

Florence, 26 May 2011

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MINUTES of the Web Conference of UNISCAPE's Executive Board

Chairman: Bas Pedroli, Director of UNISCAPE

Participants:

Bas PEDROLI, Director of UNISCAPE
Carlo MAGNANI, President of UNISCAPE
Sasa DOBRICIC (University of Nova Gorica)
Annalisa CALCAGNO MANIGLIO (University of Genova)
Juan Manuel PALERM (University of Las Palmas de Gran Canaria)
Franco ZAGARI (Mediterranean University of Reggio Calabria)
Gian Franco CARTEI (University of Florence)
Florencio ZOIDO and Ana TROUT (University of Andalucia)
Maria CURADO (University of Porto)
Tessa GOODMAN (Office Manager UNISCAPE)
Eva LORENZONI (Communication Manager UNISCAPE)
Andrea TRAMONTANA (Project Manager UNISCAPE)

Apologised:

Yann NUSSAUME (University of Paris La Villette)

Director PEDROLI welcomes the participants and starts the meeting.
The Executive Board approves the Agenda (**UNISCAPE/WC_EB/DOC.I.26.05.2011**)

CARTEI opens the discussion of point 1 of the Agenda: the organisation of the Careggi Seminars, and the coordination meeting scheduled: 16 June 2011. He points out the importance of strengthening relations with Tuscany Region since it has supported UNISCAPE in the past and in the present. These Seminars could be a good occasion to start developing a common agenda and finding a common communication opportunity for the political and administrative representatives of the Region.

PEDROLI agrees and proposes to draft a Programme of the Careggi Seminars in order to involve a public not only limited to academic lecturers. This task can be achieved by integrating the international scientific importance of the lectures with a strong attention to local issues.

GOODMAN informs the Executive Board that there are already two proposals for the first two Careggi Seminars: 22 September 2011 a Seminar on "Landscape Planning and Participation" with lecturers and political representatives from Belgium and 10 November 2011 on occasion of CIVILSCAPE General Assembly in Florence 11-12 November.

CALCAGNO MANIGLIO underlines the importance to focus the Seminars not only on general subjects (such as in occasion of Living Landscape Conference) but also on



specific issues and local problems related to landscape management in order to attract general public.

CURADO asks to plan other UNISCAPE events and activities not only in Florence because it is hard to reach by plane and in order to interest a more international audience.

PEDROLI clarifies that, besides the Careggi Seminars UNISCAPE would also like to develop international workshops in order to interact with potential members of North Europe, East or West Europe. This is a primary goal for UNISCAPE, strongly committed in the 2011-2012 Membership Campaign to enlarge the list of Members.

MAGNANI adds that the Careggi Seminars should also have an international dimension. The case studies and the relevance of the issues should always be at a European level, as the European Landscape Convention requires.

PEDROLI illustrates point 2 of the Agenda: the organisation of UNISCAPE's next General Assembly and follow up of the ESF-COST Science Policy Briefing (14-15 October 2011) in Bruxelles. Briefly reports on his contacts and public relations with ESF-COST in the last months. Underlines the importance of the proposal of these European relevant stakeholder to build a network of networks interested in landscape and active at a continental scale. PedrolI introduces the idea to develop a Landscape Forum, an advisory platform for the European Commission as a great opportunity for UNISCAPE and stresses the importance that the next General Assembly will be in Bruxelles. This would be an important occasion for UNISCAPE Members to approach the international and European debate but also to establish a direct relation with the institutions based there.

ZOIDO recalls that from 21 to 23 October in Portugal is scheduled an important workshop where UNISCAPE could present a message directed to institutions and other potential members.

PEDROLI and GOODMAN underline that it is vital to plan in advance UNISCAPE's activities and participation to events that have a European relevance. In particular to organize the Landscape Education Conference in Paris in 2013 (February or April), with the coordination of prof. NUSSAUME, who is constantly in contact with PedrolI.

GOODMAN informs the Executive Board that NUSSAUME would like to know which members of the Executive Board would be interested in being part of the Scientific Committee of the abovementioned conference. GOODMAN asks all the members of the Executive Board to inform UNISCAPE's staff as soon as possible.

ZOIDO illustrates the point 3 of the Agenda: the proposal for a New Publication. The publication will be a sort of questionnaire similar to Landscape as a Project. This Project will be coordinated by Zoido himself and developed with UNISCAPE's staff.

CARTEI expresses appreciation for this initiative and states that at a international level there is a dramatic lack of publications, articles and academic debate about the European Landscape Convention. The international legal framework regarding landscape is neglected and Experts on landscape law are not invited in landscape conferences nor involved in the academic researches.

CALCAGNO MANIGLIO agrees and reports a lack of interdisciplinary approach in research and in the debate around landscape. More than a focus on books and

independent publication, she proposes to share among Members a list of international journals where it is possible to publish.

PEDROLI agrees that UNISCAPE should elaborate a common publication strategy. The *Living Landscape Conference Materials* and *Landscape as a Project* had a positive reception all around Europe but there is a lot of work still to do in this direction.

MAGNANI underlines that UNISCAPE has to stress the multidisciplinary approach as a primary goal for the publications. Journals tend to collect articles in a specific academic discipline. UNISCAPE's aim should be to discover, encourage and build a space for dialogue and real debate amongst different views and perspectives on landscape.

PEDROLI points out how this publication strategy is directly related to the point 6 and 7 of the Agenda: strategies for implementing the communication amongst members.

LORENZONI illustrates the proposal to implement in the next weeks a periodic newsletter to better reach all the members in a more systematic and effective way. For a network of academic professors scattered in different countries and cities, there is a fundamental need to keep constantly in touch. LORENZONI will suggest steps and find methods for developing the newsletter that will be sent through UNISCAPE's website.

CALCAGNO MANIGLIO supports this point because it is urgent to deal with a possible and real risk of indifference and lack of involvement manifested by UNISCAPE's Members. In particular she urges UNISCAPE's President and Director to elaborate a clear and strong strategy of intervention in order to share with UNISCAPE's Members a common vision.

PALERM agrees and encourages UNISCAPE's Executive Board to reach an agreement on some topics that should be developed by all the Members. He underlines the urgency to show courage and take decisions in order to build a global mission and path for UNISCAPE's activities. With a clear and common choice of few topics of intervention, the different strategies (organisation of Seminars, communication and members campaign) could be easier. Some initiatives important for UNISCAPE are: a study regarding the European Landscape Observatories and surveys like *Landscape as a Project*.

PEDROLI agrees on this urgency and proposes that the President, vice Presidents will take the next months to elaborate Guidelines and proposals in order to establish a mission for the next years to be discussed and approved in the General Assembly.

PEDROLI and MAGNANI draw attention on the need to find a specificity for UNISCAPE's network. Academic lecturers are interested in topics related to their disciplines, while outside the universities the interests are for real problems and solutions. This demands a renewed and stronger attention on interdisciplinarity.

CARTEI reports a lack of knowledge and work of the European stakeholders on landscape themes and issues raised by the European Landscape Convention. Lack of knowledge made worse by the economical crisis and the lack of financial resources for academic research.

MAGNANI states that the knowledge on landscape is not updated. Main areas of interest could be: Landscape Observatories in Europe (in observation to ELC Guidelines), natural parks and agricultural politics, rivers as important elements of

European landscape.

PEDROLI illustrates the first steps regarding the organisation of UNISCAPE 2011 master class that could be held in Ghent University and addressed to PhD students, like the Master Class held in Fiesole in October 2010.

CURADO informs the Executive Board of a similar initiative of her University, asking UNISCAPE's support. It is a Summer school for students that lasts a week. She will give more information to UNISCAPE's staff.

PEDROLI proposes to the Executive Board to organize a workshop on fund-raising by experts on European project management (shared with CIVILSCAPE and RECEP-ENELC) or to use Members' competencies and skills to reach information on European projects. Also a budget (of 2000 euros maximum) could be allocated to this task to give the possibility to UNISCAPE's staff to approach the search of funding opportunities in a more efficiency way.

TRAMONTANA briefly illustrates the Membership campaign (last point of the Agenda) that will start in the next weeks in order to reinforce the sense of belonging of UNISCAPE's Members and to recruit new Universities interested in landscape networking activities. All the members and in particular the Executive Board will be asked to draft a list of contacts and to support actively UNISCAPE's staff in this activity.

PEDROLI closes the Web Meeting and thanks all participants for their time and contributions.