



UNESCO World Heritage in Italy - 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>

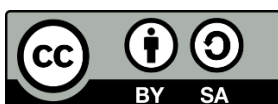
- trail running and racing
- nordic walking
- mountain bike
- cycling
- climbing
- canyoning
- horse-riding
- snorkeling
- birdwatching

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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