

La Rábida, 20 May 2010

Ref.: UNISCAPE/EB/DOC.III.20.05.2010

Annual Programme of Activities 2010

a) Conference Living Landscape

- Draft Programme of the Conference

Monday 18 October 2010

8:30 – 9:30 Registration, Coffee

9:30 – 10:30 Welcome address Prof XX, Rector of Florence University
Welcome address Dr. XX, COE
Welcome address Dr. XX, MIBAC
Welcome address Dr. XX, Tuscany Region
Opening by Prof Carlo Magnani, UNISCAPE President
Opening by Prof Marc Antrop, honorary President LANDSCAPE EUROPE

*consecutive
translation
Italian –
English*

Conference Chair: Dr Bas Pedroli, Director UNISCAPE. Introduction to discussion
Working language of the Conference: English

10:30 – 11:00 Opening lecture: Gianfranco Cartei
11:00 – 11:30 Opening Lecture: Prof Michael Dower: The Implementation of the European Landscape Convention between global market and local involvement
11:30 – 12:00 Special Guest Lecture: Prof Francesco Bandarin
12:00 – 12:30 Key note Lecture: Michael Jones: The art of effective participation; a scientific assessment.

13:00 – 15:00 Buffet lunch

15:00 – 18:00 Parallel sessions on:

1. Perception, 2. Landscape identification and typology.

One session in Aula Magna, the other in the premises of the Faculty of Architecture (switching between sessions discouraged). In each session 5 selected presentations (on the basis of pre-distributed draft papers) of 20 min. max, 10 min. discussion, and concluding discussion afterwards, leading to clear conclusions/ recommendations to the ELC community. Strong chair persons needed to control time and facilitate the discussions.

18:00 – 19:00 Presentation “Landscape as a Project”, Prof. Zagari

20:00 Conference dinner hosted by UNISCAPE

Tuesday 19 October 2010

9:00 – 12:00 Parallel sessions on:

1. Effects of policy on landscape, 2. Participation.

One session in Aula Magna, the other in the premises of the Faculty of Architecture (switching between sessions discouraged).

In each session 5 selected presentations (on the basis of pre-distributed draft papers) of 20 min. max, 10 min. discussion, and concluding discussion afterwards, leading to clear conclusions/ recommendations to the ELC community. Strong chair persons needed to control time and facilitate the discussions.

12:15 – 13:15 Poster session

- 13:15 – 15:00 Buffet lunch.
Separate lunch of Discussants in order to prepare a documents with guidelines for research to be presented to the ELC community.
- 15:00 – 16:30 Structured plenary debate led by the conference chair on the basis of the conclusions and recommendations of the parallel sessions, leading to a statement to be presented on 20 October to the ELC community.
- 16:30 – 17:00 Concluding lecture: Prof Teresa Pinto Correia: Major challenges of the European Landscape Convention, towards a concerted research programme
- 17:00 – 17:15 Prof Carlo Magnani, UNISCAPE President: closure
- 17:30 - 19:00 Special COST – ESF session: Launching of the Science-Policy Briefing “LANDSCAPE IN A CHANGING WORLD – Bridging Divides, Integrating Disciplines, Serving Society”. Prof Tom Bloemers, Dr Graham Fairclough a.o.

Open questions about programme:

- Welcome addresses: since the Ministry of Agriculture assured us the fund for the publication of proceedings, maybe we should invite one representative of this Ministry too.
Maybe it would be desirable to invite a representative of Provincia di Firenze too, since we are in contact with the Firenze Convention Bureau - Provincia di Firenze (<http://www.conventionbureau.it/>), a no profit agency who will support UNISCAPE in the event organisation (dinner, hotel accommodation...).
- Key-note speakers: to be confirmed.
- Discussants: to be appointed.
- Poster session: it is not possible to host this session in the Aula Magna, but Professor Daniela Poli informed us the session can be hosted at Faculty of Architecture. Here, there's an exhibition center (<http://www.sesv.it/wordpress/>): if the Executive Board agree, we can reserve the center for our session.
We did not estimate a budget for the print of posters, but if we want to prepare a little exhibition, maybe we should add this cost to our budget items.

- Follow up on the participation

After collecting more than 150 abstracts with the call for papers, we invited 57 authors to prepare a full paper and remaining authors to develop a short communication.

At the 7th of May, deadline for submitting full papers, we received 39 papers, while 6 authors apologise for declining our invitation. (See file “Scheme PapersLL” and DVD)

Short communications can be submitted until the 1st of June: at today, we received 5 short communications to be published in the conference proceedings.

Poster can be submitted until the 1st of September: at today, we received 1 poster.

Inscriptions to the Conference are open. At today, we received 9 inscriptions.

- Follow up on the fund raising

DRAFT BUDGET SCIENTIFIC CONFERENCE “LIVING LANDSCAPE”

Graphic Materials (programmes, posters, leaflets..): 2000 euro

Publication of proceedings: 5000 euro

Dinner 18 October (200 persons): 10000 euro

Catering (4 coffee breaks and 2 buffet-lunch for 200 persons; 1 lunch for discussants): 10000 euro

Reimbursement of keynote speakers : 3000 euro

Organisation and Secretariat (Tessa Goodman, Eva Lorenzoni, Andrea Tramontana): 10000 euro

Organisation Master Class (fee European University Institute, reimbursement lecturers, organisation of the excursion, didactic materials): 6000 euro

TOTAL: 46000 euro

At this moment, we have been granted 5000 euro for the publication of Conference proceedings by the Italian Ministry of Agriculture (guaranteed by Professor Mauro Agnoletti).

Other Potential Funders: Confindustria, Fondazione Benetton, Regione Toscana, Comune di Firenze, Provincia di Firenze, Cassa di Risparmio di Firenze, Fondazione Monte dei Paschi di Siena, MIUR (it would be mainly important to have its support), MIBAC.

It is urgent the involvement of every UNISCAPE’s Executive Board Member in the fund raising.

Future actions:

(Report by **Tessa Goodman**)

Regione Toscana

As soon as possible President Magnani will organise a meeting with Anna Marson (assessore urbanistica e pianificazione del territorio of the Regione Toscana) and possibly meet also Enrico Rossi (new President of the Regione Toscana).

Ente Cassa di Risparmio di Firenze/ cassa di Risparmio

arrange an appointment for UNISCAPE’s President and Director in order to seek sponsorships for Living Landscape’s social events.

MPS- Banca Toscana

arrange an appointment for UNISCAPE’s President and Director in order to seek sponsorships for Living Landscape’s social events.

Seek for private institutions

- Follow up on the organisation

(Report written in collaboration of **Andrea Tramontana**)

Location of the Conference. The main session of the Conference will be hosted at the Aula Magna - Rectorate of the University of Florence.

We inspected the Aula Magna together with Professor Gianfranco Cartei and the Rectorate Ceremonial Head in order to plan the preparation of the conference hall (with staff reception desk, banners and posters, audio-video technical equipment). Parallel sessions will be hosted at the Faculty of Architecture (Ex Monastero di Santa Verdiana, 15 minutes from the Rectorate by walk).

Hotel Accommodation. Firenze Convention Bureau (Provincia di Firenze) is helping us to provide hosts and participants of the Conference with a list of personalised solutions. The 17th May we received the confirmation that a number of rooms in 3 and 4 stars hotels are blocked until 30 July for the booking of participants. The list of these hotels will be available next week.

Location of the Conference Dinner. Firenze Convention Bureau is helping us to find an institutional location for our Conference Dinner. They asked for Palazzo Vecchio, but it is not available for the 18 October (while it would be available for the evening of 19 October). In the same time, we are looking for locations to rent. We inspected Palazzo Budini Gattai (<http://www.budinigattai.com/>). Rent preempt: 2000 euro.

We are also collecting and confronting preempts for the service of catering for coffee breaks, buffet lunch, buffet for the Conference Dinner. Possibile provider: Cavalieri Ricevimenti, GALATEO Ricevimenti, Convivium Ricevimenti, Infinity Ricevimenti, Mondomangione, Lo Scalco. Range of preempts (for 180 persons): from 18872 to 24653 euro. Lo Scalco, in particular, seems to fit in with our requirements and knows well the Rectorate and Palazzo Budini Gattai; they suggested us to inspected Palazzo Pandolfini too (<http://www.selecru.it>).

Graphic project. Our graphic and webmaster Luciano Rossi (*Spazio Biella*) initially estimated a budget of 1500 euro for Conference's materials (Logo Living Landscape, 50-80 posters, one big poster for speakers' table in Aula Magna, 250 eco-material bags with the logo of the Conference, 500 leaflets of the programme, 250 certificates of attendance, 500 leaflets presenting UNISCAPE). Unfortunately, in recent days Mr. Rossi informed us that, due to serious familiar issues, he could not provide the graphic project for the Conference.

We then contacted two other agencies:

- MondoMangione in Siena , www.mondomangione.it ; they sent us on the 18th of May an estimate of 6900 euro. It seems quite expensive in relation with our budget.
- Media Studio in Florence, <http://www.mediastudio-fi.com/>); we will meet them next 25 May, when they will propose us an estimate

We are in contact with the staff and Public Relations Manager of the APT (Agenzia per il Turismo di Firenze) in order to coordinate the promotion of the Conference and to obtain informational material for the conference participants (city map, brief itineraries, useful information, city life instruction).

At this moment we have two confirmed media partners: "Paysage", Journal of AIAPP (Associazione Italiana di Architettura del Paesaggio) <http://www.aiapp.net/>) and the review "Projets de paysage" (<http://www.projetsdepaysage.fr/fr/accueil>).

- Internship with the University of Florence

UNISCAPE is signing up a Convention of Internship with the University of Florence (Corso di Laurea Triennale in Pianificazione della Città del Territorio e del Paesaggio, Corso di Laurea Magistrale in Urbanistica e Pianificazione Territoriale e Ambientale).

The aim is to involve a student from this University in the organisation of the Conference Living Landscape.

The student will cooperate with the UNISCAPE staff in the months of September and October 2010.

- Master Class

Report by **Andrea Tramontana**:

The Master Class, addressed to 15-20 post-graduate students (PhD), will take place from 21 to 23 October 2010 in Florence as an occasion of discussion of the major results of the debate in Living Landscape Conference. UNISCAPE presents this Master Class as a promotion of the integration of the different knowledge-production approaches to observation of the territory, according the Recommendation CM/Rec(2008)3 of the Committee of Ministers to member states (6 February 2008).

Prof Mauro Agnoletti (University of Florence) was appointed as supervisor of the Master Class. He has already started to structure the scientific program, defining the panel of national and international lecturers (selected among various approaches in the field of the landscape research) to invite and exploring the possibility of cooperation with institutions in Florence.

The 4th May he met the President of the European University Institute (in Fiesole, near Florence, <http://www.eui.eu>), who accorded to host the Master Class and to furnish full support for the organisation. The program will include 10 hours of lectures and 8 hours of excursion. The lectures will discuss the research in rural, urban, periurban landscapes, a guest participation of Prof Oliver Rackham (University of Cambridge). The excursion will regard two sites near Florence (cases analysis of rural and periurban landscape), under the guidance of two landscape experts. Prof Daniela Poli (University of Florence) has already given her availability to help in the organisation of the excursion.

At the moment, we received 4 requests of inscription.

Next steps: definition of the program; confirmation of the lecturers invited; arrangements regarding the participation fee and the registration edibility; promotion of the Master Class not only among UNISCAPE Members but also all the European Universities.

- Proposals and suggestions regarding arguments, contents and organisation of the meeting and of the Master Class are welcome.

b) Photo contest People's Landscapes

The Photo Contest draws a lot of attention and interest. At the deadline of the contest, we accepted 151 participants, plus 5 participants conditionally admitted (some documents missing, if they are not going to send these documents as soon as possible they will be excluded from the selection). (See DVD)

All the materials will be evaluated by our Jury of Experts, composed by Prof Annalisa Calcagno Maniglio (University of Genova), Prof Sasa Dobricic (University of Nova Gorica), Dr. Daniele Torreggiani (University of Bologna) and Dr. Yann Nussaume (University of Paris La Villette).

A web conference of the Jury will be organised end-June/beginning-July: during this web conference, the experts would discuss their evaluations and appoint the winner of the contest.

We invited Oliviero Toscani as President of the Jury but he declined our invitation.

We therefore invited Guido Guidi as President of this Jury. He is initially declared to be interested in our project, but he has to check if our schedule is suitable with his commitments (he is not available in November). Moreover, if he accept our invitation, he ask to evaluate the printed photos, affirming he cannot judge digital images.

Another possibility is to ask William Guerrieri (in charge of the project *Linea di Confine*, <http://www.lineadiconfine.org/>). Andrea Tramontana personally knows him.

The winner of the contest will be awarded with a 1000 euro prize and his/her images will be published on UNISCAPE's website. All the images will become part of UNISCAPE's photographic archive and can be used for the principal banner of the UNISCAPE website.

UNISCAPE would like to organise the award ceremony in November 2010 (or in the next month). In the same occasion, we would like to organise an exhibition of a selection of photos.

Our first proposal is to hold this ceremony at the occasion of the *Settimana dei beni culturali e ambientali* planned by Confindustria (12-20 November 2010). During a meeting with Confindustria, President Magnani illustrated our contest and Confindustria seemed to be interested in hosting our exhibition and maybe financing it in part.

Others proposal could be to organise the ceremony at the centre *Linea di Confine* (Rubiera, Reggio Emilia, website <http://www.lineadiconfine.org/>) or at the *Casa della Creatività* (Florence, website: <http://www.casadellacreativita.it/>)

Proposals by the Executive Board regarding the President of the Jury and the organisation of the exhibition are welcome.

Fund raising People's landscapes
(Report by **Tessa Goodman**):

Exhibition: 50 selected photos

50 euro each: 2500 euro to ask to Confindustria?

100 euro each: 5000 euro to ask to Confindustria?

Search for other sponsors like banks, Sony, Canon etc....

c) UNISCAPE enquiry on the landscape as a project

A draft copy and the draft budget will be presented during the meeting.

d) ATLAS WEBSITE

Report by **Sander Sacks**, who in 2009 was asked to update the contents of the ATLAS website on behalf of UNISCAPE:

"In the past year ATLAS website has gone through several different improvements and modifications. To start with, there was an alteration in the design of the website and also in the content of the website carried out by OKIA.

Secondly, an integration between the member universities of the UNISCAPE and the inventorial database of the ATLAS project is continuously taking place. The length of the period this process requires is mostly conditioned by the somewhat variable systems and seasonal rhythms in the universities, but their influence on the process should disappear in the later stages of the process as the self-maintaining aspect of the database starts to show itself. By now, all of the UNISCAPE members have been contacted; some of them already have and most of them should take action in the near future of this summer.

Regarding the ATLAS original members, quite an amount of contacts have been renewed or recreated and the first reminder to update their data in the ATLAS project has been sent to all of them. First of the mail receivers have started their revision already and the number of actively participating members is increasing as they too have been overloaded with work and have promised to take it up in May, June or July.

In general, I believe that the ATLAS project is beginning to come out of its past hiatus as the visits and clicks are also increasing and the potential of becoming something great and useful seems to vast".