



Foto: Arxiu d'imatges de l'Observatori del Paisatge (Francesc Muntada)

The Landscape Charter to mobilise rural stakeholders and plan action

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The Landscape Observatory of Catalonia

- **Advisory body** of the **Catalan Administrations** and **society** with the aim of **improving the quality** of the landscapes.
- **Consortium** attached to the Department of Territory of the **Government of Catalonia**, and recognised by the **Law on the Protection, Management and Planning of the Landscape in Catalonia (2005)**.
- Its purpose is to provide **support for public policies** and to **perform an educational function**, imbuing society with knowledge and an **increased awareness** on landscape
www.catpaisatge.net
- Member of the Driving Committee of the **Rural Agenda of Catalonia**.

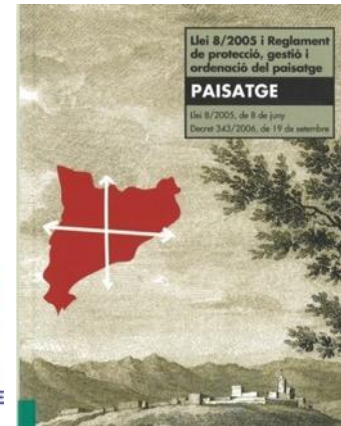
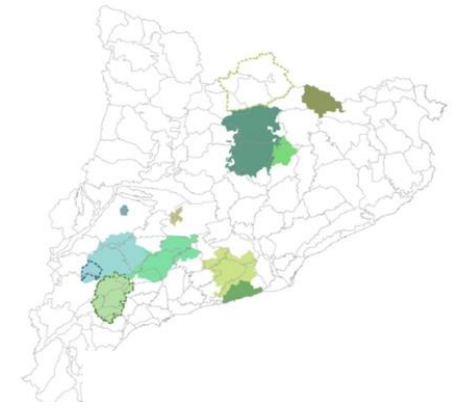


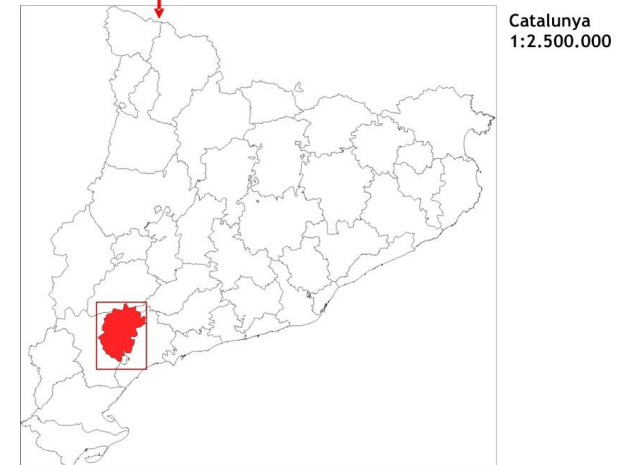
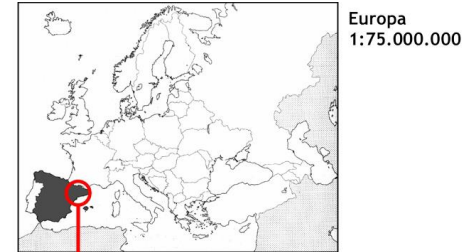
Foto: Observatori del Paisatge

What is a Landscape Charter?

- Instrument created by the **Catalan Landscape Law (2005)**
- **Voluntary** instrument **setting out common objectives, agreements and management strategies** between the public and private agents in a **supra-municipal area** in order to improve their landscape and turn it into **an active asset for the future**.
- Can be **promoted** specially by **local authorities** (county councils, association of municipalities...) and/or by **entities**.
- Promoting a Landscape Charter requires a **strong leadership**, a clear and shared **consensual road map**, a high level of **commitment** from local agents and authorities.
- It has demonstrated to be a **useful instrument** in other parts of Catalonia and Europe.



The Priorat region



- **Extension:** 498,60 km² (1,55 % of Catalonia)
- **Population:** 9.160 inh. (0,12 % of Catalonia)
- **Density:** 18,8 h/Km² (Catalonia: 236)
- **23 municipalities**
- **Age Rank:**
 - 0 a 15: 12,02%
 - 16 a 64: 61,82%
 - >65: 26,16%

Priorat - Challenges

- Population decreasing
- Sovereignties (energy, food, etc.)
- Dwelling
- Agricultural sector and economic diversification
- Territorial Planning
- Governance

What does the Landscape Charter achieve?

Foster self-organization, coordination and cooperation to guarantee participatory and efficient governance, both in the social and political spheres, as well as in their interrelationship.

Landscape management
as the axis of local
development.



Links with higher-level strategies or programmes:

- **UNESCO World Heritage** – management system
- **Agenda Rural de Catalunya (Rural Pact) - Challenges**
- **LAG and LEADER** – public & private cooperation
- **European Charter for Sustainable Tourism (ECST)** – Participatory approach

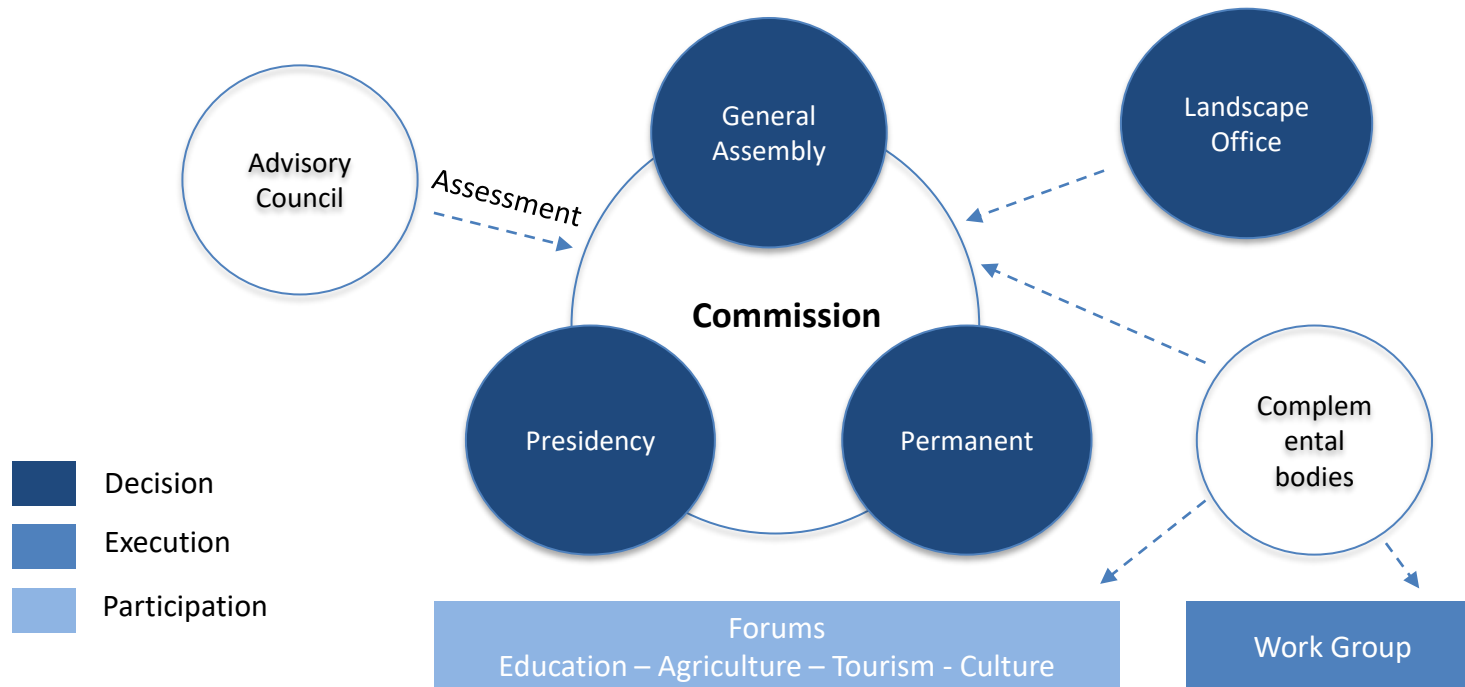


Foto: Prioritat

How do we work?

- **Consultative and advisory body** for a **better coordination** and control of policies in terms of territory, landscape and sustainability of the Priorat region.

Landscape and Sustainability Commission. Bodies.



- **Forums** are **open, participative** entities that **encourage debate** and **drive initiatives** from a certain sector involved in landscape management.
- Each of these **sectorial forums** is made up of **interested people** and **representatives** of the different actors involved in landscape management in all its areas.

What do we actually do?

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- An aerial photograph of a rural landscape. In the foreground, there is a modern, long, low-profile building with a dark roof and large windows, situated on a paved area. The middle ground shows terraced agricultural fields on a hillside, with a small pond and a dirt road. In the background, a small town with red-tiled roofs is visible, surrounded by more terraced fields and rolling hills under a clear sky.
- UNESCO World Heritage application: **Landscape Management System**
 - **Local agreement for renewables**
 - **Agricultural sector plan**
 - **Deal for a Sustainable Tourism**
 - **Water Chart**
 - **Land Bank** and agricultural dynamization
 - “Coneguem el Priorat” (Let’s know Priorat): **Schools**
 - “Habitar” (Inhabit) **exhibition**
 - **Strategic lines to reverse depopulation** (housing plan, diversification of the economy, km0 territories, urban planning)
 - ECST and Workgroups: Loading capacity Siurana and Margalef, cycle tourism marches, etc.
 - **Coordination** of local development policies

A Summary of the Priorat's Landscape Charter

- Landscape Charter is a **voluntary instrument setting out common objectives, agreements and management strategies** between the public and private agents in a supra-municipal area in order to **improve their landscape and turn it into an active asset for the future**.
- It is a **road map** of an own and agreed socio-economic development model.
- It defines objectives, strategies, actions and governance forms. **Rural pact**.



Foto: Prioritat

- **Coordinates local and national Administrations** – civil society with a **BOTTOM UP** approach.
- A model based on its own **values and resources**, which must be the engine of its life as a territory.
- A **dynamic process** for Priorat's community to commit to its present and its future.
- A **replicable model** in its methodology, beyond formal recognition.



Photo: Image Archive of the Landscape Observatory (Júlia Viejobueno)

Thanks! – Gràcies!

