

IX Meeting of the European Network of World Heritage Associations

“Challenges and Synergies for World Heritage in Europe”

Florence, 10-12 October 2024

The IX Meeting of the European World Heritage Associations, titled “Challenges and Synergies for World Heritage in Europe”, is funded by the Ministry of Tourism under the project FEEL FLORENCE: From Digital Transition to Sustainability for a New Tourist Destination. Since 2015, the network of Associations has brought together cultural professionals working collaboratively to develop a European platform for the Sites inscribed on the World Heritage List.

This 2024 edition, held in Florence, gathers 12 European organizations to discuss the following key topics:

Tourism and World Heritage: Peter DeBrine from the World Heritage Centre will present sustainable strategies for marketing, interpretation, and visitor management, aimed at the conservation of heritage sites.

The European Heritage Hub: Carla Toffolo from Europa Nostra will discuss the role of the European Associations network in the Hub’s projects and exp future opportunities for collaboration.

Formalizing the European Network: The meeting will focus on establishing a legal structure for the European World Heritage Associations Network.

The First European Forum of Site Managers: The event will also outline the organization of the inaugural Forum, to be held in April 2025 in Granada, Spain, in collaboration with ICCROM.

Over the years, the European network has grown stronger, creating valuable opportunities for dialogue, such as the annual participation in the ITB in Berlin. The annual meetings, hosted in various European World Heritage Sites, including Boppard and Lübeck (Germany), Bergün (Switzerland), Strasbourg and the Val de Loire (France), Ibiza and Segovia (Spain), and Noto (Italy), have become essential moments to reinforce connections and develop a shared work program for the future.



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with the financial support
of the Italian Ministry of Tourism
“Fondo siti UNESCO e città creative”



thanks to



AGENDA

Thursday, October 10th

at Museo Novecento, Piazza Santa Maria Novella, 10

- 2.30 p.m. Registration of participants
- 3.00 p.m. Start of works
- Institutional greetings and contributions:**
- Jacopo Vicini, Deputy Mayor in charge of Economic development, Tourism, fairs and congresses
 - Alessio Pascucci, President Associazione Beni Italiani Patrimonio Mondiale
 - Enrico Vicenti, General Secretary of Italian National Council for UNESCO
 - Adele Cesi, National focal point for the World Heritage Convention - Ministry of Culture
- 4.00 p.m. Presentation of the European Associations' projects – experiences from heritage sites
- 5.00 p.m. Updates on the upcoming European Forum of Site Managers in Granada, speech by Maria Del Pozo Lopez, Alianza de Paisajes culturales y sitios affines Patrimonio Mundial and Valerie Magar, ICCROM
- 6.00 p.m. Wrap-up and end of works
- 6.30 p.m. *Welcome buffet*
- 9.00 p.m. Show “I PUPI - in site specific”

Friday, October 11th

at Museo Novecento, Piazza Santa Maria Novella, 10

- 9.30 a.m. Registration of participants
- 10.00 a.m. Start of the proceedings
- Speech by Peter DeBrine, Senior Project Officer Sustainable Tourism at UNESCO, “Interpretation, Marketing and Visitor Management: Sustainable Strategies for World Heritage Conservation”
 - Q/A
 - Speech by Carla Toffolo, Programme Manager Europa Nostra, “Developing Synergies between Europe’s World Heritage and the European Heritage Hub”
 - Q/A
 - Discussion
- 12.00 p.m. Guided tour of the complex of Santa Maria Novella
- 1.30 p.m. *Light lunch*
- 2.30 p.m. Resuming works
- Updates and future developments of the Network of European World Heritage Associations
- 5.00 p.m. Wrap-up and conclusions – end of works
- 5.30 p.m. Guided tour at Museo Novecento
- 8.00 p.m. *Farewell dinner*

Saturday, October 12th

- 9.00 a.m. Guided tour of Palazzo Medici Riccardi, meeting point at the Ticket Office of the Museum
- 10.30 a.m. End of the guided tour and departure

For those who will still be in Florence at 3.00 p.m. there will be a heritage walk in English ‘Towards San Miniato’