

# Landscape strategy for the Region of Murcia





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# 1

## introduction

Dated October 20, 2000, the Kingdom of Spain signed the European Landscape Convention in Florence. This agreement has the aim of establishing a new instrument devoted exclusively to the protection, management and planning of all landscapes in Europe, by setting out a series of general and specific measures with each party responsible for carrying them out. This agreement recognizes the key role of landscape in cultural, ecological, environmental, social and even economic matters, as a possible source of employment generation, showing its undeniable role as an asset of heritage, generating territorial identity and character, and narrating the evolution and history of the territories, highlighting the great influence it exerts on the quality of the life of its inhabitants and their universal right to enjoy landscapes of quality. It comes about with the clear aim of ensuring that right by implementing measures that respond to the rapid changes that economic development, globalization, new production systems, major infrastructure, etc ... mean for our landscapes.

Part of this convention is a resounding concept whose assimilation is essential: the definition of "Landscape" which in Article 1 ("By Landscape we understand an area, as perceived by people, whose character is the result of the action and interaction of natural and / or human factors") it is necessary therefore not to look at landscape in a traditional way (as something only natural, rural, marine, urban and external, as something encompassed in the everyday concept of beauty), but as something that can not only be protected, but is susceptible and that can also be managed and ordered. According to the provisions of Article 4 (Allocation of responsibility), each State will apply the Convention within its own division of powers, in accordance with its constitutional principles and administrative arrangements, and respecting the principle of subsidiarity, taking into account the European Charter of Local Autonomy. Following the ratification of the Convention and its entry into force throughout the Spanish territory, dated March 1, 2008, the Autonomous Communities within the scope of its competence made a commitment to responding to those requirements.



El Carmolí. Cartagena



Valle de Ricote. Las Cañadas. Villanueva del Segura



# 1

## introduction

Understanding as a key element the transversal consideration of the character of landscape and the need for its protection, management and / or ordering not through a sectoral approach but integrated by both regional planning policies, environmental or urban and all aspects that can have a direct or indirect impact on the landscape (agricultural, cultural, social, economic, etc ...), and assuming full content of the Prologue of the European Landscape Convention when he quoted verbatim " Landscape is a key element of individual and social welfare and its protection, management and planning entail rights and responsibilities for all ", the General Directorate of Land and Housing of the Department of Public Works and Land Planning of the Region of Murcia understand the need to create a " Strategic Landscape Plan for the Region Murcia "which responds to this commitment.

This strategy starts with the objective of creating a common frame of reference that maximizes action to be taken, to ensure transversality

and accountability by the various participants, public participation and recognition of the society's right to enjoy quality landscapes.

Convinced that public participation in decision-making on landscapes, apart from being a collective right and an obligation imposed by Article 5 of the European Landscape Convention (General Provisions), is established as an indispensable tool for efficiency in achieving objectives, we consider their implementation necessary, not only in management or executive, phases but also in the origin and definition of the Strategic Plan itself.

That is why this paper is presented as the first document of work and participation designed to present overall structure, main contents and policy, thus beginning the process of participation that will inform us about social perception of this subject.







## 2.1. Methodology of characterization and qualification.

In accordance with Article 6.c. of the European Landscape Convention "Identification and assessment" and with intention of deepening knowledge, the Autonomous Region of Murcia has carried out between 2001 and 2009 the identification and assessment of all regional landscapes, taking into account the active participation of various regional participants in this process.

Characterization processes were done first by a detailed analysis of the natural and human elements constituting the landscape, including both landforms and hydrography, biological wealth, land use and elements of the agrarian structure, settlements or roads, secondly for each homogeneous unit of landscape points or paths have been located from which we can appreciate the values quoted in the first paragraph, thirdly a description has been carried of

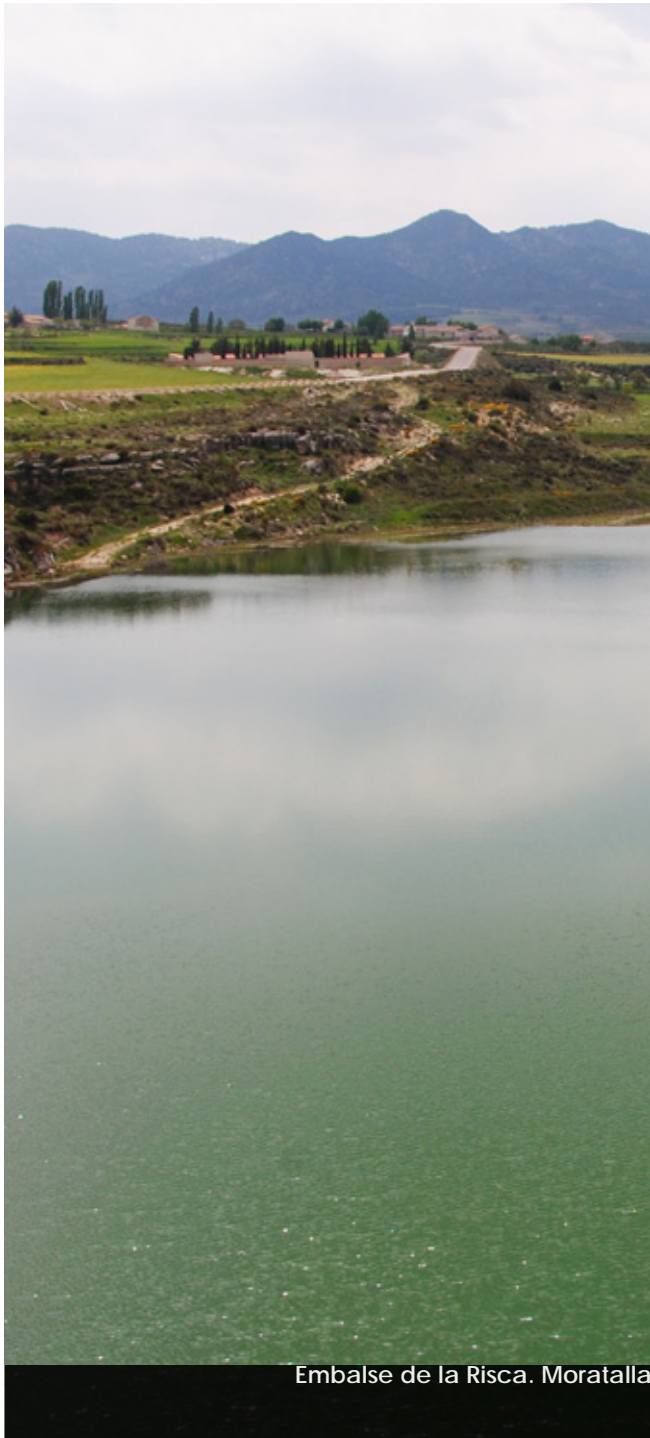


which elements characterize and organise the landscape analyzed, in order to identify its dynamics .

Following characterization, the Regional Government conducted various studies including the landscape assessment of each of the identified homogeneous units, describing both intrinsic and Visual quality based on the following concepts : Consistency and sustainability: As an indicator of the adaptation of land use to land carrying capacity; Historical and cultural value: referring to cultural and ethnographic heritage; Identity and uniqueness: As an identity value both local and exceptional at local or regional level; Scenic Values: showing formal and compositional quality; Fragility: As the potential of a landscape to absorb change or human-induced actions and not be altered by them.

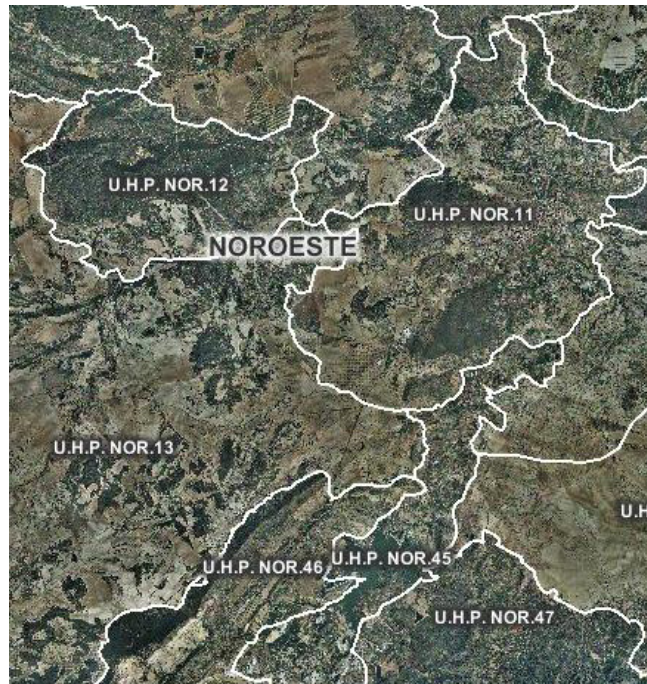






# 2

## analysis



## 2.2. Location of landscape studies by district.

In order to carry out Landscape Studies, the regional territory was divided into seven regions as follows:

DISTRICT	MUNICIPALITIES INCLUDED
Highland	Jumilla and Yecla
Country of Murcia and Cartagena and Mar Menor	Alcantarilla, Cartagena (except western coast), Fuente Álamo, Los Alcázares, La Unión, Murcia (except area included in Huerta de Murcia), San Javier, San Pedro del Pinatar and Torre Pacheco.
Eastern centre	Abanilla, Albudeite, Archena, Blanca, Campos del Río, Cieza, Fortuna, Mula, Ojós, P.Liego, Ricote, Ulea and Villanueva del Río Segura.
Guadalentín	Aledo, Alhama de Murcia, Librilla, Lorca (except coast), Puerto Lumbreras and Totana.
Huerta de Murcia and Vega Media	Alguazas, Beniel, Ceutí, Lorquí, Molina de Segura, Santomera and Las Torres de Cotillas
Coastal area	Águilas, Cartagena (western area), Lorca (coastal area) and Mazarrón.
North East	Bullas, Calasparra, Caravaca de la Cruz, Cehegín and Moratalla.

Studies have been made with precision scale 1/5.000 identifying a total of 250 homogenous landscape units for the Murcia Region.





### 2.3. Atlas of the landscape of the Region of Murcia.

In the year 2009 and as a synthesis of the District Landscape Studies, the Atlas of Landscapes of the Region of Murcia was published by the Autonomous Community of Murcia



which includes results obtained, standardizing methodologies and reduces the diversity of landscapes to a scale suitable for publication as summarized in the following types of landscape:

- Ridges, Sierras and Northern Corridors.
- Highlands.
- Foothills and valleys.
- High mountains, ravines and canyons in the northwest.
- Sierras and corridors .
- Basins of Murcia .
- Interior Plains.
- Fertile lowlands - Segura.
- Massif Espuña.
- Southwest Betic Sierras.
- Littoral corridor northern Sierras.
- Guadalentín Corridor.
- Precoastal Sierras.
- Coastal Areas.
- Mediterranean Lakes.
- Coastal Mountains.
- Mediterranean islands and islets.

Similarly, and aiming to increase accessibility to the landscape, incorporating a list of viewpoints and scenic paths grouped along the following routes:

- Route 1: Crossing the Northern Land.
- Route 2: From the Valley of Ricote to the Mula Basin.
- Route 3: Northwestern Region.
- Route 4: From Guadalentín to Coastal Areas.
- Route 5: South-East Murcia



## 2.4. Regional landscape.

In view of studies carried out, we can consider the undoubted uniqueness of the landscape of the region of Murcia on the basis of various aspects: firstly the presence of numerous sites with exceptional scenic quality, both intrinsic and visual, secondly and unlike other regions, the incredible diversity of landscapes that it offers, just a few miles from the cliffs and sandy beaches in the Mediterranean to the peaks in the North, finding along the way irrigated orchards, badlands, extensive dry-land crops or large metropolitan areas, and finally deserving special attention the large capacity of its landscape to show Murcia and allow us to see its evolution and history, a master class in geology that we can enjoy contemplating the linear ranges of the Highland, its folds morphology and ridges, how to understand erosion, desertification and the action of watercourses by observing the Gebas ravines, or the effort and ingenuity of a people who know how best to use a scarce resource like water on a stroll through the Huerta de Murcia.

It is a landscape that, as in the rest of Europe, is no stranger to the pressures which changes in lifestyle, economy and progress submit it to, making it necessary to adopt policies and measures not only to protect, but to use its enormous potential as a generator of both quality of life and wealth







Huerta de Murcia. Patiño

# 2

## analysis

### 2.5. Public participation process.

In accordance with Article 5 "General Provisions" and 6 "Specific Measures" of the European Landscape Convention, for each of the seven Regional Landscape Studies a public participation process was established according to different methodologies (Delphi surveys, web questionnaires, etc), but with a common general content focused on finding out society's knowledge of the following :

- Elements characterizing the landscape.
- Vision of the landscape: definition of its values and characteristic places.
- Dynamics and problems encountered in the landscape.
- Actions to address deterioration and landscape conflicts detected.

From the analysis of such processes, we found that although each Region different values and concerns are clarified and emphasized, there is a clear parallel in what we might call the

"concerns of the people regarding landscape, which can be summarised in the following sections:

- A general wish that the landscape be protected, managed or directed, order, harmony, balance and transmission of tranquillity amid the disorder, improvisation and dissonant elements that disturb its reading.
- Widespread concern over the economy bringing changes in the rate of transformation of landscapes that are recognized as exceptional: people demand action on this matter.
- Desire for people to enjoy landscapes that reflect and respect the identity of the place, its diversity, uniqueness and the landscape as an element that counts and helps us understand the history of a territory instead of homogeneity and pointless landscapes that give us nothing.
- Desire of the population to participate actively in decision-making processes that affect the landscape.
- Desire to improve access to and knowledge of its landscapes.



Yecla



With the support of characterization and classification studies conducted and information provided by the various public participation processes, and in order to find the aims that must be addressed by the Landscape Strategy, a SWOT diagnosis has been carried out of the current situation of the region regarding landscape to find priorities.

### 3.1. Weaknesses to overcome.

**a) Social perception exclusive from landscape quality in exceptional and natural rural character,** poor assimilation, the European Landscape Convention itself describes the concept of "landscape" in article 1 as "any part of the area, as perceived by people, whose character is the result of the action and interaction of natural and / or human", meaning both the natural and anthropic and from the exceptional to the degraded or everyday.

Overcoming this weakness is key to understanding the need to consider the landscape as a generator of quality of life, understanding the right of society to enjoy quality landscapes should not require a shift or a temporary space, but should be able to be exercised daily, not just as an entertainment or leisure activity but as an essential component of our everyday environment.

**b) Compression and social acceptance of "landscape preservation", but not assimilation of the concepts of "Management and Planning of Landscape".**

According to Article 1 of the European Landscape Convention, the term "Landscape protection" means action to conserve and maintain the significant characteristics of a landscape, justified by its heritage value derived from its natural configuration and / or human action, by "Landscape management" we mean action from the perspective of sustainable development to ensure the regular upkeep of a landscape, to guide and harmonize changes induced by social, economic and environmental processes and finally, by "landscaping" we understand actions that present a prospective character a particularly focussed on improving, restoring or creating landscapes.

As a result perhaps of the traditional policies of conservation and protection and especially of poor assimilation of the notion of the term "Landscape" set forth in the preceding paragraph, in general terms the potential of everyday management of a landscape not exceptional but with intrinsic value or management of a degraded landscape are not taken into account by society.

**c) Excessive relationship between the concepts of "protection" and "freezing" stasis and "shielding"** of certain protection measures in some cases leads to ineffectiveness of the same and therefore requires, always within the maximum protection guarantees, a more proactive approach including notions of great interest such as "Utility Planning."



Los Rodeos. Campos del Río



Totana

**d) Lack of specific legislation on landscape,** the lack of a specific regulatory framework does not allow the formal application of a previously established procedure and thus generates the need to search for alternative procedures based primarily on social awareness and commitment.

**e) Lack of administrative coordination,** motivated on one hand by that mentioned in the previous section and on the other by a lack of common goals defined for this purpose, overcoming this weakness is considered key to an efficient implementation of any action on landscape.

**f) Underestimation of our unique landscapes by society,** a fact caused by lack of awareness by a large part of the population, requiring a greater effort in encouraging and promoting accessibility to the countryside.

**g) No assimilation of the concept of "economic value of the landscape"** a significant lack is detected in some cases and disbelief in others of the potential of the landscape as a source of wealth, generating employment and attracting investment, not only the undoubted case of tourism but in other areas perhaps not as obvious such as work-places, tertiary sites, or urban competitiveness arising from the quality of life for inhabitants.

### 3.2. Threat management.

#### a) New and renewable energy implementation in the territory.

This is a type of installation which has grown rapidly in recent years in the Region of Murcia, the undeniable environmental benefits generated by new production systems such as wind and solar energy, yet it must not be forgotten that its implementation has been carried out on large tracts of land usually in a rural area that has changed profoundly, which may have a negative impact on the landscape thereby reducing environmental benefits.



Calasparra

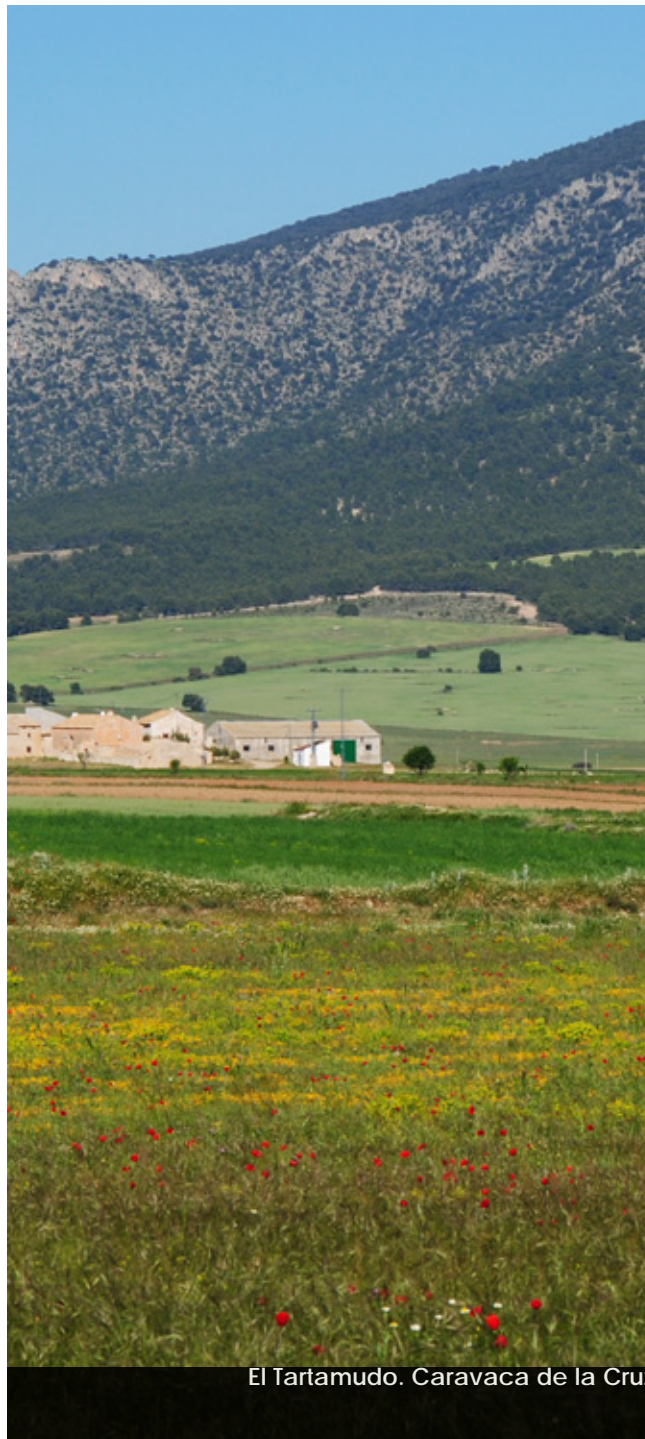


The integration of these structures due to their type and extent is a difficult challenge that we face and we must begin by considering landscape as one of the main factors in making location decisions. It should be recognized that, depending on the type of facility to develop, and the characteristics, quality and fragility of the landscape that there are ideal locations for certain types of installations and others which require only integration activities as well as unsuitable locations for facilities where the damage to landscape would exceed the environmental benefits generated.

The incompatibility between applications and locations focused on safeguarding quality of life is a socially accepted concept in other areas, a crude example being placing landfills away from populated areas to avoid discomfort and odors. We must assume that the rupture of a beautiful landscape has a negative impact on our quality of life which can be avoided.

**b) Agriculture.** Changes in production systems and neglect.

Much of the high-quality regional landscapes are composed of rich mosaic of traditional agriculture that gives them character and identity and makes their heritage values clear as narrators of the history of the land and its inhabitants, these values are currently threatened by the major changes that daily events generate such as globalization, competitiveness of emerging markets or simply new forms of life. Faced with poor economic activity, high risk or unrewarded dedication there is a tendency towards modernization which optimises investment (green houses) or simply abandonment of the operation. In view of the above and given the importance of landscape in traditional agricultural landscapes, the current Strategy should be seen as challenging the definition, and proposing measures compatible with economic efficiency and quality of life and their maintenance.







### c) Suburban developments, the sprawling city.

High economic growth in recent years, coupled with the abandonment of agriculture discussed in the previous section, has caused densely populated housing developments to spring up around large cities on agricultural land of both 1st and 2nd homes. People looking for lower prices than the city or the enjoyment of individual parcels of land away from the core, or for industrial or storage facilities fleeing the high prices required by for industrial urban land.

It is a fact that has had serious effects on sustainability and usually has a two-fold negative effect on the landscape, since on the one hand, the change of use has resulted in a loss of local identity and on the other the unplanned coexistence of uses such as industrial, residential, agricultural, livestock, etc has all caused a chaotic scene difficult to harmonise.

### d) Large infrastructure.

New forms of life, economic development or simple evolution, modernization and improvement of territorial competitiveness, all lead to the growth of large scale infrastructure in our landscapes.

As in the case of new alternative energy facilities, the Landscape Strategy for the Region of Murcia should be used as a challenge to achieve integration into the landscape of these infrastructures.

## 3.2. Promoting strengths.

### a) The regional landscape.

As presented in the analysis section of this Strategy, exploring and discovering our region shows us the indisputable value of its landscape not only due to the wealth of many areas, but by the large mosaic of 17 fully differentiated. "types". according to the Atlas of Landscapes of the Region of Murcia .

If we assimilate the policies of landscape to a process of industrial production in which the "product" is to improve the quality of life for everyday citizens by the enjoyment of quality landscapes , we find our regional landscape is excellent quality " raw material" and it is therefore required that the Strategy generates the "processes" needed to achieve what we call efficient "product."

### b) Characterization and Qualification studies performed.

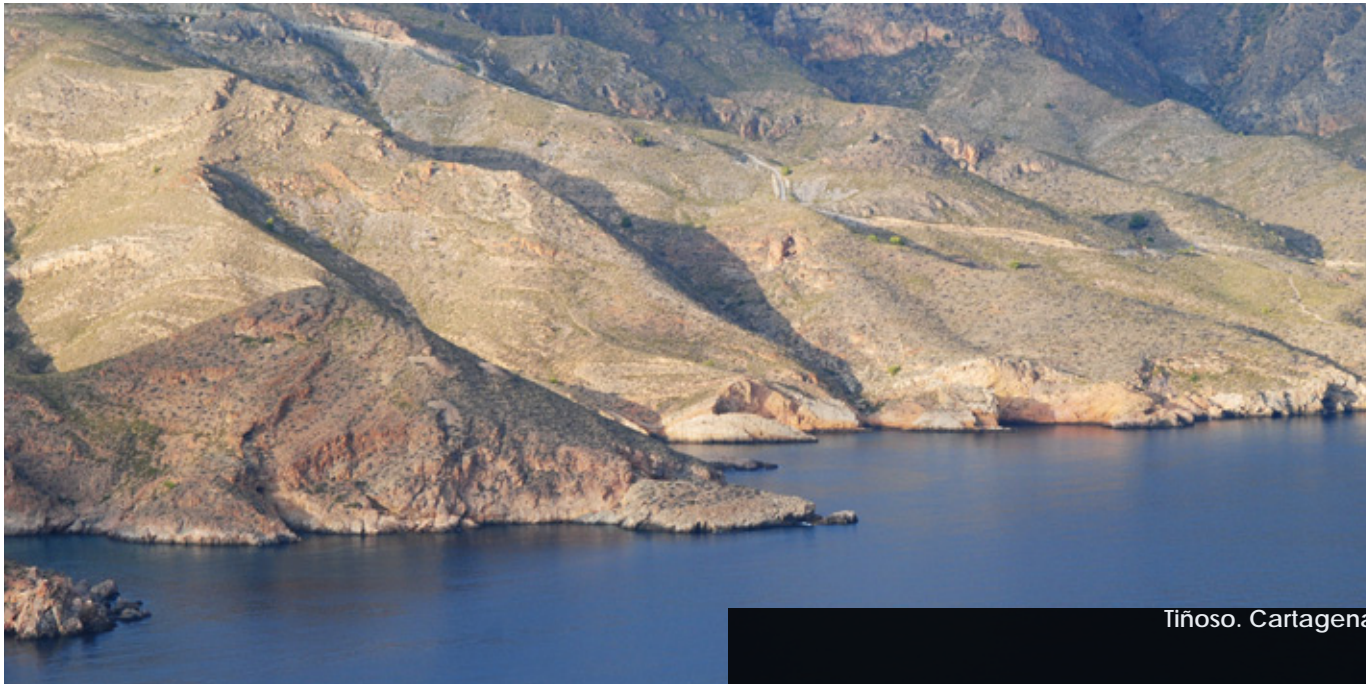
As mentioned in previous sections, the Autonomous Community of Murcia has made between 2001 and 2009, detailed regional landscape studies with a precision scale of 1/5.000 scale, defining a total of 250 homogenous landscape units and characterizing and qualifying each, during 2010 and in addition has extensive field work has been done generating a photo database of approximately 10,000 images of the entire regional territory. As a consequence we have valuable information already meeting the of characterization and qualification requirements of the European Landscape Convention, providing comprehensive spatial knowledge and providing an excellent basis for the proposal or development of landscape policies; we are not just starting now but have 9 years of work already carried out which the Strategy must optimise.

### c) The Landscape Website.

This website has been created with the aim of promoting accessibility to the landscape, helping training and education, spreading characterization and qualification already completed and providing a channel for the display of quality landscape objectives and an avenue for the promotion of public participation by the Land and Housing Department of Public Works and Land Planning of the Region of Murcia in the field of Spatial Reference System Landscape Website for the Region of Murcia ([www.sitmurcia.es / landscape](http://www.sitmurcia.es / landscape)). We now have an excellent tool that is a bidirectional communication channel (company-administration), the necessary framework for the development of landscape studies and a magnificent dynamic container giving specific information on landscape.







### 3.4. Seizing opportunities.

#### a) The economic value of landscape as a resource of job creation.

As already discussed, especially in this time of economic crisis, this strategy must on the one hand, emphasize the social assimilation of the potential of the landscape as a source of wealth, and on the other articulate measures to exploit in relation to landscape areas such as tourist attractions, increasing regional competitiveness in attracting investments or green jobs.

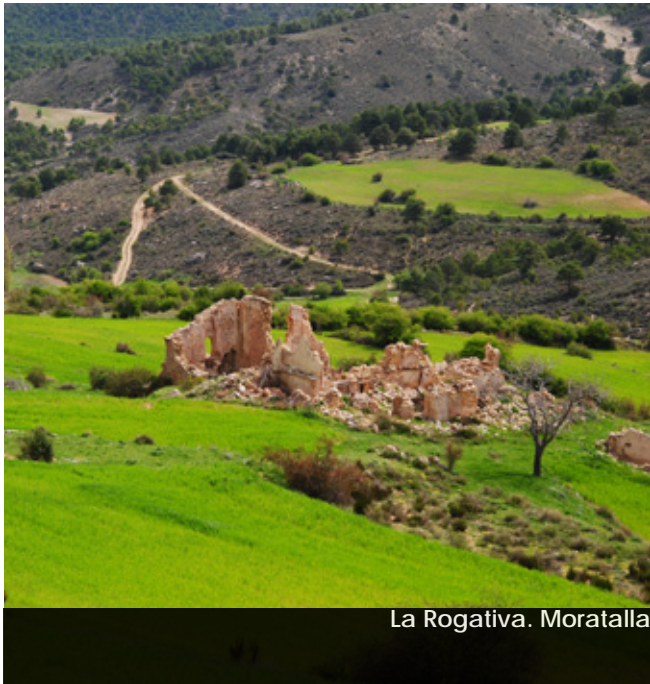
#### b) Economic crisis.

We must take advantage of one of the few one opportunities created by the current crisis by the sharp downturn in the rapid growth and development experienced in recent years, this "relaxation" process allows time for reflection and reconsideration of new models which landscape should take a leading role.

#### c) Awareness level of society.

Awareness raising activities carried out in recent years have reached an acceptable level of assimilation in a society that recognizes the benefits of proper management and environmental protection, quality of life, health or rural and cultural tourism ; we must, therefore, propose a strategy to start with , which reveals the inseparable relationship between the landscape and these values.





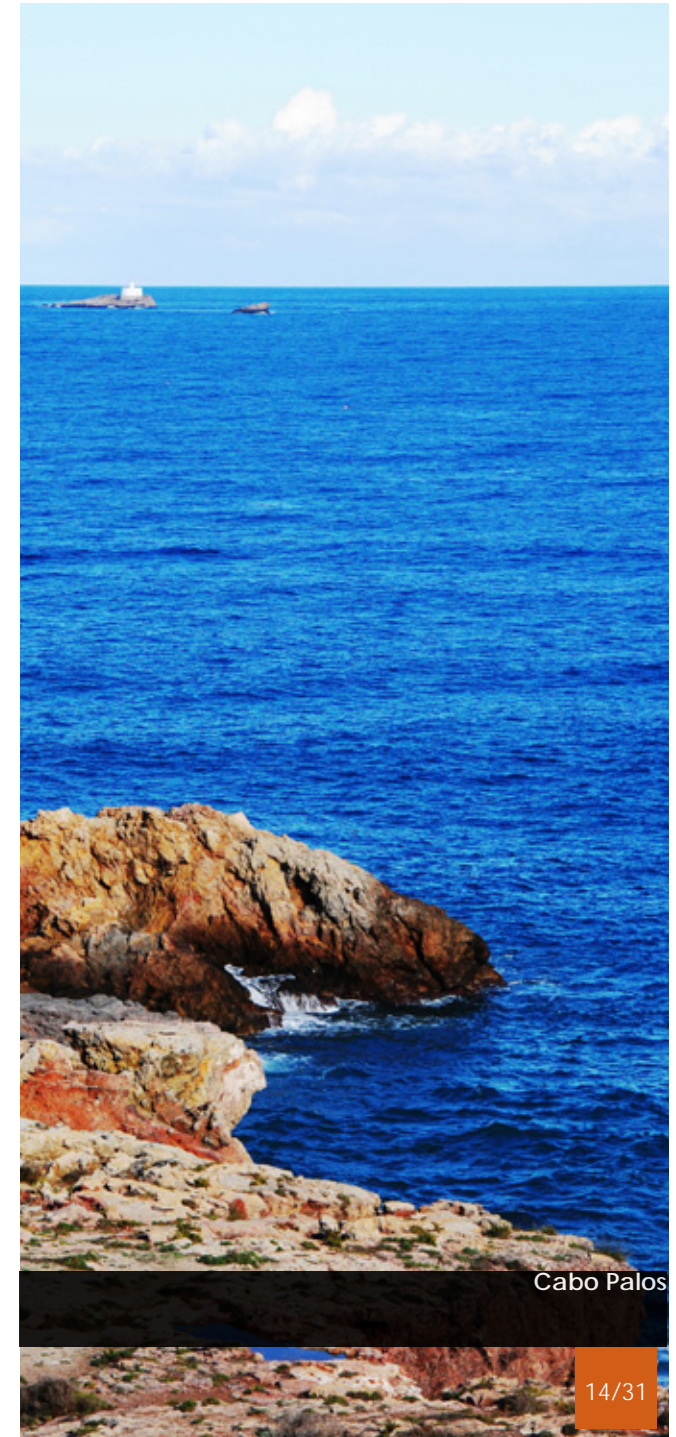
In accordance with the diagnosis which has been reached and considering the Specific Measures of the European Landscape Convention 7 priority aims were raised through the implementation of lines of work and actions, seeking to achieve what we call “society’s aspirations in terms of landscape”.

The implementation of each of these aims is developed within Annex I of this Strategy in the form of 7 sub-projects.

#### 4.1. AIM 01. Awareness.

It is a transversal objective, consistent with Specific Measure “A” included in Article 6 of the European Landscape Convention, whose aims are :

- **Overcoming weaknesses** such as the lack of assimilation of the very concepts of landscape planning and management , the gap in specific legislation, poor administrative coordination, insufficient knowledge on the part of society of exceptional landscapes in the Region of Murcia or the potential of the landscape as an economic resource.
- **Management of threats** focussed on their compatibility with alternative energy, the present and future of agriculture, the sprawling city or major infrastructure.
- **The strengthening of the regional landscape** itself and the use and development of local studies already conducted as well as using the Landscape Website for the Region of Murcia.
- **Exploiting opportunities created by the economic crisis**, the landscape as a source of wealth or the concepts of awareness already held by the borne by the population.
- **Reaching goals such as the protection, management and planning of landscape** by respecting territorial character and identity, public participation and improved accessibility.



4

aims





Leiva. España. Alhama de Murcia



Moratalla

## 4.2. AIM 02. Training and education.

An aim closely related to the above forming an inseparable tandem where the success of one component depends on the other . As with awareness it coincides with the Specific Measure "B" in Article 6 of the European Landscape Convention, and this aim is as follows :

- Society's assimilation of concepts of "landscape" and "landscape management and planning."
- The assimilation of various sectoral policies of the term "Territorial Use" vs "Freezing of Values ."
- The social value of the rich landscape of the Region of Murcia through its understanding.
- The consideration of landscape as an economic asset of great potential.
- The proper integration of new alternative energy, agricultural development, peri-urbanization or major infrastructure.
- The proposal of new models and the use of pre-existing awareness.
- The appreciation and respect of territorial identity and character
- The promotion of accessibility to the landscape.





### 4.3. AIM 03. Spreading the message of characterization and rating.

According to the provisions in Specific Measure “C” of Article 6 of the European Landscape Convention, all regional territory has been characterized and qualified scenically, this strategy suggesting the spread of work already carried out focussed on:

- Overcoming the weakness caused by the underestimation of our rich landscape.
- The creation of an excellent reference base for conservation actions, management and landscape planning.
- The promotion of accessibility to the landscape.

### 4.4. AIM 04. Landscape Quality Objectives.

As outlined in Article 6 of the European Landscape Convention, we propose the definition of some Landscape Quality Objectives that will:

- Minimize the weakness caused by the absence of specific legislation.
- Facilitate and standardize the process of multi-sectoral decision-making on the location of new renewable energy facilities, major infrastructure, suburban or agricultural policy developments.
- The creation of references to simplify and agree on goals to achieve the aims of any process of protecting, managing or planning the landscape.
- Effective participation of society in the process of making decisions about landscape by incorporating the procedure of defining Landscape Quality Objectives.

### 4.5. AIM 05. Recognition of the potential of landscape as economic resource.

Achieving this goal has a double intention:

- Effective use of landscape as “raw material” for creating jobs and attracting investment.
- Awareness of economic and administrative sectors, to achieve the consideration of landscape in all processes that can have an effect on it.





#### 4.6. AIM 06. Coordination.

As General Measure “D” of Article 5 of the European Landscape Convention states, each party agrees to “integrate landscape into land management policies and planning and in policies of cultural, environmental, agricultural, social and economic matters as well as any other policies that may have an indirect impact on the landscape.” The actions to be implemented must address:

- Weaknesses created by the absence of specific legislation and poor administrative coordination.
- Threats arising from new alternative energy facilities, major infrastructure, agricultural policies and planning.
- Taking measures demanded by society against the existing dynamics.
- Promoting social participation in taking decisions on landscape matters.

#### 4.7. AIM 07. Follow-up.

An aim also mentioned in Article 6 of the European Landscape Convention which must be used as a tool on the one hand of weaknesses, threats, strengths, opportunities, and identified goals as well as the evolution of the Landscape Strategy of the Region of Murcia.



## 4.8. SUMMARY.

As outlined in the following table we represent the relationship proposed by this Strategy between diagnosis and public participation processes undertaken and those aims suggested as priority.

**W:** Weaknesses.

**T:** Threats.

**S:** Strengths.

**O:** Opportunities.

**SA:** Social aspirations .

RESPONSE TO PROPOSAL OF AIMS								
	SOLICITATIONS	AIM. 01. SENSITIVITY	AIM02. EDUCATION AND TRAINING	AIM.03. CHARACTERISATION AND QUALIFICATION	AIM.04. AIMS OF LANDSCAPE QUALITY.	AIM.05. LANDSCAPE AND ECONOMY	AIM.06 COORDINAION	AIM.07. MONITORING
<b>W</b>	Awareness of concept of landscape							
	Awareness of management concepts and planning.							
	Territorial use vs "Freeezing".							
	Absence of specific legislation.							
	Poor administrative co-ordination on landscape.							
	Underestimation of exceptional landscape.							
	Poor awareness regarding economic potencial of landscape.							
<b>T</b>	Integration of alternative energies.							
	Agriculture.							
	City sprawl.							
	Integration of large infrastructure							
<b>S</b>	Enjoyment of the richness of regional landscape.							
	Use of Studies already carried out.							
	Landscape Website							
<b>O</b>	Economic value of landscape.							
	Proposing new models.							
	Taking advantage of pre-existing sensitivity							
<b>SA</b>	Protection, management and planning of landscape.							
	Adoption of measures for new dynamics							
	Respect for local identity and character.							
	Public participation.							
	Promotion of access to landscape.							

4



Both the design and development of the Strategy and its implementation, the defining of specific projects and design and analysis activities will be coordinated and assessed scientifically by the General Directorate of Land and the Housing Department of Public Works and Planning, counting on the collaboration and support of the European Network of Local and Regional Authorities for the Implementation of the European Landscape Convention (RECEP-ENELC).

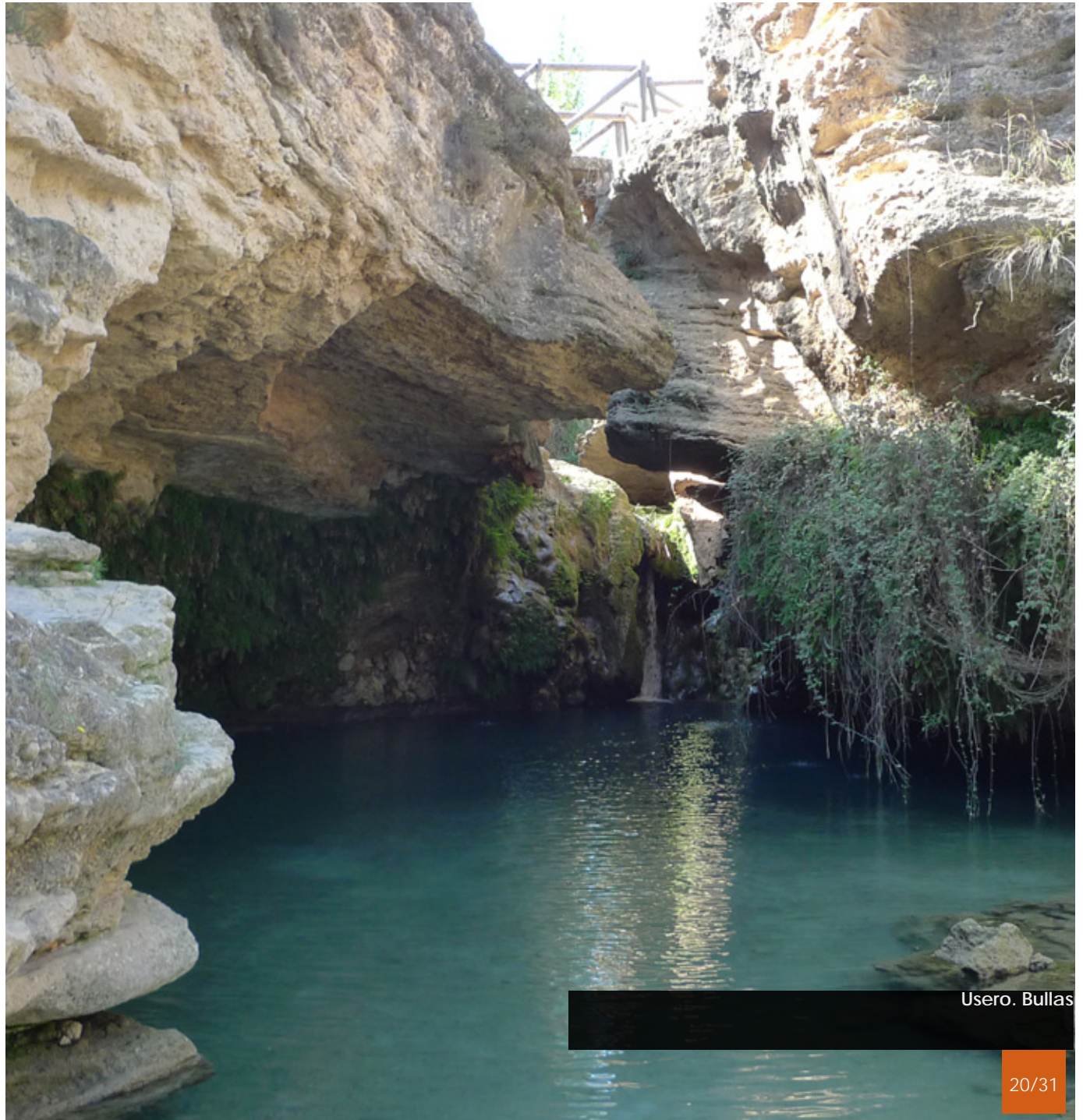




# 6

## strategy approval process

Once the process of participation on this document is complete ,it will be subject to approval by the Governing Council by report of both the Commission for Coordination on Territorial Policy and the Social Council of Regional Policy and the Economic and Social Council.



Usero. Bullas

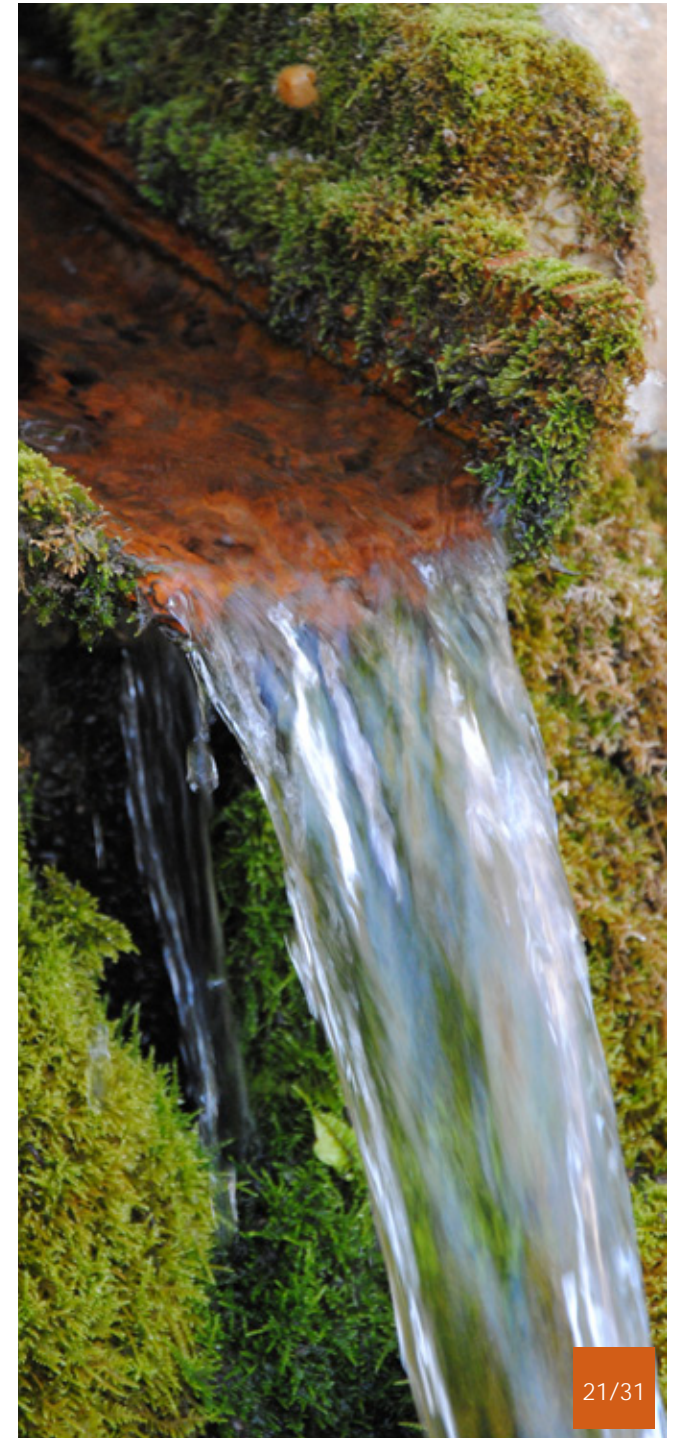




# 7

## communication

As recognized by the conclusions of the Seminar held in Murcia last November within the European Project PAYS.MED.URBAN the media which offers higher cost efficiency the Internet, therefore the Landscape Portal in the Region of Murcia is set up as a communication channel between regional participants with a clear b-ifunctional role, acting both as transmitter and receiver of information and generating the necessary communication channel for the development of public participatory processes .





Prior to defining indicators for monitoring the Strategy, the General Directorate of Land and Housing Department of Public Works and Planning will issue an annual report regarding:

- Level of development of the Strategy.
- Level of acceptance by society.
- Actions developed.
- Diagnosis and conclusions.



# annex 1

## subprojects



01. "awareness".
02. "training and education".
03. "characterization and qualification".
04. "landscape quality objectives".
05. "landscape and economy".
06. "coordination".
07. "monitoring".



# subproject 01 awareness



## 1. SUBPROJECT 01. Lines of action and actions to achieve goal 01. "Awareness".

### A) LINES OF ACTION.

Awareness raising activities to develop will be designed individually and specifically to affect the following population groups:

- ☐ General Society.
- ☐ Various administrations staff.
- ☐ Technicians with expertise in landscape.
- ☐ Bussines sector.

According to the SWOT diagnosis undertaken, such actions must include following among their content:

#### A.1) General Society.

- ☐ European Landscape Convention. Mandatory.
- ☐ The concept of landscape in accordance with the European Landscape Convention.
- ☐ Concepts of conservation, management and landscape planning under the European Landscape Convention.
- ☐ Exceptional landscapes of the Region of Murcia..
- ☐ Economic value of landscape.
- ☐ Character, identity and quality of agricultural landscapes of the Region of Murcia.
- ☐ Landscape website as a centre for dissemination and access to the landscapes of the Region of Murcia.
- ☐ The right of society to participate in decision-making processes on landscape.

#### A.2) Various Administration staff:

- ☐ European Landscape Convention. Mandatory.
- ☐ Concept of landscape in accordance with the European Landscape Convention.
- ☐ Concepts of conservation, management and landscape planning under the European Landscape Convention.
- ☐ Concept of Territorial Use "as opposed to "freezing of values. " .

- ☐ Framework of participation and commitment in light of the absence of specific legislation.
- ☐ Necessary administrative coordination.
- ☐ Economic value of the landscape.
- ☐ Integration of new alternative energies into landscape.
- ☐ Landscape and heritage value of agricultural land, its current status and trends.
- ☐ Landscape, suburban development and city sprawl.
- ☐ Landscape and major infrastructure.
- ☐ Landscape Website as a working tool and channel participation.
- ☐ Landscape and new territorial models.

#### A.3) Technicians with expertise in landscape.

- ☐ European Landscape Convention. Mandatory.
- ☐ Concept of landscape in accordance with the European Landscape Convention.
- ☐ Concepts of conservation, management and landscape planning under the European Landscape Convention
- ☐ Economic value of landscape.
- ☐ Integration of new alternative energies into landscape.
- ☐ Landscape and heritage value of agricultural land, its current status and trends.
- ☐ Landscape, suburban development and city sprawl.
- ☐ Landscape and major infrastructure.
- ☐ Landscape Website as a working tool for the preparation of Landscape Studies.
- ☐ Landscape and new territorial models.

#### A.4) Bussines sector.

- ☐ European Landscape Convention. Mandatory.
- ☐ Concept of landscape in accordance with the ELC.
- ☐ Concepts of conservation, management and landscape planning under the European Landscape Convention
- ☐ Economic value of landscape.
- ☐ Integration of new alternative energies into landscape.
- ☐ Landscape and heritage value of agricultural land, its current status and trends.

# subproject 01

## awareness

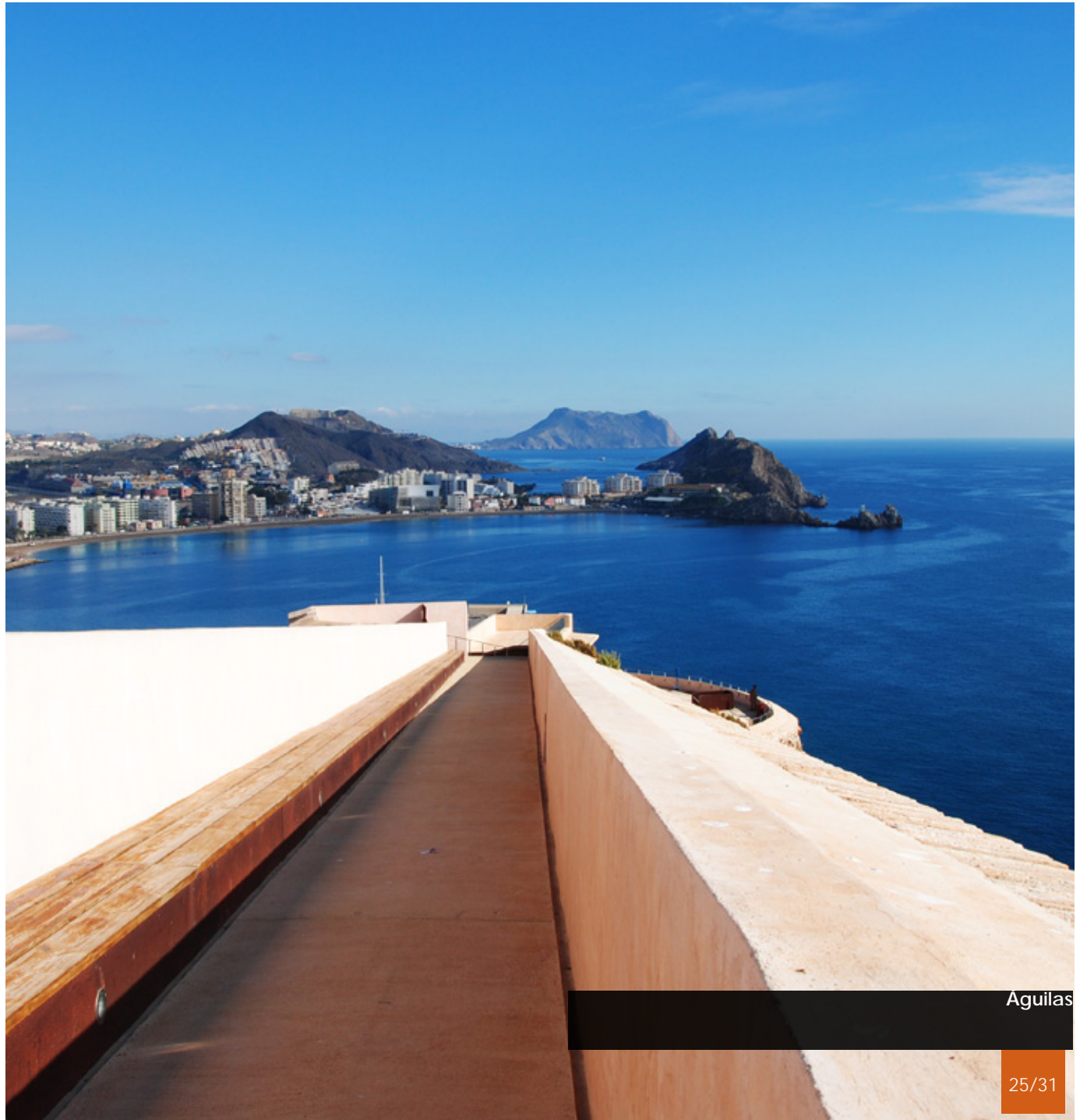
### B) ACTIONS.

Developing these lines of action logically depend on both parties respecting the available, however all should be structured into three time phases:

- ☐ Phase 1: Direct impact, spreading the message.
- ☐ Phase 2: Maintenance of the message.
- ☐ Phase 3: Renewal of message. New themes.

These actions may include, but are not limited to the following :

- ☐ Publications.
- ☐ Conferences.
- ☐ Contests.
- ☐ Exhibitions.
- ☐ Radio and television spots.
- ☐ Implementation in the Landscape Website of a Scenic Viewpoints Network in the Region of Murcia.
- ☐ Implementation in the Landscape Website of a Scenic Routes Network in the Region of Murcia.





## 2. SUBPROJECT 02. Lines of action and actions to achieve goal 02 "Training and education".

### A) LINES OF ACTION.

Actions to develop education and training will be designed individually and specifically to influence and at least three levels:

- ☐ Level 1: Elementary and Secondary Education.
- ☐ Level 2: University Education.
- ☐ Level 3: Professionals.

• For Level 1, actions will have the aim of appreciation of the value of the landscape as a source of quality of life; learning to read a landscape and through reading of a landscape, to understand its transformations.

• For Level 2, to have the the knowledge of reading a landscape; landscape value as a sign of character and identity; landscape as narrator of our history and scientific concepts of landscape study (biological richness, identity, uniqueness, fragility, intrinsic quality, visual aspect, impact, integration, etc ...)

• For Level 3, the measures will be the assimilation of concepts related to landscape integration; drafting Landscape Studies and use of the Landscape Website in the Region of Murcia as a tool.

### B) ACTIONS.

For the three levels it is suggested that prior to the commencement of any action, there should be first a research work showing us the degree of knowledge or acceptance of values which we have a stated as an aim in each level, the analysis should provide sufficient information to implement the following actions:

## subproject 02 training and education

- ☐ Level 1: Elementary and Secondary Education.

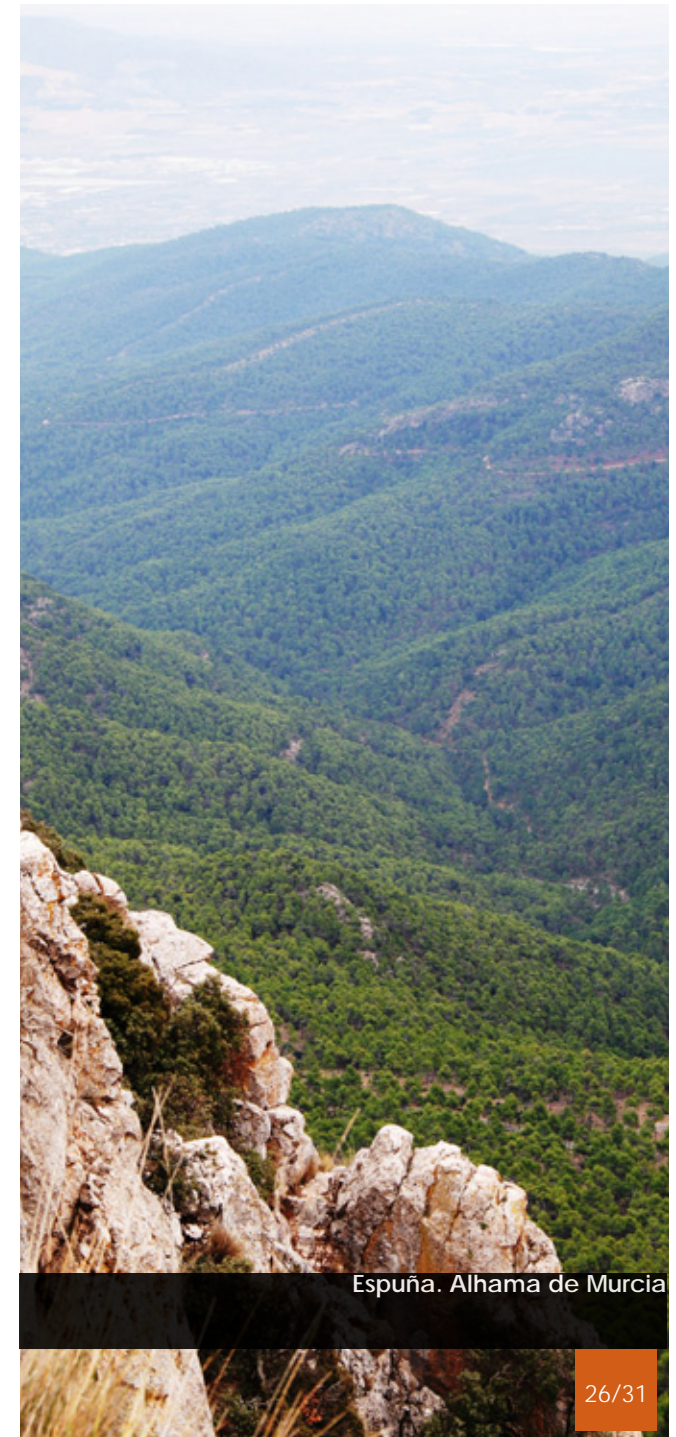
- o Chat.
- o Competitions (drawing, poetry, writing, music, etc...)
- o Creation of educational material to include in curricula.

- ☐ Level 2: University Education.

- o Technical seminars, workshops and conferences.
- o Working Papers + publication.
- o Thematic photos + publication.

- ☐ Level 3: Professionals.

- o Technical seminars, workshops and conferences.
- o Working Papers + publication.
- o Thematic photos + publication.
- o Drafting and dissemination of Guidelines for the implementation of Landscape Studies.







### 3. SUBPROJECT 03. Lines of action to achieve goal 03. "Distribution of studies on characterization and qualification carried out".

#### A) LINES OF ACTION.

- ☐ Distribution of the 7 county Landscape Studies conducted by the Autonomous Community of Murcia between 2001 and 2008.
- ☐ Dissemination of the Cultural Atlas of the Murcia Region, published by the Autonomous Community of Murcia in 2009.

#### B) ACTIONS.

- ☐ Put total Landscape Studies of the entire Region of Murcia on website..
- ☐ Put the Region of Murcia's Atlas of Landscapes of the Region of Murcia on website.

## subproject 03 characterization and qualification







#### 4. SUBPROJECT 04. Lines of action and actions to achieve goal 04 "Landscape Quality Objectives"

##### A) LINES OF ACTION.

- ☐ Defining Landscape Quality aims for each Homogeneous Landscape Unit, basing them on the characterization studies and on the qualifications and aspirations of society regarding landscape identified in the public participation process conducted in the seven Landscape Studies Regions which have been already carried out.
- ☐ Ensure public participation in its definition.

##### B) ACTIONS.

- ☐ Definition of General Landscape Quality Objectives for the entire regional area .
- ☐ Defining Landscape Quality Objectives customized for each of the seven counties in which the region has been divided for the purpose of conducting Landscape Studies.
- ☐ Defining Landscape Quality Objectives for each of the 250 homogenous landscape units subdivided in the Region of Murcia.
- ☐ Put on Landscape website the defined Landscape Quality Objectives.
- ☐ Submission of the same to public consultation through a specially established communication channel Landscape website of the Region of Murcia .
- ☐ Consideration of suggestions and publication of final Landscape Quality Objectives.

subproject 04  
landscape  
quality  
objectives





## 5. SUBPROJECT 05. Lines of action and actions to achieve goal 05 "Recognition of the potential of landscape as an economic resource".

### A) LINES OF ACTION.

- ☐ Scientific demonstration of the potential of the landscape as an economic resource and source of job creation.
- ☐ Through awareness strategies, we should convince society to believe that "Here, it is possible".

### B) ACTIONS.

- ☐ Carry out a study of "Landscape as potential economic resource, generating territorial competitiveness, at least in the formal analysis of the relationship of the landscape with :
  - o Large urban centers of large investment (Murcia, Cartagena, Lorca and metropolitan areas).
  - o Sun and beach tourism.
  - o Rural tourism.
  - o Tourist resorts.
  - o Sports tourism.
- ☐ Dissemination of the study.

subproject 05  
landscape and  
economy





## subproject 06 coordination



### 6. SUBPROJECT 06. Lines of action and actions to achieve goal 06 "Coordination".

#### A) LINES OF ACTION.

- ☐ Participation of all parties in the area, with direct or indirect impact on the landscape, in the process of:
  - o Definition of strategies.
  - o Definition of landscape quality objectives.
- ☐ Coordination and unity of purpose.
- ☐ Commitments accepted by each of the parties.

#### B) ACTIONS.

- ☐ Setting up Landscape website in the Region of Murcia as a communication channel for effective coordination .
- ☐ Drafting and signing of Regional Landscape Charter.





## 7. SUBPROJECT 07. Lines of action and actions to achieve goal 07 "Monitoring transformations".

### A) LINES OF ACTION.

- ☐ Monitoring changes in regional landscapes.
- ☐ Monitoring progress of the Landscape Quality Objectives.
- ☐ Monitoring of the degree of development of the Landscape Strategy for the Region of Murcia.

### B) ACTIONS.

- ☐ Definition of monitoring indicators.
- ☐ Implementation of the Landscape Observatory.
- ☐ Development and periodic dissemination of reports including:
  - o Results obtained.
  - o Analysis and diagnosis of same.
  - o Prospective conclusions.

## subproject 07 monitoring

