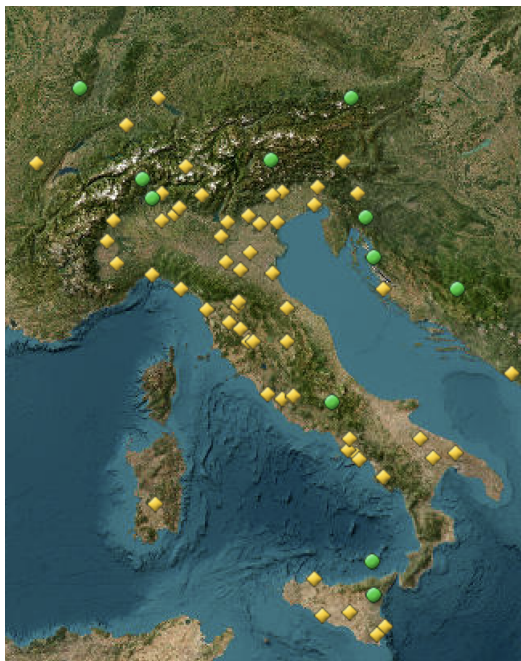


World Heritage in Italy

Italy is the Country that currently has the highest number of UNESCO heritage sites: in fact it has 58 Properties inscribed on the World Heritage List (<https://www.unesco.it/it/patrimoniomondiale/index>), most of them (53) are cultural properties (including also 8 cultural landscapes, e.g. “Portovenere, Cinque Terre and Islands - Palmaria, Tino and Tinetto”, or “The Prosecco Hills of Conegliano and Valdobbiadene”), the others (5) are natural properties. In addition, Italy is home of 17 intangible heritage acknowledged by UNESCO: [https://ich.unesco.org/en/lists?text=&country\[\]=00110&multinational=3#tabs](https://ich.unesco.org/en/lists?text=&country[]=00110&multinational=3#tabs)

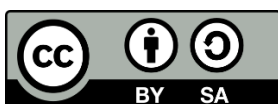


Cultural (yellow squares)
Natural (green dots)

<https://whc.unesco.org/en/statesparties/it>

MEDITERRANEAN DIET - intangible heritage

The Mediterranean diet is not just a list of food and recipes: on the contrary it is a fundamental part of the cultural identity of Italy (as well as other communities throughout the Mediterranean basin) and it represents the habits of eating together, the values of hospitality, neighbourliness, intercultural dialogue and creativity. It involves a set of skills, knowledge, rituals, symbols and traditions concerning crops, harvesting, fishing, animal husbandry, conservation, processing, cooking, and particularly the sharing and consumption of food. Those values and traditions find expression also in festivals and celebrations that bring together people of all ages, conditions and social classes. <https://mediterraneandietunesco.org/>
<https://elearning.clioedu.it/med-video/index.php?id=4441>



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VENETO

The Prosecco Hills

The Colline del Prosecco di Conegliano e Valdobbiadene are in a small hilly area in the province of Treviso (N-E Italy) characterised by a distinctive hogback morphological system with scenic vistas. For centuries, the harsh terrain has both shaped and been adapted by land and soil conservation techniques. Since the 17th century, the use of the ciglioni – the patterned use of grassy terraces used to cultivate areas with steep slopes – has created a distinctive chequerboard pattern with rows parallel and vertical to the slopes. Plots dedicated to vineyards, established on ciglioni, that coexist with forest patches, small woodlands, hedges, and rows of trees that serve as corridors connecting different habitats, confers the mosaic appearance of the landscape. In the 19th century, the specific training of the vines known as bellussera, was developed by local farmers, contributing to the aesthetic characteristics of the landscape. Here, the viticultural practices using Glera grapes produce the highest quality Prosecco wine. <https://collineconeglianovaldobbiadene.it>

The 14th century fresco cycles

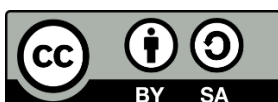
The XIV century fresco cycles of Padua are a serial property which includes all the most precious fresco paintings by the hand of 6 artists (Giotto, Guariento, Giusto de' Menabuoi, Altichiero da Zevio, Jacopo Avanzi and Jacopo da Verona) that embellish eight complexes of buildings: (1) the Scrovegni Chapel, (2) the Church of Saints Philip and James to the Eremitani, (3) the Palazzo della Ragione, (4) the Baptistery of the Cathedral, (5) the Chapel of the Reggia Carrara, (6) the Basilica and the Convent of the Saint, (7) the Oratory of San Giorgio, (8) the Oratory of San Michele. Those frescos cover 3,694 square meters of walls in total in a single city and express a new way of representing narrative in painting, with new spatial perspectives influenced by advances in the science of optics and a new ability to represent human figures, in all their characteristics, including feelings and emotions.

<https://www.padovaurbspicta.org/home-page-2/paduas-fourteenth-century-fresco-cycles-in-unesco-world-heritage-list/>

Vicenza and the Palladian villas

Palladio's works recognized as World Heritage consist of 23 palaces in Vicenza and 24 villas in the surrounding area. Palladio (whose real name was Andrea di Pietro della Gondola) was one of the greatest architects of the XVI Century in Vicenza. Since 1540, in the process of reorganization of the city of Vicenza and its countryside, he was commissioned to design the new residences of property of Venetian nobles. He adorned with marvelous private palaces and public buildings the city and extraordinary villas were designed in the countryside

The Palladian Villas of the Veneto, in which the functional aspects of land management and the self-celebration of the noble owners are summarized, are house-temples, embellished with monumental stairways and crowned by a pediment supported by the columns of a loggia. Along the wings that start at the sides of the facades extend the arcades which often end in a tower. The palaces are inserted into the urban fabric of the medieval city and create a picturesque mix of Venetian Gothic style and Palladian classicism inspired by classical Roman architecture. <https://www.youtube.com/watch?v=cWtm2RuBn8o>





LIGURIA

Genoa: Le Strade Nuove and the system of the Palazzi dei Rolli

This UNESCO site includes an ensemble of Renaissance and Baroque palaces in the historic centre of Genoa, along the so-called 'new streets' (Strade Nuove). The Strade Nuove and the system of the Palazzi dei Rolli date from the late 16th and early 17th centuries when the Republic of Genoa was at the height of its financial and seafaring power. The site represents the first example in Europe of an urban development project parcelled out by a public authority within a unitary framework and associated to a particular system of 'public lodging' in private residences, as decreed by the Senate in 1576. The Palazzi dei Rolli offer an extraordinary variety of different solutions, achieving universal value in adapting to the particular characteristics of the site and to the requirements of a specific social and economic organization. They also offer an original example of a public network of private residences designated to host state visits.

<https://youtu.be/yv0vZkpTm8s>

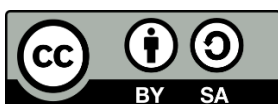
Portovenere, Cinque Terre, and the Islands (Palmaria, Tino and Tinetto)

Stretching 15 km from the Punta Mesco in the west to the Punta Persico in the east, the property encompasses the territory of Porto Venere, the three islands of its archipelago (Palmaria, Tino and Tinetto), and the Cinque Terre, the collective name of the five villages of Monterosso, Vernazza, Corniglia, Manarola and Riomaggiore, that date back to the later middle ages. This part of the coast and the three islands represent a cultural landscape of great scenic and cultural value. The layout and disposition of the small towns and the shaping of the surrounding landscape overcome the disadvantages of a steep, uneven terrain, thanks to the dry-stone walled terraces intensively developed by inhabitants for the growing of vines and olive trees. Some of the cultivation terraces extend to as much as 2 km in length along the steep slopes from a few meters above sea level to up 400 m a.s.l., the highest altitude suitable for cultivation. They were mostly built in the 12th century, when Saracen raids from the sea had come to an end. The maintenance of the terraces and the cultivation of vines and olive trees on the terraces reflect a communal approach to farming and the collaboration and cooperation of the communities without which such cultivation would not have been possible. <http://www.parconazionale5terre.it/Eindex.php>

Art of dry stone walling, knowledge and techniques

The art of dry stone walling is an intangible cultural heritage that concerns the knowhow related to making stone constructions by stacking stones upon each other, without using any other materials except sometimes dry soil. The careful selection and placement of the stones ensures the stability of the structures. Dry stone structures are spread across most rural areas – mainly in steep terrains - in some regions of Italy (including Liguria) but also in Croatia, Cyprus, France, Greece, Slovenia, Spain and Switzerland. Dry stone technique testifies a harmonious relationship between communities and nature: dry stone walling play a vital role in preventing landslides, floods and avalanches, and in combating erosion and desertification of the land, enhancing biodiversity and creating adequate microclimatic conditions for agriculture, in balance with the environment. This heritage is beard by rural communities where the traditional technique is deeply rooted, as well as by professionals in the construction business.

https://ich.unesco.org/en/RL/art-of-dry-stone-walling-knowledge-and-techniques-01393?include=film_inc.php&id=44879&width=700&call=film



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CASE STUDIES

PROSECCO PRODUCERS' CONSORTIUM

The Consortium is a private body created in the public interest and it groups together all of the categories of producers: vine-growers, winemaking companies and bottlers. There are three areas in which its work is concentrated: PROTECTION, PROMOTION, SUSTAINABILITY.

One of the Consortium's major commitments is to make its production more and more environment-friendly. In the last few years, the Consortium has created a series of projects for developing viticulture that is increasingly sustainable. Thanks to the efforts of the Consortium's Technical Department and of the Viticultural Commission, the zone has given itself a self-regulatory code for managing the vineyards in a manner that is ever more respectful of the environment and of those who live within it. The Producers' Consortium has also carried out avant-garde experimentation in cooperation with the University of Padua, the Conegliano Viticultural Research Centre (C.R.A.), Veneto Agricoltura and other bodies, with the objective of preserving and enhancing biodiversity, transforming waste from pruning and grape pomace into renewable energy, and reducing the use of chemical sprays.

<https://youtu.be/MaFmyD-aRil> The Prosecco Hills as UNESCO world heritage

<https://youtu.be/tmTLs7gwsI8> History of the wine

Reference Topic: UNESCO, landscape, slow tourism

Explanation: The Consortium is contributing to the promotion of sustainable tourism linked to the UNESCO heritage of the cultural landscape of Prosecco Hills through a set of resources/initiatives/activities:

- **Vino in Villa** is the most important annual rendezvous dedicated to Conegliano Valdobbiadene. It is held on the 3rd weekend of May, in the heart of the production area, near the splendid Santo Salvatore di Susegana Castle (XIII century). The event was born thanks to the Brand Protection Consortium's desire to allow journalists, sector operators and consumers to discover the territory. During the exhibition, around 100 producers personally present the last harvest's wines to the public. The programme provides seminars, meetings with the experts and advanced wine tasting. Vino in Villa is also an occasion to discover the many touristic opportunities of the area: the striking natural setting entwines itself with man's creations, who through the centuries has embellished it through architecture, figurative art, music and poetry.
- **Promotion of 40 Wine tourism itineraries, organized for themes (arts, castles, borgos, landscapes...)**
- **The Conegliano Valdobbiadene Academy** is a new-generation online school devoted to deepening people's knowledge of Prosecco Superiore, even for those who do not have the possibility to visit the region in person. The videos offer a virtual visit to the production area, as well as complete information on how to serve the wine and a panoramic view of the attention paid by producers in the Denomination with regard to environmental sustainability and biodiversity.
- **Events of Virtual Wine tasting**, in streaming, with home-delivery of tasting kits
- **Promotion of the "Cammino del prosecco"**: it is a new walking route, opened in March 2023, that encompasses an area from Vidor to Vittorio Veneto, for a total of 51 km, in the Treviso pre-alpine area. The route presents an average technical difficulty of the hiking type, with an altimetry of 2,265 metres of positive height difference. Besides the naturalistic experience, there are numerous historical and cultural attractions to be grasped while walking along these paths: this area is dotted with villages, castles, abbeys. Along this path, in November 1918, the final battle of World War I, the Battle of Vittorio Veneto, was fought.
- Promotion of local **Festivals** in the area
- A periodical **magazine** (Visit Conegliano Valdobbiadene)

www.prosecco.it



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BEIGUA PARK

Beigua National Park has become a UNESCO heritage site in 2015, thanks to its geological value and to the cooperation of the local authorities and local community to protect this wide area that includes territorial, architectural, biological, natural and historical patrimony.

The main commitments of the Park are:

- **biodiversity** conservation
- **geological heritage** conservation and promotion
- planning and acting according the best practices of **environmental sustainability**
- dissemination of best practices through **environmental education**

The Park Authority aims to promote activities, development and tourism in the valley ensuring sustainability towards the environment and the local communities.

It illustrates the unique museums that are located within the territory, describing the architectural heritage that a visitor can admire.

An interactive map is available where visitors can download itineraries of all difficulties.

Outdoor activities are promoted and suggested, also thanks to the fact that the territory is very diverse and offers a range of landscapes. All kinds of sports are promoted:

snowshoeing - <http://www.parcobeigua.it/pdf/cartoguida.pdf>

- trail running and racing
- nordic walking
- mountain bike
- cycling
- climbing
- canyoning
- horse-riding
- snorkeling
- birdwatching

The high environmental value of the Beigua regional nature Park - UNESCO Global Geopark has also been recognized by specific acts issued by the Regional Administration which has identified three Special Area of Conservation (SAC) and one Special Protection Area (SPA), in compliance with specific European Community directives.

Reference Topic: UNESCO, landscape, slow tourism, sustainable tourism

Explanation:

- The **Environmental Education Programme** is addressed to all visitors, with special attention to students. The Park offers didactic, interpretative and logistical support to the main outdoor activities with local guides whose aim is to teach the peculiarities of the territory within sustainability, culture and knowledge.
- Parco del Beigua is part of the **International Network of Geoparks**, that has the goal of protecting and enhancing the value of area of geological significance in Earth history.
<https://unesdoc.unesco.org/ark:/48223/pf0000243650>
- Parco del Beigua is also part of **Natura 2000**, a network of core breeding and resting sites for rare and threatened species and some rare natural habitat types which are protected in their own right. It stretches across all 28 EU countries, both on land and sea. The aim of the network is to ensure the long-term survival of Europe's most valuable and threatened species and habitats, listed under both the Birds Directive and the Habitats Directive.
- **Il Consorzio del Parco del Beigua** <https://www.vallidelbeigua.it/>
The Consortium of Le Valli del Beigua is a network of tour operators and public bodies united together for the promotion of the Valli del Beigua area: hospitality, local products from the agri-food chain and the artisan tradition of the hinterland, traditions, historical and cultural heritage in the





exceptional naturalistic context of the Beigua Park - UNESCO Global Geopark. Accommodation facilities, restaurants, farmers, environmental guides, local municipalities and the Park Authority itself are part of the Consortium.

- Promotion of **local Festivals** in the area <https://www.vallidelbeigua.it/feste-ed-eventi/>
- Beigua Park has created the label **Naturally Tasty** (assigned according to a specific regulation) to underline the connection between the protected area and local food processing, promoting tradition and how it is linked to specific seasons, and acknowledging its role in enriching local biodiversity. <http://www.parcobeigua.it/Eprodotti.php>

<http://www.parcobeigua.it/>



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