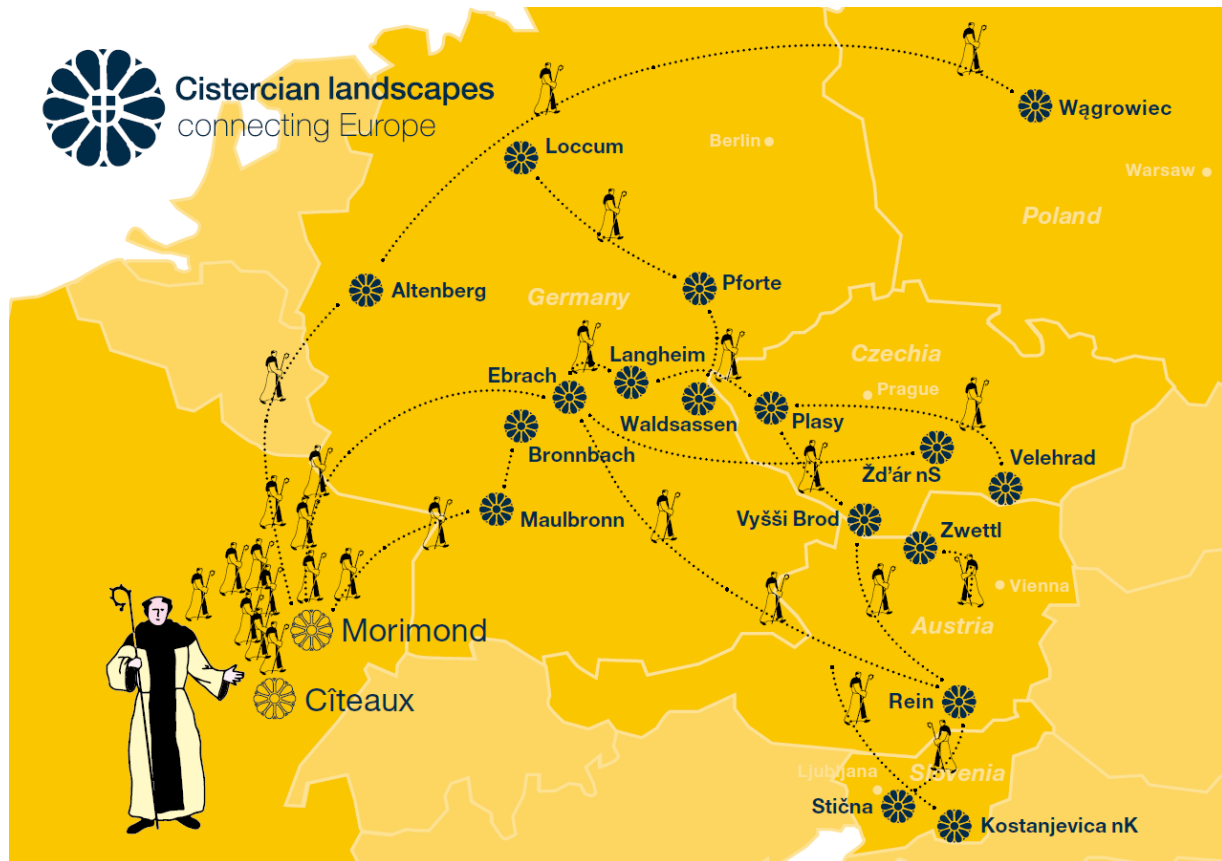


TRANSNATIONAL LEADER COOPERATION PROJECT 2019-2022

“Cisterscapes – Cistercian landscapes connecting Europe “



PROJECT GOAL TRANSNATIONAL EUROPEAN CULTURAL HERITAGE LABEL (EKS)
serial label, cooperation of 17 regions in five countries

PROJECT ADMINISTRATOR/: district Bamberg (Bavaria) = LEAD Partner (LP)
TRANSNATIONAL COORDINATOR

PROJECT TYPE LEADER transnational cooperation project (TNC) 2019-22:
Lead-project with 17 partners (PP) with associated subprojects

Fördergeber:



Projekträger:



Gefördert durch das Bayerische Staatsministerium für Ernährung, Landwirtschaft und Forsten und den Europäischen Landwirtschaftsfonds für die Entwicklung des ländlichen Raums (ELER) sowie durch die Oberfrankenstiftung und dem Bayerischen Landesamt für Denkmalpflege. Mit freundlicher Unterstützung des Erzbistums Bamberg, des Bistums Würzburg sowie der Stiftung der Sparkasse Bamberg zur Förderung von Kunst, Kultur und Denkmalpflege.

OVERVIEW:

“Cisterscapes - Cistercian Landscapes Connecting Europe”

Goals:

- joint application for a transnational European cultural heritage label (EKS)
- European network of regions and agents
- touristic validation of the regions, public relations, regional development
- Cistercian long-distance hiking trail from Slovenia and Poland to Cîteaux
- concepts and measures for sensitization to the common European history in the Cistercian sphere of influence
- conveying new technologies (online database surveys, augmented reality/virtual reality-app)
- educational measures (school projects, advanced training for hiking guides and rural tourist guides)
- development of an applicational EKS project and action plan 2024-27 (e.g. touristic infrastructure like view-focused architecture, panorama parking spaces, signposting, Cistercian themes for gastronomy and regional products, cooperations, European festivals, cultural exchange programs, European youth camps, educational gaming etc)

Contents:

- **duration transnational cooperation project: 10/2019 – 07/2023**
- preparation and submission of transnational EKS application
- joint development of particular highlights of each monastic landscape (ca. 50 km radius around the respective monastery: traditions in agriculture, fish farming, forest management, regional products, buildings, settlement history, trails etc)
- inventory of cultural landscapes by experts in every European partner region
- visualisation of monastic landscapes via landscape models using the app (AR-marker via tablet, smartphone and information boards)
- networking: steering committee, theme workshops, conferences, excursions, research
- development of concepts for validation and commercialization of monastic landscapes
- raising awareness: website, social media, PR, landscape guide seminars for local agents, advanced training and educational material for teachers
- analysis of hiking trail systems and networking with hiking tourism associations
- hiking tourism: conception and realization of „Cistercian trail“ as European long-distance hiking trail to connect monastic landscapes and enforce the regions, 3 lines: Northern line from Poland/ central line from Moravia/ Southern line from Slovenia over Ebrach to Burgundy/Cîteaux: kick-off opening event: 28th May 2022, followed by trail section openings in partner sites until autumn 2023
- production of a joint landscape film focusing on people who live and work on location (highlight teaser 3 min., museum cut 10 min. and long version 30 min.), presentation of characteristic monastic landscape elements and structures

COOPERATION PARTNERS

Transnationally, the following cooperation partners are coming together for the EKS application, with the district Bamberg/Bavaria (Leadpartner= LP) as the funding body:

Project partners (PP) are the respective monastery and municipality (town and/or administrative rural district)

Germany:

- Ebrach (Bavaria, district Bamberg)
- Langheim (Bavaria, district Lichtenfels)
- Waldsassen (Bavaria, district Tirschenreuth)

- Altenberg (North Rhine-Westphalia, Rheinisch-Bergischer-Kreis)
- Bronnbach (Baden Wurttemberg, Main-Tauber-Kreis)
- Loccum (Lower Saxony, district Nienburg/Weser)
- Maulbronn (Baden Wurttemberg, Enzkreis)
- Schulpforte (Saxony-Anhalt, Burgenlandkreis)

Austria:

- Rein (Styria)
- Zwettl (Lower Austria)

Poland:

- Lekno/ Wągrowiec (Greater Poland)

Slovenia:

- Kostanjevica na Krki (region Dolenjska)
- Stična (Ivančna Gorica, region Dolenjska),

Czech Republic:

- Plasy (district Pilsen, Böhmen)
- Velehrad (district Zlínský, Mähren)
- Vyšší Brod (district Český Krumlov, South Bohemia)
- Žďár nad Sázavou (district Vysocina, Moravia)

TERMINOLOGY

Cistercian monastic landscapes are a special case in the history of cultural landscapes. They are, as such, an expression of European identity.

Following the comprehension of landscape of UNESCO as well as the European Landscape Convention, a „cultural landscape“ is a combined work of man and nature throughout history. Cistercian monastic landscapes are reflecting the Cistercians' manner and techniques of land use and settlement policy, their adaption to natural landscape conditions and spiritual guidelines.

ELEMENTS OF MONASTIC LANDSCAPES

Cistercian monastic landscapes display consistent attributes all over Europe. They are of great significance for European history and identity:

- a sophisticated hydraulic engineering system for the monastery's provision and sanitation, and for energy extraction (wells, kitchen, convent latrines, brewery, mills)
- extensive fish farming based on fasting guidelines
- granges, specialised access yards with correspondingly large parcels of land for agriculture and stock farming as the base of monastic economy: the ring of granges as well as the monastery yards are the Pan-European link
- large forestries for timber and firewood supply (*Klosterwald*)
- viticulture for religious purposes, but also for trading
- fruit and hops growing
- monastery yards as commercial trading places for the surplus

EKS - European cultural heritage label:

The European cultural heritage label is awarded for a place/region's role in European history. The sites carrying the label are aiming to inspire and interest people for their common history and heritage through activities and intermediation programs. EKS is not a conservation label, but a qualification of a site for outstanding European significance.

The monastic landscapes of our application project are thus together preparing to be able to fulfill the following requirements:

- formation of an international network
- raising awareness for the European significance
- information und communication
- concepts of marketing
- education and conveyance
- promotion of multilingual access
- new technologies, digital and interactive media
- site management and development
- infrastructure und accessibility
- sustainable tourism

EKS-CRITERIA

The three-point-catalogue of the joint transnational application:

1. **evidence of the site's European significance** (based on Lead-partner narrative and commission's result)
2. **submission of an application project/work program 2024-27** (*each site*)
3. **evidence of operative and financial capacity 2024-27** (*each site*)

PROCESS

Under the administration of the transnational coordinator, the 17 single site applications have been developed in terms of content according to the EKS criteria starting 2020, and have been evaluated by an independent expert board in May and June 2021.

The board's recommendation was the foundation for the final vote of all partners before submitting the collective application to the Bavarian State Ministry for Science and Arts on 1st September 2021.

Further milestones on the way to the cultural heritage label:

- **23th November 2021:** official presentation of the EKS application to Minister of State Sibler by the transnational coordinator, district Bamberg
- **30th November 2021:** submission of collective application to Standing Conference of the Ministers of Education and Cultural Affairs
- **1st March 2023:** deadline for submission of application to EU commission
- **spring 2024:** expected bestowal of the EKS label and start of first monitoring period (2024 – 2027)

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Head of division

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Chair of historical geography

STEERING COMMITTEE

Board of representatives from the 17 partner sites which holds a meeting twice a year

BACKGROUND - Qualification of project administrator/transnational coordinator:

In the context of the **European Cultural Heritage Year 2018 (ECHY)**, and working with the Bavarian State Office for Monument Protection and further partners, Bavarian administrative district Bamberg (monastic landscape Ebrach) realized an ECHY- and LEADER-sponsored cooperation project with six historic monastic landscapes in four countries. Participants in the project were the Cistercian monastic landscape regions of the primary abbey Morimond (Haute-Marne), Ebrach (district Bamberg), monastery Plasy (Bohemia), convent Rein (Styria), Waldsassen (district Tirschenreuth) and convent Zwettl (Lower Austria).

Based on the consistent cultural landscape inventory of the respective monastic landscapes, new insights regarding the Pan-European coinage of Cistercian cultural landscapes could be gained. The

aspects of diversity and unity in the landscape's manifestation were conveyed to the public and could be experienced through touristic offers.

The Cistercian abbeys had always been founded in „valley and isolation“ and sustainably coined the rural area through land use and settlement policy. The traces of this historical coinage characterize the regions until today and are full of potential for the touristic validation and regional development.

Through the cooperation of the monastic sites and the participating agents on a civic, communal and academic level, the transnational cooperation project „*Cisterscapes - Cistercian landscapes connecting Europe*“ has developed to apply for the serial label of European cultural heritage (EKS) for the Cistercian monastic landscapes.

Stand: 30.03.2022