



Contribution of the Val de Loire

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“Analysis of the existing policies, management conceptions and plans for the European “UNESCO World heritage” wine-growing landscape areas, including the system of stakeholders and structures in the partner regions”

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I - The UNESCO landscape identity of Val de Loire: features, threats and challenges

11 – Outstanding International Value

111 - The criteria of the UNESCO inscription

The Loire Valley has been listed as a UNESCO World Heritage site since November 2000 under the category of “Living Cultural landscapes”. The viticultural landscape is a part of the UNESCO landscape identity. Its inscription meets the following criteria of the UNESCO World Heritage Convention.

Criterion I

“The site represents a masterpiece of human creative genius”

The Val de Loire is outstanding, not for a single masterpiece, such as the Château of Chambord or the Abbey of Fontevraud, but for a *remarkable chain of outstanding monuments within a preserved environment, punctuated by large architectural ensembles*, notably the towns of Angers, Saumur, Chinon, Tours, Amboise, Blois and Orléans.

Criterion II

“The site exhibits an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design”

The Loire Valley lay at the heart of development in France from the 12th to the 19th century, regarding *management of the river and agriculture*, and also architecture and management of space, giving rise to revival movements which would spread throughout Western Europe.

Criterion IV

“The site is an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history.”

The Loire Valley is directly associated with the Renaissance, a period when the kings of France took up residence there, at Plessis-lès-Tours, Amboise, Chambord, Blois or Orléans. It is also associated with the Carolingian Renaissance and the building of the great abbeys of Marmoutier in Tours and Fleury in Saint-Benoît-sur-Loire. And lastly, the Loire Valley is significant for mastery of river management, from the 17th to the 19th century, when the Loire became the “main artery of the Kingdom”.

Based on these three criteria, the Loire Valley was designated a cultural landscape in the category of evolving, living landscapes: the authenticity of the landscape lies in its capacity for renewal and adaptation, while preserving its civil and religious heritage over the centuries, as well as the environmental balance which constitutes the outstanding quality of this site.

112 – The landscape identity of the Val de Loire

The landscape identity is composed of:

- a river whose natural character constitutes its beauty,
- landscapes fashioned by economic fluvial activities,
- a model for organizing spaces based on “châteaux and gardens” and a specific building style.

The cultural landscape of the Val de Loire has been developed around the culture of 4 elements:

- The culture of water with the Loire and its tributaries

The Loire is a complex river, a Mediterranean torrent in an oceanic region, fed by tributaries which make its flow highly complex. Wetlands are found at each confluence providing a specific environment for many plant and animal species, or a natural stop-over for migratory birds. The specific character of the Loire also comes from its many islands, most of which provide a habitat and refuge for wild life, and from the steep limestone banks, white in Touraine or golden around Saumur.

- The culture of stone, with its built, architectural and monumental heritage (such as the Loire châteaux and abbeys) and its urban (the towns and villages built on the Loire) and domestic heritage (cave dwellings).

The Loire Valley is the cradle of France. The châteaux of the Loire have two historical roots: mediaeval fortresses converted into dwelling places for the aristocracy from the 15th century, and manor houses built for the royal officials who often came from the area. The architectural style of all the châteaux is adapted from the Italian model, extending its structural and decorative innovations: a search for reflections in water, and a shift from function to decorative and prestigious composition.

The specific building style of the Loire Valley can be seen particularly in its towns and villages. The river forms a structuring element: all the towns are ports, with an esplanade and houses built along the waterfront above the quays. There is always a bridge, with an imposing highway leading up to it with public buildings and houses arranged around it. Dominated by their church belfries and castle towers, many towns owe their current form to the river, and have been able to preserve it due to the absence of any major industrial development in the 19th century.

- The culture of gardens, both through ornamental gardens and the cultivation of fruit and vegetables.

The birthplace of the French style of gardening, the Val de Loire - World Heritage site is famous for its gardens. Here, the gardens are the elegant expression of a long tradition which has its roots in the abbeys of the Middle-Ages and the châteaux of the Renaissance. The tradition is constantly being kept up to date through horticultural innovation and aesthetic search.

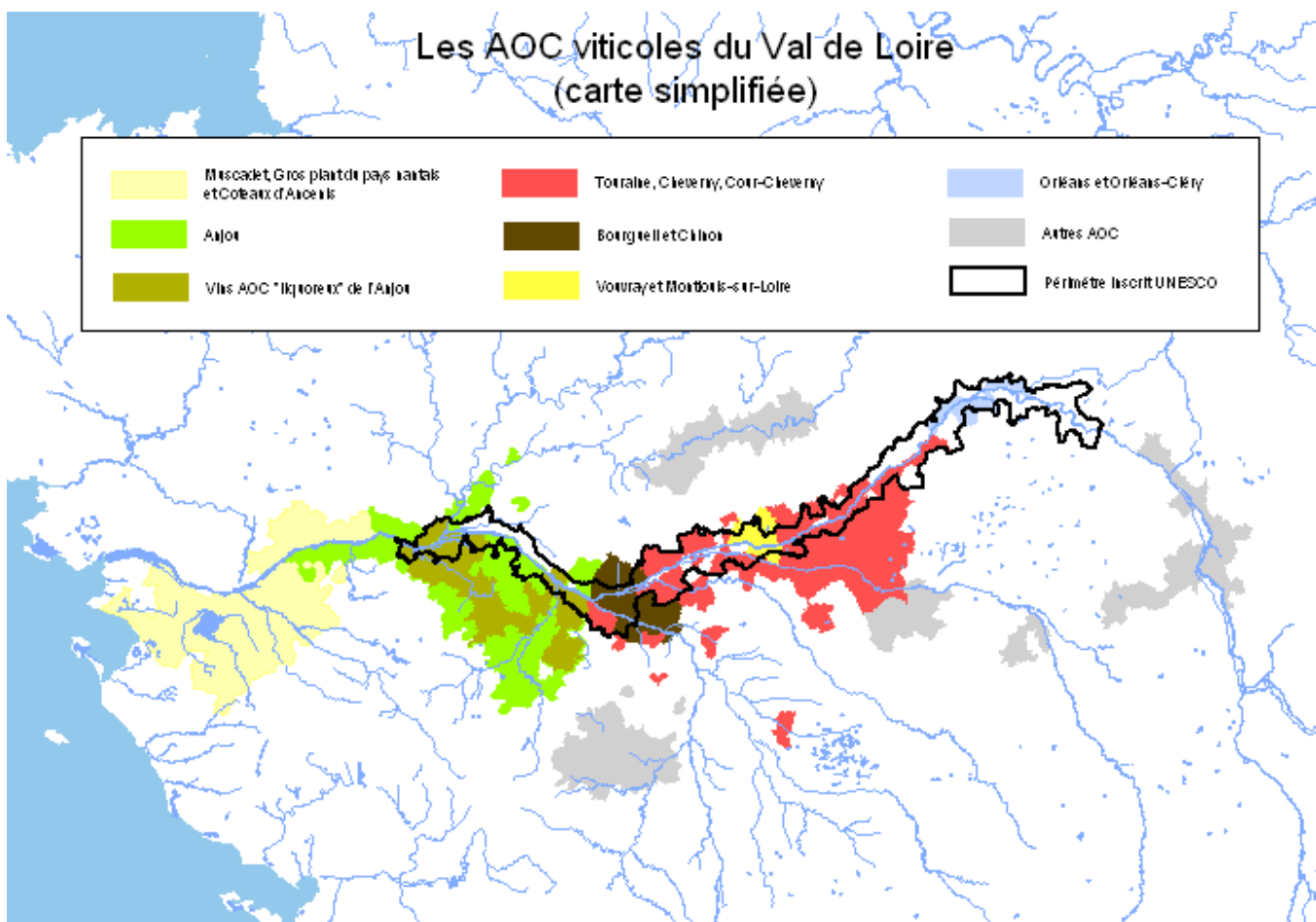
- The culture of wine and winemaking

Wine and wine growing make up a distinct culture which has its roots in a fragile landscape. The product of man's labour, wine unites the various different landscapes of the Loire in an

exceptionally harmonious way. There are many different types of terrain along the length of the Loire, and these are expressed in some famous appellations: Chinon, Vouvray, Saumur, Coteaux du Layon among others.

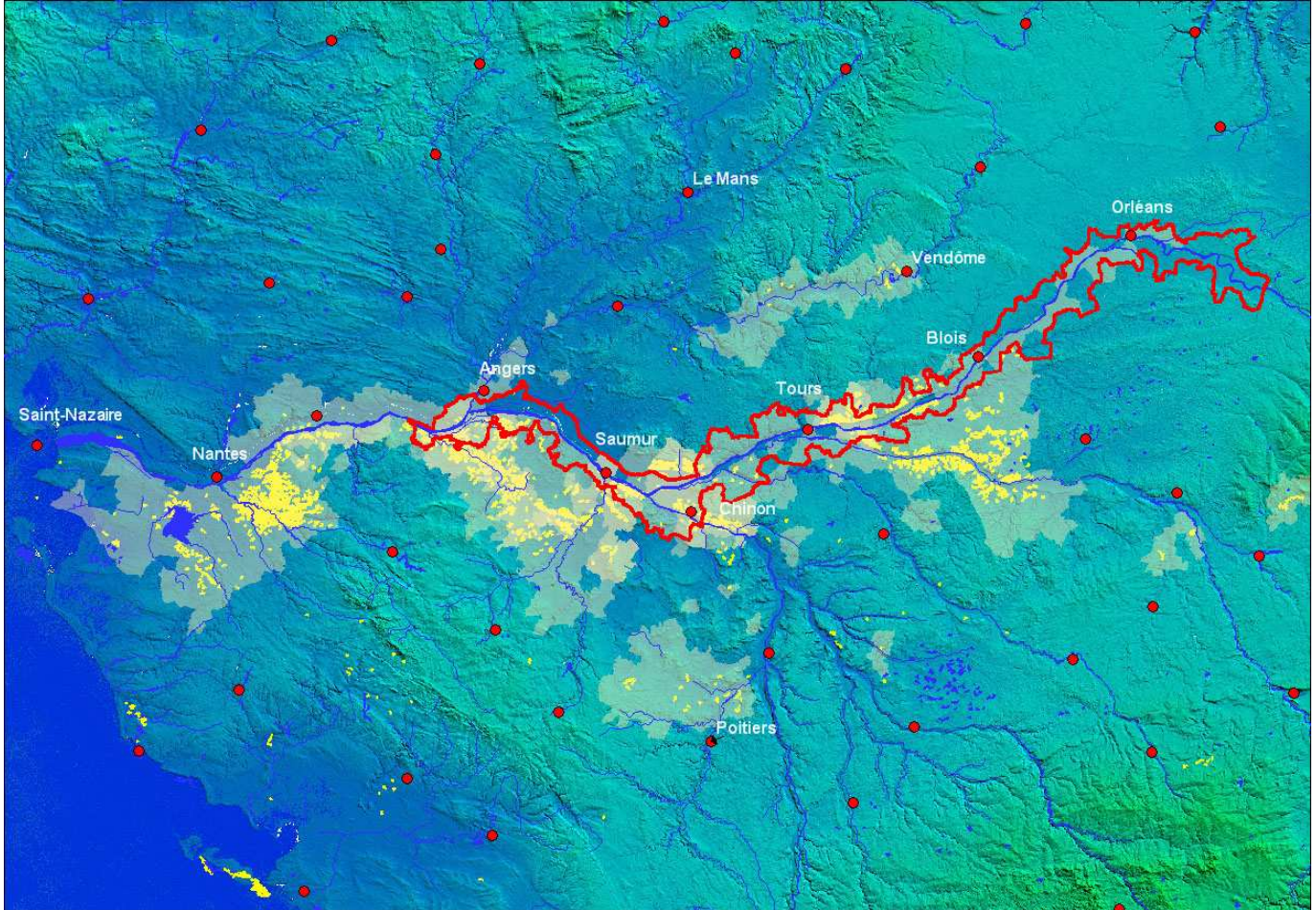
113 - The viticultural expressions of the landscape identity

Like many river corridors (the Rhone, the Gironde, the Rhine, the Danube, the Douro, etc.), the Val de Loire provides favourable conditions for viticulture: hillsides with poor but quality-producing soils, favourable climate and a natural transport route (a historically important factor). Vine-growing and wine-production is particularly important here, both in terms of the extent of the land involved and of the wealth and diversity of the *appellations*, and hence of know-how and traditions, since there are more than 70 recognized “*appellations d’origine contrôlées*” (AOC).



The vine-growing area of the Val de Loire extends well beyond the Loire valley itself, as it includes all the vineyards along the river’s tributaries. Excluding the wines of the Auvergne (which is sometimes included in the Val de Loire), about 400 km separate the wines of the Nantes region in the west and the “vins du Centre” in the east (Sancerre, Pouilly-sur-Loire, etc.). Nearly 60,000 hectares are planted with vines in this area.

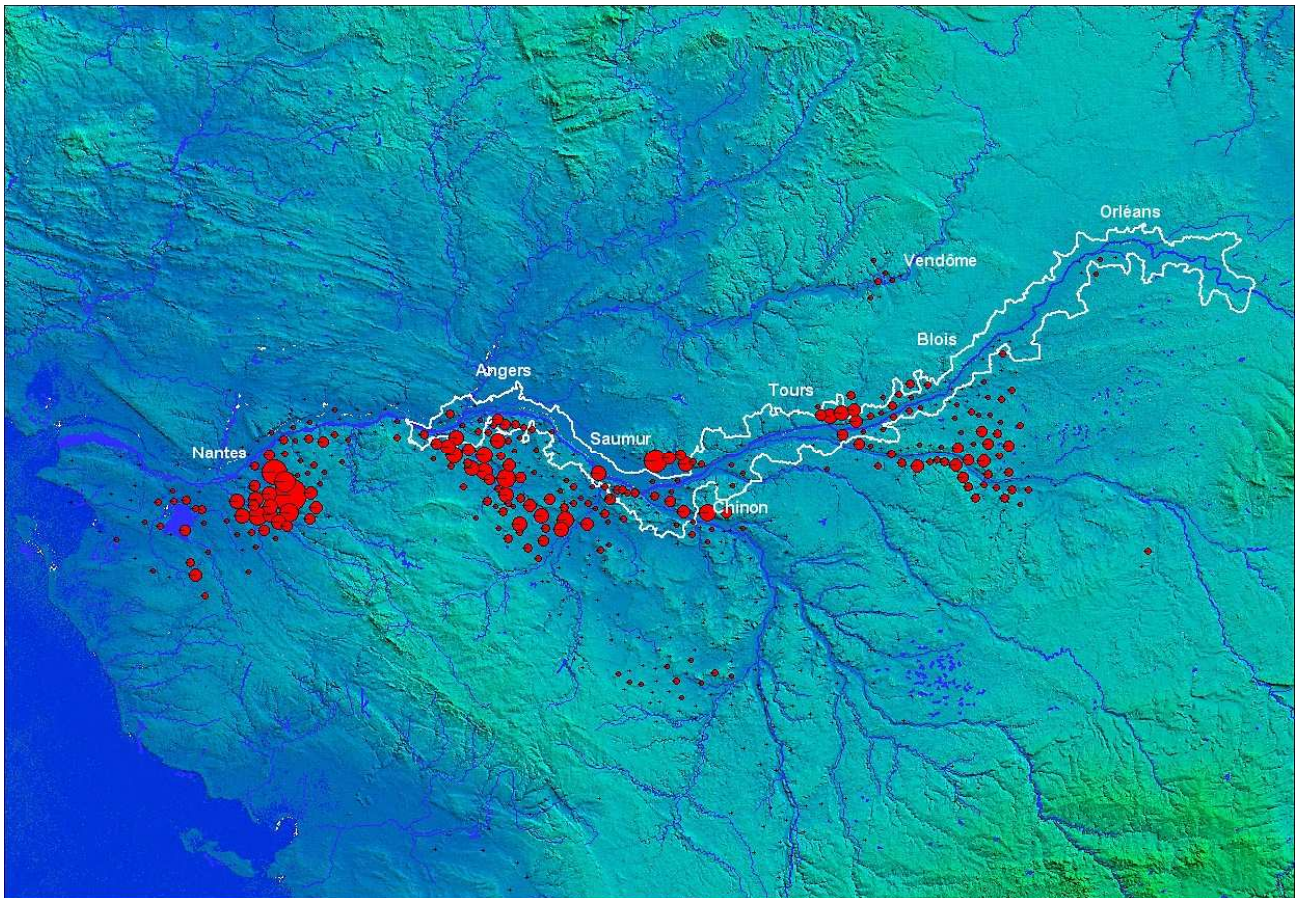
In contrast to this “greater Val de Loire”, the boundaries of the UNESCO site, which is only 280 km long from west to east, only encompass the districts bordering the river and include a relatively small vine-growing area.



Insight of the viticultural area of the Val de Loire (yellow) – Source: CORINNE landcover

Nantes region	Anjou / Touraine / Orléanais			“Vins du Centre”
15,000 ha	43,000 ha			4,000 ha
	Table wines 5,000 ha	Country wines (PGI) 6,000 ha	AOC (AOP) 32,000 ha of which 6,000 ha are within the UNESCO perimeter	

Surface area planted with vines in the different regions of the Val de Loire



Vineyard surface by communes (red)

The AOC labels of the best-known vineyards in Touraine refer to localities (e.g. Vouvray, Montlouis, Chinon, Bourgueil), while those in Anjou are for sweet white wines (e.g. Coteaux de l'Aubance and du Layon, Savennières, Bonnezeaux, Chaume).

For the most part, these vineyards are not situated in the Loire valley itself, and are thus not within the UNESCO perimeter, particularly in Anjou where they are mainly concentrated around the valley of the Layon.

12 – The threat of change to the landscape identity

121 – The decline of agriculture

Many wine-growers have been affected by the poor current economic situation. For some, EU grants encourage them to definitively pull up their vines (about €6,000 per hectare of vineyard pulled up). Many vine-growers approaching retirement prefer to pull up their vineyards and receive the grants, particularly as their vineyards are of no interest to other vine-growers. When they own the land, they often try to get it converted into building plots.

On the plateaus, extensive areas of farmland have been abandoned, making way for extensive urbanization which disrupts and threatens the continuity of farms (wine-production, arboriculture) and jeopardizes the green spaces which characterize the Loire landscapes.

122 – New infrastructures

The Val de Loire is situated on a major route between north and south Europe. Motorways have now been built on the plateau on either side of the valley away from the sensitive areas and take most of the through traffic, easing the traffic on the main roads running alongside the Loire. This has had little impact on the landscape of the valley, whereas that of the plateau has suffered due to its colonization by vast logistic platforms which have been built at the motorway junctions. These developments have penalized arable farming more than viticulture.

Modernization of the rail network has followed a different pattern: the high speed trains use the existing SNCF rail tracks in the valley. It should be noted that the plan to build a rail bridge upstream from Tours resulted in action by the wine-growers of Vouvray, forcing the SNCF to dig a tunnel through the hillside for the access line to the bridge.

123 – Urban development

Land use has developed exponentially, at the expense of farmland: in the last 50 years, the same surface area has been built up as in the previous two thousand years. This is the equivalent of one French *département* disappearing every ten years. This rate of development is clearly unsustainable.

In the Val de Loire, urban sprawl concerns the plateau and the hillsides; flood protection plans (PPRI) were set up in 1995 and 2000 in all the communes along the river, making the valley unsuitable for building development.

(4) carte avec aires urbaines

This degradation of agricultural land has been accentuated by property speculation, which also involves farmers. The price of building land in the Val de Loire (ranging from €50 to €200 per square metre) is out of all proportion with that of agricultural land, even for land which is AOC classified (from €0.6 to €4 per square metre). The owners no longer want to sell or even let their land closest to built-up areas, and ask for plots which “will in any case no longer be cultivated” or “are of no more use” to be classified as building land.

The image of the vineyards and appellations involved is affected by urban sprawling, the dismantling of existing structures, the disfiguring or even disappearance of vineyard landscapes.

13 – The viticultural stakes of the UNESCO inscription

The area and its landscape, vulnerable and sometimes losing its identity, play a unifying role, combining viticultural activities, the natural environment and regional development. The aim is to conserve its characteristics while supporting its development.

The Fontevraud charter, dedicated to protection and management of viticultural landscapes is organized around 4 commitments:

1. **Knowledge** of wine-growing landscapes in their aesthetic, cultural, historical and scientific dimensions, opening up to an informed manner of reading the organisation of landscape and its *terroirs*, in order to better motivate development decisions, whether these decisions are by local authorities or professionals.
2. **Exchanges** amongst the different professions and institutional partners in the wine-growing activity of the territories concerned, in order to reinforce the capitalisation of know-how and its transmission in the framework of awareness raising and training actions in the landscape element.
3. **Preservation** of wine-growing areas and their heritage, taking greater account of the quality of vineyard landscapes in development projects in urban, peri-urban and rural areas (incentive measures for landscape enhancement and heritage rehabilitation, regulatory landscape protection).
4. **The promotion** of these landscapes:
 - by optimising the intrinsic qualities of the landscape (relevance of vine-growing systems, systemised landscape diagnosis)
 - by encouraging technical and scientific co-operation
 - by developing tourism and discovery opportunities (landscape comprehension and promotional trails involving wine-growers and local authorities).

II - The public management of the UNESCO landscape

21 – The existing public policies for managing the viticultural landscape

211 – The role of the INAO

Each of the 63 AOC vineyards recognized within the boundaries of the UNESCO site has its own characteristics, dynamics and challenges.

Under the AOC system, the area is analysed and divided up appropriately. Each AOC is recognized and regulated by the *Institut National de l'Origine et de la qualité* (INAO), which is also responsible for defending and protecting their designated areas, alongside the wine-growers and their associations.

The Val de Loire also produces *vins de table* and *vins de pays* (which do not carry the AOC label), but which are almost always produced within the AOC designated area. The action of the INAO concerns virtually all the vineyard areas and landscapes.

The definitions of terms used for notions of “terroir” and “appellation”, and in what way they constitute a heritage which needs to be protected, can be found in appendix 1.

There are legal procedures whereby the INAO must be consulted for any project potentially affecting the area or image of an AOC:

- Facilities classified as hazardous, insalubrious, unsuitable (article L 512-6 of the environment code)
- quarrying (article L 515-1 of the environment code)
- town-planning documents (article L 112-3 of the rural code)
- at the request of the management organisation (wine-producers' association) of an *appellation* (article L 643-4 of the rural code)
- and also compulsory purchase, land development, etc.

Furthermore, the INAO is frequently called on for its opinion regarding applications for building permits by the mayor or the department dealing with the application.

Number of area protection files processed by the INAO and Val de Loire (2006-2009)

Areas of intervention	Legislation	Approved	Rejected	Accepted with reservation	Total
Facilities classified as hazardous, insalubrious, unsuitable	<i>Article L. 512-6 of the environment code</i>	417	5	7	429
Quarries	<i>Article L 515-1 of the environment code</i>	53	1	0	54
Town-planning documents	<i>Article L. 112-3 of the rural code</i>	179	47	68	294
Compulsory purchases	<i>Article R. 11-16 of the compulsory purchase code</i>	20	6	4	30
Request from a wine-producers' association	<i>Article L. 643-4 of the rural code</i>	20	79	30	129
	Total	689	138	109	936

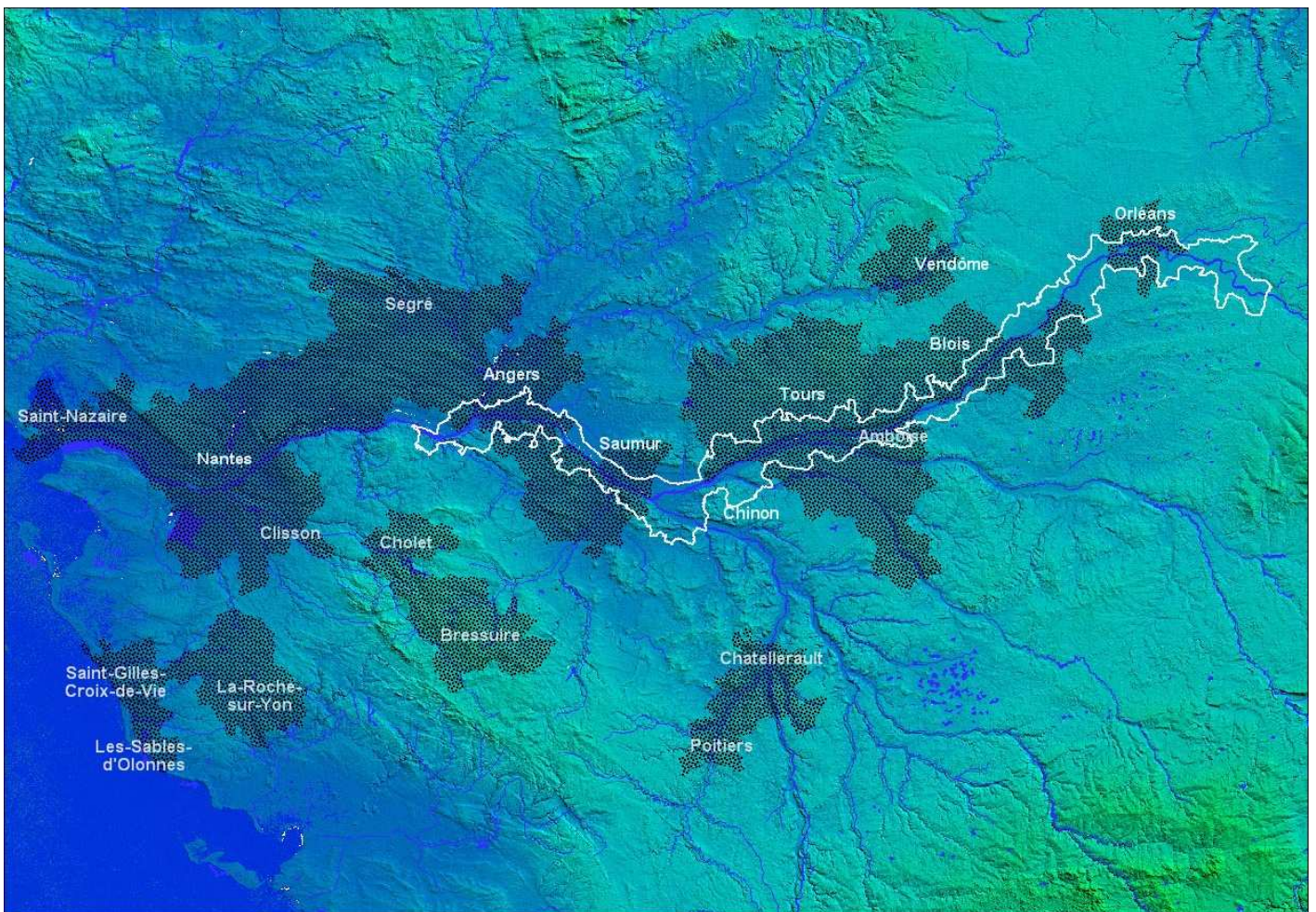
The files which are rejected or accepted with reservation are mostly town-planning documents. We will therefore look at the INAO's involvement in the preparation of these documents, with respect to article L 112-3 of the rural code.

212 – The involvement of the INAO with regard to town-planning documents

A – Les Schémas de Cohérence Territoriale (SCOT) (Regional coherence plan)

SCOTs concern large urban districts. They lay down general principles with which town-planning documents at the level of the commune must comply. They are thus important documents in which the INAO is involved alongside state departments and the Chamber of Agriculture in order to defend the interests of the wine-producing areas and landscapes associated with them.

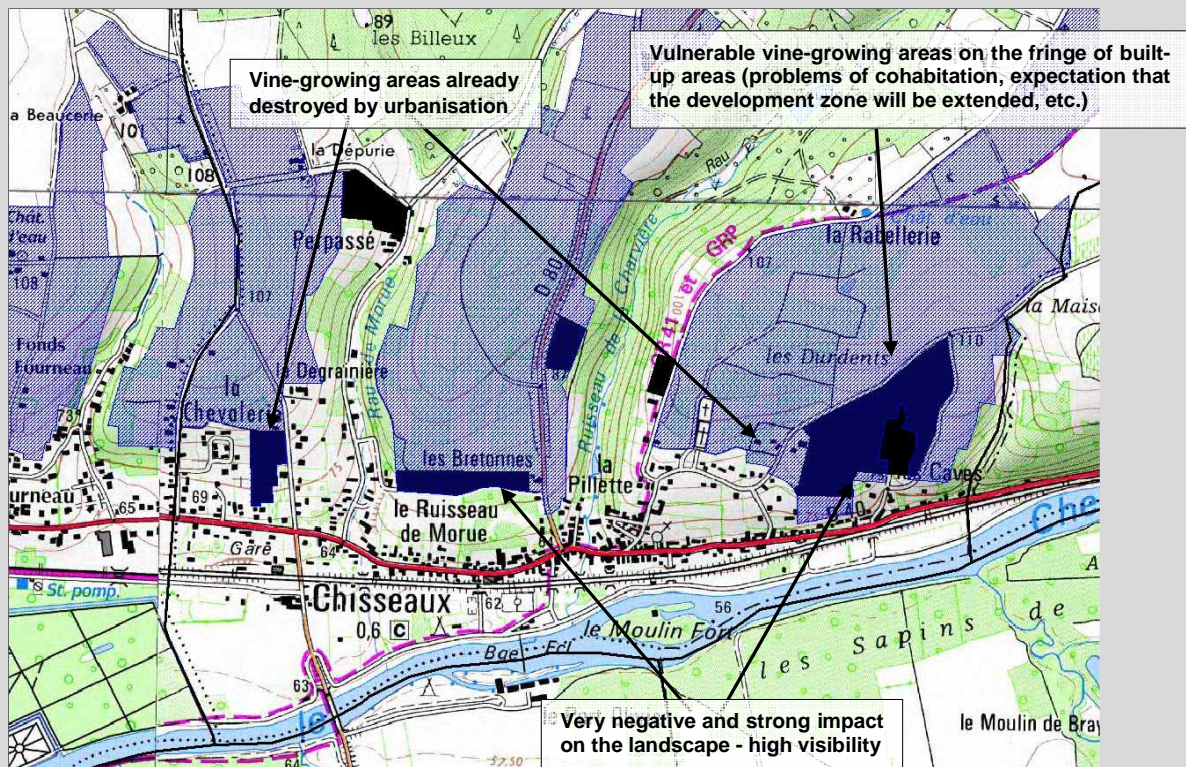
In the UNESCO Val de Loire site, the SCOT concern the urban districts of Angers, Saumur, Blois, Orléans, and the “pays” of north-west Touraine and of the Amboise region.



Areas concerned by a SCOT (black)

The ABC SCOT (Amboise – Bléré – Château-Renault).

Under the leadership of a strongly committed chairman, the first drafts of the document made it an effective tool for protecting farmland and landscapes. Unfortunately, under the influence of the mayors concerned, the final document was largely devoid of substance due to the almost systematic addition of exceptions to each clause.



Zones defined as building land by the PLU (2004) appear in black

When the Chisseaux PLU was drawn up, the town council refused to negotiate, and approved a very large part of the best hillsides as land for development. This PLU (approved in 2004) clearly contradicts certain stipulations of the SCOT:

- it estimates its needs in terms of areas for development on the basis of an average surface area of 1,700m² per plot (i.e. less than 6 houses per hectare) – an uneconomical use of space.
- it approves almost the whole of the hillside overlooking the Cher as building land, thereby seriously affecting the landscape.

On the basis of these elements, the INAO alerted the Mayor of the council at the beginning of 2010, offering to examine the PLU with him in order to render it conform with the requirements of the SCOT, which appeared to be necessary.

B – Local Urban Planning programmes (Plans Locaux d'Urbanisme - PLU)

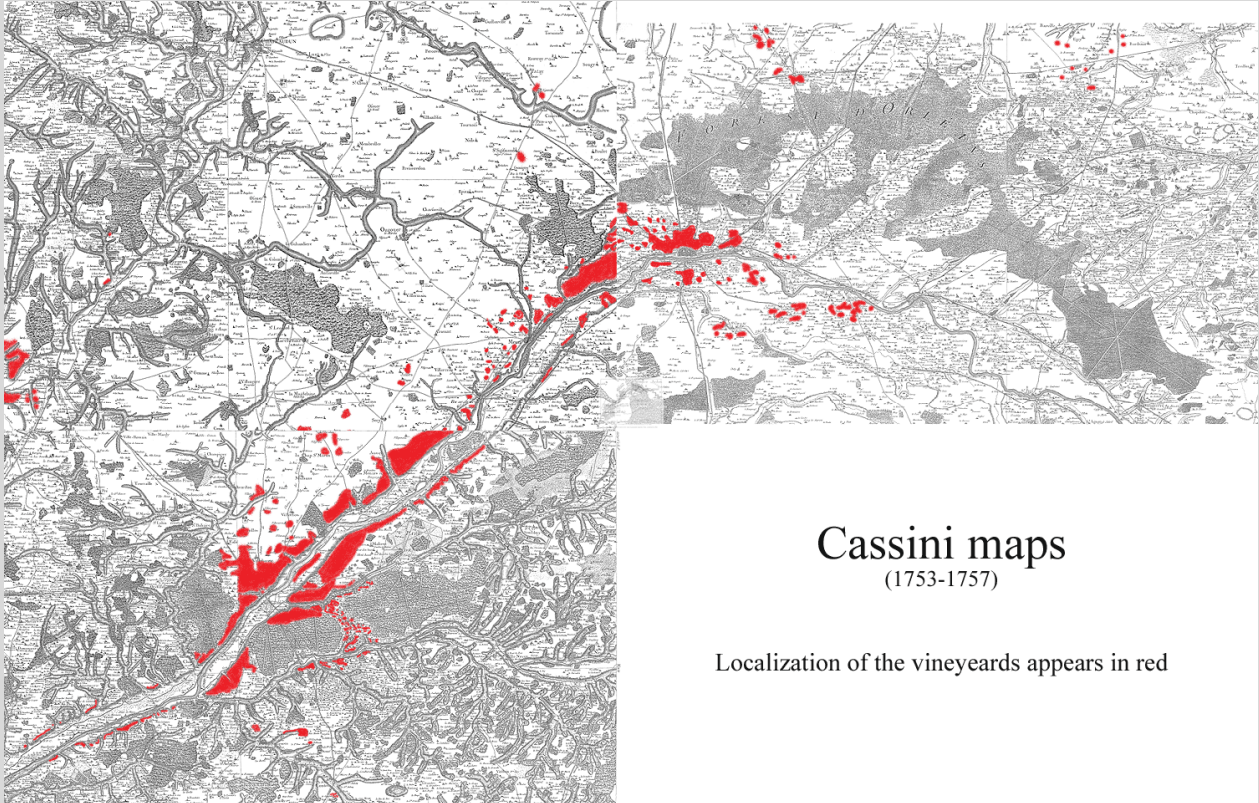
PLUs are town-planning documents held by all the vine-growing *communes* of the site. By law, the only obligation of the town councils is to seek the opinion of the INAO prior to the public enquiry phase. In practice, due to its good relationship with the State departments (in particular the “*Directions Départementales des Territoires*”), the INAO is asked to participate in drawing up the file.

It sometimes happens that the associations of wine producers of the *appellations* concerned are also involved in the meetings where the PLUs are drawn up. They are represented by their chairmen, or by designated wine producers. To avoid any conflict of interest (which is frequent), some associations appoint a commission of wine producers who are regularly called upon to work on the issue. For greater independence, when a file has to be examined in a *commune*, wine producers from other *communes* are preferably asked to decide the matter (the case of the association of Vouvray wine producers).

There is a similar system in Anjou at the interprofessional level: when a difficult case arises, the local INAO departments can call on the representatives of all the associations of wine producers to give their opinion. This system should soon be set up in Touraine.

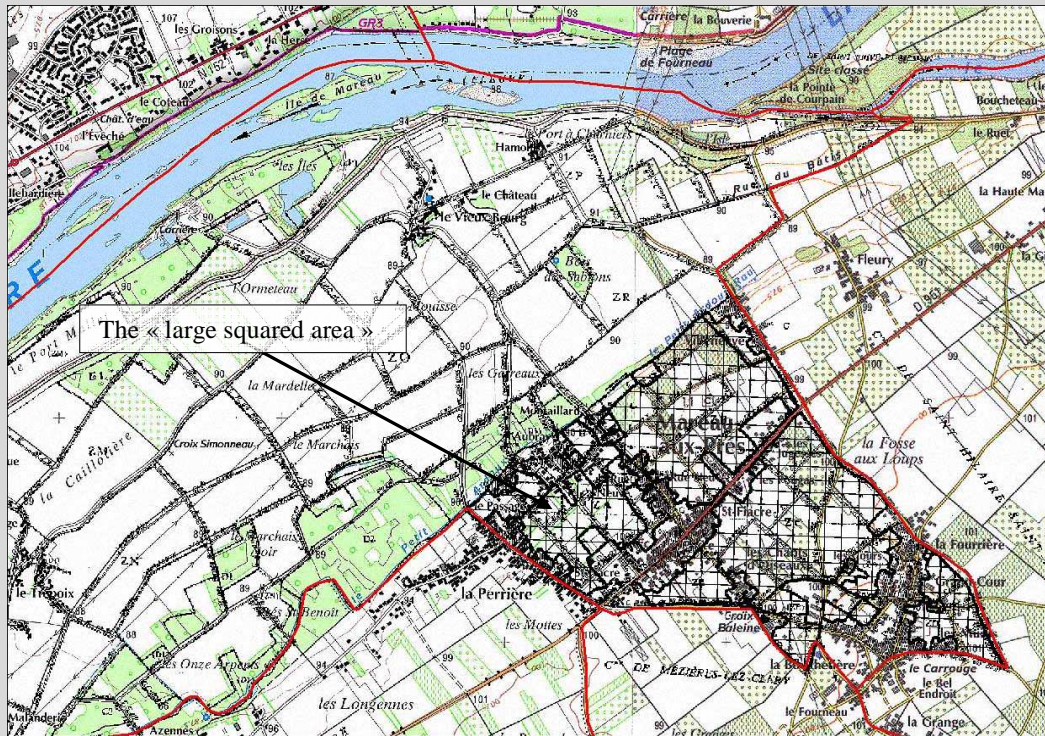
PLU of Mareau-aux-Près.

The wine-producing commune of Mareau-aux-Près, located slightly downstream from Orléans on the left bank of the Loire, has an “Orléans” and “Orléans-Cléry” AOC designation. The designated area covers a total of 130 hectares, of which 16 are planted. While this proportion is fairly low, it is significant in the context of wine production in the Orléans area.



*Orléans vineyards cover today only 100 ha. But until the 19th century it was much stretched.
Its development is due to the wine-producing prohibition in the 17th century in the region of Paris.*

The Loire valley is wide and shallow in the Orléans area, creating a relatively flat landscape. Most of the communal land is liable to flooding. The remainder is divided between housing estates encroaching on the countryside, extensive arable land, vineyards, and also orchards which are very common in this area.



AOC area of Mareau-aux-prés (hatched)

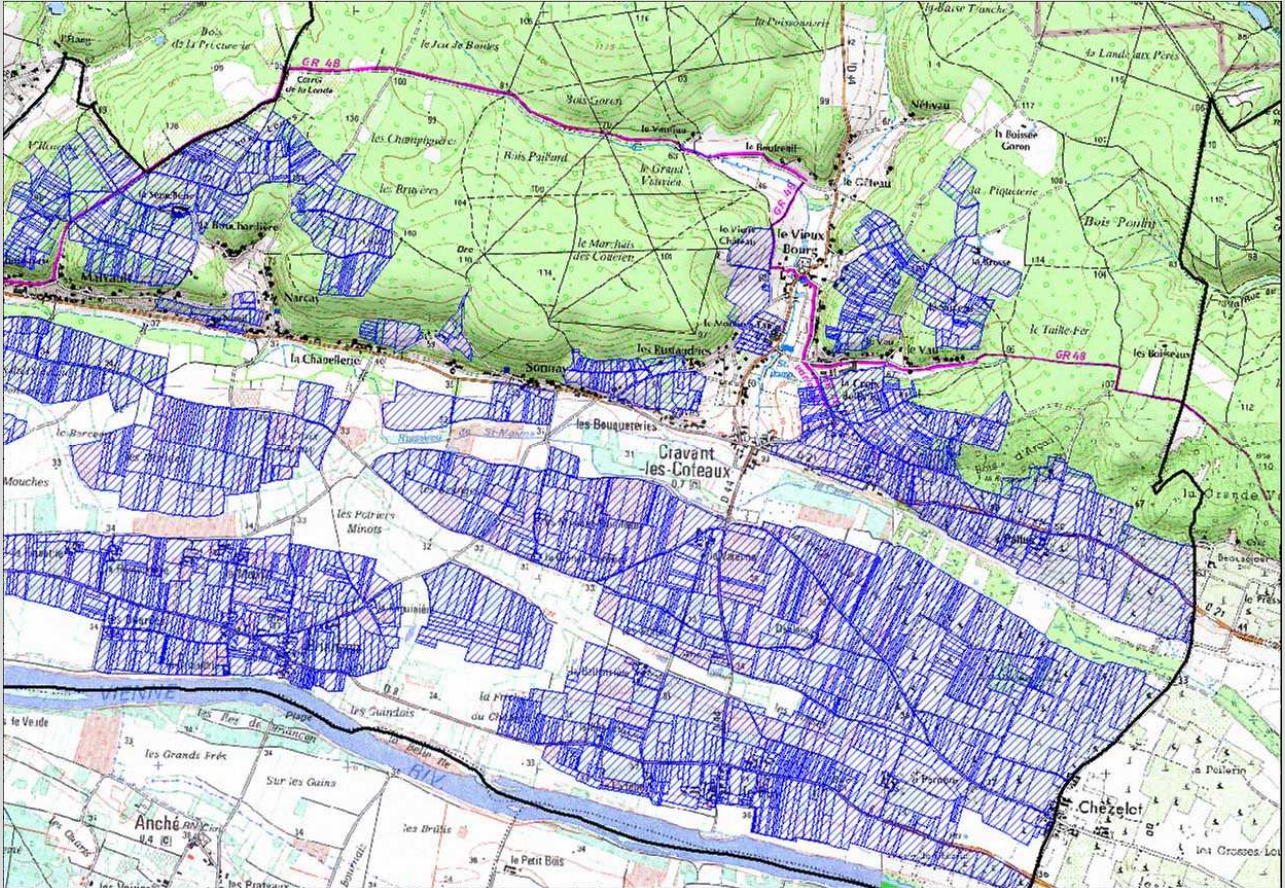
Given the proximity of the town (about 10 km), urban pressure on the commune is strong. Recent urban development has occurred “spontaneously” at the edges of a large square area which is AOC designated but has very few vineyards. A housing estate has recently been built in the centre of this space.



Aerial view of the “large squared area”

The Chamber of Agriculture of the Loiret and the INAO were asked to participate in drawing up the PLU when the building work started. The Mayor, aware of the wine-production heritage of his commune, was concerned to preserve the existing vineyards and designated areas which were not planted with vines. A consensus between the parties was thus easily found to optimize the use of the undeveloped land of the “large square area” which in any event is now difficult to use for agricultural purposes.

The intercommunal PLU of Le Bouchardais concerns a group of 15 communes situated in the valley of the Vienne (a tributary of the Loire), of which nine come within the designated Chinon AOC.



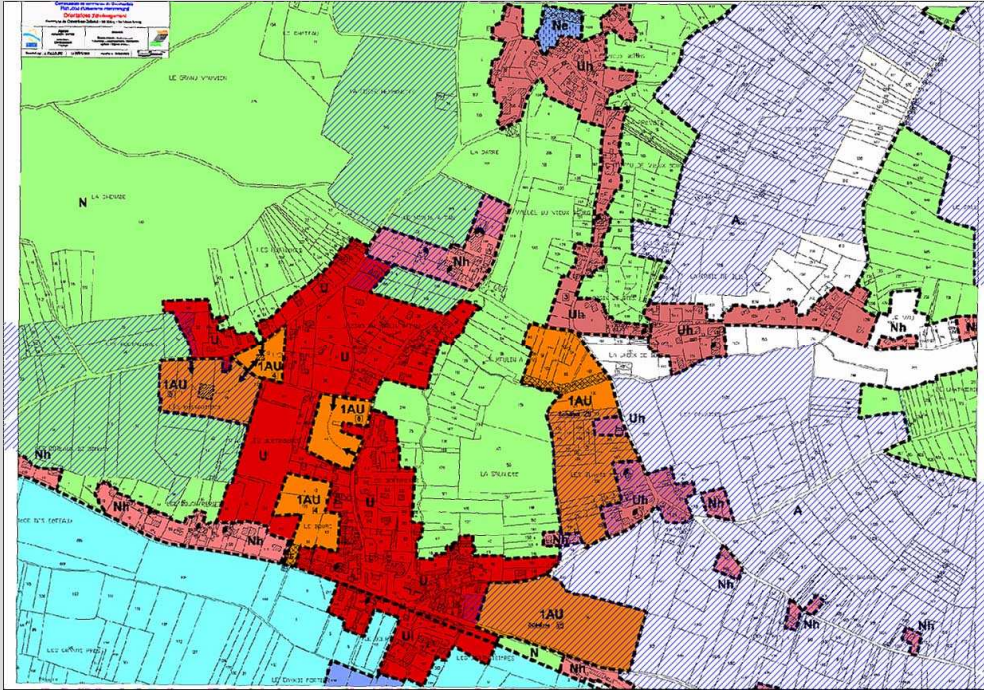
AOC area (blue hatched) of the commune of Cravant-les-coteaux

Work on the PLU started in June 2004 and involved a large number of meetings. The number of communes (each wanting to defend “its interests”) and issues at stake made this file complex and difficult.

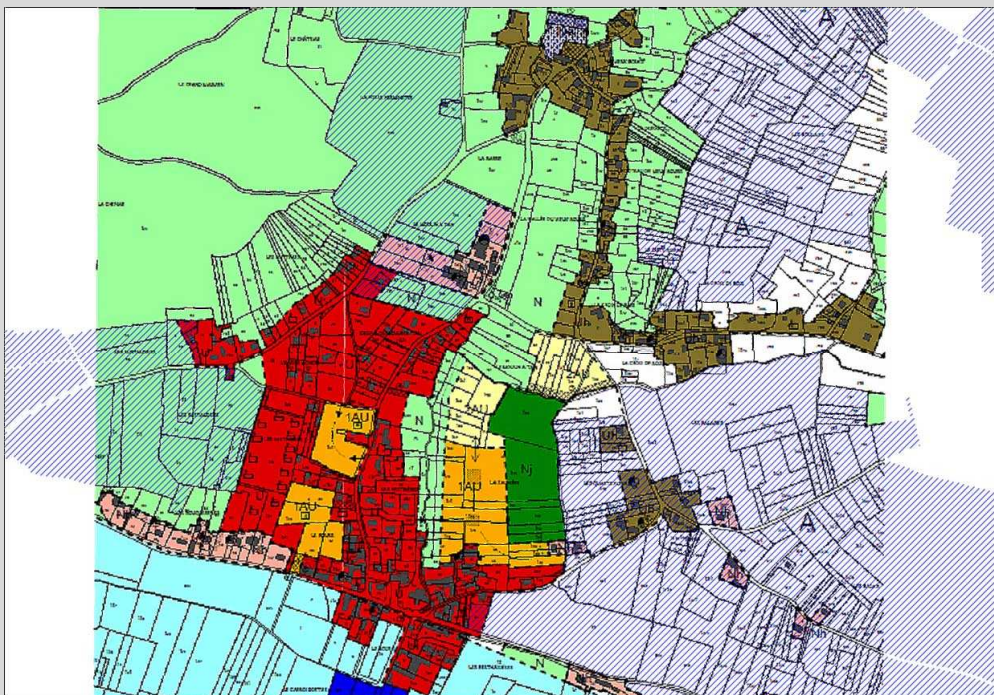
The final document was sent to the various departments (including the INAO) for advice in March 2008, and received numerous negative comments. In July, the sub-Prefect of Chinon summoned a meeting with the departments to discuss the situation – a highly unusual procedure. It resulted in the requirement to make in-depth changes to the document, particularly with regard to the fact that too great an area had been made available for urban development and that the flood protection plan for the Vienne had not been adequately taken into account.

The file was reworked by the communes, agreed, and sent to the departments in May 2009. Even though there was a risk that a large number of negative points would be adopted, the INAO could only be thankful for several zoning modifications, most significantly those concerning the commune of Cravant-les-Coteaux.

The village of Cravant is located in the valley where a little stream flows into the Vienne. In the initial document, planning consent was given for some excellent vine-growing slopes west and east of the village.



The new plan has been completely revised and concentrates the future development of the village along the stream, creating a more coherent urban layout.



C – ZAP (Protected Agricultural Zone)

N.B.: As the ZAP tool will be the subject of a specific presentation at the Fontevraud seminar in November 2010, the following presentation is deliberately succinct.

Introduced by the 1999 agricultural orientation law, article L 112-2 of the rural code stipulates that agricultural areas whose preservation is of public interest due either to the quality of their production, or to their geographic situation, can be classified as protected agricultural zones.

A Protected Agricultural Zone is a public utility easement whose borders are marked on a cadastral map. The town-planning documents for the area concerned must respect the ZAP – the plots set aside as protected can only be used for agricultural purposes or treated as natural areas, and cannot be used for building.

ZAPs are instigated at the initiative of the communes. They are officially delimited by by-laws following advice from the Chamber of Agriculture, the INAO (for the AOC areas), and the local commission for agricultural orientation, and following a public enquiry.

The main interest of a ZAP is that it has a much longer life-span than a PLU. The latter is reviewed on average every ten years, solely on the decision of the town council; thus the agricultural or natural character of certain areas can be jeopardized every ten years by being approved for development. By contrast, a ZAP can only be modified with the agreement of the mayor **and** the Prefect.

This tool is still not used very much. However, one ZAP was set up in the Val de Loire in 2007 in Montlouis-sur-Loire, and a similar operation has just been set in motion in the Vouvray area at Parçay-Meslay and Rochecorbon.

213 - Possible actions by the wine-production profession

A – The legislative framework for intervention by the *Organisme de Défense et de Gestion* (ODG) (Protection and Management body) of the AOC

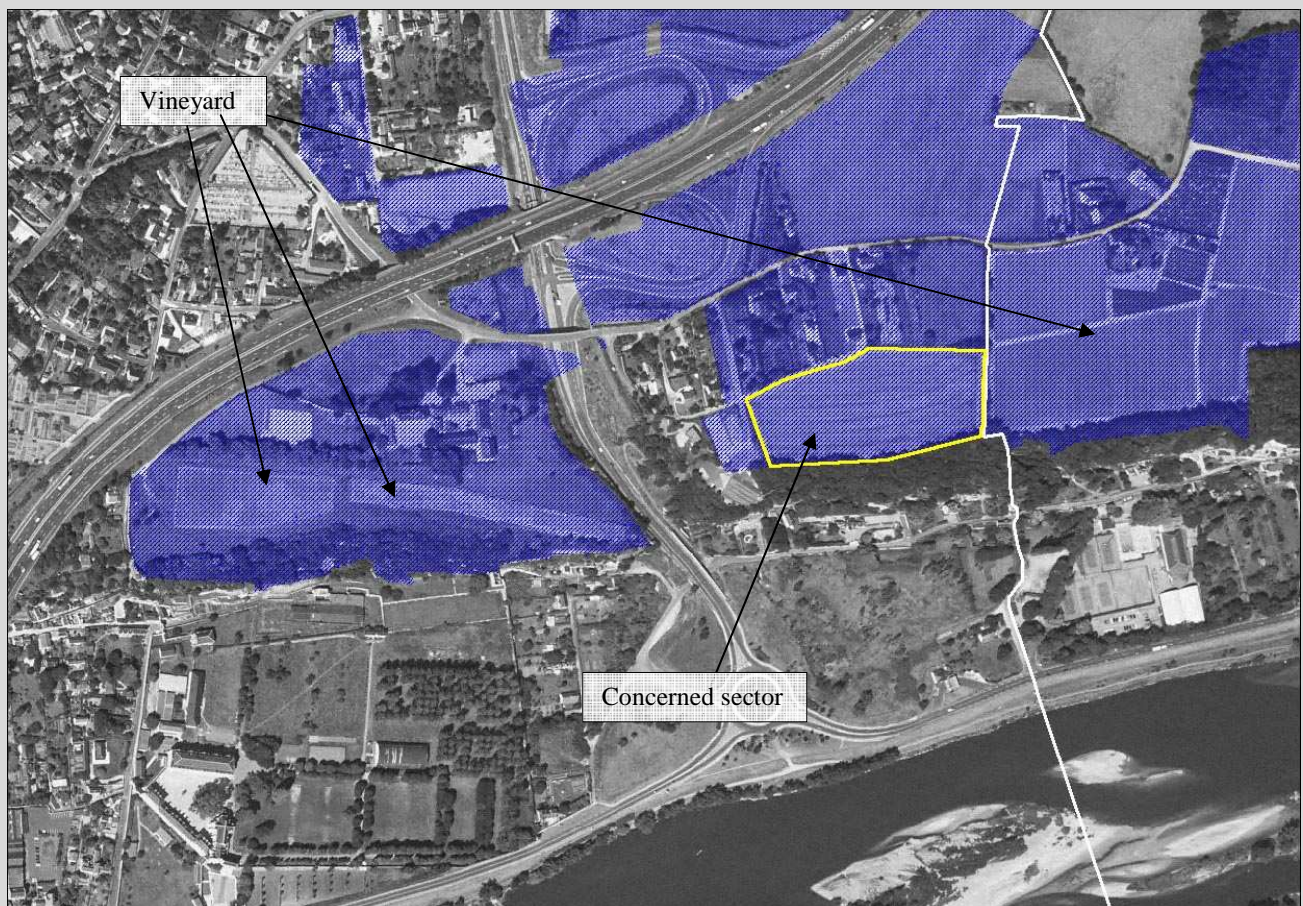
Article L 643-4 of the rural code gives any Protection and Management Body of an appellation the possibility of referring a matter to the Ministry of Agriculture, if it considers “*that the contents of any proposed development or town-planning document, any plan for development, construction, land use or extraction, or economic activities are likely to prejudice the area or conditions for production, or the quality or image of the designated product*”.


The wording is sufficiently general for the article to be applied to a very wide variety of situations and threats, even at the project level.

The procedure is very simple and requires no legal action. The ODG must send a registered letter to the competent authority (often the Mayor of the commune) asking to request the opinion of the Ministry of Agriculture. The ministerial departments then contact the INAO. As a general rule, the Minister follows the advice of the Institute. If the competent authority (the Mayor) decides not to follow the advice of the Minister, it must justify its refusal.

The PLU of the city of **Tours** is currently being drawn up. Some plots at the eastern edge of the commune carry the Vouvray AOC. During working meetings about agriculture, it emerged that one of these sectors on the hillside, which has good potential for producing high quality wine and has a very fine view of the city of Tours, was considered to be suitable for development. The town council intended to maintain this principle of development, which was opposed by the wine producers delegated by the Association (ODG), the Chamber of Agriculture and the INAO.

The Association (ODG) referred the matter to the Mayor by registered letter in September 2009, with a reminder in December. The city of Tours organized a meeting on the issue in early 2010, indicating its intention to modify the project, acknowledging the agricultural and viticultural importance of the sector concerned. The PLU is still being worked on, but the Association's action allowed progress to be made on a situation which appeared to have reached a stalemate.



 = AOC area

B – The action of the Chamber of Agriculture of the *Département*

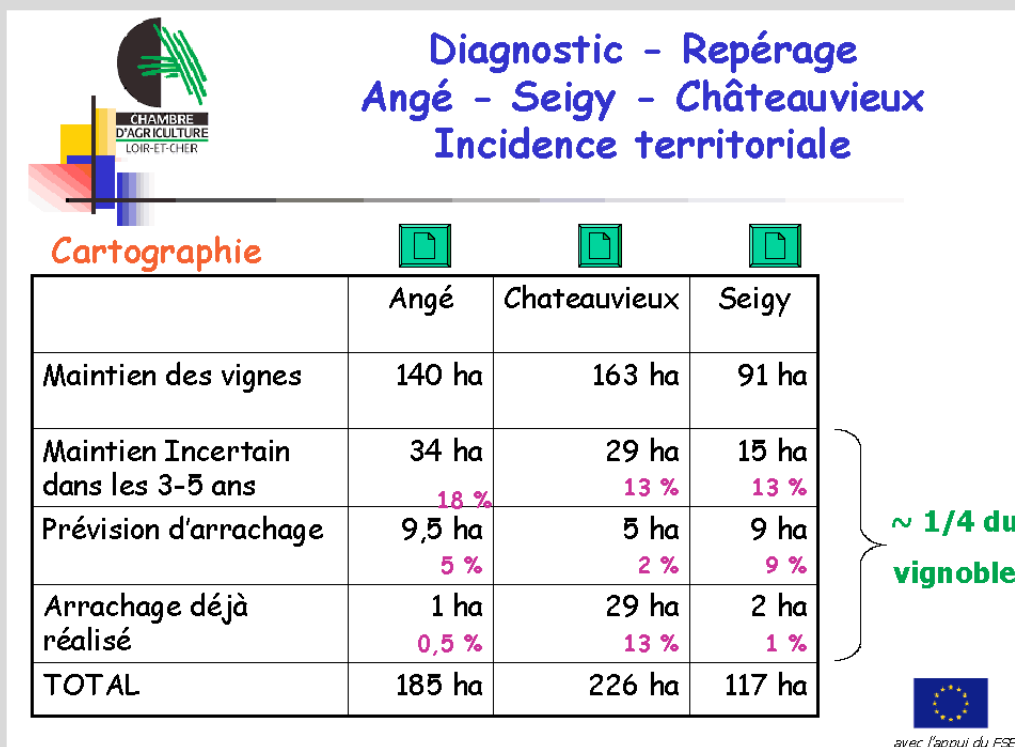
Chambers of Agriculture are public establishments run by elected representatives of all the stakeholders in the agricultural and rural world: farmers, former farmers, land owners, farm workers, professional groups and the forestry sector.

Like the INAO, with which they regularly collaborate, they have to be consulted when town-planning documents are being prepared. In general, it is employees of the Chambers, “technicians” who are experienced in the functioning of administrative documents, who attend the meetings, but the elected representatives also sometimes attend.

In addition to this legislative role, some Chambers play a positive role in the management of vine-growing landscapes, as illustrated in the two cases below.

Supporting the development of the wine-production potential in the Touraine AOC area. In the current difficult situation for the Touraine AOC production (marketing difficulty, drop in prices, allocation of bonuses for definitively uprooting vineyards), the Chamber of Agriculture of the Loir-et-Cher wanted to support the wine producers.

Part of this support involved a diagnostic survey carried out in the Cher valley. The Chamber identified the vineyard plots destined to continue production, those already uprooted or intended to be so, and those whose future was uncertain.



Work was also carried out on the plots destined to be uprooted. These are often scattered across the existing vineyard area, and their disappearance thus tends to fragment the landscape. With the help of the General Council, the Chamber of Agriculture organized “private exchange and transfer of rural property” (ECIR, procedure laid down in article L 124-3 of the rural code). The objectives were to reconstruct the potential for wine production, to reorganize plots in coherent blocks and improve conditions for managing them, while enhancing the landscape.

Legal costs are often an obstacle to modifying small plots. This flexible land management tool makes it possible for small plots to be exchanged or transferred without cost through a simple administrative procedure. An owner can sell or exchange plots of less than 1.5 hectares which have the same agricultural use and with a value less than 1,500 euros, free of charge. The General Council covers the cost of preparing the exchanges and transfers, as well as any legal fees.

The method is based on information given by each party and on voluntary participation; the whole operation is completed out of court, and the agreement of all the people concerned (inheritors, tenant farmers, etc.) must be obtained. This obligation for voluntary participation constitutes the limitation of this tool, making it less effective than a traditional *remembrement* (official reallocation of land). On the other hand, it is much more flexible and less costly.

The operation has worked best in the commune of Angé where it is currently being completed. It concerned a total of 600 plots and more than 80 hectares, of which 20% is designated AOC (the operation was extended and mostly concerned owners of woodland).

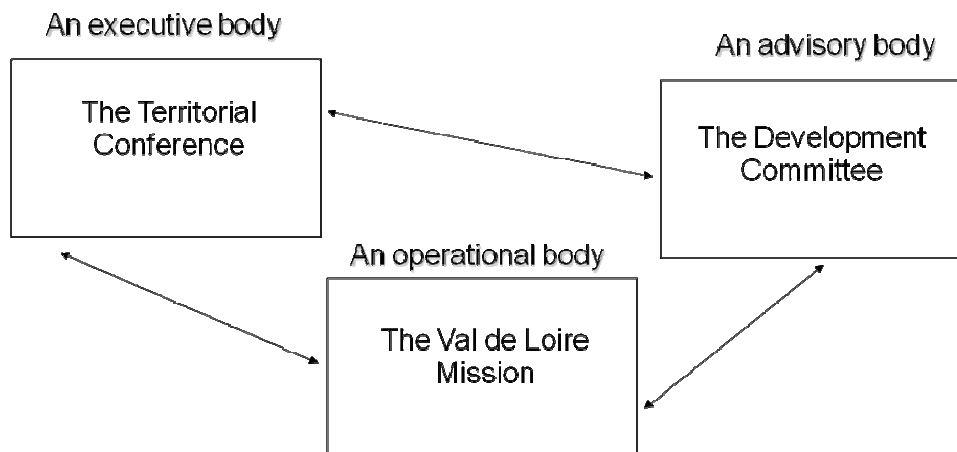


22 – A management system specific to the UNESCO Site

The listing specifically covers the Val de Loire and the area situated in general between the two hillsides that border the river between Sully-sur-Loire (Loiret) and Chalonnes-sur-Loire (Maine-et-Loire), a distance of 280 km and an area of almost 800 sq. km. The area includes:

- 2 Regions (Centre and Pays de la Loire),
- 4 Departments (Loiret, Loir-et-Cher, Indre-et-Loire and Maine-et-Loire),
- 6 Conurbations (Orléans, Blois, Tours, Chinon, Saumur and Angers),
- 1 Regional Natural Park (Loire-Anjou-Touraine),
- 161 local authorities.

The management and development of the Val de Loire as a World Heritage site is based on an innovative system set up in 2002. It was put in place by the Centre and Pays de la Loire Regions, at the request of the national government and UNESCO. This management system is centred on three constituent bodies:



The Territorial Conference

The Territorial Conference is a guidance body led by the Préfet (prefect) of the Centre region, which also co-ordinates the Plan Loire Grandeur Nature (an environmental management plan for the river). It meets twice a year.

The Territorial Conference defines the broad directions of the Mission Val de Loire and validates the annual program of activities.

It unites, around the central government representatives, the Val de Loire authorities involved and responsible for contracting works:

- The Prefect of the Centre Region, who coordinates the Plan Loire Grandeur Nature,
- The presidents of the regional councils of the Centre and Pays de la Loire Regions,
- The presidents of the councils for the departments concerned (Loiret, Loir-et-Cher, Indre-et-Loire, Maine-et-Loire),
- The mayors of Orléans, Blois, Tours, Amboise, Chinon and Saumur,
- The presidents of the conurbations of Orléans, Tours, Angers, Blois and Saumur,
- The president of the Etablissement public Loire (a public body that oversees the management of the Loire and its tributaries),

- The president of the Loire - Anjou - Touraine Regional Natural Park,
- Four representatives from municipalities within the site appointed by the SICALA (Intermunicipal Syndicate for the Development of the Loire and its Tributaries).

The Development Committee

The development committee is a consultative body open to all the participants concerned, in particular those involved in the economy, tourism, the environment, heritage, culture and education.

The purpose of the Development Committee is to play a consultative role, and, alongside the Territorial Conference, it provides a forum for discussion and a place where proposals can be considered.

It works through a framework of periodic meetings, “*les Rendez-Vous du Val de Loire*”, which take place every 18 months, and through topic-based working groups set up on the basis of the priorities established by the Territorial Conference.

The Mission Val de Loire

Created in March 2002 by the regional councils of Centre and Pays de la Loire, the Mission Val de Loire is the operational body for the management system of the World Heritage site. It is a cross-regional organisation, which is chaired by each Region in turn for a 3-year period. The Joint Committee responsible for monitoring its activities, made up of regional elected representatives, meets between three and five times a year.

The Mission is financed by the two founder Regions of the organisation in the following proportions: 2/3 by Centre and 1/3 by Pays de la Loire. The national government contributes to the financing of research and other projects carried out under the heritage section of the Plan Loire Grandeur Nature (an environmental management plan for the river Loire).

23 – The UNESCO management plan

231 – Drawing up the plan

The State, in association with the Mission Val de Loire and the Centre and Pays de la Loire regions, produces the site management plan guaranteeing the continuity of the landscape and cultural identity of the Val de Loire World Heritage site and overseeing the development of its 800 km².

Drawing up the regional management plan of the UNESCO site is based on the acknowledgement of the shared responsibility of the State and local authorities in managing the site (see appendix 2) and the need to coordinate their public policies.

In 2008, extensive consultation with all the local authorities and stakeholders of the site led to the publication of a brochure entitled “*Un projet pour les paysages du Val de Loire*” (A project for the Val de Loire landscapes) which presents:

- A formalization of the identity values leading to the inscription on the UNESCO World Heritage list (the region is designated as being of Outstanding International Value);
- An analysis of the threats and risks which could jeopardize these identity values;

- Recommendations for guaranteeing the protection of emblematic sites and the sustainable management of the river corridor which is the setting for this “chain of outstanding monuments”.

Following publication of this brochure, the French State, which is responsible to the international community for the continuity of the inscription, undertook to set up a management plan based largely on the recommendations for a “landscape project”. The Mission Val de Loire consecutively ran a public awareness campaign about these landscape issues and supported the State in producing this management plan.

An initial version will be presented to the local authorities in the site in May 2010 for their opinion. The duly amended text will be presented to the local, regional and national authorities in the last quarter of 2010 and to the Val de Loire World Heritage Territorial Conference. The final version will be proposed in spring 2011 at the proceedings of the 161 municipal councils who are responsible for the UNESCO site.

232 – Organisation of the management document

The objective of this document is **the preservation and enhancement of the identity, heritage and landscape values** in the use, organisation and regional development of the UNESCO Val de Loire site.

It takes up the presentation of the cultural and landscape identity of the site and the threat of impairment of this identity, and offers nine courses of action for shared management, with a common framework of actions:

. Preserving emblematic landscapes:

- . 1/ Preserve and enhance the heritage and outstanding areas
- . 2/ Maintain the open landscapes of the valley and the views of the Loire

. Controlling urban development:

- . 3/ Control urban sprawl and maintain agricultural areas
- . 4/ Organise housing and economic development

. Controlling infrastructures:

- . 5/ Integrate new facilities

. Enhancing tourism:

- . 6/ Enhance the routes into and through the Val de Loire
- . 7/ Organise sustainable tourism which preserves the quality of the landscape

. Involving the inhabitants and local authorities:

- . 8/ Encourage the inhabitants to adopt the values of the UNESCO inscription
- . 9/ Support the decision-makers by providing advice and leadership

These nine courses of action constitute a joint benchmark for the actions undertaken by the State, the two Regions, and progressively by the other local authorities in the site.

233 – Taking the vine-growing landscapes into account in the management plan

In order to preserve the vine-growing landscapes, several actions have been put forward:

- Indicate the vine-growing areas (planted or not planted) in the town-planning documents as “green belts” and not as medium- and long-term urban development reserves.
- Involve the wine production profession in drawing up all the town-planning documents, because the viticultural parcel plan is above all a production tool whose management and modernisation characteristics must be incorporated into plans for the future;
- Complement the economic approach by a landscape approach to strengthen the heritage identity of these areas, and treat the vine-growing areas under threat as a priority (vineyards close to the town or along communication routes);
- Develop “vineyard area projects” including heritage protection measures (natural, wine-production and built heritage), environmental enhancement of the region, modernization of production and logistics facilities, and the development of wine tourism.
- Provide legal protection for the vine-growing sectors when necessary by setting up a Protected Agricultural Zone (ZAP – article L.122-2 of the rural code).

III – Conclusions:

How can the wine-production areas of the Val de Loire be protected in the future?

Is the future of the wine-production landscapes in the hands of the local elected representatives?

Urban development is the main risk facing the wine-production areas and landscapes of the Val de Loire. Many owners, including farmers, want to increase the value of their land by converting it to building land. Decision-making powers lie with the elected representatives of the *communes*. The only action that INAO can take with them is advice and negotiation, because it only has a consultative role in all town-planning document projects.

The law has given the AOC protection and management bodies the possibility of direct intervention: they can refer the matter to the Ministry whenever they learn of a potential threat to the area or image – generally to the landscape – of their *appellation*. Unfortunately, it seems that very few have recourse to this procedure. Setting up independent commissions of associations of wine producers may be a way of making the profession aware of the importance of protecting the vine-growing areas and the associated landscape and look beyond personal interest.

Public awareness of the environmental and landscape issues

The principle of controlled and economical use of space has been laid down in the law since 2000 (“*Solidarité et Renouveau urbain*” (Solidarity and Urban renewal) which refers explicitly to the principles of sustainable development). Some communes, aware of the importance of agriculture, viticulture and landscape in terms of the living environment, image and heritage, have set up Protected Agricultural Zones.

Moreover, it seems that the inhabitants as a whole are beginning to become aware of the need to manage farmland and the landscape associated with it. Unthinkable two years ago, it is no longer rare to see these issues discussed in the press and even on television.

Landscape preservation is inseparable from its economic vitality

The best guarantee for preserving a wine-production landscape and the structures which maintain it is the profitability of their production. The possibility of land ownership, particularly for young wine producers is another essential aspect. It requires a clear long-term vision of the future of the wine-production areas to overcome property speculation and retention. Here again, creating a ZAP could help.

In the current difficult situation for wine production, proof of authenticity and quality provided by the AOC is essential, but is not always enough. The enhancement of the landscape, particularly through tourism and communication, is one way of promoting the *appellations*. Another way is to involve the wine producers in sustainable or organic production methods that respect the environment in general and the landscape in particular.

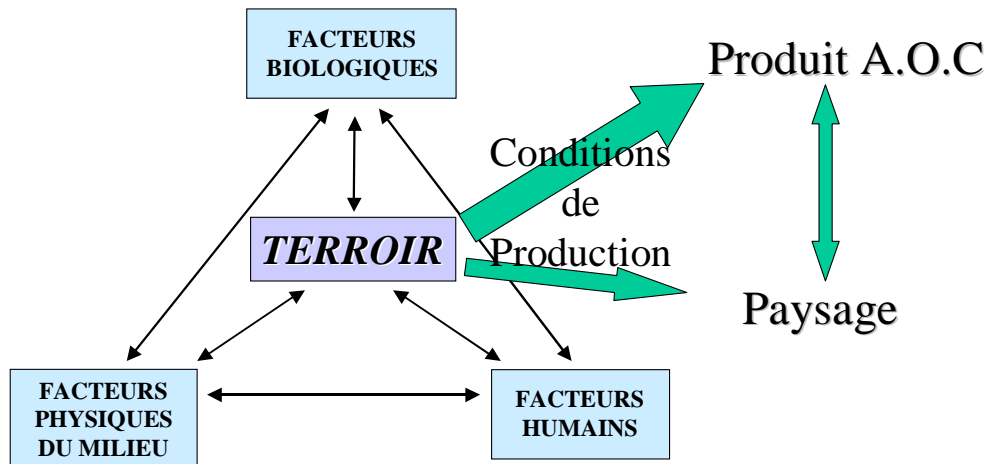
The role of the UNESCO inscription

The UNESCO inscription raises the awareness of the cultural dimension of the issue of regional development and reasserts the unique character of the specific wine-production localities in the face of globalization and standardization.

It is a tool for involving the local authorities and stakeholders in what is, more than ever, a public good with a heritage character. The success of the site management plan is based on the quality and continuity of this involvement.

The demand for quality is linked to the very meaning of the inscription: the issue goes beyond protecting emblematic landscapes – it concerns the excellence of development policies, which is to say the quality of their adaptation to the economic, social and cultural situation of the region.

Appendix 1: The AOC (AOP) area: definitions and heritage aspect



"A *terroir* is a delimited geographical space in which a human community builds up a collective know-how of production over the course of time, based on a system of interactions between a physical and a biological environment, and a set of human factors. The socio-technical itineraries which come into play reveal originality, impart a specific image, and result in a reputation for a product originating from this geographic space."

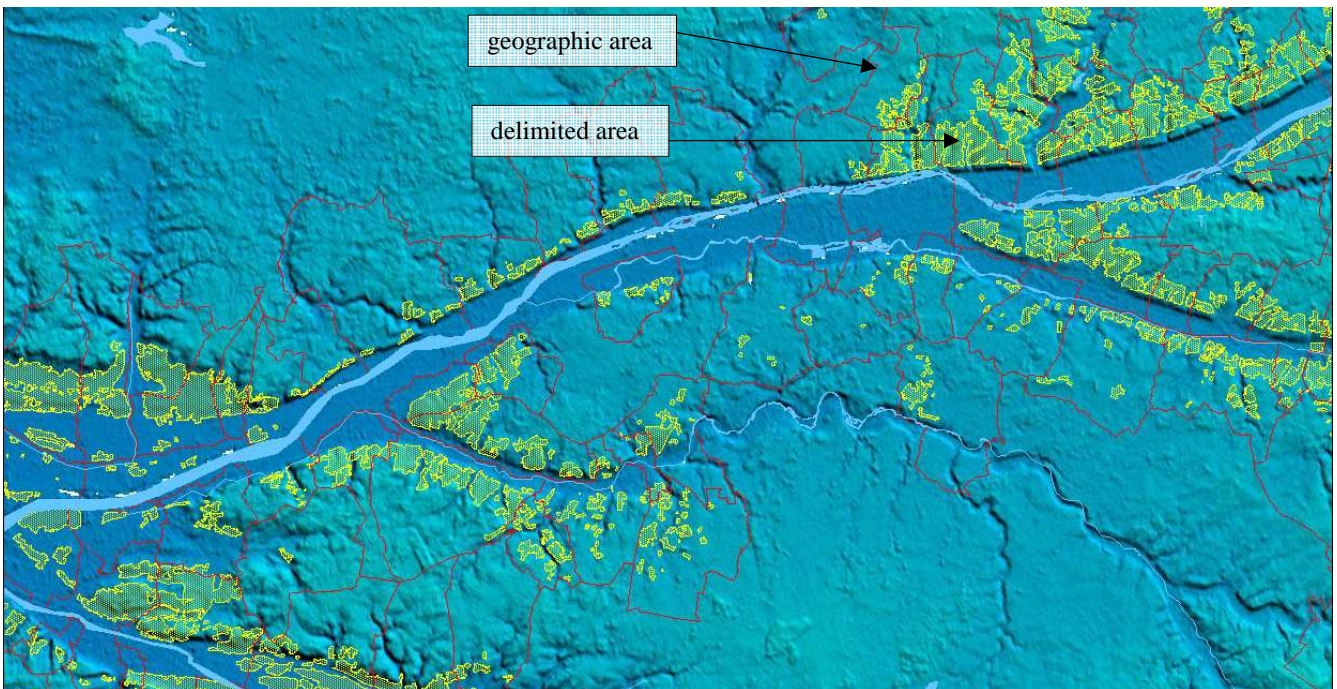
The notion of *Appellation d'Origine Contrôlée* (AOC) (recognized at the European level as *Appellation d'Origine Protégée* (AOP)) is closely linked to that of *terroir* and highlights a heritage which is both tangible (*terroir* in the sense of land and its products) and intangible (the know-how for developing these products which has been built up and passed on over time).

Notions of delimitation

For every wine-producing AOC, the INAO defines a geographic area in which all the wine-production operations must be carried out. This area consists of a group of *communes*.

The INAO calls on a commission of experts to define the delimited area, which is registered on the cadastral plan kept in the town hall where it can be consulted by the general public.

The INAO considers this delimited area, whether it is currently planted or not, in other words the production capacity of an *appellation*, as a finite heritage, limited in space, non-transferable and thus irreplaceable. Anything jeopardizing the integrity of the land classified as AOC thus constitutes an irreversible loss.



Appendix 2: The management plan

The management plan, a shared responsibility

The state authorities share the responsibility for landscape management. It requires specific partnership within the framework of a joint undertaking of the State and the local authorities of the site.

- *The state and its decentralized departments*

Article 4 of the World Heritage convention states that: “Each State Party to this Convention recognizes that the duty of ensuring the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage... belongs primarily to that State.”

At the site level, State action in the landscape domain is dependent on the coordination of public and regional departments and organizations at the basin level. The State implements the statutory tools for the protection of historic monuments, outstanding landscape, natural or architectural sites, for advertising and signs and for the management of the areas around outstanding sites. Its protection role is essential in ecological and environmental matters.

- *The Centre and Pays de la Loire Council*

The regional public policies for the environment, heritage and regional development come under either regional policies or environmental policies, through the creation of protection zones (natural regional reserves), spaces which are open to the public and which have an awareness-raising goal, the creation of natural regional parks and support of their technical teams and action programs, actions for education about the environment, or through economic sector policies (agriculture, including wine production).

- *The general councils of the Loiret, Loir-et-Cher, Indre-et-Loire and Maine-et-Loire*

The four general councils play a crucial role in regional management, in particular for road infrastructure works and maintenance, agriculture (supporting market gardening, arboriculture and wine-production), and the environment. The local tax for natural sensitive areas (TDENS) goes towards protecting and enhancing the natural and landscape sites of the Loire Valley. These four general councils also play an important role in terms of knowledge, awareness raising and providing landscape management support for the communes, notably through their institutions (CAUE).

- *The 161 communes and 35 intercommunalités*

Since decentralization laws were passed, the communes and intercommunal bodies play the most important role in managing the Loire space and landscapes, with authority for controlling residential urban development and industrial zones, and creating the infrastructures required for these developments, including transport, and promoting new uses of the river banks. In this way, they are also responsible for ensuring the continuity of the UNESCO inscription.