

The Wadden Sea Region: A Living Historic Landscape

**Report on the four sector workshops
November and December 2006**

**The sector workshops have been used to elaborate the sector strategies as
part of the overall integrated strategy**

Elaborated by the project LancewadPlan

**(Integrated Landscape and Cultural Heritage Management and
Development Plan for the Wadden Sea Region)**

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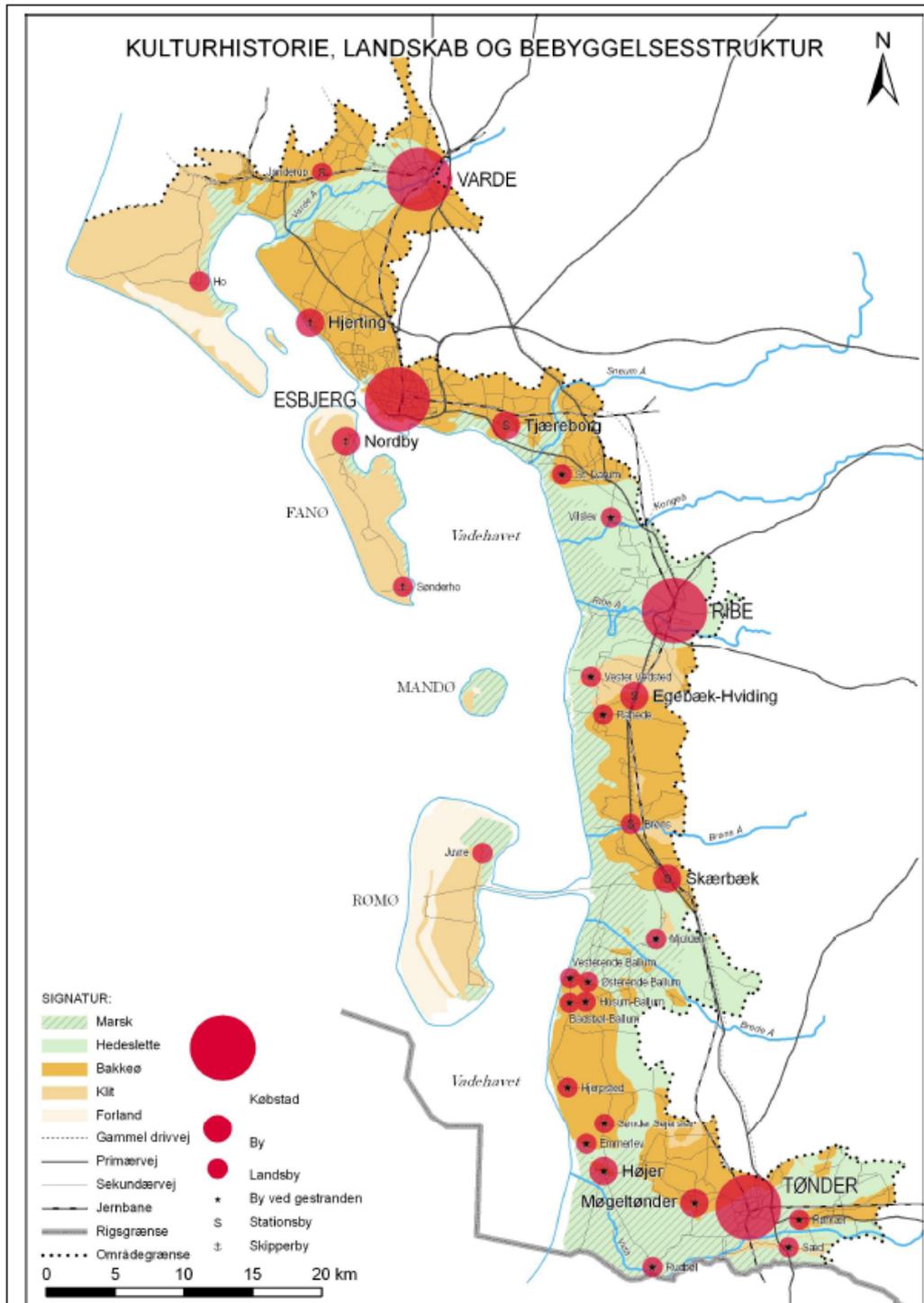


Chapter 1

LancewadPlan Denmark

Sector Workshop: Town and Country Development in the Wadden Sea Region

Text: Michael Lauenborg/Lis Jensen



Theme plans

The LancewadPlan project includes the delivery of sectoral and theme plans. These plans and strategies are intended to cover the key sectors of the area such as agriculture, tourism, urban and town development. The results of the work with the theme plans will be placed in the Handbook:

- A practical web-based handbook/manual of heritage management for managers and other interested stakeholders, which will ensure an ongoing exchange of information and best practises after the finalization of the project.
- A structure for a future trans-boundary collaboration, information collation and distribution, anchored within existing structures of trans-boundary collaboration.

The landscape

The Wadden Sea stretches from Varde in the north to den Helder in the Netherlands. The Danish part of the Wadden Sea Region is a narrow streak of land along the Jutlandish west coast – stretching from Ho Bugt in the north to the Danish-German border in the south. Not far from the coast are the islands of Langli, Fanø, Mandø and Rømø.

The majority of the Danish coast consists of wide moorland plains, hill islands and marshland – not more than 6-8 kilometres wide. However, in some areas – especially by Varde, Ribe and Tønder the Wadden Sea Region is wider. Along the Varde Å (stream) the area stretches 10-12 kilometres inwards, by Ribe 10 kilometres and by Tønder approximately 20 kilometres along the Vidå. The marshland in Germany and the Netherlands are fare wider – in some places up to 50 kilometres wide.

The sea and the coast

The tidal flats of the Wadden Sea constitute the largest coherent area of mud flats in the world. The Danish part of the region is first and foremost characterised by being an open and coherent area with very few elements in the landscape. From the dikes – and from the coast in general – there is a wide view over the landscape. The size of the area, the peace, the connection and dynamic give the area an exceptional value. Close to the sea dikes the area is experienced as closed to one side. On the coast Esbjerg Harbour is with its many high buildings, cranes and chimneys a dominating feature in the otherwise flat and undisturbed landscape.

The islands

Characteristic for the landscapes on Rømø and Fanø are the large vast, hilly dune areas, which vary from the delimited town and summerhouse areas, the closed plantations and the open, flat marshlands. From the dunes in the open terrain there is a wide view over the landscape to the plantations.

Mandø is characterised by flat and open grazed marsh areas delimited to the sea by dikes and dunes. Contrary to the varied and complex landscape on the large islands the landscape on Mandø is very uniform. From the dikes and the dunes there is a view of the entire island. Langli and Skallingen are uninhabited and appear open and undisturbed in close connection with the Wadden Sea.

The marsh and the river valleys

The marshland is first and foremost characterised by the wide and flat agricultural areas – to the west delimited by the dikes and to the east by the geest beach, which often is pronounced due to ribbon building. The many ditches dividing the agricultural areas into long rectangular plains, form a characteristic pattern and contributes to the characteristic features of the area. These few elements provide the landscape with a large scale and because of the sparse vegetation and building the marshland appear very open and homogeneous.

There are only few places in the entire Wadden Sea Region where there are no dikes. In Denmark there are large non diked areas by Ho Bugt, on Rømø and by Novrup Enge.

On the stretch from Ho Bugt and down to the border the area is intersected by large river valleys, which are originally melt water valleys from the last Ice Age stretching deep into the land. Varde River Valley - the most northern, Sneum River Valley, Kongeå Valley, Ribe Valley, Rejsby Valley, Bredeå Valley and the most southern Vidå Valley - running through the area by Tønder Marsh – all run into the Wadden Sea.

The open landscapes of the valleys in the marsh are generally very well preserved and appear without any disturbing scattered buildings. Many places the marsh is still open with low-cropped meadows and the connection with dikes, rivers and the remaining open meadows is a very valuable landscape characteristic.

The geest and hill islands

The marsh areas bordering the large hinterland, consist of old moorland plains, river valleys and hill islands stretching far into Jutland.

Where the moorland plains or the hill islands meet the low-lying coast or marsh areas (the geest) there are completely other variations and contrasts in the landscape. This abrupt transition between the flat or slightly rolling landscape and the total flat marshland situated just above the sea level with high dikes is striking and characterising for the landscape. On the stretch from Esbjerg and all the way to the mouth of Varde River the coast is characterised by hill islands with tall and pronounced slopes down to the beach. On the coastal stretch between Ballum and Højer by Emmerlev Klev the hill islands stretch all the way out to the coast and form a "landscape of dunes". Here you experience the large plains, the "high heaven" and the large horizons. The hill islands with steep slopes to the beach form a unique landscape experience.

The landscape on the geest and the hill islands are characterised by a variation of relatively many elements. There is a dense plantation of windbreaks, forest areas and plantations. The ground is intensively used for agriculture with large fields, farms, towns, windmills, roads and high voltage installations. The elements divide the landscape into areas of different size and characteristic. In some areas the spatial delimitation is relatively closed and other areas are more open with transparent hedges, buildings and windmills. The transition between the geest and the marsh is visible at several places. The wide view over the flat marsh meadows and the contrast between the two types of landscapes is an experience in itself. The many high-lying churches can be seen over large distances and constitute distinctive elements in the landscape.

Building structure

The structure of the hinterland, the course of the roads and the building structure of the villages have more or less not changed in the last 100-200 years.

The old urban communities, which share the common background for their location and development: Partly the connection to the sea and the marsh, the cultural influence through traffic up the coast either by sailing or along the cattle drive road, which secured the cattle transport to the German and Dutch markets.

The Danish part of the Wadden Sea Region is today characterised by the fact that the marsh was originally used for cattle – and therefore more or less is undeveloped. Only in the Tønder Marsh there are existing mount buildings and other forms of buildings.

Buildings are normally situated on the geest beach, where the dry hinterland was used for agriculture. This building pattern can be traced all the way back to the Iron Age. Correspondingly the buildings along the rivers in the Wadden Sea Region have been located on the edge of the dry land while the meadow areas were used for cattle.

There are four major cities in the Danish Wadden Sea Region. The three old cities Varde, Ribe and Tønder are located by the large river valleys. Esbjerg is the youngest and largest city – planned and established in 1868 at the edge of the hill island Esbjerg Klev.

In addition there is a number of smaller cities and villages - Skærbæk and Højer are the largest and both are situated on the geest beach.

Nordby and Sønderho are situated on Fanø. Both cities have a distinct history as important shipmaster towns and by both towns there are large summerhouse areas.

On Rømø there are no actual town communities but rather a gathering of farms. Rømø is today to a large extent characterised by summerhouses and holiday buildings.

In the Danish part of the Wadden Sea Region there are large summerhouse areas on the islands and by Blaavandshuk in the north, while there are not large holiday and recreational buildings in the southern parts and in the marshland. The reason for this is among other things that the recreational buildings are located near the attractive beaches.

Regarding the old cities it is first and foremost the harbour possibilities by the large rivers, which determined the individual building pattern up until the end of the 1800 century where the establishment of Esbjerg Harbour (1868), the development of the rail from 1874 and the improvement of the overall road system changed this picture.

The four large city communities are characterised by different architectonic features. Varde is the classical city, Esbjerg the historical, Ribe the Middle Age city and Tønder has a Renaissance feature with the Dutch inspired gable houses. The smaller cities and villages also have specific characteristic features.

State of preservation

The state of preservation with regard to the marshland and the undisturbed river valleys is generally good.

The structure of the landscape changes due to the agricultural development. Farms are united. Dismantling of hedges and the establishment of larger fields and new large agricultural buildings change the landscape.

The southern part of the Danish Wadden Sea Region has been appointed as outer area by the government. Outer area is defined as a commuting region without cities with more than 20.000 inhabitants. It is also this region, which experiences economical stagnation, moving, vacant permanent residences and difficulty in attracting new jobs, houses and new comers. The northern part is to a large degree catchments area to Esbjerg and the development and settlement pattern is therefore different.

In the outer areas there is a tendency that the municipalities in order to increase the demand for houses suspend the obligation to reside. This makes it possible to sell and use the houses for holiday purposes, which secures the maintenance but only to a limited degree provides basis for a living local community.

The villages in the Danish part of the Wadden Sea Region are among the best preserved in Denmark. This is among other things because a certain economical stagnation resulted in the fact that there was no need for land to establish new buildings. The majority of the villages are “drained” of functions. An essential part of the original farms have relocated in the 1800 and others have transferred to other purposes – especially in recent years. With the comprehensive structural changes within agriculture it is expected that even more holdings will be given up and agricultural facilities will become redundant. On the other hand it can be expected that there will be fewer farms but considerable larger agricultural buildings. These are all ready visible in the landscape today.

Vulnerability

The landscape is because of the level character – where change is very evident from a fare distance - vulnerable. Therefore it is problematic if there is an inappropriate establishment of new buildings such as large detached residences or industrial construction. Large new stables, organic fertilizer installations and silos are often established away from the farmhouse and outbuildings. The new buildings therefore are detached and often disturb the impression of a beautiful landscape. Furthermore, large technical installations such as power pylons, windmills and roads may seem to dominant in a vulnerable landscape. The marsh and the adjacent meadows are severely influenced by building activity.

Plantation in open areas can hinder the view and thereby the impression of wide plains. It may be hedges, smaller forest plantations or just scattered trees. It is desirable that meadows and marsh is maintained as grazed areas or areas for low-growing crops, which do not block the view.

The valleys, which stretch from the hinterland all the way to the marsh, are very sensitive to changes such as building development and technical installations. Roundabouts and street lighting interrupt and disturb a plain landscape.

The villages are with regard to agriculture “drained” of function. This means that the trade and commerce, which served the agriculture is no longer active and thereby the former dynamic of the villages is gone.

Recommendations

For all the cities in the Wadden Sea Region it is important to maintain the individual character – with regard to structure and building pattern. It is important to maintain and understand the quality of the locations. It may be valuable landscapes, which stretch all the way to the cities, the original structure of the city, new city planning or architecture.

It must be mentioned that the municipality plans according to The Planning Act must include:

- Guidelines for the safeguarding of cultural historical preservation values, including the location of valuable cultural environments and other essential cultural preservation interests
- Safeguarding of landscape preservation values and the location of areas with landscape value – including larger and coherent landscapes.

Previously the settlement and the conditions of life related to the nature basis. This is not the case today. Today the landscape, nature and cultural history are first and foremost characterised as experience values, which makes it attractive to live in the Wadden Sea Region.

Planning and other means

- The municipalities should develop an overall plan for the valuable cultural environments in the Wadden Sea Region – including the delimitation, central preservation values, vulnerability and characteristics - with directions on how to safeguard them in the future. The municipalities should develop an overall plan for the landscape values in The Wadden Sea Region. The plan should include an account for which elements and connections are central for the character and experience of the landscape. Moreover, there should be a status of the condition and development of the landscape and how development tendencies, projects and other sector planning in future can influence the identity and variation of the landscape. The plan should provide guidance for fitting in buildings in the landscape, including the establishment of new agricultural buildings and other industrial constructions. The first step could be a strategic input to the municipality plans. The second step could be an actual landscape plan with management aims developed on basis of a

(political) balancing of landscape and cultural environment interests opposite all other interests.

- If there is a need to establish a large installation – for example power pylons, roads or larger production facilities this should not be planned in the level meadow or marsh areas, but in the hinterland, where it is possible to fit the elements into the landscape.
- So called "preservation funds" should be established with the possibility of financial support for the implementation of good and suitable solutions with regard to rebuilding, changing of use and renovation of houses, roads or city structures and cultural environments, open areas and landscape values.
- There should be a constructive policy with regard to rural zone licenses. Conditions for the architecture, the cultural environment and possibly the plantation should be formulated.
- By establishment of new buildings it should consider whether to use the old architecture or to develop a new style. For example many new summerhouses on Fanø are build with a special "Fanø style". This secures homogeneity, but in the long term it will make it difficult to distinguish between old and new houses. In this case new architecture could be applied. The same is the case by agricultural buildings and facilities – a totally new architecture for the Wadden Sea Region could be developed.
- There is a need for the municipalities to state development and extension guidelines for cities and villages in order to secure that a development does not take place in an area with important preservation values or hinder the view to the large open areas (the marsh).
- The common decay and incorrect initiatives should be minimised through information and communication.
- A profitable agriculture in the Wadden Sea Region should be secured and therefore dialogue with the farmers is essential especially with regard to location and appearance of the agricultural buildings.
- Local preservation plans should be elaborated in order to secure the preservation of city structures and cultural environments. The plans should include guidelines concerning the maintenance of landscape and valuable environments, renovation of buildings and preservation and areas where the establishment of buildings and other facilities is unwanted. Furthermore, they should include instructions concerning the plantation and management of open areas, gardens etc.

The development of the villages

- The rural areas and the villages can survive and possible develop if it is acknowledged that they will be areas for recreation and settlement near larger cities.
- It should be legitimate to be a settlement municipality with a large degree of commute out of the municipality.
- With regard to maintenance of buildings in the villages it is better to have summer and "spare-time" residents than no residents at all.
- If the villages are to be preserved and be active this must be through an actual economic earning within the village. There is no future for the villages if they perhaps survive because of external support. Therefore it is essential that the villages have a foundation for life and earning in alliance with the cultural and landscape values.
- The villages should be seen as part of the regional network city – where the nature has recreational importance.
- Create new use for old, non-functioning agricultural facilities.
- Make it attractive to live from tourism and "spare time" residents.

Cultural and landscape values

- It is important that there is a local awareness of the unique values within nature, landscape and culture in the Wadden Sea Region. These values are potentials for the future development and settlement. An increased communication should strengthen this awareness.
- The establishment of a National Park covering the Wadden Sea Region, with the cultural heritage values as an important element, could be positive with regard to experience and tourism and for the local understanding of the large cultural and landscape values.
- The cultural landscape is an experience commodity and it should be considered whether the access possibilities should be improved.
- The majority of the marsh is without plantation and together with the distinctive dike profiles constitutes a special character and experience compared to the other Danish landscapes.
- The Wadden Sea Region is characterised by wide plains, open areas and the large horizons – but also by beautiful and diversified cities. The building culture is connected through the original houses and landscapes – this connection should be safeguarded.
- Characteristic city profiles and distinctive transitions between buildings and the open land should be maintained.

Chapter 2

LancewadPlan Schleswig-Holstein

Sector Workshop: Nature and Environmental Protection

Text: Matthias Maluck

Conflicts

Conflicts between the assets of nature and culture mainly exist, when relevant activists collide un-deliberately concerning their aims, namely regarding monuments and nature protection areas, biotopes and other measures. E.g. deliberate natural succession can endanger elements and areas, which have been created by human subsistence and which are liable to great changes. Measurements which are designed to form biotopes often threaten subterranean archaeological sites, which are not visible above earth. Measurements for monument preservation or restoration which affect local vegetation may also seriously interfere with valuable living conditions for animals and plants. Missing mutual recognition of aims and claims as well as missing communication and co-ordination can be identified as potential reasons. One side often doesn't consult or integrate the other concerning important actions (like in connection with the Water Framework Directive), partially out of ignorance whether other issues are tangled. There are actually substantial overlapping regarding the interesting aspects for the both sides of nature protection and monument conservation, like the example of the second dike line in the marsh land, which is historically important and a major connection between biotopes at the same time. Better co-ordination in general, i.e. a common strategy concerning cultural heritage and landscape would hence be necessary. Each case should be weighed separately after all and existing protection regimes must be considered. It is important to notice that compensation measures for negative effects are not possible for cultural heritage.

Communication problems can also be identified in connection with addressing the population and explaining aims, which often causes conflicts.

Measurements in connection with renewable energy, like wind power generators, biogas plants and, especially, the growing of corn, rape and fast growing wood in connection with it are identified as threads for landscape from the point of view of nature and cultural landscape protection. Forests also endanger the historic landscape in the marsh areas. In this case, the actual and alleged economic relevance of such measurements for the land owners and the investors as well as the political framework should be considered, as their influence in this area is especially important and as they may promote conflicts.

Advantages of co-operation

The advantages of improved co-operation are seen especially in an enhanced public acknowledgement and better perception in public as well as politics and administration as target groups can be addressed, which usually take interest in other topics. Offers for recreation and education become more multifaceted and can teach a more general picture of environment and landscape as single sectors can manage alone. Topics like identity and home can be taught and integrated in a more competent way through the combination of the relevant theoretical and practical knowledge. Thus, the structural variety within landscape can also be better preserved. Especially the general deficit of knowledge concerning landscape and cultural heritage can be diminished. A larger amount of visitors feels addressed through integrated institutions and integrated projects appeal to a larger public. The „Histour“-project and the nature experience centre of Stollberg were listed as examples. Co-operation also strengthens both sectors against mutual challenges, as a new trend to

intensification of agriculture and renewable energy or genetic engineered crops are regarded.

Co-operation is especially important in the areas of landscape planning and spatial planning. The impression exists, that protection of natural and cultural assets is still in the background and only very few spatial plans pay sufficient attention to these aspects. Competent and relevant administration bodies and state agencies are required here to engage in planning processes early enough. Municipalities and local administrations have to further integrate these agencies and experts into planning processes as well as they are asked to stronger take into account the aims of landscape protection. Lacking and incorrect information on landscape protection and management has resulted in a negative picture of this topic, which is seen as a reason for bad integration in the beginning of processes. Municipalities and other administration levels and organisations are addressed here.

Co-operation should take place on the same level and between different levels of organisation and administration and should lead to the formation of networks and to many, rather small projects. The personal level in connection with expertise is regarded as very efficient concerning local projects.

Political framework

Improved integration of cultural landscape issues into administration and improved co-ordination within the administration has a high relevance with respect to the political framework. Responsibility for co-ordination could be taken, for example, by only one ministry instead of the state secretary and the ministry for agriculture and environment being in charge at the same time. A binding, mutual definition of terms as well as a common strategy of competent agencies is important. The importance of culture in politics is rather minor in comparison with nature and environment protection, although legal guidelines concerning cultural landscape exist. These should be better utilised in mutual projects. A common data base and mapping as well as a central data collection on integrated projects are of help. It is important to be supported by private sponsors as project partners.

Joint projects

Tourism, local recreation and common information and public relation are suitable as links for integrated projects, which encompass nature and culture at the same time. Guided tours as well as signposted routes and ways, especially in connection with information centres, are ideal for displaying the variety of landscape and for enhancing the awareness among visitors and local inhabitants. Reconstructions of historic elements, like a mound settlement, are en vogue and are especially attractive for visitors. Recreation areas for local people, which pick up both themes, are notably effective in order to enhance local awareness and acceptance.

The different points of view among the stakeholders are important in this case. Farmer's regards landscape assets differently than nature and monument protection does This proves impressively that landscape is no objective concept rather than that its perception is formed by the subjective personal background.

A basis for successful public relation work is the integration and the addressing of children regarding information and activities, because people's attitude towards cultural assets needs to be formed from an early stage on. Adults become much more sensitive in this way. School is therefore particularly important and needs to be addressed with specific offers.

The equal integration of the nature protection and monument conservation sector in projects can be relevant as an unbalanced emphasis may result, which tends to subdue the other sector. E. g. the Wadden Sea information centre of Multimar in Tönning could integrate cultural history in its exhibition to a much larger extend.

Large projects draw visitors from smaller museums or centres. Therefore they must be handled with care and require the integration of local services and facilities. They are ideally initiated and organised on the local level.

Success and failure of many projects is biased by circumstances and regulations, like concerning traffic security etc. or work regulations, which have nothing to do with the actual targets and themes.

Management

Neutral institutions, like regional management networks, are especially suited for implementing integrated management of cultural landscape as they have the broadest acceptance of all stakeholders. The LancwadPlan-Project is already following this idea. Specific state agencies are less suited for the co-ordination of local projects. Stronger integration of local cultural and landscape history also has a key role as awareness for such assets is promoted on the long term. The teaching of knowledge should be most practical and active because it deals with real and existing aspects of the close surrounding. The proposed projects are well suited for these purposes.

Recommendations

Policies:

- Nature and cultural heritage almost always share common ground. Therefore usually all aspects have to be considered. However, certain protection schemes like monuments or nature protection areas give priority to only one or the other aspect. After all, elements, structures and areas rated as part of cultural heritage have always a high status in the way that they cannot be substituted or balanced out.
- Preservation of still extant historic landscapes is always more important than reconstruction. Reconstruction is often a new change of landscape as historical landscape elements are singular and cannot be re-created
- Integration of cultural heritage landscape on European level into nature protection in connection with FFH, Natura 2000 and bird protection areas
- Common strategy for co-operative handling of landscape by nature conservation and cultural heritage institutions and communication strategy between institutions and administrative and organisational levels
- Permanent co-ordinating institution on state level between state agencies and ministries for nature protection and cultural heritage, which is also able to organise local communication meetings and workshops. Responsibility for co-ordination of cultural landscape management

Communication:

- Improvement of communication between nature and monument protection on all levels
- Regularly recurrent workshops and meetings between local organisations and people in order to establish personal networks
- Workshops for people involved in practical nature conservation about cultural heritage and landscape issues and legal aspects
- Regular workshops which involve all organisational levels of nature and monument protection
- Concerning landscape, the public and shareholders should be addressed by nature protection and cultural heritage management together in order to convey a more comprehensive and multi-dimensional picture, which also helps enhancing the awareness and acceptance for all aspects.
- Communication with local stakeholders and politicians should be intensified
- Utilisation of already existing regional development and management networks between a variety of stakeholders for promoting the strategy and for communication.

- Integration of different, especially local, views on landscape in information
- Network of local and regional museums to makes use of synergies and to prevent redundancy or visitor drain from one to another. This applies especially to larger event centres which tend to compete with each other, minimising their expected visitor numbers, and dwarf local museums.

Education:

- More mutual offers for education and awareness building. Specific policy for the area of education especially about local cultural heritage and landscape.
- Specific weight on awareness building for nature and cultural landscape heritage in schools and for children in general.

Environment protection:

- Environmentally friendly developments, like plantations renewable raw material or wind power generators, have impacts on landscape, which should be thoroughly considered as well. Financial support schemes should also take these impacts into account and promote the use of plants and techniques, which have the least impact or fit in well with the landscape character.

Financial instruments:

- Financial instruments for proper management and integration into modern developments are important. Existing financial instruments for nature protection, like for set-aside of land or organic farming, are especially suitable for landscape management as well. They should therefore include cultural heritage aspects.
- A foundation for historic landscape could be, according to national trust and Stiftung Denkmalschutz, an appropriate instrument for the protection of highly sensitive historic environments and for awareness building.

Research:

- Further research on historic landscape, especially detailed descriptions and mappings, are necessary for maintenance, management and reconstruction of landscape.
- Establish a comprehensive mapping of cultural especially historic landscape and historic landscape elements of less than monument importance in addition to the monument record.

Spatial planning:

- Integration of both, cultural heritage management and nature conservation, into spatial and regional planning activities from the first stage on.
- Therefore, both sides must also appeal to normal stakeholders, as the difference between experts, politicians and inhabitants is blurred on municipal level, where many planning activities take place.
- Especially local politicians must be informed about landscape issues and management strategies but also need to be actively addressed and counselled. Leaflets and handouts as well as online information can be very helpful.
- Diminishing of concerns about further regulations and disadvantages when involving nature and cultural heritage protection aspects in local spatial planning.
- Balance measures in connection with the WFD with cultural heritage and landscape.
- Usage of landscape models for regional landscape management. Integration of cultural landscape aspects and cultural heritage into these models.

Local instruments:

- Promotion of organic farming for historic landscape management.
- Catalogue of farming methods neutral or beneficial for historic environments.
- Integration of cultural heritage aspects into contracts for set-aside of land and other contracts for nature protection
- Local nature conservation projects should seek partners from the cultural heritage side in order to ensure that cultural aspects are regarded likewise and in order to improve communication with stakeholders and population.
- Common projects for recreation areas
- Networks and workshops should result in many small, local projects, which involve stakeholders best and help enhancing their awareness.
- Local organisations, companies and inhabitants should be involved as much as possible as sponsors or participants or for partnerships, e.g. for maintenance of facilities.
- Connection of conservation of cultural heritage and nature with certain advantages and possibilities for utilisation for local stakeholders and population, like improved possibilities for recreation (walking, riding, canoeing, cycling), certain economic usage (reed cutting, extensive grazing) and information at the same time.

Chapter 3

LancewadPlan Lower Saxony

Sector Workshop: Tourism and Cultural Landscapes in the Wadden sea Region

Text: Jan Joost Assendorp & Ulf Ickerodt

Introduction

Tourism is of course a very important theme for the inhabitants of the coastal region. Everyone knows the attractions of the beaches on the isles of Texel, Nordene, Sylt or Römø to mention only a few. Normally spoken you would also think, that the landscape qualities of at least the isles are well known and therefore should play a mayor role in tourist advertising. However, a short internet research will speak quite a different language. Internet searching at Google gave a disappointing few hits on the combination of “Wadden Sea” and “culture tourism”. In fact only the website of the North Sea Cycle route explicitly stressed the relevance of culture tourism in its concept.

Other hits for instance are declarations of Schleswig-Holstein politicians signing up the relevance of the theme for the future development of regional tourism. This observation neatly fits in with the internet reflection of activities from Lower Saxony concerning good intents too in the Concepts of Coastal Development (ROKK). In both countries we see how the German governments try to raise interest in the possibilities of cultural tourism for the sake of alternative economic development in the coastal areas. But, you find disappointingly seldom any hints on the cultural landscape in the local and regional advertising itself. It's all birds, seals, beautiful dunes and the like. For other information one has to change to the Wikipedia encyclopedia chapters on the various areas.

This small-scale internet research reveals or illustrates some interesting points about the theme at stake. Firstly, the local inhabitants and stakeholders regard the issue as a rather second-rate theme. In their view tourist visit the region mainly because of its natural qualities. They may be right here, but nevertheless its strange, how little interest they show in the potentials of the cultural landscape – it is not always summer or bright shiny weather. The interests of cycle tourist were almost neglected, what is a bit curious indeed in times cycle tourism becomes increasingly popular. The succes of the North Sea Cycle route speaks for itself. Secondly, the intentions of at least the German governmental boards do not find their way down to the stakeholders. At the workshop some comments indicate a communication problem between tourist managers and cultural scientists – both groups seem to have substantial difficulties with their rather narrow common platform.

The lectures at the workshop were meant to give an overview on actual projects with tourism-directed approaches based on promoting the cultural landscape, developed by cultural scientists aiming at popularizing their special fields of interests. The projects cover the range of actual tourist offers existing or in realization in the German coastal regions, some of them not generally known. On the next pages short summaries of the lectures are presented followed by the results of the workshop discussions in two groups. The report ends with recommendations to enhance the relationship between tourist and cultural landscape interests.

Lectures held at the sector workshop

After welcoming the workshop participants by the mayor of Jork Mr. Rolf Lühmann, Ms Ursel Lünsmann-Pielke (BSU Hamburg) introduced the themes of the workshop. A short introduction on the aims and developments of the projects LANCEWAD and LANCEWADPLAN was given by Mr. Jan Joost Assendorp (Lower Saxon State Service of Monument Care NLD, Lüneburg: *"The project Lancewadplan - ways to an integrated protection of the cultural landscape in the Wadden Sea Region"*). The following key-note lectures were meant to present good examples of actual activities of culture management enhancing tourist interests, bringing fresh ideas for the workshop discussion afterwards.

Anke Feiler-Kramer:

"Phenomena and monuments of Viking Culture", Danewerk and Haithabu

Mrs. Feiler-Kramer (Archäologisches Landesamt Schleswig-Holstein) introduced the work of the Schleswig-Holstein archaeological state agency, which is under restructuring at the moment. She put her emphasis on the promoting activities of the early medieval Haithabu and Dannevirke sites as a part of a multinational World Heritage project on Viking culture. The project has its partners mainly in the Scandinavian lands so linking up famous German monuments with other Northeuropean sites of the Viking Age, which traditionally enjoy a big interest from the local people, aware of their great history. Apart from archaeological research and restauring of the monuments the rising of awareness by leaflets or by some reconstructions is a predominant theme in the project work. She particularly stressed the importance of continuous education as a main requirement of UNESCO interest. Further information on the project is available at the internet sites www.danewerk.info and www.haithabu.de.

Stefani Thomas:

"Kulturreich Elbe"; cultural tourist potentials along the Elbe

Mrs. Thomas (Regierungsvertretung Lüneburg) explained the cultural tourist mapping of counties along the river Elbe, a pilot project started by the former district government of Lüneburg aiming at a better use and linking of cultural data, like archaeological sites and building monuments in combination with culinary heritage, hotel accommodation etc. Maps were completed for the counties Lüchow-Dannenberg, Lüneburg and Uelzen. In the process of realization are Harburg, Stade and Cuxhaven. She pointed out the difficulties of, for instance, the implementation of actual dates of festivals and other events because of the low personnel resources of state institutions. The project therefore should be understood as initial basic work that should find its follow-up in the hands of local tourist boards.

Karl Heinz Ziessow

"Kulturportal Nordwest": an internet presentation of museums and culture in north-western Lower Saxony

Dr. Ziessow (Museumsdorf Cloppenburg) presented the common efforts of museums in north-western Lower Saxony promoting their knowledge of cultural issues in a modern package. In regular meetings they developed their own internet portal www.kulturportalnordwest.de, giving cultural background information on themes of the landscape or museum collections. It is a rather open, easily accessible system based upon a large and still growing database. The co-operation of the regional museums guarantees the regular actualisation of the system. In this respect the project shows a clear advantage over the Lüneburg project presented before. On the other hand, information on landscape elements like archaeological or building monuments do not reach the level of complete cartographic information like the GIS maps of the counties along the Elbe.

Rüdiger Kelm:**Tourist potentials of archaeological monuments and historic cultural landscapes**

Dr. Kelm (Archäologisch Ökologisches Zentrum Albersdorf) demonstrated the potentials of specific archaeological landscapes like the region of Albersdorf in Dithmarschen. The AÖZA project is the largest historic landscape reconstruction project in Germany, trying to redevelop an existing modern area into a “Neolithic” environment, to give an impression of what a former historic landscape could have looked like. Such rebuilding of a former land structure using old methods can have positive influences on flora and fauna providing appropriate environmental conditions and therefore is not only of cultural interest. Like Mrs. Feiler-Kramer Dr. Kelm stressed the educational task of passing on the results of eco-archaeological studies of the landscape as an important element of the rising of awareness. Further information on the AÖZA, its aims and activities, is available at www.aoeza.de.

The AÖZA is a partner in the EU project “Pathways to Cultural Landscapes”, a partnership of public and private institutions which care for the cultural landscapes of their regions across Europe in a qualified and professional way through scientific research, communication and sustainable management. Their common forum for discussion and co-operation is available at the internet web-site www.pcl-eu.de.

Ulf Ickerodt:**Landscape characterization maps as a starting point for tourist use and to protect the cultural heritage landscape**

Dr. Ickerodt (Niedersächsisches Landesamt für Denkmalpflege) presented aspects of modern dynamic landscape development, stressing the influence of global changes. For conserving historic landscapes, a pool of less than 50 % of the total area is still available. To implement conservation measures, an integrated strategy is needed, starting with an inventory of the landscape, an evaluation of a suitable strategy on different levels, a definition of development goals and images, to end up with a reporting system with guideline character. As for themes of culture tourism, an overexertion of the landscape should be avoided in order to conserve authenticity. Tourist programs should be adapted to visitors as well as to the local population.

As already said, an important starting point in terms of cultural heritage management is to inventory the elements of the cultural heritage landscape and to map these elements. The pilot project “Altes Land” aims at the production of a sophisticated quality map that shows the elements of the historic development of the landscape and so provides a precise base for regional planning in terms of administration as well as tourism. This landscape characterization map, established by the planning office Burggraaf und Kleefeld, will be discussed by citizens, stakeholders and local politicians.

Klaus Kleefeld:**Presentation of the “Kulturlandschaftswandelkarte” for the Alte Land**

A special topic for the “Alte Land” was the presentation of the first drafts of the quality map showing cultural changes in the area (“Kulturwandelkarte”), the main issue of cooperation between Hamburg and Lower Saxony in Lancelwadplan (the Alte Land lies partly in Lower Saxony, partly on the territory of the city of Hamburg). Dr. Kleefeld (Bonn) described the methods of defining and dating landscape changes, and how a first evaluation of the results was made. Except for rare single maps, the oldest systematical mapping available is the so called “Kurahannoversche Landesaufnahme” of 1769, followed by the earliest modern mapping in the Prussian Landesaufnahme from the 19th century, developed and updated in the Topographic Maps 1:25.000 in 1947/54 and their modern derivatives.

Draft evaluation maps of the quality of the cultural landscape are an outcome of the studies. It has to be considered, however, that valuation is always based on explicit or implicit assumptions and criteria. For Kleefeld, the medieval Dutch field structure – “cope” fields

introduced by colonists from the Low Countries - was very important, so that well conserved landscape parts showing such structures received a high value. However, it has to be discussed in the following process of refining the maps, if criteria like the subjectively felt beauty of the land and building monuments, their conservation status or the rareness of certain landscape elements, for instance, should lead to corrections in valuation. The discussion of the lecture pointed already in this direction, otherwise an acceptance of the results by the stakeholders could be difficult to achieve.

Workshop discussions

Based on the lectures, several topics concerning the impact of tourism on the cultural landscape were discussed in two workshop sections. The possibilities of defining and trading the cultural values of a landscape, like Kleefeld had done, were assessed. For developing communication concepts about the cultural values, the participation of the stakeholders should be sought, maybe by asking their opinions in interviews. Of crucial importance is education on themes of the culture landscape, especially involving the youth. Many participants felt that furthering the interests of cultural landscape and tourism, cooperation networks on local and regional levels are needed. It was also felt that professional coordinators should be engaged.

Regarding the risks of tourist developments such as vacation settlements and holiday parks, traffic problems as well as disturbance of the local population just by the vast amount of people present depriving them of their need for privacy and rest, differing views were articulated. From Harriersand was reported, for example, that cycle tourists interfered with rural life and conflicts turn up frequently. The workshop participants from Alte Land, however, did only realize disturbances by tourist traffic and a certain loss of privacy during the tourist season, when asked. However, the positive effects of tourism on economic welfare and the effort to keep a positive tourist image by promoting the beauty of the countryside as a mixture of blooming apple trees and a very remarkable historic architecture were valued higher. Therefore, infrastructure measures have only been realized in a rather slow pace, or not at all.

Tourism can be supported by the cultural landscape. It should be defined, which features are really contributing to the authenticity of the region. It was common opinion that authenticity derives highly from the history of the region. This can be seen in common coastal developments, the story of man against the water to secure rich agrarian land, but also in regional or local special developments, such as the orchards in the Alte Land. As a project furthering these special themes, the growing of historic apple trees could for instance be revived, or a fruit museum initiated.

Recommendations

- Serious attention has to be paid to the gap between cultural scientists on the one hand and tourism managers on the other. Cultural (landscape) highlights mostly need differentiated explanation stressing the patience of many tourist managers, but easy concepts on the other hand are not a scientists case. Sharing of knowledge probably is the first step to better understanding.
- The transfer of expert knowledge to target groups must be greatly improved. As the "target groups" are not easily defined, so should an open system of transfer be given priority to. The internet is an appropriate medium, as the "Kulturportalnordwest" impressively shows. The monument services should seriously consider, if their on-line databases could be opened for a wider public. It must be considered also, that an internet presentation should be found by wide-spread search engines like Google.
- Maps and GIS are appropriate vehicles for transporting basic cultural information pro landscape entity. The maps on cultural changes of landscapes ("Kulturwandelkarten")

show important features of the development of an area up to its present form and allow views on coherent elements. Aside from their usefulness in physical planning procedures they are appropriate for the planning of tourist routes – the small scale features are predestinated for cycle tourism.

- Educational projects greatly enhance the effects of visiting cultural landscape elements or monuments on the visitors. They are multiplying interests and awareness and so using tourism as a means to protect the historic landscape (elements). Apart from single projects, open air museums are the natural partners on this field. Reaching the younger people is of crucial importance.
- Authenticity is the main attribute in positioning an area on the tourist market. Special historic grown features should be worked out and tourist offers be tuned regarding these. So is for instance growing fruit (apples) the trademark of the Alte Land – presenting further thematical information (fruit museum, orchards/arboretum with old disappearing apple species – building up a gen-pool, an apple-route etc.) would be a specific activity just for this area.
- Inhabitants of the Alte Land present at the Sector Workshop showed much patience at the issue of disturbances by tourist traffic. The economic side of the tourism was seen as more important. From the community councils a rather reluctant infrastructural development was articulated, well knowing that the authenticity of the landscape must be maintained in tourist interests.

Chapter 4
LancewadPlan The Netherlands
Sector Workshop: The landscape of the Wadden Sea region
as a product of agriculture

Text: Rita Joldersma & Dré van Marrewijk

Introduction

The seminar on the Landscape of the Wadden Sea Region as a Product of Agriculture was held at farm 'De Welstand' in Pingjum on 6 December 2006, as part of the LancewadPlan Project. It was attended by some 35 participants from the world of farming and landscape and cultural heritage management and policy.

LancewadPlan

The Netherlands, Germany and Denmark have reached agreements about the management and use of the Wadden Sea and the surrounding areas. In anticipation of these agreements being revised in 2008, the LancewadPlan Project is reviewing the options for integrated landscape and cultural heritage management and development in the Wadden Sea Region. As part of this project the Netherlands has undertaken to identify opportunities and problems for landscape management by farmers, and to present its findings to its relevant partners in Germany and Denmark. This forms the background to the seminar, which was organised by the Ministry of Agriculture, Nature and Food Quality (LNV) in collaboration with CLM Onderzoek en Advies (agriculture and rural areas consultants).

Aim of the seminar

The aim of the seminar was to draw up a broadly-supported agenda for structural landscape management by farmers in the Wadden Sea Region, indicating:
opportunities and threats;
action that could be taken by those concerned and interested parties to promote and implement landscape management in the Wadden Sea Region;
what necessary means are lacking, and which aspects need to be fleshed out (points for the agenda).

Seminar programme

A short introduction on the landscape values of the Wadden Sea Region and the purpose of the seminar was given by Mr Hendrik Oosterveld, Director of LNV Noord. This was followed by three presentations concerning the evolution and development of the landscape (Mr Meindert Schroor), the economy (Prof. Dirk Strijker) and the practical aspects of agricultural nature and landscape management (Mrs Ineke Hin).

Workshops were held in the afternoon on different landscape types:

Wadden Sea islands and Wieringen

Dairy farming areas in the coastal areas of Noord-Holland, Fryslân and Groningen

Arable farming areas in the coastal areas of Noord-Holland, Fryslân and Groningen

The workshops focused on the issue of how landscape management could be integrated into normal farming operations, opportunities and conditions for landscape management by farmers, and possible measures to encourage such management.

Results

Based on the introduction and presentations, the report sketches the current situation in relation to agriculture, landscape and landscape management by farmers in the Wadden Sea Region. The results of the three workshops are grouped by theme. We look in turn at the incorporation of landscape management into farming operations, increasing awareness, knowledge and grass roots support, cooperation and harmonisation between the parties involved, legislation and funding. At the end of the Seminar the results were used as the basis for an appeal on behalf of the participants, a 'Plea from Pingjum', to be sent to all bodies responsible for, and all parties involved in the management of the man-made Wadden Sea landscape.

Agriculture, landscape and landscape management in the Wadden Sea Region

Below is a short summary of the welcome address by the Director of LNV Noord and the three presentations.

H.R Oosterveld: Introduction

Rows of alder trees (elzensingels) on Terschelling, sod banks (tuunwallen) on Texel and Wieringen, dwelling mounds (terpen en wierden) along the coastal zone of Groningen and Fryslân, ring dyke pools (dobben) on the marsh and characteristic differences in farm types on the main land. The quality and diversity of the Wadden landscape is beyond question. Anyone who lives, works and travels in this landscape can experience history first hand. The quality of this region is described in glowing terms: in the Environment and Nature Planning Agency's Natuurbalans, in the Strategic Agenda for the Northern Netherlands of the three northern provinces and in the Implementation Plan of the Wadden Sea Key Planning Decision for the Wadden Fund.

It is largely farming which has shaped and maintained the landscape in the Wadden Sea Region. However, the region is changing, along with the role and function of agriculture. We now need to consider what role agriculture can play as manager of the Wadden landscape. To what extent can farmers both produce for the market and be responsible for nature and landscape management? And how can they best exploit new opportunities, such as marketing special regional products, or providing leisure products and services? These are the central themes of today's seminar.

During the seminar we will focus on the structural, long-term management of our cultural landscape. We are not concerned here with non-recurrent measures for restoration or (overdue) maintenance, for which the means are generally forthcoming: it is much more difficult to find the means for structural management!

Farmers and other players bring a great deal of creativity to landscape management. The booklet *Landschapsbeheer door boeren in de Waddenregio*¹ gives a number of examples, which depend on the landscape features of the region or district. We now need to consider:

- What the region can do for itself
- What opportunities exist in the different areas and on the islands
- What we ourselves can do to improve to the quality of the region.

Starting with the question of what you can do for the Wadden landscape, and how others can help, the aim is to develop a common strategy for future landscape management in the Wadden Sea Region. Once we have a jointly approved strategy and an agenda, we can call on other players to contribute to structural landscape management in the region.

¹ Landscape Management by Farmers in the Wadden Sea Region, *a booklet especially made for this LancewadPlan seminar by CLM Onderzoek en Advies.*

Meindert Schroor & Agency Varenius: Landscape quality and management

By comparing historical and current maps and old and recent photos, Mr Schroor showed how the landscape has changed over time in different parts of the Wadden Sea Region. In particular, land consolidation projects (to re-allocate agricultural land to holdings) and works carried out by the water boards, which were primarily intended to improve conditions for agricultural production, have caused extensive changes in the landscape. Narrow plots were combined into rectangular blocks and sometimes the orientation was rotated. Surface irregularities (creek ridges and furrows, abandoned dwelling mounds, old convex fields, etc.) were evened out. The remains of ponds and creeks, now recognisable as ditches, were often filled in and replaced by drainage ditches elsewhere. Old paths disappeared, new roads were laid, and villages expanded. More recently recreational woodlands and lakes have been added to what was originally an agricultural landscape.

Today's landscape is very different from that of a hundred years ago. The idea of restoring the original landscape is just a Utopian dream. Yet, despite the radical changes that have taken place, there are still many objects and aspects which we value in the landscape, because they help us to understand how the landscape evolved, and give depth to our experience of it. It is worth preserving, protecting and managing these elements, and there are various possible approaches. A small proportion of the historical features, such as special buildings and archaeological sites, can be protected under the Monuments and Historic Buildings Act. The most important structures, such as the courses of ancient streams, or heritage field patterns, can be secured by means of spatial planning instruments. But we can also help to preserve landscape elements, archaeological sites and historic buildings by promoting active management.

Dirk Strijker: The role of agriculture in the Wadden Sea Region

From an economic perspective we can see that the countryside is changing from a production area into a consumption area. Rising incomes mean that people can afford more than just the bare essentials of food, clothes and housing. Over the past century agriculture has responded to public demand for cheaper food. Now it is being asked to provide new products and services, such as landscape amenity value, nature values, luxury local products and leisure facilities.

Previously rural areas were largely autonomous: people aimed to provide for themselves, and to an extent they operated independently of the outside world. Now rural areas have been integrated into the (global) economy, thanks to better transport and communication (including the internet), economies of scale in agriculture and public services and the development of new products and markets.

Up to the nineteen seventies, the Wadden countryside was primarily a production area concentrating on agriculture, forestry and fishing, with the associated agri-industries (dairy plants, contractors, machinery cooperatives). It was also designed for production, with the appropriate working buildings, infrastructure, water regime and land division. Now however, increasing prosperity and rising personal expectations are turning it into an area of consumption. It is a place to live, work, spend free time and relax. The landscape has become a marketable commodity, and the production side has diminished in importance.

The shift from production to consumption also affects the way we want rural areas to be organised, taking account of the need for suitable water levels for agriculture and nature, salt and fresh water, and the significance of vistas and cultural heritage (dikes, dwelling mounds, historical farmsteads etc.). For the farmers this change in environment means that other people 'concern themselves' with their farms and activities, while some former difficulties are solved and there are new prospects open to them. There are opportunities in broadening activities (to include, say, camp sites, or boat hire), and deepening activities (production of region-specific foods, direct marketing via farm-gate sales etc) and landscape management. There are also new funding opportunities for landscape and cultural heritage. Exploiting these opportunities requires a new type of enterprising spirit, with an eye for social and

market trends: focusing on the customer, getting on with people and creating a good image (PR and marketing).

Landscape can now be seen as a “marketable commodity”. However, landscape and nature are public goods, which means that no-one can be excluded from them. This makes it difficult to get money out of the market. Landscape services will have to be paid for through government channels or through indirect marketing (being able to sell extra products and services because you have an attractive landscape).

Ineke Hin: Landscape and agriculture in practice

Old polders and inland dikes, sod walls, pools, creeks, traditional sheep barns and sheep in the meadow are some of the characteristic landscape features of Texel which give the island its special character and make it attractive to tourists.

Agriculture has a very visible presence on Texel, with 220 large and small holdings on 8000 ha of agricultural land, used for arable and dairy farming and flower bulb growing. And that is with or without any ‘broadening out’ into camping, regional food products and the like. In practice the farmers are already involved in landscape management, both individually and regionally.

Land consolidation in 1965 meant that the holdings became larger, and many landscape elements were removed. Now people are again beginning to appreciate the importance of nature and cultural heritage, and the value of these landscape elements. Ways are therefore being sought to incorporate these values into farm management wherever possible. Paid landscape maintenance provides an extra source of income for farmers and the landscape offers opportunities for leisure and tourism. Of course there have to be certain conditions, for example, to prevent pet dogs from worrying sheep.

The Agrarian Nature Society De Lieuw has 200 members, 160 of them being farmers. Between them they manage 4500 hectares of land with strong emphasis on meadow birds and botanical management. They also restore and maintain landscape elements such as sod walls, pools, old inland dikes, creeks and banks. The landscape is made accessible to residents and tourists through farm walks.

Through cooperation with different players and properly substantiated proposals De Lieuw has been able to tap into different sources of funding for large projects to ensure the maintenance of landscape elements. Its approach involves the following steps:

- Development of ideas and plans (farmers, De Lieuw);
- Seeking cooperation with other players (municipal council, State Forest Service, Natural Monuments Society, etc.);
- Building up knowledge on landscape and landscape management (for example via Noord-Holland Landscape Management and consultancy firms);
- Submitting proposals for funding (to the province, municipality, Leader +, VSB fonds, etc.);
- Implementation of plans by farmers, De Lieuw and contractors.

Annual maintenance of landscape elements is a major stumbling block in terms of funding. Farmers are willing to manage these landscape elements, but they feel that the stewardship services of ecological and heritage landscape management serve a public interest, and as such are the responsibility of government. Ideally farmers should be supported in these management activities. To a certain extent it is possible to market the landscape, but it is not always desirable to do so. Options for funding include landscape funds, sponsorship, adoption and payments taken from tourist tax. When deciding on the type of support, it is important to ensure that it meets the EU requirements for state aid.

Incorporating landscape management into commercial farming

Participants of the seminar consider that being able to read the landscape and its historical development is a good and worthy thing, but they warn against any nostalgia for the “good old days”. It is important to be realistic in the face of the desire to preserve as much as possible of old landscape features. Farms have to operate on modern lines so that they can respond to the requirements of the market and the general public.

Each area has its own character, with its own specific landscapes and patterns. These are a reflection of how people lived and worked in the area in the past, and can be seen in dwelling mounds, dikes and sod walls, farms and barns, planting and waterways which are typical of the region. Some aspects and elements of the landscape are less visible or less prominent, such as archaeological sites or natural undulations, but even these features contribute to the readability and enjoyment of the landscape.

Each of the different types and elements of the landscape requires its own type of management and maintenance. Whether it can be incorporated into normal farm operations depends on the type of element, the location, and whether or not it has an agricultural function (see appendix).

Some elements, such as woodlands and copses which were once kept to provide the farmer with wood, have since lost their agricultural function. This can create a conflict of interest between conservation of landscape elements and efficient farm operations which demand larger, adjoining plots. The question is, how can the farm remain profitable without affecting the character of the landscape?

When determining how easily landscape management can be incorporated into normal farming operations, it makes a difference what you take as your starting point. For example, if you take a “new” area such as the Flevoland polders as the basis, with its large plots and optimum infrastructure for agriculture, you can appreciate that landscape management in the Wadden Sea Region will require extra work. However, if you take the existing cultural landscape in the Wadden Sea Region as the basis, it seems relatively easier to incorporate landscape management, as this landscape is simply regarded as a permanent limiting factor. In that situation, landscape management can be seen to a certain extent as a socially responsible undertaking, even if it involves extra work and expense.

Landscape elements and specific features, such as sheep or cows in the field, can also help with indirect marketing of products and services such as camping facilities on farms or sales of regional products. In this way the “Waddengoud” label and regional branding appeal to the consumer’s “sense” of the Wadden Sea Region. Attention is paid to specific flavour characteristics of these products and a guarantee is given that the products are produced traditionally and sustainably, using local ingredients. There are also initiatives by the Healthy Wadden Milk Association to market dairy products from the Wadden Sea Region, in response to landscape and nature in the region (cows in the meadow) and consumer demand for healthy products.

Management of most landscape values can be incorporated into routine farm operations, partly “free of charge” and partly on the basis of suitable compensating payments. It is more problematic to maintain historic buildings, or lay and maintain farm paths, or to cope with the substantial loss of income caused by residing geese in summertime or awkward topography, for example.

It is possible to encourage or even require landscape management in farming by incorporating social conditions into public regulations: for example, land use plans may include provisions requiring planning permissions. On the other hand, existing legislation can sometimes make it more difficult to incorporate stewardship into farming. For example, under the subsidy scheme for agricultural nature management, a fresh-water pool has to be fenced off to protect the nature values in and around it. This means it can hardly be used (if at all) for its original agricultural purpose, which was to water the livestock. Conflicts can also arise between different objectives: for example, the breeding success of meadow birds can be compromised by walkers using farm paths during the breeding season.

Awareness, knowledge and grass roots support

Anyone who is aware of the value of the landscape will want to preserve it and invest in it, so that it is not lost. It is important for both farmers and the general public to be aware of the cultural heritage and amenity value of the landscape. “You can’t love something you don’t know”. An understanding of the landscape and its development can help people appreciate its value. It also helps if people have an attachment to the local area and are proud of where they come from.

So raising awareness can help to increase grass roots support for conservation and stewardship of the landscape, among farmers, site managers, local residents, businesses and tourists. This support can be mobilised to obtain funding for conservation and management. Support for stewardship schemes can also be boosted by giving farmers personal responsibility and scope to make the necessary choices and decisions.

Making the countryside more accessible to the public – for example, by laying paths on existing dikes - certainly helps to increase support for landscape management by farmers. Opening up rural areas brings greater appreciation for farmers and farming, though there are associated risks, such as the spread of animal diseases. Visitors to the area should reciprocate by behaving responsibly in the countryside.

Organisations such as environmental education bodies, provincial landscape management associations, historical societies, organisations for nature and environment education, the Lancewad project and the provincial councils can all play a role in raising awareness. There is already plenty of information available. There is no need for a central organisation, as long as people are prepared to cooperate, and information is circulated and shared. “Ambassadors” for the area can play an ongoing role in publicising the unique qualities of the Wadden Sea landscape.

It would be worthwhile to mount a campaign to make people more aware of their region, in terms of understanding the landscape, its development and its current significance. Local groups can interpret this in their own way, while taking into account the international character of the Wadden Sea Region. Schools are an important target group. Education can be associated with new teaching methods and equipment, such as GPS systems.

It is also important to raise awareness among new residents of former farms, so that they have the necessary knowledge to adapt the farmhouse and land to their own needs while maintaining the local character. The same applies to new economic activities in rural areas, such as riding schools and livery stables. Agricultural nature societies, village community groups and provincial landscape management organisations can play an important role, along with prominent people and “ambassadors”.

It is also important to share and develop knowledge about new farming and management concepts with farmers, businesses and knowledge organisations, to give landscape management a place in farming and to make it economically attractive, both directly (through grants and subsidies) and indirectly (with incentives for care farms, camp sites, etc.).

Cooperation and harmonisation between players

Joint planning exercises (like the village development plan in Den Hoorn, Texel), and local elaborations of landscape development plans (as in Wittewierum and Winneweer), help to build public support for landscape management, in the farming community and beyond.

The elaboration and realisation of plans and measures involve many players. For example, just to lay a path over farmland or over a dike, it may be necessary to involve municipal councils, water boards, agricultural associations, village community groups, and even insurance companies (Landowners can be held responsible for injuries on their land, and can

insure against it.). It is important to be continually aware of the role each has to play, and to ensure harmonisation between them. To promote cooperation and harmonisation, incentives have to be found to make landscape management attractive to farmers and to limit their risks. For instance, to create the necessary conditions, the provincial council may decide to act as guarantor for liability insurance for farmland paths.

Regulation

Protection through regional and local development plans can help to preserve landscape elements: for example, planning rules can prevent waterways and ditches from being filled in without the necessary permissions. However, a degree of flexibility in these rules is required to allow farming and landscape management to work together. This is also an argument for applying rules only to specific areas in a more bottom-up approach, rather than using generic measures. The municipal and provincial authorities have an important role to play here.

Sometimes the implementation of simple measures can founder because councils or water boards apply the rules too rigidly. Regulations need also to be used as an incentive. For example, the water board could decide to pay (partial) refunds of water board levies for good landscape management. Regulatory bodies, such as the provinces, water boards and municipalities should apply the rules flexibly if that would facilitate the conservation and/or management of landscape values. The central issue in regulation is whether the objective can be reached more effectively and efficiently by enforcing regulations or by offering incentives and/or rewards.

Funding

The participants propose the following general principles for funding:

- Society expects enjoyment from nature and landscape and should be prepared to pay for it, as nature and landscape are public goods.
- The nature and landscape concerned are public values which can be managed sustainably by farmers. The farmers must be compensated for this.
- Currently funds tend to be available only for initial work and restoration. This is inadequate: funding is required for structural management and exploitation costs, and this will require multi-year arrangements.
- It is also possible to regulate the management of landscape values through private (lease) contracts. For example, a “negative lease” can be set up whereby the owner pays the leaseholder for good landscape management. The details could be worked out by landlords and tenants and their representative bodies.
- In terms of creating the necessary conditions, matters such as insurance (liability) need to be arranged. The provincial council could for example stand surety for a liability insurance for farmland paths.
- A coalition of players (for example, in the form of a “wadden board”) should be responsible for the organisation and implementation of landscape management.
- A combination of public and private finance should be used to fund landscape management.

A social cost-benefit analysis could produce hard figures on the added economic value of the man-made landscape for sectors such as tourism and leisure and the housing market, to underpin applications for funding.

Various suggestions and points have been made concerning forms of finance, building on those referred to in the booklet *Landschapsbeheer door boeren in de Waddenregio*. These are summarised below.

Landscape fund

A landscape fund can be made up of contributions from public and private sources, such as adoption, sponsorship, compensation for nature and landscape management, etc. Examples of other landscape funds set up and operating elsewhere in the country can serve as inspiration (see booklet). A number of options have been proposed:

- Municipal fund: State and municipal authorities are requested to earmark a part of the municipal fund monies (funds made available to the municipalities by the central government) for landscape management.
- Tourist tax: Municipalities are requested to explicitly earmark part of the tourist tax for landscape management by farmers.
- Regional/Area account: Businesses established in the area make a small proportion of the interest on their capital account available for landscape maintenance in their operational area. This is comparable to credit cards where a small percentage of the payments made with the card are paid to a good cause, such as a climate fund, or saving endangered species.
- “Red for green” construction: Where new housing or commercial property is built, a part of the budget is reserved for landscape maintenance.
- Legacies and donations: Private individuals can also contribute funds to landscape maintenance by means of donations or legacies.

Provincial schemes

The Nature and Landscape Management Programme (Programma Beheer) is carried out at provincial level (under the provincial scheme for agricultural nature management). This provides an opportunity to develop area-specific heritage packages in addition to the nature packages and existing landscape packages. The Rural Investment Budget (ILG) also offers opportunities to support landscape management. The provinces must take responsibility for this.

The maintenance of the built heritage is also a concern. Currently it is left entirely to private individuals. New construction should also be more in keeping with the vernacular style. Provinces and municipalities also have a responsibility here, not only for regulation, but also for funding (for example funding the maintenance costs or extra costs of new construction in the vernacular style). The Belvedere Project Bureau could play a stimulating and supportive role (providing knowledge).

Catalogue of land and water management services (countryside stewardship; groenblauwe diensten)

The current catalogue of countryside services needs to be expanded to include the management of specific and unique local landscape elements, such as sod walls, inner dikes, drainage channels and archaeological sites. This is a task for the provinces.

Land bank

Plots which contain attractive landscape features but which present difficulties for normal agricultural operations should be offered for sale or lease through a land bank at an attractive price. This could reduce the farmer's fixed costs, and the farmers can be asked to manage the landscape in exchange for the saving. Provinces, Nature Conservation Organisations, the Land Management Service (BBL) and the Government Service for Land and Water Use (DLG) play an important role here. They are requested to flesh out these ideas, taking account of any undesirable impact on the land market. Inspiration may be taken from the Beheergrondbank Laag Holland, which enables farmers in the pasturelands of Noord-Holland to lease land from the land bank rather than buying it, so that they can expand their farm business while leaving the cows undisturbed in the meadow.

Contributions in kind

Volunteers who help farmers with landscape management work make a contribution in kind. Provincial landscape management organisations can play a significant role in mobilising and informing volunteers and matching supply and demand.

Wadden Fund

The newly founded Wadden Fund does not currently cover landscape management. The people attending the seminar see this as a lost opportunity. Payments should be made from the Wadden Fund to a landscape fund (such as the 'Midden-Delfland landscape fund'), so that the interest accrued can be used for annual landscape maintenance tasks.

Organising the funding

The various flows of funding need to be combined at local or regional level, and the responsibility divided among the relevant players. This could be done by a legally constituted local organisation in which the relevant players (municipal council, leisure sector, farmers, local interest groups, etc.) are represented. This organisation would manage a landscape fund and deploy funds in accordance with an area management plan.

Central government would have a facilitating role in providing adequate legislation and regulation. Provinces and municipalities would contribute to the fund and facilitate the work of the local organisation. Provincial landscape management and agricultural nature management organisations can contribute expertise when it comes to drawing up a management plan and coordinating activities.

Appendix: Incorporating landscape management into commercial farming?

Landscape elements	Ease of incorporation
Open vistas / wide-open spaces	Easily incorporated. Monitoring new plantation which affects the wide open spaces. Can be regulated by means of a municipal or provincial landscape development plan.
Grassland and cows or sheep in meadow	Depends on type of farm management and regulations. It is easier to keep young stock in the meadow than dairy cows
Meadow birds	Can be incorporated into "mosaic" farm management.
Geese	More difficult to incorporate because of the nuisance of oversummering geese.
Hay fields	Can be incorporated, but depends on position in landscape.
Vacant (undeveloped) dwelling mounds	Can be incorporated.
Natural topography / creek ridges and remains of salt-works	Can be incorporated, but management is a challenge as these are limiting factors for commercial operations
Ditches, creeks and other waterways / field patterns and sod banks	Can be incorporated, but maintenance of these landscape features can conflict with efficient farm operations.
Dykes, and dyke cuttings (coupures), stoplog huts (schotbalkenhuisjes) and breach ponds (doorbraak-kolken).	Largely beyond the scope of farming and as such difficult to incorporate.
Fresh-water ring dyke pools (dobbe)	Difficult to incorporate. These pools or ponds require a great deal of maintenance, so it must be an informed decisions, and the pool must still serve an agricultural purpose.
Duck decoys	Difficult to incorporate: they attract geese and birds of prey. A great deal of regulation has been devoted to decoys and protected birds. There are relatively few duck decoys left in agrarian ownership.
Woodland / plantations	Maintenance of solitary trees, small woodlands and hawthorn hedges is easily incorporated.
Farms, barns and sheds / farms converted to residential use	There are fiscal schemes for monuments and historic buildings. A scheme for maintenance of non-protected and landscape-defining buildings would be welcome. It is desirable to promote the vernacular style for new buildings, as long as they are fit for modern [farming] purposes.
Farm yard planting and moats	Maintenance of farm planting can in principle be incorporated. Support may be needed to preserve of historic planting schemes. Normal maintenance of moats can also be incorporated, though financial support is needed for overdue repairs. Regulation and information provision can be used to ensure that traditional green structures on the farm are preserved, but there needs to be a degree of flexibility, for example in the case of farm expansion.
Historic paths, church paths, towpaths	Degree of incorporation depends very much on the [geographical] position.
Reed borders in ditches / gentle slopes	Can be easily incorporated in theory. These features occur mainly in arable areas, so management is very area-specific.