



# **Instructions for Application to Membership of the Fontevraud International Charter**

Protection, management and development of vine and wine landscapes

The membership instructions are revised periodically following decisions of the International Scientific and Technical Committee (CSTI) of the Fontevraud International Charter. The latest version is accessible on the Fontevraud Charter website:

[www.charte-de-fontevraud.org](http://www.charte-de-fontevraud.org)

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## I INTRODUCTION

The aim of these membership instructions is to facilitate the implementation of landscape policies and sustainable development with a view to membership of the Fontevraud International Charter.

## II THE FONTEVRAUD CHARTER

### 2.1 History

The Fontevraud International Charter was drawn up under the impulsion of the “InterLoire Interprofession” (Loire Valley Wine-Growers Association) and the “Mission du Val de Loire”<sup>1</sup> following the naming of the Loire Valley by UNESCO as a World Heritage Site in 2000 and the de Fontevraud International Conference “Wine and vine Landscapes”, held in July 2003.

The Department for Agriculture and the Department for the Environment, Ecology and Landscapes, the National Institute for Origin and Quality (formerly for “Appellations d’Origine” - AOC) the Loire Valley Wines confederation, the Mission Val de Loire and the International Organisation of Vine and Wine are the founding signatories of the charter, which enjoys the support of the French Commission for UNESCO and ICOMOS France (International Council for Monuments and Sites – UNESCO).

To develop and coordinate the Fontevraud International Charter, the founders appointed the National Landscapes Group, which is coordinated by the French Institute for Vine and Wine (IFV).

### 2.2 Context of the Charter

The charter forms part of the continuing movement towards a more dynamic defence of the landscape.

- **In 1992, the World Heritage Centre** introduced a new category of UNESCO sites, that of the cultural landscape as “the combined work of nature and of man”. This category identifies landscapes considered as having unique and, in this context, universal value for their heritage. This label requires a public land management policy, combining protection, management and planning of these areas.

<http://whc.unesco.org/en/culturallandscape/>

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<sup>1</sup> The “Mission Val de Loire” is a local government organisation created on the initiative of the Centre and Pays de la Loire regions of France, responsible for the coordination of the Loire Valley World Heritage Site set up by UNESCO in 2000.

- **In 2000, the European Landscape Convention**, signed in Florence, has as its objective the protection, the management and the planning of all remarkable or European landscapes, exceptional or unremarkable, urban or rural, together with the organisation of cooperation in this field. It affirms the cultural, ecological, environmental and social contribution of landscapes and aims at the reinforcement of tools for protection, management and development of landscapes notably through agricultural, planning and urbanism policies. Furthermore, the convention encourages the setting up of procedures for the identification and qualification of landscapes and underlines the necessity to develop awareness and to train the key players. It defines a landscape as “an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors”. Viticultural landscapes make up one of the major expressions of this interaction between man and nature.

*Aware that the landscape contributes to the formation of local cultures and that it is a basic component of the European natural and cultural heritage, contributing to human well-being and consolidation of the European identity.*

*The landscape is an important part of the quality of life for people everywhere: in urban areas and in the countryside, in degraded areas as well as in areas of high quality, in areas recognised as being of outstanding beauty as well as everyday areas.*

European Landscapes Convention 2000 Council of Europe  
<http://conventions.coe.int/Treaty/en/treaties/html/176.htm>

- **In 2004, the International Organisation of Vine and Wine (OIV)** defined the notion of sustainable vitiviculture with its Scientific Committee’s resolution (2004 CST 01-2004)

Definition: *Global strategy on the scale of the grape production and processing systems, incorporating at the same time the economic sustainability of structures and territories, producing quality products, considering requirements of precision in sustainable viticulture, risks to the environment, products safety and consumer health and valuing of heritage, historical, cultural, ecological and aesthetic aspects.*  
<http://www.oiv.int/oiv/info/frresolution>

- **in 2008, the OIV** completed its definition with a guide for sustainable viti-viniculture (2008 CST 01-2008)  
<http://www.oiv.int/oiv/info/frresolution>

## 2.3 Principles of the Charter

The Fontevraud Charter contributes, in those wine-growing areas that desire it, to the concrete implementation of the orientations given in the above-mentioned international texts and the development of the international network made up of its members.

The Charter is intended for all those wine-growing areas that have adopted regulations for production including governance of the quality and the heritage of the land.

Its ambition is to incite all the key players in wine-growing areas: local government, viticultural and tourist organisations, wine-growers, universities and laboratories, to develop determined, concerted actions in the landscape combining sustainable development, the optimisation of viticultural production and the cultural and tourist development of these landscapes, within the framework of an international network of excellence.

Membership of the Fontevraud International Charter is above all recognition of the quality of the actions undertaken.

At the same time it enables the member to be part of a network of wine-growing areas committed to excellence, so as to reinforce the links between landscape quality, wine production quality, environmental quality and tourist quality.

Finally, it allows the use of the logo of the Charter described in chapter III.

## 2.4 Commitments

The signatories commit themselves to the development of:

A) **AWARENESS** of the viticultural landscapes in their aesthetic, cultural, historical and scientific dimensions, encouraging an informed appreciation of the organisation of the landscape in these areas, so as to improve planning decisions, whether these be on the part of local government authorities or professionals.

B) **EXCHANGE** between the different professions and institutional partners of the wine industry in the areas concerned, so as to make the most of knowledge and experience and pass it on through awareness and training activities concerning the different components of the landscape.

C) **CONSERVATION** of viticultural areas and their heritage so as to take more account of the quality of vineyard landscapes in projects for the infrastructure and development of urban and rural areas (measures to incite the valuing of the landscape and the rehabilitation of heritage, regulatory protection of the landscape).

D) **DEVELOPMENT** of these landscapes:

- by optimising the intrinsic qualities of the landscape (pertinence of vineyard management techniques, systematic landscape analysis)
- by encouraging technical and scientific cooperation

- by developing appropriate services for tourists to stay in and discover the region (circuits to learn about the landscape involving wine-growers).

#### Examples of programmes of action according to domain

##### *Local government authorities may, in particular, undertake:*

- the introduction, in planning documents, of measures aimed at the protection of viticultural landscapes. The commitment to actions concerning the protection of viticultural areas and viewpoints over viticultural landscapes, mentioned in the charter, must be included in planning documents. In the case of areas of outstanding beauty, they may provide the impetus, together with the state, for reinforced protection procedures.
- implement measures for financial support of actions to improve landscape black spots carried out by their own departments, by wine-growers or by other players involved in the landscape, possibly together with other financiers such as the state or the European Union.

##### *The viticultural organisation responsible for vineyard management*

The winegrowers within their management organisations (for example AOC organisations in France) may, for example, undertake actions such as:

- the reorganisation of parcels so as to make parcel limits correspond more appropriately to the characteristics of the soil and the positioning of grape varieties, or to reserve areas of agro-ecological regulation so as to facilitate in particular environmental management aimed at protecting the soil and its qualities.
- the reinforcement of landscape structures whether in terms of plant life (grassed strips, hedges, single trees), stone (reconstruction of walls or terraces, conservation of vineyard sheds, lining tracks with stones), water (optimisation of hydraulic management, design and quality of hydraulic structures) or the soil (grassing between rows of vines, size of parcels, property management, anti-erosion systems), all with the aim of protecting the elements of the land at the origin of the quality of the product.
- modification of vineyard management practices so as to reduce the consumption of agricultural input thanks to better use of local agro-environmental resources,
- improvement of the architectural quality of viticultural buildings (renovation, maintenance or construction),

They may also undertake:

- the inclusion, in the specifications of agro-environmental contracts, of measures in favour of the management of the viticultural landscape heritage,
- the identification and inclusion in the specifications of agro-environmental contracts of elements concerning the borders of an AOC area or production rules, having an impact on the quality and the landscape.
- the implementation of policies to enhance the value of the product (grapes/wine) via the landscape commitments undertaken by the wine-growers,

##### *Organisations making up the tourist, cultural and environmental economy*

The organisations involved in the promotion and development of the landscapes may, in particular, undertake actions in the following areas:

- setting up wine routes, vineyard footpaths, viticultural festivals and events,
- promotion campaigns using or valuing the quality of the landscape,
- the simplification and coherence of road and other signs,
- the improvement of the welcome given to visitors who want to learn about the viticultural landscape and its products.

##### *Training and research and development structure*

They undertake local study programmes concerning the link between the vine and the landscape in history, geography, agronomy and sociology, and make their knowledge and their work available to the various players so as to develop awareness of the landscape ...

## **2.5 Financial and Administrative Contribution to Membership of the Charter**

The assessment of the application dossier for membership takes up 6 ED<sup>(1)</sup> for 1000 ha (+ travelling expenses for the person or people carrying out the onsite assessment) for an area of 1000 ha (estimate for larger areas on request).

The annual contribution to the registration and coordination of the Charter amounts to 1 ED for 1000 ha. It includes the administrative and financial management and communication for the charter at national level.

<sup>(1)</sup> ED: Cost of one engineer for one day: €500 in 2009.

When the area of the vineyard is higher than 1000 ha, the cost of assessment of the application dossier and annual contribution are given on request.

## **III THE INTERNATIONAL NETWORK OF VITICULTURAL LANDSCAPES AND THE LOGO OF THE CHARTER**

Membership of the Fontevraud International Charter gives access to the international network of excellence of viticultural landscapes and permits use of the brand symbolised by a logo.

### **3.1 Coordination of the Network**

The network, coordinated by the scientific and technical committee, encourages exchanges and organises national or international meetings on the subject of viticultural landscape actions so as to encourage initiatives taken by vine and wine professionals as well as by politicians, government or local administrative officers and managers of winegrowing areas.

The network can propose meetings to exchange experiences or with other winegrowing areas.

The network coordinates and promotes the Fontevraud International Charter at symposiums and looks for new members so as to enhance and give international value to the commitments undertaken by winegrowers.

### **3.2 Website**

A website is dedicated to the Fontevraud International Charter : [www.charte-de-fontevraud.org](http://www.charte-de-fontevraud.org).

The members and their projects are described on the website.

Supplementary sources of information on the theme of landscape and sustainable development are available and updated regularly.

### 3.3 Use of the Logo

Membership entitles partners of the signatory's winegrowing area to use the logo of the network.

Its use is encouraged so as to identify the members of the network and develop awareness of the charter.

Rules for use of the emblem of the International Charter of Fontevraud:



Signs of the International Charter of Fontevraud, that is to say:

- The emblem, namely the Charter logo
- But as the terms "International Charter of Fontevraud", "International Network viticultural Landscapes," and their derivatives, are protected.

#### **In all cases, their use is subject to the authorization of the French Institute of Vine and Wine (IFV)**

The use of the emblem and the reference to the International Charter of Fontevraud must be associated with the transmission of values on which the signatories have committed.

As a signatory to, the following definitions:

- The wine growers
- Local authorities
- Research Training
- The structures of culture and tourism

The signatories, thus described, may:

- Provide visitors with access roads to the territory concerned
- Inform the public, through publications, books, brochures, videos, CD-Rom, DVD, etc..
- Support projects, activities or events associated with the mission of the International Charter of Fontevraud.

However, the use of signs of the International Charter of Fontevraud is prohibited:

- For commercial purposes, whether products or services,
- For products, even free, with no content value of the charter (promotional items, souvenirs, packaging, wrapping bottles)
- For projects, activities or events (concerts, contests, markets, shopping, etc..) occurring in the territory of the signatory, but whose primary purpose is not to transmit the values of the Charter.

#### Procedure for obtaining permission to use the signs of the Charter

Any natural or legal may request permission.

The signatories are available to advise interested persons and assess their chances of obtaining such authorization.

Applications for authorization must:

- Describe how to use (publication, project, event, activity, signaling, information, etc.) and for how long the authorization is sought.
- Include an example of the intended use (model, script, program, concept, etc.)
- Specify how the proposed use will contribute to achieving the Charter values.

They must be given at least two months before the date set for the use of signs:

By post at 17 rue Jean IFV Moet Chandon Epernay 51200

Or email [contact@chartedefontevraud.org](mailto:contact@chartedefontevraud.org)

Who will respond within 6 weeks.

### **Implementation and transitional provisions**

The application of these rules is effective from March 22, 2009.

Any territories signatories and any other person or party, who at March 22, 2009, are already using the Charter signs, have a year, until March 22, 2010, to comply with these rules.

The board of the International Charter shall annually review those rules and publish any changes on [www.chartedefontevraud.org](http://www.chartedefontevraud.org). The signatories to the Charter are required to inform themselves about these changes and have a year to comply with the revised rules.

**In case of misuse of the Charter signs, the French Institute of Vine and Wine (IFV) reserves the right to prosecute.**

## **IV OPERATIONAL ORGANISATION OF THE CHARTER**

To develop and manage the Fontevraud International Charter, the founders appointed the National Landscape Group, whose coordination is the responsibility of the French Institute of Vine and Wine (IFV).

The brand "Fontevraud Charter" is managed by the IFV.

An International Council for the Fontevraud Charter is made up of representatives of the founding members and signatories of the Charter, together with national and international bodies that may enhance the Charter's operations.

It is currently coordinated by the Mission Val de Loire.

An international scientific and technical committee (CSTI), led by the coordinator and the manager of the Charter, is responsible for the operational management of applications, new memberships and their monitoring, together with the development and the promotion of the international network of members.

The scientific committee is responsible for the assessment of membership application files and for the assessment of activity reports, and reports to the association's management committee.

It nominates, on the evidence of application files, a group of assessors made up of experts and reporters.

The group of assessors is made up of representatives of the founding members of the Charter of 12 December 2003, who are: the government departments responsible for agriculture and for the environment, ecology and landscapes, the National Institute for Origin and Quality, the International Organisation of Vine and Wine, the Loire Valley Wines Confederation, the Loire Valley Wine-Growers Association "InterLoire", the Inter-regional Union "Mission Val de Loire" (Centre and Pays de la Loire administrative regions), the French UNESCO Commission and the International Council for Monuments and Sites (ICOMOS France), and of the regions that have signed the Charter.

The group of assessors is at the same time made up of landscape and viticulture experts from professional organisations, from local government authorities, from research and educational establishments, from public and not for profit bodies, from government departments responsible for agriculture and for the environment, ecology and landscapes, and from research units, together with experts nominated from international networks.

The scientific committee organises general meetings of the managing committee.

It implements the decisions of the managing committee and draws up implementation reports.

It receives, registers and files application requests.

It organises the procedure for submission of periodical reports and coordinates their monitoring.

It manages and coordinates the international network of viticultural landscapes.

It promotes the Fontevraud International Charter.

The scientific committee can be called upon for onsite assessments, to help with the implementation of the recommendations of an assessment, or to answer questions or problems in areas that have already signed the charter.

The scientific committee also has the role of encouraging exchanges between wine regions, by creating contacts between players in the field and in research and by promoting the different viticultural landscape programmes the experts take part in. It deepens its knowledge by analysing new projects and new management methods, and tries to understand what motivates the players, the keys to success and the difficulties of qualitative projects concerning wines and landscapes.

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## **V MEMBERSHIP APPLICATION PROCEDURE**

### **5.1 Preparation of the application File**

The principal users of these instructions are as follows:

- . Winegrowing regions
- . Local Authorities
- . Winegrowers' Unions
- . Tourist Promotion Bodies
- . Institutes for research and Training

The application must be supported by a partnership of the professional viticultural organisation representing the region and the local authority or authorities concerned, in relation with the appropriate public authority.

The involvement of representatives of research and education bodies, and also of promoters of tourism, culture and the environment is keenly encouraged.

A request for membership is the precondition for the launching of the membership procedure.

Candidates must demonstrate their wish to become members of the Fontevraud International Charter to the scientific committee, which will forward any necessary information as required.

The scientific committee may give assistance in the preparation of an application file.

It may put the candidate in contact with regions that have successfully applied for membership.

The application file will then be duly filled in on the basis of the points laid out in paragraph 5.2. It will then be returned to the scientific committee for examination.

## 5.2 Format and Contents of the Application File

A region wishing to become a member of the Fontevraud International Charter must send the scientific committee an application electronically, attaching the following documents:

### 5.2.1 A document presenting the candidate region and the reasons for the application, including:

- a) A summary of the motives for and possible benefits of membership
- b) A brief geographic presentation with maps of the region and its vineyards (including area, grape varieties and characteristics of the products)
- c) Details of the body initiating the application and the partner organisations.

### 5.2.2 A detailed analysis of the landscape and landscaping proposals

A presentation of the proposals to the sponsor of the study alone is insufficient. All the partners that influence and manage the quality of the viticultural landscape in the region must be invited to the meetings or presentations of the proposals, so as to discuss, modify and finally approve them.

#### 5.2.2.1 An analysis of the landscape, including in particular:

- A description of the region by landscape type, highlighting the natural and cultural characteristics identifying each one, and in particular those related to viticultural activity.
- A presentation of the principal geomorphologic and historical aspects explaining the current management of the area and the renown of its vineyards.
- An analysis of the documents that have contributed to the shaping of the perceived image of the area and its vineyards.
- A summary of the landscape analysis and the planning decisions taken.

Membership of the Fontevraud International Charter indicates a commitment to the quality of the landscape and of the wines produced in the region. To obtain membership, these commitments and this vision must be shared and approved by all the partners. This means that beforehand a landscape planning process of some type will have been carried out.

The analysis, which will be entrusted to a specialist in winegrowing regions or a landscape research unit, will identify:

- The landscape features that characterise the region, highlighting in particular how the vineyards contribute to this identity. The operational, cultural and aesthetic features of the landscape are studied.

- The features of the landscape that are a result of the recommendations given in the specifications drawn up, for example, for the registration of geographical indications (VQPRD in the European Union) or linked to the obtaining of incentives used in the region concerned.
- The key elements of the particular reputation and quality of the wines, highlighting if possible their links with the heritage and landscape resources of the region concerned.

#### 5.2.2.2 An analysis of potential developments and pressure factors. This must study in particular:

- Current planning projects and their implications for the landscape,
- Strengths, opportunities and constraints in terms of the landscape,
- A list of planned or existing landscape protection measures,
- The principal landscape problems linked to planning policy, infrastructure, industry, winegrowing, agriculture, forestry, tourism and so on, and
- Foreseeable developments and their impact on the landscape.

This analysis will enable a resource base to be developed of information concerning local viticultural landscapes.

#### 5.2.2.3 The policy orientations chosen for better management of the landscape

#### 5.2.3 The local partners' plan of action (winegrowers, local authorities, economic organisations and institutes of research and development)

The analysis concludes with a landscape-planning project, which is divided up into a programme of different actions.

The responsibility for the implementation for this action plan must be divided between the different partners.

Each body or institution, depending on its responsibilities and competence, will hold themed meetings to decide action plans to follow the orientations chosen. These plans may concern changes in viticultural and agricultural practices, work to improve landscape black spots, the definition of regulatory measures, the inclusion of protection measures in planning documents, actions to enhance the landscape, and studies, in particular concerning the viticultural landscape.

The action plan of each structure must be listed, together with its location and its time scale.

#### 5.2.4 The nomination of the structure responsible for the management, coordination and implementation of the action plan and the annual report

A coordination group must be set up and financed.

This group is responsible for the coordination, promotion, explanation and consistency of the projects. It could be a specially created management structure, a private research unit with management and landscape abilities, the manager of an inter-town association etc.

The structure responsible for the management of the Charter and the coordination of the actions planned by the different partners must be nominated and its financing planned for. The management structure will assist the partners to draw up plans, monitor progress, encourage and stimulate partners. Work will be finance don a shared basis in the interests of each partner and the general interest of the project. Each year a “landscape day” could be organised to report on the progress of the various projects and to re-motivate the partners.

The group will also be responsible for communication about the Charter (websites and e-newsletters, brochures, articles, conference presentations, press releases etc.)

#### 5.2.5 Planned monitoring and assessment process

### **5.3 Registration of the Application**

The scientific committee will acknowledge reception of the dossier and check its completeness. If necessary it will ask for any missing documents.

### **5.4 Assessment of the Application**

The scientific committee will nominate the reporter and the experts responsible for the application. It will send the application file to the reporter and the experts. The reporter will carry out a site visit.

The reporter will prepare his report for the experts, who may request supplementary information and propose modifications.

An assessment guide is defined to assist the reporter.

The assessment must conform to the membership application instructions, be rigorous, objective and scientific, and professional at all times.

The reporter will submit his report to the designated experts.

The experts make their decision as to the eligibility of the application according to the following 10 criteria:

Landscape Analysis and Planning Proposals

Local consultation

Action plan

Product Quality Programme

Landscape Programme

Environmental Programme

Heritage

Enhancement of the Landscape

Communication and Training

Governance and Management

A member of the scientific committee, financially or administratively involved in a candidate region or organisation either professionally or through an association, may not take part in the discussions relative to this application.

The final decision may only be given to the applicant.

The assessment of the experts will be strictly confidential.

## **5.5 Final Decision**

The assessment of the experts is sent to the scientific committee, which submits it for validation to the International Council of the Fontevraud Charter.

If the decision is favourable, membership of the Fontevraud Charter is recognised and the Charter may be signed.

The applicant is sent a reply giving reasons for the decision.

## **5.6. Declaration of Membership of the Fontevraud International Charter**

### 5.6.1 Format and contents of the declaration of membership

The declaration of membership includes:

- . A summary of the reasons of membership
- . A summary of the objectives of the Fontevraud International Charter
- . The general commitments
- . Approval of the landscape analysis and the planning decisions taken (summary)
- . Approval of the management plan (summary)
- . Approval of the coordination structure and its financing (summary)
- . Knowledge and respect of the membership application instructions

- . Recognition of the steps taken to obtain excellence as understood by the Charter
- . Membership of the International Network of Viticultural Landscapes
- . Approval for use of the logo of the International Network of Viticultural Landscapes.

### 5.6.2 Signature of the declaration of membership of the Fontevraud International Charter

The declaration of membership of the Fontevraud International Charter is signed publicly, in the presence of at least one member of the committee and representatives of the signatory's partners who undertake to carry out the actions concerning them.

This ceremony could be the occasion for an event open to the public, and a solemn commitment by the signatories.

### 5.7 Timescale

Sending of the application file	Day <sub>0</sub>
Acknowledgement of the file	+10D
Assessment of the file	
Nomination of the reporter	
Nomination of the experts	
Study of the file	
Site visit by the reporter	
Reporter's presentation to experts	
Experts' opinion	
Scientific committee report	+60D
Final decision	+10D
Sending of the reply	+5D
Declaration of membership	6 months

### VI MEMBERSHIP MONITORING PROCEDURE

After the signature, the new member is listed on the Charter website.

On the anniversary of the signature, the local structure responsible for coordination of the Charter will organise a meeting of all the signatories to report on the progress of the different projects and to define new actions to be undertaken.

A report is sent to the scientific committee.

If necessary the scientific committee may give advice and share its experience.

The scientific committee prepares a progress report on the various projects.

## **VII PROCEDURE FOR WITHDRAWAL OF MEMBERSHIP**

The procedure for withdrawal of membership is launched if the undertakings given when the charter was signed have not been fulfilled.

The scientific committee will appoint ad hoc assessors to report on the situation.

The scientific committee will make its conclusions, which must be submitted to the International Council for approval.

The member will be informed of the decision of the International Council.

The scientific committee will immediately make public the decision to withdraw membership.

The list of members will be modified accordingly.

The member will be withdrawn from the Charter website and will be forbidden henceforth from using the logo.

## **VIII SUBMISSION OF PERIODIC REPORTS ON THE IMPLEMENTATION OF THE FONTEVRAUD INTERNATIONAL CHARTER**

The scientific committee presents periodic reports (every 2 years) giving the following information:

- . Estimation of the degree to which the Fontevraud International Charter is applied
- . Estimation of the degree to which the Fontevraud International Charter is upheld by its members
- . Updated information on the members
- . Mechanisms for regional cooperation and exchange between the members concerning implementation of the Fontevraud International Charter.
- . Conclusion and recommendations

## **ANNEXE 1: Indicators for drawing up an application**

- Any of the partners can take the initiative for the application. As a rule the impetus will come from the partner most motivated to undertake actions in favour of the landscape in their particular field. Thus, an AOC Union may take the initiative. They may then propose to local politicians and other key players the joint valorisation of their efforts. More frequently, local or regional authorities initiate analysis, plans or landscape charters. Sometimes environmental institutions initiate the project, on the occasion of the listing of a tourist site or of an "Operation Grand Site" (French government tourist site renovation project).

- For this dynamic to operate, the initiator must be able to act rapidly to anchor the idea within the region, to mobilise the players, to launch the process. The suppression of landscape black spots is crucial, as we find them shocking and they completely devalue any landscape policy. At the same time we do not notice their disappearance, as the landscape returns to what it should always have been. Thus the general policy must rapidly be made clear, visible signs of the commitments of the partners must be put in place using the tools and landscaping methods corresponding to each activity: roads, agriculture, industry, town and country planning etc.

- The work undertaken in connection with the Fontevraud International Charter must be the physical expression of the quality of the social, technical and cultural project set up by winegrowers in relation with the rest of society.

- It should be remembered that for the project to be successful it is generally more effective to have agreement rather than disagreement as your point of departure.

- We need to be aware that the amount of detail given in the landscape study will vary according to the size of the area (a vast regional area or one town or village) and according to the funding available. However the study will not be judged on the amount of detail but on its capacity to convince the partners to act for the quality of their landscape.

- The project must be capable of evolving in accordance with the awareness and the involvement of partners and with the funding available. Complementary landscape studies may enable planning decisions to be refined. They are crucial for one-off actions or to find a solution to a precise problem.

- Meetings and visits are a good way to enhance knowledge and find agreement, to appreciate the cultural and also economic value of the landscape. To make the most of the landscape heritage handed down from past generations, for the population to be able to live there agreeably and earn a sustainable income from the land, it is important for everyone to realise that it is worthwhile investing in its quality by agreeing on landscape planning choices and on concrete projects to be implemented.

- Landscape architects may be called upon to advise the technicians leading the workgroup in charge of implementing the Charter so as to deepen the sense of a common landscape culture. This kind of contract must also make clear the number of meetings planned to present the study to the other partners. It is also recommended that allowance is made in the contract for the landscape architects to carry out an assessment exercise of a few days together with a meeting with the workgroup one or two years after the delivery of their report, so as to give an objective view of progress made.

- Photographic records of the landscape are excellent tools for assessment and the mobilisation of enthusiasm. Through their use our view of, and practices in the landscape may be improved.

- Discussions prior to signature of the Charter are often a good opportunity to debate the values underlying sustainable development in the regions.

- And finally, the time needed, for the application procedure will be variable. It will depend on human resources, the scale of the projects and the studies undertaken.

#### **ANNEXE 4: Further Information**

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