

LANDSCAPE ECONOMY

from systems thinking to systems design

Winter School in Antalya, Turkey
hosted by Akdeniz University
from February 16 - 25, 2024

Case study area: **MANAVGAT**

hfwu.telos.de



Funded by
the European Union

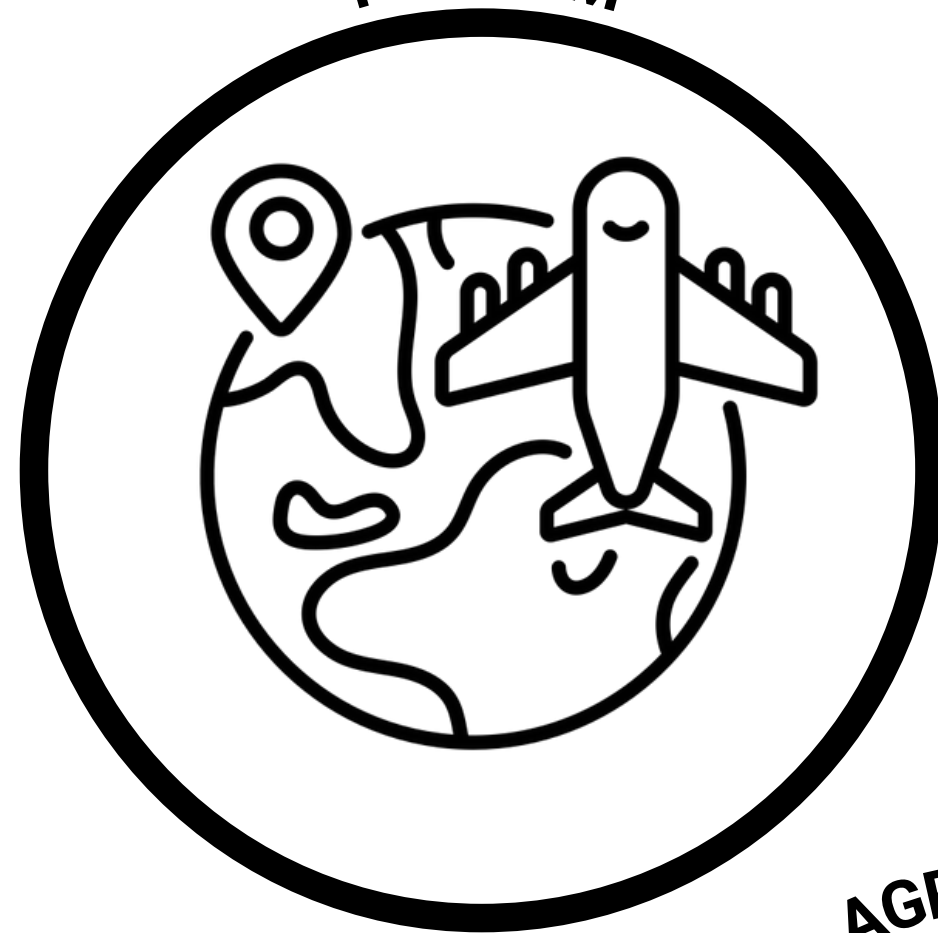
Final Presentation
Group 1: River Landscape



**THE
MAVI
NATURAL
VISIONARY
GATHERING
ASSOCIATION**

**KEY FACTORS
FOR
INCREASING
LANDSCAPE
IMPACTS IN
MANAVGAT**

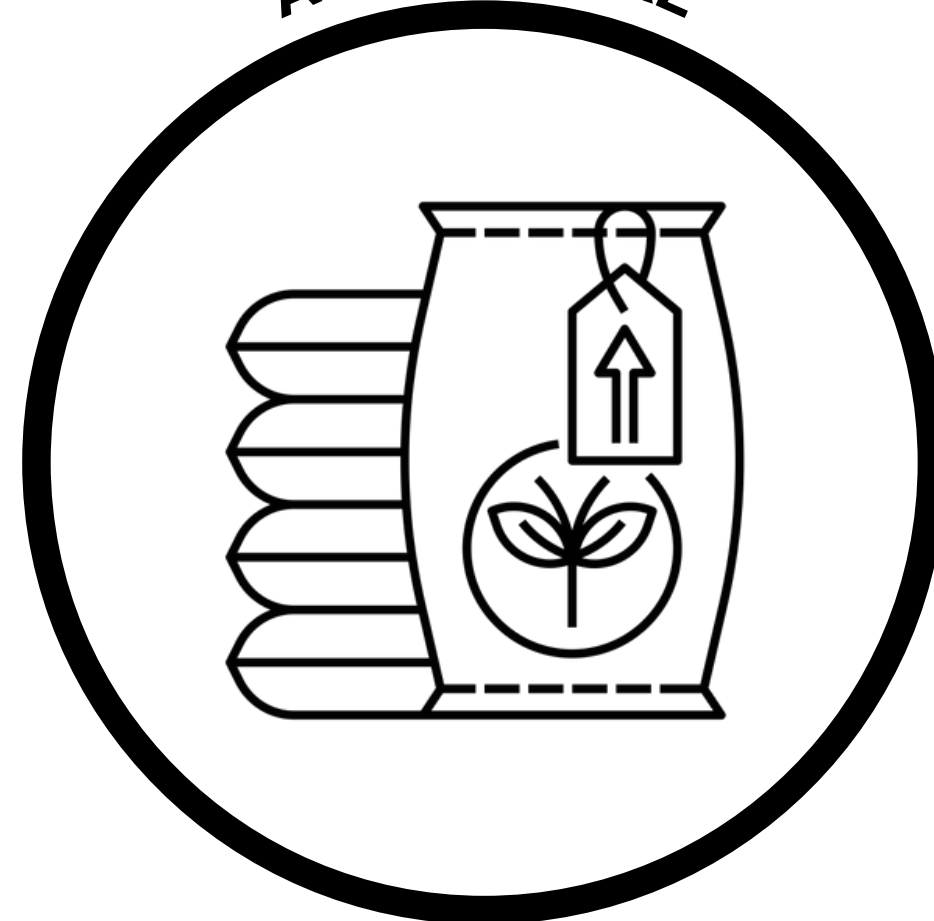
TOURISM



HOUSING DEMAND



AGRICULTURE



scenario 1:

Manavgat River as a **DIVIDER** between different landscape stakeholders



Disparity in RIVER RESOURCE DISTRIBUTION, 2040

This complex block features a central collage of images and icons. At the top, a mountain landscape is shown with a gear icon and the text 'Underexplored Mountains and cultural documentation'. Below this, a river scene with a stone archway is depicted, accompanied by the text 'Repeated / declining tourism values'. To the right, a person is shown working in a field with the text 'Unhealthy Agriculture future'. In the middle, a boat on the water is shown with the text 'Tourism solely depended on Water Landscape putting pressure on ecosystem'. To the right of the boat, two people are shown with the text 'Lack of privacy and ownership among Local population'. At the bottom, an underwater scene with a diver and a sea turtle is shown with the text 'Threatened marine existence'. The collage is overlaid with various icons, including gears, question marks, and hands, suggesting a complex, interconnected system of issues.

Underexplored Mountains and cultural documentation

Repeated / declining tourism values

Unhealthy Agriculture future

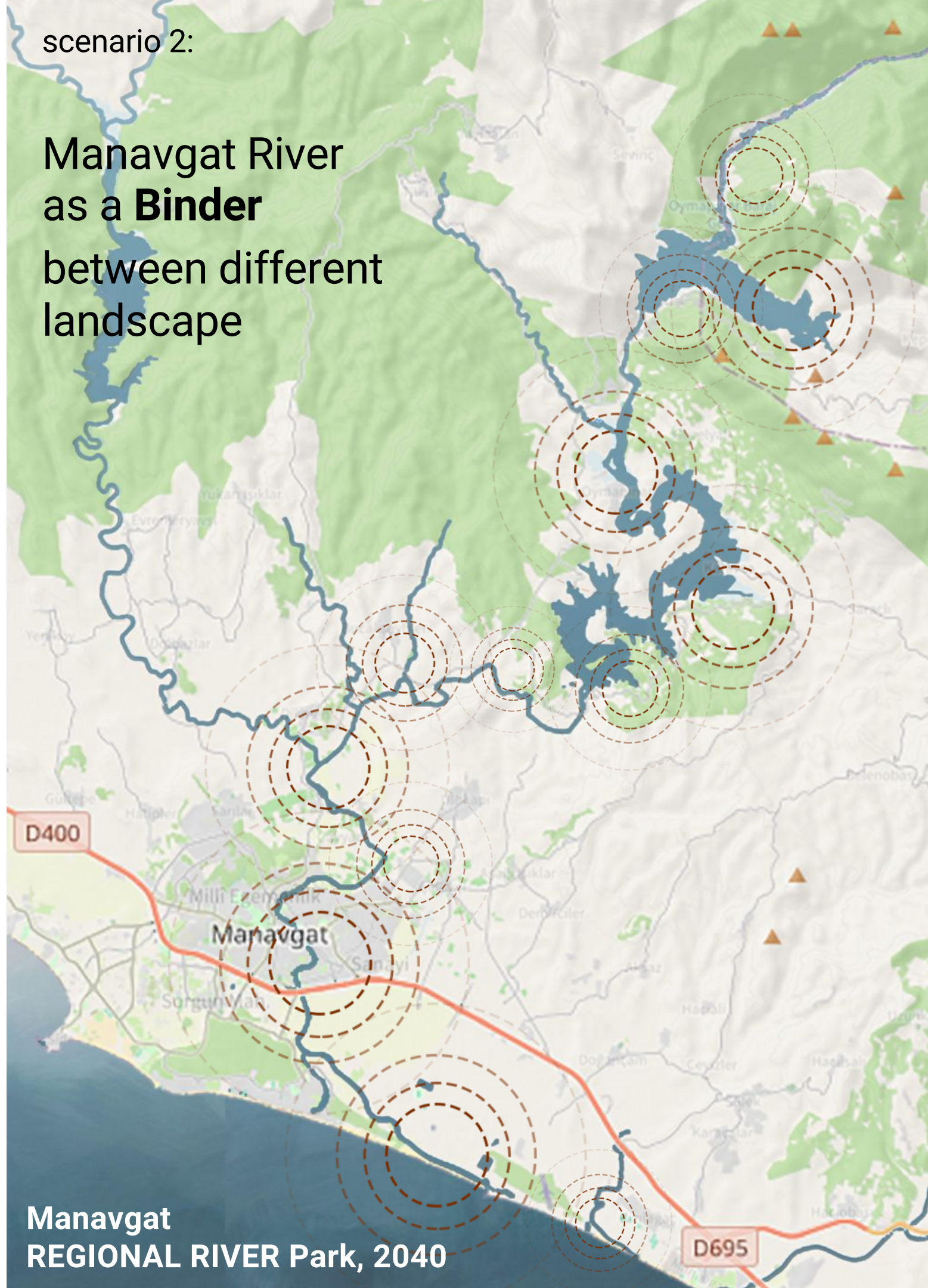
Tourism solely depended on Water Landscape putting pressure on ecosystem

Lack of privacy and ownership among Local population

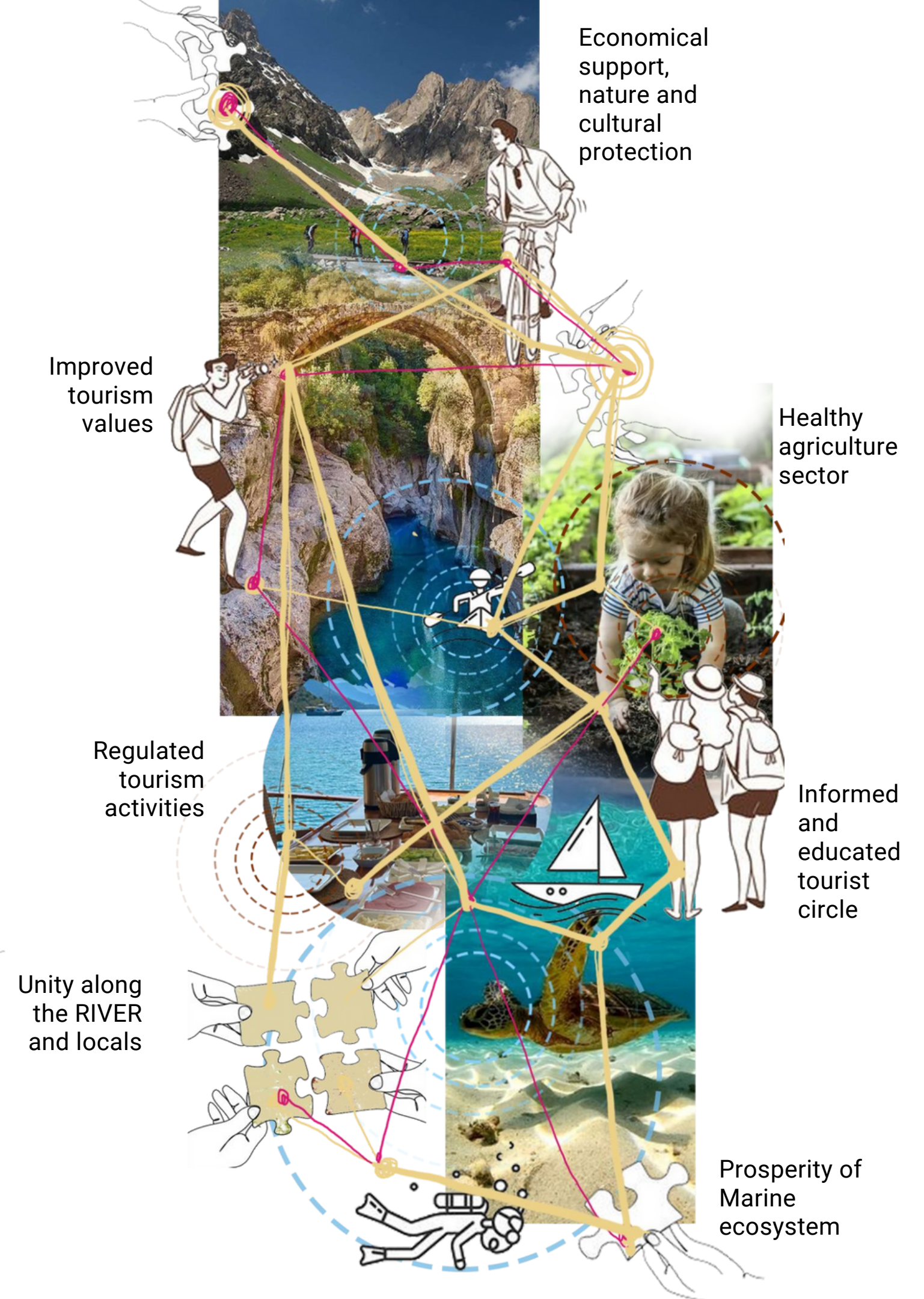
Threatened marine existence

scenario 2:

Manavgat River as a Binder between different landscape



Manavgat REGIONAL RIVER Park, 2040





VISION

A regenerating regional River Park that utilise and unites diverse river landscape and stakeholders of Manavgat, Turkey.

MISSION

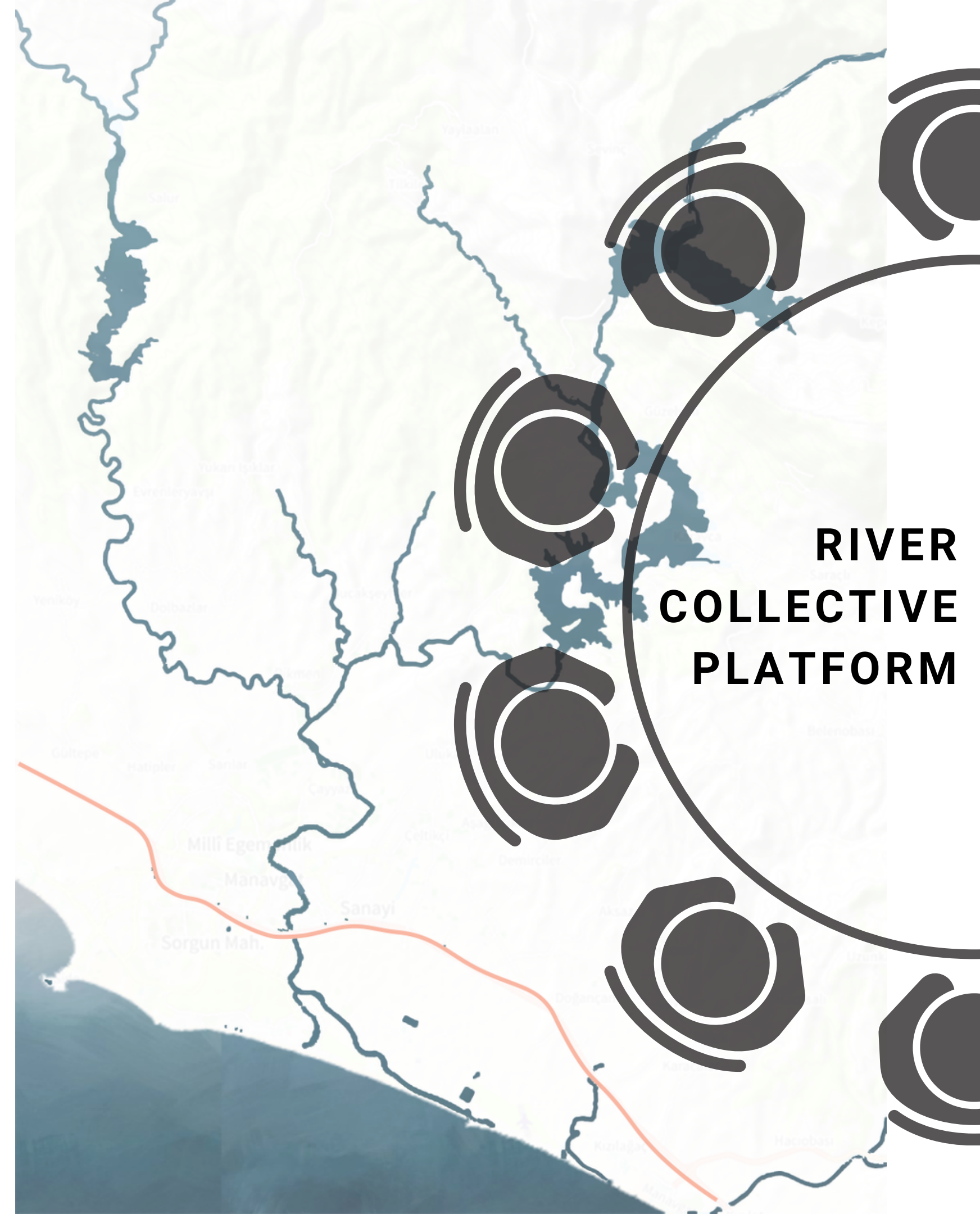
A structured organisation with diverse stakeholders for the governance of Manavgat River promoting sustainable development and enhancing economic prosperity.

To Foster collaboration, inclusivity, and stewardship protect and restore ecosystem, empower communities, promote education and awareness, drive regeneration.

The Ma vi Na tural V isionary Gat hering Association

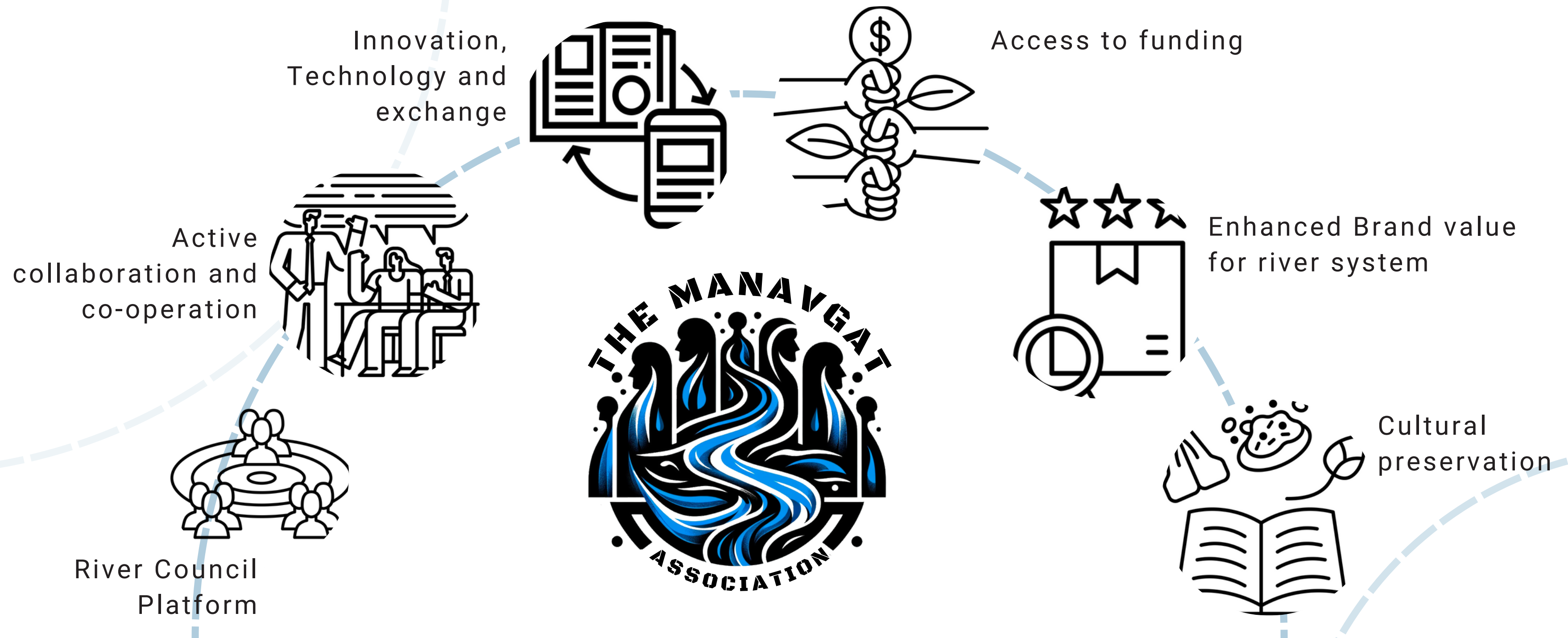
The Meta Governance Model for the River Landscape

A place for conversation between different organizations to express their needs and desires and create new opportunities for cooperation.

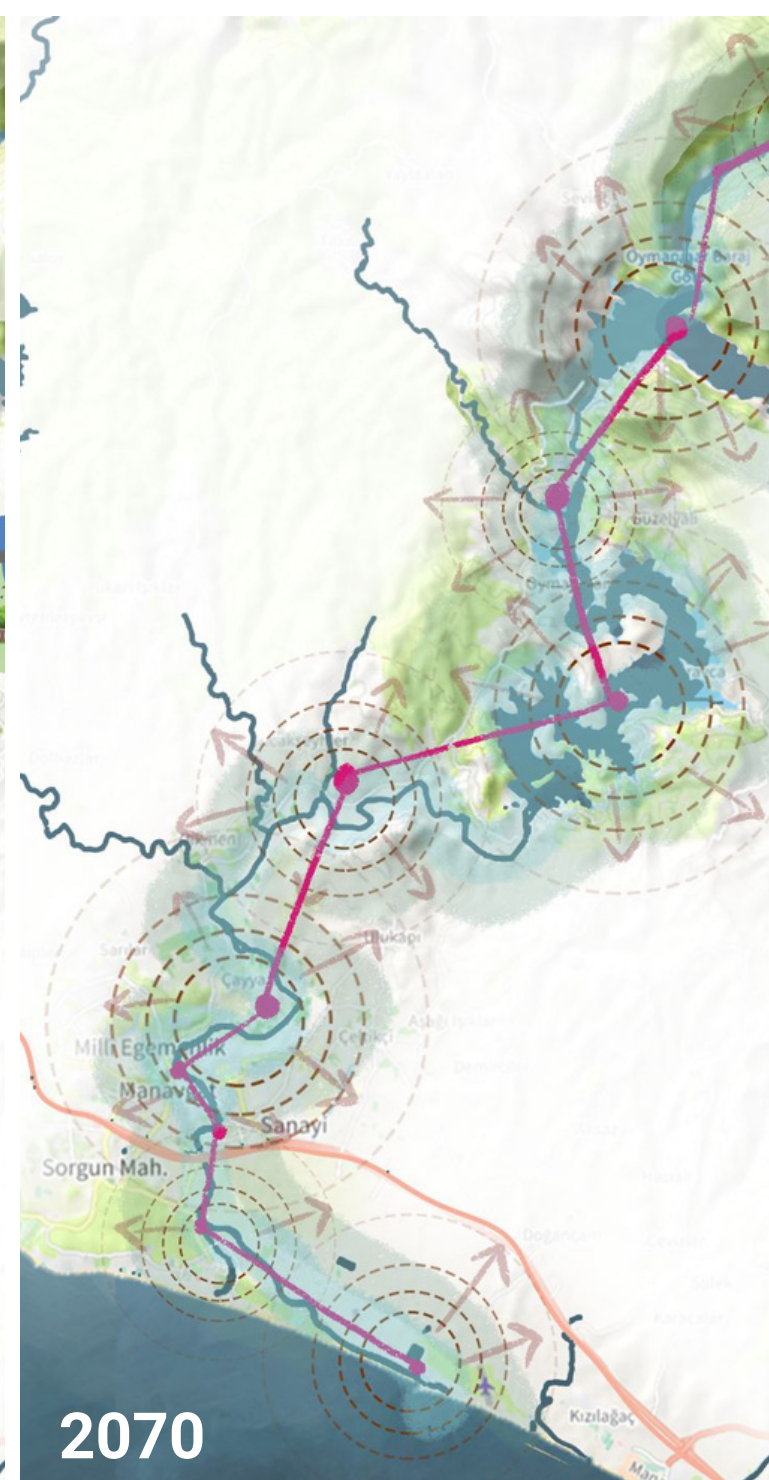
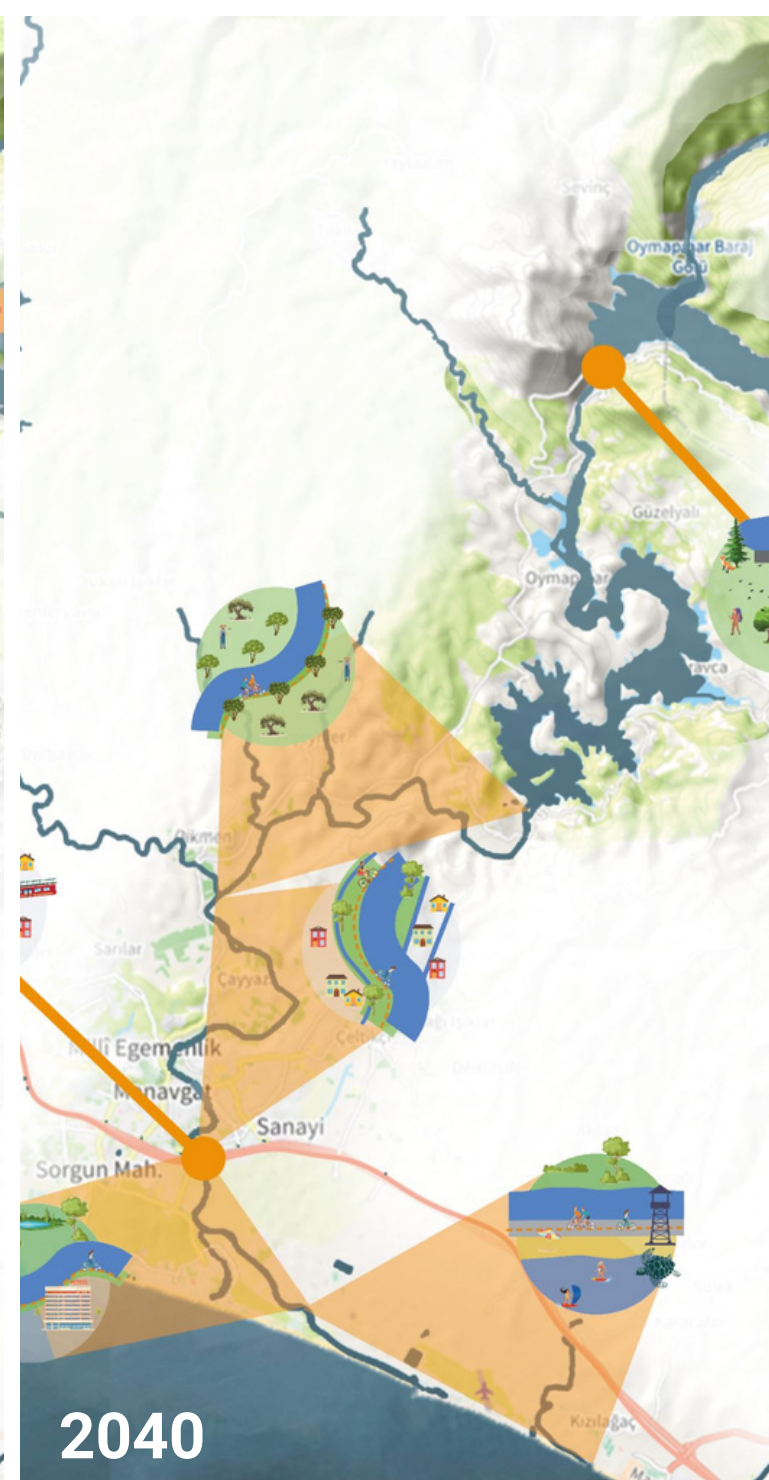
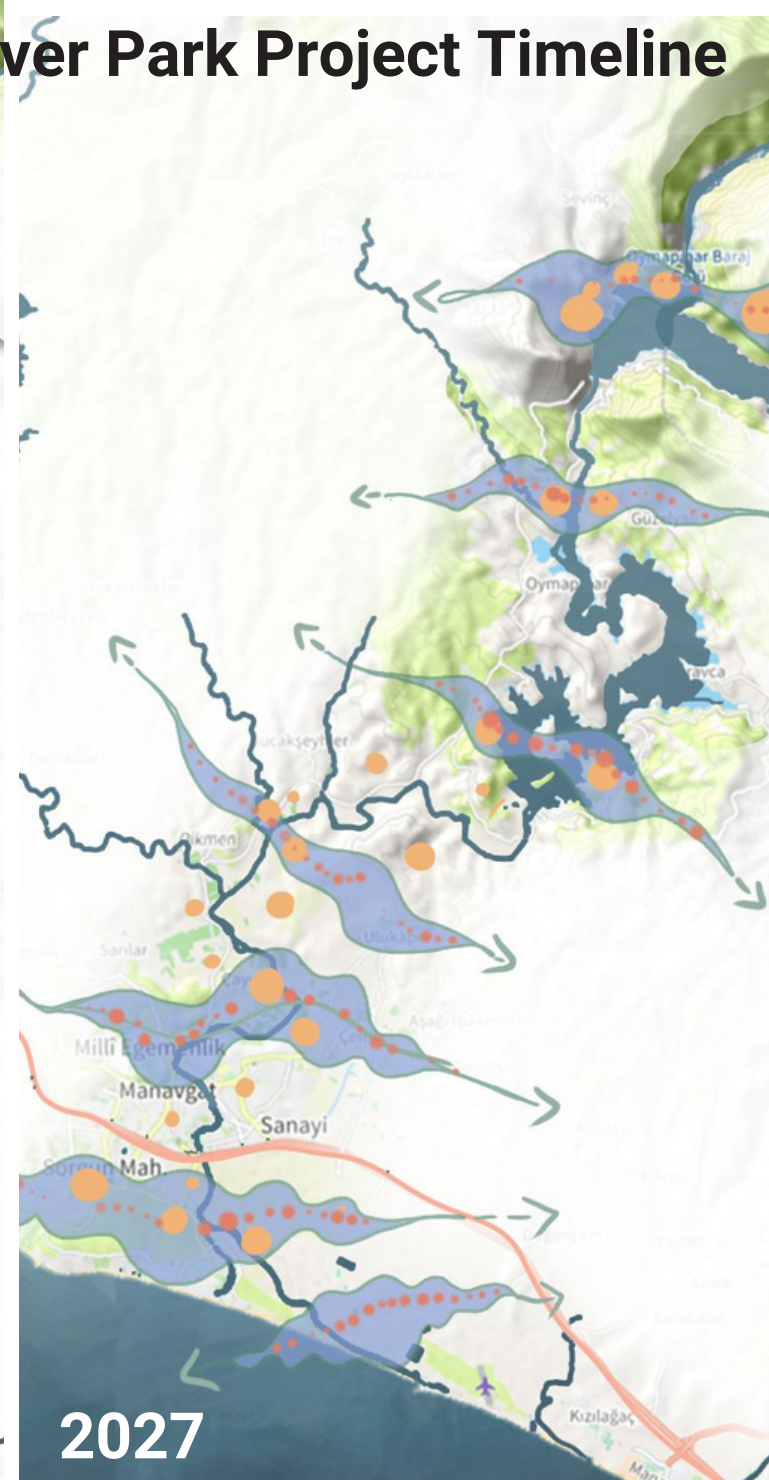
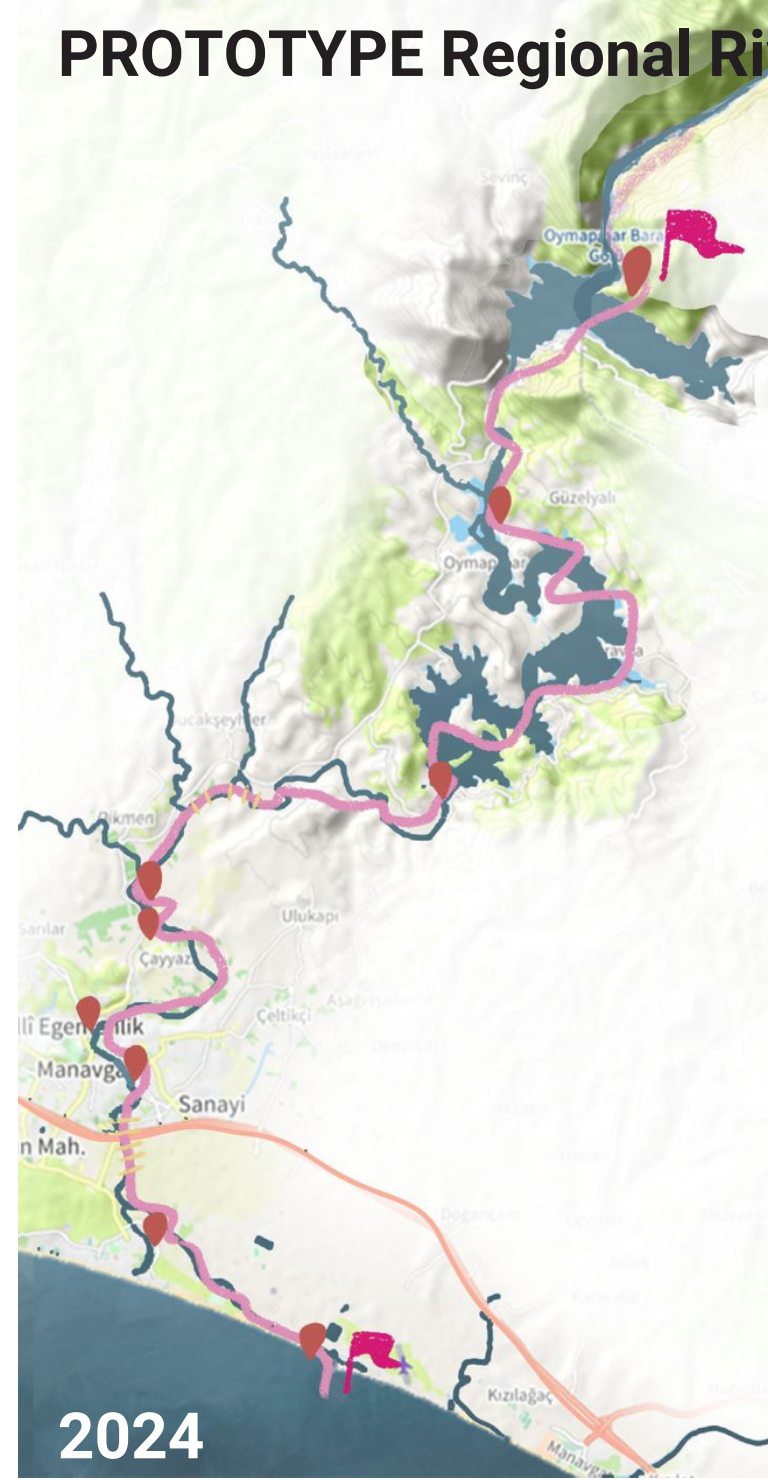


VALUE PROPOSITION

(The MaNaVGat association)



PROTOTYPE Regional River Park Project Timeline



Regenerating River Landscape...

Establishment of Association

Awareness programmes

Workshops & Fund raising

Research & Survey

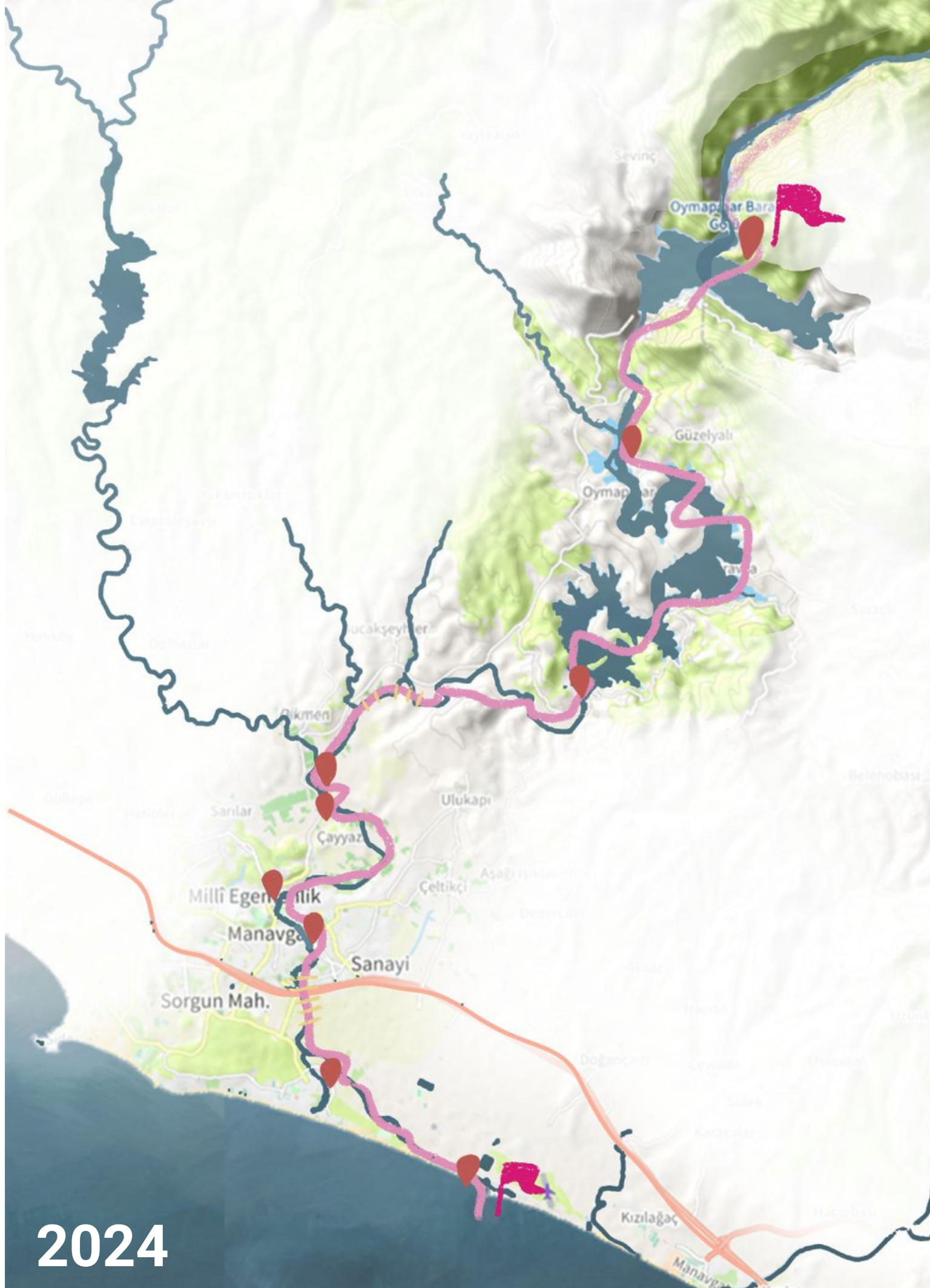
Documentation and training

Integrated Masterplan development

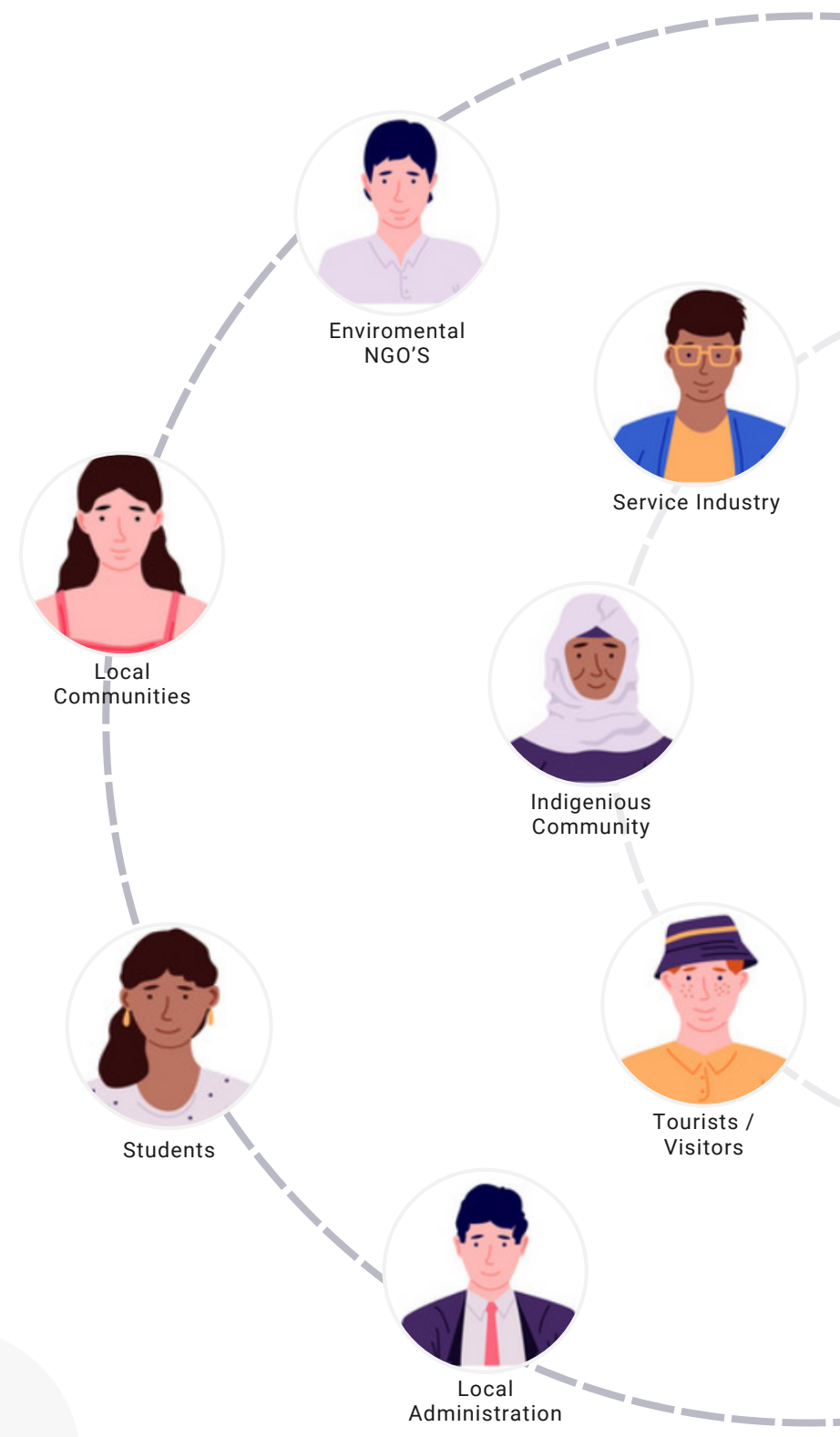
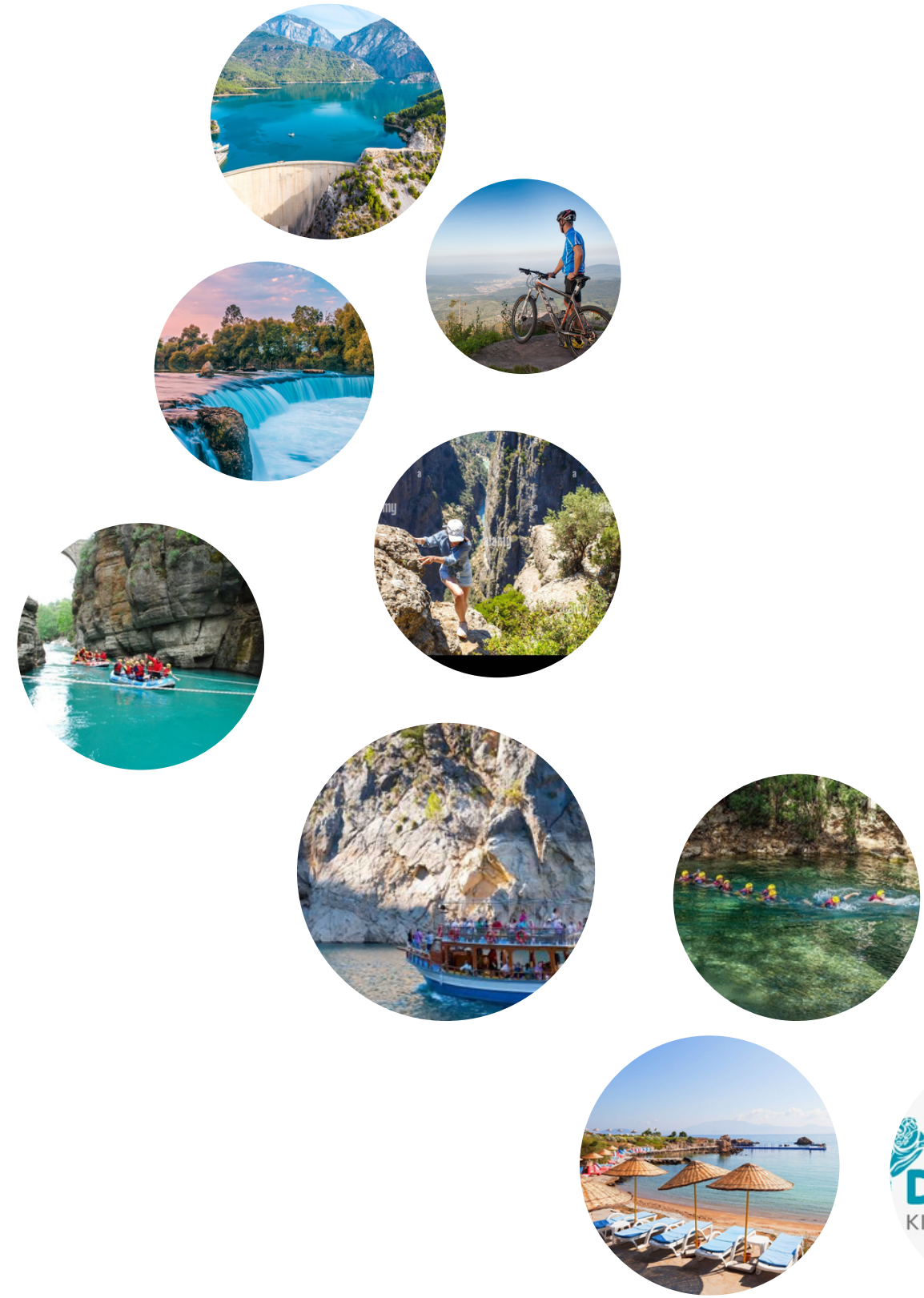
Implementation of Elements

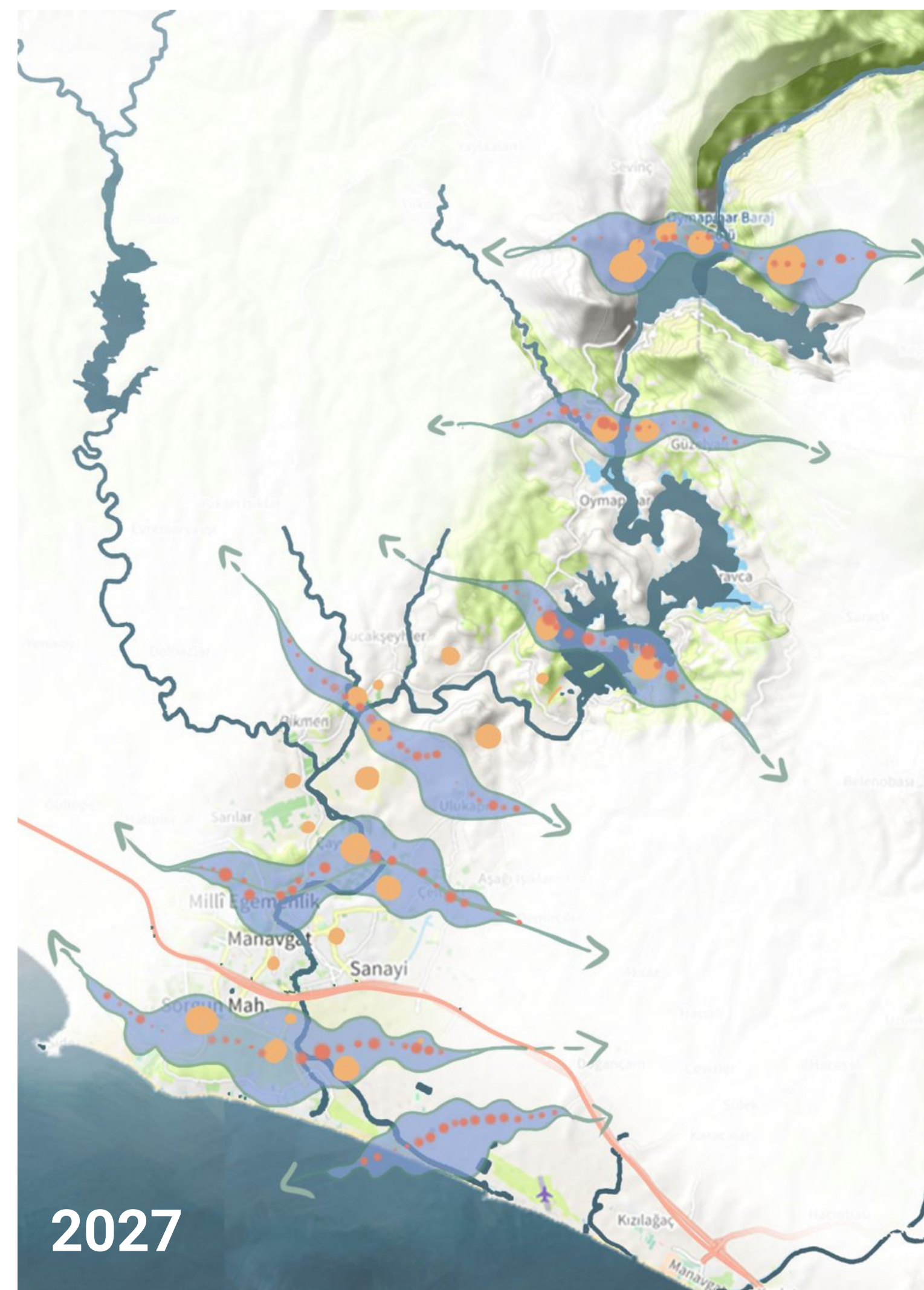
MaNaVGat RIVER PARK



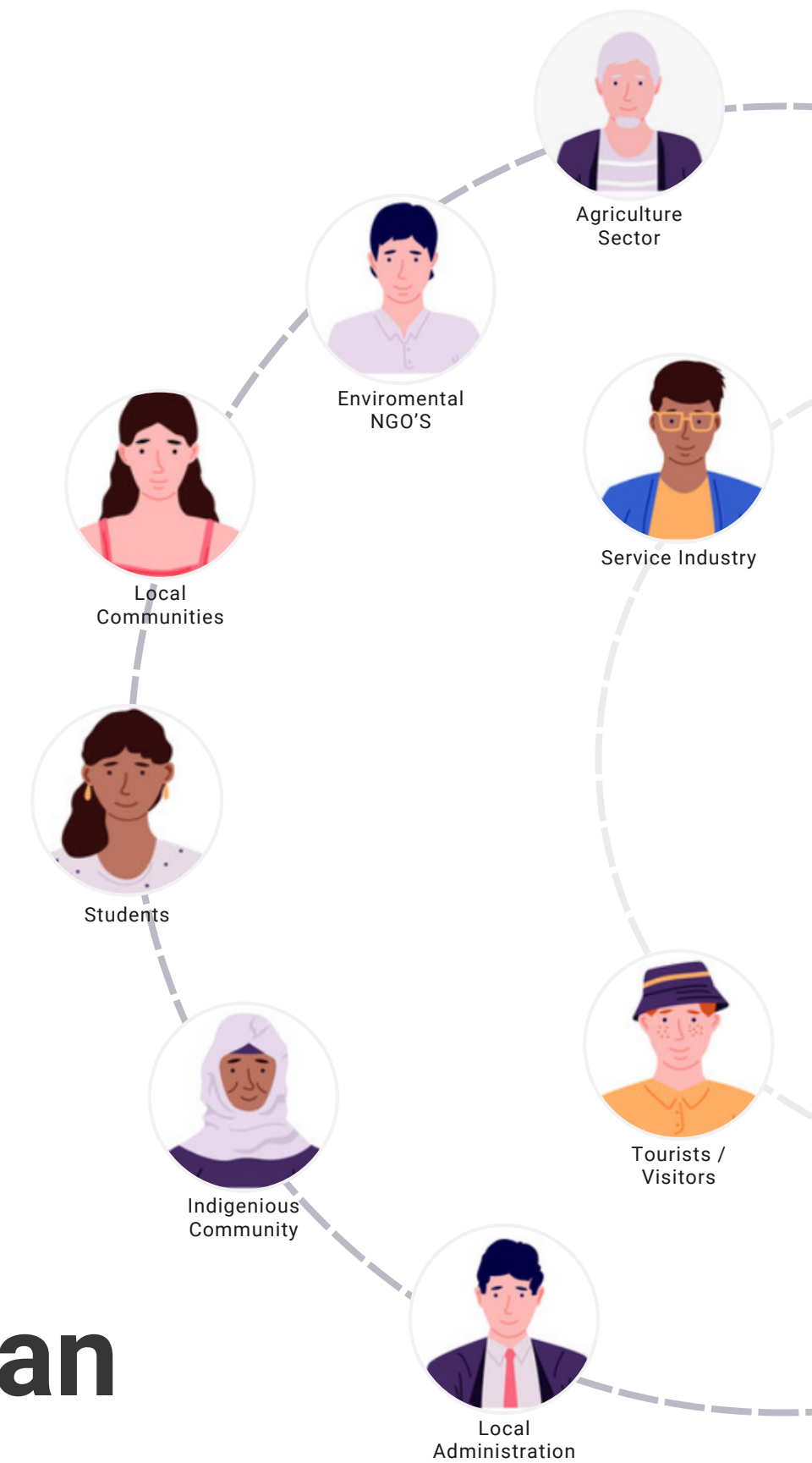


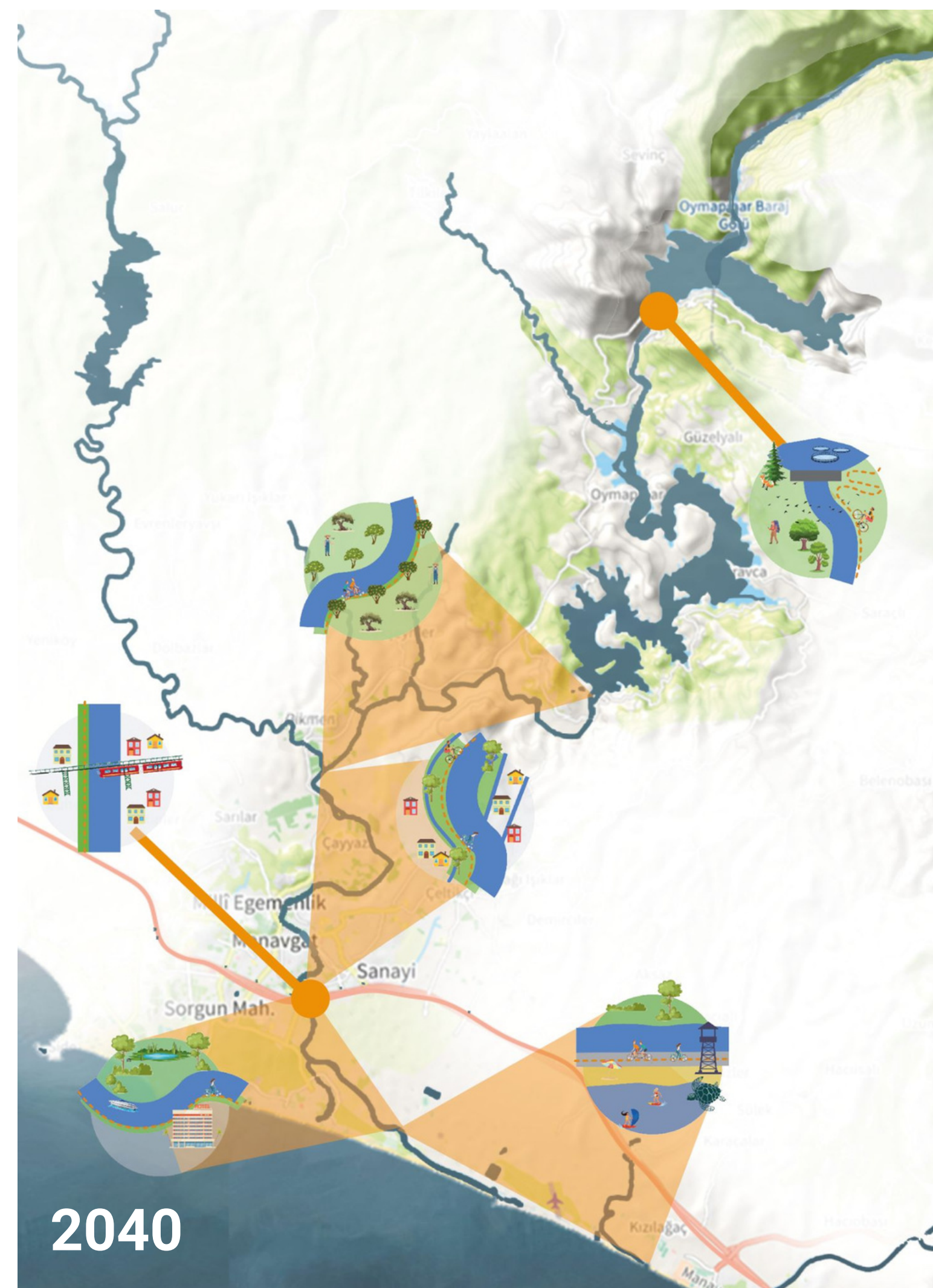
PHASE 1: Awareness Programme Triathlon Sport '24





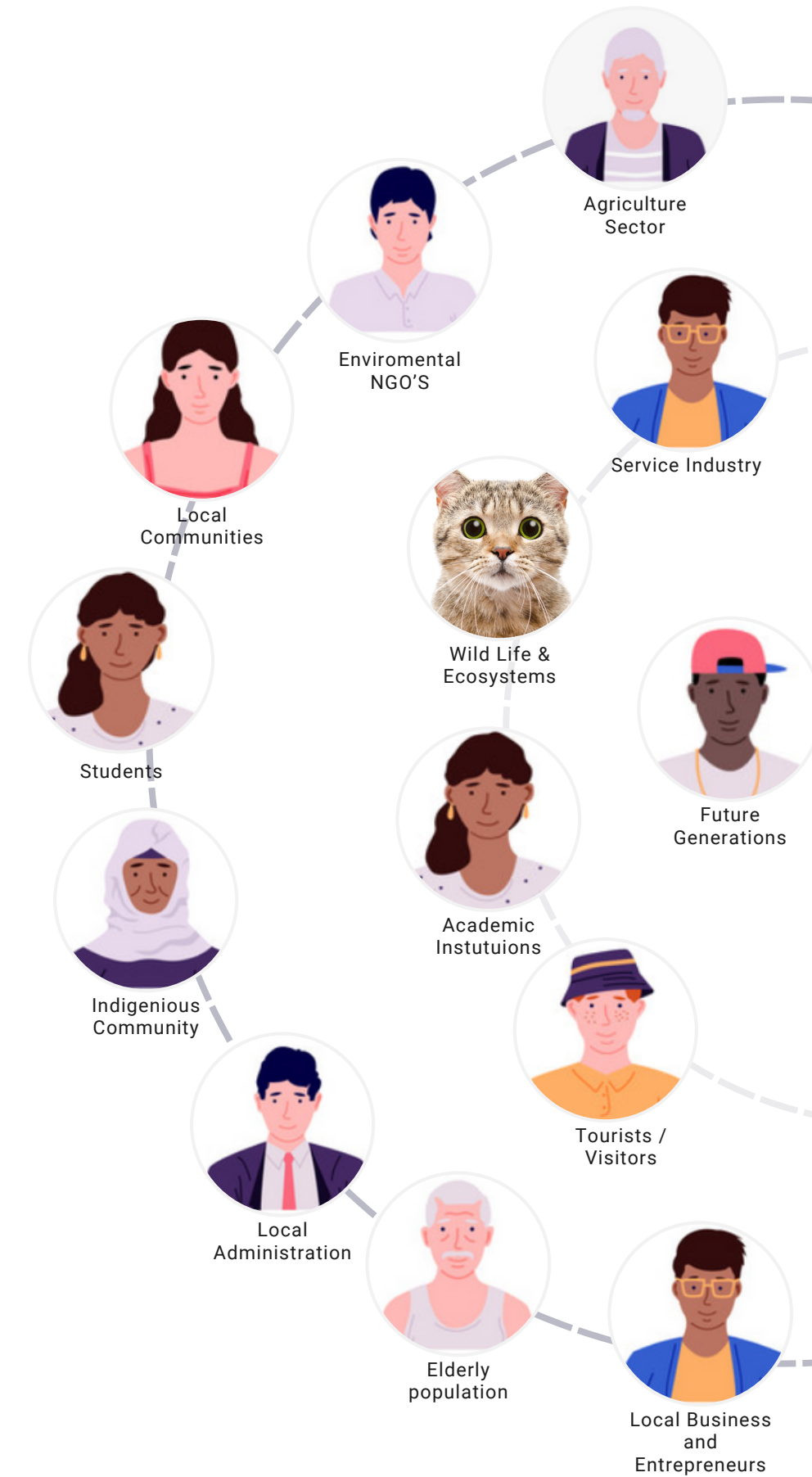
PHASE 2:
 Stakeholders collaborations
**Integrated Masterplan
 development**





3

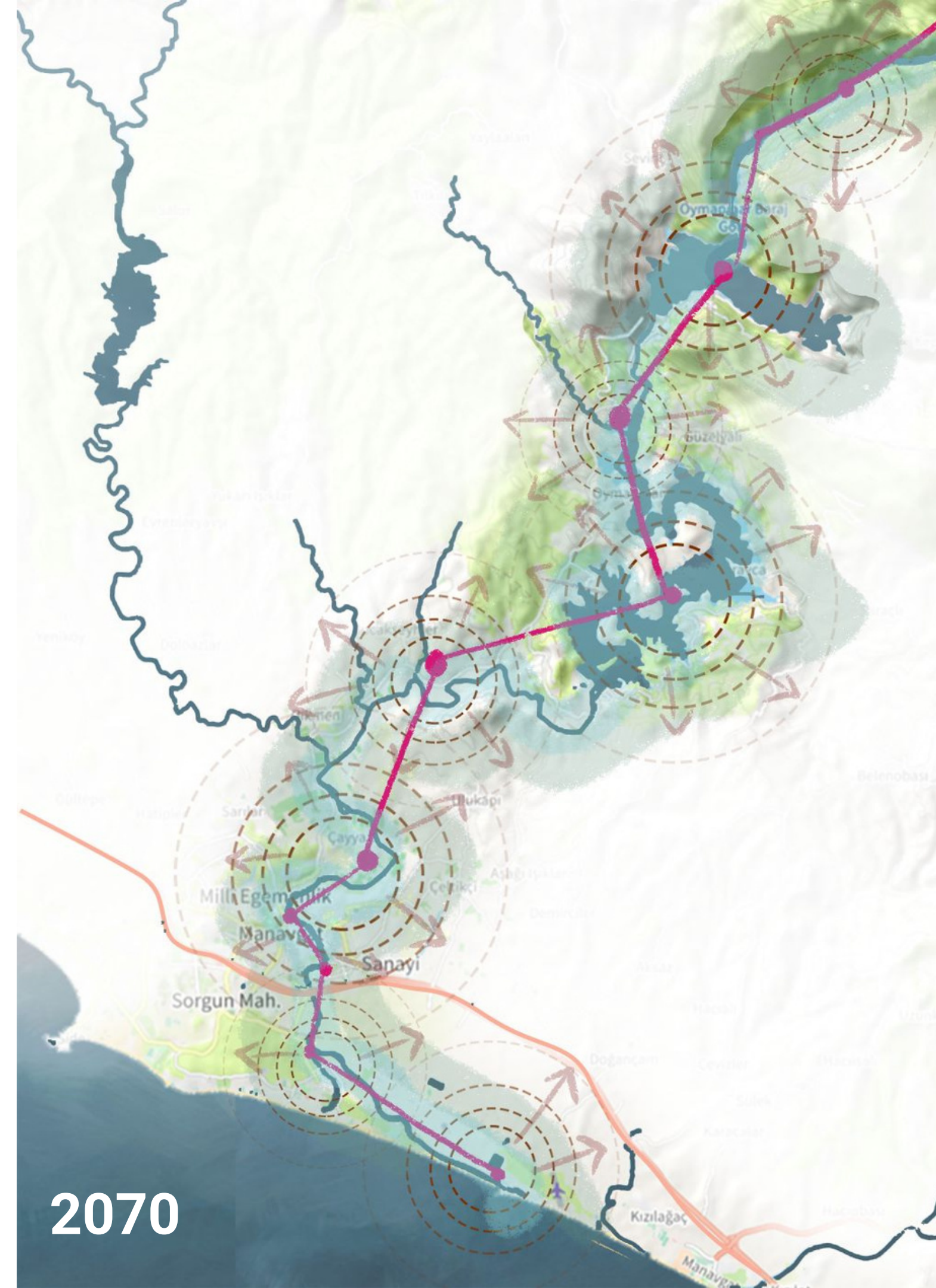
PHASE 3:
Public project realisation
Element
Implimentation



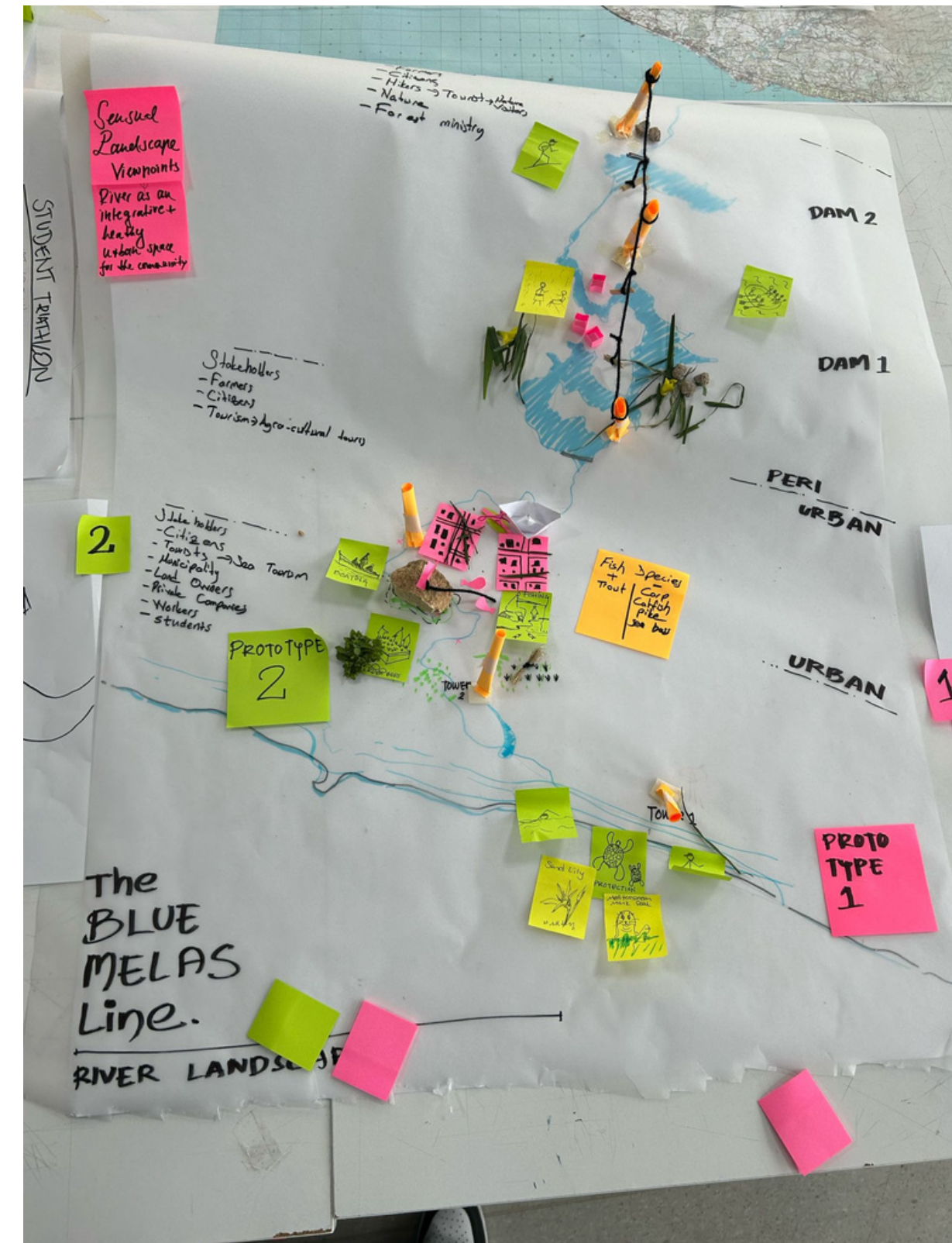
PHASE 4:

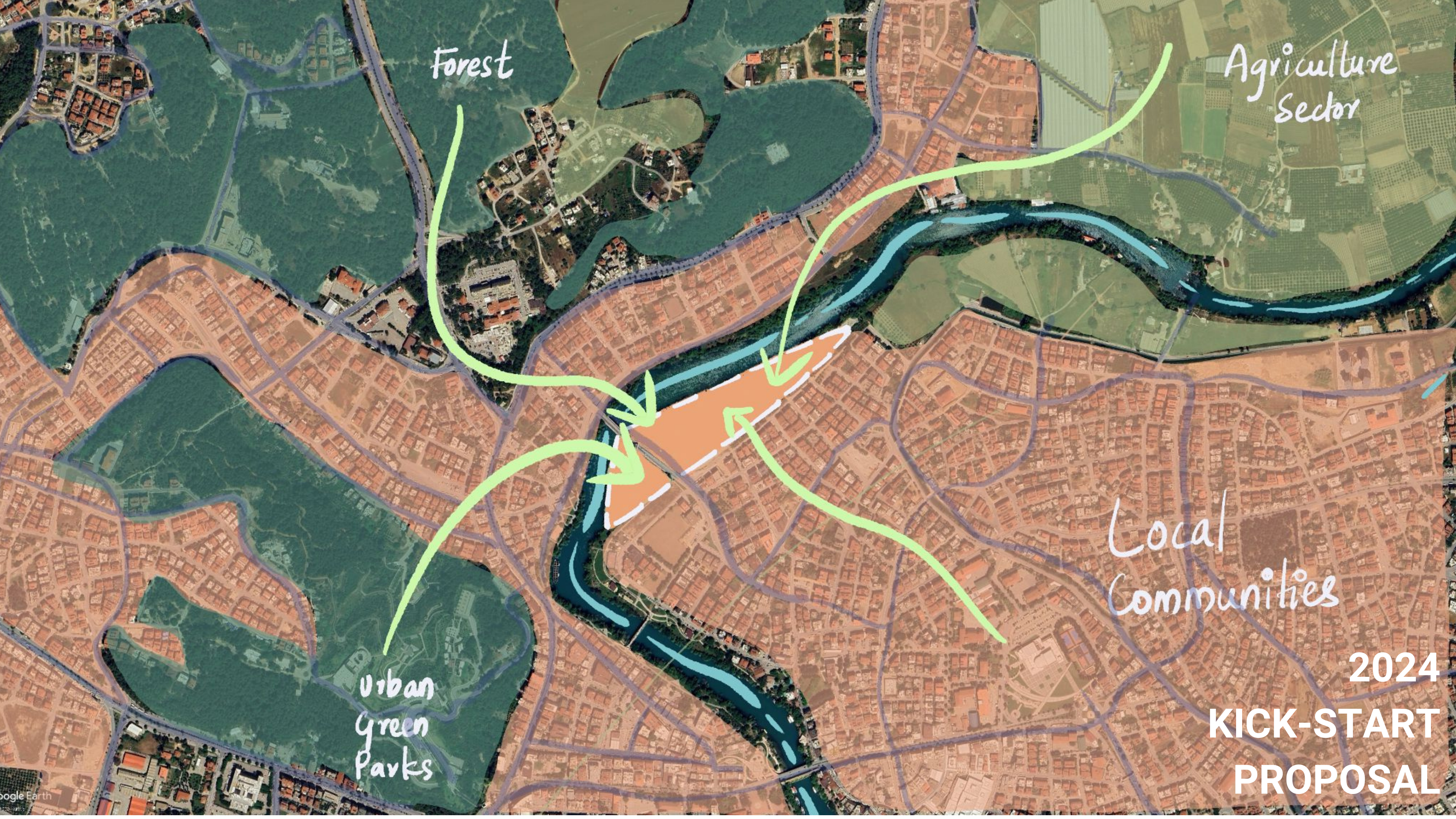
Expanded and running Regional river park

Active Branch Associations



2070





Forest

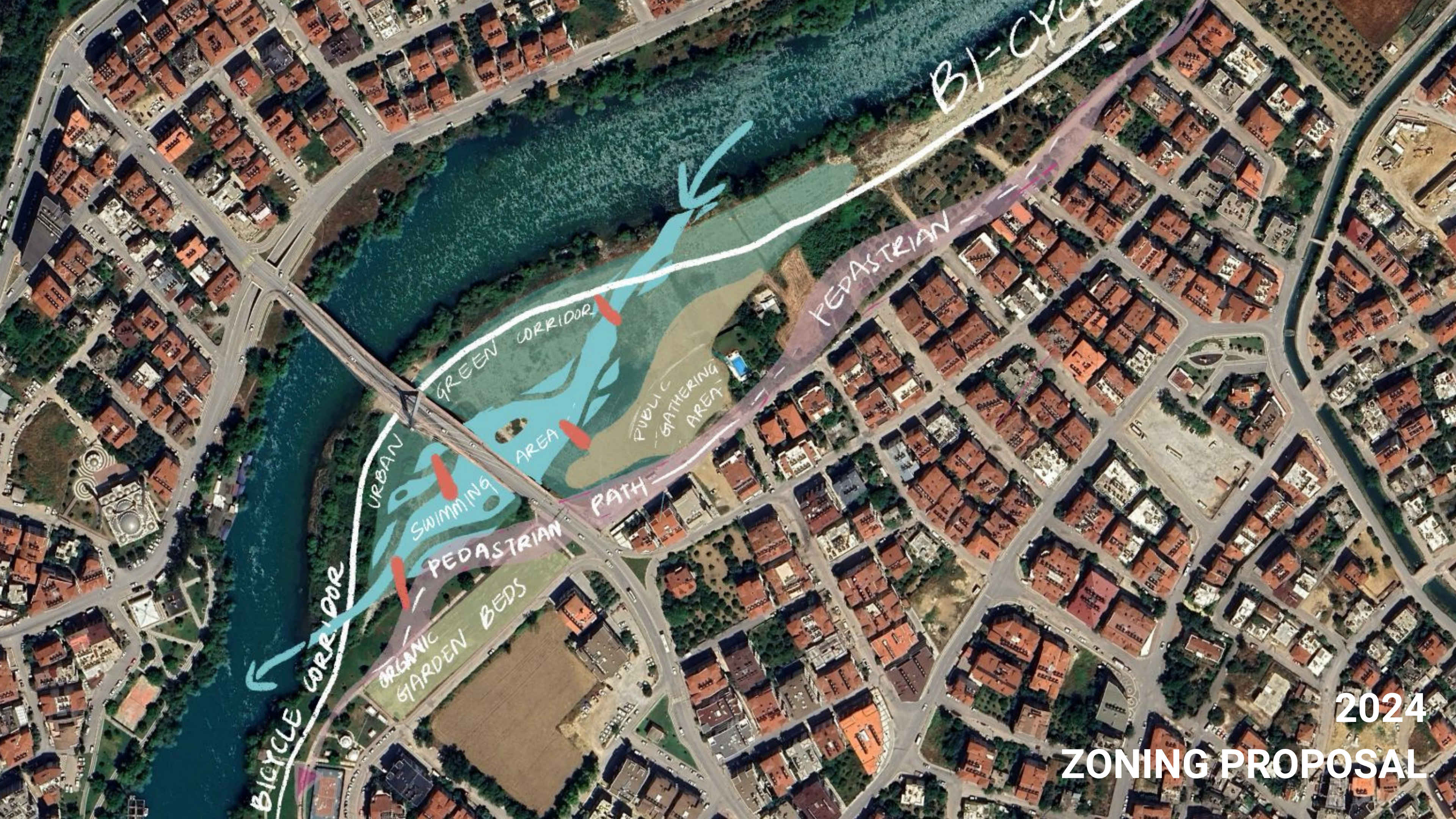
Agriculture Sector

Urban Green Parks

Local Communities

2024

KICK-START PROPOSAL



BICYCLE WARRIDOR

GREEN WARRIDOR

BI-CYCLO

PEDESTRIAN

PUBLIC GATHERING AREA

SWIMMING AREA

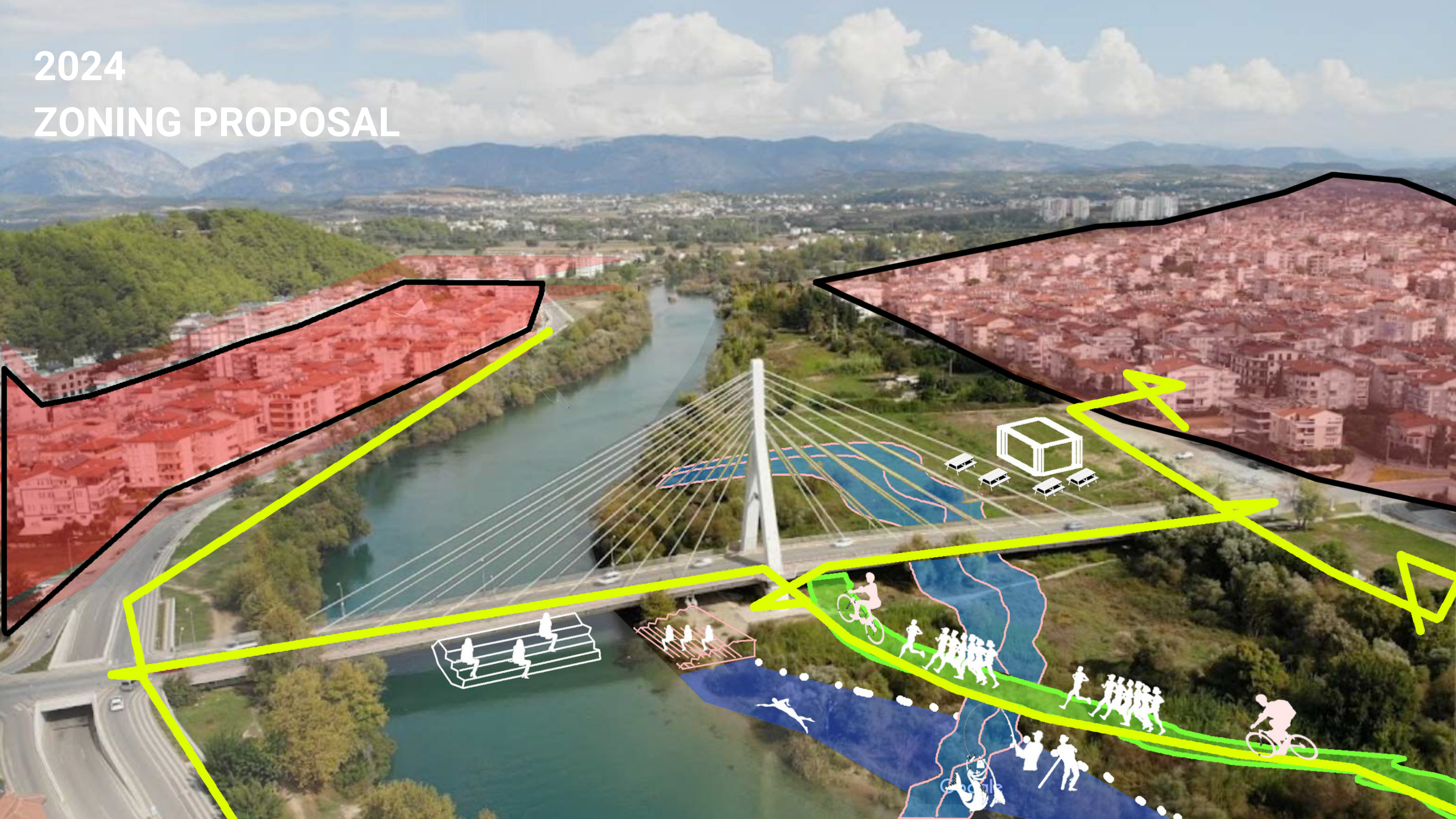
PEDESTRIAN PATH

ORGANIC GARDEN BEDS

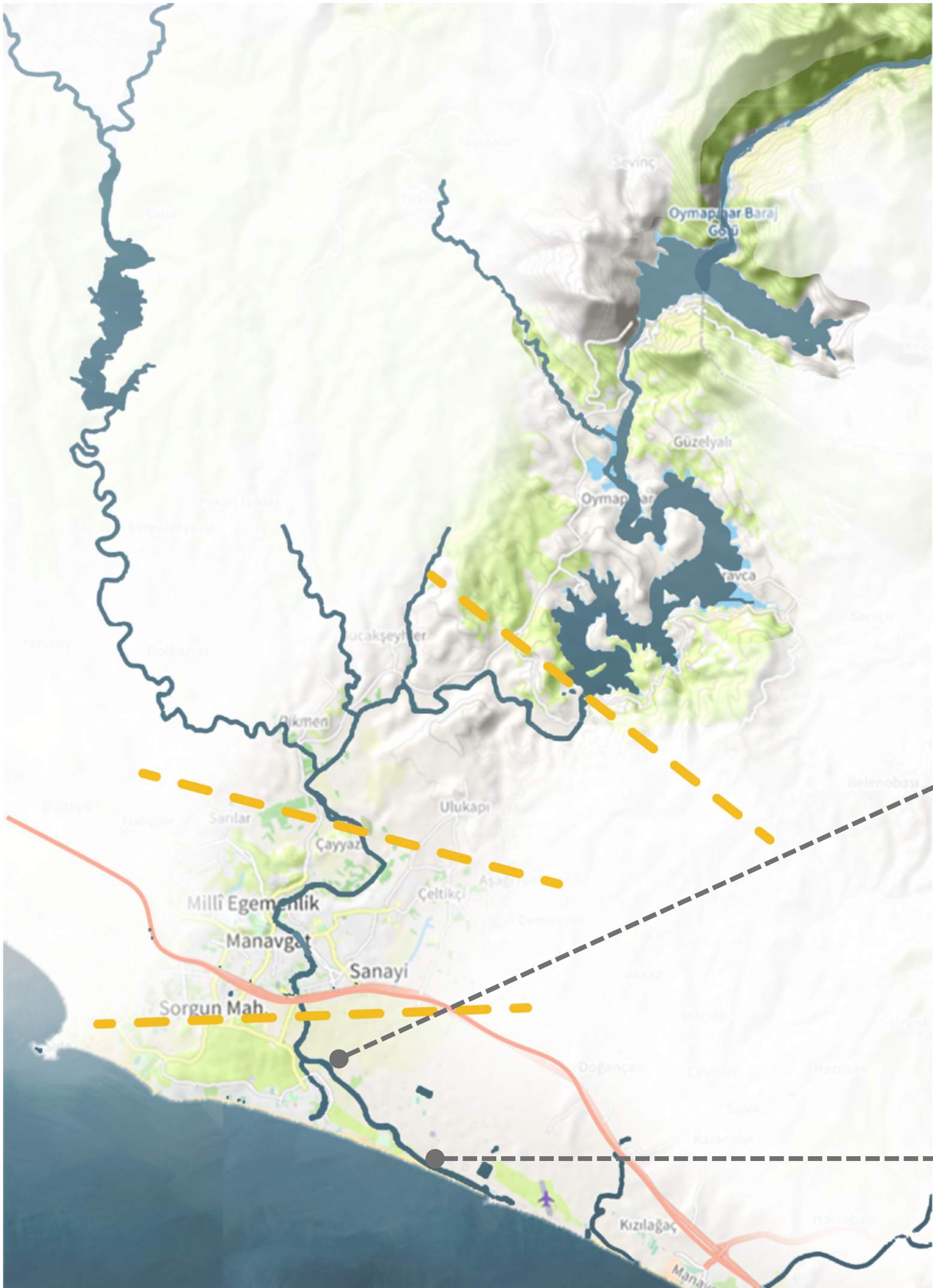
2024

ZONING PROPOSAL

2024 ZONING PROPOSAL



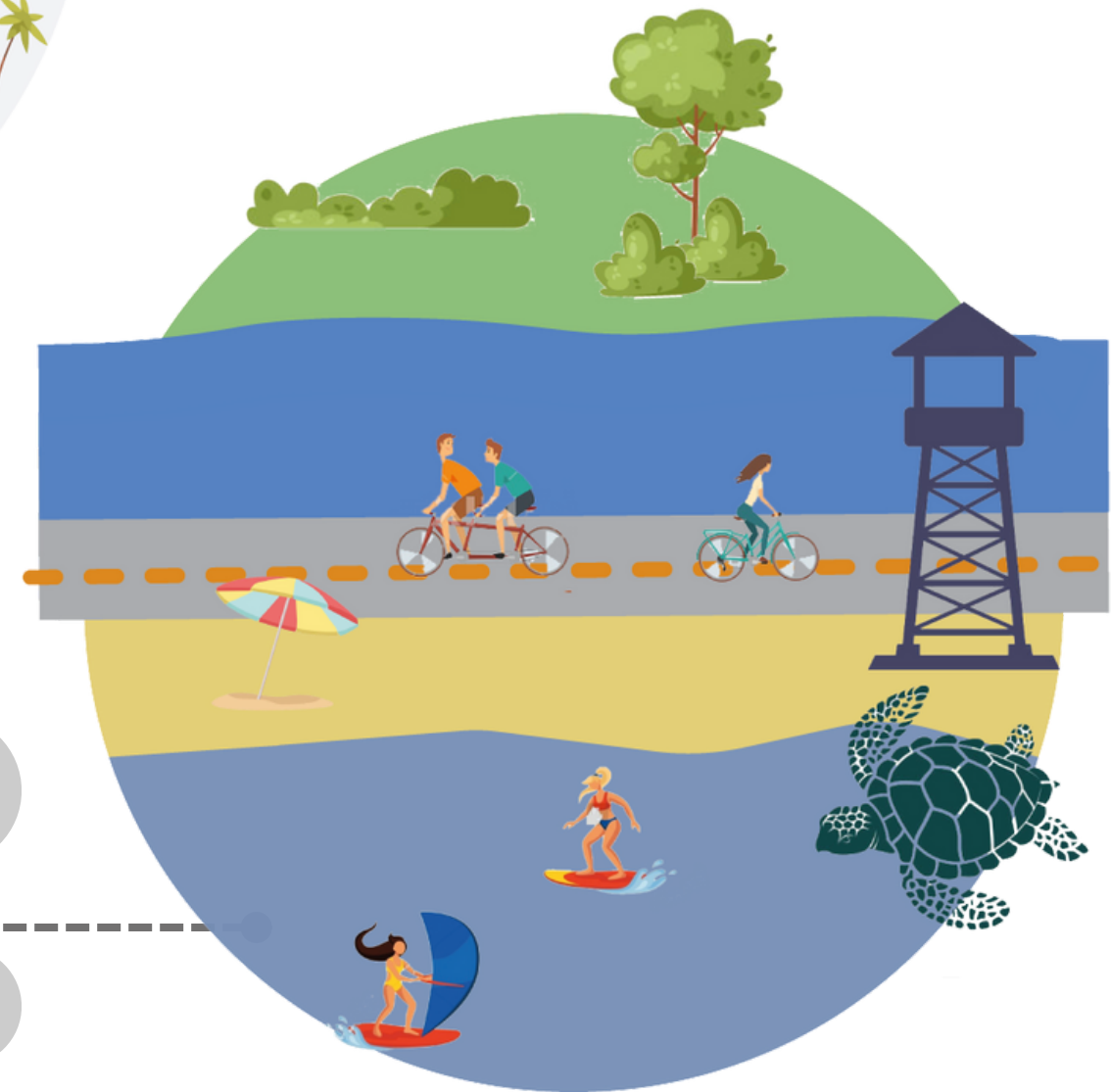
SPATIAL VISION DESIGN PROTOTYPES



WETLANDS

BIKE PATH ALL ALONG THE RIVER

ACCESSIBILITY FROM HOTEL AREAS

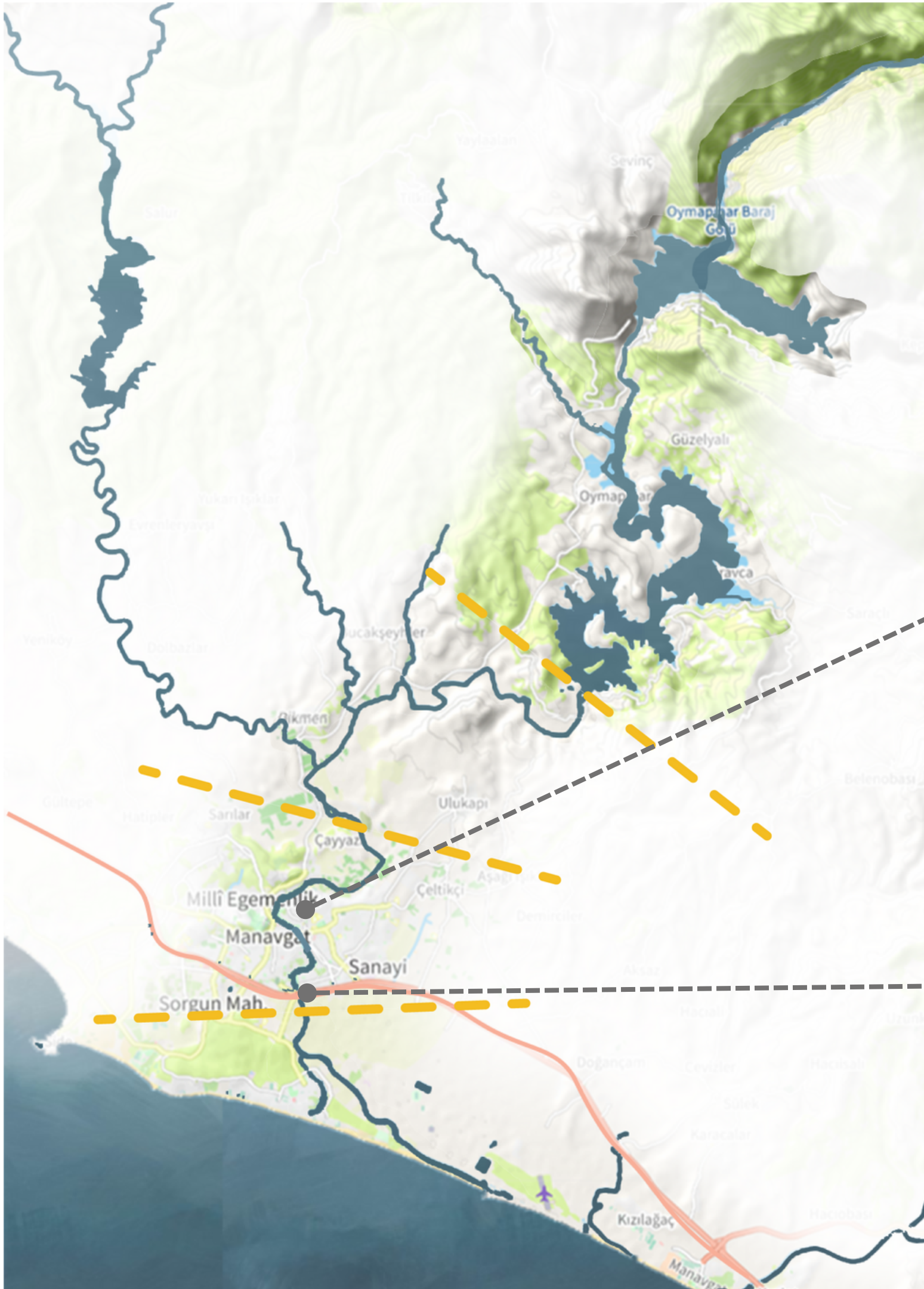


SUSTAINABLE RIVER MOBILITY

CARETTA PROTECTION BEACH

PANORAMA TOWER

SPATIAL VISION DESIGN PROTOTYPES



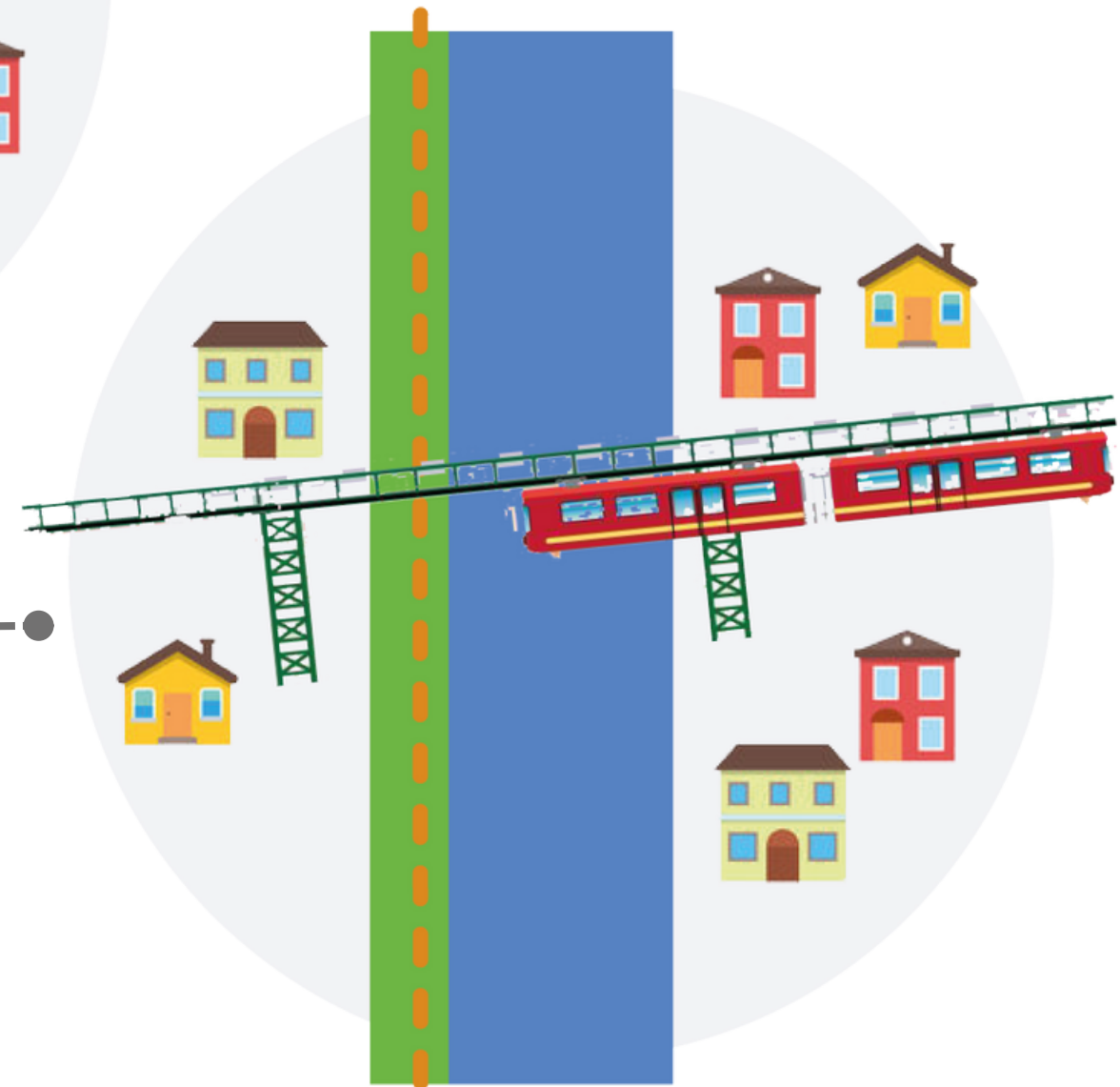
GREEN RIVER PARKS

WATER CHANNELS

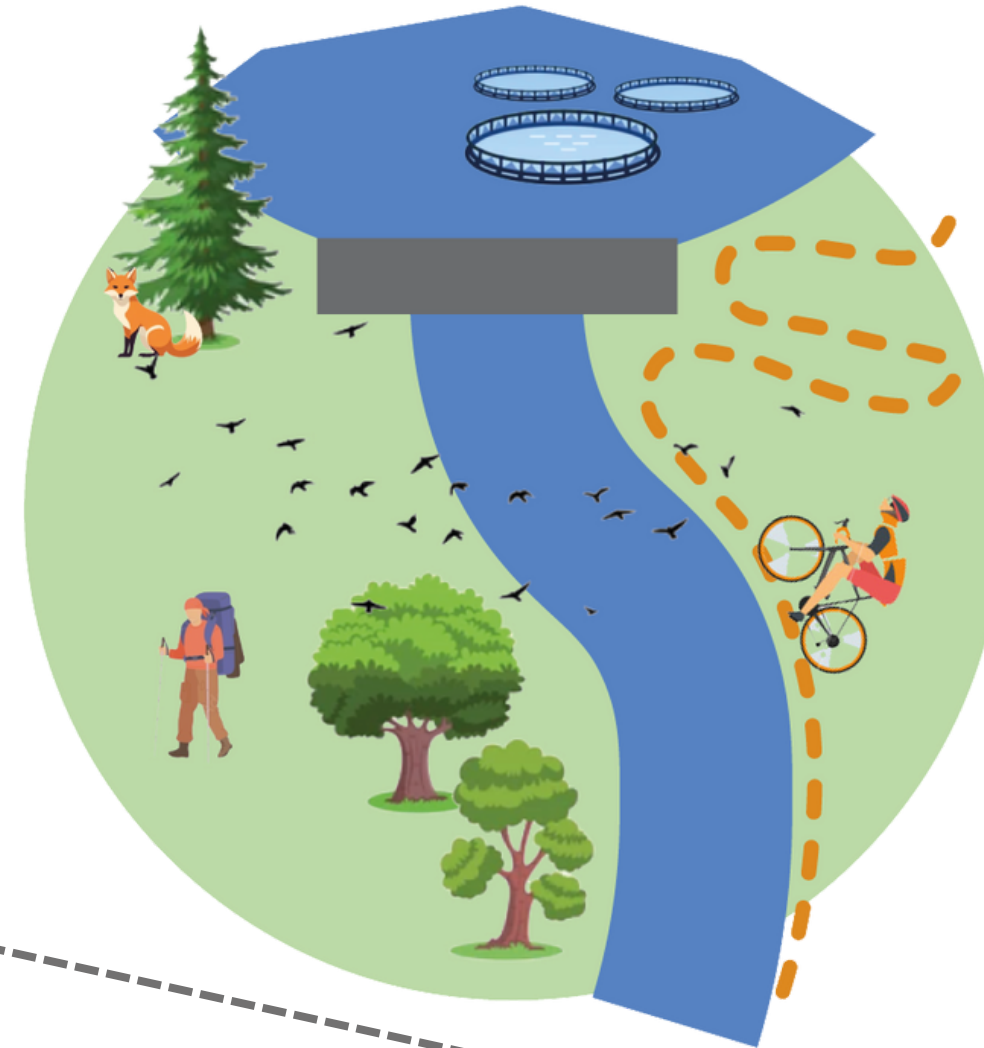
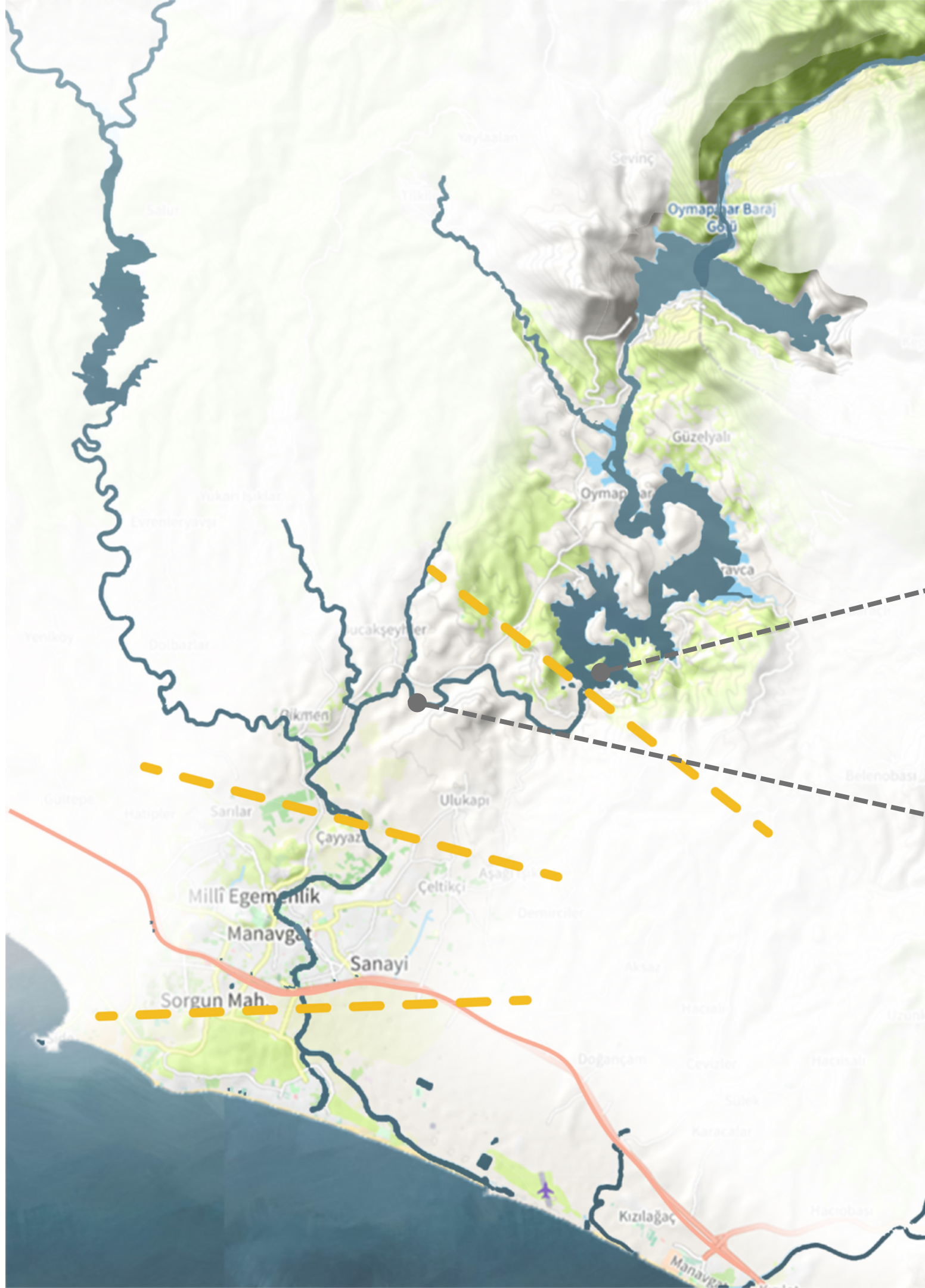
BIKE PATH ALL ALONG THE RIVER

COOLER AIR IN THE CITY

CARETTA TRAINLINE



SPATIAL VISION DESIGN PROTOTYPES



AQUACULTURE

HIKING TOURS

**BIKE PATH ALL
ALONG THE RIVER**

BIODIVERSITY

**SUSTAINABLE
AGRICULTURE**

LOCAL PRODUCTS



KEY PRODUCTS & SERVICES



Policy development agencies



EIA (Environmental impact Assessments)



Stakeholder workshops



Capacity building programmes for sustainable practices and maintenance



Eco-tourism packages



Community lead Eco-system Restoration project.

RIVER PLATFORM customers

AN INTEGRATED PLATFORM IN THE FORM OF A WEBSITE.



children and students

SCHOOL TRIPS AND WORKSHOPS



seniors

**LOCAL NEWSPAPERS
WORD OF MOUTH**



local residents

LOCAL PUBLIC EVENTS



residents and tourists

ONLINE PLATFORMS



CHANNELS

businesses

PARTNERSHIP PROGRAMMES



KEY PROCESSES



Decision Making & Consensus Building



Regulatory Enforcement and Manavgat people's monitoring system



Development of Manavgat Regional River Park



Evaluation, Feedbacks & Adaptive Management between Manavgat local people and Association



Ideation with Local stakeholders and Strategic Planning



Environmental Monitoring & Research by the Manavgat local Institution and National organisations



Finding funding for the project implementation

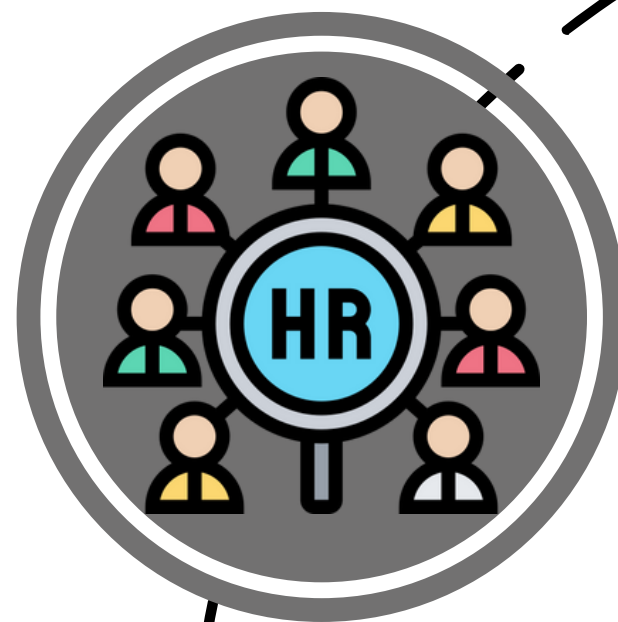


Process Management by the Manavgat Association team and project implementation

KEY RESOURCES

Human Resources

from various expert
organisations and
Local people



Finance

Research funding
Grants, sponsorship, Tax

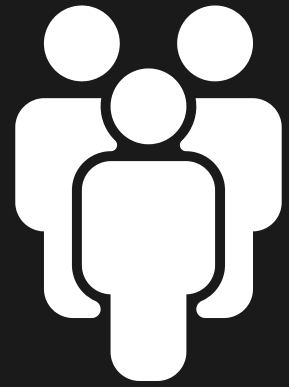


Territory

Eco-Tourism
Consultation services
Training programmes
Private companies



KEY-PARTNERS



grassroot /community lead groups
Students, Activists

CIVIL SOCIETY ORGANISATION



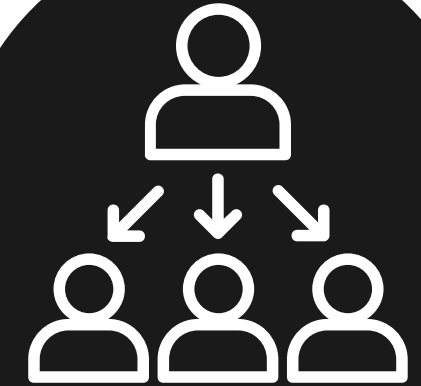
Banks, investment funds
Local business active at River basin.
International organisation.
Agriculture, Tourism, Business

FINANCIAL PARTNERS



Agriculture
Environment
Economics
Urban planning
Govt: agencies

RESEARCHERS



Service Provision
Policy Development
Public Safety and Security
Public Infrastructure
Decision Makers

PUBLIC AUTHORITY

KPI (KEY PERFORMANCE INDICATOR)

PARTICIPATION

Number of diverse stakeholder participation

FINANCE

Revenue generated along river basin (tours, business, products)

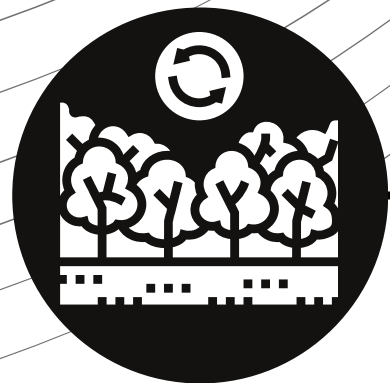
BIODIVERSITY

Results from EIA and constant monitoring of aqua life and water quality



SOCIAL & ENVIRONMENTAL IMPACT

/ IMPACT ON BENEFICIARIES



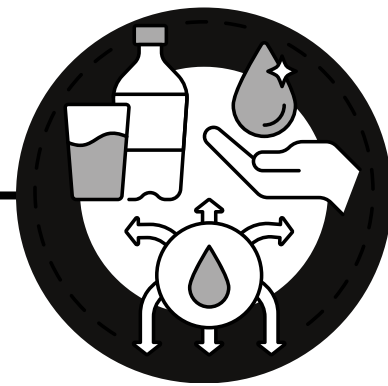
RESTORED ECOSYSTEM

Wetlands, riparian habitats, enhancing resilience



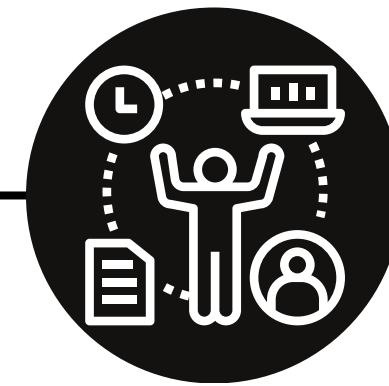
WATER QUALITY IMPROVEMENT

Reduced agriculture contamination, industrial /greenhouse discharge urban pollution



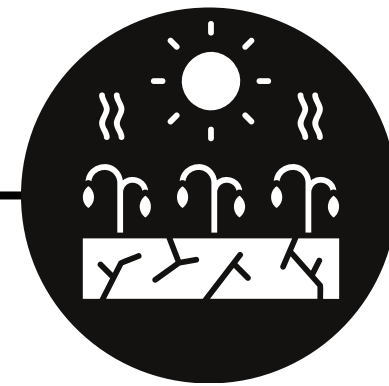
CLEAN DRINKING WATER ACCESS

for communities



NATURAL RESOURCE MANAGEMENT

forest, soil, water → Landscape planning, conservation projects, community management



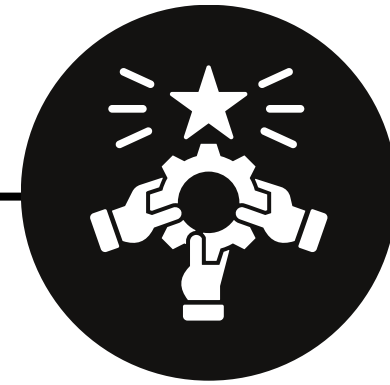
CLIMATE RESILIENCE AGAINST FOOD AND DROUGHT



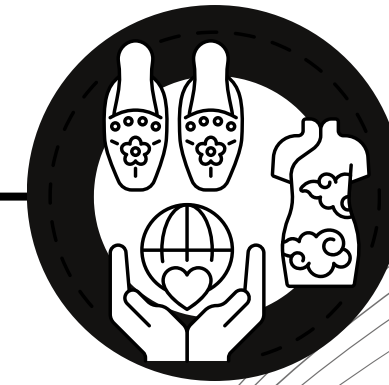
IMPROVED LIVELIHOODS



WELL BEING



EMPOWERMENT PARTICIPATION



CULTURAL PRESERVATION AND PROMOTION



MANAVGAT TRIATHLONS

Activating awareness and collaboration for nature, culture, and economy

- Mountain-to-Sea Spring Triathlon
- River-History-Sea Fall Triathlon

PARTNERSHIPS



The Ma Na V Gat Association (The Mavi Natural Visionary Gathering Association)

Vision and Mission Statement

Vision: A structured organization with diverse stakeholders for the governance of Manavgat river promoting sustainable development and enhancing economic prosperity.
Mission: Foster collaboration, inclusivity and stewardship, protect and restore ecosystem, empower communities, promote education and awareness, drive regeneration

<p>Key-Partners</p> <ul style="list-style-type: none"> • Civil society organisation (grassroot /community lead groups) • Financial partners: <ul style="list-style-type: none"> → Banks, investment funds → Local business active at River basin. → International organisation. • Researchers, experts from; <ul style="list-style-type: none"> → Agriculture → Environment → Economics → Urban planning → Govt: agencies • Public authority 	<p>Key Processes</p> <ul style="list-style-type: none"> • Marketing- strategic planning • Decision making • Environmental monitory research • Regulatory enforcement • Consensus building • Evaluation, feedbacks, adaptive management • Process management 	<p>Value Proposition</p> <ul style="list-style-type: none"> • A collective platform • To manage the river Council • Support co-operation co-ordination between diverse departments stakeholders • Access to funding • Enhanced Brand reputation of River Landscape • Innovation, Adaptation, Knowledge exchange • Cultural preservation 	<p>Key-Products & -Services</p> <ul style="list-style-type: none"> • Stakeholder workshops • Policy development agencies • Eco-tourism packages • EIA (Environmental impact Assessments) • Capacity building programmes for sustainable practices and maintenance • Advisory consultation services • Community lead Eco-system Restoration project. 	<p>Customers</p> <ul style="list-style-type: none"> • Local communities • Tourists /visitors • Agriculture sector • Environmental NGOs. • Govt: Agencies • Indigenous Communities • Service industry • Local administration <p>Beneficiaries</p> <ul style="list-style-type: none"> • Academic Institutions • Wildlife eco systems • Future generations • Local business and Entrepreneurs • Local communities
<p>Key Resources</p> <ul style="list-style-type: none"> • Human Resources: from various expert organisation • Finance <ul style="list-style-type: none"> → Research funding → Grants, sponsorship • Revenue <ul style="list-style-type: none"> → Eco-Tourism → Consultation services → Training programmes → Private companies 	<p>Channels</p> <ul style="list-style-type: none"> • Online platforms - international audiences' experts • NGO partnership programmes with Govt. • Eco-tourism events by Tour agencies a operators • Media a communication channel • Collaborative research with Educational Institutions. • Local public events and citizen science projects/ initiatives • Local newspaper 			

Cost-Driver

- Human Resources (staff, benefits, training)
- Infrastructure and Equipment (tools, office, lax, data management)
- Project implementation
- Consulting Professional service

Revenue-Driver

- Value added products (Platform)
- Commercials
- Certification and Accreditation programs
- Tax for eco-tourism beneficiaries
- Commercials and marketing (Brand value)

Customer & Beneficiary Input

- Feedback and insights → responsive to needs
- Resource mobilisation → Volunteerism and expertise
- Traditional knowledge, cultural practices → sharing
- Monitoring the effectiveness of interventions assessment

KPI (Key Performance Indicator)

- No of a Sustainable River based activities with diverse stakeholder participation - PARTICIPATION
- Revenue generated along river basin (tours, business, products) - FINANCE
- Results from EIA and constant monitoring of aqua life and water quality - BIODIVERSITY

Social & Environmental Impact / Impact on Beneficiaries

- Restored Ecosystem - Wetlands, riparian habitats, enhancing resilience
- Water quality improvement - Reduced agriculture contamination, industrial /greenhouse discharge urban pollution
- Clean drinking water access - for communities
- Natural resource management - forest, sail, water → Landscape planning, conservation projects, community management.
- Climate resilience against food and drought
- Improved livelihoods
- Well being
- Empowerment participation
- Cultural preservation and promotion.



THE
 META
 GOVERNANCE
 MODEL FOR
 THE MANAVGAT
 RIVER
 LANDSCAPE

HÜSEYİN

FABRIZIO

BÜŞRA

JUSTYNA

ELİF

MALAVIKA

24.02.2024