

INTRODUCTION TO THE EUCALAND PROJECT

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Introduction and goals

The Eucaland Project 'European Culture expressed in Agricultural Landscapes' regarded agricultural landscapes as part of European cultural heritage and identity. The Project aimed to describe these landscapes from past to present, from the viewpoint of a common debate and heritage. As a result, it demonstrated how and why the Europeans are connected to their agricultural landscape as part of their cultural heritage, and how this endangered heritage, which is threatened by social, economic and political transformations, can be passed on to future generations.

By opening up a dialogue on the consideration of cultural heritage in European agricultural landscapes, the Project provided essential material in the relevant disciplines, creating the basis for future dialogue (Eucaland Project Website, 2010).

Implementation

The Project, funded by the EC Culture Programme, was carried out for two years between 2007 and 2009. A large group of European institutions drew together an interdisciplinary and intercultural cooperation on European agricultural landscapes and cultural heritage. Partners included scientists, practitioners, governments and NGOs from over twenty countries, for a total of forty organisations including the Observers.

Among these, fifteen active partners from thirteen countries in North, South, East and West Europe gathered together their knowledge on the topic, with a particular view on the European Landscape Convention and the World Heritage Convention. The partner organisations of the Eucaland Project, including the Coordinator from UK and four Co-organisers from Austria, Croatia, Italy and Spain, are listed in a volume which illustrates the results of the Project (PUNGETTI and KRUSE, 2010).

Research

The Project partners formed six multidisciplinary and intercultural research teams on different topics as described below.

1. *Landscape Description* explored how European agricultural landscapes are to be understood not only in terms of farming and nature, but also as a common heritage with social and cultural values. Characteristic components of agricultural landscapes were identified, their psychological and social influences on human well-being explored, and developments for the future suggested.
2. *Landscape History* compared the evolution of agricultural landscapes in European countries, and considered the effect that societies had on them. The chronological development of the different European agricultural landscape types was illustrated from prehistory to present times. Moreover, the human impact on these landscapes and the forces behind them were outlined and discussed.

3. *Landscape Classification* produced a preliminary classification of European agricultural landscapes. Intended for debate across Europe, this approach moved beyond existing landscape classifications by considering landscape types viewed as products of history. From a discussion on the ideology of the classification, research moved to identify principles and working methods. It emerged a Eucaland Project classification of the influence of agriculture through time on present-day landscapes, based on classes and types.
4. *Landscape Assessment and Policy* investigated what account was taken of European agricultural landscapes by international conventions such as the European Landscape Convention (Council of Europe) and the World Heritage Convention (UNESCO). It analysed national policies in different countries, as well as the activities of IUCN (International Union for Conservation of Nature), ICOMOS (International Council on Monuments and Sites) and the European Union, including the Common Agricultural Policy, the Environmental Action Programme and relevant Environmental Directives.
5. *Landscape Planning* investigated how the cultural value of European agricultural landscapes was considered in legal, political and economic regulations and subsidies. Recommendations were drawn up for politicians, scientists and planners to be used to make the public more aware of their cultural heritage and thus better able to plan its future landscape.
6. *Dissemination and Findings* focussed on the wide dissemination of the results, as one key objective of the Project. Details are provided in the following section.

Findings

Dissemination was designed to communicate the Project findings to the public. This was carried out through several tools and outputs.

One of the first outputs of the Project was the logo, which aimed to show the cultural character of the agricultural landscapes of Europe, with the geomorphologic and traditional point of view represented by the terraces, the land use activity of irrigation and reclamation by the windmill, and the human presence by the tractor. It took into account the four colours of the Project: 1) ochre to indicate earth and water; 2) brown for soil and seeds; 3) green for grass and trees; 4) blue for air and sky; the stars filling the latter representing the Project's European dimension. These colours were used throughout the Project for its outputs, e.g. leaflets, posters, presentations, letterheads, reports and similar.

The Project website, hosted by the University of Cambridge, made what is known about European agricultural landscape, cultural heritage and their values accessible to the general public. The aim was to encourage the circulation of information not only among the partnership but also among European citizens and people interested in the subject, especially at trans-national level.

To facilitate data exchange and management, an Online Collaboration Site (OCS) was set up and maintained by the Project Coordinator and accessed by all partners. Apart from the storage of data and outputs, it promoted collaboration among partners and helped constant availability and debate of Project outputs. OCS housed in fact a Wiki, which allowed all partners to share their views in the discussion concerning definitions and meanings of agricultural landscapes.

The OCS, consequently, led to the compilation of a common glossary of agricultural landscape terms, which facilitated the understanding and use of same terms and definitions by all partners. Specifically, a List of Terms related to agricultural landscapes was developed through an interactive process during the two years of the Project. Partners were involved by compiling the List of Terms at the working meetings, by email and through the Project OCS. The final list contained the common English term, a definition, synonyms and national variations.

Another outcome was a travelling exhibition, aimed to inform the public about the key Project topics. It was expressly intended to facilitate exchange with the public, and to receive in turn feedback on the meaning of agricultural landscape for European citizens. The exhibition consisted of six large-format colour panels in English, which could be translated in any language.

Trans-national circulation of knowledge on European agricultural landscapes and cultural heritage was carried out, moreover, through the presentation of the Eucaland Project at several conferences, workshops and symposia at local, national and international level, mainly European.

The Project results were set out in detail in the book of the Eucaland Project entitled 'European culture expressed in agricultural landscapes: perspectives from the Eucaland Project' edited by the Project Coordinator and the Project Facilitator, Gloria Pungetti and Alexandra Kruse respectively. Authors from the thirteen European countries actively involved in the Project for two years debated and finalised the results of their discussion in the book, using a novel approach. Although interested in landscape matters in different ways, these experts from across Europe formed six multidisciplinary research teams described before, which produced the six core parts of the Eucaland Project book: Part I Landscape Description; Part II Landscape History; Part III Landscape Classification; Part IV Landscape Assessment and Policy; Part V Landscape Planning; Part VI Dissemination and Findings. These core parts were preceded by an introductory section in which the research carried out during the Project was explained and the agricultural landscape features were described. Furthermore, photographs and poems from different regions were used to represent the agricultural landscape and cultural heritage of the thirteen partner countries. A foreword by UNESCO and a preface from the Council of Europe completed the picture.

Lastly a conference, illustrated below, took place in Cambridge at the end of the Project.

Project Conference

Several meetings were held during the Project life by the Coordinator and the Co-organisers to implement the research. During the final meeting, the Cambridge Centre for Landscape and People organised the Eucaland Project Conference at Corpus Christi College, University of Cambridge, on 22 and 23 September 2009 (Eucaland Project Conference Website, 2010).

Accordingly the Project results, as well as the results of other similar research, were presented at the 'Eucaland Project Conference: European Culture expressed in Agricultural Landscapes'. This journal presents the outcomes of the Conference.

The opening address from UNESCO was followed by keynote speakers from the Council of Europe and the University of Cambridge. Other speakers included the Working Groups leaders, key Project partners and selected guests from all over Europe.

The Conference theme was European agricultural landscapes in connection with cultural heritage. The event was of interest to academics, professionals, and governmental and NGO officers engaged in the study, assessment and planning of European agricultural landscapes and involved in their use, policies and cultural heritage.

Conclusions

The Eucaland Project developed synergies at European level which allowed starting the investigation of cultural heritage in agricultural landscapes, and offered a new European perspective on the subject. This required intense coordination and cooperation among the many multicultural and multidisciplinary organisations in the Project. The author is thankful to the partners for their collaboration in this challenging Project, and to the other participants to the Conference for their additional contribution to the subject. With these outcomes, we hope to offer a background for studies on agricultural landscapes and cultural heritage, for future developments to follow.

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References

- Pungetti, G., Kruse, A. (eds.) 2010: European culture expressed in agricultural landscapes: perspectives from the Eucaland Project. Rome: Palombi Editori (in press)
Eucaland Project Website 2010: <http://www.eucalandproject.eu/>
Eucaland Project Conference Website 2010: http://www.cclp.group.cam.ac.uk/eucaland_conference.html

Summaries of the work packages in the Eucaland Project
Az Eucaland Projekt egyes munkacsoportjainak összefoglaló ismertetése

