



As in real life...this program starts by doing...

WORLD IS THE FOUNDATION AND THE SCENARIO FOR PERFORMING THE ACT OF OUR ADEQUACY  
KANT



Arpheleia  
Αφέλεια  
Erasmus+

Intensive Seminar Program  
Integrated Cultural Landscape Management  
for Local and Global Sustainability  
(10 ECTS)  
19-28 March, 2015  
Mação - Municipal Auditorium "Elvino Pereira"

ipt  
Instituto Politécnico de Tomar

UNI JENA  
Museum National d'Histoire naturelle  
UNIVERSITÄT WÜRZBURG  
UNIVERSITÄT SANKT-ETIENNE  
MÉMO TERSO  
LITHUWIE NACIONALNE MUSEUM WILNO  
INSTITUTO TERRA E MEMÓRIA  
Erasmus+

CIPSH ICPHS  
INSTITUTO TERRA E MEMÓRIA  
MUSEU DA PAISAGEM Mação  
centro de geo ciências  
ipt Instituto Politécnico de Tomar

## Introducing. The Middle Tagus... ...a scenario to think and act

Luiz Oosterbeek, 19.03.2015

# Topics

- ▶ The scope of Apheleia
- ▶ The region



# Scope

To establish a solid consortium of academic and non-academic partners

- Apheleia partnership
- Spreading within the EU and beyond
- Build from Rio+20, IYGU, CIPSH, ISSC, etc.

To train a selection of EU students on the complex use of convergent multidisciplinary tools for cultural integrated landscape management,

- Intensive programs 2015, 2016, 2017
- Essays at distance

To collect, analyze and synthesize the rich field experiences gathered by the partnership members

- Academic thought advances
- Specific strategies (inclusion, equity)
- Specific territories case studies

To involve basic disciplinary core required competences permanently integrated through transversal competences

- Human sciences
- Social sciences
- Natural sciences

To produce a common lexicon + website and a series of reference publications

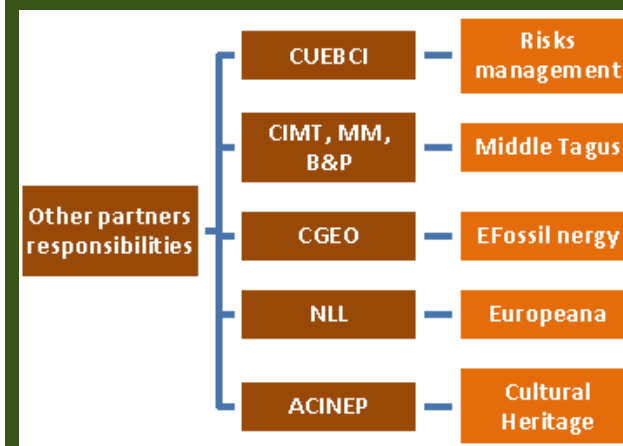
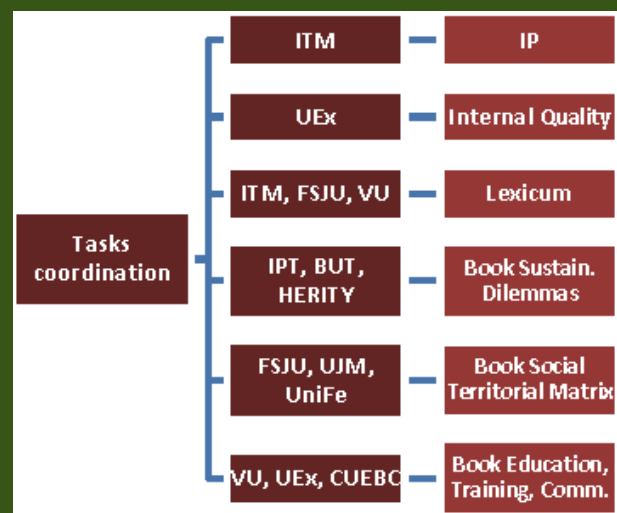
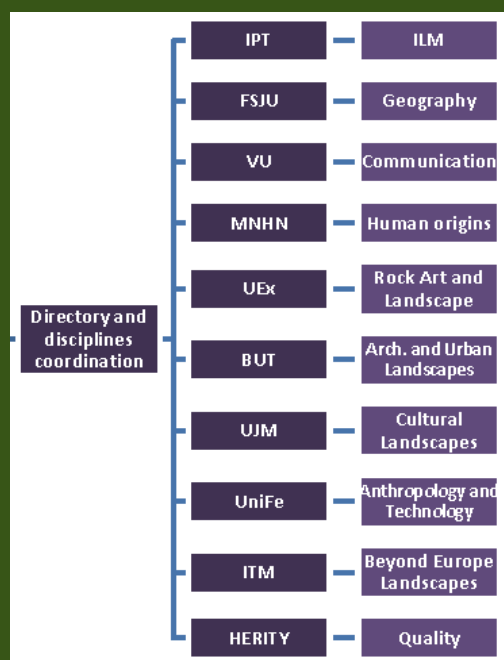
- Website setting
- Lexicon debate
- 3 Books

To pave the way for a new European Master

- Prepare modules
- Prepare reference papers
- Introduce contents in existing courses



# Aims and responsibilities



# The Lexicum

The lexicum will have several sections:

- ▶ Global sustainability (coord. IPT);
- ▶ Local-global interactions understanding (coord. FSUJ);
- ▶ Regional development praxis (coord. CIMT, MM);
- ▶ Fossil energy and sustainability (coord. UC-CGeo).
- ▶ Small and medium enterprises (coord. B&P);
- ▶ Natural resources and human adaptations throughout time (coord. UniFe);
- ▶ Cultural landscapes (coord. UJM);
- ▶ Low complexity production technologies (coord. ACINEP);
- ▶ Urbanism and architecture (coord. BTU);
- ▶ Art, history and landscape (coord. UEx);
- ▶ Extra-European past contexts (coord. MNHN);
- ▶ Heritage quality assessment (coord. HERITY);
- ▶ Communication (coord. VU) ;
- ▶ Documentation (VNMMB).

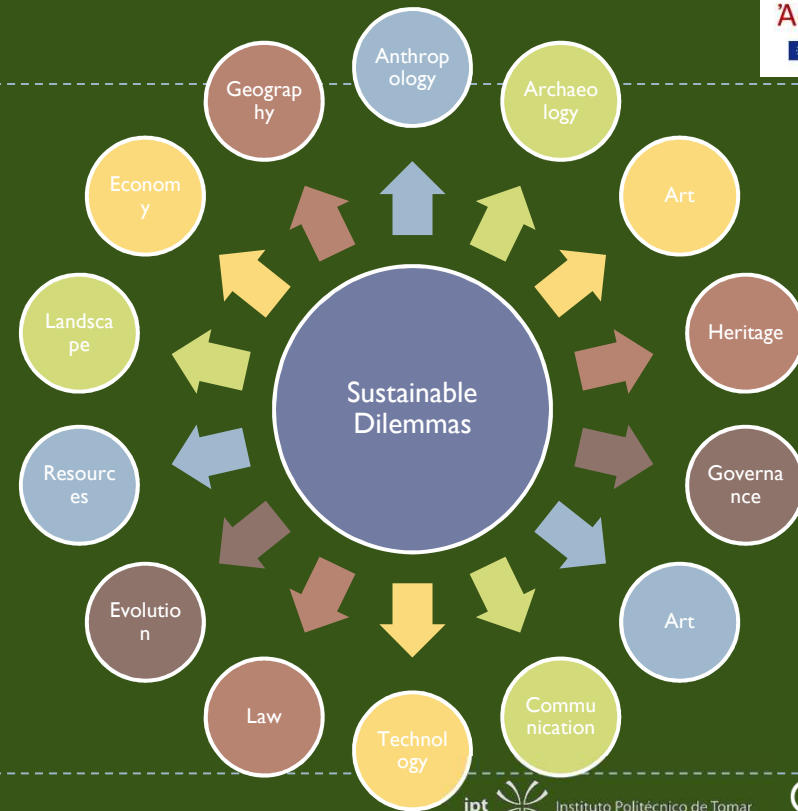
▶ Each of us must identify 3 keywords and:

- ▶ Briefly define the word/concept;
- ▶ Indicate synonyms of it;
- ▶ Indicate its translation into at least two other languages.



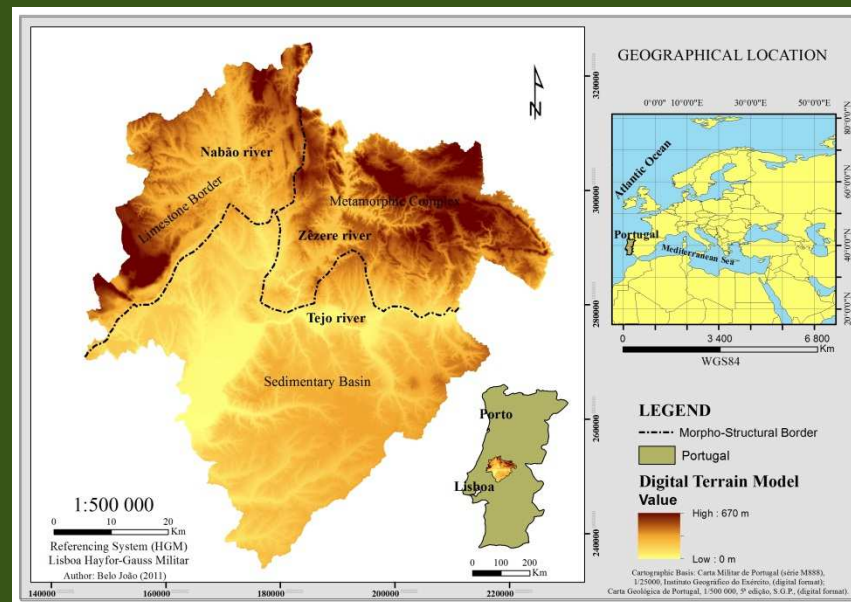
# The 2015 Book

## ► Sustainability and (sustainable) Dilemmas



# The region and the challenge

- ▶ How to introduce mid-long term reasoning into short-term pressing dilemmas?
- ▶ Which can be your suggestions for the region's integration and management, until 2020, based on today's presentation, the lectures and the VS?
- ▶ How can you maximise your academic diversity and your distant sight in this context?





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Miguel Pombeiro

Now the word with the Executive Director of CIMT





Integrated landscape management.  
How to disseminate the obvious?

Luiz Oosterbeek, 19.03.2015



# In the endless reaches of the universe...

- ▶ Jor-El, a scientist of the planet Krypton, foresaw the end of the planet and that culturally free naturally born children, moving into other planets, could be the hope for a lasting future.
- ▶ Yet, mating and giving birth was deemed as heresy by Krypton's authorities.
- ▶ Planet Krypton, by then, did not have an integrated approach to landscape management
- ▶ Only Kal-El, Superman, survived, to become, in 1939, a supplier of the welfare State, facing the great depression and the extreme financial capitalism that generated it, as well as racism and xenophobia.
- ▶ Planet Earth, by 1939, also did not have an integrated approach to landscape management



# And now for something complete different!

- ▶ Building from global awareness
- ▶ Building from disciplines and beyond:
  - ▶ Geography
  - ▶ Anthropology
  - ▶ Archaeology
  - ▶ History/Heritage
  - ▶ Economics
  - ▶ Urbanism
  - ▶ Law
  - ▶ Philosophy



# Never forget the dark side of the moon!

- ▶ **Geography** ▶ Space, distance and time
- ▶ **Anthropology** ▶ Identity and conflicts
- ▶ **Archaeology** ▶ Material culture and alienation
  - ▶ **History** ▶ Narratives and oblivion
  - ▶ **Heritage** ▶ Landscape markers and domination
- ▶ **Economics** ▶ Growth and social divides
- ▶ **Urbanism** ▶ Quality and entropy
  - ▶ **Law** ▶ Individual and collective conflicting rights
  - ▶ **Philosophy** ▶ Reason, ethics and manipulation
- ▶ **Communication** ▶ Significance and propaganda



# Topics

- ▶ Foresight and uncertainty
- ▶ The current state of affairs
- ▶ Cognitive capacities and human behaviour
- ▶ Towards governance
- ▶ Measuring culture change
- ▶ Framing the role of Humanities
- ▶ From warfare planning towards strategic planning
- ▶ Integrated Landscape Management



# Foresight and uncertainty

- ▶ Past cycles
  - ▶ Trade
  - ▶ Urban/Rural
  - ▶ Products vs Services Economy
  - ▶ Climatic/Environmental
  - ▶ Mobility
  - ▶ Ageing
  - ▶ Isolation/Globalization
- ▶ From problems to dilemmas
- ▶ Resilience: territory, diversity, human capital



# 3D Crisis 1: disruption

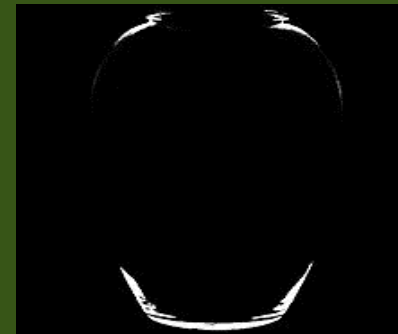
- ▶ **The third long term depression**
  - ▶ geo-strategic major changes
  - ▶ disruption of the international monetary system,
  - ▶ economic growth through technology and jobs sparing
  - ▶ growing gap between technological innovation and human scale mobility
  - ▶ climatic changes implying environmental disruptions
  - ▶ instability and uncertainty





## 3D Crisis 2: dispersion

- ▶ **Decay of current socialization structures**
  - ▶ churches, political parties, schools, sport teams, private corporations, national states...
- ▶ **Nihilism and short term thinking.**
  - ▶ Humans' basic life conditions are disarticulated
  - ▶ Hyper-urbanization is a sign and a consequence



# 3D Crisis 3: de-socialization



- ▶ Loss of learning efficient mechanisms
- ▶ Loss of participation in the tangible causal sequences
  - ▶ Recovery of magic causal explanations
  - ▶ Retreat of rational notions of space, time and cause
- ▶ Loss of identities, merged into “mob” populist moves



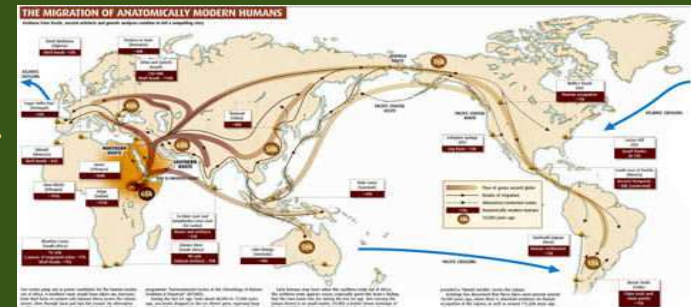
# Beyond recession

- ▶ Ageing + population reduction = reduction of resilient GRP
  - ▶ Sign: finance prevails over economy, i.e., the virtual and the means prevail over the tangible and the aims
  - ▶ Sign: knowledge alienation,
  - ▶ Sign: networks entropy
  - ▶ Sign: resources exhaustion



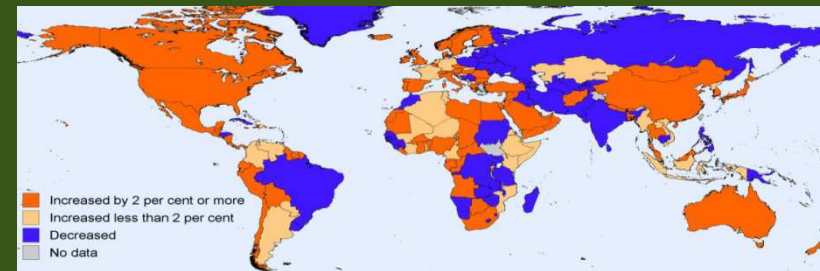
# Are we in a growing population trend?

- ▶ The new trend: demographic decay and genetic degradation
  - ▶ Back to Africa?
- ▶ Population stability necessarily means either ageing (announcing decrease) or child mortality (announcing growth).
- ▶ Population decay occurred in the past on occasions
  - ▶ e.g. in ancient Rome or in the last period of the Mesoamerican Maya's civilization, urban concentration, rural depopulation, ageing in the cities, birth decay, loss of jobs or prevalence of individual interests, were also present.



# Nomads once again?

- ▶ **Mobility grows**
  - ▶ 45,2 million refugees
  - ▶ 280 million migrant workers
  - ▶ 1 billion tourists
  - ▶ About 2 billion that will need to move in the decades to come!
- ▶ **Previous non global exodus due to:**
  - ▶ Desertification and water shortage
  - ▶ Climatic and environmental changes
  - ▶ Land surface reduction
  - ▶ Complexity of communications
  - ▶ Wars and hunger



2000-2013 world migrants



# The 3rd global depression

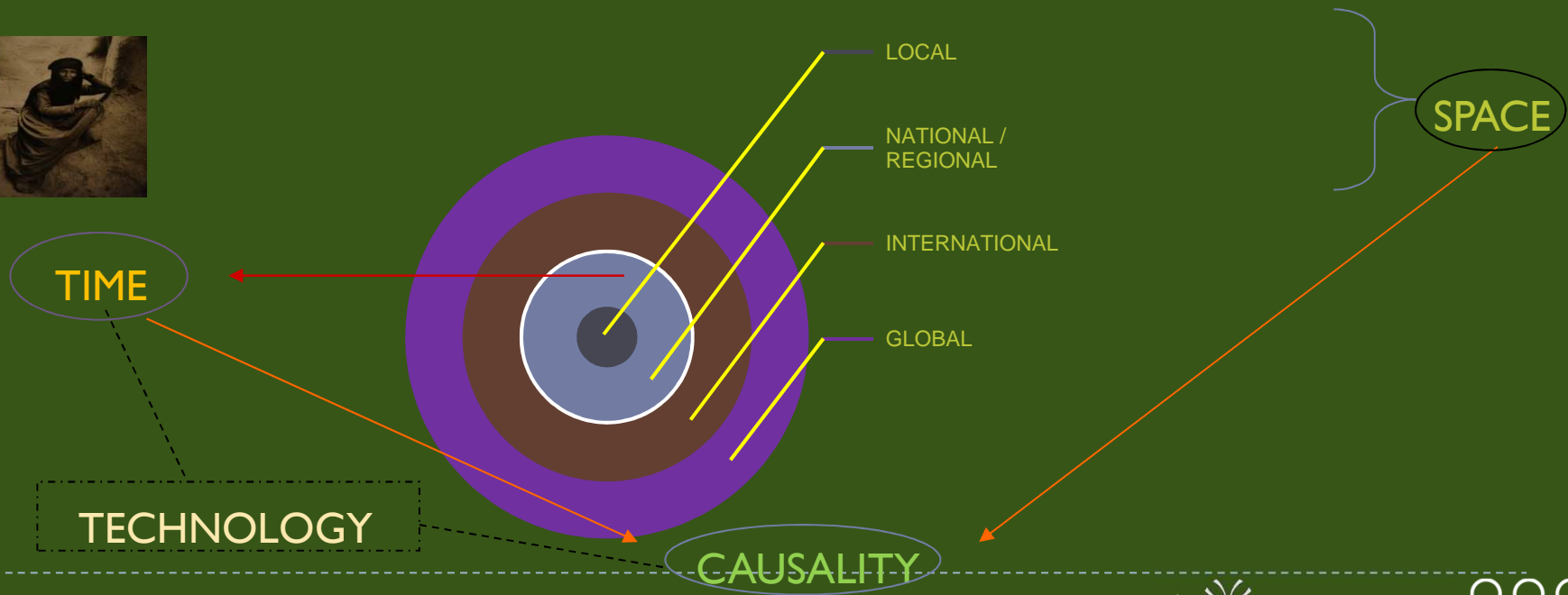
- ▶ The nature of the crisis
  - ▶ Third modification of the global economy polarities
  - ▶ Economic growth based on technology and loss of jobs
  - ▶ Growing cultural interaction, generating new understandings, but also new values and xenophobia
  - ▶ Global impact (USA and Europe + Asia, Brazil,...)
- ▶ Changing values
  - ▶ Human rights, European Union...Heritage
- ▶ Recent past ways-out
  - ▶ 1783-1996 – Social State (Bismarck) and market growth with the colonies
  - ▶ 1929-1949 – New Deal, Marshall plan and market growth with independence of colonies and the Bretton Woods agreement

▶ **Economic growth generates less jobs**

▶ **The turn will be on promoting peaceful cultural knowlege (S&T) interaction, through the Humanities**



# Cognitive capacities and human behaviour



# Towards governance

- ▶ Governance is a function of the cultural product of the additive temporal accumulation of the ratios between environmental resources and available technologies and between logistic distributive networks and social access to them

$$f(G) = K \sum_{n=1}^{\infty} \left( \frac{Env}{Tec} + \frac{Log}{Soc} \right)$$

- ▶ Global issues are perceived as local problems by individuals. One must build from individuals' concerns





# Measuring culture change

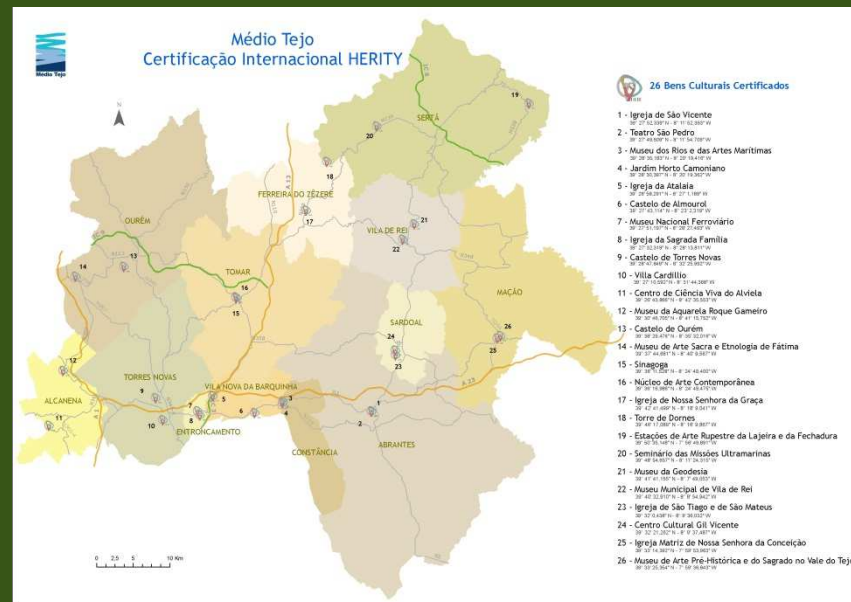
- ▶ The key component of governance is knowledge
  - ▶ Abstract knowledge reasoning on causality (awareness)
  - ▶ Applied knowledge connecting needs and resources (logistics)
- ▶ Cultural knowledge (k) is a time (t) product between gesture (m) and technology (y)

$$K=t(my)$$

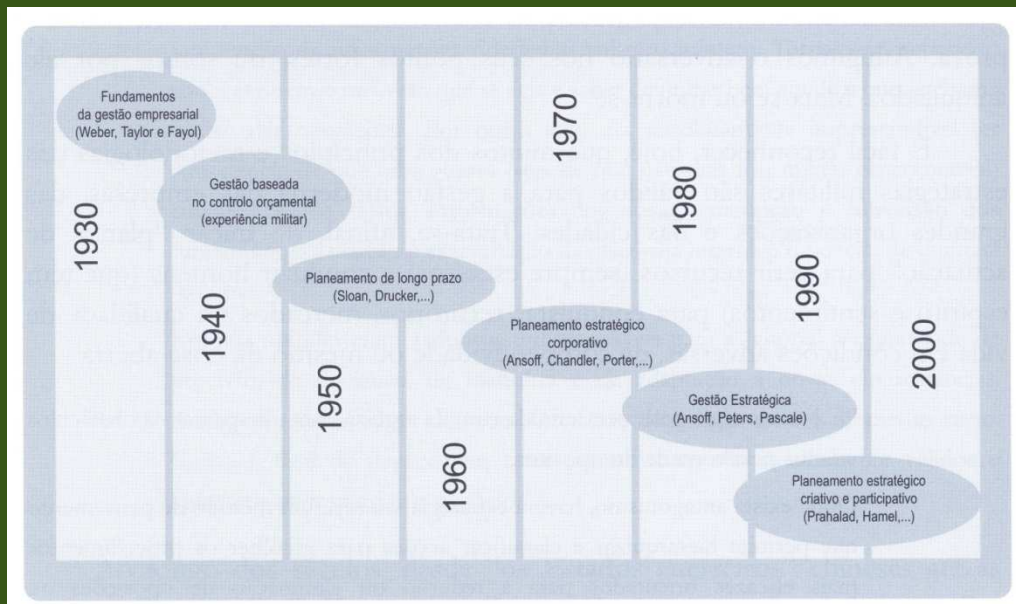


# Framing the role of Humanities

- ▶ Distinguishing territory from landscape
- ▶ Landscape: what we perceive; a cultural insight into the TBL clusters, selecting some variables (e.g. HERITY)



# From warfare towards strategic planning



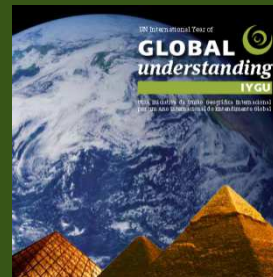
Source: F. Ferreira, *Gestão Estratégica de Cidades e Regiões*, 2007

- ▶ Business orientation (Great Depression)
- ▶ Budget Control (WW2)
- ▶ Mid term Planning (USSR influence)
- ▶ Corporative LM (1968-69 crisis)
- ▶ Strategic LM (URSS collapse)
- ▶ Participation (multicentred world)
- ▶ ILM



# Rio+20 advances

Ensuring a sustainable future in the face of inter-connected, human-induced challenges facing the Earth system urgently requires new knowledge and a new relationship between science and society



**FORUM ON  
SCIENCE, TECHNOLOGY & INNOVATION  
FOR SUSTAINABLE DEVELOPMENT**

11 to 15 JUNE 2012  
RIO DE JANEIRO, BRAZIL



RIO DE JANEIRO  
**NOVOS DIREITOS  
E PARADIGMAS**  
20 e 21 de junho, 9h30 às 19h



**cúpula  
dos povos**  
NA RIO+20 POR JUSTIÇA SOCIAL E AMBIENTAL

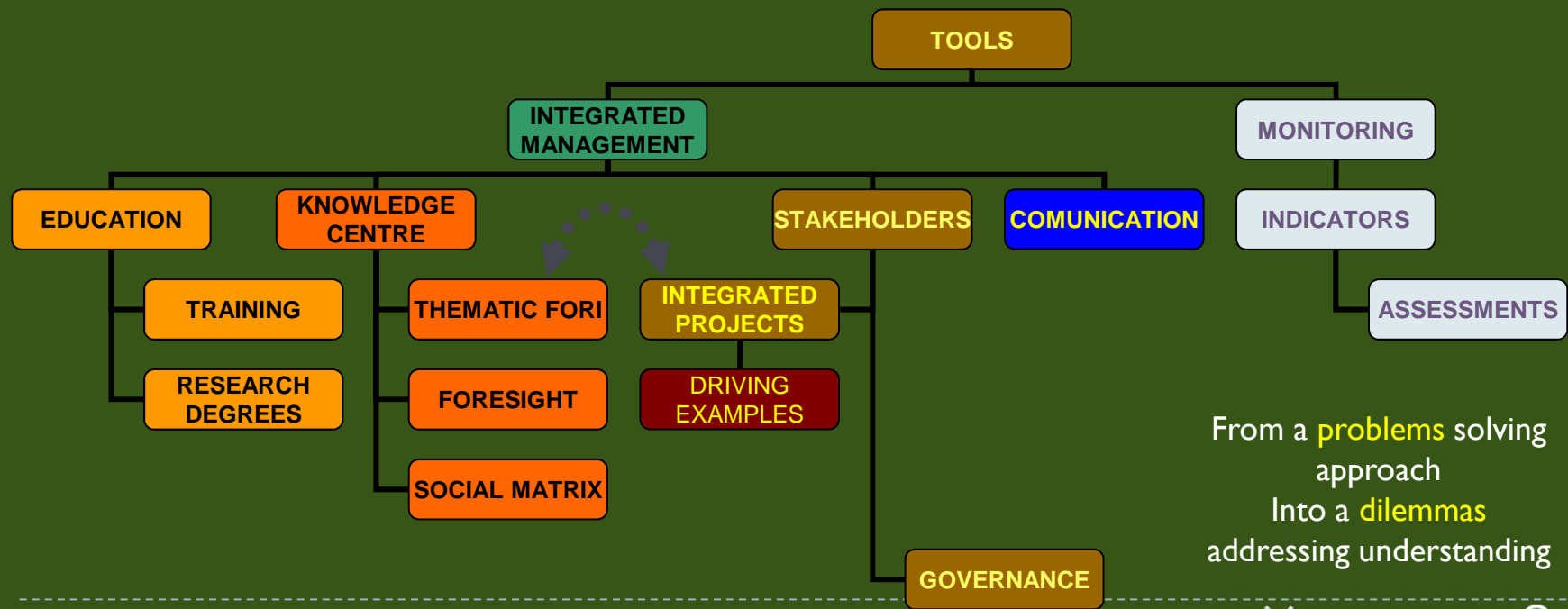
We recognize that people are at the center  
of sustainable development

# Overcoming sustainable development

- ▶ Eco 92 positive, institutional advances: ministries of the environment, education, Agenda 21
- ▶ Eco 92 set-backs: economic crisis, environmental degradation, social divides, cultural disruptions
- ▶ *Sustainable Development* is the last frontier of the unique thinking
- ▶ A NEW PARADIGM: moving from GOALS into PROCESSES



# Operational framework



From a **problems** solving approach  
Into a **dilemmas** addressing understanding



# Where?



- ▶ Portugal
- ▶ Spain
- ▶ Greece
- ▶ Cap-Vert
- ▶ Angola
- ▶ Namibia
- ▶ Tanzania
- ▶ Brazil
- ▶ Phillipines
- ▶ + APHELEIA



## Core task: looking into our present from a long term perspective

*There be three times; a present of things past, a present of things present,  
and a present of things future*

*present of things past, memory;  
present of things present, sight;  
present of things future, expectation...*



Saint Augustine







CIPSH  
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Have fun (and work)!

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