

3rd European Mirabilia Network Partner Meeting

Notes on the presentation for Working group 1

Cooperation with Managing Authority

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UNESCO World Heritage Sites are very diverse, in their nature, conformation, extension, characteristics, governance and management. Although they can be inserted in macro-categories (E.G. historic centres, archaeological sites, cultural landscapes...) the creation of a common methodology to work is made difficult by the specificity each one of them presents. Nevertheless, the system created by the World Heritage Convention and the requirements for the inscribed properties have constituted a model of operative reference and insert them in a clear value-based framework.

World Heritage managing authorities and other related institutional and non-institutional stakeholders

The World Heritage Sites's "Managing Authority" can be a municipality, a museum, an association of (institutional) stakeholders, a foundation, the local office of the Ministry of Culture: every country and every case require a dedicated research to identify it.

Aquileia presents a model of management that unifies in a Foundation – Fondazione Aquileia - all the stakeholders with direct responsibilities for the WH property: the Ministry of Cultural Heritage and Activities, the Region Friuli Venezia Giulia, the Municipality of Aquileia and the Archdiocese of Gorizia. As clarified in its statute, Fondazione Aquileia represents the managing authority of the World Heritage Site Archaeological area and Patriarchal Basilica of Aquileia.

UNESCO is the only UN Agency that operates also within a network of national cooperating bodies: National Commissions for UNESCO. These Commissions have the purpose of associating their governmental and non-governmental bodies in education, sciences, culture and communication with the work of UNESCO.

Beside this, in the Italian context the Ministry of Cultural Heritage and Activities has a dedicated operative unit (Ufficio UNESCO- UNESCO Office) for the implementation of the UNESCO World Heritage Convention, Intangible Heritage Convention and the national law 77/2006.

Moreover, also a number of non-institutional stakeholders have a recognized active role in the context of World Heritage, or the wider context of UNESCO's programmes and related projects.

For example, in Italy "Associazione Beni Italiani Patrimonio Mondiale" (Association of Italian World Heritage) reunites more than 50 stakeholders with responsibilities in the management and promotion of World Heritage sites (the Municipality of Aquileia, is a member of it).

World Heritage Management Plan

The Archaeological Area and the Patriarchal Basilica of Aquileia were included in the WH List in 1998, at a time when the nomination dossier was quite brief and did not necessarily have to include a Management Plan, as it is now mandatory for every new inscription.

The Operational Guidelines for the Implementation of the WH Convention (<https://whc.unesco.org/en/guidelines/>) specify that every site inscribed on the List should have a Management Plan or a Management System that ensures the preservation of its Outstanding Universal Value with a short-medium and long term action plan to protect, present and preserve the heritage.

Italy also has adopted Law No. 77/*Special measures of protection and use of the Italian sites of cultural, scenic and environmental interest, inserted in the List of World Heritage, placed under the protection of UNESCO, 2006* (see <http://www.valorizzazione.beniculturali.it/en/law-n772006-unesco-world-heritage-sites.html>). This law establishes that World Heritage sites, for their uniqueness, are points of excellence in Italian cultural and natural heritage, as well as core elements of the representation of the country internationally; moreover, law 77 with article 3, formally recognizes management plans as means of ensuring the conservation of sites and create the conditions for its use, defining priorities for action and its implementation, as well as all possible actions to find the necessary public and private resources, as well as appropriate forms of connection with programs or regulatory instruments which pursue complementary objectives.

Fondazione Aquileia has engaged in 2016 in creating a Working Group, which included representatives of every institutional stakeholder, for the preparation of a Management Plan for the World Heritage Site and has engaged in a dialogue to include in this process other stakeholders and the local community, through a participatory approach.

This resulted in a final document, dated November 2017, which was approved by the vote of the City Council of Aquileia with resolution nr.37.

A Management Plan is not merely a document, but a **tool** created to “ensure identification, protection, conservation, enhancement for the transmission of the Site’s Outstanding Universal Value to future generation”.

A tool that, starting from an analysis of the current status of the WH property, examines the forces of change underway, identifies opportunities and threats and defines **strategies** and related **actions** for the safeguard and the enhancement of the site in the perspective of its **sustainable development**;

A tool including **projects** for the safeguard, interpretation, promotion, accessibility of the heritage which are coordinated and shared with the responsible authorities and stakeholders;

A document that evolves throughout time and is adaptable to changing circumstances, and that, by applying a monitoring and evaluating system, is periodically updated and recalibrated.

World Heritage, Sustainability and Tourism

Operational Guideline no. 119 defines the need for a sustainable approach in regards of World Heritage properties and the document *Policy on the integration of a sustainable development perspective into the processes of the World Heritage Convention* (UNESCO, 2015) identifies the overall goal to harness the potential of World Heritage to contribute to sustainable development, therefore actions and strategies identified in a Management Plan are established within this framework of reference.

Moreover the World Heritage Centre has created a programme named World Heritage and Sustainable Tourism (see <https://whc.unesco.org/en/tourism/>). World Heritage Journeys, is a project part of this programme, for the creation of thematic routes to foster heritage-based sustainable tourism development. Aquileia was included in the project as part of the “Ancient Europe” route (see <https://visitworldheritage.com/>)

Next to this, Fondazione Aquileia is currently engaged in a project financed by funds provided by the Italian Law 77/2006, named Verso un Parco Archeologico/Towards an Archaeological Park. One of the key action is dedicated to Tourist Analysis and Monitoring System with the aim of defining an updated and clear picture of the current situation, cross-analyse the data and identify indicators and strategies for the sustainable development of the tourism in the World Heritage site.

The project foresees the installation of an optical system to automatically record the number of accesses to 3 archaeological areas. This will provide the number of visitors to these areas, a data that is currently not known and allow to cross analyse it with other available information (ticketing of the museums and the Basilica complex, statistics on arrivals and presences). Furthermore, the analysis will create a model to evaluate the site’s carrying capacity (physical, structural, psychological and social) to allow monitoring through identified indicators and provide a reference system to grant sustainability in the development of the tourist destination.

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