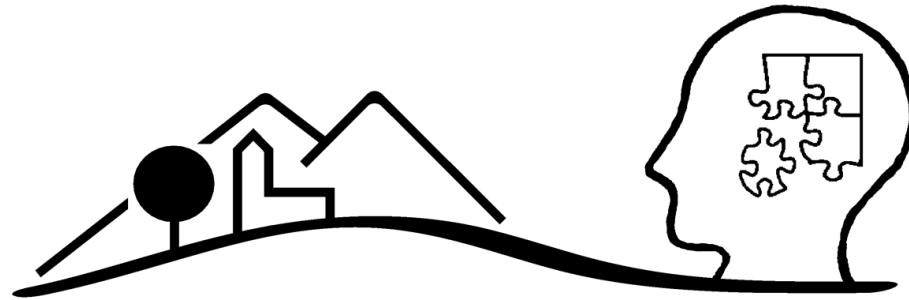# What people give value to in their surroundings Public involvement according to the ELC
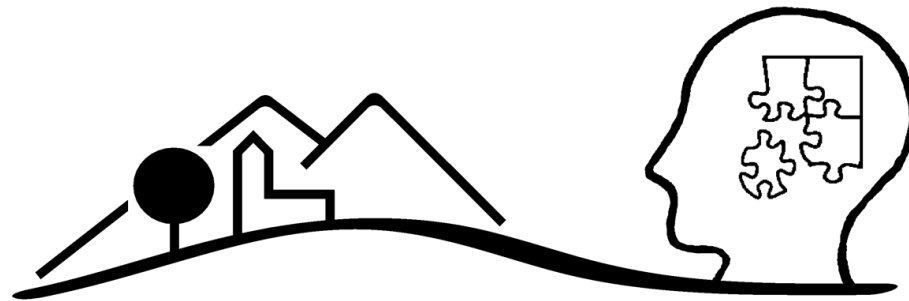
The Role(s) of Landscape Experts
(who are they?)

Prof.-Dr. Diedrich Bruns

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Chapter 1

ELC:

Involve all views

in all phases of decision making regarding landscape

Kassel: Bergpark Wilhelmshöhe World Heritage
ICOMOS experts apply UNESCO criteria

Public involvement & support considered

© picture-alliance/dpa

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"Experts speak strongly in favor of protecting the cemetery" (media)

Mr. Huber of the Augsburg's Municipal Monument Protection and Mr. Hermann from the Bavarian State Agency for Monument Protection visiting Kriegshaber-Pfersee cemetery

http://jhva.files.wordpress.com/2009/06/imga03781.jpg?w=450&h=318

ELC:
the views of all to be considered,
not just the views of scientific and political elites

Who are they?   Landscape Experts?

http://jhva.files.wordpress.com/2009/06/imga03781.jpg?w=450&h=318

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Chapter 2
… more than (what) meets the eye

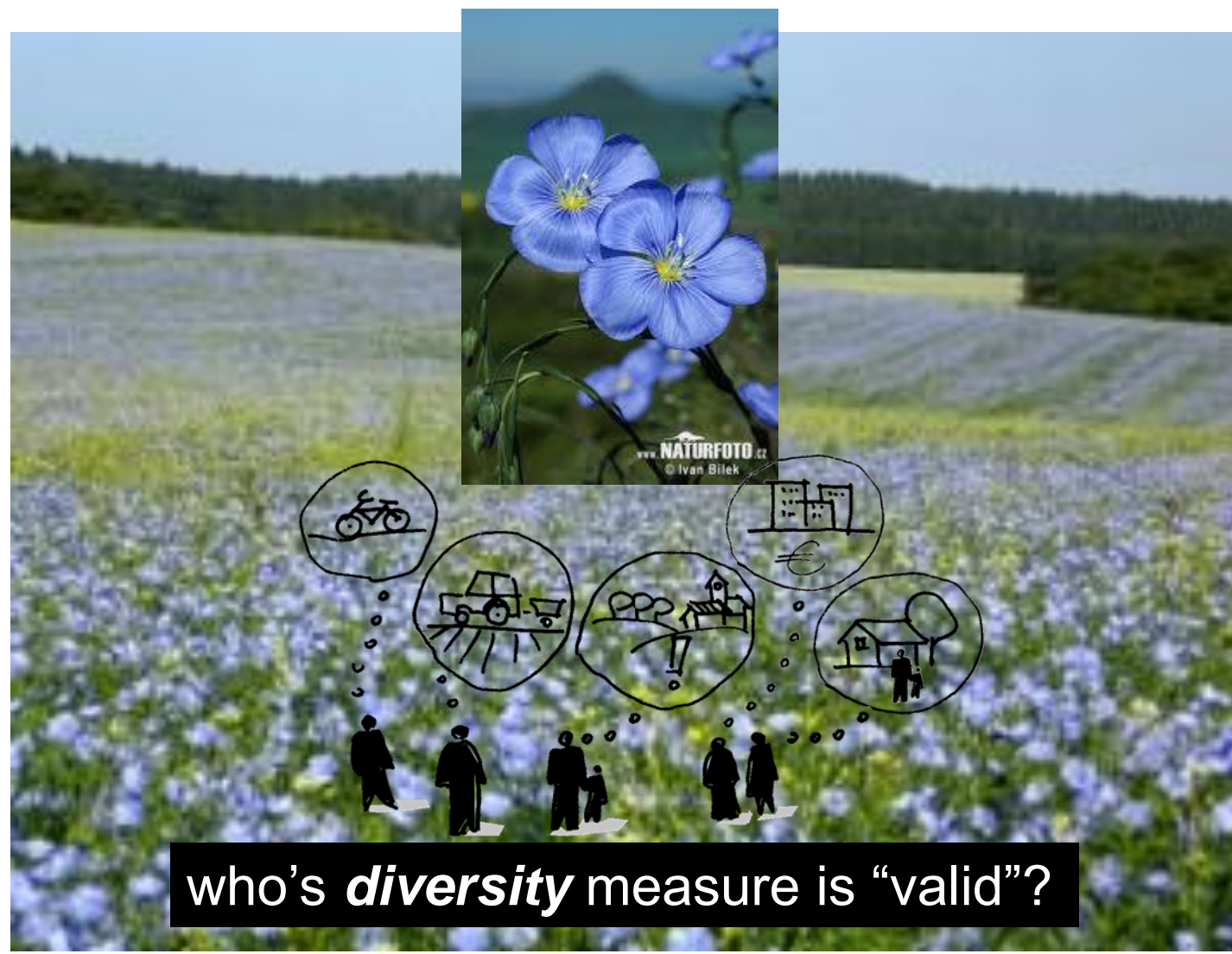An area as perceived by people

3 Case Examples

- Land classification for official policy; who's idea of *natural* is "correct"?

- Dispute over golf course project; who's *diversity* measure is "valid"?

- Application for a ‚Landscape Park'; who's *reference* shall "prevail"?

Mulch Sowing System

who's idea of *natural* is "correct"?

The Blue ‚Allgäu‘

who's *diversity* measure is "valid"?

http://www.konstantin-kirsch.de/wp-content/uploads/2009/05/leinleindotter-bluete_02-300x225.jpg

A new ‚Landscape Park'

•Who's *reference* shall "prevail"?

3 cases illustrate …

- … how separate discourses have different effects on landscape assessment;

- … the power of preconceived landscape quality ideas, exercised by experts;

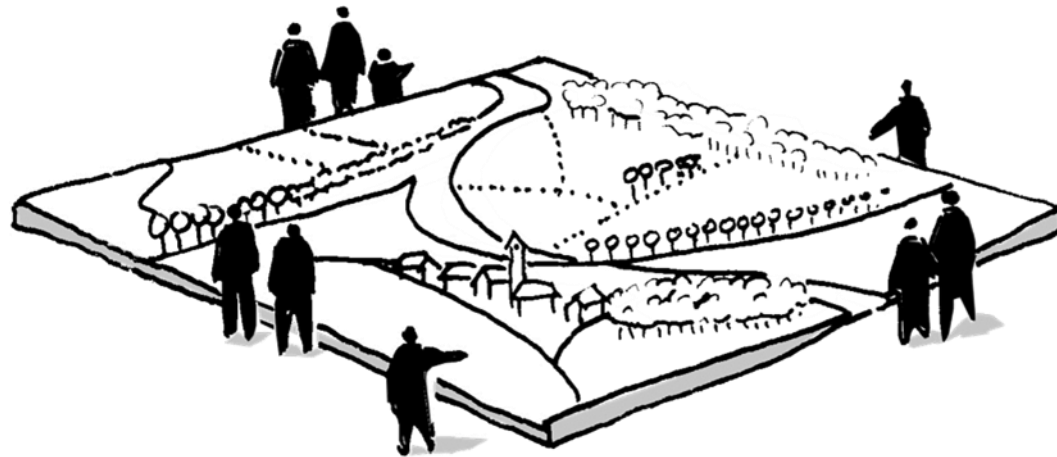- … that perpetuating certain images and values is supported by "prevailing opinions" that dominate expert discourses.
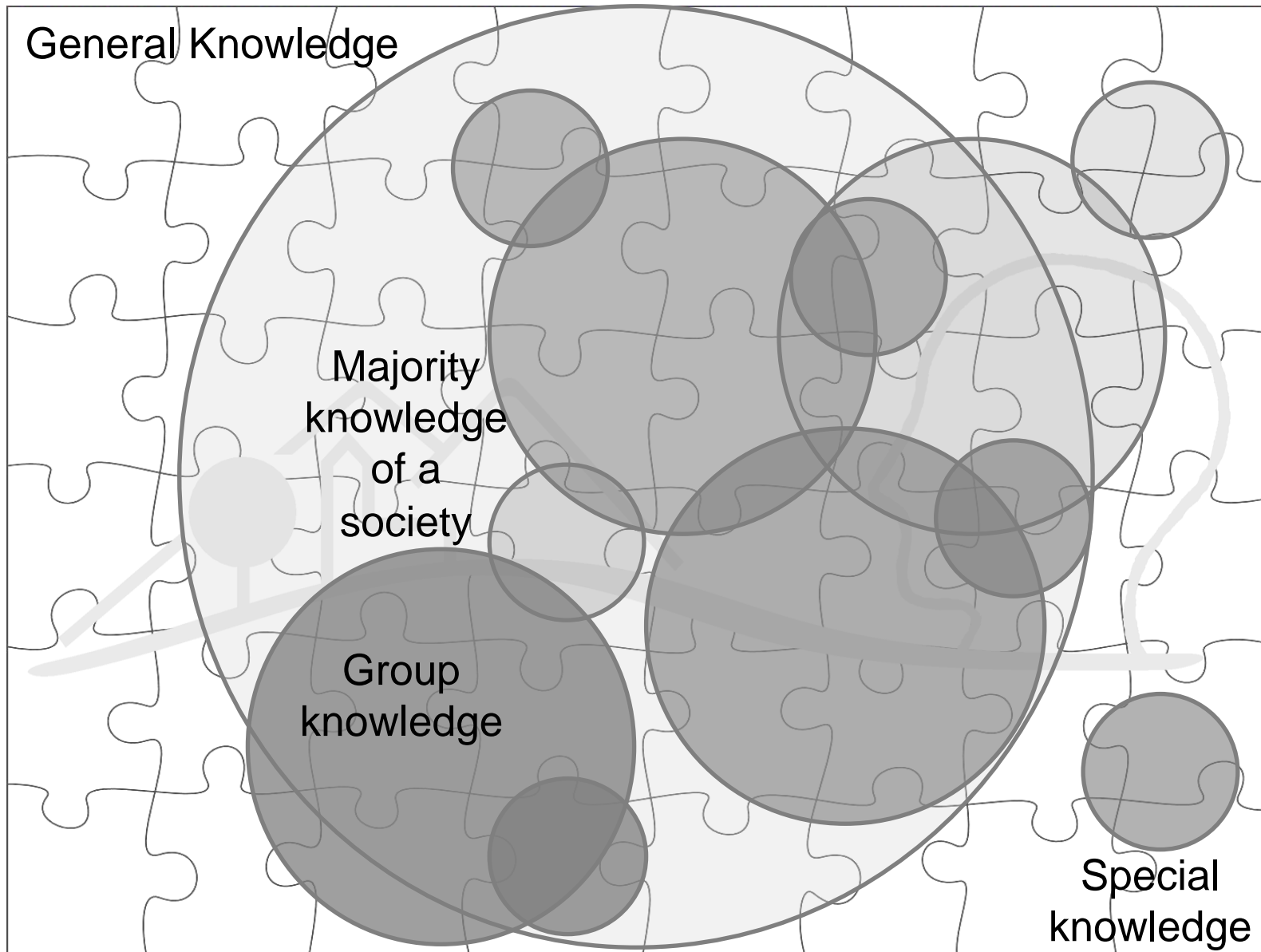
Social Learning

discourse dependency

General Knowledge

Majority knowledge of a society

Group knowledge

Special knowledge

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Chapter 3
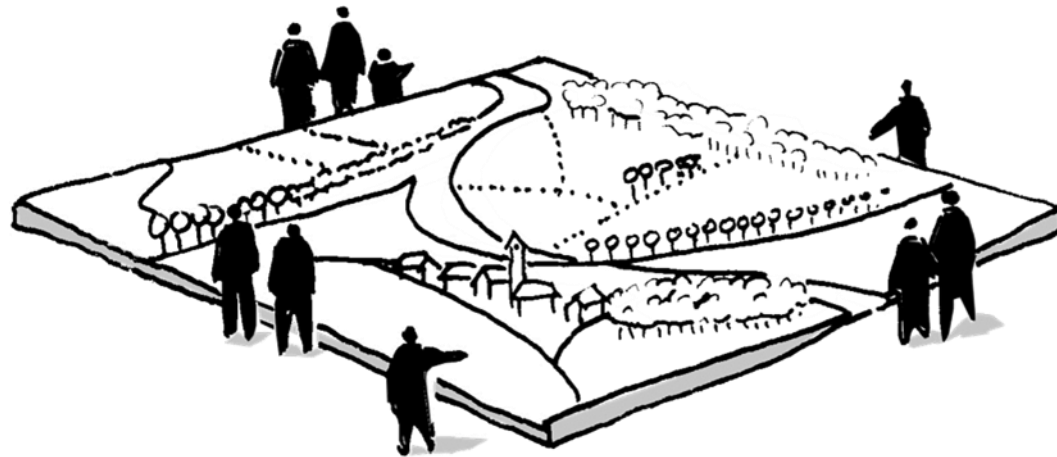
Involving all views:
practical challenges of changing expert roles
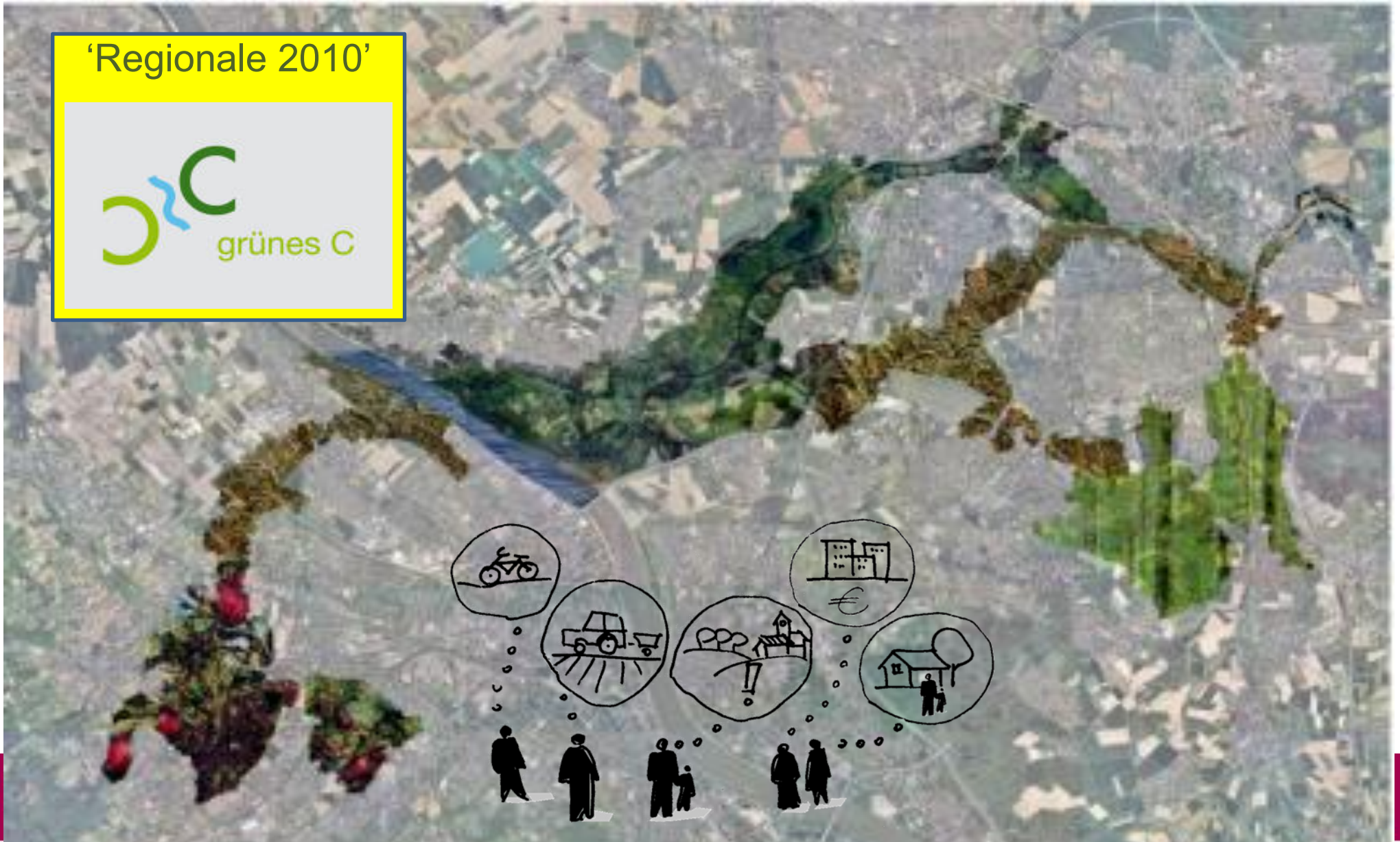
Example 4
Rural Development in Colgone-Bonn Region
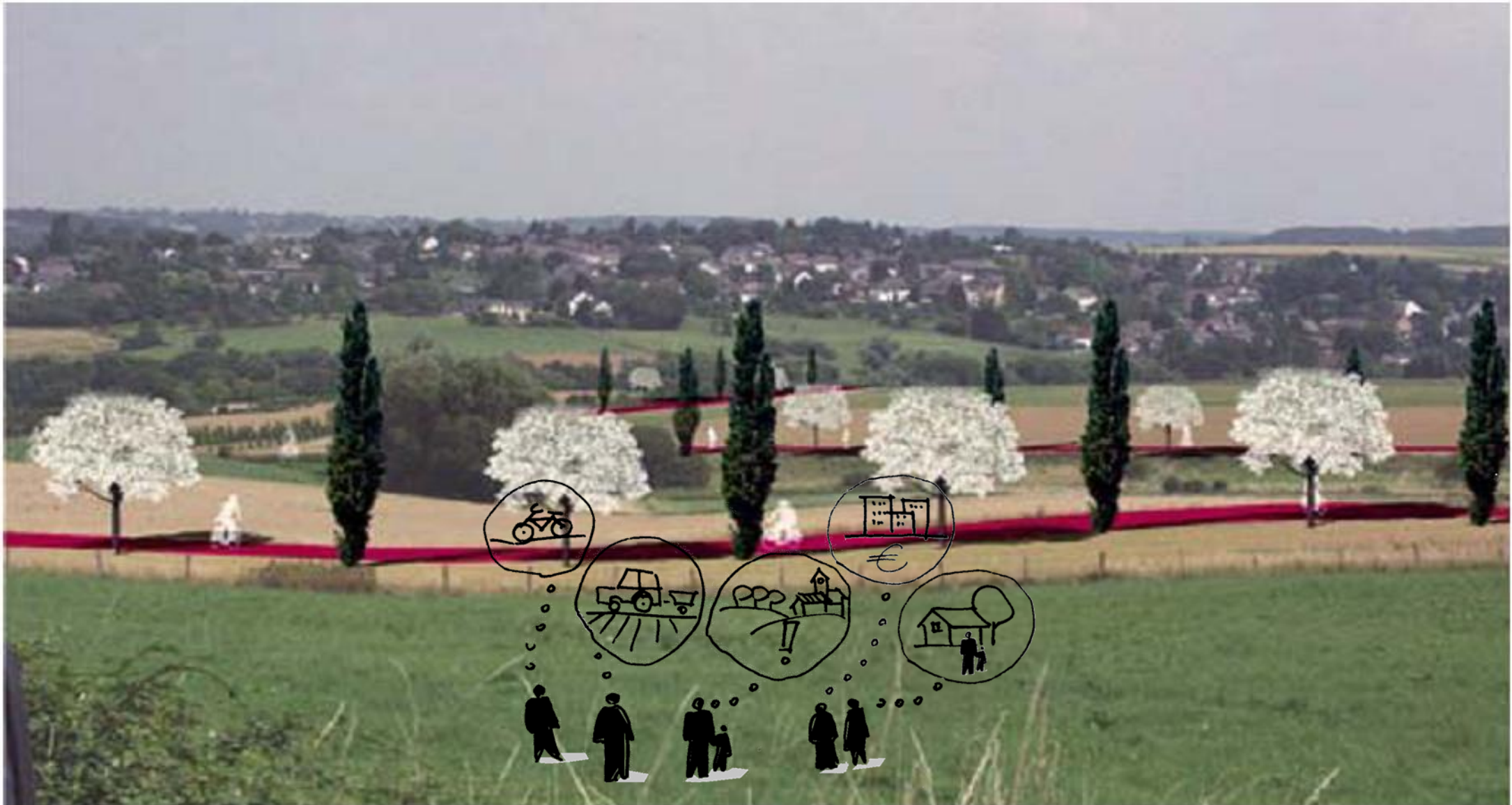# :
Inspiring future-discussions through design

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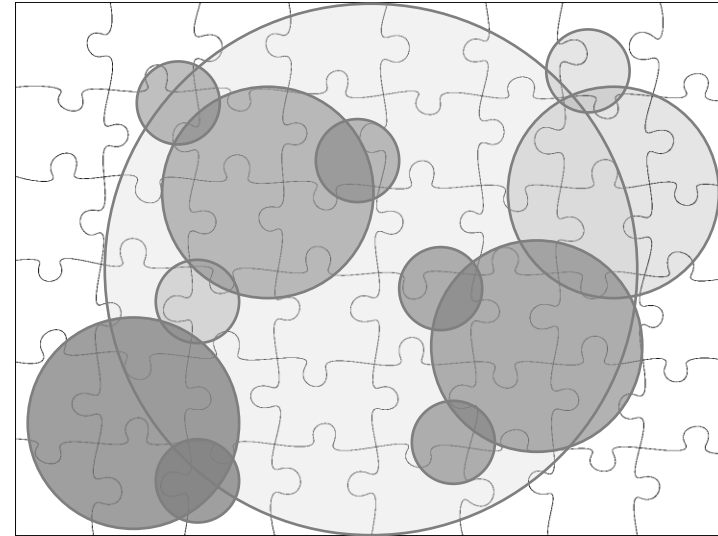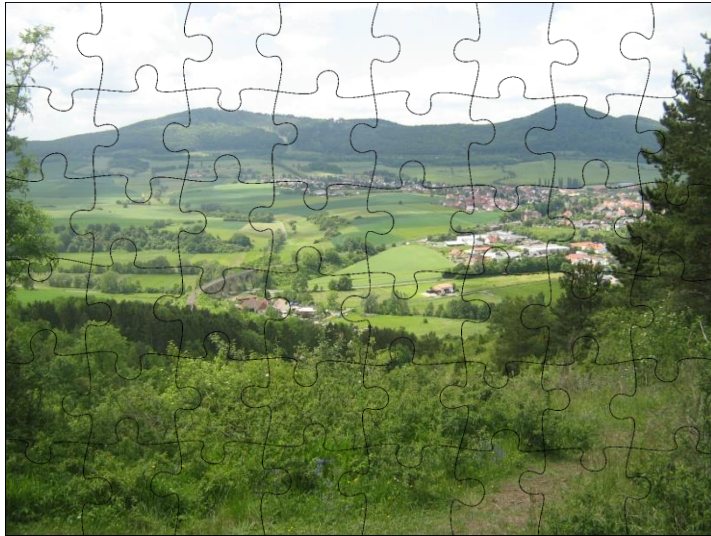LANDSCHAFTSPLANUNG

Branding: „Green C"

'Regionale 2010'
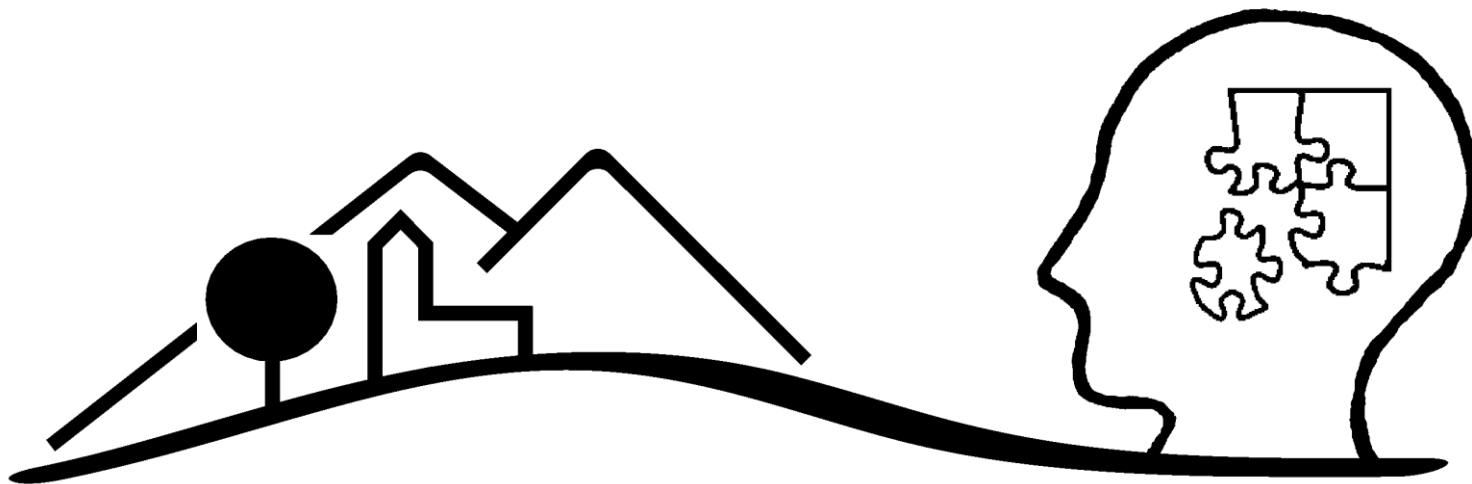
grünes C

‚Link'-Proposal for ‚Grünes C' design

Shared Landscape Knowledge

Chapter 4
Mindscape & Landscape Paradoxes

Landscape paradoxes

- Policy-Project Paradox of public participation

- Paradox of depending on but not believing in public involvement as a Good Thing

How might it be possible to commit to publicly supported and long term policy making?

Resolving paradoxes

- exploring how the regional scale might be used efficiently and effectively;

- prospect-oriented and project-driven, 'regional project';

- 'design' to facilitate governance and co-production.

linking regional, local and project scales
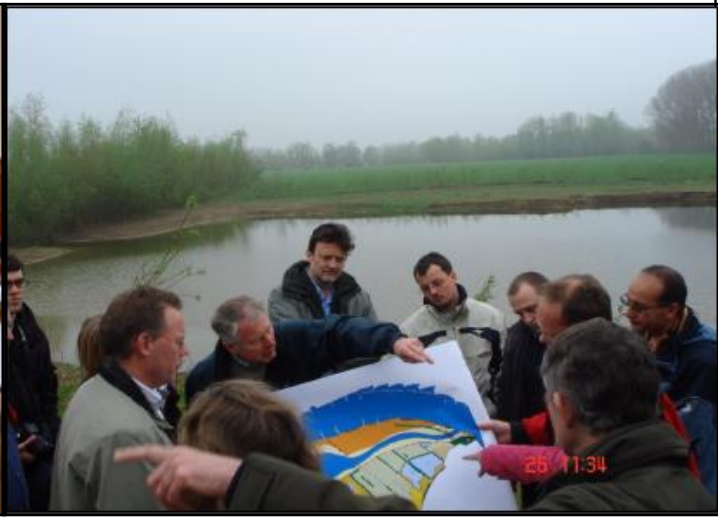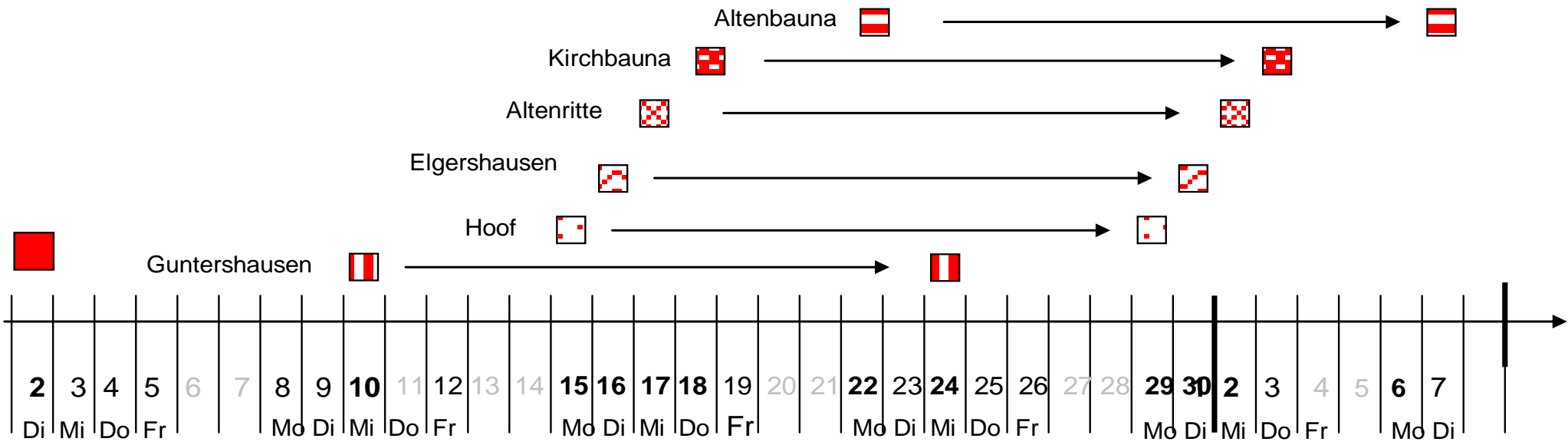
What people give value to in their surroundings

. . . to be continued!