Landscape planning and landscape management are still striving for acceptance of their objectives and their measures. One reason may be that values of landscape issues are often not really recognised in public perception nor in the perception of decision makers. In this context environmental objectives have been developed and methodology exists how to concretise from general guidelines to local environmental objectives in order to make decisions and objectives more transparent. Are there conclusions from these experiences in landscape planning how the application of ecosystem services might offer a new perception and the implementation of landscape management might become more effective? Are there advantages of the ecosystem service approach, from which landscape planning and management could benefit in these terms? A concept is presented, how the determination and evaluation of ecosystem services and their changes could be used to support landscape management at a regional scale. Elaborating such a concept it reveals some strengths and weaks of the ecosystem service concept for the practical application, however it might offer a new perspective and self-understanding for landscape management and development.