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Deliverable D5.26 of the WP Policy Tool for Landscape Management and the socio-economic valorization

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Project no. 289578

Claim

*Supporting the role of the Common agricultural policy in Landscape valorisation:
Improving the knowledge base of the contribution of landscape Management to the
rural economy*

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WP Policy Tool for Landscape Management and the socio-economic valorization

Deliverable D5.26

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Müncheberg, 20/12/2014

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (Including the Commission Services)	
RE	Restricted to a group specified by the consortium (Including the Commission Services)	
CO	Confidential, only for members of the consortium (Including the Commission Services)	

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1 Summary

The main objective of the CLAIM Project is to provide the knowledge base to support an effective CAP policy design in the direction of improved landscape management, particularly providing insights into the ability of landscape to contribute to the production of added value for society in rural areas.

The CLAIM knowledge platform (KP) represent the interface between the research findings and policy-making contributing to further knowledge on the cause-effect relationships between landscape policy and management and the appearance of landscape (structure and elements) as well as the related ecosystem functionalities to the actual provision of ecosystem services, values and their application for regional competitiveness and social welfare. The theoretical framework of cause-effect-linkages is substantiated by empirical evidence from 25 individual research studies gathered in 9 different regions in the EU and Turkey.

The specific challenge of the CLAIM-KP is the integrated presentation of thematically and methodologically heterogenic knowledge in one knowledge platform to enhance policy support in the field of agri-environmental and landscape management.

The main addressee of the CLAIM-KP are: European policy maker in the fields of agri-environmental and landscape management policy and rural development, national and regional decision-makers at programming level as well as regional and local stakeholder and interest groups, who are involved in any kind of governance processes within landscape and rural development.

The main output of the CLAIM-KP is qualitative knowledge about theoretical knowledge, but also information on empirical finding, which can be of qualitative and quantitative nature. The CLAIM-KP is accessible online under the following internet address <http://project2.zalf.de/claimknowledgeplatform/>.

2 Task Description

This report addresses the activities regarding the CLAIM project tasks 5.6 (Development of an Integrated framework) and task 5.7 (Stakeholder validation). The task 5.6 aims to “a) support to a coordinated treatment of different thematic tasks into a common contribution to a final integrated framework; b) development of an integrated evidence-based policy support framework, to be incorporated into a manual for supporting policy design or (if demanded by end-users) for policy evaluation, implemented through a web-based application”.

Task 5.7 “will be a participatory activity carried jointly with the second PSL (see Task 2.4). It will be based on the submission of a questionnaire following the presentation of the policy support framework and collection of structured feedback about the components of the framework preliminary developed in WP5. This structured feed-back will involve a) validation of the relevance of the framework components; b) interpretation of empirical results and integration; c) decision questions and variable to which the framework could be applied and useful to shape the final tool.”

The objective of WP5 is to derive, at the end of the project, a comprehensive integrated framework on the contribution of agriculture to landscapes management, able to support policy design in this field. The specific objectives are to: (i) draw a synthesis from the case study activity on a thematic basis to support the revision of the conceptual framework; (ii) develop an overall finalized framework for evidence-based policy support.

Therefore the development of the information platform makes use of previous activities within WP5, including the tasks 5.1 (Report on agrarian landscape and socio-economic development, D5.21); task 5.2 (Report on landscape as a driver of competitiveness, D5.22); task 5.3 (Report on mechanisms, D5.23); task 5.4 (Report on the role of the CAP, D5.24); and task 5.5 (Report on methodologies (D5.25).

3 Target Group, User Interaction, Stakeholder Validation

The main target group is actors and stakeholders involved in rural development governance and policy processes at European and regional scale as well as local stakeholders and interest groups. However, to ensure relevance and practicability and usefulness suitability to end-user requirements a two-stage user interaction and validation process has been applied. Aiming at a broad coverage of policy-makers as well as external scholars the CLAIM Plenary Stakeholder Laboratory (PSL) has been used for stakeholder validation.

The first round has taken place in 1st PSL meeting in Amsterdam (NL), 12-14 September, 2012. This early stage, before the conceptual development, has been chosen to collect a broad range of ideas, demands and requirements from the potential user side. The second round took place on the 2nd PSL Meeting in Brussels (BE), 23 July 2014. It was the main aim to discuss the design details, the implementation as well as the dissemination of the knowledge platform. Annex III gives an overview of the main comments by PSL member.

4 Design of the CLAIM-KP: Concept and Structure

The Idea of the CLAIM Knowledge Platform is to make use of the high diversity of the empirical evidence of the ad-hoc studies in the different case study areas (CSA) and to enable practitioners and policy-makers outside the CLAIM project to obtain information from comparable CLAIM CSA/ad-hoc studies. As it is essential for the suitability of information and policy support systems to transform of data into information relevant to policy and decision makers (Argent & Grayson, 2001), it was necessary to contextualize the results: What are the framework conditions? Which agents and stakeholders are involved? To which policies the results are related to? What is the contribution to regional competitiveness? Further, information on methodologies applied should also be accessible through the CLAIM-KP.

The integrated knowledge platform will technically implement the results gained from the different thematical tasks 5.1 to 5.4 into a retrieval format that will be developed according to end-users demands. Its functionalities sensitize users with regard to cause-effect relationships between landscape elements, landscape management practices, strategies, policies and actors. Therefore, a catalogue structure (tree-structure for different information channels) has been applied to make the multi-dimensional information easily available and understandable to end-users (end-user-oriented tool architecture and application). The main feature of the CLAIM-KP is the combination of theoretical and conceptual knowledge on the one side and empirical case study findings on the other side. Thematic substructures are used for the operationalization of the different types of information, theoretical and empirical knowledge. Figure 1 shows the three different levels of the catalogue structure, including:

- Entrance door (Level 1)
- Ad-hoc study synthesis (Level 2)
- Specific ad-hoc study (Level 3)

To make optimal use of both the theoretical and empirical element of the CLAIM-KP, both sides have been closely linked across the entire structure. The CLAIM-KP should allow users to:

- identify the regional potentials for second order effects (output from task 5.1, task 5.2)
- identify and quantify the relationship between key elements and key actors (output from task 5.1, task 5.2)
- relate regional priorities and preferences to landscape elements, management practices and regional strategies and policies (output from task 5.3)
- learn about the effect of changed priority setting in landscape management on the valorization as public good (tasks 5.3 and 5.6)
- apply it as a support tool for guiding discussions and decision processes on regional objective setting related to multi-sectoral and multifunctional regional strategies and instruments (task 5.6)

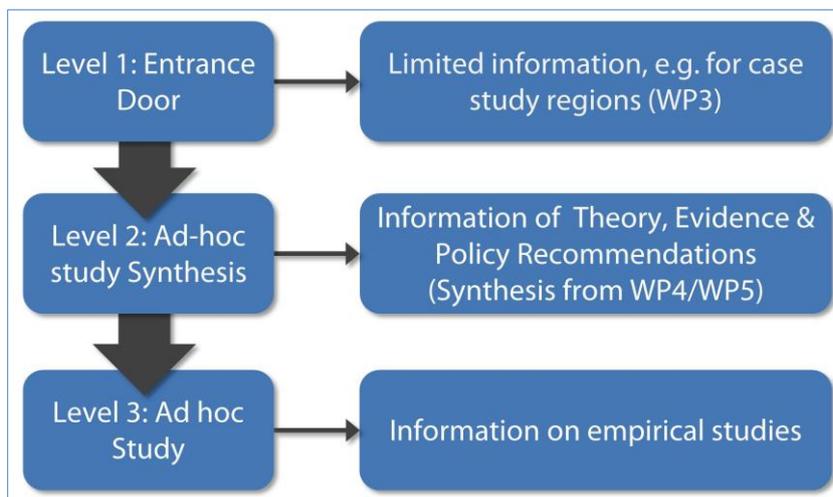


Figure 1. Tree-structure for different information channels.

5 Factsheets

The core element of the knowledge platform to transfer empirical and policy supportive knowledge and information is the factsheet concept. It is characterised by a consistent internal structure, which enhances navigation and recognition by user. In general context information and empirical ad-hoc study factsheets are distinguished. These are described below in detail.

5.1 Context Information Factsheet

The content derived from theoretical background and evidence from the ad-hoc studies is provided in context information factsheets. They allow users of the knowledge platform to understand the logic and content of the empirical results and help to set them into a larger context, for example into the one of the developed analytical framework (see CLAIM deliverable report 3.18) from policies to landscape to regional competitiveness. The context information factsheets represent supporting information for the entrance doors to the CLAIM-KP, and are based on the results of WP3 and WP5.

Context information factsheets are developed for each of the level 1 (entrance door description) and level 2 (ad-hoc study synthesis) elements of the CLAIM-KP structure. In total 39 factsheets (level 1: N=7; level 2: N=32) have been created. Annex I gives an overview of all context information factsheets.

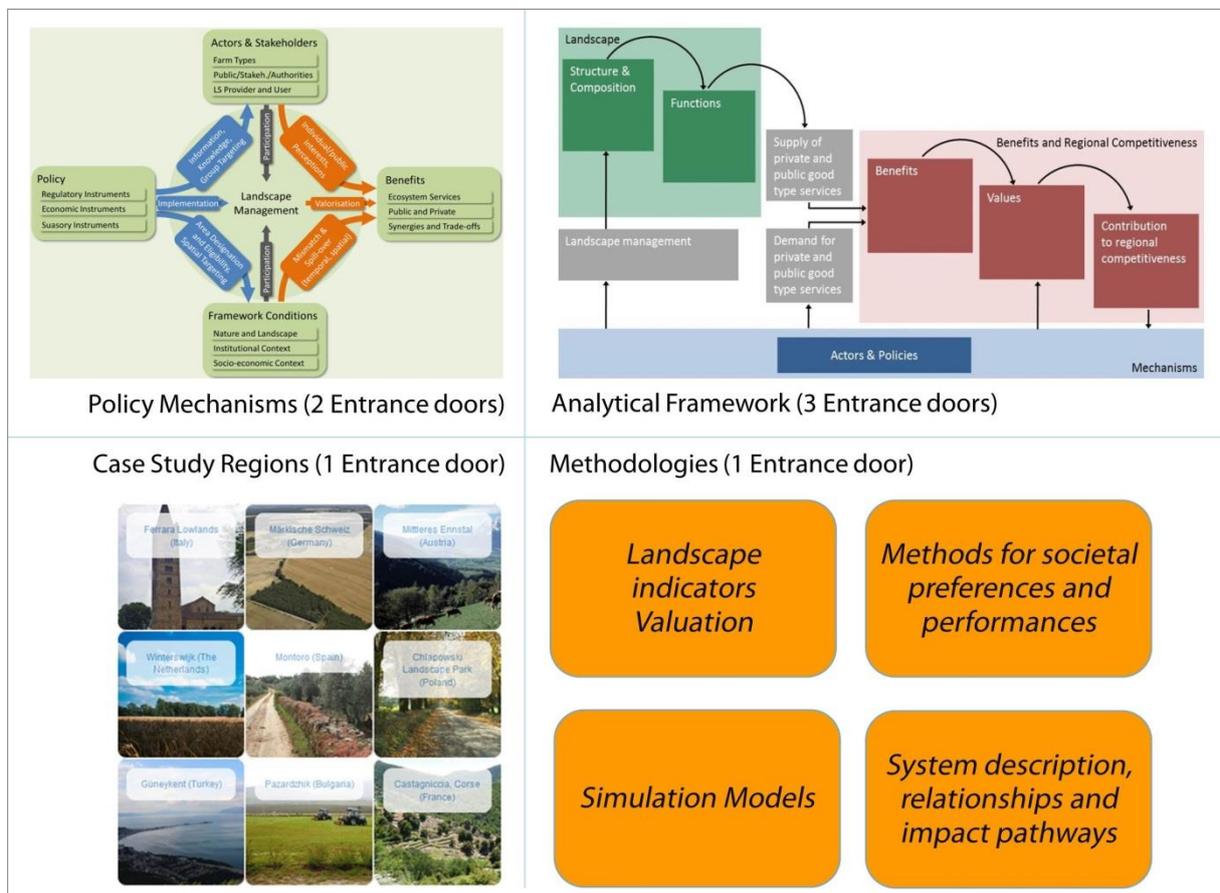


Figure 2. Entrance doors: different types of information, theoretical and empirical knowledge.

5.1.1 Level 1: Entrance Door Description

The main purpose of level 1 elements is to provide orientation and introduction by general information about the topic and the related sub-elements to enable end-users to reflect on the empirical case study findings. The factsheets are mainly based on WP3 reports

(theoretical, literature-based findings). The information channels can be accessed via different “Entrance Doors”, which operationalize different dimensions of the landscape management - ecosystem service – competitiveness nexus. Entrance doors are: (i) policy, (ii) landscape, (iii) second-order benefits, (iv) regional context, (v) actors and stakeholders, (vi) methods; (vii) case study regions. Figure 2 provides an overview of the different types of entrance doors.

The main logic behind the entrance door is derived from the analytical framework of the CLAIM project. Therefore it includes “policy”, “landscape” and “second-order benefits” as starting points to introduce to information dealing with these issues as well as with the linkages between them. Basis for the entrance doors “regional context” and “actors and stakeholders” is the assumption that the cause-effect-relationship between policy, landscape and regional competitiveness is characterised by a strong dependency on the regional specifics, namely the force of the natural and socio-economic framework conditions as well as the role of regional stakeholders and actors. These entrance doors introduce to theoretical and empirical knowledge focussing on this regional influence. The entrance door “methods” has a rather academic purpose.

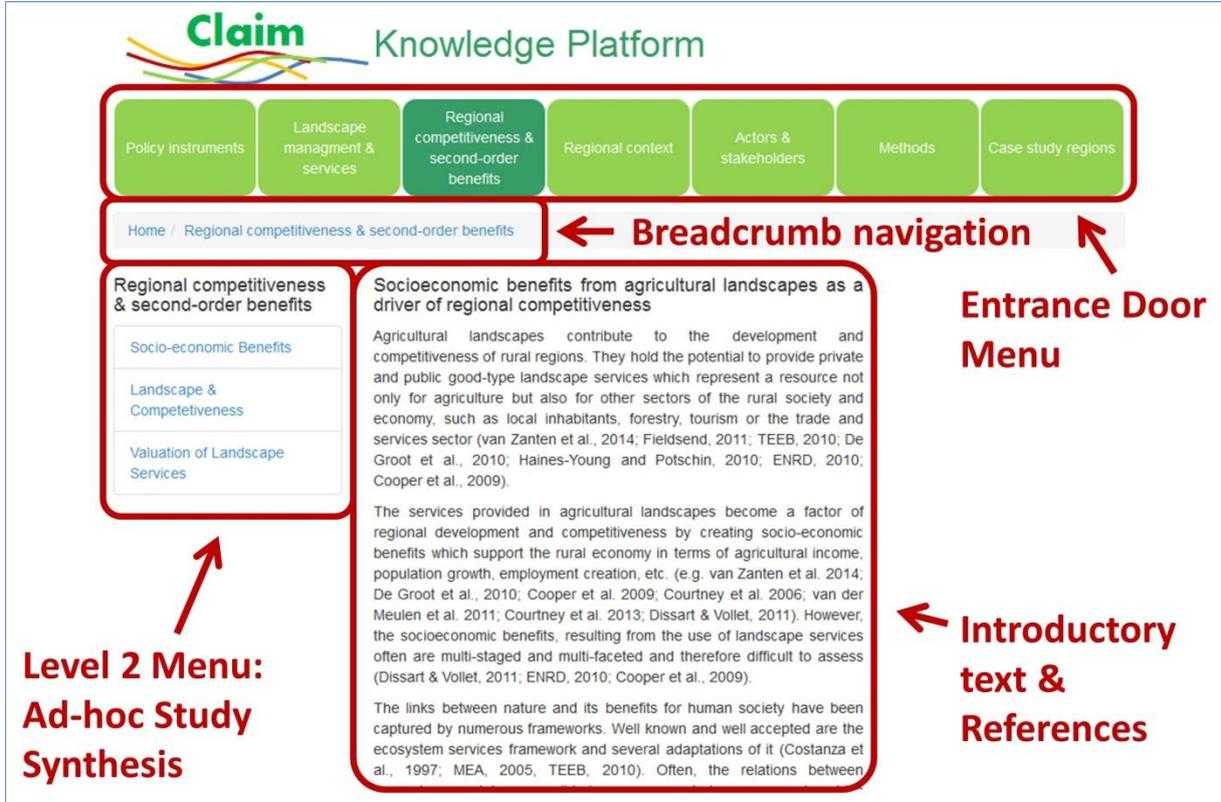


Figure 3. Level 1: Entrance Door Description.

9 factsheets introduce to the most important methodological approaches for the empirical studies in CLAIM and provide linkages to the related ad-hoc studies with a specific method applied. They further provide an overview of different empirical findings / substantiations / differences and where (in the analytical framework) they have been applied. The entrance door “case studies” provides a comprehensive presentation of the case study regions, including the regional context, where the ad-hoc studies have been embedded in. It offers an overview of the cause-effect-relationships between landscape policy – landscape management – ecosystem services and socio-economic 2nd order benefits as they are empirically found in the case study regions and links up with the related ad-hoc studies. Figure 3 shows the appearance of the level 1 information in the CLAIM-KP.

5.1.2 Level 2: Ad-hoc Study Synthesis

The main purpose of the level 2 ad-hoc study synthesis is to provide an interface between empirical findings and theory, making them operational for policy support. It synthesizes individual empirical findings of ad-hoc studies (WP4) into general knowledge. Therefore it puts different finding into a common context and reflects with theory and state of the art (Analytical framework, WP3). It further draws conclusions and policy recommendations (WP5). Figure 4 shows the appearance of the level 2 information in the CLAIM-KP.

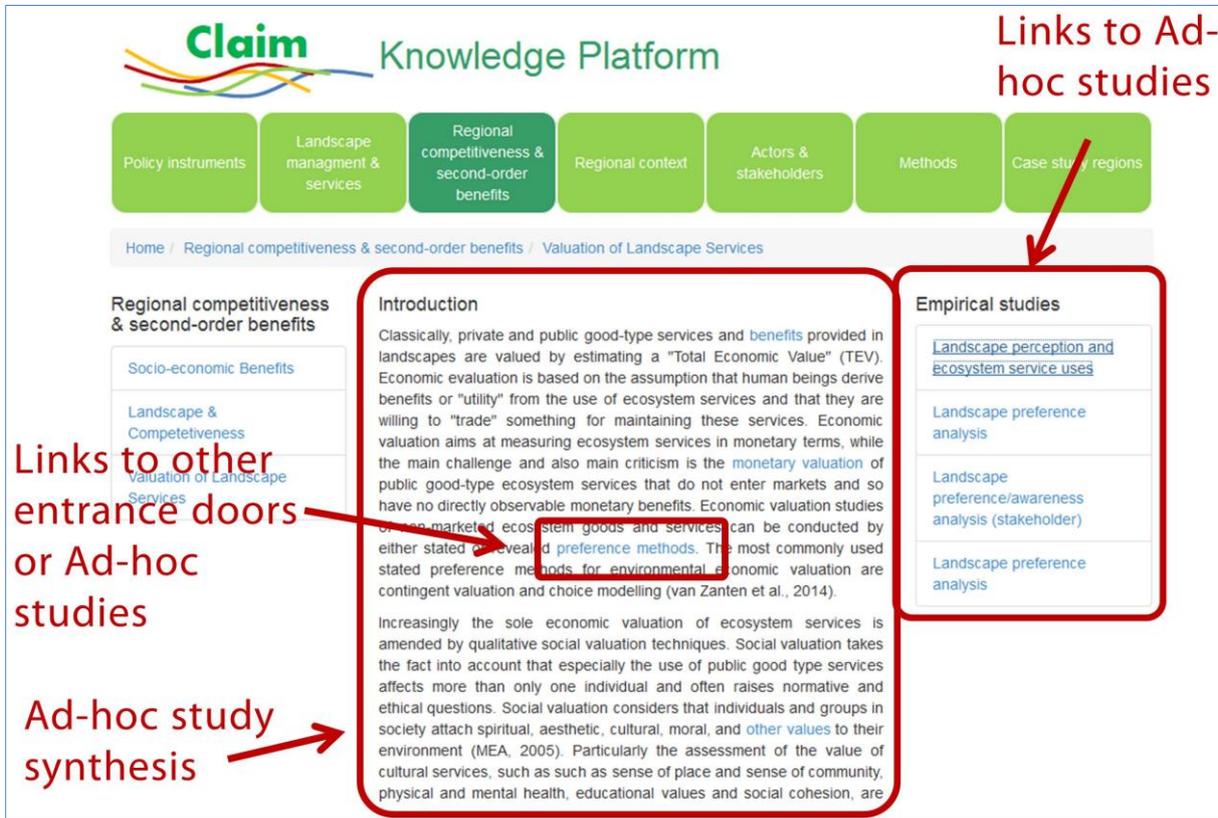


Figure 4. Level 2: Ad-hoc Study Synthesis.

5.2 Ad-hoc Study Factsheet

The main objective of the ad-hoc study factsheets is to make CSA evidence and good practice available for a wider audience. These factsheets should help to present the empirical research carried out in the nine CLAIM case studies in a condensed way to be accessible through the CLAIM-KP. The ad-hoc study factsheets contain information regarding: (i) the description of the study as well as its research objectives; (ii) the methodologies applied; (iii) main findings; and (iv) lesson learned / policy recommendations. Figure 5 shows a screenshot from an ad-hoc study factsheet.



Figure 5. Screenshots of an ad-hoc study factsheet.

Within this structure, the FS are closely linked to the context information interface (e.g. to respective factsheets dealing with the methodology, analytical framework or case study region) to allow contextualization of the case-specific information. In total factsheets for all empirical 25 ad-hoc studies from 9 case study areas have been created. Each of the ad-hoc study synthesis in the tool (level 2) is illustrated by 2-4 ad hoc study factsheets. On the other hand each ad-hoc study factsheet is accessible through several pathways in the CLAIM-KP. Annex II provides an overview of all ad-hoc study factsheets. Figure 6 indicates the allocation of context information and ad-hoc study factsheets.

No.	Name	BG1	BG2	BG3	AT1	AT2	AT3	AT4	ES1	FR1	FR2	TR1	IT1	IT2	IT3	NL1	NL2	PL1	PL2	PL3	PL4	PL5	DE1	DE2	DE3	DE4
1	Policy instruments																									
1.1	Common Agricultural Policy (CAP)																									
1.2	CAP Pillar I																									
1.3	CAP Pillar II																									
1.4	Regulatory and Suasory Instruments																									
2	Landscape																									
2.1	Landscape Management & Structure/Composition																									
2.2	Landscape Structure/Composition & Ecosystem Services																									
3	Second-order benefits																									
3.1	Socio-economic Benefits																									
3.2	Landscape and Competitiveness																									
3.3	Valuation of Landscape Services																									
4	Regional Context																									
4.1	Nature and Landscape																									
4.2	Society and Economy																									
5	Actors and Stakeholders																									
5.1	Role of Farm Type Differences																									
5.2	Role of Stakeholder, Networks, Institutions																									
5.3	Role of Knowledge																									
5.4	Landscape User Perspectives																									
6	Methods																									
6.1	Landscape Modelling																									
6.2	Participatory Expert/Stakeholder Analysis																									
6.3	Monetary Valuation																									
6.4	Non-monetary Valuation																									
6.5	Preferences and Behaviour Analysis																									
6.6	Total Economic Performance Measurement																									
6.7	Social Network Analysis																									
6.8	Simulation of System/Agents Behaviour																									
6.9	Bayesian Belief Networks																									
7	Case Study Regions																									
7.1	Ferrara Lowlands (Italy)																									
7.2	Märkische Schweiz (Germany)																									
7.3	Mittleres Ennstal (Austria)																									
7.4	Winterswijk (The Netherlands)																									
7.5	Montoro (Spain)																									
7.6	Chlapowski Landscape Park (Poland)																									
7.7	Güneykent (Turkey)																									
7.8	Pazardzhik (Bulgaria)																									
7.9	Castagniccia, Corse (France)																									

Figure 6. Factsheet Allocation: Context-information FS and Ad-hoc study FS.

6 Graphical User Interface and Functionalities

There are two possible ways to navigate through the Information provided on the knowledge platform. The first manner is to follow the catalogue structure (tree-structure for different information channels). Via the top-down pathway from level 1 entrance doors and level 2 ad-hoc study synthesis to the 3rd level of ad-hoc study factsheets the information can be accessed.

The second ways is to browse through the knowledge platform via links. Within the text connections are provided to related topics, giving background information like the case study area description, details for the method used, or information on concepts and a wider context such as the generation of second-order benefits. By following the links the

information of the CLAIM-KP can be accessed in a manner that users can explore and navigate freely through the information of the knowledge platform, supporting a diversity of journeys through.

Further functionalities are:

- PDF file download of ad-hoc study FS
- Embedded google maps location
- Enlarged figure visualisation
- Linking to further reading and papers

7 Technical Implementation

The CLAIM Knowledge Platform is realised as a website with internal and external links. The internal links point to additional knowledge, explanations, factsheets etc. The external links refer to publications, CLAIM website and sources used for research.

The CLAIM KP is located on a Linux server at ZALF and uses Ubuntu Server 12.04. The Ubuntu Server provides an Apache HTTP server, which facilitates the website, and a MySQL database server, which is used in order to store website structural data and website content data. The webpage is programmed using the technologies HTML5 (descriptive language), CSS3 (formatting language) and PHP5 (scripting language). In order to enhance the appearance and rendering of the webpage we utilised Bootstrap framework.

Annex I – Dissemination: Proposed list of websites / organisations for crosslinking

Organisation	URL
<i>CLAIM website</i>	http://www.claimproject.eu/partners.aspx
<i>European Network of Rural Development (ENRD)</i>	http://enrd.ec.europa.eu/enrd-static/general-info/links/en/links_en.html
<i>European Innovation Partnership (EIP)</i>	http://ec.europa.eu/research/innovation-union/index_en.cfm?pg=keydocs
<i>Biennial Newsletter Landscape Europe</i>	http://www.landscape-europe.net/index.php/newsletter
<i>open landscapes</i>	http://openlandscapes.zalf.de/default.aspx
<i>International Association for Landscape Ecology (IALE)</i>	http://www.landscape-ecology.org/index.php?id=39
<i>National Associations, e.g. Italian Association of Agricultural and Applied Economics (AIEAA)</i>	http://www.aieaa.org/links
<i>European Association of Agricultural Economists (EAAE)</i>	http://www.eaae.org/Site2014/index.php/non-eaae-information/links/21-databases
<i>Permanent European Conference for the Study of the Rural Landscape (PECSRL)</i>	http://www.pecsrl.org/Links.html
<i>National Networks, e.g. Deutsche Vernetzungsstelle Ländliche Räume (DVS) (German Network Rural Areas)</i>	http://www.netzwerk-laendlicher-raum.de/service/links-literatur/regionalentwicklung/
<i>Regional and national administrations, e.g. ODARC Corsica</i>	http://www.odarc.fr/
<i>Partner institutes' websites, e.g. VU IVM</i>	http://www.ivm.vu.nl/en/

Annex II – List of Context Information Factsheets

No.	Title	Responsible Partner
1.0	Policy instruments	IPTS
1.1	Common Agricultural Policy (CAP)	IPTS
1.2	CAP Pillar I	IPTS
1.3	CAP Pillar II	IPTS
1.4	Regulatory and Suasory Instruments	ZALF
2.0	Landscape	IVM
2.1	Landscape Management & Structure/Composition	IVM
2.2	Landscape Structure/Composition & Ecosystem Services	IVM
3.0	Second-order benefits	BOKU
3.1	Socio-economic Benefits	BOKU
3.2	Landscape and Competetiveness	BOKU
3.3	Valuation of Landscape Services	BOKU
4.0	Regional Context	ZALF
4.1	Nature and Landscape	ZALF
4.2	Society and Economy	ZALF
5.0	Actors and Stakeholders	ZALF
5.1	Role of Farm Type Differences	ZALF
5.2	Role of Stakeholder, Networks, Institutions	ZALF
5.3	Role of Knowledge	ZALF
5.4	Landscape User Perspectives	ZALF
6.0	Methods	UniBo
6.1	Landscape Modelling	UniBo
6.2	Participatory Expert/Stakeholder Analysis	UniBo
6.3	Monetary Valuation	UniBo
6.4	Non-monetary Valuation	UniBo
6.5	Preferences and Behaviour Analysis	UniBo
6.6	Total Economic Performance Measurement	UniBo
6.7	Social Network Analysis	UniBo
6.8	Simulation of System/Agents Behaviour	UniBo
6.9	Bayesian Belief Networks	UniBo
7.1	Ferrara Lowlands (Italy)	UniBo
7.2	Märkische Schweiz (Germany)	ZALF
7.3	Mittleres Ennstal (Austria)	BOKU
7.4	Winterswijk (The Netherlands)	IVM
7.5	Montoro (Spain)	IFAPA
7.6	Chlapowski Landscape Park (Poland)	WU
7.7	Güneykent (Turkey)	SDU
7.8	Pazardzhik (Bulgaria)	AU
7.9	Castagniccia, Corse (France)	INRA

Annex III – List of Empirical Ad-hoc Study Factsheets

No.	Title	Responsible Partner
AT1	The role of stakeholder networks in landscape valorisation	BOKU
AT2	Measuring the influence of landscape on competitiveness of rural areas in Austria	BOKU
AT3	The impact of agricultural landscapes on rural development and regional competitiveness – Results of a short expert valuation	BOKU
AT4	Using an Analytical Network Process (ANP) to disentangle causal relationships between agricultural landscapes and the development and competitiveness of rural regions	BOKU
BG1	Farm survey and expert evaluation of CAP implementation	AU
BG2	Winery Analysis	AU
BG3	Landscape preference analysis: Consumers' Preferences Approach for Defining the Competitive Landscape Composition. A Case of Wine Tourism	AU
DE1	Land-cover based assessment of landscape capacity to provide ecosystem services	ZALF
DE2	Mapping landscape services, competition and synergies	ZALF
DE3	Assessing the effect of scale enlargement on the provision of landscape services	ZALF
DE4	Analysis of Residents and Visitors Preferences of different Landscape Attributes using a visual choice Method	ZALF
ES1	Is landscape attractiveness a driver of rural economy? The case of a pathway restoration in olive groves.	IFAPA
FR1	Farm types, land cover change in a Mediterranean region exposed to fire risk	INRA
FR2	Impact of CAP on landscape management in a Mediterranean and mountainous region	INRA
IT1	The Influence of landscape on second order effects: the case of agritourism	UniBo
IT2	Second order effects: Interactions between agri-environmental policies, farmers and “consumers”	UniBo
IT3	Landscape perception and ecosystem service uses: some results from surveys and latent factor variable models	UniBo
NL1	Economic and non-economic valuation methods to estimate landscape preferences: a choice modelling approach.	IVM
NL2	A comparative study of visitor's visual preferences in a Dutch and German agricultural landscape	IVM
PL1	What are the characteristics of two different landscapes (components, structure): within and outside the Landscape Park?	WU
PL2	What are the preferences of stakeholders towards landscape components and how good is awareness of landscape services among different groups of stakeholders?	WU
PL3	Are mechanisms and governance compatible with expectations of stakeholders towards landscape?	WU
PL4	What might be a potential impact of Landscape composition and structure on regional competitiveness?	WU

PL5	The importance of shelterbelts and CAP greening for landscape and performance of farms in Chlapowski Landscape Park	WU
TR1	Rose Farming and Tourism Development	SDU

Annex IV – Protocol of the CLAIM Project Meeting in Brussels, July 23rd, 2014

The CLAIM “Knowledge Platform”

- Regarding the wording, the suggestion is to refer to “Knowledge Platform” (KP). This is not a tool where users can enter input data and get an output/tailored recommendation
- Even though it is not a tool it is a useful source of information. Efforts to deliver the information appropriately is suggested
- Include in front page a did/did not list
- Include a glossary to clarify the terminology (e.g. land use, ecosystem services, landscape)
- Highlight the main results! E.g. is landscape a driver of economy? In a nutshell, that is what CLAIM addressed
- Select the audience you are targeting. Maybe better targeted at academic community/ high-level policy makers. Do not pretend this is for local policy makers because it will not work.
 - instrument to support learning processes, teaching
 - target group high level academia
 - audience: not EU (see general remarks) regional governance
 - Check back the contents, format, functions with LSL (national languages?)
 - there is a direct interest by EC DG AGRI
 - European association of landscape ecology is also suggested
- Functions/technical issues
 - Factsheets as appropriate format
 - Positive: uniformity in keeping ad-hoc evidence on the bottom of the approach
 - Open access/easy access/ link to teaching platforms (rics), IALE
- to be added
 - spreadsheet assigning in-depth studies to themes, entrance doors and information layers
 - trade-offs (questions guided- rather not, if I do this...what is the loss...,to be named in ad-hoc studies)
 - link/ access to ad-hoc studies: generate confidence, make statements comprehensible
- general remark
 - landscape is managed across Europe in completely different planning and governance processes, related to water, infrastructure etc. Holistic landscape planning as we suggest (important contribution by CLAIM) needs to overcome “corridors of interest” and requires integration of information. This is not possible at EU level, but at regional governance level.
 - a practical indication arising from the project towards Commission (or towards common new project initiatives) could be a concrete recommendation for a monitoring network of landscape (management) at European scale, e.g. catchment scale, with long term monitoring, under a common framework. Direct implementation of science/practitioner cooperation. After soil directive now land use directive under preparation. Make intervention/ awareness building that a broader context than land use only is required, bridge our framework into this discussion. The concept of “focal landscape” can be useful here
 - Invite ENRD (European Network for Rural Development) in final workshop,
 - Long term perspective of the tool? Decide who will be in charge of the diffusion of the “knowledge-base (ZALF?) Who is in charge for management/development after CLAIM? It is important to put some effort on that, may be nearly as much as on filling-it with factsheets