

# VINEYARD LANDSCAPE LABORATORIES: METHODOLOGY OF MANAGEMENT OF WINE LANDSCAPES AT TERRITORY SCALE

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## **Abstract**

Viticultural landscape management is a challenge as the issue is to manage the landscape " from a perspective of sustainable development, to ensure the regular upkeep of a landscape, so as to guide and harmonize changes which are brought about by social, economic and environmental processes" (European Landscape Convention, 2000). Then the local wine actors are waiting great support on how to proceed with the establishment of a consistent and quality approach on viticultural landscapes. The "Vineyard Landscape Laboratories" project funded by FranceAgriMer, has mobilized four major wine regions involved in landscape approaches in order to participate in the creation and testing of a common methodology of management, transferable and generalizable. Thus the demarches taken by Bureau Interprofessionnel des Vins de Bourgogne, Organisme de Défense et de Gestion Costières de Nîmes, ODG Côtes du Rhône and by Union des Vignerons du Beaujolais were classified qualitatively according to their position in a management process based on the work of the Council of Europe, and completed by surveys on the object of the demarches, stage of implementation and on strategy. The construction of the methodology has been tested on the four laboratories in different situations and enriched by each situation, with two simultaneous objectives of evaluating this methodology on the ongoing demarches of the laboratories and of self-evaluation of the initial projects of each laboratory. A vineyard landscape management guide was produced together with an on-line self-diagnosis.

**Keywords:** *landscape management; viticulture; self-diagnosis; territory; guidebook*

## **1 INTRODUCTION**

Viticultural landscape management is a challenge as the issue is to manage the landscape " from a perspective of sustainable development, to ensure the regular upkeep of a landscape, so as to guide and harmonize changes which are brought about by social, economic and environmental processes" (European Landscape Convention, 2000).

A number of landscape approaches have already been completed or are underway: ODG Costières de Nîmes (2006), Pays des Brouilly (2010), Union des Vignerons du Beaujolais (2012), Syndicat des crus Banyuls et Collioure (2011 et 2012). In other regions, plans are emerging.

Whatever the stage of construction, a significant need of methodology and support (technical, logistical and financial engineering) is recognized by local wine actors, particularly upstream of the process.

If the landscape quality objectives and the reflection belong to each wine territory, framing, method and associated tools were not formalized to date and everyone succeeds, tries or stumbles on the running of quality landscape approach, on implementation and realization of concrete actions as well as their recognition. The Laboratories Viticultural Landscapes project meets the need expressed by the wine profession that of a management of viticultural landscape projects at territories scale.

The project lasted 18 months; it concerns the creation, experimentation of a methodology-transfer of demarche of viticultural landscape on the "Landscape Laboratories", to boost the management, development and recognition of viticultural landscapes, and lead to labeling by the "International Viticultural Landscapes Network" said "Charter of Fontevraud".

The label of the International Landscape Network Viticultural (fig.1) signs the quality of voluntary and concerted territory demarches where all local actors (local communities, or farmers unions, traders, culture and tourism, universities and laboratories) are engaged - from a landscape diagnosis - on a plan of action and its management, combining the optimization of wine production, of the landscape and of environmental management, with an innovative cultural and tourist offer, in a logic of sustainable development.

## **2 MATERIALS AND METHODS**

The French Institute of Vine and Wine (IFV) is carrying the project bringing together the four following partners called "Vineyard Landscapes Laboratories":

- Bureau Interprofessionnel des Vins de Bourgogne
- Syndicat Général des Vignerons des Côtes du Rhône
- Union des Vignerons du Beaujolais

- Organisme de Défense et de Gestion des Costières de Nîmes

To develop and lead these laboratories landscapes, IFV is working with the engineering office "Territories & Landscapes" and an operational relay in each region within laboratories.

This project is led with the four laboratories, it is overseen by a steering committee made of the French Institute of Vine and wine, of the engineering office, of the partners and of an ad hoc group of experts composed of the representatives of The National Institute of origin and quality INAO (Gilles Flutet), the National School of Landscape of Versailles (Monique Toublanc), The National Center for Scientific Research CNRS Ladyss (Aline Brochot), the Ministry of Agriculture (Françoise Pelissier), The Bergerie Nationale Rambouillet (Lamia Othoffer), expert (Régis Ambroise).

Four steering committees have been run, including three in regions with illustration of the project on a field visit. The project was built around three iterative components in their application: typology of laboratories, adaptation and testing of methodology-process in the wine territories, and implementation of landscape approaches by the laboratories of vineyard landscapes. The principle was to assess projects of each laboratory and accompany them in their process, and simultaneously evaluate the building of the methodology on all on-going demarches; and finally to produce a self-assessment tool of demarches of landscape.

The methodological guide and the online self-diagnostic tool for landscape management have been built and tested on the Viticultural Landscapes Laboratories, in parallel with the run of their own project, from:

- "The report landscape and territory, the landscape management process" (BUSQUETS FABREGAS, J. et CORTINA AMOS, A., 2011),
- Exchanges and experience feedback on each laboratory, transcribed to illustrate concretely the steps of implementation for the demarche of landscape,
- Specific tools "agriculture and landscapes" (APPORT, 2009),
- And experiences and framing of the territories members of the International Network Landscapes Viticultural said "Fontevraud Charter" (IFV, 2012).

Individual interviews proved the necessity to deepen the initial project of each laboratory and the approach a typology. They were created for the laboratories and carried out in from a unique and semi directive grid and in the attention to the elected president, to the laboratory director and to the project manager separately.

### **3 RESULTS AND DISCUSSION**

The interviews inspired by the experience as part of the "International Network Viticultural Landscapes", of the office of Studies Landscape & Territory and by landscape management process described by Busquet Fabregas, J and G. (2011, Fig.2), have helped to evaluate the scale of the process and measure the gaps and needs of each. They showed the need, upstream of a target or of a waited particular outcome, of developing the landscape vision of the organization over the long term, to choose the medium-term orientation and to make evolve the original project, consistent with the vision and the direction defined. The interviews also emphasized the territorial nature of the approach and the necessary participation of the landscapes actors of the other sectors upstream the project.

The main challenge was to succeed in making local projects operational and realistic over the 18-month period, during whose approaches were themselves interacting with the construction of the method, the creation of an assessment tool and of practical references.

It was decided to structure the initial project as a frame-type to provide strategic and operational advice on measure. That frame later served as a roadmap in the quarterly accompaniment of each local demarche.

The interviews also helped to conceptualize a typology for demarches of landscapes (Fig.3), articulated around four progressive stages identified in the landscape management process and established by each laboratory.

These stages are the translation of the operational reality of laboratories and of the dynamics observed in their demarches:

- Stage "initiation", upstream of the process, this stage corresponds to the first exchanges and to the reflections allowing to the project manager to position his vineyard landscape approach and to formalize it by an inventory, an internal audit of actions and existing actors.
- Stage "start", this point illustrates the launch of the approach by the project holder through the establishment of dedicated resources, the realization of preliminary studies required for the knowledge of vineyard landscapes (landscape diagnosis, definition of quality objectives and of landscape plan), the first meetings of exchanges and communication actions.
- Stage "deployment", on the basis of studies previously carried out, this stage corresponds to the development of the demarche by the project leader and all of its associated partners. It corresponds mostly to the implementation of actions, to the contracting approach, including landscape and environmental charter, and to recognition by the International Network Viticultural Landscapes.
- Stage "confirmation", the latter point is equivalent to ownership of the process by the whole territory and at a finer scale, that of exploitation. This translation is based on acquisition of knowledge and on mobilization of skills, fundamentally in respect with landscape quality objectives that have been established.

The overall analysis of the interviews, the expressed need for supervision and for support, led to build the practical phases of the 4 stages of the process corresponding to the feasibility conditions and to their necessary steps. The assembly forms the roadmaps-types.

A help decision tool has been developed (Fig. 4) to allow the self-assessment process of landscapes.

The principle of assessment is based on a structured questionnaire derived from the interviews and whom analysis has positioned the advancement of the process among the 4 stages identified.

Each stage is accompanied by one roadmap whose recommendations are developed in the complementary methodological guide.

The methodological guide for management of vineyard landscapes at territories scale (Fig.5) provides the theoretical and practical responses to organizations wishing to initiate or expand a wine landscape management demarche. The guide focuses on the feasibility, coordination / facilitation and implementation of the landscape approach. It is illustrated by the testimonies, exchanges and feedback of the four wine regions, engaged in this national research program.

The mobilization of the territories concerned and their commitment were quick during the 18-month project. Every demarches have been implemented, achieved, and illustrated by specific communications:

- stage initiation: "Management of vineyard landscapes. What to know" Bureau Interprofessionnel des Vins de Bourgogne (Fig.6)
- stage "start": "Diagnostic of landscape and of environnement " Syndicat Général des Vignerons des Côtes du Rhône (Fig.7)
- stage deployment: "Awareness and teaching tools" Union des Vignerons du Beaujolais (Fig.8)
- stage confirmation: "valorization of Landscape and Environmental Charter at farm level" Organisme de Défense et de Gestion des Costières de Nîmes (Fig.9)

## 4 CONCLUSION

This extensive project, ambitious and innovative in the research of operational transcription and self-assessment of principle to landscape management of territories, while interacting with examples approaches, this project was completed through a strong involvement of the profession and the quality of support from the engineering Office and of the Steering Committee.

The project demonstrated the reality of the expectation of the profession in terms of landscapes. The laboratories are now interested to draw a new project around the management of vineyard landscapes at the farm scale, by developing further the exchanges between them.

### *Acknowledgments*

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Figure 1: Label of the International Network Viticultural Landscapes said Charter of Fontevraud

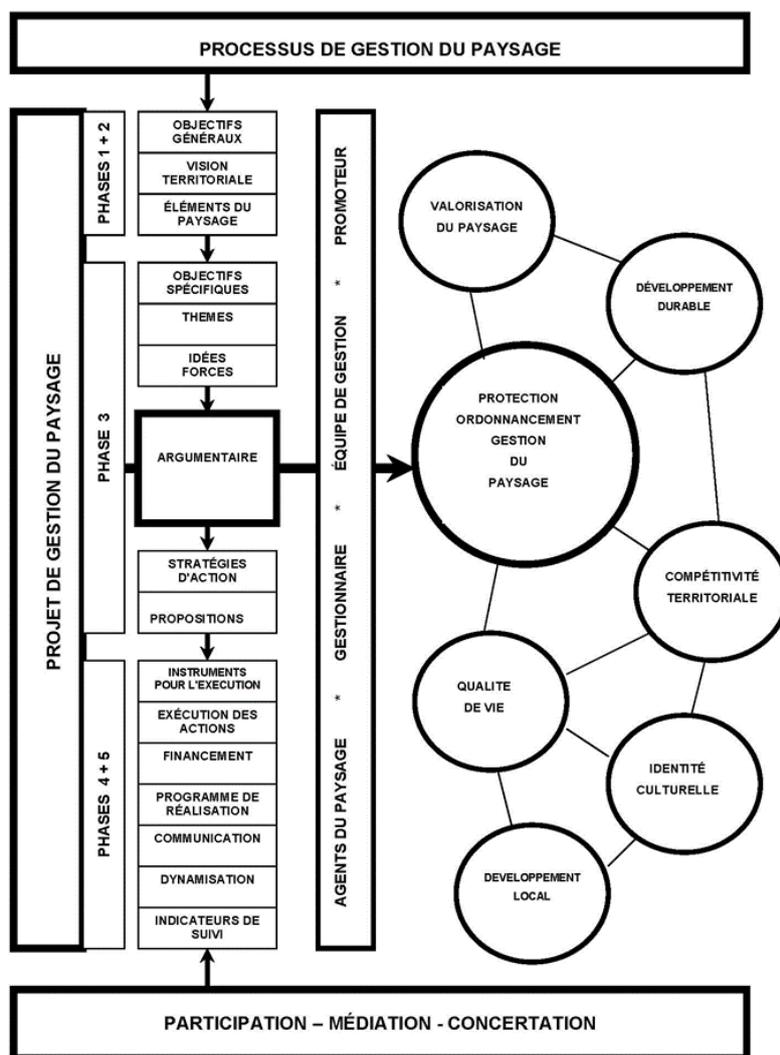
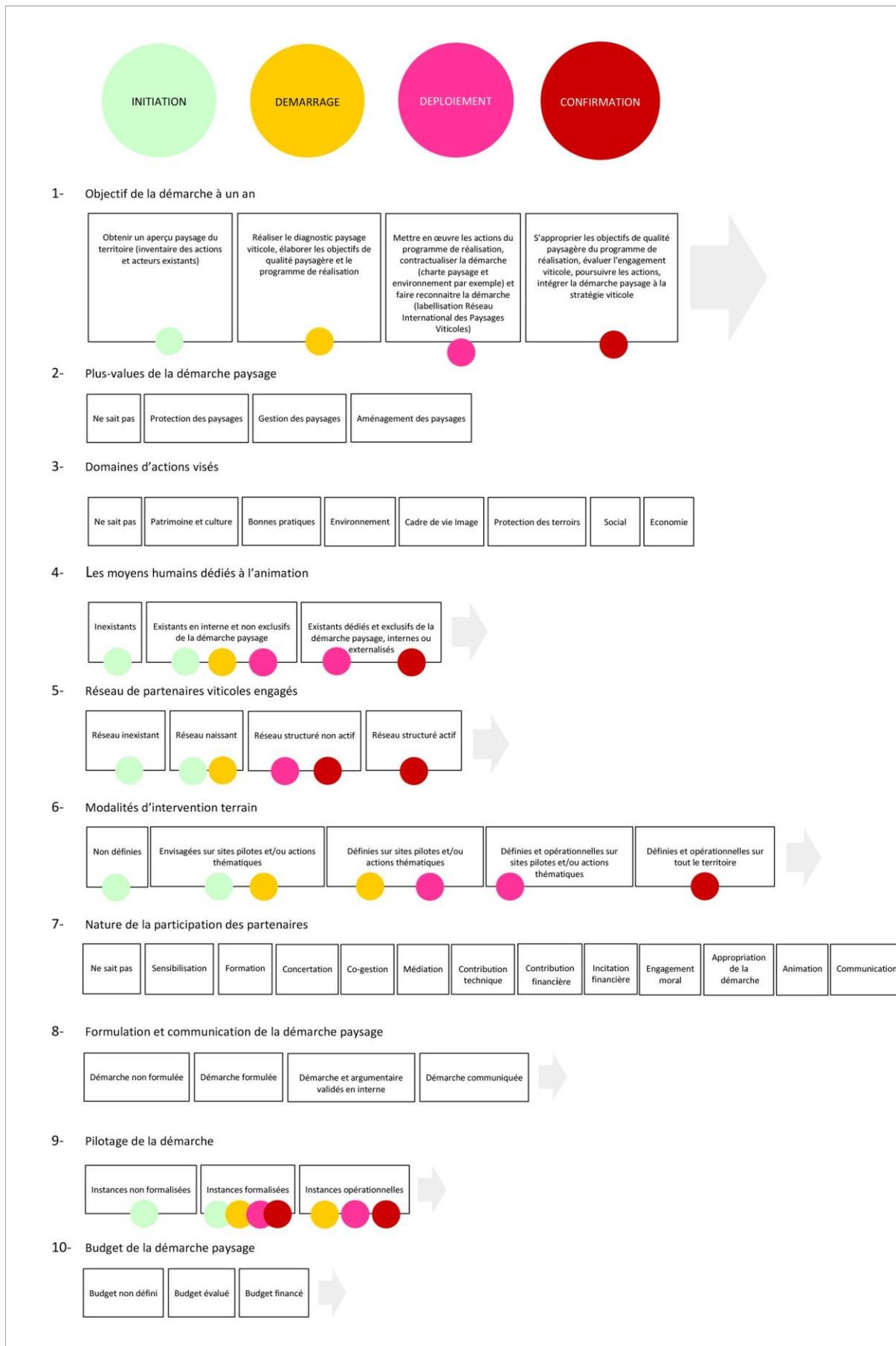


Figure 2: Landscape Management Process developed by BUSQUET FABREGAS, J et al, 2011.

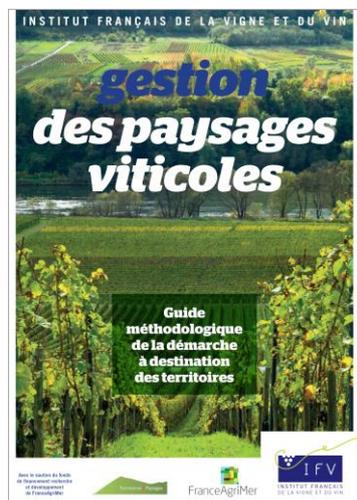


**Figure 3: Typology of vineyard landscapes demarches**



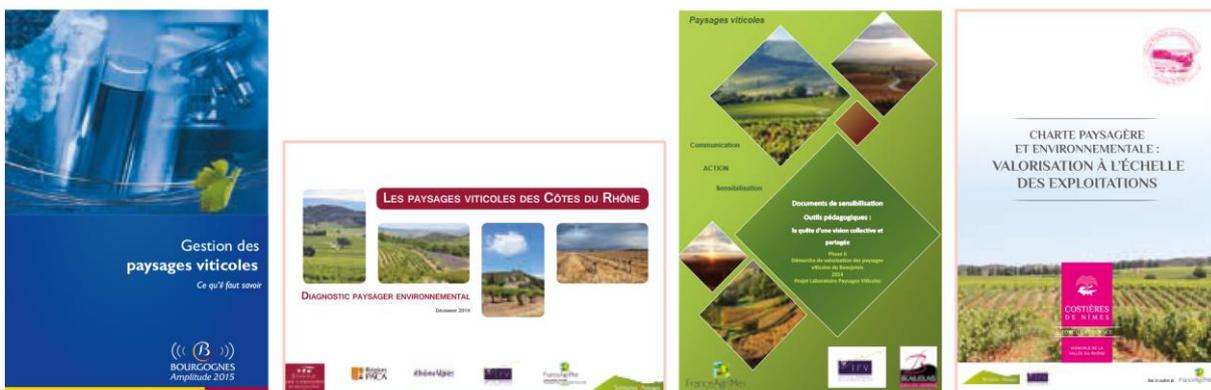
**Figure 4: On-line self-assessment tool of management demarches of the vineyard landscapes at territories scale**

<http://www.vignevin.com/outils-en-ligne/aide-a-la-decision/gestion-des-paysages-viticoles.html>



**Figure 5: Methodological guide for management of vineyard landscapes at territories scale**

<http://www.vignevin.com/recherche/territoires/paysages-viticoles/laboratoires-paysages-viticoles.html>



From left to right

**Figure 6: stage initiation: "Management of vineyard landscapes. What to know"**

**Figure 7: stage "start": "Diagnostic of landscape and of environment"**

**Figure 8: stage deployment: "Awareness and teaching tools"**

**Figure 9: stage confirmation: "valorization of Landscape and Environmental Charter at farm level"**

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