

Repensar a Implementação da Convenção Europeia da Paisagem  
Rethinking the Implementation of the European Landscape Convention

# SOUTHWEST LANDSCAPE FORUM

11-13

Out|Oct'15

Auditório de Serralves  
Serralves Auditorium

**From awareness raising  
to public involvement**



# Rethink

# ELC 6A Awareness Raising

WHAT?

# WHAT FOR?

# Change Awareness Raising to Public Involvement

HOW?

# 4 STEPS



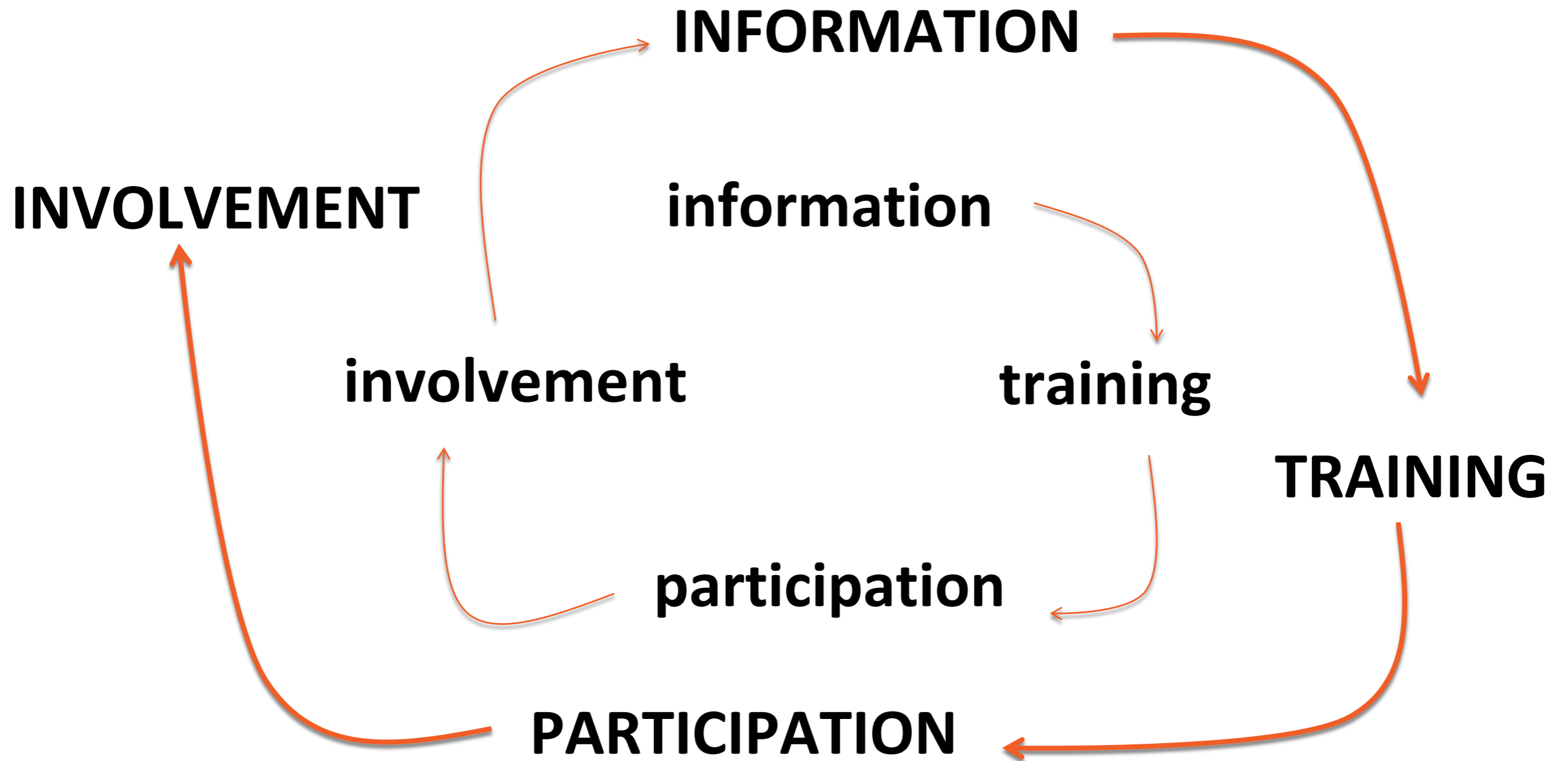
# 1. information

## 2. training

## 3. participation

## 4. involvement

# Process



1. Let's be clear on **what**
2. Let's be clear on **what for**
3. Let's be **ambitious**
4. Let's **trust** people

# PRO-ACTION





**Let's start a movement**