



## 4. Current Planning and Policy Framework, Management Objectives and Action Plans for Conservation and Protection of the World Heritage Property

### 4.1 Vision for the Future - Overall Long-term Objectives

#### **Valuable cultural landscape in the middle of a European metropolitan region**

The combination of sensitively developed villages and towns in an ancient cultural landscape, the National Park and the protected nature reserves make the Fertő / Neusiedlersee area a region of extraordinary character. Building upon the natural and cultural values, the World Heritage area is being further developed by its inhabitants with care and circumspection as a flourishing economic and living space within the Vienna – Bratislava – Győr – Sopron metropolitan network. In this context Eisenstadt and Sopron form the urban gateways to the World Heritage region.

#### **Model region for sustainable development: protection through utilisation**

The World Heritage area is not a museum, but a model region for sustainable development: a settlement and landscape area in which historical values, renewal and progress complement and support one another. The resources and qualities of the region are not exploited, but maintained and further developed through circumspect economic management. Sustainability is the watchword in all sectors of the economy. Tourism, agriculture and trade are interlinked and benefit from common synergies. Traffic and transport are managed on environment-friendly principles. In order to achieve these goals the people of the region are also launching efforts to further improve the existing situation.

#### **"My World Heritage": learning to appreciate values**

The local population and visitors to the region appreciate the value of living in a unique cultural landscape with enormous potential for development. The regional stakeholders are aware that everyone will benefit if the globally significant cultural landscape of Fertő / Neusiedlersee is protected and developed in a sustainable manner. Active awareness-raising measures are being undertaken on the way to creating a model region for sustainable development.

#### **Building bridges**

The Fertő / Neusiedlersee area – divided for decades by the Iron Curtain – is growing together into a European region. Old relationships are being renewed and new relationships forged. The World Heritage area takes local cultural identities into account and supports this process of growing together: it builds bridges and encourages joint strategies and activities.



## 4.2 Short- and Medium-Term Objectives

### I. Sustainable Nature and Landscape Protection



*Hölzelstein natural monument*



*Sculpture on dry grassland near the Koglkapelle (chapel)*

#### 1.1 *Preservation of the natural values*

The natural values of the Austrian part are regulated by protection provisions set forth in the Nature Conservation Act of the Province of Burgenland. The World Heritage Management Plan provides the framework for the integration of detailed programmes for the existing conservation areas. The management plans for the nature conservation areas are already available; for the National Park and the Natura 2000 areas they will be drawn up in the near future and taken into account in the review of the Management Plan for the World Heritage area. For the Hungarian World Heritage area, the management plan for the Hungarian National Park area is already available (see Volume "B").

#### 1.2 *Integration of settlements in the landscape*

*(see Objective IV.1.6)*

The historically grown integration of settlements and their fringes in the surrounding cultural landscape must be preserved. "Overspill" of the settlements into the surrounding environment must be prevented and the preservation of a harmonious transition from settlement areas to the surrounding landscape must be ensured.

#### 1.3 *Protection of the landscape*

Building of wind-power plants in the World Heritage area is in contradiction to the objective of preserving the intact landscape. Defining suitable zones in which wind-power plants can be erected helps to prevent negative developments.

No intrusion in the landscape by power lines and other technical infrastructure. Power lines required for maintaining the technical infrastructure must be built in such a way as to prevent conflicts with the landscape (e.g. by building cable lines).

#### 1.4 *Preservation of the richly structured wine-growing landscape*

The richly structured wine-growing landscape with its integral landscape elements, e.g. ridges, piles of stone cairns, is to be preserved. .



The cherry trees as a dominating landscape element between Donnerskirchen and Jois must be preserved and the cultivations must be stocked up by planting of new trees.

The further overgrowing of abandoned vineyards, above all in steep positions and along wooded areas, must be prevented in order to preserve the variety of the landscape. In a number of villages vineyards are cleared without providing for subsequent uses. For this reason there is a danger of overgrowth developing in these areas in the medium term, which would entail drastic changes in the landscape. A solution being discussed is the adoption of the "Purbach Model" ("Experience of being a winegrower": leasing of vinestock and cultivation of wine by interested third parties, wine production by local vintners) above all in these "critical" areas.

### ***1.5 Use of the zone of lakeside meadows as haying and pasture land***

In the interests of nature conservation and agriculture it is necessary to find adequate uses for the zone of lakeside meadows, to preserve these rare communities of plants and their quality as a habitat for birds. The current uses (haying and pasture land) should be expanded, for example by converting the areas between Rust and Mörbisch into pasture land. This cultural landscape offers excellent opportunities for extensive livestock farming and the marketing of World Heritage area products. There is plenty of land suitable for use as pasture land, but there is a lack of interested people with the necessary experience. Therefore it is necessary to establish / promote cattle breeding and hay producing farms. The quality of the herbage of reedy meadows that are cut late in the year may not be good enough for use as fodder, which is why their utilisation for energy production is being discussed.

### ***1.6 Management of the reed belt***

The lack of adequate utilisation of the huge volume of annually generated biomass is responsible for the progressive silting up of the shallow water zones. At present, only young reed (one year old) is used in an economically efficient way to produce thatched roofs (also for export), but a more large-scale use (up to 6,000 hectares annually) is currently impossible. A long-term lease of large areas by the provincial government would facilitate the implementation of suitable concepts, as otherwise short-term interests remain in the foreground. The more old reed beds and the sedimentation of biomass abound, the more difficult it becomes to find adequate uses (utilisation of biomass). The thermal utilisation of old reed is in the interest of nature conservation, agriculture and the preservation of the lake and offers a potential for generating added value for the province (waste-to-heat plants supplying district heating to settlements and greenhouses). However, the use of the material itself should not be neglected either – roofs, insulation material, fuel production etc. - and the possibilities of using green reed should be explored.

Winter burning of reed (for refreshing the reed bed to prepare a harvest in the subsequent year) must be controlled more efficiently. In the long term, this practice should be prohibited altogether as soon as a utilisation programme has been drawn up. From time to time during dry winters uncontrolled burning of large reed beds, i.e. without permission, takes place, which not only causes damage to lake dwellings, but ultimately results in a uniform age structure of the reed belt.

A common reed cluster with Hungary (see objectives for Agriculture) should guarantee the development of a sustainable, environmentally sound utilisation of the renewable natural resource reed.



### ***1.7 Establishment of the Leitha Mountains Nature Park***

The planned establishment of the Leitha Mountains Nature Park between Donnerskirchen and Winden is a meaningful complement to the National Park and provides an incentive for recreational activities (hiking) for the local population. The integration of Schützen has been proposed to round off the area (benefits exceed obligations).

### ***1.8 Land consolidation in the National Park***

In the National Park the consolidation of land, i.e. the integration of agricultural land extending to the salt pans of the Seewinkel into the National Park, is a priority goal. Currently, about 250 hectares of land still have to be consolidated in the National Park, this goal having priority over the expansion of the National Park along the northern and western lake shore, which is already being discussed.

### ***1.9 Networking of isolated nature conservation areas (dry grassland areas)***

In order to guarantee the long-term preservation of frequently isolated conservation areas (e.g. Junger Berg / Hackelsberg, dry grasslands near Purbach and Breitenbrunn), links should be established between these areas. However, provision must also be made for suitable use of these corridors (haying, use as pasture land).

### ***1.10 Controlled afforestation (in terms of location and composition of species)***

In the Hungarian part of the World Heritage area in particular, the issue of afforestation outside of the traditional forest areas requires regulation; moreover, provisions must be made to ensure that only species of trees that are typical of the location are used. Up to now the trend has been to plant fast-growing tree species atypical of the local flora.

### ***1.11 Preventing the conversion of meadows into intensively cultivated arable land or reversing such developments***

A rather problematic development from the viewpoint of preserving the natural equilibrium is the ploughing up of meadows and their conversion into arable land and vineyards, which has now been halted thanks to a programme of provincial government subsidies (Landscape Maintenance Fund). The establishment of the jointly financed ÖPUL (an Austrian programme for the promotion of environmentally sound, extensive agriculture with the emphasis on protection of natural habitats) has now initiated a change in trend with the focus on restoring interconnected areas of meadowland.

### ***1.12 Regulation of the lake level to secure a higher water level***

According to an international agreement with Hungary, an objective to be attained over the next few years is the slight raising of the lake level (115.8 m above Adriatic sea level). This, however, reduces the buffer for "high water". At the same time, Hungary has a legitimate right to drain its agricultural land, which puts a limit on the scope available for raising the lake level. Spurred by the current situation, which is characterised by very low water levels, some projects under discussion even envisage channelling water from nearby rivers into the lake.





## II. Protection of Cultural Assets



*Ceramic bull's-head bowl found in Donnerskirchen Purbach*



*"Spitz-Kreuz" (former St. Anthony's Chapel),*



*Oggau church looking towards the Hundsheimer Hills*



*"Fishermen's Church" in Rust*

### ***II.1 Identification of the local population with the region's status as a World Heritage area***

Establishment of a "*My World Cultural Heritage*" *awareness*; in order to do this it is necessary to explain what makes the World Heritage area so special (for the individual towns and villages). Priority action:

- integration of the subject of World Heritage in the school curriculum and adult education (see Section IV)
- organisation of information events in the communities, e.g. meetings of local citizens
- creation of a separate homepage for the World Heritage area
- annual cycle of activities: "World Heritage Week" with festivals, special events, etc.
- regional exhibition on the World Heritage Cultural Landscape of Fertő / Neusiedlersee
- brochures, leaflets, World Heritage book
- joint events on specific themes with other associations / institutions, e.g. Museum of the Province of Burgenland, National Park, nature conservation federation, etc.



## ***II.2 Visual accentuation of the Amber Road***

The course of this former major international trading route from the Sopron area via St. Margarethen and Donnerskirchen to Breitenbrunn is only distinguishable in places today, but its route can be visually accentuated.

## ***II.3 Layout of the cycle route network to lead visitors to cultural monuments and sites of historical interest***

Signposts on the cycle routes, visual displays explaining the history of the monument or site, reference to neighbouring monuments and sites and/or those dating from the same cultural and historical period.

## ***II.4 Reconstruction of individual historic ensembles***

Restoration of rows of houses forming a unified whole where the ensemble effect has been destroyed by building development (mostly during the 1960s). As these modifications often only affected the facades and/or windows, the ensembles can in some cases be reconstructed without undue effort and expense.

## ***II.5 Gateways to the World Heritage area – visual accentuation***

In order to make it clear to visitors / the local population where the World Heritage area begins, the initial plan is to erect small signs at the entrances to the towns and villages. However, "Land Art" installations could also be used to mark the gateways to the World Heritage zone.

## ***II.6 Expansion of the World Heritage area / List of cultural assets***

Investigations should be undertaken with a view to integrating the Cselley Mühle (Cselley Mill) as a cultural centre of the area, the pilgrimage church at Frauenkirchen, Halbturn Palace, Esterhazy Palace in Eisenstadt, the old town centre of Sopron and the villagescapes of St. Margarethen, Oslip, Schützen, Mönchhof, Halbturn, Wallern and Pamhagen, which are closely interwoven with the cultural landscape, into the World Heritage zone, as all of these places either contain important historical building stock and/or function today as "hot spots" for cultural activities. Those cultural assets destined for future scheduling as historic monuments due to their enrichment of the cultural landscape are to be included in an expanded list of cultural assets.



### III. Sustainable Agriculture, Wine Culture

#### ***III.1 Preservation and sustainable use of the cultural landscape that has evolved historically over centuries***

Low-impact development of agricultural use is important in order to keep the cultural landscape alive (a pure "museum agriculture" in which no changes at all are permitted is to be avoided).

- Promotion and upgrading of agricultural uses that are compatible with the landscape such as extensive stock rearing (cattle, pigs, geese), hay production, winegrowing and market gardening (e.g. Pannonian free-range goose, Pannonian asparagus, etc.)

- Harmonization of the rural building culture with the landscape

The aesthetic dimension is to be taken into account and promoted in the construction of new buildings, and due regard is to be given to the interactions between the building culture and the cultural landscape.

- Reduction in the use of agro-chemicals

The use of chemicals in agriculture is to be reduced and a proper crop structure developed.

- Control of land use by the nature conservation authority in Hungary

Fish and game management, reed production and forestry are to be controlled and supervised by the nature conservation authority.

- Definition of land use for buffer zones of the Hungarian National Park Fertő Hanság

The management plan for the Fertő Hanság National Park covers issues related to agricultural and other land use in areas adjacent to the park (see details there). These areas are not protected, but – in accordance with the Austrian practice – the nature conservation authority is initiating a "green fallow" programme which means that farmers receive payment for not planting in these areas or for sowing plants preferred by the National Park.

#### ***III.2 Set-up of a marketing programme for high-quality regional products and brands***

such as the joint marketing of "Pannonian Wheat" quality grain with Hungary – exploiting the region's climatic advantages (seed with low susceptibility to fungal attack); intensified marketing of organically grown seed (high potential for development).

- Intensification of consulting activities aimed at local initiatives

to improve marketing of local products. One possible step in this direction would be to hold competitions for innovative products.

- Stronger networking of producers to create marketing cooperatives

Build-up of value-added chains (e.g. cattle rearing on extensive grazing lands – fattening farm on the spot – local abattoir – sale of meat in restaurants and catering establishments in the World Heritage area). Individual building blocks are already in place, but there is no networking as yet.

- Development of branded products connected to the World Heritage area (and the National Park)

The World Heritage label is to promote the local winegrowing business / wine culture and vice versa. The increasing consumer awareness of wines from the Neusiedler See region can support the marketing of the World Heritage area, just as the wines can be marketed as a typical product of the World Heritage cultural landscape.



Future initiatives for the marketing of agricultural products from the World Heritage region must be harmonized in advance. This can be effected by joint meetings of the two World Heritage management organisations and their Working Groups.

- Establishment and promotion of flagship enterprises for the marketing of typical regional products

Model enterprises and initiatives are already in place, e.g. delicatessen specialising in local products, organic vegetables and free-range geese, cherries in the "Cherry Blossom Country" and wine. Further flagship enterprises are to be supported.

### ***III.3 The local wine culture – historic heritage and future potential of the World Heritage cultural landscape***

- Visitor interpretation facilities tracing the historical influences of the winegrowing business on the region's building culture, as well as on the local political circumstances (e.g. free town of Rust)

The 16th-century boom in the winegrowing business led to the building of numerous burghers' houses in Rust, which are now under preservation orders as unified ensembles. It was winegrowing that enabled the buildings to be constructed in the first place, but it also had a decisive influence on their design due to the functional demands of winery and cellar management. The wealth derived from winegrowing allowed the citizens of Rust to secure the freedom of the town, and thus a relative degree of independence.

- Preservation of the region-specific diversity of wine varieties, networking of the World Heritage cultural landscapes based on winegrowing

An example is "Furmint", a traditional variety that already played an important role in sweet wine production in the town of Rust many centuries ago. Another old Austro-Hungarian variety is the Kadarka wine produced in the Seewinkel area.

An idea in this direction is the planting and presentation of vineyards containing old vinestocks of indigenous varieties / variations / clones – which could also serve as a gene reservoir for diversity within the varieties. A vineyard of this kind could be planted in all World Heritage cultural landscapes based on winegrowing, perhaps combined with historic methods of cultivation, and these could then be networked (e.g. Wachau /A, Tokaj /H, St.Emilion /F, Duoro /P). The "wine heritage" (wine culture, gene pool) could then be publicized via the World Heritage channels and incorporated into tourism programmes (courses, educational activities, events).

- International exchange of winegrowing expertise and experience

Stronger cross-border cooperation between the institutions offering education and training in the field of viticulture - to include training programmes, presentations, joint marketing activities - is to be initiated via the Austrian Wine Academy (similarities in the Hungarian area bordering Mörbisch).

- Establishment of a cycle of wine-related events around the lake

Establishment of a seasonal cycle of wine-related events, e.g. opening of the wine season, opening of the wine harvest, harvest of the Pannonicus young wine, year-round tours of the vineyards, ice wine harvest, etc.

- Elaboration of a "Boat Trips for Wine Connoisseurs" concept

Organisation of a "Floating Wine Seminar" on the lake, with on-board presentations and wine-tasting: "Rust meets Sopron", "Neusiedler See meets Balaton", "Burgenland meets Rheingau".





- Activities and displays to explain "The Wonder of Botrytis"

The attack of the ripening grapes by "noble rot", i.e. the *Botrytis cinerea* fungus, enables the production of outstanding sweet wines in the areas surrounding the lake. This special process is related to the mild climate and could be explained by activities and displays in the vineyard, on the lakeside, near the salt-pans and in the wine-cellar (September - December), but also in local restaurants with special menus to accompany the sweet wines or tasting events to compare international wines produced by this method. Preparations are underway for a cooperation between the World Heritage winegrowing landscapes of Fertő / Neusiedlersee and Tokaj.

- Revitalization and integration of the Esterházy and Halbtorn Palaces as two estates with historical and cultural links to the winegrowing heritage.

The two palaces on either side of the lake can be incorporated into the region's cultural programme by means of joint activities, e.g. summer music and wine festivals, exhibitions on wine and art, etc.

#### ***III.4 Initiation and strengthening of partnerships between agriculture and tourism***

- Cross-border upgrading of the bridleway network

Cooperation is to be initiated with partner businesses in Hungary (riding stables) to provide one-day horse-riding tours, but also as part of a supra-regional bridleway network.

- Construction of a "Blaifränkisch Cycle Route"

A cycle route is to be constructed from the lakeshore communities such as Oggau, Rust and Mörbisch via Sopron to the Blaifränkisch region of central Burgenland, incorporating the route of the historically important Amber Road.

#### ***III.5 Establishment of a cross-border reed cluster***

Utilization of this annually re-growing biomass, which has almost ceased at present, is to be intensified through activities to promote innovative use of reed and straw (insulating materials, animal bedding, conversion into liquid fuel, biomass plants, etc.) as a supplement to the existing plans to burn it in small-scale power plants. Experiments to date have shown promising results, though a provincial government initiative is required to take the project from prototype to series production (as with the Centre for Renewable Energy in Güssing).

#### ***III.6 Promotion of high-quality fisheries and fish farming***

Improved marketing of Neusiedler See fish. Since eels as a non-native species are no longer released into the lake, the development of high-quality fisheries and fish farming is to be focussed on pike-perch (locally known as "Fogosch"). Local catering establishments offering barbecued skewers of fish ("Steckerlfische") are to be encouraged to use typical fish species from the lake in place of the usual mackerel.



#### **IV. Sustainable Regional Development, Environmentally Sustainable Transport Objectives**

##### **IV.1 Settlements, Townscape and Villagescape Protection and a New Building Culture**

###### ***IV.1.1 Set-up of inventories of the values of town and villagescapes***

Inventories of the values of existing town and villagescapes, the architectural qualities of each village or town and its state of conservation are to be set up or completed (e.g. rows of cellars, village centres, individual estates, settlement structure).

This is necessary in order to determine the priorities and to draft actions to improve the state of conservation. Regional plans and building schemes have to ensure these values are preserved.

###### ***IV.1.2 Village renewal, upgrading of villagescapes***

Village renewal has to remain an important task of local planning. To achieve a sustainable renewal it is important not only to renovate historic buildings but also to give them a (new) use. Existing attempts and initiatives such as the renting of unoccupied buildings, renovation and re-rental e.g. to tourists, are to be extended (e.g. setting up a forum for old buildings, promotion and financial incentives for refurbishment of old houses, model projects, start-up flats in village centres, "village hotel" project)

###### ***IV.1.3 Approaches to villages and towns as visiting cards***

More attention should be paid to the approaches to villages and towns. These areas act as visiting cards. For example, advertising placards are to be minimised or even banished altogether.

###### ***IV.1.4 Active role of land-use plans and local development plans***

Land-use plans and local development plans are to be used more intensively as active planning tools for a well ordered spatial development.

###### ***IV.1.5 Compact settlements, no despoliation***

The boundaries of the built-up areas and the zoned building land are to be frozen or only locally rounded. The characteristics of the traditional boundaries of the villages in the region are to be respected, i.e. clearly defined boundaries and a harmonious transition from the built-up area to the open landscape.

The compact nature of the traditional settlement structures needs to be preserved and adhered to in expanding settlements in order to forestall the despoliation of the landscape.

###### ***IV.1.6 Protection of the inherited proportional and historic structure and settlement network***

Developments with negative consequences for the cultural landscape are to be prevented. The pressure for non-compatible developments is to be strictly countered: the valuable and sensitive cultural landscape must not be impaired by any new residential, economic or industrial projects.



Special mention ought to be made of the fact that the core of the cultural landscape of Fertő / Neusiedler See is not much affected by uncontrolled settlement development and buildings outside of the foreseen development zones. Existing areas of urban sprawl have to be treated very carefully in land-use plans and building schemes.

#### ***IV.1.7 Mobilisation of building land***

The mobilisation of zoned but as yet unused building land should be enforced. There is currently a rather large amount of unused building land. A mobilisation of this land would lower the pressure for new developments outside existing settlements.

#### ***IV.1.8 Landscape-compatible building***

Special attention is to be paid to the appearance of new development areas. The form of the estates should enable and enforce constructions which do not contradict the valuable and sensitive cultural landscape. The traditional architecture is to be used as a model for the form of new developments. The traditional settlements are excellent examples of an economical use of land, of villages of short distances and of an architecture perfectly adapted to the climate and the natural surroundings.

Special attention is to be given to the building heights. New buildings are to be embedded in the flat, slightly undulating landscape in a similar way to the traditional, usually one or two-storey buildings.

Architecture should also provide for the needs of the fauna, e.g. the stork needs high chimneys for building its nest, martins need eaves, bats need empty spaces between roof trusses.

#### ***IV.1.9 Public awareness of valuable town and villagescapes***

The public awareness of valuable town and villagescapes has to be increased. A package of measures is to be undertaken, e.g. information and training of local decision-makers and private and public building developers, brochures for builder-owners, promotions and supportive measures. The social status of old buildings is to be promoted.

Good examples of the new Burgenland architecture are to be named and publicized.

#### ***IV.1.10 "Burgenland World Heritage School of Building"***

A model is to be created for an ambitious architecture which is typical of and adapted to the World Heritage area of Fertő / Neusiedlersee. The goal is to create a "Burgenland World Heritage School of Building" using traditional but up-to-date construction forms. Cooperation between local authorities and partners like "Architekturraum Burgenland" is to be enforced.

#### ***IV.1.11 Advisory committees for architecture (Gestaltungsbeiräte)***

Advisory committees for architecture (Gestaltungsbeiräte) are to be installed in villages and towns or at the regional level. These committees, to include local authorities and architects, should not only judge the quality of planned new buildings but also provide information and proposals for improvement.



## IV.2 Environmentally Sustainable Transport

### *IV.2.1 Sensitive transport and traffic solutions for the valuable and sensitive World Heritage region*

- Traffic and transport systems should not affect, but improve the value of the Fertő / Neusiedlersee region as a unique cultural landscape characterised by a high quality of life and the environment.
- The fragility of the landscapes and village structures, the eco-systems and the water household must be accommodated, and risks avoided by paying due regard to critical limits.
- Traffic and transport systems are to serve the objective of utilising the unique future potentials of the region and enhance its sustainable development.

In line with recommendations and guidelines defined by international organisations and set forth in international agreements (UNECE, UNESCO, OECD, CEI, Transport, Environment and Health Pan-European Programme) and national programmes, the particularly sensitive ecological nature of the Fertő / Neusiedler See region requires sustainable and environmentally friendly transport solutions tailored to the specific high demands of the area.

Following the recommendations of the pilot study "Transport in Sensitive Areas Based on the Example of the Neusiedler See Region" (2001), more than 20 cross-border pilot projects are being designed and realised in Austria and Hungary, which are summarized into five modules and financed within the framework of InterregIIIA and Phare CBC by the EU, and with public and private sector funding. The Austrian and Hungarian partners in the "Sustainable environmentally friendly transport and tourism in the Neusiedler See / Fertő-tó region" project are: the Austrian and Hungarian ministries for the environment, transport and economic affairs, the Province of Burgenland, the Győr-Moson-Sopron County Authority, the National Parks, transport companies, tourism associations, local authorities, municipal associations and private companies.

### *IV.2.2 Innovations in public transport*

- Electrification of the local railway network (due for completion in 2004)
- Regional mobility based on regular schedules (Fertő / Neusiedler See schedule) for optimum networking of railway, bus and taxi services and demand-oriented public transport services, improved services to residential and commercial centres, bathing resorts along the lake and tourist attractions.
- New mobility services, e.g. environmentally friendly community bus, call-a-bus services, collective taxi services, shuttle buses serving bathing resorts, cultural events and preferred cycling areas, car sharing.
- Integration of cycling and hiking into environmentally compatible mobility chains in everyday and leisure traffic, involving efforts to facilitate the carriage of cycles in trains and buses, convenient bike-parking facilities and rent-a-bike systems.

### *IV.2.3 Cross-border regional mobility centre*

- A traffic and transport hub for developing and optimising public transport services and an information centre for all soft mobility options and services with the key objective of customer-oriented promotion of public transport.





- Design of attractive mobility services for specific target groups through creation of public transport packages for tourism, business, schools, etc.
- Design of a comprehensive travel information system based on new information technologies
- Installation of service points combining information about the World Heritage area with information on ecomobility

#### ***IV.2.4 Ecomobility and ecotourism***

- Quality tourism through ecomobility; mobility management of the National Park and the Leithagebirge Natural Park – Western Lake Shore.
- Provision of an attractive mobility experience and regional mobility packages for incoming visitors, tourists, day trippers and the resident population based on train, bus, boat, cycling and walking.
- Cycling region Fertő / Neusiedler See, Hiking Region Leithagebirge-Sopron Mountains

#### ***IV.2.5 Sustainable business mobility and freight logistics to ensure sustainable regional development***

- Company mobility management in key regional enterprises.
- Transport efficiency and environmental improvement through soft mobility and rationalisation: for businesses, employees and the resident population.
- Innovative regional freight transport logistics.
- Networking based on innovative product and marketing concepts, urban mobility management to strengthen town and village centres.
- Heavy transport is a problem on the inner road around the lake in Austria and Hungary. Transport management and infrastructure solutions are to be developed.

#### ***IV.2.6 Landscape compatible infrastructure and new technologies***

- Extension of cycle and pedestrian paths, revitalisation, more railway stations and bus stops in a more attractive design.
- Modernisation and expansion of public transport routes and lines, e.g. Fertő Circle Line Train, Eisenstadt-Mörbisch-Fertőrákos-Sopron Shuttle
- Regional low-floor trains, vehicles using biogenic fuels, electric cars, alternative propulsion technologies.
- New information technologies and networking with the World Heritage stakeholders (World Heritage associations, National Parks, etc.).

#### ***IV.2.7 Ban on heavy goods trafficon the inner road***

- Heavy goods traffic (over 7.5 metric tons, i.e. 7,500 kg) is to be prohibited on the inner lakeshore road, with the exception of local goods traffic.

The listed aims and projects are to contribute to a general improvement in the existing transport facilities and introduce new low-impact mobility services within the World Heritage area. Projects focussing specifically on the organisation of tourist mobility (visitor guidance management) in the World Heritage Cultural Landscape Fertő / Neusiedlersee are listed in Section 5.6 (Tourism objectives).



## V. Environmental Protection



*Wind farm to the north of the World Heritage region in the reed bed*



*Mouth of the river Wulka, sedimentary deposits in the reed bed*



*Sluice on the Einser Canal*



*Areas of open water in the reed belt*

### ***V.1 Construction of a pilot plant for the thermal utilization of reed and straw***

Bioenergy can be used to supply new settlement districts and schools (e.g. via district heating plants). Reed and straw can also be converted into liquid fuel (i.e. biodiesel). This is also an interesting option for the utilization of the large reed beds in the Hungarian part of the lake.

### ***V.2 Development of wind power production outside the World Heritage area***

The Parndorfer Platte in particular has some of the most favourable conditions in Austria for supplying the area with renewable energy. The zones suitable for wind power production and the zones in which it is prohibited were defined this year; the World Heritage area is not identified as a suitable zone and this status is to remain unchanged.

### ***V.3 Slight raising of the water level of Neusiedler See***

In accordance with an international agreement with Hungary a slight increase in the lake's water level is to be aimed at over the next few years (to 115.8m above sea level, i.e. a rise of approx. 10 cm). Although this will reduce the "high water" buffer zone, it will also allow problems to be minimized in dry years (low water level disrupts sailing activities, problematic oxygen situation for fish in the reed belt).



#### ***V.4 Intensification of Austrian-Hungarian cooperation to regulate the lake's water level and water quality***

The water level of the lake will be defined by the international commission, a slight rise in the water level being a major objective (see above).

#### ***V.5 Regulation of the ground-water table in the Seewinkel area***

Re-watering initiatives (installation of sluices in the drainage channels to raise the ground-water level) in the drained parts of the Seewinkel area are to be accelerated in cooperation with the local landowners.

#### ***V.6 Construction of retarding basins for the waterways feeding Neusiedler See***

In the last few years important steps were taken to intercept the inflow of fine sediments carried by the waterways in high-water periods. Another essential measure is the installation of more buffer zones (meadows) on the waterways feeding the lake, including those outside the World Heritage area (e.g. Wulka, Eisbach).

#### ***V.7 Expansion of household waste water treatment and disposal system***

The lakeside communities have a very well-developed waste water disposal system, whereby the towns and villages are either linked to the new waste water treatment plant near Schützen/Oggau or dispose of their waste water via the treatment facility at Bruck an der Leitha (Parndorf, Neusiedl/See). The latter is also planned for Weiden am See. The marinas and lakeside holiday settlements (with the exception of the holiday chalets built on stilts in Rust Bay) are also linked to the system.

A high-quality waste water disposal and treatment system is in place, but not all households are connected to it yet. 100% connection is to be achieved.

#### ***V.8 Definition of a catalogue of measures to reduce levels of airborne pollutants***

The current high ozone values caused by goods traffic and private motorized transport as well as aircraft are to be reduced on a step-by-step basis through measures to limit private motorized transport and upgrade the public transport network (use of biogenic fuels).



## **VI. Creating Public Awareness: Schools, Adult education, Media work**

### ***VI.1 The World Heritage Centre as an active source of information, contact point and organisational hub***

A World Heritage Centre is to be established to provide information on the World Heritage area, organise events and act as a contact point for the local population and visitors to the region. The World Heritage Centre will answer queries on all aspects of the World Heritage area as well as taking an active approach to raise awareness among the local population, e.g. by organising travelling exhibitions, programmes of events, open-air activities and much more besides. A first step will see the installation of a series of info points.

### ***VI.2 Activation of schools in the WH region for the subject of World Heritage***

The existing UNESCO schools in the region (HS Purbach, BG/BRG Neusiedl/See) are to focus their activities on the WH. One or two other schools (especially primary schools and School of Tourism and Hospitality Management) should also be motivated to join the UNESCO schools scheme. Existing contacts and cooperations between Austrian and Hungarian schools are to be intensified.

With the aid of the “Unterrichtsmappe für LehrerInnen: Welterbe für junge Menschen” (World Heritage Educational Resource Kit for Teachers, published by UNESCO) the subject of World Heritage is to be integrated into the school curriculum on an interdisciplinary basis. Possible teaching tools include discussions, collection and analysis of information, exercises (learning by doing), and the use of visual materials, excursions and field trips. Pupils' ongoing interest in the subject of World Heritage is to be reinforced by visits to historic sites, museums and World Heritage exhibitions, as well as through direct, hands-on experience of sustainable land-use forms and ways of life.

### ***VI.3 Organisation of a World Heritage Youth Forum***

The World Heritage Youth Forum will take the form of a several-day event, bringing together children and young people from World Heritage regions all over the world for activities and discussions on the subject of World Heritage. The Youth Forum not only aims to familiarise children and young people with their own World Heritage, but also to inform them about World Heritage regions in other parts of the world. In this way the World Heritage area is to become a vehicle for the promotion of intercultural exchange and understanding.

### ***VI.4 The World Wide Web as information and communication platform***

The World Wide Web is to be used as an information and communication platform for both school and adult education. The websites of the Fertő / Neusiedlersee World Heritage area are to provide well-structured information and be attractively designed so as to arouse interest in the subject.

### ***VI.5 World Heritage as a subject for adult education***

Excursions, field trips, lecture series and articles and reports in different media (e.g. local and national press, local television and radio) are to be initiated as instruments for adult education (in cooperation with existing institutions, e.g. adult education institutions in Neusiedl/See, Gols, Rust and Frauenkirchen).

### ***VI.6 Information and education system – linked to the National Parks***

A World Cultural Heritage information and education system is to be set up and networked with the existing nature conservation information and education system of the Hungarian National Park (FHNP).



## 4.3 Action Plan

<b>I. Sustainable Nature and Landscape Protection</b>				
	<b>Objective / Action</b>	<b>Target zone</b>	<b>Lead Working Group and Key Partners</b>	<b>Timeframe for implementation</b>
<b>I.1</b>	Preservation of nature values ■ Integration of existing detailed programmes for the protection zones and the National Park in the World Heritage Management Plan (continuation)	A, H	WG Natural Environment Nature conservation authority	continuous short-term
<b>I.2</b>	Integration of settlements in the landscape ■ Preservation of the traditional harmonious embedding of the settlements in the landscape (see IV.1.6)	A, H	WG Natural Environment WG Settlements	short-term, continuous
<b>I.3</b>	Protection of the landscape ■ No wind power plants in World Heritage areas ■ No disturbance of the landscape by power lines and other technical infrastructure	A, H A, H	WG Natural Environment WG Settlements	ongoing
<b>I.4</b>	Preservation of the richly structured winegrowing landscape ■ Typical, small-scale, structure with low average unit size ■ Preservation of small-scale structures, e.g. ridges, piles of stone cairns Preservation of the cherry tree cultivations between Donnerskirchen and Jois and planting of new trees ■ Preventing the development of further overgrowth	A, H	WG Agriculture WG Natural Environment	medium-term medium-term ongoing  short-/medium-term
<b>I.5</b>	Use of the zone of lakeside meadows as haying and pasture land	A	WG Natural Environment WG Agriculture Nature conservation authority	short-term

## I. Sustainable Nature and Landscape Protection

	Objective / Action	Target zone	Lead Working Group and Key Partners	Timeframe for implementation
I.6	Management of the reed belt <ul style="list-style-type: none"> <li>■ Concept to prevent the silting up of the reed belt</li> <li>■ More efficient control of winter burning of reed</li> <li>■ Reed cluster (see Section III. Agriculture)</li> </ul>	A, H	WG Natural Environment	short-term short-term medium-term
I.7	Establishment of the Leitha Mountains Nature Park	A	WG Natural Environment Neusiedler See – Leithagebirge Regional <del>Nature</del> Conservation Association authority	short-term
I.8	Land consolidation in the National Park	A	WG Natural Environment National Park Administrative Authority	short-term
I.9	Networking of isolated nature conservation areas (dry grassland areas)	A	WG Natural Environment Nature conservation authority	medium-term
I.10	Control of afforestation (in terms of location and composition of species)	H	WG Natural Environment	short-term
I.11	Preventing the conversion of meadow areas into intensively cultivated arable land or reversing this process	H, A	WG Natural Environment	short to medium-term
I.12	Slight raising of the lake level	A, H	WG Natural Environment	short-term

## II. Protection of Cultural Assets

	Objective / Action	Target zone	Lead Working Group and Key Partners	Timeframe for implementation
II.1	<p>Identification of the local population with the region's status as a World Heritage area: "My World Heritage"</p> <ul style="list-style-type: none"> <li>■ Integration of the subject of World Heritage in the school curriculum as an important identity-building measure</li> <li>■ Organisation of information events in the communities, e.g. meetings of local citizens</li> <li>■ Adult education through lectures, excursions, etc., reports in local TV programmes</li> <li>■ Regional exhibition "World Heritage Cultural Landscape of Fertő / Neusiedlersee"</li> <li>■ Separate homepage for the World Heritage area</li> <li>■ Brochures, leaflets, World Heritage book</li> <li>■ Joint events on specific themes with other associations / institutions, e.g. Museum of, National Park, nature conservation federation, etc.</li> </ul>	A, H	World Heritage association WG Culture WG Tourism	short-term, continuous
II.2	<p>Visual accentuation of the Amber Road</p> <ul style="list-style-type: none"> <li>■ Marking of its course on the ground (visual displays, highlighting by means of artistic installations in the landscape)</li> <li>■ Create links to historical collections (archaeological finds), to cycle routes</li> </ul>	A, H	WG Culture WG Tourism	short-term
II.3	Layout of the cycle network to lead visitors to cultural monuments and sites of historical interest	A, H	WG Culture WG Tourism	short-term
II.4	Reconstruction of individual historic ensembles	A, H	Provincial government WG Culture	medium-term
II.5	Gateways to the World Heritage area – visual accentuation, artistic installations in the landscape	A, H	WG Culture WG Tourism	short-term
II.6	<p>Expansion of the World Heritage area / List of cultural assets</p> <ul style="list-style-type: none"> <li>■ Investigate opportunities for networking with cultural sites in the surrounding area (Cselley Mühle, pilgrimage church at Frauenkirchen, Halbturm Palace, old town centre of Sopron, Esterhazy Palace in Eisenstadt, villagescapes of St. Margarethen, Oslip, Schützen, Mönchhof, Halbturm, Wallern and Pamhagen)</li> <li>■ Expansion of the list of cultural assets for the World Heritage area</li> </ul>	A, H	Provincial government, World Heritage association	short-term

### III. Sustainable Agriculture, Wine culture

	Objective / Action	Target zone	Lead Working Group and Key Partners	Timeframe for implementation
III.1	Preservation and sustainable use of the cultural landscape that has evolved historically over centuries	A, H	WG Natural Environment WG Agriculture	continuous
	■ Promotion and upgrading of agricultural uses that are compatible with the landscape	A, H	Provincial government, WG Agriculture	short-term, continuous
	■ Reduction in the use of agro-chemicals	A, H	WG Agriculture	short-term
	■ Harmonization of the rural building culture with the landscape	A, H	WG Agriculture WG Culture WG Settlements	short-term, continuous
	■ Control of land use by the nature conservation authority	H	Nature conservation authority	continuous
	■ Definition of land use for buffer zones of the Hungarian National Park (green fallow, special cultivation)	H	Nature conservation authority	short-term
III.2	Set-up of a marketing programme for high-quality regional products and brands	A, H	Provincial government WG Agriculture	partly in progress, short-term, continuous
	■ Intensification of consulting activities aimed at local initiatives	A	Provincial government WG Agriculture	short-term
	■ Stronger networking of producers to create marketing cooperatives	A	WG Agriculture	short-term
	■ Development of branded products connected with the World Heritage area	A, H	WG Agriculture	short-term
	— Networking with the National Park			
	— Networking between Austria and Hungary (harmonization of initiatives)			
	■ Establishment and promotion of flagship enterprises for the marketing of typical regional products	A	WG Agriculture	short-term
III.3	The local wine culture – historic heritage and future potential of the World Heritage cultural landscape; networking of the World Heritage cultural landscapes based on winegrowing	A,H	WG Agriculture WG Tourism	continuous
	■ Visitor interpretation facilities tracing the historical influences of the	A	WG Agriculture	medium-term



### III. Sustainable Agriculture, Wine culture

Objective / Action	Target zone	Lead Working Group and Key Partners	Timeframe for implementation
winegrowing business on the region's building culture		WG Culture	
<ul style="list-style-type: none"> <li>■ Preservation of the region-specific diversity of wine varieties <ul style="list-style-type: none"> <li>— Planting of vineyards containing old vinestocks of indigenous varieties</li> <li>— Networking with other World Heritage cultural landscapes based on winegrowing, e.g. Wachau, Tokaj, St.Emilion, Duoro</li> </ul> </li> </ul>	A, H	WG Agriculture Austrian Wine Academy	medium-term
■ International exchange of winegrowing expertise and experience	A, H	WG Agriculture Austrian Wine Academy	short-term, continuous
■ Establishment of a cycle of wine-related events around the lake	A	WG Agriculture WG Tourism	medium-term
■ Elaboration of a "Boat Trips for Wine Connoisseurs" concept	A	WG Agriculture	short-term
■ Activities and displays to explain wine specialities, e.g. "The Wonder of Botrytis"	A	WG Agriculture Austrian Wine Academy	medium-term
■ Revitalization and integration of the Esterházy and Halbtorn Palaces as two estates with historical and cultural links to the winegrowing heritage	A, H	WG Agriculture WG Culture	medium-term
<b>III.4</b> Initiation and strengthening of partnerships between agriculture and tourism (see also Point III.3 and Section 5.6)			
■ Cross-border upgrading of the bridleway network	A, H	WG Agriculture WG Tourism	short-term
■ Construction of a "Blaifränkisch Cycle Route" from the lakeshore communities via Sopron to the Blaifränkisch region in central Burgenland	A, H	WG Agriculture WG Tourism	short-term
<b>III.5</b> Establishment of a cross-border reed cluster	A, H	WG Agriculture	short-term, continuous
<b>III.6</b> Promotion of high-quality fisheries and fish farming	A, H	WG Agriculture	short-term

## IV. Sustainable Regional Development, Environmentally Sustainable Transport

### IV.1 Settlements, Townscape and Villagescape Protection and a New Building Culture

	Objective / Action	Target zone	Lead Working Group and Key Partners	Timeframe for implementation
IV.1.1	Set-up inventories of the values of town and villagescapes	A, H	WG Settlements WG Culture	short-term, partly available, in progress
IV.1.2	Village renewal, upgrading of villagescapes	A, H	WG Settlements Local authorities	ongoing, continuous
IV.1.3	Approaches to villages and towns as visiting cards	A	WG Settlements Local authorities	short- / mid-term
IV.1.4	Active role of land-use plans and local development plans	A	WG Settlements Local authorities	continuous
IV.1.5	Compact settlements, no despoliation	A	WG Settlements Local authorities	ongoing, continuous
IV.1.6	Protection of the inherited proportional and historic structure and settlement network.	A	WG Settlements, WG Culture Local authorities	ongoing, continuous
IV.1.7	Mobilisation of building land	A	WG Settlements Local authorities	short-term, continuous
IV.1.8	Landscape-compatible building Size of lots; building heights; building design	A, H	WG Settlements Local authorities	short-term, continuous
IV.1.9	Public awareness of valuable town and villagescapes	A, H	WG Settlements WG Culture Architekturraum Burgenland	short-term, continuous
IV.1.10	“Burgenland World Heritage School of Building”	A	WG Settlements, WG Culture, Local authorities, Architekturraum Burgenland	mid-term
IV.1.11	Advisory committees for architecture (Gestaltungsbeiräte).	A, H	WG Settlements, Local authorities, Architekturraum Burgenland	short-/medium-term

## IV.2 Environmentally Sustainable Transport

	Objective / Action	Target zone	Lead Working Group and Key Partners	Timeframe for implementation *
IV.2.1	Sensitive transport and traffic solutions for the valuable and sensitive World Heritage region in accordance with the project "Sustainable environmentally friendly transport and tourism in the Neusiedler See / Fertő-tó region"	A, H	WG Settlements WG Tourism Austrian Federal Ministries:	First modules ongoing, short-/medium-term
IV.2.2	Innovations in public transport <ul style="list-style-type: none"> <li>■ Electrification of the local railway network</li> <li>■ Regional mobility based on regular schedules</li> <li>■ New mobility services</li> <li>■ Integrating of cycling and hiking into environmentally compatible mobility chains in everyday and leisure traffic</li> </ul>	A, H	Agriculture and Forestry, the Environment and Water Management / Transport, Innovation and Technology / Economic Affairs Hungarian Ministries:	ongoing, short-term
IV.2.3	Cross-border regional mobility centre <ul style="list-style-type: none"> <li>■ Design of attractive mobility services for specific target groups</li> <li>■ Design of a comprehensive travel information system</li> <li>■ Implementation of new information technologies</li> <li>■ Service points</li> </ul>	A, H	Ministry of the Environment, Ministry of Economic Affairs and Transport Burgenland Provincial Government	short-term
IV.2.4	Ecomobility and ecotourism <ul style="list-style-type: none"> <li>■ Quality tourism through ecomobility</li> <li>■ Provision of an attractive mobility experience and regional mobility packages for incoming visitors, tourists, day trippers, the resident population</li> <li>■ Cycling region Fertő / Neusiedler See, Hiking Region Leithagebirge-Soproner Berge</li> </ul>	A,H	Győr-Moson-Sopron County Local authorities, municipal associations National Parks Public transport providers:	ongoing, short-term

## IV.2 Environmentally Sustainable Transport

	Objective / Action	Target zone	Lead Working Group and Key Partners	Timeframe for implementation *
IV.2.5	<p>Sustainable business mobility and freight logistics to ensure sustainable regional development</p> <ul style="list-style-type: none"> <li>■ Company mobility management in key regional enterprises</li> <li>■ Innovative regional freight transport logistics</li> <li>■ Networking based on innovative product and marketing concepts, urban mobility management</li> <li>■ Development of transport management and infrastructure solutions to address problem of heavy transport around the lake</li> </ul>	A,H	ÖBB, GySEV/RoeEE, Postbus, private bus companies NTG Neusiedler See Tourism GmbH Private enterprises	short-/medium-term
IV.2.6	<p>Landscape-compatible infrastructure and new technologies</p> <ul style="list-style-type: none"> <li>■ Extension of cycle and pedestrian paths, revitalisation, more railway stations and bus stops in a more attractive design</li> <li>■ Modernisation and expansion of public transport routes and lines, e.g. Fertő Circle Line Train, Eisenstadt – Mörbisch – Feröarakos - Sopron Shuttle</li> <li>■ Traffic calming, open space improvement and monument conservation measures in towns and villages</li> <li>■ Regional low-floor trains, vehicles using biogenic fuels, electric cars, alternative propulsion technologies.</li> <li>■ New information technologies and networking with the World Heritage stakeholders</li> </ul>	A,H	See above	short-/medium-term
IV.2.7	Heavy goods traffic (over 7.5 metric tons) is to be prohibited on the inner lakeshore road, with the exception of local goods traffic	A, H	Regional authorities	short-term



## V. Environmental Protection

	Objective / Action	Target zone	Lead Working Group and Key Partners	Timeframe for implementation
V.1	Construction of a pilot plant for the thermal utilization of reed and straw	A, H	WG Agriculture BEGAS FHNP	short-term, continuous
V.2	Development of wind power production outside the World Heritage area	A	BEWAG	medium-term
V.3	Slight raising of the water level of Neusiedler See	A, H	WG Natural Environment Frontier Waterways Commission	short-term
V.4	Intensification of Austrian-Hungarian cooperation	A, H	Provincial government	short-term
V.5	Regulation of the ground-water table in the drained parts of the Seewinkel area	A, H	WG Natural Environment FHNP	short-term
V.6	Construction of retarding basins for the waterways feeding Neusiedler See	A, H	WG Natural Environment	medium-term
V.7	Increasing the percentage of households linked to the household waste water disposal system to 100%	H	Local authorities	short-term
V.8	Definition of a catalogue of measures to reduce levels of airborne pollutants	A, H	Provincial governments	short-term

## VI. Creating Awareness: Schools, Adult education, Media work

	Objective / Action	Target zone	Lead Working Group and Key Partners	Timeframe for implementation *
VI.1	Establishment of an active source of information, contact point and organisational hub <ul style="list-style-type: none"> <li>■ Info points</li> <li>■ World Heritage Centre(s)</li> </ul>	A, H	World Heritage association, all Working Groups	short / medium-term
VI.2	Activation of schools for the subject of World Heritage <ul style="list-style-type: none"> <li>■ Interdisciplinary, project-based focus on the subject of World Heritage, especially at the existing UNESCO schools</li> <li>■ Intensified contact and cooperation between Austrian and Hungarian schools</li> <li>■ One or two other schools in the region to become UNESCO schools (especially primary schools and School of Tourism and Hospitality Management)</li> <li>■ Utilization and further development of new teaching resources and methods</li> </ul>	A, H	WG Culture, UNESCO Austria, schools in the region	first activities in place, short-term, continuous
VI.3	Organisation of a World Heritage Youth Forum	A, H	World Heritage association, provincial governments, local authorities, UNESCO Austria	short-term
VI.4	The World Wide Web as information and communication platform	A, H	World Heritage association, all Working Groups	short-term, continuous
VI.5	World Heritage as a subject for adult education <ul style="list-style-type: none"> <li>■ Excursions and field trips</li> <li>■ Lecture series</li> </ul>	A, H	WG Culture, adult education institutions, local (cultural) associations, national and local press, ORF, private broadcasting companies	short-term, continuous
VI.6	Information and education system linked to the National Parks	A, H	WG Culture, adult education institutions, national / local press, ORF, private broadcasting companies	short-term, continuous