

International Conference CULTURE AGAINST DISASTERS

Protecting Cultural landscapes as prevention of natural disasters

CULTURE AGAINST DISASTERS: FEASIBLE? USEFULL?

by
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CULTURE AGAINST DISASTERS: FEASIBLE? USEFULL?

Part one

TOWARD AN OVERTURNED APPROACH

The no-cultural origins of Cultural Landscapes

The elements of CLs: tested by all local natural events

An overturned approach: saving CL as disasters prevention action is usefull. Is it feasible too?

Part two

PROBLEMS AND POTENTIALITIES

Systemic elements of CLs: traditional / present

Problems in recovering the CLs' traditional elements

The CLs' hidden potentialities in disasters prevention and local human sustainable development

The role of media in recovering the local knowledge

THE NO-CULTURAL ORIGINS OF CULTURAL LANDSCAPES

THE AMALFI COAST: RESULT OF A DEEP «ALTERATION»



At century X

Today



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THE BEAUTY IS CONVENIENT



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SEARCHING BENEFITS PRODUCING GRAPHISMS.....



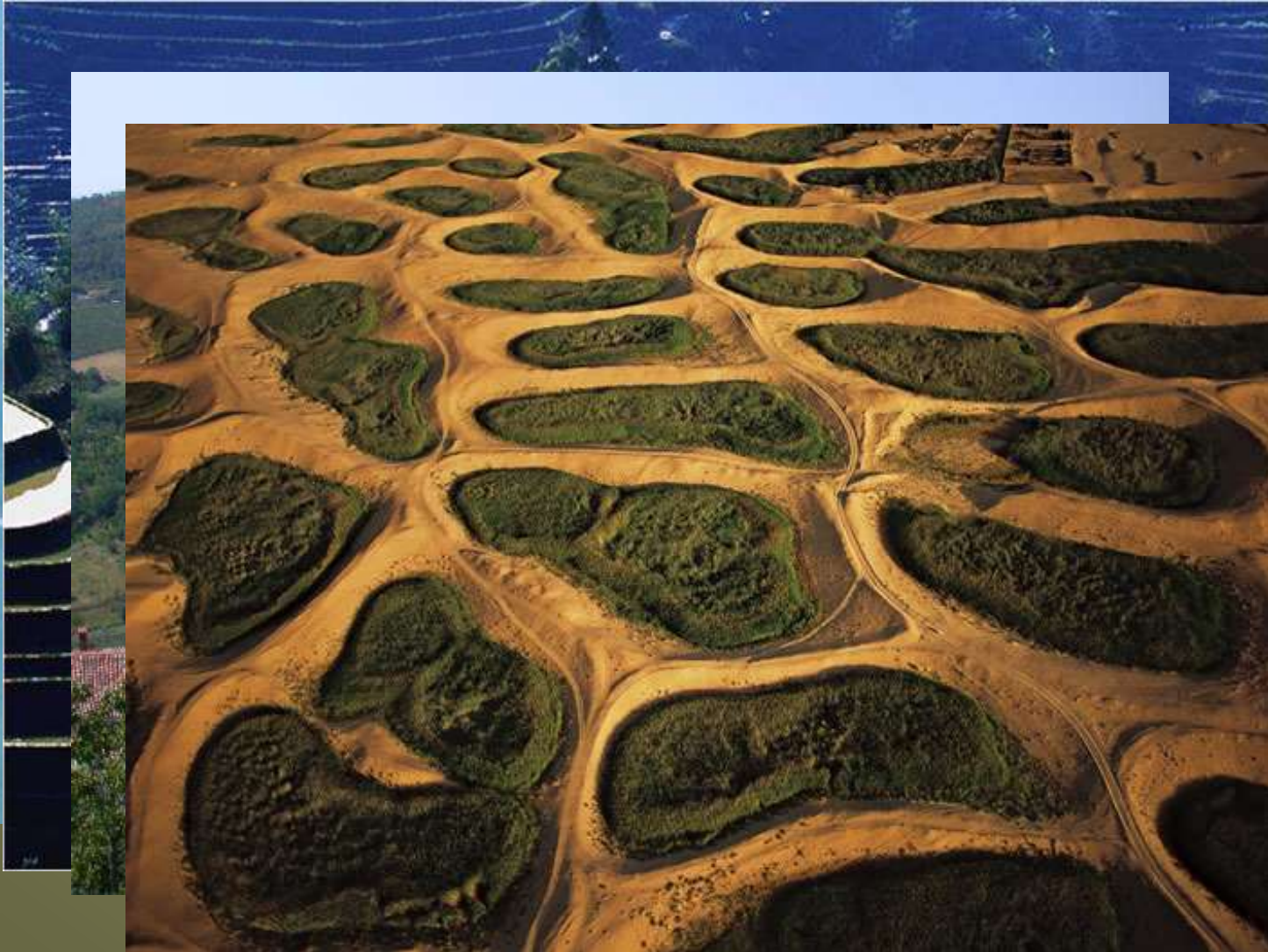
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..... EVERYWHERE



Pisac, Peru

USUALLY BENEFITS ARE EVIDENT.....



.... SOMETIME ARE HIDDEN



MORPHOLOGY + CLIMATE + LOCAL CULTURE
=
A PERFET SCENE

**(but a very efficient agro-system +
an effective landslide prevention too)**



THE ELEMENTS OF CULTURAL LANDSCAPES TESTED BY ALL LOCAL NATURAL EXTREME EVENTS

THE FUNCTIONAL ELEMENTS OF CULTURAL LANDSCAPES

THE FUNCTIONAL ELEMENTS OF THE BENEFITS SEARCHING

- Soil adaptation
 - Water and irrigation management
 - Choise of “right” cultivations
- and
- Complete knowledge on cumulated effects of land modifications

IN CULTURAL LANDSCAPES
SOIL ADAPTATION, IRRIGATION SYSTEMS
AND CULTIVATIONS
HAS BEEN POSITIVELY TESTED
BY HUNDRED OF EXTREME EVENTS

**SAVING CULTURAL LANDSCAPES
CAN PREVENT LOCAL NATURAL DISASTERS**

FEASIBLE TOO?

THE TRADITIONAL/CURRENT SYSTEMIC ELEMENTS OF CULTURAL LANDSCAPES

THE CHANGE OF SYSTEMIC ELEMENTS

AT ORIGIN

TODAY

UTILISATION

Agriculture
(necessarily sustainable)

Tourism
Often no-sustainable

PROFIT

Direct, immediate

Indirect, future

KNOWLEDGE

Diffused,
communitary

Just specialists

GOVERNANCE

One power

Multiple powers

SOME MISUNDERSTANDING TO REMOVE

- To safe the CL is necessary forbid any trasformation
- The safeguard of CL is alternative to the economic developpment

TODAY

THE PROTECTION OF CULTURAL HERITAGE IS
CONSIDERED AS AN EFFECTIVE ACTION FOR
SUSTAINABLE DEVELOPMENT.

THE ITEMS FOR AN INTEGRATED MANAGEMENT

UTILISATION	Make profitable utilisations generating the CL
PROFIT	Make direct and immediate the benefits derivable from compatible actions
KNOWLEDGE	Increase the knowledge on cumulate effects of each intervention
GOVERNANCE	As effective as possible , according the features of local systems (law, economy, culture, etc.)

PROBLEMS IN RECOVERING OF CLs' TRADITIONAL ELEMENTS

UTILISATION

PROBLEMS OF AGRICULTURE IN CULTURAL LANDSCAPES

- The low profitability of farming and pressure from tourism contribute to land either being abandoned or overexploited
- In general in many CLs, the size of the farms is well below the minimum required by the CAP programmes, which prevents them from having access to EU subsidies

**Which opportunities are offered
by regional, national and EU agricultural politics
to support the farming in CLs?**

PROFIT

HOW THE ECONOMIC VALUE OF CL IS PROPOSED TO THE STAKEHOLDERS

- Safing the CL demands some self-denials, but the territory become more attractive for tourists
- Your self-denial of today pass a richness to the future generations

IF THE ECONOMY IS **A PART** OF THE CULTURE A NEW APPROACH IS POSSIBLE/NECESSARY

The CL is the product of actions generating benefits **direct** and **immediate** to who realised them

Today the protection policies demand to the stakeholders immediate self-denial in exchange of benefits **indirect** and/or **future**

To induce the whole of stakeholders
to save **actively** the CL
to reverse the current approach
is necessary
by reactivating the old rules

AN OVERTURNED APPROACH IS NECESSARY

WHAT UNESCO DEMANDS

Identify and knowi **tangible** and **intangible** values documented by CL

Increase the awareness of the **active role** that the CL had and has in local communities' life

Safe "the heritage" exixsting in CL, in all hits features, tangible and intangible

Transfer the heritage to the future generations, with values and rules we received

Train experts able to identify and communicate the values of CL and to support the **integrated management process**

THE INTEGRATED MANAGEMENT

The **integrated management** intends
to agree **safeguard** and **valorisation**
in the aim to utilise the CL
to increase, by appropriate strategies,
the socio-economic conditions
of local communities,
fully respecting
his cultural identity and diversity.

TO ACHIEVE THIS OBJECTIFS IS NECESSARY TO OVERTURN THE APPROACH ON

- The safeguard criteria
(from **inhibition** to **stimulation**)
- The procedure for defining aims and actions
(from **top-down** to **bottom-up**)
- The nature of the plans
(from **rigid** to **flexible**)
- The relationship CL/disasters
(from **protecting CL against disasters**
to **safing CL to prevent disasters**)

KNOWLEDGE

A POLITICAL QUESTION

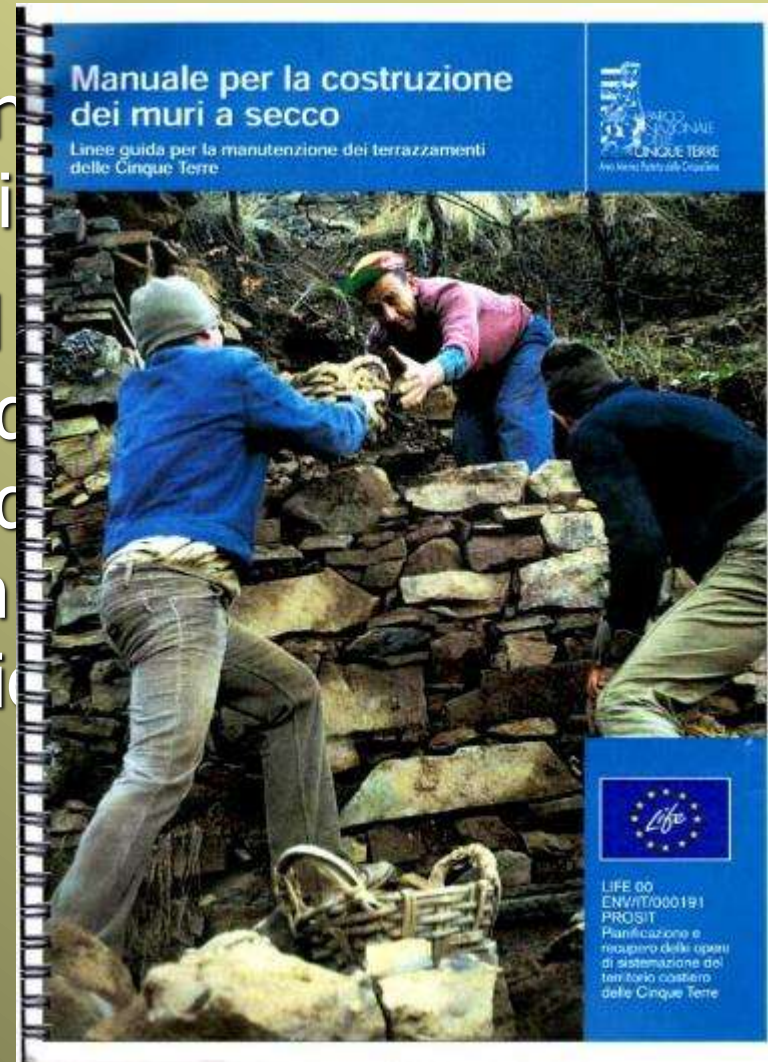
How stimulate the decision makers
and researchers
don't considering as surpassed
the traditional disaster proof techniques?

SOME METHODOLOGICAL QUESTIONS

- To protect Cultural Landscape can we use both our knowledge and the ancient one?
- How can we recognize it?
- How can we validate it?
- How can we improve the historical techniques, if useful?
- How can we define protocols to validate non-standard techniques?

SOME POSSIBLE RECOMMENDATIONS

- Promote research and training in traditional agricultural techniques
- Produce methodological and technical guides to turn the recovering of traditional and soil maintenance techniques into local sustainable human activities and into a disasters prevention
- Support pilot project



GOVERNANCE

INFORMATION AND EMERGENCIES: NOT ONLY NEWS, NOT ONLY AFTER

- After a disaster
- The systemic origins of neglect local knowledge
- The potentialities of the «Local Risk Culture»
- For a more effective contribution of the media to disaster reduction

AFTER A DISASTER



2011 October – 5 Terre (Italy) flash flood



THE FLASH FLOOD IN FERDANA
AND UNHEEDED WARNING
"Complaints without reaction"

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THE SCIENTIFIC EXPLICATION: WHY AN EVENT BECAME A DISASTER



BEFORE/AFTER A DISASTER: THE CHANGE OF DECISION MAKERS' POSITION

THE SYSTEMIC ORIGINS OF NEGLECTING THE LOCAL KNOWLEDGE:

- Cultural
- Political
- Media environment

SYSTEMIC ORIGINS – *Cultural*

- The local empirical knowledge on local risks is considered obsolete by the academic bodies
- In the past, the transfer of information among populations exposed to the same risks supported the circulation of the knowledge and the rooting of a "Local Risk Culture" (LRC), nearly always avoiding dangerous modifications of the territory.
- Today centralized informations in huge data bank does not stimulate horizontal circulation of knowledge, weakening the LRC.

SYSTEMIC ORIGINS – *Political 1*

WHY **BEFORE** «NO FUNDS»
and
AFTER «QUICKLY THE MAINTENANCE»?

- The decision-makers tend to privilege interventions giving them visibility (e.g the unveiling of a new building), rather than a territory's appropriate and continuous maintenance (no visible)

SYSTEMIC ORIGINS – *Political 2*

WHY **BEFORE** «NO FUNDS»
and
AFTER «QUICKLY THE MAINTENANCE»?

- **Before**, to obtain funds for maintenance demands a strong competition with political colleagues.
- **After**, no opposition to obtain and use funds for rehabilitation

BEFORE THE EVENT

Il disastro in Costiera

Zona rossa, prevenzione fallita: ecco perché

I tecnici: dopo la frana di Sarno evento previsto, ma mancano i soldi e qui possibili solo i progetti

Gigi Di Fiore
@gigiadfiore

ATRAZI. Zona rossa. Sigla tecnica RA. Come a dire: altro rischio, pericolo di frane e alluvioni. Nelle relazioni tecniche, Atrazi, come il 90 per cento della costiera atraziense, viene inserito tra le zone da allente. E il povero Drapone, quello tristemente porta quel nome perché nella parte dell'alveo vicino ad un vecchio mulino apira acqua ad una velocità sia forte da sembrare fiamme di un drago. Potenza dei nomi.

Dal 1988, il decreto approvato ci ha
trappola di Sarno (tab. 1). I bacini regio-
nali. Dovevano preparare piani di por-
tamento, monitorare il territorio a
scopo fiume e alluvioni, proporre di
verità. Sulla struttura attuale, il
I bacini regionali. In Soli, il
ni fa, divenne un centro di pianifica-
zione per l'Unione europea. Vi si
legge l'idea di un "ordinamento
zione il fiume. La sua area di esten-
sione è una di quelle
ammissioni e per

... piccolo comune di 1.500 abitanti sono le piatte di terra che il segretario della Dc di Montebelluna, il Rinaldo De Biasi, ha fatto firmare ai suoi eletti per le amministrative del '90. «I nostri sono i piatte di terra», dice De Biasi, «e noi ci battiamo per far diventare le nostre zone di nuovo piatte di terra».

La bella...
Nella...
di...
anti...
la...
era stata fissata

Precedo

Postano, l'unità
verticali, in leg
di un sistema di
sostituzione di
vicaria,
fragilissima, costi
già, in un pas
anche per i
della nazione
vessiti di un do
della Dc Lucio
reelati, nel pla
comune di
costruzione, m
un

ci di Salerno, era presente anche il direttore generale del ministero dell'Ambiente, Marco Lupu. Aggiunge l'assessore Cosimza: «La gente della costiera sa nuotare. Piccoli interventi sono consentiti e possibili, ad Afrani, Scia, TruMonte e Arnaldi, le zone più critiche». Progetti e interventi di prevenzione che, con i soldi di Regione e governo, potranno realizzare la Provincia, il Co-

«Emergenza Campania che il Paese ignora»

Siamo, identica ad altre università negli anni in Costiera. È un territorio che va messo, nella sua totalità, in sicurezza. Certo è un problema ampio e complesso da affrontare. C'è, comunque, un punto di partenza: non bisogna più parlare di singoli ambiti o Comuni, ma di un intero bacino e

AFTER THE EVENT



SYSTEMIC ORIGINS – *Political 3*

the **ENVIRONMENTAL TIMING**
VS
the **POLITICAL TIMING**

- Usually, the decisions useful for the community show his benefits on longterms, but immediately produce restrictions for some stakeholders
- However, the politician's "usable life" is on short terms

**A TEMPORAL GAP
NOT FACILITATING THE ADOPTION
OF IMPOPULAR DECISIONS**

SYSTEMIC ORIGINS – *Media environment*

NEWS / NO NEWS

- The unveiling of a new building is “a news”
- The territory’s appropriate and continuous maintenance is “a no news”
- The people’s knowledge about the local risks is “a news” **after** the event
- It’s «a no news» **before**

**BUT THE MEDIA RULES ARE STRONG:
NOT INTERESTING, NO PUBLISHING**

THE IGNORED LOCAL KNOWLEDGE

- Often disaster record well to system worrie

40 | **Salerno** Primo piano

Il disastro in Costiera

**«Allarme lanciato
ma nessuno
ci ha dato retta»**

L'esperto: eventi più circoscritti per fuggire c'è un'ora di tempo

Franco Ortolani

Giovedì pomeriggio la zona compresa tra Analfil e Marone è stata molto colpita da una tempesta: precipitazioni che hanno fatto arrivare a fine estate da 80 a 70 millimetri di pioggia, oltre fine dell'estate (giugno 1981) di 14,7 metri di pioggia). L'acqua inondò le superficie sottostanti di viale e l'Ingegnere. L'occasione è stata presa, secondo l'ingegnere, per un'occasione di lavoro, e sono state fatte le seguenti misure che si sono autoportate sul versante meridionale del Monte Lattini in Analfil e Marone.

[illegible]

Il bravo infermiere del Mda
Ermano che attraversa l'Al
conosce ben gli usi e costu
di essere calmo e ripo
perché da una vita di cost
lavora in una clinica di lepro
La parte inferiore è parzialmente
separata e coltivata mentre la parte
superiore è ricoperta da cespugli
e arbusti. La vegetazione è
generalmente al livello
sufficiente per far solo le parti
più basse e tenere le
della zona è difficile

...suo partito del Psi
...l'ultimo l'ordine di Ar
...suo partito del Psi
...l'ultimo l'ordine di Ar
...suo partito del Psi
...l'ultimo l'ordine di Ar

Dunque, piacciono essere ipertrofici, gonfiarsi, possedere, dominare, far arrivare le cose a un punto in cui non si può più tornare indietro. E infatti, in questi ultimi mesi, non pochi imprenditori si sono ritrovati a dover affrontare le conseguenze di una crisi che non avevano mai visto prima.

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 ON
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[illegible]

THE POTENTIALITIES OF THE «LOCAL RISK CULTURE»

- The local knowledge is based on the effects of the events. So it's inevitably «integrated»
- The deep knowledge of the territory, of his history and of the local risks can offer more detailed informations to the experts
- The local knowledge is a «complementary expertise» available free of charge
- By involving the local population a permanent and more efficient monitoring can be organized

It's possible
a more effective contribution
of media
to disasters reduction?

SOME CONSIDERATIONS

- Audience of specialized magazines protecting consumers' interests and
- Interventions imposed to producers thanks to media campaigns
- The media can contribute in a determinant way to turn people's fears/suggestions into changes in policies.
- *Programmes protecting land's consumers against risk situations may be equally interesting?*
- *Becoming profitable for publishers. could they be useful support to disaster reduction public actions?*

SOME FORMULAS FOR INVOLVING MEDIA IN DISASTERS PREVENTION POLICIES

- Talk shows in local radio and TV, open to citizens, experts and decision makers, dedicated to local risks and to adopted/adopting mitigation measures
- Periodic PYT page (Protect Your Territory) in local press, open to people's warning and to experts' evaluation
- Interactive PYT page in local web sites, containing:
 - the citizen's warning (filtered by a technical team)
 - back-up on which service the warning has been transmitted
 - back-up on the follow up of the warning

FINAL CONSIDERATION

- If the media are systematically used to spread informations at local level they could play a determinant role even in emergency preparedness campaigns, carrying out a public service.
- *Would publishers have audience and sales increasing?*
Would it be necessary to provide incentives?

THE DEBATE IS OPEN
and
THANK YOU