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MED-GIAHS

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JOINT TRAINING PLAN

Junta de Andalucía | Consejería de Agricultura, Pesca, Agua y Desarrollo Rural

Università degli Studi Firenze | Agricultural Heritage Landscapes UNESCO Chair | unesco

Deliverable ID

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Version 1.0	10/01/2026	Final Document	UNIFI-DAGRI (PP5)

Table of contents

Abbrevations

Most frequent abbreviations only, 1 page max.

AP – Action Plan

CAP – Common Agricultural Policy

FAO – Food and Agriculture Organization of the United Nations

GIAHS – Globally Important Agricultural Heritage Systems

JTP – Joint Training Plan

NGOs – Non-Governmental Organizations

SAG – Scientific Advisory Group

SDGs – Sustainable Development Goals

UNIFI-DAGRI – University of Florence, Department of Agriculture, Food, Environment and Forestry

Executive summary

The following Joint Training Plan document refers to activities foreseen within the framework of the MED-GIAHS project, specifically activity 2.2, with the general objective of guiding MED-GIAHS project partners towards implementing training activities targeted at local stakeholders of recognized and potential GIAHS sites.

The Joint Training Plan consists of a detailed description of the contents of four proposed training modules to be deepened during the local training activities, focusing on the FAO GIAHS approach and application process, the valorization and exploitation of the GIAHS recognition, marketing and communication strategies, as well as governance opportunities and instruments for traditional agrifood systems and landscapes. In this sense, the contents of the document shall serve as a basis for project partners to be adapted to local needs (language, additional case studies, best practices, country-specific information, etc.).

The general format proposed for implementing the local training activity consists of 12 hours of training, which can be distributed over several weeks, with the possibility of organizing individual training sessions in person or online, involving an expected minimum of 25 participants.

Starting from the project's action plan, the local training activity is preceded by a "training for trainers" activity implemented by the University of Florence (UNIFI-DAGRI, PP5) in the first semester 2025, after which the local training in single project countries will take place (Semester II 2025) except for Italy, whose project partner UNIFI-DAGRI will implement its local training in Semester I.

JOINT TRAINING PLAN MODULES

JTP MODULE 1: Understanding the GIAHS approach: from the five criteria to the concept of dynamic conservation

SUMMARY INFORMATION

OBJECTIVE: This Module aims to deepen the history and evolution of the GIAHS Programme within FAO, as well as to go through the application process to achieve the GIAHS recognition by analysing the dossier contents, including the 5 GIAHS criteria and the Action Plan for dynamic conservation.

LANGUAGE OF THE LOCAL TRAININGS: Bulgarian, Greek, Italian, Montenegrin, and Spanish.

FORMAT: no. 1 in person / online meeting (or other format based on specific partner and participant needs)

DURATION: 3 hours

CONTENTS: GIAHS Programme evolution; application process; requirements of a GIAHS proposal and of the Action Plan; stakeholder involvement; case studies (proposals analysis for single criteria, AP, etc.)

Description

Module 1 of the JTP focuses on providing an in-depth understanding of the GIAHS (Globally Important Agricultural Heritage Systems) Programme, established by FAO in 2002, and of its approach and principles. This module aims to explore key information regarding the FAO's GIAHS Programme, with a particular emphasis on the importance of traditional agro-silvo-pastoral landscapes as a fundamental feature for the inclusion in the Programme. Recognizing the global value of traditional agricultural systems and the importance of preserving these heritages, it is crucial to spread the knowledge about the GIAHS approach and the related opportunities for the sustainable development of rural areas. The module aims to provide a comprehensive understanding of the theoretical and practical foundations of the Programme, highlighting how local agricultural systems can be valued through the GIAHS recognition.

Considering also the requests coming from the MED-GIAHS project partners, the module will cover the following topics:

a. *Basic Concepts of the FAO GIAHS Programme:*

The overview of the FAO GIAHS Programme provides an opportunity to convey to local stakeholders the key concepts underlying the Programme's main objectives. This section aims to both raise awareness and inform, offering insights into the role of FAO on international, national, and regional levels, as well as detailing the countries involved and the number of sites currently registered in the Programme. It is essential to provide introductory knowledge about the Programme and a comprehensive overview of its functions, as the primary goal of GIAHS is to identify and safeguard "Globally Important Agricultural Heritage Systems" and their associated elements, including landscapes, agricultural biodiversity, and local cultural knowledge systems linked to traditional agricultural systems.

The FAO definition, describing GIAHS sites as "Remarkable Land use systems and landscapes extraordinarily rich in biological diversity that evolve from the co-adaptation of a rural community with its environment, its needs, and aspirations for sustainable development", serves as a crucial starting point for reflecting on the cultural, agricultural, and biological aspects that define a GIAHS site. Through examples and case studies of already recognized traditional agricultural systems, the distinctive features and values of these sites will be illustrated. Defining what constitutes a GIAHS site is fundamental to helping the various stakeholders understand the concept of the system's "global importance". The global importance is based on a composite criterion that assesses the overall value of the system, rooted in both historical and contemporary relevance, in dealing with current socio-environmental challenges.

Furthermore, recognizing and identifying the distinctive characteristics of each system requires a deep understanding of agricultural and cultural heritage, as well as the threats that hinder its sustainable development. This knowledge is crucial for ensuring the preservation of biocultural diversity, which encompasses agrobiodiversity and the management of associated ecosystems.

b. *History and Organization of the Programme:*

The recognition of proposed sites within the GIAHS Programme has grown significantly over the years, gaining increasing relevance within the framework of international initiatives aimed at the dynamic conservation and protection of agricultural landscapes. Providing a brief overview of the Programme establishment is essential for sharing knowledge that supports the sustainable development and enhancement of the proposed or registered sites. The GIAHS was launched in 2002 during the Johannesburg Summit on Sustainable Development, as an FAO research programme, and became a regular FAO programme in 2016. The Programme has experienced notable growth over the past 22 years. Currently, 89 sites are officially recognized in 28 different countries, with an additional 13 applications under evaluation. The international community's interest in the Programme has steadily increased, leading to its integration into various conventions and national initiatives on rural development. A key example is the memorandum of understanding signed between the former Italian Ministry of Agricultural, Food, and Forestry Policies (MIPAAF) and FAO, aimed at promoting the recognition and conservation of GIAHS sites in Europe and particularly in Italy, connected with the Italian National Register of Rural Landscapes of Historical Interest, Agricultural Practices and

Traditional Knowledge. For these reasons, offering an overview of the Programme's history, as well as its current organization and structure, is crucial to understanding its strategic role in safeguarding and enhancing agro-silvo-pastoral systems of global importance.

c. *The inclusion criteria*

FAO has defined five fundamental criteria to evaluate site nominations, representing the core characteristics that must coexist for a site to be officially recognized as a GIAHS. This section of the first module aims to introduce the requirements of a site in preparation to its application, clarifying the five selection criteria and the steps required to ensure the elaboration of an effective GIAHS proposal. These topics will be further explored in Module 2a, Towards a GIAHS Proposal (for GIAHS Candidates). A crucial initial aspect involves understanding the structure of the official FAO guidelines for preparing an appropriate nomination. This process requires a structured description of the global significance of the traditional system, divided into four main sections: Specific Values and Features (Part A), Historical Relevance (Part B), Contemporary Relevance (Part C), and Comparative Analysis (Part D). Additionally, a comprehensive overview of the Programme's five criteria is provided, including:

- Food and Livelihood Security;
- Agrobiodiversity;
- Local and Traditional Knowledge Systems;
- Cultures, Value Systems and Social Organization;
- Landscape and Seascape Features.

The analysis of these criteria is fundamental, as they represent the basis for demonstrating the global importance of a site. Moreover, these elements become integral parts of the nomination dossier and of the Action Plan, designed to ensure the dynamic conservation of the site and safeguard its unique qualities. Another essential aspect is related to the pathway to the site recognition, which includes a series of well-defined phases such as preparing the proposal, engaging relevant local stakeholders, understanding the pivotal role of the GIAHS Secretariat as well as of the Scientific Advisory Group (SAG) in the evaluation process, and the outcomes of the nomination process. This section aims to provide a comprehensive understanding of the governance system that underlays the GIAHS recognition, with a focus on the procedures and stakeholders that need to be involved.

d. The Action Plan for dynamic conservation

In conclusion, it is essential to properly engage local stakeholders and the key actors involved in the management and conservation of the site. This step is crucial to ensure the transfer of adequate knowledge regarding the planning tools required for the management of GIAHS sites. The Action Plan is, in fact, a critical document for ensuring the protection, preservation, and safeguarding of these sites, adopting a dynamic conservation perspective that integrates their enhancement with sustainable development and innovations. This document not only identifies and analyses the environmental and socio-economic vulnerabilities of traditional

agricultural systems but also proposes political strategies and concrete actions to deal with these vulnerabilities and to promote the sustainable development of the site. Additionally, the Action Plan underscores the importance of involving local communities and key stakeholders, promoting a multi-level governance approach capable of integrating diverse perspectives and expertise. These aspects, which are central to the management of the sites, will be explored in depth in the subsequent modules of the course, with particular attention to governance, which will be addressed in the fourth and final module of the Joint Training Plan. In the following module for GIAHS candidate sites, the methodologies used to investigate the specific sites features will be introduced, including bibliographic research, desktop and in situ research activities, the administration of questionnaires to local communities, and the conduction of interviews. Understanding the Action Plan is an essential step for anyone involved in the management of a GIAHS site, as it represents the key document that guides the planning towards sustainable development strategies.

JTP MODULE 2A: FOR GIAHS CANDIDATE SITES - Towards a GIAHS proposal: requirements and procedures

SUMMARY INFORMATION

OBJECTIVE: This Module is targeted to potential GIAHS sites of the MED-GIAHS project and aims to further deepen aspects related to the preparation of a successful GIAHS proposal, delivering further details concerning the description of the five criteria, as well as the elaboration of the Action Plan.

LANGUAGE: Bulgarian, Greek, Montenegrin

FORMAT: no. 1 in-person / online meeting (or other format based on specific partners and participant needs)

DURATION: 3 hours

CONTENTS: Further deepening about requirements of a GIAHS proposal and of the Action Plan; stakeholder involvement; case studies (proposals analysis for single criteria, AP etc.)

Description

Module 2A of the Joint Training Plan (JTP) will deepen the knowledge of the following topics:

- Requirements and preparation of the GIAHS proposal;
- Requirements and preparation of the Action Plan;
- Application process;
- Case studies.

a. Requirements and preparation of the GIAHS proposal

In order to prepare a good GIAHS proposal, applicants have to follow the guidelines published on the FAO GIAHS website (https://www.fao.org/giahs/become-a-giahs/en), but they must also be aware of the type of data and preliminary investigations that are required in order to allocate adequate resources and build an effective and multidisciplinary working group. The proposal should be prepared with the effective participation of the relevant local communities and stakeholders in general, with their prior and informed consent. It is also necessary to remind that FAO does not economically support the preparation of the GIAHS proposal. Before analysing the structure of a GIAHS proposal and the information and data that have to be included in the different sections, it is necessary to highlight some general principles. First of all, a GIAHS proposal needs a coordinator and a working group with different expertise as the required information, data, and analyses are related to different topics and knowledge.

Given the multidisciplinary nature of the topics addressed within a GIAHS proposal, to build a team of experts, it is first necessary to find a coordinator, not necessarily with a deep knowledge of all the topics that the proposal will refer to. The coordinator should have skills that allow the identification of the most important elements of the proposed landscape and system, and help to holistically coordinate the data search and the proposal writing. The team of experts should involve different experts with skills in both scientific and humanistic fields, particularly in geographical, geomorphological, agricultural, ecological, social and anthropological, economic, and cultural aspects. Each aspect of a GIAHS site influences the others, and the interactions between them should represent one of the focal points of the proposal.

The information and data to be included in a GIAHS proposal can be obtained by different types of analyses:

- bibliographic research;
- statistical data and analyses;
- desktop analyses;
- field surveys.

The descriptions provided in the proposal must be objective, based on verifiable facts and reliable data, and supported by scientific evidence or adequate and possible updated references, avoiding the use of implicit and metaphorical expressions. References and resources shall be included in the document through appropriate and accurate citations within the text and with a bibliography at the end of the proposal. There is no limitation to the length of the proposal, but the description should be comprehensive and detailed enough to ensure a clear understanding of the proposed agricultural system; however, it is highly recommended to avoid unnecessary duplication or information that is not relevant to the requirements indicated in the Guidelines, nor directly related to the proposed site.

The proposal should also include visual material. The use of figures, diagrams, graphs, hand-made sketches, maps, land sections, images, and other illustrations is essential for understanding the proposed systems, i.e., the inclusion of a diagram illustrating the functional interrelationships among different components within the proposed system is strongly encouraged. Photographs should be included to facilitate understanding of the contents described in the document, and also comparisons between historical and current photos could be useful to illustrate how the landscape and the agricultural system evolved/changed over the years. In addition, videos can be included for a better and more thorough understanding of the function of the traditional system. Adequate maps are also particularly important to show the exact location of the proposed system with clear boundaries, the land use structure, and other landscape features characterizing the site. All the visual material included in the proposal should be of adequate quality and high resolution, should include a legend/description of what is represented, and information about the source, author, etc. should be included.

A GIAHS proposal document should follow a precise structure, articulated in sections, with

different chapters for each section. Additional details can be found in the official FAO GIAHS Guidelines. The GIAHS proposal structure has to be the following:

- **Cover page**
- **Table of contents**
- **Section I. Summary Information Table**
- **Section II. Executive Summary**: Overview of the proposed system providing concise (3 pages maximum) description about all the components of the proposal, including the type of system (e.g. agropastoralism, fisheries, agroforestry, shifting agriculture, traditional irrigation, etc.), how it is working, the global importance, the interactions of the different features within the system, the relevance to five selection criteria, ... to clarify the uniqueness of the system).
- **Section III. Significance of the Proposed System**
    - Part A. Specific values and features (Describe the interactions of the different components of the system, covering either tangible or intangible heritage, supported by visual material, explanation of the specific values and unique features that distinguish the system as a GIAHS site by highlighting the elements of global importance, and provide a map including clear boundaries).
    - Part B. Historical relevance (Describe the historical development of the system, the origin of the system, how it was established, and how it adapted over time).
    - Part C. Contemporary relevance (Highlight how the system contributes to addressing contemporary global issues and challenges such as food security and nutrition, social and economic welfare, climate change, rural development and conservation, biodiversity; describe how the system is relevant and contributes to Sustainable Development Goals (SDGs) and other FAO and UN goals and strategies such as the UN Decade of Family Farming and UN Decade of Ecosystem Restoration).
    - Part D. Comparative analysis (Explain differences and peculiarities of the proposed system compared with other similar agricultural systems in the same country and/or in other countries. Such comparisons enable to interpret specific features of the proposed system within a particular national or regional natural environment and cultural context).
- **Section IV. GIAHS selection criteria**
    - Food and livelihood security (How the proposed system contributes to the local community's food and livelihood security as well as the economic sustainability of the system, through descriptions and socio-economic data; Products and services provided by the system, Farming structure and management, Contribution to sustainability and resilience, Threats and challenges).

- Agrobiodiversity (Cultivated, reared, and harvested plants and animals including a complete list of cultivated and harvested species, varieties, and breeds with notes on their purposes (e.g., food, medicinal use, human and/or animal consumption), Ecological functions and beneficial relationship among species and the ecosystem services, List of protected species, Contribution of agrobiodiversity to the sustainability and resilience of the system, Threats and challenges).
- Local and traditional knowledge systems (Agricultural practices and associated knowledge, Traditional agricultural tools, Invaluable local and traditional knowledge, Management systems for natural resources and agroecological practices, Practices which contribute to mitigating negative environmental impacts, Contribution of local and traditional knowledge to sustainability and resilience, Threats and challenges).
- Cultures, value systems and social organizations (How the cultural identity and sense of place are embedded in the proposed system, Specific cultural practices and identity elements related to the agricultural system, Beliefs and rituals languages, arts and handicrafts, Traditional clothes, Traditional cuisine, Gender-based division of labour, customs and communal rules; List the organizations/associations relevant to the maintenance of the system highlighting their role and involvement, Management of the transmission of traditional ecological knowledge through the generations; External organizations supporting the system such as NGOs, foundations, government agencies, etc.; Degree of awareness among local communities of the GIAHS application process and their involvement in the process; Contribution of culture, value systems and social organizations to the sustainability and resilience of the system; Threats and challenges).
- Landscape and seascape features (General description of the landscape with appropriate visual materials; Natural context including morphology, average slope and altitude, and land uses; Agricultural landscapes/seascapes description with a proper land use map; Settlements and associated built structures; Sustainability and resilience to address natural constraints, i.e. erosion, flooding, droughts, etc.; Threats and challenges).

- **Section V. Action Plan for Dynamic Conservation**
- **Bibliography**
- **Annexes**

b. Requirements and preparation of the Action Plan

The Action Plan represents a crucial part of a GIAHS proposal as it is the document through which the applicant explains how it intends, and with what economic resources, to guarantee

the sustainable conservation and maintenance of the system considering also the main threats and challenges described in the various sections of the proposal with specific reference to the five criteria, including socio-economic pressures and environmental changes.

Based on the outcomes of this first part, the second part should focus on identifying and providing a detailed description of concrete actions that are already under implementation and/or will be implemented on the site by various relevant stakeholders to address and mitigate these threats and challenges. Actions can include relevant rural development policies, marketing strategies, conservation measures, training, and planning instruments. In particular, it should be clear how each proposed action responds to mitigating the different identified threats and challenges, and what is the role and responsibility of each stakeholder in the relevant action, including local communities and institutions involved at the local, national, and international levels, specifying which stakeholders are acting as the responsible body, and which ones are the partners. In addition, each action should include an adequate and feasible chronogram and a budget estimation, as well as the funding sources. Information and details regarding how the proposing authority intends to leverage funds and/or to mobilize resources at the local, national, and/or international level should be provided.

The third part of the Action Plan should focus on the monitoring and evaluation system for the Plan itself, as well as on tracking the implementation of the proposed actions.

c. Application process

The application process starts with the submission of a GIAHS proposal to the FAO GIAHS Secretariat. GIAHS proposals can be submitted to the GIAHS Secretariat through the appropriate Government channel (i.e., Ministry of Agriculture, Ministry of Environment or others) or by the GIAHS National Committee where they exist, or by regional FAO offices. After the proposal reception, the GIAHS Secretariat acknowledges receipt through an official written notification and starts to check the documentation. If the proposal is complete from an administrative and formal point of view, the Secretariat forwards it to the Scientific Advisory Group (SAG) for the assessment of the technical and scientific parts. If, instead, the proposal is not complete, the GIAHS Secretariat can request the applicant to revise the proposal to comply with the requirements or provide further information.

Once the proposal is complete and presents the proper format, it is sent to the Scientific Advisory Group (SAG) in preparation for the next SAG meeting, during which all relevant aspects of single GIAHS proposals under evaluation are discussed. Based on decisions taken during the official SAG meetings, the GIAHS Secretariat prepares an evaluation report and may ask for additional information to clarify substantial points in the proposal and provide advice to the applicant to revise and resubmit it. Besides the proposal evaluation, the SAG is also in charge of performing a field visit to the site to check whether the contents of the proposal correspond to the real situation and to verify the coherence of the site with the objectives and principles of the GIAHS Programme. The expert visit is usually carried out by one of the SAG members, facilitated and supported by the applicant, and should include the participation of

the local communities and representatives. Based on the outcomes of the expert visit and on the review of the GIAHS proposal, the SAG prepares an evaluation report, with one of the following decisions:

- Designation of the site;
- Request for revision and resubmission of the proposal;
- Notification of declination of the proposal to the applicant.

The process from the acceptance of the application by the SAG to one of the listed decisions is expected to last about one year.

When a site is ready to be registered in the FAO GIAHS Programme, a designation certificate, signed by the Director-General of FAO, is issued, and the registration is notified to the applicant, recorded in the GIAHS Registry, and published on the GIAHS website.

After the recognition, member countries that have designated GIAHS sites should monitor and evaluate the state and progress of implementation of the Action Plan for dynamic conservation of the GIAHS sites. Member countries, in fact, are expected to produce a periodic report on the outcomes of the monitoring and evaluation that has to be forwarded to the GIAHS Secretariat.

d. Case studies

In this part of the JTP, some practical examples of information and visuals that could be included in a GIAHS proposal are presented for each section.

I. Global Significance

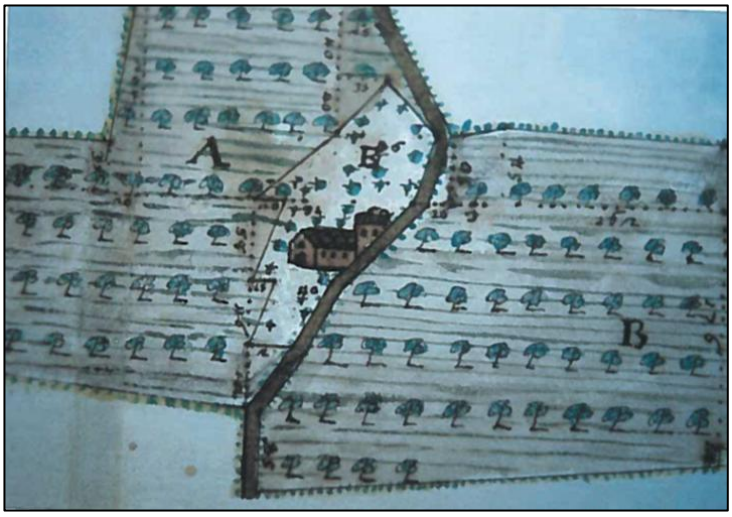


Figure 1 *Italy, Olive Groves of the Slopes between Assisi and Spoleto - Cabreo (inventory of properties) of Sant'Angelo Monastery (1729), with the villa in the center surrounded by olive groves.*

Historical images and drawings help to emphasize and identify the traditional elements of the landscape, as they represent documents that visually show the landscape and agricultural activities of the site. In this image, it is possible to note how the olive crops were organized in 1729, with regular spacing of plantations and crops between the olive trees themselves. An important rural building is also depicted, thus highlighting the architectural aspects that represent one of the most significant features of the referring site. The inclusion of primary historical sources –

particularly manuscripts and paintings – can offer a much more accurate view for the part related to the historical relevance than mere descriptions.

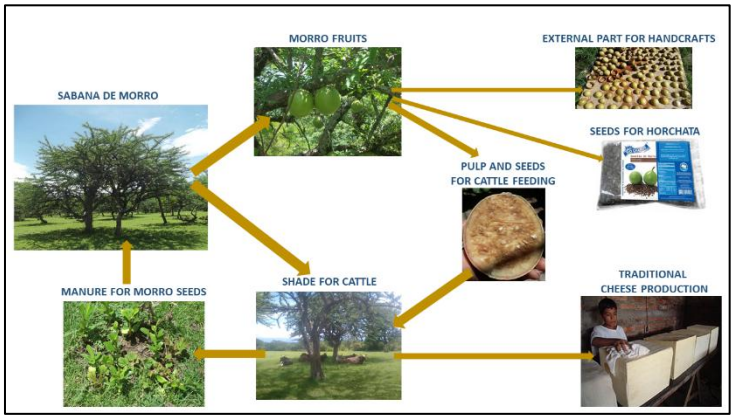


Figure 2 *El Salvador, The traditional silvo-pastoral system of Sabana de Morro in Dolores, El Salvador - Scheme of the role of the multipurpose trees Crescentia alata and C. cujete (morro tree). (site not proposed yet)*

This diagram shows the role of the main element of this system - the *morro* tree - and its interaction with livestock and the local population, being an important multipurpose tree.

- Fruits and flowers of morro trees are used by local farmers to integrate the feeding of the cattle that can benefit from additional nutrients and diversified feed sources.
- Morro fruits and seeds are believed to provide a peculiar taste to the milk and, therefore, to the local cheese.
- Morro trees, sparse on the pastures, provide shade for the grazing animals that is particularly important since the area is characterized by a hot equatorial climate.
- Cattle disseminate *morro* seeds that otherwise could not germinate, as the external part of the fruit is particularly hard, and seeds mainly rot inside the fruit without being able to germinate.
- Cattle provide manure for *morro* seeds, and the passage through the digestive system of the animals favours the germination of the seeds.
- The external part of *morro* fruits is used to produce handicrafts.
- Seeds are used to produce *horchata de morro*, a typical cold beverage.

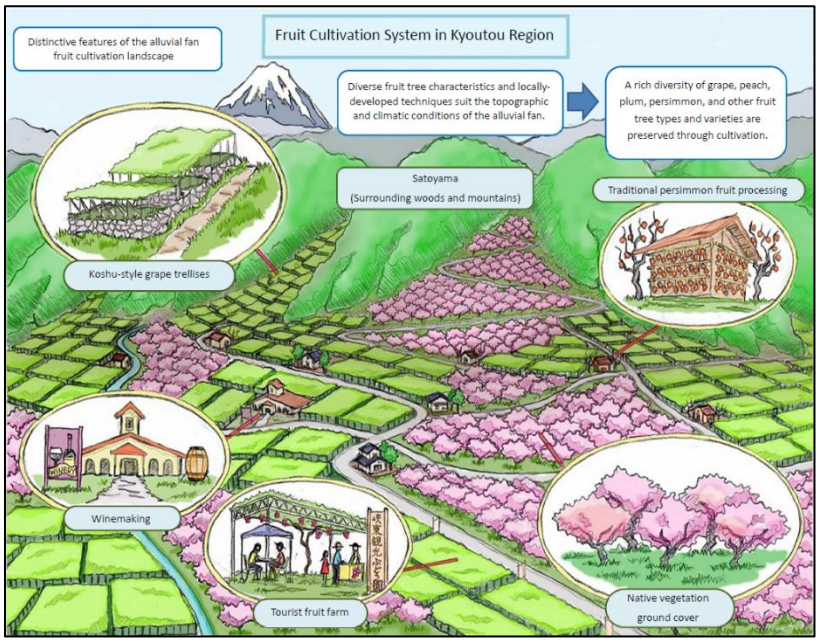


Figure 3 *Japan, Fruit Cultivation System in Kyoutou Region, Yamanashi - Introductory diagram.*

Drawings and diagrams facilitate the rapid identification of the principal features of a landscape and assist in understanding its complexity through visual representation. In this example, the illustration synthesizes the primary features of the landscape, depicting both agricultural and forestry components, and demonstrating the predominant practices and characteristics from both an agronomic and aesthetic perspective. Annotated examples and short descriptions support the interpretation of the image, emphasizing the complex mosaic of land use. Additionally, the image references activities available to tourists (e.g., tourist fruit farm) and resource processing activities (e.g., vinification, traditional persimmon fruit processing). A single illustration represents extensive data, allowing an immediate immersion into the landscape typology that the dossier aims to convey.

II. I Criterion – Food and Livelihood Security

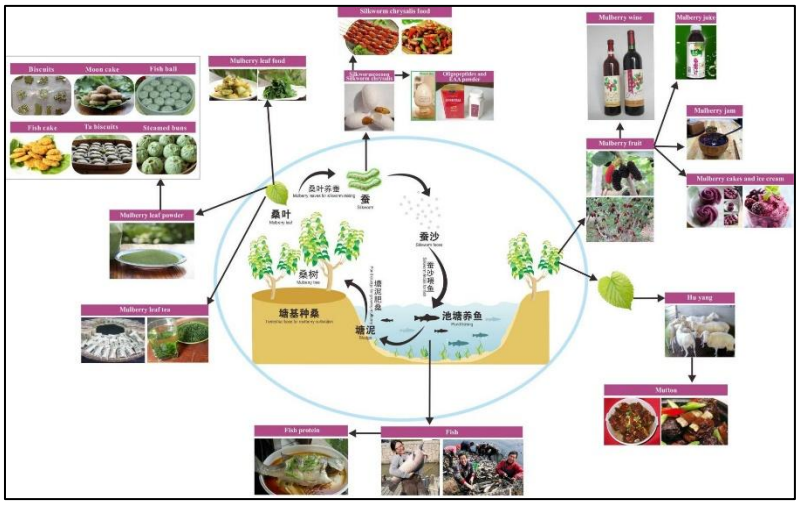


Figure 4 *China, Zhejiang Huzhou Mulberry-dyke & Fish-pond System - Ecosystem related food.*

This highly informative figure allows visualization of both the nutrient cycle of the proposed site and the wide diversity of food products derived from it. In a single image, it is thus possible to identify both ecosystem elements, where it is explained that the system achieves a dynamic equilibrium thanks to the presence of mulberry cultivation for silkworms and fish farming, as well as of elements related to food production, such as those derived from mulberries, fish, and the silkworms themselves. The GIAHS dossier describes in detail all the food products derived from the system: aquatic products (various species of carp), mulberry tea (a beverage derived from mulberry leaves), mulberry leaf powder (useful for making cakes and sweets), animal feed (leaves and branches are used to feed sheep in the Taihu Lake area), mulberry fruit (used in numerous food preparations), and silkworm pupae (although silkworms are primarily used for silk production, they can also be eaten).

III. II Criterion – Agrobiodiversity

9	Nakajimana	Indigenous varieties vegetable	Nanao-city, Nakanoto-town	Vegetable for pickled, traditionally eaten by people in former Nakajima-machi. It works well for controlling high blood pressure and has so much strong power of living as said to be able to bloom even when salted.The origin details were unclear, we had the cultivation results in the Meijiera in former Nakajimacho.	
10	Kinshiuri pumpkin spaghetti squash, type of pumpkin	Indigenous varieties vegetable	Nanao-city, Anamizu-town	It was named as such because when boiled, it becomes like filaments of gold. It is crispy and slightly smells a pumpkin. Late 19th century, was imported from China, the Meiji era, settled in this area.	
11	Kogiku pumpkin	Indigenous varieties vegetable	Natauchi Nanao-city, Anamizu-town	Small Japanese pumpkin, with vicious and deep yellow pulp, suitable for Japanese cuisine. That is shaped like a small chrysanthemum	
12	Mikohara Kuwai	Indigenous varieties vegetable	Hakui-city,Anamizu-town	Traditional vegetable. Type of local arrowhead.	

Figure 5 *Japan, Noto's Satoyama and Satoumi - Table of the agricultural species and their uses.*

This table summarizes multiple information for each plant used as food (thus linked to the previous criterion). It identifies the local name, category (whether indigenous or introduced species), the area where it can be found, its uses and peculiarities, and finally, a representative image of the product. In addition to this table, the dossier contains a very comprehensive list of local plant and animal species, both cultivated and wild, with their scientific names and conservation status (i.e. if they are endangered). Such detailed tables help to demonstrate the extent to which the site is connected to ecosystem complexity.

IV. III Criterion – Local and Traditional Knowledge Systems

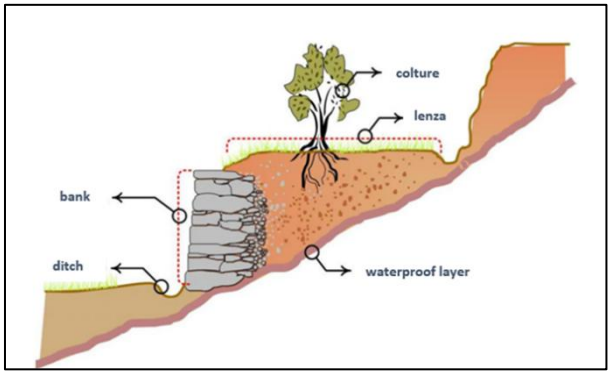


Figure 7 *Italy, Olive Groves of the Slopes between Assisi and Spoleto - Traditional Dry-stone wall features*

This vertical section summarizes the main characteristics of one of the architectural and earth management elements of the site, detailing the construction of terraced fields with dry stone walls. This type of diagram helps to understand elements of the landscape, particularly the techniques and technologies developed locally over centuries, if not millennia, of trial and error. The dossier also contains very detailed information on how this element is constructed and its main characteristics, as well as the reasons behind certain architectural choices (type of stone used, dimensions of the terrace and wall, and the crops most commonly used with terracing). This technique not only serves to make steep surfaces arable but also functions as an efficient system for moisture collection and retention, thereby providing an optimal microclimate for cultivation. The stones, which are thermally warmed up by solar radiation during the day, release accumulated heat during the night, supporting the stabilization of nocturnal temperatures. Additionally, these structures create microhabitats that contribute to enhanced biodiversity (addressing also the second criterion).

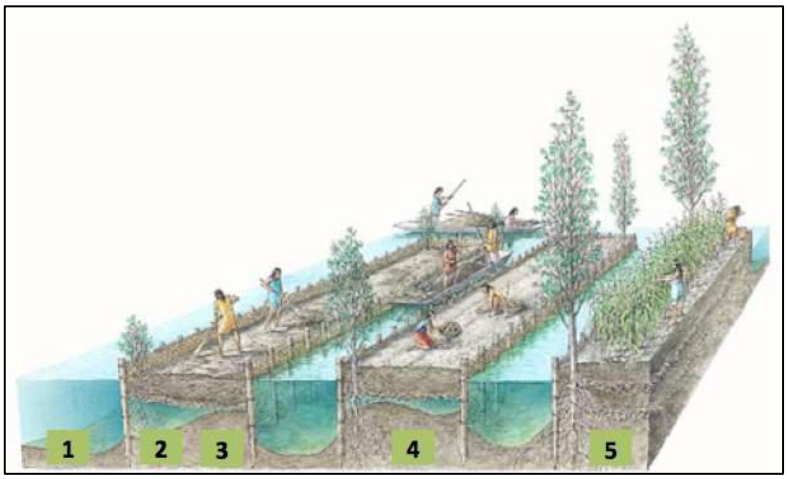


Figure 6 *Mexico, Chinampas Agricultural System in Mexico City - Five basic steps to build a chinampa.*

This image illustrates the traditional technique used to construct one of the most distinctive agricultural arrangements, the *Chinampas*, a system that allows the creation of arable land in wetland areas. This ancient technique employs willow branches to build submerged embankments, within which soil is subsequently deposited.

1. Plot selection: Identifying a firm floor in a shallow area of the lake (30-60 cm) to provide a foundation for raising the ground. The chinampa has a rectangular shape, with its long side being 20 m long and its width not exceeding 12 m to efficiently absorb moisture from the surrounding canals.

2. Defining the limits: Cutting and anchoring 1-meter-long *Salix bonplandiana* branches to the ground along the borders of the chinampa, planting them with a separation of 1-1.5 meters to outline a fence, which serves as a structural container for the soil. The branches quickly transform into new plants, developing an extensive root system to create a compact mesh that contains the chinampa's perimeter, preventing erosion and stabilizing its edges, while the primary roots anchor the chinampa to the lake bottom.
3. Building the chinampa's structure: Weaving a reed mesh around the *chinampa*, creating a robust structure that is fixed around the stakes, known as *chinamil*. The final result is a box-like structure that contains mud and organic material.
4. Forming the chinampa soil: Once the *chinamil* is ready, the *chinampa* is filled with two layers of soil: one with organic matter (water lilies and other water plants) collected from the canals, and another made of mud from the bottom of the canals.
5. Cultivation: The *chinampa* is now ready for agricultural activities.

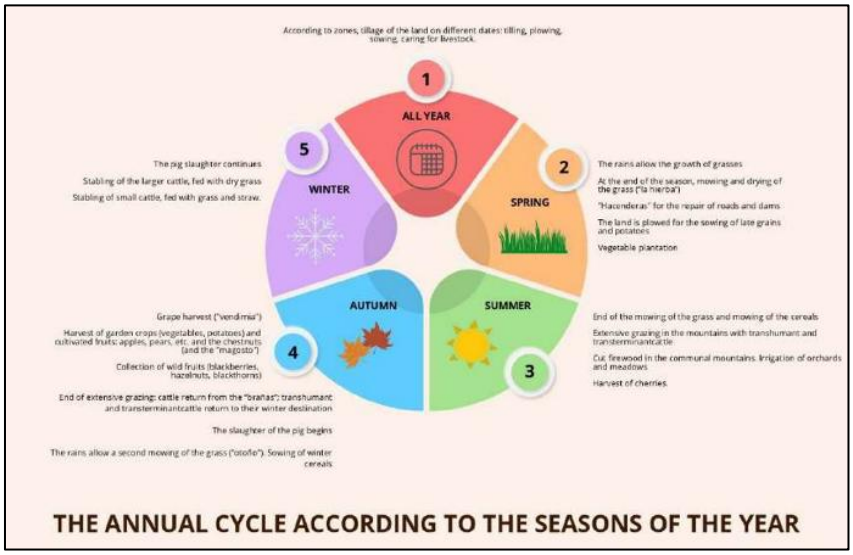


Figure 8 *Spain, Agro-Silvo-Pastoral System Mountains of León - Seasonal management of agro-silvo-pastoral activities*

Traditional agricultural techniques and knowledge concern not exclusively material components, but also involve the management of activities and resources. Specifically, in this example, we see how the distribution of work throughout the year is managed and organized according to the seasons, with each activity regulated to ensure maximum yield while respecting sustainability, without depleting resources and ensuring a circular economy. Management schemes like this are indeed part of the local traditional knowledge and represent a resource to be highlighted and included in applications dossiers.

V. IV Criterion – Cultures, Value Systems and Social Organizations

Figure 9 *Italy, Olive Groves of the Slopes between Assisi and Spoleto – Cultural activities for promotion of the typical products*

The promotion of local products and of the territory plays a crucial role in enhancing and maintaining GIAHS sites. Valorization initiatives not only support local economies but also contribute to the preservation of traditional knowledge and techniques that characterize such sites (link with the III criterion).

Promoting local products and the related territory means, in fact, valuing sustainable practices that respect the environment and preserve biodiversity. Additionally, the visibility given to local products and the territory strengthens the cultural identity of communities and fosters social cohesion. Therefore, it is essential to highlight the importance of promotional activities within the description of a GIAHS site, as they represent an effective means of ensuring long-term economic and environmental sustainability.

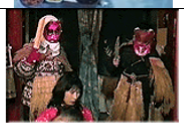
Name	Category	Location	Outline	Photo and other reference material
Aenokot	Customs	Machinomachi Wajima-city, Suzu-city, Noto-town	"Aenokoto" is a ritual held at farmhouses all over the Okunoto region on December 5 every year. On that day, the master of the house invites the deity of his rice paddy fields into his house and expresses gratitude for the harvest of the year. Designated as national intangible folk cultural asset.	
Kiriko matsuri festival	Festivals	Suzu-city, Wajima-city, Nanao-city,Anamizu-town,Noto-town,Shika-town	Romantic festivals, during which once-a-year meeting between the goddess enshrined in Hegura island and the god in Wajima-city is accomplished using torches as a guide. Each community has its festival for the local god or the sea god and Kiriko is used as a lantern for welcoming a shinto palanquin carrying the god. Kiriko lightening up and parading streets at night as a guide for the palanquin with the sound of festival flutes and drums is elegant and fantastic.	
Yobare(festival)	Customs	Suzu-city	The custom of inviting and entertaining each other among relatives during the festival has been kept now. The festival is mostly for expressing gratitude for the harvest and more dishes were served to guests before.	
Amamehagi	Customs	Monzenmachi igisu, Minazuki Wajima-city, Akiyosi Noto-town	Amame is a callus on the instep caused due to always sitting by the fireside. It is a bizarre ritual, which a group of people wearing masks of Tengu(long-nosed) or monkey come into each house shouting "Is there a lazy kid?", to admonish children not to be idle. Designated as national intangible folk cultural asset.	
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Figure 10 Japan, *Noto's Satoyama and Satoumi – Table listing the customs, rituals and festivals of the site, with detailed information*

Including a detailed list of traditions, festivals, and similar activities in the description of a GIAHS site is important for multiple reasons. Firstly, traditions and festivals represent the cultural basis of a community, reflecting practices, values, and beliefs that have been passed down from generation to generation, but are also an expression of sense of belonging to a specific community. These activities contribute to keeping the local cultural heritage alive and to strengthening the local community's identity. Additionally, documenting such events allows the recognition and appreciation of traditional knowledge that often underlies the sustainable agro-silvo-pastoral practices promoted by GIAHS sites. Another reason for including a detailed list is the potential

positive socio-economic impact. Local festivals and traditions attract tourists, generating income that can be reinvested in the conservation and promotion of cultural and environmental heritage. They also offer opportunities for local community involvement and participation, increasing awareness about the importance of conserving traditions and sustainable agricultural techniques. Finally, such events serve as a context for the exchange of knowledge and experiences between generations, ensuring that traditional practices continue to be understood, appreciated, and adopted.

Museums and interpretation and visitor centres	Location	Contribution to the presentation and dissemination of the GIAHS territory
Casa del Parque del Monumento natural de Las Médulas	Carucedo	Interpretation and visitor centre of Las Médulas, a site inscribed on the Industrial Heritage List. The modification of the landscape was marked by the extraction of gold in Roman times.
Casa del Parque "El Torreón"	Puebla de Lillo	Interpretation and visitor centre explaining traditional farming and forestry activities in the Picos de Europa Regional Park
Casa del Parque "Palacio de Quiñones"	Riolago de Babia	Interpretation and visitor centre explaining the traditional agricultural and forestry activities of the Babia y Luna Natural Park
Casa del Parque "Valdeburón"	Lario	Interpretation and visitor centre explaining traditional farming and forestry activities in the Picos de Europa Regional Park
Casa Maragata-Museo Etnográfico de Santa Colomba de Somoza	Santa Colomba de Somoza	Ethnographic museum dedicated to the Maragato culture, a society of muleteers and traders that developed between the 16th and 19th centuries and declined after the construction of the railway
Centro Cultural de la		Ethnographic collection dedicated to

Figure 11 *Agro-Silvo-Pastoral System Mountains of León - Table listing the museum and other cultural activities of the site, with detailed information*

Including a list of museums and other cultural activities in the description of a GIAHS site is essential for several reasons. Museums represent true custodians of local history and traditions, offering a historical and cultural context that enriches the understanding of the site. Through exhibitions and collections, museums tell stories of traditional agricultural practices, ancient tools, and ways of life that are an integral part of the site's cultural heritage. This documentation is essential not only for preserving historical memory but also for educating new generations and visitors about the importance of sustainable traditional techniques. Additionally, other cultural activities such as performances, workshops, and festivals can provide immersive experiences that directly engage visitors, allowing them to interact with local culture in a dynamic and participatory way. Another crucial reason for including a detailed list of museums and cultural activities is their economic and social impact. Cultural attractions act as catalysts for sustainable tourism, attracting visitors who wish to take part to authentic experiences and deeply understand local culture. Controlled and moderate tourist flows generate income that can be reinvested in the conservation of cultural heritage and the promotion of traditional activities. Furthermore, cultural activities offer job and development opportunities for local communities, strengthening the local socio-economic structure. By including museums and cultural activities in the description of a GIAHS site, not only the tangible and intangible heritage are valued, but also social cohesion and the well-being of local communities are promoted.

VI. V Criterion – Landscape and Seascape Features

The landscape and seascape features are fundamental elements for the description and evaluation of a GIAHS site. The description of the landscape features should address the following aspects, referring to the hierarchy of landscape features:

1. Environmental features
2. Hydro-morphological features
3. Land use
4. Landscape mosaic

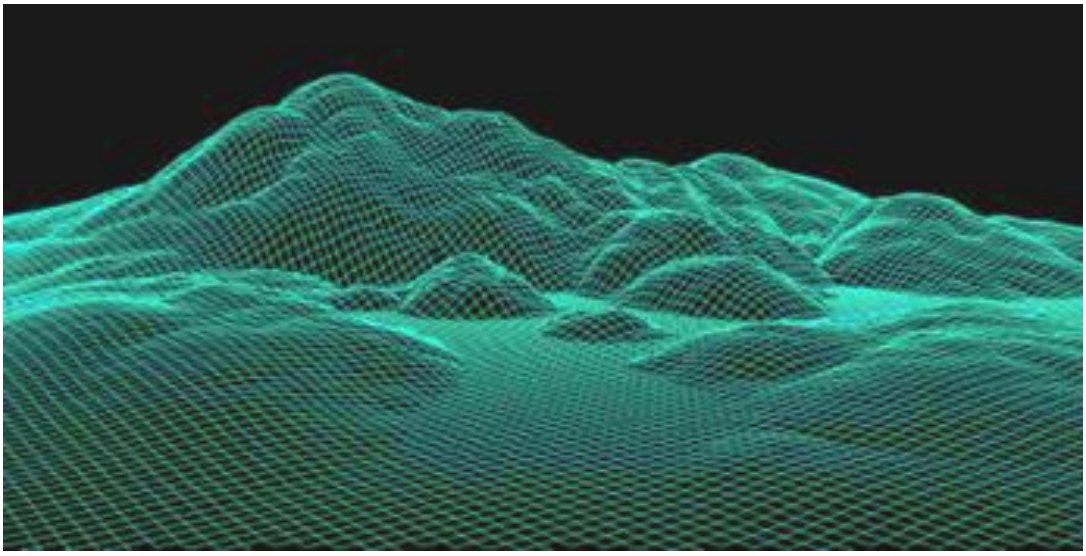


Figure 12 *The morphological base of the landscape represents not only the physical environmental basis but can also contribute to the beauty of an area for a visitor*

The morphology of the territory is one of the most important features that not only defines the type of agriculture that can be developed in a rural area but also provides different landscape qualities that can be perceived and appreciated by tourists. The different levels of steepness of mountain slopes and different exposures (north, south, east, etc.) may determine the need for farmers to use different traditional agricultural practices. Dry stone terraces are usually found in steep mountain areas, as they are often the only land arrangement allowing farming and representing a typical traditional agricultural system. In general, the diversity of a landscape due to more or less complex morphological features may attract the interest of tourists compared to flat lands, where usually industrial agriculture is developed. A rugged morphology also presents higher costs for agricultural activities compared to a flat area.

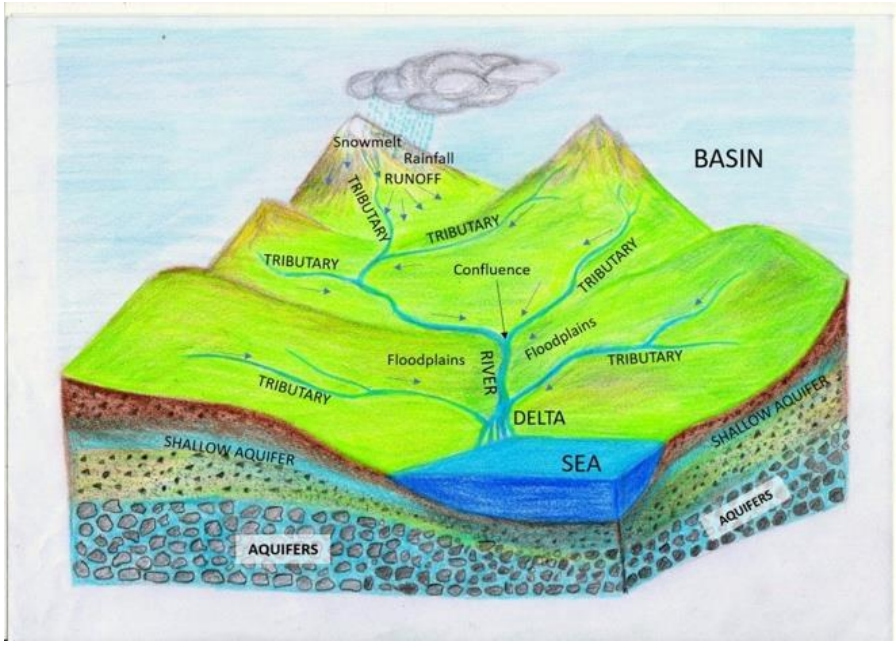


Figure 13 *The hydro-morphological features of the landscape usually refer to river basins, providing both some important ecological features (e.g. availability of water), that affect biodiversity and agricultural activity.*

The description of the hydro-morphological features is an important element for the assessment of an ecosystem, where cultivated areas, forests, and pastures are integrated. The network of rivers, streams, and lakes is fundamental for the conservation of agriculture and the associated biodiversity in many GIAHS sites. In many sites characterized by rice cultivation, the location of the forests in the upper part of a mountain basin often provides the water to irrigate paddy fields; therefore, the management of water resources is a fundamental element not only for agricultural activities but also for the prevention of erosion and landslides, as well as for the adaptation to global warming and droughts.

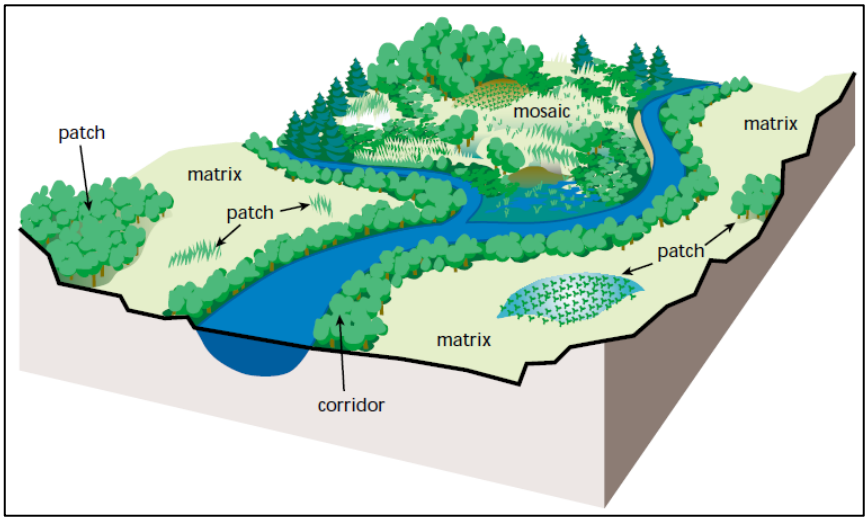


Figure 14 *The structure of the landscape mosaic represents not only the type of agricultural activities carried out in an area but also a landscape diversity that can attract tourists.*

In the field of agriculture, the landscape represents the form impressed by the man to the

natural environment for food production purposes. Agricultural activity may create more or less complex mosaics of land uses organized in patches with different size and shape. The combination of land uses and patches contribute to the diversity of the landscape and is an element that contributes not only to biodiversity, creating fauna and flora "ecotones", but may also attract tourists compared to landscape made of a small number of land uses. This structure is always connected to the social arrangement of agricultural activities. The typical *latifundio* with few big owners usually create a simplified landscape structure while many small owners or renters create complex landscapes. Research shows that many traditional agricultural systems present complex landscape mosaics. The study of the land uses is of fundamental importance, not only for describing the agricultural landscape features, but also for creating the land use maps necessary for the GIAHS application.

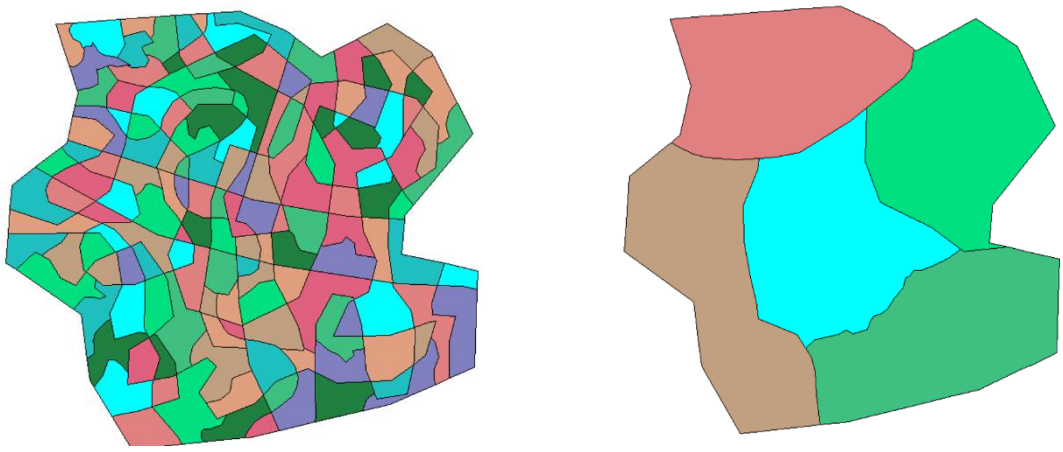


Figure 15 *In the two examples the number of land uses can be the same (e.g. vineyards, wood, wheat, etc.) but the patches in which they are divided can be many (left) or only a few (right). Therefore, the same number of crops can be arranged in the space in a different manner*

In **Figure 15,** we can observe that different types of crops or land uses can also be distributed along an altitudinal gradient; therefore, at different altitudes. In the plains, most often cereal crops and arable land dominate, followed by a band of urbanized areas (modern settlements). On the first slopes, more complex or mixed crops can be found. A large part of the hillside is occupied by olive groves (with regular or irregular planting patterns), interspersed with rural settlements. The next section is dedicated to woodland, while the highest areas are free of vegetation. This type of visual representation is extremely useful for understanding the distribution of agricultural activities and the management of natural resources based on the morphology of the territory. The diversification of crops according to altitude is a tangible example of how local communities have adapted their agricultural practices to optimize land use and ensure the sustainability of the agro-ecological system.

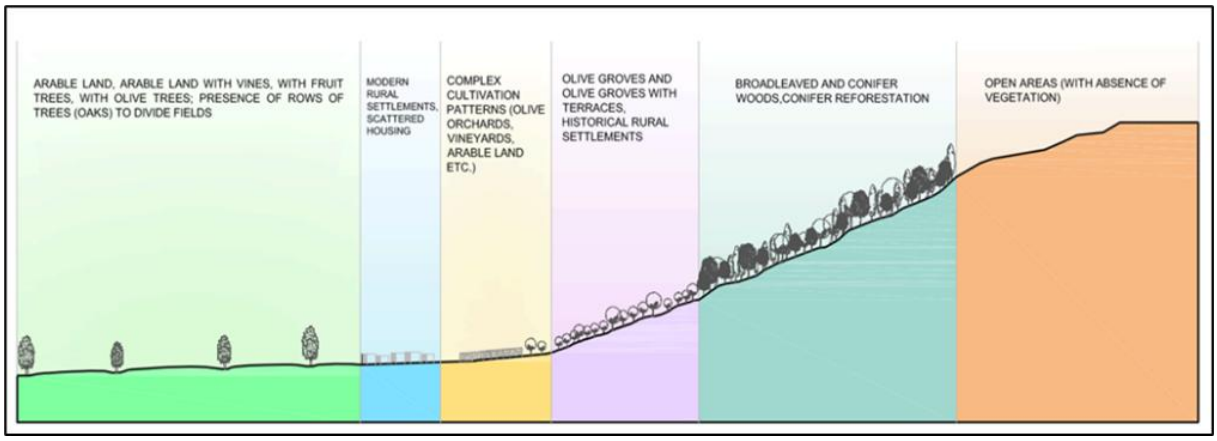


Figure 16 *Italy, Olive Groves of the Slopes between Assisi and Spoleto – Section of the landscape and activity distribution based on the altitude*

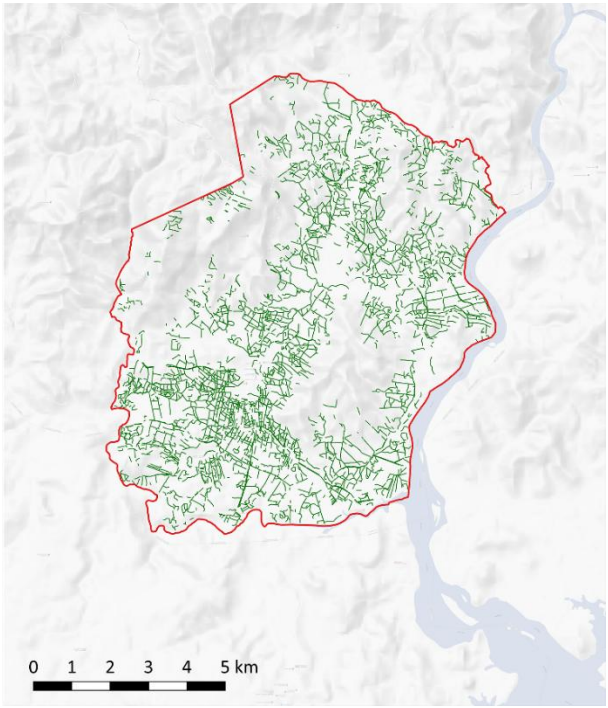
The landscape and seascape features are fundamental elements for the description and evaluation of a GIAHS site. In particular, the image shows a section of a hill highlighting how different types of crops or land uses are present at different altitudes. In the valley plain, cereal

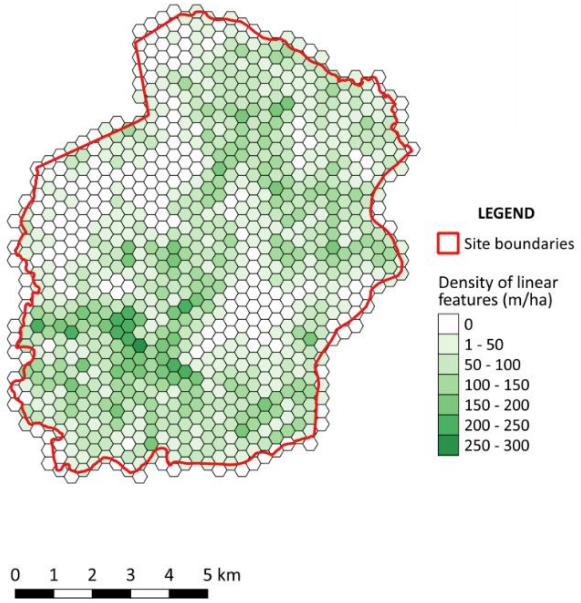
crops and general arable land dominate, followed by a band of urbanized areas (modern settlements). On the first slopes, more complex or mixed crops can be found. A large part of the hillside is occupied by olive groves (with regular or irregular planting patterns) interspersed with rural settlements. The next section is dedicated to woodland, while the highest areas are free of vegetation. This type of visual representation is extremely useful for understanding the distribution of agricultural activities and the management of natural resources based on the morphology of the territory.

This type of material is indispensable for a complete description of the system, as it provides an integrated view of the interactions between humans and the environment. The schematic representation of the hill not only illustrates the variety of crops and land uses but also highlights the ingenuity and traditional knowledge of local communities in managing natural resources. Understanding these dynamics is crucial for appreciating the sustainable agricultural practices that characterize GIAHS sites and for promoting the conservation of traditional agricultural landscapes. Including this type of visual representation within the documentation of GIAHS sites contributes to a more complete and accurate narrative, facilitating the analysis of the territory's peculiarities and of the sustainable management practices adopted by local communities.

Figure 17 *Spain, Agro-Silvo-Pastoral System Mountains of León – Picture of linear features*

The landscape features within GIAHS sites can include both linear and point elements, which significantly contribute to the complexity and variety of the landscape mosaic. In the first image, we see an example of linear elements, specifically dry-stone walls and linear tree formations, which provide a high level of complexity to the landscape, regardless of the type of land use. These linear features not only separate and define different cultivation areas but also create microhabitats that are rich in biodiversity





and improve the ecological resilience of the territory. The presence of such features is a result of the human ingenuity and sustainable practices that have been developed over centuries, contributing to the conservation of the traditional agricultural landscape.

In the second image, the process of identifying linear elements through photointerpretation of the elements' network is illustrated. This method allows the accurate mapping of the distribution and structure of dry-stone walls and trees, providing essential data for landscape and spatial analysis. In the third image, a cartographic elaboration shows the density of linear elements on a hexagonal grid, facilitating the identification of areas with a higher concentration of such elements and those that might be more vulnerable. This analysis is crucial for planning conservation and sustainable management interventions, ensuring that the distinctive landscape features are preserved and enhanced. Including this type of visual material in the documentation of GIAHS sites enriches the understanding of landscape dynamics and the interactions between humans and the environment.

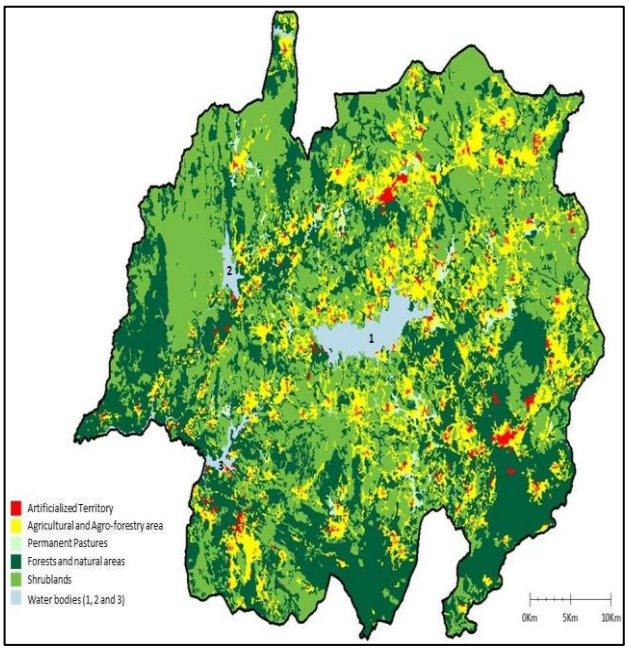


Figure 18 *Portugal, Barroso Agro-sylvo-pastoral System – Land Use map*

A **detailed land use** mapping is essential for the description and management of a GIAHS site. Providing accurate and sufficiently detailed land use data allows the identification of all important features of the site, from different crop types to areas of natural vegetation, irrigation systems, and urbanized areas. This analysis is crucial for understanding the landscape dynamics and planning effective and sustainable conservation and management interventions. Additionally, detailed land use data helps to highlight traditional agricultural practices and land management techniques that underpin the GIAHS designation.

The GIAHS Programme guidelines explicitly require the provision of detailed land use data to ensure all relevant related features are identified and documented. This level of detail is necessary to monitor the site's conditions and serves as a basis for future analyses that can identify changes and potential critical issues. Moreover, detailed land use mapping facilitates communication among various stakeholders, from local communities to researchers and policymakers, promoting integrated and participatory land management. Including detailed land use data in the documentation of a GIAHS site not only meets the guidelines but also serves as a crucial tool for the conservation and enhancement of the site's agricultural and cultural heritage, and also for future monitoring.

JTP MODULE 2B FOR RECOGNIZED GIAHS SITES - Valorizing and exploiting the GIAHS recognition based on quality food and landscape features (for recognized GIAHS)

SUMMARY INFORMATION

OBJECTIVE: This Module is targeted to recognized GIAHS sites of the MED-GIAHS project and aims to deepen aspects related to the valorization and exploitation of the GIAHS recognition and "brand" by linking the quality of the landscape with the quality of the agricultural products.

LANGUAGE: Spanish, Italian

FORMAT: no. 1 in person / online meeting (or other format based on specific partners and participant needs)

DURATION: 3 hours

CONTENTS: Rural landscape resources and landscape quality assessment; quality landscape – quality product correlation; case studies.

Description

The module aims to explain the importance of enhancing the relationship between product quality and landscape quality—an inseparable combination that creates added value that competitors cannot replicate. This approach helps in counteracting the trends favoring the use of raw materials and semi-finished products from foreign countries while also contributing to reducing agricultural abandonment and landscape homogenization.

The module highlights the benefits of this approach for areas unsuitable for intensive farming but characterized by high-quality productions and valuable landscapes, including their potential for tourism and agritourism. Additionally, it explores the points of convergence and differences between rural landscape conservation and environmental protection.

a. Landscape and Food

Landscape is one of the five criteria contributing to a GIAHS designation, but it is also the term used for defining what a GIAHS site is. In this chapter, we will try to explain how a "landscape approach" can help valorize a GIAHS site and why landscape quality may become a key element in promoting and attracting tourists towards specific rural areas. Studies on the motivations of tourists to visit rural areas usually focus on food or natural resources, including new topics such

as "gastronomy" associated with wine tasting or restaurants. In this framework, the visit to a rural area, if and when it occurs, is often a part of a trip dedicated to visiting historic towns, cultural attractions and monuments, villages, or natural elements such as mountains, lakes, etc. These are usually the resources promoted by tourist agencies and media advertising.

In general, a real focus on rural landscape is rarely promoted, but the beauty of rural areas is a "discovery" that tourists normally make during their trip. The disadvantage of this approach is that the relationship between food production and landscape quality is often overlooked, nor is there a valorization of the history, culture, and beauty associated with rural landscapes. There is, in fact, the widespread belief, generated by media and science, that agriculture is part of a natural landscape, or that man-made landscapes do not represent a value worth promoting.

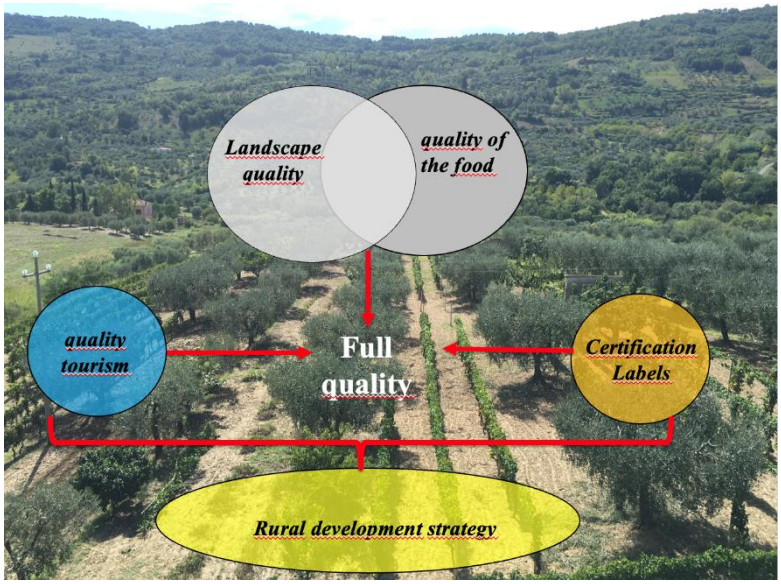


Figure 19 *The quality of rural landscape can play the role of an added value that cannot be replicated by a competitor. Food quality can be replicated but not the landscape.*

Furthermore, despite the guidelines of the European Landscape Convention, which has now been ratified by about 40 countries, the topic of rural landscape is not very popular among scientists or the general public. On the other hand, while farmers and farmer organizations are often "suspicious" about the term "landscape" - most often used in planning or seen as something that may lead to restrictions on their activities, rather than as an opportunity to promote farming activities – there is still a lack of awareness regarding its potential benefits.

According to the above-described context, there is often a tendency to valorize rural areas, as well as GIAHS sites, by focusing solely on food quality, assuming that the intrinsic features of a food product (e.g., wine, cheese, olive oil, meat, etc.) alone can attract tourists to a specific area. As a matter of fact, no tourist is drawn to a country or region solely because of a specific food, but rather by a combination of factors. The case of the Italian "Parmigiano" cheese or the famous French "Champagne" wine is often proposed to support this idea. However, not only has globalization made these products widely available across the world, but the food industry can replicate them, creating similar products in different countries that few customers are able to distinguish from the original ones. There is also the risk that making a traditional food

product popular might result in the development of an industrial production system that increasingly relies on imported raw material or semi-finished products - usually at a lower cost - from other areas. This could ultimately lead to local farmers being excluded from the market and a decline in local food production.

Concerning consumer preferences for food, detailed scientific studies on the preferences of customers when selecting a wine show that, for instance, a very small percentage of customers can remember or distinguish the flavor or taste of a specific grape variety (e.g., Syrah, Cabernet, Pinot, etc.) when tasting wine. When a glass or a bottle of wine, without a label, is placed in front of photos depicting landscapes of different qualities and customers are asked to choose which wine they prefer, about 80%-90% select the wine associated with the most beautiful landscapes. The test placed medium-quality wine next to beautiful landscapes and very high quality next to low-quality landscapes. Surprisingly, the "official" wine quality, as assessed by expert sommeliers, did not influence the customers' judgment. It is also evident that what tourists typically bring home are memories of "beautiful scenery". They may recall that they ate well or enjoyed a good local product, but it is the landscape that usually creates the emotional bonds with the food. This feeling lasts longer than the flavor of the food itself.

This connection can be reinforced by the storytelling about the history of places and the experience of food preparation, as well as by understanding the features of the landscape because of the way farmers cultivate the land. Not by chance, marketing a food product always requires a story to tell. A vineyard created using the modern French Guyot method, which arranges the cultivated plots in many regular rows to train the vines, is very different from the historical low tree method, introduced by the Phoenicians and the Greeks on the coast of southern Europe 2,500 years b.C. The value of a traditional landscape should be explained, maintained and promoted to attract tourists. In this perspective, it is evident that landscape quality can play the role of an added value that cannot be replicated by a competitor, contributing to the concept of "full quality" that can also be associated with tourism. As we have seen, while food quality alone cannot be recognized as a unique feature by the vast majority of customers and can be replicated by a competitor, landscape quality cannot be replicated as long as it maintains its unique features. Tourism can play a very important role in promoting an agricultural landscape. The experience of the Region of Tuscany in Italy is quite interesting in this respect. In the last 25 years, the region has witnessed a steady growth in agritourism, an activity based on the hospitality offered in farmhouses as an alternative to hotels in cities. The growth has not been affected by economic crises, and only Covid-19 has marked an interruption in the steady growth of this activity. Today, 90% of the municipalities in Tuscany offer agritourism hospitality in their territory, and this kind of hospitality ranks in third position, after 5- and 4-star hotels, as a tourist destination. The benefits of renting houses or rooms to tourists in rural areas are multiple. First, they represent an important source of income for farmers, contributing to improving their economic situation and reducing the risk of abandonment of rural areas, especially where the economic return from agricultural production is too low. Another important benefit is the fact that visiting a rural landscape allows tourists to discover local foods that are hardly sold in supermarkets across the world. Experiences from the FAO GIAHS Programme in China and from the National Register of Rural

Landscapes of Historical Interest in Italy shows that this kind of strategies may actually bring to over-tourism, affecting the features of the local economy and the landscape, as many farmers may decide to change their activity abandoning agriculture, to open restaurants, bed and breakfasts and small hotels, once these areas have become famous.

Figure 20 *Lamole (Tuscany). The setting, the architectural heritage, the terraced vineyards make the beauty of this rural landscape. Since the designation in the National Register this area has passed from being a marginal and almost unknown place in the Chianti*

The case study of Lamole in Tuscany is an example of a successful experience. This is a small village in the high hills of the Chianti area, which is very well known for producing the most famous wine brands of Tuscany. The farmers of Lamole had the peculiar feature of having resisted the abandonment of the dry-stone terraces that characterize their landscape, compared to the large farmers of the surrounding areas who destroyed them, turning to uphill cultivations using big tractors. After being designated in the Italian National Register of Rural Landscapes of Historical Interest and after an important promotional effort, including media coverage on TV and newspapers, which lasted for several years, Lamole has witnessed an important increase in the market value of its wine, attracting investors in the wine industry, and has witnessed a strong tourism growth. Most importantly, the case of Lamole has promoted a general process in which dry stone terraces are now restored rather than abandoned, as farmers themselves have realized the multiple benefits of this traditional land arrangement, both for winemaking and for tourism, leading to a "renaissance "of the areas after years of abandonment. In this respect, scientific research helped farmers to understand the multiple benefits of maintaining drystone terraces, for food quality, for the preservation of soil fertility, and for the reduction of the hydrogeological risk.

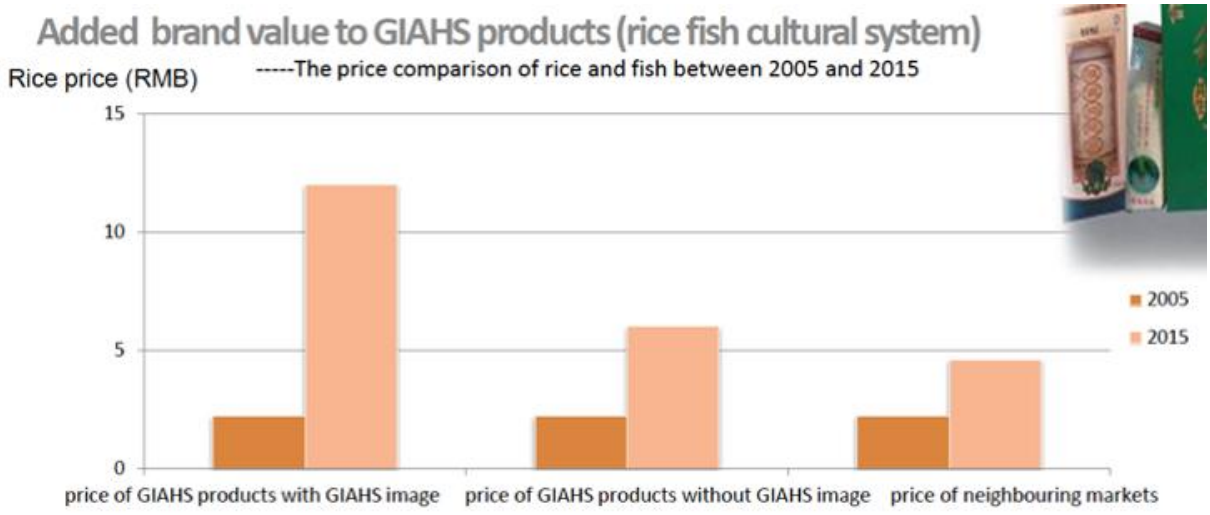


Figure 21 *examples from the valorization of a Chinese GIAHS site. Between 2005 and 2015, rice production with the GIASH image and without the GIAHS image marked a strong increase in the GIAHS products compared to the non-GIAHS products.*

b. Landscape quality

The above descriptions of the importance of landscape quality are based on the existence of a high-quality landscape that has maintained its unique features, allowing for effective valorization. The conservation of this quality depends partly on the environmental features of the landscape (e.g., morphology), but mostly on the agricultural activities carried out by the farmers, which may or may not degrade it. The assessment of landscape quality needs to clarify which distinctive features of the rural landscape need to be maintained. In this respect, some definitions related to agricultural landscape may be useful for identifying quality objectives:

- *According to Carl Sauer (1926): The cultural landscape is fashioned from a natural landscape by a cultural group. Culture is the agent, the natural area the medium, the cultural landscape the result".*
- *According to Emilio Sereni (1961): "Agricultural landscape is the form that man, in the course and for the aims of productive agricultural activities, consciously and systematically imposes on the natural landscape".*
- *According to Mark Antrop (1967): "Traditional landscapes refer to landscapes with a long history, which evolved slowly and where it took centuries to form a characteristic structure reflecting a harmonious integration of abiotic, biotic and cultural elements".*

As seen in the definitions above, the rural landscape belongs to the category of cultural landscape, while the "forms" impressed by human beings are the features observable in agricultural areas, evidenced, for instance, by the shape and size of plots. Moreover, traditional landscape refers to those landscapes that have maintained their historical features over time despite social, economic, and environmental changes. This is also useful for understanding the GIAHS approach, since when we speak of agricultural heritage, we do not consider landscapes resulting from modern intensive agriculture, but we refer to traditional agriculture. In modern terms, agricultural heritage systems are the result of the adaptation of humans to different and changing environmental conditions. This is why, although they are all the result of the need to produce food, they each look different.

Figure 22 *This tiny vineyard using low trees inside an olive orchard is a traditional structure of the rural landscape in Crete (Greece). Independent of the small production of wine or olive oil, mostly made for family needs, it can attract tourists when properly promoted, especially those coming from countries with industrial agriculture.*

Figure 23 *This tiny vineyard using low trees inside an olive orchard is a traditional structure of the rural landscape in Crete (Greece). Independent of the small production of wine or olive oil, mostly made for family needs, it can attract tourists when properly promoted, especially those coming from countries with industrial agriculture.*

In consideration of what has been explained above, it becomes evident that agricultural landscapes and GIAHS sites cannot be classified as natural landscapes. Therefore, in view of the need to maintain the uniqueness of the landscape to valorize it, it is useful to recall the main differences between landscape protection and environmental and nature protection. Basically, the quality of the environment is composed of indicators. The quality of air, soil, water, biodiversity, etc., can all be measured, and a standard can be defined for each one of them. This is why, in theoretical terms, we could make an environmental policy at the global level. If all countries can achieve a certain qualitative standard for these elements, a general environmental quality can be achieved worldwide. In the case of landscape, this is not possible, because landscape quality does not respond to a standard since it is related to the influence of culture. We can have heritage landscapes with trees or without trees, but the number of trees is not a tool to measure the value of a landscape; it is just one element that may positively contribute to its features or not.

Considering the main threats to the quality of rural landscapes, they can be summarized as follows:

1) Abandonment

From Scandinavia to Italy, from Poland to France, the abandonment of rural areas is a widespread phenomenon affecting agricultural landscapes. Usually, this process is accompanied by natural afforestation developing on former cultivated land. In most cases, what is abandoned are traditional agricultural landscapes that are less productive than intensive ones. These processes often occur in hilly and mountainous areas and in internal areas in general. An abandoned landscape is not an example of high quality.

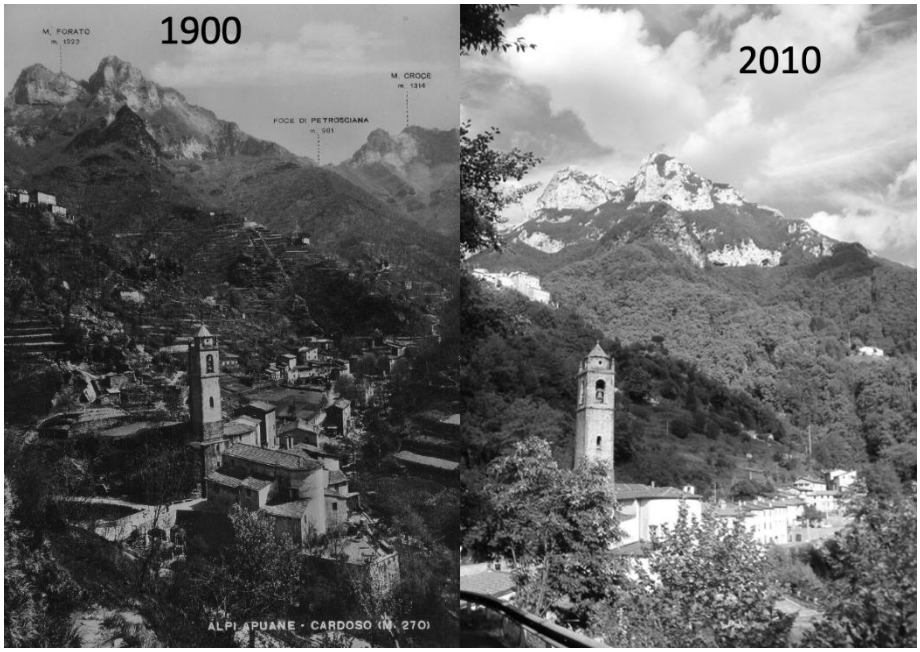


Figure 24 *The landscape changes due to the abandonment and reforestation of a mountain slope.*

2) Intensification

The industrialization of agriculture generates a homogenization of the variety of landscape forms. This generally results from the use of modern machinery, which creates landscapes that are similar to each other, as they respond to the common need to maximize production. The elimination of trees and hedges in the fields, as well as terraces or ditches to drain water, and the creation of large, regular plots of land, are the most common modifications resulting from modern agriculture. Changes in the architecture of the plantations (e.g., low-density olive groves or fruit orchards have turned to high density) and training methods can also degrade landscape quality. This process mostly occurs in plains or low hills that are mostly suited to industrialized agriculture.

Figure 25 *Example of the intensification of a wine farm in Tuscany. Drystone terraces and mixed cultivations with trees and vines originated more than 2000 years ago have been turned into a modern mechanized viticulture, using the French Guyot training system.*

3) Urban sprawl

The spread of built-up areas, as well as other infrastructure, including renewable energy plants (e.g., solar panels, wind towers, etc.), is one of the most well-known threats to landscape quality. These changes are often beyond the control of farmers, but urban sprawl is negatively affecting the attractiveness of an agricultural landscape.

4) Transformation of traditional rural buildings

To attract tourism and allow, where possible, the development of catering businesses or the renting of homes or rooms, it is important to maintain traditional rural houses or to build facilities with good architectural quality [while preserving] traditions (e.g., forms, design, materials) and ensuring they are in line with the features of the landscape.

The transformation should be avoided to maintain the attractiveness of a rural landscape. Some of these changes are often beyond the control of farmers or local communities; in such cases, governance should prevent these unfavourable changes, as we will see in the specific chapter. However, the choice of any single farmer can affect the intrinsic quality of the rural landscape and limit the possibility of promoting tourism.

Figure 26 *On the left, an industrial monoculture of wine in a plain area (Italy). This landscape cannot play an important role in attracting tourists. On the right, a small vineyard next to a castle in a hilly area is more attractive, although the production is lower than that of industrial systems.*

JTP MODULE 3: Marketing strategies for traditional agrifood systems and landscapes

SUMMARY INFORMATION

OBJECTIVE: This Module is targeted to all MED-GIAHS project partners and aims to deepen communication and marketing strategies for traditional agrifood systems including promotion strategies already implemented in GIAHS and non-GIAHS sites around the world.

LANGUAGE: Bulgarian, Greek, Italian, Montenegrin, Spanish

FORMAT: no. 1 in person / online meeting (or other format based on specific partners and participant needs)

DURATION: 3 hours

CONTENTS: Communication and marketing strategies with reference to territory and products; labelling; promotional events & initiatives; multimedia material; social media campaigns; case studies.

Description

Module 3 aims to focus on communication strategies that can be put in place and adopted for the promotion and valorization of traditional agrifood systems and landscapes. Considering that a GIAHS agricultural system is structured around five key criteria that define its global importance, the module seeks to provide tools, instruments and know-how to understand and analyse in depth the local agricultural context, transferring knowledge and transversal competences useful for the enhancement of biocultural heritage. To achieve this objective, the module proposes a hybrid methodological approach. The first part, theoretical in nature, is aimed at identifying the existing relationships within a traditional local agricultural system in order to determine the most effective communication strategies for GIAHS sites. The second part, practical and participatory, is divided into two different moments: in the first, examples of best practices adopted by local institutions for the enhancement of agricultural and cultural heritage of traditional agricultural landscapes are presented; in the second, a participatory session is foreseen, during which the training participants are involved in transferring information useful for designing an effective communication plan or strategy for GIAHS sites.

In addition to these topics, the module also addresses targeted and effective valorization approaches and marketing strategies aimed at enhancing rural development based on the agricultural landscape and the specific resources of a given territory. Participants learn about concrete initiatives, instruments, and examples of successful marketing actions used to promote sustainable tourism in rural areas. These include governance initiatives aimed at preserving and promoting local traditions, the implementation of engaging tourism

experiences, the creation of quality, geographical or sustainability-related labels, e-commerce channels, and communication strategies, ideas, and tools for the sale and promotion of products and experiences by family-run farms. The module presents a set of best practices in the experiential tourism sector and in product-related promotion, raising awareness about the importance of territorial marketing linked to traditional food systems and landscapes, and the adaptation of these strategies to the local context. The approach encourages direct collaboration and interaction with farmers and local producers, aiming to promote local products, improve online visibility, and create new opportunities for economic and tourism growth.

The main objective of the module is to discuss communication strategies able to exploit and emphasize the GIAHS recognition added value and "brand" it as a strategic resource for territorial economic development. At the same time, it aims to transfer knowledge through the sharing of best practices, identified among GIAHS sites around the world and in Italian local contexts such as the historical rural landscapes recognized by the Italian Ministry of Agriculture.

In detail, the module is structured as follows:

- **Theoretical part:** in the framework of which the role of biocultural heritage, following the GIAHS approach, is deepened and the related communication strategies are analysed;
- **Practical/participatory part:** in the framework of which examples of best communication practices applied to GIAHS or UNESCO sites, traditional food systems and landscapes or historical rural landscapes aimed at the promotion and valorization of local agricultural heritage and practices, as well as at the enhancement of the role of local institutions in promoting agricultural heritage, is addressed. This part includes a participatory discussion and practical hints concerning marketing strategies for the promotion of the local territory and related products.

The module lasts a total of 3 hours, with approximately one hour dedicated to the theoretical part and two hours devoted to the practical and participatory part.

a. Theoretical section: the role of biocultural heritage within the GIAHS-FAO Programme

A traditional GIAHS (Globally Important Agricultural Heritage System) represents a dynamic set of relationships between human communities and their environment. According to the FAO definition, GIAHS sites are:

> *"Land-use systems and landscapes that are extraordinarily rich in biodiversity, resulting from the reciprocal adaptation between a rural community and its environment, its needs, and its aspirations for sustainable development."*

This definition can be articulated through the following three statements:

- GIAHS sites are fully-fledged agricultural systems.

- GIAHS sites derive from the interaction between humans and their natural environment.
- GIAHS sites are ecologically sustainable agroecosystems

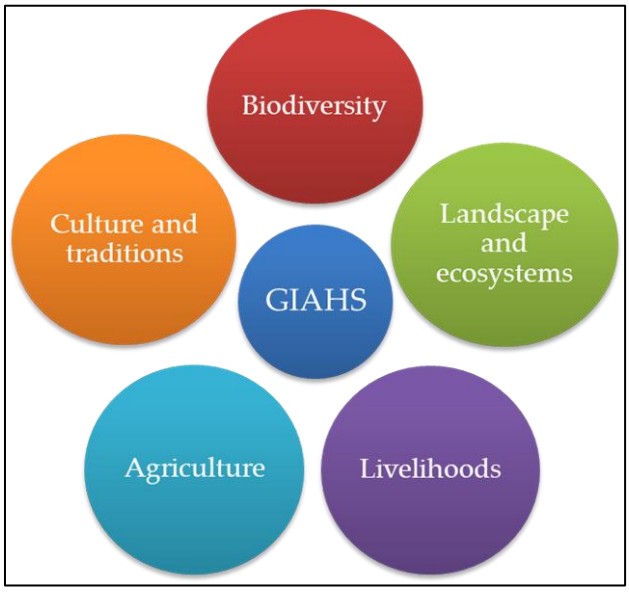


Figure 27: *Scheme of the five criteria of the GIAHS-FAO Programme approach*

The concept of GIAHS was developed to identify, safeguard, and protect the experiences of family and smallholder farming that have fostered a meaningful relationship between humans and the natural environment. This is especially significant in marginal and challenging contexts, where such practices have enabled the historical anthropic presence in otherwise nearly inaccessible environments.

Therefore, FAO promotes the recognition and visibility of agricultural knowledge and the development of a food system that is resilient and sustainable over the long term. To achieve these objectives, in addition to launching the GIAHS Programme as a pilot initiative in 2002 and establishing it as a full, regular programme in 2015, FAO has initially undertaken actions aimed at leveraging biocultural heritage and genetic (and food) biodiversity. This includes the preservation and sustainable development of traditional agricultural knowledge and practices.

To achieve these goals and advance food security, the GIAHS Programme seeks to highlight the uniqueness of local communities' agricultural practices, focusing on food production, resource security and management, the conservation and respect of agrobiodiversity, and the safeguarding of cultures and landscapes through a holistic, systemic approach. Moreover, the Programme aims to increase awareness and visibility of the role of farmers and local communities in maintaining traditional agricultural systems through the environmental, economic, and social dimensions. Specifically, the value of this Programme lies in promoting sustainability and the dynamic conservation of agricultural biocultural heritage, emphasizing the features of a **sustainable food system (SFS).**

To thoroughly understand the GIAHS approach, it is essential to consider the social, environmental, and economic dynamics that characterize a GIAHS system, as:

- **Respecting a sustainable economic dimension** means ensuring greater profitability in agricultural production over the long term.
- **Respecting a sustainable social dimension** involves achieving widespread and long-lasting benefits for the entire local farming community.

- **Respecting a sustainable environmental dimension** implies ensuring a positive or neutral impact on the natural environment, fully respecting the locally available resources (FAO, 2018 Sustainable Food Systems Concept and Framework).

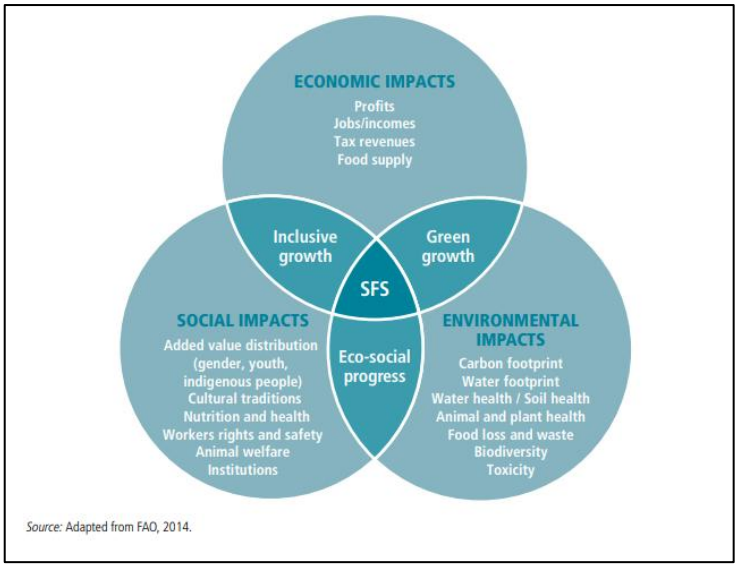


Figure 28: *Methodological description of the FAO approach in the field of SFS (Sustainable Food Systems) with the application of a holistic, systemic approach. Source: Sustainable Food Systems: Concept and Frameworks.*

Starting from FAO's definition of a GIAHS site, this emphasizes the interaction between humans and the environment, encapsulated in the concepts of "landscape" and the "co-evolutionary adaptation of a community to its environment". In this context, the concept of "cultural landscape" becomes key to understanding the functions of a GIAHS local agricultural system in relation to its resources, agricultural techniques and practices, and local products. These elements not only constitute the biocultural heritage of the area but also confer significant multifunctionality to the territory. In a territorial communication strategy for GIAHS sites, it is essential to start with an awareness of the concepts of "biocultural heritage" and "multifunctionality" to identify the potential of local resources and build a shared communication strategy. To support such a strategy, the tools provided by the FAO will be considered to effectively promote local products associated with agricultural, agroforestry, and agro-silvo-pastoral systems of GIAHS sites.

The definition of a GIAHS site broadens the concept of cultural heritage, incorporating biocultural heritage into the guidelines required by the nomination dossier. According to the International Institute for Environment and Development, biocultural heritage is defined as:

> ***"a complex system of interdependent components centered on the relationship between indigenous peoples (also referred to as communities) and their natural environment. Its components include biological resources, from the genetic (biodiversity) to the landscape level; and practical traditions as well as long-standing knowledge aimed at adapting to environmental changes and fostering more sustainable use of biodiversity."***

The elements identified in the definition of biocultural heritage can be classified according to

the following key relationships:

- **Indigenous peoples and reference communities**: they are the custodians and transmitters of traditional agricultural techniques as well as cultural values associated with local agricultural systems.
- **Natural environment**: represents the specific ecological context in which communities have settled, with unique characteristics that have enabled human habitation.

Figure 29 *The image on the left represents indigenous peoples and reference communities, while the image on the right indicates the natural environment element. Source: Food and Agriculture Organization - GIAHS Programme Secretariat.*

The main components of biocultural heritage include:

- **Biological resources**: these encompass native plant and animal species integrated into the local agricultural system, as well as the entire habitat of the agricultural system.
- **Rural Landscape**: serves as a connecting element between biological resources and traditional cultivation practices.
- **Practical traditions**: these refer to local, often ancestral, agricultural practices developed to adapt to the surrounding environment and support sustainable growth models.

Figure 30: *The images on the top left and right represent a terraced rural landscape and an agroforestry system as elements to be considered in the communication strategy, while the images at the bottom left and right emphasize the aspect of traditional practices linked to the salt and vegetables production,*

Biocultural heritage represents not only the biogenetic diversity of a landscape but also the interrelationships between this diversity and language, heritage, cultural memory, ecological knowledge, and the local value of communities (Poole, 2018, p. 58). When comparing this definition with the FAO Programme approach, it becomes evident that the programme's selection criteria are essential for mapping the relationships between biocultural heritage and cultural biodiversity, highlighting specific characteristics of traditional agricultural systems.

Complementary to the FAO GIAHS Programme, the joint programme of UNESCO and the Secretariat of the Convention on Biological Diversity (CBD-SCBD) also offers useful insights for identifying the essential elements of a traditional agricultural system. The programme, developed during the International Conference on Biological and Cultural Diversity in 2010 in Montreal and endorsed at the 10th Meeting of the Parties to the CBD (COP10) held in October

2010 in Nagoya, identified the key relationships between agricultural practices, biological diversity, cultural diversity, and cultural groups. These relationships include cultural practices, biodiversity, cultural diversity, and community groups, integrating them into a framework that highlights the value of biocultural heritage for sustainable development.

This approach of the Convention helps us to understand, recognize, and utilize the five criteria of the FAO GIAHS Programme to enhance the cultural landscape, emphasizing the cultural dimension of biodiversity within traditional agricultural systems. Therefore, in a communication plan, it is crucial to first identify:

- **Cultural practices connected to cultural diversity**: For instance, the identification of terracing as a primary traditional agricultural technique, closely linked to maintaining landscape features. Another example is the presence of ecological corridors created to support local agricultural practices, which represent an expression of traditional knowledge and cultural diversity, while also being essential on a landscape scale.

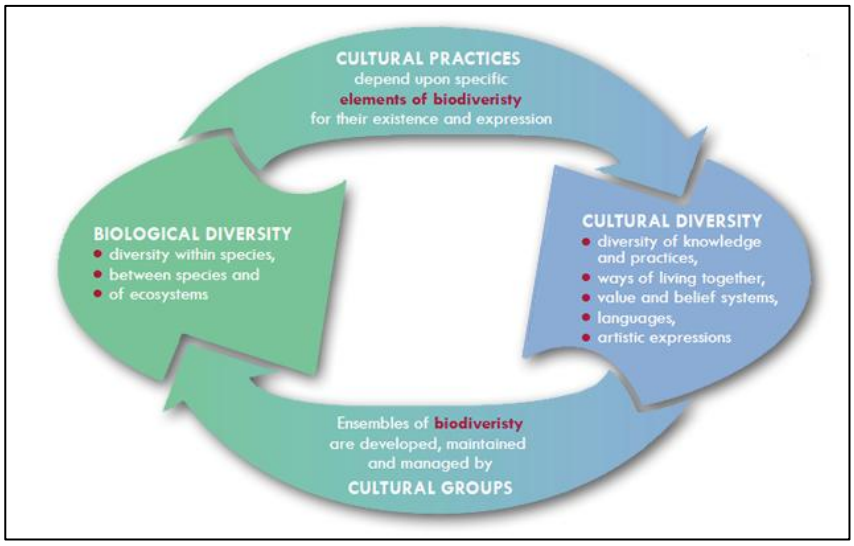


Figure 31 Figure: UNESCO - CBD Joint Programme Between Biological and Cultural Diversity Scheme, 2014.

- **Cultural groups that preserve biological diversity**: These are the communities that safeguard and transmit local knowledge (technical and practical agricultural skills), ensuring the maintenance of biodiversity. This includes the conservation of specific crops, native animal species, local ecosystems, and specific habitats.

Recognizing the fundamental elements of an agricultural system is essential to avoid communication that focuses solely on the promotion of local food and wine products. A reductive approach risks overlooking the importance of agricultural practices and the ways of life of the local community - factors that, if properly valued, can significantly enhance the territory. The Florence Declaration of April 11, 2014 (UNESCO - CBD Joint Program between Biological and Cultural Diversity) emphasized the importance of the concept of biocultural diversity at the European scale, highlighting the centrality of cultural and biological diversity and the importance of cultural services provided by ecosystems.

Pursuing a multifunctional approach in FAO's traditional agricultural systems means recognizing the primary role of agriculture in food production while also emphasizing how the agricultural sector can provide a wide range of non-food goods and services. These include biocultural heritage, environmental services, and contributions to the economic growth of local communities.

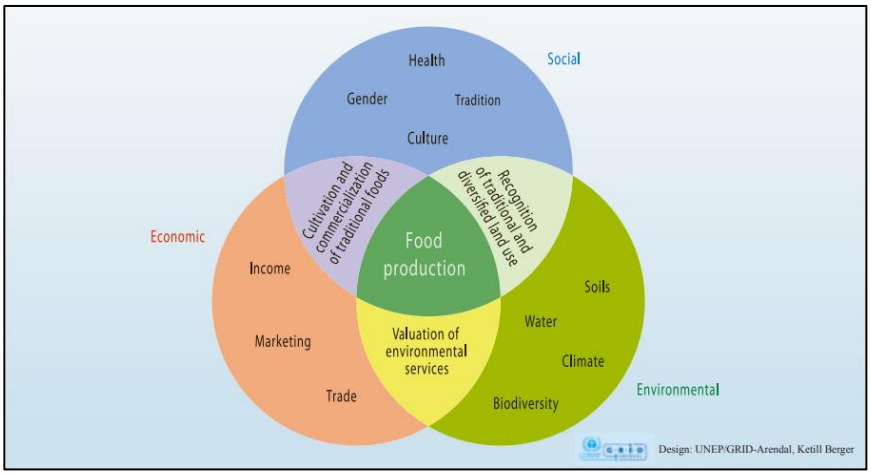


Figure 32 *Applied IAASTD scheme to recognize the multifunctional approach within traditional agricultural and agroforestry systems*

The **IAASTD** (International Assessment of Agricultural Knowledge, Science and Technology for Development) recognizes that adopting a multifunctional approach and enhancing biocultural heritage is essential to understanding the interconnected roles and functions of the agricultural sector. Agriculture, in fact, is an activity that produces not only primary goods but also non-commercial outputs, such as environmental services, landscape amenities, and cultural heritage.

Many GIAHS (Globally Important Agricultural Heritage Systems) sites play a multifunctional agricultural role, going beyond mere production to provide environmental, cultural, and economic services to local communities. According to the OECD:

> ***"Beyond its primary function of producing food and fiber, agricultural activity can also shape the landscape, provide environmental benefits such as soil conservation, the sustainable management of renewable natural resources, and the preservation of biodiversity, and contribute to the socio-economic sustainability of many rural areas."*** (Declaration of the Agricultural Ministers Committee, OECD)

The FAO GIAHS Programme recognizes the historical and contemporary significance of traditional agricultural systems, emphasizing their global value through five key criteria. Two fundamental aspects are:

- Historical relevance: Demonstrates how the site has adapted to its environment and how the local community has developed specific agricultural knowledge.
- Contemporary relevance: Highlights the site's role in food security, resource management, and the promotion of economic and social well-being.

Many GIAHS sites are closely connected to local products that can serve as tools for territorial promotion. However, their true value lies in the overall recognition of the agricultural system, which includes agro-biodiversity, culture, traditional knowledge, and, above all, landscape.

FAO Tools to Increase Visibility and Awareness of the FAO GIAHS Programme: Slow Food Presidia and Geographical Indications (GI)

Figure 33 *FAO GIAHS label: Source Food and Agriculture Organization - GIAHS Programme Secretariat*

In response to the rapid social, economic, and environmental changes that are accelerating the erosion of biodiversity and traditional knowledge associated with agricultural practices in GIAHS sites, FAO has developed various approaches to recognize, enhance, and preserve local traditions and agri-food systems that support smallholder farmers operating within them. These tools are designed not only to highlight the importance of the agricultural sector but also to underscore the critical role and efforts of local producers in maintaining cultural traditions and biocultural heritage.

Among the tools provided by the FAO, a significant role is played by the Technical Note, which integrates the initiatives of **Slow Food Presidia** and **Geographical Indications (GI**). This document represents a key contribution to the conservation and enhancement of GIAHS agricultural systems, offering a specific focus on their food systems and their role within the framework of the **Sustainable Development Goals (SDGs).**

Geographical Indications (GIs)

A Geographical Indication (GI) is a label that certifies the quality, specific characteristics, or reputation of a product, directly linked to its geographical origin. The differentiation of the product can be attributed to both natural factors (such as soil, climate, and water resources) and human factors (such as local culture, know-how, and traditions). These distinctive features, along with production specifications and control systems, are detailed in a *disciplinary code* drafted by a collective organization. This document aims to protect the GI and obtain formal certification in compliance with the applicable national legislation.

Figure 34 *Labels applied and recognized in the European Union and by FAO regarding the Geographical Indications label.*

GIs are employed to enhance the credibility and visibility of the product, with a particular emphasis on quality tied to its geographical origin. In addition to offering farmers legal protection for the name and reputation of the product, GIs adoption also safeguards consumers by guaranteeing the quality and authenticity of the product's geographical origin. GIs are protected under intellectual property rights, in accordance with the World Trade Organization's Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement) and the Geneva Act of the Lisbon Agreement.

Figure 35 *Examples of the use of Geographical Indications in certain agri-food systems: Regional Knowledge Platform on One Country One Priority Product (OCOP) in Asia and the Pacific – Source: Food and Agriculture Organization.*

The adoption of GIs offers numerous advantages to local agricultural systems, including:

- **Value Chain Enhancement:** Joining a GI system allows farmers to benefit from added value linked to certification, strengthening and protecting their high-quality production. GIs provide local producers with greater competitiveness in both national

and international markets.

- **Environmental Conservation and Local Biodiversity Preservation:** Traditional production methods associated with GIs often have a lower environmental impact compared to conventional industrial methods. The use of local plant varieties and animal breeds contributes to the preservation of biodiversity, agricultural landscapes, and biocultural heritage.
- **Sustainability and Optimal Use of Local Resources:** The long history of production associated with a GI, combined with adaptation to a specific geographical environment, has refined traditional methods. These methods are often sustainable and ensure the responsible use of local resources. Furthermore, the GI certification process helps preserve local production systems, including biodiversity and agricultural landscapes, which are essential to maintaining the desired product quality.

Within GIAHS systems, the introduction and use of GIs represent a strategic tool to enhance the value of local products and biocultural heritage. By connecting the product to its geographic and cultural roots, GIs strengthen the identity of traditional agricultural systems, promote sustainability, and contribute to the global recognition of the unique value of these systems.

Slow Food Presidia

In 1999, the Slow Food Foundation for Biodiversity launched the Slow Food Presidia programme with the aim of supporting local products at risk of extinction, along with the traditional knowledge of agrobiodiversity associated with them. The Presidia recognition places particular emphasis on environmental and social sustainability, enhancing the connection between local producers and farmers in agricultural production. This connection creates added value recognized by consumers and strengthens the territorial identity of the products.

The primary goal of the Presidia programme is to create a local network of producers and farmers that fosters a cohesive community, respecting their rights and protecting their territories. This approach enables local communities to gain greater influence and visibility at regional, national, and international levels. Additionally, the programme actively involves local stakeholders through events dedicated to knowledge exchange and experience sharing, addressing common challenges related to agriculture and biodiversity conservation.

Figure 36 Example of the use of the Slow Food Presidium in Puglia, in the Alto Salento region. The Pietra Santa Agricultural Company utilizes the recognition of the Slow Food Presidium as a certification of quality production.

In 2008, Slow Food established an official trademark, recognized internationally, to identify, protect, and promote products associated with the Slow Food Presidia. This label includes a logo and guidelines aimed at supporting local producers by setting rules to ensure compliance with production protocols, environmental sustainability, and social well-being. However, unlike **Geographical Indications (GIs),** the Slow Food Presidia label does not provide formal certification of the final product.

Comparison between GIAHS, Geographical Indications (GIs) and Slow Food Presidia

Comparing the characteristics of GIAHS, Geographical Indications (GIs) and Slow Food Presidia it is essential to understand how these recognitions and labels can be strategically exploited for communication, enhancement, and protection purposes of local products and traditional agricultural systems. The table included in the document *"Globally Important Agricultural Heritage Systems, Geographical Indications and Slow Food Presidia: Technical Note"* highlights the key differences between the three initiatives.

Table 1 *Summary of the Characteristics of the GIAHS, GIS, and Slow Food Presidia Programs Compared*

Characteristic	***GIAHS***	***GIs***	***Slow Food Presidia***
Object	Agricultural systems with traditional knowledge, landscapes, biodiversity, and culture.	Product name linked to quality, production methods, and geographical origin.	Product with biodiversity and/or knowledge at risk.
Objective	Dynamic conservation of landscapes, practices, and knowledge.	Protection of the product's name and reputation.	Promotion of products with high environmental, social, and biodiversity value.
Applying body	Ministry of Agriculture/Environment or national GIAHS committee.	Farmers' and processors' organizations.	Processors' organizations (Slow Food members).
Selection criteria	Food security, biodiversity, traditional knowledge, culture, landscapes.	Quality, specific characteristics, or reputation linked to origin.	Biodiversity, risk of extinction, local production knowledge.
Governance body	FAO (GIAHS Committee, SAG, local stakeholders).	National authorities and experts.	Slow Food Foundation and experts.
Government endorsement	Not mandatory but recommended.	Mandatory.	Not mandatory.
Quality management	Required.	Certified.	Required (not certified).
Biodiversity	Mandatory.	Optional.	Mandatory.
Sustainable methods	Mandatory.	Not mandatory but encouraged.	Mandatory.
Dynamic conservation	Yes	Yes (if changes are approved).	Yes.
Nutrition and food safety	No	No explicit focus.	In progress.
Legal protection	No	Yes (TRIPS, Geneva Act)	Yes (Slow Food trademark)

Final Conclusions – Theoretical Section

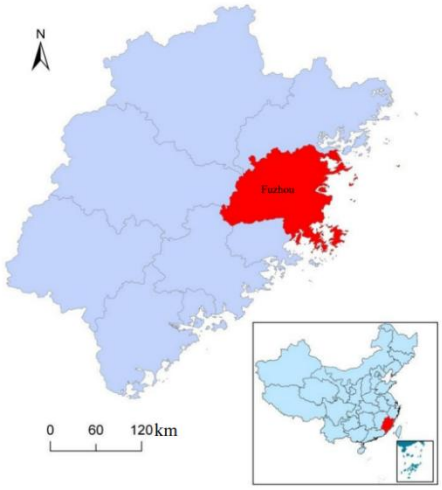
The importance of organizing and planning an effective communication and promotion action across different scales—local, regional, and national—represents a fundamental step in

defining common objectives for the enhancement of the biocultural heritage associated with the traditional agricultural systems recognized in GIAHS sites. To achieve this goal, a synergistic collaboration between institutional actors and all kind of local stakeholders starting from producers is essential in order to identify resources, characteristics, and tangible values for the territory. This approach not only promotes the protection of agricultural heritage but also provides an opportunity for local businesses, which can benefit from greater economic and cultural attractiveness.

b. Practical and participatory part: Best practices to adopt in the communication and promotion of recognized and potential GIAHS sites

In this section of the module, we will move from theory to practice, translating the theoretical concepts presented in the first part into practical and concrete actions by analysing concrete case studies and best practices concerning effective communication strategies implemented in some traditional agrifood systems and landscapes. To guide the promotion and enhancement of agricultural heritage, we will focus on identifying target actors to promote communication about GIAHS sites, with particular attention to the tourism sector. In particular, we will discuss examples of experiential tourism applied to rural contexts, both in GIAHS sites and in other landscapes composed of traditional agricultural systems. The goal will be to provide examples, case histories and best practices in territorial marketing and sustainable tourism, directly linked to agricultural and rural life, highlighting the multifunctional role that an agricultural system can play (e.g., oleotourism, wine tourism, agritourism), connected to the agricultural and cultural characteristics intrinsic to the landscape (e.g., construction of dry-stone terraces, cleaning of specific places, spiritual, mental, and physical well-being activities linked to rural and/or cultural attractions, such as monumental trees). It will be important not only to present successful examples that have achieved significant results in traditional agricultural systems but also to highlight the central role of local institutions and other organizations that support the enhancement of local agricultural practices by creating networks of cooperation and collaboration with various stakeholders.

Case Study 1: The Jasmine and Tea Culture System of Fuzhou City, China



The *Jasmine and Tea Culture System* of Fuzhou City, China, was recognized in 2014 as part of the FAO's GIAHS (Globally Important Agricultural Heritage Systems) Programme. The site represents a significant example of how communication has played a central role in enhancing and promoting a traditional agricultural system through different levels of dissemination: local, regional, and national.

Figure 37 *Map of the GIAHS Site: Jasmine and Tea Culture System of Fuzhou City, China. Source: GIAHS proposal available on the FAO GIAHS Programme website.*

Geographical Description and Characteristics of the Agricultural System

Figure 38 *The cultivation system of the Jasmine and Tea Culture System Source: GIAHS proposal available on the FAO GIAHS Programme website.*

Fuzhou City is located on the eastern coast of Fujian Province, along the lower reaches of the Min River. The landscape is characterized by a vast alluvial plain to the south, while to the north, it is bordered by a sequence of mountain ranges and hills. This region has historically been known for the production of jasmine tea, a beverage whose origins date back to the Han Dynasty. Jasmine was introduced to the area through trade along the Silk Road, both by land and by sea. Originally from India and the Persian Gulf, jasmine is now cultivated in six counties

of Fujian, covering a total area of 3,291 km².

Within the local agricultural system, jasmine flowers are primarily cultivated in alluvial plains and on sandbanks along the Min River, while tea plantations are found in hilly and mountainous areas at altitudes ranging from 600 to 1,000 meters above sea level. This agricultural system is based on a perfect synergy between two distinct environments, significantly contributing to the economic and social development of the region. Green tea production and jasmine cultivation together account for 30% of the agricultural income of small family-run farms.

From a landscape perspective, the site represents a **multifunctional rural landscape**, where agricultural production is closely linked to the processing of jasmine tea. The integration between forested patches and cultivated areas has created a highly diversified agricultural system capable of providing environmental, economic, and social benefits to the local population.

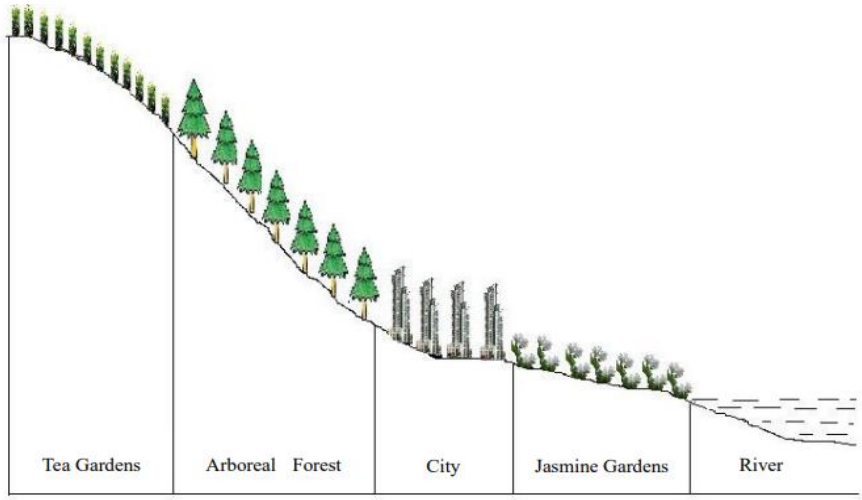


Figure 39 *Map of the GIAHS site: Jasmine and Tea Culture System of Fuzhou City, China. Source: GIAHS proposal available on the FAO GIAHS Programme website.*

FAO Recognition and Enhancement Strategies

Since 2014, the *Food and Agriculture Organization (FAO)* has recognized the site within the *GIAHS* Programme. Following this designation, the site has gained increasing notoriety both nationally and internationally. Thanks to initiatives promoted by local institutions, various actions have been implemented to protect, enhance, and economically develop the area. The initial measures were introduced through specific regulations for the protection of jasmine tea (*Regulations on Jasmine Tea Protection*), aimed at ensuring product quality and the sustainability of the agricultural supply chain. Since 2016, the protection and development of agricultural heritage have been included among the strategic priorities in China's central planning documents. In recent years, provincial and local institutions have focused on three main development areas:

- **Development of rural tourism**, through the enhancement of infrastructure, services,

and accessibility to promote the agricultural landscape and encourage sustainable tourism linked to the tea and jasmine culture.

- **Conservation of agricultural heritage**, by increasing the planting of new jasmine plants, supporting local producers in participating in trade fairs and exhibitions, and facilitating exchanges with other national agricultural sectors.
- **Promotion of traditional tea processing**, through the organization of events and festivals dedicated to tea culture, demonstrations on traditional processing techniques, and competitions among master artisans to highlight local expertise.

Figure 40 *Activities aimed at enhancing the site. The first photo on the top left shows public engagement in learning about Jasmine Tea production, while the top right photo illustrates the jasmine flower petal harvesting system, The photo below provides an overview of the GIAHS site landscape. Source: F.N www.52hrtt.com/df/n/w/info/F1671069956977*

The tourism industry has experienced strong expansion since the site's inclusion in the *GIAHS-FAO* program. Between 2019 and 2020, Fuzhou City has become an increasingly prominent tourist destination for agricultural heritage tourism. In addition to promoting the product at major national trade fairs, the site has developed specific tourism resources to enhance agricultural areas, also publishing ethical guidelines for sustainable tourism, such as the *Nine Measures for Supporting Fuzhou's Jasmine Tea Industry*. These measures have helped identify the most suitable areas for integrating agricultural production with tourism activities, supporting entrepreneurial development in peripheral rural areas. The implementation of these strategies has fostered a stronger synergy between agricultural heritage and the tourism sector, further strengthened by promotional and marketing initiatives such as the *Agriculture Heritage Tourism Festival*.

Key Achievements:

Thanks to institutional promotion at multiple levels, the site has achieved significant economic and social development outcomes:

- Increase in farmer's income derived from the diversification of the agricultural activity which has been integrated with the touristic one, with gains of up to **12,000 yuan, equivalent to approximately 1,570 euros***[1], per household, benefiting 26,000 tea farmers and flower growers.
- **Greater involvement of the local population**, with the organization of festivals dedicated to jasmine flower harvesting, designed to educate visitors about tea production and the direct relationship between product quality and agricultural landscape preservation.

Figure 41 *The left image showcases a demonstration of the Picking Festival in Spring, while the right image illustrates the distribution of cultivated areas within the GIAHS site and the Jasmine Tea Development Zone. Source: GIAHS proposal available on the FAO GIAHS Programme website.*

The integration between local institutions and key stakeholders has been the driving force behind the site's promotion. Thanks to this collaboration, both before and after the GIAHS recognition, it has been possible to strengthen and expand jasmine tea enhancement strategies through targeted actions:

- **Rural tourism**, with the identification of two key tourist sites: *Wulong Ma Ao*, located along the Min River, and the tea eco-gardens in the alpine region of *Louyuan, Yongtai Lianjiang*. Additionally, seasonal events such as the *Picking Festival in the Spring* and the *Jasmine Flower Picking Festival* allow visitors to actively participate in jasmine flower harvesting.

[1] *The euro value is based on the exchange rate at the time of writing and may vary. It is recommended to check the latest exchange rate before publication.*

Figure 42 *Labels related to the Geographical Indication recognition since 2008 and used by the Jasmine and Tea Culture System of Fuzhou City, Source: https://giahs-ayu.jp/wp-content/themes/ayu2022/dest/pdf/2024/T07-03%20LIN%20Jian.pdf*

- **Product quality protection**, with the registration of jasmine tea as a *Geographical Indication* and under *Organic Certification*, as well as its recognition as a *National Protected Geographic Indication*, aimed at safeguarding it from adulteration and unfair market competition.
- **Awareness and training**, through the organization of the *Fuzhou Jasmine Tea King Competition*, an annual contest dedicated to selecting the best local producers, and the *Master Tournament on Traditional Technologies of Jasmine Tea*, a trade fair event focused on exchanging traditional tea cultivation and processing technologies.

Figure 43 *Cultural demonstrations dedicated to the Fuzhou Jasmine Tea King Competition. Source: chinadaily.com*

- **Personal Brand Management**, facilitated by collaboration with the *Fuzhou Tea Association for Cross-Strait Exchanges* to improve packaging, communication, and marketing strategies for the product, along with training sessions for producers and the establishment of exhibition spaces in agricultural cooperatives.

Figure 44 *Branding of Fuzhou Jasmine Tea aimed at protecting local productions and encouraging consumer purchases. Source: https://giahs-ayu.jp/wp-content/themes/ayu2022/dest/pdf/2024/T07-03%20LIN%20Jian.pdf*

To facilitate promotional activities and coordinate a shared communication strategy aimed at highlighting the rural landscape, traditional knowledge, and biocultural heritage, the site has been registered as a Chinese Nationally Important Agricultural Heritage System (China-NIAHS), certified by the Ministry of Agriculture (MOA) since 2012.

This national register is designed to protect and preserve traditional agricultural techniques that contribute to the maintenance and conservation of rural landscapes with significant cultural value.


茉莉花源于中亚细亚，茶源于中国，它们的结合是两千年东西方文化交流的见证。福州茉莉花茶源于汉、盛于宋、盛于清，是两千年来劳动人民利用花香和茶保健作用的产物。福州茉莉花种植与茶文化系统在长达两千年的协同进化过程中逐渐完善，是古人利用环境、适应环境发展农业的典范，是农业的活化石。

福州地处北纬25.5度的闽江入海口盆地，是茉莉花露地栽培的最北缘。福州茉莉花种植与茶文化系统是古人充分利用自然资源，在江边沙洲种植茉莉花，在海拔600-1000米的高山上发展茶叶生产，逐渐形成适应当地生态条件的茉莉花基地（湿地）—茶园（山地）的循环有机生态农业系统，既保持了生态系统的生物多样性，又提高了单位面积的生产效益。茉莉花茶是中国独一无二的茶叶品种，由于历史上福州人严格保密工艺，窨制工艺在数百年间均未传到其他国家，目前世界上只有中国能窨制茉莉花茶。

由于城市建设和其它产业发展，福州茉莉花茶传统生产模式变得濒危，花茶窨制工艺面临着严峻考验。近年来，福州市委市政府十分重视福州茉莉花茶这一千年产业的发展，按照农业部中国重要农业文化遗产保护工作的要求，统筹城市发展与保护生态的关系，不断提升产业整体水平。目前福州辖区的茉莉花种植面积达1.5万亩，辐射周边面积1.8万亩；茶叶面积13.5万亩，茉莉花茶产量1.5万吨，产值达20亿元。福州茉莉花茶这一重要的传统农业产品，正以全新的姿态，欢迎世界各地的朋友来共同品鉴。

Figure 45 *NIAHS Register website. The significance of the Fuzhou Jasmine Tea site was recognized well before its registration as a GIAHS site. Source: www.moa.gov.cn*

From this perspective, analysing the adopted and implemented communication strategy reveals that:

- The agricultural heritage resource has been enhanced as a unifying element of local productive activities.
- An intersectoral communication strategy was developed, requiring time and preparation well before the site's GIAHS recognition.
- The focus of the communication has been placed on the local agricultural landscape

and on the local community's ingenuity related to agricultural production and processing as key drivers of local commercial activities.

- Support from local institutions and representative associations has enabled effective networking toward the creation of a shared, well-identified, and recognizable brand.

More information about the Jasmine and Tea Culture System of Fuzhou City at the following links:

- www.fao.org/giahs/giahsaroundtheworld/china-fuzhou-jasmine-tea/en
- www.moa.gov.cn
- https://www.chinadaily.com.cn/a/201804/04/WS5ac435a1a3105cdcf6516386_1.html
- https://giahs-ayu.jp/wp-content/themes/ayu2022/dest/pdf/2024/T07-03%20LIN%20Jian.pdf

Case Study 2: Landscape of Lemon Groves, Vineyards, and Forests in the Municipality of Amalfi and the Soave Traditional Vineyards GIAHS Site

The landscape of lemon groves, vineyards, and forests in the territory of the Municipality of Amalfi and the Soave Traditional Vineyards are two cultural landscape sites that have been recognized for their significance. The first was included in the UNESCO Programme under the cultural landscape category in 1997, while the second was designated under the FAO GIAHS Programme in 2018. Both landscapes are also included in the National Register of Rural Landscapes of Historical Interest, Traditional Agricultural Practices and Traditional Knowledge, established in 2012 by the Italian Ministry of Agriculture (former MIPAAF, today MASAF). These two cultural landscapes, recognized for their outstanding and unique features, serve as examples of how communication strategies can be leveraged to promote and enhance local traditional agricultural activities, emphasizing the crucial role that the rural landscape and system play in the territory's economic, social, and environmental functions.

The Landscape of Lemon Groves, Vineyards, and Forests in the Municipality of Amalfi

Figure 46 *Satellite images of the site: The Landscape of Lemon Groves, Vineyards, and Forests in the Municipality of Amalfi Source: Application Dossier for the National Register of Rural Landscapes of Historical Interest (Italy)*

The terraced lemon gardens landscape of Amalfi is a historic rural environment where the interplay of forest patches, citrus orchards, and vineyards forms the driving force of the local economy. This area extends over 474 hectares, covering approximately 84% of the municipal territory of Amalfi, and represents a key component of the Amalfi Coast's landscape system. The territory is a complex mosaic of semi-natural and agricultural areas, with fruit-bearing chestnut groves located at higher altitudes, while olive groves, vineyards, citrus orchards, wooded gardens, and forage crops develop at lower elevations. A distinctive feature of the extraordinary landscape value is the historical terraces built along the slopes and supported by dry-stone walls known as *macère*. These walls, constructed using limestone extracted directly from

the rocky cliffs, host citrus gardens dating back to at least the 12th-13th centuries.

Figure 47 *The Importance of the Landscape, evident in photographic images and the vine cultivation technique. These elements represent a valuable material heritage of the Amalfi area. Source: Application dossier for the National Register of Rural Landscapes of Historical Interest (Italy)*

The exceptional production of lemons, internationally renowned, is closely linked to the environmental conditions provided by the terraced landscape, including increased sunlight exposure, optimal humidity levels regulated by the stone terraces, and excellent ventilation, supported by the stratigraphy and chemical composition of the volcanic rocks that underpin the terraces. These factors not only ensure product quality but are also essential for the sustainability of Amalfi's agriculture. Even today, citrus farming is maintained on these terraced embankments, covered with fertile and grassy soil, hosting various lemon varieties such as *Sfusato Nostrano*, *Limoncello d'India*, *Limoncello Picciolo*, *Gloria*, and *Costa*. Over time, the Amalfi lemon groves have evolved beyond simple cultivation, becoming a complex landscape architecture where pergola terraces, primarily made of chestnut wood, intertwine with lemon groves and vineyards. Although lemon groves currently occupy most of the terraces, mixed cultivation is still visible with vines trained on pergolas or fruit trees integrated to optimize the use of arable space.

The entire system is supported by a hydraulic network that regulates and distributes water to the crops, despite the complex arrangement of terraces along the slopes. The various construction techniques used for the dry-stone walls of Amalfi have blended structural and aesthetic aspects of the landscape, making certain parts of the coast resemble true agricultural gardens.

The *Landscape of Lemon Groves, Vineyards, and Forests in the Municipality of Amalfi* is promoted through various communication strategies, structured across multiple levels:

- **Enhancement of local products: The Amalfi *Sfusato* Lemon and *Gloria d'Amalfi:*** The *Sfusato Amalfitano* lemon is recognized at the European level with the *Protected Geographical Indication (PGI)* "Limone Costa d'Amalfi," which has helped protect and promote the product in regional and local markets. Considered a commercial excellence, it is marketed both as fresh product and as a key ingredient for the famous

"Limoncello" liquor, establishing itself as a territorial brand in the cities of Sorrento and Capri. The PGI designation not only protects the product but also supports farmers and local producers by facilitating access to broader markets. Strengthening this effort, the *Consortium for the Protection of Sfusato Lemon* carries out quality monitoring to ensure product authenticity. Additionally, the consortium is actively engaged in promoting and sharing knowledge about *Sfusato Amalfitano*, increasing consumer awareness of traditional craftsmanship, and offering immersive experiences. One such experience is an interactive tasting itinerary that takes visitors into the lemon groves, showcasing the entire production process and conservation techniques of these historic cultivations.

Figure 48 *Use of the Protected Geographical Indication (PGI)*

- **Promotion of local hiking trails: the "Path of Lemons":** Another communication initiative focuses on sustainable tourism through the promotion of local hiking trails, particularly the Path of Lemons. This immersive route, winding through the lemon groves, extends over 5 km, starting from the Collegiata di Santa Maria a Mare in Maiori and reaching Minori. The Trekking Amalfi Coast Association, composed of environmental hikers, has developed a grassroots communication strategy to provide visitors with a firsthand experience of the local agricultural landscape. This initiative allows tourists to explore otherwise inaccessible paths, fostering an authentic connection with the territory. At the same time, local institutions are working to diversify tourism flows by encouraging visits to rural and less-travelled areas of the

Figure 49 *Promotion of local hiking trails: the "Path of Lemons" Source: Website Trekking Amalfi Coast*

Amalfi Coast, promoting greater awareness of the region's landscape heritage.

- **Local initiatives and landscape communication: the "Lemon Tour Experience":** A concrete example of traditional agriculture and landscape communication and promotion is the *Lemon Tour Experience*, promoted by the *Aceto Family*, a historic local agricultural company founded in 1992 in the Municipality of Ravello. In recent years, the company has diversified its offerings by integrating hospitality services with experiential tours within the agricultural estate. These tour packages allow visitors to learn about ancient cultivation techniques and the traditional production of limoncello, contributing to the tourism-oriented communication of the territory. From the Aceto family's experience, a cooperative for processing *Sfusato Amalfitano* was also established, continuing to support local production **and strengthening the link between tradition, agriculture, and tourism.**

- **Annual contribution for the maintenance and restoration of terraced lemon gardens by the Municipality of Amalfi**: Another good practice which can be found in the Amalfi context concerns the devolution of 3% of the annual Municipality income

Figure 50 *Local communication initiative by Azienda Agricola Salvatore Aceto, offering tours within its agricultural production. Source: Amalfi Lemon Experience*

deriving from touristic stay taxes (approximately 50,000 € per year) to the restoration and maintenance of terraced lemon gardens: this action has been put in place since 2024 and will continue also in 2025.

More information about the Landscape of Lemon Groves, Vineyards, and Forests in the Municipality of Amalfi at the following link:

- www.reterurale.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/18219
- https://www.trekkingamalficoast.com/en/our-destination/path-of-lemons/
- https://www.amalfilemonexperience.it/it/categoria-tour/lemon-tour-experience-it/

The Soave Traditional Vineyards: A GIAHS site since 2018

Figure 51 *Geographical position of the GIAHS Site: The Soave Traditional Vineyards*

The Soave Traditional Vineyards form a crucial agro-economic system for the region, serving as the primary source of income for approximately 3,000 family-run farms that have overseen the area for generations. This viticultural landscape is located in the province of Verona, in the Veneto Region, and is protected by the *Consorzio Tutela Vini Soave e Recioto di Soave*, the reference body for the promotion and safeguarding of local production. The area benefits from a strategic geographical position, well connected to major transport routes and easily accessible for wine and food tourism due to its proximity to the city of Verona. It extends over an area of 13,623 hectares, 60% of which is dedicated to vineyards, while the remaining land is divided among orchards, olive groves, small dwellings, forests, chestnut groves, and arable land.

The uniqueness of the territory lies in its topographical characteristics. The GIAHS (Globally Important Agricultural Heritage Systems) site is located on the slopes of the Lessini Mountains plateau, where the hills merge with the Verona plain. The varying altitudes, ranging from 30 to 689 meters above sea level, have favoured the cultivation of the native *Garganega* and *Trebbiano di Soave* grape varieties. These are predominantly grown using the *Pergola Veronese* technique, a traditional method that allows for optimal manual vineyard management. The absence of mechanization is due to the widespread presence of dry-stone walls, which follow the contour lines of the Verona hills. This configuration fragments land ownership, alternating vineyard plots with small wooded areas. Out of the 13,623 hectares of the GIAHS area, 7,000 are cultivated with vineyards and managed

by around 3,000 small, mainly family-run farms.

The survival and prosperity of this landscape, beyond its extraordinary beauty, are also due to the presence of a solid cooperative system. Social cooperatives play an essential role in supporting local wine production and preserving small properties, generally 2–3 hectares each, from the threats posed by economic and global changes.

The distinctive elements of the landscape include:

- **The land organization system**, known as *campo veronese*, which gives the area its characteristic fragmented property structure.
- **The technique of vine cultivation on terraced** land with dry-stone walls, essential for managing the steep slopes.
- **The presence of the *Pergola Soavese***, a traditional vine-training method that uses natural support structures, such as fruit trees (*living support*).

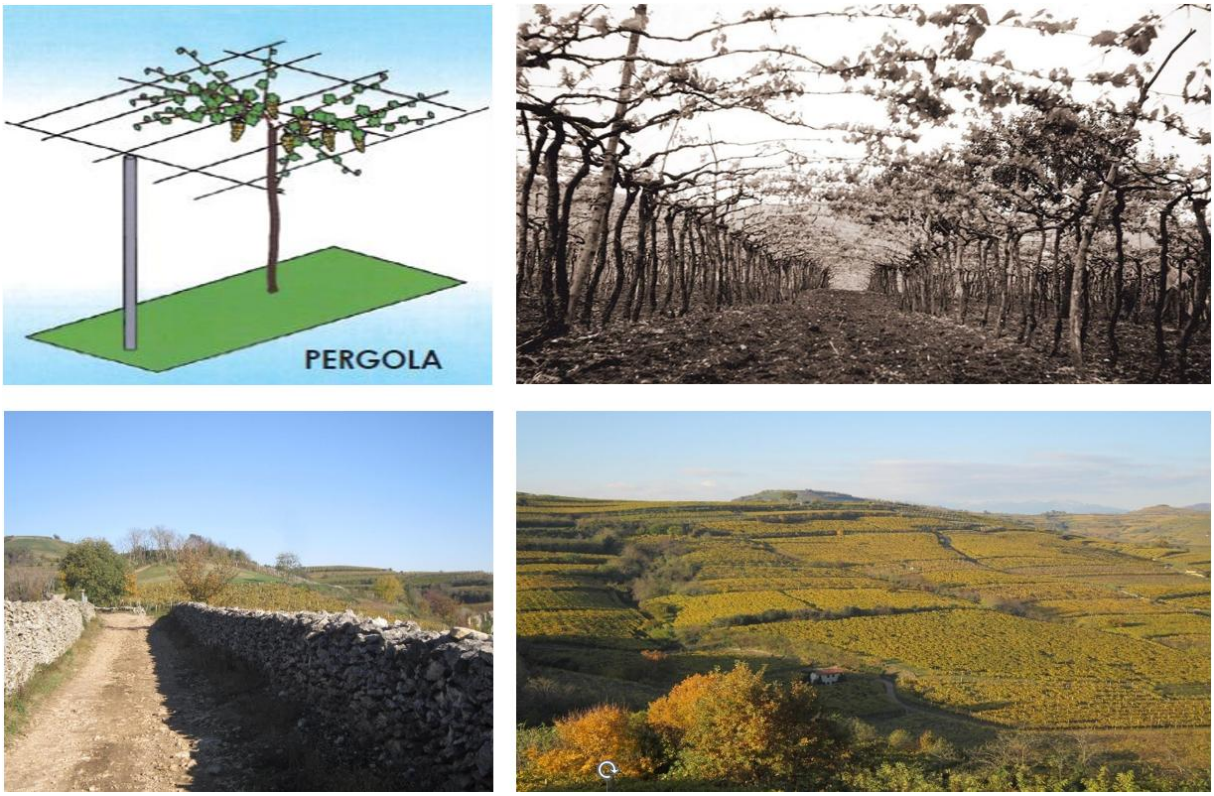


Figure 52 *the traditional Pergola Soavese cultivation method and the distribution of land fragmentation known as "Campo Veronese". Source: GIAHS site proposal and application dossier for the Italian National Register of Rural Landscapes of Historical Interest.*

The production of *Recioto di Soave* represents an ancient winemaking tradition dating back to the Middle Ages. Even today, grape clusters are left to dry slowly in well-ventilated environments, where the air promotes the dehydration of the berries, concentrating the sugars before pressing. This process gives *Recioto di Soave* its characteristic sweet and intense flavour, making it a local excellence.

The Soave viticultural landscape is a strong example of a GIAHS site, integrating the concept

of landscape as part of the region's branding and communication. This process is supported by a multi-stakeholder management strategy, involving various players committed to the common promotion and enhancement of local agri-food products.

Listed in the Italian National Register of Rural Landscapes of Historical Interest, Agricultural Practices and Traditional Knowledge since 2014, the site has organized and brought together working groups aimed at creating consortia and representative bodies capable of connecting local production interests with institutional organizations at the provincial and regional levels. This initiative has led to the establishment of the following organizations:

- **Consorzio del Vino Soave (Soave Wine Consortium)**
- **Associazione Strade del Vino del Soave (Association of the Soave Wine Routes)**

The Soave site is also part of a broader tourism brand that extends beyond its geographical boundaries. Located a short distance from Verona, the Soave hill landscape has leveraged its proximity to the city to promote local wine and food products, particularly Recioto wine, through regional brands such as Est Veronese and Le Terre del Soave. Supporting the region's branding, the recognition of protected Geographical Indications, such as Soave Classico DOCG and Soave DOC, ensures product quality and facilitates its promotion in different market segments. Soave Classico DOCG is produced in the municipalities of Soave and Monteforte d' Alpone, while Soave DOC extends to ten other municipalities in the area.

Figure 53 *Use of the Soave brand through local cooperatives: Consorzio del Soave and Associazione Strada del Vino. Source: Soave Consorzio Tutela e Strada del Soave web site.*

An additional value is the inclusion of the agricultural system among GIAHS sites, which has transformed the landscape into a key promotional tool for the region. In this context, the *Consorzio del Vino Soave*, in collaboration with local institutions, has organized events to enhance the area's tourism appeal year-round, leveraging the landscape's unique characteristics that change with the seasons. Soave's tourism offer is further strengthened by the integration of the area into Verona's Local Tourism System, which, through the Destination Management Organization (DMO), coordinates the tourism networks of the Verona and Garda areas. Soave is recognized as one of the four main Regional Brands within the DMO, alongside Lessinia, Valpolicella, and Pianura dei Dogi.

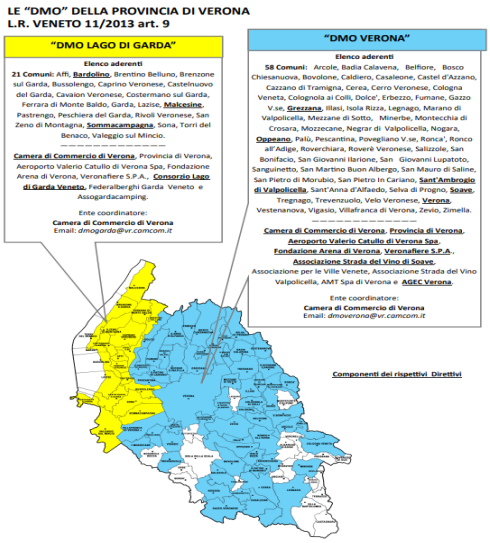


Figure 54 *The Soave as part of the Destination Management Organization (DMO) of the Verona area, serving as a key reference for local tourism. Source: https://www.vr.camcom.it/it/DMO*

The area provides essential services for tourism and offers a series of predefined itineraries, highlighted by local promoting entities, the *Associazione Strade del Vino Soave*, and the *Consorzio del Vino Soave*. Many of these include visits to wineries and vineyards, wine tastings, and participation in folkloric events in various municipalities, thanks to the involvement of local hospitality structures. A significant example is the *Volcanic Wine Park - Tasting experiences in Romeo and Juliet's hills*, a product club that includes 12 hospitality establishments and four local protection consortia (Lessini, Durello, Soave, Gambellara, and Colli Berici). This project promotes wine and food tourism experiences, including nature trails, vineyard activities, knowledge of local agricultural techniques, and tastings of typical products.

The *Consorzio del Soave* has also developed a website that places the FAO GIAHS Programme recognition and the related application criteria at the center of its communication, highlighting the local rural heritage and prioritizing the landscape as a key element alongside viticultural production. The consortium's communication strategy has also expanded beyond national borders, aiming to promote Soave wine consumption in international markets, particularly in Japan. A strong commercial relationship with Japan has, indeed, been developed through the strategic campaign *Soave by Glass*, an initiative involving Japanese restaurants in purchasing and promoting imported Soave wine. At the end of the event, each restaurant receives a promotional kit provided by the Consortium, consisting of 12 wine glasses and a map illustrating the region, the characteristics of Soave wines, and the collaborative efforts of producers. The month-long event also includes a competition: Italian restaurants in Japan that register the highest sales win a free trip to Soave, featuring a walk-around tasting experience, where local producers offer tastings and winery visits. In 2017, the initiative involved 250 restaurants and wine clubs across Japan, with the participation of 15 wineries.

Although this communication strategy is primarily focused on product promotion rather than landscape and traditional vine-growing systems, it is an effective example of networking and

international marketing, engaging buyers and industry operators beyond national borders.

More information about the Soave Traditional Vineyards GIAHS site at the following links:

- www.fao.org/giahs/giahsaroundtheworld/italy-soave-traditional-system/en
- www.ilsoave.com
- https://www.reterurale.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/17430
- https://www.ilsoave.com/news-it/il-soave-by-the-glass-in-giappone-non-si-ferma/
- https://www.stradadelvinosoave.com/

Case Study 3: Associations promoting agricultural heritage

The Association of Rural Landscapes of Historical Interest

Figure 55 *Logo of the Association of Rural Landscapes of Historical Interest*

A further example of how and with what kind of tools to promote traditional agrifood systems and rural landscapes is the Association of Rural Landscapes of Historical Interest (PRIS). This association is engaged in the enhancement and protection of Italy's historic rural landscapes with particular reference to those inscribed in the Italian Register of Rural Landscapes of Historical Interest established at the Ministry of Agriculture, recognizing them as exemplary models of sustainable agriculture and harmonious human-nature interaction. The Association was founded in 2023 in order to give voice and strength to that type of agriculture that is an expression of cultural roots intrinsically linked to the territory and to the work of man in a perspective of tradition that can guide the sustainable glocal transition at an environmental, economic, and social level. This organization represents, therefore, an institutional interlocutor at a regional and national level, claiming the maintenance, protection, and promotion of traditional agricultural heritage, starting from the recognition of the work of the custodians of the rural territories: the farmers. Registered in the Register of Third Sector Entities (E.T.S.) and endowed with legal personality, the Association works to counter the phenomenon of the abandonment of traditional agriculture by safeguarding the agricultural, landscape, and food heritage as a driver of sustainable local development. The Association gathers today (2025) 28 historical rural landscape representatives – among which Municipalities, Protection Consortia, National and Regional Parks - out of the total 32 inscribed in the National Register.

More information about the Association of Rural Landscapes of Historical Interest at the following link:

- https://www.associazionepris.it/

The Italian Olive Oil Towns Association

Figure 56 *Logo of the Italian Olive Town Associations*

Founded in Larino (Campobasso Province, Molise Region) in December 1994 and with headquarters at Villa Parigini in the municipality of Monteriggioni (Siena Province, Tuscany Region), this association brings together a network of more than 500 institutions and organizations, including municipalities, chambers of commerce, Local Action Groups (LAGs) and parks where olive oil production is documented with a strong tradition tied to environmental, historical, and cultural values, or recognized under a Designation of Origin. Its mission is to promote the culture of olive growing

and olive oil across Italy and the Mediterranean area. This broad representation is particularly valuable as its actions specifically aim to protect and promote the olive-growing environment and landscape, disseminate the history of olive cultivation, ensure certified product quality for consumers, organize fairs and events while implementing effective communication and marketing strategies to enhance knowledge of Italy's olive-growing heritage. Over thirty years of activity, the Association has developed large-scale national initiatives, fostering a solid network among various partners committed to the enhancement of agricultural heritage and it became one of the major representative bodies in this sector. Among the multiple ongoing activities, the most interesting include:

- **"Camminata tra gli Olivi" (Walk among the Olive Trees):**

Figure 57 *Logo of the initiative "Walk Among the Olive Trees"*

This initiative engages families, producers, and municipalities in discovering Italy's olive-growing heritage through guided walks in historic olive growing landscapes connected to the culture of the "green gold". Each participating municipality selects and designates a distinctive route based on historical and environmental characteristics. These routes may include visits to olive oil mills, olive oil farms, or historic buildings associated with olive cultivation, where participants can also enjoy tastings of typical products. Held every year on the last Sunday of October in whole Italy, this initiative has a dual objective: to involve citizens in learning about their local biocultural and landscape heritage and to support farms that not only preserve historical landscape features and cultivate centuries-old olive trees but also promote their agri-food products through olive oil tourism.

- **"Premio Nazionale del Turismo dell'Olio" (National Olive Oil Tourism Award):**

Figure 58 *Logo of the activity National Olive Oil Tourism Award*

Since 2020, the National Olive Towns Association has promoted the Olive Oil Tourism Award, an initiative designed to recognize the best olive oil tourism practices across Italy. Its goal is to give visibility to producers, restaurateurs, hoteliers, associations, organizations, and all local stakeholders committed to enhancing and promoting rural tourism closely related to olive oil. Each year, a panel of experts—including the Association's president and the Vice President of the OECD Tourism Commission—selects the winners of the competition, organized with the patronage of the Ministry of Ecological Transition and in collaboration with a producer association (UNAPROL – Coldiretti) and the Italian Association of Food and Wine Tourism. This initiative fosters strong cooperation between institutions and private actors to encourage and reward sustainable tourism practices linked to olive growing. Additionally, the Association's dedicated

portal and social media channels serve as promotional platforms referring to the competition and to the participants.

- **Educational Program "Olio in Cattedra" (Olive Oil in the Classroom):**

Figure 59 *Logo of the activity Olive Oil in the Classroom*

Unlike the previous initiatives, this project is focused on food education and is primarily aimed at elementary and high school students. Promoted by the National Olive Oil Towns Association, it involves collaboration with primary schools, middle schools, and professional institutes specializing in hospitality and agriculture. The goal is to raise awareness about the use of extra virgin olive oil as part of a healthy diet based on the Mediterranean Diet. Thousands of students actively participate by conducting research and producing creative projects on olive oil consumption in the framework of a national competition, which is launched every year. The best submissions receive an honorary mention for their outstanding work during a national public event organized for the occasion.

More information about the National Olive Oil Towns Association at the following link:

- https://www.cittadellolio.it/

Case Study 4: Oleotourism, wine tourism and adoption mechanisms

In addition to the previously presented case studies, in this paragraph a set of other best practices and actions aimed at enhancing the local agricultural heritage of farms are introduced, also serving as a subsidiary activity to support the agricultural income:

Olive Oil Tourism

Olive oil tourism refers to the set of experiences related to olive oil knowledge carried out in the place of production, including visits to cultivation areas, production sites, or exhibitions of tools used for olive growing. It also encompasses tasting sessions, the commercialization of farm-produced olive oil—sometimes paired with food—as well as educational and recreational initiatives within the cultivation and production areas. Several Italian farms serve as effective examples of olive oil tourism as a means of income diversification within their agricultural activities. Below are some examples:

Amerino Tipico: is a territorial network made up of 11 municipalities in Umbria, located in the Amerino Valley, an inland area of the Umbrian Apennines, in the Monti Amerini region. This territory is home to a community of small producers, including wineries, olive mills, and farms, who are actively committed to preserving and maintaining the landscape and traditional olive cultivation. Through its online platform, the network aims to promote oil tourism (oleotourism) by offering itineraries, visits, and excursions to showcase and enhance the region's historic olive-growing traditions: Some notable examples include:

- EVO Oil Route Among the Ancient Amerini Olive Trees: A guided excursion through the olive-growing areas along the Umbrian ridge, where there is a high concentration of centuries-old olive trees. This route is also promoted by the Slow Food community of Olio Rajo di Amelia and Moraiolo, which not only organizes visits to the historic olive groves but also offers tastings at local olive mills.
- Amerino Tipico Festival: The organization also promotes a two-day festival, offering experiences focused on discovering the quality of local products and the natural heritage of the Amerino region. In addition to traditional food and wine activities, the festival features guided tours of historic olive groves and traditional olive cultivation sites, with the goal of highlighting the landscape as a key connection between the community and its local production.

Figure 60 *Logo activity "Amerino Tipico Festival"*

Azienda agricola Mafrica: This farm, located in the inland areas of Calabria, Italy, has been managed by the Mazzupappa family since 1950, producing high-quality extra virgin olive oil. Their olive mill ensures a constant and continuous production. The farm covers 100 hectares of land, with over 1,000 olive trees, mainly of the prized Ottobratica and Ciciarello cultivars. For years, it has organized guided oleotourism visits, offering experiences for families and groups, involving them in educational activities among centuries-old olive trees. The itinerary includes three main stages:

- From Olive to Oil: A guided activity led by an expert who explains the various stages of extra virgin olive oil production, illustrating the techniques and treatments involved in its processing.
- Visit to the Olive Grove: A guided tour among the centuries-old olive trees of the estate. Accompanied by an expert guide, visitors learn about the care and maintenance techniques applied to olive trees throughout the production cycle.
- Farm Visit and Gastronomic Experience**:** In addition to the guided tours, the farm offers gastronomic and recreational activities, engaging even younger visitors and educating them on the consumption of extra virgin olive oil and the Mediterranean diet.

Frantoio Presciuttini: Founded by the Presciuttini family, the mill is now managed by Pierluigi Presciuttini, its current owner. This olive mill is one of the most significant examples of the revitalization of abandoned olive-growing areas and the preservation of traditional oil production techniques, using granite millstones. Today, the mill manages approximately 30,000 olive trees, many of which have been recovered from abandonment over the past four years. The primary cultivars are Caninese, Leccino, and Moraiolo. Over the years, Pierluigi Presciuttini's mission has been to recover abandoned olive groves and convert them into sustainable and traditional extra virgin olive oil production, earning numerous awards and recognitions. Although this initiative is not strictly oleotourism, it represents an important best practice, as it has helped preserve a traditional technique while also enhancing the landscape through the restoration of centuries-old olive groves. This process has also had a positive impact on local tourism, promoting the territory and its traditions

Wine Tourism related to Routes: Iter Vitis – Les Chemins de la vigne, a Cultural Route of the Council of Europe

The landscape constitutes a factor of primary importance for the discovery of a territory and an element of great attractiveness. The culture of vine and wine and the wine-growing landscape are a material and immaterial heritage of the community, an essential component of the history of a territory, signs that can be read and experienced: this is the assumption at the base of the European Cultural Route of the Vine and Wine "Iter Vitis – Les Chemins de la Vigne", promoted by the European Federation Iter Vitis and certified Cultural Route of the Council of Europe in 2009. Therefore, the project aims to offer a new travel perspective, which renews and improves the enological tourism offer by promoting the great varieties of European

enological territories and landscapes, in particular through the mapping and preservation of the heritage of historical and ancient vines and of the culture of vine and wine; the promotion of research, documentation and environmental protection activities to defend biodiversity; the development of aware and sustainable forms of tourism, addressed in particular to young people. The European Federation Iter Vitis is a non-profit association of indeterminate duration, which results from the International Association Iter Vitis established in 2007 in Sambuca di Sicilia (province of Agrigento, Sicily) to promote and preserve the tangible and intangible European heritage of wine and viticulture through the realisation and management of the route "Iter Vitis – Les Chemins de la Vigne", recognised as 25th European Cultural Route by the Council of Europe on May 15th, 2009.

Wine tourism activities promoted by Itervitis**:** Like oleotourism, wine tourism includes all activities related to the knowledge of wine carried out in the place of production, which may include visits to cultivation, production, or exhibition sites of tools used for vine cultivation; the tasting and marketing of company wine productions; and educational and recreational initiatives carried out within wineries and vineyards. The European Federation Iter Vitis is a non-profit and open-ended association that originates from the International Association Iter Vitis, established in 2007 in Sambuca di Sicilia (province of Agrigento), to promote and preserve viticulture through the creation and management of the "Iter Vitis – Les Chemins de la Vigne" itinerary, recognized as the 25th European Cultural Itinerary by the Council of Europe on May 15, 2009. The activities of the federation and the Iter Vitis – Les Chemins de la Vigne project aim to offer a new perspective on itinerant travel, to renew and improve the wine tourism offer by promoting the variety of European wine landscapes. The project's activities, therefore, include:

- Mapping and safeguarding the historical and ancient wine heritage, as well as the culture of the vine and wine.
- Promoting research activities aimed at documenting and protecting the environment to safeguard biodiversity.
- Developing forms of conscious tourism with sustainable behaviours.

In fact, among the Federation's objectives is the promotion and protection of the European rural landscape, considered both a material and intangible asset; working with local wine communities to promote them among citizens and enhance national identities; creating a database of historic vineyards to support political decisions regarding the enhancement of Europe's agricultural heritage; and finally, preserving wine biodiversity by promoting sustainable development in rural areas of significant historical interest.

More information about these case studies can be found at the following link:

- https://itervitis.eu/
- https://itervitis.eu/iter-vitis-cities-network/
- https://www.amerinotipico.it/

- https://www.frantoiopresciuttini.it/?srsltid=AfmBOorAAmpsZEbx3RBcqAkhN4r387Gabsqm7oke0j33iBxf7JTDWztj
- https://www.oliomafrica.com/

Adoption Systems for Vineyards, Olive Trees, animals, etc.

In recent years, growing interest in sustainable agriculture and rural heritage conservation has led to participatory models that directly involve consumers in preserving and promoting traditional agricultural landscapes. The vineyard, olive tree, and animal adoption system is an innovative strategy combining economic sustainability, environmental conservation, and strengthened producer-consumer relationships. This model is structured as follows:

- Selection of the Plant, Vineyard Row, or Animal: Consumers choose a vineyard row, olive tree or animal to adopt, often via online platforms, selecting a specific variety/species and location.
- Financial Contribution: Adopters provide financial support for the care of the plant/animal, production of wine, olive oil, milk, cheese, etc., and maintenance of the agricultural landscape.
- Benefits for the Adopter: They receive an annual supply of wine, olive oil or other products from their adopted plant or animal, with options for personalized labelling and participation in experiential events such as harvests or olive picking.
- Value for Producers and the Territory: This system provides tangible support to small-scale producers, fostering rural landscape conservation and promoting sustainable agricultural practices.

Many farms have successfully implemented this model, building networks of supporters and enhancing their territories. The adoption system represents an innovative approach to protecting and promoting traditional agricultural landscapes, offering significant benefits to both producers and consumers. It facilitates direct financial support for high-quality production and landscape maintenance while fostering greater awareness of local products and traditional techniques. Some examples hereafter.

AGER OLIVA - Adopt a piece of Tuscany and save an olive tree.

This is an initiative promoted by a startup from Pistoia (Tuscany), founded in 2021 to recover the abandoned hillside olive-growing heritage, which is increasingly at risk.

This startup has developed an innovative system to engage both private individuals and businesses, offering them the opportunity to adopt a single olive tree or an entire field. The aim is to restore abandoned land, revive olive groves, make them productive, and increase the production of Tuscan extra virgin olive oil. Founded by three young entrepreneurs, the startup has quickly distinguished itself both for the effectiveness of its activities and for promoting

climate tech actions focused on preserving the biodiversity of century-old olive trees and compensating for CO_2 emissions. To date, the startup has facilitated 10,000 olive tree adoptions in almost three years of activity and collaborates with dozens of local and international companies to support its initiative. Their actions can be summarized into three main areas:

- Restoration of abandoned ecosystems
- Preservation of century-old biodiversity
- CO_2 compensation certified under ISO 14064-2

For private individuals, the startup offers the possibility to choose a specific area and adopt one or more olive trees, or subscribe to an annual plan that allows them to receive, at the end of the year, the extra virgin olive oil produced from their adopted trees. For businesses, the startup acts as an intermediary in the sale and commercialization of abandoned land, restoring century-old olive groves and degraded terrains, to create a community of conscious consumers committed to sustainable olive oil production.

MASTIHA ROOTS – Adopt a mastiha tree

Another best practice that we consider important to highlight in this module is the adoption of the Mastiha tree of Chios, a plant that thrives exclusively in the southern part of Chios Island, in the villages of Mesta, Olympi, Pyrgi, and Kalamoti. Given its traditional cultivation, which requires special care for the production of aromatic resin, this initiative promotes Mastiha tree adoption programs, allowing buyers to learn about and engage with this ancient agricultural tradition, practiced exclusively on Chios Island. The adoption program aims to support local production and create a direct connection between buyers and producers, with the company acting as an intermediary between them.

The adoption initiative includes:

- Promotion of traditional Mastiha cultivation
- Collaboration with local producers and the regional production network
- Support for sustainable production practices, ensuring that the final product reflects the quality and authenticity of traditional craftsmanship

Therefore, the Mastiha Roots initiative has developed a B2B partnership program, inviting companies to join its mission to preserve the traditional cultivation of Chios Mastiha, while also promoting environmental protection. The Tree Adoption program allows businesses to directly contribute to the preservation of the Mastiha tree and the traditional cultivation techniques applied to it, while also enhancing corporate social responsibility. On the buyer's side, the Mastiha Roots initiative enables individuals to adopt a tree by making a symbolic contribution, which directly supports the maintenance of Mastiha trees in Chios and the promotion of sustainable agricultural practices.

More information about these case studies can be found at the following link:

- https://mastiharoots.com/
- https://ageroliva.it/

Participatory Session: Identifying key elements of a given traditional food system or landscape

This exercise is designed to encourage direct interaction with the audience by proposing the collective viewing of some videos to jointly identify the resources, elements, and key characteristics that distinguish GIAHS and traditional agricultural and agroforestry systems and landscapes. Promotional videos of selected landscapes are presented to analyse with single training participants which communication messages have been effectively highlighted, and jointly discuss which aspects related to traditional food systems and landscapes have been given more evidence in one or the other video.

- **Example of Video 1:** Soave Hills Sense of Place
- **Example of Video 2**: A miracle from one square foot – Rice Terraces Systems in Subtropical China Xinhua Ziquejie Terraces
- **Example of Video 3**: Cheongsando Gudeuljang rice paddies – southwest Korean Peninsula
- **Other available videos** promoting GIAHS sites or traditional food systems and landscapes in general

Some typical questions and discussion starting points for this participatory part might include:

- Which one did you like best and why? And what is the best message?
- What main message would you convey in a video on your site?
- Considering the five criteria, what are the one you can perceive from the videos?

JTP MODULE 4: Governance instruments and opportunities for traditional agrifood systems and landscapes

SUMMARY INFORMATION

OBJECTIVE: This Module is targeted to all MED-GIAHS project partners and aims to deepen governance instruments and opportunities for traditional agrifood systems and landscapes starting from CAP 2023 – 2027 and national strategic plans, as well as to analyse some case studies about initiatives implemented in some countries to enhance and support this type of agriculture.

LANGUAGE: Bulgarian, Greek, Italian, Montenegrin, Spanish

FORMAT: no. 1 in person / online meeting (or other format based on specific partners and participant needs)

DURATION: 3 hours

CONTENTS: Governance instruments and measures for traditional agrifood systems and landscapes at EU, national and local level; case studies.

Description

Governance refers to the systems, processes, and practices through which organizations, institutions, or governments are directed, controlled, and held accountable. It involves decision-making structures, rules, policies, and regulations that guide how authority and responsibilities are exercised, ensuring transparency, fairness, and effective management. In a wider context, governance can apply to political systems (government governance), corporate structures (corporate governance), and even non-profit organizations (NGO governance). Essentially, it's about how power and resources are managed and how stakeholders' interests are represented and protected. There is no consolidated governance model for a GIAHS site; therefore, we must refer to the tools of agricultural policy and to case studies where initiatives similar to the GIAHS approach have been developed.

Governance in rural policy

The GIAHS sites are agricultural areas; therefore, their governance mainly refers to agricultural policy, particularly rural development. In this sector, governance refers to the structures, processes, and mechanisms through which rural development policies and programs are designed, implemented, and monitored. It involves the decision-making frameworks at local, regional, and national levels that guide how rural areas are governed, how resources are allocated, and how rural communities are supported in terms of development, social well-being, infrastructure, and economic opportunities.

Key elements of governance in rural policy include:

- Institutional frameworks: The roles of government agencies, local authorities, and non-governmental organizations (NGOs) in managing rural development.
- Policy design and implementation: How policies are formulated to address rural-specific challenges like agricultural support, land use, infrastructure, and sustainable development.
- Stakeholder participation: Involving rural communities, farmers, local businesses, and civil society groups in decision-making processes to ensure that policies reflect the needs and aspirations of the people they are intended to serve.
- Resource allocation and accountability: Ensuring that funds, resources, and support are effectively distributed and monitored to meet the goals of rural development and reduce disparities between urban and rural areas.
- Collaboration and partnerships: Coordinating efforts among government sectors, regional authorities, private sectors, and international organizations to tackle complex rural issues.

In essence, governance of rural policy is about creating an effective, transparent, and inclusive system that helps rural communities thrive through targeted development strategies, empowering local actors, and addressing the unique challenges faced by rural areas.

The European Common Agricultural Policy (CAP)

At world level the European Common Agricultural Policy is the first example of a coordinated set of policies made for more than one country. It is therefore a model of governance that can be taken into consideration also for the countries of the European continent, not only in the European Community as the GIAHS approach is strictly related to agricultural policies and rural development strategies. The CAP is basically a set of policies and programs aimed at supporting agriculture and rural development. Its primary objectives are to enhance agricultural productivity, ensure a fair standard of living for farmers, maintain rural heritage, landscape, biodiversity and promote sustainable farming practices. Some history of the CAP is useful in order to understand the adaptation to the changing economic, environmental and social processes.

<u>Origins of the CAP (1950s – 1960s)</u>

- Post-WWII Context: After World War II, Europe faced significant food shortages, and agricultural productivity was low. At the same time, there was a desire to integrate European economies to prevent future conflicts and foster economic recovery.
- Treaty of Rome (1957): The CAP was formally established with the Treaty of Rome, which created the European Economic Community (EEC), the precursor to the EU. One of the founding goals of the EEC was to establish a common market for agriculture, aiming to increase food production, stabilize markets, and ensure a fair standard of living for farmers.

- First CAP Regulations (1962): The CAP was implemented in 1962, focusing on three main objectives:
    - Increasing agricultural productivity.
    - Ensuring fair living standards for farmers.
    - Stabilizing agricultural markets and ensuring food security at reasonable prices.

The CAP initially relied on price supports, production quotas, and export subsidies to stabilize agricultural markets and encourage production.

Expansion and Reform (1970s – 1980s)

- **CAP in the 1970s**: With the growth of agricultural production, the EU experienced surpluses in many agricultural sectors, especially dairy and grain. The CAP's price support system led to overproduction, known as the "butter mountains" and "wine lakes", as the EU paid farmers to produce more than the market could absorb.
- **Reforms of the 1980s**: The excess production and the resulting cost of storage and disposal prompted the EU to adjust the CAP. The MacSharry Reform (1992) was a key turning point in the policy, which:
    - Reduced price supports.
    - Introduced direct payments to farmers (decoupling subsidies from production).

Introduced environmental conditions (to encourage farmers to adopt environmentally friendly practices).

The aim was to reduce overproduction and focus on environmental sustainability, marking the start of a shift toward more market-oriented policies.

Decoupling and the Shift Toward Sustainability (2000s)

- The Fischler Reform (2003): The CAP underwent another major reform under Franz Fischler, the EU's Agriculture Commissioner. The reform introduced a significant decoupling of direct payments from agricultural production. This allowed farmers to receive subsidies based on the size of their landholding rather than their actual production levels, reducing the incentive to overproduce.
- Agri-environmental measures: The 2003 reforms also introduced agri-environmental programs, which incentivized farmers to adopt sustainable farming practices, like soil conservation, water management, and biodiversity enhancement. This shift marked the EU's growing commitment to environmental sustainability in agriculture.

"We must use our rural development policy to make sure that farmers farm in a way which is environmentally friendly, and which contributes to the preservation of our landscape, which, may I say, is essentially a man-made landscape, created by generations of farmers over hundreds of years" (F. Fischler – European Commissioner for agriculture)

Further Reforms and the CAP's Green Agenda (2010s)

The 2013 CAP Reform: A new set of reforms was agreed upon in 2013. These reforms sought to:

1. Increase greening requirements (environmental measures that farmers must adopt in exchange for direct payments).
2. Introduce measures to promote social and environmental sustainability.
3. Improve the distribution of CAP funds to address fairness between large and small farms, as well as between EU member states.
4. Strengthen the role of young farmers and encourage generational renewal in agriculture.

The 2013 reform also emphasized rural development, aiming to help farmers diversify into other sectors like renewable energy, tourism, and local food production.

Key Themes in the History of the CAP

- Market Support to Direct Payments: The CAP started with market interventions and price supports, but over time, it shifted toward direct payments, decoupling subsidies from production to avoid overproduction and better manage resources.
- Environmental Sustainability: Over the decades, the CAP has increasingly incorporated environmental goals, with significant reforms in the 1990s, 2000s, and 2010s to reduce the environmental footprint of agriculture and promote sustainability.
- Rural Development: Initially focused on agricultural production, the CAP later began addressing broader rural development goals, helping to diversify rural economies and improve social and infrastructure conditions.
- Equity and Fairness: There have been continuous efforts to make the CAP more equitable, particularly in how funds are distributed among farmers and EU member states, aiming to address disparities in rural areas.

The CAP in the Context of the Green Deal (2020s)

The European Green Deal (2019): The CAP is now closely tied to the EU's broader sustainability agenda, particularly in the context of the European Green Deal, which aims to make Europe the first climate-neutral continent by 2050. The CAP is central to the EU's efforts to reduce agricultural emissions, improve biodiversity, and support sustainable farming practices.

Farm to Fork Strategy (2020): This strategy, part of the Green Deal, sets out ambitious goals to transition to a sustainable food system. The CAP is expected to play a key role in helping farmers adopt more sustainable practices, reduce pesticide use, and promote organic farming.

The 2023 CAP Reform: The most recent reforms, starting in 2023, build on the goals of the Green Deal and the Farm to Fork Strategy. Key points include:

- More targeted environmental and climate goals.
- Increased emphasis on biodiversity and sustainable food production.
- A more decentralized approach, giving EU member states greater flexibility in implementing CAP measures.
- Focus on resilience and digitalization in agriculture to address future challenges, including climate change and food security.

The structure of the CAP

Pillar I: Direct Payments and Market Measures

Pillar I focuses on providing **direct financial support** to farmers, ensuring income stability, and addressing market challenges. It includes:

- **Direct Payments**: These are payments made to farmers based on the area of land they cultivate or their production activities. The payments are designed to provide income support, stabilize markets, and encourage environmentally sustainable farming. These are often based on the Basic Payment Scheme (BPS) or other specific schemes like the Greening Payment (for environmentally friendly practices).
- **Market Measures**: These are aimed at stabilizing agricultural markets in times of crisis (e.g., through market interventions, such as public stockpiling of agricultural goods or price support mechanisms). They also provide financial assistance for certain sectors, such as fruit, vegetables, and dairy, to prevent price volatility and improve market access.
- **Cross-Compliance**: Farmers receiving direct payments must adhere to environmental and food safety standards, such as maintaining soil and water quality and preserving biodiversity.

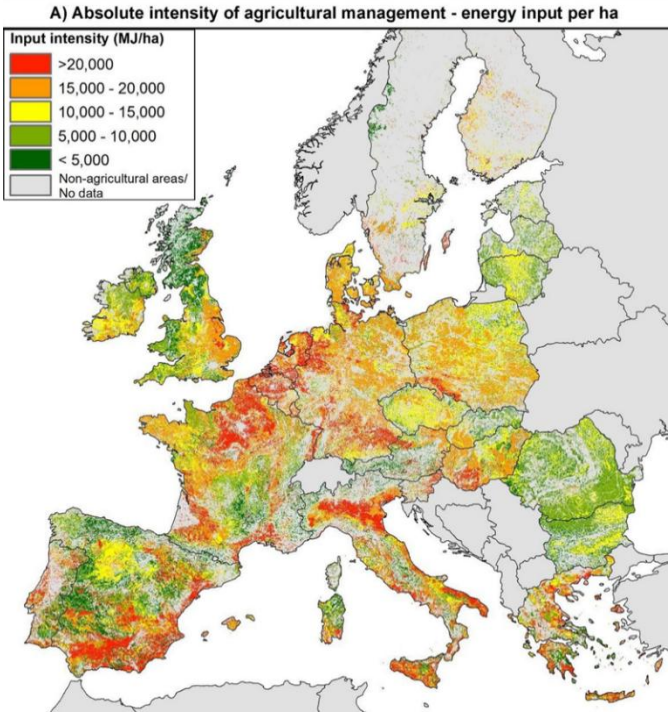


***Figure 61** - The agricultural policy in Europe has created areas of intensive, highly productive agriculture and regions where agriculture is characterized by a lower external energy input and lower production, usually applying more traditional agricultural techniques.*

Pillar II: Rural Development Programs

Pillar II focuses on rural development, aiming to support long-term sustainable growth, job creation, and diversification of the rural economy. It consists of:

- **Rural Development Programs (RDPs):** These are country-specific programs that support diverse activities in rural areas, such as enhancing competitiveness, improving environmental sustainability, and fostering innovation. RDPs include measures for:
    - **Agri-environmental schemes**: Payments to farmers who adopt sustainable farming practices, such as organic farming or maintaining high biodiversity.
    - **LEADER Programme**: A local development strategy that empowers rural communities through Local Action Groups (LAGs) to define and pursue their own development plans.
    - **Diversification of the rural economy**: Support for initiatives like tourism, renewable energy, or other rural businesses.
    - **Training and advisory services**: Measures to improve the skills of farmers and rural communities in areas like digitalization, sustainability, and innovation.
    - **Infrastructure development**: Investments in rural areas to improve roads, internet access, renewable energy projects etc.

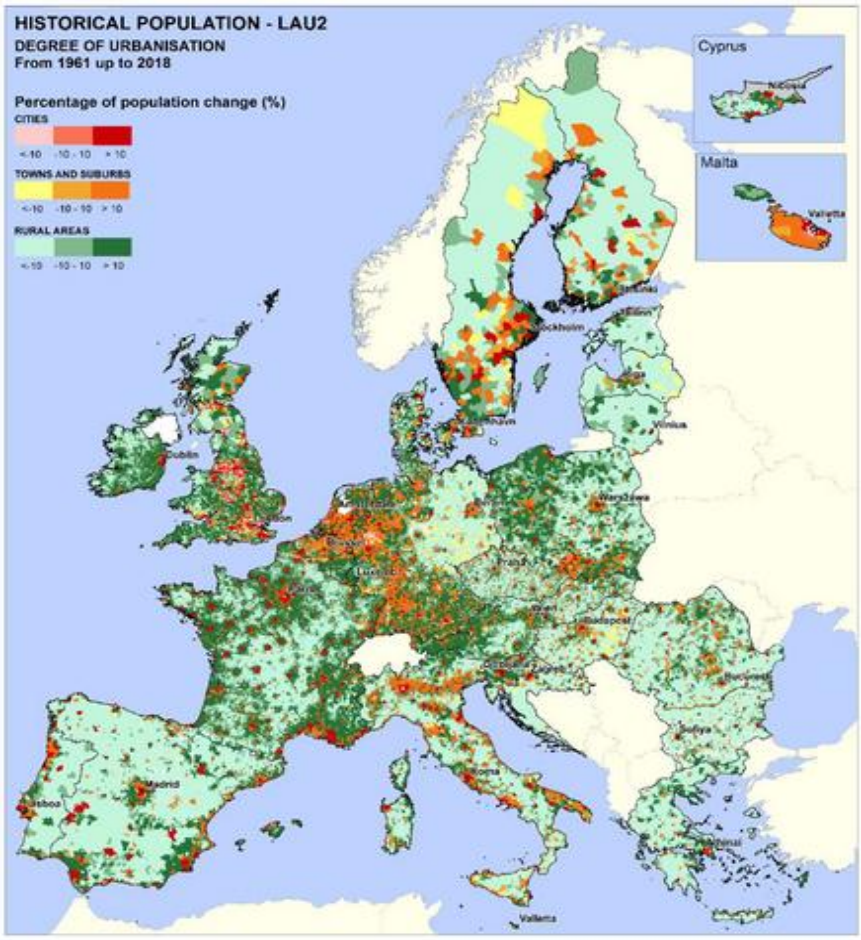


Figure 62 *The impossibility to adapt to industrial agriculture and the changes in the society has generated a steady rate of abandonment of the rural areas where industrial agriculture could not be applied. GIAHS offers a different development model for these areas*

Implementation and Governance

- **EU Level**: The CAP is governed by the European Commission, which proposes the policy and oversees its implementation. It sets broad objectives and the legislative framework.
- **Member State Level**: Each EU member state develops national and/or regional rural development plans (RDPs) and manages implementation in line with EU rules. They are responsible for distributing the funds and ensuring compliance with CAP regulations.
- **Co-financing**: While Pillar I is fully funded by the EU, Pillar II is co-financed by both the EU and individual member states, meaning national governments contribute a percentage of the funding.

Rural policies and traditional agriculture

At European level there are no specific policies for traditional agricultural systems. However, some useful indications for the conservation of traditional agriculture can be found in the Mc

Sharry reform of 1992. Ray MacSharry, the EU's Agriculture Commissioner at the time, sought to decouple funding from production and take into account the preservation of rural communities, the countryside and the environment. After the McSharry reform on 1992, and the introduction of the concept of multifunctionality there has been a change from traditional economic incentives to production, to a support oriented also to non-market values of agriculture, and a new emphasis was placed on environmentally sound farming and to respond to the public's changing priorities.

Figure 63 *Policy objectives of the CAP 2023-2027*

This strategy was justified by an **intensification of production processes** leading to an excessive pressure on natural resources and environment, intensive agriculture and increasing use of fertilisers and pesticides. Degradation of natural resources and ecosystems can be considered as undesirable side effect of these policies: this is the context in which the "**agri-environmental programme**" came into power with the aim to encourage less intensive production, both to reduce market surpluses and to alleviate environmental pressure, now taking into consideration also climate change and the commitments deriving from the Kyoto agreement.

The Mc Sherry reform was developed in the same year of the UN conference on Environment and Development held in Rio De Janeiro in 1992. Important indications related to the GIAHS approach produced during that conference can be found in the document called Agenda 21. In the program area called "Conservation of Biological Diversity" the Basis for Action requires

to:

"*Recognize and foster the traditional methods and the knowledge of indigenous people and their communities, emphasizing the particular role of women, relevant to the conservation of biological diversity and the sustainable use of biological resources, and ensure the opportunity for the participation of those groups in the economic and commercial benefits derived from the use of such traditional methods and knowledge*". In the program area the integrated approach to the planning and management of land resources the Basis for Action requires to:

"*Strengthen management systems for land and natural resources by including appropriate traditional and indigenous methods; examples of these practices include pastoralism, Hema reserves (traditional Islamic land reserves) and terraced agriculture*";

The actions described suggest the possibilities to adopt strategies at national and regional level supporting the type of agriculture promoted by the GIAHS approach.

Negative Effects of EU agricultural policy

- Subsides mostly going to big farmers
- More than 30% of economic resources absorbed by the bureaucracy necessary for spending the money
- Industrialization of some agricultural areas
- Abandonment of many agricultural areas
- Decrease of biodiversity
- Loss of traditional agricultural practices

The National Level

The initiatives for landscape and traditional agricultural practices developed with the National Strategic Plans for Rural Development for the CAP 2007-13, in order to propose a different strategy for agricultural areas not suited for industrial development but with a high quality of food, remarkable landscapes and environmental qualities. It was also the result of a reflection considering that environmental policies and typical restrictions applied in nature conservation, landscape conservation and the conservation of cultural heritage are not suited for agricultural landscapes.

A working group was established with the task of developing a "State of the knowledge report" proposing also strategic actions for three main axes of rural policies, referring to the second pillar of the CAP, which means "Rural Development", that is normally developed by the regions and not by the State. It is important to consider that strategies mainly focused on food production or gastronomy, cannot maintain the traditional practices and the structure of the

landscape as indicated by the GIAHS criteria. According to the Plan, subsidies for the farmers preserving landscape features were included. The strategies elaborated in the Plan can be taken as good examples for GIAHS sites at local, regional or national level, including the development of action plans.

Axis. 1: diversification of local economy and improving competitiveness

General guidelines: Any development initiative should take account of the cultural identity of the agricultural areas, avoiding initiatives that can degrade the landscape features deriving from agricultural practices.

Actions:

1. make obvious the link between local products and landscape in marketing;
2. establish advisory services informing farm owners;
3. promote best practices for the conservation;
4. support entrepreneurs that promote the conservation of traditional agro-sylvo-pastoral practices;
5. support cooperation between primary and secondary producers to use traditional products;
6. subsidize restoration and conservation;
7. support the use of food and non-food products compensating additional costs derived from their use instead of modern technologies.

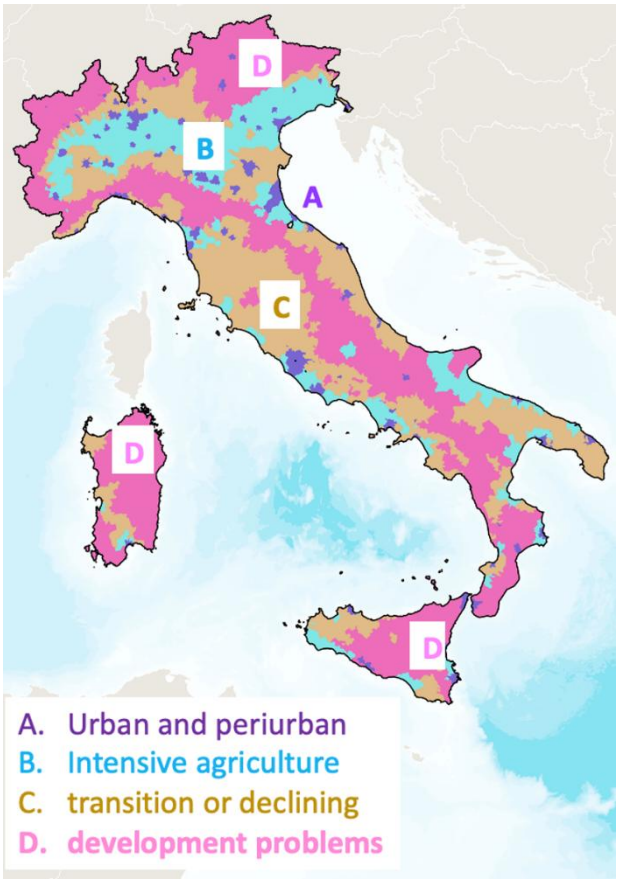


Figure 64 *Classification of rural development types in Italy. Intensive agriculture (light and dark blue color) exists only in about 23% of the territory. Violet and brown color areas are non-intensive and shows economic problems. 90% of the sites designated in the National Register comes from area C and D, this demonstrates the interest of these areas for a different strategy for their rural development*

Axis 2: improving the environment and the countryside

General guidelines: The long relationship between human and nature activity has produced remarkable landscapes for their biological diversity, ecological functions but also their aesthetic qualities, promoting biocultural diversity. These landscapes have been shaped as such due to cultural differentiation between societies. Strategies should try to counter-balance not only the high rate of abandonment of traditional practices, but also the consequences of inappropriate policies favoring abandonment and the disappearance of traditional knowledge.

Actions:

1. promotion of studies for the identification, inventory and development of "state of knowledge" reports;
2. restoration and management of traditional landscapes;
3. restoration of sites having cultural significance;
4. conservation of endangered traditional management practices.

Axis 3: improving quality of life in the rural territory

General Guidelines: The conservation and development of cultural values play an important role for the attractiveness of the landscapes for both, visitors and local populations. The appreciation of rural areas is related not only to intrinsic environmental qualities (e.g., air, soil, vegetation etc.) but also to perceptions about the identity of a place. The sense of identity of a place is created by economic, social and cultural aspects, through time and space. Often this sense of identity is made up by meanings assigned on specific features. The preservation of such features contributes towards higher quality of life for local populations through tangible and intangible means.

Actions:

1. development of information centers;
2. support farmers to promote products and services linked to cultural values;
3. support to marketing of cultural heritage;
4. support to recreational and cultural initiatives informing tourists;
5. restoration of sites and infrastructure for the enhancement of cultural identity;
6. Create and support training courses for farmers, administrators and public on the conservation and management of cultural heritage.

In order to develop a more effective policy, fostering **local models of governance**, in 2012, the Italian Ministry of Agriculture decided to establish the National Observatory of Rural Landscape with the following tasks:

1. Elaborate strategies and actions for planning, protection and restoration of traditional rural landscape;
2. Manage the **National Register of Rural Landscapes of Historical Interest, Agricultural Practices and Traditional Knowledge**;
3. Monitor the effects of rural policies as well as economic, environmental and social processes;
4. Define landscape quality objectives;
5. Launch and organize training courses;
6. Promote relationships with the regional observatories.
7. Promote information exchange;
8. Foster the integration of rural policies and planning;
9. Promotes research activities;
10. Develop Guidelines and general principles for the conservation and valorization of landscapes especially within the CAP;

11. Foster international relationships

The National Register

In the European context Italy is the only country which developed a National Observatory for Rural Landscape and a **National Register of Rural Landscape of Historical Interest, Agricultural Practices and Traditional Knowledge** (NR). The Register is the results of an investigation carried out in 2010 across the entire country in order to study the features of the traditional agricultural landscape in all 20 Italian regions, identifying 126 sites that were described by experts in the field. As a result, in 2012 the National Register was officially created as a list of sites preserving historical land use systems with traditional forms of agriculture. The idea behind the establishment of the National Register of Rural Landscapes of Historical Interest, Agricultural Practices and Traditional Knowledge was to contribute to the development of many rural areas where an industrial agricultural model cannot be applied and suffer of a lower level of economic development and abandonment. There was also the need to develop a different approach, going from "**top down**", as it happens with EU and National agricultural policies, to a "**bottom up**" approach.

The similarities of the Register with the GIAHS Programme, stimulated the interest of FAO to develop a Memorandum of Understanding with the Italian Ministry of Agriculture and Forests. The national Register represents the list from which Italian sites can apply to GIAHS. After Italy also China, Japan and Korea developed a similar national initiative. The construction of a national list offers the possibility to create a network of farmers that can promote at local, regional and national level the need for a different approach in rural development. In order to be included in the National Register an application dossier must be prepared and sent to the National Observatory for an evaluation. The most important technical element for being included in this national list is to demonstrate the conservation of the historical structure of the land uses and traditional practices.

Guidelines for the application have been developed and can be found in the website of the "National Rural Network" (https://www.reterurale.it/registropaesaggi).

An important aspect of the designation process is that it does not require that a regional authority proposes a site, applications can be proposed by consortiums, association of farmers, municipalities, parks. Another aspect is that there are no restrictions applied to these areas after the designation, as it normally happens with nature conservation or landscape conservation. The sites are monitored after the designation to ensure they are maintaining the features described in the application. This is a crucial aspect also in comparison to a GIAHS site. The governance of the site must be established locally, in combination with the authorities in charge of rural policies.

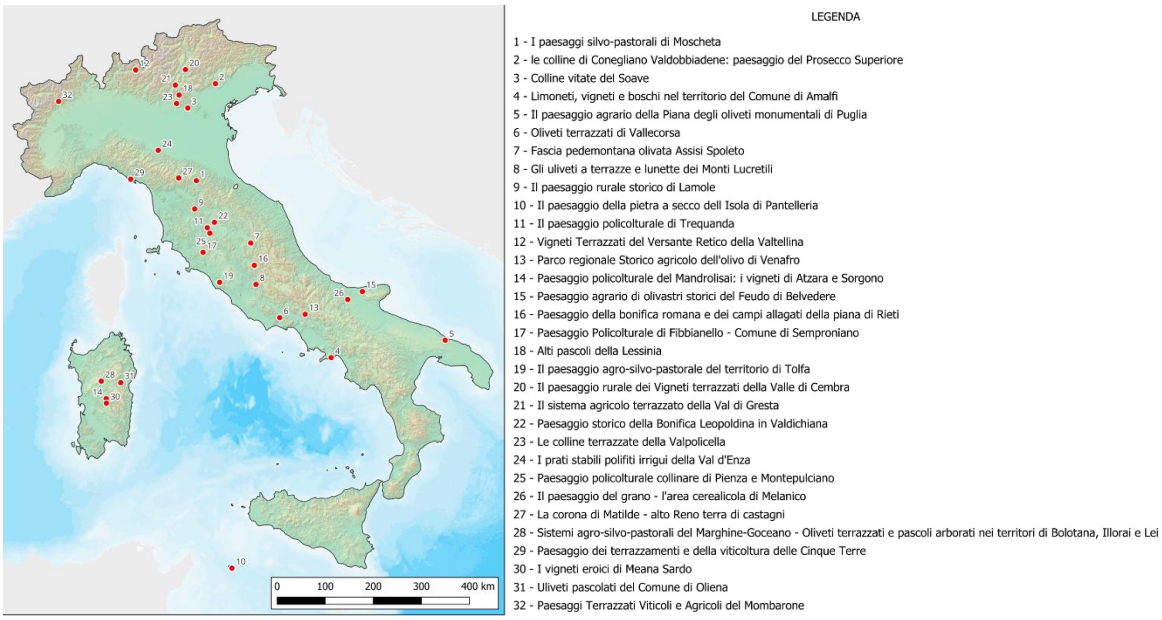


Figure 65: *Location of the sites designated in the National Register*

Today, there are 32 sites listed in the National Register, with an average of 4 sites designated every year. The National Strategic Plan for the CAP 2023-2027 has allocated about **790 million euros** in the first pillar to support farmers included in the designated sites. In the second pillar, the regional governments (Italy has 20 administrative regions) had the possibility to add more resources in the form of economic incentives for farmers.

It has been demonstrated that 90% of the areas designated come from areas declining or with development problems (see fig. 4). This demonstrates that these communities considered the National Register as an opportunity to promote their territory. In fact, although this low level of development, they present high-quality food products, important landscape and environmental resources, and a good tourism potential. Tuscany is the region with the highest number of designated sites.

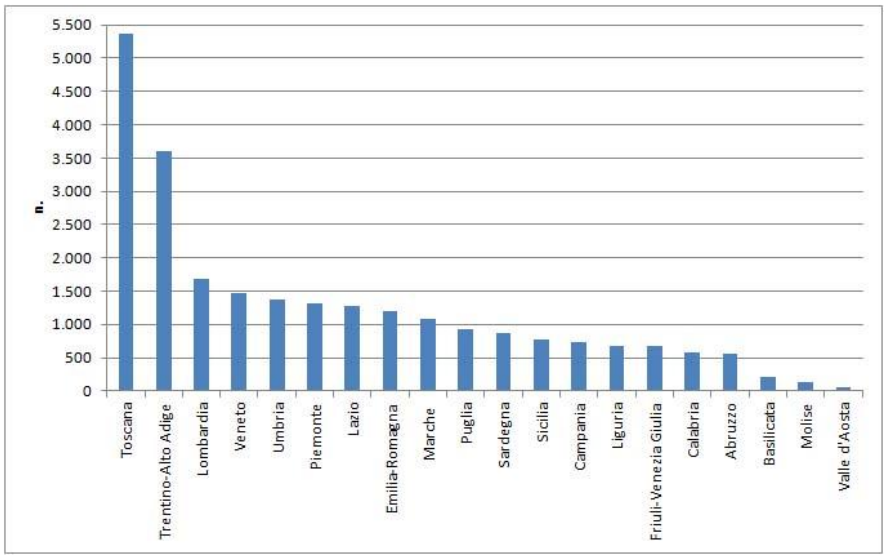


Figure 66 *Agritourism is an important aspect of the multifunctionality of Italian agriculture. Tuscany is the first region of Italy for the number of agritourism. This activity is based on the interest of tourist for renting houses in agricultural landscapes, as long as they are attractive, and farmers provide food and housing.*

Interventions in the National Strategic Plan for Rural Development (Pillar 1 - Direct Payments)

1. Eco-scheme 3 Safeguarding of Olive Trees of Particular Landscape Value

All olive-growing areas of particular landscape and historical value are eligible for the eco-scheme, including those intercropped with other tree crops, provided that specific commitments, in addition to those required by ECO-2, ECO-5, and the integrated production guidelines described in section 5.1.5, are respected.

Objectives:

Action 1 for the maintenance and recovery of olive groves with environmental and landscape value provides per-hectare support for beneficiaries who commit to maintaining or restoring olive groves located in areas of particular landscape and environmental value and at risk of abandonment due to orographic conditions or existing constraints that hinder mechanization. These areas are often characterized by historical hydraulic-agricultural systems with high landscape and environmental value. The abandonment of olive groves leads to the loss of their important environmental and landscape functions, as well as an increased risk of hydrogeological instability, fires, and the spread of plant diseases.

Application

The intervention applies throughout the national territory, limited to areas of environmental and landscape value identified based on the presence of at least one of the following criteria:

- Landscape constraint pursuant to Article 136 of Legislative Decree No. 42/2004;

- Landscapes included in the National Register of Rural Landscapes of Historical Interest as per Decree No. 17070 of November 19, 2012, Article 4;
- Additional contexts identified under Article 143, paragraph 1, letter e) of Legislative Decree No. 42/2004 and/or territories that have obtained UNESCO recognition for their outstanding universal value;
- Rural landscapes of significant historical, landscape, and environmental value, as identified by current regional plans consistent with the principles set out by the European Landscape Convention, the Cultural Heritage and Landscape Code, and/or regional laws on the subject;
- Globally Important Agricultural Heritage Systems (GIAHS);
- Small islands (as defined in Article 1, letter e) of Ministerial Decree No. 6899 of June 30, 2020);
- Olive groves located in plots with an average slope greater than 20%;
- Heroic or historic vineyards that meet the criteria set out in Article 3 of Ministerial Decree No. 6899 of June 30, 2020.
- Chestnut orchards
- Tree crops located in areas identified by the Regions and Autonomous Provinces for their environmental and landscape value, situated in mountain areas as defined by the individual Regions and Autonomous Provinces (Territorial Scope of Application), also pursuant to Article 32, paragraph 1, letter a) of EU Regulation 1305/2013.

The case of Tuscany

The studies for the establishment of the National Register started in Tuscany at the beginning of the year 2000 and were promoted by the Department of Agriculture and Forests of the Regional Government. The initial goal was to monitor the dynamics of rural areas through the establishment of fixed study areas across the territory, suggesting political strategies. Tuscany has also developed a regional Landscape Plan integrated with the Territorial Development Plan, putting the conservation of "agricultural morphotypes" among the 4 main invariants that must be preserved at the regional level. Today, rural tourism offers a fundamental contribution to preserving agricultural areas and promoting traditional local foods. In this framework, thanks to the indications of the National Plan for Rural Development, the regional government has offered subsidies for the farmers preserving traditional olive orchards and included in the areas designated in the National Register of Rural Landscapes of Historical Interest. In 2018, Tuscany promoted subsidies for the restoration of dry-stone terraces to all the farmers included in the area of the National Register, and preserving traditional olive orchards. This is due to the great importance of agritourism in the economy of the region, as 90% of the municipalities of Tuscany offer this kind of hospitality. Agritourism has steadily grown in the last 20 years, independent of any kind of economic crisis; only Covid-19 has slowed down this phenomenon.

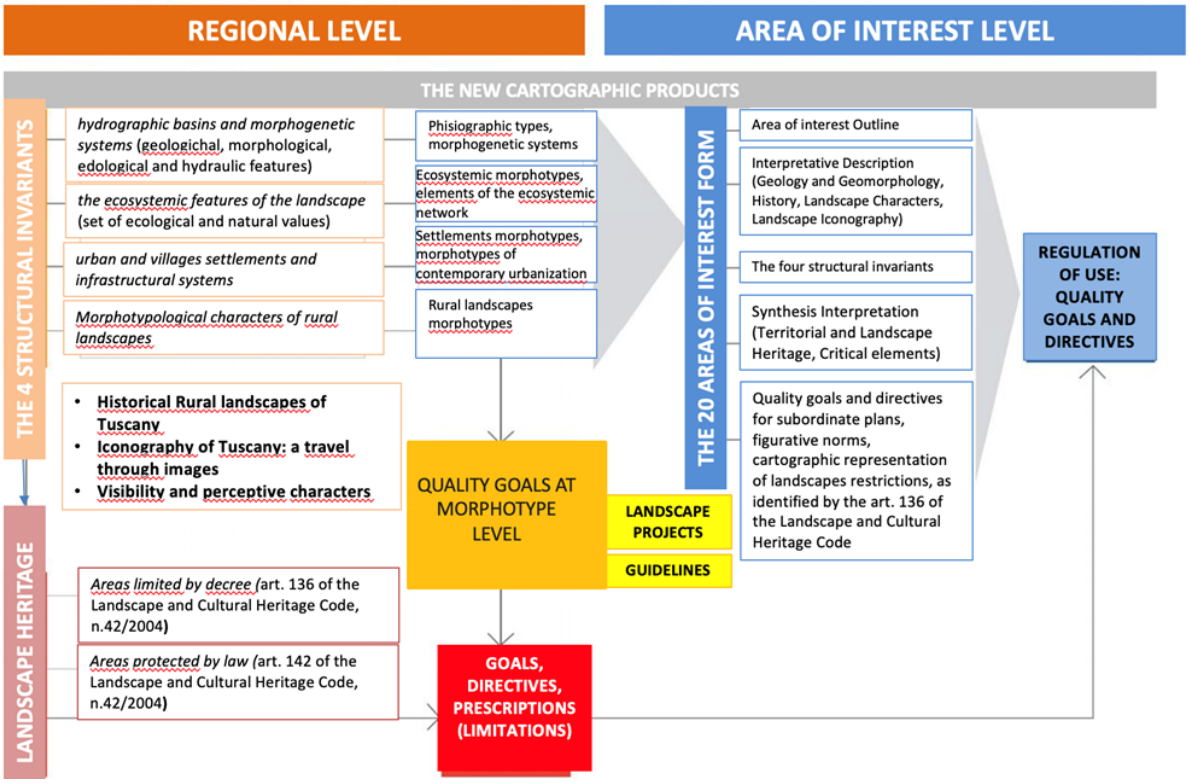


Figure 67 *The Landscape Plan of the Region of Tuscany (2014) has identified the rural landscape as one of the four main features of the regional landscape to be protected*

<u>Region of Tuscany - Call for payments to preserve olive orchards and chestnut groves (Code SRA25-ACA15 - CSR 2023-2027)</u>

The call aimed to provide a five-year per-hectare payment for the recovery or maintenance of olive groves or fruit chestnut groves located in designated areas. The Tuscany Region is implementing Action 1 for Olive Groves and Action 3 for Fruit Chestnut Groves.

Payment

Total available budget: 6.000.000 euros. 840 euros per ha, for a 5 years commitment

Beneficiaries

- Eligible applicants include: Individual or associated farmers (agricultural entrepreneurs as defined in Article 2135 of the Italian Civil Code);
- Public entities managing agricultural enterprises.

Commitment

The commitment begins on January 1, 2024. The area under commitment (SOI) must be at least one hectare and fall within at least one of the following environmentally or landscape-significant areas:

<u>Actions 1 and 3:</u>

- Areas with landscape protection under Article 136 of Legislative Decree No. 42/2004;
- Landscapes listed in the National Register of Historical Rural Landscapes;
- Territories recognized by UNESCO for their exceptional universal value.

Action 1:

- Olive groves located in areas with an average slope greater than 20%;
- Terraced olive groves.

Those who receive support under this intervention must comply with the following commitments for the maintenance and restoration of olive groves:

- Pruning at least in the first, third, and fifth year of commitment;
- Annual suckering;
- At least one annual clearing of shrub vegetation to be carried out by June to reduce the risk of fires;
- Harvesting the fruit at least three times within five years to prevent the reproduction of the olive fly;
- Prohibition of the use of herbicides and suckering agents;
- Keeping and updating the Record Book (QdR) available on the S.I. Artea platform; records must be entered within 30 days of execution.

Results: Total amount of requests received: 24.000.000 euro

Implementation

A: training for trainers

- April 1st, 2025, in Malaga (Spain): 16 participants
- May 19th, 2025, in Pazardzhik (Bulgaria): 15 participants
- June 16th, 2025, in Chios (Greece): 13 participants
- October 8th, 2025, in Berane (Montenegro): 8 participants

B: training for local stakeholders

- Spoleto (Italy), March 6th, 2025, 45 participants
- Trevi (Italy), March 13th, 2025, 50 participants
- Spoleto (Italy), March 20th, 2025, 40 participants
- Trevi (Italy), March 27th, 2025, 35 participants
- El Borge (Spain), June 21st, 2025, 19 participants
- Strelcha (Bulgaria), August 28th, 2025, 12 participants
- Strelcha (Bulgaria), September 4th, 2025, 15 participants
- Almáchar (Spain), October 17th, 2025, 81 participants
- Chios (Greece), November 13th, 2025, 39 participants
- Chios (Greece), November 14th, 2025, 32 participants
- Podgorica (Montenegro), November 18th, 2025, 63 participants
- Training session with farmers: 21/06/2025.

Annexes

This deliverable includes, as supporting documentation, the presentations related to each project module.

- MODULE 1: Understanding the GIAHS approach: from the five criteria to the concept of dynamic conservation.
- MODULE 2A: FOR GIAHS CANDIDATE SITES - Towards a GIAHS proposal: requirements and procedures.
- MODULE 2B FOR RECOGNIZED GIAHS SITES - Valorizing and exploiting the GIAHS recognition based on quality food and landscape features (for recognized GIAHS).
- MODULE 3: Marketing strategies for traditional agrifood systems and landscapes.
- MODULE 4: Governance instruments and opportunities for traditional agrifood systems and landscapes.

MODULE 1
Understanding the GIAHS approach: from the five criteria to the concept of dynamic conservation

THE GIAHS PROGRAMME

- FAO programme
- Launched in 2002
- 28 countries involved
- 89 registered sites (13 applications in progress)
  - 4 in Africa
  - 58 in Asia (22 Cina, 15 Japan)
  - 11 in Europe and central Asia
  - 7 Latin America
  - 9 in Near East and North Africa

- Goal:

  To identify and safeguard Globally Important Agricultural Heritage Systems and their associated landscapes, agricultural biodiversity, knowledge systems and culture.

WHAT A GIAHS SITE IS?

FAO definition

Remarkable land use systems and landscapes extraordinarily rich in biological diversity that evolve from the co-adaptation of a rural community with its environment, its needs and aspirations for sustainable development.

WHAT A GIAHS SITE IS?

Systems: GIAHS sites are complex agro-forestry-pastoral systems. Each feature is tightly intertwined to form a holistic system.

Agriculture: agriculture, pastoralism, fish farming and/or forestry are the main elements of GIAHS sites.

Traditions: centuries if not millennia of history, traditions, techniques and unique tools.

Dynamic equilibrium: close relationship between man and the environment, derived from centuries of mutual adaptation.

Community: important presence of man on the territory, different cultures, customs and traditions evolved over time to survive that reflect the territory.

Environment: high attention to biodiversity, in particular agro-biodiversity.

Landscape: places of outstanding beauty, derived not from aesthetic planning but from the needs of the populations who inhabit them.

Resilience: places that have survived for millennia and therefore countless crises (political, social, economic, military and/or environmental).

GLOBAL IMPORTANCE

Definition of "Global Importance"

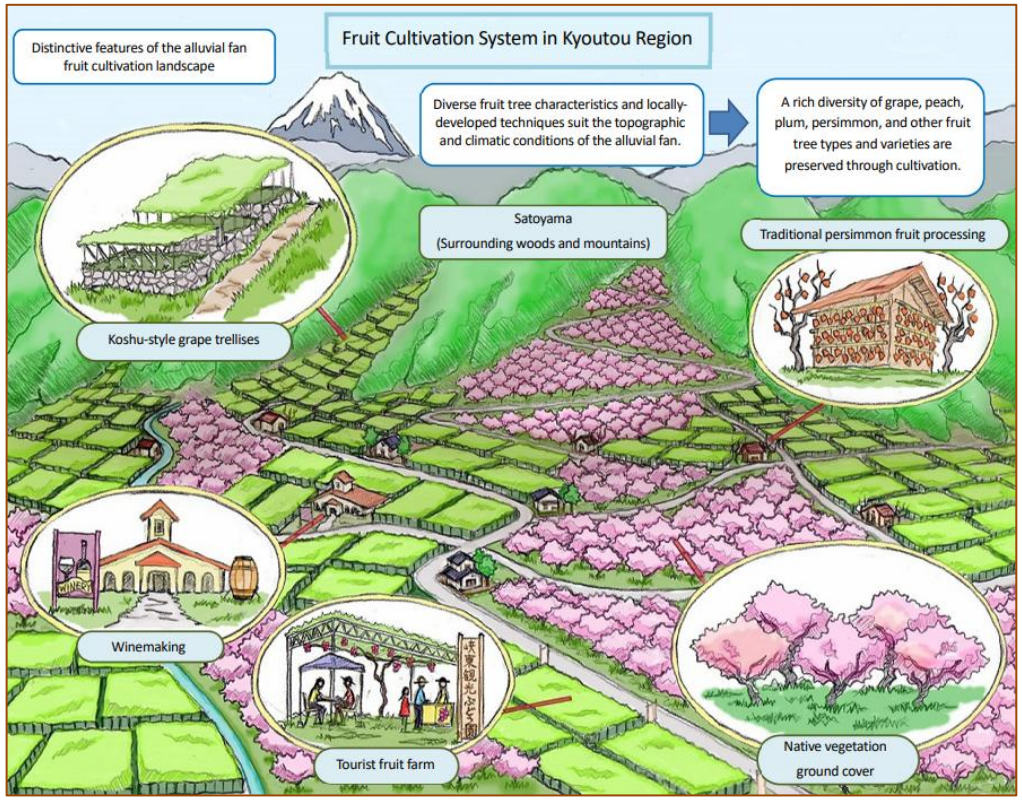
Composite criterion under which the overall value of an agricultural system with **historical background** and **contemporary relevance** is recognized as a heritage of human kind. The features of the system should be summarized in terms of their agricultural and cultural heritage value, their **relevance to global concerns** addressing sustainable development, biocultural diversity, including agro-biodiversity, and ecosystems management.

Historical background -> **Past**

Contemporary relevance -> **Present**

Relevance to global concerns-> **Future**

GLOBAL IMPORTANCE



Visual example of the system landscape

Visual example of the system tecniques

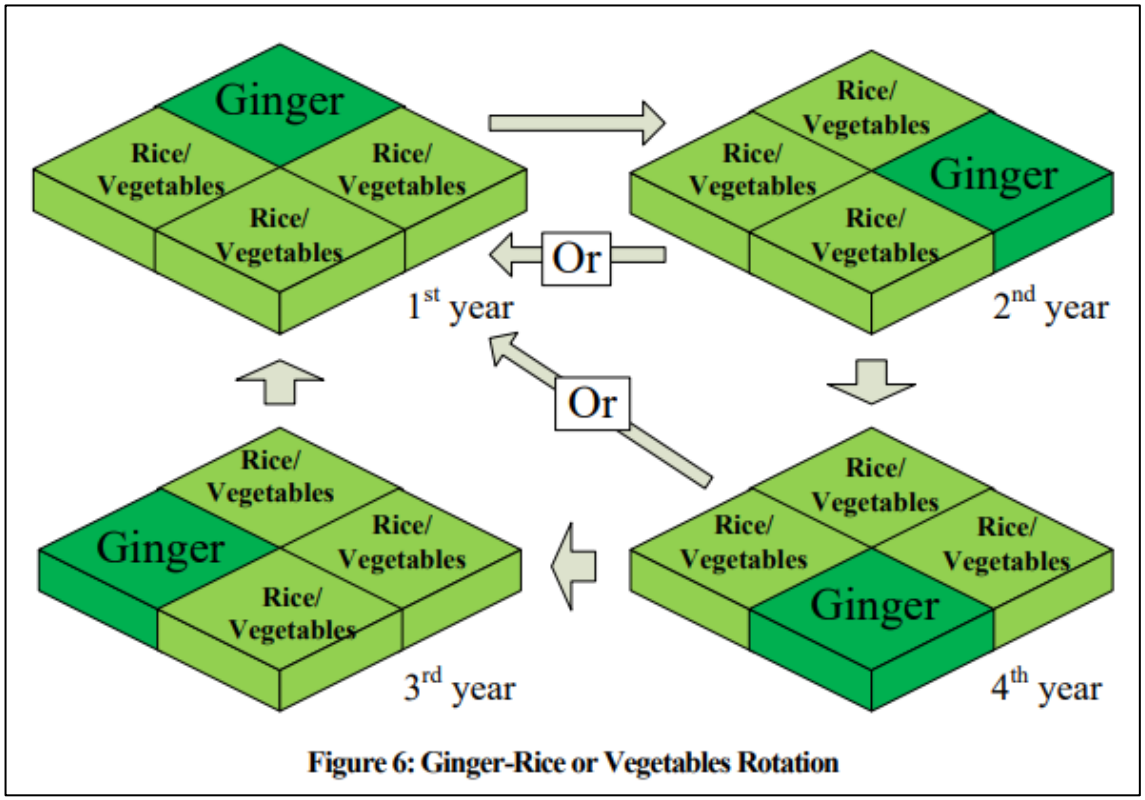


Figure 6: Ginger-Rice or Vegetables Rotation

THE FIVE CRITERIA

1. Food and livelihood security
2. Agrobiodiversity
3. Local and traditional knowledge systems
4. Culture, value systems and social organization
5. Landscape and seascape features

1. FOOD AND LIVELIHOOD CRITERIA

The proposed agricultural system contributes to food and/or livelihood security of local communities. This includes a wide variety of agricultural types such as self-sufficient and semi-subsistence agriculture where provisioning and exchanges take place among local communities, which contributes to rural economy.

2. AGROBIODIVERSITY

The variety and variability of animals, plants and micro-organisms that are used directly or indirectly for food and agriculture, including crops, livestock, forestry and fisheries. It comprises the diversity of genetic resources (varieties, breeds) and species used for food, fodder, fibre, fuel, and pharmaceuticals. It also includes the diversity of non-harvested species that support production (soil micro-organisms, predators, pollinators), and those in the wider environment that support agro-ecosystems (agricultural, pastoral, forest and aquatic) as well as the diversity of the agro-ecosystems.

3. LOCAL AND TRADITIONAL KNOWLEDGE SYSTEMS

The system should maintain local and invaluable traditional knowledge and practices, ingenious adaptive technology and management systems of natural resources, including biota, land, water which have supported agricultural, forestry and/or fishery activities.

4. CULTURE, VALUE SYSTEMS AND SOCIAL ORGANIZATION

Cultural identity and sense of place are embedded in and belong to specific agricultural sites. Social organizations, value systems and cultural practices associated with resource management and food production may ensure conservation of and promote equity in the use and access to natural resources. Such social organizations and practices may take the form of customary laws and practices as well as ceremonial, religious and/or spiritual experiences.

Social organization is defined as individuals, families, groups or communities that play a key role on the agricultural systems´ organization and dynamic conservation.

Local social organizations may play a critical role in balancing environmental and socio-economic objectives, creating enhancing resilience and reproducing all elements and processes critical to the functioning of the agricultural systems.

5. LANDSCAPE

GIAHS sites should represent landscapes that have been developed over time through the interaction between humans and the environment, and appear to have stabilized or to evolve very slowly. Their form, shape and interlinkages are characterized by long historical persistence and a strong connection with the local socio-economic systems that produced them. Their stability, or slow evolution, is the evidence of integration of food production, the environment and culture in a given area or region. They may have the form of complex land use systems, such as land use mosaics, water and coastal management systems.

THE ACTION PLAN

- Action Plan for the **Dynamic Conservation** of the Proposed GIAHS Site.
- Identify and analyze **threats and challenges**, including socio-economic pressures and environmental changes, for the continuity of existence, sustainability, and vitality of the system.
- What are the proposed **policies**, **strategies** and **actions**, how do they respond to the threats described and how will they contribute to the dynamic conservation of the site.
- How multiple actors are involved, including **local communities**, and how they support the implementation of the Action Plan at local, national and international levels.
- How policies, strategies and actions can be used to **obtain funding** and/or **mobilize resources** at local, national and/or international level.
- How the progress and impact of the implementation of the Action Plan will be **monitored** and evaluated.

MODULE 2A
Towards a GIAHS proposal: requirements and procedures

WORKING GROUP AND PROPOSAL COORDINATOR

- Bottom up approach
- Proposal coordinator: Local authority
- Scientific coordinator
- Group of experts with diversified skills: ecology, rural economy, landscape, anthropology...

SURVEY METHODS

- Bibliographic researches.
- Statistical data and analyses about the local agricultural sector;
- Desktop analyses: Geographical Information Systems (GIS)
- Field surveys: questionnaires (Farmers, Consumers, Inhabitants, Tourists), land uses and landscape, iinterviews to collect oral knowledge and memory of the inhabitants.

VISUAL MATERIAL

The proposal should also include visual material:

- Photographs, figures, diagrams, video, graphs, hand-made sketches, maps, land sections, images and other illustrations
- To illustrate the characteristics but also the functional interrelationships among different components.
- Adequate maps are particularly important to show the exact location of the proposed system with clear boundaries, the land use structure, and other landscape features characterizing the site.
- All the visual material included in the proposal should be of adequate quality and high resolution.

STRUCTURE OF A GIAHS PROPOSAL

Characteristics of the site described in an **application dossier** according to precise guidelines:

1. **Summary information**: Short form to be filled in with specific information.
2. **Global significance**: historical background, contemporary relevance and attention to global issues.
3. **Five criteria**: main body of the dossier, reflect the complex relationships and links between the elements of the system as a holistic system.
4. **Action Plan**: Action plan for the protection and management of the site and its resources.

1 - SUMMARY INFORMATION

Site Name
Requesting organisation/agency
Responsible Ministry
Site Localization and Accessibility
Area of coverage
Agro-ecological zone
Topographic features
Climate type
Approximate population
Ethnicities/indigenous population
Main source of livelihood
Executive summary: Brief summary of the main aspects (max 3 pages)

Proposal for Designation as Globally Important Agricultural Heritage System

1. SUMMARY INFORMATION

Name/Title of the Agricultural Heritage System

Fruit Cultivation System in Kyoutou Region, Yamanashi

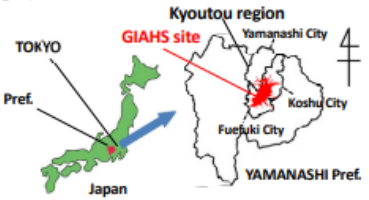
Requesting Agency/Organization

GIAHS Promotion Association for the Kyoutou Area
- Members: Yamanashi City, Fuefuki City, Koshu City, Yamanashi Prefecture, and 24 other organizations

Responsible Ministry

Ministry of Agriculture, Forestry and Fisheries of Japan

Location of the Site
- Name: Kyoutou region in Yamanashi Prefecture, Japan
  (Kyoutou region encompasses Yamanashi City, Fuefuki City, Koshu City)
  (Proposed GIAHS site is part of the region)
- Location: About 100 km west of Tokyo
- Geographic coordinates:
  Latitude: 35°30′ – 35°54′ N
  Longitude: 138°35′ – 138°52′ E



Accessibility from major cities

Approximately 100 km west of Tokyo, accessible by both rail and road
Rail: 120 minutes from Tokyo Station (180 minutes from Tokyo International Airport)
Road: 90 minutes from Shinjuku, Tokyo (via Chuo Expressway)

Area of Coverage
- Fruit orchards and vineyards (proposed GIAHS site): 5,064 ha
  (Total area of managed arable land in Kyoutou region: 5,355 ha)
  (Total area of Kyoutou region: 75,583 ha (755.83 km²))

Agro-Ecological Zones in site

Orchard and dry field farming in temperate zone

Topographic Features

Located on eastern edge of Kofu Basin. 75% forest cover. Most of the agricultural land is located on the alluvial fan at an altitude of between 250m and 800m, including substantial slopes and undulations.

Climate: Temperate humid (Köppen)
- Annual average temperature:13.8°C
- Annual precipitation: 1,080 mm
- Sunshine hours: 2,163 hrs/year (Katsunuma)

Population: 136,000 Beneficiaries: 14,000 farmers

Ethnic/Indigenous Population:

N/A

Main Sources of Livelihood: Agriculture and forestry, tourism, food manufacturing

2 – GLOBAL IMPORTANCE

Definition of "Global Importance"

Composite criterion under which the overall value of an agricultural system with **historical background** and **contemporary relevance** is recognized as a heritage of human kind. The features of the system should be summarized in terms of their agricultural and cultural heritage value, their **relevance to global concerns** addressing sustainable development, biocultural diversity, including agro-biodiversity, and ecosystems management.

Historical background -> **Past**

Contemporary relevance -> **Present**

Relevance to global concerns-> **Future**

2 – GLOBAL IMPORTANCE

*THE GUIDELINES INCLUDE **FOUR SECTIONS** (A, B, C, D) FOR THE DESCRIPTION OF THE GLOBAL IMPORTANCE*

PART A - Specific values and features

Interactions: Tangible/intangible flows within GIAHS site.

Values/Features: Brief description on what will be explained in the five criteria

Visuals elements and schematic: illustrative explanations.

Map: Clear boundaries of the area.

PART B - Historical Relevance

Processes: Evolution, main processes.

Origin: Agricultural system establishment, adaptation.

Values: Link the local system with a broader agricultural framework.

2 – GLOBAL IMPORTANCE

PART C - Contemporary Relevance

Contributions: Food security and quality, social/economic welfare, climate change adaptation, rural development, conservation, biodiversity…

PART D - Comparative analysis

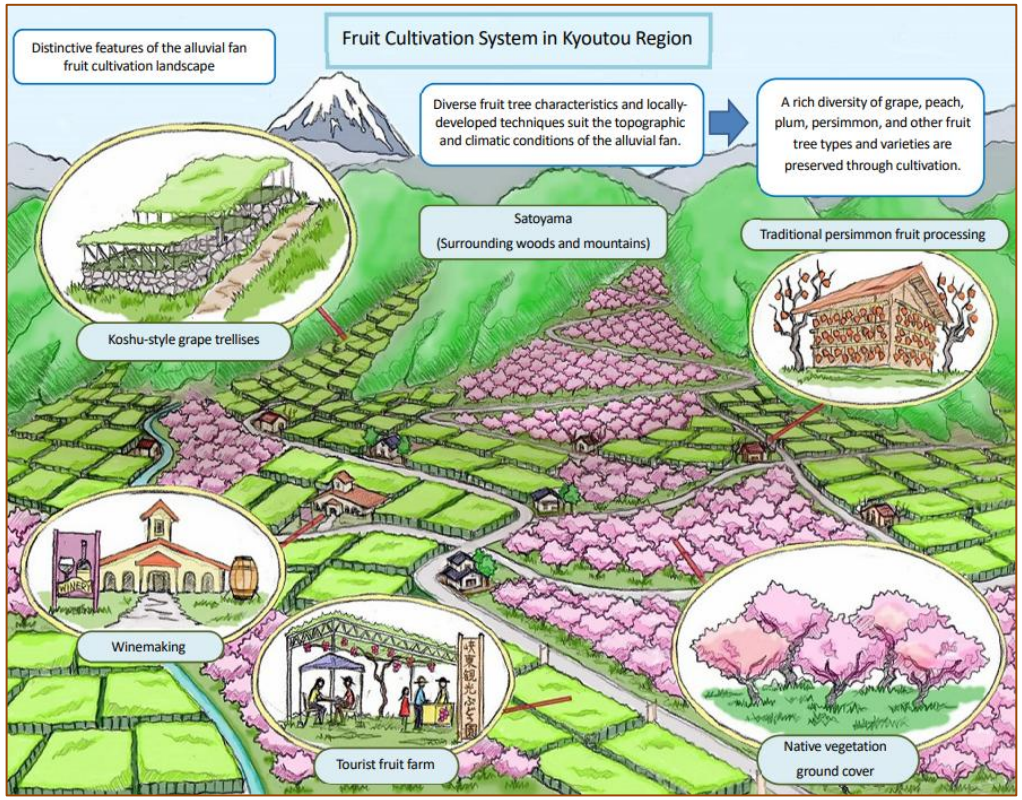
Differences/Peculiarities: Compared to similar systems (national/international)

Features: Human-nature interaction, coevolution, knowledge transfer

Objective: Clarify similarities/distinctive features, not superiority

Knowledge sharing: Interpret characteristics, exchange information, learn from similar systems

2 – GLOBAL IMPORTANCE



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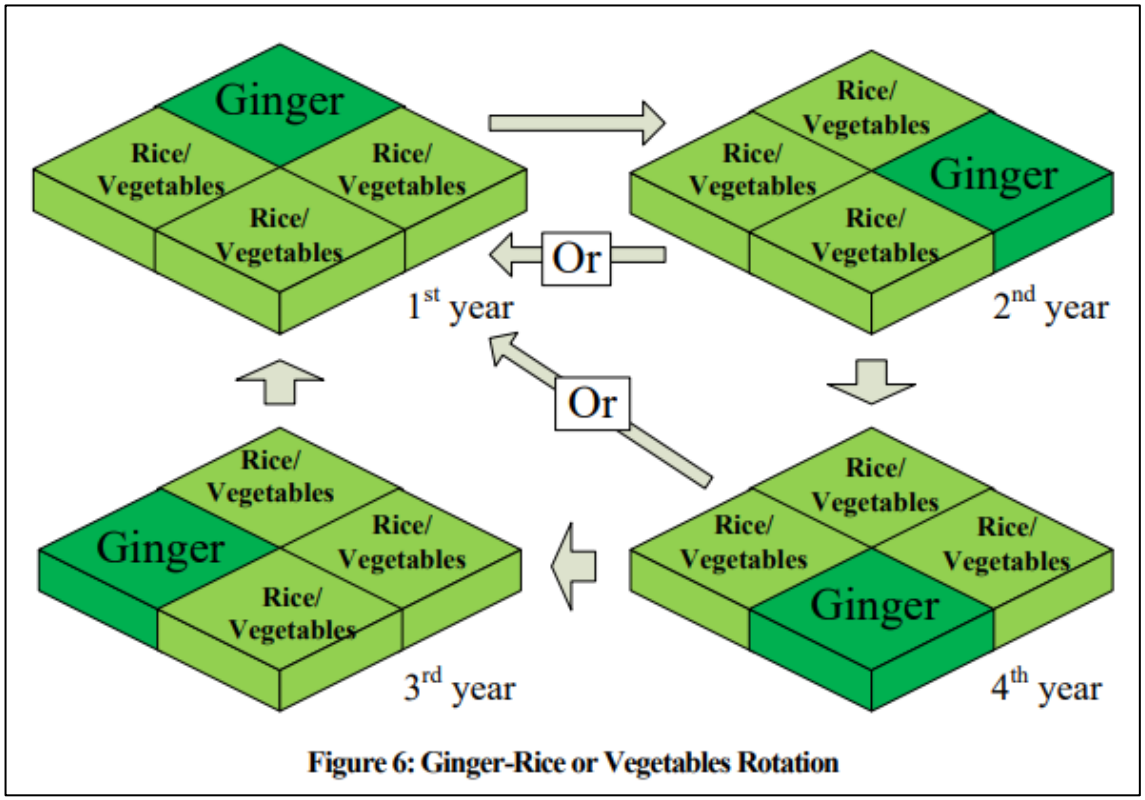


Figure 6: Ginger-Rice or Vegetables Rotation

3 – THE FIVE CRITERIA

1. **Food and livelihood security**
2. **Agro-biodiversity**
3. **Local and traditional knowledge systems**
4. **Culture, value systems and social organization**
5. **Landscape and seascape features**

I CRITERION – FOOD AND LIVELIHOOD SECURITY

Contribution to Food and Livelihood Security

- *Food Security & Livelihoods*: Agricultural production supports rural communities through food production and associated activities.

Products & Services

- *Edible Products*: Plants, animals, forestry, aquatic products.
- *Non-Edible Products*: Medicines, other wellbeing-related products.
- *Production Volumes*: Main crops, land productivity (yield per ha), sales (economic values).
- *Self-Sufficiency*: Degree of food and economic self-sufficiency achieved by the community.
- *Market Inclusion*: Market access/participation at local, national, international levels; percentage of production sold, destination of production.
- *Economic Activities*: Role of tourism, agritourism, food processing, handicrafts, clothes in conservation and development.

I CRITERION – FOOD AND LIVELIHOOD SECURITY

Farming Structure, Management, and Sustainability

- *Farming Structure*: Number of farms, including family farmers.
- *Agricultural System Types*: Mixed cropping, intercropping, agroforestry, pastoral, aquaculture.
- *Land & Resources*: Size of land, forestland, grassland, other resources; average farm size.
- *Labor Structure*: Number of workers, sources of labor (household, community, external).
- *Income*: Average income per farmer/household, contribution of agricultural system, other income sources.
- *Sustainability & Resilience*: Adaptive capacity, ability to ensure food and livelihood security through diversifying production or economic opportunities.

I CRITERION – FOOD AND LIVELIHOOD SECURITY

Table 1 - Production and area planted of grape in Iran and World

Area planted (1,000 hectare)											
Year	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2016
Iran	315	315	300	221	235	221	212	215	290	290	316
World	7366	7388	7257	7165	7163	7084	7051	6969	7108	7124	7096
Share (%)	4.3	4.3	4.1	3.1	3.3	3.1	3	3.1	4	4	4.4
Production (1,000 tons)											
Year	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2016
Iran	2964	2500	2000	2256	2305	2256	2113	2150	2753	3049	3420
World	67406	67254	65422	67461	68294	67460	69992	67067	76446	74499	77438
Share (%)	4.4	3.7	3.1	3.3	3.4	3.3	3	3.2	3.6	4	4

Resource: Central Organization for Rural Cooperatives of Iran

COSTS	EUROS
Fertilization	216€
Pruning	1020€
Spraying / pest control	1020€
Grassing	264€
Green harvest	300€
Insurance (hail)	500€
Harvest	1440€
Taxes	200€
Amortization	1000€
Machinery	500€
TOTAL COSTS	**6460€**
REVENUE	**12000€**
NET INCOME	**5540€**

GIAHS Proposal — Zhagana Agriculture-Forest-Animal Husbandry Composite System

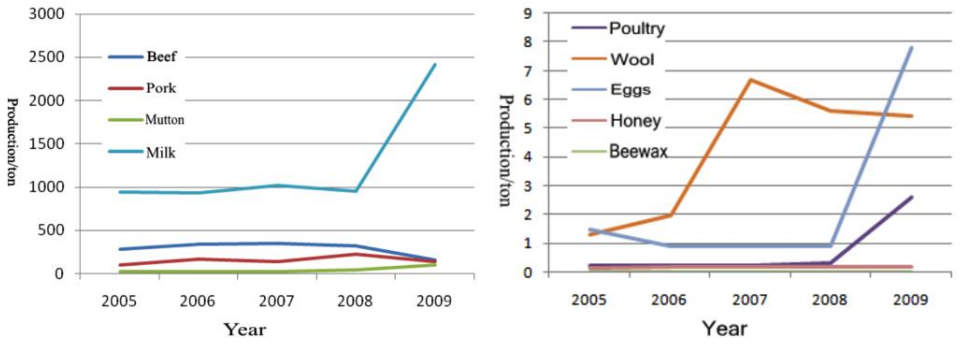


Figure 5 The animal husbandry products of Zhagana Agriculture -Forest-Animal Husbandry Composite System (2005-2009)

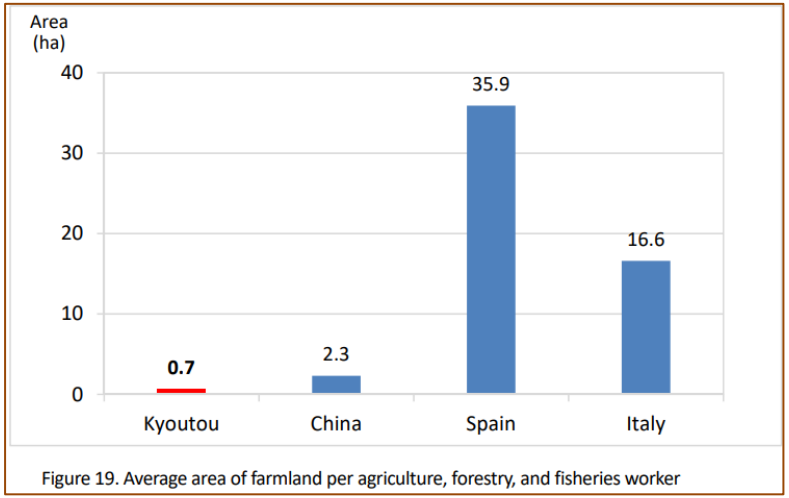


Figure 19. Average area of farmland per agriculture, forestry, and fisheries worker

II CRITERION – AGROBIODIVERSITY

Cultivated, Reared, and Harvested Plants and Animals

- *Species List*: Table of species, varieties, breeds; purposes (food, medicinal, consumption); photos.
- *Names & Features*: Common names (traditional/national languages, English translations), scientific names, specific features, endemic/local varieties.
- *Distribution*: Mixed crops, mixed varieties, monoculture; characteristics.

Ecological Functions

- *Species Relationships*: Beneficial relationships, ecosystem services, biodiversity.
- *Preserved Species*: List of wild relatives, plants, animals, microorganisms; conservation of threatened species/varieties.
- *Human Activities*: Relationship between GIAHS practices and biodiversity.

Contribution of Agrobiodiversity

- *Environmental Support*: Agrobiodiversity supports system against environmental pressures (drought, flood, erosion, eutrophication, wildfires, loss of flora/fauna).
- *Resilience*: Agrobiodiversity increases resilience against social/economic/health impacts.

II CRITERION – AGROBIODIVERSITY

Tab2.2.4 Diversity of domestic livestock varieties

Species	Traditional varieties	Exotic varieties
Cattle	Mongolia cattle	Simmental, Hereford cattle、Angus、Charolais cattle
Sheep	Mongolia sheep, Han Shan White Cashmere Goat, Zhaowuda Mutton Sheep	Tsigai, Aohan Merino, Small-tailed Han, Boer Goat, Sinkiang merino
Horse	Mongol horse, Ujimqin horse, Baicha Iron Horse, Uxin horse	Sanhe horses, Warm blooded horse, Thoroughbred
Pig	Ulan Hada pig	Landrace, Duroc, Tongliao black pig

Table 6-Statistics and information of medicinal plants of the Gonabad County(2017)

item	Plant Name	Cultivated Area (Ha)	Production (Ton)	Yield (Ton/Ha)	Irrigated	Rainfed
1	Cumin(green)	350	105	0.3	50	300
2	Rivas	5000	850	0.85		*
3	Tarragon	1	1.5	1.5	*	
4	Mint	2.5	37.5	15	*	
5	Sour Tea	1.5	1.3	0.85	*	
6	Paper Pumpkin(Cucurbit)	1	0.2	0.2	*	
7	Coriander	2	2	1	*	
8	Black Caraway(Nigella Sativaa)	2.5	3.75	1.5	*	
9	Dill (disambiguation).	2	30	15	*	

Figure 17- The various bird species of the region (European goldfinch, Common buzzard, Common rock thrush)

Figure 18-The animal species of the region (Deer, bee, golden eagle, ram and ewe)

III CRITERION – LOCAL AND TRADITIONAL KNOWLEDGE SYSTEMS

Agricultural Practices/Technologies and Knowledge

- *Practices & Technologies*: Cultivation, crop management, animal breeding, pollination, training methods.
- *Genetic Material Management*: Selection, conservation, propagation, agrobiodiversity practices.
- *Interrelations & Synergies*: Schemes illustrating farm interactions, agroecological practices, beneficial crop relations, ecological service management.
- *Pest & Disease Management*: Practices for controlling pests and diseases.
- *Harvest & Post-Harvest*: Management practices and technologies.
- *Tools & Labor Support*: Use of animals, machinery, and other labor support.

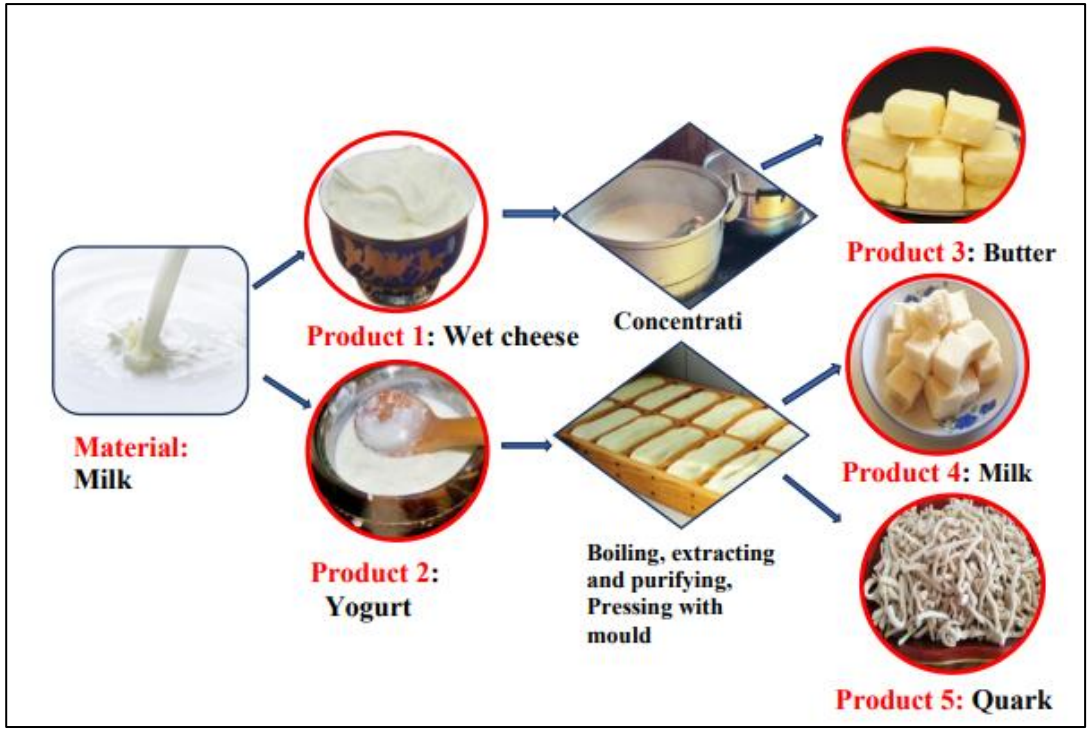
Natural Agricultural Resources Management

- *Resource Management*: Water, soil, forest, and biodiversity management (e.g., terraces, stonewalls, irrigation, forest/fire management, agricultural architecture).
- *Environmental Practices*: Mitigating negative impacts, increasing synergies with the environment, integrated system features, symbiosis with nature.

Contribution of Local and Traditional Knowledge

- *Sustainability & Resilience*: Traditional practices contributing to sustainability, reducing environmental impacts, conserving natural resources.

III CRITERION – LOCAL AND TRADITIONAL KNOWLEDGE SYSTEMS



a. Apparatus used in bloodletting

b. Acupuncture at special points

c. Acupuncture at special points

d. Acupuncture at special points

Fig2.2.8 Acupuncture for bloodletting treatment of horse diseases

IV CRITERION – CULTURE, VALUE SYSTEMS AND SOCIAL ORGANIZATION

Cultural Identity and Agriculture

- *Practices & Identity*: Including beliefs, rituals, symbols, myths, stories, music, dances, languages, historical elements, arts, handicrafts, traditional clothes, and cuisine using local ingredients with nutritional value.

Management of the System

- *Organizations/Associations*: any kind of involvement with Community Based Organizations, farmers cooperatives, women's associations, and youth cooperatives.
- *Collective Value Systems*: customs and communal rules guide decision-making, community labor sharing, access to natural resources, customary laws, seed exchanges, and gender-based labor division.
- *Knowledge Transmission*: how the knowledge is passed through, by community leaders, families, or women.
- *External Support*: any kind of supports by NGOs, foundations, and government agencies.
- *Community Involvement*: how local communities are aware of the GIAHS process, involved in it, and contribute to the Dynamic Conservation Action Plan.

Contribution to Sustainability and Resilience

- *Value Systems & Social Organizations*: how the traditional social organizations and common value systems support and enhance the sustainability and resilience of the system.

IV CRITERION – CULTURE, VALUE SYSTEMS AND SOCIAL ORGANIZATION

Figure 31. Dance of concheros in Xochimilco

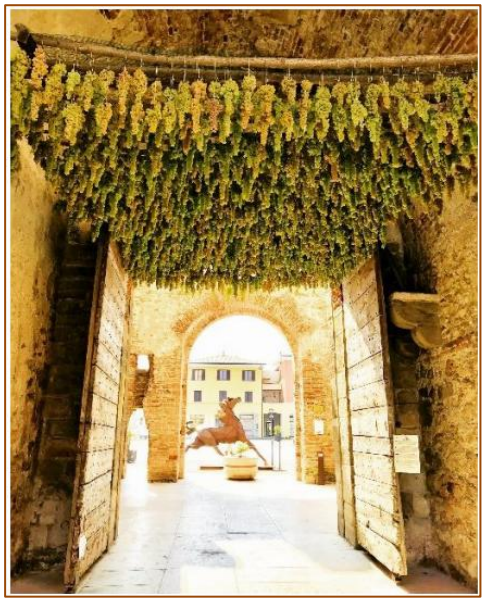


Photo 2-4-1 *Funazushi*

Photo 2-4-5 "Sushikiri-matsuri" (Sushi cutting festival) to offer *funazushi* to the gods
(A young person prepares it in according with traditional rituals before many spectators)

V CRITERION - LANDSCAPES AND SEASCAPES FEATURES

General Description of the Landscape

- *Land Use & Landscape description*: With visual materials (figures, photos, diagrams).

Natural Context and Land Uses

- *Conditions*: Biophysical, abiotic, climatic, geographic, environmental.
- *Physical Environment*: Location, morphology, slope, altitude, natural components (forests, watersheds, lakes).

Agricultural Landscapes/Seascapes

- *Land Use Map*: Cultivated land, wood pastures, grasslands, wetlands, swamps, water bodies, forests, urban areas, settlements.
- *Practices & Technologies*: Terraces, dry stonewalls, water courses, hedges, tree rows.
- *Landscape System*: Relationships among landscape components, spatial characteristics, locations, functions.
- *Impact*: Historical shaping/modification by agriculture and resource management.
- *Seascape Features*: Coastal landscape, open water, views from land to sea, sea to land, along the coastline.

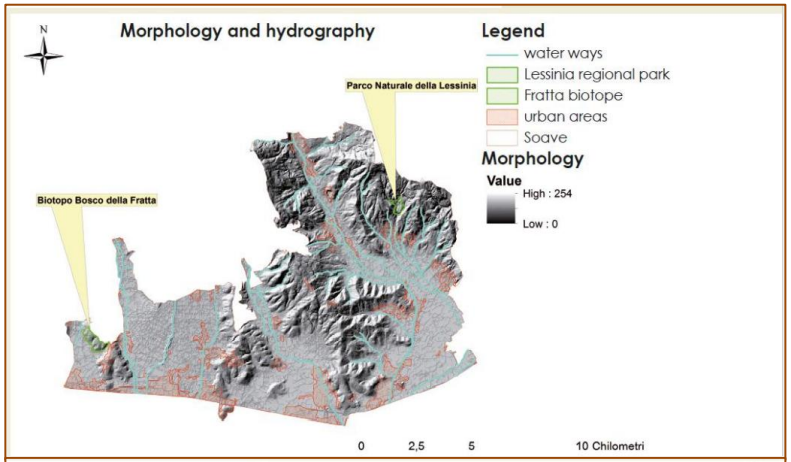
Settlements and Associated Built Structures

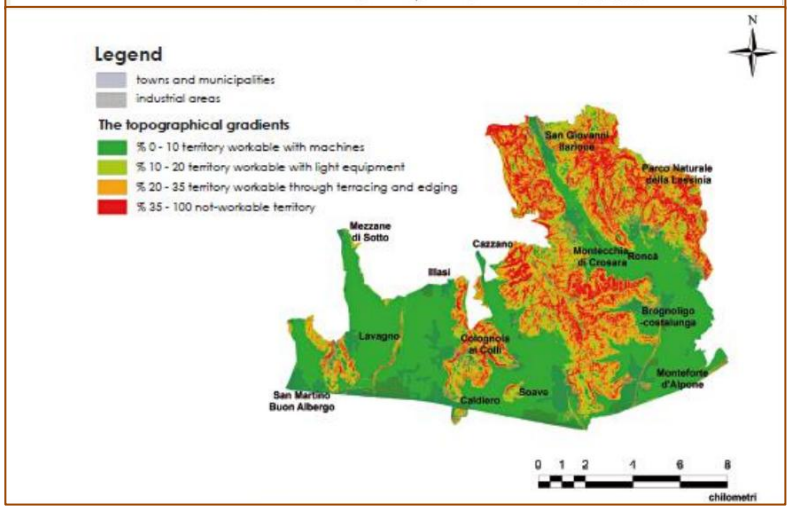
- *Land Management & Construction*: Rural settlements, dry-stone walls, terraces, barns, constructed wetlands, water reservoirs.

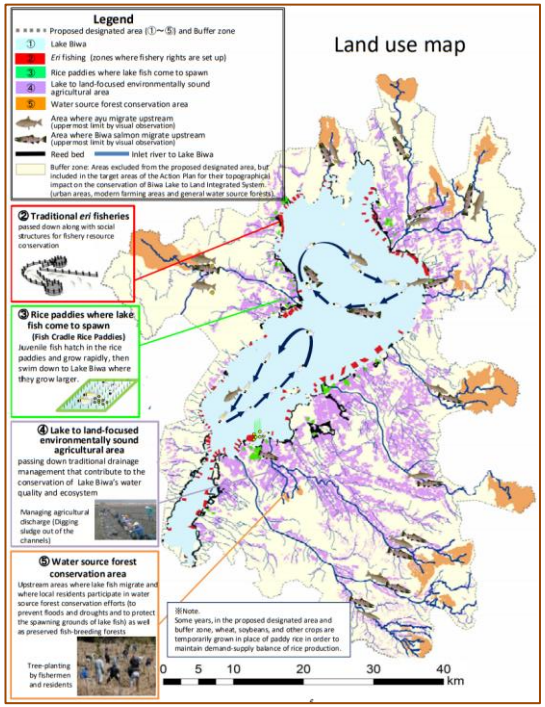
Sustainability and Resilience

- *Management Practices*: Addressing natural constraints (erosion, flooding, droughts).
- *Planning Policies*: Landscape and territorial planning policies.

V CRITERION - LANDSCAPES AND SEASCAPES FEATURES







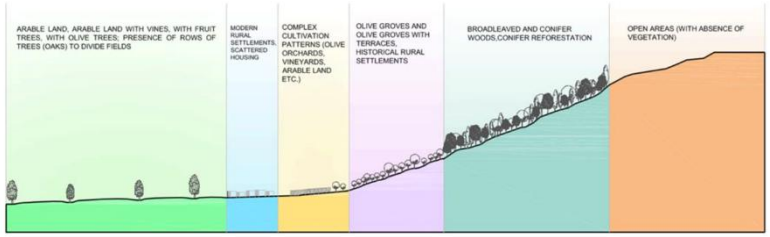


Figure 69: simplified scheme of the landscape features according to the altimetry and their ecological role on the local slopes.

4 – THE ACTION PLAN

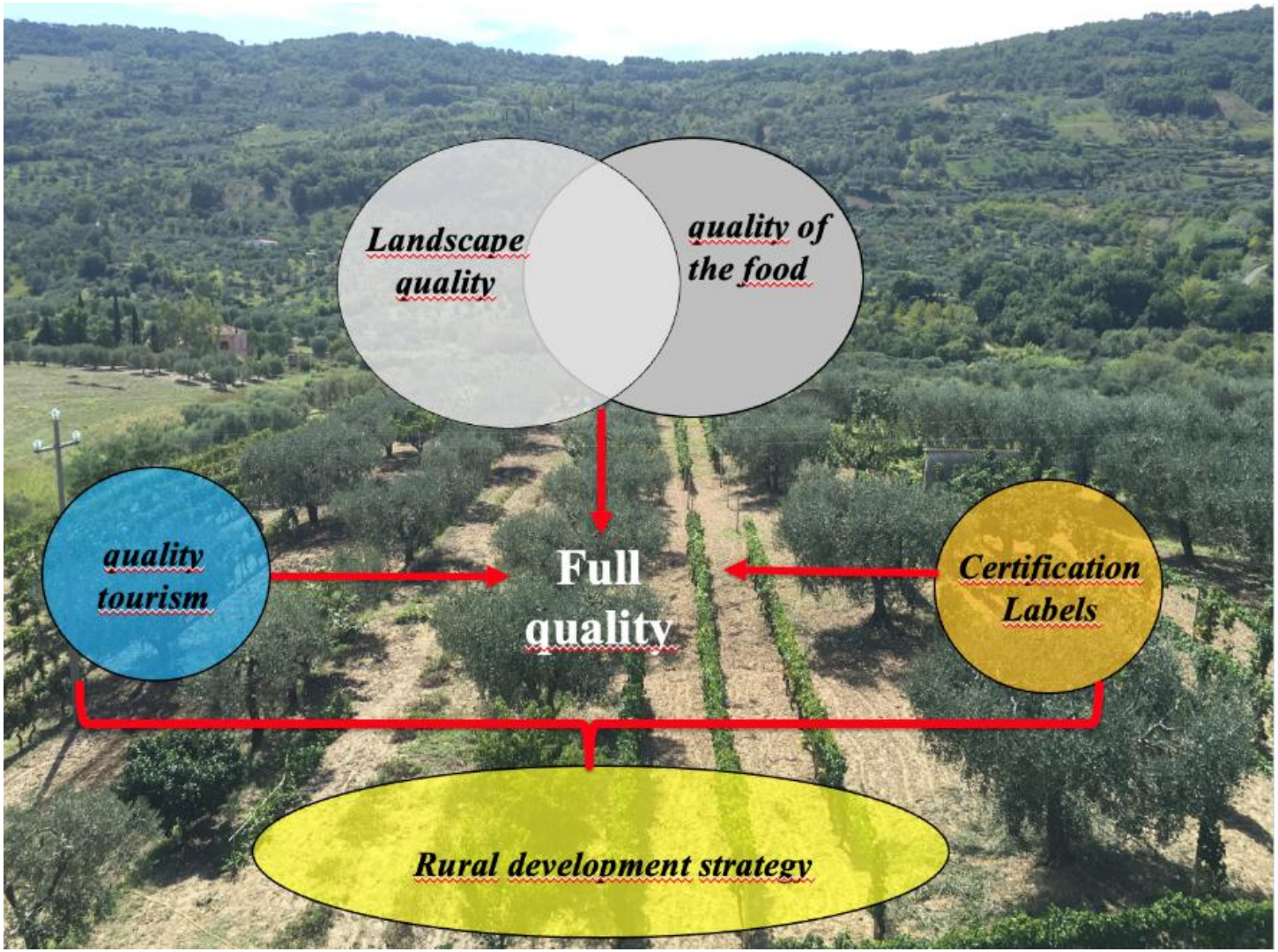
- Action Plan for the **Dynamic Conservation** of the Proposed GIAHS Site.
- Identify and analyze **threats and challenges**, including socio-economic pressures and environmental changes, for the continuity of existence, sustainability, and vitality of the system.
- What are the proposed **policies**, **strategies** and **actions**, how do they respond to the threats described and how will they contribute to the dynamic conservation of the site.
- How multiple actors are involved, including **local communities**, and how they support the implementation of the Action Plan at local, national and international levels.
- How policies, strategies and actions can be used to **obtain funding** and/or **mobilize resources** at local, national and/or international level.
- How the progress and impact of the implementation of the Action Plan will be **monitored** and evaluated.

THE APPLICATION PROCESS

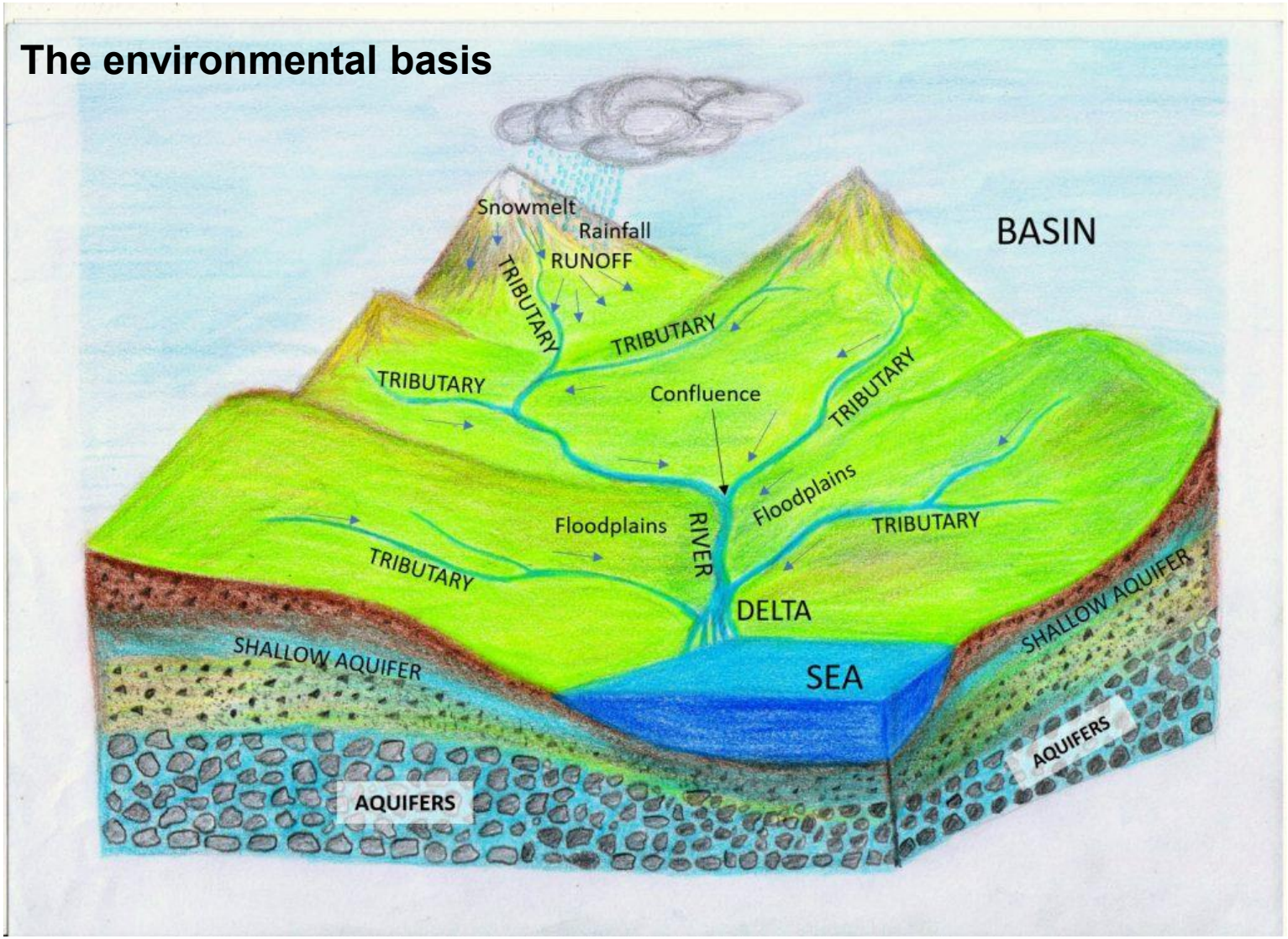
- The application process starts with the submission of a GIAHS proposal to the FAO GIAHS Secretariat.
- If the proposal is complete from an administrative and formal point of view, the Secretariat forward it to the Scientific Advisory Group (SAG) for the assessment of the technical and scientific parts. If, instead the proposal is not complete, the GIAHS Secretariat can request for integrations.
- The SAG prepares an evaluation report based on the review of the GIAHS proposal and may ask additional information. The SAG is also in charge of performing a field visit to the site.
- Based on the outcome of the expert visit and on the review of GIAHS proposal, the SAG prepares an evaluation report, with one of the following decisions:
    1. Designation of the site;
    2. Request revision and resubmission of the proposal;
    3. Notification of declination of the proposal to the applicant.
- When a site is ready to be registered in the FAO GIAHS Programme, a designation certificate is issued and the registration is notified to the applicant, recorded in the GIAHS Registry, and published on the GIAHS website.
- After the recognition, member countries should monitor the state and progress of implementation of the Action Plan. Member countries are expected to produce a periodic report on the outcomes of the monitoring that has to be forwarded to the GIAHS Secretariat.

MODULE 2B
Valorizing and exploiting the GIAHS recognition based on quality food and landscape features (for recognized GIAHS sites)

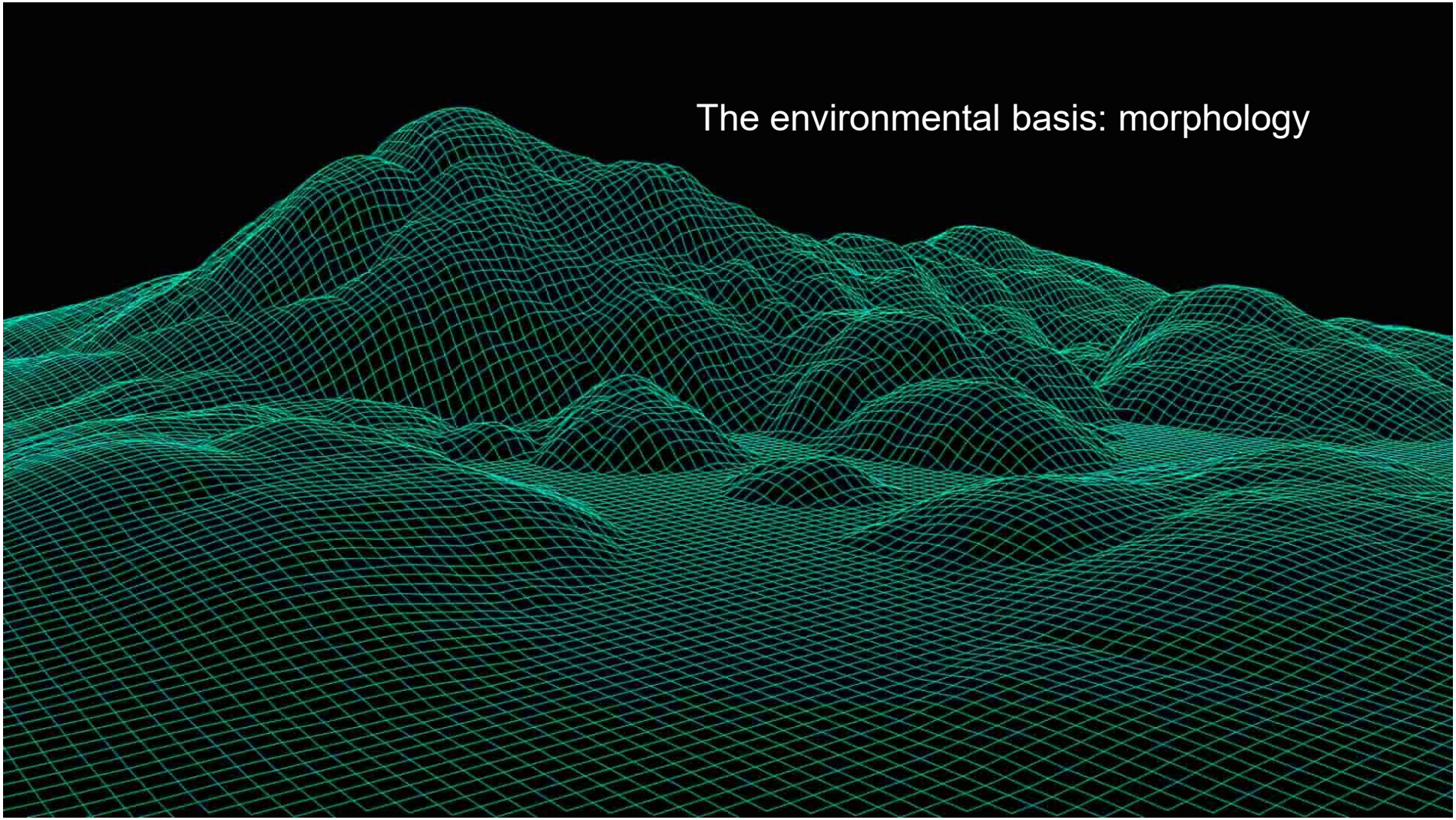
LANDSCAPE QUALITY / FOOD QUALITY



UNDERSTANDING LANDSCAPE STRUCTURE

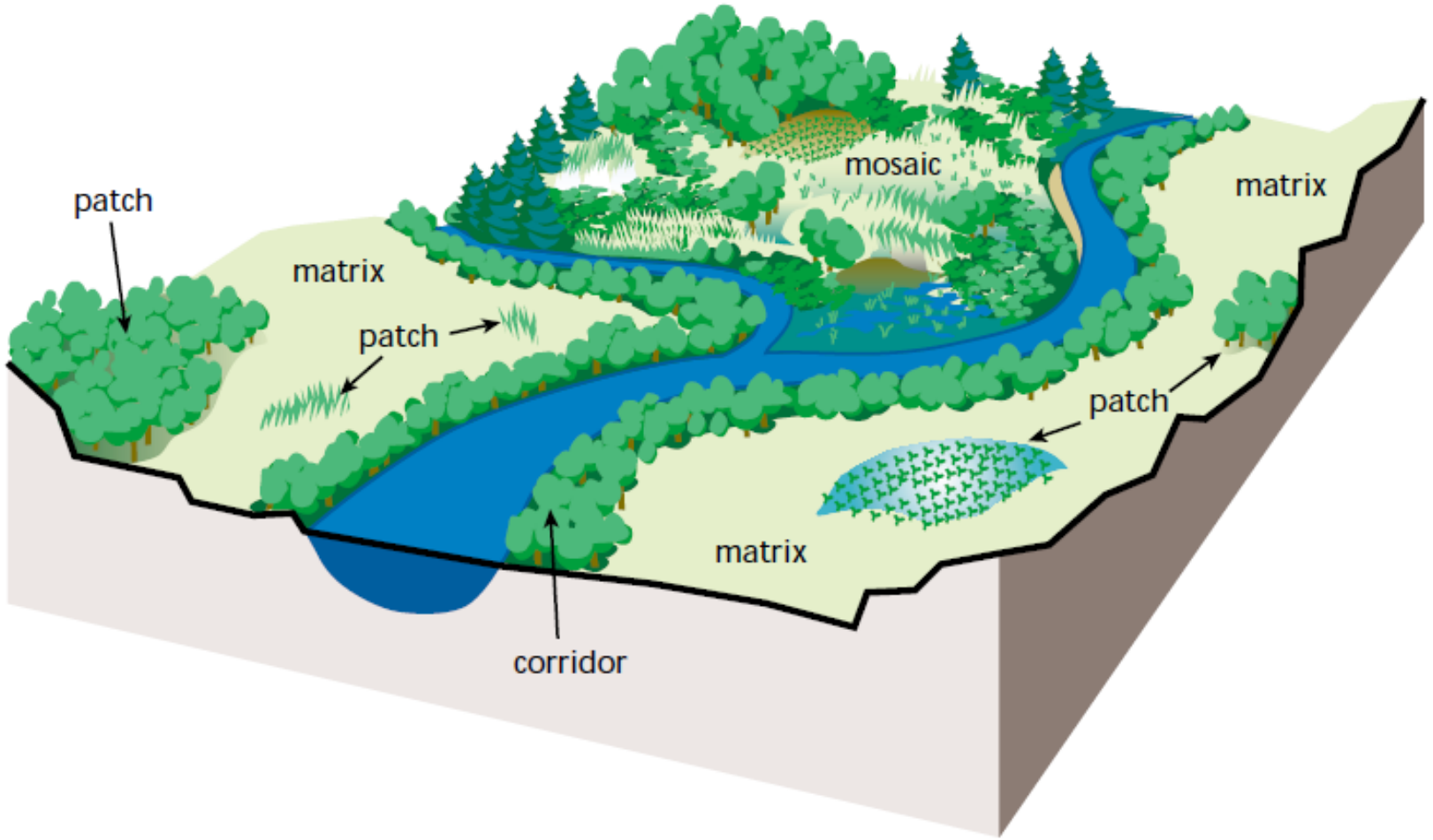


UNDERSTANDING LANDSCAPE STRUCTURE

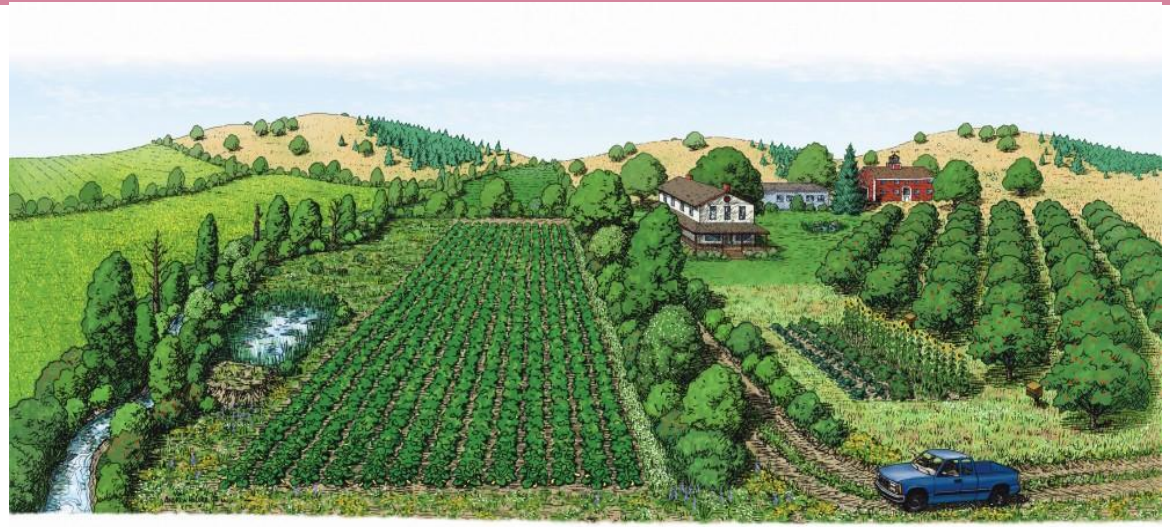


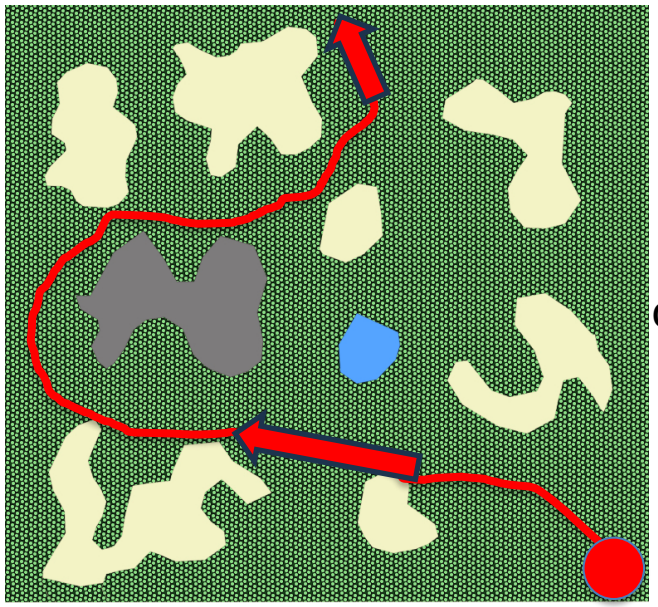
UNDERSTANDING LANDSCAPE STRUCTURE

The landscape matrix

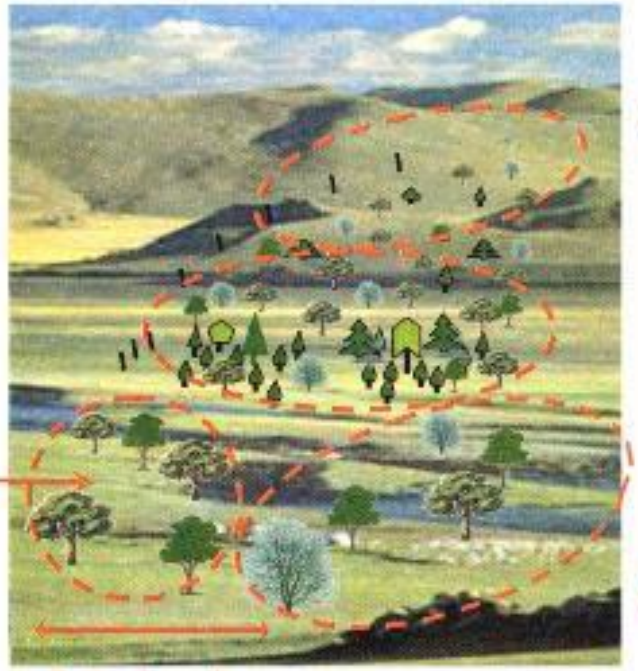


BIODIVERSITY AT THE LANDSCAPE SCALE

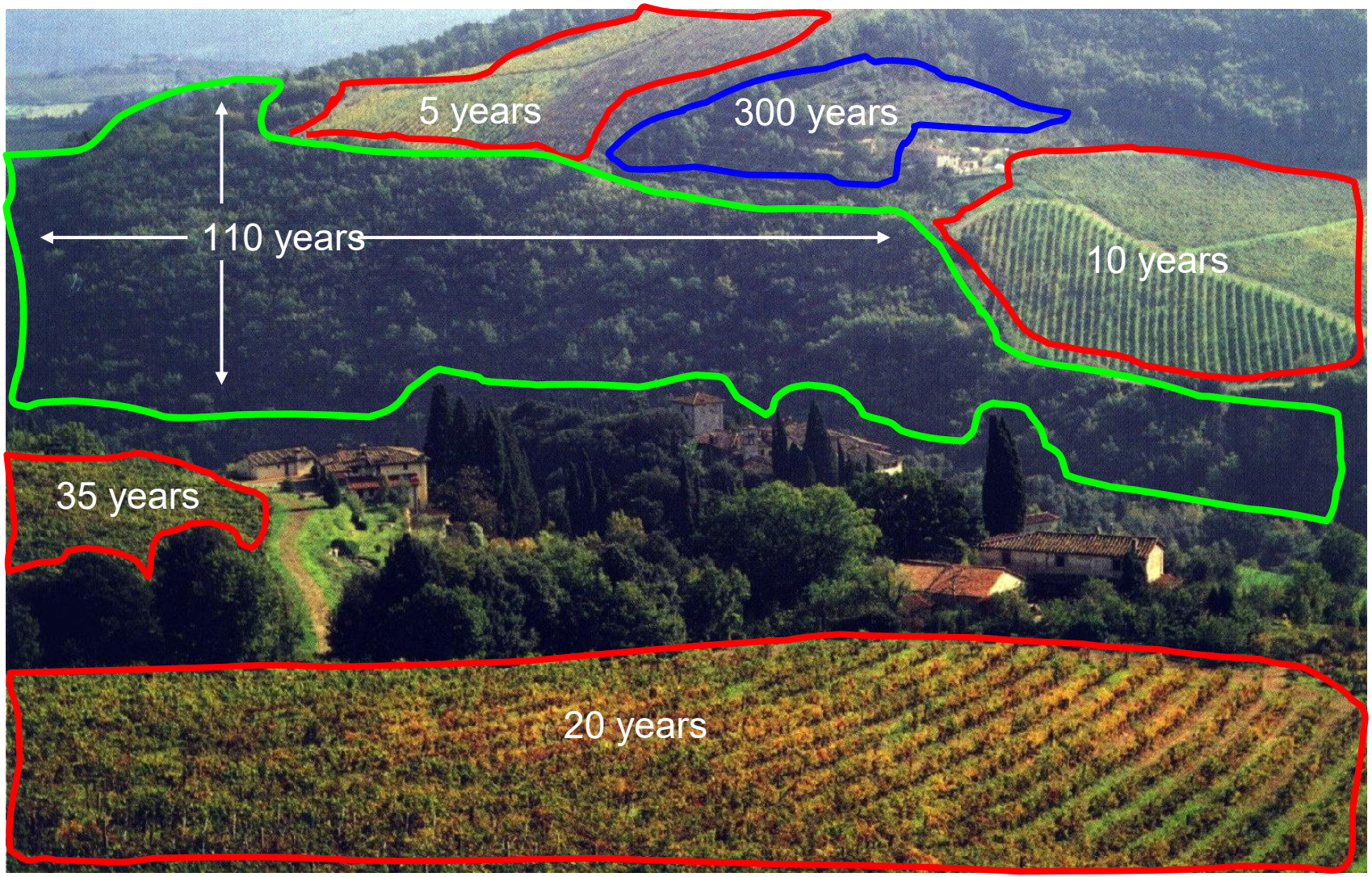




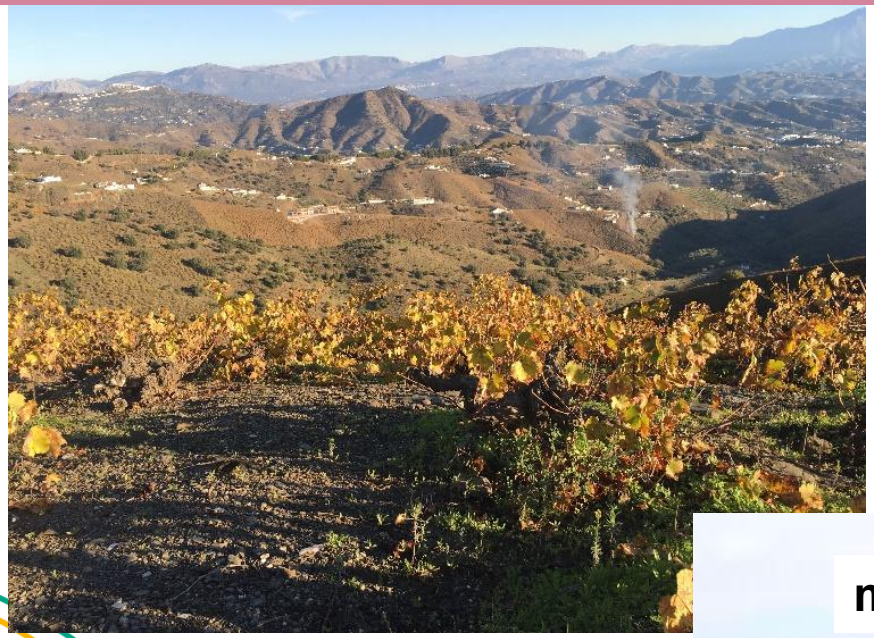
connectivity



TIME AND SPACE: THE VALUE OF THE HISTORICAL PERSISTANCE

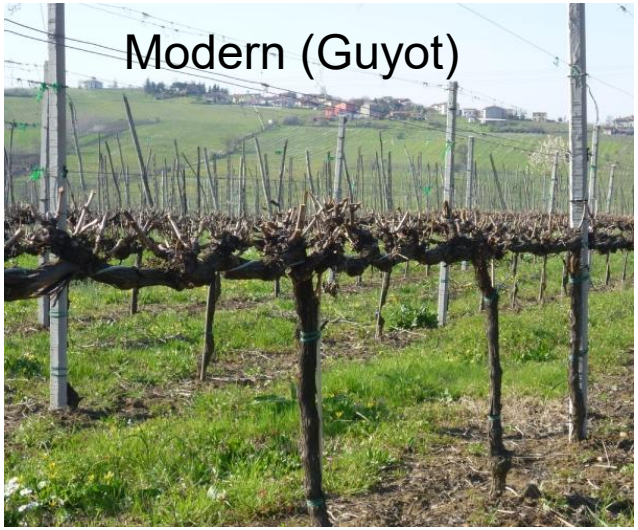


THE ARCHITECTURE OF THE CROPS



modern industrial model

TRAINING METHODS



HIGH QUALITY LANDSCAPES

LOW QUALITY LANDSCAPES

TRADITIONAL KNOWLEDGE

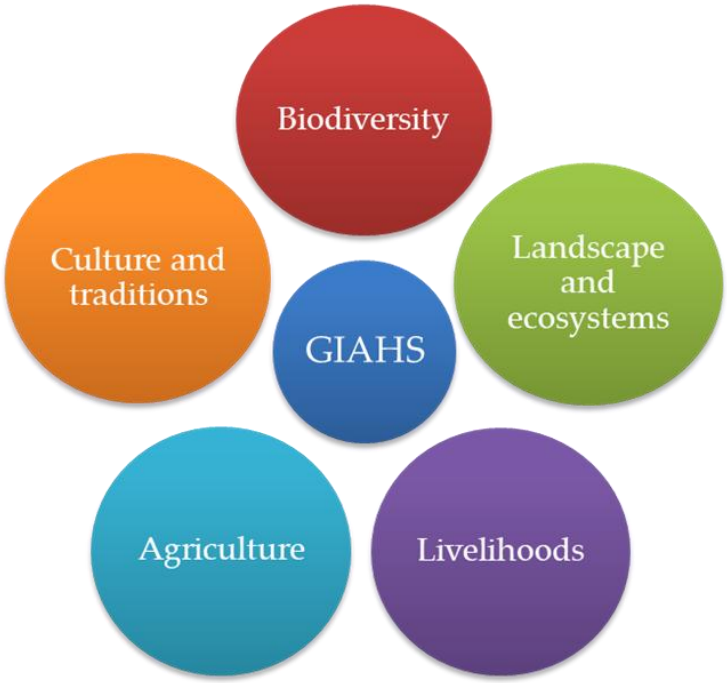
MODULE 3 –Marketing strategies for traditional agrifood systems and landscapes

CONCEPT OF THE GIAHS DEFINITION

Concept of a GIAHS Site according to FAO

*"Land-use systems and landscapes that are extraordinarily rich in biodiversity, resulting from the **reciprocal adaptation** between a rural community and its environment, its needs, and its aspirations for **sustainable development**"*

- GIAHS sites are fully-fledged agricultural systems
- GIAHS sites derive from the interaction between humans and their natural environment.
- GIAHS sites are agroecosystems that are ecologically sustainable

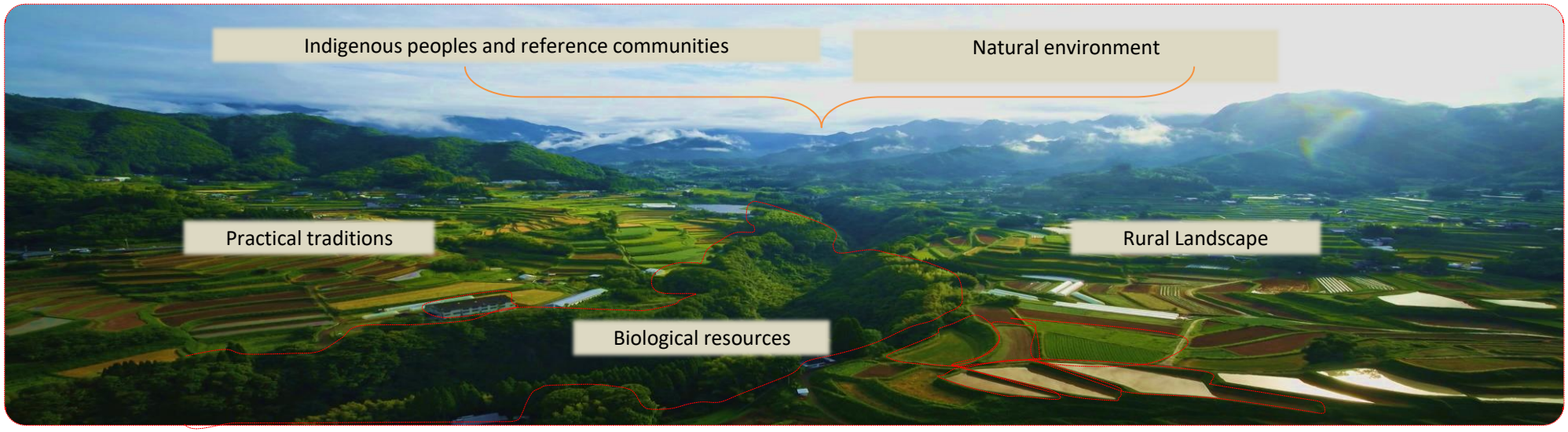


DEFINITION OF BIOCULTURAL HERITAGE AND AGRICULTURAL MULTIFUNCTIONALITY

The same approach is applied and adatped in the FAO GIAHS Programme, which aims to increase awareness and visibility of small-holder farmers and local communities in maintaining traditional agricultural system through the environmental, economic and social dimension. Specifically, the value of the GIAHS programme lies in promoting sustainability and the dynamic conservation of agricultural biocultural heritage, emphasizing the achievement of sustainable food systems (SFS).

According to the **International Institute for Environment and Development**, biocultural heritage is defined as:

> ***"a complex system of interdependent components centered on the relationship between indigenous peoples (also referred to as communities) and their natural environment. Its components include biological resources, from the genetic (biodiversity) to the landscape level; and practical traditions as well as long-standing knowledge aimed at adapting to environmental changes and fostering more sustainable use of biodiversity."***



DEFINITION OF BIOCULTURAL HERITAGE AND AGRICULTURAL MULTIFUNCTIONALITY

Considering these elements that define the concept of biocultural heritage, the FAO definition applied to GIAHS places humans and the environment at the center, encapsulating the concept of landscape as both an essential criterion and the final outcome of the co-evolution and adaptation of communities to their environment. In this context, the cultural landscape holds a central position in understanding how communication can effectively describe the relationships between territorial resources, existing traditional agricultural techniques, and local products. These elements not only constitute the biocultural heritage of the area but also give the territory a significant **multifunctional role**.

Rural Landscape

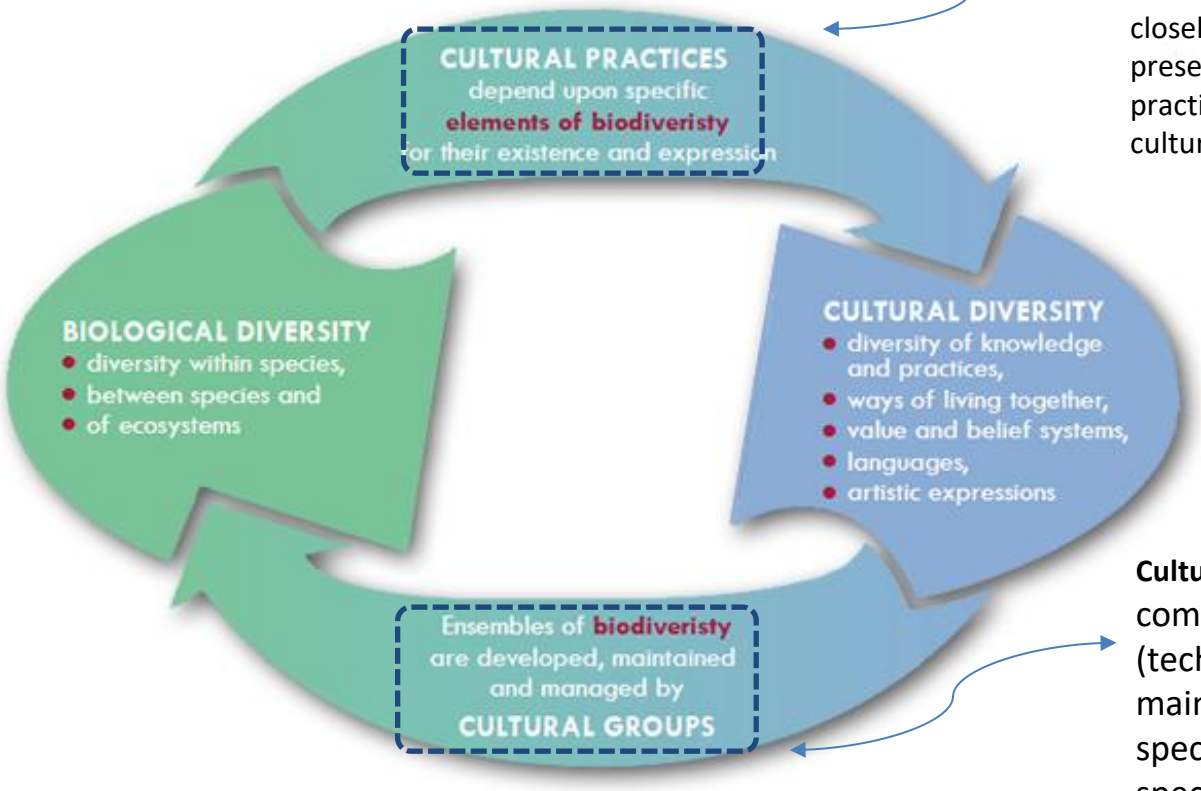
Traditional practices: these refer to local, often ancestral, agricultural practices developed to adapt to the surrounding environment and support sustainable growth models

Rural Landscape: serves as a connecting element between biological resources and traditional cultivation practices.

Biological resources: these encompass native plant and animal species integrated into the local agricultural system, as well as the entire habitat of the agricultural system.

DEFINITION OF BIOCULTURAL HERITAGE AND AGRICULTURAL MULTIFUNCTIONALITY

Biocultural heritage represents not only the biogenetic diversity of a landscape but also the interrelationships between this diversity and language, heritage, cultural memory, ecological knowledge, and the local value of communities **(Poole, 2018, p. 58).** When comparing this definition with the FAO GIAHS Programme, it becomes evident that the Programme's selection criteria are essential for mapping the relationships between biocultural heritage and cultural biodiversity, highlighting specific characteristics of traditional agricultural systems.



Cultural practices connected to cultural diversity: For instance, the identification of terracing as a primary traditional agricultural technique, closely linked to maintaining landscape features. Another example is the presence of ecological corridors created to support local agricultural practices, which represent an expression of traditional knowledge and cultural diversity, while also being essential on a landscape scale

Biological diversity

Cultural diversity

Cultural groups that preserve biological diversity: These are the communities that safeguard and transmit local knowledge (technical and practical agricultural skills), ensuring the maintenance of biodiversity. This includes the conservation of specific crops, native animal species, local ecosystems, and specific habitats

SLOW FOOD PRESIDIA AND GEOGRAPHICAL INDICATIONS (GI)

FAO Tools to Increase Visibility and Awareness of the FAO GIAHS Programme:

Among the tools provided by the FAO, a significant role is played by the Technical Note, which integrates the initiatives of **Slow Food Presidia** and **Geographical Indications (GI**). This document represents a key contribution to the conservation and enhancement of GIAHS agricultural systems, offering a specific focus on their food systems and their role within the framework of the **Sustainable Development Goals (SDGs).**

Geographical Indications (GI) Label.

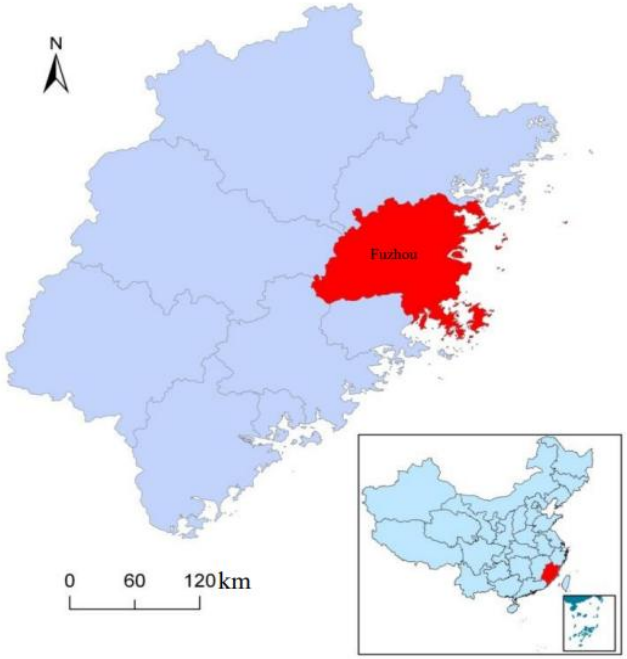
Slow Food®

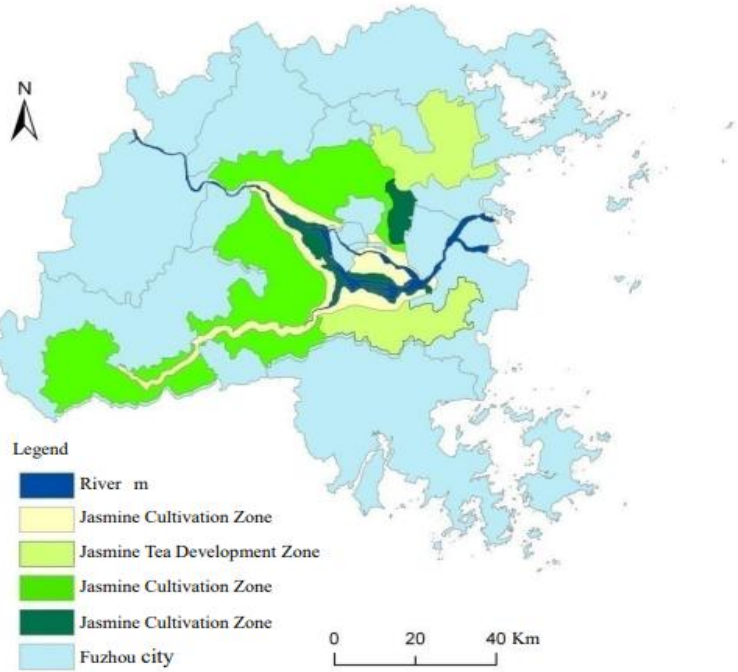
Slow Food Presidia Label

PRATICAL AND PARTECIPATORY PART: BEST PRACTICES TO ADOPT IN THE COMMUNICATION AND PROMOTION OF RECOGNIZED AND POTENTIAL GIAHS SITES

The *Jasmine and Tea Culture System* of Fuzhou City, China

The *Jasmine and Tea Culture System* of Fuzhou City, China, was recognized in 2014 as part of the FAO's *GIAHS* (Globally Important Agricultural Heritage Systems) program. The site represents a significant example of how communication has played a central role in enhancing and promoting a traditional agricultural system through different levels of dissemination: local, regional, and national





PRATICAL AND PARTECIPATORY PART: BEST PRACTICES TO ADOPT IN THE COMMUNICATION AND PROMOTION OF RECOGNIZED AND POTENTIAL GIAHS SITES

福州茉莉花茶 FUZHOU JASMINE TEA

Culture and traditions

Greater involvement of the local population, with the organization of festivals dedicated to jasmine flower harvesting, designed to educate visitors about tea production and the direct relationship between product quality and agricultural landscape preservation

Personal Brand Management, facilitated by collaboration with the Fuzhou Tea Association for Cross-Strait Exchanges to improve packaging, communication, and marketing strategies for the product, along with training sessions for producers and the establishment of exhibition spaces in agricultural cooperatives

Agriculture and Livelihoods

Awareness and training, through the organization of the Fuzhou Jasmine Tea King Competition, an annual contest dedicated to selecting the best local producers, and the Master Tournament on Traditional Technologies of Jasmine Tea, a trade fair event focused on exchanging traditional tea cultivation and processing technologies

Product quality protection, with the registration of jasmine tea under Geographical Indication and Organic Certification, as well as its recognition as a National Protected Geographic Indication, aimed at safeguarding it from adulteration and unfair market competition

Landscape and ecosystem service

The initial measures were introduced through specific regulations for the protection of jasmine tea (Regulations on Jasmine Tea Protection), aimed at ensuring product quality and the sustainability of the agricultural supply chain. Since 2016, the protection and development of agricultural heritage have been included among the strategic priorities in China's central planning documents

The site was registered in the Chinese Nationally Important Agricultural Heritage System (China-NIAHS). This national register is designed to protect and preserve traditional agricultural techniques that contribute to the maintenance and conservation of rural landscapes with significant cultural value

PRATICAL AND PARTECIPATORY PART: BEST PRACTICES TO ADOPT IN THE COMMUNICATION AND PROMOTION OF RECOGNIZED AND POTENTIAL GIAHS SITES

Promotion of traditional tea processing

Development of rural tourism

Conservation of agricultural Heritage

PRATICAL AND PARTECIPATORY PART: BEST PRACTICES TO ADOPT IN THE COMMUNICATION AND PROMOTION OF RECOGNIZED AND POTENTIAL GIAHS SITES

The Landscape of Lemon Groves, Vineyards, and Forests in the Municipality of Amalfi and The Soave Traditional Vineyards GIAHS site

The landscape of lemon groves, vineyards, and forests in the territory of the Municipality of Amalfi and the Soave Traditional Vineyards are two cultural landscape sites that have been recognized for their significance. The first was included in the UNESCO Programme under cultural landscape category in 1997, while the second was designated under the FAO GIAHS Programme in 2018.

Both landscapes are also included in the National Register of Rural Landscapes of Historical Interest, Traditional Agricultural Practices and Traditional Knowledge, established in 2012 by the Italian Ministry of Agriculture (former MIPAAF, today MASAF). These two cultural landscapes, recognized for their outstanding unique features, serve as examples about how communication strategies can be exploited to promote and enhance local traditional agricultural activities, emphasizing the crucial role that the rural landscape and system plays in the economic, social, and environmental functions of the territory.

PRATICAL AND PARTECIPATORY PART: BEST PRACTICES TO ADOPT IN THE COMMUNICATION AND PROMOTION OF RECOGNIZED AND POTENTIAL GIAHS SITES

Communication strategies adopted

Development of a website for the communication of the The Soave Traditional Vineyards GIAHS site

The Consorzio del Soave has also developed a website that places the GIAHS-FAO program and criteria at the center of its communication, highlighting the local rural heritage and prioritizing the landscape as a key element alongside viticultural production. The consortium's communication strategy has also expanded beyond national borders, aiming to promote Soave wine consumption in international markets, particularly in Japan.

Enhancement of local products: Soave Classico DOCG and Soave DOC

The Soave site is part of a broader tourism brand focused on food and wine, leveraging its proximity to Verona to promote local wines like Recioto through regional brands such as Est Veronese and Le Terre del Soave. The Soave Classico DOCG and Soave DOC certifications ensure quality and market visibility. Its tourism offer is further strengthened by integration into Verona's Local Tourism System, coordinated by the Destination Management Organization (OGD), which manages tourism networks in Verona and the Garda area.

Enhancement of local products: The Amalfi Sfusato Lemon and Gloria d'Amalfi

The Sfusato Amalfitano lemon is recognized at the European level with the Protected Geographical Indication (PGI) "Limone Costa d'Amalfi," which has helped protect and promote the product in regional and local markets. Considered a commercial excellence, it is marketed both as fresh produce and as a key ingredient in the famous "Limoncello," establishing itself as a territorial brand in the cities of Sorrento and Capri.

Local initiatives and landscape communication: the "Lemon Tour Experience"

A concrete example of landscape communication is the Lemon Tour Experience, promoted by the Aceto Family, a historic local agricultural company founded in 1992 in the Municipality of Ravello. In recent years, the company has diversified its offerings by integrating hospitality services with experiential tours within the agricultural estate.

Food and Agriculture Organization of the United Nations | Globally Important AGRICULTURAL HERITAGE Systems

SOAVE TRADITIONAL VINEYARDS — **Soave Traditional Vineyards** Officially recognized by FAO as a Globally Important Agricultural Heritage Site

PRATICAL AND PARTECIPATORY PART: BEST PRACTICES TO ADOPT IN THE COMMUNICATION AND PROMOTION OF RECOGNIZED AND POTENTIAL GIAHS SITES

Associations Promoting Agricultural Heritage

The rural landscape as a communication tool: the PRIS Association"

Another key tool for promoting rural landscapes is the Association of Rural Landscapes of Historical Interest (PRIS). This association fosters the enhancement and protection of Italy's historic landscapes, recognizing them as exemplary models of sustainable agriculture and harmonious human-nature interaction. The citrus landscape of Amalfi is one of the defining elements of this network, representing a territorial development model that integrates culture, tradition, and innovation

The Italian Olive Towns Association

This association brings together a network of more than 500 intsitutions and organizations, including municipalities, chamber of commerce, Local Action Groups (LAGs) and parks where olive oil production is documented with a strong tradition tied to environmental, historical, and cultural values, or recognized of Origin. Its mission is to promote the culture olive growing and olive oil across Italy and the Mediterranean area.

Oleoturism and Adoption Mechanism

Olive Oil Tourism: Azienda Agricola Mafrica

This farm, located in inland Calabria, Italy, has been managed by the Mazzupappa family since **1950**, producing high-quality extra virgin olive oil. Covering 100 hectares with over **1,000 olive trees**—mainly Ottobratica and Ciciarello cultivars—it ensures continuous production through its own mill.

For years, the farm has **offered oleotourism experiences**, engaging families and groups in educational activities among centuries-old olive trees. The itinerary includes:

- **From Olive to Oil**: An expert-led session on extra virgin olive oil production.
- **Olive Grove Tour**: A guided visit to learn about tree care and maintenance.
- **Farm & Gastronomic Experience**: Culinary activities and education on olive oil and the Mediterranean diet, especially for younger visitors.

Adoption Mechanism: Adopt a Mastiha Tree

A key best practice in this module is the Mastiha tree adoption program in southern Chios, Greece, where **Mastiha** trees grow exclusively. This initiative supports traditional **Mastiha** resin production, requiring specialized care, while fostering a direct connection between buyers and local producers. The program includes:

- **Promotion of traditional Mastiha cultivation**
- **Collaboration with local producers and regional networks**
- **Support for sustainable practices** to ensure quality and authenticity
- **Through Mastiha Roots**, businesses can join a B2B partnership to help preserve traditional cultivation and promote environmental sustainability.

Individuals can also adopt a tree with a symbolic contribution, directly supporting Mastiha tree conservation and sustainable agriculture in Chios.

PRATICAL AND PARTECIPATORY PART: BEST PRACTICES TO ADOPT IN THE COMMUNICATION AND PROMOTION OF RECOGNIZED AND POTENTIAL GIAHS SITES

The Italian Olive Towns Association

Associazione Nazionale Città dell'Olio

Turismo dell'Olio by Associazione Nazionale Città dell'Olio

Camminata tra gli Olivi 8ª GIORNATA NAZIONALE

Olio in cattedra

Adoption Mechanism: Adopt a Mastiha Tree

Olive Oil Tourism: Azienda Agricola Mafrica

MODULE 4
Governance instruments and opportunities for traditional agrifood systems and landscapes

KEY ELEMENTS OF GOVERNANCE IN RURAL POLICIES

Governance refers to the systems, processes, and practices through which organizations, institutions, or governments are directed, controlled, and held accountable.

It involves decision-making structures, rules, policies, and regulations that guide how authority and responsibilities are exercised, ensuring transparency, fairness, and effective management. In a broader context, governance can apply to political systems (government governance), corporate structures (corporate governance), and even non-profit organizations (NGO governance).

Essentially, it is about how power and resources are managed and how stakeholders' interests are represented and protected. **There is no consolidated governance model for a GIAHS site**; therefore, we must refer to agricultural policy tools and case studies where initiatives similar to the GIAHS approach have been developed.

KEY ELEMENTS OF GOVERNANCE IN RURAL POLICIES

1. **Institutional frameworks:** The roles of government agencies, local authorities, and non-governmental organizations (NGOs) in managing rural development.

2. **Policy design and implementation**: How policies are formulated to address rural-specific challenges like agricultural support, land use, infrastructure, and sustainable development.

3. **Stakeholder participation**: Involving rural communities, farmers, local businesses, and civil society groups in decision-making processes to ensure that policies reflect the needs and aspirations of the people they are intended to serve.

4. **Resource allocation and accountability**: Ensuring that funds, resources, and support are effectively distributed and monitored to meet the goals of rural development and reduce disparities between urban and rural areas.

5. **Collaboration and partnerships**: Strengthening coordination efforts among government sectors, regional authorities, private sectors, and international organizations to tackle complex rural issues.

Governance of rural policy is about creating an effective, transparent, and inclusive system that **helps rural communities thrive through targeted development strategies, empowering local actors, and addressing the unique challenges faced by rural areas.**

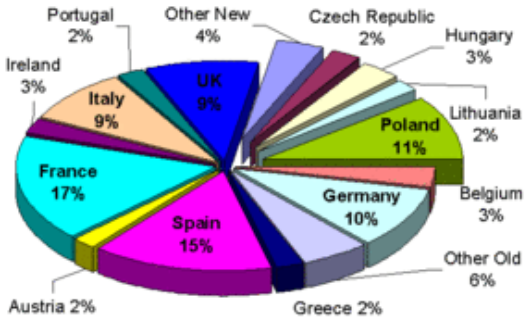
THE EUROPEAN COMMON AGRICULTURAL POLICY (CAP)

At the global level, the **European Common Agricultural Policy (CAP)** is the first example of a coordinated set of policies designed for multiple countries. It is, therefore, a governance model that can be considered not only for the countries within the European Union but also for the broader European continent, as the **GIAHS approach** is closely linked to agricultural policies and rural development strategies.

The **CAP** is essentially a set of policies and programs aimed at supporting agriculture and rural development. It was the first common policy introduced at the foundation of the EU.

Its primary objectives are to **enhance agricultural productivity**, ensure a fair standard of living for farmers, preserve rural heritage, landscapes, and biodiversity, and promote sustainable farming practices.

Percentage of EU Farm Land by Country



THE EUROPEAN COMMON AGRICULTURAL POLICY (CAP)

Key Themes in the History of the CAP

Market Support to Direct Payments: The CAP started with market interventions and price supports but, over time, it shifted toward direct payments, decoupling subsidies from production to avoid overproduction and better resources management.

Environmental Sustainability: Over the decades, the CAP has increasingly incorporated environmental goals, with significant reforms in the 1990s, 2000s, and 2010s to reduce the environmental footprint of agriculture and promote sustainability.

Rural Development: Initially focused on agricultural production, the CAP later began addressing broader rural development goals, helping to diversify rural economies and improve social and infrastructure conditions.

Equity and Fairness: There have been continuous efforts to make the CAP more equitable, particularly in how funds are distributed among farmers and EU member states, aiming to address disparities in rural areas.

RURAL POLICIES AND TRADITIONAL AGRICULTURE

At **European level** there are no specific policies for traditional agricultural systems. However, some useful indications for the conservation of traditional agriculture can be found in the **Mc Sharry** reform of **1992**. Mac Sharry, the EU's Agriculture Commissioner at the time, sought to decouple funding from production and take into account the preservation of rural communities, the countryside and the environment.

After the McSharry reform on 1992 and the introduction of the concept of **multifunctionality,** there has been a change from traditional economic incentives to production, to a support oriented also to non-market values of agriculture, and a new emphasis was placed on environmentally sound farming and to respond to the public's changing priorities.

RURAL POLICIES AND TRADITIONAL AGRICULTURE

❖ *Implementation and Governance*

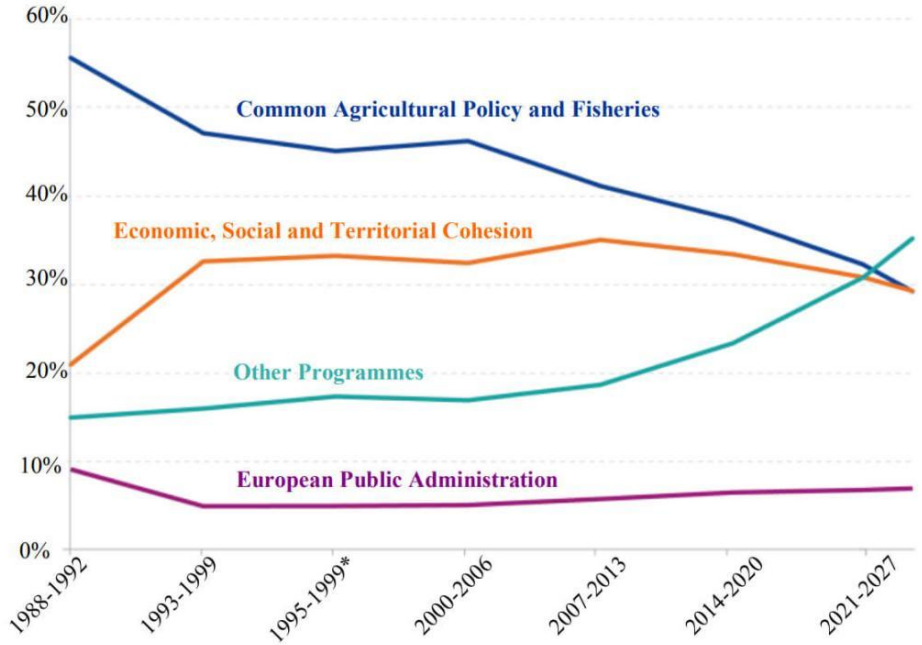
- **EU Level**: The CAP is governed by the **European Commission**, which proposes the policy and oversees its implementation. It sets broad objectives and the legislative framework.

- **Member State Level**: Each EU member state develops **national and/or regional rural development plans (RDPs)** and manages implementation in line with EU rules. They are responsible for distributing the funds and ensuring compliance with CAP regulations.

- **Co-financing**: While Pillar I is fully funded by the EU, Pillar II is co-financed by both the EU and individual member states, meaning national governments contribute a percentage of the funding.

POLICY OBJECTIVES OF THE CAP 2023-2027

Decline in Eu agricultural spending



*Adjusted for 1995 enlargement

THE EUROPEAN COMMON AGRICULTURAL POLICY (CAP)

The structure of the CAP

❖ *Pillar I: Direct Payments and Market Measures*

Pillar I focuses on providing **direct financial support** to farmers, ensuring income stability and addressing market challenges.

It includes:

⇨ **Direct Payments**: These are payments made to farmers based on the area of land they cultivate or their production activities. The payments are designed to provide income support, stabilize markets, and encourage environmentally sustainable farming.

These are often based on the **Basic Payment Scheme (BPS)** or other specific schemes like the **Greening Payment** (for environmentally friendly practices).

THE EUROPEAN COMMON AGRICULTURAL POLICY (CAP)

❖ *Pillar II: Rural Development Programs*

Pillar II focuses on **rural development**, aiming to support long-term sustainable growth, job creation, and diversification of the rural economy. It consists of:

⇨ **Rural Development Programs (RDPs)**: These are country-specific programs that support diverse activities in rural areas, such as enhancing competitiveness, improving environmental sustainability, and fostering innovation. RDPs include measures for:

- **Agri-environmental schemes**: Payments to farmers who adopt sustainable farming practices, such as organic farming or maintaining high biodiversity features.
- **LEADER Programme**: A local development strategy that empowers rural communities through Local Action Groups (LAGs) to define and pursue their own development plans.
- **Diversification of the rural economy**: Support for initiatives like tourism, renewable energy, or other rural businesses.
- **Training and advisory services**: Measures to improve the skills of farmers and rural communities in areas like digitalization, sustainability, and innovation.

Infrastructure development: Investments in rural areas to improve roads, internet access, renewable energy projects etc.

THE EUROPEAN COMMON AGRICULTURAL POLICY (CAP)

The initiatives

The initiatives for landscape and traditional agricultural practices were first developed in the Italian National **Strategic Plans for Rural Development 2007-13**, in order to propose a different strategy for agricultural areas not suited for industrial development but with a high quality of food, remarkable landscapes, and environmental qualities.

Strategy

A working group was established with the task of developing a "**State of the knowledge report**" proposing also strategic actions for three main axes of rural policies, referring to the second pillar of the CAP, which means "**Rural Development**", that is normally developed by the regions and not by the State. In general strategies mainly focused on food production or gastronomy, do not automatically maintain the traditional practices and the structure of the landscape as indicated by the GIAHS criteria.

Strategies in 3 main axis of CAP

- Axis 1: diversification of local economy and improving competitiveness of the farms;
- Axis 2: improving the environment and the countryside;
- Axis 3: improving quality of life in the rural territory;

IDENTIFY HIGH QUALITY TRADITIONAL LANDSCAPES TO SUPPORT AND PROMOTE

DIFFERENCE WITH INDUSTRIAL LANDSCAPE

CAP 2023-2027: THE ITALIAN CASE

The National Register of Rural Landscape of Historical Interest, Agricultural Practices and Traditional Knowledge (NR) is the result of an investigation carried out in 2010 across the entire country in order to study the features of the traditional agricultural landscape in all 20 Italian regions based on 126 sites. These were considered examples of agricultural areas that need to be promoted and preserved. In 2012 the National Register was officially created by the Italian Ministry of Agricultural Policies. Today 32 sites are listed.

LEGENDA

1 - I paesaggi silvo-pastorali di Moscheta
2 - le colline di Conegliano Valdobbiadene: paesaggio del Prosecco Superiore
3 - Colline vitate del Soave
4 - Limoneti, vigneti e boschi nel territorio del Comune di Amalfi
5 - Il paesaggio agrario della Piana degli oliveti monumentali di Puglia
6 - Oliveti terrazzati di Vallecorsa
7 - Fascia pedemontana olivata Assisi Spoleto
8 - Gli uliveti a terrazze e lunette dei Monti Lucretili
9 - Il paesaggio rurale storico di Lamole
10 - Il paesaggio della pietra a secco dell Isola di Pantelleria
11 - Il paesaggio policolturale di Trequanda
12 - Vigneti Terrazzati del Versante Retico della Valtellina
13 - Parco regionale Storico agricolo dell'olivo di Venafro
14 - Paesaggio policolturale del Mandrolisai: i vigneti di Atzara e Sorgono
15 - Paesaggio agrario di olivastri storici del Feudo di Belvedere
16 - Paesaggio della bonifica romana e dei campi allagati della piana di Rieti
17 - Paesaggio Policolturale di Fibbianello - Comune di Semproniano
18 - Alti pascoli della Lessinia
19 - Il paesaggio agro-silvo-pastorale del territorio di Tolfa
20 - Il paesaggio rurale dei Vigneti terrazzati della Valle di Cembra
21 - Il sistema agricolo terrazzato della Val di Gresta
22 - Paesaggio storico della Bonifica Leopoldina in Valdichiana
23 - Le colline terrazzate della Valpolicella
24 - I prati stabili polifiti irrigui della Val d'Enza
25 - Paesaggio policolturale collinare di Pienza e Montepulciano
26 - Il paesaggio del grano - l'area cerealicola di Melanico
27 - La corona di Matilde - alto Reno terra di castagni
28 - Sistemi agro-silvo-pastorali del Marghine-Goceano - Oliveti terrazzati e pascoli arborati nei territori di Bolotana, Illorai e Lei
29 - Paesaggio dei terrazzamenti e della viticoltura delle Cinque Terre
30 - I vigneti eroici di Meana Sardo
31 - Uliveti pascolati del Comune di Oliena
32 - Paesaggi Terrazzati Viticoli e Agricoli del Mombarone

CAP 2023-2027 ITALIAN NATIONAL PLAN - PILLAR I: DIRECT PAYMENTS AND MARKET MEASURES

1) Eco-scheme 3 Safeguarding of Olive Trees of Particular Landscape Value

All olive-growing areas of particular landscape and historical value are eligible for the eco-scheme, including those intercropped with other tree crops, provided that specific commitments. "……" are respected.

Olive orchards
included in the national Register, **GIAHS sites**
+ traditional olive orchards with less than 300 trees /ha

Objectives:

The Action 1 for the maintenance and recovery of olive groves with environmental and landscape value provides per-hectare support for beneficiaries who commit to maintaining or restoring olive groves located in areas of particular landscape and environmental value and at risk of abandonment due to orographic conditions or existing constraints that hinder mechanization.

These areas are often characterized by historical hydraulic-agricultural systems with high landscape and environmental value.

CAP 20023-27 THE CASE OF THE REGION OF TUSCANY

❖ Call for payments to preserve olive orchards and chestnut orchards

The call aimed to provide a five-year per-hectare payment for the recovery or maintenance of olive groves or fruit chestnut groves located in designated areas. The Tuscany Region is implementing Action 1 for Olive Groves and Action 3 for Fruit Chestnut Groves.

Payment

Total available budget: 6.000.000 euros. 840 euros per hectare, for a 5 years commitment.

Beneficiaries

- Eligible applicants include: Individual or associated farmers (agricultural entrepreneurs as defined in Article 2135 of the Italian Civil Code);
- Public entities managing agricultural enterprises.