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### HOW TO ORGANIZE PUBLIC DIALOGUE IN THE LANDSCAPE PLANNING

Ecological problems of landscape change in the Baltic region are the international tasks. Each person is responsible for making decisions about maintaining landscapes. Therefore, social dialogue is necessary. The article contains: challenges for social dialogue on landscape planning BL "Neman" in Belarus; the results of social dialogue; plans of action.

**Introduction.** The Republic of Belarus has a unique landscape potential and the prospects for sustainable development and quality of life not only Belarusians, but also of Europe's population to a large extent depends on conservation and efficient use of this landscape. The diversity of landscapes is a common European heritage that requires urgent measures of general order, such as a reflection of the concept of landscape in the national legislation, conduct a proper landscape policy at international, national, regional and local levels, as well as public participation in projects for the conservation of landscape potential.

Landscape planning in Europe is the answer to the emerging adverse effects of landscapes, including the Baltic Sea region. Environmental problems of anthropogenic changes to landscapes of the Baltic region and joint action are today important international challenges.

BSTU is one of the execute international innovation project " Changing of the Baltic landscapes and innovative approaches to sustainable management of forest landscapes" [1]. The main objective of the project is to create sustainable, competitive and territorially integrated Baltic Sea region in terms of the problems of adaptation to the new forest landscapes greening management. The concept of model forests stands as the platform Baltic landscapes planning. Today every person of society is responsible for the world in which he lives, and all must work together to improve it, and this requires cooperation, social dialogue.

As the site of the Baltic landscape in Belarus Novogrudok area which is rich in its history, natural-resource potential and is located in the basine river of Neman, which flows into the Baltic Sea-Baltic landscape (NL) "Neman".

The purpose of this research is the formulation and implementation of the main objectives of the formation of public dialogue in the context of landscape planning at the local level, bringing to work together on landscape planning stakeholders for making trade-offs save BL "Neman".

For the formation of public dialogue in the framework of the development of the project the following tasks were set:

- to conduct a survey environmentally-oriented local community for their education, awareness locals existing regional problems, goals and objectives of the project BL "Neman", as well as identifying the views and assessment state development opportunities Novogrudok landscape area;

- identify the stakeholders in the relation to the project BL "Neman" and form the main areas of cooperation between them (communication protocol);

- organize social dialogue on the project;
- to promote media coverage of the measures on public relations issues within the project landscape planning in Novogrudok region.

**Main part. 1. Environmentally-oriented questionnaire of the local population of the Baltic landscape "Neman".** Developed profiles separately for youth and for adults that evaluate the condition and development opportunities landscapes Novogrudok district in terms of public interest, to gather information for future action to improve the quality of life of the region.

In October 2013 in Novogrudok environmentally-oriented a survey was conducted among young people and adults, which covers environmental issues, landscape planning and landscape conservation in the Baltic region. In the survey 116 respondents participated.

The total number of the questioned are 63 young people (14-17 years), 36 people (57%) of which are pupils of Novogrudok comprehensive school No. 4, 27 people (43%) are students of "Novogrudok State Trade Economical College"

The main audience of the respondent pupils are girls of the age of 14–16 years.

The total number of the questioned adult population (30–50 years) is 53 persons. They are representatives of the local enterprises, organizations, the establishments of education interested in implementation of the project BL "Neman": 18 employees of Novogrudok regional executive committee, 14 workers of SFE "Novogrudok Forestry",

21 educators. Most of respondent are employees – 52 persons (98%), including 13 technical performers, and 1 student. Average age of respondents is 30–49 years – 52,8% (28 people), 50 years and above – 26,4% (14 people).

Most of the respondents are women – 83% (44 persons).

The following conclusions are made on the basis of the received results, :

- the population of the Novogrudok region was interested and at the same time were embarrassed by environmental issues of the city, preservation and creation of attractive landscapes;

- 60% of respondents of the Novogrudok region know about the project BL "Neman", problems of preservation of the Baltic landscapes;

- the youth, pupils of the senior classes and college, not only note the main environmental problems, but also are able to offer real and effective nature protection actions;

- the concept "landscape" is known only by 47,6% of the respondent youth. More than a half (68,3%) of the respondent respondents have no concept about problems of a sustainable development and participation of Belarus in their decision. Pupils note that they gained knowledge of the categories "landscape", "sustainable development" at geography lessons;

- the adults note high ecological importance of forest resources in the region, however underestimates their recreational potential. Respondents also emphasized the negative fact. It is insufficient amount of information (less than 50%) about the situation of environment in mass media;

- according to adult respondents, activity of local authorities has non-systemic character, however recently state authorities act as active initiators of actions for put ecology to rights.

2. *Identification of interested persons concerning implementation of the project BL "Neman", formation of the communications protocol.* We used a method of carrying out the analysis of interested parties (analysis stakeholders) for identification of the interested social groups which can have decisive influence on the course of the project implementation, and identification of ways of interaction with them with purpose to involve into collaboration with landscape planning. This method is based on the situation that at the beginning of any project it is necessary to define people who will help in project execution, and also to develop the plan of involvement of interested parties in social dialogue on the project.

The following interested parties were defined during research. Their activity raises the questions of planning of BL "Neman"

- Novogrudok regional executive committee;
- SFE "Novogrudok Forestry";

- Novogrudok district inspection of natural resources and environmental protection;

- the audience focused on ecology: schools, libraries;

- Novogrudok regional council of deputies;

- republican landscape wildlife areas, wildlife areas of local significance;

- agro-estates;

- press: district, regional, republican; television;

- municipal services (questions of improvement, operation of recreational resources are in their sphere,);

- "green" public organizations.

We constructed the card of interest of the parties by results of the analysis. It reflects interrelation of an assessment of influence of the parties on implementation of the project and a rating of the relations which allowed to make conclusions: close cooperation during realization of landscape planning should be adjusted with SFE "Novogrudok Forestry" and district executive committee. It is necessary to organize continuous monitoring of ecological education of the youth, to increase their knowledge, to involve into ecological projects; it is necessary to keep in feedback on problematic issues of planning with educators. All interested parties need to be involved in adjustment of social dialogue.

The protocol of interaction represents the agreement developed in the course of the dialogue devoted to the discussion of problem significant for implementation of the Baltic Landscapes project for the purpose of making of reasonable environmental, economical-administrative decisions on development of a landscape. The figure shows the scheme of cooperation with stakeholders in the process of developing a protocol interaction.

The main methods of interaction in the framework of the protocol is to hold "round tables" with the providing of information about all aspects of ecological and economic projects in the region; questioning of the local people; conducting environmental forums involving the youth in the activities of environmental organisations.

3. *The organization of social dialogue on issues of the project.* The section "Ecological and economic evaluation of environmental technologies," was organized as part of IRTC Technique and technology of environmental protection" (October 9-11, 2013, Minsk, BSTU). Chairman - Head of the Department of Management and Nature Management Economics BSTU D.Sc. (Economics), professor A.V. Neverov.

The reports and presentations offered to attention reflected essence of problems of a working package of WP4 "New Approaches to Landscape Planning" project:

–"Green" economy: theoretical problems of knowledge and mechanisms of development (D.Sc. (Economics), professor A. V. Neverov);

– Landscape planning in system of recreational activity (D.Sc. (Economics), professor A.V. Neverov; PhD (Economics), assistant professor A. I. Metelsky);

– A complex assessment of a landscape of the Novogrudsk region as natural and resource potential (PhD (Economics), assistant professor T. P. Vodopyanova; PhD (Economics) A. Lukashuk);

– Methodological bases of planning of environmental management as a sustainable development and landscape approach (PhD (Economics), assistant professor A. V. Ravino);

– Modern characteristic of the object of landscape planning "Baltic landscape "Neman" (PhD (Biology), assistant professor N. A. Masilevich) and others.

"Belarusian State Technological University" acted as the initiator of the organization in the region of BL "Neman" of negotiation process in a format of "a round table". On October 18, 2013 a round table with the stakeholders and the public of the region of BL "Neman" took place in Novogrudok. Its subject was "Novogrudok landscapes and the Baltic Sea: nature conservation"

The purpose of "a round table" is the identification and calculation of ecologically important and vulnerable elements of a landscape for natural management planning.

Over 50 people representatives of different organizations and societies of the area took part in the work of "round table": BSTU; Novogrudok regional executive committee; Novogrudok regional council of deputies; Novogrudok city regional inspection of natural resources and environmental protection; reserve "Svityazyansky"; Petrevich country executive committee; Valevsk country executive committee; SFI "Novogrudok Forestry"; SU "Novogrudok Enterprise of Ameliorative Sys-

tems"; HI "Novogrudsk CRH"; Center of out-of-school work; Ecological and biological center; Center of tourism and study of local lore; Information and tourist center; Regional methodic center of national creativity and cultural educatory activity; SGO BRSSS regional organization; farmsteads; travel agencies of "Novogrudok-Tour"; schools; SSEIs; newspapers « Novae Zhyzzyo»; radio and television and so on.

The work of "a round table" was organized to discuss the following questions:

1) Development of the Novogrudok region in the context of "The concept of sustainable development";

2) The initiative and tools of a sustainable development;

3) Landscape planning as main tool of a sustainable development of the region;

4) The problems culturological and innovative development of the area;

5) A condition of environment of the area and possibility of natural and resource potential in a format of the concept of a sustainable development; formation of the model wood; role of state bodies of the area, forestry, public organizations;

6) Local initiatives, decisions, plans for realization of social and economic and environmental problems of development of the region;

7) Political aspect of the considered problem: image of Belarus, the Grodno region and Novogrudok area.

The discussion on problems of landscape planning of the region took place.

4. Elucidation in mass media of the held events. According to provisions of the Aarhus Convention (it is ratified by the Decree of the President of Republic of Belarus of 14.12.1999 No. 726), efficiency of participation of the interested public in adoption of significant decisions depends on availability of information which provides awareness of society.

#### The scheme of cooperation with stakeholders while developing the protocol

Stakeholders	
The concept of sustainable management of forest landscapes of the region of the Baltic Sea	
<ul style="list-style-type: none"> <li>• Creation of the sustainable territorial integrated region of the Baltic Sea</li> <li>• Sustainable management of forest and water landscapes</li> </ul>	
Agreement on cooperation	
<ul style="list-style-type: none"> <li>• Definition of methods cooperation and information transfer</li> <li>• Protocol of cooperation</li> </ul>	
Cooperation methods	Results of cooperation
<ul style="list-style-type: none"> <li>– methods of establishment of feedback with the public;</li> <li>– methods of formation of social dialogue;</li> <li>– media coverage</li> </ul>	<ul style="list-style-type: none"> <li>– environmental problem identification of the region;</li> <li>– informing on questions of landscape planning in the region;</li> <li>– taking coordinated decisions</li> </ul>
Project developer	

Promoted increase of knowledge of local population and development of dialogue was due to:

– Edition of the collection of materials of the International scientific and technical conference "Equipment and Technology of Environment Protection" [3];

– publication in the newspaper «Novae Zhyzzyo» of article about the conducted "round table" [4];

– Transfer of materials about the conducted event on the television, radio (radio programs of "Navagrudok naviny"; TV programs of "Novo tv");

– Illumination of the organization of negotiation process on the site of BSTU [www.bstu.unibel.by/facultet/ief/miep/miep.shtml](http://www.bstu.unibel.by/facultet/ief/miep/miep.shtml)

**Conclusion.** Landscape planning in the region of BL "Neman" has to be done taking into account opinions of the local people, representatives of institutions, the organizations, local authorities that will allow:

– To develop cooperation with the local communities by the realization of the problems of the region and also the purposes and tasks of the project BL "Neman";

– To reach the coordinated participation of local communities in sustainable resource management of BL "Neman";

– To form public opinion for preparation of protection and actions for landscape planning;

– To take social, ecological and economic administrative decisions on development of a landscape.

### References

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