

# Management and Development of our Landscape and Cultural Heritage

Workshop on 20 – 21 April 2005

De Nieuwe Academie, Groningen

## WORKSHOP REPORT



## 1. Introduction

The project LancewadPlan, running from 2005 until 2007 and financially supported by the Interreg IIIB North Sea program, focuses on the management and planning issues of our unique cultural landscape and heritage.

The project has its background in the Trilateral Wadden Sea Cooperation, that is to say 25 years of cooperation between Denmark, Germany and The Netherlands for the protection of the Wadden Sea. Within this cooperation, a workshop on the landscape and cultural heritage of the Wadden Sea Region was held in September 1997 in Ribe, Denmark, with the participation of experts, policy-makers and planners of the three countries. The aim of the workshop was to consider the heritage in its entirety and to develop recommendations for the 1997 Wadden Sea Conference.

At this Conference, the Trilateral Wadden Sea Plan (WSP), which is the framework for the overall Wadden Sea management, was adopted. It is a statement on how the three countries envisage the future coordinated and integrated management of the Wadden Sea Area.

The policy and management of the WSP with regard to landscape and culture entails some relevant agreements which are important for the project aims and management strategies:

The cultural-historic and landscape elements of the Wadden Sea Area will be protected and conserved through appropriate planning and management.

The awareness of the area's cultural-historic and landscape values will be enhanced, where possible and appropriate, on a joint basis.

These agreements have led to a first project (Lancewad) of making an inventory of the cultural landscape and heritage values. Based on and in continuation of the Lancewad project, LancewadPlan aims at extending and enhancing the development, management and sustainable use of



the common trans-boundary landscape and cultural heritage of the Wadden Sea Region. in cooperation with the relevant governmental and non-governmental stakeholders, complementing the natural and environmental facet of the region thereby taking into account the regional diversity.

In exchange of knowledge and experience in the field of cultural management issues, new links have been made. The Wash Estuary Strategy Group from the UK, which has elaborated an estuary management plan for sustainable use and integration of cultural landscapes and heritage, is a most valuable and competent partner in the LancewadPlan project.

From the very beginning of the project implementation, after the establishment of the national working groups and the cooperation

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structure, the project has wanted to involve external experts, stakeholders and the public. For this reason, a workshop was organized. The aim of the workshop was to engage the participants in an open dialogue about visions, management procedures and strategies for the preservation and development of the cultural landscape and heritage of the Wadden Sea Region.

## 2. Key note lectures

In the framework of the workshop, key note lectures with regard to the historic developments and perception of the cultural landscapes were given.



The presentations by Gerhard Ermischer and Hans Renes provided a good overview about the historical landscape development and the different perceptions

over the years and across the borders of social classes.

## 3. Cross-sections

The basic information for a further discussion and dialogues was given by several presentations about the development of case studies, so-called cross sections.

The objectives of the cross section analysis were to characterize the elements that are typical for the Wadden Sea Region and also, in their context, to define the main trends and developments with regard to the heritage in terms of its management (Strengths, Weaknesses, Opportunities, Threats) with a view to develop visions, strategies and policies for the overall strategy, the regional cultural plans and the sectoral approaches.

The portrayed cross sections represented the development in the entire Wadden Sea Region and the Wash estuary. In total, 7 sections, one in each region and two cross-border ones were analyzed to emphasize development and management patterns of the cultural landscape and heritage.

The information and results of these presentations served as an input for the three thematic sub-workshops and provided a common knowledge base.



Location of cross sections

### 3.1 Fanø

### 3.2 Misthusum - Wiedingharde

### 3.3 Pellworm/Nordstrand

### 3.4 Friesland/Butjadingen

### 3.5 Oldamt - Moormerland

### 3.6 Ameland/Fryslân

### 3.7 The Wash

## 4. Theme based workshops

Another workshop emphasis was laid on three thematic sub-workshops to directly involve the participants in the project work. With regard to preservation, development and management as well as sustainable use of cultural landscapes and heritage, three themes were considered important:

- a) Settlement development
- b) Development of rural areas
- c) Economic development and use

The themes were introduced by the workshop chairs to give an overview about the state of the art and the developments in the region. In a second phase, the participants considered their vision of a cultural landscape in 2030. A third part focused on discussing strategies to reach the aims.

The results of the different sub-workshops were as follows:

### 4.1 Workshop A –settlement development

Smaller settlements, villages and cities in the region have been changing over decades. These changes are the result of the regional social as



well as economic development, Periods of increasing or decreasing population, changes in the economic structure and the effects on the average income as well as the general appreciation

of a region or landscape are the main elements which have their effects on settlements. This continuous process of changing makes a living landscape.

In general, settlements are part of the cultural heritage and the cultural landscape of a region.

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One can read the cultural history in the individual buildings but also in the city plans. In the processes of change, it is important to take those values into account. It needs integrated management. What are the effects of the major developments on the settlements, especially on the landscape and the heritage and can we manage them?



Stadweg, NE of Groningen

The actual developments in settlements differ in the various regions. It depends partly on differences in location. For example the proximity of a 'nice' coast (seasonal living, tourism) or a bigger city (employment). Also the accessibility of settlements seems to be a very important factor (roads, public transport, high speed internet) in the growth of settlements. These and other elements effect the heritage and landscape. But also vice versa; values of cultural heritage and landscape can contribute to the development of settlements ! Living in villages with a special cultural environment is wanted, so people move to those places. Tourist's look for those environments to visit and to stay overnight.

One can say that a vivid region, with a well balanced demographic structure, job's and public services is part of maintaining the cultural heritage in the settlements. A lack of jobs and income will lead to less investments in individ-

ual housing as well in the public domains (buildings and places). Thus a sustainable economic development contributes to the cultural heritage in settlements.

But there is another important factor; being the awareness on quality. Decisions on how settlements should develop (extension of urban area's, urban renewal, urban design) or individual decisions by owners on (re-)building must be inspired by the awareness of the cultural heritage and urban landscape. This sense of quality has to rise in the local government and administration and should be used in spatial policy and in some cases in building guidelines.



The participants formulated the following visions regarding the development of the Wadden Sea Region in respect of cultural landscapes and heritage:

**Visions:**

The Wadden Sea Region as a living area with more private property, ownership and estates.

Increasing trend to live in small villages, which keeps the rural area vivid.

The Lancewad area will have changed from a remote area to a living area with more infrastructure.

A good accessibility to and within the area will be guaranteed.



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The Lancewad area will be more attractive for tourism. This will include a limited mass tourism, which has a long tradition on the islands and, small scale tourism on the mainland.

People will focus on characteristics and tradition in the rural areas. Also the pure landscape will attract people.

In the whole coastal zone there will be no deserted settlements in wintertime, the area will be attractive all-season.

The Wadden Sea Region will become a sustainable area where people live and work.

In order to work towards the vision, the following strategies were mentioned:

#### Strategies:

- Local authorities need more influence and responsibilities on the development of the region to emphasize regional matters.
- Education programs on quality management for authorities have to be initiated.
- Implementation of specific construction regulations for buildings to safeguard the cultural environment.

- Sound cooperation and common guidelines in the Wadden Sea countries to preserve and maintain the common heritage.

#### 4.2 Workshop B – development of rural areas

Rural areas constitute the largest part of the Wadden Sea Region and have always been very dependant on the varying effects of nature and economic markets. Phases of slumps in economic activities follow times of relative wealth, as the regional economic success has always been dependant on the changing markets.



In this context, the closeness to the sea mostly turned out to be a stimulator to the economy, the advantage of which was short distances between the manufacturer and the sales market. With an ever growing mobility of the European societies, in combination with the further development of infrastructure, this advantage is becoming increasingly counterbalanced.

It is not astonishing that the rural areas of the Wadden Sea have been most strongly effected by the structural change, especially the agricultural sector during the last 20 years.

Traditional strategies of land use are becoming futile. As some farmers are trying to seek their advantage in turning to industrialized agricul-

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ture, an ever increasing number of small scale farms have to resign.

The following questions will have to be dealt with:

What is going to happen to these open areas?

What are the effects of the change on the natural environment?

In addition to this, there is a development of the sea ports to "super-ports" with a more specialized infrastructure, which will also be effecting the land management.



How do we evaluate such a change? Can we strictly oppose? Does it have to be vigorously favored?

Considering such a background, universal answers are hardly convincing. Therefore all participants of this workshop were asked about what the areas under investigation will look like - in the year 2030. Furthermore, a worst case situation was compared with the formulated visions, also in order to develop strategies to work towards the vision.

#### Visions:

With regard to the demographic development, the Wadden Sea Region will entail stable communities with perspectives for further develop-

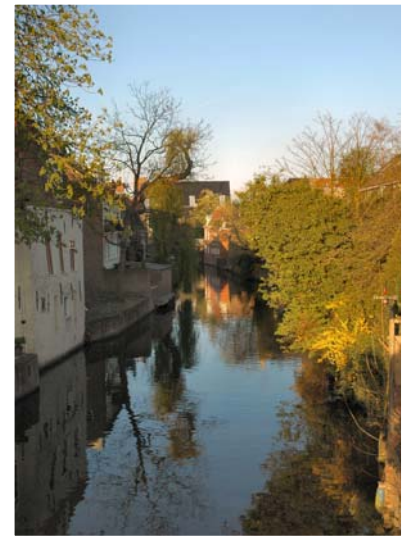
ment, more possibilities for individual decision making and a controlled land use.

The local people will identify themselves with their region.

The cultural heritage landscape will re-main readable and will be sustainably managed. The invisible history will also get wide attention.

The extensive and sustainable land use will be in balance with nature and cultural heritage preservation.

Developments will consider buffer zones for the heritage, taking into account the typical openness and will, where ever pos-



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sible, restore characteristic landscapes.

Tourism will be a small scale business and adapted to the local way of life. The focus will be more on recreational use than on adventure or competitive economic business.

In agriculture, a continuity of traditional farming, taking care of cultural and natural heritage, will be guaranteed. An emphasis will be laid on food quality and the production for the local market. Monocultures, scale enlargement and horticulture belong to the past.

In order to work towards the vision, the following strategies were recommended by the participants:

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## Strategies

- To attract the people staying in the region by providing sufficient economic perspectives and social as well as municipal facilities.
- Promoting and supporting a sustainable regional economy. Local quality products, sustainable use of natural and cultural assets.
- Integrated management through ICZM approaches
- Financial support for small scale farming and landscape management.

### 4.3 Workshop C – economic development and use

The Wadden Sea Region is an area of great opportunities and potential for economic and ecologic developments. A variety of demands for utilization and protection have to be taken into account to aim at a sustainability approach. Harbor development, coastal protection, tourism and the utilization of wind energy, nature and cultural landscape protection are some examples to show the manifold interests in the region.

A sustainable approach for the utilization of the potential of the Wadden Sea region, and, therefore its sustainable development, is to analyze potential conflicts and to develop strategies for solutions. The Integrated Coastal Zone Management (ICZM) approach is supposed to be part of the common strategy. Experiences with ICZM in the framework of the Wadden Sea Forum (WSF) project show that this approach is a

suitable strategy to further the economical development of the coastal zones while conserving its natural and cultural resources at the same time.

Regarding economic development and use, sound planning instruments are required. The relevant planning takes place on a municipal level, due to the community's sovereign planning rights. For these purposes, appropriate and proven instruments of planning and coordination are existing. For the sustainable use and preservation of the Wadden Sea Region's cultural landscapes and heritage values, planning instruments with a broader approach are needed. The context of cultural entities, the



common historical identity of the Wadden Sea Region and herewith, a cross border view, have to be integrated in the planning procedure. The traditional frame of competencies and participation should be exceeded to meet the requirements.

At the beginning of the workshop, the participants considered a vision dealing with the situation of the cultural landscape and heritage in the year 2030. A second step was a brainstorm about strategies to achieve the vision.

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## Visions:

The local people identify themselves with their region. Many cultural landscape and heritage elements will leave their marks in the region.

It will be widely recognized that the identification with the region is the most valuable capital.

Sustainable communities will shape the Wadden Sea Region; an emphasis will be laid on quality (living, products, recreation).

Sustainable tourism will be an important sector in the region and will be adapted to the local identity. No large infrastructure facilities will disturb the cultural landscape.

"Close to nature tourism" will have a big share in the tourism sector.

In the framework of a sustainable development of the region, different zones and buffer zones will be designated to balance priorities of e.g. nature/industry and towns/ agriculture.

Agriculture will be a small scale and environmental friendly business.

Rural areas will be considered as valuable regions with a sound protection status. The characteristics of these areas, the openness and other specific features of the marsh, will be better maintained.

Economical development and activities ensure the preservation of the landscape and heritage and will make use of the natural and cultural values for the development of the region.

Economy will be orientated ecologically and managed without a complex infrastructure.

Economic development will be based on innovation and regional resources. Regenerative en-

ergy will be extended to a "energy valley", also using the tide as an energy source.

An integration of landscape and seascape with regard to integrated development and management will be undertaken.

In order to work towards the vision, the following strategies were recommended by the participants:



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## Strategies

- Provision of education programs/facilities for locals and visitors for better information and knowledge about the area, natural development, cultural history and use.
- Financial support for certain areas within the Wadden Sea Region to make a sustainable development and the use of the heritage possible.
- Spatial planning should be carried out with an integrated approach, taking into account all relevant aspects and involving all stakeholders.
- All relevant entrepreneurs, locals and politicians have to be involved in the development processes of the region which concern cultural landscape and heritage issues.

- Increase of awareness of the unique landscape and cultural heritage to enhance the identity of the region.
- Initiatives for regional programs to contribute to a healthy industry and to an innovative economy to keep the region vivid and alive.
- A strong integration of the social dimension in the development of the region and the beneficial use of the cultural heritage.
- Strengthening of a sustainable regional economy by promoting local quality products. (labelling ?)

## 5. Final plenary discussion

The results of the thematic workshops were introduced to the plenary, on the basis of which, the participants discussed possible tasks and actions of the LancewadPlan project thereafter.

Summarizing, the plenary recommended the following:

LancewadPlan should elaborate visions, strategies and policies for the management of the heritage, also on an international level.

Use established network of LWP for further actions.

The project should take initiatives for communication with administrations, political bodies, stakeholders, organizations and institutions in the field of cultural heritage and the public.

The project should take initiatives for knowledge building with regard sustainable development, management and use of our heritage.

Furthermore, LancewadPlan should support/facilitate the exchange of knowledge on an horizontal and vertical level.

The project was asked to raise the awareness for the need to preserve and maintain the cultural landscape and historic elements.

The project should contribute to carry out best practices in dealing with the landscape and heritage, particularly in planning matters.

The project should, if possible, facilitate economic processes with respect to a sustainable use of the heritage (e.g. tourism).

## 6. Conclusions

The aim of the workshop, to engage the participants in an open dialogue about visions, management procedures and strategies for the preservation and development of the cultural landscape and heritage of the Wadden Sea Region, was a success.

The impressive key note presentations aroused great interest in the workshop themes and motivated the participants being actively involved.

The basic information for a further discussion and dialogues was provided by several presentations about the developments in representative areas. The presented cross sections analyzed the development and management of the cultural landscape and heritage and served as an input for the three thematic sub-workshops.

In these sub-workshops aims and strategies for planning, development and sustainable use with regard to cultural landscapes and heritage were elaborated.

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Recapitulating, the participants strived for a vivid region with an healthy, regionally based economy and a well preserved and maintained cultural landscape. The sustainable use of the heritage was also seen as a benefit for the region and its inhabitants.

Finally, the LancewadPlan project was seen as an opportunity for common knowledge building and for promoting the cultural values as well as being an initiator for a better communication among stakeholders and interest groups. A further conclusion was that the project can contribute/facilitate to a sustainable development and management of the cultural landscapes and heritage in the Wadden Sea Region.

**Final statement of the workshop chairman,  
Siem Akkerman**

(head of the department for culture, Province of Friesland)

One of my most striking observation was to see how intensive and cooperative all the participants were joining the meeting, including the workshops. For an international meeting, where language, mental framework and culture are always different and to be respected, this attitude was outstanding.

Further, the quality of the presentations, their contributors, the informal part as well as the intensive labour and discussions on the second day contributed to a useful outcome of the meeting.

Exchange of information is always a very important factor in gaining success in international cooperation. In my opinion and with respect to

LancewadPlan the phase of only exchanging information is over. The LancewadPlan working group is also aware of that; the aim of LancewadPlan is to reach further goals!

I would like to emphasize that the most perspective development in the LancewadPlan project is to support best and even innovative practices in the field of preservation, maintenance and development of landscape



and culture heritage in the Wadden Sea Area - a support that could be given in financial terms as well as organizational terms from all participating governments.

I am looking back on two days of very inspiring and energizing labour, and I am looking forward to the next steps and the outcome of LancewadPlan.

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