

31 March 2022
NAT Commission meeting



Framework Contract
CDR/TL2/59/2017/1

COR STUDY ON WORLD HERITAGE AGRICULTURAL LANDSCAPES

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The study



PART 1

Review on how local and regional authorities use/could use WH agricultural landscapes as a tool for enhancing the economic and social sustainability of rural areas

PART 5

Conclusions and recommendations

PART 2

How are EU funds used to preserve agricultural heritage? How can this be better linked with the financing of the preservation and the promotion of other world heritage sites in Europe?

ANNEX I

Representative examples of existing trails linking agricultural, cultural, spiritual and other WH sites across Europe

PART 3

Presentation of five case studies.
Identification of good practices, success factors and the various steps to follow

PART 4

Synergies to be exploited for a strategic approach to initiate, finance and promote integrated European WH projects, including in a cross-border spirit

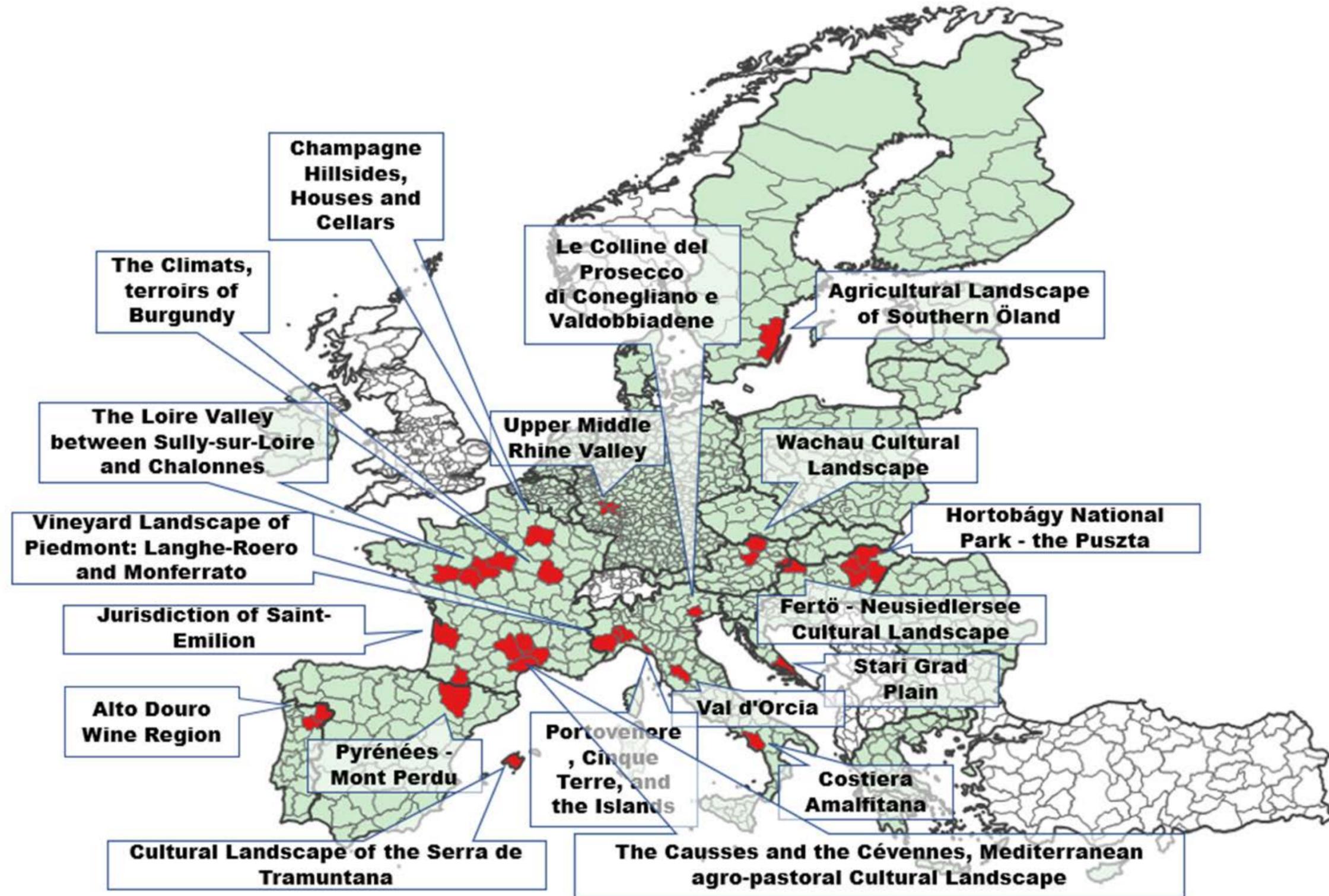
KEY FIGURES

49 cultural landscapes analysed
23 agricultural landscapes categorised
10 interviews conducted
5 case studies illustrated
1 online consultation performed
9 recommendations presented

Agricultural Landscapes

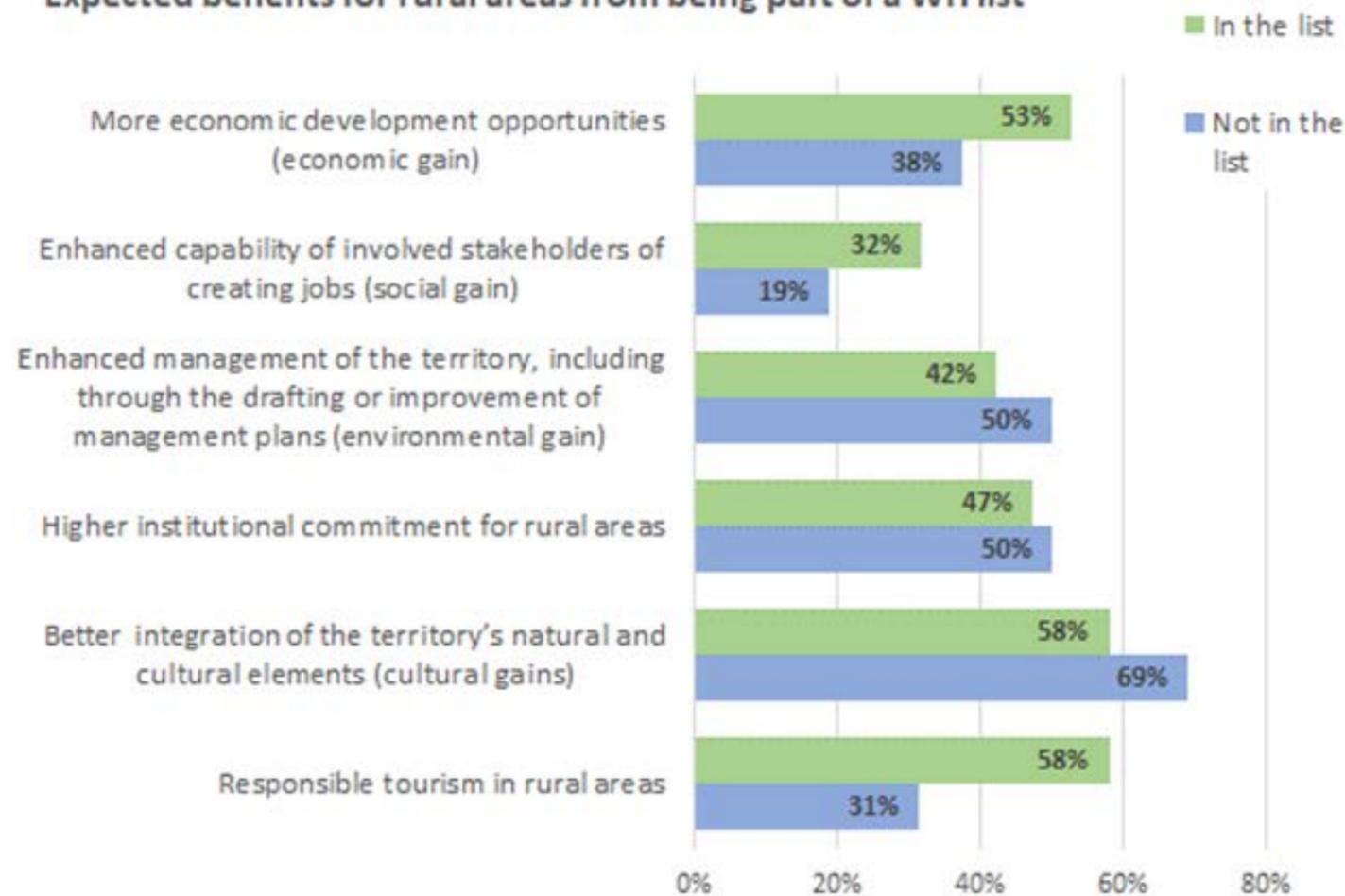
An 'agricultural landscape' is a concept falling under the 'cultural landscape' type of the UNESCO World Heritage Convention

Currently, the UNESCO website lists 49 cultural landscapes located in the 27 EU Member States. Out of these properties, according to our review, 23 sites (47%) encompass agricultural and pastoral elements, which may be considered an 'agricultural landscape'

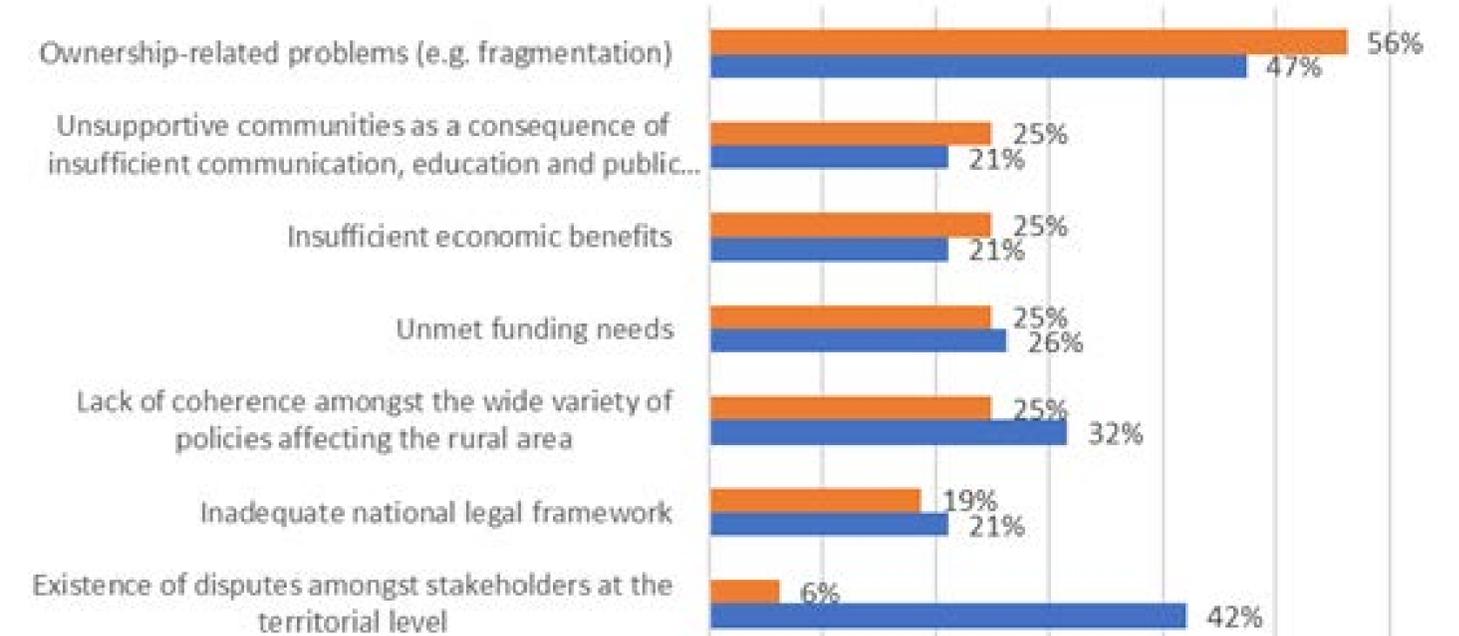


WH listing Benefits and barriers

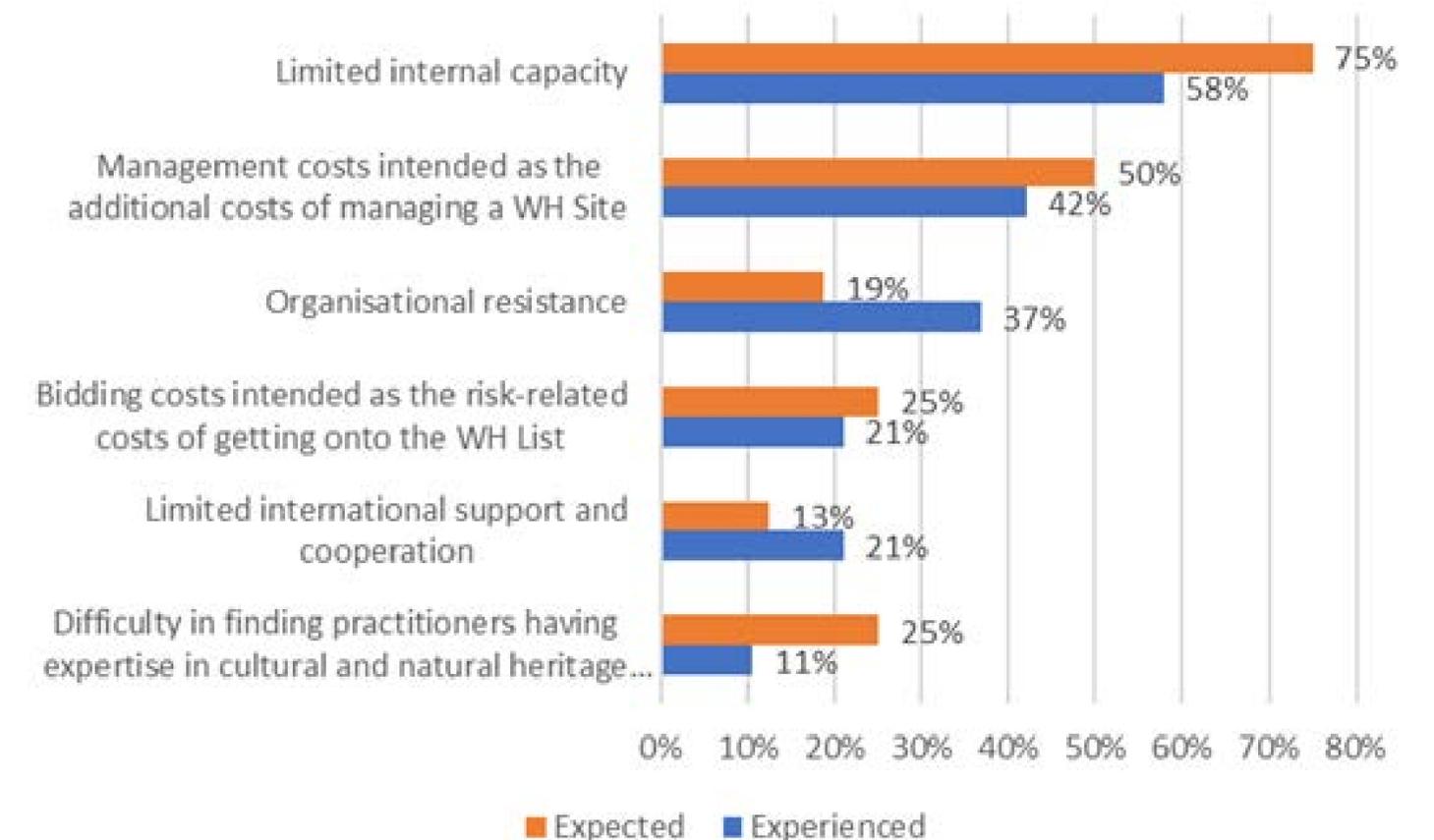
Expected benefits for rural areas from being part of a WH list



Main barriers for taking the decision to bid for a WH listing



Top barriers in the accreditation phase





CASE STUDIES

Val d'Orcia, Italy

Alto Douro Wine Region, Portugal

Champagne Hillsides, Houses and Cellars, France

Wachau Cultural Landscape, Austria

Hortobágy National Park - the Puszta, Hungary

MAIN ELEMENTS

Description

Reasons and processes leading to the labelling of the site

Management, stakeholders and funding arrangements

Socio-economic trends

Challenges and success factors resulting from the interviews



Recommendation 1

Benefits brought to society by cultural heritage in general and WH agricultural landscapes in particular have to be monetised in to increase the attractiveness of the label as well as the interest in initiating the nomination process

Recommendation 2

UNESCO should consider defining within cultural landscapes the current ambiguous 'concept' of 'agricultural landscape' by using easily understandable terms for both the stakeholders and the general public

Recommendation 3

The WH label needs to be associated with economic labels in order to support the revitalisation of the rural areas where agricultural landscapes are located

Recommendation 4

European agricultural landscapes should be structurally supported in their networking for 'cross-border' cooperation, as well as for exchange to face challenges which are common to this type of cultural landscape

Recommendation 5

Benefits brought to private actors by WH agricultural landscapes should be balanced by mechanisms of private contribution to the WH nomination costs

Recommendation 6

The CoR should promote a hybrid approach in the conservation and preservation of agricultural landscapes that considers also the development of rural areas under the socio-economic perspective

Recommendation 7

The CoR should promote creative ways to actively engaging local communities in initiatives with a central role for young people in order to maintain vital rural areas and preserve the heritage from one generation to another

Recommendation 8

Better use of EU funds for the conservation and preservation of the cultural and natural heritage should be fostered by raising awareness and enabling empowerment

Recommendation 9

The potential accreditation of agricultural landscapes to the World Heritage list should be properly fostered and analysed by those LRAs involved focusing on mapping and technical support



Conclusions

There is not a **systematic approach** towards the use of WH agricultural landscapes as a tool for enhancing the economic and social sustainability of rural areas and, in fact, several agricultural landscapes face nowadays sustainability challenges.

Existing agricultural landscapes need to be supported in **exchanging their knowledge** and in **accessing new opportunities for funding, networking and gaining a return to the investment** made for obtaining the WH label.

Among the key factors of success for using the WH label to the benefit of rural areas in agricultural landscapes are the **involvement of the private sector**, the **synergy of the cultural heritage label with economic labels** and a **participatory and/or informed management** that pays attention to the interests and needs of those living in the site.

