WINTER SCHOOL BOOK

TELOS

Towards a European Landscape Economy for a Sustainable Urban Development

Edited By

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Towards a **E**uropean **L**andscape **E**conomy for a **S**ustainable **U**rban **D**evelopment
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BOOK of TELOS Winter School

16 – 25 February 2024, Antalya

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An Introduction to TELOS Winter School

The TELOS Winter School was hosted by **Akdeniz University** in **Antalya, Turkey**. The 10-days learning event took place from **February 16 - 25, 2024**

All Inclusive: Landscape development for the Manavgat River and in the Antalya Bay

45 students and 10 lecturers from the TELOS cooperation project participated in the TELOS Intensive Study Programme at Akdeniz University in Antalya, Turkey. The 10-day intensive programme was funded by the European Union through ERASMUS+. The international participants came from the Nürtingen-Geislingen University in Germany, the Université Libre de Bruxelles in Belgium, the Gdansk University of Technology in Poland, the Sapienza University of Rome in Italy and from the LE:NOTRE Institute in the Netherlands.

TELOS is a higher education development project in which a new module is being created at the interface of economics, landscape and social innovation. The students previously took part in a transnational online course over the winter semester. The perspectives of different land uses, which generally compete with each other, were conveyed. There were lectures on the topics of mobility, housing, production, agriculture, common goods, and the energy industry and value chains. Transformative methods such as system analysis, scenario development and social business modelling were also taught. Over 80 students from 30 countries took part in the course (Figure 1).

The on-site seminar in Antalya gave some participants the opportunity to implement and practice what they have learned in the online course in a specific spatial context. Manavgat is located to the east of the vacation metropolis of Antalya on the river of the same name and at the foot of the Taurus.

The landscape is exemplary of the problems in many Mediterranean coastal towns: intensive tourism, highly productive agriculture, enormous settlement pressure, massive threats to ecosystems, water crisis, loss of cultural identity, high traffic congestion and all this in the context of climate change with higher temperatures, increased heavy rainfall events and rising sea levels.

Eight TELOS student teams applied different thematic approaches for Manavgat and wider Antalya Region. The topics included: Towards a Landscape Observatory for Manavgat and the Antalya Bay, The Care etta City - Towards a Sustainable Mobility for the Antalya Bay, MANAV-GOT-ALL: First Sustainable Agro-Tourism Destination, New Nomad Kervan: An innovative approach to cultural heritage preservation, Manavgat River Regional Park, SULAC River Park, Manavgat HabitTAT, Food Scapes – An UNICROPITY.

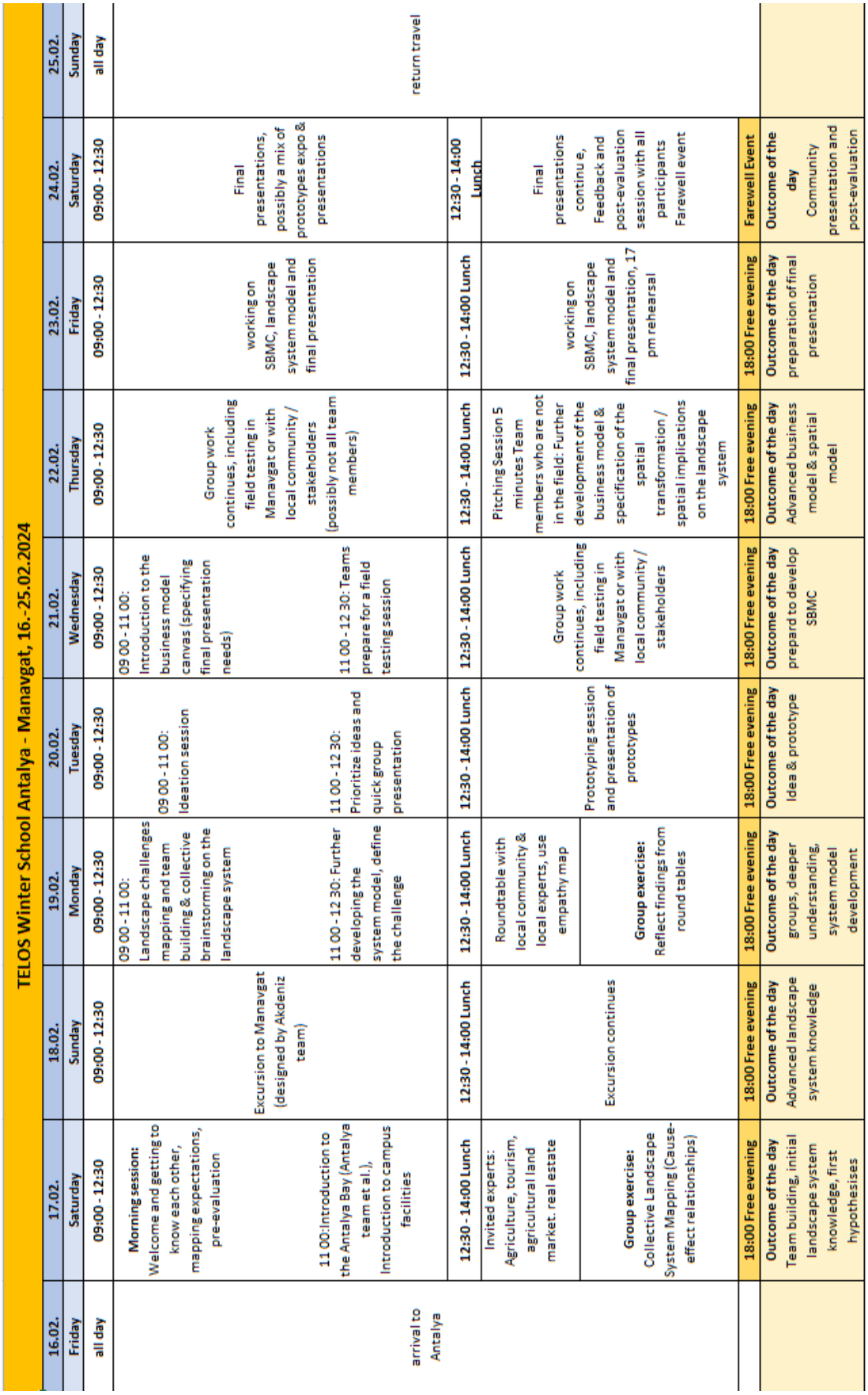

Figure 1. TELOS Winterschool Programme

Group 1.

Towards a Landscape Observatory for Manavgat and the Antalya Bay

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Supervisors: Karolina KROŚNICKA

Group 1

Towards a Landscape Observatory for Manavgat and the Antalya Bay

Landscape typologies in Manavgat quite diverse ranging from sea, coastal, city, agriculture into rivers and high mountains. Still, the landscape is fragmented and constantly losing its values. All sector and actors are following their own agendas. Evidently we constantly lose our common goal the landscape of Antalya. However, future outlook is to regenerate and preserve all its values of the local landscapes of Manavgat and Antalya Bay for future generation and to create a socially and environmentally living landscapes.

Manavgat faces intricate landscape integration challenges marked by a lack of coordination across planning management layers, involving the government, municipalities, and various stakeholders. This complexity is further compounded by a bureaucratic top-down decision-making process, necessitating approvals at each level.

On the other hand, the environmental concerns in the Manavgat region are profound, with disconnected landscapes and inadequate water retention leading to biodiversity decline. A holistic and integrated approach to landscape planning and management is urgently needed to address these issues.

The social fabric of the area suffers from the planning system's lack of coordination, resulting in the erosion of identity and heritage. The Landscape Observatory seeks to remedy these social challenges by fostering collaboration within the planning system.

Economically, Manavgat's reliance on mass tourism and agriculture renders it vulnerable to sector fluctuations. The Landscape Observatory acknowledges this fragility and aims to develop strategies that enhance resilience and diversify economic activities.

Integrated Landscape Vision

The integrated landscape vision for Manavgat is to initiate green corridors, water irrigation systems, and diversify agricultural product patterns. Urban areas emphasize 15-minute neighbourhoods, connected by public spaces and greenery. A light rail transit system, aligned with existing highways, can potentially form a new public transport core. Connecting heritage areas enhances local identity, tourism, and heritage protection.

To actualize this spatial vision, integration of sectors, consensus-building, and balancing local and tourist needs are vital. Tourism transformation advocates for an alternative to mass tourism, emphasizing family-run businesses and a light-train system. Agriculture restructuring aims to unite micro-scale farmers into a collective system, fostering water management and agro-tourism. Urban interventions like public squares and urban-agricultural projects, under the concept of urban acupuncture, enhance quality of life and local identity (Figure 2, Figure 3 and Figure 4).

MANAVHERB Association

A proposed business model, ManavHerb, focuses on the medicinal plants and potential economic use of herbs. Collaborating with local universities (Akdeniz), the medical sector, and landowners, the association raises awareness about herbal benefits. Socially and environmentally impactful, ManavHerb promotes healthy lifestyles, alternative income models, and herbalism education through social media and collaborations (Figure 2). Such association would regenerate an income for local producers and farmers, create added value and awareness for local Mediterranean vegetation on sustainable and sturdy local development.

So the *Solution* is to create a new platform and governance model to communicate all stakeholders and partners. To allow all sector and actors are to encourage to develop an integrated and shared landscape vision (Figure 2). An integrated landscape vision for Manavgat, driven by the Landscape Observatory, seeks a harmonious balance between environmental sustainability, economic resilience, and social well-being. This comprehensive approach strives to navigate the complexities of the region, steering it towards a more sustainable and vibrant future.

Landscape Observatory as a Key PLATFORM

Mission of Manav Tek is to set up Landscape Observatory is develop different strategies for Manavgat area basing on the landscape systems approach by establishing an integrated platform for collective dialogue on resilient future.

The Landscape Observatory platform facilitates as a meditator with discussions among various stakeholders who represent the dynamic forces of the territory (Figure 2, Figure 3).

A landscape mediator guides an organized process to identify common values, which is deeply crucial for preserving Manavgat's landscapes. Stakeholders, ranging from municipalities to nomadic representatives, convene monthly within landscape teams to analyze and monitor the impact of economic activities in the region. Synthesizing these sectorial meetings twice a year and concluding with an annual meeting ensures a shared vision for the region. This approach aims to present a unified front to central government interests, promoting a more sustainable regional development consensus.

Overall idea of The Landscape Observatory is to develop diverse strategies for the Manavgat region, with an integrated landscape vision and rooted in the landscape systems approach as a platform for collective dialogue (Figure 4).

The name of your (Social) Enterprise or charity or community based organisation

MANAVHERB

Vision and Mission Statement

Using a potential of traditional farms to diversify both the national and local economy sectors, to integrate herbalism into modern healthcare, education, and entrepreneurship, which leads to popularization of herbal medicine use and wellness.

Key-Partners

- Land owners
- University
- Medicine researchers and
- Tourists,
- travel agencies (trip-organizers),
- advertisers,
- local shops and restaurants,
- suppliers (fertilizers, seeds...)

Key Processes

- Educating (effect of different herbs, how to cultivate them...)
- prototyping and testing,
- farming, cultivating & harvesting

Key Resources

- Land with rich soil,
- location (accessibility)
- employees
- Herbs and other harvesting products,
- harvesting infrastructure,
- know-how
- water

Value Proposition

- Innovative approach to combining cultivation of herbs and tourism ,
- unique experience for clients
- good relationship with client

Key-Products & -Services

- Educating (effect of different herbs, how to cultivate them...)
- prototyping and testing,
- farming, cultivating & harvesting

Channels

- Social media,
- alternative advertising (university, government support,...),
- workshops,
- people's recommendation

Customers segments

- Clients open to new experiences,
- non-all-inclusive-oriented individuals,
- travel agencies
- people interested in healthy lifestyle,
- universities,
- health companies (medicine, supplements),
- local restaurants/shops

Beneficiaries

- Local inhabitants & entrepreneurs (new workplaces, new product...),
- external customers,
- researchers,
- universities,
- tourists

Cost-Driver QUALITY-BASED STRUCTURE MODEL

- Hospitality, creating of local identity, sense of community, innovation
- creation of a harvesting structure (irigation system, water...),
- marketing,
- data,
- seeds, fertilizers
- employees

Revenue-Driver

- Selling herbs/medicines, income from organized educational events (workshop, courses,...),
- profit from organized trips (private tourist or travel agencies)
- income based on advertising (collaboration with other local businesses- whisper marketing

KPI (Key Performance Indicator)

- Recieving positive reviews from clients- e.g. 80% of clients give us 4/5 mark
- x% of touristic sector that "herbal tourism" cover
- x% growth in herbal-tourism business owners year-to-year income

Social & Environmental Impact / Impact on Beneficiaries

Merging the services (tourism and cultivation)- maximal use of space and natural resources

Innovative approach, enhanced idea of healthy lifestyle, local participation, increased awareness about positive impact of herbs, encouraging people for herbalism on their own by the education, creation of alternative income model, local oriented programme (local supprot), **impact on other companies to change the bussiness (as an example of innovation) and mindset-changing**

Manavgat Urban Greenspace Initiative

Mission Statement

To forge pedestrian-centric, eco-friendly neighborhoods in Manavgat that embody the synergy of nature and urban living, fostering high-quality life through sustainable community design.

Key-Partners

Muhart, Environmental NGOs, urban planning collectives, landscape architects

Key Processes

Participatory urban planning
Green infrastructure development
Community education and engagement programs

Key Resources

Urban Design Principles
Community Involvement
Policy Frameworks
Academic Research

Value Proposition

Accessible and sustainable neighborhoods that prioritize pedestrian and bicycle mobility
Seamlessly integrating green spaces

Key-Products & -Services

15-minute neighborhood designs, bicycle infrastructure implementation, green corridors, urban landscape integration

Channels

Community workshops, social media platforms, public awareness events

Customers

Local residents, eco-conscious tourists, community businesses

Beneficiaries

Manavgat local community, indigenous flora and fauna, regional visitors

Cost-Driver

Construction of green infrastructure, community education campaigns, landscape integration

Revenue-Driver

Ecotourism, public and private funding, donations

Customer & Beneficiary Input

Community meeting feedback, surveys, interviews

KPI (Key Performance Indicator)

CO2 emission reduction, bicycle usage rates, resident satisfaction surveys

Social & Environmental Impact / Impact on Beneficiaries

Improved air quality, increased green space, strengthened community bonds

Figure 2. Social Business Canvas for ManavHerbs and Green Space Initiatives

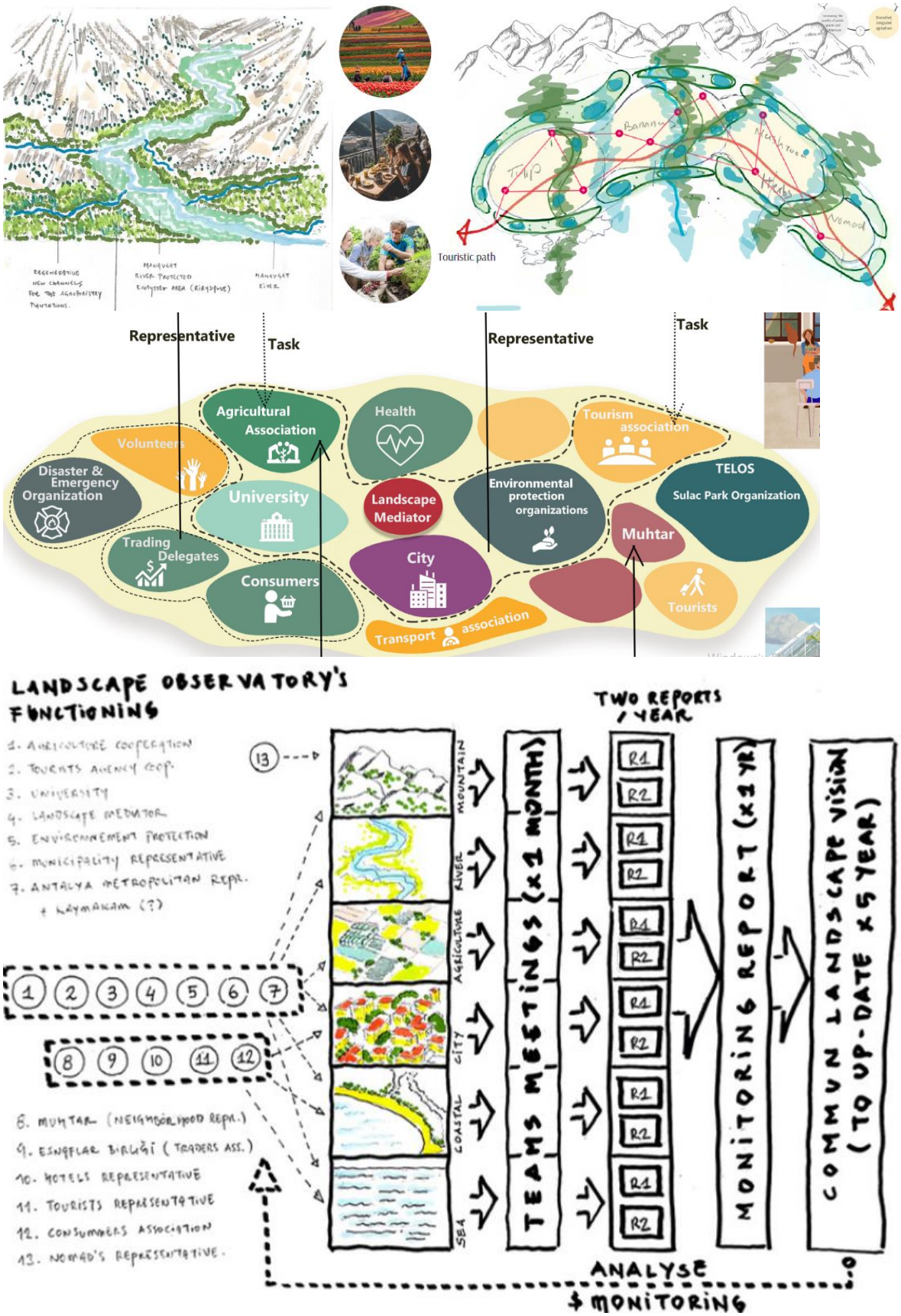

Figure 3. Integrated Landscape Vision and Manav TEK Landscape Observatory as Mediator

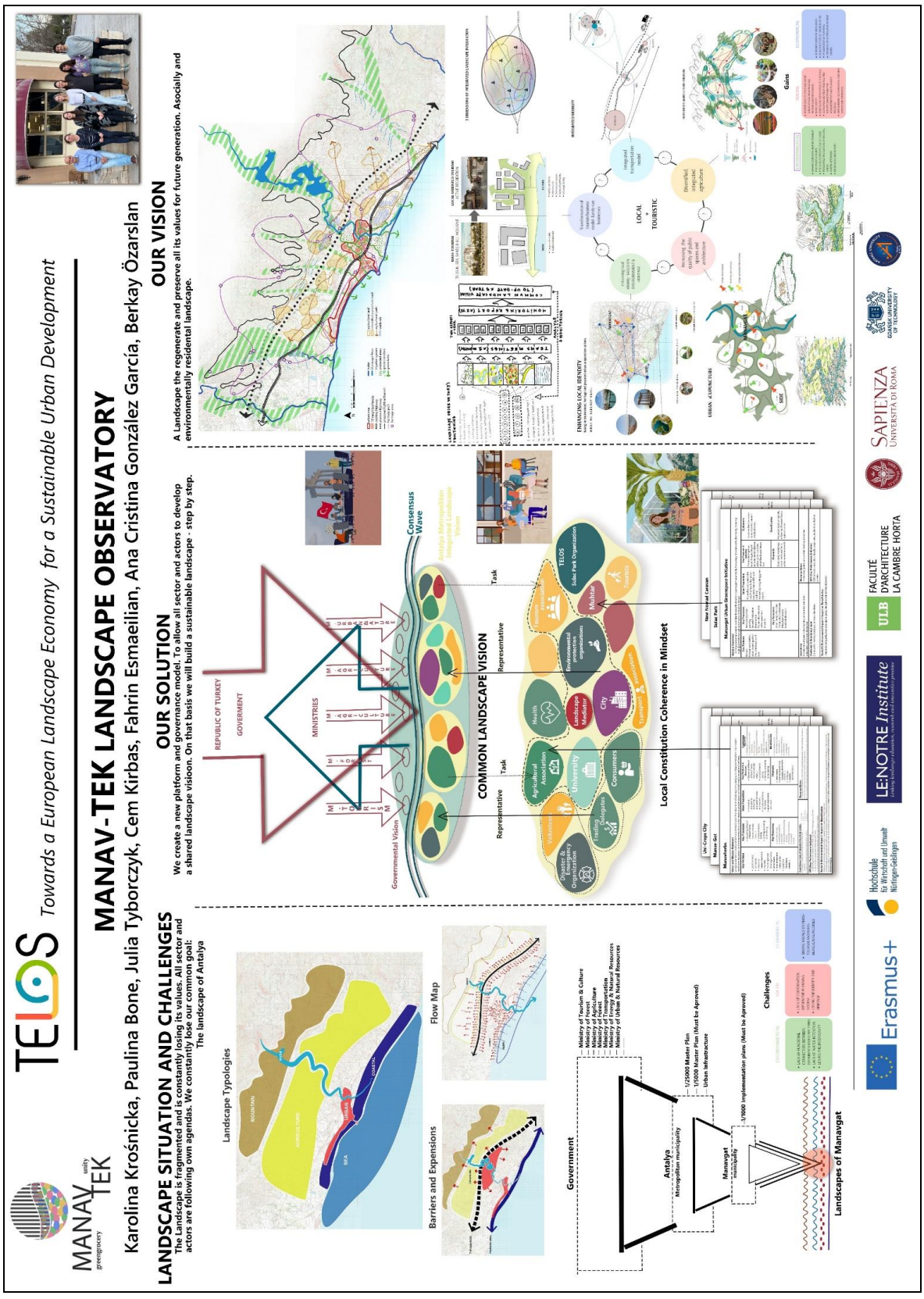

Figure 4. Towards a Landscape Observatory for Manavgat, Poster

Group 2

The Care etta City - Towards a Sustainable Mobility for the Antalya Bay

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Supervisor: Didier VANCUTSEM

The Care etta City - Towards a Sustainable Mobility for the Antalya Bay

The Caretta city" project envisions a paradigm shift in transportation for the Manavgat and Antalya region in Turkey. With the ambitious goal of achieving a fully integrated and operational sustainable mobility system by 2050, the project focuses on resilience, efficiency, accessibility, inclusivity, safety, affordability, cleanliness, and smart intelligence. The cornerstone of this initiative is the commitment to renewable energy sources, ensuring a green and eco-friendly transportation ecosystem.

By 2050, Manavgat will become a model city for sustainable mobility, driven by the urgency of climate change and urban congestion. The model developed by the MOBILITY team embraces a comprehensive approach integrating electric vehicles, suspended railways, water transportation, and pedestrian/cyclist pathways within the city. These recommendations are poised to reduce carbon emissions, improve air quality, and enhance residents' quality of life. Through collaboration between the public and private sectors, promoting innovations in transportation and fostering a culture of sustainable mobility awareness and education, Manavgat aims to serve as a blueprint for other cities seeking to grow with environmental responsibility identity (Figure 5, Figure 6 and Figure 7).

Education and Informational System

The project kicks off with a comprehensive education program designed for the entire community. This educational initiative aims to encourage a sense of responsibility and awareness about sustainable living practices. Simultaneously, an integrated informational system, comprising both physical and digital components such as educational workshops and user-friendly apps, will be implemented. This will empower the community with the knowledge needed to actively participate in creating a sustainable urban environment.

Magnetic Railway on Stilts

At the heart of the project lies a revolutionary transportation system - the magnetic railway on stilts. This innovative infrastructure connects the major cities of Antalya, Manavgat, and Alanya, providing a swift and efficient mode of transportation. Elevated on stilts, the magnetic railway minimizes land use, avoiding disruption to existing urban spaces and preserving the natural landscape. This magnetic technology ensures speed, safety, and reliability while operating on a clean and sustainable energy system (Figure 5).

Renewable Energy-Powered Public Transportation

The project introduces a comprehensive public transportation system that relies on renewable energy sources. Solar panels and hydrogen energy will be harnessed to power buses and other public transport vehicles, reducing the carbon footprint and dependency on fossil fuels. This transition to renewable energy not only ensures sustainability but also contributes to the region's efforts in combating climate change.

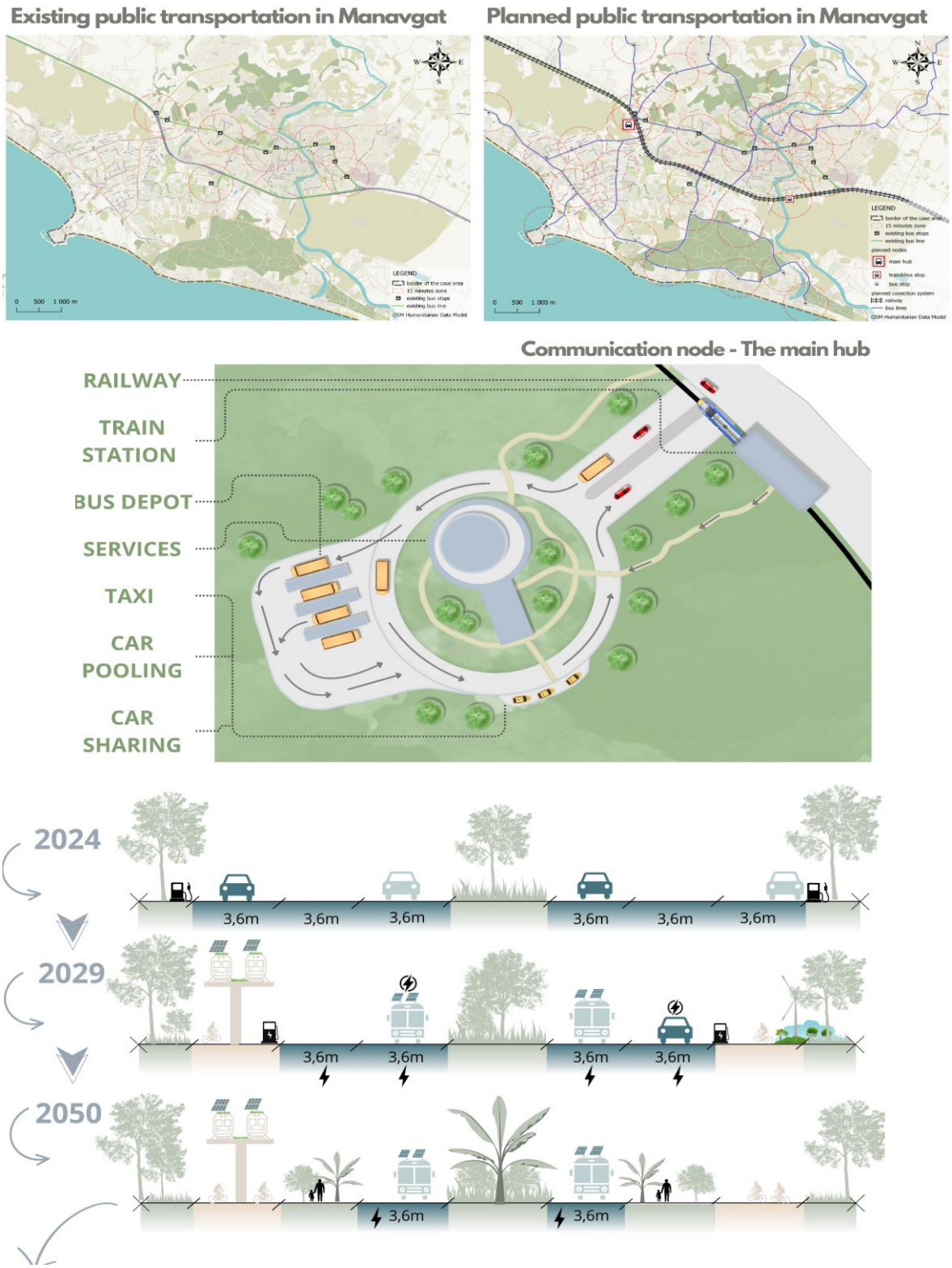

Figure 5. Details of Proposed Sustainable Mobility for the Antalya Bay

Features and Benefits

➔ **Efficiency:** The magnetic railway system ensures rapid and punctual transportation, reducing travel times and increasing overall efficiency.

➔ **Accessibility:** The elevated railway and renewable-powered public transport guarantee accessibility for all citizens, including those with mobility challenges.

➔ **Inclusivity:** By incorporating educational programs and digital platforms, the project promotes inclusivity, encouraging active participation from every segment of the community.

➔ **Safety:** The magnetic railway's advanced technology ensures a safe and secure mode of transportation, reducing the risk of accidents and enhancing overall safety.

➔ **Affordability:** The use of renewable energy sources not only makes the transportation system eco-friendly but also contributes to cost-effectiveness, making it affordable for a broad spectrum of the population.

➔ **Cleanliness:** The project significantly reduces the region's carbon footprint by relying on clean and renewable energy, contributing to a cleaner and healthier environment.

➔ **Smart Intelligence:** Integrated smart technologies enable real-time monitoring, efficient route planning, and a seamless user experience, ensuring a technologically advanced transportation system.

Implementation and Continuous Development:

The project is set to commence immediately, with the first phase focusing on education and awareness. As the educational and informational systems take root, the construction of the magnetic railway on stilts and the implementation of renewable-powered public transportation will follow.

Continuous development and improvement will be the hallmark of the project, with regular updates to infrastructure, technology, and education programs. This approach ensures that the sustainable urban mobility system remains adaptable to future advancements, emerging technologies, and the evolving needs of the community.

A fully integrated and operating mobility system that based on renewable energy is targeted by 2050. It is sustainable, resilient, accessible, inclusive, clean, smart and safe. The change starts now with educational and informational system; where energy produced for kilowatts, number of passengers daily, energy conception measures, yearly checked air pollution, yearly income from service and transport will be key performance indicators.

In conclusion, the "Caretta City" project is poised to revolutionize transportation, setting a precedent for environmentally conscious, efficient, and inclusive urban living. With a firm commitment to sustainability, this project is not just a transportation initiative; it's a transformative journey towards a greener and more resilient future (Figure 6, Figure 7).

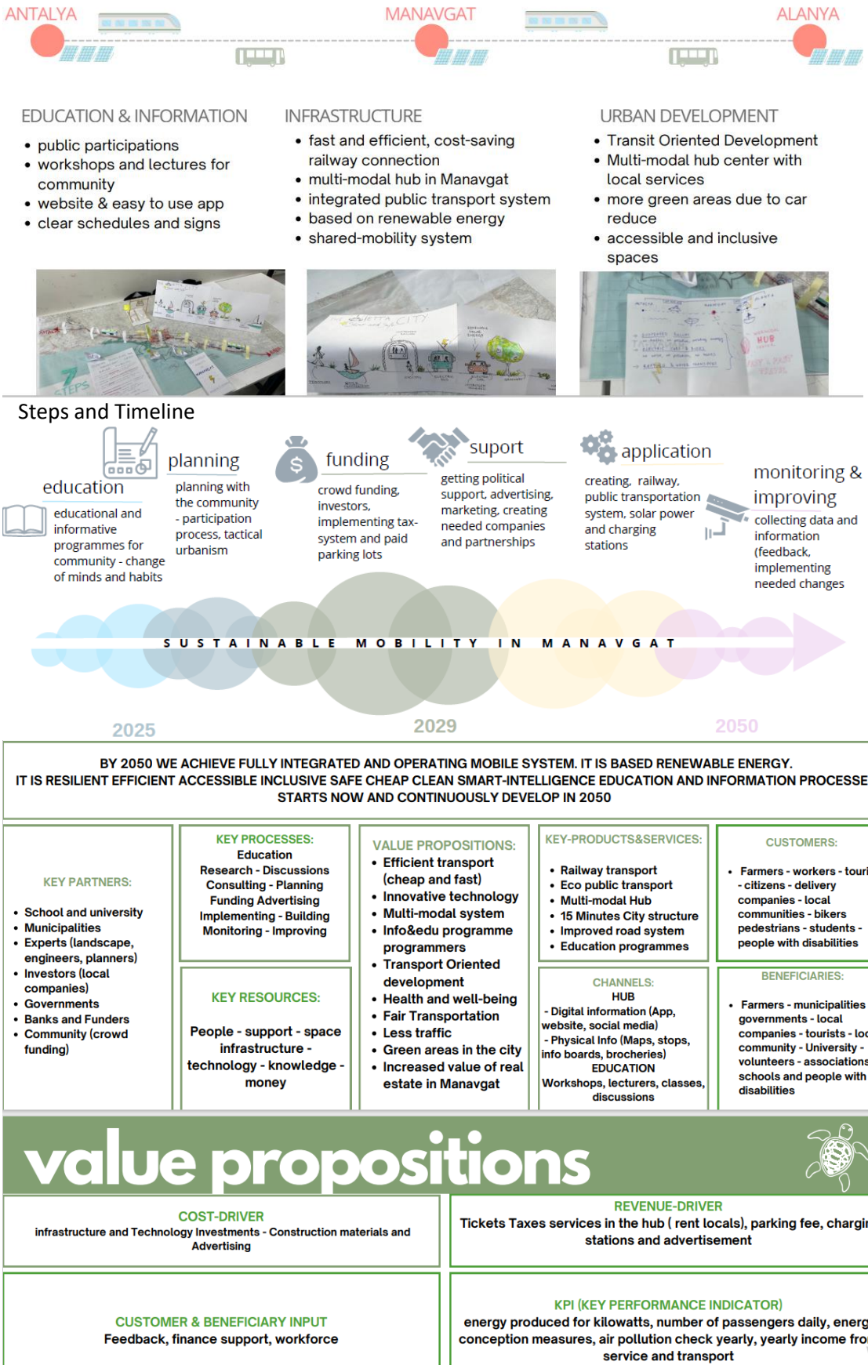

Figure 6. The Care etta City Prototype, Steps and Social Business Canvas

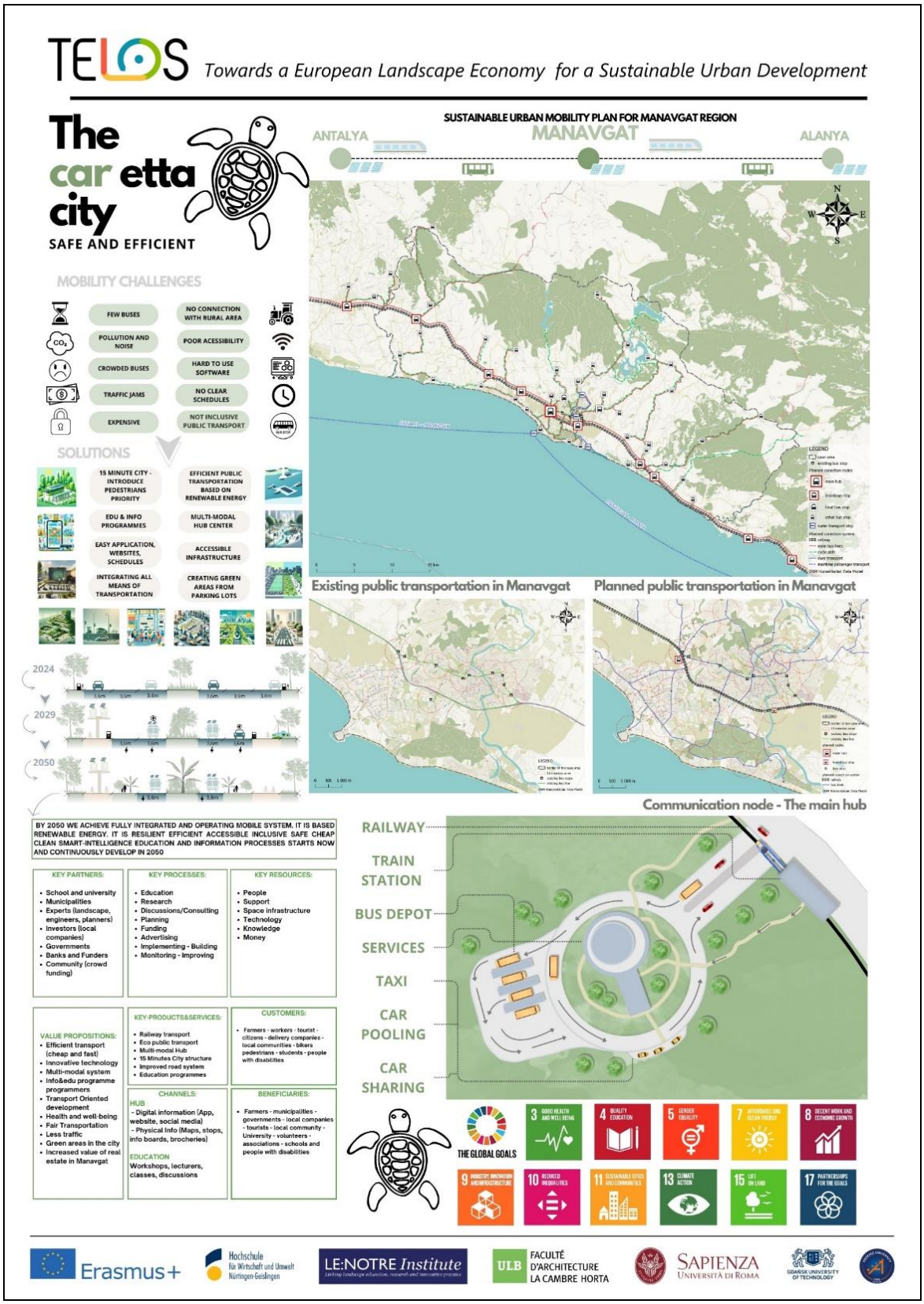

Figure 7. The Care etta City - a Sustainable Mobility for the Antalya Bay, Poster

Group 3

MANAV-GOT-ALL: First Sustainable Agro-Tourism Destination

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Supervisors: Meryem ATIK, Ibrahim YILMAZ

MANAV-GOT-ALL First Sustainable Agro-Tourism Destionation

The team's thematic exploration of the synergies between agriculture and tourism yields a compelling vision for the future of Manavgat. The concept of ***"from stitching to weaving"*** epitomizes the innovative approach, envisioning a cohesive tapestry that interconnects the coastal tourism and rural – agricultural landscapes. This strategy aims to cultivate a harmonious relationship between two traditionally distinct sectors, leveraging their respective strengths to drive mutual prosperity.

At the heart of this vision lies the Manav-Got-All local business enterprise, strategically positioned in the Manavgat region as a linchpin for collaboration and coordination. Functioning as a dynamic connector, Manav-Got-All is a multifaceted network of working platforms such as farmers, tourism, education, local vernacular, agro-eco culture that facilitates meaningful interactions between tourists and local farmers. By fostering these connections, the enterprise seeks to unlock a wealth of opportunities for both parties, catalysing economic growth while preserving the region's cultural and environmental integrity.

Central to Manav-Got-All's strategy is the diversification of tourism offerings through innovative packages tailored to showcase the rich tapestry of agricultural experiences within the region. From seasonal harvest tours to immersive farm-to-table culinary experiences, these offerings promise to captivate and engage visitors while providing vital support to local farmers. Moreover, by actively engaging with key stakeholders such as farmers, professionals, and academics, the enterprise aims to cultivate a culture of knowledge exchange and collaboration, empowering the community to collectively shape its future.

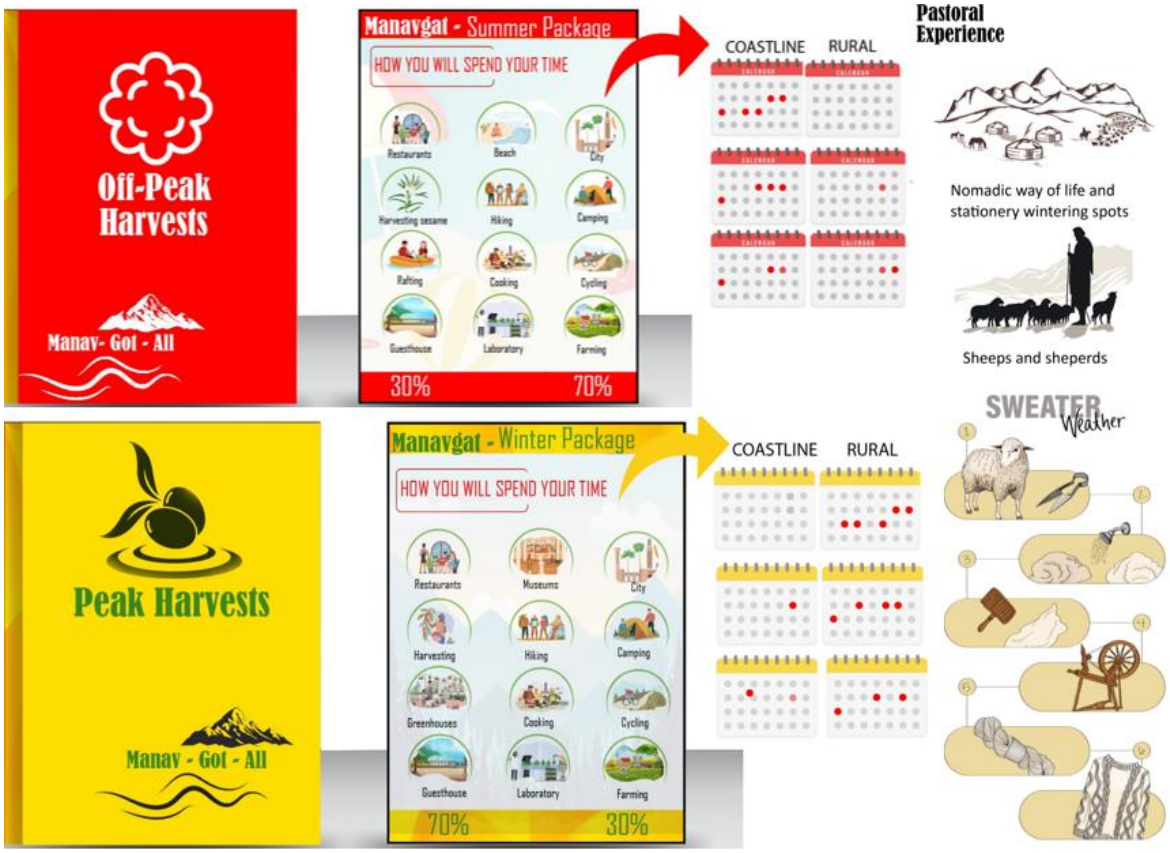
Manav-Got-All's mission is the promotion of locally sourced products to the tourism industry. By highlighting the region's diverse bounty, including olives, sesame, citrus fruits, and vegetables also wool weaving from Nomand' culture. The enterprise not only enhances the visitor experience but also creates new market opportunities for farmers (Figure 8). This concerted effort not only bolsters rural economies but also serves as a bulwark against the encroachment of industrial agriculture, preserving the region's agricultural heritage for generations to come and easing the seasonality in tourism.

Crucially, Manav-Got-All recognizes the intrinsic link between agriculture and tourism, harnessing the region's natural resources and climate to optimize agricultural productivity sustainably. From the fertile soils nurtured by the Manavgat River to the innovative practices of greenhouse cultivation, the enterprise embraces a holistic approach to agriculture that prioritizes ecological stewardship of locally grown products alongside economic prosperity. Manav-Got-All spearheads the development of agrotourism experiences that offer visitors a glimpse into the region's rich farming traditions. Whether participating in hands-on harvesting activities or embarking on guided tours of local farms, tourists are invited to immerse themselves in the rhythms of rural life, fostering a deeper appreciation for the interconnectedness of food, culture, and landscape.

In conclusion, the visionary approach to integrating agriculture and tourism offers a blueprint for sustainable development in the Manavgat region and beyond. By weaving together, the strands of economic opportunity, cultural exchange, and environmental stewardship, the enterprise paves the way for a future where

agriculture and tourism thrive in harmony, enriching both the community and the landscape (Figure 8, Figure 9 and Figure 10).

Figure 8. Modelled Experiences for a Sustainable Agro-Tourism Destination



The name of your (Social) Enterprise or charity or community based organization

MANAV_GOT_ALL: Stitch for today, weave for tomorrow

A social enterprise - An agency improving agriculture with rural landscape and connecting it with tourism sector in Manavgat

Vision: **Manavgat as the First most sustainable agro-tourism destination**

Mission: We establish a sustainable and mutually beneficial link between tourism and agriculture in Manavgat, by fostering meaningful interaction between visitor and local farmers, preserving agricultural tracition and promoting responsible tourism practices

Key-Partners

- Local farmers and agricultural co-operation
- Tourism Industry stakeholders
- Environmental organizations
- Educational institutions
- Tourism association
- Governing bodies

Key Processes

- Local agricultural production and its revitalization
- Education, research and training
- Tour package designs

Key Resources

- Fertile agriculture land
- Water: Rivers, Dams
- People
- Tour packages
- Education programs for students
- Workshops for Farmers
- Advisory Governing body

Value Proposition

- Creation of a business network that connects farmers and tourists by benefitting all.
- Integration of agricultural tours in the existing tourist packages to raise awareness about rural landscape
- Exchange of knowledge between universities and farmers about the agricultural products
- Deal and promote the products to the tourism industry for stabilized income for farmers

Key-Products & -Services

- Hospitality services
- Accomodation
- Educational workshops
- Agrotourism and cultural experiences
- Workshops and programs
- Agricultural products

Channels

- Community outreach
- Social media
- Collaboration between different agencies
- Verbal advertisement

Customers

- Researchers
- Tourists/Travelers/ Explorers
- Special interest groups
- National/International students
- Travel agency

Beneficiaries

- Farmers
- Tourists
- Local residents
- Small businesses
- Tourists
- Educational institutes
- Small businesses
- Tourists agency

Cost-Driver: +Improving tourist trails and paths +Innovative transformation of Green houses + Staff education equipments +Increased value of small settlements and heritage sites +Agrotourism development houses

Revenue-Driver: +Agro-tourism experience +Accomodation and hospitality + Value added services +Product sales +Event hosting and venue rentals +Tourism packages and travel services

KPI (Key Performance Indicator):

+Number of visitors +Number of farmers involved in Agro-tourism +Income of local farmers +Amount of locally grown products +Customer satisfaction

Social & Environmental Impact / Impact on Beneficiaries

Social: Community engagement Increase in local engagement and skills
Increase in Education and awareness Social inclusion

Environment: Natural resource management
Pollination
Ecosystem services

Figure 9. Manav GOT ALL Timeline and Social Business Canvas

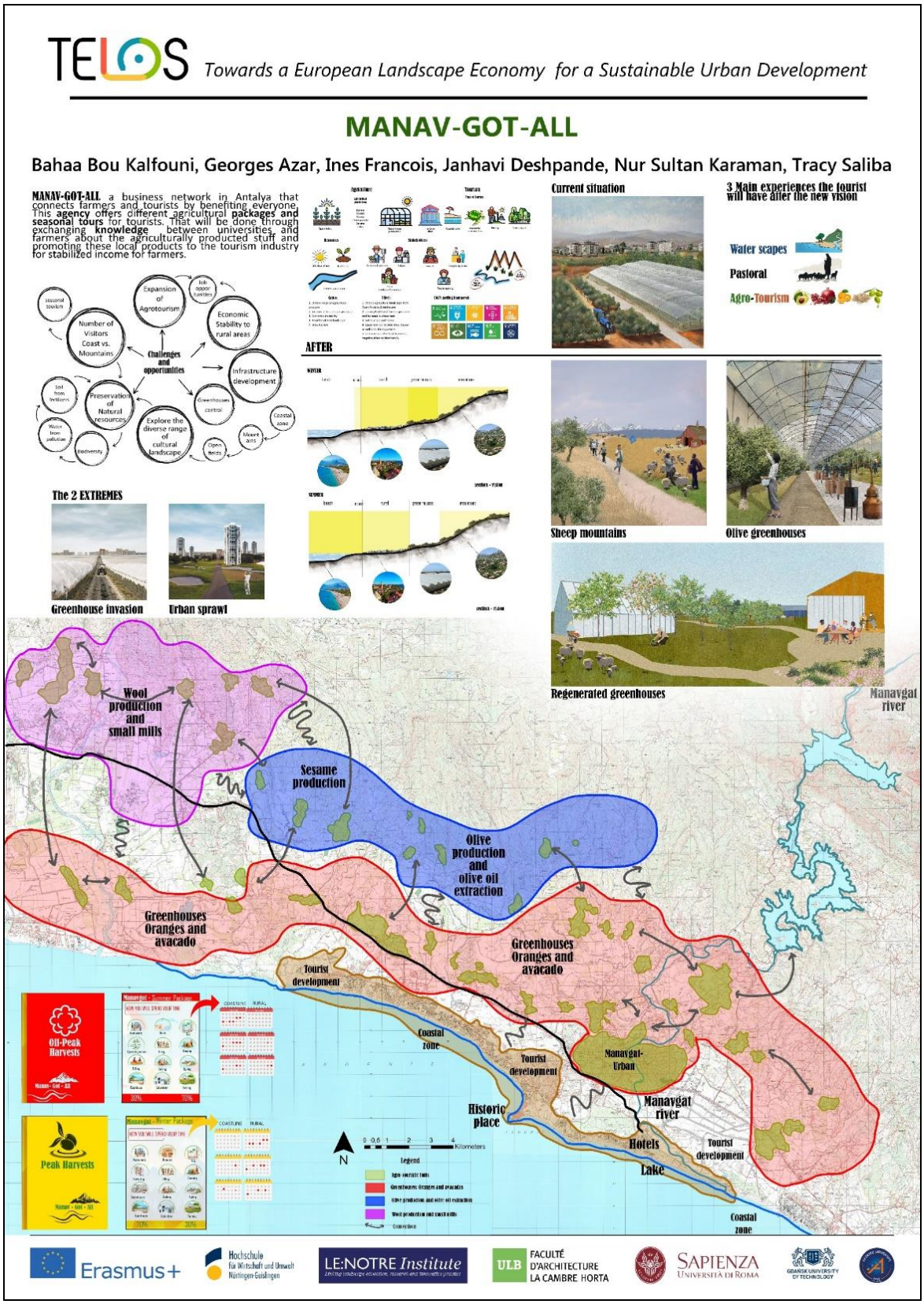


Figure 10. Manav-Got-All First Sustainable Agro-Tourism Destination, Poster

Group 4

New Nomad Kervan: An innovative approach to cultural heritage preservation

Alexis GAZEL, Harrison WADE, Emilija STOJCHEVA, Havva Ozlem ÇELMELİ, Evelina SAVELEVA

Supervisors: Magdalena REMBEZA

New Nomad Kervan: An innovative approach to cultural heritage preservation

In the heart of Turkey's Antalya province lies the district of Manavgat, a sanctuary where the essence of the Yörük community breathes life into the ancient landscapes. Here, amidst the rugged beauty of Anatolia, the Yörüks stand as guardians of a timeless heritage, their traditions woven into the very fabric of the land.

Originating from the distant horizons of Central Asia, the Yörüks' nomadic spirit dances across the Anatolian plains, carrying with it the echoes of generations past. Their seasonal migrations, a sacred ritual of survival, see them traverse between winter kışlaks and summer yaylaks, guided by the rhythm of nature's symphony.

In the tapestry of Turkish culture, the Yörüks weave a thread of resilience and tradition, their way of life a tapestry of stories whispered through the ages. Their nomadic existence, steeped in the lore of ancestral homelands, resonates with the soul of a nation.

Amidst the rugged terrain of Anatolia, the caravanserais stand as silent sentinels of a bygone era. Along the ancient Silk Road, these architectural marvels once welcomed weary travellers and traders, their courtyards echoing with the melodies of distant lands. Symbolizing Turkish hospitality, they offered shelter, sustenance, and solace to those traversing the pathways of time.

In Antalya, where the past intertwines with the present, seventeen caravanserais dot the landscape, remnants of a golden age of trade and cultural exchange. Though weathered by the sands of time, their stones whisper tales of prosperity and connection, beckoning travellers to pause and ponder the echoes of history.

Enter the New Nomad Kervan, a beacon of light amidst the shadows of forgotten lore. Here, beneath the azure skies and ancient peaks, the spirit of cultural preservation dances in harmony with the winds of change. Through the eyes of local artisans and cultural stewards, the landscape comes alive, each blade of grass and stone imbued with the essence of centuries past.

In the embrace of the New Nomad Kervan, travellers find more than shelter and sustenance; they discover a sanctuary for the soul, where the stories of the ancients intertwine with the dreams of tomorrow. In the flickering glow of campfires and the echoes of ancient melodies, they find a connection to something greater than themselves—a thread that binds past, present, and future in a timeless dance (Figure 11).

As the wheels of time turn, the New Nomad Kervan charts a course through the currents of the history, weaving together the threads of cultural heritage and environmental stewardship. In the footsteps of the Yörüks and the travellers of old, it forges a path towards a more sustainable and inclusive future, where the echoes of the past guide the way forward.

In the heart of Manavgat, amidst the whispers of wind and stone, the New Nomad Kervan stands as a testament to the enduring spirit of the Yörük community and the timeless legacy of the caravanserais. Here, in the embrace of tradition and innovation, travellers find not just a journey, but a pilgrimage—a voyage of discovery that transcends time and space (Figure 11 and Figure 12).

The name of your (Social) Enterprise or charity or community based organisation

NEW NOMAD KERVAN Relinking the cultural DNA through reintegration of local traditions in the landscape

Vision and Mission Statement

Cultural Connection: Employing & partnering with local people knowledgeable of the specifics of cultural heritage to celebrate & sustain cultural landscapes & traditions by educating & providing meaningful experiences in an accessible, affordable & resilient way.

Key-Partners	Key Processes	Value Proposition	Key-Products & -Services	Customers
-University -Municipal government -Ethnographical museum -NPO -Local community	-Collecting materials -Recruiting cultural experts, guides, artists, locals, etc. -Staff education -Organizing cultural events related to art & cultural heritage.	-Avoiding identity loss by not conforming to mass tourism. -Interconnections of cultures, trades, & human movement across vast distances. -Marketing & sharing local culture while also providing economic benefits.	-New Nomad Kervan system linking important cultural elements -Travelers will stay in tents and Sarai -Workshops & events	Locals: -Universities (programs) -Families -Schools Tourists: -Universities -Digital Nomads - Schools -Budget Travelers
	Key Resources		**Channels**	**Beneficiaries**
	-Cultural experts -Fundraising -Cultural landscape -Taurus Mountains -Manavgat Nehri River -Historic remains (Silk Road)		-Social Media -Marketing (University) -Webpage -Events & festivals -Promoting education -Workshops	-Local communities & villages - Manavgat Province -Bike tour guides -Local artists, crafts-people, shop owners

Cost-Driver

Marketing, constructions & raw materials, maintenance, staff payments, rent

Revenue-Driver

Rent, events, workshops, products, sponsorships

KPI (Key Performance Indicator)

Percentage of new public open spaces created; customers positive reviews; rising local employment rates; local satisfaction rates

Social & Environmental Impact / Impact on Beneficiaries

Locals feeling more connected to their cultural & historical roots; Educating others about cultural heritage and landscapes that can inspire visitors to embrace & learn more about their own culture & important landscapes; Promoting environmental protection that will carry into the future; Embrace mobility switches with connected train lines and bike/hiking paths that utilize historical existing routes (silk road).

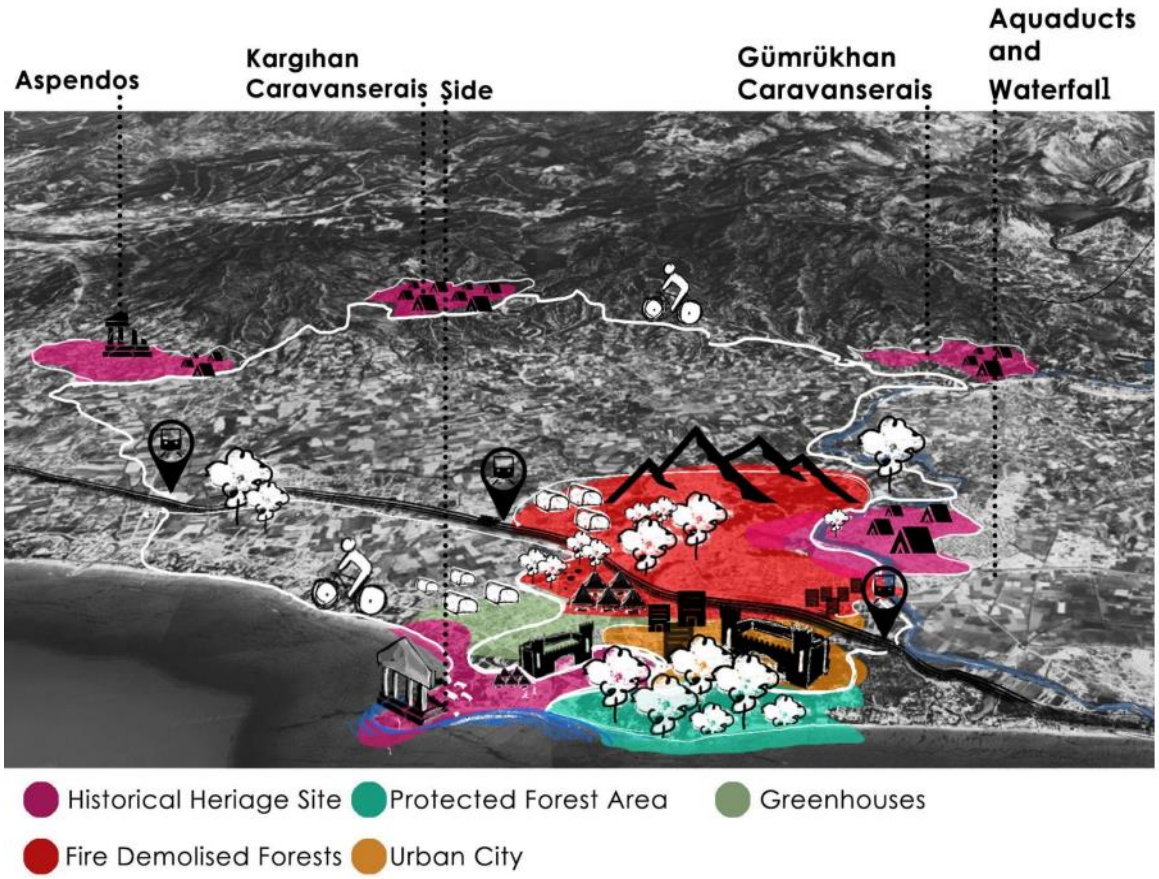


Figure 11. New Nomad Kervan Social Business Canvas and Spatial Connectivity

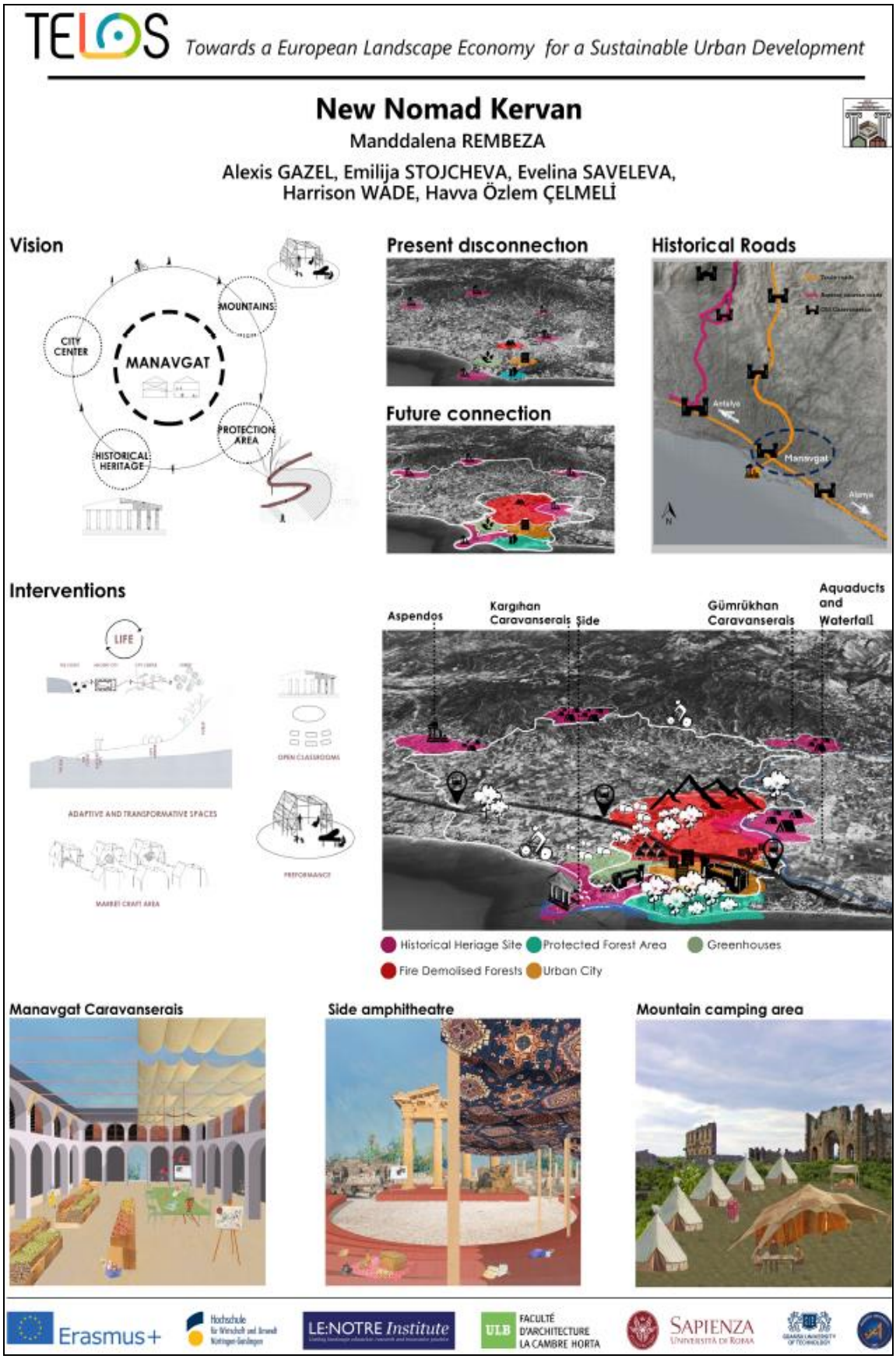


Figure 12. New Nomad Kervan: An Innovative Approach to Cultural Heritage Preservation, Poster

Group 5

Manavgat River Regional Park

Malavika Mohan DAS, Hüseyin ERTEN, Fabrizio ALBION, Justyna WASILEWSKA, Elif Nur ULU, Büşra GÖKÜZ

Supervisors: Ellen FETZER, Veli ORTAÇEŞME

Manavgat River Regional Park

Manavgat City has been truly blessed with a natural landscape and a unique geographical location that earned a rightful spot in the tourism destinations of the World. Located in the east of Antalya and braced by the river that flows from the mountains to the Mediterranean Sea (Akdeniz), the area generates 4 million in revenue from tourism. As leading food producers, Agriculture strengthens this economy. Binding all these landscapes, the Manavgat River demands a platform that brings together visionary stakeholders to work towards achieving sustainable balance for its inhabitants.

Followed by the Oymapınar Dam and Manavgat Dam from the mountains, the river crosses agricultural fields, urban landcapes, and wetlands, and reaches the historical coasts of Manavgat, Antalya. It is evident from the initial river system analysis that, it lacks a collective organization along the river landscape that advocates for the betterment of the Manavgat River and sustainable development along its basin. Rising tourism, housing demand and degrading quality of healthy food production practices put pressure on the future of the area with divided administrative boundaries.

The introduction of "The MaNaVGat (MAvi NAturel Visionary GAThering) Association" vision creates a regenerative regional River Park, to secure the future of Manavgat River (Figure 13). Considering the significant customers and beneficiaries, this platform co-operates and coordinates across the varied interests of stakeholders. While utilising the knowledge of active NGOs such as Dekafok, the platform raises awareness among students and responsible tourists.

The Association's establishment in 2024 with the Triathlon competition explores the diverse landscape experiences, in collaboration with "SULAC PARK", "Manavgat HabiTAT" and the "New Nomad Kervansaray" organisations. The active stakeholder collaboration and workshops aim for the integrated master plan for the Regional River Landscape, 2027. The value proposition of the association will focus on planning innovative strategies and rebranding the ecological values along with scientific research. As project realization, element implementations by 2040 will drive the feedback loop and further project funding. Raising the river values, the project will benefit various sectors (Figure 14).

Located between the urban green parks, agriculture fields, forest and residential community, the kick-start site aims to get support from the intergenerational local community. The zoning comprises of cycling path, pedestrian corridors, gathering points, organic garden beds and a water flow-regulated friendly swimming area. The model also suggests suitable sites for spatial prototypes, Ideation and further development with Local stakeholders and Strategic Planners.

The number of active and diverse stakeholders participating in the association, financial stability earned through sustainable practices and Biodiversity assessment through constant expert evaluation will be used as the Key Performance Indicators for the successful running of the association. Short and long-term income proposals with support and donations from government agencies, municipalities and beneficiaries could support the project cause and blue-health priorities. Through dedicated work, continuous efforts and constant checking, the success of the regional river park will significantly improve natural resource management, improved livelihood, Cultural preservation and local empowerment (Figure 13, Figure 14 and Figure 15).

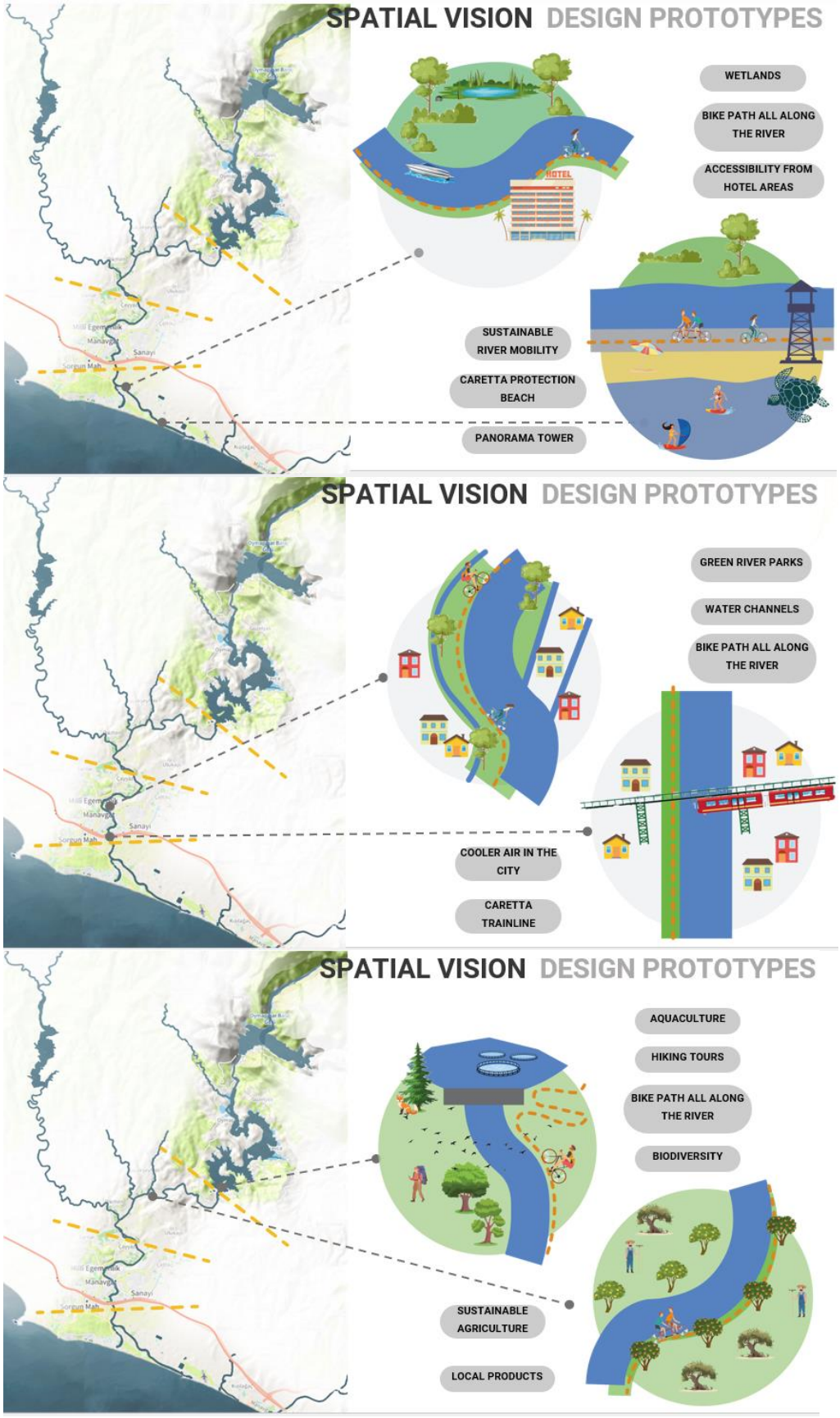
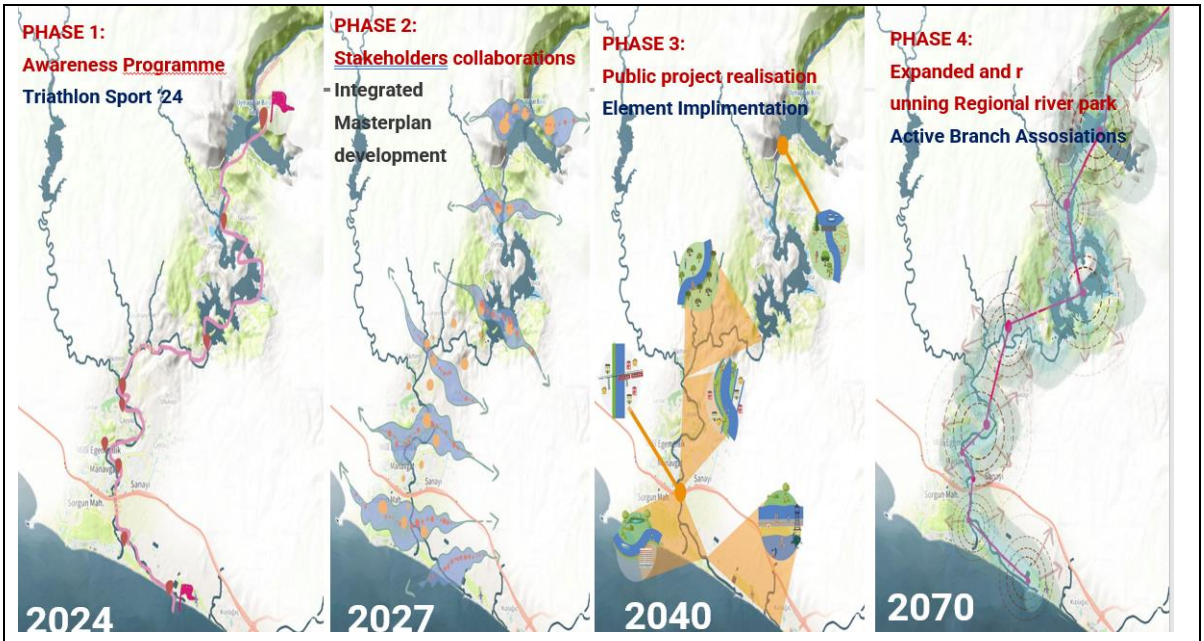


Figure 13. Integrated Design Prototypes for Manavgat River Landscape



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

Key-Partners

- Civil society organisation (grassroot /community lead groups)
- Financial partners:
  → Banks, investment funds
  → Local business active at River basin.
  → International organisation.
- Researchers, experts from;
  → Agriculture
  → Environment
  → Economics
  → Urban planning
  → Govt: agencies
- Public authority

Key Processes

- Marketing- strategic planning
- Decision making
- Environmental monitory research
- Regulatory enforcement
- Consensus building
- Evaluation, feedbacks, adaptive management
- Process management

Key Resources

- Human Resources: from various expert organisation
- Finance
  → Research funding
  → Grants, sponsorship
- Revenue
  → Eco-Tourism
  → Consultation services
  → Training programmes
  → Private companies

Value Proposition

- 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

Key-Products & -Services

- 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.

Channels

- 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

Customers

- Local communities
- Tourists /visitors
- Agriculture sector
- Environmental NGOs.
- Govt: Agencies
- Indigenous Communities
- Service industry
- Local administration

Beneficiaries

- Academic Institutions
- Wildlife eco systems
- Future generations
- Local business and Entrepreneurs
- Local communities

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.

Figure 14. Manavgat River Park Project Phases and Social Business Model

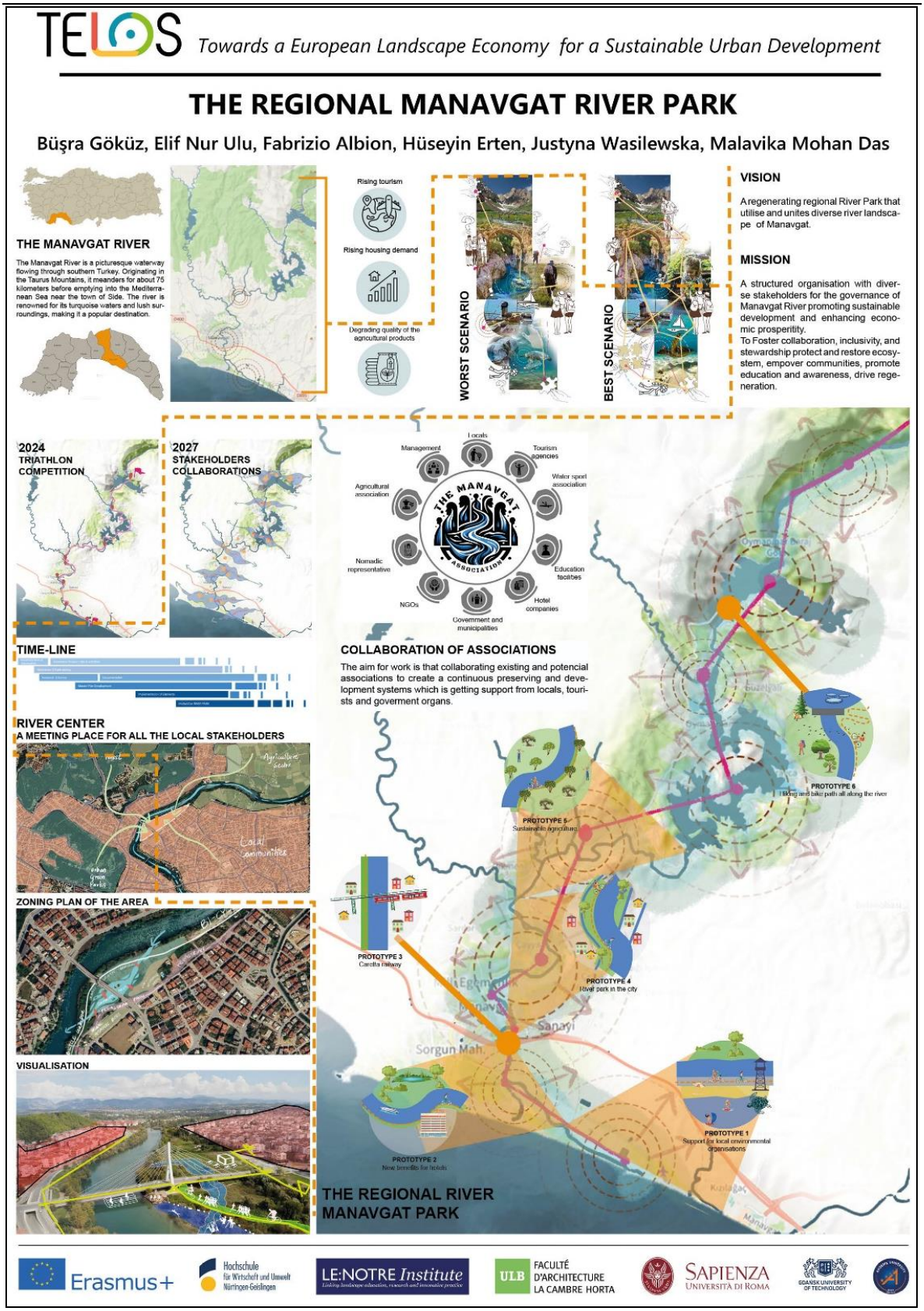


Figure 15. Manavgat River Regional Park, Poster

Group 6

SULAC River Park

Ahmet Alperen DİKİCİ, Anahita NAJAFI, Caroline DE VRIES, Deniz İNCESU, Karem ZAMBRANO, Valentina POPA

Supervisors: Ellen FETZER

SULAC Park SUstainable LAndscape Channels: Circular & Regenerative Water Landscapes

SULAC Park is a park that embodies the symbiotic relationship between water, agriculture, public green spaces, ecosystem services, climate adaptation, and ecotourism. The park acts as a living bridge that connects the river to the sea and the coastline.

However, landscape transformation gives notice for permeable surfaces to maximize groundwater recharge, adaptation to sea level rise, the access to public green spaces, preservation of biodiversity and habitats (Figure 16).

Vision and goals are based on the promotion of sustainable water management, enhancement of biodiversity and ecosystems, strengthen agricultural sustainability, mitigate climate change and enhance resilience, facilitate community engagement, foster social inclusivity an equity, protect life below water and land, promote sustainable tourism and economic growth

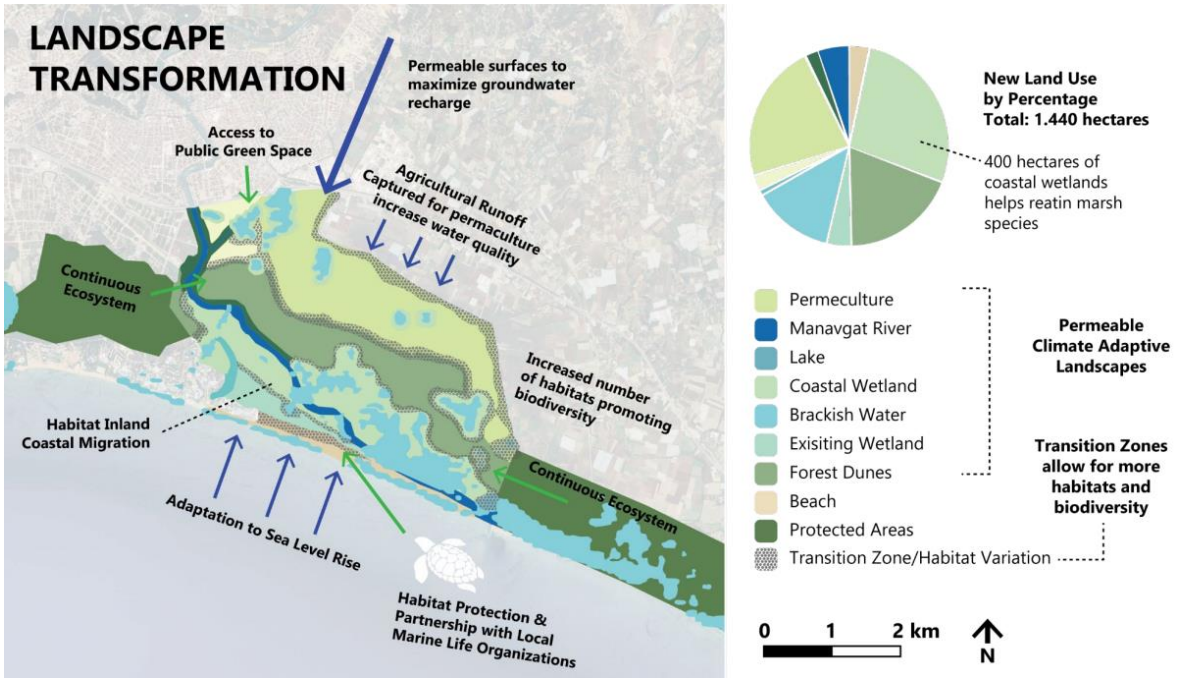
Our primary goal is to protect our water resources, a vital ecosystem component. By implementing advanced water recycling systems, we aim to capture runoff water, treat and purify it, and then repurpose it for irrigation and replenishing local aquifers. This initiative will conserve water and prevent the contamination of our rivers and seas.

To endeavour an enriched ecosystem and enhanced biodiversity, SULAC Park will introduce native plant species and create habitats for local wildlife, thus becoming a sanctuary for biodiversity. This strategy aligns with our vision to create an ecological haven that serves both the needs of nature and the well-being of our community.

SULAC Park's strategy is to create a collaborative ecosystem that integrates sustainable water management, supports agricultural practices with recycled water, expands green spaces with native flora, enhances vital ecosystem services, adapts to climate change through innovative design, and fosters eco-tourism to promote environmental stewardship and economic sustainability (Figure 17).

To track the progress and impact of SULAC Park, our measures include gauging water conservation efforts by comparing current water recycling rates to initial consumption, monitoring biodiversity through a quantifiable increase in native species, evaluating community engagement via participation in park-led educational and volunteer programs, assessing the park's climate resilience through changes in flood occurrence and heat reduction, quantifying eco-tourism success by annual visitor growth and revenue increments, and measuring the enhancement of agricultural productivity and soil health due to the utilization of recycled water.

SULAC Park is not just a project; it's a commitment to the future—a harmonious blend of technology, ecology, and community. It is a model for how public spaces can serve multiple purposes: preserving the environment, educating the citizenry, and promoting sustainable tourism. Through SULAC Park, we aim to create a legacy of sustainability, where every drop of water is valued, every green space is cherished, and every visit is an opportunity to learn and contribute to a sustainable world (Figure 16, Figure 17 and Figure 18).



Mission Statement

SULAC Park is a non-profit organization that manages & coordinares ecological and cultural development for the park that connects Manavgat River to the sea, for regenerative water & biodiversity & public open space for social & touristic amenities as well as climate change adation & restoration

Key-Partners

Comes together in the council:
city reps, tourism board, local community members, local organizations, some members from non-profit

Additionally:
sponsorships, municipalities
local communities
cultural heritage organizations
Private donors, funding agencies, universities & schools, sports groups lenders

Key Processes

Exhibition of local crops
Research center, visiting researchers
Participatory, design processes

Key Resources

Ecological values & watercycles
Ecosystem services, wetlands biodiversity volunteers + members land
Funding from state & EU
Water, crowdfunding
Local funding from city, citizens who wants more space for city

Value Proposition

We offer a nonprofit organization for the well-organized coordination so that all can pring together

Design a system of green water park /

Key-Products & -Services

museum tand visitors center -research centers workshop area
tulip festival Seasonal festivals
mountain to sea triathalon
habitat restoration researchers and volunteers
permaculture+ community garden sports

Channels

Website, newsletters, promo videos membership educational / School outreach program / Social media, tourism agencies / Hotels packages

Customers

Customers
locals intergenerational space
tourists who want to see natural beauty
social gathering dog walking places ecology running
Sports/recreational groups triathon regenerative biodiversity-nature groups
eco-tourists

Beneficiaries

Species and biodiversity Regenerative agriculture
Cultural groups, musicians, annual festival Festival 23. April children day
tourist tax (seasonal?) - vistorcenter shop
partnership
-

Cost-Driver

Buying land / developing and designing park / garden supplies and maintenence system, seeds
Visitor center and museum marketing, website, etc. / Restaurants / Building maintenance / Salaries / Water infrastructure

Revenue-Driver

Festivals / Sponsorships / Membership and donations / Grants from state and EU / Public funding base funding biodiversity / Tourist tax (seasonal) / Visitor center shop / Partnership / Researchers

Customer & Beneficiary Input

Non-profit / Council, working groups, youth council / Member-based hotel partnerships

KPI (Key Performance Indikator)

# of annual visitors of users / # of positive reviews. / # of species present / Comparing soil quality / Reduction of meintance costs with company advertisments / # school visits / # membership/ water quality / area of ecosystems / etc

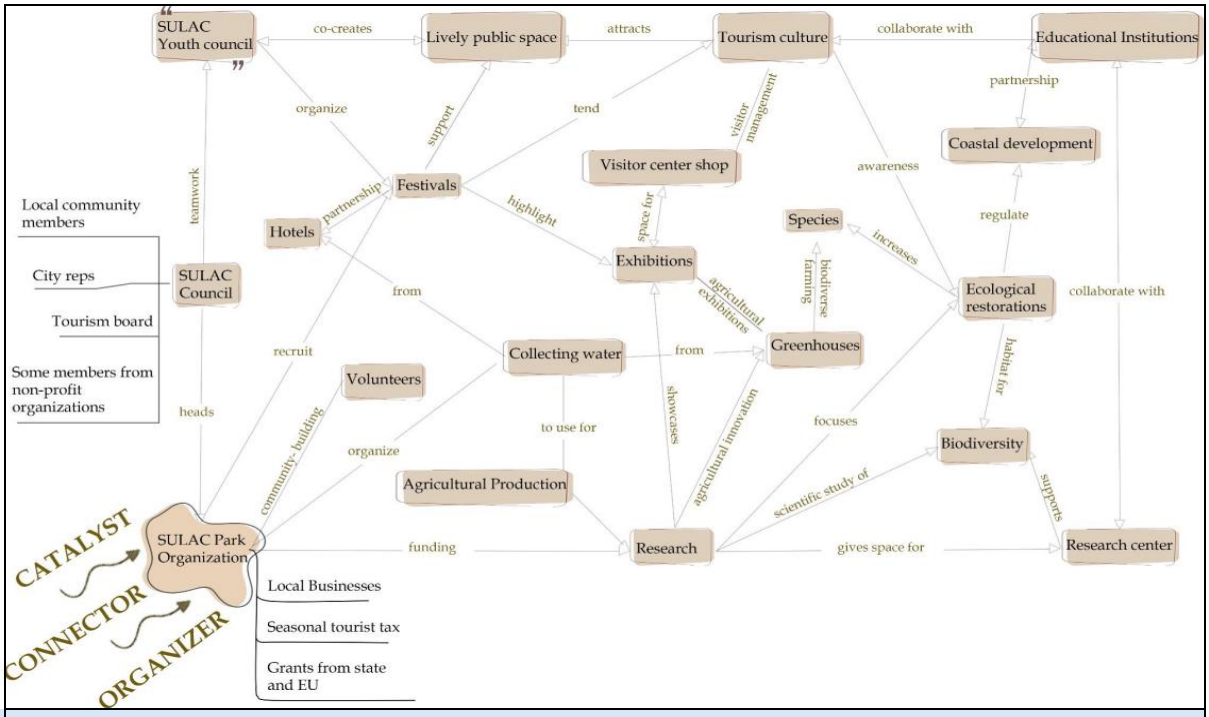
Social & Environmental Impact / Impact on Beneficiaries

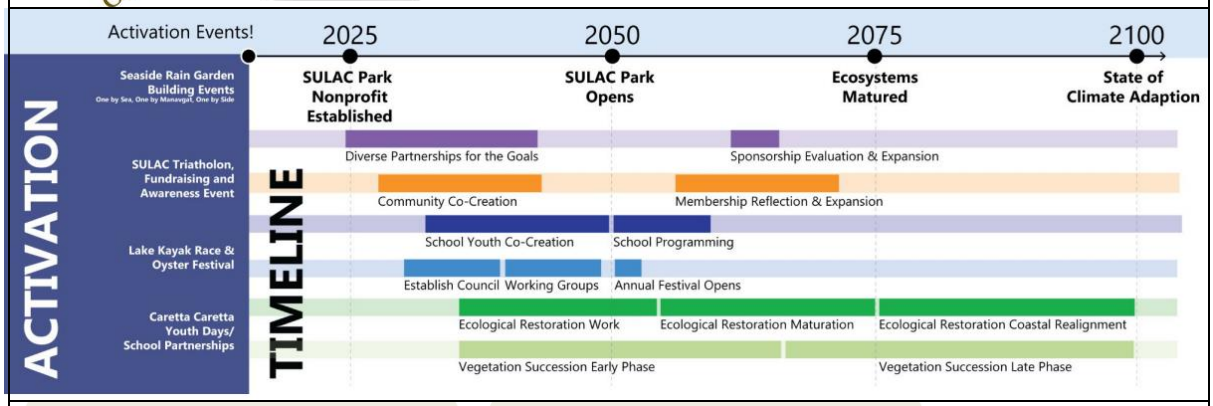
Collecting water / Seasonal events calendar / Different ways of the using water increase the vegetation, species on the costal line / Endemic plants / Encourage social interaction & public public health / Climate-adaptive coastal development / Lirely & dynamic public space

Climate change adaptation & risk mitigation

open space Park for locafts & tourists with wate cycling regenerative 293

Figure 16. Sulac Park Landscape Transformation and Social Business Canvas





ECOLOGICAL
- # of species present
- # of protected species
- kg of fertilizers avoided
- # of CO2 emissions sequestered
- kg of permaculture produce produced

WATER MANAGEMENT
- # of water filtered
- # of fertilizers in water reduction
- level of soil quality (for water-storage capacity)
- cubic liters of water stored per ecosystem type
- # of aquatic species present

SOCIAL
- # of annual memberships
- # of social and cultural programming held annually
- # of annual visitors
- # of community engagement and co-creation events

EDUCATIONAL
- # of annual school visits
- # of school outreach events
- # of youth workshops held
- # of adult workshops/classes held
- # of outdoor informational signage in multiple languages

ECONOMICAL
- # of sponsorship received
- # of EU and regional grants won
- # of revenue from restaurant
- # of reduction of maintenance costs with company advertisements

COMMUNITY REINVESTMENT
- # of scholarships provided to youth students in sustainability
- # of community partnership campaigns helped coordinate
- # of impact investing initiatives

Figure 17. Sulac Park Value Preposition, Timeline and Key Performance Indicators

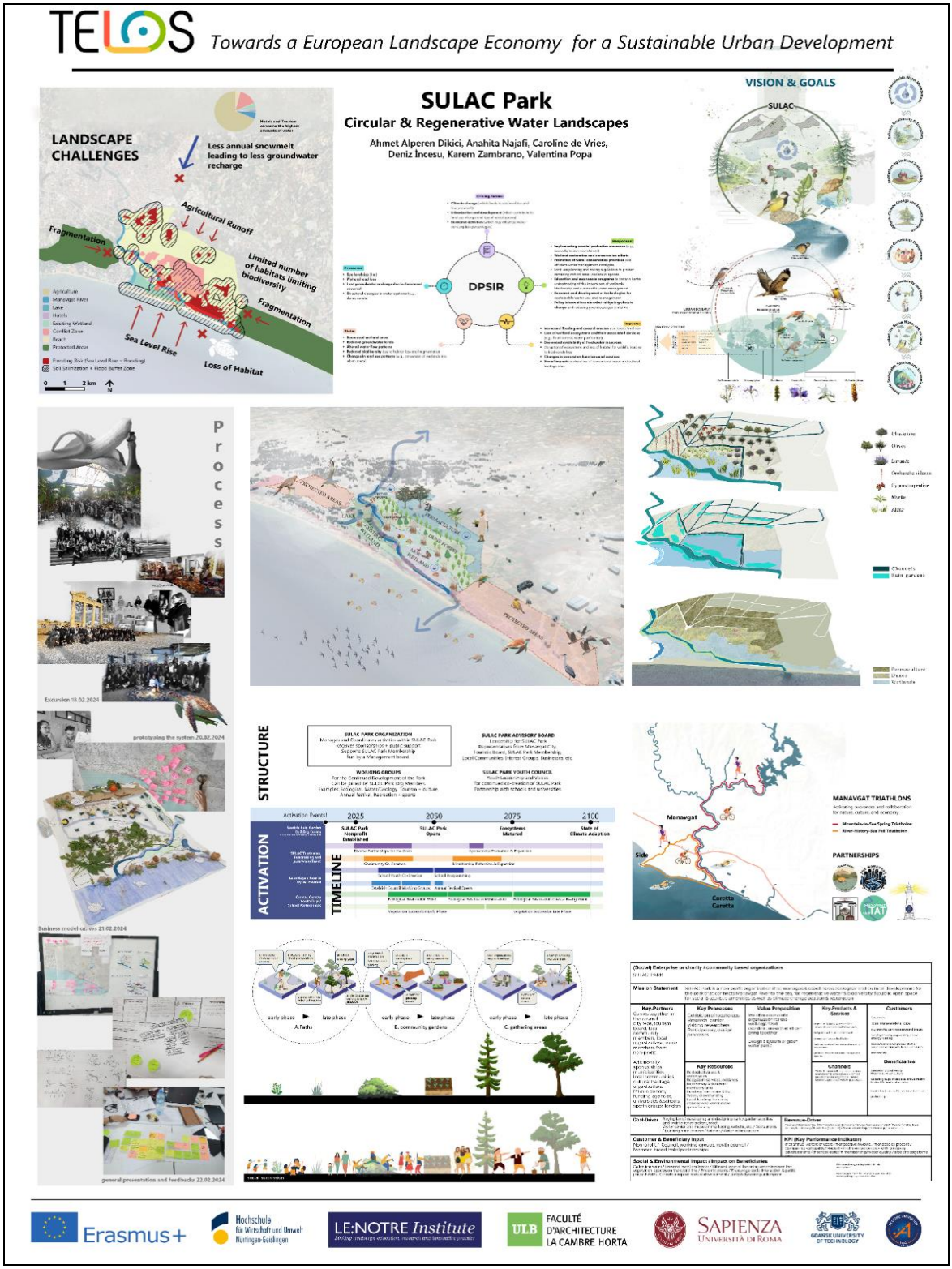


Figure 18. SULAC Park: SUstainable LAndscape Channels, Poster

Group 7

Manavgat Habit TAT

Sena AĞIL, Chandni THADANI, Sabrina LUFF, Alisan TAŞPINAR, Antoni HOPE

Supervisors: Jeroen DE VRIES

Manavgat Habit TAT

We are living on a planet where many boundaries for regeneration have been far overstepped. One of these boundaries is the tipping point for biodiversity. Manavgat lays in a special Mediterranean landscape with a unique closeness of sea and mountains. The region has therefore many rich ecosystems to be protected as one of the hotspots for endemic species in the Mediterranean.

Regional ecosystems are shaped and influenced by the topography with low to high altitudes, exposition to sun, climate, parent material of the geology, soil, vegetation, and finally land use. The habitats are naturally small because of the quickly changing habitat conditions and human pressures.

As the land use change shows, the consumption of area has the biggest impact on the size of the habitats. Humans have shaped, changed, and created new ecosystems in Manavgat. For instance, the herding of goats surpasses the growth of the goat's fodder plant but enhances the establishment of plants goats spare. Goats are important architects to maintain that ecosystem.

Solutions needed are defined as the habitat protection measures, preserve and enhance wetlands for providing new habitats, encouraging policies for securing migratory birds and forest protection, establishing and activating nature trails connecting the city and mountains and overall relating to urban landscapes implementing sustainable building approaches and balancing blue-green infrastructure (Figure 19).

The organization Manavgat habiTAT aims for a liveable environment for humans through habitat protection ensuring ecosystems to be resilient and offer the needed ecosystem services for human existence which will be working in teams of project planners, event managers, landscape architects, ecologists, pedagogical professionals, and trained guides. Hubs, nature trails, and guided hikes are planned in the ecosystem along the Manavgat River

The aim is to offer customers, who are local inhabitants and tourists a place for exchange and events, an education trail and guided tours to understand ecosystem degradation, ecosystem services, planetary boundaries and what actions tackle them in the personal and professional life. By that we have more conscious human beings on this planet and in Manavgat who vote the local, regional, and state decision makers.

The plan is to collaborate with hotels and social and nature organizations. The target by 2026 is to initiate hubs and first education path, first guided tours and activities in the hubs. By 2029 second hubs and cooperation with other organisations such as DEKAFOK on the coast and the project group SULAC and the Manavgat Association in the wetland area. By 2024 bird watching tower and if needed another hub for longer tours will be designed to educate about forest and the dams up in the hills (Figure 19 and Figure 20).

Changing the mind-set of people is our key action that then leads to the improvement of biotopes, ensuring the livelihood of humans. We plan to spread knowledge from our hubs out in the urban areas in a snowball system where people influence other people in their close environment.

Awareness raising at different levels are considered to be an effective tool. For instance, a kid at home at the kitchen table, can influence its parent who works in a leading position of an agricultural company who is in the decision-making process what crops, irrigation and fertilizer should be used in the coming years. Or it can be a student who becomes more conscious about their meat consumption and starts to implement one veggie day per week and tells their friends about it who also follow that idea. We can reach a tourist who is more conscious about the waste they produce and takes this consciousness home in other municipalities (Figure 19, Figure 20 and Figure 21).

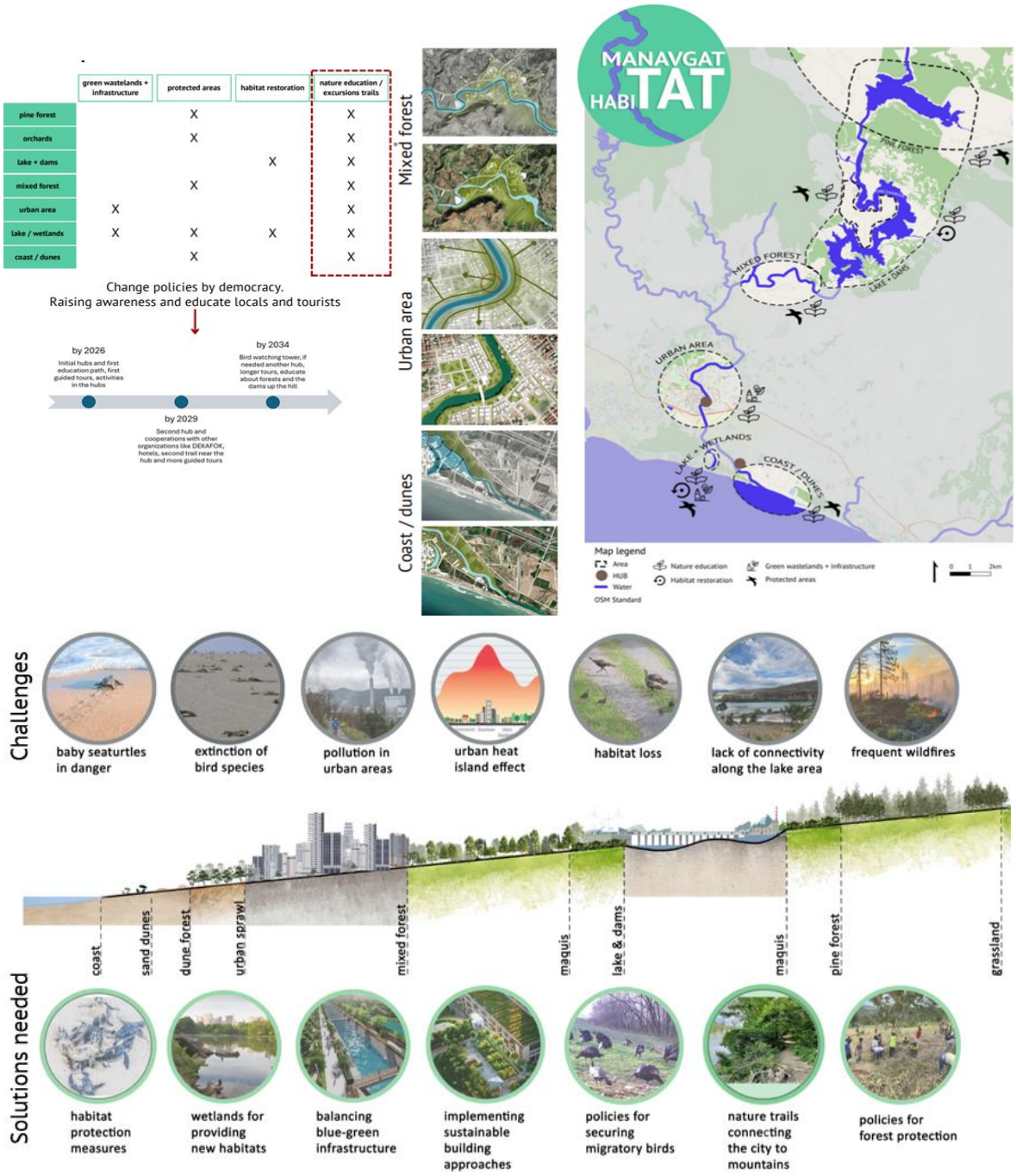


Figure 19. Manavgat Habit TAT Vision and Future Landscape System

Manavgat habiTAT a social enterprise in Manavgat with educational trails and hubs organised by local people is to offer habitat's hubs, trails and tours for local people, tourists, students and institutions. When people experience ecosystems services through activities, they enhance awareness about sustainability and knowledge exchange among communities. Beneficiaries are dedicated as local community and municipality can improve their economic status by receiving tourists. DEKAFOK an existing organisation on the protection of sea turtles and their coastal habitats, would gain new visitors and volunteers (Figure 20 and Figure 21).

Value preposition is based on knowledge and experiences that will be disseminated throughout organised courses, workshops, conferences run by Manavgat habitat. Expected long term impacts are community engagement, awareness raising on biodiversity. Indicators of success will be public response to biodiversity management, collaboration of more NGO bodies for nature protection and biodiversity oriented landscape management.

Manavgat habiTAT - A social enterprise in Manavgat with educational trails and hubs organised by local people.

Mission Statement
To increase the quality of ecosystems for flora, fauna and strenghtening the ecosystem service for human benefit through awareness rising and education, to explore urban area and coastal zone through the habiTAT hubs, trails and guided tours by educated locals.

Key-Partners
-) DEKAFOK and other NGOs
-) Local authorities
-) Local professionals
-) Universities
-) Tour agencies
-) Tourist's informations
-) Manavgat city museum
-) Green certified hotels
-) Schools
-) Local businesses

Key Processes
-) Education of the local guides
-) Networking
-) Planning
-) Building
-) Funding from EU or locals

Key Resources
-) Biodiversity experts
-) Landscape architects
-) DEKAFOK
-) River and it's habitats
-) Fundings
-) Sponsors
-) Partners
-) Scientists data, land use and development maps

Value Proposition
Customers
We offer habitat's hubs, trails and tours for local people, tourists, students and institutions. When people experience ecosystems services through activities, they enhance awareness about sustainability and knowledge exchange among communities.

Beneficiaries
Locals community and municipality can improve their economical status by receiving tourists. DEKAFOK would gain new visitors and volunteers, same for museums. Guides can find jobs. Landscape is used more sustainable

Key-Products & -Services
-) Trails
-) Guided tours
-) Conferences
-) Courses
-) Meet up spaces (with coffee, tea)
-) Workshops

Channels
-) Social media
-) Publicity in the city
-) Informations points
-) Local platforms
-) Eco friendly flyers
-) Tour agencies
-) Tourists offices

Customers
-) Local population
-) Tourists
-) Students
-) Youth

Beneficiaries
-) Local community
-) Municipality
-) Institutions
-) DEKAFOK
-) Manavgat belediyesi kent müzesi

Cost-Driver
Constructions in general, staff, marketing, infrastructures, funding and research team, trainig of guides and maintenance of hub's

Revenue-Driver
Funding, EU funding, sponsors, donations, partnerships, grants, shops, events, conferences, workshops, online platform, philantrophy, guided tours

Customer & Beneficiary Input
-) Local: Business- demand supply
-) Tourists: agency- what they like
-) Authorities: policy implementation and improve
-) Research organistions: all the relevant
-) Education: institutions- work force, new ideas, collaborations
-)Communities: volunteers

KPI (Key Performance Indicator)
-) Satisfaction
-) Amount of tours
-) Income
-) Quality institutions to collaborations
-) Amount of volunteers
-) Measurable improvement of target ecosystem

Social & Environmental Impact / Impact on Beneficiaries
-) Social: - Community engagement - Awareness/ conciousness
-) SDG's: 1; 3; 4; 8; 9; 11; 13; 14; 15; 17
-) Environmental: - Biodiversity protection \ enhancement management
-) Beneficiaries: - Satisfaction to contribute for a good cause
More networks and opportunities
-) Global: - Policy implementation prototype design

7

Value proposition

	pains	pain reliviers	gains	gain creator	jobs	products & servicies
customers						
tourists (also inhabitants)	Lack of interest from tourists	Interesting guide excursions	Active form of spending the time, gaining knowledge	Guidance trips as a source of knowledge. Interesting events	Offering their time. Need of learning new things	Guide trips, trails
students and youth	Lack of activities related to Manavgat's environment in the city	Wide offer activities in hubs	Knowledge, experiences	Organised courses, workshops, conferences	Entertainment	Activities in the hub
beneficiaries						
local community	Lack of knowledge about their city's biodiversity	Special offers for inhabitants	A new place for meetings / new workplaces	Places to sit and dring cafe and tea, walks along the trail	Working there, vitisting hubs	Vacants, need of volunteers
municipality	Less and less tourists in the city	Attractive eco centers	More income because od the tourists	Tourists while coming to the hubs support local economy (gastronomy, hotels...)	Problem with land owners while building a trails	Land owners incentives to support hubs expansion
institutions	No contacts with other entities	Hubs as the way to get in contact with other ones	Wider web of contacts	Collaborations while working with the hub	Investing in hubs and helping to develop	Ability to create something on a bigger scale and make it work
NGOs (such as DEKAFOK)	Small number of volunteers, lack of recognition	Collaboration with hubs	More popularity aiming to doing bigger things for good	The platform thanks to collaboration with hubs	Offering interesting activities with the hubs, offering help	Events, courses
Museum	No activities related to the museum outside the building	Collaboration with hubs	New visitors, high profile in the region	People visiting hubs, signs of the museum	Share knowledge about the region and biodiversity in it	Their knowledge and items

Figure 20. Manavgat Habit TAT Social Business Canvas and Value Proposition

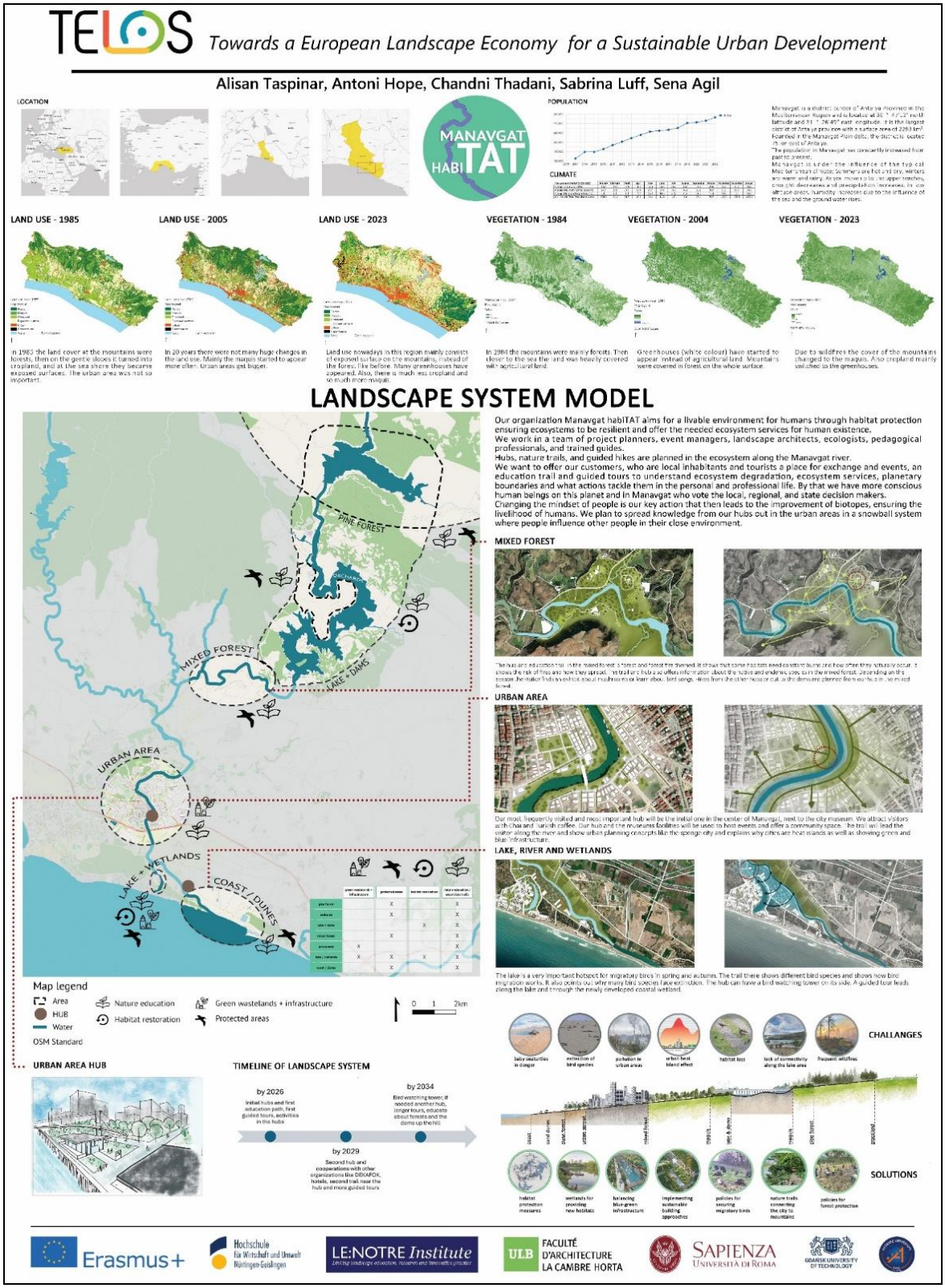


Figure 21. Manavgat Habit TAT, Poster

Group 8

Food Scapes – An UNICROPITY

Feven TAMENE, Pola JOPIEWICZ, Selamawit Getahin ESHETU, Shashank YADAW, Mikail AÇIKEL, Miguel Delso PAEZ

Supervisors: Roxana TRIBOI

UNICROPCITY A Lighthouse for Sustainable Food-systems

Transforming Akdeniz University & Antalya's Foodscape into a model of resilience and sustainability

Akdeniz University's UNICROPCITY objective is to transform the campus into a living-laboratory and model of governance coupled with a dynamic food-hub. This initiative is set to prioritize sustainability, enhancing the profitability and inclusivity of the existing activities within the region of Antalya. UNICROPCITY takes advantage of the campus dimensions, strategic location, extensive agricultural knowledge, resources, infrastructure, and logistics to support and impact the transformation of Antalya's foodscapes into resilient and sustainable systems.

UNICROPCITY's core elements are; education, communication, infrastructure and policies/economy. With these 4 axes, the initiative is set to redefine agricultural development. Designed for a site integrated into the urban fabric of Antalya and that will boast university spaces currently as interactive, open-air lessons. Revolutionizing communication and coordination between faculties, turning these spaces into productive green infrastructures that support a sustainable agricultural model, enhancing the region's agricultural landscape towards sustainability (Figure 22).

UNICROPCITY is set to enhance local production models that are tailored to the climatic and geographical specifics of Antalya and Turkey, and that resonate with local cultural consumption patterns. The project emphasizes the importance of reducing the food chain length, minimizing dependence on chemical and industrial inputs, improving the livelihoods of small-scale farmers through fair compensation, and promoting local consumption, especially among students through the provision of locally sourced, nutritious, and culturally relevant food options in the university cafeterias and restaurants (Figure 22). Which are envisioned as central nodes for food transformation and distribution, exemplifying how food systems can be integrated within the campus ecosystem. This will facilitate accessible organic food consumption for students and university personnel, as well as composting and sustainable waste management.

Once success within university borders is achieved, it'll extend its impact to neighbourhoods by addressing the unmet needs and challenges within local, regional, and national governance frameworks. Through its living laboratory, Akdeniz University researchers, equipped with extensive expertise in food policy, governance (emphasizing participatory processes), food and environmental justice, will act as a light house of knowledge to improve food system management. Which will transform local food processing, storage, and distribution. Strengthening the connection with the surrounding territory through the promotion of sustainable food consumption and culture. Establishing platforms for dialogue and collaboration with local farmers, as well as educational for different levels civil awareness; students, children's, adults in general.

Transition pathway starts with knowledge. That UNICROPCITY is planned to be developed as a living-lab to raise awareness within Akdeniz University community, establish educational programs, partnerships, start an initial prototypes and educational strategies, to encourage food systems in specific neighbourhoods, sustain food systems in the city in 10 years. Further implementation would be promotion as a national policy in 16-25 years. Long term target is that Turkey

becomes the number 1st sustainable foodscapes and example for integrated multidisciplinary education.

Social Business Model is based on economic strategies for training, job creation, expanding local food, and supply & production chain, increased revenues in local production chains. Training opportunities, innovative new techniques & technologies and collaboration with food companies and suppliers

UNICROPCITY approach will redefine local landscapes by educating and creating food-awareness. In short term the university will position itself as a focal point for sustainability and resilience. In long term, UNICROPCITY's example and research will help redefine national agricultural policies to consider local governance and therefore, better attend the needs of the inhabitants and improve the landscape from a bottom-up approach. Focus on business & production models is to shorten food-chains and promote sustainable & vernacular food practices. Furthermore, UNICROPCITY's methodology is replicable to other local realities, its educational system can be moulded and adapted to the context of other Turkish cities, regions or even other countries worldwide (Figure 22, Figure 23 and Figure 24).

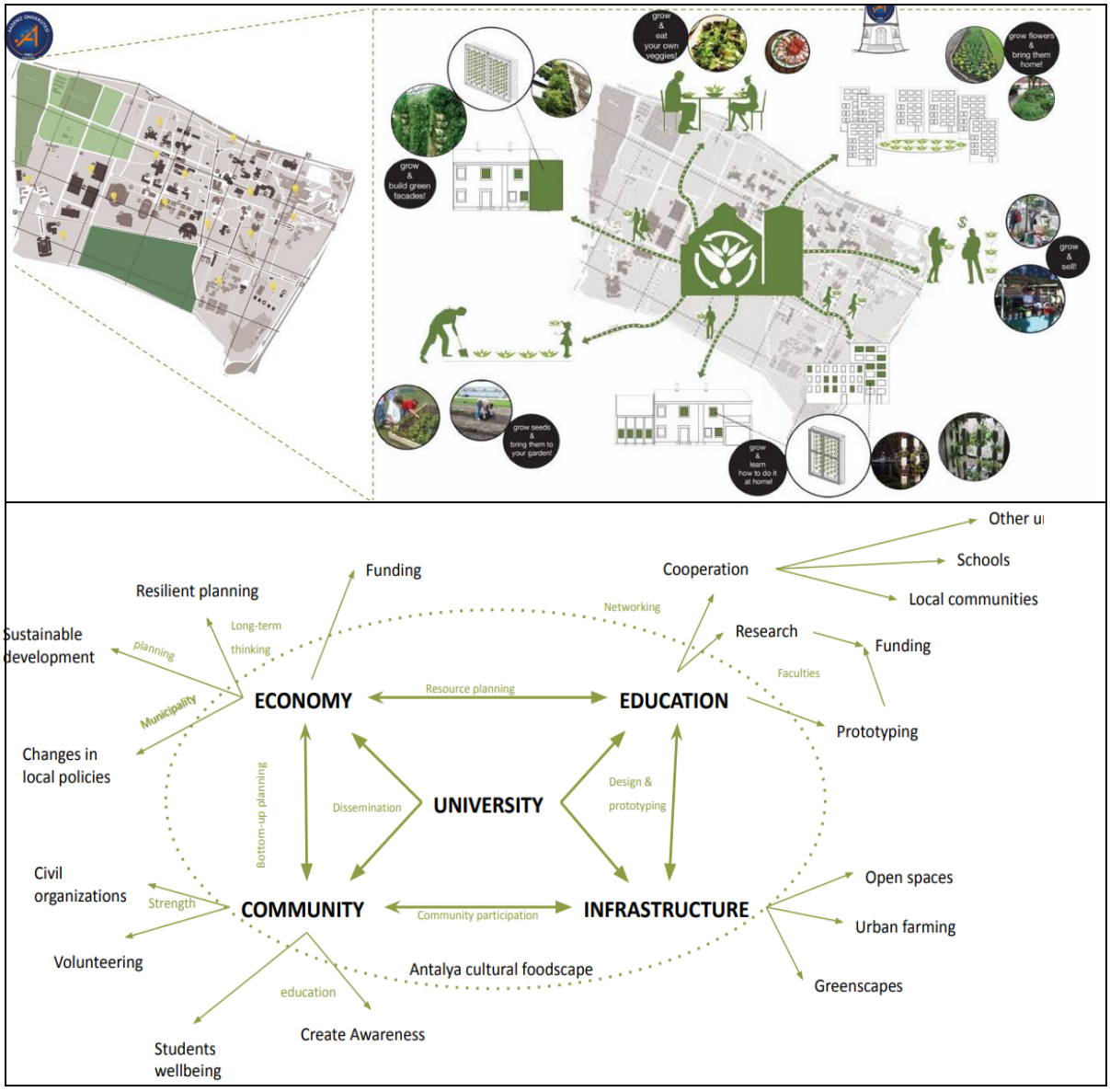


Figure 22. UNICROPCITY University as a Living-lab for Resilient Foodscapes

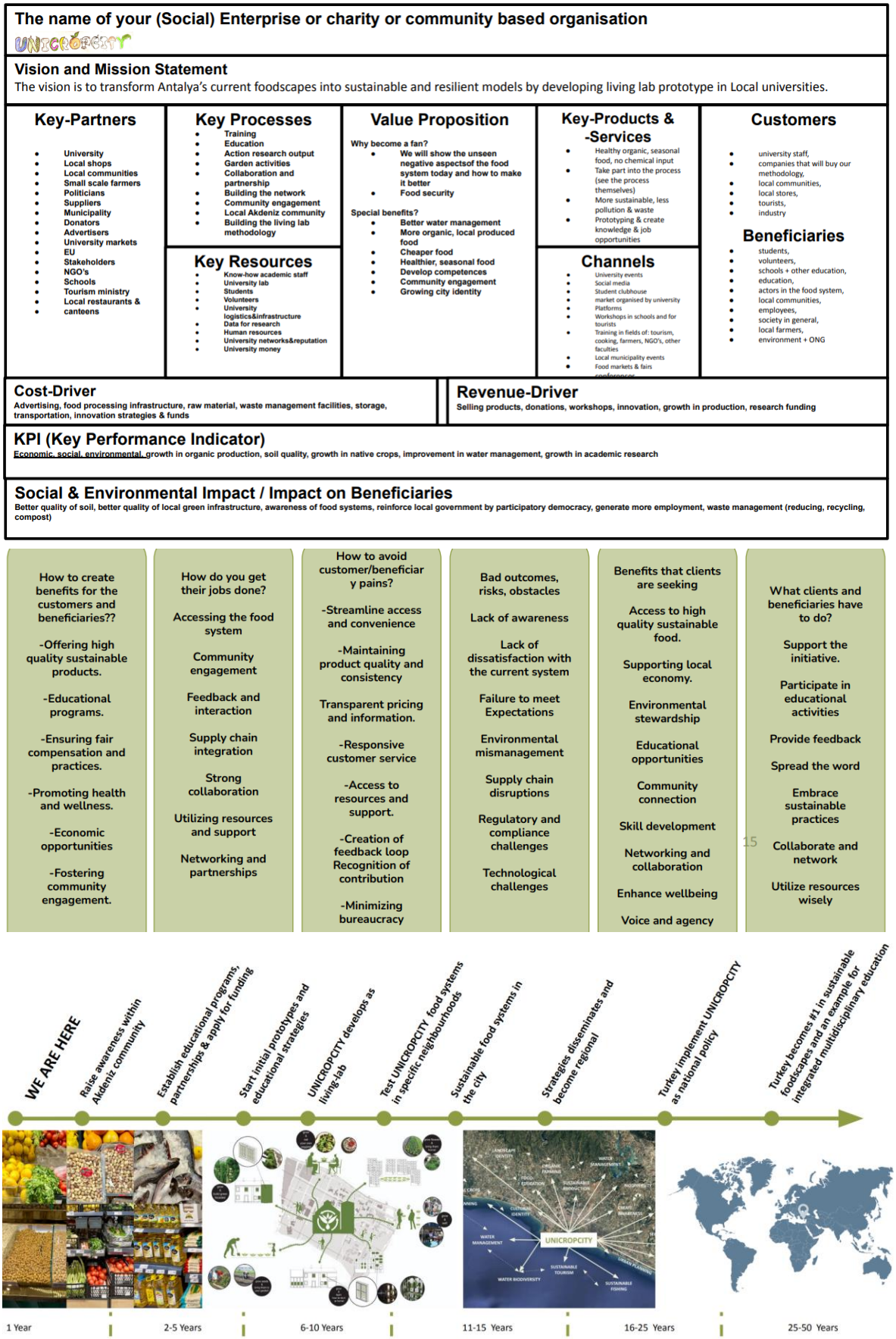


Figure 23. UNICROPCITY Social Business Canvas, Value Proposition and Timeline

Figure 24. Food Scapes – An UNICROPITY, Poster

TELOS PROJECT

Towards a **E**uropean **L**andscape **E**conomy for a **S**ustainable **U**rban **D**evelopment

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