dance), for a cultural dissemination on local knowledge and productions, obtained with invitations to international competitions and the promotion of all forms of cultural local expression intended as knowledge heritage able to interest even the younger generation.

For exemplariness:

More than the project itself, the implementation procedures with which it took place and was enriched are interesting models to be transferred in other territories. At all stages, the communication strategy was of utmost importance. The realized activities can be considered as exemplary practices, in particular with regard to their systematic ability to root a sense of belonging and identity among the locals, which resulted in the rediscovery of the values related to this abandoned landscape, recognized as a suitable location for different forms of sustainable development. The methodical dissemination and diffusion of the project have found a growing number of supporters among the local population gaining an increasing concreteness and quality.

The operational method of the "Thematic workshops" contributes significantly to make this project an exemplary model to be referred to. The workshops involved specific professionals, normally not used to deal with landscape issues, who were asked to actively participate in interventions of high interest for the development of the entire project. Moreover the "laboratories" model is of great interest also for its ability to engage community and the government at the same, with the creation of a system of relationships both at a local and a regional level for participatory planning and agreement on the implemented choices. This method has been applied on a regional scale, in the implementation procedures of the Landscape Plan and of the Programs of Cultural Territorialization initiated by the Region, and, in most cases, it allowed to establish an important link between territorial and local issues and the public bodies at different levels, integrating the programs of "Urban Open Laboratory " in local and regional policies. In summary, the project exemplariness is constituted by the investment of energy and ideas to combine economic aspects with land management issues and with protection and enhancement of landscape values through a systematic participatory process. Indeed a social action model, assessed by the Region, has been realized, a sort of recognized good practice to develop common and democratic processes which are essential to enable a sustainable potential social and cultural landscape, putting the collective memory and the 'local identity as a central hub of all actions, as set out in the European Convention, to guarantee the success of the civil relationship among territory - landscape - democracy.

For public participation:

The project, coming from the need to protect a significant historical, environmental and landscape evidence, soon assumed an autonomous institutional form after a first debate phase between promoters and local government, that, however, didn't immediately produce a real involvement of the public bodies. Thanks to the activities carried out by LUA and the numerous coordinated initiatives aiming at raising awareness about the cultural and landscape values embedded in the context, a strong supportive feeling grew up within the local population which could not be ignored by the authorities, primarily for its ability to succeed in combining recovery/protection and valorisation/socio-economic development in a neglected and abandoned territory.

Acceptances to the initiative have gradually intensified over the years until the full involvement of the people in a series of activities addressed to raise awareness on the historical-cultural values of the landscape and on the strong meaning of identity connected to the olive trees to be protected, evidence of the socio-economic history of this area. The programs that have been developed over the following years, shared with the population, have given added value to the initial objectives, drawing the attention to all the tangible and intangible cultural elements characterizing this context. The process of involvement and awareness has influenced the development strategies in the municipalities involved in the project. But the effects of public participation are more extensive: in accordance with LR n. 21/2008, an integrated

program of territorial regeneration has been prepared, a tool that effectively established a 'pact' between community/local institutions and regional administration. Thanks to the 'pact' a technical committee was set up in each of the 10 local government technical departments coordinated by LUA and the Park was identified as the territorial area where to actuate regeneration interventions at a urban and territorial scale. 10 renovation projects of city centres were prepared and a design for their connection, involving the Park area, was also forecasted. The program was then assumed as priority policy by the involved Municipalities and, as **Integrated Program of Territorial Regeneration**, PIRT, "Terre Paduli" was first on the list of projects approved for funding in 2011. The new regional PPTR includes it among the 5 Agricultural Multifunctional Parks where to test the strategic scenarios envisaged within (4.2.2) the "City Countryside pact". Politically the experience, which has always maintained a systematic connection with the local population through articulated and operational moments of public participation, acquired a relevant institutional value even at a national level for its high quality co-planning processes developed by the Puglia Region with MiBACT. During 2014, the LUA, as indicated by the Regional Department of Youth Policies, has been included into the working group in charge of the drafting of the new law on regional participation, which is currently under approval by the Regional Council of Puglia.

To raise awareness:

The awareness of all local actors and their direct involvement in the processes of development and protection of the common good 'landscape' was the main engine for the interventions, especially in the first phase of implementation of the project. It was exactly for the intense activity of dissemination, education and communication (widely documented in the web-form) that the project acquired the connotation of a participatory and operational planning process, able to achieve concrete goals that, in other projects actuated mostly with a top-down approach, are even difficult to be imagined as realistic options. The adopted communication strategies have aroused passion and enthusiasm in the people involved, making them appreciate the local values characterizing their territory and in particular the Paduli Park. In a first phase, the awareness has reached more easily the inhabitants, whereas the institutions didn't really get involved and only later accepted the framework of goals and became available and collaborative.

A vital key for the success of raising awareness is the design-related character of the participatory initiatives, not intended only as a functional or complementary activity to the planning process. The activities were very different: both specialized actions, for administrative officers coming from various sectors, both educational, with a particular attention to the younger generation and to new residents. The attention has been catalysed by adapting the language, the themes and the forms of communication to a specific target of people, every time giving a specific character to each thematic workshop, laboratory or event (festivals and concerts).

The above mentioned reasons, with particular regard to the values of identity and cultural history that are promoted and established in this project, show that the actions undertaken on the landscape can give a decisive contribution to the success of law and democracy. Participatory processes involving people can effectively put in place activities for the sustainable management of territories. According to the European Landscape Convention, the involvement of stakeholders and local actors in the design and operational phases of planning, is a fundamental principle to realize the recovery and valorisation of the cultural identity and heritage of a place. The implementation process of the project, from the planning stage to its final output, represents the excellence of the proposal, as it is considered fundamental to a democratic management of landscape as a 'common good'.

Attachments:

- 1) **Printed version of the Application form;**
- 2) **DVD including additional material in digital format;**
- 3) **Gadgets produced by the association**

IL DIRETTORE GENERALE

Arch. Francesco Scoppola