

16:30-16:45 Experiences from Italy - Networks of slow routes connecting UNESCO sites across Italian landscapes

16:45-17:15 *Wrap-up*

17:30-19:30 Cultural programme: Heritage walk "Towards San Miniato" (length 3,0 km, duration 75 min)

**Friday, 19 April 2024**

**Day 2 – Group work**

Service design tools will be used towards priority setting, ideating innovative solutions, and mapping them in policy and destination roadmaps for Florence reflecting on 3 levels:

1. Integrating UNESCO designated sites into broader planning programmes for local sustainable development
2. Reinforcing cooperation among sites at governance and management levels
3. Developing and managing joint activities

09:30-10:15 **A Living Lab approach to cooperation and co-design: introduction to the group work**

10:15-11:30 **From stakeholder priorities to intervention policies**  
Tool: House of quality

11:30-11:45 *Coffee break*

11:45-13:00 **From intervention policies to real life interventions.**  
Tool: Ideation washing machine

13:00-14:00 *Lunch break*

14:00-15:30 **Strategy development & intervention emergence**  
Tool: policy and intervention road-mapping

15:30-15:45 *Coffee break*

15:45-16:30 **Presentation and discussion of the Group work results**

16:30-17:30 **Plenary reflection and conclusions – End of works**

From 18:00 **Visit and Dinner at Serre Torrigiani - via Gusciana, 27**  
(departing at 18.00 from the Chamber of Commerce)

## USEFUL INFO

### NCC Shuttle Service

#### Wednesday 17/04 - 2 Van shuttle service from 6pm to 11pm.

- Meeting Point: Hotel Mediterraneo - area in front of the entrance, Lungarno del Tempio, 44
- Destination: Chamber of Commerce, Piazza Mentana 1 - 2
- Return to the hotel is planned using the same service.

#### Thursday 18/04 - 2 Van shuttle service from 08:45am to 09:45am

- Meeting Point: Hotel Mediterraneo - area in front of the entrance, Lungarno del Tempio, 44
- Destination: Chamber of Commerce, Piazza Mentana 1 - 2

#### Friday 19/04 - 2 Van shuttle service from 08:45am to 09:45am

- Meeting Point: Hotel Mediterraneo - area in front of the entrance, Lungarno del Tempio, 44
- Destination: Chamber of Commerce, Piazza Mentana 1 - 2

#### Friday 19/04 - 4 Van shuttle service from 6pm to 11pm

- Meeting Point: Chamber of Commerce, Piazza Mentana 1 - 2
- Destination: Bistrot Serre Torrigiani, Via Gusciana, 27
- Return to the hotel is planned using the same service.

### SERRE BISTROT

Via Gusciana, 27, 50124 Florence FI



# Developing local synergies among UNESCO designated sites

## Regional Workshop

Florence, 17-19 April 2024

## BACKGROUND

While having distinct normative, institutional and operational frameworks, UNESCO designations such as World Heritage properties, Biosphere Reserves, UNESCO Global Geoparks, and UNESCO Creative Cities share the common goal of pursuing UNESCO's mission towards peace, sustainable development and intercultural dialogue by cherishing and fostering the local cultural and natural values. The gradual increase in UNESCO designated sites leads to their concentration in close proximity to each other and the occurrence of multiple designations in areas that (partially) overlap. This is a trend that is most evident in Europe. Establishing cooperation among neighbouring or overlapping designated sites can be an important resource for the sustainable development of a territory, as it can, inter alia: increase the resilience of cultural and natural areas against external pressures; support advocacy and resource mobilisation; expand the competitiveness of a territory and the sustainability of local tourism; allow economies of scale; and, more in general, create opportunities for participatory, integrated, intersectoral and complementary approaches to local development. However, the exploitation of this collective potential is often limited by the lack of a common vision and shared objectives. Challenges for the management of these areas include the lack of effective and efficient coordination mechanisms; the diversity of normative, administrative and management frameworks; insufficient capacities and the competition for securing national and international resources for site management. Moreover, each designation/programme has its own primary objectives and mechanisms, which are not necessarily in tune with policy frameworks for local development, while site managing authorities are often overburdened with the requirements of the respective designation systems to focus on the advantages of a coordinated and systemic approach.

## OBJECTIVES

The present workshop intends to stimulate a regional reflection on the potential advantages of cooperation among UNESCO designated sites at the territorial level, by raising awareness of the subject, advancing knowledge and possibly inspiring future action.

Special attention will be given to territories with multiple designations, looking at how to leverage the complementarity among these designations and develop synergies that may help the achievement of both specific sites' objectives and broader goals of local sustainable development.

## METHODOLOGY AND PARTICIPANTS

To achieve its expected results, the meeting will support the exchange of experiences and lessons learned from territories that have already approached this subject in their context-specific ways, combined with brainstorming exercises facilitated by experts in different domains.

This collective reflection will be stimulated by a group work on how to possibly develop cooperation among UNESCO designated sites in the area of Florence as the host city, with a special focus on the two existing World Heritage properties, namely the Historic Centre of Florence and the Medici Villas and Gardens in Tuscany.

Participants in the workshop will be representatives of managing bodies and respective national authorities from selected UNESCO designated sites and multi-designated territories in Europe, as well as experts on related disciplines.

The meeting is jointly organised by UNESCO and the City of Florence, which is hosting it with the financial contribution of the Italian Ministry of Tourism (Fondo siti UNESCO e città creative) and the support of the Florence Chamber of Commerce.

The workshop is made possible by the annual contribution of Italy to the UNESCO Regional Bureau for Science and Culture in Europe (Venice, Italy), as part of the Regional Bureau's interdisciplinary programme.

## DATES AND VENUE

The workshop will take place in Florence, Italy, on 18-19 April 2024, at the premises of the Chamber of Commerce (Piazza Mentana, 1 - 2).

A welcome reception will be offered at the Chamber of Commerce on 17 April, starting at 19:00, for participants with compatible travel schedules.

Casual and comfortable clothing is recommended for both works and Heritage walks. The dinner on 18 April, after the guided tour, is self-arranged.

On 20 April in the morning, the City of Florence is offering optional guided tours to:

- the Palazzo Vecchio Museum, at 10:45. The meeting point will be at 10:30 in front of the Museum's ticket office, in Piazza della Signoria (the guided tour lasts ca. 75min).
- Heritage walk "Along the Oltrarno walls, rethinking the edge" (length 5,2 km, duration 120 min), starting at 15:00. The meeting point for participants will be at 14.45 at Porta San Giorgio, in via San Leonardo.

Participants willing to attend the tours are kindly invited to inform the workshop organizers as soon as possible.

## AGENDA

### Wednesday, 17 April 2024

19:00-21:30

Welcome to Florence

- Opening remarks
- Introduction of participants
- Cocktail and buffet dinner

### Thursday, 18 April 2024

Day 1 – Sharing experiences

09:15-09:45

Registration

09:45-10:45

Introduction to the workshop - Setting the stage

10:45-11:30

Introduction to the local case study: the [Historic Centre of Florence](#) and the [Medici Villas and Gardens in Tuscany](#)

11:30-12:00

Experiences from Germany - UNESCO 5: Supporting Sustainable Transformation in Lusatia with Cultural and Natural Heritage

12:00-12:30

Lunch break

12:30-13:45

Experiences from Greece - UNESCO sites in Crete

13:45-14:15

Experiences from Portugal - Azores Archipelago: environment and culture UNESCO designated sites working towards sustainable development

14:15-14:45

Experiences from Romania - Building and managing UNESCO designations in Hunedoara. Towards a UNESCO cluster

14:45-15:15

Experiences from the United Kingdom - Realising a UNESCO network in the UK

15:15-15:30

Coffee break

15:30-16:00

Experiences from Slovenia - Management of UNESCO Designations in Idrija

16:00-16:30

Experiences from Italy - Inclusive practices for experiencing UNESCO designated sites in the Dolomites