



**European Committee
of the Regions**

**Commission for
Natural Resources**

NAT

**How can local and regional
authorities use World Heritage
agricultural landscapes as a tool for
enhancing the economic and social
sustainability of rural areas?
Case studies and
recommendations
for successful
knowledge transfer**



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List of acronyms

ADWR	Alto Duro Wine Region
ANPIL	Natural and Protected Area of Local Interest
CCDR-N	Northern Regional Coordination and Development Commission
CLLD	Community-Led Local Development
CMCC	<i>Coteaux, maisons et caves de Champagne</i>
CoR	Committee of the Regions
DG	Directorate-General
DOCG	<i>Denominazione di origine controllata e garantita</i>
EAFRD	European Agricultural Fund for Rural Development
EC	European Commission
EMFAF	European Maritime, Fisheries and Aquaculture Fund
ENRD	European Network for Rural Development
ERDF	European Regional Development Fund
ESF	European Social Fund
EU	European Union
GDP	Gross Domestic Product
GIAHS	Globally Important Agricultural Heritage System
GIs	Geographical Indications
GVA	Gross Value Added
H2020	Horizon 2020
ICH	Intangible Cultural Heritage
ICOMOS	International Council on Monuments and Sites
IMSP	Inter-Municipal Spatial Plan
LAGs	Local Action Groups
LAU	Local Administrative Unit
LEADER	<i>Liaison Entre Actions de Développement de l'Économie Rurale</i>
LRAs	Local and Regional Authorities
NGO	Non-Governmental Organisation
NUTS	Nomenclature of Territorial Units for Statistics
OCT	Overseas Countries and Territories
OUV	Outstanding Universal Value
PGI	Protected Geographical Indication
PDO	Protected Designation of Origin
Q	Question
RDPs	Rural Development Programmes
TSI	Technical Support Instrument
UNESCO	United Nations Educational, Scientific and Cultural Organization.
UTAD	University of <i>Trás-os-Montes</i> and Alto Douro
WH	World Heritage
WHC	World Heritage Centre

Executive Summary

The concept of ‘agricultural landscape’ falls under the ‘cultural landscape’ type within the UNESCO World Heritage Convention. The UNESCO website currently lists 49 cultural landscapes located in the 27 EU Member States. Out of these properties, according to our analysis, 23 sites (47%) encompass agricultural and pastoral elements, which may be considered an ‘agricultural landscape’.

This study aims to analyse the value added by inscribing European agricultural landscapes on the World Heritage (WH) list in terms of enhanced economic and social sustainability of rural areas. The study also aims to provide guidance to European local and regional authorities (LRAs) for initiating and financing integrated projects, including cross-border ones, towards the inscription on the WH list.

In the introductory section, European agricultural landscapes are mapped to highlight how they are concentrated in a relatively small number of EU countries, with France and Italy hosting the highest number of WH agricultural landscapes.

In Part 1, the 23 WH agricultural landscapes located in the EU27 are categorised according to a few criteria in order to understand key socio-economic trends of the territory that are potentially influenced by being WH labelled. Three main groups are identified: sites with higher socio-economic performance than the regional average, including in the primary sector (Group 1); sites with higher performance of the primary and tourism sectors than the regional average (Group 2); sites with a socio-economic performance which is independent from the primary sector or lower than the regional average (Group 3). Towards the scope of this study, the most important groups are Group 1 and Group 2. In both groups the primary sector contributes to development, but in Group 2 the role of the primary sector is pivotal and therefore more important in determining the socio-economic conditions of the concerned territories. It is from these two groups that five sites have been selected for the development of case studies (in Part 3), namely: Val d’Orcia (Italy), Alto Douro Wine Region (Portugal), Champagne Hillsides, Houses and Cellars (France), Hortobágy National Park - the Puszta (Hungary) and Wachau Cultural Landscape (Austria).

Case studies are structured to provide a description of the site in terms of history and geography. Then, the reasons and processes leading to the labelling of the site are presented, providing a brief overview of the reasons behind the inscription on the WH list. Management, stakeholders and funding arrangements are also detailed to understand the governance system, the actors involved and

the resources used. Existing synergies and cross-border elements are also described, including the eventual presence of site brands, geographical indications of agricultural produce of the sites, as well as synergies with tourism and cultural trails. Socio-economic trends are then presented according to the indicators of GDP per capita, employment of the active population, employment in the primary sector and GVA per capita in the primary sector. Challenges and success factors in the management of the site are described according to the feedback received from interviews held with management staff of the sites. Finally, highlights are outlined as lessons learnt which may be useful for other sites to know.

In addition to case study development, evidence was also collected through the carry out of an online consultation. The consultation aimed at collecting the experience and opinion of public authorities, civil society, and/or other entities/organisations that host/manage/interact with WH agricultural landscapes on the following: WH agricultural landscape labelling and its impact in terms of economic and social sustainability of rural areas; the process of inclusion in the WH list; the use of EU funds to preserve agricultural heritage; and the synergies between heritage, cultural, environmental and economic labels and between WH sites. Considering the specificity of the topic and the difficulty in identifying 'informed' invitees, a satisfactory total of 35 questionnaires from 18 EU Member States were received. The majority of the respondents (54.3%) represented a regional authority or another public entity at the regional level, while the remaining respondents were a local authority or another public entity at the local level with an agricultural landscape in its territory (17.1%), a public entity involved in the management of an agricultural landscape (17.1%), or another type of entity (11.4%).

As regards the main reasons behind the decision to apply for a WH agricultural landscape labelling, the opinion and experience of the participants in the consultation converged towards rural development, prestige, conservation and tourism. According to the respondents, being part of the WH list also generates specific benefits for rural areas, mostly in terms of responsible tourism, better integration of the territory's natural and cultural elements, and higher institutional commitment for these areas. The decision to bid for a WH listing, however, presents some barriers that are mostly related to governance. In fact, ownership-related problems, existence of disputes amongst stakeholders at the territorial level and lack of coherence amongst the wide variety of policies affecting rural areas were listed among the main issues experienced for taking the decision to bid. Regarding the accreditation phase, the majority of the organisations consulted (58%) experienced a limited internal capacity as the main barrier. Many of them needed support during the WH list inclusion process. Mainly institutional support and individual consultants were required. According

to the majority of the respondents, LRAs resulted in having a central role in facilitating organisations in initiating the labelling process (58%), followed by national authorities (47%) and local communities (42%). Local communities were identified as those actors who benefited the most from an agricultural landscape entering the WH list (48% of the respondents).

In Part 2, the study provides an overview of the EU funds used to preserve the agricultural heritage. The main EU funds used towards this scope are the European Agricultural Fund for Rural Development (EAFRD) and the European Regional Development Fund (ERDF). During the period 2014-2020, €4.7 billion have been allocated under the ERDF to create local jobs at heritage sites and attract visitors to specific cities and locations. The participants in the online consultation confirmed that EAFRD and ERDF are the EU funds that contribute more effectively to agricultural heritage preservation (70% and 64%, respectively). According to the study survey, 70% of the respondents considered also using INTERREG to support their agricultural landscapes and their innovation and 39% considered using H2020 and LIFE+. During the interviews carried out within the context of the study with institutional representatives, site managers, and civil society organisations, the opportunities to reinforce the link between the EU funds and agricultural heritage preservation were discussed and explored. Available funding opportunities such as LIFE+ and INTERREG have been indicated as effective means for contributing to the preservation of Europe's agricultural heritage. Moreover, three core elements were identified as areas of attention. They are: awareness raising, empowerment and the need for an integrated approach. In this sense, it emerged that in order to better benefit from the funding opportunities illustrated above (i.e., LIFE+ and INTERREG), it is first necessary to increase the heritage actors' awareness on available EU funds and consequently empower them to access these funds. Furthermore, analysing and properly disseminating the results and the consequences of heritage investments emerged as essential to avoid one-time funding project experiences. The last element is the integrated approach to agricultural heritage funding. Such an integrated approach is deemed important not only to optimise the interaction between different policies but also to contribute to maintaining vital rural areas at risk of depopulation and, consequently, to preserve both the cultural and natural heritage.

Part 4 of the study presents the potential synergies existing between heritage, environmental and economic labels. As also evidenced in the case studies, synergies between cultural heritage, environmental and economic labels are found in almost all agricultural landscapes that have natural protected areas within their boundaries, such as Natura 2000, or parks. According to the survey results, in the majority of the cases (68%), the respondents indicated that their agricultural landscape has, in fact, Natura 2000 sites. Geographical indications

are confirmed to be present in WH agricultural landscapes by 37% of the respondents to the survey. In case of labels coexisting with that of the WH, the respondents with an agricultural landscape on the WH list have identified these main synergies: stronger management (53%), stronger interaction with communities and stakeholders (47%) and more effective use of available financial resources (41%).

According to the evidence and success factors collected throughout the study's sections by means of desk research, statistical analysis, an online questionnaire and several structured interviews with key stakeholders at the institutional and territorial level, the study concludes on the value the WH label may add to rural areas and on ways territorial stakeholders may pursue the labelling process for their agricultural landscapes. In fact, Part 4 also proposes guidelines to support LRAs in navigating the different steps of the WH list nomination process. Step 1 'Initiation' defines how to propose the site to the State Party for inclusion in the Tentative List. As this is a necessary stage of the nomination process, LRAs willing to play a role in the process should first verify the national procedure that funnels sites into the Tentative List, considering that the process for applying differs from country to country. Consequently, LRAs that believe they have relevant sites in their territory should carry out site identification and analysis aimed at understanding the suitability of the candidate sites also with respect to their Outstanding Universal Value (OUV). LRAs also need to be sure about the motivation for nomination. This is essential in order to be well-prepared and organised for developing a nomination with an efficient use of time and resources. The awareness at the territorial level is crucial and can be verified and increased through preliminary consultation. Finally, institutional support at a central level for the potential future nomination of an agricultural landscape should be sought at the very beginning of the process. During Step 2 'Implementation - Preparation of the nomination dossier', the entity in charge of preparing the nomination documents should be clearly identified and empowered by the interested parties, while the participation of the local stakeholders must also be ensured. The definition of the site governance and of relevant monitoring indicators is also necessary to ensure sound management, as is the identification of sponsors to sustain the nomination process.

According to the findings presented in the study, recommendations are ultimately proposed to encourage LRAs to use the WH labelling instrument for improving the economic and social sustainability of their rural areas. Firstly, there is a need to clarify the concept of 'agricultural landscape' within the cultural landscape type by using easily understandable terms. Benefits brought to society by cultural heritage and WH agricultural landscapes have to be monetised, thus increasing the attractiveness of the label and the interest in initiating the nomination process. Benefits brought to private actors by WH agricultural landscapes should be

balanced by mechanisms of private contributions to cover the costs of the WH nomination. Moreover, the European agricultural landscapes should be structurally supported in their cross-border cooperation, so as to also exchange practices for facing challenges that in this study are found to be common to agricultural landscapes. In this sense, the promotion of a hybrid approach in the heritage conservation of agricultural landscapes that also considers the development of rural areas under the socio-economic perspective could boost innovation processes, also leveraging on the new generations. In general, a better use of EU funds for the conservation and preservation of cultural and natural heritage should be fostered by raising awareness on funding opportunities and empowering territorial stakeholders in accessing these funds. LRAs have the opportunity to encourage WH accreditation of their agricultural landscapes by focusing on the mapping of the potential sites and on the technical support to be offered to potential candidates.

The study concludes by highlighting additional research questions that could be explored further in the future.

Introduction

An ‘**agricultural landscape**’ is a concept which falls under the ‘**cultural landscape**’ type of the UNESCO World Heritage Convention. The scope of this study is to understand the value added by the World Heritage (WH) inscription to European agricultural landscapes in terms of enhanced economic and social sustainability of rural areas. The study is also aimed at providing guidance to European local and regional authorities (LRAs) for initiating and financing integrated projects, including cross-border ones, towards the obtainment of the WH label. This introduction presents brief background data and information on the Convention, the definition of cultural landscapes and the state of play of the WH agricultural landscapes located in the European Union.

Background information on the UNESCO World Heritage Convention.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) aims at building peace and mutual understanding across countries through international cooperation in education, the sciences and culture. Towards this scope, the organisation also pursues the promotion of cultural heritage and the protection of cultural diversity. Established in 1945 in the wake of the Second World War, in 1972 UNESCO adopted the ‘Convention concerning the Protection of the World Cultural and Natural Heritage’. This is an international treaty that entered into force on 17 December 1975. Since then, it has been adhered to by 194 State Parties¹ and all 27 EU countries are parties to this Convention. Under the Convention, State Parties have agreed to identify and nominate properties for inscription on the World Heritage List. For properties to be listed, they must be of Outstanding Universal Value (OUV) and have a unique, remarkable, or significant feature that responds to at least one of the [ten cultural criteria](#) identified in the [Operational Guidelines](#) for the implementation of the Convention. WH properties are classified into Cultural Heritage, Natural Heritage, or Mixed Cultural and Natural Heritage coherently with the definitions of cultural and natural heritage given in Article 1 and Article 2 of the Convention.

Definition of cultural landscapes and corresponding cultural criteria.

For the scope of this study, our focus is on ‘Cultural landscapes’ that are a specific type of cultural and natural properties representing the “*combined works of nature and of man*” designated in Article 1 of the Convention. In particular, cultural landscapes are *‘illustrative of the evolution of human society and settlement over time, under the influence of the physical constraints and/or opportunities*

¹ Latest data available on the UNESCO website refer to the end of October 2020. Adherence to the Convention is meant by means of ratification, acceptance, accession, or notification of succession. See <https://whc.unesco.org/en/statesparties/>.

presented by their natural environment and of successive social, economic and cultural forces, both external and internal’; they are ‘manifestations of the interaction between humankind and its natural environment’; and they ‘often reflect specific techniques of sustainable land-use, considering the characteristics and limits of the natural environment they are established in, and a specific spiritual relation to nature’ (UNESCO, 2021, Annex 3).

UNESCO distinguishes **three different categories of cultural landscapes** (UNESCO, 2021; UNESCO, 2013):

- (1) *‘Clearly defined landscape designed and created intentionally by man’*. Gardens and parks developed for aesthetic reasons fall into this category.
- (2) *‘Organically evolved landscape’*. A landscape in this category has evolved due to a specific (social, economic, administrative, and/or religious) driver while being shaped by the natural environment. In this category, the cultivation and the cultural components are combined. The landscape is considered a ‘relict’ if its evolution ended some time ago, or ‘continuing’ if it *‘retains an active social role in contemporary society closely associated with the traditional way of life, and in which the evolutionary process is still in progress...’*. Properties are usually selected under this category according to **cultural criteria (ii), (iii), (iv) and (v)**.
- (3) *‘Associative cultural landscape’*. A landscape in this category has evolved or is evolving because of agro-pastoral practices (i.e., agriculture, silviculture, and husbandry) embedded with religious, artistic or cultural values. In several cases, these associative values are no longer evident while the agro-pastoral practices remain. Properties are usually selected under this category according to **cultural criterion (vi)**.

Only categories (2) and (3) are relevant for the scope of this study. The cultural criteria which are usually found behind these two categories are reported in Box 1.1. It is important to be familiar with these criteria as they reflect the unique, remarkable, or significant features which should characterise the agricultural landscapes proposed for WH listing.

Box 1.1 - Relevant World Heritage cultural criteria for agricultural landscapes

- Criterion (ii): *‘to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design’*.
- Criterion (iii): *‘to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared’*.
- Criterion (iv): *‘to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history’*.

- Criterion (v): ‘to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change’.
- Criterion (vi): ‘to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance’.

Source: UNESCO, 2021.

Overview of the state of play in the EU27 of WH agricultural landscapes. 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’.

France and Italy are the EU countries with the highest number of WH agricultural landscapes (**Figure 1.1**). Most of these properties respond to criterion (v) and several to criteria (iii) and (iv) (**Figure 1.2**). The majority of these sites are characterised by agricultural activities (grapes, olive, or mixed crops). A small number (4) concern livestock and pastoralism.

Figure 1.1 - Frequency of agricultural landscapes in the EU27, by country

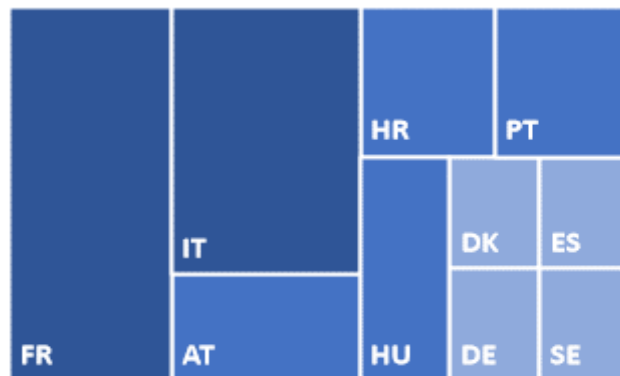
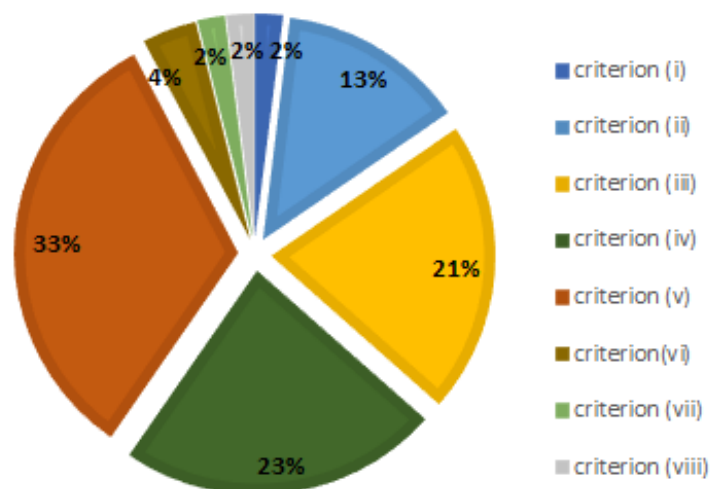


Figure 1.2 - Frequency of applying cultural criteria in European agricultural landscapes

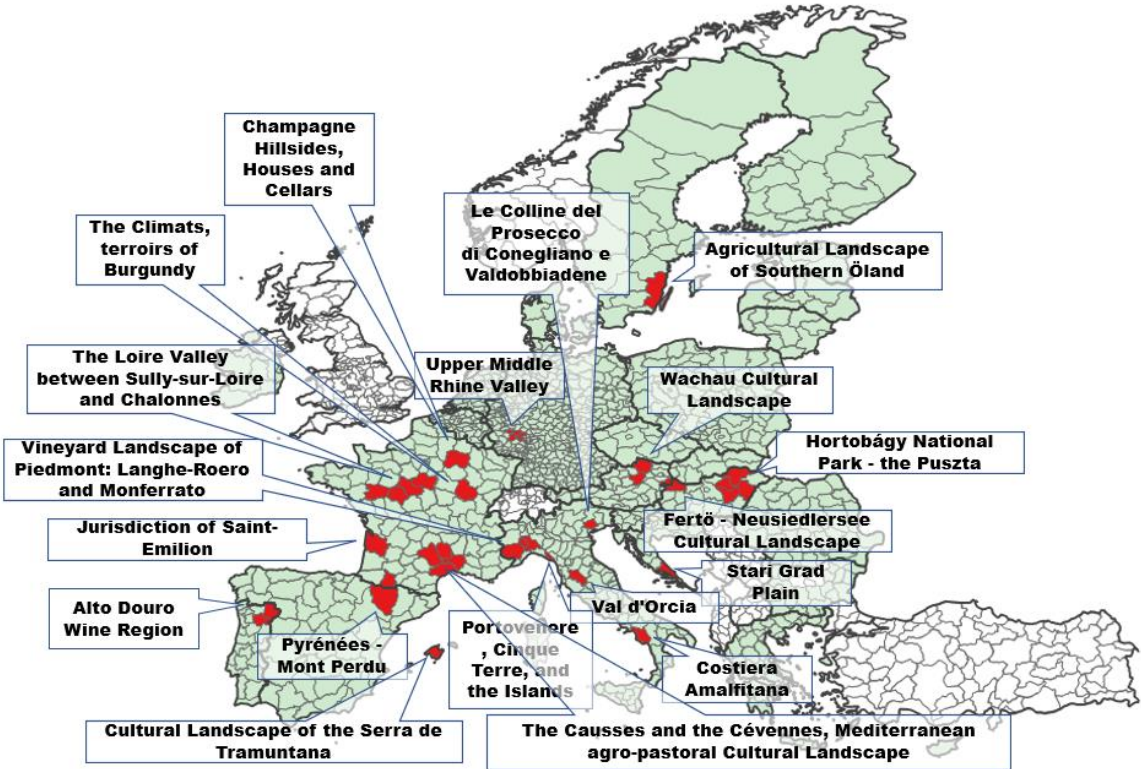


Part 1. Review on how local and regional authorities use/could use WH agricultural landscapes as a tool for enhancing the economic and social sustainability of rural areas

1.1 WH agricultural landscapes: how many and where in the EU27

Out of the 49 European cultural landscapes labelled as WH sites, 21 agricultural landscapes were identified through an expert review of their description available on the [UNESCO website](#). Our selection was compared with a WH analysis of agricultural landscapes carried out in 2013 in order to verify consistency (UNESCO, 2013). In fact, the selected 21 sites are **counted as 23** because two of the sites are cross-border properties; as such, they are listed twice, one time each in their respective countries. Map 1.1 shows their location. More precisely, it shows the NUTS3 whose area is partially included in the properties of the agricultural landscapes.

Map 1.1 - WH agricultural landscapes in EU27



Note: Greenland and French Polynesia WH sites are not shown on the map and are not included in this study's categorisation because they belong to non-EU (OCTs) territories.

In fact, in order to understand the main socio-economic conditions of European agricultural landscapes labelled as UNESCO sites, it was first necessary to determine in which administrative units the properties lie. We considered the NUTS3 level as the reference administrative level of our analysis in order to be able to use Eurostat data and make the analysis comparable across all the landscapes. Map 1 shows that some of the properties are located in only one NUTS3, but the majority of the properties cross the border of two or more NUTS3, or even of two different NUTS2. This makes the analysis of the socio-economic impact more complex and less accurate because the potential influence of the WH site on the value of the indicators is distributed over larger areas administered by different local or even regional councils.²

Besides the concentration of agricultural landscapes in a small number of European countries, Map 1 also shows the absence of WH agricultural landscapes in the most eastern part of the EU27, from the north (Finland, Estonia, Latvia, Lithuania, Poland) to the south (Romania, Bulgaria, Greece).

1.2 Categorisation of WH agricultural landscapes located in the EU27

Box 1.2 – GVA. GVA is a way of measuring the economic output of a sector. In this case, it is used to quantify the added value of the primary sector of a territory as the value of produced goods and services minus the costs of the production process.

After the definition of the agricultural landscapes' administrative location, a core set of socio-economic indicators was selected. Notwithstanding the limited availability of Eurostat data at the NUTS3 level, we identified a sufficiently suitable set including: GDP, GVA of the primary sector (Box 1.2), total employment, employment in the primary sector and size of the accommodation and food service sector. These indicators were used to compare the concerned NUTS3 with the regional (NUTS2) average. This comparison, together with other quantitative and qualitative information such as size of the property, rurality of the area, maturity of the site since its listing, and dominant type of agricultural activity have been used to categorise the 23 properties. Four main groups are identified (Table 1.1).

² An example in this sense is the 'Upper Middle Rhine Valley' agricultural landscape that concerns the administrations of two NUTS2 and six NUTS3.

Table 1.1 - Groups of agricultural landscapes and number of belonging WH sites

1	The socio-economic performance of (at least one of) the NUTS3 where the agricultural landscape is located is higher than the average performance of the region (NUTS2), including in the primary sector.	8
2	The socio-economic performance of (at least one of) the NUTS3 where the agricultural landscape is located is higher than the average performance of the region (NUTS2) only in the primary and/or tourism sectors.	5
3	The socio-economic performance of (at least one of) the NUTS3 where the agricultural landscape is located is not related to the performance of the primary and/or tourism sectors, or is lower than the average performance of the region (NUTS2).	7
	Not classifiable because of lack of statistics. ³	3
Total		23

Group 1 includes those territories showing a **higher socio-economic performance compared to the regional average, including in the primary sector**. Eight European agricultural landscapes are located in these well-performing NUTS3. Contrary to expectations, these eight agricultural landscapes do not solely include grape-growing areas. In fact, they also include agricultural landscapes characterised by transhumance, grazing and livestock-raising activities. The two cross-border agricultural landscapes belong to this group, but only with one of the two participating countries, meaning that in the two cross-border properties the values of the selected indicators differ across the border.

Group 2 includes those territories showing a **higher performance of the primary and tourism sectors compared to the regional average**. Five European agricultural landscapes are located in these NUTS3 whose economy evidently relies on agriculture and tourism. For the most part, these landscapes are located in predominantly rural areas.

³ Three WH agricultural landscapes are not classifiable due to a lack of Eurostat data at NUTS3 level. These are: *Le Colline del Prosecco di Conegliano e Valdobbiadene* (Italy), the *Agricultural Landscape of Southern Öland* (Sweden) and the *Landscape of the Pico Island Vineyard Culture* (Portugal).

Table 1.2 - Key features of Group 1 and Group 2

Group 1. The socio-economic performance of (at least one of) the NUTS3 where the agricultural landscape is located is better than that of the region (NUTS2).	Group 2. The performance of the primary sector in (at least one of) the NUTS3 where the agricultural landscape is located is better than that of the region (NUTS2).
GDP/capita is higher than, or at most the same as, the regional average.	GDP/capita is lower than the regional average.
Employment level is higher than the regional average.	
Employment in the primary sector is higher than the regional average.	
The GVA of the primary sector is higher than the regional average.	
There is a higher, or at most the same, number of active enterprises in the accommodation and food service sector than the regional average.	
In terms of crops, three sites are vineyards; three other sites have viticulture mixed with other crops or stock raising; and two sites are characterised by pastoral and grazing activities.	In terms of crops, two sites are vineyards, one site has mixed crops (vineyards and gardens), and two sites are characterised by pastoral activities.
Population trend is positive in agricultural landscapes with mixed crops. It is negative in sites focusing on viticulture.	
Agricultural landscapes of this group are located in territories classified as 'intermediate' and 'predominantly rural' in the Eurostat rural/urban typology.	Agricultural landscapes of this group are located in territories classified as 'predominantly rural' in the Eurostat rural/urban typology.

Group 3 includes those territories showing a lower performance in the primary sector, independently from their overall socio-economic performance that is higher or lower than the regional average. Seven European agricultural landscapes are located in these NUTS3.

Table 1.3 - Key features of Group 3

Group 3. The socio-economic performance of (at least one of) the NUTS3 where the agricultural landscape is located is better than that of the region (NUTS2) but this is not due to the performance of the primary and/or tourism sectors.
GDP/capita is higher or lower than the regional average.
Employment is higher or lower than the regional average.
Employment in the primary sector is lower than, or at most the same as, the regional average.
The GVA of the primary sector is lower than, or at most the same as, the regional average.
The number of active enterprises in the accommodation and food service sector is higher or lower than the regional average.
Population trend is positive in four out of the six sites belonging to this group.
In terms of crops, three sites have mixed crops (vineyards, olives, or gardens), two sites are vineyards and one has stock-raising.
Agricultural landscapes of this group are located in territories classified as 'predominantly urban' and 'intermediate' in the Eurostat rural/urban typology.

Agricultural landscapes are expected to contribute to cultural diversity, nature protection and livelihoods of communities, with primary production and tourism playing a pivotal role in driving local development. According to the analysis of indicators:

- In Group 3, local development is independent from the performance of agriculture and tourism, or it underperforms compared to the regional average. It is therefore concluded that the WH listing of agricultural landscapes belonging to this group does not add sufficient value to the territory and its economy.
- In Groups 1 and 2, the primary sector contributes to local development. In Group 1, territories enjoy generally good socio-economic conditions. In Group 2, the primary sector is a driver of local development. The 13 WH agricultural landscapes belonging to both groups are likely to enhance the contribution of the primary sector to the development of their territories. Still, understanding the way WH labelling is used for enhancing the economic and social sustainability of rural areas in Group 2 is of particular importance in determining the factors that make WH labelling a tool for development.
- Our analysis shows that the categorisation of WH agricultural landscapes into Groups 1 and 2 **is not correlated to the size of the landscape** (in both absolute value and as a share of the size of the NUTS3). **It is not even correlated to the maturity of the size** in terms of the UNESCO labelling date.
- Another evidence is that the **landscapes of Groups 1 and 2 which are focused on vine-growing and wine production are located in territories that are depopulating.**
- A final remark relates to the evidence that the WH labelling for agricultural landscapes **applies to a variety of agricultural and pastoral activities.** This variety **opens the labelling opportunity to a wide range of potential applicants across Europe.**

Five of the agricultural landscapes listed in Figure 1.3 are developed as case studies in Part 2 to better understand both the challenges they face and their success factors.

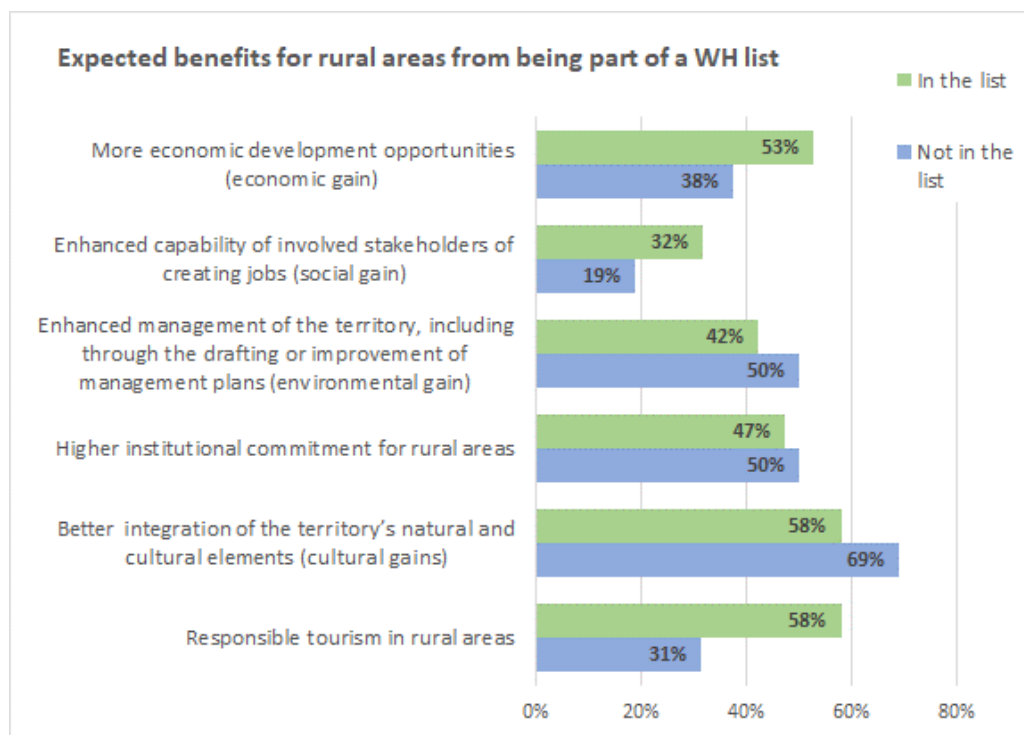
Figure 1.3 - List of WH agricultural landscapes of Groups 1 and 2 and summary data of their respective NUTS3

Group 1. WH agricultural landscape name	GDP	EMPL	EMPL AGR	ENTERPRISES-TOURISM	GVA AGR	POP TREND	NUTS 3 Eurostat classification
Fertő/Neusiedlersee Cultural Landscape (Austrian site)	>	>	>	=	>	↑	RUR
Pyrénées - Mont Perdu (Spanish site)	>	>	>	>	=	↑	INT
Champagne Hillsides, Houses and Cellars	>	>	>	=	>	↓	INT
The Climats, terroirs of Burgundy	>	>	<	=	>	↓	INT
Hortobágy National Park - the Puszta (HU312, HU321)	>	>	>	>	>	↓	RUR&INT
Costiera Amalfitana	=	>	>	>	>	↑	INT
Val d'Orcia	>	>	>	>	>	↑	RUR
Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato (ITC16)	>	>	>	>	>	↓	RUR
Group 2. WH agricultural landscape name	GDP	EMPL	EMPL AGR	ENTERPRISES-TOURISM	GVA AGR	POP TREND	NUTS 3 Eurostat classification
Wachau Cultural Landscape	<	>	>	>	>	↓	RUR
The Causses and the Cévennes, Mediterranean agro-pastoral Cultural Landscape (FRJ14, FRJ22)	<	>	>	>	>	↓	RUR
Alto Douro Wine Region	<	>	>	=	>	↓	RUR
Upper Middle Rhine Valley (DEB1D, DE71D)	<	>	>	>	>	↑	RUR&INT
The Loire Valley between Sully-sur-Loire and Chalonnes (FRB05)	<	>	>	>	>	↑	RUR

1.3 How LRAs could use the WH agricultural landscapes: results from the consultation

According to the results of an online consultation (see Annex II for details regarding the consultation), the majority of the respondents owning/managing an agricultural landscape inscribed on the WH list or included in the national tentative lists expect the WH labelling to provide cultural gains in their territories and to encourage responsible tourism (58% each).⁴ In this group of respondents (which is referred to as ‘In the list’ and represents 54% of the respondents), listing is also expected to provide economic gains (53%), raise interest on the site at the institutional level (47%) and determine environmental gains (42%). Only about one-third of these respondents (32%) believe that being WH listed implies social gains (Figure 1.4).

Figure 1.4 – Question 2.2



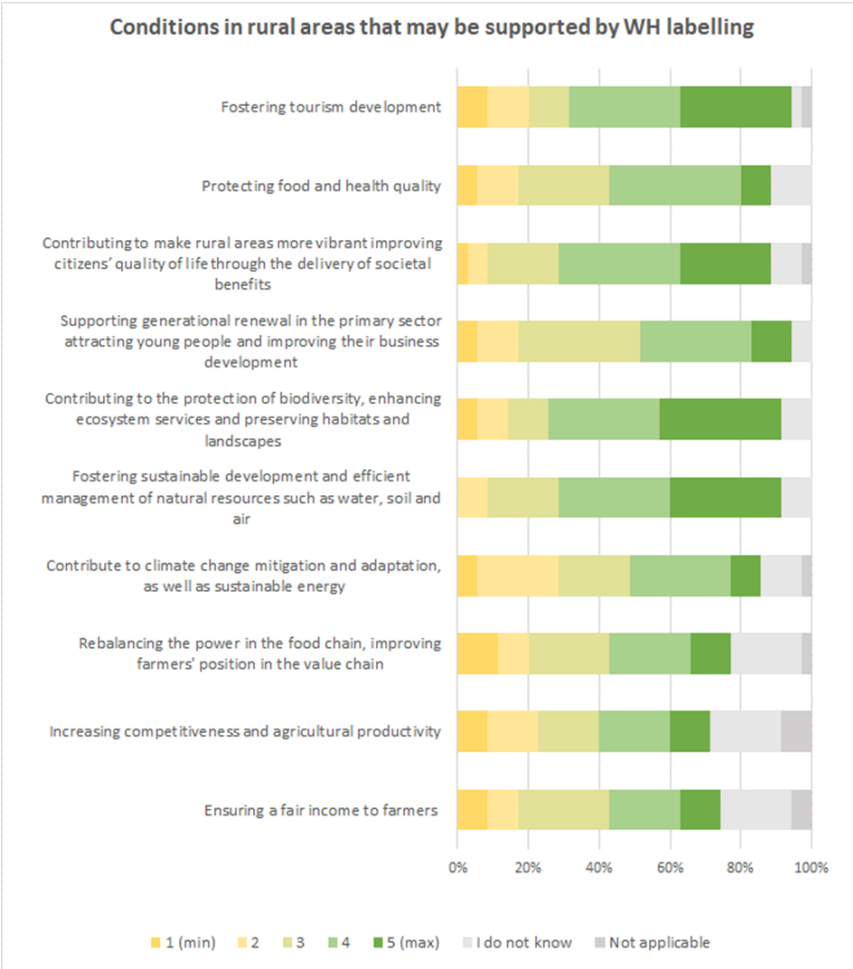
The same Figure 1.4 includes replies from respondents who are not engaged in the management/ownership of a WH site (‘Not in the list’, representing 46% of the respondents). The majority of these respondents (69%) would expect cultural

⁴ According to the profiling of the respondents, it is noted that ‘In the list’ respondents also include owners/managers of cultural landscapes not falling in the ‘agricultural landscape’ concept and stakeholders not directly involved in the ownership/management of ‘agricultural landscapes’. **Thus, the opinions of ‘In the list’ respondents are ‘informed’ but do not solely represent the point of view of agricultural landscapes’ stakeholders.**

gains and are much less convinced, when compared to ‘In the list’ respondents, on benefits in terms of social gains, tourism and economic gains.

When looking in detail at which conditions may be improved in rural areas as a consequence of being part of a WH site, and by considering all the types of respondents, benefits arise from the protection of biodiversity, the enhancement of ecosystem services and the preservation of habitats and landscapes. Tourism development, sustainable development and efficient management of natural resources are also commonly expected. Notably, a substantial share of respondents is not convinced (i.e., selected intensity levels 1, 2 and 3) regarding the positive effects of the WH listing on generational renewal (51%) and climate change mitigation and adaptation (49%) (Figure 1.5). Whereas the latter is understandable as many WH sites are of a small size and therefore unlikely to drive significant mitigation/adaptation processes, it is interesting to note how the labelling of the site is not considered an effective instrument to attract young people and/or fight depopulation. This is in line with our finding based on the analysis of population trends that found depopulation occurring in several of the WH agricultural landscapes.

Figure 1.5 – Question 3.1



In terms of stakeholders, the most likely beneficiaries of WH labelling are believed to be local communities (48%), followed by local businesses (26%) and local/regional authorities and agencies (22%) (Q 3.2). However, surprisingly, only 17% of the respondents admit to having a system in place for the yearly monitoring of the benefits derived from the WH labelling of the site they manage and/or own (Q 3.4). For those having a monitoring system in place, the most commonly measured parameters relate to tourism, followed by economic and environmental aspects. Very little emphasis is apparently given to the monitoring of social data (Figure 1.6). Respondents selecting the ‘Other’ option indicated the monitoring of projects contributing, or being controversial, to the OUV, of promotion activities, of the site’s management plan and of other spatial plans.

Finally, expectations in terms of benefits derived from WH labelling are time-framed and replies distinguished again according to whether respondents are engaged in the management/ownership of a WH labelled agricultural landscape or have their site included in national tentative lists (‘In the list’), or are not engaged in the management/ownership of a WH site (‘Not in the list’).

Figure 1.6 - Question 3.5

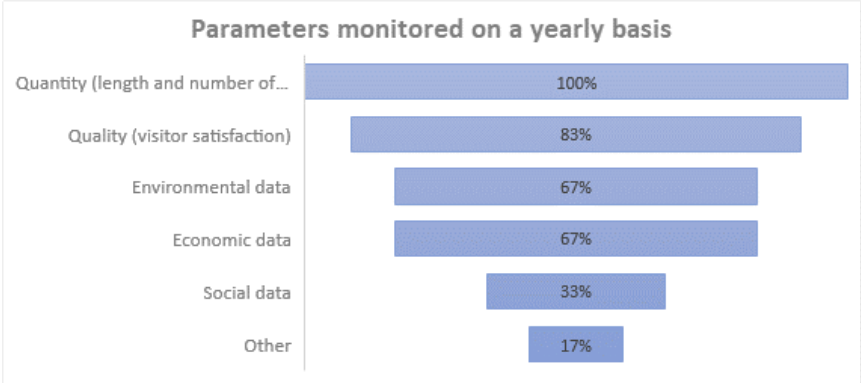
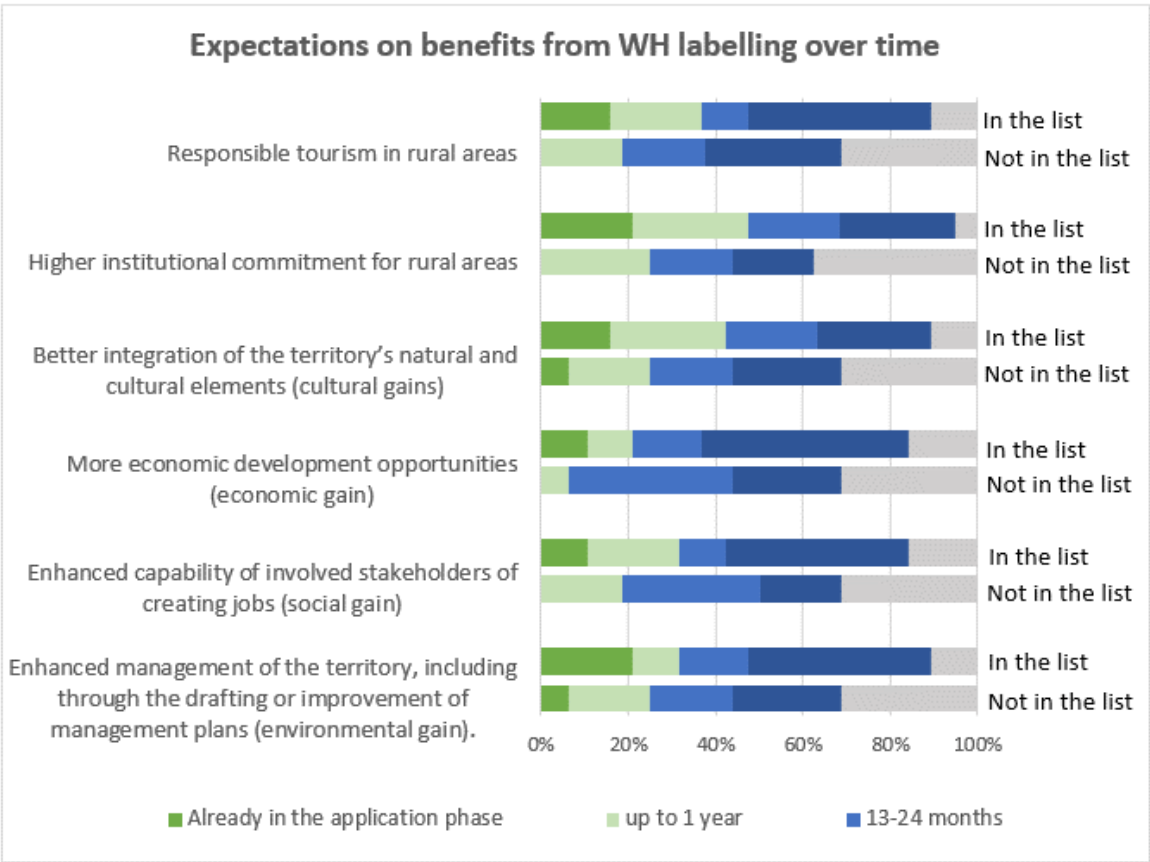


Figure 1.7 clearly shows that ‘In the list’ respondents are more optimistic about immediate benefits (higher number of ‘Already in the application time’ replies) and of course feel more informed than ‘Not in the list’ respondents (low number of ‘I do not know’ replies).

Among the striking results is that according to the ‘Not in the list’ respondents the labelling process does not create immediate higher institutional commitment for the territory. In addition, ‘In the list’ respondents point to slower economic and social benefits than ‘Not in the list’ respondents. In fact, ‘Not in the list’ respondents indicate a timeframe of one/two years for having more economic development opportunities and an enhanced capacity to create jobs while most of ‘In the list’ respondents believe that at least two years are necessary. Finally, it is important to note the high number of ‘In the list’ respondents indicating the long

time needed (over 2 years) to benefit from an enhanced management of the territory.

Figure 1.7 – Question 3.3

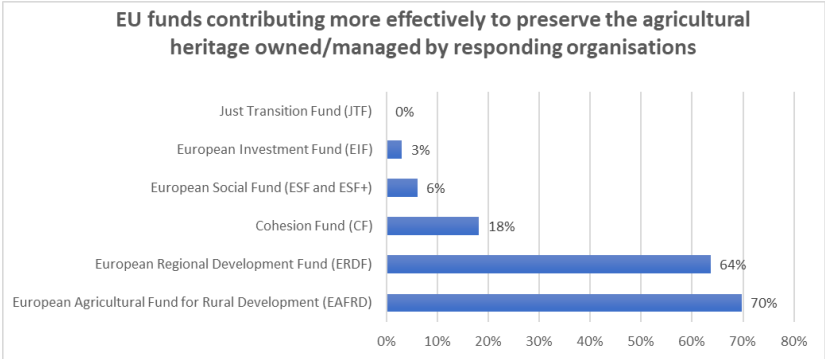


Part 2. How are EU funds used to preserve agricultural heritage? How can this be better linked with the financing of the preservation and the promotion of other world heritage sites in Europe?

2.1 EU funds used to preserve agricultural heritage

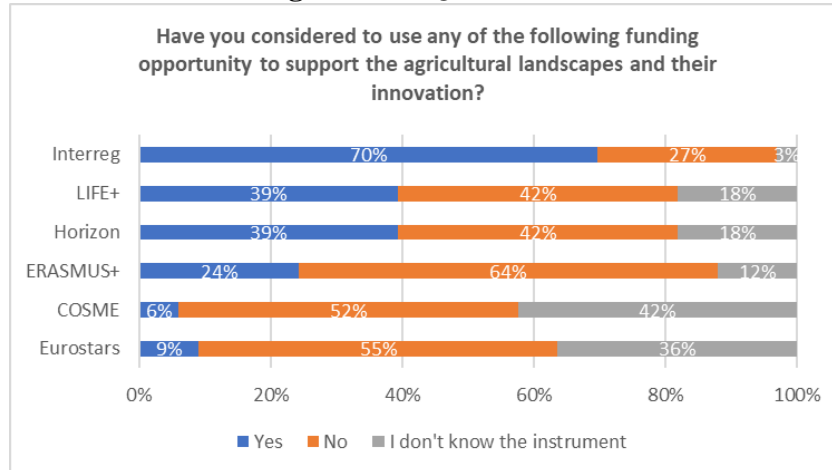
Our consultation highlighted that the main EU funds used to preserve agricultural heritage are the EAFRD and the ERDF. [Under the ERDF, during the period 2014-2020](#), €4.7 billion have been allocated to create local jobs at heritage sites and attract visitors to specific cities and locations. These funds, i.e., EAFRD and ERDF, were selected by 70% and 64% of the respondents, respectively (Figure 2.1). The Cohesion Fund received a lower number of selections, probably because this fund is not relevant for several of the countries where agricultural landscapes are currently located (see Part 1).

Figure 2.1 - Question 4.3



According to our study survey, 70% of the respondents considered using **Interreg** to support their agricultural landscapes and their innovation, with only 3% of the respondents not knowing the instrument (Figure 2.2). This result reflects the situation found across the case studies presented in Part 3.

Figure 2.2 - Question 4.4



A lower share, 39% of the respondents, considered using **H2020** to support their agricultural landscapes; almost one-fifth of the respondents (18%) replied that they do not know the instrument. This result is in line with the variety of intervention areas considered under Horizon 2020 and the availability of funding specifically dedicated to heritage. A similar share of respondents (39%) considered using **LIFE+** to support their agricultural landscapes; likewise, 18% of the respondents stated not knowing this instrument. This fund is dedicated to environmental issues and to the protection of natural aspects such as biodiversity, as well as to circular economy and quality of life. Therefore, it is correctly considered as an attractive source of funding for preserving agricultural landscape sites.

Besides the results of the consultation, Creative Europe is another source of funding identified as relevant through the carry out of interviews with key stakeholders.

2.2 Examples of how these funds are used in territories with agricultural landscapes

Some of the examples of use of EU funds refer to projects undertaken in the case studies presented in Part 3. Other examples are derived from desk research. Interreg, for example, was widely used in the WH sites of Hortobagy and Wachau. The Interreg programme will continue to be a relevant source of funding in the future, considering that it was allocated a [budget of €8 billion](#) in the new programming period 2021-2027.

<p>Interreg - ROHU TURRIVER Joint Conservation Management and Development of Information Infrastructure of Protected Areas along the Romanian and Hungarian Course of Tur River (ROHU-79) - VA Romania-Hungary Program project profile</p>
<p>Total budget: €643,000 / Implementation: 2018-2020.</p>
<p>The beneficiaries, Hortobágy National Park Directorate and the Transylvanian Carpathian Association - Satu Mare, participated in the ROHU TURRIVER project to promote the nature conservation of the protected areas along the Túr River, a tributary of the river Tisza, and the development of its demonstration infrastructure. The overall aim was to ensure the long-term preservation and maintenance of the Natura 2000 sites in both Romania and Hungary along the Túr River in order to enhance tourists’ attraction.</p>
<p>Interreg - DANUBE PARKS CONNECTED – Interreg Danube Transnational Programme project profile</p>
<p>Total budget: €3,085,412 / Implementation: 2017-2019.</p>
<p>The project promoted by the ‘Danube Transnational Programme’ and led by Donau-Auen National Park with the participation of World Heritage Municipalities in Wachau, had the aim of counteracting habitat fragmentation along the Danube River. The DANUBE HABITAT CORRIDOR campaign, initiated by the project, was designed to foster the conservation of important habitats and their connections through a Danube-wide strategy and pilot activities. A special focus was given to the island habitats of the Danube, the riparian forests and dry grasslands.</p>

Horizon Europe – that takes over H2020 – has a total budget of €95.5 billion in the new programming period. Under the ‘Global Challenges and European Industrial Competitiveness’ topic, Cluster 2 ‘Culture, Creativity and Inclusive society’, it foresees [cultural heritage as an area of intervention](#) for which the estimated budget is €2.28 billion. The project example below was coordinated by one of the stakeholders interviewed while carrying out this study.

<p>H2020 - RURITAGE – www.ruritage.eu/project</p>
<p>Total budget €10,276,187 / Implementation: 2018-2022.</p>
<p>Under Horizon 2020, more than €600 million was invested in research and innovation actions related to cultural heritage. RURITAGE seeks to transform rural areas into sustainable development laboratories through the enhancement of their cultural and natural heritage. RURITAGE gathers stakeholders and local communities in a new form of collaboration, engaging them in participatory and community-based heritage management, ensuring ownership, capacity building and skills transference.</p>

LIFE+ has a [total budget](#) of €5.4 billion for the period 2021-2027. Wachau cultural landscape is one of the agricultural landscapes that has benefited from the LIFE instrument (see Part 3). The Wachau working group (*Arbeitskreis Wachau*), which is part of the management structure of the WH site, was in fact a beneficiary of the Wilderness Wetland Wachau project.

LIFE - Wilderness Wetland Wachau - LIFE project profile
Total budget: €3,876,937 / Implementation: 2015-2020.
The project aims at revitalising the exiting backwaters and creating a new side arm. The activities include species conservation measures (amphibians, black poplar and sea eagle) and the generation of approximately 50 ha of nature conservation area with new and improved floodplain forests.

Creative Europe invests in actions that reinforce cultural diversity and respond to the needs and challenges of the cultural and creative sectors. The programme has allocated a [budget](#) of €2.44 billion for the period 2021-2027. The following example illustrates how the programme may be used to support cultural heritage initiatives.

Creative Europe - Cultural heritage in action - culturalheritageinaction.eu
Total budget: €995,720 / Implementation: 2020-2023.
Cultural Heritage in Action aims at empowering cities and regions in order to strengthen their cultural heritage policies and initiatives as well as develop innovative solutions to preserve cultural heritage assets. The project identifies good practices from EU cities and regions and supports the exchange of experience through direct contact between rural, local, regional and national administrations as well as experts (civil society, NGOs, local organisations, urban planners, architects, etc.) during thematic peer-learning visits.

It is also worth noting that towards the promotion of cultural heritage, during the [European Year of Cultural Heritage](#) 2018, Erasmus+ awarded nearly €92 million to 965 cooperation and mobility projects focused on cultural heritage.

2.3 Enabling a better use of EU funding opportunities for the preservation of agricultural heritage and for promoting other WH sites in Europe

As part of our methodological approach for collecting information and insights for this study, we carried out interviews with institutional representatives, site managers and civil society organisations⁵, including for discussing and exploring the opportunities to reinforce the link between EU funds and agricultural heritage preservation.

⁵ See list of interviews in Annex II.

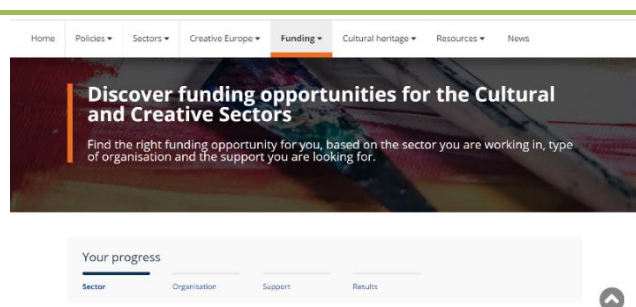
As a result, it is evident that the labelling of sites and of protected areas, such as that provided by the WH listing, is an essential tool for the preservation and enhancement of both territories and products, but investments have a central role. Availability of funding opportunities, such as LIFE+ and INTERREG, appear to contribute effectively to preserving the agricultural heritage in Europe. More in general, it was clear that the core elements to invest in are (1) **awareness** and (2) **empowerment**, but above all, the need for an (3) **integrated approach** is evident.

In order to better benefit from the EU funding opportunities illustrated above, first it is necessary *to increase rural heritage actors' awareness and consequently empower them to access these funds*, which is not always an easy task. Besides raising awareness on different funding sources and facilitating access to the relevant information (Box 2.1), analysing and properly disseminating the results and the impact of investments in heritage emerged as essential in order to avoid **one-time funding project** experiences. Projects like Ruritage showed that it is possible to create flywheel effects. Within the project, the partner territories involved in regeneration plans were funded with some €500,000 each. Ruritage asked for their co-financing in order to ensure the continuity of the intervention over time through capacity building and empowerment in the area, considering the different abilities to access external funds and familiarity with the application process and related platforms. A municipality, and Ruritage partner, received substantial funding for a development project related to a science and geology museum in its territory. This was also accomplished thanks to the project design skills developed in Ruritage. A consistent multiplier effect for accessing EU funds was generated. More in general, planning a system of support, training and education within larger projects can generate mid- to long-term effects in the involved areas. **The project funds should create a useful incentive to generate other opportunities.**

Box 2.1 - CulturEU

The European Commission launched a new interactive guide mapping all funding opportunities available at the EU level for the cultural and creative sectors, including cultural heritage. CulturEU gathers a total of 75 funding opportunities from 21 different EU programmes and allows heritage and creative actors to find the most appropriate EU financial support available.

In three easy steps, organisations are provided with a comprehensive list of funding opportunities based on the sector, organisation type and the kind of support they are looking for (e.g., financing for direct costs or scaling up).



The need for **empowerment** stems, therefore, from the acknowledged difficulty for smaller organisations to benefit from EU funds, as they are penalized by time-consuming and complex procedures. A central role in this regard can also be played by **civil society actors**, such as Europa Nostra⁶, that are part of their communities. Additionally, the constitution of *ad hoc* networks plays a central role in boosting such empowerment, such as the European Network for Rural Development (ENRD) that serves as a hub for the exchange of information on how rural development policy, programmes, projects and other initiatives are working in practice and how they can be improved to achieve more (see Box 2.2 on LEADER that, among other initiatives, was indicated during our consultations as an opportunity to finance small-scale projects and support rural development). Such actors can act as enablers through **information-sharing** and **capacity-building initiatives** for agricultural heritage preservation, accompanying the **EU financial support**.

Box 2.2 - LEADER

*'LEADER is a local development method which has been used for 30 years to engage local actors in the design and delivery of strategies, decision-making and resource allocation for the development of their rural areas. It is implemented by around 2 800 Local Action Groups (LAGs), covering 61 % of the rural population in the EU and bringing together public, private and civil-society stakeholders in a particular area. In the rural development context, LEADER is implemented under the national and regional Rural Development Programmes (RDPs) of each EU Member State, co-financed from the European Agricultural Fund for Rural Development (EAFRD). In the 2014-2020 programming period, the LEADER method has been extended under the broader term **Community-Led Local Development (CLLD)** to three additional EU Funds: the European Maritime and Fisheries Fund (EMFF); the European Regional Development Fund (ERDF); and the European Social Fund (ESF). Although LEADER is obligatory only under the EAFRD, a single action can now be supported under two or more of the four EU Funds at the same time through the concept of **multi-funded CLLD**' (ENRD [webpage on LEADER/CLLD](#)).*

The third element that emerged during our consultations was the need for an **integrated approach to agricultural heritage funding**. It is essential not only to optimise the interaction between different policies, such as the European Green Deal and the Common Agricultural Policy, but also to maintain vital rural areas at risk of depopulation, and consequently, to preserve both the cultural and natural heritage. For example, the Cohesion Fund can be integrated with agriculture-specific funds since rural areas have a prominent, but not exclusive, agricultural economy. Indeed, the value and beneficial impacts of cultural and natural heritage on European culture, economy, society and environment are closely linked to,

⁶ Europa Nostra is the pan-European federation of heritage NGOs, which is supported by a wide range of public bodies, private companies and individuals. Covering 42 countries in Europe and 5 countries outside the continent, it is the most representative network working in the field and for the field of heritage in Europe.

among others, agriculture and sustainable development, health and wellbeing, economic growth, urban and rural planning, sustainable tourism, research, education and lifelong learning. Therefore, it is important to emphasise the potential of hybrid interventions to **not limit creative approaches to agriculture funding**. Parallely to the financing of farmers, the organisations consulted also highlighted the need to finance young persons, including artists, who want to start-up in rural areas. More in general, there is a need for initiatives encouraging young people to stay in rural areas, rather than moving to urban areas, by providing financial incentives and other opportunities. **It is difficult for this message to reach the world of agricultural policy financing because of a perceived exclusive focus on agricultural issues when rural areas are concerned.** Having a wider approach that includes cultural aspects related to agricultural heritage could have a greater effect than the current one that is focused mainly on financing the agricultural sector.

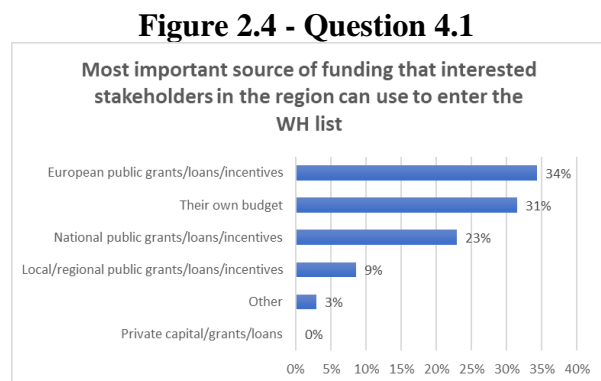
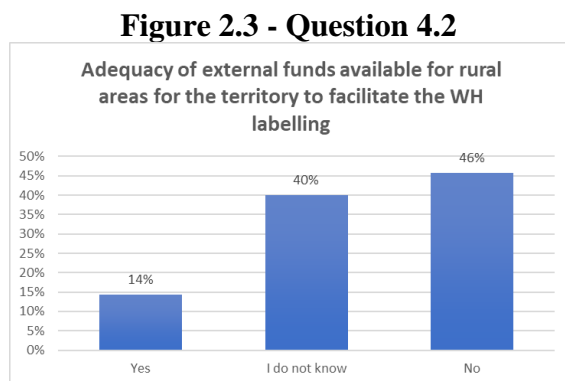
Finally, in order to provide an adequate level of resources, it is felt that EU funding must ensure higher complementarity, also by means of an optimal systematisation of all the initiatives activated by the different Directorates-General and the existence of relevant specialised support. An example of such support is the Technical Support Instrument under DG REFORM that provides tailor-made technical expertise to EU Member States to design and implement reforms. It is necessary to **look at the whole picture, arrange all available tools and integrate them in order to take the best advantage of limited resources.**

2.4 EU funds and WH labelling

Within the aspects of EU funding and preservation of the agricultural landscapes, the World Heritage labelling, a cornerstone of the present study, must also be taken into account. The labelling constitutes a specific area of intervention requiring adequate resources during the nomination phases.

When considering the World Heritage nomination, it is important to be aware that the nomination team and the whole process will need adequate resources and funding to support the necessary input. The need for optimising resources when addressing the WH labelling process is clear from the results of the online consultation. The availability of external funds has been perceived as unsatisfactory according to the survey results (Figure 2.3), with only 14% of the respondents considering the level of the external funds available for rural areas for their territory adequate to facilitate the WH labelling and preserve agricultural heritage.

For entering the WH list, the most important sources of funding are believed to be European public grants/loans/incentives (34% of respondents), own budget (31%) and national public funds (23%) (Figure 2.4). Eligible properties and countries may also seek assistance from the World Heritage Fund.⁷



By considering the organisational level and the specific funding requirements necessary for the nomination process as a WH cultural and/or natural site, our survey reveals that the financial elements represent one of the most important barriers. Regardless of their inclusion ('Experienced') or not ('Expected') in the WH list, one out of four of the respondents indicates *unmet funding needs* among the main barriers for taking the decision to bid (Figure 2.5). Moving from the decision to bid to the accreditation phase, for the respondents already on the WH list (including also the tentative one), the main difficulties encountered when applying were specifically related to limited internal capacity and management

⁷ See whc.unesco.org/en/funding.

costs⁸ (Figure 2.6). Additionally, the support of external consultants was needed in 42% of the cases (Figure 2.7), generating additional resource demand. Organisations not yet approaching the WH list expect the same problems indicating limited internal capacity, management costs and bidding costs as the top three barriers.⁹

Figure 2.5 - Question 2.3

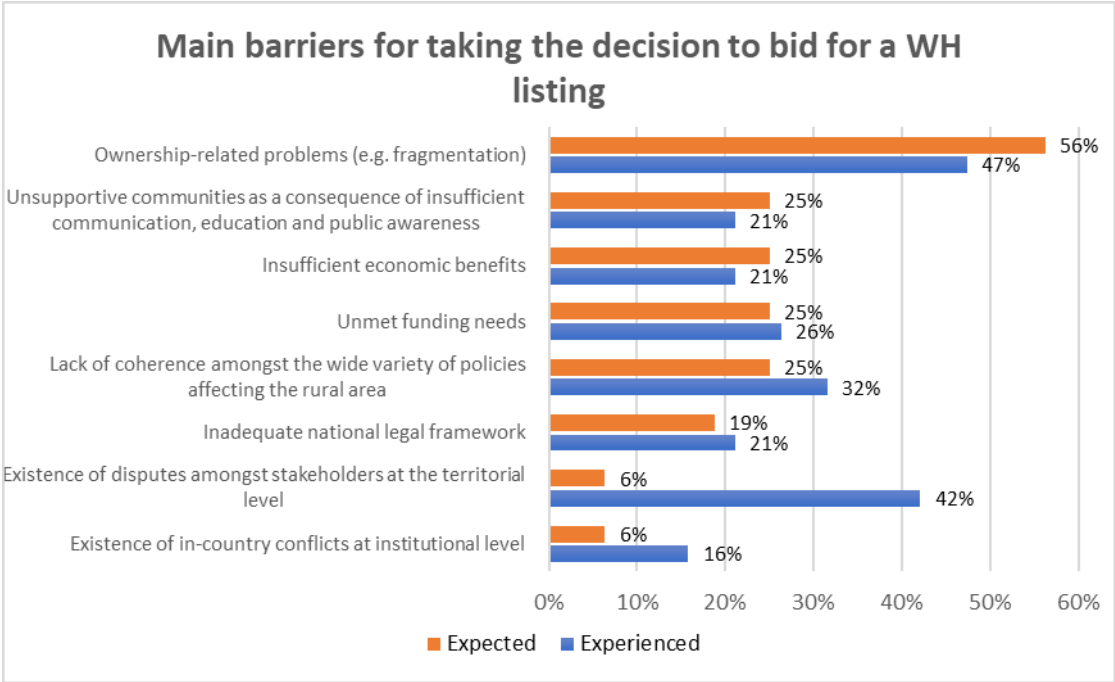
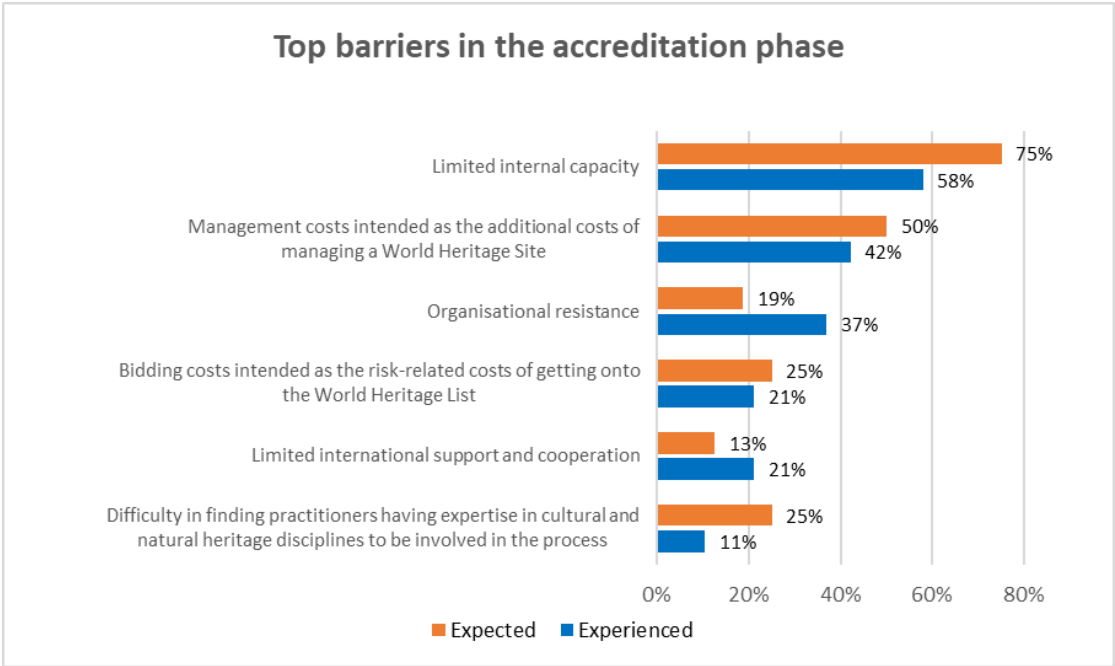


Figure 2.6 - Question 2.4

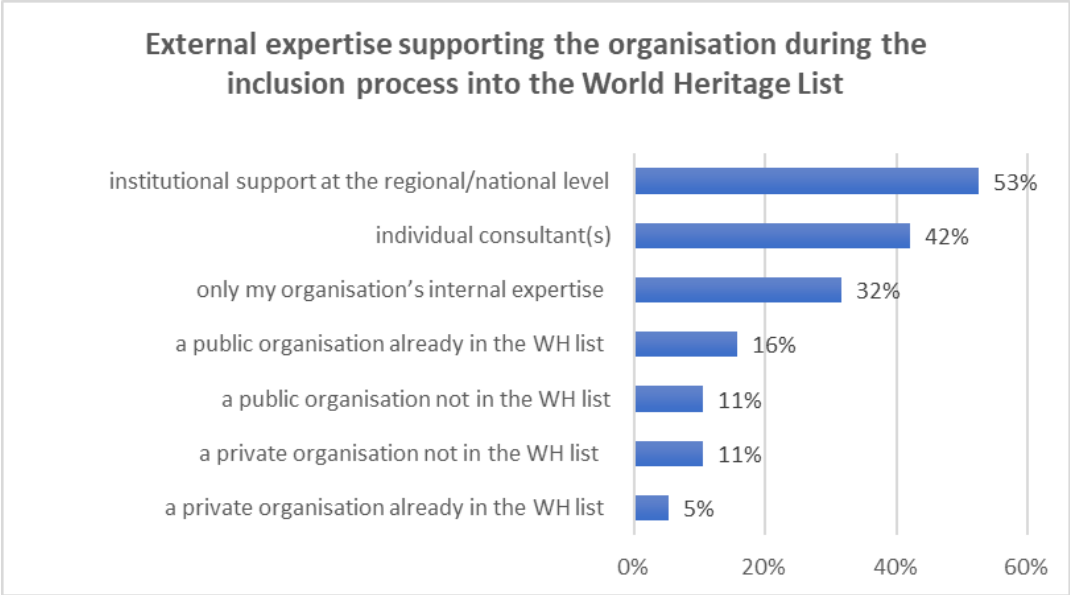


⁸ Including any additional management obligations, e.g., the preparation of the management plan and the completion of periodic and reactive reports.

⁹ Including the preparation of the nomination documents and any necessary supporting studies.

It is therefore clear that an important issue to be addressed in the development of a nomination is represented by the resources needed to support the sustainable protection, conservation and management of the property. Currently, it seems that *ad hoc* funding for such a process is not available at the EU level.

Figure 2.7 - Question 2.5



Part 3. Presentation of five case studies. Identification of good practices, success factors and the various steps to follow.

3.1 Val d'Orcia, Italy



Photo credit: archivio Ambito Turistico Val d'Orcia.

Property area (rounded): 61,188 hectares.

Buffer area (rounded): 5,660 hectares.

WH nomination year: 2004.

WH cultural criteria: (iv), (vi).

NUTS2: Tuscany (IT11).

NUTS3 and rural/urban type: Province of Siena (IT119), predominantly rural.

Main agricultural type: mixed (crops and livestock). Small-scale production of cereals, grapes, olives, fruit and vegetables; animal rearing on pastures and meadows.

1. Description

The Val d'Orcia WH site represents a rural landscape which was primarily shaped during the Renaissance to be a model of good land governance and aesthetic pleasure. The development of the Val d'Orcia during the 14th and 15th centuries was led by Siena's merchants who invested in reclaiming land, developing villages and towns, as well as in building fortifications, churches and villas. During this period, they commissioned paintings by important artists whose works have remained influential over time in the development of the landscape ideal: a beautiful countryside where people live in harmony with nature. At the end of the 16th century, the economic importance of Siena and of the Val d'Orcia declined. Because of this decline and the consequent marginalisation of the area, the valley's land use patterns and structures have remained almost unchanged in the subsequent four hundred years. With the exception of a few areas whose agriculture has been intensified and modernised (these areas have been incorporated into the WH site's buffer zone), the agricultural landscape of the Val d'Orcia is considered to be a well-preserved Renaissance landscape, both in the layout of towns and farms and in the agricultural use of land (UNESCO [webpage](#)).

The property covers most of the area of the municipalities of Montalcino, Radicofani, San Quirico d'Orcia, Castiglione d'Orcia and Pienza (Pienza is itself a distinct WH site), all of which were established in the Renaissance period. Within the Val d'Orcia site, the land belongs to public and private owners as well

as to the Catholic Church. From the agricultural point of view, the landscape is characterised by small-scale production of cereals, grapes, olives, fruit and vegetables as well as by pastures and meadows with livestock. Some 63% of the site is agricultural area ([Moreschini, 2012](#)).

2. Reasons and processes leading to the labelling of the site

In the early 1980s, the Val d'Orcia was identified by the Region as a potential toxic waste dump site. The reaction by local institutions and citizens created a revival of local identity and an awareness of the territory's cultural assets, which continued to develop over subsequent years ([Moreschini, 2012](#)). From the beginning of the 1990s, the above-mentioned five municipalities and the Provincial administration of Siena decided to look for appropriate instruments for simultaneously protecting and promoting their territory and its sustainable development. The decision to create a park was the result of the political will of these local authorities. This decision concretised in 1996 with the creation of a shared management entity and, in 1998, with the signing of a management agreement. It was not until 1999 that 'The Val d'Orcia Artistic, Natural and Cultural Park' was recognised by the Region as a 'Natural and Protected Area of Local Interest' (ANPIL). Since then, a coordinated promotion of the territory has taken place across the various administrations around three key principles: conservation, economic development and quality. Sustainable agriculture and tourism initiatives began being supported at the regional level and quality trademarks were pursued locally. As a result of this bottom-up approach, the Italian Ministry for Culture proposed the property to UNESCO in 2004 and it was listed in the WH that same year ([Rossi, 2008](#)).

3. Management, stakeholders and funding arrangements

Upon its listing, the site of 'The Val d'Orcia Artistic, Natural and Cultural Park' was managed by the Val d'Orcia S.r.l., a company participated in by the five concerned municipalities, the Provincial administration of Siena, and other public and private stakeholders. This company remained the entity in charge of the management of the site until 2018 when it merged with Terre di Siena Lab S.r.l. This merger was guided by the need to rationalise the number of companies participated in by the public sector. Terre di Siena Lab is, in fact, still participated in by the Provincial administration of Siena, but together with all the municipalities of the province (currently, 34 municipalities). The company's scope is thus much wider than that of the Val d'Orcia S.r.l. as it promotes the entire territory and tackles its economic development by accessing funding opportunities and implementing projects at the regional, national and European level.

The Terre di Siena Lab did not formally take over the management of the UNESCO site. The site's management remained with the five municipalities which previously constituted 'The Val d'Orcia Artistic, Natural and Cultural Park'. According to a 2016 regional law on the supra-municipal organisation of tourism activities (LRT 86/2016), in 2018, the five municipalities had to associate in order to manage the [Val d'Orcia 'tourist area'](#) identified by the Region. The management of the UNESCO site was included among the scopes of this association and the Municipality of Castiglione d'Orcia was nominated as the association's leader. The association is based on a 3-year agreement to be renewed regularly. There is a 'Conference of Mayors' which assesses and agrees upon activities according to annual and tri-annual plans. Terre di Siena Lab is the operational arm of the association in the site's management and works on the basis of specific assignments. The source of funding for activities implemented in/for the WH site is national law 77/2006 on special measures for the UNESCO sites.

The UNESCO property is managed according to a management plan that at the time of listing, in 2004, was the plan used for the natural and protected area of local interest (ANPIL). Revised in 2011 by means of external expertise and of a broad consultation involving the central (Ministry of Cultural Activities and Assets), regional (Regione Toscana) and local level (Chamber of Commerce, University of Siena, religious institutions, banks, foundations and others), the extensive plan was never submitted to UNESCO because it was not translated into English. An updated, shorter version is currently under preparation.

4. Existing synergies and cross-border elements

The Val d'Orcia brand was originally developed to designate locally produced honey, extra virgin olive oil, wine, pecorino cheese and saffron. The attempt to transform the brand into a certified 'made in Val d'Orcia' label failed due to the high costs involved and the complexity of the administrative process. The brand is now used by the five municipalities to identify the WH site (if it appears together with the UNESCO logo), or the Val d'Orcia 'tourist area' (if used alone). The territory has other quality labels, but with the exception of DOCG Brunello wine (since 1980), they are not specific to the Val d'Orcia WH site.

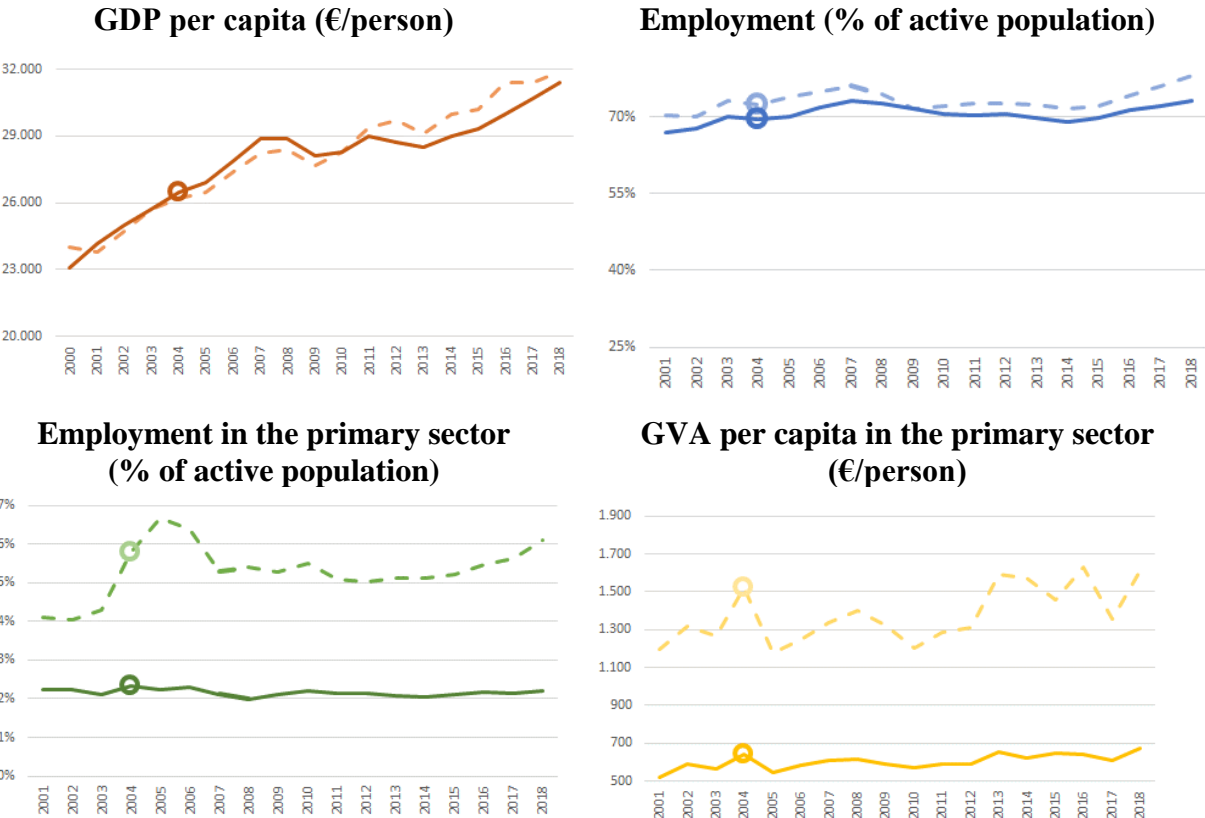
The Val d'Orcia WH site's brand



The Val d’Orcia is impacted by both domestic and international pathways which create synergies of the territory with tourism and cultural elements. For example, the ‘Wine Road Orcia’ was created in 2002 to further promote local wineries. In addition, the WH site is crossed on a north-south axis by the Via Francigena, a pilgrim trail connecting the UK to Italy via France and Switzerland. This is considered highly relevant for the development of the territory as it supports the characterisation of its historical and cultural identity.

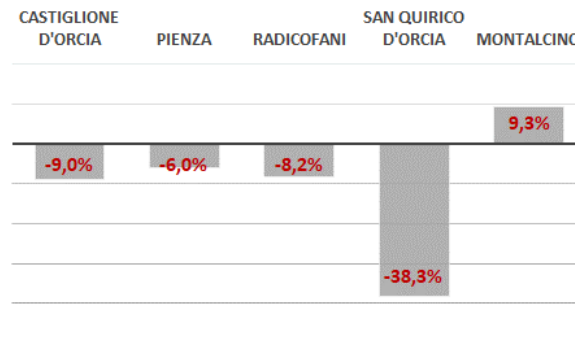
5. Socio-economic trends

The Val d’Orcia property is fully located in one NUTS3, the Province of Siena. Since 2004 (the labelling year of the property), basic socio-economic data show positive trends at NUTS3 level. In addition, according to the selected indicators, the province is evidently performing better than the regional average. Whereas GDP starts overperforming the regional average from 2010 onwards, agriculture-related data are better than the regional average since before 2004. Even if their trends are irregular, overall, the growth of the primary sector in the province, up to 2018 (last year for which data are available), is evident.



Data source: Eurostat.
 Note: lines refer to regional data, dotted lines to provincial data.

Population trend at the municipal level, 2010-2020



Data source: Eurostat.

From the point of view of tourism, provincial data are also better than regional data in terms of the number of active enterprises in the food and accommodation sector. Still, with the exception of Montalcino, all the other concerned municipalities are depopulating. The decrease of inhabitants is particularly evident in the municipality of San Quirico d'Orcia.

In 2012, a thorough review of the impact of the UNESCO listing of the Municipality of Pienza and of Val d'Orcia concluded that it is not possible to link the evident growth of the territory to the UNESCO labelling of the Val d'Orcia. In fact, the review identifies three main drivers of the territory's socio-economic development: the cultural tourism of Pienza, the wine-related activities and the enogastronomic tourism of Montalcino, and the spa area of Bagno Vignoni, in the municipality of San Quirico d'Orcia. According to the review, the UNESCO listing of the Val d'Orcia is considered to be more a point of arrival than of departure. This is because the listing completed a protection and valorisation process of the territory which had been initiated by local stakeholders in the early 1980s ([Moreschini, 2012](#)). This study's data analysis confirms that the labelling did not mark a clear boost of the selected socio-economic indicators. However, overall, the trend is on the rise for all of the indicators and this may be enough to conclude that the listing of the Val d'Orcia is likely to have created a more favourable environment for specific drivers and activities to flourish.

6. Challenges and success factors resulting from the interviews

Challenges:

- The Val d'Orcia's territory has achieved a balance that may be difficult to maintain over time because of external pressures such as development of infrastructures, transition to clean renewable energy sources and modernisation of agriculture. In fact, EU policies in the agricultural and environmental sectors also have an impact at the territorial level.

- The WH labelling does not automatically imply binding criteria for the management of the territory. These criteria need to be reflected in the management instruments of the involved public administrations. In the Val d’Orcia, notwithstanding the commitment of the five municipalities, a shared structural plan for the common urban development of the area was never developed.
- There are limited opportunities for UNESCO sites to create synergies among them. This constrains the possibility of reaching a critical mass which is necessary for accessing, for example, cooperation and funding opportunities.

Success factors:

- The UNESCO labelling was the result of a bottom-up approach and of the far-sightedness of local administrators. These local actors imposed specific management rules on the territory themselves, without being pushed to do so by higher administrative levels.
- Because of the small size of the Val d’Orcia, there is both a strong local identity and a robust awareness among the inhabitants that the territory’s development depends upon their work. Inhabitants of the valley represent an added value of the entire system.
- The WH labelling of the Val d’Orcia has been facilitated by already having a management plan for the ANPIL available at the time of its nomination. The plan emphasised the territory’s value as well as the need to identify emergency situations and protection criteria.

7. Highlights

- The proposal of the Val d’Orcia for WH listing created awareness among local stakeholders on the importance of synergies between agriculture, tourism and culture. It also highlighted the advantages of advancing these sectors together, rather than individually.
- Creating a network of agricultural WH sites could respond to the need to create more synergies and reach a critical mass, which is a need especially expressed by small sites.
- When several public administrations are involved in the management of a WH site, it would be desirable for higher administrative levels to support the creation of shared territorial instruments in order to achieve a common urban and territorial development. In the case of the Val d’Orcia, the Region could have facilitated the process of developing a shared structural plan among the five concerned municipalities.
- There are 7 UNESCO WH sites in Tuscany. This allows for the creation of general supportive mechanisms at the regional level, such as training for those in charge at the local level of the operation and management of the sites. The last course of this type organised by the Region ended in March 2019.

- The management plan of the site is a complex achievement as it needs to comply with all the existing laws and planning instruments of diverse institutional actors. It may be difficult to develop and accept it as a binding tool.
- The private sector was formally part of Val d'Orcia S.r.l., but with a minor role. In the new arrangement in place since 2018, it is not even formally involved. The public sector has dominated management and strategic decisions and this may have limited the potentialities of the site.

3.2 Alto Douro Wine Region, Portugal



Property area (rounded): 24,600 hectares.

Buffer area (rounded): 225,400 hectares.

WH nomination year: 2001.

WH cultural criteria: (iii), (iv), (vi).

NUTS2: Norte (PT11).

NUTS3 and rural/urban type: Douro (PT11D), predominantly rural; Terras de Trás-os-Montes (PT11E), predominantly rural.

Main agricultural type: grape-growing area.

Photo credit: Technical Office of the Douro Mission.

1. Description

The Douro Valley is located in the Northern part of Portugal, along the riverbed of the Douro River. The river flows from the border with Castilla y Leon, in Spain, to the city of Porto and then to the Atlantic Ocean. The Alto Douro Wine Region (ADWR) falls entirely within the Portuguese boundaries of the Norte region. Since 1756, the area has been a regulated and demarcated region for wine production, created by the Marquis of Pombal. For some 2,000 years, vineyards in this area have been protected from the Atlantic winds by the Marão and Montemuro mountains. The high-quality wines hereby produced characterise the world's oldest guaranteed origin grape-growing region.

ADWR's territory is made up of steeply sloping terraced vineyards. In the mid-19th century, due to the spreading of phylloxera, the narrow and irregular terraces supported by walls of schists were partially replaced by continuous, linear and regularly shaped terraces supported by monumental walls which allowed better exposure of vines to the sun. Both types of terraced vineyards are part of the cultural landscape together with the white-walled villages, their 18th century parish churches, narrow roads and examples of vernacular agricultural buildings such as the Douro *quintas* (i.e., farm buildings and wineries grouped around a main house). Prevailing landowners are small vine-growers. They either produce and sell wine directly or sell their grapes to bigger companies.

The site is an agricultural landscape with a remarkable state of conservation maintained over the centuries and characterised by a skilled work force forged by the territory's culture and history. In December 2021, the WH site celebrated its 20 years of WH listing organising the 'European Symposium - Cultural Landscapes of the Vineyard: identities, challenges, opportunities. 20th

anniversary of the classification of the Alto Douro Wine Region as World Heritage Site’.

2. Reasons and processes leading to the labelling of the site

The uniqueness of the Douro Valley landscape and its cultural, social and economic value made the region a potential candidate for the UNESCO World Heritage List as a ‘wine region’. Originally, it was a civil movement including people from the region and other stakeholders with political responsibility who, upon recognising the value of the territory, started preparing a nomination dossier with the support of the University of Trás-os-Montes and Alto Douro (UTAD). Several studies were carried out by local academics to identify the most representative and well-preserved area within the Douro Region for the UNESCO listing. The application itself was formalised through the initiative of a Portuguese-Spanish Foundation, the Rei Afonso Henriques Foundation, with the support of UTAD. Initially, the intention was to propose a cross-border site but ultimately only the Portuguese territory was found eligible to be listed. Thus, in the end, it was the determination of the local people, fully aware of the territory’s value, that facilitated the nomination process through a bottom-up approach. In 2001, ADWR was included in the WH list as a *‘living evolutionary cultural landscape’*. The UNESCO candidature of the ADWR was financially supported by European funds. The WH labelling was perceived as a potential solution to preserve the landscape and, at the same time, to promote sustainable development. Prior to the application, an intercommunal regional development plan was designed and an association to promote the Douro Wine Region was established. The association included 13 municipalities in the region and other stakeholders (EC [webpage](#) on ADWR).

3. Management, stakeholders and funding arrangements

In the beginning, a management entity was created in order to organise a regulatory and normative programme, i.e., the Inter-Municipal Spatial Plan (IMSP-ADWR). First approved in 2003, the IMSP-ADWR was then revised and adapted over time according to the development plans of the municipalities located within the property. A technical office within the management entity was supported by the 13 municipalities, but it was later closed due to budget constraints. Then, the property received a request from UNESCO to improve the site’s management and monitoring capacity. In 2014, the construction of a dam on the Douro River, near the borders of the site, put the property under observation by UNESCO because of the infrastructure’s potential effect on the integrity of the landscape. This situation prompted a reaction at the policy level and the management of the site passed on to a higher administrative level: the Region.

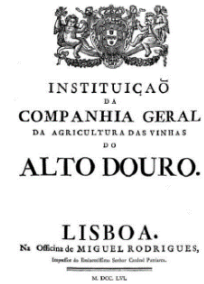
The management structure of the site, the Douro Mission (*Missão do Douro*), was conceived in 2006, but it was not until 2014 that [Resolution of the Council of Ministers No. 4/2014](#) and [Decree-Law No. 68/2014](#) assigned it to the Northern Regional Coordination and Development Commission (CCDR-N). The CCDR-N is the public institution in the Norte Region in charge of implementing policies and managing funds related to regional development, focusing on environment, urban and land planning. The CCDR-N established the local Technical Office of the Douro Mission in Vila Real (in *Terras de Trás-os-Montes*) through which it took on the responsibility for maintaining the integrity and authenticity of the site. The office is responsible for the safeguarding of the site's landscape, environmental features and cultural values; the design and implementation of good practices; the coordination between national and local authorities with competencies in the ADWR; the achievement of a fair balance between conservation, sustainability and development of the territory; and the involvement of concerned stakeholders as well as the engagement of civil society. It is also the role of the CCDR-N to monitor the implementation of the IMSP-ADWR; assess, based on a monitoring system, the evolution of the ADWR's conservation status, the factors affecting it and the necessary conservation measures in order to contribute to an adaptive management model; and implement the promotion and enhancement of the 'Douro World Heritage' brand.

The Douro Mission is led by its President and is managed through an operational and an advisory body. The operational body is based in Vila Real and is where the technical office is located. The technical office is in charge of analysing all projects undertaken in the WH site and of georeferencing them for monitoring and evaluation purposes (i.e., compliance with the landscape requirements to maintain the WH labelling). The advisory body meets on a regular basis and is composed of 50 representatives of the sectoral stakeholders (e.g., agriculture and tourism sectors). The advisory body is essential in providing feedback to the work of the technical office. An additional advisory committee includes representatives of cultural entities, academia and civil society.

4. Existing synergies and cross-border elements

The WH site is rich in physical and intangible assets, the main one being wine and its culture. Among the wines of the Douro Valley, the internationally renowned Port wine has been regulated since 1756. The Port wine and the Douro wine area have been recognised as PDO since 1991. Other geographical indications of the WH site include Trás-os-Montes (PDO since 1996), Duriense (PGI since 2007) and Transmontano (PGI since 2007) (Agrosynergie EEIG, 2018).

Institution of the Douro Demarcated Region (1756)

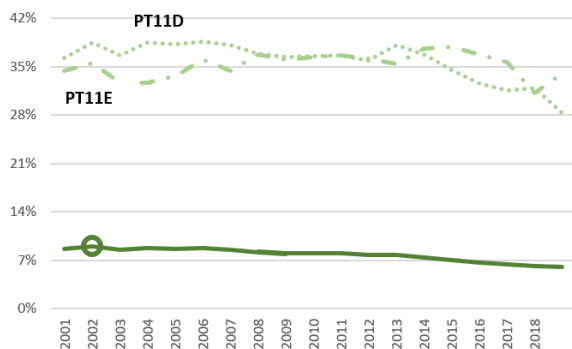


The attractiveness of the Douro Valley and of the ADWR also benefits from the synergy with one of the Saint James routes that crosses the site from Lamego to Vila Real and part of a route that crosses the Douro River through a pedestrian bridge connecting Peso da Ruler and Santa Marta de Penaguião ([webpage](#) of the Saint James way in Portugal). Initiatives exist to favour these synergies such as territorial museums and a cultural/scientific programme. In addition, each year the management of the WH site promotes activities aimed at discussing the challenges faced by the site, or that will be faced in the future, considering the difficulty in achieving a trade-off between the preservation and development of the territory.

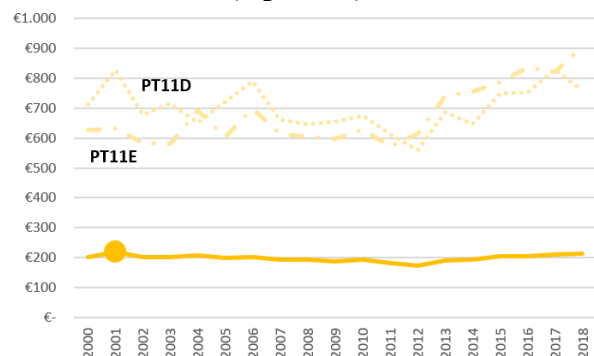
5. Socio-economic trends

The Alto Douro Wine Region is located in two NUTS3 of the Norte region (PT11): Douro (PT11D) and Terras de Trás-os-Montes (PT11E). Both areas are classified as predominantly rural and their employment level in the primary sector is structurally higher than that of the region. A high GVA of the primary sector is a positive distinguishing aspect of the two NUTS3 where the site is located. Still, the two NUTS3 have lower economic performance than the regional average and higher depopulation, but have managed to retain their jobs compared to what happened at the regional level.

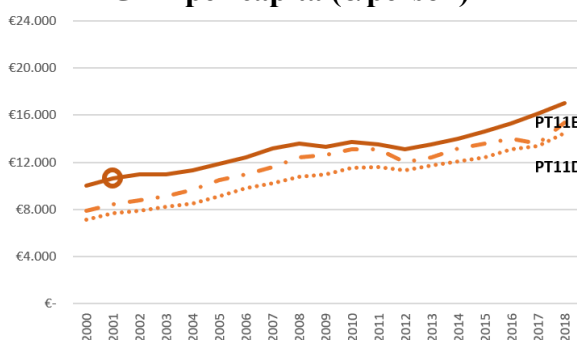
**Employment in the primary sector
(% of active population)**



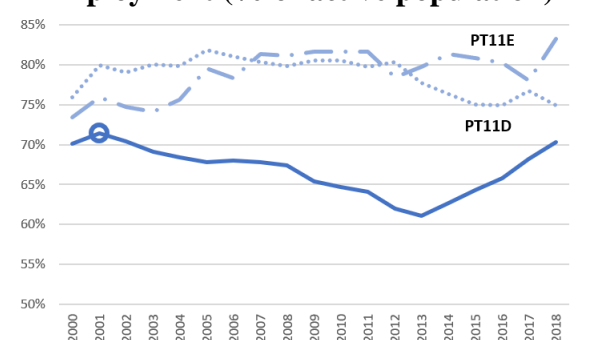
**GVA per capita in the primary sector
(€/person)**



GDP per capita (€/person)



Employment (% of active population)



Data source: Eurostat.

Note: lines refer to regional data, dotted lines to subregional data.

In terms of tourism, the two concerned NUTS3 have a slightly lower number of enterprises in ‘Accommodation and food service activities’ compared to the regional average.

6. Challenges and success factors resulting from the interviews

Challenges:

- There is a need to re-think/re-balance the business model behind the wine/vines market especially when dealing with the price gap of grapes for Port wine and other types of wines. A new equilibrium in terms of added value for vine growers is needed to retain people and fight the structural depopulation driven by more attractive/better-paid jobs on the coast and/or in urban areas.
- The skilled workforce that was at the basis of the actual shaping of the agricultural landscape is becoming scarce in part because of population ageing in the area. However, in recent years, there has been a positive trend in terms of the number of vine-growers. The WH site is, in fact, attracting young people – often graduates from the local universities – who settle down and start growing their grapes, selling their wine and often coupling these

activities with a tourism offer. This synergy between tourism and vine-growing is very important for the region and is supported with public funding, including from EU sources such as the ERDF.

Success factors:

- The improvement of the property's management and monitoring capacity required by UNESCO led to the uptake of a rigorous and regular assessment approach by the Douro Mission towards the state of conservation of the property. This approach has been gradually extended to the general management of the whole territory.
- More universal challenges such as climate change and derived hazards (e.g., water scarcity) are clearly perceived and jointly addressed by the private sector, universities, wine associations and municipalities. Local stakeholders are also working together to take advantage of EU-funded projects in order to find feasible solutions (e.g., the use of specific grape varieties and the re-planting of vineyards to more favourable locations).
- A successful management of the WH site is possible only if people and stakeholders are aware, kept informed and involved. The sense of belonging is crucial in order to preserve the site's heritage. In addition to the communities, all concerned public entities (i.e., the municipalities) need to be involved. Awareness and understanding of the value of the UNESCO label and of its maintenance are at the basis of the management of a 'live' landscape where changes and initiatives occur daily.

7. Highlights

- Protection and management of the ADWR has been considered challenging since the nomination of the site because of the property's size (i.e., more than 24,000 ha), the number and the types of entities involved and the high number of concerned owners and stakeholders.
- According to the CCDR-N, the success of the ADWR application proves that projects with limited European funds can also find structural long-term solutions for regional development (EC [webpage](#) on ADWR).
- Recovery and resilience plans have boosted a new wave of projects, some of which demand attention at the management level as they may interfere with the outstanding universal value of the site. For example, the development of renewable energy infrastructures may have a visual impact on the landscape if they are not properly designed and placed. On the other hand, a good trade-

off is achieved in the WH site between the need to modernise agriculture and to keep its traditional features.

- The interview with representatives of the technical office of the Douro Mission in Villa Real highlighted a number of positive impacts of the WH labelling. Among them is the promotion as well as the recognition of the quality of the wine produced in the area; the increased awareness of the historical importance/cultural heritage of the region's landscape among the population; the development of tourism (i.e., wine and cultural tourism) which is a crucial sector for the economic sustainability of the region; the professionalisation of the labour force; and the integration of instruments required for the management and monitoring of the UNESCO site with approaches used for economic and environmental impact assessment at the territorial level.
- The December 2021 symposium organised by the ADWR is a positive example of regular interaction and opportunities to share lessons learnt among WH sites, several of which are wine-oriented (i.e., cultural landscapes in Tokaj, Pico Island, Langhe, Roero and Monferrato, Upper Rhine, Val de Loire, Cinque Terre and Champagne).

3.3 Champagne Hillsides, Houses and Cellars, France



Property area (rounded): 1,102 hectares.

Buffer area (rounded): 4,251 hectares.

WH nomination year: 2015.

WH cultural criteria: (iii), (iv), (vi).

NUTS2: Champagne-Ardenne (FRF2).

NUTS3 and rural/urban type: Marne (FRF23), intermediate.

Main agricultural type: vineyards producing Pinot Noir, Pinot Meunier and Chardonnay.

Photo credit: ICOMOS (2015)

1. Description

The Champagne vineyard cultural landscape is located in the department of Marne and is made up of multiple (14) over- and under-ground elements across the five municipalities of Reims, Épernay, Hautvillers, Aÿ and Mareuil-sur-Aÿ (the latter two were then merged into Aÿ-Champagne). These multiple elements define three main geographical locations (UNESCO [website](#), ICOMOS, 2015):

- The Saint-Nicaise Hill in Reims is an urban area which has been occupied by the champagne producers, or Champagne Houses, since the late 18th century. In this area producers had, and still have, the space available for developing their business and, most importantly, for storing their wines. Storage was, and still is, in cellars (*crayères* - also called underground cathedrals), which were Gallo-Roman and medieval underground quarries of chalks further connected by galleries. This location also includes administrative and reception facilities, residential sites as well as public spaces and parks (*Coteaux, Maisons et Caves de Champagne* [website](#)).
- The Historic Hillsides of Cumières in Mareuil-sur-Aÿ are located on the southern side of the Montagne de Reims around Hautvillers. This is where vines have been cultivated since the late 17th century and where the technique for sparkling wine production was developed. The hillsides represent the typical Champagne landscape and host producers' villages, production facilities and cellars (traditional ones related to individual producers and more extensive ones excavated to serve larger estates).
- The Avenue de Champagne in Épernay. This is where the Champagne wine is showcased and sold. The road is almost 1 km long and lined with

magnificent houses used as either residences or business headquarters by Champagne Houses.

The Champagne Hillside, Houses and Cellars is an agricultural landscape shaped by human activity for hundreds of years. With its vineyards, houses, cellars and other public and private spaces, the property is testament to the development of an internationally-renowned agro-industry based on an original way of production; processing, ageing and bottling; and marketing and distribution of the Champagne wine. This industry still flourishes and characterises the territory in its rural and urban areas as well as in its culture and economy.

2. Reasons and processes leading to the labelling of the site

The idea of a WH candidacy was first discussed in the Champagne Wine Interprofessional Committee, or [Champagne Committee](#), back in 2006. Across the globe, the Champagne Committee defends the interests of the Champagne wine and of all public and private stakeholders involved in its production and marketing. In 2008, an association, the ‘Paysages du champagne’ was created with the aim of following up on the nomination process by bringing together all of the concerned actors and preparing the application file. The association engaged with local inhabitants and local authorities. Some 53,000 citizens provided voluntary contributions to support the candidacy of the site, and all the 320 municipalities belonging to the Champagne controlled designation of origin area joined the association (Mission CMCC, 2015). The application process took several years to finalise but in 2015 the French government had the ‘Champagne Hillside, Houses and Cellars’ application approved for inclusion in the UNESCO’s World Heritage List. Crédit Agricole is indicated as a sponsor of the process that led to the listing of the site.

3. Management, stakeholders and funding arrangements

In general, the management of French WH sites has to comply with a Charter of Commitment which is decided at the national level. The Charter envisages forms of shared management for the sites, involving different stakeholders such as the prefect, state services, representatives of the communities and property managers. In the case of the Champagne Hillside, Houses and Cellars, the site’s management plan was prepared by the ‘Paysages du champagne’ association in a participatory manner and involving more than 3,000 people. The plan includes the description of phased actions to be undertaken, the actors involved and the indicators to be used for evaluation purposes. It also encompasses a charter through which the champagne area’s producers voluntarily commit to preserve and maintain the Champagne landscape (Mission CMCC, 2015). Since the site’s registration, in 2015, the ‘Paysages du champagne’ association has evolved into

the Mission Coteaux, Maisons et Caves de Champagne (Mission CMCC). The Mission CMCC coordinates the management of the WH site and is located on the premises of Reims' Urban Planning Agency. It is led by the head of one of the Champagne Houses (elected president). Its three vice-presidents are the president of the General Union of wine-growers, the president of the Department of Marne, and the vice-president of the Grand Est Region. The operative team of the mission is made up of three people. The mission's work, and in particular the recent focus on protecting biodiversity and on making the WH site attractive, is supported by a scientific council ([press release](#) dated 16/11/20).

In 2018, UNESCO required the Mission CMCC to take action in strengthening the legal, planning and management framework of the property. In 2019, the Mission CMCC reported the transformation of the Saint-Nicaise Hill in Reims into a 'Remarkable Heritage Site', its integration with local urban development plans and the two concerned Schemes of Territorial Coherence. The same report provides a SWOT analysis highlighting, among other aspects, increasing economic benefits, reducing the carbon footprint of the Champagne product, protecting the property and the engagement area from tourism pressure and protecting the vineyards and forest areas.

The WH site's management is supported by a monitoring system which measures the state of the property's conservation and the achievement of set objectives by the management.

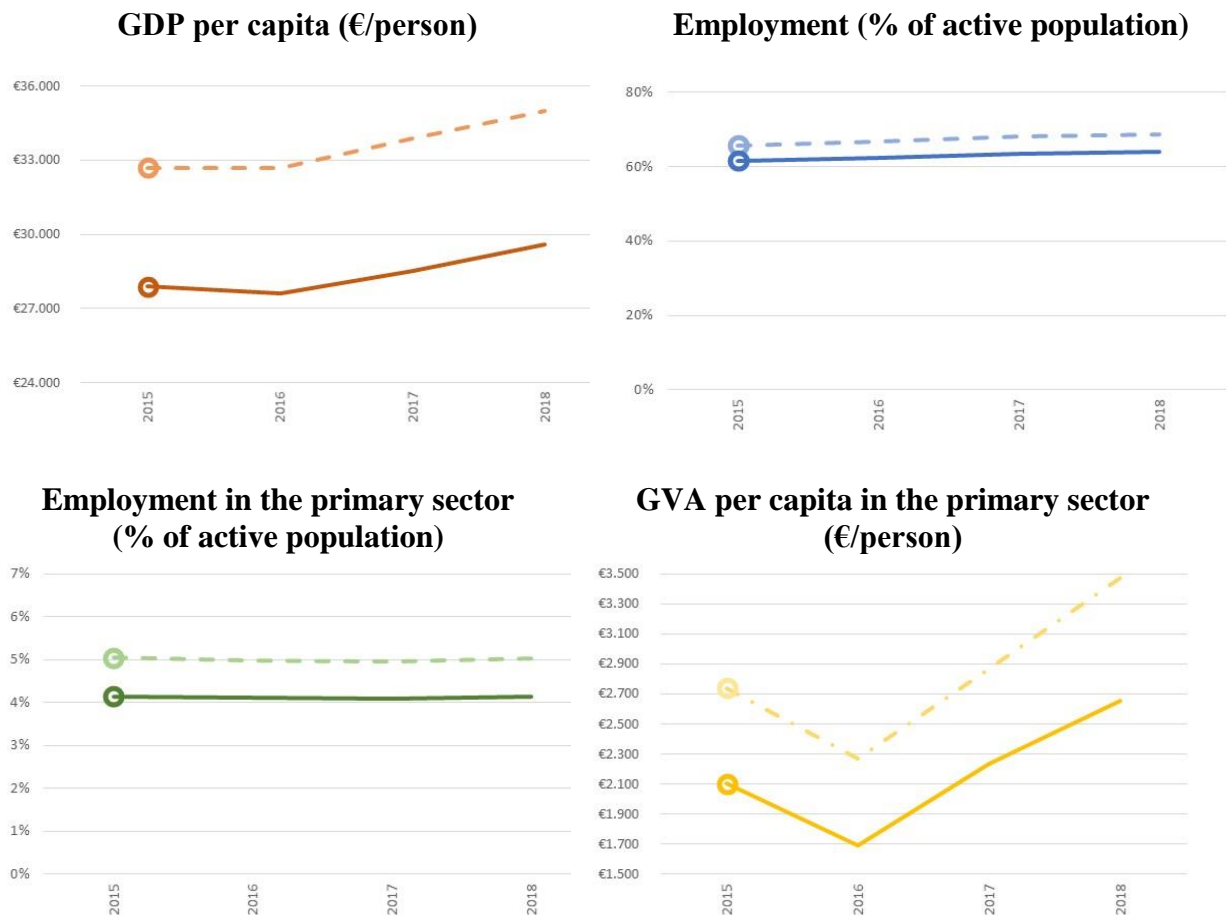
4. Existing synergies and cross-border elements

The three locations of the property belong to the Champagne production region which is delimited by the Champagne controlled designation of origin. These three areas are representative of the Champagne region which is defined in the management system as a wider 'commitment area' encompassing 320 municipalities distributed over the five French departments of Marne, Aube, Aisne, Haute-Marne and Seine-et-Marne.

The region is crossed by some 600 km of [Champagne tourist routes](#) that link viniculture landscapes to the cultural and gastronomic heritage of the region. Furthermore, Champagne-Ardenne is crossed by the Via Francigena which has been labelled as [Grande Randonnée trail number 145](#). This cultural trail passes through Reims where it also crosses a path that is on St. James' Way.

5. Socio-economic trends

The WH site ‘Champagne Hillside, Houses and Cellars’ is located in one NUTS3, the Marne Department. Since 2015 (the labelling year of the property), basic socio-economic data show that the department performs much better than the regional average, even though the time series is very short due to data gap (last available year is 2018). Employment stands still, but GVA in the primary sector and GDP have a sharp increase from 2016 onwards.

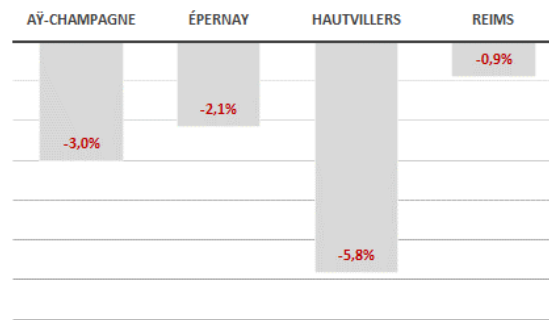


Data source: Eurostat, accessed on December 2021.

Note: lines refer to regional data, dotted lines to departmental data.

However, these territories are depopulating. Negative trends are found at NUTS2 and NUTS3 level, but deepening the analysis at the local administrative level (LAU) data show that since 2017 population has decreased in all five municipalities. The highest decrease is found in Hautvillers (- 5.8%), followed by Aÿ-Champagne (-3.0%) and Épernay (-2.1%).

Population change, 2017-2020 (%)



6. Challenges and success factors¹⁰

Challenges:

- Difficulty in hospitality development and enhancement of the villages in the commitment area.
- Environmental issues such as polluted water resources and erosion in vineyards as well as geological and meteorological hazards and heavy road traffic in the property.
- Low visibility of the site's assets outside the region.
- Ensuring the preservation of built and unbuilt heritage while meeting the needs and challenges of the future (economy, environment, housing, mobility, tourism, etc.). Among existing threats are the development of wind farms near the property, the increasing number of anaerobic digestion units and photovoltaic units in the region, climate change necessitating adaptation in the cultivation of vineyards in order to maintain its appellation of origin, the occurrence of new vines' diseases, and the installation of large buildings which visually impact the landscape.

Success factors:

- The OUV is taken into account in both heritage management and urban planning, with various urban planning documents referring to heritage protection.

¹⁰ It was not possible to obtain the input of the WH site's managers. Challenges and success factors are based on the SWOT analysis presented in *Mission Coteaux, Maisons et Caves de Champagne* and *Agence d'Urbanisme de Développement et prospective de la Région de Reims* (2019), p.84.

- Availability of advice and management tools which support the involved stakeholders in the management of the property and of the commitment area. Examples of these tools include the cellar conservation guide and the white paper of wine tourism in Champagne.
- Responsiveness of the management structure to occurring threats, for example through a local governance platform which ensures reactive follow up for the site and the area of engagement.

7. Highlights

- Champagne Hillside, Houses and Cellars is an example of a ‘multiple location’ WH site where the areas included in the list are linked by a fil rouge. In this specific case, the fil rouge is the Champagne wine value chain. This example opens the door to the labelling of several other agricultural products which have an intrinsic linkage with the landscape and culture of the territories where they are produced.
- The multiple sites selected for inscription on the WH list are representative of a much wider area which became the ‘engagement area’ of the WH site. In this area, defined by the Champagne controlled designation, producers are committed to preserving and maintaining the Champagne landscape. This engagement area mechanism offers a multiplier effect of the potential positive impact the labelling may have on a site.
- The WH site reflects the synergy of economic, natural and cultural heritage aspects. The economic dimension of the site was well-defined from the very beginning of the process which led to its labelling and, in fact, functioned as a driver of such a process. The labelling was put forward by the Champagne Committee which represents the interests of this internationally recognised wine which are both private (businesses) and public (territory’s economy).
- The way business and public actors cooperate with one another is evident in the executive structure of the WH site. Besides the president, who is the former head of one of the Champagne Houses, the vice-presidents are from the General Union of Wine-growers, from the Department of Marne and from the Grand Est Region.

3.4 Wachau Cultural Landscape, Austria



Photo credit: Rita Newman

Property area (rounded): 18,387 hectares.

Buffer area (rounded): 2,942 hectares.

WH nomination year: 2000.

WH cultural criteria: (ii), (iv).

NUTS2: Lower Austria (AT12).

NUTS3 and rural/urban type: Mostviertel-Eisenwurzen (AT121) and Waldviertel (AT124), predominantly rural

Main agricultural type: viticulture and apricots production.

1. Description

Wachau is a 36 km long strip along the Danube River between the municipalities of Melk and Krems. Already in the Neolithic period, the locals began clearing the natural forest of the valley, but the most relevant changes in the landscape occurred in the 9th century when in the Bavarian and Salzburg monasteries the slopes in Wachau began to be cultivated, creating its iconic vine terraces. In the 11th and 12th centuries the urban profile of the area was shaped and has remained mostly the same since the late Middle Ages, with buildings placed on irregular lots and peculiar street patterns. The typical wine farmhouses outside the towns also date back to the late Middle Ages and the 16th-17th centuries, although they were then altered starting from the 18th century onwards (UNESCO [website](#)). The OUV of Wachau's cultural landscape is visible both in terms of architecture, with its monasteries, castles, ruins and urban design of towns, villages; and of agricultural activities, with the typical cultivation of vines and apricot trees.

2. Reasons and processes leading to the labelling of the site

National and regional institutions have been focusing on the protection of the Wachau landscape since the late 19th century. Consequently, a number of overlapping laws and regulations have been implemented over time by diverse bodies at the federal, state and municipal levels, which has contributed to its protection and conservation. The 1923 Austrian Monument Protection Act and its amendments have focused on granting protection to outstanding historic monuments. The 1959 Act on Water Law and its amendments, federal regulations and international agreements had a more specific role in legislating the protection of Wachau.

The process leading to the inscription of Wachau on the WH list dates back to the 1970s when a hydroelectrical power plant was planned to be built in the region

near Duernstein. However, the plan was stopped by important citizen protests and led to the establishment of the Working Group for the Protection of Wachau in 1972. The Working Group was founded by representatives of the municipalities, of the citizens and of the scientific, economic and cultural sectors. The fight against the power plant protracted and lasted until 1983. Since then, the Wachau community has been keen on protecting its region and, after a long process, has succeeded in adding the site to the WH list, with the main aim of protecting it (UNESCO [platform](#) for WH and travel). In particular, among the milestones of the Working Group, apart from blocking the construction of the power plant (1971 to 1984), are the limitation of heavy vehicle traffic (1985 to 1994), the recognition by the Council of Europe with the European Diploma of Protected Areas (1975 to 1994), and the inscription of the site on the World Heritage List in 2000. Wachau is also part of the Natura 2000 network and, overall, existing regulations are considered to be a solid basis for the future conservation and sustainable development of the property (*Verein Welterbegemeinden Wachau*, 2017).

3. Management, stakeholders and funding arrangements

The management structure of the property is articulated into several bodies. First, the *Verein Welterbegemeinden Wachau*, which is an association encompassing the 15 municipalities included in full or with a share of their area in the WH site. The association represents the positions and interests of the member municipalities and consists of a general assembly constituted by the mayors, who elect the chair and three other officers that legally represent the body. At an operational level, the association is backed by a managing director, who is directly responsible for the WH site's management and functions as the main contact point. Second, a limited company, *Arbeitskreis Wachau Dunkelsteinerwald Regionalentwicklungs GmbH*, was founded by the *Verein Welterbegemeinden Wachau* with the aim of best serving the economic interests of the local actors involved in regional cooperation. As a body of the company, a World Heritage advisory board has been established for monitoring the activities of the WH management. The board consists of a representative of the federal government, a representative of the Office of the Lower Austrian Provincial Government and a representative of the *Welterbegemeinden Wachau* association. Finally, the WH management is supported by a management network comprised of institutions and associations responsible for administering action areas. Its funding is from local, regional and national sources such as the regular budget of the *Verein Welterbegemeinden Wachau* association and of *Arbeitskreis Wachau Dunkelsteinerwald GmbH*. Concurrently, the WH site benefits from federal and provincial government funding as well as EU funding. Since 2002 and up to 2017, 769 projects have been launched amounting to almost €63 million, of which €29 million is in own funds invested by the municipalities, the region, the network partners and in particular by the region's businesses. One of the most important

financial instruments for these projects is LEADER, with 380 projects for a total budget of almost €33 million over the period 2002-2015 (*Verein Welterbegemeinden Wachau*, 2017). The Wachau Cultural Landscape was also involved in some LIFE projects. The site's management office is located in Spitz, a strategic position in the centre of the property, where the management team of LEADER, the association of Wachau winegrowers and the tourism information centre are also located.

Wachau Cultural Landscape has been classified by UNESCO as a '*continuing landscape*'. This implies the possibility of continuing to pursue sustainable development while preserving the landscape. The management plan is a central tool for achieving both objectives. Its preparation was not required at the time of the site's labelling. It started being drafted in May 2015 and was completed in 2017 after various consultations with relevant stakeholders. The plan includes the outline of a monitoring system and a potential list of indicators related, for example, to population, buildings and dwellings, economy and labour market (including tourism and business structure), in order to check progress and quality. Specific instruments to inform, involve and consider the opinions of stakeholders are regular workshops and the Wachau forum, both held once a year. Workshops are for information sharing. An update on issues related to the management of the WH site is given to those having a limited involvement in its routine management. The Wachau forum is an event open to all individuals interested in the Wachau World Heritage, regardless of their affiliation. It is used to widen stakeholders' involvement as its results are taken into account in the activities of the WH site's management bodies.

4. Existing synergies and cross-border elements

Wachau benefits not only from close cooperation with regional network partners such as the Jauerling-Wachau Nature Park, cultural institutions and the Energy and Environment Agency of Lower Austria, but also with several international initiatives. One example is the participation in the [Danubeparks](#) collaboration, an association which includes 20 nature conservation areas in the countries bordering on the Danube, and which was established as a part of two previous INTERREG South-East Europe projects. Another project where Wachau was among the beneficiaries, like other European UNESCO World heritage wine-growing areas, was [ViTour](#), a network funded through INTERREG IVC for the exchange of best practices related to WH sites' management and the preservation of viticultural landscapes.

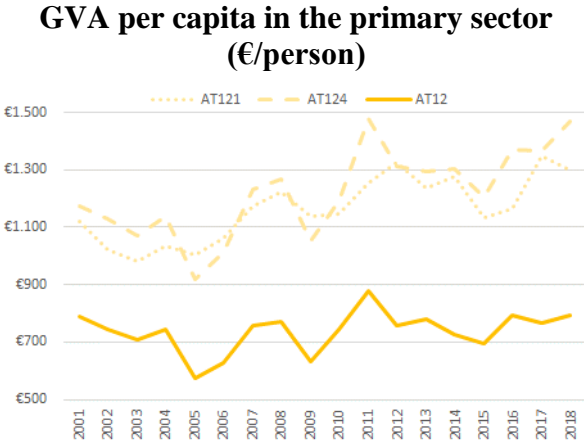
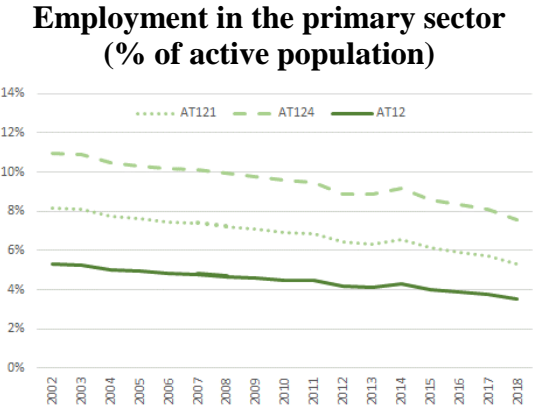
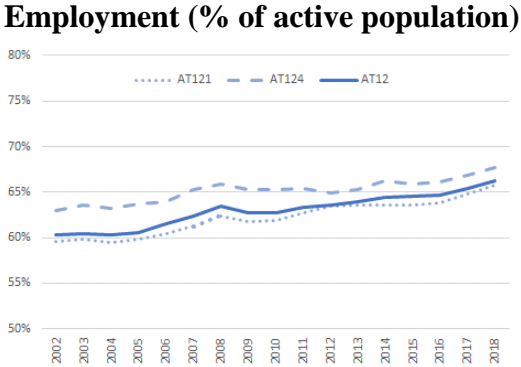
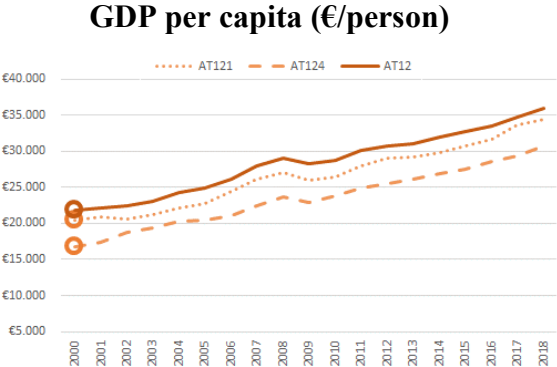
Due to its typical production of wine, an association of Wachau winegrowers was founded in 1983 as the Vinea Wachau (Vinea Wachau Nobilis Districtus). More than 200 companies adhere to a quality codex and voluntarily avoid buying grapes

or wine from other areas, or cultivate vineyards elsewhere, dedicating themselves also to the preservation of the stone terraces (Vinea Wachau [website](#)). The wine region of Kremstal, where Krems is located, became a Districtus Austriae Controllatus in 2008, i.e., a protected Austrian region of origin, with its typical Grüner Veltliner and Riesling wines (Kremstal Wine region [website](#)).

Finally, the Wachau Cultural Landscape almost entirely overlaps with the Natura 2000 site and, as mentioned above, it was awarded the European Diploma of Protected Areas in 1994, which was then renewed several times, the last one being in 2019.

5. Socio-economic trends

Wachau is located in Lower Austria (AT12) over the administrative units of Mostviertel-Eisenwurzen (AT121) and Waldviertel (AT124). Since the nomination of the property in 2000, basic socio-economic indicators show positive trends at NUTS3 level but both NUTS3 are underperforming with respect to the regional average of GDP. Still, the performance of the two NUTS2 in the primary sector is much better than the regional average and Waldviertel (AT124) even performs better than the regional average in terms of overall employment.



Data source: Eurostat, accessed on December 2021.
 Note: lines refer to regional data, dotted lines to subregional data.

Primary sector-related data are consistently better than the regional average. The decrease of the primary sector employment is lower than the regional average up to 2018 (last year for which data are available) and the GVA shows an irregular but steady growth, higher than the regional average.

Since the end of the 20th century, the high quality of wine culture and restaurants together with the growing importance of sport cycling have brought a new wave of tourism to Wachau. The area benefits from the tourism strategy of the Danube Lower Austria destination, but whereas some areas in Wachau hardly benefit from tourism, in others tourism has grown to problematic proportions.

6. Challenges and success factors resulting from the interviews

Challenges:

- As the construction of new buildings might compromise the shape of the landscape as well as its authenticity and integrity, there is a building limitation in the site and, as a consequence, real estate prices are quite high in Wachau.
- One of the most relevant challenges relates to the fact that young people and families are decreasing in Wachau, searching for places where housing is less expensive. One other consequence is population ageing.
- Climate change already plays a significant role among the challenges that Wachau has to face. In fact, the local production of grapes and apricots is severely affected by increases in temperature.
- The Wachau region is facing the issue of generational take-over of farms and tourism industry businesses. Therefore, it is crucial to identify upcoming potential in the areas of environment, business, society and culture to promote youth involvement. The challenge is to design and implement specific measures to raise awareness and contribute to reinforcing a common territorial identity among the new generation as well (*Verein Welterbegemeinden Wachau, 2017*).
- The evaluation required by the Management Plan, particularly for the monitoring of the short-term measures' implementation, represents a time-consuming activity for which the management requires specific resources.

Success factors:

- Quality preservation of the main agricultural produce. Winemakers are moving towards biological processing of the grapes and to the labelling of

their products. The wine is still handpicked in the Wachau, leading to the good preservation of biodiversity in the vineyards.

- Attractive potential for tourism. The preservation of the landscape over the years turned out to be key for tourism attraction. In addition, it was important to combine it with the historical and enogastronomic tradition of the territory.
- Cooperation between local authorities. Wachau has benefited from the strong drive of local authorities involved in the management structure of the Wachau cultural landscape to achieve success. Examples of this are the European Diploma of Protected Areas and the World Heritage label.
- Management team workplace and synergy with LEADER. The strategic position of the management team at the centre of the site is an advantage and so is its close cooperation with the LEADER team as it allows local development to go hand in hand with the protection of the WH site.
- Stakeholders' involvement. Annual workshops organised prior to the Wachau forum regularly involve stakeholders and take their contributions into account. The WH site's management is planning to increase the involvement effort by holding a second meeting each year.

7. Highlights

- The WH listing of Wachau has been achieved thanks to more than one conservation effort and can be considered the result of a long-term process, characterised by various preservation actions carried out by local stakeholders.
- The cooperation and collaboration with the other institutions at a regional, local and national level is carried out through an articulated management structure that is balanced by the reduced size of the management team. This makes it easier to manage different projects in a more dynamic and flexible way.
- Wachau Cultural Landscape is part of the [Network of Austrian World Heritage Sites](#), which is organised at the national level and culminates in a yearly World Heritage Conference, thus ensuring the exchange of lesson-learned and the coordination on heritage aspects.
- A [trans-national active collaboration](#) between the site of Wachau and that of the Upper Middle Rhine Valley, in Germany, has led, due to the similar landscape, to the exchange of representatives from both sites. They visit each

site in order to exchange good practices and share experiences regarding common challenges.

- Due to its proximity, the [nomination of Danube Limes site](#) could create a unique opportunity for Wachau, although due to its recent nomination, it is too soon to anticipate which kind of benefits this will create for the region.
- The potential construction of new buildings and its impacts is addressed through cooperation between architects and other stakeholders involved in the design of a masterplan illustrating how architecture and preservation of the landscape can go hand in hand. Two volume works will be published shortly, whose dissemination is the responsibility of the management team in order to inform local authorities and to gain acceptance and support from the population.

3.5 Hortobágy National Park - the Puszta, Hungary



Photo credit: Dr Gábor Kovács. Source: HNPI Media Library

Property area (rounded): 74,820 hectares.

Buffer area (rounded): 199,380 hectares.

WH nomination year: 1999.

WH cultural criteria: (iv), (v).

NUTS2: Észak-Magyarország (HU31) and Észak-Alföld (HU32).

NUTS3 and rural/urban type: Counties of Borsod-Abaúj-Zemplén (HU311), Heves (HU312), Hajdú-Bihar (HU321) and Jász-Nagykun-Szolnok (HU322), all intermediate with the exception of Heves that is predominantly rural.

Main agricultural type: grazing of domestic animals (cattle, pigs and sheep).

1. Description

The Hortobágy National Park – the Puszta is a WH cultural landscape endowed with natural assets. Its central element is constituted by pastoralism. The landscape of the Hortobágy National Park has maintained intact and visible traces of this traditional land use over time, which shows the harmonious interaction between people and nature (Tolnay, 2016). The WH site includes nearly 75,000 hectares in the Great Hungarian Plain in the eastern part of the country. Nomadic groups arrived in these territories around 2,000 BC and their burial mounds (*kurgans*) were the first human signs across the natural landscape. In the late 9th century, the Hungarians settled in the Carpathian Basin, consisting mostly of the Great Hungarian Plain, specifically in the lands around the Tisza River, a Danube affluent. Since the 14th century, these settlements have disappeared with the progressive depopulation of the region, but the temporary structures used to provide seasonal shelter for animals and people have remained. In the wide plains of the Puszta, the most considerable surviving structures from the 18th and the early 19th century are public buildings such as the Nine Arch Bridge and the Zádor Bridge, and the ‘csárdas’, i.e., provincial inns for travellers typically consisting of two buildings facing each other. Since the mid-19th century, the implementation of water regulation systems that contributed to controlling flooding of the Tisza River enabled the partial draining of former wetlands that were then transformed into grasslands and arable land. Still, the reduction of the available water decreased the productivity of natural pastures, leading to serious overgrazing in the early part of the 20th century. The most successful effort made to diversify the land use of Hortobágy was the creation of artificial fishponds between 1914 and 1918 and again in the 1950s. Today, the elements built by humans mesh with the landscape and sustainable land use practices have contributed to the landscape’s maintenance as well as to the conservation of a diversity of species and biotopes.

There are almost no permanent inhabitants in the area, but in the grazing season hundreds of stock-breeders graze their animals in the park contributing to the heritage of the site with their traditional pastoralism and the related social customs and handicraft activities (UNESCO [website](#)).

2. Reasons and processes leading to the labelling of the site

The Hortobágy National Park was founded on 1st January 1973 for the protection of the cultural, economic and natural values of the steppe that characterise the Great Hungarian Plain ([Süli-Zakar, 2008](#)). The Act LIII of 1996 on the Protection of Nature regulates the activities that may have an impact on the park, such as the different forms of land use (grazing, hay and reed cutting, etc.), construction and the management of visitors. Since 1996, the initiative of the National Park Directorate to candidate the site has been supported by the Ministry of Environment for nature conservation purposes. Although the outstanding natural aspects had a crucial role for the nomination of the park, the cultural aspects of the site have been also considered in the process leading to its labelling in 1999. In this sense, the cultural aspect was already highlighted in the Presidential decree establishing the National Park in the early 1970s. Today the area is also part of the Natura 2000 network with the designation of Special Protected Areas and Special Areas of Conservation (UNESCO [website](#)).

3. Management, stakeholders and funding arrangements

A conservation management plan of the National Park was prepared in 1997. Originally, the land was managed by state cooperatives. During the 1990s, the protected areas were gradually shifted to state ownership and then to the management of the National Park directorate. Some 98% of the area is state-owned, while the remaining 2% is private-owned. The Hortobágy National Park Directorate became the official managing organisation of the property in January 2013 and a management plan was realised in the same year (UNESCO [website](#)). The national World Heritage Act of 2011 established for the nomination of the Hortobágy National Park Directorate the entering into force of a management plan and the operation of the World Heritage Regional Architectural Planning Jury with the aim of facilitating high-quality architectural developments within the site which are in line with the maintenance of the property's values (UNESCO [website](#)). The herders also have a key role in maintaining the landscape's conservation.

The 2013 World Heritage management plan defines the governance of the site. The Hortobágy National Park Directorate regularly monitors and reports the state of the property, threats and preservation measures to the National Assembly. The World Heritage management plan is reviewed at least every seven years. This is done in order to maintain the traditional land use practices, especially common grazing, with a fitness-check of the land rental and farming contracts, in particular with regard to areas under 100 hectares (UNESCO [website](#)). There is also frequent interaction with local authorities due to the legal obligations in providing data and recommendations, although there is not a formal setup for interaction.

With regard to funding, the Hortobágy National Park Directorate, as a national entity, is provided with a governmental budget. Natura 2000 subsidies have also been made available for the area, which boosted the park activities in the late 1990s and early 2000s. In addition, during the past 15 years, the park attracted funding from LIFE projects. Two LIFE-Nature projects were approved in 2002, aimed at restoring part of the natural balance of the park's steppes. One project focused on the restoration of the damaged landscape, and the other on the establishment of sustainable grazing management practices from both the ecological and financial point of view. This second project was driven by the need to overcome difficulties in attracting herders willing to graze the area with their animals. The project funded the construction of shelters and the purchase of animals from the traditional breeds that had been present in the puszta in the past (i.e., Hungarian grey and flecked cattle, Mangalica pigs and Racka sheep). Another LIFE project which began in 2004 funded the transformation of arable land into 1,500 hectares of Pannonic loess grassland and salt steppes and their grazing with grey cattle and Racka sheep. Its aim was to reduce the negative effects of fragmentation and agricultural pollution over a much wider area (5,000 hectares) and to increase the diversity of wetland and grassland habitats (Natura 2000 [website](#)).

4. Existing synergies and cross-border elements

Like other national parks of Hungary, the Hortobágy National Park allows the use of a brand for those local products meeting specific requirements which are verified by the National Park Certification Committee. The main objective of the creation of the brand is to increase sales' opportunities and market success of producers with quality products but in low quantities.

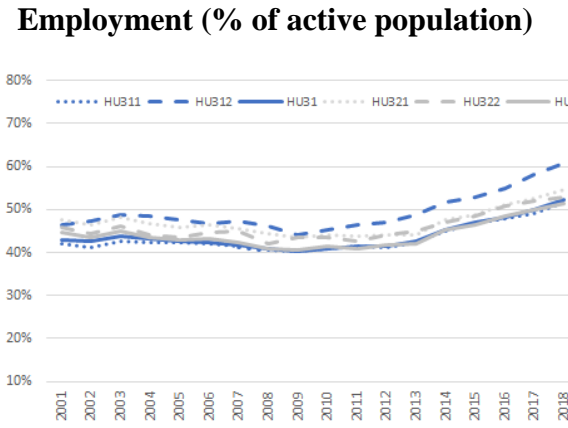
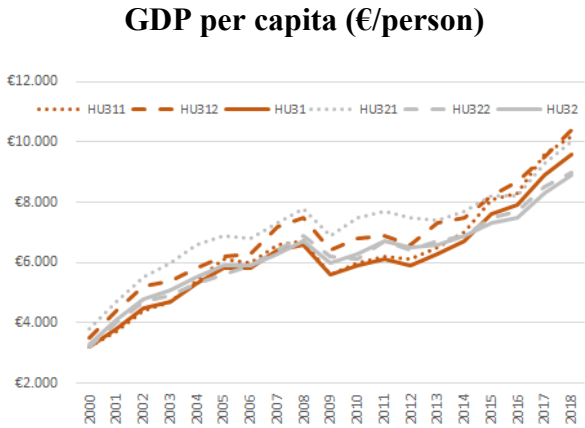
**The product brand of
Hortobágy National
Park**



Hortobágy National Park also participates in cross-border initiatives. Within the framework of the Interreg [VA Romania-Hungary Program](#), the Hortobágy National Park Directorate and the Transylvanian Carpathian Association - Satu Mare implement activities to promote the nature conservation of the protected areas along the Túr River, a tributary of the Tisza river, and the development of its demonstration infrastructure worth about €643,000. The cross-border program aims at ensuring the long-term preservation and maintenance of the Romanian and Hungarian Natura 2000 sites along the Túr River in order to attract more tourists and, possibly, by establishing a coordinated nature conservation management of the aforementioned protected areas (Interreg Romania-Hungary Programme [website](#)).

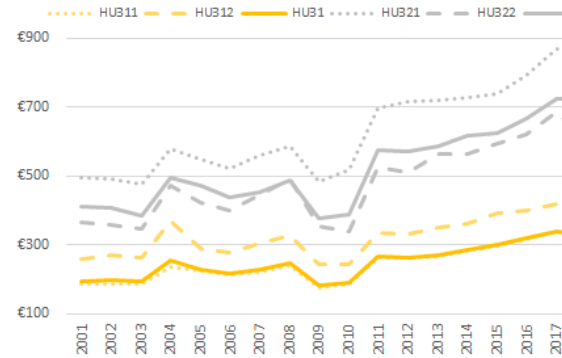
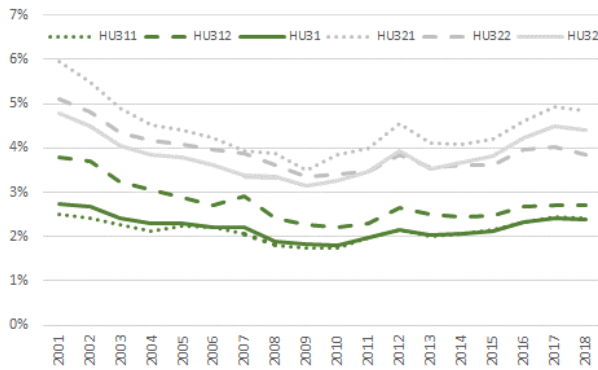
5. Socio-economic trends

The Hortobágy National Park – the Puszta is located across the counties of Borsod-Abaúj-Zemplén (HU311), Heves (HU312), Hajdú-Bihar (HU321) and Jász-Nagykun-Szolnok (HU322), hence between Northern Hungary (Észak-Magyarország - HU31) and Northern Great Plain (Észak-Alföld - HU32). The trends of basic socio-economic indicators of concerned NUTS3 are almost aligned with the regional averages, with the exception of Hajdú-Bihar (HU321) and Heves (HU312) counties which show a better performance than that of the corresponding NUTS2. In fact, these two counties clearly over-perform the regional averages also in terms of agriculture-related indicators, with higher employment and GVA in the primary sector.



Employment in the primary sector (% of active population)

GVA per capita in the primary sector (€/person)



Data source: Eurostat, accessed on December 2021.

Note: **lines** refer to regional data, **dotted lines** to counties' data.

A positive economic trend over time was not related to the WH inscription of the site as grazing activities benefit from incentives and financial support from the EU. However, to some extent, tourism profited from the designation. As a natural park with a tradition of agriculture and grazing, tourism was not considered a primary source of income in the park's areas but after the inscription, not immediately, but gradually, tourism flows increased. In addition, the 1999 inscription favoured a quality shift of the image of the site from the Romantic interpretation of 'wild east' that was renowned during the socialist era when the site was very popular, especially for German tourists ([Tolnay, 2016](#)).

6. Challenges and success factors

Challenges:

- Climate change has an impact on the vegetation and consequently on grazing and on the traditional autochthone breeds, which are specifically bred to endure the environmental factors.
- The activities of the herders are on the decline due to limited generational turnover. This trend is expected to become a key challenge in the near future. The cooperation with herders is essential for the conservation of the landscape and the challenge is how to adapt these ancient activities to modern life without compromising their authenticity.
- The tradition of animal husbandry is passed on from generation to generation. This characteristic makes it very difficult to pass it to someone outside the family line because there is not a codified training. The attraction of workers in the sector and their training is considered a great challenge.

- The interaction with local authorities is frequent especially because the site extends itself in different counties. The site management feels that coordination through a structured setup among the different local authorities interested in the Hortobágy National Park and the site itself could improve the realisation of shared goals.

Success factors:

- International cooperation is carried out by the site management. The Hortobágy National Park is one of the beneficiaries of the [ICOMOS project for Connecting Practice](#) which aims at developing practical strategies for a more integrated conservation approach and at improving coordination and deepening collaboration between cultural and natural sectors in order to achieve better conservation outcomes.
- Environmental education programmes which raise awareness about environmental issues are periodically run in the park by its staff and professionals (occasionally also by accredited external organisations). They include a wide range of activities such as school excursions, internships for secondary and higher-education students, visits to the facilities of the Fecskeház Forest School in Mátá, yearly competitions (on nature conservation, ethnography, habitats, dance), training of tour guides, summer camps and a yearly joint camp with Debrecen Summer University.

7. Highlights

- The inscription of Hortobágy National Park on the WH list raised the level of awareness on the possibilities arising from European and international cooperation, thus improving access to incentives and financial support from the European Union. Benefits of tourism took longer to show up, mainly because agriculture and grazing are by far the most important sector for the area's economy.
- Intensifying the interconnections between different sites, for example through a network of agricultural WH sites and natural parks (e.g., Woliński National Park) is an opportunity for enhancing the capability of attracting European funding.
- The active involvement of the herders in the management of landscape conservation aspects contributes to its preservation as well as to the continuation of the traditional grazing activities. In order to preserve the specificity of the site's animal husbandry activities, the attraction of new workers seems crucial.

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

4.1 Review of synergies between cultural heritage, environmental and economic labels

Almost all agricultural landscapes have natural protected areas within their boundaries such as Natura 2000, or parks. Several have economic labels such as geographical indications, or designation of origin. A few others overlap their WH site with a Biosphere Reserve, which is yet another initiative under the aegis of UNESCO. Some agricultural landscapes are also awarded the Diploma for Protected Areas by the Council of Europe and/or are crossed by the Council of Europe's Cultural Routes. On top of these labels, there is the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage, also overseen by UNESCO, which nevertheless was never found to overlap with WH sites in the case studies included in Part 3.

Table 4.1 summarises the labels above according to some key features. Examples of synergies found across European agricultural landscapes are included in the last row of the table. Synergies' analyses of the WH inscription (first column) with the other labels highlight that:

- A WH site has more stringent rules to follow compared to a Biosphere Reserve where no activity is actually restricted. Since it is a programme and not a binding Convention, the Biosphere Reserve is voluntarily joined by countries and in fact, there are many more Biosphere Reserves than WH sites ([UNESCO, 2013](#)). Because of its stricter rules, a WH site may be found in a Biosphere Reserve, but not the other way around. Our consultation (Figure 4.1) has found that Biosphere Reserves are indicated as coexisting with WH sites in a small number of cases (21% of the respondents).
- The GIAHS is a 'more living', evolving system than a conventional heritage site or protected area/landscape ([GIAHS website](#)) and thus it may contain a WH site but, similarly to the biosphere, not the other way around. In GIAHS, maintenance of biodiversity and essential ecosystem services is instrumental to ensure food and livelihood security and adaptation is used to cope with hazards and changes such as technology development, and to evolve.

Evidence from the survey (Figure 4.1) shows that GIAHS do not overlap with any of the WH sites of the respondents.

- Geographical Indications (GIs) have inherent economic importance, adding value to the value chain. They increase the credibility and visibility of a product at the domestic and international levels. GIs are well placed to complement WH sites as they can contribute to livelihood security as well as to the preservation of biodiversity and the implementation of environmentally friendly practices – although these characteristics are not necessarily mandatory for GIs registrations ([FAO, 2020](#)). Our survey (Figure 4.1) confirms that geographical indications frequently (37%) coexist with the WH labelling of sites. They are also found in three of our case studies (Champagne Hillsides, Houses and Cellars, Alto Douro Wine Region and Val d’Orcia). The French case in particular demonstrates how GIs contribute to the development of a territory, creating important synergies with cultural and conservation aspects.
- A recent analysis has estimated an important area overlapping between Natura 2000 and WH sites, as well as common values (aesthetic pleasure, tourism, livelihood, etc.) and common threats (e.g., unsustainable tourism and recreation, infrastructure development, unsustainable agriculture) (EC-DG Environment, 2019).¹¹ It is on the basis of these commonalities that opportunities for synergies between natural and cultural heritage are considered necessary, especially in accessing financing and implementing joint initiatives. As Natura 2000 and biodiversity funding channels are long- and well-established, cultural heritage funding could benefit by associating with the funding of natural heritage. Both types of heritage could also benefit from addressing their common objectives together through the use of larger EU funding streams such as ERDF, EAFRD and Horizon Europe ([EC-DG Environment, 2019](#)). According to the survey results (Figure 4.1), over two-thirds (68%) of the respondents indicate that their agricultural landscape coexists with the presence of Natura 2000. Also in this case, one of our case studies (i.e., 3.5 Hortobágy National Park - the Puszta) highlights the successful integration of Natura 2000 sites in the management of a WH site.

¹¹ The same study reports estimated economic benefits derived from Natura 2000 in the order of €200 to €300 billion per year and benefits derived from visitors valued €5–€9 billion per year. In addition, the Natura 2000 network is estimated to support thousands of direct jobs across the EU (e.g., 104,000 direct jobs in protected areas management and conservation activities). If estimates for the natural heritage are produced, the monetary value brought to society by cultural heritage in general and WH sites in particular is not available, also because such value is often associated to the value derived from other sectors (e.g., tourism).

- From a comparison made between the Convention for the Safeguarding of the Intangible Cultural Heritage (ICH) and the World Heritage Convention, it is noted that ICH practices of communities may need to be considered in the conservation of heritage sites and that safeguarding ICH may imply the need to protect a place or a natural resource. Accidental or organic examples of synergic co-existence of intangible heritage and world heritage exist and are considered unlikely to lead to any reduction in the level of the site's protection ([UNESCO, 2016](#)).

Figure 4.1 - Question 5.1 (respondents on the WH list and on the Tentative List)

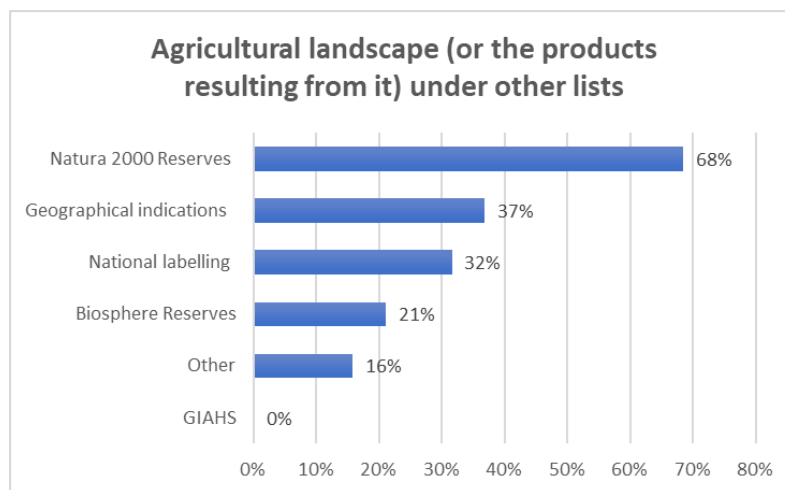
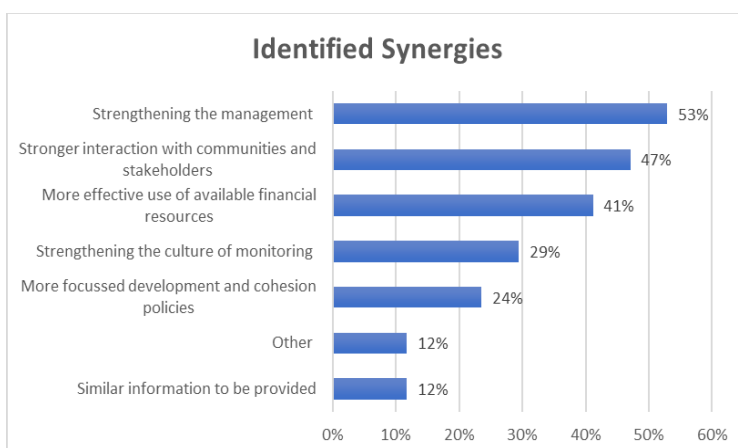


Figure 4.2 - Question 5.2 (respondents on the WH list and on the Tentative List)



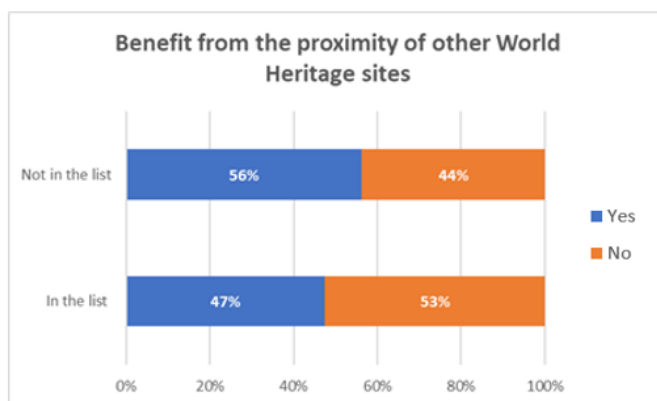
According to our consultation, when other labels coexist with the WH label, the most important identified synergy is the strengthening of the management (53%). This is followed by a stronger interaction with communities and stakeholders (47%) and by a more effective use of available financial resources (41%).

It needs to be noted that strengthening the overall management is also important in a post-pandemic perspective with the development of heritage management strategies that in particular ensure prevention and disaster response ([Eurocities](#),

2021). Also, the effective use of available financial resources has been stressed lately through the release of guidance on quality principles for all stakeholders either directly or indirectly engaged in EU-funded interventions that could impact on cultural heritage, including cultural landscapes (ICOMOS, 2020).

Finally, with regard to the potential synergies with other WH sites, the share of respondents confirming to benefit from the proximity of other WH sites is very relevant - especially when taking into account the fact that respondents may not necessarily have a WH site in their proximity. Benefits occur both for respondents

Figure 4.3 - Question 5.3 (respondents on the WH list and on the Tentative List)



already on the WH list (and also the Tentative List) (47%) and for respondents not in the list (56%). This element highlights the cross-border spillover effects generated by the WH list inscription and becomes a relevant aspect to highlight when interacting with stakeholders inside and outside the agricultural landscapes.

According to the feedback collected through interviews with key stakeholders, in general, labelling systems related to heritage (e.g., UNESCO World Heritage, the European Heritage Label or the European Heritage Awards / Europa Nostra Awards) have proved to be beneficial through their unique ‘signalling’ power in many ways: enhancing public awareness and interest for a particular heritage asset, bringing greater national and international exposure, increasing visitor numbers as well as follow-on funding. Labels are also an opportunity to provide heritage operators with a significant international network or community, encouraging knowledge exchange among peers and fostering synergies for new transborder cooperation. Finally, labelling can also strengthen rural and natural areas’ protection along with international, European and/or national legislation (e.g., Natura 2000), contributing to their long-term sustainability. However, the need to have broad and transversal labelling emerged from the consultation to avoid overlaps and consequent confusion among visitors/consumers when the same territory is recognised by one entity for a certain characteristic and by another for a different characteristic. The risk is that visitors/consumers do not attribute the right value to each label, as labels add up and proliferate. The issue of systemisation and coordination is relevant and must be considered when managing a WH label together with other cultural heritage, environmental and economic labels.

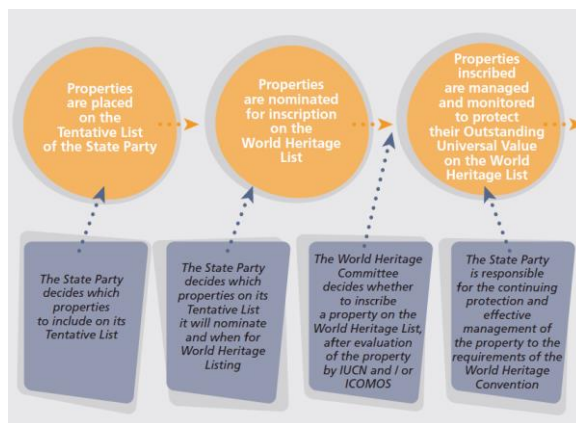
Table 4.1 - Comparison of key features of some main natural, cultural and economic labels, and examples.

	WH inscription	Biosphere Reserve	GIAHS	Geographical Indications	Natura 2000	Intangible cultural heritage	Council of Europe awards
Object	A property of OUV and classifiable as Cultural Heritage, Natural Heritage, or a mix of the two.	An area of terrestrial /coastal ecosystems, internationally recognised under the UNESCO 'Man and the Biosphere' programme.	An agricultural system composed of traditional knowledge and practices, landscapes, culture and biodiversity.	The name of a product, its characteristics, production methods and delimited geographical area of production.	Protected area listed under both the Birds Directive and the Habitats Directive.	Oral traditions and expressions, performing arts, social practices, rituals and festive events, traditional craftsmanship.	Recognition of natural and semi-natural areas/ landscapes of exceptional European importance and certification of excellence.
Scope	Protection, management, authenticity and integrity of properties.	Promotion of solutions reconciling conservation with sustainable use.	Highlighting unique knowledge, practices and landscapes; dynamic conservation (as well as adaptation and development) of a site.	Highlighting of the name, geographical origin and reputation of a product, and protection from misuse in markets.	Ensure the long-term survival of Europe's most valuable and threatened species and habitats.	Safeguarding of the intangible cultural heritage, ensuring its respect and raising awareness at all levels of its importance.	The European Diploma for Protected Areas acknowledges preservation of biological, geological and landscape diversity as well as exemplary management. The certification of Cultural Route is a guarantee of excellence.
Promoter	National Government.	Area's stakeholders.	Relevant Ministry or national GIAHS committee.	Farmers' and food processors' organisations.	National Government.	National Government.	Sites' stakeholders.
Governing entity	Site stakeholders	Area's stakeholders.	Site stakeholders.	National governments.	Various stakeholders.	National Governments.	Usually, it is an association.
Examples of synergies		Neusiedler See (AT), Hortobágy (HU) and Lake Fertő (HU) in Fertő/Neusiedlersee Cultural Landscape; Ordesa-Viñamala (ES) in Pyrénées - Mont Perdu (ES/FR).	There are no examples of synergies. European GIAHS do not overlap with European WH agricultural landscapes.	DOCG Brunello wine in Val d'Orcia; PDO Port wine in Alto Douro Wine Region; Champagne controlled designation of origin area in Champagne Hillsides, Houses and Cellars.	In Fertő/ Neusiedlersee and Wachau Cultural Landscapes, and in Pyrénées - Mont Perdu.	No examples of synergies are found.	See Annex I.

4.2 Guidelines for local and regional authorities wishing to include their agricultural landscapes in the WH list

The aim of this section is to support local and regional authorities in steering the different steps to be taken during the nomination process of a site to the World Heritage List. These guidelines are therefore intended for LRAs that want to promote the labelling process of their agricultural landscapes. According to the findings presented in Parts 1, 2 and 3, and to the results of the survey, the guidelines take into account what is mandatory for applying to the WH labelling and propose further optional indications that can support the nomination and inscription on the World Heritage List.

Figure 4.4 - Summary of the steps in the nomination process and main responsibilities



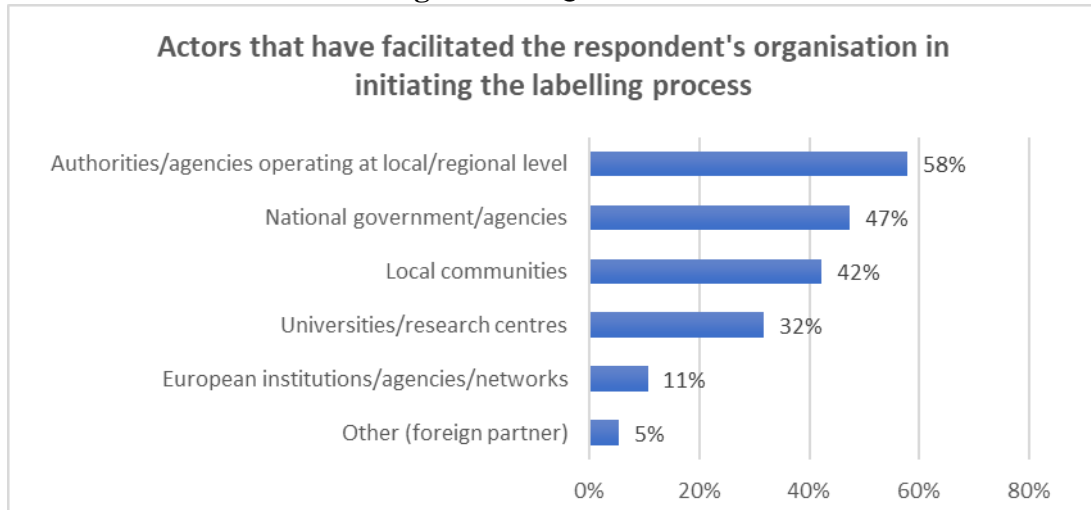
Source: UNESCO / ICCROM / ICOMOS / IUCN (2011), p.17.

The main reference of these proposed guidelines is the UNESCO manual ‘[Preparing World Heritage Nominations](#)’ and the steps detailed in the guidelines are based on the key areas of responsibilities composing the processes of nomination and inscription of properties on the World Heritage List. A first necessary requirement is the inclusion of the candidate properties in a [State Party’s Tentative List](#).¹²

The LRAs’ role is relevant from the beginning of the process in supporting the decision of State Parties to include properties in their territory in the tentative list. Towards the inclusion in the list, they can act as the main promoter (Val d’Orcia), facilitator (e.g., associations (Champagne), participant in civil movements (Alto Douro, Wachau), or site managers (Hortobágy). Our survey confirms the central role of municipalities and regions in this phase, as 58% of the respondents indicated authorities operating at the local and regional levels as the main facilitators for initiating the labelling process (Q2.6).

¹² A Tentative List is an ‘inventory’ of the important natural and cultural heritage sites located within the state territory, which are considered to be cultural and/or natural heritage of potential Outstanding Universal Value, and thus suitable for inscription on the World Heritage List according to Chapter II.C of the Operational Guidelines for the Implementation of the World Heritage Convention. The inventory includes properties that can be candidates for inscription in the next five to ten years. The submission of Tentative Lists is expected to be addressed at the World Heritage Centre, at least a year in advance of any nomination. The World Heritage Committee is the institution in charge of deciding whether a property is inscribed on the World Heritage List.

Figure 4.5 - Question 2.6



Step 1: Initiation

1.1 Proposing the Site to the State Party

Since the inclusion in the Tentative List is a necessary requirement for the nomination, LRAs that want to play a role in the process should first verify the national procedure that adds sites to the Tentative List. The process for applying to the Tentative List differs from country to country. The solicitation of applications can follow different routes (top-down, bottom-up, or mixed approach). LRAs should initially verify the type of approach applied at the level of local and regional governments to feed into the Tentative List process. This can include an open invitation, enabling community participation and engagement¹³, and/or the existence of a dedicated website to allow anyone to propose applications for the Tentative List.¹⁴

1.2 Site identification and analysis

LRAs that believe they have relevant agricultural landscapes in their territory should ask themselves, together with the existing nomination promoter, if any, a series of questions (Box 4.1). These questions are meant to help identify aspects of a site that, in the context of its potential Outstanding Universal Value¹⁵, could

¹³ In 2011, Italy approved a [procedure](#) for the presentation of nominations to the UNESCO lists and networks. The procedure foresees that any stakeholder (e.g., institutions, public administration and associations) can advance their proposal to the Italian National Commission for UNESCO. In Spain, the [procedure](#) foresees that each Autonomous Community selects the assets of its region that are likely to be declared World Heritage in the future and present them to the World Heritage Working Group I, created in 2010 by the Ministry of Culture and endorsed by the Historical Heritage Council.

¹⁴ For example, Ireland has set up a [webpage](#) with specific forms and indications to put forward the candidatures.

¹⁵ Outstanding Universal Value is, in fact, (1) the main focus of the nomination, the object of the evaluation, (2) the reason why a property is inscribed on the World Heritage List, and (3) what needs to be sustained through protection, conservation and management.

indicate its suitability to be a good candidate for inclusion on a Tentative List.¹⁶ It is therefore desirable to carry out initial preparatory work to establish that a site has the potential to justify Outstanding Universal Value, including integrity and/or authenticity, at the earliest stage. Such preparatory work might include the collection of available information on the site, thematic studies, scoping studies, an initial comparative study of the site in its regional or wider global context. Support from academia can be decisive in these phases (see Alto Douro).

Box 4.1 - Sample of guiding questions about potential OUV

- What makes this candidate site potentially globally outstanding within the context of the WH Convention?
- What scientific evidence and data is available to assess the potential of the candidate site to be globally outstanding? What research is still needed?
- What is the relevant cultural and/or natural context or phenomenon in which the candidate site should be placed in order to understand its potential OUV?
- Does this candidate site have any issues or shortcomings related to its potential OUV?
- What are the strengths and weaknesses of this candidate site, related to its potential OUV?

According to the survey results (see Q2.5 in Part 2), external experts have also been indicated as a form of support in this sense. This analysis needs to be coordinated with the Interdisciplinary Working Group of the State Party.¹⁷ The analysis will help establish the feasibility of a possible nomination and avoid using resources in the preparation of nominations that may be unlikely to succeed.

1.3 Motivation

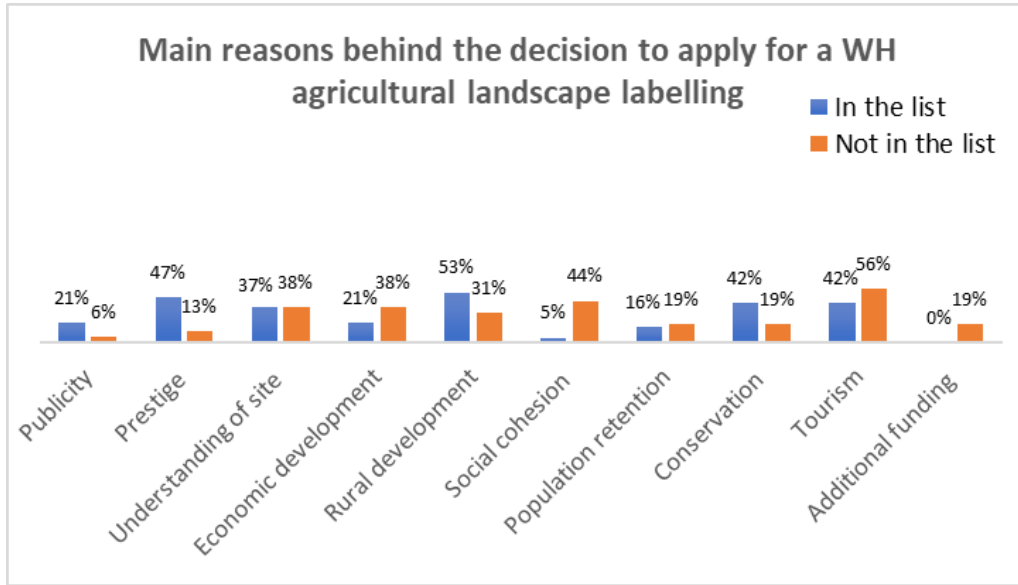
Developing a World Heritage nomination requires time and effort. Preparing a nomination usually involves at least two years' work and a dedicated team. LRAs need to be sure about their motivation as it is essential to be prepared and organised for developing a nomination dossier in terms of time and resources. Understanding the main drivers of the motivation is also important for setting up the working team. From the survey, it is evident that tourism's attraction, rural and economic development play a central role (Figure 4.6) (Q2.1).

Motivation goes hand in hand with expectations. Rural areas having a WH labelled site are expected to benefit from responsible tourism, strong cultural gains and a higher institutional commitment (see Q2.2 in Part 1).

¹⁶ Guidance on Developing and Revising World Heritage Tentative Lists, ICOMOS International (2020), p.32.

¹⁷ Guidance on Developing and Revising World Heritage Tentative Lists, ICOMOS International (2020), p. 17.

Figure 4.6 - Question 2.1



1.4 The awareness level of the territory

Awareness needs to be verified and increased through preliminary consultations. LRAs can promote collaboration and agreement among relevant stakeholders such as ‘*national, regional and local governments, property owners and/or managers, local communities, the private sector and NGOs*’ (UNESCO / ICCROM / ICOMOS / IUCN, 2011, p.18). This process of preliminary consultation can be useful in order to cope with barriers related, for example, to ownership problems (e.g., fragmentation), the existence of disputes amongst stakeholders at the territorial level and the lack of coherence amongst the wide variety of policies affecting the rural area (see Q2.3 in Part 2 with half of the respondents indicating ownership-related problems among the main barriers faced for taking the decision to bid for a WH listing). It is essential for LRAs to contribute to enhance awareness in terms of the WH labelling opportunity and to work jointly with local actors. Already involving key stakeholders at the stage of inclusion in the Tentative List is indicated as key for the conservation of the site and the future development of nomination dossiers.¹⁸

¹⁸ Guidance on Developing and Revising World Heritage Tentative Lists, p. 64.

1.5 The institutional support

Institutional support at a central level for the potential future nomination of an agricultural landscape in their territories should be sought by involved LRAs at the very beginning of the process. According to our survey, respondents participating in the management of a WH agricultural landscape or having a landscape included in a Tentative List (see Q2.5 in Part 2) indicate that the institutional support at the regional/national level has a central role.

Step 2: Implementation - Preparation of the nomination dossier

As mentioned above, candidate properties for the nomination are selected from the Tentative Lists. When preparing the nomination dossier, the World Heritage Centre can offer advice and assistance since the dossier needs to be as comprehensive as possible and include the necessary documentation and maps of the property. After an official nomination is submitted, the World Heritage Centre transmits the file to the appropriate [Advisory Body](#).¹⁹ These bodies could also provide indications to the candidate properties within the context of their activities (see the Hortobágy case). The manual '[Preparing world heritage nominations](#)' is the reference resource for guiding this process. The main elements highlighted in the previous parts of the study are listed below as points of attention for involved LRAs.

2.1 Identification of partners

Organisational resistance is an element identified among the survey results as a top barrier experienced in this phase (see Q2.4 in Part 2). Therefore, the entity in charge of preparing the nomination documents should be clearly identified and empowered by the interested parties. Alternatively, the creation of an ad-hoc entity should be considered. As far as the skills to be considered in the nomination team are concerned, the Manual offers a clear and defined check list (UNESCO / ICCROM / ICOMOS / IUCN, 2011, p.53).

¹⁹ The Advisory Bodies are [ICOMOS](#), regarding the evaluation of cultural and mixed properties and [IUCN](#) for what concerns the technical evaluations of natural heritage properties. The third Advisory Body is [ICCROM](#) that provides the [World Heritage Committee](#) with expert advice on conservation and monitoring of cultural sites, as well as on training and capacity-building activities.

2.2 Stakeholders engagement

As detailed in Part 3, local stakeholders have a relevant role in the governance of the site (e.g., Val d’Orcia, Alto Douro, Champagne Hillsides and Wachau Cultural Landscape), or in the maintenance of the property (e.g., Hortobágy National Park). Therefore, an ‘*effective and inclusive participation in the nomination process of local communities, governmental, non-governmental and private organisations and other stakeholders*’ is essential (UNESCO, 2021, para.123).

2.3 Definition of responsibilities, roles and tools

Considering that a ‘*nominated property should have an appropriate management plan or other documented management system*’ in place (UNESCO, 2021, para. 108), the definition of the site governance is a necessary requirement to ensure sound management. The case studies (Part 3) highlight that the drafting of the management plans can be the result of a participatory approach (Champagne), or of support by external experts (Wachau and Val d’Orcia).

2.4 Sponsorship

The identification of sponsors should be taken into account in order to sustain the nomination process since it might involve resource-consuming activities. In this sense, survey results (Q2.4) indicate that limited internal capacity and management costs, including any additional management obligations (e.g., the preparation of the management plan), are considered by respondents to be the top barriers experienced in this phase.

2.5 Identification of management needs and measures for protection

Protection and management are intended as key tools to ensure that the Outstanding Universal Value in terms of the site’s integrity and/or authenticity is ‘*sustained or enhanced over time*’ (UNESCO, 2021, para. 96). It has to be considered, though, that monitoring the short-term measures for evaluation purposes represents a time-consuming activity that might need specific resources (see Wachau).

Part 5. Conclusions and recommendations

*Recommendation 1. **Benefits** brought to society by cultural heritage in general and WH agricultural landscapes in particular **have to be monetised** in order to increase the attractiveness of the label as well as the interest in initiating the nomination process.*

There is a lack of quantitative assessment of the positive economic effects brought about by having a cultural landscape labelled as World Heritage. Although WH site managers have a general positive perception about the impact of the WH label on the territory, it is hard to find an economic quantification of such an impact. This is also a consequence of the fact that several WH sites do not seem to have a comprehensive monitoring system in place. An economic estimate and/or a cost-benefit analysis of cultural heritage in WH agricultural landscapes should be produced by a third, independent party or consultancy, as has been done for Natura 2000 sites, in order to incentivise the undertaking of the nomination processes by stakeholders in European rural areas.

*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 wishing to initiate a nomination process and the general public.*

Keeping ‘agricultural landscapes’ as a concept in the framework of the UNESCO World Heritage Convention is ambiguous and not instrumental for these types of cultural landscapes to be considered as a tool for the enhancement of the economic and social sustainability of rural areas. Precise indications of the aspects to be considered for being a potential ‘agricultural landscape’ may favour the application of European rural territories to WH labelling. In line with the characterisation developed in Part 1 of this study, agricultural landscapes should be defined taking into account the relevance of the primary sector in economic and social terms (i.e., GVA and employment).

*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.*

The WH label strengthens local identities, creates a sense of belonging around tangible and sometimes intangible cultural heritage and is marketable. Still, it is not directly related to economic development activities. In order for the WH label to add value to rural areas, it has to be associated with economic labels such as geographical indications connected to an agricultural produce and tourism labelling schemes underpinning quality food and accommodation services. Towards this scope, it is essential for the private sector to be involved in the exploitation of the value added by the WH label. The evidence collected in this study demonstrates how geographical indication labels may also be a driver for obtaining a WH label. The synergy between these two types of labels allows cultural heritage to add value to agricultural value chains and hence to the whole

territory's economy. Often such synergy also has the potential to create spillover effects promoting cultural heritage protection beyond the site. This recommendation is aligned with the forthcoming reform of GIs which is not only expected to simplify the application process to make geographical indication more attractive to producers and understandable to consumers, but also to make it contribute to sustainable production by including environmental and/or animal welfare considerations in the schemes.

Recommendation 4. European agricultural landscapes should be structurally supported in their networking for 'cross-border' cooperation, as well as for exchange in order to face challenges which are common to this type of cultural landscape.

A clear result from this study is that agricultural landscapes face common challenges. Examples of these challenges include depopulation, poor generational renewal in the agriculture/livestock sector, coexistence with external pressures such as the development of renewable energy infrastructures, climate change, and coordination with urban development plans. Some of the sites also suffer from being of limited extension, thus unable to reach a critical mass to get more visibility, to work out viable solutions to problems and to access diverse sources of funding other than institutional ones. There is ample scope to encourage cross-border networking of WH agricultural landscapes in Europe, provide them with a platform/cooperation mechanism for sharing information (e.g., practices, solutions) and aggregating in meeting common needs (e.g., accessing external funds, participating in EU projects).

Recommendation 5. Benefits brought to private actors by WH agricultural landscapes should be balanced by mechanisms of private contribution to the WH nomination costs.

Evidence from the study shows how tourism, rural and economic development are major drivers for the decision to apply for WH agricultural landscape labelling. Even so, it has to be considered that developing a World Heritage nomination requires time and effort (i.e., at least two years' work) and is a costly process involving external expertise and dedicated internal staff. LRAs need to be well-prepared and organised for developing a nomination dossier with efficiency in terms of time and resources. The identification of sponsors should be taken into account in order to overcome limited internal capacity and management costs. A well-defined funding mechanism from public-private investments can provide both the necessary resources and collaboration to support the candidature.

Recommendations 6. The CoR should promote a hybrid approach in the conservation and preservation of agricultural landscapes that also considers the development of rural areas under the socio-economic perspective.

Our survey shows that only a limited number of agricultural landscapes benefit from funding dedicated to innovation. The promotion of a hybrid approach that

includes both rural development and innovation aspects can unlock the potential of a coherent vision that can bring together conservation and preservation of agricultural landscapes as well as sustainable and innovative socio-economic development for rural areas. The CoR role can contribute significantly to fostering this approach in order to tackle such challenges, considering its participation in the [Rural Pact](#) and the flagship initiatives of the [EU Rural Action Plan](#) (e.g., for creating an innovation ecosystem as a rural revitalisation platform and research and innovation for rural communities). Such a hybrid approach should enable the potential of interventions that can bring together agricultural, cultural and innovation aspects.

*Recommendation 7. The CoR should promote **creative ways** to actively engage 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 the next.*

Our study highlights that the ability of agricultural landscapes to retain young people is key towards sustainability. Young people should be made aware of the importance of heritage conservation and promotion, thus strengthening their understanding of the WH Convention and encouraging the role they may have in the future.

*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**.*

Our survey indicates that many sources of funding can directly or indirectly support the WH labelling of agricultural landscapes. Concrete actions to raise awareness on funding opportunities and consequently empower heritage actors of rural areas on how to access these funds should be implemented in the form of webinars or workshops. The [Cultural Heritage platform](#) can be considered as a reference tool to start with. Besides raising awareness on different funding sources, it is essential to properly disseminate the results and the impact of investments in heritage as well as ensure sustainable economic pathways, thus avoiding one-time funding project experiences.

*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**.*

The WH sites analysed in this study reveal how agricultural landscapes on the World Heritage List can be owned or managed by LRAs. Involved LRAs should facilitate the WH nomination process by increasing the motivation behind a site's candidature in their territory. First, the mapping of the heritage locations in the territory should be carried out. Based on the number of identified sites, a liaison office or working group could be created to support the sites that have the potential to be included in the Tentative List. LRAs should verify that they have the necessary institutional support at the central level at an early stage of

the potential future nomination.

It is concluded that 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 that, in fact, nowadays several agricultural landscapes face 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 for the investment made in 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.

Finally, drawing on the findings of the study and in line with the above recommendations, specific research questions that could be explored further in the future include:

- Further to recommendations 2 & 6: explore the efficiency of preservation and conservation mechanisms and procedures applied to agricultural landscapes in the framework of cultural versus natural labelling systems with the view to set out a comprehensive list of indicators and factors of heritage sustainability.
- Further to recommendations 1 & 3 & 6: explore the notion of valuation in the agricultural landscapes' ecosystem and the key components of the complete value chain with a view to set out a matrix of key indicators and factors contributing to their socio-economic sustainability.
- Further to recommendations 3 & 5 & 7 & 9: explore the respective relevance of international labels applied to agricultural landscapes, as well as their synergies, as tools for revitalization and sustainability of rural areas by defining performance indicators in the cultural, environmental, social and economic fields.
- Further to recommendations 1 & 5 & 8: explore the costs and benefits of the inclusion of agricultural landscapes in the WH list and the impact on the socio-economic context of the rural areas, with a particular focus on the youth dimension and public-private partnerships in heritage conservation and preservation.
- Further to recommendations 4 & 6 & 7: explore possible scenarios of engagement of local communities and involvement of young people in cultural activities dedicated to maintaining vital rural areas, with a particular focus on the good practices and lessons learnt from actions currently undergoing or closed in terms of cultural and natural heritage conservation.

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

The rationale used to partially map existing trails linking agricultural, cultural, spiritual and other WH sites across Europe is to identify those trails crossing and/or that have a bearing on at least one of the 23 European agricultural landscapes identified in Part 1. A total of 8 representative trails crossing 12 of the agricultural landscapes identified in this study are briefly described below.



Map extracted from:

<https://en.eurovelo.com/ev13>

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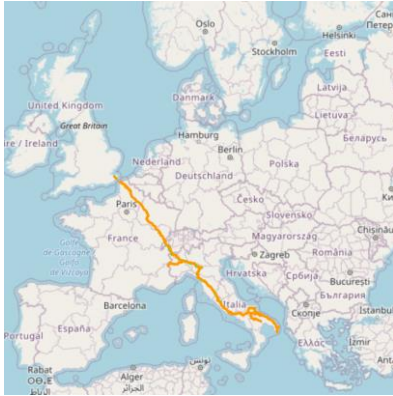
The [Via Sancti Martini](#) is a trail of over 2,500 km linking Western and Eastern Europe along the significant sites in the life of the saint. Saint Martin lived in the IV century and spent his life across five countries. In France, the trail runs for about 1,000 km and crosses the UNESCO site of the **Loire Valley** between Chinon and Veretz. The route was certified ‘Cultural Route of the Council of Europe’ in 2005. *Source:* [Centre Culturel Européen Saint Martin de Tours](#)



Map extracted from

<https://www.sanmartinoinvento.it/>

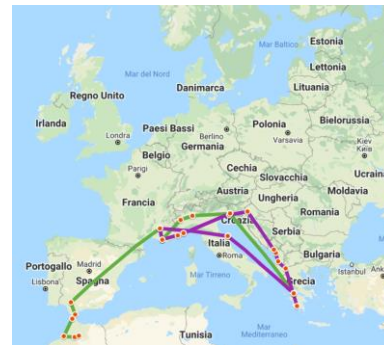
The [Via Francigena](#) is considered a bridge between the Anglo-Saxon Europe and Latin Europe. In the Middle Ages, it was a communication trail linking Canterbury in the UK to Rome in Italy. In 2019, the route was extended to Santa Maria di Leuca, in the region of Puglia. It crosses the UNESCO site of **Val d’Orcia** and of **Champagne Hillsides, Houses and**



Cellars. The route was certified ‘Cultural Route of the Council of Europe’ in 1994. *Source:* [European Association of the Via Francigena Ways](http://www.viefrancigene.org).

Map extracted from www.viefrancigene.org
© Associazione Europea delle Vie Francigene.

The [Olive Tree Routes](#) cross a number of countries in the Mediterranean basin but itineraries change over time and so do transnational trails. The map on the right shows 2015-2018 itineraries. The **Cultural Landscape of the Serra de Tramuntana**, in Mallorca, is an active member of the Olive Tree Routes, certified in 2005 as ‘Cultural Route of the Council of Europe’. *Source:* [Cultural Foundation ‘The Routes of the Olive Tree’](#).



Map extracted from <https://olivetreeroute.gr/>

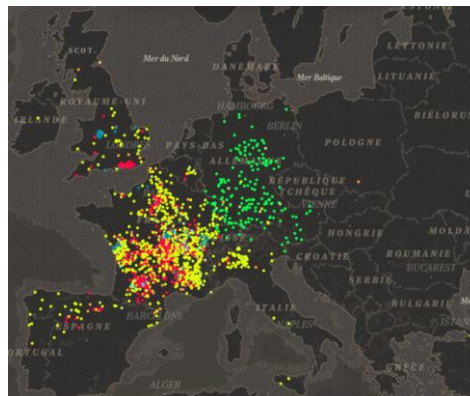
The [Santiago de Compostela Pilgrim Routes](#) is made up of over thirty itineraries spread over eight European countries. All itineraries head up to Santiago de Compostela where Saint James was buried. These routes have been important Christian pilgrimages since the Middle Ages. In Portugal, they pass through the UNESCO site **Alto Douro Wine Region**. In France, the **Jurisdiction of Saint-Emilion and Champagne Hillsides, Houses and Cellars** benefit from being located on one of the routes. The Santiago de Compostela Pilgrim Routes was certified ‘Cultural Route of the Council of Europe’ in 1987. *Source:* [European Federation of Saint James Way](#).



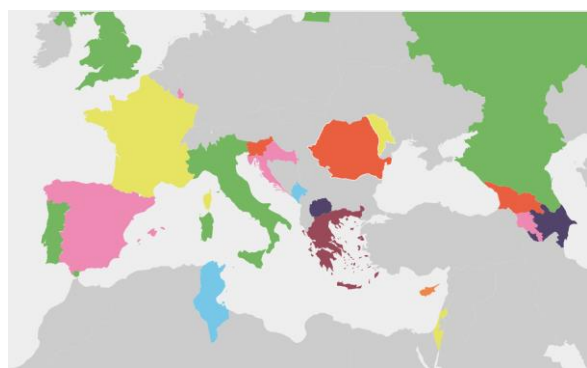
Map extracted from the Saint James Way Creative Loci Iacobi project website:
<https://saintjamesway-lociiacobi.eu/>

The [Cluniac Sites in Europe](#) encompass over 1,800 sites spread throughout western Europe. They developed during the Middle Ages due to the influence of the city of Cluny (known at the time as ‘the second Rome’) and of its Benedictine Abbey. The UNESCO site **The Climats, terroirs of Burgundy** has a

bearing on these sites which are currently a UNESCO WH candidate. Cluniac Sites were certified ‘Cultural Route of the Council of Europe’ in 2005. *Source:* [European Federation of Cluniac Sites](#).



Map extracted from <https://clunypedia.com/>
© 2012–2022 [Paztec](#) + [FESC](#)



Map extracted from <https://itervitis.eu/members/>

The [Iter vitis Route](#) is a thematic initiative linking wine-growing landscapes by means of tourism itineraries across a high number of countries. Among the proposed itineraries, the ‘Mainland and Island gastronomic Grand Tour’ in Croatia crosses the UNESCO **Stari Grad Plain**. In Italy, it has a bearing on the UNESCO sites **Val d’Orcia**, **Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato**, and **Le Colline del Prosecco di Conegliano e Valdobbiadene**. The route was certified ‘Cultural Route of the Council of Europe’ in 2009. It aims at safeguarding wine biodiversity and the associated rural landscapes. *Source:* [European Federation Iter Vitis](#).

The [European Route of Megalithic Culture](#) is an initiative committed to low-impact tourism while linking the megalithic culture across eight European countries. The UNESCO site **Pyrénées - Mont Perdu** makes up a large part of the Sobrarbe region where Palaeolithic settlements and cave paintings are found, as well as megalithic monuments from the Neolithic age up to the Bronze Age. The route was certified ‘Cultural Route of the Council of Europe’ in 2013. *Source:* [Megalithic Routes e.V.](#)



Map showing countries with network members. It is extracted from the COE [website](#).

Annex II. The consultation

Online survey

The online survey aimed at collecting the experience and opinion of the territorial stakeholders (public authorities, civil society, and/or other entities/organisations) hosting/managing/interacting with the agricultural landscapes identified in Part 1 of the study, and of regional authorities from 148 European regions having a share of their area classified as 'predominantly rural' by Eurostat.

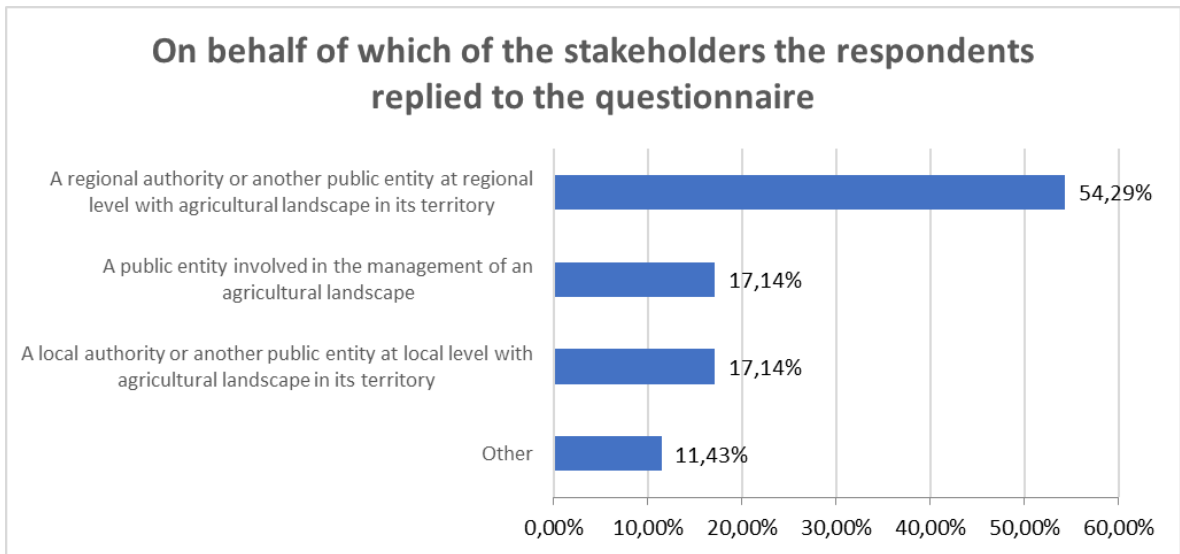
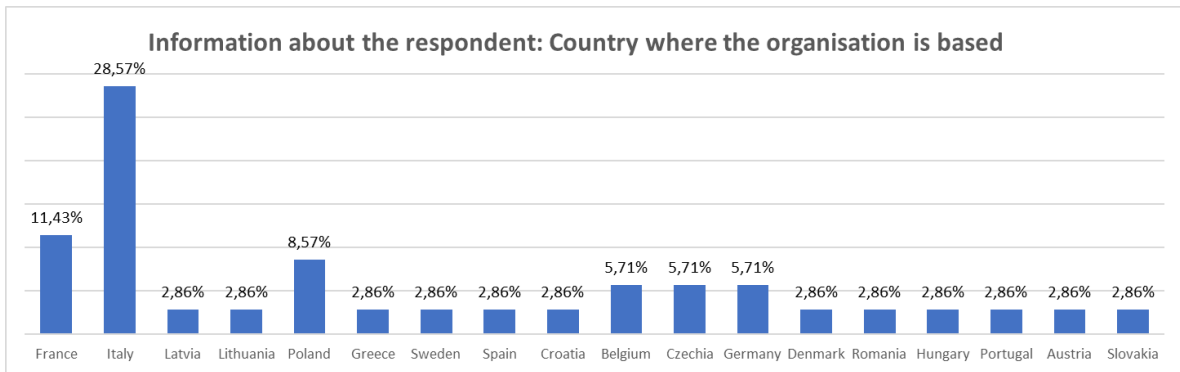
The questionnaire was designed and implemented using LimeSurvey. It was made available online at <https://formit-survey.eu/> and included 40 questions. The consultation was carried out from 18 November 2021 to 23 December 2021.

In order to ensure a satisfactory response rate, the following was undertaken:

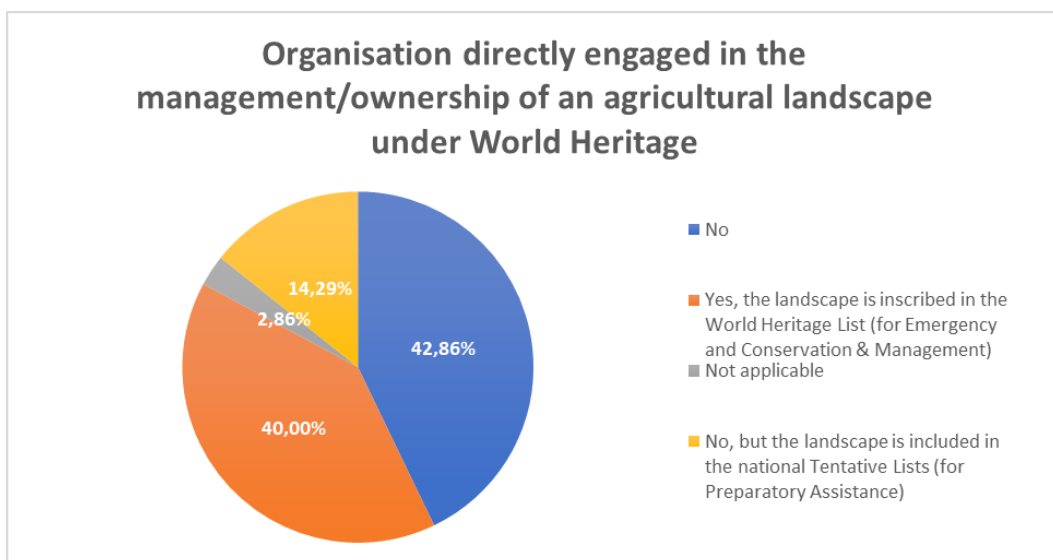
- Accurate selection of the respondents. Extensive time was dedicated to the web search of relevant stakeholders. In addition, networking partners involved in rural development at the European level were contacted to identify suitable respondents and to raise awareness on the consultation.
- Multi-language accessibility. The questionnaire was translated into five languages: English, French, German, Italian and Spanish. The English version of the questionnaire was used for translation purposes.
- Multi-channel dissemination. In the beginning, the questionnaire was sent out using personal invitations (univocal link) addressed to 723 selected invitees. During the consultation, additional 208 univocal contacts received an invitation, in consideration of new email addresses suggested by contacted original respondents. In addition, a recall session by telephone was carried out to personally invite respondents to participate in the survey.
- Assistance service availability. A support contact (survey@formit.org) was made available to communicate any issue, problem or request for further information (such as the PDF copy of the privacy statement or of the questionnaire).

A total of 35 questionnaires was completed and submitted online (103 questionnaires were left uncompleted) out of the original 723 invitations, which is equivalent to a 5% response rate. Considering that a large number of questions in the five sections of the questionnaire were mandatory and that the number of agricultural landscapes in the EU27 is limited, the completed 35 questionnaires are considered to have been gathered from respondents who are informed about the subject of the study.

The 35 respondents are from 18 EU Member States. The majority of them (54.3%) belong to a regional authority or another public entity at the regional level with an agricultural landscape in its territory. The other respondents are from a local authority or another public entity at the local level with an agricultural landscape in its territory (17.1%), from a public entity involved in the management of an agricultural landscape (17.1%) or from another type of entity (11.4%).



40% of the respondents are from organisations engaged in the management/ownership of an agricultural landscape; 14% have a landscape included on the national Tentative Lists (for Preparatory Assistance) and 43% are not engaged in the management /ownership of WH agricultural landscape.



Interviews

- Interview with Anne Grady (DG EAC – European Commission) - 26 January 2022.
- Interview with Sneška Quaedvlieg - Mihailović and Lorena Aldana-Ortega (EUROPA NOSTRA) - 26 January 2022.
- Interview with Simona Tondelli ([Ruritage Project](#)) - 19 January 2022.
- Interview with Bernardo De Bernardis and Maria Vittoria Castellani (Copernicus Academy) - 14 January 2022.
- Interview with Ingeborg Hödl (Weltkulturerbe Wachau) - 23 December 2021.
- Interview with Roberto Berutti, (Cabinet of Commissioner Janusz Wojciechowski - European Commission) - 21 December 2021.
- Interview with Zsuzsa Tolnay (Hortobágyi Nemzeti Park Igazgatóság) - 16 December 2021.
- Interview with Maria Helena Teles and Ana Fernandes (Missão Douro - CCDR-N) - 16 December 2021.
- Interview with Valentina Pierguidi and Valentina De Pamphilis (Terre di Siena LAB S.r.l.) - 6 December 2021.
- Interview with Isabelle Anatole-Gabriel (UNESCO) - 26 October 2021.

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