



United Nations
Educational, Scientific and
Cultural Organization



Mantova e Sabbioneta
iscritte nella Lista
del Patrimonio Mondiale nel 2008

MANTUA AND SABBIONETA THE MANAGEMENT PLAN 2020



THE 2020 MANTUA AND SABBIONETA WORLD HERITAGE MANAGEMENT PLAN by the Mantua and Sabbioneta World Heritage Office

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On the cover

Ignazio Danti, Duchy of Mantua, 1580 – 1583,
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MANTUA AND SABBIONETA THE MANAGEMENT PLAN 2020









Mantua aerial view, in the previous 4, 5 pages
photo by merlofotografia.com – Genoa
Sabbioneta from above, in the previous 6, 7 pages
photo by Danilo Malacarne

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1. FOREWORD

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Presentation

The safeguard and recovery of the historic and cultural heritage of our city is one of the pillars of our administrative action. For this reason, the recognition by UNESCO of the global value of this heritage is not for us just a formal tribute, but an actual commitment to the city and future generations. Many challenges must be tackled by a forward-looking community.

The objective of updating the Management Plan of the Mantua and Sabbioneta UNESCO site is to analyse the changes and integrate them in a unique vision by examining different topics such as the protection and conservation of monuments, the management of the territory and the tourist flows, the arrangement and promotion of a sustainable mobility and everything that concerns the city's cultural and social expression. The management plan is renewed and will give a precious contribution for the protection of our heritage, also promoting projects dedicated to our territory.

**Mayor of the Municipality of Mantua
Mattia Palazzi**

For me the approach to UNESCO and everything it entails was fascinating and hardly obvious. We're all well aware of the vastness and extraordinariness of the Italian cultural heritage, from the small heritage preserved in an oratory to the majestic historic centre of a city, rightly believing that everything is worthy of being preserved and enhanced. However, what makes the difference for UNESCO are the UNIQUENESS and EXCEPTIONALITY of that heritage, whose value makes sense for the entire humanity and whose loss would be a damage for humanity itself.

Mantua and Sabbioneta, with their inscription in 2008 in the World Heritage List, acquired this new worldwide dimension which doesn't just represent a touchstone of their beauty, but a new assumption of awareness: the value of our Heritage crosses our national border.

Therefore, our duty as administrators and citizens is to take care of this Property, so that it's experienced and transmitted to future generations as heritage of the past, so that it plays a role in the collective life and is a cornerstone for the construction of a new individual and collective identity.

In these terms, the Heritage becomes an instrument of social cohesion and integration, the root of cultural and economic development processes, in which the community recognizes itself and to whose safeguard it actively contributes. This is the ultimate goal, the Vision of the Management Plan aimed at overcoming the sectoral nature, in view of a sustainable development of the Heritage, considered in the plurality of its various social, economic, environmental and cultural dimensions.

**UNESCO Councillor of Mantua
Paola Nobis**

Presentation

For Sabbioneta it's the beginning of a new decade as part of the World Heritage. A decade full of challenges and ambitions, a decade in which our city will be engaged in the challenging task of reaching an increasingly deep sharing of objectives with our fellow citizens.

The real challenge will be to combine the needs for protection, enhancement, growth of the cultural, historic, artistic heritage with the requirements of our fellow citizens who need to consider this recognition with a sense of belonging and pride which may make them the early witnesses of the beauty in which they live and we live.

The Mantua and Sabbioneta World Heritage Office has worked in these years to unite the two cities which will present themselves to the world as one site. This bond should be closer and closer and the distances, including geographical ones, from Mantua to Sabbioneta, in time will fade to just a memory. In this change – and closeness – lays one of the challenges of this new decade of work together.

In recent years, the activity of Sabbioneta aimed at the protection of public spaces has been remarkable. The attention paid to the enhancement of the monuments and the urban setting of our City is constantly at the top of the priorities on the agenda of the administrators of our heritage.

Much more can – and in my opinion must – be done from the point of view of promoting our territory. The territory of Mantua and Sabbioneta combined is full of potential points of attraction which, also thanks to our UNESCO site, could find in Mantua and Sabbioneta an increasingly valid reference point. The same Sabbioneta territory has features in which to invest increasing resources and attention: from the borough of Sabbioneta, full of history, art and culture, especially in their churches, to the Arginelli circondariali (the defensive embankments) which date back to before the Gonzaga dominion on Mantua and Sabbioneta; cycle/ pedestrian routes coasting our rivers Oglio and Po, to the pilgrimage ways crossing our lands leaving silent signs.

Sabbioneta and the Sabbioneta citizens are ready to tackle the new challenges and to seize the new opportunities that will present themselves to the court of Vespasiano Gonzaga. Like him we, Sabbioneta citizens, must be the first ambassadors of the pride of being part of a UNESCO site together with Mantua in a bond which starts from the historic origins of our cities and which must look to the future with the conviction and optimism of those who know that the road is paved, must be pursued and must be increasingly promoted because everyone, crossing Mantua and Sabbioneta, may feel part of our heritage.

Mayor of Sabbioneta
Marco Pasquali

Introduction of the new Management Plan

The first Management Plan (PdG) of the Mantua and Sabbioneta Site was prepared in 2006 in the frame of the nomination for the inscription in the World Heritage List. Aimed, as requested by the World Heritage Centre, at guaranteeing the lasting conservation of the values on which the recognition is based, this Plan has driven the actions carried out in these years by the two Municipalities for their Site, but the need to provide for its update is also highlighted.

This need has especially intensified in recent years due to some events which have lately taken place and, namely, on one hand, the 2012 earthquake which didn't just hit the monumental heritage of the Site but also its social and economic fabric, on the other hand, the review process carried out in 2012 by the two Municipalities in compliance with the regional provisions on the planning of their respective instruments of government of the territory (PGT).

The new Management Plan intends to tackle this need, confirming the centrality in its **global vision** of the conservation of Mantua and Sabbioneta, the former **City of water** the latter **Fortified island in the reclamation plain**, while drawing attention to the sharing of responsibility and the active participation of the stakeholders, throughout all the phases of the action strategy construction and definition process:

To Know, to Protect and to Preserve, to Enhance, to Transmit

As part of the new Plan, an essential activity was the monitoring of the previous PdG and the evaluation of the fostered actions in the light of its achievements.

This monitoring activity, carried out by the **Mantua and Sabbioneta World Heritage Office** over the years, resulted in a systematic investigation on the number of activities carried out from 2007 to 2017, as well as a recognition of the new initiatives implemented in the meantime, in addition to a general overview of the activities carried out compared to those planned.

This monitoring activity showed the importance that has been constantly attached in 10 years by the two cities to the inscription of the Site and the attention jointly paid by them to all the topics covered by the PdG, from knowledge, protection and conservation to enhancement, awareness-raising and communication, with special attention to the educational, pedagogical and training, participatory activities.

The monitoring activity also showed the growth in knowledge and awareness of the local communities of being custodians of an extraordinary heritage of great value, that will be an encouragement for a broader sharing of the policies of protection, enhancement and development to be pursued and maintained over time, for the continuity and efficacy of the same fostered actions.

Starting from the recognition of the Site and its OUV (Outstanding Universal Value), the Plan outlines the outcomes of the update and review work carried out on several fronts:

The supervisory and diagnostic analysis of the existing scenario and the emerging trends and needs;

The definition of the new PdG and its strategic, programmatic and monitoring Action Plan.

Mantua and Sabbioneta World Heritage Office

2. THE WORLD HERITAGE AND THE MANTUA AND SABBIONETA SITE

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2.1 UNESCO and the World Heritage

UNESCO, the United Nations Educational, Scientific and Cultural Organization, was founded in London in 1945, right after the end of the second world war, for the clear purpose of preventing another world conflict and embodying an authentic culture of peace, able to promote the solidarity of men and women, favour dialogue and mutual understanding of people, through education, science and culture. The preamble of the mandate of UNESCO says “since wars begin in the mind of men and women, it is in the minds of men and women that the defences of peace must be constructed.”

Starting from this clear vision, UNESCO, in 1972, with the Convention on the Protection of the World Cultural and Natural Heritage and the establishment of the World Heritage Centre in 1992, outlines one of its missions: to identify and preserve the heritage that for its characteristics of uniqueness and exceptionality represents a heritage of the past to be passed on to future generations, notwithstanding the ownership of the property and its geographical location. UNESCO believes that the recognition, safeguard and transmission of tangible evidence of different cultural and natural systems should be considered an essential assumption for the creation of an intercultural dialogue that is the carrier of a culture of peace at a universal level¹.

The nomination process for the inscription in the World Heritage List is long and articulated and entails an in-depth study and evaluation of the Outstanding Universal Value (OUV) which a property carries with it. A site shall prove that it has a cultural or natural value that is “so outstanding that it crosses national borders and such as to make the property of fundamental importance for the present and future generations worldwide.” A site should meet at least two out of the ten criteria² identified by

the operational Guidelines for the implementation of the World Heritage Convention and should meet the criteria of integrity³ and authenticity⁴, defined by the same Guidelines, and guarantee, through an adequate regulatory system and an effective management system, the ability to preserve its values. The presence of all these elements, listed in the Nomination Format and the Management Plan submitted to UNESCO and evaluated by the World Heritage Centre Commission, make sure that the property may be recognized as a “universal heritage on whose protection the entire international community is called to cooperate”.

In order to improve the enforcement of the Convention, in 2002 the World Heritage Committee adopts the Budapest Declaration, in which four strategic objectives are defined:

- strengthen the Credibility of the World Heritage List, as a representative and geographically balanced testimony of the cultural and natural properties of Outstanding Universal Value;

with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria); (vii) “to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance”; (viii) “to be outstanding examples representing major phases of earth’s history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features”; (ix) “to be outstanding examples representing significant on-going ecological and biological processes and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals”; (x) “to contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation”.

³ See the Operational Guidelines for the implementation of the World Heritage Convention, articles 87/95.

Article 88. Integrity is a measure of the wholeness of the natural and/or cultural heritage and its attributes. Examining the conditions of integrity, therefore requires assessing the extent to which the property: a) includes all elements necessary to express its outstanding universal value; b) is of adequate size to ensure the complete representation of the features and processes which convey the property’s significance; c) suffers from adverse effects of development and/or neglect.

⁴ See the Operational Guidelines for the implementation of the World Heritage Convention, articles 79/86.

Article 82. Depending on the type of cultural heritage, and its cultural context, properties may be understood to meet the conditions of authenticity if their cultural values (as recognized in the nomination criteria proposed) are truthfully and credibly expressed through a variety of attributes including: form and design; materials and substance; use and function; traditions, techniques and management systems; location and setting; language and other forms of intangible heritage; spirit and feeling; and other internal and external factors.

¹ See Convention on the Protection of the Cultural and Natural World Heritage (Paris, 1972).

² The 10 criteria for the inclusion on the World Heritage List are: (i) “to represent a masterpiece of human creative genius”; (ii) “to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design”; (iii) “to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared”; (iv) “to be an outstanding example of a type of building, architectural or technological ensemble, or landscape which illustrates (a) significant phase(s) in human history”; (v) “to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change”; (vi) “to be directly or tangibly associated

- ensure the effective and sustainable Conservation of World Heritage properties;
- promote the development of specific Capacities;
- increase the awareness, involvement and support of the public opinion to the World Heritage through Communication.

In 2007 a fifth strategic objective is added:

- involve the local Communities in the enforcement of the Convention.

The objective of the so-called 5C Strategy is to ensure the application of the Convention to the cultural and natural Heritage worldwide, considered in all its possible expressions, as an instrument for the sustainable development of all the societies through dialogue and mutual understanding.

For this reason, the inclusion of a site in the *World Heritage List* cannot just be considered as a target, interpreting it as an institutional “achievement” tied to intrinsic and incorruptible elements of beauty or historic relevance. On the contrary, becoming a World Heritage Site is a starting point, the beginning of an awareness-raising path which, starting from the institutional and government entities, shall aim at involving the entire community.

	What it is	What is does
UNESCO	<p>UNESCO (the United Nations Educational, Scientific and Cultural Organization) is a specialized agency of the United Nations, established in Paris on 4 November 1946, in order to promote the international dialogue and cooperation and build the assumptions for a long-lasting peace.</p>	<p>The work of UNESCO covers four main areas: education, science, culture and communication. UNESCO promotes knowledge, universal access to education, social progress, exchange and the mutual understanding of peoples, intercultural dialogue, respect for the environment and the best practices of Sustainable Development, scientific cooperation, freedom of expression as an essential condition for the assurance of democracy, development and protection of human dignity.</p>
<p>In 1972 UNESCO adopts the Convention on the Protection of the World and Natural Heritage, the first document which integrates the concept of conservation of nature and of preservation of the natural heritage. The Convention recognizes the way in which the populations interact with nature, and the fundamental need to safeguard the balance of the two.</p> <p>The objective of the Convention is to contribute to also build intercultural understanding through the protection and safeguard of the sites of outstanding universal value inscribed in the World Heritage List.</p>		
WORLD HERITAGE CENTRE	<p>The World Heritage Centre was established in 1992 to coordinate the activities related to the enforcement of the 1972 Convention.</p>	<p>It coordinates the monitoring of the state of conservation of the properties and promotes international assistance actions, also through the use of the World Heritage Fund, in case of emergency situations. It organizes the annual sessions during which the World Heritage List is updated. It organizes seminars and workshops, it prepares materials to promote a greater awareness among young generations and informs on the topics of the World Heritage.</p>

IT 1287



Iscrizione 2008
Inscription 2008

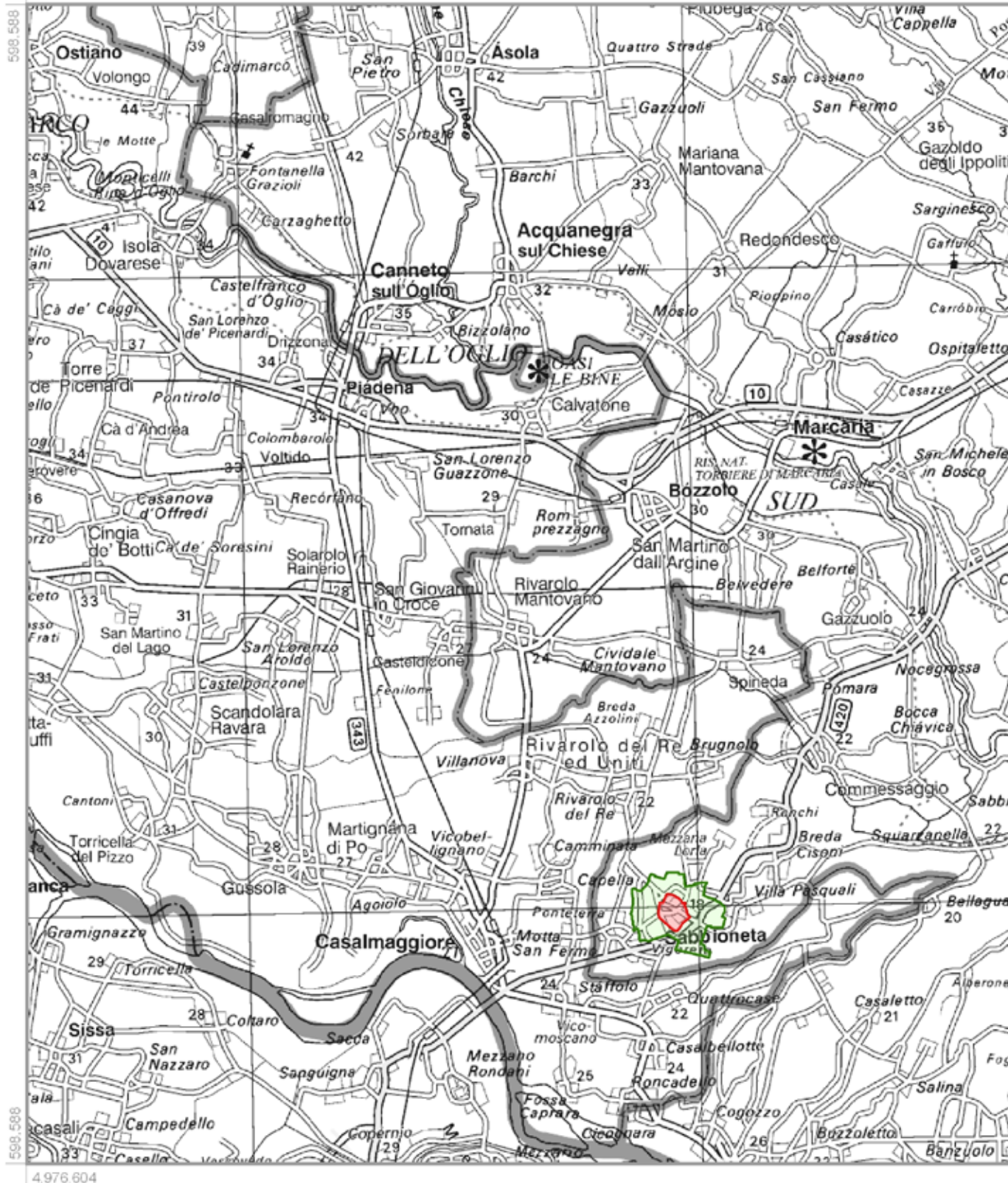
Mantova e Sabbioneta

Mantua and Sabbioneta

Tavola n° 1 di 4

Table n° 1 of 4

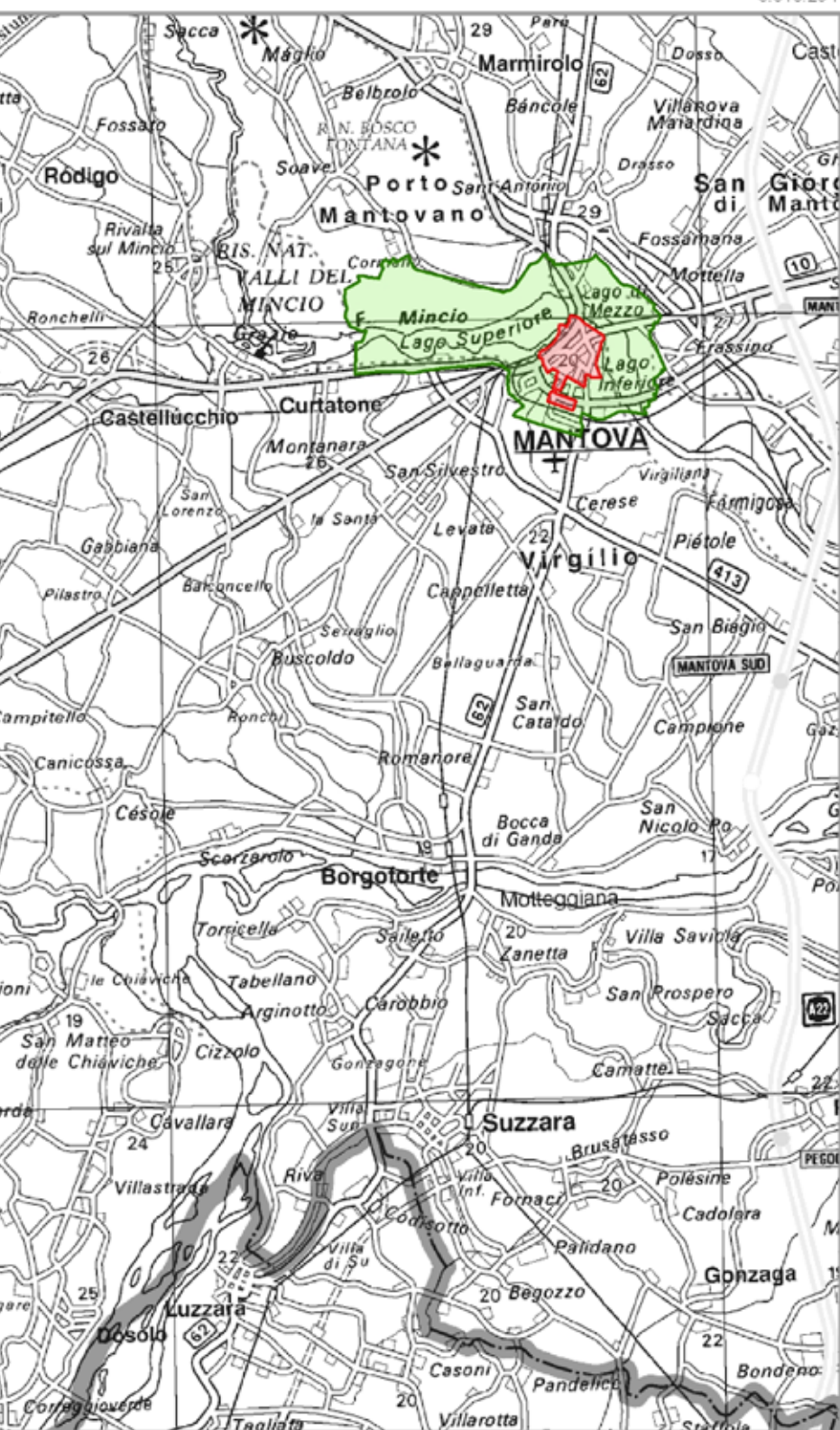
5.010.254



Official boundary
of the Site
inscribed in the
World Heritage List

01

4.976.604



Legenda / Legend

■ Sito Patrimonio Mondiale
(235,0 ha)
World Heritage Property
(235,0 ha)

■ Area di rispetto
(2.330,0 ha)
Buffer zone
(2.330,0 ha)

Note Tecniche

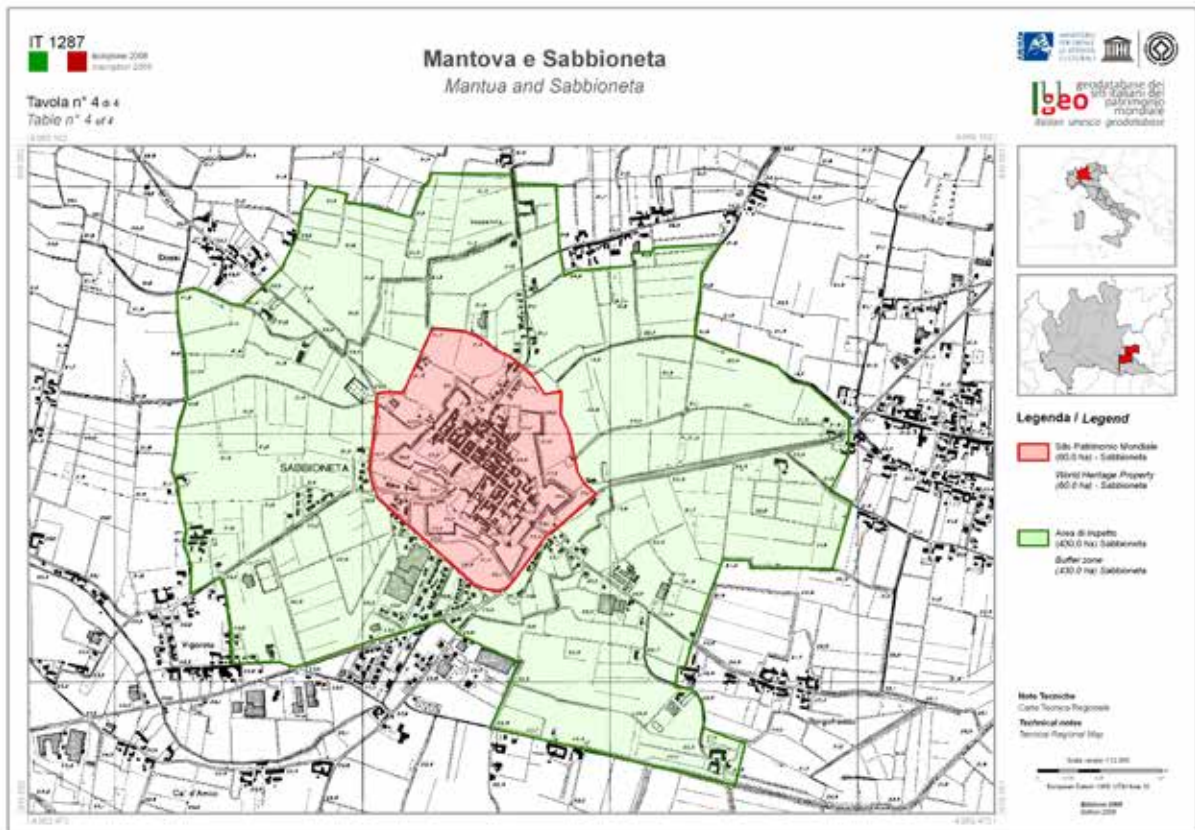
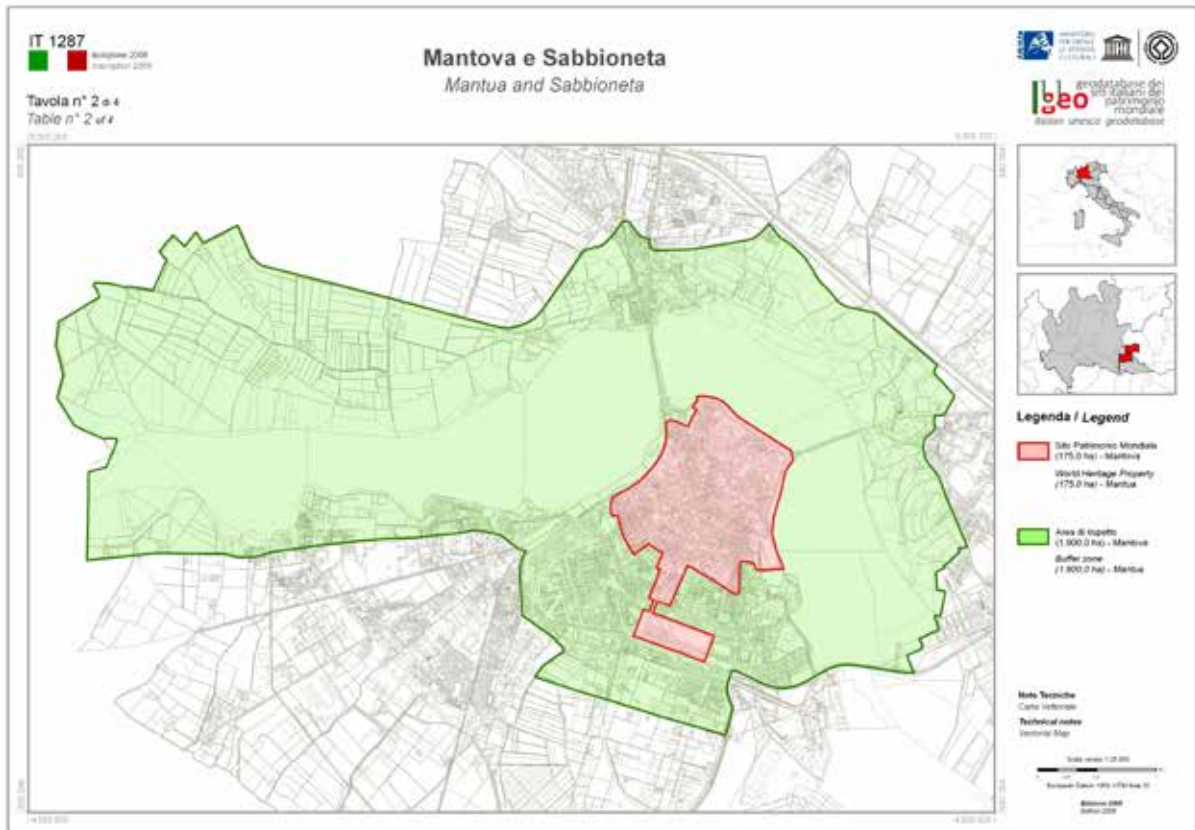
Carta De Agostini scala 1:250.000

Technical notes

De Agostini Map scale 1:250.000

Scala (scale) 1:150.000
0 1,25 2,5 5 km
European Datum 1950, UTM fuse 32

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Edition 2008



Official boundary
 of the Site
 inscribed in the
 World Heritage List

2.2 THE OUTSTANDING UNIVERSAL VALUE OF THE MANTUA AND SABBIONETA SITE

Mantua and Sabbioneta were included in the World Heritage List during the 32nd Session of the World Heritage Committee held in Quebec City (2/10 July 2008) with the resulting Statement of Outstanding Universal Value (OUV), confirmed by the subsequent retrospective Statement (2011), with an articulation in four main parts:

Statement of Outstanding Universal Value

Mantua and Sabbioneta offer exceptional testimonies to the urban, architectural and artistic realizations of the Renaissance, linked through the visions and actions of the ruling Gonzaga family. Mantua, a town whose traces stem from the Roman period, was renovated in the 15th and 16th centuries - including hydrological engineering, urban and architectural works. The participation of renowned architects like Leon Battista Alberti and Giulio Romano, and painters like Andrea Mantegna, makes Mantua a prominent capital of the Renaissance. Sabbioneta represents the construction of an entirely new town according to the modern, functional vision of the Renaissance. The defensive walls, grid pattern of streets, role of public spaces and monuments all make Sabbioneta one of the best examples of ideal cities built in Europe, with an influence over urbanism and architecture in and outside the continent.

The properties represent two significant phases of territorial planning and urban interventions undertaken by the Gonzagas in their domains.

Criteria

Criterion (ii): Mantua and Sabbioneta are exceptional witnesses to the interchange of human values of the Renaissance culture. They illustrate the two main forms of Renaissance town planning: the newly founded town, based on the concept of ideal city planning, and the transformed existing town. Their importance relates also to architecture, technology and monumental art. The properties have played a prominent role in the diffusion of the Renaissance culture in and outside Europe.

Criterion (iii): Mantua and Sabbioneta are exceptional testimonies to a particular civilization during a specific period of history, with reflections on urbanism, architecture and fine arts. The ideals of the Renaissance, fostered by the Gonzaga family, are present in their urban morphology and architecture, their functional systems and traditional manufacturing activities, which have mostly been preserved over time.

Integrity and authenticity

Both properties meet the required conditions of integrity and authenticity, since their most significant urban and architectural components have been preserved over time, as has their relationship with their settings.

Protection and management

The legal protective structure and management system are adequate, as both properties exhibit a good state of conservation.

This declaration implemented the proposed Statement of Outstanding Universal Value submitted in the Nomination Format. Please find a summary⁵ below starting from the recognized peculiar values of each of the two cities.

⁵ Mantoue et Sabbioneta, Proposition d'Inscription à la Liste des Biens Culturels et Naturels du Patrimoine Mondial, Nomination, Italie 2007, pagg.121-131



Mantua, aerial view,
in the foreground the
S. Andrea Basilica and
Piazza delle Erbe
photo by Andrea Merlo

2.2.1 The recognized values of Mantua

Mantua city of water

Extraordinary example of hydraulic engineering, Mantua is characterized by its geographical and topographical condition. Surrounded to the north by three large lakes (Superiore, di Mezzo, Inferiore), and to the south by a lake (Paiolo) and a wide flooded area, Mantua was and is a unique city in its kind, a city on an island, but at the centre of a plain. Main protagonist of the configuration of the medieval city and its subsequent development is the Bergamo-born engineer Alberto Pitentino who at the end of the 12th century regulates the large swampy areas with a dam system. The entire urban and architectural development of Mantua is therefore individually affected and regulated by its isolation amidst the waters of the wide Po Valley.

Naturally today's Mantua is no longer entirely surrounded by lakes (the Paiolo lake was drained starting from the 18th century) but it presents a waterfront on the Mincio river which still allows its origin in the water to be recognized.

The changing city: origin and evolution in the three circles

Mantua represents, in relation to Sabbioneta, the implementation of the Renaissance urban principles starting from a built city (the "transformation of an existing city").

The progressive expansion of the city centre and its functional transformation to the new idea of city is easily traceable both in the sequence of the three circles of city walls, which don't exist anymore but whose traces are still visible, also layered in different monumental complexes (from palazzo Ducale to Duomo) or city corners.

The city develops in the Etruscan period starting from the *civitas vetus* (where currently Sordello square is located), marked by *fossatum bovim* (today's via Accademia and via Cavour), which matches the first circle of walls.

In 214 b.C. Mantua becomes Roman *oppidum* and then *municipium*. After the long period of the Barbaric invasions, in the 10th century the city becomes dominion of the Canossas and, in the 12th century, it becomes a free medieval Commune. In 1274 the Commune becomes Seignory under the dominion of Bonacolsis, who build the Broletto and Erbe squares and the palaces of power; the second circle of walls ends with Rio, the stream of water which had been dug almost one century earlier by the hydraulic engineer Alberto Pitentino.

After overthrowing the Bonacolsis during a bloody fight, in 1328 the Gonzaga family take over and, from that moment and for almost four centuries, they become the undisputed lords of Mantua. With Francesco I Gonzaga, in the early 15th century, the

city expands further and creates the third circle of walls including the Te island.

A war of succession, a sacking by foreign mercenary armies (1630) and the plague eventually cause the decline of Mantua and bring it under the dominion of Austria (1707). Subsequent transformations change the look of the city, however keeping the Renaissance structure and the stratification of testimonies from different ages, showing the ability of the city to evolve and renew without losing its character and identity.

The urban interventions of the Gonzagas

The transformation of the medieval Mantua starts in the 15th century with the construction (1390-1406) of the San Giorgio castle. Starting from the 14th-century heritage, in the 15th century Mantua shapes an idea of a unique and absolutely original city, based on the parallel growth of two separate but interdependent realities: on one hand the city residence of the "prince", Palazzo Ducale, a palace that will become in turn a city within the city (or a city-shaped palace); on the other hand the city of subjects, a city which has, which needs to have, the dignity of a palace. In a company-like state, the city of the subjects also becomes a family "asset"; as a consequence, the lord takes care of its functional and aesthetical aspects out of duty as well as for show of his power and prestige.

The development of the palace continues through the 19th century, and takes place during an outstanding historic and political-cultural stratification, ending with the construction of a building of such size, such a complex and multiform organism that it's unparalleled in the European civil architecture. For over five centuries, Palazzo Ducale will be the residence of the lord, representative seat of the power of the state, centre of administration, fortress. Under Gianfrancesco Gonzaga (1407-1444) the cultural climate of the court of Mantua is such as to promote a programme for the organization of the municipal squares (around 1433) and of the districts of the third circle, introducing a global vision according to which the city is a unitary, rationalized, orderly, and coordinated organism disciplined by general rules. In particular, the arrangement of the forum area, in the municipal merchant city, with the adoption of staggered crosshairs, backdrops, modular arcades, makes Mantua a unique case compared to coeval cities.

It's the aspiration of the city as a "model", not according to the utopia of the "ideal city" that will be drafted by the commentators of the 16th century, but with a view of reforming the "present city" according to the guidelines of "decorum" and "representativeness".

The architectural reorganization of the public squares and the main streets continues under Ludovico II Gonzaga, who after the Papal Assembly of 1459 promotes the constructions of important monumental buildings such as the churches of San Sebastiano (from 1460) and Sant'Andrea (from 1472) designed by Leon Battista Alberti.

The Sant'Andrea basilica, sign of the authority of the new prince, who brings the relic of the Most Precious Blood of Christ under the custody of his house, in Mantua takes a symbolically strong and centralizing function. Eloquent representation of a power that is justified and made prestigious by a superhuman scale, the organization of the city doesn't just depend on the residence of the prince, but on the dynamic presence of Sant'Andrea, which informs the road system. From the Basilica the new straight road system branches out to the church of San Sebastiano and takes a paradigmatic function for the reading of the city, becoming the "path of the prince".

Soon, the house of Andrea Mantegna (from 1476), the Domus Nova of Luca Fancelli (1480-1484) and the Palazzo di San Sebastiano (1506-1508) are added. A road levelling and flooring campaign continues throughout the middle of the next century and gives a new look and a previously unknown accessibility to the city, which had shown itself with still muddy roads to the papal court and several foreign delegations which had arrived in 1459.

In the Gonzaga environment which was open-minded, but heir of a conspicuous medieval city, Alberti makes significant work on the hubs of the historic city, without conflicting with the existent, adapting to the medieval paths, the curves, the perspectives of the historic city within which the architect must operate.

Even the new architectural elements, such as the arcades and the two towers symmetrically erected to the side of Palazzo della Ragione, unlike what happens in other cities, don't replace the existing urban fabric, but they integrate and define the medieval square, giving it a new configuration.

As a matter of fact, the urban structure of Mantua already closely fits the Alberti vision of the city presented in the *De re aedificatoria* (written around 1450), which considers as outstanding the urban solutions which in Mantua have already been accomplished such as, for example, the bayonet coupling of the roads, which makes the city deceptively bigger, more pleasant and also healthier for its inhabitants. Alberti applies to urban spaces the new vision, on which the modern idea of city and of its function across the west is based.

That of Ludovico's age, still recognizable and substantially whole, is a city that is made of stone, based on an ideology founded on the principles of order, rationality, measure, science. The successors of Ludovico will keep the choices of this first "very expert prince of architecture".

Architecturally unique, specimen of the Mantegna – Alberti relationship, despite the many insults received over time, is the House of Mantegna (1476) designed on the subtle relationship between architecture and music, foundation of the classic Renaissance culture. The compositional solution of the cylindrical lobby integrated into the cube of the building represents the 3D accomplishment of the most famous round window of the 15th century painting, the foreshortening of the Painted Chamber by Andrea Mantegna in the San Giorgio Castle.

In the House of Mantegna, like in the Sant'Andrea Basilica, architecture turns into music, following the lesson that from Leon Battista Alberti to the Pythagorean school is dominant in the cultural climate of the early 16th century with the choices of Isabella d'Este, whose architectural emblems are the secret study, the grotto and the secret garden. Secret studies were not new for the intellectuals of the time, but Isabella is the first woman who builds her own and connects it to a second room, the grotto, with its precious ceiling, a treasure trove as precious as the collections it contains. Culture, at the age of Isabella and Federico, still aspires to Rome, from which Platonic impulses arrive which will then be transferred to cultivated, refined images in the allegoric programmes that Isabella gives artists such as Perugino, Lorenzo Costa, Mantegna, and which Giulio Romano will translate with robustness and irony in the walls of Palazzo Te. The cultural choices of Isabella mark a break of the relationship between the culture of the court and of the city that the Gonzaga marquis had pursued: the elitist and cryptic erudition of the intellectuals Isabella surrounds herself with, from Paride da Ceresara, to Pietro Bembo, tends to distinguish and separate rather than spread. The deliberately initiatory character of the culture of Isabella's secret study which pursues a standardization of painting, music and poetry excludes a dialogue with the city, its interlocutors are similar courts, Ferrara and Urbino with which Mantua creates the new "courtesan culture".

But the line of marquis Francesco II (see buildings like Palazzo di San Sebastiano and Santa Maria della Vittoria) and of his son Federico is dissimilar, mostly restoring a cultural investment policy in the city: Giulio Romano, the architect of Federico II and Ercole Gonzaga, is asked to build both the palaces of the prince and the public buildings or the houses of eminent citizens.

At the time of Federico II and Ercole Gonzaga, the development of the city is further increased with the arrival in Mantua of Giulio Romano (1524), author of Palazzo Te (from 1525), Palazzina Margherita Paleologa (from 1531), Rustica Room (from 1538-1539), the Dogana gates (1538) and Porto Citadel (1542-1549), his own home (1538) and Beccherie and Pescherie (1546).

Since 1526 Giulio Romano is also “supervisor of the roads”, with the authority to issue licence for the occupation of public areas, excavations, alignments of facades and opening of windows, reclamation of swamp lands, therefore acting on the entire scene of the city. During his work he doesn’t upset the urban fabric, on the contrary he shows a sensitivity for the environment that is fully in tune with the Mantua landscape. Giulio acts on the face of the city, taking inspiration from those criteria of urban decorum and magnificence that in the 16th century have a fundamental value, but he reduces the volumes of the factories and develops buildings horizontally rather than vertically.

After the death of Federico II Gonzaga (1540) and Giulio Romano (1546), Mantua shows less significant growth and most efforts focus on the Palazzo Ducale and on completing and enriching existing structures. Guglielmo Gonzaga focuses the interventions on the seat of the *civitas vetus* and turns the residence of the prince into a self-sufficient complex, an organism in which each block is connected to the next and each has its own aesthetic function: the city of the prince, different from the city of the subjects, which reaches its level of saturation in the early decade of the 1600s with Vincenzo Gonzaga.

Mantua, model city of the Renaissance inside and outside of Europe: emblematic works

To date, the Renaissance Mantua is reminiscent of the urban structure as well as a considerable number of emblematic works, essential pieces to make the mosaic of this crucial period of the European civilisation complete and understand its entire cultural reach.

If Palazzo Ducale, with its complexity of architectures and decorations, is the precise embodiment of a court which was for two centuries protagonist of the European culture, Alberti’s buildings keep their value as a paradigm for classic, religious and civil architecture, which from Alberti moves and spreads to Italy and Europe in the following centuries. Shaped on the theories expressed in the *De re aedificatoria*, San Sebastiano and Sant’Andrea spread the Alberti culture among 15th-century artists: sculptors, architects, painters.

Other works of architecture and painting become distinctive and exemplary. From Mantua the industriousness of Giulio, materialized in the

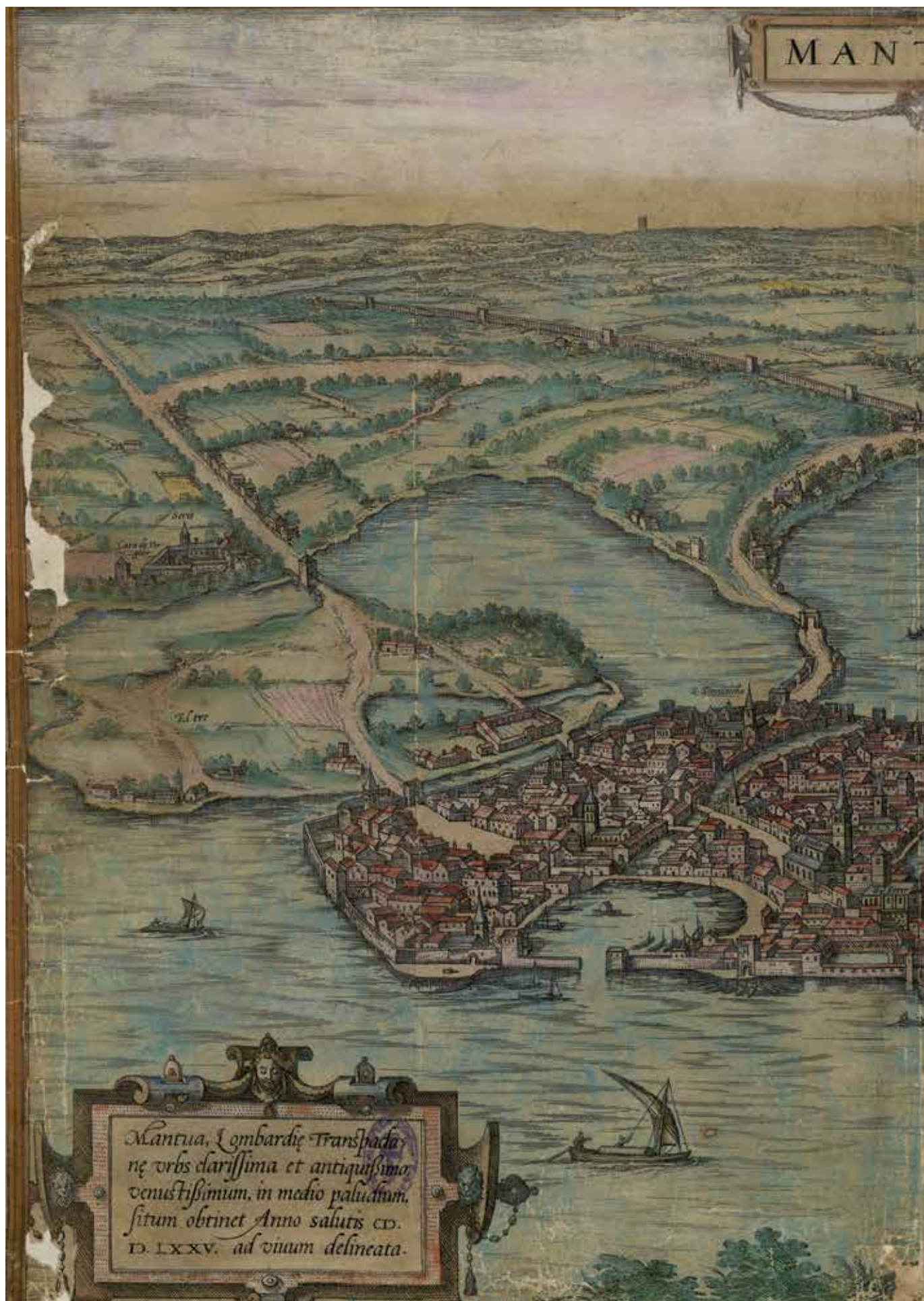
construction of Palazzo Te, model of mannerist villa and of perfect mixture of architecture and painting, spreads out to Milan, Verona, Vicenza, Ferrara, Bologna, Modena. Outside of the Italian borders, the architectural lesson of Pippi is applied for example in Spain (the palace of Carlo V in Granada), Germany (the Residenz of Landshut), France (Fontainebleau, where Primaticcio worked after his experience in Palazzo Te). The Chamber of the Giants (1530) of Palazzo Te represents a supreme model of mannerist capriccio.

In the decorative cycles painted in the Gonzaga residences, Mantua preserves almost the entirety of some actual manifestos of the art of Humanism: the frescoes of Pisanello, exemplary expression of the shift from courtesan art to Renaissance art, the Painted Chamber by Mantegna, paradigm of the perspective conquests of the Renaissance.





Mantua,
Piazza Sordello
photo by Luigi Briselli



Mantua, Lombardie Transpadanae
urbis clarissima et antiquissima,
venustissimum, in medio paludum,
situm obtinet Anno salutis MD.
LXXV. ad unum delineata.



Georg Braun,
Franz Hogenberg,
Mantua, 1575
(BCTMn, Prints,
ALB002)





Sabbioneta, Piazza
d'Armi, the Gallery
of the Ancients and
Palazzo Giardino
by courtesy
Municipality of
Sabbioneta Archive

2.2.2 The recognized values of Sabbioneta

The newly-founded city

Sabbioneta represents, in relation to Mantua, the implementation of the Renaissance urban principles based on the search for symmetry and rigour, through the construction of a brand new city, fruit of a precise and accomplished design will. Even if the borough existed since millennia, Sabbioneta, elected by Vespasiano Gonzaga Colonna as the capital of his small state, is considered as a newly-founded city, an ambitious attempt of one of the latest princes of the Renaissance to materialize in stone, in thirty years of feverish works, his idea of ideal city.

The ideal city, the real city and the fortified city

Sabbioneta moves from the treatises which flourished since the first half of the 15th century around the idea of “ideal city”. In truth, frequently represented as an ideal city, creation of a dreaming prince, Sabbioneta doesn’t fully match this model, even if it’s an experiment made in a short time lapse, a city that is “almost shaped like a palace”. Gonzaga wants to build a real city, taking some hints from the ideas of humanist architects, but building it according to clear practical and strategic-defensive motivations.

The city is first and foremost, in the view of its lord, a place of politics, intellectuality, representation of power according to those criteria of magnificence which are typical of a house which is accustomed to consider itself culturally equal to emperors and popes. The new settlement should be the residence of the duke’s family, but also the place of residence of the community, encouraged to actively participate in the complex project of the lord.

By building the residential part, Vespasiano, who cannot create such an opulent and numerically high court as that surrounding his cousin in Mantua, Vincenzo I, can structure in the system of the ducal family the Sabbioneta aristocracy and sound people to whom he grants stay in the city. The Sabbioneta culture has an international character that is ahead of its time: the city has an Academy of Greek-Latin literature, the Teatro all’Antica (theatre in the style of the ancients), typical of the humanist culture which emerged in the courts, and a print workshop in Jewish. In addition to an administrative and cultural centre, Sabbioneta also presents itself as one of the most modern strongholds located in the heart of the plain, between the middle course of the Po river and the last segment of the Oglio river.

The city perfectly interprets its defensive function: the urban structure is designed to slow down and confuse the invaders; the main road system is broken near the gates. Inside the city, additionally, there are barracks, stables, barns for pull animals of heavy artillery, warehouses and large haylofts for

provisions which, in case of siege, would allow for support of the troops, citizens, cattle, ammo and weapon storages.

In short, Sabbioneta, which cannot be thoroughly defined by the concept of ideal city, is not even a military city. Capital of a state, it is characterized by an urban complexity and a “thoroughness” which contemplates many diversified functions: political, administrative, cultural, economic, social and military function.

Origin and foundation

Located on an alluvial plain between the Oglio and Po rivers, Sabbioneta was inhabited since the bronze age. The first organized settlement dates back to the 1st century b.C., perfected in *oppidum* by the Byzantines, in *castrum* by the Carolingians and eventually in medieval *curtis*. In the 11th century, the Benedictine monks start a reclamation process. During the 16th century, after the split of the marquisate at the death of Ludovico II (1478), the Gonzaga family take root in the county through the cadet branches. From this moment the Gonzaga territory is characterized by a multiplicity of small states belonging to the same family while being autonomous from each other instead of the dominion of one seignory: this phenomenon has singular impacts in the territorial settlement structure. A mosaic of “separate lands” results, where the personality of the rulers is set to deeply influence the destiny of the places. Based on the example of Mantua, in the new collateral states to the main one, boroughs and lands like Bozzolo, Gazzuolo, San Martino dall’Argine, Rivarolo, Pomponesco, acquire a noble city structure with its core in the colonnaded square. Such a phenomenon continues throughout the 16th century with exemplary outcomes in Sabbioneta and Guastalla. Of these numerous urban experiments, Sabbioneta is the most striking and accomplished, the only city that was really preserved over time, almost a splinter of the 16th century which has reached our days. Inherited in 1544 by Vespasiano Gonzaga, the small medieval borough changes, in a very short time, into a state-of-the-art stronghold and refined cultural and architectural centre. The superb project of the duke replaces the traces of previous centuries to found a new, fortified, modernly designed city.

However, the disproportion between the ideals that the city embodies, in line with the ideals of Vespasiano, and a social and territorial reality that, after his death, will not be able to support them, is crystal clear. At the death of Vespasiano the project doesn’t have a future, but is preserved inside the walls, acquiring intangible historic features.





Sabbioneta,
Piazza Ducale
photo by Luigi Briselli

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Sabbioneta, view of the city. In the foreground the Urban walls between the bulwarks of San Giorgio and San Giovanni
photo by Vittorio Boni

Classic urban structure – the sign of the prince

In 1556 Vespasiano starts radically changing the old settlement, turning it into a wisely organized and rationally built urban space, provided with a circle of walls, with a star-shaped layout (today almost perfectly preserved) and with all the buildings suitable for a noble lord residence. Recovering the principles of classic art in the choice of the urban structure, Vespasiano defines a similar structure to Roman *castra*. The urban structure is hinged on a median axis which connects the two entry gates of Porta Vittoria and Porta Imperiale, on which thirty-four blocks meet at right angles. Such a road system is interrupted near the gates for defensive purposes in order to slow down and confuse the invaders. Asymmetric in relation to the roads, we find Ducale square: political, administrative, religious centre in which the colonnaded streets and palaces that are the centre of power are inserted. In the squares the representativeness of the different functions of the city coagulates. In the narrow city space, deceptively expanded or extended in the streets and in the squares, the stately houses which are at the head of the main urban paths indicate, as a whole, how much the power of the lord permeates the entire urban fabric. The Palazzo di Vespasiano, seat of the political and administrative activities, commands Ducale square. On another side of the same square, the church of Santa Maria Assunta, cathedral of the city, is located. From the nearby Libreria Grande square you reach the Incoronata church, which houses the Mausoleum of Vespasiano Gonzaga. A little further ahead the small oratory of San Rocco and San Sebastiano and, hidden behind civil buildings, the Synagogue, built in 1824 as a place of worship and meeting point of the Jewish community, in the city since the 1500s. Close and equally off axis, on piazza d'Armi some of the most representative buildings of the cultural climate of the capital of Vespasiano: the Grande Corridor (the Gallery of the Ancients) and the precious Palazzo Giardino, a place of leisure, study and rest. Opposite, the remains of the Rocca, the old stronghold that the duke has turned into his residence.

Not too far, there's one of the jewels of the history of theatre in Europe, the Teatro all'Antica (theatre in the style of the ancients) built by Vincenzo Scamozzi, emblematic centre of the urban structure, first theatre to be built in Italy from scratch and not as an adaptation of rooms or interiors of pre-existing buildings, hence independent from the residence of the *dominus*.

In Sabbioneta, like in Mantua, the sign of a "strong" power, that of the prince, is clearly visible from his buildings.

Sabbioneta, model city of the Renaissance inside and outside of Europe: emblematic works

The first design for the fortifications with ramparts provides for five bulwarks but is then replaced (1564) by the new irregular hexagon-shaped track, with six wedge bulwarks meeting at the angles and two monumental entry gates. In the new European scenario, characterized by the increase in armies and by a greater effectiveness of fire arms, the fortifications of Sabbioneta shall be considered as next-generation for their time. Vespasiano draws inspiration from the more innovative fortified centres, such as Verona and Pesaro, with large fortified fences, to allow the increasingly numerous armies to be accommodated inside, and equally large bulwarks and gunboats to allow the artilleries and defenders to fit comfortably inside. Compared to the latter, the fortifications of Sabbioneta, devoid of covered side or whose covered side is protected by a square shoulder, are in turn more advanced. Many Spanish fortifications of the time of Filippo II will have bulwarks whose characteristics are similar to those of Sabbioneta. Vespasiano Gonzaga, in addition to Sabbioneta, in 1571 designs the Citadel of Pamplona, in order to protect the Spanish possessions of Filippo II. The principles then applied to Sabbioneta are recognizable in the fortification: the inspiration to classic architecture, the synthesis between the military needs and the aesthetics, the design of the walls and the bulwarks.

The building by Vincenzo Scamozzi, the first in its kind to be built as stand-alone, represents an innovative combination of the previous research and construction in this field, from Serlio to Palladio, to Vasari, to Buontalenti and is still today an essential work for the knowledge of scenic art.

Based on the documentation cited so far (World Heritage Convention, Operational Guidelines for the implementation of the Convention, Nomination Format, Statement of Outstanding Universal Value), we think it's necessary to highlight two concepts which, further to the inscription in the UNESCO World Heritage List, are especially relevant and significantly characterize the action of the Mantua and Sabbioneta World Heritage Office.

2.2.3 Mantua and Sabbioneta: a historic urban landscape

Mantua and Sabbioneta own works of great artistic and architectural quality, expression of some of the greatest masters of the Renaissance. Some excellences have become the symbol of the Gonzaga culture worldwide (think for example about the Bridal Chamber of Palazzo Ducale in Mantua). However it should be noted that the two cities were inscribed in the World Heritage List, as the Statement of Outstanding Universal Value recites, as “two significant phases of territorial planning and urban interventions undertaken by the Gonzagas in their domains”, not by virtue of individual artistic and monumental excellences. According to the World Heritage commission, the Mantua and Sabbioneta site meets criteria II and III of the Guidelines since the two cities offer “exceptional testimonies to the urban, architectural and artistic realizations of the Renaissance”, with special reference to urban planning (Criterion II), and “exceptional testimonies of a particular civilization in a specific historic period” (Criterion III).

The choice of the World Heritage Commission shall therefore guide our attention to the two historic centres understood as a complex structure, where the concept of relation between the parts plays a fundamental role (relation between monuments and city, between historic centre and territory, between Mantua and Sabbioneta) and the forms of planning of the city material expression of the thought of the Renaissance.

Based on the Statement of Outstanding Universal Value, Mantua and Sabbioneta represent a sort of example in which the same aspiration to the humanistic ideals of the Renaissance is embodied by paradigmatic and complementary urban solutions, where the artistic and architectural works of the masters of the time become part of a carefully designed unitary building.

In this context, architectures are valuable because they're inserted in an urban environment which gives them sense and perspective. It's not by chance, as already mentioned, that the recognition of the World Heritage Centre doesn't refer to single monuments, which individually confer splendour and quality to the historic centre, but to the entire urban fabric, the road system, the squares and the gardens, the morphology and the relationship between the buildings, with the environment and the landscape they're part of, the capacity of the structure to convey social and cultural values and eventually the relation of complementarity and mutual functionality between the two cities.

As broadly motivated in the Nomination Format, both Mantua and Sabbioneta can be considered two of the most fitting expressions of the ideal of the “perfect” Renaissance city, embodiment par excellence of the figurative, architectural, urban-planning and engineering-hydraulic arts, an utopia of which both historic centres preserve the elements and relations.

From this point of view, the Statement of Outstanding Universal Value perfectly embodies the concept of Urban Historic Landscape⁶ as defined by UNESCO in the recommendation of 2011, which invites to give priority to a landscape approach in the management of the historic areas, to consider the urban space as historic stratification of cultural and natural values and characters which overcome the traditional notion of historic centre, including the broadest urban context, the natural characteristics, the spatial organization, the elements of the urban structure, the visual perceptions and relations, the social and cultural practices and values, the economic processes, the intangible dimensions of the heritage.

⁶ See The UNESCO Recommendation on the Historic Urban Landscape, Paris 10 November 2011.





Fabio Magini, Duchy of Mantua, 1620 (BCTMn, Prints, ALB006)

2.2.4 Mantua and Sabbioneta: a new unitary identity

Mantua and Sabbioneta represent, as a whole, a unique serial site.

There are many reasons which motivate the joint inscription of the two cities, as it emerges from the Nomination Format whose basic lines are here summarized: Mantua and Sabbioneta offer leading testimonies of the cultural development of the Renaissance.

Even if different by origin and historic evolution, Mantua and Sabbioneta aren't just connected because of the Gonzaga's name, but also by the fact that they both represent a sort of example: if Sabbioneta is commonly taken as an example of "ideal city", fruit of the building genius of Vespasiano Gonzaga and the urban-planning theories of the late 16th century, Mantua is undoubtedly the fruit of the 15th-century humanistic urban vision which was anticipated by the first Gonzaga marquis, Gianfrancesco, and then accomplished under the ruling of his son Ludovico.

The almost three decades that Vespasiano needed to build the capital of his small state in the second half of the 16th century coincide with the forty years that the main house needed to impose Mantua as the accomplishment of a new idea of city not less than a new architecture based on the rediscovery of the ancient style among European cities.

The same urban solutions of the two Gonzaga capitals embody paradigmatically the antithetical humanistic aspirations to the ideal city: in Sabbioneta in the 16th century the idea of the city that is born perfect, total expression of the ingenuity and culture of the founder; in Mantua in the 15th century the Alberti principles of the "possible city" described by the great humanist in the *De re aedificatoria* are applied. Sabbioneta is not just tied to Mantua as part of the Gonzaga dominions, hence in the name of a common government culture, of a common mindset and the resulting patronage, or for the sharing of the construction and material traditions of architecture, which are expressed in similar housing types in Mantua and in the surrounding centres, but as the final step of a process which starts with the construction of the San Giorgio castle by the Gonzagas in Mantua, continues with the full transformation of Mantua in a Renaissance city and ends with the programmed and regulated perfection of the "ideal city". The construction of Sabbioneta follows the urban, architectural and artistic transformations of Mantua exactly when innovation slows in Mantua, where, in the second half of the 16th century, what had already started is completed rather than building new big architectures. After the initial reconfiguration

of the medieval urban fabric, Mantua becomes a place of the highest expressions of the architectural renovation of the early Renaissance with Leon Battista Alberti, Luca Fancelli and Mantegna. But the fact that it then becomes the capital of European Mannerism with Giulio Romano through new monumental architectures and the growth of its inhabited fabric slows down at the same time in which Sabbioneta was erected, a small city, whose lord can develop new architectural guidelines for monuments, together with the organization, control and modern defence of the city. The unity of Mantua and Sabbioneta therefore significantly represents the transformations that city and architecture are subject to in the Renaissance of Northern Italy.

The two cities of Mantua and Sabbioneta are therefore strongly complementary and their union into one UNESCO nomination allows us to understand the entire and original architectural and urban cycle of the Renaissance in Northern Italy, otherwise not represented, which has the Gonzagas as the main protagonists in promoting arts and architecture for domestic and international political purposes. The contextual reading of the two cities and their founding and evolutive trends is revealed as necessary. As for every serial site, the Outstanding Universal Value must not be attributed to individual places, but to the site as a whole.

In recent years, the two cities have always developed, except for sporadic exceptions, separate cultural and development policies, despite the clear links which are firmly rooted in the history of the territory. Only with the nomination*** to the List, we started fantasizing about the possibility of developing a permanent form of coordination between the two cities, in order to protect and enhance the existing cultural heritage, intensify the synergies and optimize the cultural and tourist potentials. In 2008 the recognition of UNESCO eventually corroborated such approach. However, it's maybe too short a period for the two cities, with a strong local identity, to be really able to be recognized as one cultural subject. This difficulty, which is first found in the awareness of its inhabitants, is reflected on the outside image and the visitors also struggle to recognize the site as one tourist destination. Yet, according to the UNESCO Statement of Outstanding Universal Value, the synthesis offered by the two cities in the field of urban, architectural and cultural development of the Renaissance, what identifies the quality of the site and guarantees its uniqueness worldwide.

Overcoming the tendency to focus on the individual cities and individual elements of exceptionality, the inscription in the World Heritage List marks the birth of a new unitary subject. Mantua and Sabbioneta need to become aware of the fact that they're inseparable parts of a whole and that they need to appear in the domestic and international cultural and tourist arena through one identity with joint promotion and communication actions.

3. THE MANAGEMENT STRUCTURE

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3.1 THE SITE GOVERNANCE

The Site governance was implemented through agreements, starting from the first Memorandum of Understanding of 2006 signed, within the framework of the application, by the Ministry for Cultural Heritage and Activities, the Regional Directorate for the Cultural and Landscape Heritage of Lombardy, the Lombardy Region, the Province of Mantua and the Municipalities of Mantua and Sabbioneta¹.

Aimed at the definition of the methodologies of preparation and for the implementation of the Site Management Plan, this Understanding, in case of inscription in the List, provided for the establishment of a joint technical office dedicated to the issues concerning the state of the UNESCO site, the resulting fulfilments, the safeguard of the values of the Site and the protection of its Properties within the two municipal Administrations (Art.7).

In 2007 the Management Plan, prepared in 2006, was approved by the two Municipalities, providing for the establishment of a UNESCO Office consisting of the work group already in place for the preparation phases of the Nomination Format and the Management Plan, which was approved in 2008 as a special Project called “Office for the UNESCO nomination”.

Further to the official communication to the two cities by the World Heritage Centre of the successful inscription of the Site in the World Heritage List (2008), the two Municipalities sign a Memorandum of Understanding² in which they undertake to coordinate and manage in a unitary manner all the actions provided for by the Management Plan concerning the protection, conservation and cultural and socio-economic enhancement of the Site, respecting, in a dynamic and rigorous view, the system of the environment, territorial and settlement heritage and agree to identify the Municipality of Mantua as coordinator of the implementation of the management commitments taken. The Memorandum also defines

¹ See PdG, 2006, Annex 1. Memorandum of Understanding signed by the Ministry of Cultural Heritage, the Regional Directorate for the Cultural and Landscape Heritage of Lombardy, the Province of Mantua and the Municipalities of Mantua and Sabbioneta for “the definition of the methods of preparation and for the implementation of a Management Plan of the Site Mantua and Sabbioneta,” understood as a technical guidance, useful for the activity of the numerous parties concerned, for the safeguard of the heritage, for the cultural promotion and economic enhancement of the site“ for the purposes of the relevant application proposal for the inscription in the UNESCO World Heritage and the relevant coordination activities.

² Memorandum of Understanding between the Municipality of Mantua and Sabbioneta approved by DGC of Mantua no.142/2009 and DGC of Sabbioneta no.94/2009.

the charges and the forms of financial management and identifies as coordination and technical support bodies for the actual implementation of the guidelines outlined by the Management Plan:

- a. the **Steering Committee**, chaired and coordinated by the two Mayors and their delegated councillors, made up of the signatory Institutions of the Memorandum of Understanding for the nomination of the Site of 2006, vouching for the implementation of the entire Management Plan;
- b. the **Mantua and Sabbioneta UNESCO World Heritage Office**, coordinated by the two Mayors or their delegated councillors and made up of internal staff of the two Municipal Administrations, involved in the organizational and managerial coordination, progress and monitoring of the Management Plan.

Extended every three years from 2009 to 2019, such Memorandum of Understanding³ constantly confirms the commitment of the two Municipalities in the implementation of all the actions established by the PdG in a coordinated and unitary manner.

With the following Understanding of 2009 between the Regional Directorate for the Cultural and Landscape Heritage of Lombardy, the Lombardy Region, the Province of Mantua and the two Municipalities⁴, the Municipality of Mantua is confirmed as reference party of the Site which is in charge of coordinating all the responsible parties, doing secretariat and monitoring the PdG. The signatory parties of the above-mentioned Understanding also agree that the Management Plan on one hand should preserve the integrity of the values which led to the inscription of Mantua and Sabbioneta in the World Heritage List, on the other it should redefine and make compatible a shared local process to combine protection and conservation of the site with the integrated development of the local resources.

The Management Plan is a sort of declaration of principles, for which Authorities and Communities shall engage in an active protection and the conservation and compatible enhancement. This will result in a flexible set of operational rules, procedures and planning ideas which will involve a plurality of parties who will be able to evolve and implement updates and amendments with the changing circumstances and the evolving territory.

This Memorandum of Understanding provides for an update that will have to supplement, in the light of the emerging needs, the monitoring activities of the PdG by the Office with those of the Site Observatory.

³ See Annex 1. Memorandum of Understanding between the Municipality of Mantua and Sabbioneta for the purposes of the management of the Site "Mantua and Sabbioneta" – Inscribed in the UNESCO World Heritage List on 7 July 2008 (2019-2022) approved by DGC of Mantua 293/2019 and DGC of Sabbioneta 215/2019.

⁴ See. Annex 2. "Memorandum of Understanding between the Regional Directorate for the Cultural and Landscape Heritage of Lombardy, the Lombardy Region, the Province of Mantua and the Municipalities of Mantua and Sabbioneta for the identification of the reference party of the UNESCO Site in charge of coordinating all the responsible parties, carrying out secretariat and monitoring activities of the Management Plan" dated 22 September 2009.

**Memorandum of Understanding between the Municipality of Mantua and the Municipality of Sabbioneta
for the purposes of the management of the “Mantua and Sabbioneta” site
included in the UNESCO world heritage list on 7 July 2008**

Art. 1 Purposes and Objectives

- a. Undertake coordinated initiatives of systematic circulation of the historic, cultural and environmental heritage of the territory and take specific measures for the protection, conservation, requalification and enhancement;
- b. Coordinate the preparation of the adequate territorial, environmental and urban planning instruments, as well as the planning, organization and management of control instruments of the implementation of the Plan itself;
- c. Coordinate the preparation of the implementation plans and programmes aimed at combining the different types of local properties divided by the different sectors concerned with special attention to:
 - Protection, conservation and enhancement of the historic, artistic, cultural, environmental and landscape heritage;
 - Promotion of the main potentials of tourism at a local level (historic, cultural, environmental, sports, rural, wine and food, religious etc. tourism) in the full integrity of the environment, landscape, culture, traditions and local identities.
- d. Make sure that the promotion of the economic development doesn't cause, in any case, risk for the heritage and the life quality of resident populations;
- e. Make sure that the economic advantages generated by the enhancement of the cultural heritage also benefit the local populations;
- f. Coordinate and safeguard the development of manufacturing activities, trade and crafts, with special reference to the sectors of typical traditional and artistic crafts of the territory, with strengthening of the accommodation services through, mainly, the recovery and requalification of the existing heritage with adequate quality and technological standards to the current requirements of regional, national and international tourism;
- g. Develop, among local populations, awareness and knowledge of the cultural and identity values of their heritage;
- h. Increase the awareness of the site with the general public, expanding and adapting the instruments of promotion, information and communication, also through the application of telematic technologies, which may help develop an effective “territorial marketing” policy;
- i. Protect and enhance the candidate area and the buffer zone of Mantua and Sabbioneta as well as the network of the minor historic settlements (including Guastalla, Novellara, Revere etc.) as essential elements of the territorial structure of the “Gonzaga system” of the small capitals and essential factor for a targeted and gradual sustainable economic development;
- j. Support the creation of companies operating in the supply of tourist services, typical productions, processing of agricultural produce, recovery of traditional or old discontinued productions, identifying the local characteristic productions;
- k. Encourage forms of agricultural management which reconcile the search for more income and the protection of nature and biodiversity in general, (organic farming, breeding and meat processing by recovering old processing techniques and typical products, as the only hope of being competitive in a global market etc.);
- l. Requalify the tourist, historic, cultural and environmental offering, identifying adequate forms and instruments to guarantee the usability of the elements of the network, (itineraries, information points, integration with the pedestrian and/or cycle network etc.);
- m. Increase the quality and quantity of the local accommodation offering to meet readily and more effectively the increasingly demanding tourist demand;
- n. Limit the soil consumption and promote the requalification of the critical elements, in particular, with the optimization of the reuse of the existing housing heritage both in the city of Mantua and of Sabbioneta;
- o. Indicate criteria and guidance for the requalification of the urban-housing interventions which are able to preserve the landscape quality of the places, interpreting their specificities, identifying the more recurring weaknesses, (impacts of the infrastructures, urbanizations and service networks, impacts of structures and plants for the agricultural management), the forms of requalification, (reduction of the impacts of existing settlements, screening, renaturation of abandoned quarries etc.);
- p. Strengthen the accommodation sector both in protected areas and in museums and other cultural institutions and places, as well as in tourist reception points, through the preparation of areas, the safeguard and social and economic enhancement of historic-cultural properties and development of facilities, infrastructures, materials and services.

3.2 THE MANTUA AND SABBIONETA WORLD HERITAGE OFFICE

The preservation of the basic values of the inscription of the Mantua and Sabbioneta Site in the World Heritage List and its management have resulted in the need to establish an ad-hoc internal and interdisciplinary structure in common between the two managing authorities (Municipality of Mantua and Municipality of Sabbioneta), which will be able to directly prepare the Management Plan, requested for the inscription, and then its implementation.

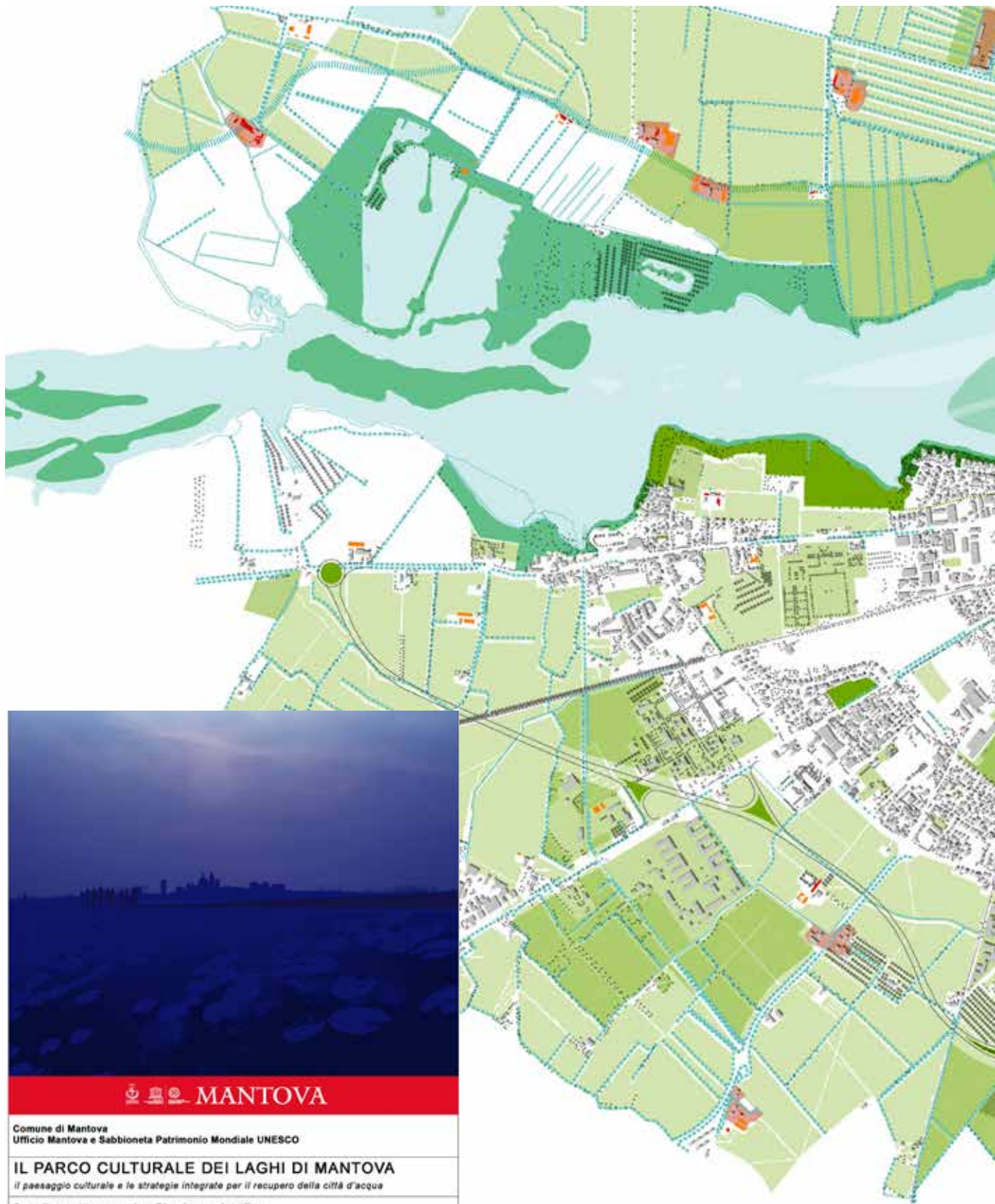
This operational structure, formally established for the purposes of the inscription in 2008, upon express request of the World Heritage Centre of Paris, is currently made up of 4 units of the Administrations (3 at the Municipality of Mantua and 1 at the Municipality of Sabbioneta) and an independent collaborator specifically in charge of the heritage education activities. Established in 2004, for the purposes of the preparation of the Nomination Format and the Management Plan, as established in the above-mentioned Memorandum of Understanding signed by the territorial and institutional partners for the Nomination of the Site as UNESCO Heritage (2006), was first conceived as a special project under the name of UNESCO nomination Office, and, then, as UNESCO Mantua and Sabbioneta World Heritage Office (hereinafter the Office).

A “Memorandum of Understanding between the Municipality of Mantua and the Municipality of Sabbioneta for the purposes of the management of the “Mantua and Sabbioneta” site included in the UNESCO World Heritage Site on 7 July 2008”, resolved by the collective executive bodies of the two administrations, governs the relationship between the two entities with the dominant and substantial purpose of implementing the Management Plan, understood as a technical guidance, aimed at the safeguard of the heritage, the cultural promotion and economic enhancement of the site, through the pursue of specific common objectives (See box and Annex 1).

The Office has its own annual budget (UNESCO Financial Plan) fed by the funds of the two Municipalities and shared in the definition and accomplishment of the different actions of enhancement, promotion and transmission of the World Heritage (see Annex 6, PdG 2006 Monitoring, pages 74-76).

The Mantua and Sabbioneta World Heritage Office is in charge of:

- PLANNING AND COORDINATING the actions established by the Management Plan, for the purposes of knowledge, conservation, enhancement and circulation of the site;
 - MONITORING the implementation phases of the Management Plan and preparing the periodic reports on the state of conservation of the site, requested on a 6-year basis by the World Heritage Centre;
 - UNDERTAKING AND COORDINATING collaborative relationships with the public authorities with local competences and with the multiple stakeholders;
 - PROMOTING, COORDINATING AND PREPARING studies and research papers on the history of the city, the territory and the monumental heritage, in particular in relation to the recognized Outstanding Universal Value;
 - PARTICIPATING in calls for funding applications for the implementation of the actions established by the Management Plan, with special attention to the specific calls for UNESCO sites (law 77/2006 of the Ministry for Cultural Heritage and Activities and Tourism and regional law 25/2016 of the Lombardy Region) and SUPPORTING the participation in funding programmes by other parties to the benefit of the site;
 - PARTICIPATING in collaboration initiatives with the various national and international bodies concerning the World Heritage Sites and in particular: with other Italian Sites and with the World Heritage Italian Properties Association it's part of as statutory member and member of the Scientific Technical Committee; with the Coordination of the Lombardy UNESCO Sites; and eventually, with the World Heritage Sites of other European and non-European countries, attending the relevant dedicated meetings.
- With the awareness of the importance of this dialogue among the World Heritage cities, the Site has actively supported the World Heritage Italian Properties Association in the performance of its activities, working together on the organization of all the meetings concerning the management of the Sites.
- Since its establishment, the Mantua and Sabbioneta World Heritage Office has put in place several projects, also thanks to the involvement of local partners, from the public authorities with local competence, to the authorities managing the protected natural areas to the school institutions, to the cultural associations and the individuals. Each project pursues a specific objective through targeted actions. Below find a list of completed or pending projects, grouped by thematic fields:
1. Research projects aimed at the recovery and regeneration of two historic urban landscapes




MANTOVA

Comune di Mantova
Ufficio Mantova e Sabbioneta Patrimonio Mondiale UNESCO

IL PARCO CULTURALE DEI LAGHI DI MANTOVA
Il paesaggio culturale e le strategie integrate per il recupero della città d'acqua

Coordinamento generale e Direzione scientifica
prof. arch. Paola E. Falini

Gruppo di Studio:
arch. P. Pulcini
dott. ssa V. Rubini
arch. M. Spandure

Consulenti:
arch. L. Previti
dott. M. Bertoli
dott. M. Pinardi
dott. E. Soana

Collaboratori:
C. Costanzo
C. Massa Martin
R. Aguilera Esguena
K. G. Di Basilio

Elab. P03_Lo Schema di Assetto generale

scala 1:20000

Mantua, "Il Parco
culturale dei Laghi"
Project, transitional
Master Plan
(2010)



Progetto preliminare dell'ambito urbano delle mura di Sabbioneta			
	PROGETTO: Coord. Generale e Direzione scientifica: Prof. Arch. Paolo Eugenio FALDI Coord. progettuale: Arch. Patrizia Palazzi Calcolo sommario di spesa: Arch. Mario Vico Consulente per gli aspetti storici: Dott. Gianfranco Ferrar Collaboratori: Maria Gini, Simona Marchetti Elaborazioni tridimensionali: Arch. Diodomeneo Ricci		
	Progetto preliminare	Tav. PP02	scala 1:2000 Febbraio 2000

Schema di Assetto preliminare: planimetria ambito urbano

Il sistema di fortificazione della città di Sabbioneta

1. Il recupero del disegno degli spazi esterni - la doppia stella - e la progettazione del nuovo margine esterno tra la "città murata" e la pianura di bonifica - le terre basse.

Realizzazione di una fascia lineare a spessore variabile, costituita oggi da aree agricole, di rispetto e valorizzazione paesaggistica delle mura, evocativa dell'originario spazio esterno di fortificazione costituito dalla fossa allagabile e dagli spazi esterni a costituire l'immagine di una doppia stella.

Ridefinizione ed ampliamento dell'attuale fossato, in alcuni tratti della città murata, previa verifica idraulica sull'attuale funzionamento del sistema delle acque e ripristino del sistema di smaltimento e raccolta, in grado di evocare l'immagine dell'ampia fossa allagabile.

Qualificazione del verde privato interno al Parco delle Mura Urbane attraverso la disciplina degli interventi di manutenzione delle specie da mantenere e/o sostituzione delle specie incongrue.

Aree agricole strategiche, di interesse paesaggistico, di complemento al sistema di fortificazione esterna delle doppie stelle.

2. La valorizzazione degli spazi aperti, interni alle mura urbane, di interesse storico e paesaggistico e la progettazione del margine interno, pubblico e privato, connesso con il circuito urbano.

Ridefinizione e realizzazione di una fascia lineare, di stretta pertinenza delle mura, corrispondente alla strada piena e alla banchina, come individuate nella documentazione storica, lungo l'intero perimetro delle mura urbane e qualificazione paesaggistica dell'immagine fortificata di Sabbioneta.

Realizzazione di una serie di progetti tematici, all'interno del progetto unitario di valorizzazione del parco del muro urbano, relativi agli spazi collettivi connessi con le mura, prevalentemente pubblici e/o ad accessibilità pubblica, in grado di dare risposta alle esigenze individuali e sociali (attività di gioco e tempo libero, manifestazioni culturali all'aperto, mostre temporanee, ...) da attuare, nel corso del tempo, mediante lotti funzionali.

Aree attualmente disponibili (pubbliche):

Recupero e utilizzo degli edifici di valore storico architettonico, vincolati o no, connessi con le mura, integrando i servizi esistenti e prevedendo l'insediamento di nuove funzioni (centri visita, spazi espositivi, spazio lettura o di ascolto musica, ludoteca, attività didattiche) in continuità con la fruizione pubblica delle mura.

- | | | |
|------------------------------|-------------------------------|-------------------------------|
| 1 Palazzo Brignone-Piccolini | 14 Palazzo Brignone-Piccolini | 27 Palazzo Brignone-Piccolini |
| 2 Palazzo Farnese | 15 Palazzo Brignone-Piccolini | 28 Palazzo Brignone-Piccolini |
| 3 Palazzo degli Orsini | 16 Palazzo Brignone-Piccolini | 29 Palazzo Brignone-Piccolini |
| 4 Palazzo degli Orsini | 17 Palazzo Brignone-Piccolini | 30 Palazzo Brignone-Piccolini |
| 5 Palazzo degli Orsini | 18 Palazzo Brignone-Piccolini | 31 Palazzo Brignone-Piccolini |
| 6 Palazzo degli Orsini | 19 Palazzo Brignone-Piccolini | 32 Palazzo Brignone-Piccolini |
| 7 Palazzo degli Orsini | 20 Palazzo Brignone-Piccolini | 33 Palazzo Brignone-Piccolini |
| 8 Palazzo degli Orsini | 21 Palazzo Brignone-Piccolini | 34 Palazzo Brignone-Piccolini |
| 9 Palazzo degli Orsini | 22 Palazzo Brignone-Piccolini | 35 Palazzo Brignone-Piccolini |
| 10 Palazzo degli Orsini | 23 Palazzo Brignone-Piccolini | 36 Palazzo Brignone-Piccolini |
| 11 Palazzo degli Orsini | 24 Palazzo Brignone-Piccolini | 37 Palazzo Brignone-Piccolini |
| 12 Palazzo degli Orsini | 25 Palazzo Brignone-Piccolini | 38 Palazzo Brignone-Piccolini |
| 13 Palazzo degli Orsini | 26 Palazzo Brignone-Piccolini | 39 Palazzo Brignone-Piccolini |

4 circuiti di accessibilità integrati

3. La progettazione di un circuito extraurbano esterno e i nodi strutturali - la qualificazione della strada parco

Qualificazione dello spazio della strada (SS420 (tratto Via Anna d'Arzogna) - SP63 (tratto via Aldo De Gasperi, Via Diana De Codomo) e strada comunale, attraverso la ridefinizione del margine a spessore variabile costituito dalle aree di pertinenza (ripetto, di ruolo, parcheggio incongrui, ...).

Nodi strutturali da progettare come porte di accesso

Modi tra il circuito extraurbano esterno e il circuito interno parco delle mura di progetto

Realizzazione di una pista ciclabile, in sede propria e/o promiscua, lungo il percorso esterno o il salto di quota tra la fossa allagabile e le aree agricole strategiche

Realizzazione di aree sosta attrezzate

4. La qualificazione del circuito inferiore esterno delle mura urbane - la valorizzazione del sistema degli spazi e delle fortificazioni esterne

Realizzazione di un percorso ciclopedonale continuo sviluppato al piede delle mura e del fossato attraverso l'adeguamento dei tratti esistenti e la realizzazione in prossimità degli ampliamenti del fossato e dei tratti attualmente mancanti, realizzato in terra stabilizzata

Realizzazione di aree sosta attrezzate

5. La progettazione del circuito superiore interno delle mura urbane - il recupero della strada piena, del terraggio e del ponero

Realizzazione di un percorso pedonale sviluppato lungo il percorso delle mura connesso al percorso urbano interno

Realizzazione di aree sosta attrezzate

6. La valorizzazione del circuito urbano interno - la valorizzazione delle centralità urbane e delle identità locali

Realizzazione di un percorso urbano interno di connessione con i luoghi identitari e le centralità urbane

Piazze

Le porte maestre e le nuove porte di accesso alla città murata

7. La progettazione di un circuito extraurbano esterno e i nodi strutturali - la qualificazione della strada parco

Restauri scientifici e eventuale consolidamento delle due porte maestre anche in previsione dei nuovi utilizzi previsti dalle nuove funzioni di servizio al parco delle mura urbane.

1 Porta Imperiale

2 Porta Vittoria

8. La progettazione delle nuove porte di accesso alle città murate: Via Giulio Gonzaga e Via Pesenti

A Realizzazione, dal nodo tra SP63 e Via G. Gonzaga e lungo Via G. Gonzaga, di un percorso trasversale, ciclopedonale ad accessibilità ampliata, di collegamento tra la città murata e le aree di parcheggio previste a margine dell'ambito urbano delle mura

B Realizzazione, dal nodo tra Via Cavalotti e Via Pesenti e lungo Via Pesenti, di un percorso trasversale, ciclopedonale ad accessibilità ampliata, di collegamento tra la città murata e le aree di parcheggio previste a margine dell'ambito urbano delle mura.





covered by the Site:

- The Cultural Park of the Mantua Lakes (2010);
 - Enhancement Project of the urban scope of the Sabbioneta Walls (2009).
2. Research projects aimed at the in-depth study of the knowledge of the components of the Site represented by the public spaces and the gardens and parks aimed at their recovery and enhancement such as:
- the Gonzaga Gardens. Study, research and analysis for recovery and restoration (2018)⁵;
 - research of the territorial aspects and of Mantua and Sabbioneta UNESCO Site (2012)⁵;
 - Guidelines for the design of the urban public space of the Mantua and Sabbioneta Site (2014)⁵.
 -
3. Improvement projects of the Site accessibility, revival of its traditional and tourist promotion activities:
- Mantua – Sabbioneta⁵ Cycle Lane (2010);
 - Mantua in One Hundred Windows;
 - Mantua and Sabbioneta⁵ Bus Line (2012);
 - Mantova Sabbioneta Card (2016);
 - The new car park of Sabbioneta⁵ (under construction);
 - Cerchio d'Acqua. Resilient communities for the rediscovery of the river banks of Sabbioneta (under way).
4. The Site heritage communication, awareness-raising and education projects targeting the schools of the province of Mantua and in particular of the two cities of the Site:
- Mantua and Sabbioneta Model Cities of the Renaissance. Knowing them to protect them (2009-2012)⁵;
 - Mantua and Sabbioneta in Europe (2012 - 2014)⁵;
 - Projects with schools (under way);
 - The great @ttractions (2016);
 - Communicating the Mantua and Sabbioneta Site (under way)⁵;
 - The Mantua and Sabbioneta Heritage Centre (2014 – 2016 – 2017);
 - Mobartech (under way).

The experience gained by the Office and the outcomes of the process undertaken for the review of the Management Plan of 2006 (see chap. 4.3) resulted in focusing on the role of the Office both inside the municipal administrations and vis-à-vis the external stakeholders. The multiplicity of the projects put in place and the variety of relationships created highlight the role of the Office as possible 'collector' of projects, hints and useful visions to launch smart, shared and interdisciplinary public policies in the municipal administrative field. Placed at an intermediate level between citizens and stakeholders and between local, regional and national administrations, the UNESCO Office could contribute to the evolution of an osmotic process between the development 'leverages' present on the territory and the enabling policy-making processes, where the topic of the cultural heritage (in terms of protection, management and enhancement) can gradually lead a sustainable, spread and inclusive development process which can contribute to reverse certain current trends, such as the depopulation and aging of the historic centres, their commercial desertification etc.

In order to reverse the trend of depopulation and resulting aging in the city and act against the poor generational change in the agricultural sector, a potential sustainable development strategy of the area could leverage on the consolidation of the 'UNESCO value chains' and on the creation of new economies, thus approaching the scenario of opportunities highlighted by the SWOT analysis (see chap. 4.2.7). The same title of 'UNESCO site' could contribute to enable the value chains as follows: the technological upgrade of the heritage monitoring and diagnostic systems which could become a specialist training and application course; the characterization and diversification of accommodation and tourist offering (culture, accommodation and greenery) which can represent a field to start innovative hybrid experiences; the availability of commercial and production spaces in the historic and peripheral areas can be an incentive for the sustainability of small and medium enterprises, for the involvement of the young population and for the attraction of specific tourist targets.

⁵ Projects funded by MiBAC under law no.77/2006. See Annex 6, PdG 2006 Monitoring. Financial resources of the Mantua and Sabbioneta UNESCO Heritage Office, pages 74-76

3.3 THE ACTIONS CARRIED OUT

Starting from its establishment in 2004, the Office has directly promoted and implemented numerous initiatives and projects which have involved the various PdG 2006 Plans, as summarized below:

2004

- Start of the application process and early meetings of the Administrations of Mantua, Guastalla and Sabbioneta with the Ministry for Cultural Heritage and Activities and Tourism.

2005

- Signature of the Memorandum of Understanding by the Municipalities of Mantua, Guastalla and Sabbioneta for the nomination of the "Mantua historic centre and the Gonzaga sites" Site to the World Heritage List, then changed to "Mantua and Sabbioneta".

2006

- Signature of the Memorandum of Understanding by the Ministry for Cultural Heritage and Activities and Tourism, Lombardy Region, Province of Mantua, Municipality of Mantua and Municipality of Sabbioneta for the preparation of the Site Management Plan.

2007

- Submission to the World Heritage Centre of the Nomination Format of the "Mantua and Sabbioneta" Site and the relevant Management Plan;
- Inspection visit of the Site by the ICOMOS expert.

2008

- Formal establishment of the Mantua and Sabbioneta World Heritage Office.
- 7 July 2008: Mantua and Sabbioneta are inscribed in the World Heritage List (Québec City, Canada)
- Establishment of work groups with teachers of the different school levels for the sharing of objectives, methods and actions for the development of heritage education projects.

2009

- The office website www.mantovasabbioneta-UNESCO.it is published.
- Celebrations for the inscription of Mantua and Sabbioneta in the World Heritage List.
- International study conference *Territory and City of water: regeneration as a project* (Mantua).
- Start of the educational project *Mantua and Sabbioneta, exemplary cities of the Renaissance. Knowing them to safeguard them.*
- Preparation of promotional materials: brochure *Mantua and Sabbioneta World Heritage* and guide *Mantua and Sabbioneta. The Treasures of UNESCO* (published by SAGEP).
- Presentation of the projects *The cultural park of the Mantua lakes* and *Enhancement of the urban field of the Sabbioneta walls.*

2010

- Urban trekking in Mantua and Sabbioneta by the association Gli Scarponauti;
- ARSHABITAT. Conference on the models of creative residences for the enhancement of the cultural heritage (Sabbioneta);
- 1st *School day for the World Heritage*;
- Participation in the *World Tourism Expo*, Assisi.

2011

- Italy-Japan Workshop (in collaboration with MiBACT);
- 2nd *School day for the World Heritage*;
- Opening of the Mantua and Sabbioneta cycle lane;
- Participation in the *World Tourism Expo*, Assisi.

2012

- Opening of the Mantua and Sabbioneta Bus Line (operating until 2013).
- UNESCO mission for the evaluation of the damage on the heritage after the earthquake of May 2012.
- 3rd *School day for the World Heritage*.
- Participation in the World Tourism Expo, Assisi.
- first educational tour for journalists to the Mantua and Sabbioneta Site.

2013

- Start of the project Research of territorial aspects of the Mantua and Sabbioneta Site.
- Second educational tour for journalists.
- 4th *School day for the World Heritage*.
- Third educational tour for journalists.
- Transmission to MiBACT of the Periodic Report.
- Participation in the *World Tourism Expo*, Assisi.

2014

- Prize-giving for the contest Citizens of tomorrow. Let's learn about the World Heritage targeting secondary schools of the Province of Mantua (Mantua).
- International conference Visby meets Sabbioneta. The experience of the UNESCO Site in the walled city (Sabbioneta).
- 5th *School day for the World Heritage* - Mantua and Sabbioneta Student Forum.
- Journalist contest Mantua and Sabbioneta: a World Heritage! (Mantua).
- Collaboration with the Bocconi University of Milan for the preparation of the Site tourist enhancement projects (exercise) – 1 year.
- Presentation of the video-documentary Mantua and Sabbioneta, UNESCO jewels.
- Opening of the *Mantua and Sabbioneta Heritage Centre* in via Orefici (Mantua).

2015

- International conference Public spaces and



Mantua, Heritage
Education activity and
pontoon bridge in
Torre d'Oglio
by courtesy
Municipality of
Mantua Archive

inherited urban landscapes. Strategies and instruments in the national and international experiences. The Mantua and Sabbioneta Site.

- Adhesion to the UNESCO campaign Unite4Heritage.
- Prize-giving of the Municipality of Mantua for the contest Journey in the Municipalities of the best practices – Biennial of the Public Space of Rome.
- 6th School day for the World Heritage: the Digital Invasions;
- Participation in the *World Tourism Expo*, Padua;
- Opening of the Mantua and Sabbioneta Heritage Centre (Mantua, via Verdi, 54 – open until February 2017);
- educational tour and workshop for tour operators;
- collaboration with the Bocconi University of Milan for the preparation of the Site tourist enhancement projects (exercise) – II year.
- Opening of the Mantua and Sabbioneta Heritage Centre (Mantua, via Orefici, 12 – open until 6 March 2016).

2016

- 7th School day for the World Heritage: The map of the heart;
- Participation in the *World Tourism Expo*, Padua;
- International conference Strategies, instruments and innovative technologies for the requalification and enhancement of the UNESCO heritage: the experiences of the Lombardy sites (Mantua);
- Conference The Mantua and Sabbioneta Site: the new project for the requalification and enhancement of the Gonzaga gardens (Sabbioneta);
- CamminaMantova: The gardens at the time of the Gonzagas. Urban route by the association Gli Scarponauti (Mantua).
- Collaboration with the Bocconi University of Milan for the preparation of the Site tourist enhancement projects (exercise) – III year.
- Participation in the 2^o European meeting of the Associations for the World Heritage (Segovia-Spain);

2017

- 8th School day for the World Heritage: Students tell their stories;
- Participation in work meetings – European projects of the Municipality of Mantua Benhefit and Int-Herit;
- The preparation process of the new Management Plan starts.
- Participation in the *World Tourism Expo*, Siena.
- Participation in the 3rd European meeting of the Associations for the World Heritage (Lubeck-Germany).
- Collaboration with the Bocconi University of Milan

for the preparation of the Site tourist enhancement projects (exercise) – IV year.

2018

- Start of the Mobartech project. A technological, interactive and participated mobile platform for the study, conservation and enhancement of the historic-artistic properties in collaboration with Bicocca University of Milan;
- Funding of the Lombardy Region (call under Regional Law 25/2016) of the projects Construction of a permanent public access to the Rio bank (Mantua, edited by Fondazione Le Peschiere di Giulio Romano) and MuraPerTe (Sabbioneta).
- Presentation of the didactic projects proposed by the Mantua and Sabbioneta World Heritage Office.
- Participation in the *World Tourism Expo*, Siena.
- Participation in the 4th European meeting of the Associations for the World Heritage (Noto-Italy).
- Presentation of the project *The Gonzaga gardens. Historic study, research and analysis for the recovery and restoration* (Mantua).
- 10-Year Celebrations:
 - *Days of interaction for an aware development of the Mantua and Sabbioneta Site*. 3 Open lessons to the citizens and 3 focus groups for the new Site Management Plan.
 - *9 School day for the World Heritage*. Interactive exhibition Guardians of the Heritage and meeting Students tell their stories.
 - *Lights on the Heritage*. Visual-architectural installations and theatre-themed walk.
 - *Narrating Mantua and Sabbioneta*. 10 video installations in the monuments of the cities created by the participants in the Call for ideas for the 10-year celebrations.
 - Opening of the *Fountain garden of Palazzo Giardino* (Sabbioneta).
 - *Lectio Magistralis* by Antonio Paolucci and Special Stamp cancellation (Sabbioneta).
 - Challenge #10anniMantovaSabbioneta (by IgersMantova).
 - Mantua-Sabbioneta 10-year Special. Walking tour in Sabbioneta by the association Gli Scarponauti.
 - Presentation of the publication #10anniMantovaSabbioneta and the new website (www.mantovasabbioneta-UNESCO.it)

2019

- (January) Implementation of the new advertising boards on the circuit of the Sabbioneta Arginelli ("Cerchio d'Acqua" project, Cariplo funds – Comunità Resilienti call)
- (22-28 February) Design of the interpretation kit of the urban heritage, as part of the Mobartech project (Bicocca University), through the involvement of the students of the Pitentino School – Tourist specialization – of Mantua.
- (8 March) Presentation of the case study "Mantua and Sabbioneta" – Mobartech project (Bicocca

University), to SFIDE. Do the right thing! (Salone di Milano)

- (March) Public presentation of the booklet #10anniMantovaeSabbioneta
- (11-12 May) UltraMarathon Mantua – Sabbioneta. First ultramarathon designed for Lombardy walkers only, connecting the two city centres of Mantua and Sabbioneta, through differentiated routes.
- (2 June) CamminaMantova - "Da Porta Giulia a Porta Vittoria" Cycle tour from Mantua to Sabbioneta by the association Gli Scarponauti.
- (8 June) 10th School day for the World Heritage, exhibition Guardians of the Heritage, meeting Students tell their stories and test of the interpretation kit of the urban heritage (Mobartech).
- (26 June) Final public meeting of the "Il Cerchio d'Acqua" project in Sabbioneta
- Agreement with the Lombardy Region for the undertaking of some actions established by the project "The network of the UNESCO Lombardy sites: communication and integrated promotion" funded by MIBACT in favour of the Lombardy Region, under Law 77/2006. Preparation of a special monographic issue of the Meridiani magazine on the Lombardy UNESCO and supply of 20,500 copies
- Organization of the conference "Enhancing and interpreting the World Heritage: the network of the Lombardy UNESCO sites" in Bibiena on 13 September 2019
- Organization of the evening event "*Lights on the Heritage. Video-mapping for the Mantua and Sabbioneta site*" at Castello square on 13 September
- (28 September) Opening of Bulwark San Giovanni of Sabbioneta as part of the *MurAperite project* (Lombardy Region funding – call under Regional law 25/2016)
- Application of the Mantua and Sabbioneta Heritage Centre project: a common space for the interpretation of the site at MIBACT under Law 77/2006
- Participation in the work group ViviAmoMantova – Research project for a welcoming and accessible city. The group is made up of Public Authorities and Associations for the sharing of inclusive actions.
- Continued communication activity through web and social media.

The Site also has its own brand which represents the profile of Mantua and the star shape of the city of Sabbioneta and which, next to the official brand of the World Heritage, identifies the activities that are organized and promoted by the Mantua and Sabbioneta World Heritage Office.

4. THE NEW MANAGEMENT PLAN

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4.1 VISION AND MISSION

ROLE AND STRUCTURE OF THE PLAN

The existing Plan, the reasons for an update

As already mentioned, the Mantua and Sabbioneta Site was the subject-matter of a Management Plan in 2006 within the framework of its nomination for inscription in the World Heritage List.

Reference model of this instrument, made mandatory by UNESCO for the purposes of inscription in 2002, were the *Guidelines for the preparation of UNESCO Sites Management Plans*¹, especially made by MiBACT, which defined the strategy, role and structure of the Management Plan.

Aimed at the conservation of the Outstanding Universal Value of the Property (OUV), for the first time the Guidelines have defined the methodological process of this instrument elaboration, distinguishing the main phases and relative contents (analysis of the resources; definition of the objectives and operational strategies; definition of the Intervention and Action Plan; implementation; monitoring). On the basis of the same Guidelines and in relation to the identified objectives, the proposed Plan was divided into Sectoral Action Plans (Knowledge; Protection and Conservation; Enhancement; Promotion, Education and Communication) and the dedicated management structure was outlined.

Amidst a large number of Plans prepared in Italy in those years, the 2006 Management Plan stood out for its specific characteristics. Despite adhering to the ministerial Guidelines, it developed their content and methodologies in the light of the distinctive needs of the considered context and those requested by the inscription itself. This involves an important part of the two respective municipal territories and doesn't just include one category of properties, but an inseparable set of different tangible and intangible heritage, historic-cultural, natural and environmental, social and economic qualities.

The cities are two very important historic urban landscapes, to which highly sensitive values are connected, which require relevant forms of active protection, hence appropriate care in their control and management.

Given this specific feature and condition, the choice made by the two cities wasn't to just consider the inscription in the World Heritage List as an additional

¹ MiBACT, UNESCO Sites and Local Tourist Systems National Commission. The model of the Management Plan of Cultural Heritage included in the World Heritage List: Guidelines, 2004.

opportunity, but to make their Site the main leverage for a new urban and territorial policy, to be pursued together.

The consequence was not to consider the Management Plan as an additional instrument to the series of existing regulatory deeds, but to make it, by virtue of its two-fold role, the first organic document of strategic guidance and operational programming for their urban heritage.

It's not a chance that the experience made, both in the preparation and in the implementation phase, was considered an example of absolute reference in the field of urban conservation and a lab of innovative experimentation, shared planning and careful promotion of the properties and recognized qualities.

Since its adoption, the Plan has received many acknowledgements (in particular, it was one of the essential elements for the acceptance of the inscription nomination of the Site in 2008), however some events which have occurred in recent years made an update necessary:

- the 2012 earthquake, which worsened the state of conservation of many monumental complexes, and especially affected the socio-economic structures of the two cities and, more in general, their respective living conditions, as well as their physical structures;
- the adoption of new instruments of government of the territory (including the same PGT of the two cities) which broadly changed the previous framework of provisions concerning the government of the soils and intervention methods;
- the preparation of the Site Periodic Report (2012 – 2014)² which significantly highlighted the emerging risks and the new implied programming requirements;
- the publication by the World Heritage Centre in 2014 of the Manuals concerning the World Heritage and, in particular, of the first manual expressly concerning the preparation of the Management Plans, which introduced specific focuses on the ministerial Guidelines of 2004.

Additional motivations emerged from the more recent national and international contributions concerning urban heritage policies, namely, the

series of declarations by ANCSA (2015)³, UNESCO (2015 e 2016)⁴ and Habitat III (2016)⁵, all converging on the urgency to respond to the contemporary urban challenges with policies focused on the three aspects that are fundamental to preserve the exceptional qualities of habitable space of historic cities, i.e. culture, sustainability and participation.

² See World Heritage Centre, Periodic Report – Second Cycle, Section II - Mantua and Sabbioneta, 2014

³ ANCSA, The value of the urban heritage of contemporary society, 2015.

⁴ UNESCO, Culture for Sustainable Cities Policy Areas, (Hangzhou, China), 2015; Policy Document for the Integration of a Sustainable Development Perspective into the Processes of the World Heritage Convention, 2015; Culture Urban Future. Global Report on Culture and Sustainable Urban Development, 2016.

⁵ See UN, Habitat III, The new Urban Agenda, 2015.

The 2020 Management Plan: vision and mission

The preparation of the new PdG, therefore, has engaged the Site in a process of careful reconsideration of all the qualities represented by the two cities, defining once more, a global, interdisciplinary and shared vision (Vision) on which the two cities have agreed to proceed. The aim is to assure the long-lasting persistence of the OUV of their Site (General objective/Mission) which appears to be crucial to guarantee their qualities of alive and dynamic, flourishing and inspiring, welcoming and inclusive inhabited spaces.

The Management Plan is a common cultural project, able to gather all the stakeholders, in view of a sustainable development of the Heritage, considered in the plurality of its different connotative dimensions – social, economic, ecological and cultural ones – and encompassing all the public policies enforced by the two cities, overcoming the still persisting sectorial approaches.

VISION

Mantua and Sabbioneta World Heritage in the life of the community¹

Assign to the tangible and intangible elements making up the Mantua and Sabbioneta Site a function in the life of the community, as assumption for the construction of its individual and collective identity, an instrument of social cohesion and integration, a root of social, cultural and economic development processes, in which the community recognizes itself and to whose safeguard it actively contributes.

MISSION

Preserving the value and raising the awareness of the meaning of Mantua and Sabbioneta World Heritage to transmit the Site to future generations

Coordinate the actions aimed at the protection of the Outstanding Universal Value in its tangible and intangible aspects of relationship, use and transmission.

* According to the Convention concerning the Protection of the Cultural and Natural World Heritage, each State Party has the responsibility and duty to undertake to: “adopt a general policy which aims to give the cultural and natural heritage a function in the life of the community” (art.5); “strengthen appreciation and respect by their peoples of the cultural and natural heritage with educational and information programmes” and “keep the public broadly informed of the dangers threatening this heritage” (art. 27).

Role and structure of the new Plan

The new PdG moves from these intentions and, adopting the principles expressed by a series of Charters, Conventions and Declarations concerning the Cultural Heritage and in particular those promoted by UNESCO⁶ and by the Council of Europe⁷ and the main emerging methodological guidelines⁸, it qualifies, in the light of the 10-year experience gained, in its two-fold role of guidance and operational coordination instrument, confirming its specific objectives:

TO KNOW

Identify and recognize the cultural, environmental and socio-economic heritage of the World Heritage Site

TO PROTECT AND TO PRESERVE

Safeguard the Outstanding Universal Value (OUV) of the World Heritage Site

TO ENHANCE

Ensure that the World Heritage Site is liveable and promote its sustainable development

TO TRANSMIT

Communicate, raise awareness and educate on the World Heritage

The analytical, evaluative and proactive process carried out and, in particular, the update of the existing situation and the SWOT analysis are based on this set of specific objectives. The SWOT analysis, together with the 2006 PdG⁹ monitoring, has allowed to identify the main management themes and operational strategies, on which the public dialogue has then developed (Dialogue Tables):

1. Protection and conservation of the monumental heritage and the urban landscape.
2. Liveability and Usability of the two historic centres of the Site.
3. Safeguarding and management of the environmental heritage.

⁶ See the Convention concerning the Protection of the Cultural and Natural World Heritage (Paris, 1972); Budapest Declaration on World Heritage (Budapest, 2002) as amended from time to time (2007); Convention for the safeguarding of the intangible cultural heritage (Paris, 2003); Recommendation on the Historic Urban Landscape (Paris, 2011).

⁷ See the European Cultural Convention (1954); Convention for the Safeguarding of the Architectural Heritage of Europe (1985); European Convention on the protection of the Archaeological Heritage (reviewed in 1992); European Convention of the Landscape (2000); Faro Convention (2005).

⁸ See MIBACT, UNESCO Sites and Local Tourist Systems National Commission. The model of The Management Plan of the Cultural Heritage included in the World Heritage List: Guidelines, 2004; ICOMOS, Guidance on Heritage Impact Assessments for Cultural World Heritage Properties, 2011; UNESCO, ICCROM, ICOMOS, IUCN, Managing Cultural World Heritage, 2013.

⁹ See Annex 6, PdG 2006 Monitoring

Previously identified objectives and strategies are tackled by the new PdG as part of its **Action Plan** which, similarly to the previous PdG and in adherence with the **Strategic Objectives** of the Budapest Declaration¹⁰ and those of the Agenda 2030¹¹, identifies the scheduled activities/projects within each of the 4 component plans or Sectoral Action Plans:

The Knowledge Plan

Including the required study and scientific research activities for the in-depth study of the knowledge concerning the tangible and intangible qualities of the Site, its state of conservation, the relevant factors and the intervention requirements;

The Protection and Conservation Plan

Concerning the existing safeguarding measures and those to be promoted to reinforce the conservation of the OUV of the Site in its different constitutive, structural, identity and duration qualities;

The Enhancement Plan

Concerning the enhancement measures under way or to be scheduled in order to assure the liveability and promote the sustainable development of the Site, with particular attention to the production chains connected to the cultural heritage (tourism, scientific research, education, accessibility and accommodation services of the territory, typical crafts, wine and food etc.);

The Transmission: Promotion, Education and Communication Plan

Including the system of activities aiming at further increasing the awareness of the two cities of the recognized values and the involvement of the communities and the local stakeholders together with the short-, medium- and long-term initiatives.

For each one of these different component plans, the Action Plan, in its quality of programmatic and operational coordination instrument, identifies the set of new projects to be promoted and uses specific sheets (**Project Sheets**) to give indications concerning their implementation, evaluation and monitoring.

These Sheets meet the main programmatic and control and evaluation requirements. They are divided into specific groups of information: the first describing the project objectives and performance methods (pursued objectives, involved parties, requested resources, expected phases and times of implementation), the second monitoring the activities under way and their effectiveness (expected results, achieved results; outcome indicators); the third concerning the intervention priorities (priority 1: projects under way; priority 2: within 1-3 years; priority 3: within 5 years), the scheduled priorities (already present or not in the 2006 PdG), as well as the relationship with the operational management strategies (1, 2, 3), mentioned above.

The set of these Project Sheets is therefore the multiannual implementation Plan of the new PdG as well as the main instrument of its permanent monitoring.

In order to support the performance of this control activity, in addition to the above-mentioned four Action Plans, the new PdG introduces a specific **Monitoring Plan** containing the objectives, strategies and related actions through specific Monitoring Sheets.

¹⁰ The strategic objectives, also known as the SC, identified by the World Heritage Centre in the Budapest Declaration of 2002 and supplemented in 2007, are: Credibility (strengthen the credibility of the World Heritage List); Conservation (ensure the effective protection of the World Heritage Sites); Capacity-building (promote the development of an effective capacity-building mechanism); Communication (increase the awareness, involvement and public support for the World Heritage through communication); Communities (strengthen the role of the communities in the implementation of the World Heritage Convention). See the Convention concerning the protection of the World Cultural and Natural Heritage (New Zealand, 2007).

¹¹ See UNRIC, Changing our world: the Agenda 2030 for Sustainable Development, 2015



Mantua, San Giorgio
Castle and, on the
background, bell
tower of the Basilica
Palatina di Santa
Barbara
by courtesy
Municipality of
Mantua Archive

4.2 THE ANALYSIS OF THE CURRENT SITUATION

4.2.1 The cultural heritage

Mantua

Mantua stands out for the absolute quality of its historic, artistic and cultural heritage which includes a number of monumental testimonies: public and private palaces, cathedrals, churches and convents, libraries, theatres, public spaces (parks, gardens, roads, squares)¹².

Most of these monuments, some of which, damaged by the earthquake which hit the Mantua territory in 2012, are currently subject to recovery and restoration works¹³, host important museums, galleries and art collections which make up the city cultural and museum system.

In keeping with the policy launched in the years prior to the nomination, after 2006 the city also paid specific attention to boosting this system, recognizing the role of economic as well as civil and social resource of culture, as well as important cohesion and integration factor.

The latest policy has made Mantua a leading city and has led to its recognition in 2016 as *Italian Capital of Culture*, also thanks to a medium-term cultural development plan and a governance based on the subsidiarity of public, private and third sector, aimed at creating important integrations of cultural development, cultural sustainability, social cohesion and economic production chains.

In order to strengthen and make its cultural offering more articulated and prestigious, the city has continued to support the birth and development of permanent research and event centres, with the relaunch of existing ones and the support of the main festivals (*Festivaletteratura*, *Festival del Teatro urbano*, *Festival Segni d'Infanzia*, *Trame Sonore – Mantova Chamber Music Festival*), also through the definition of a usage plan of the city.

Since 1997 *Festivaletteratura* is a five-day long event with meetings with writers, reading sessions, guided tours, shows, concerts with artists from all over the world; *Festival Segni d'infanzia*, launched in 2006, today is the only international theatre festival for children and young people aged from 18 months to 18 years of age. *Trame Sonore – Mantova Chamber Music Festival*, at its seventh edition, is a festival of music, art and architecture in which themed paths,

cultural itineraries, workshops and meetings are woven with concerts of artists from all over the world.

The recent numerous initiatives include, in particular, the research project “The Digital Gonzagas” of the *Association Centro Internazionale d’Arte e di Cultura di Palazzo Te* (since 2018 *Palazzo Te Foundation*), established in 2014 for the study of the documents of the Gonzaga court, recorded and made available by theme in the digital databases of the Centre¹⁴, together with annual themed conferences and the cycle of summer conference *La loggia dell’arte. Storie, segreti e avventure nelle opere d’arte* organized since 2014 by the *Centro Studi Leon Battista Alberti Foundation*, at the Pescherie di Giulio Romano, one of the first initiatives of cultural requalification of the Giulio Romano building located near the Rio and currently subject to an urban recovery programme.

As concerns the museum system, it should be noted that since 2015 the Palazzo Ducale complex, further to the reform by the Ministry for Cultural Heritage and Activities and Tourism, is part of the 20 national museums with operational autonomy. Its new management intensified the exhibition activity with exhibitions on both the Gonzaga culture and modern and contemporary art.

Additionally, the municipal museum system was also reinforced with the establishment of MuMM (Mantova ufficio Musei e Monumenti – Mantua Museum and Monument Office), which coordinates the management of the city-owned museums and monuments and is the first example in the Lombardy Region of an integrated system for the management and planning of activities and services for the enhancement and diffusion of the city heritage, also in collaboration with the other museums and monuments of the territory¹⁵.

¹⁴ See banchedatigonzaga.centropalazzote.it/portale/

¹⁵ MuMM gathers the following museums and monuments: City Museum of Palazzo Te; Palazzo di San Sebastiano (City Museum – Urban History Section); City Museum – Risorgimento Section (under way); Bibiena Scientific Theatre; Palazzo della Ragione (recently re-opened after the 2012 earthquake); Madonna della Vittoria (former Church of Santa Maria della Vittoria); San Sebastiano Temple; Clock tower and Museum of time (currently closed); Science Par; Art Park; City-owned Collections.

¹² See Annex 3 The Cultural Heritage of the Site

¹³ See Chapter 4.2.5 The state of conservation and the factors affecting the Property



Mantua, Bibiena
Theatre,
by courtesy
Municipality of
Mantua Archive



For this purpose, in 2013, the Municipality of Mantua established within MuMM a permanent interactive museum-lab, called MASTeR (Mantova Ambiente, Scienza, Tecnologia e Ricerca), to which teachers, students and citizens can have access, in order to promote and develop the activities related to Scientific Education and Training with specific attention to science and environmental education.



Mantua, Palazzo Te,
view of the Esedra
Garden from the
Loggia di Davide
photo by Luigi Briselli

The monumental complex of Palazzo Te has been subject to an intense enhancement activity with the resulting transformation of the Association Centro Internazionale di Arte e Cultura of Palazzo Te into Palazzo Te Foundation of which the Municipality of Mantua is the Promoting Founder.

One of the statutory purposes of the Foundation is the promotion of knowledge, interpretation and positive perception of Palazzo Te, the city of Mantua, its history and its contemporary appeal to the local, national and international audience; the diffusion of a culture aimed at the common good, social responsibility and sustainability, as well as favouring social integration by involving citizens and volunteers. For this purpose the Palace intends to open up to the city and become in the short and medium term a reference place for the creation of a local identity, for the training and education of citizens and an attractor for national and international visitors. The Palazzo Te School, educational department of the Foundation, goes in that direction – its objective is to increase

the capacities of action, thought and development in the field of cultural production. The activity of the School mainly focuses on the relationship of heritage, contemporary culture and project capacity, proposing short residential programmes guided by an external teaching staff, made up of researchers, artists and experts in different artistic and scientific disciplines.

Thanks to the project Mantua Italian Capital of Culture, at Palazzo Te targeted actions have been put in place to strengthen its appeal and functionality, such as the conservation of the internal structure of the facade of the courtyard of the loggia of honour (site of performances and artistic installations) and the artistic lighting which renovated and expanded the perception of the palace and requalified the surrounding public park.

In order to facilitate the visit of the museum and monumental heritage of the UNESCO Site, in 2016 the Mantova Sabbioneta Card was created.

In 2019 the final detailed design of the new fitting of the San Sebastiano Museum was approved, the heart of the “Plan of overall reorganization of the City Collections” consisting in the creation of a new museum system dedicated to archaeological collecting, one of the great branches which has fed the formation of the city collections by: Vespasiano Gonzaga, Giuseppe Acerbi, Ugo Sissa. The collections include the Greek-Roman, Egyptian, Mesopotamian and Arab collections which to date are located in Palazzo Ducale, the storage areas, Palazzo Te and San Sebastiano. The project provides to gather all the collections in one museum, Palazzo San Sebastiano, which adequately meets the requirements of functionality and availability. The current collections will be enhanced by a new high-performance fitting in one building and will be enriched by pieces coming from Palazzo Ducale and the city storages.

In these years, like in the previous decade, the city hosted many cultural events, exhibitions and festivals, for a total of more than 50 events.

Many initiatives promoted by other entities added to these events, including the series of exhibitions, lessons, seminars and conferences called *MantovArchitettura*, organized by the Mantua Campus of the Politecnico of Milan as part of the scientific project of the UNESCO Chair “Architectural Preservation and Planning in World Heritage Cities” with over 200 events scattered in various city spaces from the *Campus of Mantua* of the Politecnico of Milan, to the Bibiena Theatre, the San Sebastiano Temple, the House of Mantegna, Palazzo Ducale and Palazzo Te, in the Mantegna Hall, as well as in the former Madonna della Vittoria Church and in the former San Cristoforo Church.

Since 2014 the Pantacon consortium, made up of the cooperatives Alkémica, Charta, Radiobase, Teatro Magro and Zerobeat, organizes, with the support of the Cariplo Foundation and the Municipality of Mantua, *Fatti di Cultura*, a series of meetings, dialogues, labs which focus on culture and its role as driver of territorial growth, of social innovation and urban regeneration.

The Association Distretto culturale Le Regge dei Gonzaga, established in 2011 by initiative of the Municipality of Mantua, the Province and other 12 Municipalities, including Sabbioneta, also bases its mission on the strategic axes of local and tourist development, the promotion of cultural and artistic tradition, the conservation of architectural heritage and the food and wine industry. The Association recently has stood out for the project Cantieri Aperti, Gonzaga Digitali and the creation of cultural and food and wine itineraries.

In 2018, European Heritage Year, Mantua significantly strengthened the activities concerning conservation and promotion of the historic-cultural heritage with restructuring and restoration works of the city monuments (Gabbia Tower, Bibiena Theatre and Palazzo della Ragione) in parallel with the launch of initiatives and events in its main historic buildings. After the remarkable season of events and cultural initiatives launched throughout the decade and in particular in the 2016/2017 period, the 2018/2020 period is meant to consolidate some events which debuted in the festival of *Mantua Italian Capital of Culture* and which have been confirmed in the annual cultural programme of the city. This programme is supported by the Municipal Administration in coordination with the different stakeholders of Mantua culture (Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua, Museum Complex of Palazzo Ducale, University, Foundations, Education and Training Institutions, Cultural Associations). In particular, two EU-funded projects were developed, related to strategic development, conservation and promotion of the city cultural heritage (BhENEFIT – Municipality of Mantua as lead partner – and INT-HERIT – Municipality of Mantua as partner) and applications were submitted to public authorities (EU, MiBACT, Region) and private foundations.

For a more effective enhancement of the “Places of culture” the Municipal Administration intends to continue to support private parties for the application for projects of recovery, reorganization and opening of historic buildings such as the Pescherie di Giulio Romano. The Giulio Romano building, owned by the municipality, is currently subject to a programme of urban recovery and cultural requalification by

the Le Pescherie di Giulio Romano Foundation, concessionaire of the property.

The Municipality of Mantua is engaged in the fight against climate change as partner of the C-Change network, a European project that is funded by the URBACT III programme. Such project aims at mobilising the Mantua art and culture sector on climate change through a series of actions for emission reduction and raising the awareness of citizens.

Mantua increasingly hosts spaces, projects and activities aimed at supporting the initiatives of younger people, also through the collaboration with associations. Since 2013 Pantacon manages, in agreement with the Municipality of Mantua, the venue of Officina Creativa di Santagnese¹⁰. The venue Hub Santagnese¹⁰ is a permanent laboratory that gathers public and private partners in order to create a suitable context for the requests of the young locals, expanding contacts with neighbouring cities and with the network of social and cultural innovators in Italy. Additionally, a Territorial Laboratory for Employability has been established, concerning the main production fields of the Mantua context: mechanical, textile-fashion, agribusiness and cultural production. In 2017 the Laboratory for Employability and the Municipality of Mantua – City Museums have signed a three-year agreement for the digitalization and application of maker technologies to the museum and monumental heritage. Since May 2019 the Creative Lab venue is active in Lunetta, a suburban district of the city that has always been characterized by marginalization and social unease. Based on a youth policy project funded by ANCI in 2017, the venue, initially counselling and aggregation centre, has been turned into a lab of youth joint planning and collaboration for the common good which has brought to life a participated urban regeneration experience. Further to a public/private joint-planning process launched by the Municipality, from 2019 to 2021, the space will have guaranteed minimum resources for its opening and for the implementation of an ambitious growth project aimed at reaching future sustainability and autonomy.

Sabbioneta,
Porta Vittoria
photo by
Danilo Malacarne





4.2.2 The natural, environmental and landscape resources

Sabbioneta

As highlighted at the time of its inscription, Sabbioneta represents one of the most eminent examples of the unitary model of urban foundation according to the Renaissance principles of the *ideal city*. Its historic heritage includes the entire complex of urban structures (walls and gates; layouts at urban scale and at the scale of the individual items) and architectural foundations (public and private palaces, churches and convents, theatres) which almost fully return its original unitary composition of *fortified island*. Many of its housing complexes (see Annex 1) house important museums, galleries and art collections and important cultural, theatre and musical events as well as scientific conferences¹⁶.

In particular, the Gallery of the Ancients, the Palazzo Ducale, the Palazzo Giardino and the Teatro all'Antica (Theatre in the style of the ancients) make up the municipal museum system which, in addition to cultural initiatives, organizes visit programmes and didactic activities.¹⁷

As in Mantua, in Sabbioneta the cultural policies put in place by the municipal Administration are also part of local development strategies and are adopted as a determining factor for the enhancement of the territory in all the fields of social, economic and civil life. As in the previous period, Sabbioneta has continued to be the venue of several cultural events, exhibitions and scientific meetings, with special reference to its relevance in the history of architecture and of the Renaissance city. These also include, in addition to the above-mentioned "Cantieri aperti" Festival, by the Cultural District "Le regge dei Gonzaga" held since 2013 in order to promote the prior and programmatic conservation activities, including the "European Day of Historic Theatres" annually promoted since 2016 together with Perspectiv – Association of Historic Theatres of Europe.

In addition to conservation, the priorities include the enhancement of the historic, artistic and monumental heritage through the promotion of initiatives dedicated to contemporary art, cinema and music, involving both the public and private sector.

¹⁶ Some of the main complexes include specifically: the system of Walls, Fortifications and urban Gates; Palazzo Giardino; the Gallery of the Ancients; Teatro all'Antica; Palazzo Ducale; the Synagogue and the Jewish Cemetery; the Beata Vergine Incoronata Church; the Museum of Sacred Art of Toson d'Oro; the Archpriest Santa Maria Assunta Church.

¹⁷ In 2017 the municipal administration of Sabbioneta entrusted the management of its museum system and tourist services to the cultural heritage-oriented cooperative, Coopculture.

Mantua

The territory of the Site features valuable natural and semi-natural fields which, mainly connected to the river environment of the Mincio river and its lakes, give the city its characteristic of *city of water*.

The entire municipal territory is heavily characterized by the presence since 1984 of the *Mincio Regional Park*, which extends along the river and covers, in addition to Mantua, 12 municipalities of the province and includes three protected natural areas and four Sites of the Natura 2000 Network, called Special Conservation Zones (ZSC). In particular, the *Mincio Park* in the municipal territory of Mantua fully or partly includes:

- two protected natural areas bordering the perimeter of the buffer zone, namely: the Nature Reserve of the Mincio River Bight and Valleys, in the north-western part of Superiore Lake (1,200 hectares) and the Nature Reserve of Vallazza, downstream the Inferiore Lake (almost 496 hectares);
- three sites belonging to the Natura 2000 Network representing one of the largest and most important wetlands of northern Italy, such as: the Special Protection Area (SPA) Mincio River Valleys (1,947.72 hectares); the Site of Community Importance (SCI) and Special Conservation Zone (ZSC) Mincio River Bight and Valleys (almost 1,058 hectares); the SCI/SPA (Site of Community Importance/Special Protection Area) Vallazza (almost 521 hectares, in the municipalities of Mantua and Borgo Virgilio); the Site of Community Importance (SCI) Chiavica del Moro (almost 25 hectares).

The *Nature Reserve of the Mincio River Bight and Valleys* partly covers the municipal territory of Mantua. Such a Reserve is also Special Protection Area (SPA) under Directive no. 79/409/EEC and included in the wetlands of international importance identified by the Ramsar convention dated 02/02/1971. The area is a large wetland, originated further to the sudden change of direction of the flow of the Mincio river and of the barrier of the Mulini Bridge of Mantua, man-made over centuries. Due to said actions, the river has widened to the left, where many canals and wet prairies can be found.

The *Nature Reserve Vallazza*, located south of the city, is the natural expansion to Inferiore Lake valley. Almost fully included inside the Municipality, it's made up of a wetland with rich floating water vegetation and a wide stretch of rushes and fens. Together with the Virgiliano Forest, bordering with the reserve in the south-eastern part of the city, it represents an important ecological and landscape "filter" to the industrial areas west of the city.

Outside the municipal perimeter but right behind the border and connected to the nature reserve of the Mincio Valleys and Superiore Lake by a large area allotted to agricultural vegetation (mostly included in the municipal territory of Mantua), is the *Specialized Nature Reserve of the Fontana Forest* (almost 233 hectares) which is the remainder of the lowland forest which used to cover the northern part of the city to Goito and is also one of the most important ecological-environmental resources.

The need to protect this natural and landscape heritage while meeting the citizens' need to use it has led the Municipality of Mantua, in agreement with the Mincio Park, to promote the construction of a park, called "Peri-urban Park", from 1998 to 2009. This park extends along the banks of Superiore, di Mezzo and Inferiore lakes, and on the right bank it covers the areas reaching Porto Catena from Valletta di Belfiore (on the edge of the Nature Reserve of the Valleys, Superiore lake) and, on the left bank, reaching via Brennero from Cittadella, where the Nature Reserve Vallazza starts.

The right bank, between the city and the Mincio river, was the first to be recovered and requalified, while on the left bank of the di Mezzo Lake, large areas of willows and poplars (almost 41 hectares) are equipped for sports activities and crossed by cycle lanes (Peri-urban Park cycle lane). Those areas have also been involved in the project "Green systems: renaturation and landscape enhancement of the Peri-urban Park", which, aimed at creating an ecological connection with the Carpaneta Plain Forest, provided for the replanting of almost 17,000 plants.

The extension and importance of the municipal natural areas were acknowledged by the different instruments adopted in succession for the territorial governance, all tackling with special attention the topics of environmental protection and reinforcement of the ecological network, recognizing the Mincio River as its primary component.

In particular on 18 May 2016, through a participated process, the negotiated planning agreement called "River Mincio Contract" was signed. Over 60 entities and associations were involved in the planning for the future of the Mincio river (see Existing and pending plans).

As regards the urban green system, recent studies¹⁸ have highlighted how the older gardens are those of Palazzo Ducale and Palazzo Valentini to which those of Virgiliana square were added in the 1800s with the burial of the Ancona river, redesigned as it is today in the next years, as a wooded area for "public walks".

¹⁸ See Guidelines for the project of the public space, 2014

The gardens of Pradella Gate date back to the post-unity period to the 1930s further to the burial of the Magistrale Moat and then expanded; the Virgiliano Forest was made in 1929; the gardens outside the Te area with the trade fair area today used for sports events; the Anconetta Square gardens, made after the construction of the embankment; the Lungorio, further to the demolitions of San Domenico (Matteotti Gardens); the Corso Garibaldi Gardens (Mille Square) made on free areas. To these series of gardens from 1974 to date the areas south of Virgiliano Forest and east of Valletta Valsecchi have been added and, more recently, the series of green public spaces of the Lungolago.

The latest research also focused on those parts of the ecological network represented by the streets, the avenues and the squares which were historically shaped on the main morphological component of urban identity made up by water (Lakes, Rio Canal, City Walls and Magistrale Moat) even if today it's no longer visible, and which are characterized by the presence of remarkable trees by species, structure and bearing (Lungolaghi and Viali di circonvallazione).

In particular, in 2017 a specific recovery and requalification project of the Rio Canal was launched, promoted by the Le Pescherie di Giulio Romano Foundation and by the Municipality of Mantua which provides for the restoration of a permanent access to water by reopening a passage that had been closed for decades, through the construction of a terrace/pier on the canal itself, in addition to the enhancement of the Pescherie di Levante under an environmental and historic-cultural profile. In order to support this project, the Administration has also decided to promote a specific work group involving all the competent Authorities and stakeholders and introduced the Rio project as one of the actions established by the signed Mincio River Contract.

The importance attached to the urban ecological network and in particular to the role of urban forests and green infrastructures in the environmental regeneration of the city is highlighted by the many national and international scientific initiatives, recently hosted by the city, including in 2018 the first *World Forum on Urban Forests*¹⁹ concerning the debate on the emerging experiences on planning, design and management of green infrastructures and urban forestry as well as on the inclusion in the PGT (Service Plan) of the Municipal Ecological Network,

¹⁹ The 1st World Forum Urban Forest (WFUF) - "Changing the nature of cities: the role of urban forestry for a green, healthier and happier future", Mantua, 28 November - 1 December 2018, was promoted by FAO with the support of the Municipality of Mantua, of the Italian Council of Forestry and Forest Ecology (SISEF) and the Milan Politecnico, in partnership with the Tea Group.





Mantua,
profile of the city,
by courtesy
Municipality of
Mantua Archive





Sabbioneta,
profile of the city
photo by
Danilo Malacarne

focusing on the topics of the Regional Ecological Network at a local level.

As concerns the important topic of the management of green areas, starting from 2002 the maintenance and management of the urban green areas, streets and public lighting, is contracted out to the company TEA (Territorio, Energia, Ambiente) S.p.A. which is in charge of guaranteeing the unitary and on-going performance of scheduled interventions under the control of the Municipal Administration.

In particular, the scheduled activities include the census of the existing public green areas which, developed since 2005, resulted in the measurement of the consistence of the green surfaces and the trees present in the municipality and in 2008 in the first *IT inventory of public green areas of Mantua*, updated in 2015 and supplemented by the information concerning the state of phytosanitary conservation. This instrument, representing a support to the planning of recovery and requalification as well as routine and supplementary maintenance activities, is being constantly updated by the company TEA itself.

Sabbioneta

The Sabbioneta area includes a mainly cultivated large territory around the Walled City and its moat which identify its character of *fortified plain in the reclamation plain* between the Po River and the lower reaches of the Oglio River.

These agricultural areas, which in the buffer zone represent 80% of the total surface, constitute an important ecological filter between the recently built urban areas and the Walled City, contributing to its environmental protection while enhancing its landscape qualities.

The system of green spaces inside the Walls is mainly connected to the fortification of which it primarily constitutes the terraces and bulwarks. This system of green areas along the internal edge of the Walls is integrated with the network of the gardens and vegetable gardens inside the settlement. As a whole, the existing green areas inside the Walled City are mainly private except for the Bresciani Terrace and the Badesi Terrace and the Piazza d'Armi gardens.

The unity of these green areas inside and outside the Walls, hence the need of their integrated design as components of the city fortification system, was for the first time recalled by the Memorandum of Understanding signed by the various territorial and institutional partners for the nomination of the Site for inscription in the World Heritage List (MiBACT, Directorate General for the Cultural and Landscape Heritage of Lombardy, Lombardy Region, Province of Mantua and Municipalities of Mantua and Sabbioneta) and then by the Management

Plan (PdG) of the Site (2006) which included it in its Priority Actions (Plan C, Objective 4, Activity ii).

The "Enhancement project of the urban field of the Sabbioneta Walls" developed under the PdG in 2009, has outlined a recovery and regeneration strategy of the entire environmental system of the Site both for its urban parts inside the city Walls and for the network of ecological connections of the outer farming areas made up by the embankments.

Further to this project, activities were implemented concerning a first section of restoration and requalification of the segment of the Walls and the moat between Bulwark S. Elmo and S. Giorgio (2010-2011) and, in recent years, the embankments under the project called Cerchio d'acqua (2016).

In 2017, the *Guiding Project of recovery and restoration of the Fountain Garden* of Palazzo Giardino was also prepared, promoted by the Mantua and Sabbioneta World Heritage Office²⁰ and implemented by the Municipality of Sabbioneta in 2018.

The management of green areas is, like in previous years, under the responsibility of the Municipality which is in charge of the government choices concerning the conservation and protection of the green areas of the city, all of high historic, landscape, ecological and environmental value.

While routine maintenance is directly entrusted to the workers of the Municipality, the supplementary maintenance is entrusted to independent contractors based on specific tendering procedures.

²⁰ See *I giardini dei Gonzaga. Studio storico, rilievo e analisi per il recupero e il restauro*, 2018

4.2.3 The territorial tourist system

Further to regional law no. 27 of 1 October 2015, “Regional policies concerning tourism and the attractiveness of the Lombardy territory”, which reformed the regulation of tourism in the Lombardy territory and further to the reform of local authorities and provinces (Del Rio Law no. 56/2014), the situation of functions and proxies of local authorities has changed, giving the municipalities the roles that the provinces had played in the past.

In particular, as concerns the tourist information and reception services, the Lombardy Region has adopted Regional Regulation no. 9 of 22 November 2016 “Definition of the name, characteristics and logo of the tourist information and reception facilities” and Resolution no. 2651 of 16 December 2019 “Criteria for the establishment of the tourist information and reception facilities implementing art. 11, paragraph 5, of regional law 1 October 2015, no. 27 and for the performance of the related activities” which have been used to define the criteria for the establishment of the Tourist Infopoints in Lombardy as dedicated facilities in replacement of the previous IAT (Tourist information and reception).

The Tourist InfoPoint in Lombardia of Mantua is firstly a front-office service which supplies information on tourist and cultural attractions, festivals, events and accommodation in the territory.

At the InfoPoint free brochures are available on the tourist, historic, wine and food, cycle and environmental routes prepared and printed by the Municipality of Mantua and by other Authorities/Associations working in the tourist sector. Over the years a modern call centre service was implemented in order to meet the increasingly articulated requirements for information of users. With the intention of further developing the relationship with its actual and potential users, a regularly updated website is live and a periodic newsletter is prepared collecting all the information concerning the cultural and artistic events organized in the city and in the territory of the province. The Tourist InfoPoint also gathers the feedback of users which is then screened to better the service. Mantua also has another information point at the entrance of the Renaissance city, the InfoPoint Casa del Rigoletto, located inside a small building in Piazza Sordello 23, owned by the Bishop’s Curia and managed by the Municipality of Mantua, in order to give basic tourist information and other cultural and tourist services as well as venue of exhibitions and temporary events.

Similar initiatives were also launched in Sabbioneta where an InfoPoint is active, previously housed in Palazzo Giardino and currently in Palazzo del Cavaleggero, both for the purchase of tickets for the city monuments and for receiving visitors and with a bookshop.

It must be noted that the two cities are increasingly presenting themselves as important travelling destinations, with growing tourist flows starting from the inscription and in particular in 2016 after the recognition of Mantua Italian Capital of Culture, even if the values are still decidedly lower than those of other comparable art cities of our Country.

The proximity of provinces such as Verona and Brescia and the Garda Lake area, some of the first provinces in Italy by tourist flows, represents an opportunity to attract and welcome new visitors in this territory.



Mantua, Tourist Infopoint in Piazza Mantegna by courtesy Municipality of Mantua Archive

The topic of a more effective territorial marketing is increasingly present in the cultural debate and in the territorial governance action and it’s the basis for the proposals of a Consortium of Public Authorities (Municipality, Province and Chamber of Commerce) and private operators for the implementation of strategic actions supporting the promotion, tourist marketing and development of the city branding.

This growth of attention has been especially noticeable since 2017, in keeping with the positive trend triggered by the recognition of Mantua as Italian Capital of Culture, to which the recognition of the Museum Complex of Palazzo Ducale among the twenty museum complexes with operational autonomy was associated as well as the establishment of the Palazzo Te Foundation as promoter of culture.

In these years the East Lombardy project has also continued, linked to the recognition obtained for 2017 of European Region of Gastronomy for the consolidation of the interprovincial collaboration and the strengthening of the local network of the operators of the wine and food and production chain.

In recent years dialogue tables were also set up and developed with Authorities and associations for tourist promotion and support of sustainable tourism policies, through the participation in tenders launched by the Lombardy Region to support tourist information points and their regional coordination.

Mantova e Sabbioneta Card (2016)



One of the initiatives for the tourist promotion of the Site is the creation in 2016, by the two Municipalities, of the above-mentioned Mantova Sabbioneta Card, which allows to visit the main museums of the Site and to use free services for transport and sustainable mobility (bus and bike sharing) as well as interesting discounts on tourist facilities, stores and events, exhibitions and city festivals. In the three-year period of application, this card has had an increasing number of users, despite its changes, in 2016 (16,341 cards), 2019 (11,757 card), with a peak in 2017 (18,761 card), confirming its validity.

4.2.4 The Communication, Participation and Education activities

The communication and participation activities

The topic of communication, already featured in the previous Management Plan, was especially developed in these years, especially for the purposes of tourist promotion and social involvement and participation.

Since the moment of its nomination for inscription in the World Heritage List, the Mantua and Sabbioneta World Heritage Office understood the need to promote the Site as one and with joint actions supporting the diffusion of the values recognized by the inscription and the growth of sensitivity for their safeguarding.

The Office immediately published a number of targeted promotional materials, including brochures, guides and maps, distributed in the main information points of the two cities and in their different reception facilities and at trade fairs and events (see the Site introductory brochures with the summary of the Statement of Outstanding Universal Value in Italian, English, French and German; the tourist guide “Mantua and Sabbioneta. The treasures of UNESCO”, published by Sagep editori; the map “Mantua and Sabbioneta. Map of the city and the territory”, published by Sagep editori, containing the cartography of the Mantua territory and the itinerary of the Mantua – Sabbioneta cycle lane connecting the two historic centres; the brochure Mantua from/ to Sabbioneta, with useful information to move between the two cities – buses, trains, road signs, car parks, cycle lane). In 2009 the website www.mantovasabbioneta-unesco.it was first published and is now being updated.

As for communication, in addition to these initiatives, between 2012 and 2015 a specific project funded by the Ministry for Cultural Heritage and Activities and Tourism was launched, “Communicating Mantua and Sabbioneta” which included different actions:

- the design of the Site logo, to be placed next to the institutional logo of UNESCO, to be used for its identification and promotion;
- the creation of Site gadgets (shopping bags, notebooks and pencils) with its new logo;
- the establishment of a Site press office aimed at developing the relationships and contacts with the main national and international newspapers, in addition to local ones;
- the organization of three Educational tours addressed to journalists from all media, which led to the publication of news and reports on national dailies, tourism magazines and outdoor activities, family and women weekly and monthly magazines, local and national radio stations;

- the organization of the Journalist Prize “Mantua and Sabbioneta: a World Heritage!” aimed at encouraging journalists to write about the Site, increasing press exposure and gaining national and international resonance;
- the organization of an Educational Tour for tourist operators in order to give a better understanding of the Site to tourist agencies developing travel offers on the territory;
- the filming of the documentary “Mantua and Sabbioneta. The jewels of UNESCO” (running time: 7 minutes) in Italian, presenting the Site for institutional or promotional events.

In order to regularly transmit information, detailed analysis and trivia on the Site and updates on the activities carried out by the Office, since 2012 institutional pages have also been activated on the main social networks (Facebook, twitter, Instagram, YouTube).

In December 2014, the Mantua and Sabbioneta World Heritage Office wanted to take an opportunity to hold meetings with the citizens on the topics linked to the World Heritage.

In Sabbioneta the public meetings were advertised through the posting and distribution of information materials and a Cultural Aperitif was held in the basements of Palazzo Ducale, organized by the local association Sabbio ProEvents.

In Mantua a reception, meeting documentation space, the “Mantova e Sabbioneta Heritage Centre”, was opened for almost 20 days to give information to the UNESCO Site. It was the first temporary experiment of a Heritage Centre open to citizens and visitors.

Then, thanks to the collaboration of the local association RUM – Ri-animazione Urbana Mantova, the experience was replicated in two new “vacant shops” of the historic centre for set time periods (from December 2015 to March 2016 and from September 2016 to February 2017), with the objective of getting in contact with the local community, understood both as individual citizens and as organized groups and associations.

Every time the fitting was designed in order to ensure a multifunctional space, which could become a welcoming cultural gathering, work area or lab space.

Exploiting the spaces of the Heritage Centre it was possible to give the opportunity to schools to perform different structured activities, including the creation of a tourist map, the *Map of the heart*, made by the students through interviews made to the citizens on their favourite places, distributed in the same Heritage Centre and in the other information

spaces of the city and the organization of city tours for children and didactic labs for families.

Organized as a meeting and exchange place, for small exhibitions, presentations open labs, it's also been used to launch awareness-raising campaigns for citizens and tourists, including the one called “Arcades. Instructions for use”, carried out after the cleaning of the columns of the historic city of Mantua, with the circulation of information brochures and the presentation of art performances, “interactive windows” and didactic games.

In the three periods in which it was open, for a total of almost 11 months, the following initiatives were carried out, in particular in the weekends:

- cultural dates, presentations, small conferences, in collaboration with cultural associations;
- small exhibitions on the cultural heritage, in collaboration with cultural associations and institutions;
- guided tours and didactic labs for children and families, in collaboration with high school students;
- guided tours and urban trekking, in collaboration with active tourism associations;
- interactive experiences, contests, “cultural games”.

The Mantua and Sabbioneta Heritage Centre was also used as lab space and reference place for the initiative “Mantua 2016 – Stories of accessible meetings”, which in December 2016 offered guided tours in sign language for deaf people and modelling labs and visits to the historic centre for blind people, thus confirming its potential as open space to the proposals of multiple city partners in order to encourage different and differentiated methods of approaching the cultural heritage of the site.

The school education activities on the Heritage

Since the year of inscription in the World Heritage List we decided to follow the indications contained in the 1972 Convention regarding the “transmission to future generations of the Cultural and Natural Heritage”, involving through the schools local children and young people in the knowledge of the World Heritage and more specifically the Mantua and Sabbioneta Site.

With the conviction that any proposal should be shared with the teachers, the first year of work (school year 2008/2009) was devoted to methodological planning, through a dialogue with a sample of teachers, organized in work groups and differentiated by school grade. The set objectives and applicable teaching approaches to the study of the World Heritage were shared and implemented, starting

from which the teachers have prepared the activities they would develop in the coming years in their class. In this process, together with the association Amici di Palazzo Te and the Mantua Museums, which already at the time had a lasting experience in the field of museum teaching, we wanted to give the teachers as much creative freedom as possible, bringing to life a sort of brainstorming operation and encouraging the production of ideas. The project Mantua and Sabbioneta: model cities of the Renaissance. Knowing them to safeguard them (2009/2012) was launched with that in mind and was then funded by the Ministry for Cultural Heritage and Activities and Tourism (Law 77/2006), within which each teacher has developed actual activities with their classes, with the common objective of *informing* their students about the Site and of developing the sense of *responsibility* for its *safeguarding vis-à-vis* the rest of humanity. At this phase, the teaching operators, made available by the association Amici di Palazzo Te, have carried out in-class lessons and thematic tours of the cities and monuments, every time agreeing on the content with the reference teachers. Next to the learning process of the World Heritage, from dialoguing with the teacher the opportunity to explore the topic of *cultural diversity* emerged. Starting from the recognition of the sites located in the different nations, we tried to promote the awareness of the value of the cultural diversity in its ability to convey identities, values and the sense of the expressions of culture and encourage intercultural dialogue.

Only then did we wish to proceed with a selection of the multiple proposals received and activities undertaken. With the project Mantua and Sabbioneta in Europe (2012/2014), also funded by ministerial aid under Law 77/2006, a “basic” education process common to all schools was outlined and

experimented, adapting its content and languages to the different age brackets, made up of an in-class lesson (to learn about the World Heritage List and the values it represents) and themed tours of the two cities, aimed at the recognition and comparison of the two different models of urban development. Developing the topic expressed by criterion III of the Statement of Outstanding Universal Value, the influence of the Gonzaga’s culture on the rest of Europe, new actions were planned, such as the introduction of an additional themed education session, the launch of a prize competition for the secondary schools of the province of Mantua (*Citizens of tomorrow. Do you know the World Heritage?*) and the organization of the *Mantua and Sabbioneta Student Forum*: five days of meetings with high school students of Mantua, Tübingen, Granada and Pamplona. Thanks to the participation in the two above-mentioned projects, all the schools were registered in the Italian National Network of UNESCO Associated Schools.

During the school year 2014/2015, attention was drawn to the topic of the urban public space, introducing the topic of Common Property, thus connecting to the study project that the Office was examining that year (“Guidelines for the project of the urban public space”).

Since 2015 the activities proposed to schools have continued using own funds from the budget of the two municipalities. The basic education process proposed to schools, which was named Mantua and Sabbioneta. **To Know, To Protect, To Enhance the World Heritage**, was reviewed and better defined and divided into 4 education sessions, still used today:

- In-class interactive lesson “A lesson on the World Heritage”;

As highlighted by the National Plan of Heritage Education, published by the Miur (Ministry of Education, University and Research) in 2015, “The transmission of knowledge and typical values of the cultural heritage helps affirm the cultural dimension of the individuals and has positive impacts at a social level because it stimulates the process of identity construction and reinforces the sense of belonging to the reference community”. (page 5)

“The participation in the community life is crucial for all the categories of people who for different reasons live in a condition of *social exclusion*. Additionally, for the cultural heritage to really become the heritage of everyone, today’s challenge is represented by the ability to take an *intercultural perspective*. In the current context, the increased presence of citizens coming from other cultures

determines the need to meet their needs for social and cultural integration not understood as an adaptation to the culture of our country, but as search and maintenance of affinities and mutual differences (Bortolotti et al., 2008). The cultural heritage as fruit of continuous merges, exchanges, integrations is an excellent instrument to know our and other people’s identity and favour such intercultural dialogue as referenced by the UNESCO Universal Declaration on cultural diversity (Paris, 2 November 2001): *Cultural heritage as the wellspring of creativity. Creation draws on roots of cultural tradition, but flourishes in contact with other cultures. For this reason, heritage in all its forms must be preserved, enhanced and handed on to future generations as a record of human experience and aspirations, so as to foster creativity in all its diversity and to inspire genuine dialogue among cultures.* (art. 7)” (pages 10, 11)



Alternating school-work programmes, by courtesy Municipality of Mantua Archive

- In-class interactive lesson “Mantua and Sabbioneta. Two cities one Site”;
- Themed guided tour of Mantua;
- Themed guided tour of Sabbioneta.

The choice to trace the various experiences back to one proposal for all, albeit differentiated according to the various school grades, was motivated by the desire to streamline the previous experimentation, optimize available resources and extend the participation to a broader audience, entrusting the activities to properly trained external operators by the Office. In the meantime, the need to recruit an independent contract staff, with advanced competences in teaching and knowledge of the Site, in charge of the coordination and supervision of the activities, in addition to the development of specific projects with the especially interesting teachers and classes. Since 2015 the administration has also determined to allocate a cost to the education activities, however keeping the gratuity of the schools of the city of Mantua and the Comprehensive School of Sabbioneta. To date almost 30 schools and 10,000 students were involved.

The so-called “good school” reform (Law 107/2015) has introduced and made obligatory, starting from school year 2016/17 Alternating school-work programmes, understood as “education opportunity combining knowledge and know-how”, which has replaced the previous *internship* formula only established for technical and professional schools. As a consequence, the number of high schools asking to make projects in collaboration with the Office has remarkably increased. Since giving a positive answer to the requests of the schools was deemed fit, we tried every time to plan school-work experiences which would well fit the relevant education processes. It’s noteworthy that a long-lasting collaboration was consolidated, through internship activities first and Alternating school-work next. In particular, the

following activities are remarkable:

- ITES Pitentino (specialization Tourism): since 2014, every year a different project was developed, on topics linked to the development of an emotional and responsible tourism. The students have made interviews, guided tours, a tourist map of Mantua (in Italian and English) and developed a mobile App (in Italian and English). In 2018-2019 in collaboration with the University Bicocca of Milan, as part of the Mobartech project, the students have designed a kit to stimulate a sensorial and perceptive approach to the knowledge of the Site.
- Istituto Bonomi Mazzolari (Services for the Food and Wine and Accommodation sectors and Healthcare Services): since 2014, itineraries were developed for primary school children and families with children to discover the city, combining the competences of the two specializations involved.
- Liceo classico Virgilio: in the school years 2016/17, 2017/18 and 2018/19 the students were involved in joint planning laboratories, in order to develop organizational and managerial competences, starting from topics suggested by the Office: “the heritage as element of mediation and cultural integration” and “raising awareness among young people on the protection of the heritage”, resulted in interesting experiences of participation in collaboration, in one case, with the early literacy school “Scuola senza frontiere” of Mantua, in the other case with primary and secondary schools.
- Istituto For.Ma. (specializations: personal care, aesthetics, sports and well-being; catering services). In the school year 2016/17 an education to digital communication course was developed and resulted in an interesting activity of promotion of the territory through the social media.

4.2.5 The state of conservation and the factors affecting the Property

Since 2009, every school year ended with the organization in Mantua of an event, the **School days for the World Heritage**, which depending on the editions covered one or more days. From time to time the initiative took different forms, depending on the activities carried out during the year and, last but not least, the budget available. In Sabbioneta, where the performance of “The star of the Prince”, a performative experience of the historic and cultural heritage of the city made by the Comprehensive school of the city, had already been in place for some years, we decided not to introduce additional proposals, but to collaborate with the school itself, by supporting and collaborating on the initiative. Over the years, in the palaces and the squares of the two cities, as part of a process of symbolic repossession of urban spaces, exhibitions of didactic materials, creative performances, laboratories and micro-conferences were held by the students, with debates, guided tours also made by the students.

Next to these initiatives, it should be noted how in these years the two cities were also venues of teaching courses, workshops and university seminars, mainly focused on the protection, conservation and enhancement of the architectural and environmental heritage, promoted by Italian and foreign academic and scientific institutions (i.e. Politecnico of Milan and Campus of Mantua; University of Brescia; Technical University of Aachen; Technion of Haifa, Israel; University of Technology of Poznan, Poland; Lincoln Institute of Land Policy of the University of Maryland, USA; Foundation of Habiforum, Gouda – NL; Smart Growth National Centre, USA; University Fachhochschule of Regensburg, Germany; University of Chur, Switzerland; School of Architecture and Fine Arts of Wielkopolska, Poland). Since 2012 the Territorial Campus of Mantua is the seat of the UNESCO Chair in *Architectural preservation and planning in World Heritage cities* and of the Centre of Competence for the Preventive and Programmed Conservation of historic-architectural heritage.

The state of conservation of the property

Starting from the 1970's-1980's Mantua and Sabbioneta launched conservation policies of their historic centres, with special attention to both public and private buildings, which led to an overall good state of conservation. These processes initially have concerned the greater architectural, civil and religious complexes of the two cities: in Mantua, Palazzo Ducale, Palazzo Te and della Ragione, the churches of Sant'Andrea, Rotonda, San Sebastiano and Santa Maria della Vittoria; in Sabbioneta, Palazzo Ducale, Palazzo Giardino, Palazzo Forti, part of the Walls and the Teatro all'Antica (theatre in the style of the ancients).

The attention was then moved to minor fabrics, as it's shown in Mantua by the work on the former barracks of via Cairoli and in Sabbioneta the widespread building restorations made from 1986 to 2006, equal to almost 40% of the total heritage.

This process was then developed in the subsequent programmes of the two cities, which before the nomination started works of restoration and conservative recovery of building complexes and public spaces still in conditions of decay.

It must be noted how in Mantua the state of conservation of the public housing heritage has continued to be constantly controlled through a specific service supplied by the Municipal Administration for the maintenance of its buildings. It's also worth mentioning that since 2005 the state of conservation of the plant heritage, parks and historic gardens is updated through an ad-hoc agency (Tea Spa, today Mantova Ambiente s.r.l.)²¹ which also defines the necessary protection and control measures. In Sabbioneta, on the other hand, the situation of all the buildings, described in detail at the time of preparation of the late 1990's PPIS, is still directly controlled by the competent municipal offices.

This situation changed after the earthquake which in multiple sequences hit the Emilia-Romagna and Lombardy Regions between 20 May and 3 June 2012, causing considerable damage to numerous historic buildings. Following this serious event which affected Mantua and Sabbioneta as well as the Site of Modena (the Cathedral, the City Tower and Grande Square) and of Ferrara (*Ferrara, the Renaissance city and its Po Delta*), in June of the same year UNESCO carried out a specific mission²² aimed at the assessment of the suffered damage and at the identification, with the

²¹ See Chapter 4.2.1.2 The natural, environmental and landscape resources

²² See UNESCO World Heritage Centre, Report of the Mission to the earthquake affected areas in the Emilia and Lombardy regions of Italy, 7-8 June 2012

competent Authorities, of the urgent and additional measures to be adopted for the reinforcement of the existing provisions concerning protection and prevention of seismic risks.

It should be noted that both cities immediately started to prepare the respective Reconstruction Plans and implemented the established securing and/or consolidation and seismic improvement activities which respectively concerned: in Mantua, the Arcitom buildings, Palazzo del Mago, the Santa Teresa Church, the Monumental Staircase of the Municipal Palace, Palazzo dell'Accademia, the Bell Tower of S. Domenico, the Teresiana Library, the S. Apollonia Vergine e Martire Church, Palazzo della Ragione, the Clock Tower and the Hours Tower, the S. Maria degli Angeli Church, Palazzo Te (roofing of the secret garden flat, restoration of the facades, construction of new cafe and bookshop in addition to new lighting), suspended hall of Palazzo della Ragione, Gabbia Tower, Palazzo del Podestà (under way), in Sabbioneta, the Gallery of the Ancients, Palazzo Ducale, Palazzo Giardino, the school building in d'Armi Square, the Teatro all'Antica (Theatre in the style of the ancients), the system of the walls and Gates with the moat and Palazzo del Cavaleggero (under way).

These activities have gone hand in hand with the promotion of initiatives supporting the recovery and requalification of the public spaces of the two cities with the preparation in 2014 of the *Guidelines for the design of the urban public space* which, based on the strengthening of the existing protections of the OUV of the Site and the adaptation of the existing regulations, have given the reference diagnostic and design framework for the entire Site²³.

In 2018 an additional specific initiative concerned the *Gonzaga Gardens and Parks* which, recognized as crucial components of the inscription values, were first recorded in a dedicated historic-critical database (Atlante) at the scale of the entire Duchy and two Monographies concerning the two Site gardens identified for the significance and state of conservation which required a more urgent intervention: the Gardens of Te *island* (Mantua) and the *Fountain Garden* of Palazzo Giardino (Sabbioneta).

These new recovery and enhancement policies developed in more recent years entail the different activities carried out in Mantua during the Year of Culture (2016), including: the new lighting of the city arcades, of Lungorio, of Pescherie, of the San Domenico Tower and Palazzo Te; the restoration

of the flooring of the squares and historic ways (Marconi Square, via Roma and corso Umberto I); the requalification and broadened accessibility of Mantegna square and transformation of Via Goito (Via delle bancarelle); the recovery and enhancement of the Valentini Gardens; the requalification of Corso Vittorio Emanuele II (Project *Pradella smartens up*).

Similarly in Sabbioneta, in the same years, in addition to post-seismic interventions, the municipal administration has carried out a series of spread interventions on the heritage of the walled city, including: the restoration and consolidation of the curtain wall in the segment between the Bulwark of S. Giorgio e S. Elmo and the Bulwark of S. Francesco; the restoration of the wooden ceilings of Palazzo Ducale, of the Monumental Sacristy and the Chapel by Bibbiena of the Santa Maria dell'Assunta Church and the lantern of the Incoronata Church; the requalification of the historic centre flooring; the recovery of the Fountain Garden of Palazzo Giardino and of the Garden of Palazzo Forti.

As concerns specifically the public green areas and the existing tree heritage, it should be noted that the studies and IT inventory²⁴ available for Mantua document in these years a diffuse state of good conservation but also situations of decay which require recovery and requalification activities.

In particular, after finding trees in poor or bad structural and phytosanitary conditions, the Municipality has provided for a *Multiannual project of renovation and requalification of the tree heritage*, funding extraordinary intervention in the Three-Year Plan of Public Works (2017/2019) for a total amount of 1,000,000 euros. The interventions are under way and the renovation of the tree-lined streets is helping rebuild the main parks and gardens, with the use of fitter trees for the soil and climate conditions and more effective in supplying ecosystem services to the city.

Next to these initiatives, the public administration of Mantua has also taken measures to fight inconsistent uses of the historic green areas during events or public activities (see the historic areas of Palazzo Te) and inadequate behaviours and acts of vandalism by users. In addition to the increase in controls and checks by the administration and the manager (Mantova Ambiente s.r.l.), these measures also provide for specific initiatives and awareness-raising and environmental-education activities.

The various initiatives launched by the Municipality of Mantua in these years go in this direction,

²³ See Guidelines for the design of the urban public space, 2014

²⁴ See TEA (Territorio, Energia, Ambiente) S.p.A., *IT inventory of the public green areas of Mantua*, 2015

especially the participation in European tenders on urban sustainability, resilience and climate change:

- the Horizon 2020 Programme – Urban Green Up Project provides for the preparation of an Urban Renaturation Plan which will be implemented in the existing urban plan;
- the URBACT III Programme – C-Change (Arts & Culture Leading Climate Action in Cities) Project aims at mobilizing and raising awareness of the sector of art and culture on the topic of climate change, supporting the partner cities in the development and implementation of local policies (plans for the reduction of CO2 emissions and/or adaptation to climate change; strategic plans for the involvement of citizens; replicable models and strategies). The project, carried out through an URBACT Local Group, involves the municipal offices together with the stakeholders of the cultural and environmental sector of the city.

In 2018 the Guidelines for the climate adaptation of the city of Mantua were also prepared and approved by Municipal Resolution no. 246/2018. The Guidelines were prepared with the technical-scientific support of the IUAV University of Venice, after reporting on the current weaknesses and vulnerabilities of the municipal territory. In particular the maps of the territory in terms of risks of formation of heat islands, soil radiation, run off, green coverage were prepared. The study has collected and processed environmental, territorial and climate data and the created a climate profile of the city and territory, identifying areas of greater sensitivity and risk under different aspects connected to the topic. Possible solutions have been processed in response to present and future weaknesses which will have to be integrated with the outcomes of European projects under way, in particular with the H2020 Urban Green Up project and its NBS – Nature-Based Solutions.

The Guidelines represent an essential instrument for the review of the existing urban plan in view of increasing resilience to climate change.

In February 2019 the municipality of Mantua has joined the Covenant of Mayors for Climate and Energy thus confirming, after joining the Covenant of Mayors in 2013, its commitment to pursuing the reduction of climate-altering gas emissions and acting proactively in the increase in the resilience of the territory to climate change (Action Plan for Sustainable Energy and Climate – PAESC).

In Sabbioneta, the state of conservation of the urban green system was for the first time tackled in the *Enhancement project of the urban segment of the Walls* (2009) which stressed the weaknesses and need for a unitary design with the proposal of an integrated Linear Park. In particular, the analyses have highlighted the following main weaknesses: the situation of environmental decay of the moat at the

foot of the walls, as a consequence of its run-off and the widespread presence of pest tree vegetation; the occupation of public areas with functions in conflict with the local values (car parks) and extended waterproofing of the soil; the discontinuity of cycle and pedestrian lanes; the inaccessibility or limited accessibility of public areas of relevant qualification of the Site; the absence of configuration and inadequate function of open spaces located around the Walls.

These conditions and the relevant proposal of the integrated Linear Park were confirmed in the following *Guidelines for the design of the urban public space* (2014) which were implemented as a strategic and guidance instrument by the 2016 PGT.

Factors affecting the property

Within the framework of the preparation of the 2012-2014 Periodic Report²⁵, the factors affecting the property were subject to specific review, in particular the more affecting factors as well as the measures and actions already taken and/or under way have been highlighted.

Pressures due to development

The two historic centres of the Site highlight their structural role in their original settlement system as well as the high persistence of their high residential quality. Similarly to most Italian historic centres, most transformative pressures they reflect are mainly linked to two factors: the reduction and aging of the resident population on one hand, the trends of the service sector and of private circulation on the other²⁶.

The Province and the two Municipalities with their planning instruments have tried to control those weaknesses in order to preserve the historic, environmental and landscape characteristics of the Site, governing the potential direct and indirect interventions both inside the Site and in the buffer zone. In addition to general plans they have also acted through the joint action of many other ad-hoc, detailed and sectoral instruments. In particular, as concerns residential emergencies, which have worsened in recent years, specific initiatives were introduced in Mantua including the supplementary maintenance works for Public Housing accommodations and large city-owned properties (Palazzo del Mago, Palazzo Biondi, Palazzo of Via Cairoli and buildings of Via Volta), the establishment of a specific *Housing agency* in charge of coordinating the different housing welfare measures (Bonus housing 4 young - Smarthome; Tender for blameless lateness for payments with or without eviction; Condominium experiences Project; Lunattiva Project; Social Housing and Social Co-Housing; Home-Work

²⁵ See previously quoted World Heritage Centre, Periodic Report – Second Cycle, Section II - Mantua and Sabbioneta, 2014

²⁶ See Chapter 4.3.3 The socio-economic analysis



Mantua, Palazzo Ducale, *Giardin de la logia delle Cita*, now Cortile d'Onore
photo by Luigi Briselli

Project; Eviction table for tenants of public housing service accommodations; Agreed rental on the free market and solidarity contributions). In these years, specific social policies have also been adopted by the Municipality of Sabbioneta which have especially affected the weaker brackets of the population and/or people with economic difficulties (elderlies, unemployed people) with the activation of personal services and funds to support micro-credit.

As concerns traffic management and mobility, starting from 2016 in Mantua the Urban Traffic Plan is being updated and a voluntary instrument such as the Urban Sustainable Mobility Plan (SUMP) is being prepared in order to obtain an organicity and an improvement of the overall effectiveness of the mobility system and regulate its demand in the medium-long term, in terms of territorial and environmental sustainability²⁷.

The promotion of sustainable mobility and the resulting reduction in air pollution is one of the main objectives of the Municipal Administration²⁸ which is favouring a constant expansion of the cycle and cycle-pedestrian network. Great importance is also attached to energy, energy efficiency and consumption reduction through the implementation of the actions established by the Sustainable Energy Plan (PAES), approved under Resolution of the Municipal Council no. 10 of 10/03/2014.

In 2018 the positive upward trend of the energy performance of existing buildings is confirmed as

²⁷ See Chapter 4.2.9 Existing and pending plans.

²⁸ See Chapter 4.3 The 2015-2020 Guidelines, Mantua, Topic 5 Restoration of the environment.

well as the constant increase in the percentage of separate waste collection obtained thanks to the “door-to-door” collection system which has reached 84%, placing Mantua, together with Pordenone and Treviso, first among Italian cities in the Urban Ecosystem²⁹ ranking.

As concerns commercial activities, as already noticed in the PGT and in subsequent monitoring sessions, the constant decrease in the number of neighbourhood shops and historic boutiques in the two historic centres with increase in vacant shops is noticed, accompanied, in the case of Mantua, by their conversion into shops selling tourist products. In response to that condition and to fight the weakening and desertification of the urban centre and boost the shopping, tourism, crafts and services activities, in 2017 the Mantua Administration, as part of the *Mantova Opening Soon* project for the Urban Shopping District, has launched with the Chamber of Commerce and the Lombardy Region (General Directorate for Economic Development) a tender for the recovery of vacant shops and the creation of organized forms of regeneration of the commercial fabric.

Environmental limits

The areas falling under the buffer zone of Mantua where the Site of National Interest (SNI) Mantua Lakes and Chemical Area is located are mainly affected by environmental risks, recognized and included in the National Reclamation Programme (Law no. 179 of 13 July 2002) under Ministerial Decree of 07/02/2003,

²⁹ See Legambiente, Urban Ecosystem. 2018 report on the environmental performances of the cities, page 11.

in relation to their characteristics, quantity and dangerousness of the present pollutants.

In 2003, the Municipality of Mantua promoted a “Voluntary agreement for the environmental requalification of the chemical and industrial area and the promotion of the EMAS registration of the municipal territory by fields and sectors” which was signed in 2003 by 29 public and private parties, with the objective of defining the environmental management system according to the Regulation (EU) 761/2001 EMAS, of the homogeneous production field of the chemical area of Mantua.

For major-accident hazard sites located in the municipal territory, the technical document Major-Accident Hazard (RIT) was prepared, establishing the minimum safety requirements concerning urban and territorial planning for the areas where major-accident hazard sites are located. This instrument was approved in 2012 as part of the Plan of the Government of the Territory and forms an integral part thereof.

In 2007, for this same SNI, a Programme Agreement was signed by the Ministry of Environment and the Protection of the Territory and the Sea (MATT), the Lombardy Region, Province of Mantua, Municipalities of Mantua, Borgo Virgilio, San Giorgio di Mantova and Mincio Park for the definition of the safety measures to be adopted, the emergency and reclamation interventions. Such a Programme Agreement, supplemented in 2013, was updated by a first Supplementary Agreement in 2016 and then by a second one in 2018, with a financial coverage equal to 16,617,278.39 euros and an engagement of four years to be renewed for 18 months longer³⁰.

It's important to stress that, in recent years, in the annual Environmental Declaration, the Municipality provides for a set of environmental indicators supplemented by a large database which are part of the EMAS Registration for the constant monitoring of the various components (air, noise, soil defence and hydrogeological structure, energy, waste, electromagnetic pollution, mobility and logistics, settlement system, biodiversity, farming, high-impact companies)³¹.

In 2018 the same positive values of the main environmental indicators as recorded from 2014 to 2017 and the additional improvement of those concerning air are confirmed, with a reduction vs 2017 of the number of days/year of exceeding the limit of particulate matter (PM10).

This trend is highlighted by the first place recorded by Mantua in 2018 in the ranking of the *Environmental*

performances of the cities drawn up by Legambiente on the basis of the qualitative results obtained in the 17 indicators concerning the six main thematic areas concerning: air, water, waste, mobility, urban environment, energy³².

Natural disasters and advance planning

The Site is characterized by different risk types, all subject to specific preventive measures.

As for the seismic risk profile, after the 2012 earthquake, it was reclassified (Resolution of the Regional Government of Lombardy no. 2129 dated 11/07/2014) with seismic hazard degree equal to 3 (i.e. Zone with low seismic hazard which can be subject to modest quakes) and must therefore update the seismic component of the geological studies supporting the urban instruments, according to the provisions laid down in the existing Criteria of implementation of art. 57 of Regional Law no. 12/2005, at the time of the period review of the Plan Document.

The Site, and in particular Mantua, is inside the hydrogeological basin of the Po river and is part of its Hydrogeological Structure Plan (PAI), mandatorily included in the municipal planning.

It's also part of the Flood Risk Management Plan approved under Prime Ministerial Decree of 27 October 2016 identifying the municipality of Mantua among the Significant flooding risk areas – ARS District– and describing the situations and the hazard and risk areas both for the main grid and for the secondary plain grid.

Both PGTs include a technical geological study, drawn up under Regional Law no. 12 dated 11/03/2005 and Resolution of the Regional Government no. 8/7374 of 28/05/2008, which classified the relevant territories in classes of geological feasibility, with reference to which the Site falls under the feasibility class with modest limitations (class 2b in Mantua; class 2 in Sabbioneta) and specific prescriptions³³. Such a study, for the municipality of Mantua, will be updated with the inclusion of the additional measures of the

³² See Legambiente, Urban Ecosystem, Report on the environmental performances of the cities 2018, page 22

³³ For those classes the provisions laid down in the technical geological study concern: the performance of specific detail geognostic surveys such as penetrometric tests or surveys for structures that are not assimilated to “constructions or interventions of modest importance” under Ministerial Decree 14 January 2008, Point 6.2.2 “Investigations, characterization and geotechnical modelling”; the performance of a specific preventive hydrogeological study for major works; the performance of specific detail geognostic surveys such as penetrometric tests or surveys for structures that are not assimilated to “constructions or interventions of modest importance” under Ministerial Decree 14 January 2008, Point 6.2.2 “Investigations, characterization and geotechnical modelling”. For storage facilities or the circulation of hazardous fluids, we also recommend to make an accurate check of the methods of construction as well as the assessment of the possible interferences with surface or ground water (see Plan Geological Rules of the relevant PGT).

³⁰ See II Supplementary Agreement to the “Document replacing the Programme Agreement for the definition of the emergency safety measures and subsequent reclamation in the Site of National Interest of the Mantua Lakes and Chemical Area dated 31 May 2007 and signed on 27 March 2013”, 2018.

³¹ See PGT, 2014 – 2018 Monitoring.

above-mentioned Flood Risk Management Plan, as well as the results of the municipal hydraulic risk management study that is being prepared under art. 14 of the Regional Regulation 7/2017 as Municipality that is part of average hydraulic risk areas. Such a study intends to gather the above-mentioned different planning documents, crossing them with the weaknesses of the hydraulic and rainwater system and identifying adequate measures for risk reduction.”

Since the 2000s, the two cities of the Site have a *Civil Protection Municipal Emergency Plan* which is constantly monitoring and updating the factors affecting the property (risk of floods, industrial risk, road system, transports and transit of hazardous vehicles risk, forest fire risk, extreme weather conditions, environmental emergencies, seismic risk) in order to predict, prevent and manage the consequences of the natural disasters and protect the life of citizens, the environment and the properties.

The update of this instrument is under way in both cities which have started a new series of studies and analyses for this purpose, with special reference to:

- the Plan of the Government of the Territory;
- the Flood Risk Management Plan (PGRA), Resolution of the Regional Government of the Lombardy Region no. 6738 of 19 June 2017;
- the Regional Plan for forest fire prediction, prevention and fight activities for the 2017-2019 period;
- the update of the regulation and seismic areas of the Lombardy Region (Resolution of the Regional Government no. 2129/2014);
- the Seismic Risk Rescue Plan of the Lombardy Region (Prime Ministerial Decree of 14 January 2014);
- Annex 2 “Civil protection organization and cognitive elements of the territory” – Seismic Risk Rescue Plan of the Lombardy Region (PSRS), approved under Resolution of the Regional Government no. 7576 of 18 December 2017;
- the update of the emergency planning of the Province of Mantua;
- the Integrated Regional Programme of Risk Mitigation (PRIM);
- the update of the regulation on major accident risks and the lists of major-hazard companies (Legislative Decree 105/2015);
- the review of the Regional Directive on the alert system for natural risks (Warning Directive Resolution of the Regional Government 17 December 2015 no. X/4599);
- the new general criteria for the identification of the coordination operational centres and the emergency areas (operational guidelines issued by the Civil Protection Department on 31 March 2015);
- the update of the associations registered in the

provincial section of Mantua of the regional register of Civil Protection volunteers.

The Plan updated activities are being carried out based on the request, made by the higher planning bodies (Department and Region), to create a new function out of those already identified by the Augustus Method, corresponding to the roles who support the Mayor in his/her decisions and undertake operational initiatives for specific functional sectors.

In order to start answering this new function in the field of Cultural Heritage, in absence of reference models, the Plan provides for mapping the museum and cultural facilities located in the city (museums, churches, archives and libraries) and recording the information concerning location, type, names of the safety officers and telephone numbers of each facility.

In view of overcoming the traditional emergency approach by promoting an actual risk prevention policy, the Municipality of Mantua, Department for Public Works, in collaboration with Tea Acque, company of the Tea Group managing the integrated Water Service, has also drafted a *Water Plan* of knowledge and management of the municipal hydraulic system, which was adopted in 2017.

These initiatives integrate those previously recalled on the matter of environmental protection and awareness raising on climate change, especially developed in these years also through the growing contribution of European programmes and projects and the relevant experimentations (*Innovate* and *BhENEFIT*, *C-Change*, *Urban Green Up*, *Guidelines for climate adaptation*) and new programmes (*VINTAGE* Project) supporting the definition of the planning and management instruments.

4.2.6 The socio-economic analysis

Demographic indicators

The socio-economic analysis of the Site was carried out in order to highlight the trends which have occurred after its nomination in the World Heritage List and has concerned the entire period between 2006 to date, using the annual ISTAT data for this purpose. The information contained in the Plans of the Government of the Territory (PGT) of the two cities, respectively approved in 2014 in the case of Mantua and in 2016 in the case of Sabbioneta, was also considered.

As in the previous Management Plan, the 8 neighbouring Provinces to that of Mantua³⁴ and the two Municipalities of the Site were analysed, examining the performances recorded in the previous decade and in the decade following the nomination (see Annex 4, *Tab. 1*).

As concerns the first of the two analytical levels, it should be noted that the previous decade to the nomination has been characterized by three concomitant phenomena:

- a remarkable demographic growth of the resident population in the province of Mantua (+4.5%) which, despite being lower than the average of the provinces under review (+5.7%), was still above the national average (+1.3%);
- a strongly incremental trend of the foreign component with a presence of foreign residents equal to almost 41 every 1,000 inhabitants;
- a significant aging of the population with an old-age ratio equal to almost 175 and with a percentage of 32 old people every 100 active-age people.

The resulting picture in the decade following the nomination has confirmed the previous phenomena, but has also highlighted some specific features:

- a more limited demographic increase in the province of Mantua (+3.58%) than the one recorded by the provinces combined (+4.19%) but still remarkably higher than most other provinces (except for Parma and Ferrara) and considerably higher than the Italian average (+2.29%);
- a higher increase in foreign residents with a presence equal to almost 143 every 1,000 inhabitants;
- a reduction in the old-age ratio, from almost 175 in 2002 to almost 167 in 2017.

At a municipal level, the trends of the last decade reflect an overall demographic growth, albeit with different trends at a provincial level in the period under review and between the two cities. Between 2006 and 2017, after a period of decrease, a trend reversal is recorded in Mantua, with constantly

positive values from 2013 onwards, mainly due to the positive values of the migratory balance compared to the natural one. In the same period, on the contrary, in Sabbioneta the demographic trend has remained substantially unchanged but with an overall reduced population due to the decline in the migratory balance compared to 2001 and 2005 (see Annex 4, *Tab.2 and Fig.1*).

In particular, it's noteworthy that the measured increase mainly results from the foreign component which has recorded a constant increase in both cities from 2006 to 2017 (see Annex 4, *Tab. 3*) with presences in 2017 in Mantua of almost 143 foreign residents every 1,000 inhabitants (decidedly higher than in 2006, equal to almost 88) and in Sabbioneta of almost 91 foreign residents every 1,000 inhabitants (also higher than in 2006, equal to almost 56).

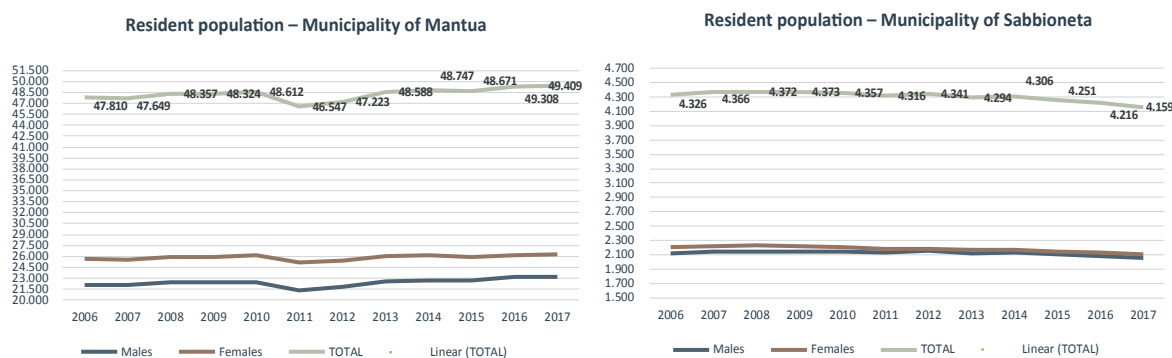
It's also worth mentioning that in the last years the two cities have recorded a slowdown in the growth of the foreign population which remains substantially stable in the case of Mantua and slightly falling in the case of Sabbioneta (see *Fig.2*).

The different analyses in the two municipalities and their comparisons with the provincial, regional and national trends also show that, since 2006 (see Annex 4, *Tables 4, 5, 6, 7, 8 and 9*):

- the two cities combined have recorded a growing number of residents equal to, as of 2017, 53,568 units, 49,409 of which in the Municipality of Mantua and 4,159 in the Municipality of Sabbioneta, however with a different demographic trend: positive in the case of Mantua (+3.2%), even higher than the level recorded at a national level but lower than those recorded at a provincial and regional level; negative in the case of Sabbioneta (-4%);
- the two cities, always in the same period, have recorded higher old-age and dependence ratios than the provincial, regional and national ratio, but have also highlighted an improving trend in the last years, in particular in the case of Mantua in which the old-age ratio has significantly fallen (-8.7%). It's still worth considering that both for Mantua and for Sabbioneta the old-age ratio (respectively equal to almost 215 and almost 216) certifies a considerably higher presence of old people than the provincial (164.16), regional (151.04) and national (156.82) average, confirming the existing conditions of the previous decade;
- the two cities have recorded a growing number of households equal to, in 2017, 25,641 units, 23,905 of which in the Municipality of Mantua and 1,736 in the Municipality of Sabbioneta. The trend of the last 10 years both for Mantua and for Sabbioneta is still lower than the one recorded at a provincial, national and especially regional level (8.3%). In this

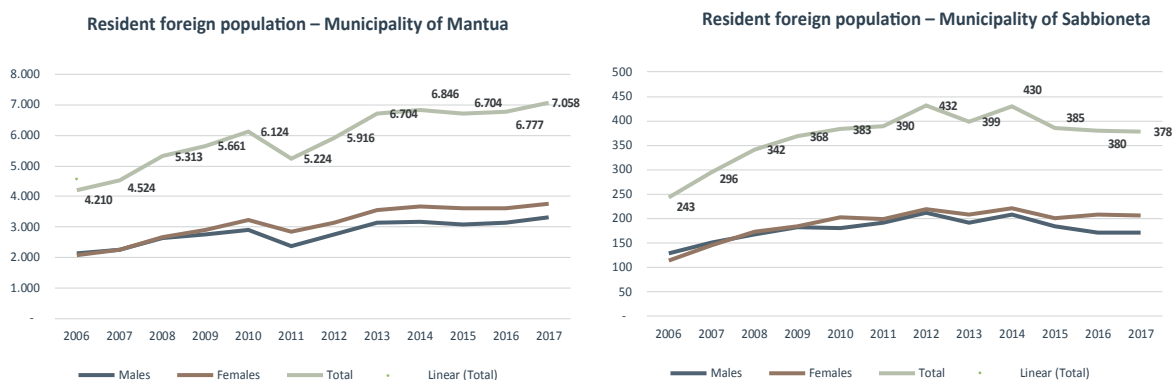
³⁴ The 8 provinces taken into consideration in the analysis are: Brescia, Cremona, Verona, Rovigo, Parma, Reggio Emilia, Modena and Ferrara

Fig.1 Trends of the total resident population (2006-2017)



Source: elaborations based on ISTAT

Fig.2 Trends of the resident foreign population (2006-2017)



case the trend of the two cities is also remarkably different. In fact, while in the case of Mantua it's positive (5.9%) and substantially similar to that recorded at a provincial level (despite being lower than the regional and national average), in the case of Sabbioneta on the contrary it's stable (0.4%) even if limited in absolute value;

- as concerns foreign residents the total number, in 2017, is equal to 7,436 units, 7,058 (equal to 14.28% of the total population) of which in Mantua and 378 (equal to 9.09% of the total population) in Sabbioneta. Compared to 2006, the increasing flows both for Mantua (40.4%) and for Sabbioneta (35.7%) are similar to those recorded at a national level (42.9%) and similar to the regional ones (36.8%) but significantly higher than the provincial ones (31.9%).

It must be noted that the above-mentioned values of the demographic trends are more negative in the case of the two city centres where in 2015 the number of inhabitants is equal to 17,182 in Mantua and 435 in Sabbioneta, with a reduction vs. the values recorded in 2005 by 1.2% and by 15% (see Annex 4, Tab. 10).

Focus on the demographic trends of 2018³⁵

The above-mentioned considerations are confirmed by the values recorded in 2018 which show a remarkable maintenance of the previous population both at a provincial level (+530 units, equal to 0.1% vs 2017) and at a municipal level (respectively equal to 49,403 units in the municipality of Mantua and to 4,162 units in the municipality of Sabbioneta).

Compared to the 2017 values, the old-age and dependence ratio values also remain basically similar in 2018, respectively amounting to 225.7 (Mantua) and to 229.2 (Sabbioneta), always significantly higher, even if increased this year, than the provincial (177.9), regional (165.5) and national (173.1) values. In 2018 the growing trends of the number of households located in the two cities are also confirmed, in total amounting to 25,718 units (23,973 of which in the municipality of Mantua and 1,747 units in the municipality of Sabbioneta), with a percentage increase equal to 0.3%, lower than the provincial average (0.8%) but still higher than the national average (-0.2%).

The growth in absolute value of the foreign population of the Site on the total population continues this year, equal to 7,764 units, representing a percentage equal to 14.79% in Mantua and equal to 8.87% in Sabbioneta.

³⁵ See Province of Mantua – Strategic planning, management control, data collection and processing service of the city-owned companies. The Mantua population (2018)

Economic development indicators

Compared to the socio-economic situation before the inscription in the World Heritage List, the province of Mantua, as well as all the regional and national territory, shows a number of negative trends which, caused by the severe international financial crisis of 2008, have basically affected all the economic sectors, in particular those linked to industrial and crafts activities.

However it should be noted that the provincial framework of the last years shows sensitive signs of recovery with trends confirming the solidity of the Mantua economic fabric which have been as a whole positive vis-à-vis all the main socio-economic indicators: labour market, employment, number of active companies, production, turnover and added value.

The labour market and the production system

In the last five years, the labour market trends of the province of Mantua, compared to the neighbouring provinces, have been characterized by significant peculiarities that can be summarized as follows:

1. *an increase in jobs number*; in fact, between 2013 and 2017 the number of employed people in the provincial territory alone has increased by almost +1.5%, in line, but with a lower value, with the positive trends recorded on average in the same period by the bordering provinces, by the region and at a national level, respectively equal to +2.8%, +4.2% and +3.8% (see Annex 4, *Tab. 11*);
2. *a substantially stationary labour force*; in fact, the total number of the overall labour force expressed by the territory in the last 5 years has been left basically unchanged recording a value equal to -0.1%, which actually reflects the situation of the territory where a higher number of elderly people is present than that of the other provinces but also of the regional and national population (see Annex 4, *Tab. 11*);
3. *a high employment rate*; in fact, the provincial territory records an employment rate (65.4%) which, albeit slightly lower than the average of the bordering provinces (66.7%) and the regional average (67.3%), is still higher than the national average (58%) (see Annex 4, *Tab. 12*);
4. *an average unemployment rate (7.4%)*; despite being slightly higher than the one recorded in bordering provinces (6.8%) and in the region (6.4%), it's greatly lower than the one recorded at a national level (11.2%) (see Annex 4, *Tab. 13*);
5. *a confirmation of the tertiarization process of employment*; as mentioned at the time, also during the last 5 years, it's been recording a constant decrease in number of people employed in agriculture (almost -26.1%) and an increase in the service sector (almost +4%) as well as in the industrial one (almost +2.9%) (see Annex 4, *Tab. 13*);
6. *a strong increase in the number of enterprises and workers of the cultural sector*; in fact, from 2011 to 2015 the cultural and creative enterprises of the province of Mantua have recorded significant increases both in terms of number of enterprises and workers (respectively equal to almost +5.1% and +7.1%), much higher than those recorded at a regional level (almost +0.8% and +3.8%) and national level (equal to almost +0.2% and +3.9%) (see Annex 4, *Tab. 14*);
7. *a constant increase in the number of enterprises and workers of the tourist sector*; in the last years (2014-2017), in the province of Mantua, there has been a significant increase in the number of workers of the tourist sector for more than double the value (almost +13.9%) than the one recorded on average (+5.5%) in the other sectors of the same province (see Annex 4, *Tab. 15*);
8. *a territory which produces wealth*; in fact, the province of Mantua is characterized by a pro-capita added value (almost 28,043 euros) which, constantly increasing since 2006, is decidedly higher than the national wealth (equal to almost 25,405 euros), albeit lower than the one recorded at a regional level (equal to almost 33,545 euros), which however is significantly impacted by the high value recorded in the province of Milan alone (see Annex 4, *Tab. 16*).

As concerns the situation of employed people by economic sector it must be noted that, even if a reduction process in the number of people employed in agriculture is under way, the province is still significantly characterized by the agricultural sector; in fact, (as highlighted in *Figs. 3, 4 and 5*), the percentage division of people employed by economic sector in 2017 shows that the Mantua agricultural sector is more significant in percentage (5.1%) than the regional one (1.3%) and the national one (3.8%), while the service sector posts lower percentages (55.3%) than both the regional value (67%) and the national one (70.2%).

As for the general framework, the impact of the Site inscription in the World Heritage List is also noticeable in the creation of new entrepreneurial activities linked to the Site enhancement both in the cultural and in the tourist field; in fact, in the last years, the number of enterprises and workers of the entire cultural sector has increased (with special reference to the creative industries which have gone from almost 6,000 workers in 2011 to more than 6,600 workers after just 4 years); the tourist sector has also recorded an increase with the total number

Fig.3 Articulation of people employed by sector – Province of Mantua (2017)

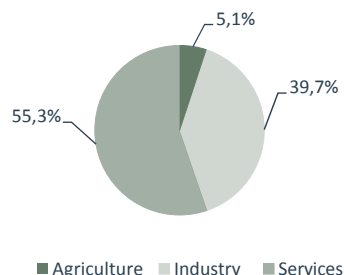


Fig.4 Articulation of people employed by sector – Lombardy Region (2017)

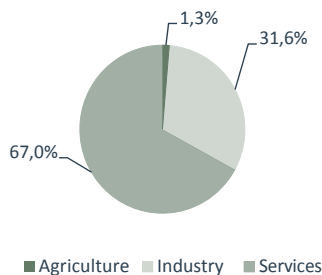
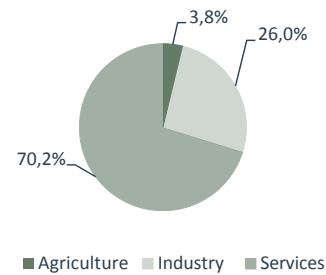


Fig.5 Articulation of people employed by sector – Italy (2017)



of workers moving from almost 8,200 in 2014 to more than 9.400 after just three years.

As concerns the pro-capita added value, please note that from the nomination year to date this value, despite floating here and now, has increased (equal to almost +12%) more than the one recorded at a regional level (almost +9.5%) and remarkably higher (almost twice) than the national one (almost +6.5%) (see Fig. 6).

The entrepreneurial system: main characteristics

The data concerning the incorporation and winding-up of the enterprises in the province of Mantua in the last 5 years shows a substantial decline in the Mantua entrepreneurial system. In 2017, in fact, vs. 2013 enterprises have recorded a 4.5% fall in opposite trend to the regional data (+0.2%) and the national one (-0.7%). The rates of incorporation of

new companies (almost +5% in 2017) and winding-up of existing ones (6.6% always in 2017) are worse than the regional ones (respectively 5.8% and 5.6%) and national ones (respectively 5.9% and 5.6%) (see Annex 4, Tab. 17).

Considering the change in the number of active companies from 2007 to 2017, the trend shows a slightly lower evolution but basically in line with that recorded at a national and regional level (see Figs. 7 and 8).

Analysing the trends of the last years (2011-2017) concerning the economic indicators of industrial production, of the utilisation rate of plants and the turnover recorded by the province of Mantua compared to the regional ones (see Figs. 9, 10, 11 and 12), it's possible to highlight some trends which

Fig.6 Trends of increase in pro-capita Added Value (Province of Mantua/Lombardy Region/Italy)

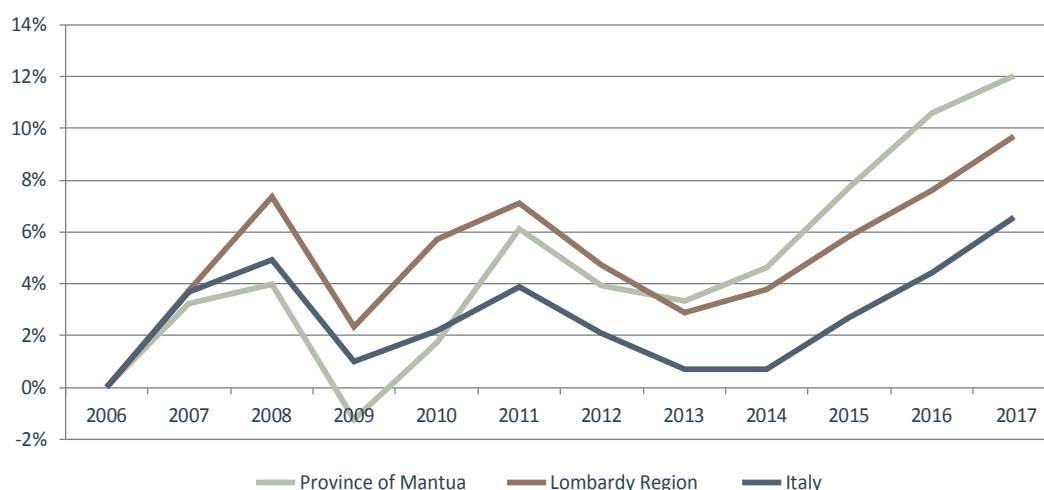


Fig.7 Annual movement of active companies in Italy (2007-2017)

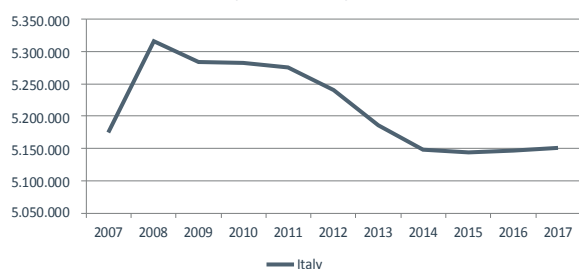
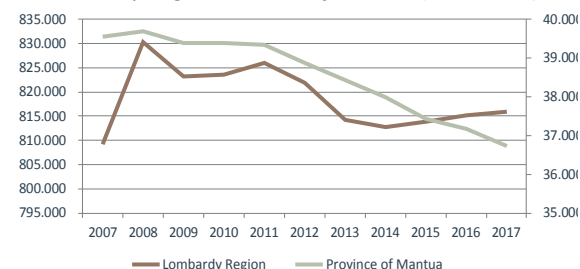


Fig.8 Annual movement of active companies in the Lombardy Region/Province of Mantua (2007-2017)



specifically characterize this five-year period:

1. *a significantly recovering industrial production*; in fact, the economic indicators between 2011 and 2017 of the province of Mantua are basically in line with the regional ones and constantly growing since 2015;
2. *a high utilisation rate of industrial plants*, proving the clear recovery of the Mantua production system which in 2017 reaches the same economic values as the region;
3. *a high turnover value generated by the entire Mantua industrial sector* which, compared to the years of greater decline (2012/2013), has in the last 5 years recorded exponential increases and reached in 2017 the same high values as the rest of the Lombardy Region;
4. *a constant growth of domestic and foreign orders*, showing a territory that in the last 5 years has expressed a strong attitude for production targeted to foreign markets rather than the domestic market (these latter indicators go back to positive levels only from 2015);
5. *a high propensity for export*; in fact, the rate of propensity for export of the province of Mantua was in 2015 equal to almost 54.2, decidedly higher than the one recorded in the same year at a regional (34.9) and national (28.2) level (see Annex 4, Tab. 18).

As concerns the analysis of the economic activities of the province (see Annex 4, Tab. 19) it must be noted that, as already noticed in the past, the more traditional sectors have posted a decline: in fact, in the last 5 years (2013-2017), the agricultural sector records a -4.8% reduction, manufacture -7%, construction -11.7%, wholesale and retail trade -4.6% and transport and storage -11.5%; real estate activities have also recorded a -6.1% fall.

On the contrary, the remaining service sector activities become more significant in the provincial economic structure, in particular: accommodation and restaurant services (+1.5%), professional, scientific and technical activities (+10.9%), rental and travel agency services (+19.9%), artistic, sports and entertainment activities (+8.7%), information and communication services (+1.2%).

An increase in companies supplying electricity, gas, air conditioning (+36%), water, sewage and waste management (+9.8%) as well as in education services (5.6%) is reported, even if their impact on the total enterprises is negligible.

As concerns, on the contrary, the articulation of the active enterprises by type of activity (see Annex 4, Tab. 20), the data of the province shows that the agricultural sector weighs, compared to the total number of Mantua enterprises, for a percentage equal to almost 21%, decidedly above the percentage recorded at a regional and national level (respectively

Fig.9 Economic indicators of industrial manufacturing (2011-2017)

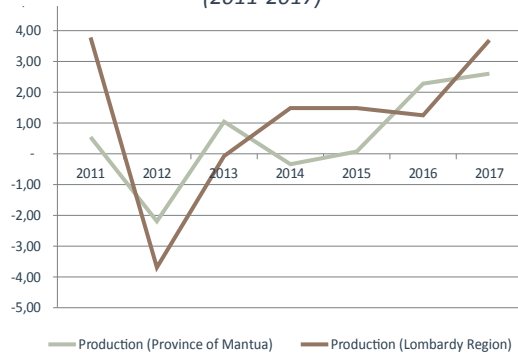


Fig.10 Plant usage rate (2011-2017)

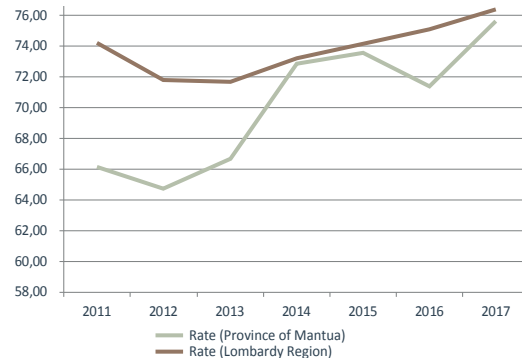


Fig.11 Economic indicators of turnover (2011-2017)

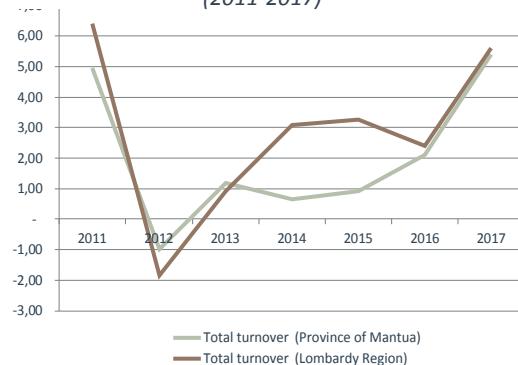
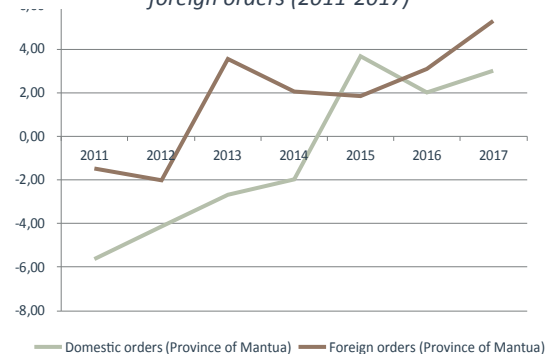


Fig.12 Indicators of provincial domestic and foreign orders (2011-2017)



Source: elaborations based on Unioncamere Lombardia data processing

5.7% and 14.5%). Conversely, the province has lower percentages of active enterprises in wholesale and retail (22.4%) than the values recorded at a regional and national level (respectively 24.1% and 27.2%).

The prevailing character of the provincial production facility emerges. In 2017, there's a higher number of active enterprises in the main sectors of trade (with 22.4% compared to the total number of active enterprises on the territory), of agriculture (equal to 21.4%) and of constructions (equal to 16.3%).

As concerns craft businesses, the trend is in line with the one recorded at a national and regional level (see Annex 4, *Tab. 21*); in fact, during the last 5 years (2013-2017), we've witnessed a substantial reduction in the number of craft businesses, with a value equal to almost -8.2%, worse than the regional one (-5.4%), but basically similar to the national one (-8.4%).

However it's noteworthy that, despite this reduction, the province of Mantua has recorded in 2017 a significant birth rate of enterprises (equal to 6.2%) better than the national one (6.1%) and slightly lower than the regional one (6.3%).

More traditional activities have recorded a higher reduction, for example manufacturing (-8.4%), constructions (-13.2%), transport and storage (-16.1%). On the contrary, information and communication services (+15.8%), rental and travel agency activities (+33%) and recreational and sports activities (+18.2%) have grown (see Annex 4, *Tab. 22*).

In any case the number of enterprises in the manufacturing and construction sectors is higher, with a percentage weight on the total active enterprises equal to 66%, while typical, historic, traditional handicrafts are gradually reducing.

Commercial activities

The data recorded by the Chamber of Commerce of Mantua shows that from 2009 to 2017 the performance of shops located in the two cities has been different: basically stable in Mantua (almost +0.2%); reduced, on the contrary, in Sabbioneta (almost -22%). These values in the case of Mantua are higher than the provincial (almost -3.9%) and national ones (almost -1.2%), but lower than the regional ones (almost +1%); in the case of Sabbioneta, on the contrary, the performance is in line with the provincial and national ones (see *Figs. 13, 14 and 15*).

Analysing in more detail the product categories (see Annex 4, *Tab. 23*), most shops of the provincial territory in 2017 have sold food, beverages and tobacco (almost 18% of the total) and other household products (almost 13%). Cultural and recreative items in specialized stores represent almost 8%, transportation fuel almost 5%, while IT and telecommunication equipment only represents

almost 2%. Such distribution percentages of stores are in line with the regional and national values, even if with different percentages; in fact the province of Mantua is more specialized in the sale of food, beverages and tobacco and transportation fuel.

In particular, specific trends concern the sector of neighbourhood stores and that of mass retailing that in Mantua reflect as follows: the former, the continuation of the reduction both inside the historic centre and in bordering neighbourhoods (see Annex 4, *Tab. 24*); the latter, a growing presence both inside the city and in the crowning municipalities (see Annex 4, *Tables 25 and 26*).

Fig.13 Annual movement of active commercial undertakings – Mantua/Sabbioneta (2009-2017)

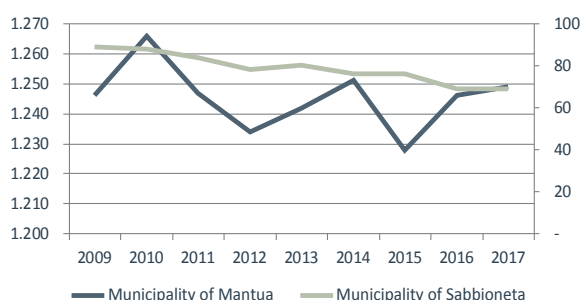


Fig.14 Annual movement of active commercial undertakings – Province of Mantua/Region (2009-2017)

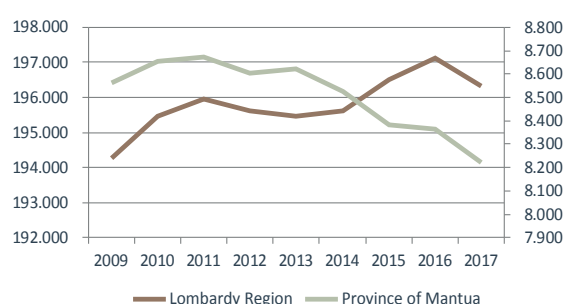
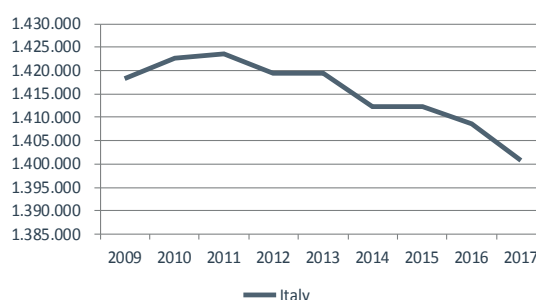


Fig.15 Annual movement of active commercial undertakings in Italy (2009-2017)



Source: elaborations based on InfoCamere data

This critical situation, which especially affects the inhabited portion of the Site, has been confirmed by all studies and industry investigations developed in the last years showing, in the historic centre, a remarkable growth in the number of vacant shops and, in parallel, the conversion of the product category from neighbourhood stores or historic boutiques to tourist shops³⁶.

Agriculture and the agri-food sector

In 2017 as well as in the past, agriculture and, more in general, the agri-food sector also represents one of the strengths of the Mantua economy. In fact, as highlighted in all recent studies and in particular in the Provincial Economic Report of 2017 drafted by the Economic Information and Promotion Service of the Chamber of Commerce of Mantua, the agri-food production of the province represents over 20% of the Lombardy production.

The following trends have affected this sector in the last years:

- a reduction in arable surfaces which are still prevalent in areas under cultivation and confirm corn as first crop, followed by wheats (see Annex 4, *Tab. 27*);
- an increase in zootechnical production with special reference to pork breeding (with over 1.1 million animals) and a stability in the production from cattle breeding (counting over 118,000 dairy cows) followed by a dairy production of almost 9.8 million quintals, equal to 19% of the regional data (see Annex 4, *Tab. 28*);
- an increase in agri-food processing activities in the connected slaughtering chains (see Annex 4, *Tab. 29*);
- a confirmation of the top production in the production of Grana Padano cheese with almost 40% of Lombardy wheels and at the same time a significant presence of the production of Parmigiano Reggiano cheese (see Annex 4, *Tab. 29*);
- the confirmation of a significant provincial wine-growing area equal to almost 1,834 hectares, over 90% of which dedicated to the production of grapes for PDO, PGI wines and grapes for other wines, such as to guarantee the third regional production of wine grape (almost 181,500 quintals), only behind the provinces of Brescia and Pavia (see Annex 4, *Tab 30*);
- the growth IN the typical productions related to the Gonzaga-derived wine and food traditions

³⁶ See Municipality of Mantua, Plan of the Government of the Territory, Shared Acknowledgement, Programming and Knowledge Framework, 2012; Association "Rianimazione Urbana Mantova", in collaboration with the Chamber of Commerce of Mantua "Census of vacant shops in Mantua", 2016.

(controlled designation of origin wines, the typical pear, melon, onion, pork, cold cuts, baked pastry products, rice and other products which still represent a heritage linked to the history of food production and to the Mantua food culture).

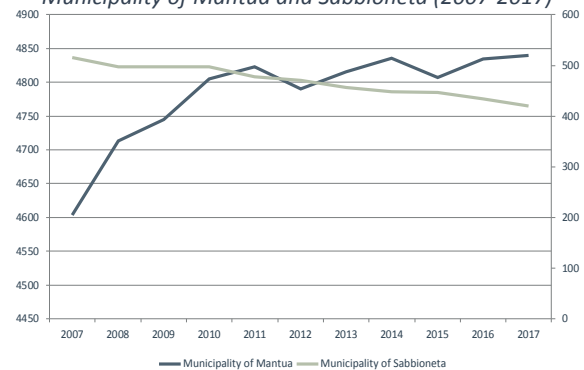
Focus on the entrepreneurial system of the Municipalities of Mantua and Sabbioneta

If we analyse the data of active enterprises at a municipal level a different trend was reported, especially in these last years, by the two cities of the Site (see Annex 4, *Tables 31 and 32*). In fact, if in Mantua significantly positive data is recorded, showing such a solid and constantly growing entrepreneurial system as to move in the opposite direction to and by far higher than the same provincial, regional and national data; in Sabbioneta the data recorded in the same period is more negative than the provincial, regional and national one.

Namely, Mantua records an increase in active enterprises between 2013 and 2017 with a value equal to +0.5% of active enterprises, higher both than the provincial and regional and national one (respectively equal to -4.5%, +0.2% and -0.7%); Sabbioneta, on the contrary, posts significantly lower values as well as, in the same 2013-2017 period, a reduction in active enterprises equal to -7%.

The same situation reported in the commercial sector is confirmed, in the same five-year period, in "craft" sector; in fact in Mantua, albeit negative, better values of active enterprises (equal to almost -1.6%) than provincial, regional and national data (respectively equal to -9%, 5.7% and -8.4%); while in Sabbioneta, in the same period and for active enterprises, significantly lower values are recorded, equal to almost -10.7%.

Fig.16 Annual movement of active undertakings of the Municipality of Mantua and Sabbioneta (2007-2017)



Source: elaborations based on Chamber of Commerce of Mantua data

Fig. 16, showing the trend of active enterprises in the two municipalities in the 2007-2017 period, confirms the significantly positive and constantly growing trend of the commercial sector of Mantua and the mild but constant decline recorded by the active enterprises in the municipality of Sabbioneta.

Compared to the characteristics of the entrepreneurial system, the two Municipalities also show differences in the production structure and development trend recorded in the last 5 years; in fact (see Annex 4, *Tables 33 and 34*):

- the manufacturing system of Mantua is mainly made up of active enterprises in the commercial and real estate sectors (an overall percentage, compared to the total number of enterprises, equal to almost 48%);
- in Mantua during the last 5 years the main increase was recorded in the active enterprises in the following sectors: energy provision (almost +80%), healthcare and social welfare (almost +21%) and rental and travel agencies (almost +19%), while the active enterprises in the real estate (almost -11%) and constructions sector (almost -5%) have declined;
- the manufacturing system of Sabbioneta is, on the contrary, mainly made up of active enterprises in the agricultural sector (a total percentage, compared to the total number of enterprises, equal to almost 39%);
- in Sabbioneta in the last 5 years mainly the active enterprises in the sector of sports and recreative services (almost +50%), in the financial and insurance sector (almost +33% circa) and restaurant and accommodation services (almost +4.5%) have significantly increased, while the construction companies (almost -17%), manufacturing activities (almost -10%) and commercial activities (almost -14%) have declined;
- eventually, as regards the legal nature of the enterprises, while in Sabbioneta sole proprietorships are clearly prevailing (75% of the total), in Mantua their percentage diminishes, coming at half of the total (see Annex 4, *Tables 35 and 36*).

It must be noted that in these years experimental activities have been implemented in Mantua on collaborative economy (joint planning, joint design, co-working space sharing and talent gardening) and the maker culture in partnership with schools and training centres, public and private Entities, Universities, Industrial and crafts associations with the activation of a dedicated laboratory called Employability Territorial Laboratory (2016)³⁷. A Technical-operational agreement of multi-annual collaboration for the conservation, promotion, education, circulation of the museum and monumental heritage of digital fabrication technologies has been signed between this Laboratory and the Municipality of Mantua, Mantua City Museums.

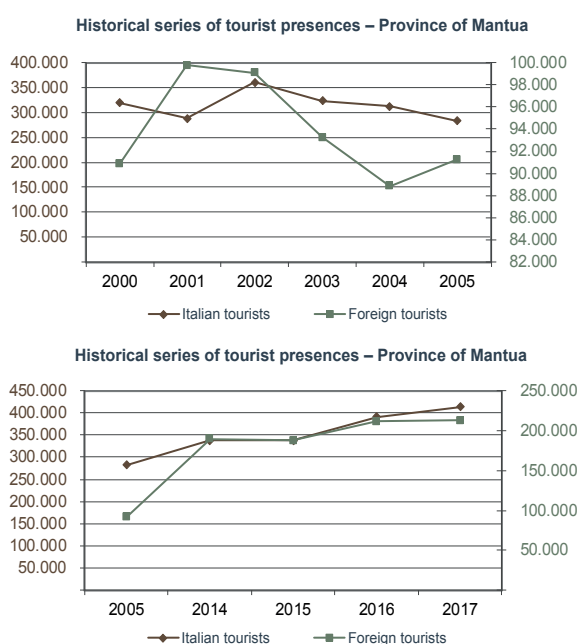
³⁷ See MIUR tender, Employability Territorial Laboratory. A territorial network for innovation and employability, 2016.

Tourism indicators

Like in previous years, in the last decade the tourism sector has also proved to be one of the main resources at a national³⁸ and provincial level.

Compared to the previous situation, the Site inscription in the World Heritage List, the Province of Mantua has recorded, in fact, significant increases both in the accommodation offer and in the tourist presences that between 2005 and 2017 have more than doubled, respectively moving from 236 to 557 hotel and non-hotel facilities (see Annex 4, *Tab. 37*), and from almost 91,000 to more than 200,000 presences (see *Fig. 17*).

Fig.17 Trends of tourist presences (2000-2017)



Source: elaborations based on ISTAT data

The accommodation offer

The accommodation offer of the Province of Mantua, with as many as 236 hotel and non-hotel facilities and over 4,700 beds in 2005 (see Annex 4, *Tables 37 and 38*) has recorded, after the nomination and inscription of the Site in the World Heritage List, a remarkable growth rate of facilities located in the territory and particular non-hotel facilities.

At a provincial level, in fact, the increase in the overall accommodation offer vs. the values of 2005 has been equal to +136%, higher than the increases recorded at a national level (+57.7%); however it's noteworthy that a difference has been reported, compared to the 2005 values, between the decrease recorded by hotel facilities (-19%) and the increase recorded by the non-hotel facilities (+260.3%).

³⁸ In 2017, in fact, Italian tourist facilities record an all-time peak with over 123 million arrivals of Italian and foreign clients and almost 420.5 million presences.

Such stagnating trend of hotel facilities to the advantage of non-hotel facilities (including the bold increase in bed and breakfast facilities), despite being in line with what happens at a national level (-1.6% hotel facilities and +78.3% non-hotel facilities) and at a regional level (-1.6% hotel facilities and +480.4% non-hotel facilities) is, for the Mantua territory, by far more exacerbated.

The reasons for such a phenomenon may be ascribed to various factors: they include a higher tourist demand for a relational accommodation, more travelling autonomy with individual travels prevailing over group travels, and the need of facilities to aim for micro enterprises, more agile in investments, promoting employment opportunities for young people trained on accommodation and innovation of services.

As for the two cities of the Site, a clear difference in the trend is noted, especially as concerns the trends of hotel facilities, basically positive for Mantua and negative for Sabbioneta. In particular:

- in the city of Mantua, compared to the values of 2005, significant increases in the tourist accommodation capacity are recorded for both hotel facilities (+6.7%) and especially non-hotel facilities (+369.6%), with a total number of 1,925 beds in 2017 (of which 1,034 in 16 hotel facilities and 891 in 108 non-hotel facilities);
- in the city of Sabbioneta, always compared to the values of 2005, decreases in the tourist accommodation capacity of the hotel facilities (-33.3%) have been recorded, as opposed to,

however, a significant increase in non-hotel facilities (+100%), with a total number of 89 beds in 2017.

As for the situation prior to the nomination and Site inscription in the World Heritage List, it's also worth noting:

- the rise, at a provincial level, in the quality of hotel facilities with an increase in the higher categories and the fall of lower categories (see Annex 4, Tab. 39);
- the increase in the average number of beds of hotel facilities in Mantua (equal to 64.6 beds), lower than the national and regional average (67.9) but by far higher than the provincial average (38.3);
- the average number of beds of hotel facilities in Sabbioneta, on the other hand, record a lower average number of beds (33.5) than the national, regional and provincial averages;
- the non-hotel facilities of the Province of Mantua on average record a lower number of beds (11.1) than both the regional (20.3) and national average (16.3).

The comparison of the current tourist accommodation offer of Mantua versus 2006 shows the remarkable growth in the field of non-hotel facilities (especially Bed and Breakfast facilities) compared to tradition hotel facilities. The same trend, despite at absolute level with much lower values, can also be noticed in the same years for the Municipality of Sabbioneta (see Figs. 18 and 19).

Fig.18 Articulation of the accommodation offer of the Municipality of Mantua (2006-2017)

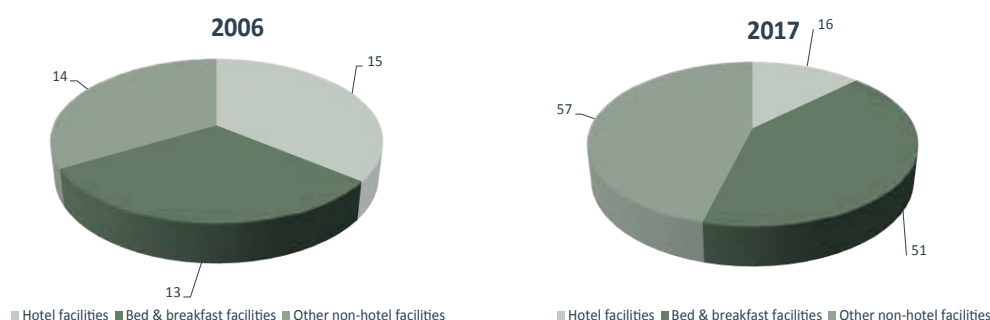


Fig.19 Articulation of the accommodation offer of the Municipality of Sabbioneta (2006-2017)



Source: elaborations based on ISTAT data

The accommodation demand

The data concerning the tourist presences recorded in the tourist facilities of the province of Mantua in 2017, equal to more than 626,000 units (see Annex 4, *Tab. 40*), confirm its importance among the main regional tourist attractors, thanks to the quality of its historic-artistic heritage and its cultural events which have led to the recognition of Mantua as Italian Capital of Culture in 2016.

In particular, the overall tourist flows recorded in the 2005-2017 period in the municipality of Mantua compared to provincial, regional and national flows (see Annex 4, *Tables 40 and 41*) have shown the following trends:

- a significant increase both in arrivals (+117.2%) and in the presences (+72.9%), remarkably higher than those recorded at a national (+39.5% for arrivals and +18.4% of presences), regional (+70% for arrivals and +48.7% of presences) and provincial level (+97.8% for arrivals and +67.4% of presences);
- a marked reduction in the average stay (-20.4%), decidedly lower (equal to 1.71 days in 2017) than the one recorded at a national (equal to 3.41 days), regional (equal to 2.38 days) and provincial level (equal to 2.03 days), which allegedly confirms the "hit and run" characteristic of the Mantua tourism.

For the same years, foreign tourist flows (see Annex 4, *Tables 42 and 43*) have shown, on the contrary, the following trends:

- A higher increase both in arrivals (+84.3%) and in presences (+67.6%) than the respective national averages (+58.7% and +41.9%) but lower than provincial (+109.3% and +132.9%) and regional averages (+104.7% and +84.7%);
- A significant reduction in the average stay (-9.0%), also in this case lower (equal to 1.80 days in 2017) than that recorded at a provincial (2.54 days), regional (2.61 days) and national level (3.48 days).

Additionally, it's also worth reporting that the weight of foreign tourists (arrivals and presences) on the overall tourist flows of the municipality of Mantua is, in 2017, decidedly lower (see Annex 4, *Tab. 44*), both for arrivals (27.5%) and for presences (28.9%) both than the one recorded at a national (49.1% and 50.1%) and regional level (55.5% and 60.9%), while it's basically the same as the provincial one (27.1% and 33.9%).

As a consequence, it's clear that tourism in the Mantua area is largely domestic and the attractive capacity of the Site to foreign tourist flows doesn't appear to be fully enhanced yet, even if the provincial data of the last three years shows significant increases (equal

to almost +19%) both in arrivals (from 70,344 to 83,815) and in presences (from 187,537 to 212,489).

On the contrary, as for the origin of foreign and Italian tourist flows, the trends recorded in the last years (2010-2017) show that (see Annex 4, *Tables 45 and 46*):

- the main origin of foreign tourist flows is Germany followed by Israel, France and Switzerland;
- all the first 12 foreign countries with the highest numbers of tourist flows have recorded significant increases in the presences of tourists with percentages ranging between almost 26% in France and more than 219% in Israel;
- the main Italian regions where the tourist flows come are Lombardy (52%), followed by Lazio (18.3%) and by Piedmont (18.1%) which have recorded in 2017 a number of presences respectively equal to 110,415, 38,898 and 38,532;
- all the first 12 Italian regions with the highest numbers of tourist flows have recorded an increase in presences, with percentages ranging between 5.9% in Apulia and more than 62% in Marche.

As concerns Sabbioneta, a useful reference comes from the trends recorded by the provincial territory of origin (area of Mantua Oglio Po) which show, in the last 3 years (2015-2017), the following situation (see Annex 4, *Tables 47 and 48*):

- a significant increase both in arrivals (+30%) and in presences (+49%), remarkably higher than those recorded at a national (respectively +8.6% for arrivals and +7.1% of presences), regional (respectively +5.9% for arrivals and +4% of presences) and provincial level (+26.4% for arrivals and +19.3% of presences);
- a significant values of the average stay (equal to 2.12 days in 2017), significantly increased in the last three years (+14.7%), in a marked opposite trend from the values recorded in the same years at a national (-1.5%), regional (-1.7%) and provincial level (-5.6%).

For the same years (2015-2017) foreign tourist flows (see Annex 4, *Tables 49 and 50*) have shown the following trends:

- A higher increase both in arrivals (+44.1%) and in presences (+56%) than in the respective national (respectively +10% and +9.4%), provincial (respectively +19.2% and +13.3%) and regional averages (respectively +13.1% and +10.3%);
- A significant value of the average stay (equal to 2.91 days in 2017), also significantly increased in the last three years (+8.3%), in opposite trend to the values recorded at a national (-0.5%), regional (-2.4%) and provincial (-4.9%) level.

Eventually, it should be noted that the weight of foreign tourists (arrivals and presences) on the overall flows of the Mantua Oglio Po areas is, in 2017, similar to that recorded in the municipality of Mantua and basically analogous to the provincial one which denote, despite the sensitive growth, the predominance of domestic flows compared to foreign ones (see Annex 4, *Tab. 51*).

Focus on tourist flows in 2018³⁹

The trends recorded in 2018 of arrivals in the province of Mantua mark slightly falling values compared to 2017 (-2.86%); the data of presences, on the other hand, remains nearly stable, coming at +0.27%. Absolute values are however higher than those recorded in 2016 (arrivals +2.8% - presences +5.37%), the year which has recorded higher upward trends compared to the long period (2011-2018).

The downward change is especially due to the Italian tourists recording respectively -4.32% and -2.34% of arrivals and presences vs. 2017. The performance of foreigners keeping the growing trend of previous years (arrivals +1.02% and presences +5.31%) is good. The percentage share of foreign tourists in the province of Mantua also grows, despite remaining below the national average (49% in 2017), reaching 28.39%.

The value of the average stay on the territory (2.09 days/holiday) is the best of the last three-year period and changes the historic upward trendline. The foreigners record the highest data of average stay on the territory with 2.65 days/holiday (+4.24% vs 2017).

With 28.15% of domestic arrivals in 2018, Lombardy also confirms to be the first Italian reference market for the province, followed by Piedmont, Lazio, Veneto, Emilia Romagna; only Lombardy and the two bordering regions (Veneto and Emilia Romagna) reach 46.67% of domestic arrivals.

Germany, despite losing some percentage point, remains the first foreign market of historic trend for the province of Mantua with 26.66% of international arrivals. Germany and France combined equal 34.98% of arrivals. The first five international markets for the province of Mantua are European (51.63%), while overall arrivals coming from European countries represent 82.54% of the total international arrivals.

The seasonal trend of 2018 of the entire provincial territory keeps the historic trend of high tourist inflow with the highest peaks recorded in April (31,610) and September (32,511). However, since 2016, increasing Arrivals have been recorded in July and August, favouring a tourist seasonality similar to

that in the vicinity of the Garda Lake. Both Italian and foreign tourists in the province of Mantua mainly opt for hotel facilities (respectively 62.34% and 60.49%).

29.3% of tourists chooses complementary facilities and the remaining 8.9% chooses non-business private accommodations (B&B facilities and holiday homes and flats). However, both Italians and foreigners stay longer in complementary facilities. The longer average night stay is that of foreigners who stay up to 3.28 days/holiday in complementary facilities.

As a whole, the supply of tourist accommodation facilities in the province increases by 7.05% and beds by 3.41%. this growth is due to the non-hotel sector and mainly non-business private accommodations (+21.01% facilities and +18.36% beds) offering 45.14% of the overall supply. The supply of the hotel sector is constantly falling, in 2018 losing a total of 11.76% of its facilities. As concerns beds, it must be noted that this year the supply is higher in the sector of complementary facilities (45.92%) than hotel facilities (36% of which 49% in three-star facilities) and the growing non-business private accommodations (18.08%).

As concerns the Municipality of Mantua, in 2018 the trends of tourist flows have confirmed the trends of the previous year, recording a slight growth in percentage both of arrivals (+0.02%) and of presences (+1.38%) and a significant increase in absolute values, compared to the same 2016 (in which the better upward trend of the last five-year period) especially due, vs. the reduction of Italian tourists (arrivals -3.08% - presences -3.47%), to the increase in foreign tourists (arrivals +8.2% - presences +13.35%) and their average stay (+4.77%).

This year the weight of arrivals in the Municipality of Mantua is 41.7% of the total of the entire province and the percentage of foreigners reaches 29.7% which, despite remaining below the national average (49%), is above the provincial one (28.39%).

Out of the Italian regions of provenance, Lombardy ranks first with 24.18% of arrivals, followed by Lazio with 12.78%. Europe is the main provenance of foreign arrivals (82.54 %) with Germany, followed by France, ranking first with a value equal to 22.21%.

The seasonal flows show peaks of arrivals in April (13,693), May (12,902) and September (12,952) with a trend increase in the summer months (June, July and August) and a recovery in November and December.

Mainly the choice of tourists concern hotel facilities (68.1%) followed by complementary facilities (23.8%) and by non-business private accommodations (8.1%), which also record the highest average stay of the last three years of foreigners (2.19 days/holiday).

³⁹ Annex 3 – *Provincial Observatory of Tourism, Province of Mantua (2018)*, *Provincial Observatory of Tourism, Municipality of Mantua (2018)* and *Provincial Observatory of Tourism, Oglio Po (2018)*.

Similarly to the rest of the province, Mantua records an increase in accommodation offer (+1.12), mainly due to the increase in non-business private accommodations (+49%), representing 58.14% of the total supply.

Unlike the rest of the province, the beds in Mantua are mainly offered by hotel facilities (52%, almost half of which in three-star facilities), 25.49% by complementary facilities and 22.5% by B&Bs and non-business private accommodations.

As concerns the Municipality of Sabbioneta, it must be noted that, with reference to the provincial territory of belonging (Mantua Oglio Po area), the overall tourist flows in 2018 have fallen by -3.33% compared to the previous year, with a significant reduction in arrivals of foreigners (-15.19%) and an almost stable value of Italian ones (+0.24%). This reduction was also reported in the total number of presences, which have reduced from 2017 by -7.91%. this year compared to the previous one, the total average stay has also declined (2.02 days/holiday), but the average stay of foreigners has significantly grown (+16.35), with a higher value (3.38 days/holiday) than the provincial average (2.09 days/holiday), only coming second after that of the High Mantua area (3.85 days/holiday).

In total, the weight of arrivals in the territory under review is 4.4% of arrivals in the entire province, with a number of presences equal to 4.2%. the percentage share of foreigners equal to 20.29% still remains considerably lower than the provincial one (28.39%).

Out of the Italian region of provenance, Lombardy is always ranking first with 35.03% of arrivals. Together with the two bordering regions (Veneto and Emilia Romagna) they reach 63.82% of total Italian arrivals. The foreign market is mainly European (85.12%) and the first country by arrivals is Germany which alone marks 17.28% of the total, followed by France (12.32%) and by Romania (9.99%).

As for Mantua, here, too, the seasonal flow confirms peaks of arrivals in spring (April: 1,339; May: 1,441) and September (1,435) with a preference for hotel facilities (66.84% of foreign tourists and 68.96% of Italian ones) which also report the growth in the average stay of foreigners reaching in 2018 the value of 3.82 days/holiday.

The accommodation offer of the territory has increased in 2018 from the previous year; such an increase is mainly due to complementary facilities, shifted from 15 to 18 units and to the total number of beds (+4.42%) increased from 453 units to 474 units.

The infrastructural indicators / the main infrastructures

Compared with those recorded at the time of the nomination, the current infrastructures of the province of Mantua show, despite some improvements, a constant lack of road, highway and railway networks and, on the contrary, an increase in the energy-environmental installations and networks (electricity, gas, water purification, waste disposal etc.).

This trend has been constant during these years as the series of studies commissioned by the provincial and municipal administrations for their planning and programming purposes shows.

One of the more significant indicators is the provincial index of infrastructures whose value equal to 68.6 of the national average (which becomes 76.2 not considering ports) documents the permanence of a strong shortage compared to the region, which in fact presents an index of infrastructures equal to 112.8 (see Annex 4, *Tables 52 and 53*).

Compared with the regional and national values it emerges, in fact, that the province of Mantua records both in road infrastructures (70) and in railways infrastructures (71.7) significantly lower values than the average national and regional ones (see Annex 4, *Table 54*).

On the contrary (see Annex 4, *Table 55*), the district of Mantua presents a higher number of infrastructures than the national and regional average, in terms of energy-environmental networks (154), while its values are in line with the Italian average in terms of business facilities (98.7) and slightly lower in terms of broadband services (84.3).

As concerns social infrastructures (see Annex 4, *Table 56*), the province of Mantua shows a significant weakness both in terms of cultural facilities (62.1) and of education facilities (64.8). Eventually, healthcare facilities (77.4) come slightly below the national average.

As concerns the road infrastructures, the municipal system of Mantua is marked by a set of former state roads connecting the capital city to the main bordering cities and in particular:

- former SS 236 "Goitese" connecting the city, north-west, with Brescia;
- former 62 "della Cisa" connecting the city, north-east, with Verona and south-west with Parma;
- former 10 "Padana Inferiore" connecting the city, west, with Cremona and east with Monselice;
- former SS 420 "Sabbionetana" connecting the city, south-west, with Sabbioneta;
- former SS 482 "Ostigliese" connecting the city, south-east, with Ostiglia;
- former SS 413 "Romana" connecting the city, south, with Modena.

The above-mentioned roads are also the main gates to the city historic centre:

- Via dei Mulini/Ponte dei Mulini north-bound;
- Via Legnago/S. Giorgio bridge and Via Brennero east-bound;
- Via Parma, Paiolo lake and Via Donati south-bound;
- Via Cremona west-bound.

In the last years the Municipalities of Mantua has committed to preparing in 2014 a Strategic Plan for Cycle Mobility (PMC) also known as “Biciplan” and in 2019 under City Council Resolution no. 47 has approved an Urban Sustainable Mobility Plan (SUMP) and a new Urban Traffic Plan (UTP), in order to improve the overall accessibility of the city of Mantua, which represents:

- the economic attractor for all the surrounding municipalities (in this respect the recent investigations on the origin and destination of incoming travels to Mantua, made in the above-mentioned Mobility Plan, have actually proven that more than 70% of the car movements are going to the city);
- a workplace and residence for its citizens;
- a historic and cultural city, destination of important tourist flows.

The above-mentioned SUMP, therefore, aims at solving the current problems of city congestion while offering alternative and effective mobility options, which give a new quality to the action of moving, reducing everywhere possible the times of transfers.

In the framework of the analyses carried out on the existing cycle lanes, the primary network (equal to 18 main cycle lanes) and the secondary network, offering a more capillary accessibility, were identified, for a total of almost 80 km, for a density equal to 142 km per 100 sqkm., placing Mantua first in the ranking of the cities with more infrastructures for cycle mobility. The result was reconfirmed in 2019 with 31.86 sqm/100 inhabitants of cycle lanes (with Mantua coming second only to Reggio Emilia)⁴⁰. However, an extensive discontinuity emerges inside it, a high number of kilometres of paths to be requalified and the need for new sections to be built to complete the established programme (in total 146 km and a density equal to 231km/100sqkm).

The Mantua-Sabbioneta cycle lane is part of this improvement programme of accessibility, built in

⁴⁰ See Legambiente, Urban Ecosystem. 2018 Report on the environmental performances of the cities, page 15 and Urban Ecosystem. 2019 Report on the environmental performances of the cities, page 165

2011 to connect the two World Heritage cities. Supported by the Mantua Sabbioneta World Heritage City and by the Province of Mantua with the partnership of FIAB, this cycle lane runs for 47 km, along low-traffic roads and crosses the wetlands of the Oglio Sud Park. The cycle lane was requalified in 2018, thanks to the “Mantova&Sabbioneta biking” project financed by MiBACT, with the implementation of new road signs, the furniture of two rest areas, at Porta Giulia in Mantua and pontoon bridge in Torre d’Oglio and the installation of two bicycle racks, as well as the promotion of itinerary through maps and leaflets.

On the other hand, the situation of the railway network remains critical, with the shortages already highlighted in the previous PdG and in the latest PGT, both of passenger traffic and of intermodality with water ways and ports along Mincio and Po.

The road system of Sabbioneta is made up of the following four provincial roads:

- SP 63, crossing west the Sabbioneta settlement and connecting the city centre with the settlement of Rivarolo del Re (north) and with former SS 358 the Municipality of Casalmaggiore and then with the settlement of Viadana (south);
- The new connection between former SS 420 with the western side of the municipal territory of Sabbioneta with the same SP 3 (SP 10 in the Province of Cremona) next to the location Quattro Case in the Municipality of Casalmaggiore;
- In the northern portion of the municipal territory there’s also SP 73 oriented in the east-west direction, and next to the hamlet of Cà de’ Cessi, inserting in former SS 420 and then connecting, west-bound with the Municipality of Rivarolo del Re;
- Eventually, there are several local arterial road connecting the capital city and the main settlements with the other hamlets and the farmsteads located in the rural territory.

The cycle lane accessibility is characterized by the Mantua-Sabbioneta cycle lane, previously mentioned, and by the new Arginelli network, planned and under way.

As concerns the railway infrastructure it should be noted that, as also highlighted in PGT of 2016, the municipality is basically lacking a “strong” public transport system, since it lacks railway connections (the closest railway station is located in the Municipality of Casalmaggiore where the Brescia-Parma line passes, which in Piacenza connects with the Milan-Cremona-Mantua line).

4.2.7 The SWOT analysis

Strengths and weaknesses of the area

Compared to the findings of 2006, the current scenario highlights several analogies as well as significant differences, mostly concerning the manufacturing and employment system, mainly resulting from the 2008 financial crisis.

The analysis of the current strengths and weaknesses, opportunities and risks appears especially helpful to identify the emerging issues and the works that need to be carried out in order to significantly improve the existing situation.

In this respect, it must be noted that many of the strengths resulting from the SWOT analysis of the previous Management Plan are again confirmed, including life quality, poor social conflict, reduced crime, the presence and the good state of conservation of an extremely valuable historic-artistic heritage, the manufacturing excellences, especially in the agri-food sector.

The manufacturing characteristic of the territory, characterized by a clear diversification of existing sectors, has allowed for the limitation of the effects of the above-mentioned financial crisis and for the maintenance of a situation of diffuse wellbeing, so much as that in the last years a high level of pro-capita added value has been maintained, one of the highest of the region and much higher than the national one.

Additionally, the strong connotation of the agricultural sector is also confirmed today, with the presence of typical productions of national and international importance (including Grana Padano cheese, Parmigiano Reggiano cheese, cold cuts, truffle, pear and Mantua melon, rice and Mantua risotto dishes, Mantua Lambrusco wine and Mantua Hills Garda wine) and leading companies in the agri-food sector.

This primacy shall still be preserved and maintained by skilful policies which can tackle both the growing international competition and the needs for generational change resulting from the high presence of old farmers, also in the light of the changes of the recent EU agricultural policy.

One of the strengths of the territory remains its recognized and protected naturalistic-environmental importance; in fact, most of the territory is included in the Mincio Regional Park, with almost 20% of areas classified as Sites of Community Importance (CIS) and Special Protection Areas (SPA). The territory is also characterized by a high agricultural production and by the presence of important river urban centres of cultural, economic and historic-artistic importance, thanks to the rich network of irrigation canals.

These qualities have contributed to sensibly improve the tourist attraction capacity of the entire territory, which has been characterized by a very rich series of cultural events which have identified the Site as one of the top Italian cultural destinations.

The increases which have been recorded in the last 10 years thanks to the nomination in the World Heritage List are evidence thereof. In fact, the hotel and non-hotel supply and provincial tourist presences have moved from 2007 to 2017 respectively from 236 to 557 facilities and from almost 91,000 to more than 200,000 tourists.

Undoubtedly much more may be improved in the years to come, mainly working on the following aspects:

- reinforcing the promotion, circulation and communication policies aimed at attracting more foreign tourist flows, considering that the current Mantua tourism, despite its constant development, still mainly targets a domestic Italian tourism;
- favouring initiatives which are able to create, in the tourist sector, synergies among the different public and private partners in order to share and promote a unitary tourist strategy, able to significantly affect the current tourism, still bonded to seasonality and short stays;
- promoting both tourist initiatives linked to the river system and the water networks to offer new proposal of "discovery tourism", and activities of enhancement of typical and wine and food traditions of the territory in order to develop an actual integrated tourist supply chain (culture, food and wine, agri-food, sport etc.);
- favouring the development and enhancement of slow tourist pathways starting from those already in place such as the unique route system (developed by Local Action Group OGLIO-PO), which has mapped all the main paths of the Mantua-Cremona system, both new cycle lanes next to old ones, including the latest Mantua-Sabbioneta cycle lane;
- continuing the performance of activities for the quality improvements of the accommodation offer, especially in the field of hotel facilities, whose quality has already sensibly improved in the last 10 years in which significant increases have been recorded (equal to almost 38% of the number of 4-star hotels).

Additionally it's noteworthy that the recognition as World Heritage has contributed to creating new businesses working on the enhancement of the Site both in the cultural and tourist field which, in fact, have significantly increased in the last years by number of enterprises and employees.

The main weaknesses include the increase in the unemployment rate, the constant demographic impoverishment of the two historic centres, the progressive ageing of the population, the infrastructural, road, railway and waterway shortages burdening mobility and accessibility.

In particular, as concerns urban mobility, it must be noted that one of the main weaknesses for Mantua is represented by the challenging accessibility of the city centre, concerned with remarkable flows, mainly of incoming people and less of crossing people, causing congestion and slowdown of movements. The latest development of the bordering municipalities with the resulting commuting to the city has weighed down traffic and parking requirements, worsening the management of the already complex mobility due to the particular shape of the historic city.

As concerns the waterway network it should be noted that in the current territorial system, the promotion of lake and canal navigation and the full use of the Valdaro port, also as a support for logistic and industrial plants of railway infrastructures at their service, can become a great development opportunity; in fact, today a limited competitiveness of the navigation system compared to the European framework is clear as well as a poor use of the Po river and the Veneto Po system as an alternative to freight transport.

As concerns the demographic impoverishment, compared to previous findings, the current situation shows a clear improvement, especially in Mantua where in the last years the total number of residents is increasing. As concerns the two historic centres, the trend remains significantly negative in Sabbioneta while in Mantua the situation remains basically stable.

The local retail system, mainly based on neighbourhood shops, small crafts businesses and more in general on medium-sized shops, is on the contrary suffering – especially in the last years – due to the competition of the several and large shopping facilities, mainly located in the bordering municipalities, with the resulting trend of commercial “desertification” inside the two historic centres.

An additional weakness already shown in the past is represented by the energy and chemistry area; namely, the supralocal manufacturing area of Mantua has played an important role in the development of the territory during the years and still gives a high number of jobs, but it has also generated relevant problems concerning soil and water pollution.

Like across the entire Po valley, despite the improvements of some indicators recorded over the years⁴¹, the situation concerning the air quality is critical in this Site as well, mainly because of the geographical and weather-climate context which favours stagnation and build-up of pollutants. In winter, when the air pollution is worsened by the heating emissions which add up to the emissions of car traffic and energy-producing and fuel-processing industries, significant concentrations of fine particulate matter are reached, which often exceed legal levels. However, during the years a slow improvement of air quality as a whole can be noted in the municipal and provincial area.

It’s also worth mentioning that abandoned industrial artefacts of no value deface the landscape and should be reclaimed, but there are also abandoned valuable buildings which, if adequately reused and enhanced, could represent an additional added value for the territory.

A topic which is increasingly under the spotlight concerns the protection and enhancement of naturalist areas and in particular water streams against the recurring adverse events (floods, draught etc.) resulting from the climate change which is more and more frequently affecting our country⁴².

Lastly, as shown in the previous PdG and then confirmed during the consultation meetings with the main stakeholders for the preparation of this new Plan⁴³, it emerges how the pursued sustainable development strategy can leverage on the promotion of specific “UNESCO value chains” and on the support of potential economies in the different directly or indirectly involved sectors (tourism, commerce, wine and food productions, culture/creative start-ups, vocational education and training).

⁴¹ See Chapter 4.2.5 The state of conservation and the factors affecting the Property

⁴² See Footnote 34

⁴³ See Chapter 4.5.3 Participation, involvement and sharing

SWOT analysis				
Sector	Strengths	Weaknesses	Opportunities	Threats
OVERVIEW	<ul style="list-style-type: none"> Valuable historic-cultural, landscape-environmental and artistic heritage High life quality of city centres and presence of widespread wellbeing Low social conflict Low crime rate Significant importance of the commercial sector in the local economy Heavy manufacturing diversification of the territory High pro-capita added value High agricultural production capacity and relevant typical productions of excellence High educational offering (Foundations, Universities, Scientific Institutions) High visibility of Mantua City of Art and Culture Good accommodation offer especially concerning non-hotel facilities Presence of cultural institutions of top national and international importance 	<ul style="list-style-type: none"> Constant demographic impoverishment of the historic centres, with special reference to Sabbioneta High unemployment rates Negative balance between incorporated and wound-up companies Lack of a unitary and shared tourist strategy among the different public and private operators Presence of abandoned industrial artefacts of low value which deface the landscape Clear shortages of road and railway infrastructures Poor use of the waterway network Little accessibility to city centres; for Mantua such access is bound by structural limits because surrounded by ¾ by lakes formed by the Mincio river High congestion of car traffic and parking problems 	<ul style="list-style-type: none"> Development potential of the historic-cultural, environmental tourist and business sector Potential development of new business activities linked to the enhancement of the Site both in the cultural (with special reference to creative industries) and tourist sector Favouring the re-use and enhancement of valuable buildings in a state of abandonment Enhancement of the natural resources (Mincio park and Vallazza reserves) Enhancement of new slow tourist paths and development of new cycle lanes (e.g. Mantua-Sabbioneta cycle lane) Strengthen the competitiveness of the local economic system as a whole Development of an intermodal logistic hub (located near the Valdaro port area) Making the Mantua university campus the “driver” for the culture and economy of the entire district Favouring the performance of activities aimed at enhancing the waterway network 	<ul style="list-style-type: none"> Marked ageing of the population Difficult generational change in agriculture Growing international competition of the agricultural sector, also in the light of the changes of the recent EU agricultural policy Risks of pollution of the strata due to: i) the significant presence of pig farms and agricultural activities ii) the activities of the industrial-chemical area Risks of hydrogeological instability also as a consequence of recent climate change

SWOT analysis				
Sector	Strengths	Weaknesses	Opportunities	Threats
Local infrastructure system	<ul style="list-style-type: none"> The Mantua area is strategically positioned at the centre of the interregional Po Valley territory Good levels of supply of public services 	<ul style="list-style-type: none"> Low level of infrastructures supporting the tourist sector Little number of roadway networks (roads and railways) Problems of internal and external road system, traffic and parking Prevalence of freight road transport with resulting environmental issues Poor accessibility to city centres 	<ul style="list-style-type: none"> Presence of various programming instruments Favouring the performance of activities aimed at enhancing the waterway network Developing interventions aimed at the creation of a local intermodal logistic hub (at the Valdaro port area) 	<ul style="list-style-type: none"> Worsening of the marginalization of internal areas
Culture	<ul style="list-style-type: none"> Valuable cultural and artistic heritage High visibility of Mantua City of Art and Culture (the main events are: Mantua Italian Capital of Culture 2016, Literature Festival, Mille e due formaggi, Il pane, i suoi luoghi, le sue città, Mantova Musica Festival, Festival Teatro, Salami e salumi, Segni d'Infanzia) High visibility of Sabbioneta as Renaissance city and seat of the first stable theatre 	<ul style="list-style-type: none"> Poor organization of Gonzaga sites as a "system" Limited efficacy of the Site promotion as hinge of the Gonzaga "system" Limited public and private resources allocated to the protection and enhancement of the existing historic-artistic heritage 	<ul style="list-style-type: none"> Great attraction of the Site in the European cultural history Strong existing interest in the Gonzaga artistic heritage at a European level Favouring the reuse and enhancement of valuable buildings currently in a state of abandon 	<ul style="list-style-type: none"> Protection of historic-cultural sites against larger tourist flows expected from the planned promotional initiatives

SWOT analysis				
Sector	Strengths	Weaknesses	Opportunities	Threats
Tourism	<ul style="list-style-type: none"> • Availability of several sites of highly attractive historic-cultural attraction • Excellent environmental resources (Mincio river and Vallazza reserves) • Excellent central position to access different tourist attractors of neighbouring areas (e.g. Verona, Garda, Venice) • Constant tourist flows over the year • Good accommodation supply, especially of non-hotel facilities 	<ul style="list-style-type: none"> • Lack of structured connections with the main international tour operators • Inadequately exploited rustic sector • Low levels of average stay of tourists, especially foreign ones • Lack of a unitary and shared tourist strategy among the different public and private operators 	<ul style="list-style-type: none"> • Internationalization of tourism • Great development potentials of historic-cultural tourism • Strong development of environmental and business tourism • Greater enhancement of the natural resources for naturalistic-environmental tourism purposes • Enhancement of new so-called slow tourist paths and creation of new cycle lanes (such as for example the Mantua-Sabbioneta cycle lane) also leveraging on the communication of the UNESCO "brand" 	<ul style="list-style-type: none"> • Competition from bordering areas better equipped with accommodation infrastructures
Agriculture	<ul style="list-style-type: none"> • Diversified typical productions of excellence (Grana Padano cheese, Parmigiano Reggiano cheese, pear and Mantua melon, rice and risotto dishes, Mantua truffle, Doc wines such as Mantua Lambrusco or Mantua Hills Garda etc.) • High-quality agri-food chain • Very high agricultural productivity, one of the highest in Europe 	<ul style="list-style-type: none"> • Heavy ageing of the countryside • Modest profitability 	<ul style="list-style-type: none"> • Potential income integrations with the farm tourism phenomenon • Growing importance of organic farming • Strengthening of farming associations 	<ul style="list-style-type: none"> • Challenging generational change and resulting exodus of agricultural activity • Growing international competition of the sector, also in the light of the changes of the recent EU agricultural policy

SWOT analysis				
Sector	Strengths	Weaknesses	Opportunities	Threats
Local socio-economic system	<ul style="list-style-type: none"> • Flourishing and diversified local economy • High pro-capita added value • Diffuse well-being • Predominant tertiary sector (commerce) • Very strong associations • Low social conflict • Good integration of immigrants • Low criminal rates 	<ul style="list-style-type: none"> • Poor diffusion on the territory of personal and business services • Expanding welfare sector, however made up of still little organized facilities • High unemployment rates • Constant demographic impoverishment of the historic centres, with special reference to Sabbioneta 	<ul style="list-style-type: none"> • Presence of a high life quality • Presence of a regional Healthcare Plan and of other programming instruments in order to strengthen the third sector • Potentials linked to the presence of a university campus aimed at enhancing specialist training • Development potential of new entrepreneurial activities linked to the Site enhancement both at a cultural (with special reference to creative industries) and tourist level 	<ul style="list-style-type: none"> • Demographic decline and population ageing • Depopulation of the area and presence of small households • Retailers crisis due to the increased competition of large shopping centres
Industry	<ul style="list-style-type: none"> • Diffuse entrepreneurship and complementarity of the main production sectors • Dynamic fabric of manufacturing SMEs • Strong specialization of the agri-food sector with productions of excellence • Good industrial relations 	<ul style="list-style-type: none"> • Except for the presence of an industrial chemical area (made up of 4 large industrial plants), there's a prevalence of SMEs • Negative annual balances between incorporated and wound-up companies in the last 5 years 	<ul style="list-style-type: none"> • Development of innovative sectors and specializations in the search for alternative energy sources • Important margins for efficiency increases of the local credit system 	<ul style="list-style-type: none"> • Possibility of reduction of competitiveness margins of some manufacturing sectors due to the competition of the bordering areas

SWOT analysis				
Sector	Strengths	Weaknesses	Opportunities	Threats
Environment	<ul style="list-style-type: none"> • Presence of high-neutrality areas such as broad wetlands of international importance, Sites of Community Importance and Special Protection Areas characterized by excellent quality of the habitats and by a high degree of biodiversity, at floristic, faunistic and habitat level. • Presence of peri-urban highly natural areas (Peri-urban Park). • Abundance of underground water resources • Quite efficient and widespread solid urban waste (RSU) disposal • Territory characterized by a rich network of irrigation canals for a high agricultural productivity 	<ul style="list-style-type: none"> • Pollution of surface water • Purification of industrial discharges • High chemical charge on the soil due to the use of fertilizers in agriculture • Air pollution, especially sharpened in winter periods as a consequence of the emissions coming from home heating which add up to the emissions of car traffic and energy-producing and fuel-processing industries. • Presence of abandoned industrial artefacts of low value which deface the landscape 	<ul style="list-style-type: none"> • Enhancement of nature reserves of great importance (Mincio and Vallazza Reserves) recognized at EU level as Sites of Community Importance (SCI) and Special Protection Areas (SPA). • Expansion of environmental and landscape tourism demand 	<ul style="list-style-type: none"> • Pollution risks of the strata due to: <i>i)</i> significant presence of pig farms and agricultural activity <i>ii)</i> the activities of the industrial chemical area • Risks of hydrogeological instability resulting from the current climate change



Mantua,
the Rio Canal
photo by Luigi Briselli

4.2.8 The protective measures

Municipality of Mantua

The territory of the Municipality of Mantua has multiple protective measures in place resulting from state and regional legislative provisions, of environmental, landscape and architectural-monumental nature.

In particular, the Site includes:

- the *Sites of the Natura 2000 Network* (SCI, SPA, SCI/SPA): IT2080010 Vallazza and IT2080017 Mincio Bight and Valleys; SPA IT2080009 Mincio Valleys;
- the listed *river and lake areas of the Mincio river*, under the Sector Plan of the Po River Hydrogeological Structure Plan (PAI);
- the *protected area of the Mincio Regional Park*, established under Regional Law 47 of 08/09/1984;
- the *Architectural Heritage*, listed under the Code of Cultural Heritage, Articles 10, 12 and 45 and broken down as follows:

N.er of properties	L.1089/1939	L.D. 42/2004
287	Art. 1	Art. 10
72	Art. 4	Art. 12
164	Art. 21	Art. 45
Total 523		

- the *System of the Mantua lakes, the Rio canal, the Mulini and San Giorgio bridges*, listed in 2009 with the declaration of cultural interest, under art. 10, paragraph 3, letter d of Legislative Decree 42/2004;
- the *Lands on the left shore of the Mezzo and Inferiore lakes*, submitted to indirect protective measure, including:
 - Scope 1, left shore area between Cittadella and San Giorgio Bridge;
 - Scope 2, the Fossamana and Sparafucile forts;
 - Scope 3, left area between San Giorgio bridge and the petrochemical facility;
 - Scope 4, left area between via Bassano and the petrochemical facility.
- the *Palazzo Ducale and San Giorgio Castle Complex*, with indirect protective measure under art. 45 of the Code of Cultural Heritage 42/2004, including in turn:
 - Scope 1, right shore;
 - Scope 2, lake waters;
 - Scope 3, San Giorgio bridge;
 - Scope 4, left shore area between Burgo Paper Mill and San Giorgio bridge;
 - Scope 5, Fossamana and Sparafucile forts;
 - Scope 6, left area between via Bassano and the petrochemical facility.

- the *Landscape Heritage*, subject to protection and enhancement under the Third Part, Title I of Legislative Decree 42/2004 art. 136, already subject to protective measure decree under Law 1497/1939, including:
 - Historical centre of Mantua and Cittadella (Ministerial Decree dated 13.10.77), included inside the UNESCO Site and the buffer zone;
 - Shores of the Mezzo and Inferiore Lake (Ministerial Decree dated 26.05.70), included inside the UNESCO Site and the buffer zone;
 - Shores of the Mincio River (Ministerial Decree dated 03.04.65) included in the buffer zone;
 - Rio Zone (Ministerial Decree dated 13.02.65) included in the UNESCO Site.
 - the *archaeological protective measure* covering the entire area of the Site, excluding the Palazzo Te area and its land.
 - the *Areas protected by law*, under art. 142 paragraph 1 letter b Legislative Decree 42/2004 as amended from time to time:
 - The neighbouring territories to the lakes included in the UNESCO Site and the buffer zone;
 - Fissero-Tartaro Canal included in the buffer zone;
 - the *Monumental trees* located in a public or publicly open area:
 - Valentini Gardens (1 *Juglans nigra*, 1 *Ginko biloba*);
 - Te Gardens (1 *Platanus acerifolia*);
 - Kindergarten Garden V.le S. Paolo (1 *Platanus acerifolia*);
- and in the buffer zone:
- Porta Pradella Gardens (1 *Machura pomifera*; 1 *Populus nigra*; 1 *Ginko biloba*; 1 *Ulmus minor*).



Sabbioneta,
Porta Imperiale, Chiesa
della Beata Vergine
dell'Incoronata,
Teatro Olimpico
photo by
Danilo Malacarne

Municipality of Sabbioneta

The territory of the Municipality of Sabbioneta has multiple protective measures of environmental and cultural, architectural and landscape nature. These protective measures are:

- the *hydrogeological protective measure* – *PAI river areas*. The river areas of the Sector Plan of the Po River Hydrogeological Structure Plan (PAI): scope C, including the flooding area due to disaster flood;
- the *landscape protective measure*, under art. 136 of the Code of Cultural Heritage and Landscape (under law 1497/39) concerning the external area to the walls and the external moat (Ministerial Decree 03/07/1975);
- the *monumental protective measure*, under the Code of Cultural Heritage and Landscape, art. 10, paragraph 1 and paragraph 3, concerning:

1. Remains of old walls
2. Palazzo del Cavallleggero
3. Palazzo del Capitano
4. ex Casa del Popolo
5. Incoronata Church
6. S. Maria Assunta Church
7. S. Rocco Church
8. Pallade Column
9. Piazza Ducale Colonnade
10. via Bernardino Campi Colonnade
11. Piazza Ducale Building
12. via De Giovanni 12 Building
13. via Bernardino Campi Building
14. via Rodolfini Building
15. via Scamozzi Building
16. via dei Serviti Building
17. via Stamperia 12 Building
18. Istituto Beata Vergine del Carmine
19. Monument to the fallen Piazza Ducale
20. City Walls
21. former convent Padri Serviti Hospital
22. Palazzo dell'Armeria
23. Palazzo Ducale
24. Palazzo Forti
25. Palazzo del Giardino
26. Porta Imperiale
27. Porta Vittoria
28. Synagogue
29. Olimpico Theatre
30. Galleria degli Antichi

4.2.9 The existing and in-itinere Urban and Territorial Plans

Regional Territorial Plan (PTR) and its Regional Landscape Plan (PTR-PPR)

The Regional Territorial Plan (PTR), approved with Regional Council resolution no. VIII/951 of 19 January 2010 as amended from time to time, implements and updates the Regional Landscape Plan (PTRP) of 2001⁴⁴, confirming its general structure and objectives of protection, supplementing and adapting its descriptive and regulatory content.

The Regional Territorial Plan (PTR), implementing Regional Law 12/2005 and under national legislation (Legislative Decree no. 42/2004), has the same nature and effects as a territorial landscape plan and represents the instrument supporting the territorial governance activity of the Lombardy Region⁴⁵.

The new 2017 PTR updates the previous 2001 Plan providing for an overall reviews of its legislation, according to the new national and regional provisions and:

- it has introduced a series of cartographic updates aimed at redefining the Plan cartographies in compliance with the new available bases in the regional Territorial Information System;
- it has enriched the content of some information levels with new data and information (geo-sites, UNESCO sites, new sensitive landscape and visual paths, new belvedere, viewpoints, update of new regional Parks)
- it has prepared specific datasheets concerning the viewpoints of the landscape integrating the descriptions of the previous Plan (vol. 2);
- it has given an overview of legal protections (landscape protective measures);
- it has introduced new content, cartographies and protection guidance that the landscape regional policies consider as a priority in the PTR with specific reference to the safeguarding of the lakes, main water streams, the Po river, of the natural and artificial minor hydrographic network (Lombardy waterway system, irrigation network, natural network);
- it has networked the theme and specific content of the regional green network;
- it has updated the provisions for the landscape

⁴⁴ The *Regional Landscape Territorial Plan (PTRP) of the Lombardy Region* was adopted with Regional Council Resolution of 25/07/1997 no. 6/30195, and approved with Regional Council Resolution of 18/06/1999 no. 43/99 and Regional Council Resolution of 06/03/2001 no. VII/197).

⁴⁵ The PTR is annually updated through the Regional Development Programme, or with the Annual Strategic Document. The update may imply the introduction of amendments and supplements, further to studies and projects, of development of procedures, of the coordination with other acts of regional programming, as well as those of other regions, the State, the European Union (art. 22, Regional Law no.12 of 2005). The latest update of PTR was approved with Regional Council Resolution no. 1676 of 28 November 2017 (published on the Official Bulletin of the Lombardy Region, Ordinary series, no. 51 of 21 December 2017).

planning of the Provinces and the Regional Parks, proposing in particular a new content scheme (with relevant unified legend) for the Coordination Territorial Plans of the province and of the Parks;

- it has updated the municipal planning guidance with new indications and criteria for the implementation instruments (Integrated Integration Plans etc.);
- it has updated the repertories of the previous Plan with graphic redefinition and cartographic adaptation of the landscape identification elements and of the panoramic pathways;
- it has introduced new landscape limitations concerning the mobility infrastructures;
- it has introduced new datasheets to highlight best practices for the landscape requalification of the scattered settlements and the Lombardy historic centres.

As a reference framework of the territorial guidelines of the Region and, more specifically, of the municipal Plans of the Government of the Territory (PGT) and the Provincial Coordination Territorial Plans (PTCP), the PTR defines the three macro-objectives of the Lombardy territorial policies aimed at pursuing the sustainable development of the territory and the improvement of the life of the citizens (reinforcement of the competitiveness of the Lombardy territories; rebalancing of the Lombardy territory; protection and enhancement of the regional resources). They are in turn broken down into 24 objectives according to two points of view, thematic (Environment; Territorial Structure; Economic/Manufacturing Structure; Landscape and Cultural Heritage; Social Structure) and territorial (Metropolitan System; Mountain; Piedmont System; Lakes; Irrigation Plain; Po River and Long plain Rivers).

The PTR identifies the Mantua territory as belonging to the *Po and Long Rivers Territorial System*. It however includes the territory of Sabbioneta in the *Territorial System of the Irrigated Plain*, for which the PPR identifies the respective specific objectives.

In particular, the PTR recognizes that the Mantua Lakes represent “a naturalistic and landscape relevance of particular value and uniqueness in the context of the Lombardy plain” (PPR, NTA, Art.19 Protection and enhancement of the Lombardy lakes) and provides that the Regional Council promotes with the Province of Mantua and the Mincio Regional Park in accordance with the Municipality of Mantua, the definition of a detailed landscape regulation concerning the area included between the Park perimeter and the stream of the Diversivo canal and the identification of specific safeguarding and requalification measures for the protection and enhancement of the lakes setting.

Mantua: Po and Long Rivers Territorial System		
ST6.1	To protect the territory of river areas, subject of constant man-made interventions	(PTR obj. 8, 16)
ST6.2	To prevent the hydraulic risk through careful territorial planning	(PTR obj. 8)
ST6.3	To protect the river area environment	(PTR obj. 14, 16, 17, 18)
ST6.4	To guarantee the protection of waters, improving their quality and encouraging water saving	(PTR obj. 16,17, 18)
ST6.5	To guarantee a compatible development of the territory with the environmental protection and safeguarding	(PTR obj. 1,16, 17, 19, 22)
ST6.6	To promote the enhancement of the environmental, landscape and historic-cultural heritage of the Po system around the presence of the river as unifying element for the local communities and as opportunity for the development of river tourism	(PTR obj. 10, 19)
ST6.7	To pursue an integrated and system-oriented planning on river areas, acting with supralocal and intersectoral instruments and relations	(PTR obj. 21, 23)

Sabbioneta: Territorial System of the Irrigated Plain		
ST5.1	To guarantee a balance between the agricultural and zootechnical activities and the safeguarding of the landscape and environmental resources, promoting agricultural production and breeding techniques that are more compatible with the environment and the territory	(PTR obj. 8,14,16)
ST5.2	To guarantee the protection of waters and the sustainable use of the water resources for agriculture, in accordance with the determinations made in the Covenant for water, to pursue the prevention of hydraulic risk	(PTR obj. 4, 7, 8, 14, 16, 18)
ST5.3	To protect the agricultural areas as a characteristic element of the plain and as a defence of the Lombardy landscape	(PTR obj. 14, 21)
ST5.4	To promote the enhancement of the landscape and cultural heritage of the system in order to preserve and transmit the values, for the benefit of the life quality of citizens and as an opportunity for local tourist entrepreneurship	(PTR obj. 10, 18, 19)
ST5.5	To improve the accessibility and reduce the environmental impact of the mobility system, acting on the infrastructures of transport system	(PTR obj. 2, 3, 4, 7, 8, 9, 13, 17)
ST5.6	To avoid the depopulation of rural areas, improving the work conditions and differentiating the work opportunities	(PTR obj. 3, 5)

Lombardy PTR-PPR,
the territorial systems
belonging to Mantua
and Sabbioneta

Additionally, it introduces a specific Regulation (Art. 23) concerning UNESCO Sites, for which it establishes agreements between local entities and regional Council for the purposes of their safeguarding and enhancement.

Under Regional Council Resolution no. 411 of 19/12/2018, the Lombardy Region has approved the supplement of the PTR under Regional Law no. 31/2014 for the reduction of soil consumption. The PGT and relevant variations adopted after 13/03/2019 should be consistent with the criteria and guidance identified by the PTR to contain soil consumption.

Regional Ecological Network (RER)

The Regional Ecological Network (RER) is recognized by PTR (2010) as a priority infrastructure and represents the regional and local planning instrument. Already previously (Regional Council Resolution no. 8/8515 of 26 November 2008), the Regional Council had approved the RER plan for the more urbanized Lombardy territory (*Lombardy Po Valley and Oltrepò Pavese*) and the implementation criteria at a regional and local level. Next (Regional Council Resolution no. 8/10962 of 30 December 2009), the Council had approved the final Regional Ecological Network plan, adding the alpine and subalpine area (*Lombardy Alps and Prealps*), published on 28 June 2010 (Lombardy Region Official Bulletin no. 26 Special Edition).

The RER has three main purposes:

- protection; meaning the safeguarding of existing properties, as concerns biodiversity and ecosystem functions, still present in the Lombardy territory;
- enhancement; meaning the consolidation of existing properties, increasing the ecosystem service capacity to the territory and the usability by the human populations without affecting the resource level;
- reconstruction; meaning an active increase in the heritage of existing nature and biodiversity, through new multifunctional revitalization activities in order to increase its service capacities for sustainable development; the weaknesses of the current ecosystem may be reinforced in order to offer more opportunities for its rebalancing.

The RER and the criteria for its implementation give an overview of the main existing naturalistic priorities, and some supporting elements of the reference ecosystem for the evaluation of existing strengths and weaknesses, opportunities and threats in the regional territory.

For this purpose, the RER is broken down in three levels:

- the regional level, including:
 - the Executive Scheme included by the PTR among the priority infrastructures of the

Lombardy Region;

- the primary elements of the reference network for the provincial and local planning;
- any clarifications and adaptations which will emerge afterwards at the time of preparing the PTR (Area Regional Territorial Plans) or other regional programmatic instruments;
- the provincial level, including the Provincial Ecological Networks (REP), acting as guidance and coordination of the local ecological networks;
- the local level, including:
 - the Municipal Ecological Networks (REC) defined when preparing the Plans of the Government of the Territory/General Town Plans;
 - the ecological networks defined by the Parks;
 - the ecological networks produced by the coordination of several administrative entities through programmatic agreements (e.g. River contracts etc.);
 - the ecological networks promoted at various title and by various entities with particular functional objectives (e.g. species-specific networks on defined areas).

The elements constituting the RER are articulated into **Primary elements** and **Secondary elements**. the Primary or first-level Elements include the Areas identified by the Lombardy Region as priority areas for biodiversity, National and Regional Parks and the Natura 2000 Network Sites (SCI and SPA), as well as the Ganglions⁴⁶ (only for the Lombardy Po Valley and Oltrepò Pavese Sector), the Primary Regional Corridors⁴⁷ and the Gates⁴⁸.

The elements which complete the network plan and ecological connection between the Primary Elements of the ecological network represent the RER secondary elements. The RER secondary elements are made up of the *important areas for biodiversity not included in the Priority Areas and of the secondary elements of the Provincial Ecological Networks*.

⁴⁶ RER, Chap.3.4 The RER elements, Point 2) Ganglions. *These are the priority hubs on which the spatial relational systems inside the ecological network plan can "rest" ...*

⁴⁷ RER, Chap.3.4 The RER elements, Point 3) Primary Corridors, *These are fundamental elements to favour the ecological connection of the areas included in the network and in particular to allow for the spatial diffusion of animal and plant species, often unable to swap individuals between their local populations in highly fragmented contexts. It must be noted that not necessarily highly valuable areas for biodiversity can also play the role of ecological connection corridor. The corridors have been divided into highly anthropized corridors and lowly or moderately anthropized corridors.*

⁴⁸ RER, Chap.3.4 The RER elements, Point 4) Gates. *The gates represent particular situations in which the ecological permeability of internal areas to elements of the Regional Ecological Network (or contiguous to them) is threatened or compromised by anthropic interventions, such as urbanization, construction of important infrastructures, creation of obstacles to the movement of biological species.*

For the purposes of the RER implementation, the regional territory is broken down into sectors (20 x 12 km) for each of which a descriptive datasheet has been prepared, marked by an identification code and containing the information concerning the protection elements, the Regional Ecological Network elements, the indications for the RER implementation, the primary and secondary elements, the areas subject to strong anthropic pressure included in the RER and the weaknesses. Out of these datasheets, datasheet no. 194 and no. 195, called Mantua Mincio, concern the territory to which the city of Mantua belongs and datasheet 176, called Po – Oglio Confluence, that of Sabbioneta.

Territorial Coordination Plan of the Mincio Regional Park (PTCPR Mincio).

The Territorial Coordination Plan of the Mincio Regional Plan, adopted with Regional Council Resolution of 28/06/2000 no. 7/193, amended by Regional Council Resolution of 3/08/2000, no. 1000, has effects of coordinated landscape plan with the landscape content of the Provincial PTC. The Plan assumes the content of PTR, identifying the natural park areas inside the Park and its regulatory determinations are subject to the municipal planning. The PTCPR has been updated with the partial variation no. 1 approved with Regional Council Resolution 22/12/10 no. 9/1041, aimed at changing the zoning of localized areas in some member Municipalities and at supplementing the Implementation Technical Rules (NTA) of the PTC⁴⁹.

The park territory has been broken down in eight fields of protection and territorial areas (nature reserves of the Mincio and Vallazza Valleys; protection area of ecological values; rebalance area and ecological buffer; park service equipment area; agricultural activity area; environmental recovery area; historic aggregates and anciently formed settlements; oriented municipal initiative area);

The park areas included inside the Site and the buffer zone of the Municipality of Mantua are subject to specific protection and safeguarding rules. In general, all the approved activities should aim at the conservation of the vegetation and geomorphology, favouring the evolution to highly natural conditions and the diffusion of the typical local species without altering the state of the places. Anthropic activities implying direct or indirect damage of the fauna, natural vegetation and wetlands are not admitted. In particular, in the “Sparafucile” and “Forte Fossamano” areas, destined to house the service equipment for the park, it’s not possible to build new buildings, but only to restore existing ones and the relevant areas.

⁴⁹ In addition to Variation no. 1, the Variation no. 2 amending the perimeter of the Nature Reserve “Mincio Valleys” was drafted which, adopted under Park Community resolution no. 9 of 25/09/2018, is currently subject to a Strategic Environmental Assessment (SEA).

In the *oriented municipal initiative areas* (two areas east of Inferiore lake, near location Frassino and area south of Palazzo Te, across the location Te Brunetti), the works are subject to the opinion of the park managing entity and the environmental compatibility declaration, in addition to the provisions of the municipal urban-planning instruments and the Mincio PTCPR. For those works the general and implementation municipal urban-planning instruments, for the safeguarding of the architectural and typological characteristics of existing buildings, should make sure that any work is carried out in compliance with the architectural characteristics and the park environment, in particular:

- the completion of the urban structure should privilege the recovery of existing volumes;
- the new buildings are built in compliance with the visual cones with special reference to the landscape protection rules for morphological terraces;
- the expansion of the built area takes place as a continuum with the existing area to achieve the minimum consumption of territorial resources; for that purpose, building indexes and parameters compared to those of the surrounding area; the new developments should be adequately motivated based on the housing needs;
- the new works should have respectful characteristics to the ground pattern, also in relation to the visual cones of landscape interest;
- the existing private green areas of villas and gardens have been kept;
- the new production settlements should keep a distance inside the borders of the area.

The Coordination Territorial Plan of the Mincio Regional Park also defines specific sector-related protection rules concerning: the geomorphological protection; the protection of the banks of water bodies; the protection of the forest heritage, the natural vegetation; the protection of the faunistic heritage; the protection of the environmental and ecological values of the park; the regulation of the mining and dumping activities; the regulation of recreational, social and cultural activities, the landscape protection; the housing rules for the existing buildings for agricultural or non-agricultural use (excluding the oriented municipal initiative area and the historic aggregates and anciently formed settlements)⁵⁰.

⁵⁰ For the rural buildings and facilities, without prejudice to the provisions concerning the emerging rural buildings, only routine and supplementary maintenance, restoration and conservative recovery and housing restructuring works are authorized under Law 457/1978, also for the purposes of non-agricultural reuse. The change of use with works, existing rural buildings is only accepted if it meets specific prescriptions. For existing buildings for non-agricultural use, without prejudice to the provisions concerning historic-architectural and cultural buildings and artefacts and those concerning incompatible buildings and activities, routine, supplementary maintenance, conservative recovery and housing restructuring works are admitted, as defined under Law 457/1978.

The activity of the Mincio Park has included the preparation, as Managing Entity, of the Management instruments of the Natura 2000 areas (SCI and SPA), including the Management Plan of the Site of Community Importance (SCI) and Special Protection Area (SPA) IT20B0010 “Vallazza” (2011), the update of the Management Plan of the SCI IT20B0017 *Mincio Bight and Valleys* (2013) and the Management Plan of the SPA IT20B0009 *Mincio Valleys* (2011).

The Park activity has also contemplated the design and implementation of environmental and landscape requalification activities, strengthening of the network of sustainable tourist paths and the ecological connections of the RER inside the protected area. In particular, as part of the “*Mincio waterfront lands from Garda to Po*”⁵¹ the following specific actions have been taken for the recovery of the landscape quality and ecosystem functionality of the areas around the river and the recovery of the river-fronts, also targeted to the strengthening of the tourist activity, sustainable use (use of low-impact vehicles such as bicycle or canoe):

- completion of the path on the left bank of the Mezzo lake in the Peri-urban Park of the Mantua lakes;
- completion of the cycle lane system of High Mincio in the Angeli-Grazie section;
- maintenance and renaturation of the Mantua bank of Superiore Lake in location Costa Brava.

The Mincio River Contract

In order to start initiatives for the safeguarding and remediation of the Mantua lakes and the Mincio river, already back in 1996 a Programme Agreement was signed between the Mincio Park, the Lombardy Region, the Province of Mantua and the Municipality of Mantua, and in 2004 the Integrated and Participated Requalification Project of the Mincio River “From Agenda 21 to Action 21 for Mincio. Participated and integrated requalification project of the Mincio River” and eventually, as its natural evolution, in 2016 a Negotiated Programming Agreement was made, called “Mincio river Contract”. Signed by 45 public authorities (including the Municipality of Mantua), and by 16 private players, with the Mincio Park as responsible party, the Agreement was accompanied by the “Action Programme” in which action fields and priority interventions were defined:

- Action 1. Environmental Requalification Interventions.

⁵¹ The project has been drafted for the Axis 4 of the Regional Operational Programme “Protection and enhancement of the natural and cultural heritage” by the Managing Entity of the Mincio Park, by the Province of Mantua and by the Municipalities of Mantua, Marmirolo, Volta Mantovana, Bagnolo San Vito, Rodigo, Goito and Borgo Virgilio. The 22 scheduled works (including those under Mantua’s responsibility) have been carried out thanks to 46% of European co-financing funds obtained in April 2011 and with the quota shares of each partner. The total amount of the project is 8,888,418.58 €.

- Action 2. Improvement of the Basin Water Quality.
- Action 3. Increase and better management of the river flows.
- Action 4. Agricultural interventions aimed at improving the environmental quality.
- Action 5. Improvement of the hydraulic circulation.
- Action 6. Safeguarding and restoration of the river landscape.
- Action 7. Territorial coordination | Local governance.
- Action 8. Circulation and sharing of basin-related information.
- Action 9. Environmental education activities on water quality with the local population (adults, schools, farmers) and event and workshop organization.

In the Action Programme, for each of the 9 actions a datasheet was prepared, containing:

- the general and specific objectives concerning the containment of the potential deterioration phenomena (PTPR, Part IV – protection guidance);
- the Homogeneous Landscape Units involved (UOP);
- the envisaged implementation times and the expected results, both in terms of impacts and achieved products;
- any weaknesses;
- an estimated of the total resources already allocated and those yet to be found;
- the coordinating party and the other implementing parties.

The Action Programme is accompanied by an Overall Financial Framework which outlines the financial commitments described in the datasheets, differentiated by parties involved and/or implementing parties, and gathered for each programmed Action, in order to give a synthetic and immediate glimpse of the resources allocated in the implementation of the expected actions.

The pending or planned actions include, in particular, the following environmental requalification actions (Action 1): containment and/or eradication of water lily, water caltrop, *Arundo donax* and *Ludwigia hexapetala* (Activity 1.2); the census of the state-owned areas on which pilot actions should be started aimed at restoring natural habitats for the safeguarding of biodiversity (Activity 1.3); for the Mantua Lakes – the reconstruction of river habitats with naturalist engineering interventions (Activity 1.9);

As for Action 2. The reinforcement of the purification plant of Mantua (Activity 2.9) and for Action 3. The increase and better management of the river flows, in the Mincio river, the valleys and the Mantua lakes (Activity 3.11).

As for Action 5, the reactivation and hydraulic maintenance “Mincio Valleys” (Activity 5.1), the reactivation and restoration of the acequias feeding the Superiore Lake (Activity 5.2) and the Supplementary Maintenance Works of the Mezzo and Inferiore lakes (Activity 5.3).

For the safeguarding and restoration of the river landscape (Action 6) two activities will be carried out: the study of the different types of landscape which characterize the Mincio River territory (Activity 6.1) and the restoration of the river landscape of the section from Ponti sul Mincio to Volta Mantovana (Activity 6.2).

While for Action 9. (Environmental education activity on water quality with the local population and event and workshop organization), Activity 9.5 concerning the recovery in Mantua of Pescherie di Levante and enhancement of Rio, is already under way thanks to the collaboration with the Foundation le Pescherie di Giulio Romano.

Provincial Coordination Territorial Plan (PTCP)

The Province of Mantua has approved the PTCP in 2003 according to the directives contained in regional laws 18/1997 and 1/2000. Regional law no. 12/2005 amending the territorial planning provisions and redefining the different territorial governance instruments has made the adaptation of the PTCP necessary and has provided for the Strategic Environmental Assessment laid down in directive 2001/42/EC (SEA). The Variation of the 2003 plan, approved by the Provincial Council on 8 February 2010 and published in the Lombardy Region Official Bulletin no. 14 of 7 April 2010, is currently in force. Under and with the effects of Regional Law 12/05 as amended from time to time, the PTCP sets the objectives concerning the organization and protection of the provincial territory, connected to provincial or supralocal interest or in implementation of the regional planning. It's a guideline of the socio-economic programming of the Province and has landscape-environmental value.

The adaptation process has implied the integration of environmental content in the plan through the:

- Strategic Environmental Assessment (SEA) to assess the consequences of the decision-making path on the environment and support the more sustainable choices;
- Environmental Impact Assessment (EIA) to assess any impacts on the Natura 2000 sites and identify the resulting mitigation and compensation measures.

Additionally, the Plan is used to assess the compatibility of the deeds of the Province and of those of other entities such as for example the Plans of the Government of the Territory of the Municipalities.

Articulation of the PTCP and effectiveness of the regulatory provisions

The PTCP is articulated on: thematic systems, objectives, sustainability limits, regulatory actions and direct actions.

The following *Thematic Systems* are used as reference for the articulation of the PTCP content:

- the landscape and environmental system;
- the settlement and manufacturing system;
- the risk, degradation and landscape prejudice system;
- the mobility and transport system;
- the agricultural and rural system.

The PTCP *objectives* are compliant with three main principles: development, quality and sustainability and are broken down into *strategic objectives* and *general objectives*.

The deeds and the actions of the Province and the other entities which affect the organization and protection of the provincial territory shall be aimed at ensuring the achievement of the following *strategic objectives*:

- to promote and reinforce the territorial system as reticular and relational system;
- to guarantee the quality of living and governing the diffusion process;
- to promote an efficient and sustainable mobility and guarantee a safe and adequate intermodal infrastructural system;
- to promote the defence and enhancement of the rural spaces and agricultural activities;
- to enforce policies for a more liveable and safer territory and for the containment of environmental pollution risks;
- to pursue the enhancement of the landscape and the construction of the ecological networks;
- to enhance the tourist system and integrate the plural values of the territory;
- to promote the economic system, enhancing the connection between territories and productions;
- to increase the opportunities and capacities of cooperation, programming and planning among local entities and citizens in the implementation of territorial policies;
- to guarantee the rational use and distribution efficiency of the energy and non-renewable resources.

The PTCP sets the *limits of sustainability*, represented by the criteria and qualitative and quantitative indicators of the plan to guarantee the development, quality and sustainability of the transformations on the territory.

The PTCP identifies two levels of *regulatory actions*: the prescriptions and guidelines. Under Regional Law 12/2005 the prescriptions and guidelines (provisions and forecasts) which have a prescriptive character concern the themes of the landscape, defence of the soil, mobility infrastructures and the fields destined to agricultural activity of strategic interest.

The Plan identifies *direct actions* aimed at the operational translation of the strategic and thematic objectives, as well as the regulatory actions in projects, works and interventions.

In relation to the *environmental landscape thematic system* (PTCP, Regulatory guidelines, Title II art.15) the PTCP takes the landscape as testimony and document of the historic-evolutive process of the relationship of humankind, its culture and environment and indicates the protection, enhancement and re-composition of the landscape characteristics, the protection of the physical-natural resources, the defence of the soil, the hydraulic process management and the re-composition of the ecosystems as the objectives at which its actions aim.

For that purpose, the PTCP has broken down the geographical fields, identified on a regional scale by the PTR of 2001, in 7 geographical fields at a provincial scale “...in order to seize and describe in a more appropriate manner both the connotative characteristics of the different landscape contexts and the expressions of local culture, to which a specific landscape identity to be safeguarded is attached” as part of the Districts⁵².

The District is therefore the place where the guidelines of protection, development and intervention are specified, checking the compatibility, consistency and levels of interaction with the local system and the municipalities in the preparation of their PGT should consider the geographical field they belong to. In particular, the two municipalities of the Site are located in the following Districts:

- District B - Viadanese - Oglio - Po – made up of 10 municipalities
Geographical field: Oglio Po (10 municipalities): Bozzolo, Commessaggio, Dosolo, Gazzuolo, Marcaria, Pomponesco, Rivarolo Mantovano, Sabbioneta, San Martino dell’Argine, Viadana.
- District D - Medio mantovano – made up of 16 municipalities
Geographical field: Grande Mantova (Bagnolo San Vito, Curtatone, **Mantua**, Marmirolo, Porto Mantovano, San Giorgio di Mantova, Virgilio); second cycle (Bigarello, Borgoforte, Castelforte, Castel D’Ario, Castellucchio, Rodigo, Roncoferraro, Roverbella, Villimpenta).

In accordance with the *landscape quality objectives* of the European Landscape Convention, of Legislative Decree 42/04 and Regional Law 12/05, the landscape content of the PTCP and the relevant regulatory provisions aim at:

- Safeguarding the characteristic and significant aspects of the recognized landscapes;
- Managing the transformations of the territories in a sustainable development perspective;
- Planning the Mantua landscape;
- Encouraging inter-institutional forms of cooperation for the safeguarding, management and shared planning of the Mantua landscape.

The areas subject to specific protection and integration in the PTCP are:

- Protected properties under Legislative Decree 42/2004 – Cultural Heritage and Landscape Code
- Natura 2000 Sites Network
- Protected natural areas system
 - Regional parks identified under art. 2 of Law 394/91 and art. 16 of Regional Law 86/83;
 - Regional natural parks under article 2 paragraph 2 of Law 394/91 and article 16 ter of Regional Law 86/83;
 - Local parks of supralocal interest (PLIS) established under article 34 of Regional Law 86/83;
 - UNESCO world heritage sites.

The Plan takes in specific consideration the nomination of the Mantua and Sabbioneta Site in the World Heritage List in 2008, including the Site in the list of the areas to be specifically protected in implementation of the provisions established by Legislative Decree 42/2004 – Cultural Heritage and Landscape Code and Law 77/2006.

In this respect, the PTCP places the safeguarding and enhancement of the landscape context of the Site and the relevant buffer zones as one of its specific objectives, and provides that the PGT of the municipalities of Mantua and Sabbioneta write in the Plan cartographies the Site and relevant buffer zones perimeter and that the Rules Plan defines the relevant intervention guidelines.

Plan of the Government of the Territory (PGT) of the Municipality of Mantua

The Municipality of Mantua has adopted and approved the new PGT in 2012 (Municipal Council Resolution no. 38 of 11/06/2012 - Municipal Council Resolution no. 60 of 21/11/2012).

The Plan Document, pending the approval of the integration of the Regional Territorial Plan (PTR) under Regional Plan no. 31 of 2014 as updated by the provincial PTCP has been extended under Municipal Council Resolution no. 3 of 29/01/2018 “start of the drafting process of the new Plan Document and extension of the existing Plan Document, under Regional Law no. 12/2005 and Regional Law no. 31/2014 as amended from time to time”. Regional law no. 31/2014 as amended from time to time provides, under art. 5 paragraph 5, that the validity of the Plan Documents of the municipal PGT may be extended under municipal council resolution of 12

⁵² The districts are the fields into which the territorial organization of the Province are divided and are established by the PTCP on the basis of: a) physical-natural, economic and relational factors between the provincial and non-provincial urban polarities; b) supralocal cooperation levels in relation to institutional (local health units, schools) and voluntary association (Consortia, Trade Categories, ...) forms.

months after the adaptation to the PTR of the PTCP. Prepared under Regional Law 12/2005⁵³, this Plan is made up of three distinct acts:

- the *Plan Document* defining the strategic territorial governance framework;
- the *Services Plan* establishing the resolutions on the public or public-interest equipment;
- the *Rules Plan* defining the regulatory provisions on the consolidated urban fabrics, the environmental and landscape value areas, the agricultural areas and the areas not subject to urban transformation.

It's also accompanied by the geological study, the water network, the technical paper Risk of Major Accident (RIR) and the Impact Assessment.

Based on a large knowledge and acknowledgement framework which has highlighted the main weaknesses in the municipal territory, the Plan has defined the general objectives of development, improvement and conservation of the territory for all the various systems considered as relevant (natural and rural, settlement, services, infrastructural, economic and governance), just like the quantitative objective and the sustainability limits and criteria.

The general objectives are in particular:

- *for the Natural and Rural System:*
 - contain soil consumption;
 - contribute to the protection, consolidation and enhancement of natural areas;
 - preserve the agricultural spaces and recognize the different vocations;
- *for the Settlement System:*
 - protect and enhance the historic and cultural heritage;
 - favour the activities of requalification and reuse of the housing heritage;
 - guarantee the efficiency of territorial transformations;
- *for the Services and Culture System:*
 - improve the efficiency and accessibility of the services;
 - guarantee the quality of the existing public spaces;
 - promote requalification projects of the main existing outdoor spaces;
- *for the Infrastructural System:*
 - complete the system of road, railway and waterway infrastructural connections;
 - improve the accessibility of the historic centre harmonizing the needs of citizens and city users;
 - develop the cycle network both in the urban field and for the usage of the agricultural and natural territory;
- *for the Economic System:*
 - reinforce the logistic hub of Valdaro in

accordance with the Province of Mantua;

- enhance the commercial system of the "central shops";
- recognize the different vocations of the existing production areas and guarantee the balance between production areas and environmental quality;
- *for the Governance:*
 - continue with the dialogue with the other institutional partners for the sharing of the territorial choices in view of the sustainability which should refer to a large area in order to be accomplished;
 - guarantee through a shared planning and coordination act of the different aspects of the management of city and of the territory of the municipalities around it.

As concerns the quantitative objectives of development, anticipating the above-mentioned Regional Law no. 31/2014 as amended from time to time, the PGT in force has pursued the objective of reducing soil consumption, through the cancellation of non-implemented provisions and the containment of the settlement burden and the urban load.

In this respect, the Plan Document narrows down to two the transformation fields (ATR) while the Rules Plan confirms the recovery plans of abandoned or decayed fields placed in the consolidated urban fabric, the completion of the vacant areas inside the consolidated urban fabric and the implementation of the approved implementation plans.

The quantitative objectives linked to the manufacturing and commercial sectors are on the contrary mainly connected with the Valdaro centre and the logistic and intermodal potentials of the field. The PGT in fact confirms the need for careful planning of the areas that are considered strategic at a municipal and supralocal level: those of the Valdaro Port and those of the Olmolungo Implementation Plan.

Eventually, as concerns the surfaces destined to retail activities, the PGT admits neighbourhood shops in almost all fabrics, contained the average shopping facilities and doesn't provide for new large shopping facilities.

As concerns environmental sustainability, the Plan has placed as its main objectives:

- the containment of soil consumption and the reduction in soil waterproofing;
- the recovery and enhancement of the existing housing heritage;
- the protection of natural and agricultural areas;
- the protection and requalification of the existing surface water network;
- the reduction in energy consumption and the improvement of the energy efficiency of the new settlements through the Municipal Energy Plan (PEC) and the relevant implementation instruments;

⁵³ The regional territorial governance law no. 12/2005 has reformed the municipal planning instrument defining the Plan of the Government of the Territory (PGT) and its strategies, objective and content.

- the enhancement, strengthening and requalification of the urban green spaces;
- the encouragement of low-impact mobility, in particular cycle-pedestrian lanes through an ad-hoc Cycle Lane Plan.

As for landscape concerns, the PGT has reiterated the following main objectives:

- the protection of the historic city and its morphological, typological and tangible aspects.
- the protection of existing natural fields along the banks of the Mincio river and the lakes belonging to the Natura 2000 Network sites and the residual rural areas.

In accordance with the policies and analyses of the Site Management Plan, the PGT identifies specific enhancement projects, proposing the containment of the transformation potentials of the historic fabrics and the protection of residual green areas, both public and private.

In particular, as concerns the second objective, the PGT:

- recognizes and protects the habitats included in the Natura 2000 Network areas as outlined in the relevant Management Plans;
- identifies the Local Ecological Network in line with the regional and provincial one, also integrating it with the agricultural areas, also from a regulatory perspective;
- recognizes the strategic agricultural areas identified by the PTCP and identifies the landscape-oriented agricultural areas, the peri-urban agricultural areas with filtering function between urban and non-urban areas;
- recognizes and protects the network of water canals placed in landscape-oriented agricultural areas;
- recognizes and protects the open views.

As concerns the settlement themes, the PGT provides for the containment for the transformations implemented in the agricultural field in favour of the recoveries of the existing housing heritage and completions in the urban field (abandoned artefacts, approved and pending implementation plans, timely re-composition works of urban margins).

The plan also provides, on the front of requalification and development, for some long-term enhancement and requalification projects which represent the strategic programmatic vision of the city of Mantua such as:

- the strengthening of the logistic and production hub of Valdaro;
- the development of railway and waterway infrastructures;
- the identification and governance of the port areas in accordance with the Port Master Plan;
- the specialization, within the framework of the Rules Plan, of existing production areas;
- the promotion of energy efficiency incentive

policies in buildings (bioclimatic housing and energy saving), the sustainability of settlements with special attention to the saving of water resources to be implemented through the Rules Plan which, in line with the existing provisions and implementation plans, defines criteria of energy sustainability and containment of the use of resources.

It's noteworthy that soil-consuming settings are still present; in fact, even if the PGT provides for contained transformations, mainly at the margins of the urban fabric, and the cancellation of non-implemented provisions, there is a degree of soil consumption equal to 1.4% of the consolidated urban surface considering the transformation fields alone.

The Plan has also defined the long-term proposals and strategic projects through a scheme divided into *Strategies, plots, transformations and projects* under a specific graphic essay with guideline purposes (DP4).

Under law, the Plan choices have been subject to the Strategic Environmental Assessment (SEA) which has assessed the transformations proposed in the light of the high level of environmental and territorial sensitivities and weaknesses, at the end of which the provisions, written down in the motivated Opinion of the competent Authority, have been fully implemented.

In accordance with the policies and strategies outlined in the Plan Document and the Services Plan, the Rules Plan (PR) has defined the methods of intervention for the entire municipal territory, from the consolidated city and the agricultural areas subject to transformation (ATR)⁵⁴, to the areas destined to agricultural activity and from the areas of landscape, environmental and ecological value⁵⁵, to the areas not subject to urban transformation.

In the light of the deepening of the knowledge framework (historic evolution of the settlements and anciently formed settlements; classification of the vegetational heritage; historic trading system; analysis of the landscape quality and sensitivity), the Rules Plan:

- has prepared a guideline aimed at preserving the

⁵⁴ ATRs are classified in the Rules Plan as agricultural areas subject to transformation consistently with the articulation of the agricultural settings as proposed in the applicable PTCP. For the settings of transformation identified by the Plan Document, whose 5-year long provisions apply as of the implemented transformation, the Rules Plan governs the possibilities of intervention up to the approval of the relevant implementing plan, as well as in the case of invalidity of the Plan Document before the transformation has been implemented.

⁵⁵ For the landscape-environmental and ecological areas, the Rules Plan dictates safeguarding and enhancement rules implementing the criteria and objectives established by the higher-level instruments such as the regional territorial plan, the regional landscape plan and by territorial plan of provincial coordination.

- integrity and authenticity of the historic city with special attention to the World Heritage Site and the urban parts in more direct continuity and proximity;
- has outlined a guideline aimed at increasing the urban quality of new housing projects in vacant areas;
- has identified the places of agricultural production and the compatibility guidance with ecological and landscape objectives of the safeguarding context of the more fragile and sensitive areas of the municipal territory;
- has indicated a guideline aimed at preserving and enhancing the nature reserves and the Mantua lakes and the remaining areas of the Mincio Park, in connection with the agricultural areas with recognized landscape qualities;
- has advanced the possibility of manufacturing and commercial settlements in the ad-hoc areas.

In particular, the PR has divided the entire municipal territory into territorial fields, according to the principle of prevalence of the settlement characteristics⁵⁶ and the landscape sensitivity and has regulated the relevant intervention modes:

Anciently formed settlements (art. 25 of PPR and art. 25.1 PTCP)

- A1 “Civitas Vetus” city of the first circle (XI-XII century);
- A2 Suburb of the first circle (XIII – XIV century) and suburb of the second circle (XV – XIX century);
- A3 Areas with characteristics of continuity with the UNESCO area;
- A4 Angeli Borough;

Consolidated fabrics external to the anciently formed settlements

- Residential areas of Valletta Paiolo, Viale Risorgimento and Valletta Valsecchi
- Residential areas
- Economic activity areas
- Manufacturing and artisanal economic activity areas

Transforming areas in the consolidated urban fabric

- Sectors subject to approved implementation instrument and to building licence with special arrangements;
- Completion plans in urban setting;
- Abandoned or degraded settings requiring recovery and requalification;
- Prevailing production plan;
- Manufacturing buildings to be reconverted;

⁵⁶ The functional areas have been identified according to the criterion of the prevalence of exercised functions; the indication of prevalence doesn't exclude the concurrence of multiple functions: the PR's objective is to favour a functional mix in the various settings, since the interrelation of different and compatible functions often becomes a guarantee of greater social and urban quality.

Areas for port equipment of Valdaro

- Logistic, port and manufacturing areas

Agricultural land

- Agricultural areas with agricultural value
- Agricultural areas with manufacturing value
- Agricultural areas of interaction
- Agricultural areas subject to transformation

Areas not subject to transformation

- Mantua lakes and main water streams
- Natural and semi-natural habitats
- Environmental mitigation green areas

Infrastructures

- Road system areas
- Railway infrastructures
- Filling stations

Services

- Areas for public equipment or equipment of public or general interest under art. C8 of the N.T.A. of P.S. (F1);
- Areas for private equipment of public or general interest under art. C9 of the N.T.A. of P.S. (F2)

In particular, for the areas included in the *Anciently formed settlements* - A1 “Civitas Vetus” city of the first circle (XI – XII century) the PR only admits interventions on the existing building heritage within the limit of the building renovation excluding the demolition and partial or total demolition and reconstruction and defines residence (R) and the incompatible functions (industrial production/crafts (AE1); non-neighbourhood retail (AE5); agricultural activities (AG); first-level noxious industries) as main intended use.

In the areas included in A2 *Suburb of the first circle (XIII – XIV century) and suburb of the second circle (XV – XIX century)* which complete the anciently formed settlement, including a building fabric characterized by integrity and authenticity, and in the areas included in A4 *Angeli Borough*, only interventions on the existing building heritage within the limit of the building renovation are admitted, also with changes of the slope lines and roof pitches for the recovery of the attics excluding listed buildings. In these areas the main intended use as residence (R) and incompatible functions (industrial production/crafts (AE1); non-neighbourhood retail (AE5); agricultural activities (AG); first level noxious industries is confirmed.

In the areas included in A3 *Areas with characteristics of continuity with the UNESCO area*, including the built fabric placed in continuity with the anciently formed settlement, only interventions on the existing buildings up to town-planning restructuring, without increase in linear surface and interventions exceeding supplementary maintenance respecting the maximum height of listed historic buildings in the neighbourhood are admitted (excluding towers and special technical types), max building coverage ratio: existing and max underground occupation ratio:

existing, except for the construction of new car parks; if the project implies a change of the existing public land, a bordering construction is admissible as long as the minimum surfaces of the courtyards and the ratio between walls and windows are assessed and provided that there is agreement among bordering land owners. Such assessments shall be made both inside and outside the intervention perimeter. The recovery of attics under art. 65, paragraph 1 *quater*, Regional Law 12/2005 as amended from time to time, is admitted with changes of the slope lines and roof pitches excluding listed building as cultural heritage.

In the *Consolidated fabrics outside anciently formed settlements*, included in the buffer zone protected by the World Heritage Site, completing the central areas of the historic city, including the more recent built area with strong physical and visual relationships with the anciently formed settlement, routine and supplementary maintenance works, building and town-planning renovation, new constructions are admissible.

The main intended use is residence (R) and the incompatible functions are: industrial production/crafts (AE1); non-neighbourhood retail (AE5); agricultural activities (AG); first-level noxious industries. The other functions are admitted on a secondary basis.

In the *Transforming areas in the consolidated urban fabric*, prior implementation planning⁵⁷ is established for:

- new constructions covering a territorial surface equal to or exceeding 10,000 sqm.;
- town-planning restructuring projects covering a territorial surface equal to or exceeding 10,000 sqm.;
- sectors within the perimeter of the Plan, in compliance with the provisions set forth in the regulatory datasheets (Annex 4 to the Rules), broken down as follows:
 - completion plans in urban setting;
 - abandoned or degraded settings to be recovered and requalified;
 - prevailing production plans.

In particular, out of the sectors which are part of the *Abandoned or degraded settings to be recovered and requalified* those impacting the Site are PA1 (inside the World Heritage Site), PA2, PA3, PA5, PA6 and PA7 (all inside the Site buffer zone) sectors. For those settings, the Territorial Surface (ST), intended uses and building parameters are established, as

⁵⁷ Without prejudice to the provisions contained in the approved and/or effective implementation plans, together with the provisions for infrastructures and services, as well as the building licences already issued on the effective date of the PGT. In the absence of implementation planning, only routine, supplementary, restoration and conservative improvement projects are admitted. The qualitative content of the implementation planning proposals should refer to annex 2 to the Rules (PR3)

well as admitted interventions and methods of implementation and, eventually, requirements, if any.

The PR also identifies the areas of landscape-environmental and ecological value, as well as the territorial settings with different landscape sensitivity (very high, high and medium)⁵⁸, and establishes the relevant protection provisions for the conservation and improvement of the diffuse landscape quality.

The areas and properties of landscape and ecological value identified by the PR include the elements of landscape value identified by the PGT (Places of perception and memory; Open views and dynamic-perception views; Paleo-riverbeds and slopes; Natural hydrographic network and canals of naturalistic-environmental value; Forestry, hydrolytic vegetation and wet pasture; Monumental trees and trees or landscape importance; Hedgerows, rows and tree-lined boulevards; Fortification system; Protection-worthy properties; Historic and landscape paths) as well as the elements of prejudice and degradation (Abandoned quarries; Industrial, logistic and port areas and commercial shooting ranges; Contaminated sites of national interest; Punctual detractors; Network detractors) in addition to higher-level landscape protections⁵⁹.

The PR specifically identifies the *settings of landscape sensitivity* articulating the landscape units defined by the regional and provincial planning and a reference for the verification of the plan capacity and any variations as well as the individual projects. For that purpose, the PR defines for each setting:

- the main higher-level protections;
- the peculiar characteristics based on which the impact of the planning and/or intervention and transformation proposals can be verified;
- the critical and degradation phenomena based on which the advantages of the planning and/or intervention and transformation proposals can be verified;
- the guidance to include in the planning and/or intervention and transformation proposals with reference to the needs for protection, management and requalification;
- the associated sensitivity class.

⁵⁸ With reference to the landscape sensitivity classes:

- settings of very high landscape sensitivity, including the historic city, the lake areas, the shores and adjacent areas which have a maximum degree of landscape sensitivity due to their characteristics;
- settings of high landscape sensitivity, including the agricultural areas and the built areas located south and south-west of the historic city which have a high naturalistic value and remarkable anthropic pressures due to their characteristics;
- settings of medium landscape sensitivity, including the built areas located north, east and south-east of the historic city characterized by remarkable anthropic pressures.

⁵⁹ The higher-level landscape protections concern the cultural heritage under Legislative Decree 42/2004, the Natura 2000 Network sites, the archaeological sites and the areas of archaeological interest, within the framework of the safeguarding and requalification of the Mantua lakes

The scopes of
landscape sensitivity
of Mantua
(PGT, PR, 2012)

DataSheet	Setting name	Landscape sensitivity class
A1	<i>"Civitas Vetus" City of the first circle (XI-XII century)</i>	Very high
A2	<i>Suburb of the first and second circle (XIII/XIV – XV/XIX century)</i>	
A3	<i>Areas with continuity characteristics with the UNESCO area</i>	
A4	<i>Angeli Borough</i>	
A5	<i>Districts of Valletta Paiolo – Viale Risorgimento – Valletta Valsecchi</i>	
5.1	<i>Green system of the Mincio river and lakes</i>	
5.2	<i>Agricultural settings inside the Mincio Park</i>	
5.3	<i>Visual interaction setting with the historic city</i>	High
4.1	<i>Trincerone and Paiolo Valley</i>	
4.2	<i>Continuity agricultural settings</i>	
4.3	<i>Consolidated settings south-west of the city</i>	Medium
3.1	<i>Citadel and northern hamlets</i>	
3.2	<i>Smaller settlements</i>	
3.3	<i>Isolated building in manufacturing settings</i>	
3.4	<i>Production area</i>	
3.5	<i>Enclosed agricultural areas</i>	

Linked to the outcomes of the environmental assessment activities, a monitoring system has been prepared, aimed at assessing the effects that the PGT has on the environment, as well as the assessment of the conditions analysed and evaluated when preparing the Plan and the effectiveness of its reduction and compensation measures of any significant effects in order to provide a high level of environmental protection and adopt appropriate corrective measures.

The monitoring data is subject to periodic (annual) reports which, in order to properly disclose the information contained therein, are made available on the website of the Municipality of Mantua.

After the approval of the PGT, some implementation plans have been developed, including, in relation to the UNESCO Site, the Mondadori Implementation Plan as a variation of the PGT⁶⁰ which, when giving a new intended use to an abandoned area, has replaced the property under the indirect protection of the Palazzo Te protective measure at the border of the Site where the old Sports Centre used to be located, under the control of the Municipality of Mantua.

⁶⁰ See Municipal Council Resolution no. 49 of 17/09/2018. Such variation removes the PA6 sector Porta Cerese, previously provided for by the PGT, amending the intended uses of general public interest services – car park, which entails the increase in the service areas of the applicable PGT covering a surface of 11,850 sqm and the reduction of the SLP by 7110, reduces the total building capacity of the PGT.

The Plan of the Government of the Territory (PGT) of the Municipality of Sabbioneta

The second PGT of the Municipality of Sabbioneta has been adopted with Municipal Council Resolution no. 84 of 12.11.2015 and then approved with Municipal Council Resolution no. 44 of 20.05.2016.

The first PGT (2008), despite implementing the Site PdG (2006) objectives and action lines, hasn't fully developed the policies contemplated therein on protection and enhancement.

The effective PGT has placed the topic of active conservation at the centre of its strategy for the sustainable development of the city and the territory, identifying two essential topics for the purposes of the effectiveness of the new town-planning instrument: the recovery of the walled city and the enhancement of outdoor spaces.

As for the first topic, in response to the progressive depopulation and resulting diffuse abandonment of the existing heritage, the Plan contemplates a regulatory framework that aims at maintaining the building heritage in use with special attention to its protection and conservation. As concerns the topic of outdoor spaces, the PGT implements the *Guidelines for the urban public space design* of the Site, approved by the Municipality (Municipal Council Resolution no. 72 of 23.04.2015) as a strategic and design guidance instrument⁶¹, thus representing an implementation instrument.

⁶¹ The Guidelines are guidance documents of the PGT, to be progressively implemented based on the availability of economic resources, also examining or specifying the general provisions contained therein.

In compliance with the transitional regime of the Regional Law 31/2014, *Provisions for the reduction of soil consumption and requalification of the degraded soil*, and consistently with the outcomes of the analytical phase and with the guidelines emerged through the dialogue with the territory, the draft Plan is based on the following main objectives (see Strategy Map – DdP table 19):

- to limit the consumption of new agricultural soil compared to the provisions of the previous town-planning instrument;
- to protect the agricultural landscape and its constituent elements;
- to encourage the recovery of the walled city and the other historic centres;
- to check and improve the provision of public or public utility equipment;
- to optimize the implementation mechanisms of the plan provisions;
- energy saving and sustainable housing.

These objectives are confirmed in the definition and delimitation of the Consolidated Urban Fabrics (TUC) as settings which need to be reinforced, requalified and possibly densified without determining new soil consumption in line with the guidelines of the PTCP, governed by zone-specific rules in the Rules Plan.

As part of the Consolidated Urban Fabrics (TUC), the Plan roughly identifies the Anciently Formed Settlements (NAF) introducing a specific discipline of protection and enhancement, with the objective of promoting the requalification of the entire walled city and the reuse of its existing building heritage as well as ensuring the protection and safeguarding through a timely regulation of interventions, starting from an in-depth analysis of the building heritage (fabrics, building types, constants – pattern of settlement and historic land layout, positioning and width of the road elements; outdoor space system, relationships between outdoor space and built volumes) and in consideration of the following four parameters:

1. space or intervention unit (building units and outdoor spaces), defined according to a system of comparisons with historic cartography;
2. morphologically relevant elements (hallways, porches, facade partitions, arcades, grand staircases, vaults, lightwells, skylight shafts, shrines etc.);
3. articulation into typological families, i.e. historically assessed building matrixes used as ideal references in the construction of the artefact;
4. state of alteration of the typological characteristics, i.e. the degree of deviation of the building artefact from the historically assessed matrixes, due to recent transformations.

As concerns **outdoor spaces**, the Service Plan (PS), consistently with the above-mentioned Guidelines, provides for:

- the use of the Walls bastions, through the creation of a pedestrian path along the boundary wall and the requalification of the two public bastions (Santa Maria Bulwark and San Giovanni Bulwark), as well as the servitude to public use of San Nicola Bulwark;
- the maintenance of the existing path, located at the foot of the Walls, to be connected with the network of the cycle-pedestrian paths on the entire municipal territory;
- the reconfiguration and restoration of the moat;
- the disposal of the car parks located next to the Walls and their transfer to more external areas (area north of the cemetery, along SP63 – financed by MiBACT, area included in a transformation and recovery setting, currently not used, placed in via Borgofreddo);
- the localization of adequate spaces to be used as residential car parks, located inside the walled city in replacement of the current bays, often placed in monumental venues (piazza Ducale and via Gonzaga) with construction of alternative equipment to support parking.

Around the walled city of Sabbioneta a buffer zone has also been confirmed, inside which new urban constructions with resulting soil consumption are excluded and maintenance and management interventions of existing constructions are permitted.

In order to protect the agricultural landscape and limit the consumption of new agricultural soil, starting from the PTCP settings, the Plan reclassifies the agricultural settings which don't appear to be fit for transformation due to their manufacturing vocation and/or for the presence of protective measures and/or landscape-environmental sensitivities, as "strategic agricultural settings with a high manufacturing characterization"⁶². The following areas have been included in such category:

- the entire World Heritage Site outside the Walls and the surrounding buffer zone;
- the sedimentation soil of the Paleo-riverbed, also along the fracture of interaction with the urban edge, especially where this still has significant elements of integrity and legibility (in particular near Breda Cisoni);
- the agricultural settings south of Villa Pasquali, characterized by the presence of medium-permeability edges also according to the reading of the same PTCP;

⁶² PTCP, "settings allocated to agricultural activity of strategic interest, i.e. those parts of the rural territory which by tradition, vocation and specialization are especially fit for the performance of the production of high-intensity and high-concentration agri-food goods [...]" including "limited areas of natural and environmental value"

The scopes of landscape sensitivity of Sabbioneta (PGT, PR, 2016)

Territorial settings	Landscape sensitivity class
Core Area of the World Heritage Site (the walled historic centre and its immediate surroundings)	Very high
Buffer zone of the World Heritage Site, the minor historic centres, the paleo-riverbed, the Vespasiano Gonzaga banks and the main canals with their buffer zones	High
The agricultural territory as a whole, including historic rural artefacts	Medium
The recent residential areas and the industrial areas outside the World Heritage Site or the buffer zone	Low

- the settings north and south of Ponteterra, marked by a strong agricultural characteristic and functional to a reading of the historic settlement and its relationship with the agricultural landscape;
- The areas (previously allocated to manufacturing sectors) north of Villa Pasquali along former SS 420, in order not to interfere with the low-permeability edges identified by the PTCP and in particular with the sedimentation soil of the arginelli embankments.

Additionally, the PR has interpreted the municipal territory in the light of the weaknesses and values of the landscape, highlighted at the time of analysis, with the objective of classifying its landscape sensitivities by categories (see PdR4 *Map of the landscape sensitivities*) according to the specific criteria.

Sustainable Urban Mobility Plan (SUMP) of the Municipality of Mantua (under way)

With Municipal Council Resolution no. 5 of 9 January 2016, the Municipality of Mantua has launched the preparation of the Sustainable Urban Mobility Plan (SUMP), the update of the Urban Traffic Plan (UTP) of 2003 (with proposed update of 2008 not approved) and the simultaneous Strategic Environmental Assessments (SEA). With Municipal Council Resolution no. 47 of 19 November 2019 both the SUMP and UTP documents have been approved.

Prepared in the light of the main rules, regulations and guidelines on⁶³ the SUMP (“Strategic Framework”), it defines the main and specific objectives pursued, the medium- long-term strategies and the planned intervention and monitoring methods.

⁶³ Rules, regulations and guidelines of regulatory and programmatic reference for the preparation of SUMP and UTP: Law no. 340/2000, art. 22; Guidelines for the preparation of PUM, Ministry of Infrastructures and Transports; European Guidelines, Eltis; Art. 36, Legislative Decree 30 April 1992, no. 285 and Directives for the preparation, adoption and implementation of the traffic urban plans 12 April 1995; Legislative Decree 3 April 006, no. 152 and Directive 2001/42/EC of 27 June 2001. See SUMP, Regulatory and programmatic references.

The following overall objectives are contemplated:

1. *An accessible and easy-to-visit city*
 - To solve, where possible with low-impact projects, the critical issues of congestion;
 - To guarantee adequate accessibility to the city, by optimizing the offer and developing an integrated mobility system;
 - To reduce the average time of transfer;
 - To reduce the traffic caused by search for carpark;
 - To streamline the access rules to LTZ and the parking management rules;
 - To systematically remove the architectural barriers and the barriers against the access to mobility services.
2. *A more sustainable transport system*
 - To increase to rate of transfers on sustainable vehicles;
 - To reduce the reliance on the car for daily transfers;
 - To encourage sustainable mobility;
 - To reduce transport-related energy consumption;
 - To reduce transport-related polluting and climate-altering air emissions;
 - To protect the sensitive settings against noise and air pollution;
 - To curb soil consumption due to the construction of new infrastructures;
 - To pursue the feasibility and economic sustainability of investment in the transport and mobility sector.
3. *High-quality locations for residents and visitors*
 - To redistribute urban space, considering the needs of all street and square users;
 - To develop the design and planning competences in the administrative offices;
 - To foster innovation and efficiency of urban and large-scale logistics.
4. *A safer mobility for everyone*
 - To reduce the accident rate;
 - To improve road safety, especially for weak users and next to sensitive places;
 - To raise awareness and educate all road users to adopt safe and respectful driving behaviours.
5. *A new awareness*
 - To educate young people to develop the habit of moving sustainably;

- To keep the awareness of the citizens' mobility habits, by monitoring, updating and critically observing the set of available information;
 - To systematize data collection through the activation of automated or semi-automated systems;
 - To implement decision-making processes in a data-driven view.
6. *The centre as a large area for active mobility*
 - To reduce the number of cars entering the LTZs;
 - To reduce the speed of the vehicles to favour active mobility and improve safety;
 - To give adequate spaces for active mobility, by size and maintenance state.
 7. *To bring the residential neighbourhoods closer*
 - To offer sustainable and competitive alternatives to transfer across neighbourhoods and from the neighbourhoods to the centre;
 - To increase the awareness and information on the more convenient mobility options to move across Mantua.
 8. *Multi-modal accessibility to services and attractors*
 - To offer the greatest range of options to reach the main attractors;
 - To offer clear and complete information to users;
 - To encourage sustainable mobility (mobility management).
 9. *Greater Mantua: to collaborate for the strengthening of a sustainable transport system*
 - To systematize the collaboration with the Greater Mantua municipalities on mobility planning and management.

Given the above-mentioned intentions, the Plan has identified 7 macro-strategies:

1. Minor smart interventions and great innovative solutions
2. Management of parking and the methods of access to the centre
3. Sustainable strategies for the last mile of passengers and goods
4. More quality for pedestrian and cycle mobility
5. Traffic and speed moderation
6. Faster and more frequent public transport
7. To know and to communicate for a collective engagement

For each of the above-mentioned macro-strategies, intervention projects have been prepared at the different general and local interest scales, which have concerned the reduction of traffic going to the city centre with the provision of exchange parking next to the main access roads and the strengthening of public transport, the improvement of the road circulation with increased road safety, the protection of weak users (pedestrians and cyclists) with the strengthening of the continuity of dedicated paths and protected crossings, the introduction of traffic and speed moderation measures with the definition of 30 Zones and Residential Areas.

Urban regeneration project - Mantova Hub

Financed with the *Extraordinary intervention programme for urban requalification and safety of suburbs* of the Prime Minister's Office in 2016, the project, called Mantova HUB, concerns a large urban sector overlooking the Inferiore lake, partly inside the Site, including different abandoned and/or degraded settings to be subject to recovery and requalification as established by the existing PGT.

Aimed at mending, connecting and enhancing this portion of the city and its relationships with the historic centre and water, this project⁶⁴ intends to foster identity recovery projects for the area in order to generate new activities and services for the entire urban community.

Rethinking the role played as *middle territory* between the city and water, the Master Plan establishes a sequence of collective spaces with three new *Squares*, each marked by a specific urban and public function:

- The *Pensiero Square*, in the area of the former Ceramica Mantovana, designed as public school;
- The *Terra Square*, in the former military area of San Nicolò (former Jewish cemetery), designed to house new equipment and urban-scale services (public park; plants research centre; public eco-hostel for temporary accommodation; market and exhibition, refreshment and sale spaces; socio-healthcare hub; hub for employment office; Memory museum; infopoint, bike sharing and refreshment services) with the recovery of its existing building complexes;
- The *Paesaggio Square*, in the Valletta Valsecchi area next to the San Nicolò district and the historic garden called "Bosco Virgiliano", designed to relocate the current playgrounds and the construction of an equipped urban park, characterized by an urban forestation project, also with balancing tank function of the Mincio river.

The final design, prepared in 2017, confirms the articulations in functional lots of the preliminary Master Plan and in 2019 the executive design of lot 2 Terra Square has been prepared with the requalification of the San Nicolò complex and the recovery of the existing building, including the one designed to house the eco-hostel.

⁶⁴ Mantova Hub. A strategic project for the town-planning and socio-economic mending of the city of Mantua, in the name of sustainability. Municipality of Mantua; Preliminary Master Plan, Arch. S. Boeri; Final detailed design, Rina Consulting (lead partner), Corvino+Multari, Sparacio & Partners, Icaro, Ing. Lorenzi.

4.3 TOWARDS THE NEW MANAGEMENT PLAN: PARTICIPATION, INVOLVEMENT AND SHARING

The Management Plan finds its meaning when it involves the Site players to raise their awareness and responsibility for the protection of its values. The Mantua and Sabbioneta Site Plan implements these purposes, as a process of sharing, involvement of stakeholders and public participation.

This inter-sectorial and multi-compositional process, organized by the Mantua and Sabbioneta World Heritage Office⁶⁵ has taken the shape of *stakeholder consultation*⁶⁶ with ad-hoc meetings, held in two main phases, one after the other:

- The first consultative phase aims at developing different topics concerning the Site management, by collecting the proposals made by the stakeholders as fundamental for the purposes of the development opportunities of the Site itself;
- The second laboratory phase with individual Days of debate and in-depth study aims at deepening the topics which have emerged in the first phase and at highlighting the shared intervention priorities, to be fostered in the new PdG.

These meetings have been organized as open tables, so-called Dialogue Tables, with the main objectives of identifying the strategies and actions supporting the conservation of the outstanding value of the Site and have allowed its Office and the participants to raise the level of sharing of their different policies.

In particular, the Tables have aimed at favouring:

- The understanding of the outstanding value of the Site;
- The sharing of the useful research and studies made for its conservation;
- The analysis of the weaknesses and adequacy of the existing protection measures;
- The analysis of the management instruments of natural and anthropic risks;
- The analysis of the liveability of the two historic centres and their use;
- The analysis of the projects fostered by the different stakeholders to tackle emerging risks.

The institutions represented by the two municipalities and by MiBACT have constantly been involved in this process, together with the stakeholders and reference public and private institutions for the different topics tackled.

The first-phase Tables

The first phase has focused on a meeting with the stakeholders held in Mantua on 20 November 2017, divided into three parallel thematic Tables, respectively aimed at focusing their different requests and relevant assessments concerning the weaknesses and resources/proposals expressed in terms of Expected Results (RA).

For the purposes of their performance, for all thematic tables a *Presentation Card* has been prepared outlining their general and specific objectives, targets (Focuses) and questions raised (Guiding Questions). The three Thematic Tables and their respective Presentation Sheets were:

1. Protection and conservation of the monumental heritage and the urban landscape;
2. Liveability and usability of the Site;
3. Regeneration of the Environmental Heritage.

For the purposes of collecting the requests of each participant, an ad-hoc Participant Sheet has been prepared, containing, for each Thematic/Technical Table, the Expected Results (RA) concerning their field of interest and the relevant indications on the critical aspects concerned and on the resources and opportunities to be fostered.

In total, 128 sheets have been collected, completed by the 47 participants of the work tables. The overall outcome of this first phase has been the identification of the main proposals formulated by the stakeholders for the Site development (Expected Results – RA), attributable to the following “families of relevance”:

1. Activation/consolidation of mixed partnerships (public, private, third sector and private social sector) for the integrated management and the active conservation of the monumental and environmental heritage of the Site;
2. Qualification of the urban and peri-urban spaces and connections – public spaces, green areas, unoccupied areas left after construction, cycle-pedestrian systems – as consistent and founding parts of the Site;
3. Increase in the diagnostic capacity, environmental sustainability and liveability of the World Heritage Site, also through the use of new technologies;

⁶⁵ The participatory process was carried out from 2017 to 2018 by the Mantua and Sabbioneta World Heritage Office in consultation with the Cultural Association Dynamoscopia.

⁶⁶ *Stakeholder consultation* means a particular phase of the broader path of *stakeholder engagement* aiming at engaging a group of relevant stakeholders and interlocutors to identify the incisive strategies and actions for the implementation of the project.

Table 1 Protection and conservation of the monumental heritage and urban landscape

General objectives:

- a. The safeguarding of the Outstanding Universal Value of the Site
- b. The management of the places of culture (the system of existing public and private cultural institutions)

Objectives:

1. Identification of the problems (strengths and weaknesses, opportunities and threats/risks)
2. Identification of the protection and conservation policies, plans and projects and their relevant financings
3. Identification of the enhancement and management policies, plans and projects of the places of culture

Focus:

Aimed at favouring the analysis of the problems concerning the protection and active conservation of the OUV of the Site as well as the growth of the awareness of the importance of the historic centres of the two cities as UNESCO World Heritage, this table intends to identify, in the light of the monitoring of the previous Management Plan and with the involvement of the institutions and the main stakeholders of the Site, the emerging intervention needs with particular reference to those connected to the seismic events of the last years (see Mission Report for the earthquake, UNESCO World Heritage Centre, 2012) and the findings of the Periodic Report (see Periodic Report, UNESCO World Heritage Centre 2014) related to the existing protection instruments also in the face of the risks resulting from the different anthropic factors affecting the Site (new commercial or industrial buildings). In this framework of new measures it's especially important to deepen the topic of the management of the places of culture in the light of the MIBACT reform passed with Prime Ministerial Decree 171/2014.

Guiding Questions:

How is it possible to preserve the integrity and authenticity of the outstanding universal value of the monumental heritage and the urban landscape, also with reference to the existing building types and the morphology of the urban fabric? How is it possible to increase the awareness of the citizens and the users on the UNESCO recognition? What are the emerging intervention needs with reference to the existing weaknesses, with particular reference to those connected to the seismic events of 2012? What are the initiatives already in place or being planned? What additional intervention are deemed fit?

Can the participants to the table contribute in bringing reference best practice? What role can the different players of the places of culture play for the enhancement and management of the Site? How is it possible to integrate the policies, plans and projects of the different public and private competent authorities of the places of culture?

Stakeholders

Municipality of Mantua, Municipality of Sabbioneta, MiBACT (General Secretariat), Museum Complex of Palazzo Ducale, Regional Secretariat of MiBACT for Lombardy, Museum Hub of Lombardy, Superintendency of archaeology, fine arts and landscape for the provinces of Cremona, Lodi and Mantua, Lombardy Region, Province of Mantua, Diocese of Mantua, Chamber of Commerce of Mantua. Pantacon, Santagnese 108 Teatro Magro, Zerobeat, Alkemica, Association Amici dei Musei Mantovani, Association Monumenti domenicali, Association le Regge, Festivalletteratura, Mincio Park, Centre Palazzo Te, Foundation Alberti, Foundation Pescherie, Politecnico of Milan, Mantova LAB, ARCI, Foundation Artioli, Segni d'Infanzia, Orchestra da Camera, Park Association, Cooperative Charta, Cinema del Carbone, Scarponauti, RUM, Labter Crea, Parcobaleno, Italia Nostra.

The first-phase tables,
Presentation sheet,
2017

Table 2 Liveability and usability of the Site

General objectives:

- a. Liveability and residence
- b. Protection and recovery of commerce and crafts
- c. Policies of sustainable tourist development

Objectives:

- 1. Strengthening of the liveability and usability of the Site by the residents, city users and tourists
- 2. Identification of the social and economic policies linked to the topic of residence (expulsion processes, social housing...) adequate for a World Heritage Site
- 3. Strengthening of the improvement projects of the physical-cognitive accessibility for specific categories of users
- 4. Identification of energy efficiency projects
- 5. Protection and boost of crafts, commerce of creative and cultural industries (commerce urban district)
- 6. Identification of tourism potentials and weaknesses
- 7. Strengthening of tourist reception and service quality
- 8. How to respond to the different emerging forms of tourism with particular reference to sustainable tourism

Focus:

This table particularly concerns the conditions of liveability and usability which characterize the two historic centres of the Site with particular reference to the development policies of a sustainable tourism, the urban mobility system and the socio-economic transformative dynamics under way (decentralization and ageing of the resident population, increase in multiculturalism, reduction of manufacturing, crafts and commercial activities).

Guiding Questions:

What are the emerging living requirements of the two historic centres with respect to the suburbs? Which supporting measures of the residence and liveability of the two historic centres have already been taken or are being planned? How to increase quality and integration level of basic services supporting the liveability of the two historic centres? How to protect and boost crafts activities, commerce and creative and cultural industries in the two historic centres, confirming the role historically played in the urban settlement? What are the potentials and weaknesses of the tourist sector? Which instruments are required to respond to the different emerging forms of sustainable tourism? How to optimize the programming of accommodation and the quality of the offered services? How to integrate the policies supporting the residence with those of tourist promotion?

Stakeholders

Municipality of Mantua, Municipality of Sabbioneta, MiBACT (General Secretariat), Museum Complex of Palazzo Ducale, Regional Secretariat of MiBACT for Lombardy, Museum Hub of Lombardy, Superintendency of archaeology, fine arts and landscape for the provinces of Cremona, Lodi and Mantua, Lombardy Region, Province of Mantua, Diocese of Mantua, Chamber of Commerce of Mantua. Confcommercio, Confesercenti, Confindustria, Association Strada dei Vini, GAM, Rigoletto, Mantova-tourism, Cinema del Carbone, RUM, Promoimpresa, Chamber of Commerce, FORMA, Association B&B, APAM, ASTER, Professional Association of Architects, Verona 83, School of Sabbioneta, High School Bonomi Mazzolari, Secondary School San Giorgio – Erasmus Plus, Primary School Nievo, Voluntary Service Centre of Mantua, FAI, Italia Nostra Mantova

Table 3 Regeneration of the Environmental Heritage

General objectives:

Safeguarding of the environmental heritage: weaknesses and potentials
Management of the ecological network

Objectives:

Identification of potentials and problems (strengths and weaknesses, opportunities and threats/risks)
Identification of the protection and regeneration policies, plans and projects and their relevant financ-
ings
Identification of the enhancement and management policies, plans and projects of the ecological
network

Focus:

The environmental heritage of Mantua and Sabbioneta forms an integral part of the outstanding uni-
versal value on which the nomination of the Site in the World Heritage List is based. This heritage is
subject to several protection instruments; however, it's especially fragile both for the characteristics
of its constituent hydrogeological structure and for the presence of industrial and agricultural activi-
ties at a high risk of pollution. Its safeguarding therefore represents one of the primary objectives of
the Site Management Plan. This table aims at identifying the current potentials and problems, the
protection and environmental regeneration policies, plans and projects to be fostered with particular
attention to the different components of the ecological network of the two cities.

Guiding questions:

How is it possible to preserve the integrity and authenticity of the outstanding universal value of the
environmental heritage and the urban landscape of the inherited territory? How is it possible to raise
the awareness of the citizens and users with reference to the represented value?
What are the emerging intervention needs with reference to the existing weaknesses and at the same
time to the represented value? What are the sustainable regeneration initiatives already in place or
being planned? Which additional projects are deemed fit? Can the table participant contribute in
bringing reference best practices? Which role can the different players responsible for the protected
areas play for the Site enhancement and management? What are the plans and projects already in
place or being planned? How is it possible to integrate the policies, plans and projects of the different
players responsible for the protected areas?

Stakeholders

Municipality of Mantua, Municipality of Sabbioneta, MiBACT (General Secretariat), Civil Protection,
ARPA Lombardy, Ministry of Environment, Province of Mantua, Mincio Park, TEA Mantova Ambiente.
LAG Oglio Po, Coopculture, Association Teatro Olimpico, Pro Loco Sabbioneta, Sabbio Pro Events, As-
sociation Arginelli.

The second and
third-phase tables,
Presentation sheet,
2017

4. Greater recognition, awareness and active participation of the citizens, especially youth, in the historical and environmental heritage as properties of the community;
5. Housing, economic, commercial and creative revitalization of the (historical and peripheral) city fabrics of the Site Municipalities;
6. Cultural re-signification of the specific environmental properties of Mantua and Sabbioneta as a resource to enhance the UNESCO heritage;
7. Redefinition of the internal management, promotion and connection tools of the World Heritage Site that are adequate for the specific contexts of the Mantua and Sabbioneta Municipalities;
8. Strengthening of the attractiveness and tourist offer in terms of services, infrastructures, internal/external connections, accessibility and usability of the Site and the connected environmental heritage;
9. Reinforcement of the management for the improvement of the peculiar environmental conditions of the Site.

In the light of these findings and of the Site SWOT analyses made in parallel, the more pregnant Topics have been identified, on which the second phase of deepening of the participatory dialogue has been developed:

1. Activation/consolidation of mixed partnerships (public, private, third sector and social private sector) for the integrated management and the active conservation of the monumental and environmental heritage of the Site;
2. Qualification of the spaces and urban and peri-urban connections – public spaces, historic squares, green areas, unoccupied areas left after construction, cycle pedestrian systems – as consistent and founding parts of the Site;
3. Creation/stabilization of tangible and intangible value chains, connected to the UNESCO ‘brand’ and activation/support of new resulting economies;
4. Structuring of an environmental management system aimed at enabling the conservation, use and recognition of hardly expressed environmental heritage inside the Site.

The second-phase Tables

The second phase of the participatory process, which has been held at the same time as the “Ten-year Anniversary of the Mantua Sabbioneta Site”, has developed through a series of meetings (*Days of debate and deepening*) organized in *Focus Groups* based on invitation and *Open lessons to the citizenship*, with the involvement of experts and institutional representatives, cultural and trade associations.

4 days were organized, each on one of the above-mentioned four topics:

First Day: Sabbioneta 31 January 2018

1° Focus Group: Qualification of the spaces and urban peri-urban connections – public spaces, historic squares, green areas, unoccupied areas left after construction, cycle pedestrian systems – as consistent and founding parts of the World Heritage Site

Subject: deepening of the quality and functions of the urban and peri-urban outdoor space as a support enabling the enhancement of the monumental heritage and articulates a consistent cultural (architectural and natural) landscape.

Objectives:

- Requalification of the public and private outdoor spaces as structural components of the Site in consideration of their strategic role in the enhancement of its heritage;
- Improvement of the usability and use of the Site, also through the systematization of its urban and peri-urban outdoor spaces and the pedestrian and cycle pedestrian connections, including those outside the municipality.

Stakeholders: Municipality of Mantua, Municipality of Sabbioneta, Coopculture, Pro Loco Sabbioneta, Politecnico of Milan – Mantua Campus, Confcommercio, Tourist Operators, Province of Mantua, Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua.

2° Focus Group: Recognition and reinforcement of the value chains (socio-cultural, economic, tourist, commercial, manufacturing, education etc.) connected to the UNESCO Site ‘brand’ and activation of new resulting economies.

Subject: deepening and articulation of a possible sustainable development strategy of the area, leveraging on the qualification of the ‘UNESCO value chains’ and on the support of potential resulting economies (for example in the fields of tourism, commerce, wine and food production, culture/creative start-up companies, vocational education and training).

Objectives:

- Promotion of initiatives in the field of specialist vocational training, in the sector of conservation of Cultural Heritage, Education and Research, Culture and communication, Tourism and Wine and food sector;
- Diversification of the tourist supply as field to encourage innovative experiences in the field of accommodation and requalification of the existing supply;
- Promotion of the reuse of existing commercial and manufacturing spaces supporting the activation of small and medium enterprises and the increase in youth employment.

Stakeholders: Municipality of Mantua, Municipality of Sabbioneta, LAG Oglio Po, Terre d’Acqua SCARL, Amici del Teatro all’Antica, Politecnico of Milan – Mantua Campus, Methodo Comunicazione, Pro Loco

Sabbioneta, Coopculture, Association Strada dei vini e dei sapori di Mantova, Tourist Operators. In addition to these stakeholders, experts and members of the two city communities have also been involved.

Second day: Mantua 13 March 2018

Open lesson and Focus Group: Structuring of an environmental management system aimed at reconciling the safeguarding with the use and recognition of an integrated heritage of the UNESCO Site.

Speakers of the Open Lesson: Andrea Murari, Councillor for the environment of the Municipality of Mantua; Adriana Nepote, Councillor for European project design of the Municipality of Mantua; Manuela Pedroni, water cycle programming and development manager of TEA Acque; Sandro Bellini, Water Service and Civil Protection Manager of the Province of Mantua; Gloria De Vincenzi, Environmental Education Tourism Communication Area manager of the Mincio Park; Giusy Botti, Coordinator of LAG Oglio Po Terre d'acqua; Carmine Marinucci, director of ENEA National agency for new technologies, energy and sustainable economic development; Daniela Luise, Agenda 21 Coordination Director.

Subject: deepening of the emergencies concerning protection and environmental conservation of the UNESCO territory and articulation of a strategic vision and possible integrated management and technical-administrative instruments for the safeguarding and use of the environmental heritage as integrated resource of the World Heritage Site.

Objectives:

- Implementation of the projects concerning the Site Ecological Network based on the Regional Ecological Network (RER) and its developments at a municipal level (PGT) in line with the Master Plan of the Mincio River Natural Regional Park;
- Requalification of the river and lake landscape of the Mincio river and strengthening of its accessibility and sustainable usability in agreement with the Mincio River Natural Regional Park.
- Implementation of the innovative management instruments (see River Contract) of the environmental heritage;
- Strengthening of the awareness of the cultural value of the Site landscape-environmental heritage through the activation of education, training and disclosure initiatives with creation of proper spaces (landscape-environmental laboratories) with dedicated functions.

Stakeholders: Municipality of Mantua, Municipality of Sabbioneta, TEA Ambiente, Cultural Association Regge dei Gonzaga, Tourist Guides Associations, Association Gli Scarponauti, Province of Mantua – civil protection, Mincio Park, Foundation Palazzo Te, Foundation Le Pescherie Di Giulio Romano,

Park Association, Environmental Education Centre Parcobaleno, Labter Crea, Coopculture.

In addition to these stakeholders, professionals and members of the two city communities (architects, teachers and researchers) have also been involved.



The second-phase tables, *Open lesson and Focus Group*, Sabbioneta, 31 January 2018

Third day: Mantua 15 March 2018

Open lesson and Focus Group: Recognition and reinforcement of the value chains (socio-cultural, economic, tourist, commercial, manufacturing, education etc.) connected to the UNESCO Site 'brand' and activation of new resulting economies.

Speakers of the Open Lesson: Francesca Riccio, MIBACT General Secretariat – I Coordination Service – UNESCO Office; Gabriele Barucca, Superintendent of archaeology, fine arts and landscape for the provinces of Cremona, Lodi and Mantua, MiBACT; Monica Abbiati, UNESCO Site Promotion Manager, Archaeological Heritage and Cultural Itineraries, Lombardy Region - DG Cultures, Identities and Autonomies; Cristina Mottironi, Director of MET-Master in Tourism Economics, Bocconi University; Cecilia Fumagalli, UNESCO Chair of Mantua, Politecnico of Milan; Andrea Poltronieri, Project Manager CO-Mantova; Maria Giulia Longhini, Design and fundraising office of the Municipality of Mantua; Giovanna Barni, President of CoopCulture

Subject: deepening and articulation of a possible sustainable development strategy of the area, leveraging on the qualification of the 'UNESCO value chains' and on the support of potential resulting economies (for example in the fields of tourism, commerce, wine and food production, culture/creative start-up companies, vocational education and training).

Objectives:

- Promotion of initiatives in the field of specialist vocational training in the field of conservation of Cultural Heritage, Education and Research, Culture and Communication, Tourism and Wine and Food Sector;
- Diversification of the tourist supply as field to encourage innovative experiences in the field of accommodation and requalification of the existing supply;
- Promotion of the reuse of existing commercial and manufacturing spaces supporting the activation of small and medium enterprises and the increase in youth employment.

Stakeholders: Municipality of Mantua, Municipality of Sabbioneta, Pantacon, Chamber of Commerce, Lombardy Region – UO Cultural Enhancement, MiBACT General Secretariat, Mincio Park, Cultural Association Regge dei Gonzaga, Foundation Le Peschiere di Giulio Romano, Association Amici di Palazzo Te, Park Association, Labter CREA, Coopculture, Tourist Operators, Association Strada dei Vini e dei Sapori Mantovani.

In addition to these stakeholders, professionals and members of the two city communities (architects, teachers and researchers) have also been involved.



The second-phase tables, *Open lesson and Focus Group*, Mantua, 13 March 2018

Fourth day: Mantua, 12 April 2018

Open Lesson and Focus Group: Activation and consolidation of mixed partnerships (public, private, third sector and social private sector) for the integrated management and active conservation of the monumental and environmental heritage of the Site

Speakers of the Open Lesson: Carla Di Francesco, MiBACT General Secretary; Manuel Roberto Guido, director of the II Service of the Museums General Directorate, MiBACT; Giuseppe Costa, Deputy General Director, Cultural Enhancement Manager and Monica Abbiati, UNESCO Site Promotion Manager, Archaeological Heritage and Cultural Itineraries, Lombardy Region - DG Cultures, Identities and Autonomies; Gabriele Barucca, Superintendent of archaeology, fine arts and landscape for the provinces of Cremona, Lodi and Mantua, MiBACT; Peter Assmann, Director of the Museum Complex of Palazzo Ducale of Mantua; Stefano Baia Curioni, President of the International Centre of Palazzo Te; Marco Valle, SiTI Higher Institute of Territorial Systems; Carlo Francini, Municipality of Florence - Site Manager

Subject: deepening of the topics of the Site institutional governance at a level of vision and integrated management with the local development policies, with particular attention to any innovative formulations concerning the active conservation of the heritage (public-private partnerships).

Objectives:

- Reinforcement of the coordination role of the Mantua and Sabbioneta World Heritage Office of the two Municipalities with the creation of consultation and co-design spaces among the stakeholders involved in the heritage protection;

- Testing of innovative governance forms among public and private partners for the disclosure and transmission of the Site value also beyond its perimeter;
- Development of integrated and shared policies for the conservation of the monumental and environmental heritage.

Stakeholders: Municipality of Mantua, MiBACT – Superintendency of archaeology, fine arts and landscape for the provinces of Cremona, Lodi and Mantua, Lombardy Region – UO Cultural Enhancement, Lombardy Region – UO Civil Protection, SiTI, Municipality of Florence – World Heritage Site Manager, Politecnico of Milan, International Centre of Palazzo Te, Pantacon, Coopculture – Development and communication, Province of Mantua, Palazzo Ducale, Association Strada dei Vini e dei Sapori Mantovani, Foundation Peschiere di Giulio Romano. In addition to these stakeholders, professionals and members of the two city communities (architects, teachers and researchers) have also been involved.

This series of meetings led to the enucleation of the needs, opportunities and action proposals deemed essential for the fulfilment of the **specific objectives** of the Management Plan and ensure the lasting duration of the Site OUV and promote its development in a sustainable and shared form (see Chapter 4.1).

The set of these needs, opportunities and action proposals, summarized in the following table, forms an integral part of the construction process of the PdG Action Plan, of its individual component Plans and the relevant Project Datasheets.

The topic of the management structure of the Site, its composition and its tasks also emerged in the discussions, with particular attention to the control and monitoring of the implementation of the Management Plan.

In particular, the role played by the Mantua and Sabbioneta World Heritage Office in the construction of the public policies of the two cities and within the framework of the European project design was tackled and five fields of specific attention were identified:

- Creation of European cultural networks;
- Mapping and analysis of the opportunities to promote the Site as appropriate venue in the scenario of European productions;
- Sharing and exchange of best practices among UNESCO Sites in Europe;
- World Heritage Site as driver of the public and intermediation policies with the culture, education/training, protection sectors;
- Definition of an advocacy model of the World Heritage Site between territory and territorial policy-making;
- Reinforcement of the link between the two municipalities of the Site in terms of use and resignification of the common heritage.

NEEDS, OPPORTUNITIES AND PROPOSALS	SPECIFIC OBJECTIVES OF THE MANAGEMENT PLAN
<ul style="list-style-type: none"> - Systematic and permanent update of the analyses and existing information of the Site. - Systematic and permanent update of the analyses and classification of the historic-anthropoc heritage and environmental heritage - Systematic and permanent update of the environmental weaknesses (monitoring) of the Site - Update and deepening of the state of conservation of the Heritage and the concerning factors (risks) - Analysis and census of the heritage of paths and walks - Permanent monitoring of the Management Plan 	<p>TO KNOW Identify and recognize the Cultural, Environmental and Socio-economic Heritage of the World Heritage Site</p> <p>KNOWLEDGE PLAN</p>
<ul style="list-style-type: none"> - Encouragement of the participation of the private sector in the works of protection - Definition of a user's regulation compatible with listed heritage - Restoration of the Sabbioneta walls as a landmark of the Site - Preparation of a Colour Plan - Recovery of abandoned buildings and their green areas - Recovery and requalification of the peri-urban landscapes in line with Site listed value - Safeguarding and conservation of existing agricultural and forest areas in the urban and peri-urban field - Protection and enhancement of the territorial and urban water system - Monitoring of the active or abandoned industrial areas - Preparation of climate adaptation Plans - Establishment of an institutional table on the vulnerability of the territory and in particular to the seismic and hydrogeological risks 	<p>TO PROTECT AND PRESERVE Safeguard the Outstanding Universal Value (OUV) of the World Heritage Site</p> <p>PROTECTION AND CONSERVATION PLAN</p>
<ul style="list-style-type: none"> - Incentives for the repopulation and diffuse maintenance of the Site - Private sponsorships for the development of cultural initiatives enhancing the UNESCO heritage - Articulation of an inclusive territorial narrative of the UNESCO heritage (and more) - Reuse of abandoned buildings of historic-architectural value - Construction of a territorial connection system 'UNESCO heritage-naturalist paths-local productions' - Overcoming of the approach 'protection vs use' for an enhancement plan contemplating use - Encouragement of sustainable agriculture and traditional productions - Encouragement of slow tourism - Reconnection of the listed heritage with the suburban districts - Research aimed at the economic development of the territory focused on enterprises/ products, requirements for vocational training and tourist promotion - Definition of a territorial promotion brand - Construction of a territorial connection system 'UNESCO heritage- naturalist paths-local productions' - Qualification of the "adequate" tourisms to the Site - Construction of a sustainable tourist supply for the Site - Requalification of the internal and external accessibility system to the Site (accesses, urban and peri-urban outdoor spaces) - Strengthening and integration of the cycle pedestrian network with the components of the municipal and territorial ecological network - Usability of the bastions - Solution of the problems connected to the ownership and conflict of uses - Solution of the problems connected to the abandoned private heritage and its possible public uses - Enhancement of the rural real estate private heritage - Adaptation of the urban real estate private heritage - Reinforcement of the link between the two Municipalities of the Site in terms of use and resignification of the common heritage 	<p>TO ENHANCE Ensure liveability and promote the sustainable development of the World Heritage Site</p> <p>ENHANCEMENT PLAN</p>
<ul style="list-style-type: none"> - Diffuse knowledge of the UNESCO heritage - Training of teachers and of other categories of citizens - Reinforcement of the cultural belonging to reverse the depopulation trend - Vocational training on the UNESCO heritage - Creation of a territorial networking among education, research and training centres - "Listed" communication of the UNESCO title - Reinforcement of a dialogue/exchange system in the field of cultural projects between the World Heritage Site and the third sector - Promotion of environmental culture 	<p>TO TRANSMIT Communicate, raise awareness and train on the World Heritage</p> <p>TRANSMISSION PLAN</p>

5. THE ACTION PLAN

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5.1 THE KNOWLEDGE PLAN

The objectives and projects

The management of a cultural Site emphasizes the need for a careful consideration of its constituents and of an appropriate knowledge of its qualities and its transmission needs.

Knowing its importance, for the purposes of a long-lasting duration of the recognized values, the 2006 PdG has set up the first study programme and dedicated research which, as shown by the conducted monitoring, have significantly contributed to improving the existing documentary and knowledge framework¹.

Next to the needs for deepening and systematization of already available knowledge, the monitoring has also highlighted the urgency to make research and studies on the Site as a whole with particular reference to the typical characteristics of its *inherited water landscape*.

In parallel, the need to consolidate the instruments supporting the studies and research has also been highlighted, promoting the integration of the same documentary sources and their computerization in a unitary form.

Since the Site is formed by two cities, the coordination objective appears of particular importance and requires targeted initiatives, including, in particular:

- the implementation of a multiannual programme of research in the form of Atlantis on the history of the territory and the cities of the Duchy, aimed at an in-depth knowledge of the Gonzaga culture and territorial organization, with particular reference to the historic, road and river, connection network, its stays and existing protection forms, still not enough investigated;
- the update and the integration of the studies and the diagnostic framework concerning the inherited water landscape, with specific deepening of the characteristics of the building heritage of the two cities supporting the strengthening of the policies and instruments on active conservation and prevention of risks and in particular, of the management of the seismic risk for which the specific investigations concerning the vulnerability of the buildings, the seismic micro-zoning and the Limit Condition for the Emergency² are deemed necessary;
- the deepening of the studies on the cultural system

and in particular of the Places of Culture located in the Site and in the Mantua territory, aimed at the promotion of an actual territorial cultural system, “the Gonzaga territorial system”, today only partly initiated, which networks the cultural resources of the two cities and integrates them, making a hinge of the cultural, territorial and local development;

- the deepening of the studies concerning the ecological-environmental system and in particular the water and ecological network system, aimed at updating the existing diagnostic framework and the additional reinforcement of the policies and measures under way, with particular attention to topics which have become increasingly pressing in the last years such as those connected to climate change and the relevant regional provisions, in addition to the prevention of hydrogeological risks, regeneration and reclamation (see SIN for Mantua);
- the update and integration of the existing studies on the living condition and the functional structure of the two cities, with specific consideration of the socio-economic characteristics of the population and the housing heritage, as well as the system of activities and uses (mobility, tourism, commerce, production activities) and relevant central focuses, aimed at an appropriate identification of the emerging needs and intervention priorities;
- the update of the studies on the intangible heritage of the two cities which, already started during the last decade (see the research within the programme The digital Gonzagas), have shown its great relevance in the determination of their cultural identity but has also highlighted the need for additional in-depth studies supporting the urban and territorial enhancement programme of the Site complex.

¹ See Annex 3 Monitoring

² See Municipality of Mantua, Municipal Emergency Plan, 2014, currently under review.

Next to these initiatives on the existing information and diagnostic framework, the need to structure the documentary resources through three specific projects has been highlighted:

- the establishment of a unitary database, connecting the different existing databases, not yet related;
- the update of the Territorial Information System (SIT) of the Site with the acquisition and integration of the existing and already structured one of the Municipality of Mantua and the preparation of the one of the Municipality of Sabbioneta, not yet in place;
- the update and integration of the existing photographic documentation for the purposes of monitoring the state of the places with particular reference to the risky situations.

In parallel, the needs to support the diffusion and sharing of knowledge are especially important, with the promotion, by the UNESCO Office and the public and private cultural Institutions, the Universities and existing research Centres, of:

- a *Study Centre* on the historic, urban and territorial landscape of the Gonzagas;
- a permanent *Observatory* of the Site, as already reported, with specific reference to the two constituent cities, their monitoring and the monitoring of the PdG;
- a *book series* collecting the studies and research on the Site and in particular the system of its constituent heritage.

The series of proposed objectives and projects are listed below in the light of the emerging needs for deepening, integrating and structuring of the currently available scientific and technical knowledge, as well as that concerning their coordination, circulation and monitoring:

1. TO INTEGRATE AND TO STRUCTURE THE DOCUMENTARY FRAMEWORK

- i. Construction of the database of the existing documentation.
- ii. Establishment of a Site Territorial Information System.
- iii. Update of the existing photographic documentation aimed at monitoring the state of the places with particular reference to the risky situations and the identification of the emerging intervention needs.

2. TO DEEPEN AND TO INTEGRATE THE KNOWLEDGE FRAMEWORK

- i. Studies of the territory of the Duchy and preparation of an Atlas for the history of the Gonzaga territory.
- ii. Studies on the Historic Urban Landscape of Mantua city of water and Sabbioneta, fortified island in the reclamation plain.
- iii. Studies on the cultural system (Institutes and Places of Culture).
- iv. Studies on the ecological-environmental system and on the water network.
- v. Studies on the socio-economic dynamics, living condition and functional structure.
- vi. Analysis and census of the agricultural activities and typical crafts productions.
- vii. Analysis and census of the intangible heritage.

3. TO DEEPEN AND TO INTEGRATE THE DIAGNOSTIC FRAMEWORK

- i. Studies on the hydrogeological-geomorphological and geological-technical risk.
- ii. Studies on the seismic risk and monitoring of the existing regulatory procedures.
- iii. Studies on the impacts of climate and climate change.
- iv. Studies on the state of conservation and factors affecting the building heritage and public spaces.
- v. Studies on the uses of the existing public spaces.
- vi. Studies on the state of conservation and factors affecting the vegetational heritage.
- vii. Studies on the state of the SIN "Mantua Lakes and Chemical Area" and of implementation of the interventions established in the Programme Agreement in force.
- viii. Studies on the dynamics and factors affecting the agricultural activities and typical productions.
- ix. Studies on the dynamics and factors affecting the intangible heritage.

4. TO COORDINATE AND TO SPREAD THE SITE KNOWLEDGE

- i. Establishment of a Study Centre on the historic, urban and territorial landscape of the Gonzagas.
- ii. Establishment of a Site Observatory.
- iii. Establishment of a book series on the Site.



Mantua,
Biblioteca Teresiana
by courtesy
Municipality of
Mantua Archive

KNOWLEDGE PLAN

OBJECTIVE 1 TO INTEGRATE AND TO STRUCTURE THE DOCUMENTARY FRAMEWORK

PROJECT i Construction of the existing documentation

DESCRIPTION	The project aims at integrating, deepening and spreading the knowledge of the tangible and intangible cultural heritage, and the urban landscape of the two cities, through the systematization and update of the existing databases and the implementation of new databases in response to the emerging information needs (see the natural and anthropic risk factors) and their networking	
OUTCOMES	<ul style="list-style-type: none"> - To promote the partnership among the people responsible for existing databases - To update and systematize the existing documentation (cartography, iconography, photography, bibliography, archive and statistics) of the Site. - To update the census of the historic-cultural and landscape heritage - To catalogue the acquired material and file the collected data - To computerize the databases and spread them (open data) - To connect similar databases, including the portal <i>Gonzaga Database</i> 	
INVOLVED PARTNERS	Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Ministry of the Environment – Higher Institute for the Environmental Protection and Research (ISPRA) State Archive of Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: set-up of the partnership Phase 2: collection of the existing documentation Phase 3: update of the existing documentation Phase 4: database informatization and construction	
OUTPUTS	Implementation of a unitary database of the Site	
OUTCOME INDICATORS	Set-up of the partnership Number of involved partners Number of collected documents Number of updated documents Number of computerized documents Number of connected databases	
MONITORING	Periodic: quarterly	Final: 24 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3	
PLANNED IN PdG	PdG2006/PdG2020	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 1 TO INTEGRATE AND TO STRUCTURE THE DOCUMENTARY FRAMEWORK

PROJECT ii Establishment of a Site Territorial Information System

DESCRIPTION	<p>Project aimed at updating the Site Territorial Information System (SIT) with acquisition and integration of the existing one of the Municipality of Mantua and preparation of that of the Municipality of Sabbioneta with reference to:</p> <ul style="list-style-type: none"> - the historic-archaeological emergencies, identified on the basis of news published or supplied by competent territorial authorities - the historic road system tracks - the archaeological and historic-cultural heritage systems - the historic-archaeological risk areas 	
OUTCOMES	<ul style="list-style-type: none"> - To set up the integrated IT lab for the permanent management of the Site data - To update the census of the historic-cultural and landscape heritage and the historic-archaeological risk areas - To catalogue the acquired material and file the collected data - To computerize the databases and spread them (open data) - To monitor the state of conservation of the historic-cultural and landscape heritage 	
INVOLVED PARTNERS	<p>Municipality of Mantua Municipality of Sabbioneta</p>	
HUMAN RESOURCES	<p>Employees of the involved institutional partners</p>	
FINANCIAL RESOURCES	<p>Public resources (municipal, regional)</p>	
TECHNOLOGICAL RESOURCES	<p>Technological IT supports</p>	
PHASES AND TIMES OF IMPLEMENTATION	<p>Phase 1: set-up of the IT lab (GIS): 2 months Phase 2: acquisition of georeferenced data: 8 months Phase 3: SIT implementation: 2 months</p>	
OUTPUTS	<p>Set-up of the integrated IT lab Creation of an integrated Territorial Information System (Mantua and Sabbioneta)</p>	
OUTCOME INDICATORS	<p>Set-up of the integrated IT lab Adoption of the Site integrated SIT</p>	
MONITORING	Periodic: bi-monthly	Final: 12 months
IMPLEMENTATION PRIORITY	<p>Under way/ priority 2/priority 3</p>	
PLANNED IN PdG	<p>PdG2006/PdG2018</p>	
Operational strategy	<p>1/2/3</p>	

KNOWLEDGE PLAN

OBJECTIVE 1 TO INTEGRATE AND TO STRUCTURE THE DOCUMENTARY FRAMEWORK

PROJECT iii Update of the existing photographic documentation aimed at monitoring the state of the places with particular reference to the risky situations and the identification of the emerging intervention needs.

DESCRIPTION	Project of update and integration of the existing photographic documentation, in particular that made after the seismic events of 2012, aimed at monitoring the state of the places with particular reference to the risky situations and the identification of the emerging intervention needs.	
OUTCOMES	<ul style="list-style-type: none"> - To acquire the existing photographic documentation - To promote a dedicated photographic campaign - To create a dedicated photographic archive 	
INVOLVED PARTNERS	Municipality of Mantua Municipality of Sabbioneta	
HUMAN RESOURCES	Employees of the involved institutional partners	
FINANCIAL RESOURCES	Public resources (municipal, regional, state)	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Acquisition activity: 6 months Phase 2: Photographic campaign: 6 months Phase 3: Cataloguing and archiving: 6 months	
OUTPUTS	Preparation of a photographic campaign aimed at identifying the possible risky situations and systematically documenting the state of the places	
OUTCOME INDICATORS	No. of acquired pictures No. of taken pictures No. of archived pictures	
MONITORING	Periodic: every six months	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/ priority 3	
PLANNED IN PdG	PdG2006/PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 2 TO DEEPEN AND TO INTEGRATE THE KNOWLEDGE FRAMEWORK

PROJECT i Studies of the territory of the Duchy and preparation of an Atlas for the history of the Gonzaga territory

DESCRIPTION	Project of study and preparation of an Atlas for the history of the Gonzaga territory, the two cities and their architectural and artistic heritage (movable and real estate property) of the Site	
OUTCOMES	<ul style="list-style-type: none"> - To deepen the knowledge of the history, territorial culture and Gonzaga places, of their current state of protection and conservation - To deepen the knowledge of the history of the two cities - To deepen the knowledge on the territorial organization in the Gonzaga period with particular reference to the existing historic connection road network 	
INVOLVED PARTNERS	Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua State Archive of Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research institutions/Universities	
HUMAN RESOURCES	Employees of the involved institutional partners	
FINANCIAL RESOURCES	Public resources (municipal, regional, state)	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Collection of existing information/documentation: 6 months Phase 2: Data processing and drawing up of preliminary document: 6 months Phase 2: Drawing up and publication of final document: 6 months	
OUTPUTS	Drawing up of the Atlas for the history of the Gonzaga territory and the two cities with filing of the Duchy places and the Gonzaga paths	
OUTCOME INDICATORS	Drawing up of the Atlas Publication of the Atlas	
MONITORING	Periodic: every six months	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006/ PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 2 TO DEEPEN AND TO INTEGRATE THE KNOWLEDGE FRAMEWORK

PROJECT ii Studies on the Historic Urban Landscape of Mantua city of water and Sabbioneta, fortified island in the reclamation plain

DESCRIPTION	Project of update and deepening of the existing studies on the historic urban landscape, with specific focus on the characteristics of urban morphology, building type and technical-construction methods of the building fabrics of the two cities of the Site supporting the preparation process of the new PGT (PR, Technical Implementation Rules), the Sector Plans (see Colour Plan), the Urban Projects, the Municipal Building Regulations and the Guides/Manuals for the quality of urban and building projects.	
OUTCOMES	<ul style="list-style-type: none"> - To deepen the knowledge of the structural characteristics of the urban and building heritage of the two cities, identifying their morpho-typological, technical-construction and stylistic-decorative characteristics - To prepare the thematic cartographies concerning the classification of the building fabrics and types - To draw up the Abacus of the existing, pre-unitary and unitary building types (Mantua) and update the existing one of Sabbioneta - To prepare the architectural findings of the existing building heritage with transposition into plan drawings, sections/profiles and facades (internal and external elevations) - To prepare the Repertoire of the historic construction elements, the construction techniques and relevant materials, as well as the stylistic-decorative elements 	
INVOLVED PARTNERS	Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research institutions/Universities	
HUMAN RESOURCES	Employees of the involved institutional partners	
FINANCIAL RESOURCES	Public resources (municipal, regional, state)	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Information collection and site inspections: 6 months Phase 2: Data processing and drawing up of preliminary document: 6 months Phase 2: Sharing and drawing up of the final document: 6 months	
OUTPUTS	Drawing up of the study of the morpho-typological characteristics with processing of the thematic cartographies (building fabrics and types) and the Abacus of the building types of Mantua and Sabbioneta Drawing up of the Repertoire of the historic construction elements, the construction techniques and relevant materials, the stylistic-decorative elements concerning Mantua and Sabbioneta	
OUTCOME INDICATORS	Drawing up of the study for Mantua and for Sabbioneta Drawing up of the Repertoire for Mantua and for Sabbioneta	
MONITORING	Periodic: every six months	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006/ PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 2 TO DEEPEN AND TO INTEGRATE THE KNOWLEDGE FRAMEWORK

PROJECT iii Studies on the cultural system (Institutes and Places of Culture)

DESCRIPTION	Project of update and deepening of the knowledge on the existing territorial cultural system, with particular reference to the Institutes and Places of Culture, aimed at favouring the awareness by the institutional and local stakeholders capable of bringing to life a <i>Learning community</i> and actual system strategies.	
OUTCOMES	<ul style="list-style-type: none"> - To know the cultural resources of the two cities and their territory, their supply capacity (integrated and coordinated) and their use (attractiveness, competitiveness, accessibility). - To know the institutional authorities involved (institutes and places of culture), the local stakeholders and the existing local or territorial integrated facilities (fields of common interest, competences, instruments and weaknesses). - To know the multiannual planning of the cultural institutions involved, their synergies and the Site promotion. 	
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta Cultural operators and businesses Cultural and scientific research institutions/Universities	
HUMAN RESOURCES	Employees of the involved institutional partners	
FINANCIAL RESOURCES	Public resources (municipal, regional, state)	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Definition of the Programme Agreements of the cultural system and the multiannual study curriculum: 3 months Phase 2: Drawing up of the multiannual and annual activity programme: 6 months Phase 3: Preparation of the annual report: 3 months	
OUTPUTS	Drawing up of the framework of the existing resources in the cultural system (services, forms of use, weaknesses and potentials) and their degree of interaction Definition of the relevant intervention needs.	
OUTCOME INDICATORS	Preparation of programme agreements Drawing up of the multiannual activity programme Preparation of the annual report	
MONITORING	Periodic: quarterly	Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3	
PLANNED IN PdG	PdG2006/ PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 2 TO DEEPEN AND TO INTEGRATE THE KNOWLEDGE FRAMEWORK

PROJECT iv Studies on the ecological-environmental system and on the water network

DESCRIPTION	Project of update and deepening of the studies on the ecological-environmental system with collection and integration of the existing documentation on the characteristics of the different components of the ecological network and on their state of conservation supporting the preparation process of the new PGTs (PS, Implementation Technical Rules), Sector Plans (see Green Plan, Urban Forestation Plan, Multiannual Maintenance Plan, Climate Adaptation Plan), Urban Projects and Urban and Territorial Regeneration Programmes, Tourist Enhancement Programme of the Municipal Ecological Network, the Municipal Regulations of the Urban Green Areas and Landscape and the Guides/Manuals for the quality of public and private urban projects.	
OUTCOMES	<ul style="list-style-type: none"> - Drawing up of the census of the public green areas for the city of Sabbioneta and update of the existing one for the city of Mantua, in GIS format, with preparation of the relevant thematic cartographies and botanical datasheets (Tree analysis datasheets) including the assessment of the class of propensity to subsidence; - Update of the studies on the natural and artificial components of the water system, of their state of conservation and the water quality (surface, underground, aquatic environment) with drawing up, in GIS format, of the relevant thematic cartographies (Water System Map); - Update of the studies for the new Map of the Municipal Ecological Network (REC); - Update of the studies on the tourist use of the Ecological Network with particular reference to the river and Lakes for Mantua and the embankments (arginelli circondariali) and Walls for Sabbioneta, with preparation of the relevant thematic cartographies. 	
INVOLVED PARTNERS	Municipality of Mantua Municipality of Sabbioneta SGV, Mantova Ambiente S.r.l. – Gruppo TEA S.p.A. Mincio Park Authority	
HUMAN RESOURCES	Employees of the involved institutional partners	
FINANCIAL RESOURCES	Public resources (municipal, regional, state)	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Information collection and site inspections: 6 months Phase 2: Data processing and drawing up of preliminary document: 6 months Phase 2: Sharing and drawing up of the final document: 6 months	
OUTPUTS	Drawing up of the census of the public green areas and botanical datasheets Preparation of the study on the water system and the relevant cartographies Drawing up of the studies for the update of the Ecological Network Map Preparation of the studies on the tourist use of the Ecological Network of the two cities	
OUTCOME INDICATORS	Number of documents (studies, census and datasheets, maps) prepared	
MONITORING	Periodic: every six months	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006/ PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 2 TO DEEPEN AND TO INTEGRATE THE KNOWLEDGE FRAMEWORK

PROJECT v Studies on the socio-economic dynamics, living condition and functional structure

DESCRIPTION	Update and integration of the existing studies on the living condition and the functional structure of the two cities with particular reference to the socio-economic characteristics of the population and the housing heritage, the system of the activities and uses (mobility, tourism, commerce, manufacturing activities) and relevant central features, aimed at the identification of the emerging needs of the residents and users and the intervention priorities and supporting the preparation of the new PGTs.	
OUTCOMES	<ul style="list-style-type: none"> - To deepen and integrate the knowledge of the socio-economic characteristics of the population and the residential heritage of the Site and identify the relevant emerging weaknesses in terms of housing; - To deepen and integrate the studies on the economic fabric with particular reference to the commercial and manufacturing activities, their localizing dynamics and their effects on the functional integrity of the Site; - To deepen and integrate the studies and census of the shops and historic boutiques aimed at identifying the more appropriate measures to ensure the conservation and enhancement; - To deepen the studies on the different tourisms, their demand and supply of accommodation, the management of relevant flows, and their impacts on the existing socio-economic fabric. - To deepen the studies on the urban functional structure (equipment and service system, public space and mobility system - driveway, cycle-pedestrian, and river) with particular attention to its sustainability. 	
INVOLVED PARTNERS	Municipality of Mantua Municipality of Sabbioneta Trade associations (Confcommercio)	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Collection of existing information/documentation: 6 months Phase 2: Data processing and drawing up of preliminary document: 6 months Phase 2: Drawing up and publication of final document: 6 months	
OUTPUTS	Preparation of a Report on the socio-economic dynamics of the Site with drawing up of the thematic cartographies of the functional structure	
OUTCOME INDICATORS	Preparation of the Report Publication of the Report	
MONITORING	Periodic: every six months	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/ priority 3	
PLANNED IN PdG	PdG2006/PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 2 TO DEEPEN AND TO INTEGRATE THE KNOWLEDGE FRAMEWORK

PROJECT vi Analysis and census of the agricultural activities and typical crafts productions

DESCRIPTION	Activity of analysis and census of the agricultural activities and typical and their diffusion.	
OUTCOMES	<ul style="list-style-type: none"> - To acquire the existing and available census data - To plan the on-site census activity updating and integrating existing data - To catalogue and archive the updated census data - To publish the census results on the Site dedicated website 	
INVOLVED PARTNERS	Lombardy Region Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research institutions/Universities Chamber of Commerce Cultural operators and businesses	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Collection of existing information/documentation and planning of the census activities: 3 months Phase 2: Performance of the on-site census activity: 6 months Phase 3: Data cataloguing, archiving and publication: 3 months	
OUTPUTS	Preparation of the census of the agricultural activities and typical crafts productions Publication of the census made on the dedicated website	
OUTCOME INDICATORS	Preparation of the census Publication of the census on the dedicated website	
MONITORING	Periodic: quarterly	Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006 /PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 2 TO DEEPEN AND TO INTEGRATE THE KNOWLEDGE FRAMEWORK

PROJECT vii Analysis and census of the intangible heritage

DESCRIPTION	Activity of deepening, analysis and census on the cultural, religious and tourist events and traditions of the Site and the Gonzaga territory supporting the preparation process of the new PGTs as well as the Site enhancement projects.	
OUTCOMES	<ul style="list-style-type: none"> - To strengthen the knowledge of the cultural offering - To broaden the field of interest of visitors and users - To develop creative and education activities 	
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Province of Mantua Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research institutions/Universities Former bank foundations Cultural operators and businesses	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Collection of existing information/documentation and planning of the census activities: 3 months Phase 2: Performance of the on-site census activity: 6 months Phase 3: Data cataloguing, archiving and publication: 3 months	
OUTPUTS	Drawing up of the census of the cultural events and traditions of the Site Publication of the census made on the dedicated website	
OUTCOME INDICATORS	Preparation of the census Publication of the census on the dedicated website	
MONITORING	Periodic: quarterly	Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006 /PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 3 TO DEEPEN AND TO INTEGRATE THE DIAGNOSTIC FRAMEWORK

PROJECT i Studies on the hydrogeological-geomorphological and geological-technical risk

DESCRIPTION	Activity of update of the analyses and studies on the hydrogeological-geomorphological and geological-technical risk with adaptation to the existing regulations (national, regional and municipal) supporting the preparation of the PGT.	
OUTCOMES	<ul style="list-style-type: none"> - To acquire the existing documentation - To carry out research and analysis activities updating and deepening the existing documentation - To carry out geological-technical studies to comply with the existing regulations - Preparation of an updated and updatable Report 	
INVOLVED PARTNERS	Lombardy Region Municipality of Mantua Municipality of Sabbioneta Scientific research and environmental protection authorities and institutions/ Universities	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Collection of existing information/documentation: 4 months Phase 2: Drawing up of the studies, investigations and thematic cartographies for updating and deepening: 4 months Phase 3: Preparation of the studies and thematic cartographies to comply with the existing regulations: 4 months Phase 4: Preparation of the summary Report: 4 months	
OUTPUTS	Preparation of an updated and updatable Report on the hydrogeological-geomorphological and geological-technical risks	
OUTCOME INDICATORS	Number of studies/research for updating and deepening Preparation of the Report	
MONITORING	Periodic: every four months	Final: 16 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006 /PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 3 TO DEEPEN AND TO INTEGRATE THE DIAGNOSTIC FRAMEWORK

PROJECT ii Studies on the seismic risk and monitoring of the existing regulatory procedures

DESCRIPTION	Activity of analysis and study on the seismic risk with particular reference to the vulnerability of the buildings, the seismic micro-zoning and the Emergency Limit Condition (CLE) aimed at the check/monitoring of the existing regulatory procedures and the update of the relevant provisions of the PGTs and the Emergency Municipal Plans	
OUTCOMES	<ul style="list-style-type: none"> - To acquire the existing documentation - To make the study on the vulnerability of the buildings with particular reference to the monumental buildings and the recurring technical-construction types - To make the seismic micro-zoning study to comply with the existing regulations - To make the study of the Emergency Limit Condition (CLE) 	
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta Cultural operators and businesses Cultural and scientific research authorities and institutions/Universities	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Collection of existing information/documentation: 4 months Phase 2: Preparation of the studies, investigations and thematic cartographies to update and deepen the vulnerability of the buildings, micro-zoning and the Emergency Limit Condition: 8 months Phase 4: Preparation of the Final Report: 4 months	
OUTPUTS	Preparation of an updated and updatable Report on seismic risk	
OUTCOME INDICATORS	Number of the studies, investigations and thematic cartographies Preparation of the Final Report	
MONITORING	Periodic: every four months	Final: 16 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/ priority 3	
PLANNED IN PdG	PdG2006/PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 3 TO DEEPEN AND TO INTEGRATE THE DIAGNOSTIC FRAMEWORK

PROJECT iii Studies on the impacts of climate and climate change

DESCRIPTION	Activity of deepening and integration of the diagnostic framework of the Guidelines “Resilient Mantua: Towards the Climate Adaptation Plan”, approved on 06/12/2018 Municipal Council Resolution no. 246, in the light of the recognized values (OUV) of the Site of Mantua and drawing up of similar Guidelines for that of Sabbioneta.	
OUTCOMES	<ul style="list-style-type: none"> - To deepen and integrate the studies on the impacts of climate and climate change on the recognized values (OUV) of Mantua with particular reference to the public space - To carry out the Studies on the impacts of climate and climate change on the recognized values (OUV) of Sabbioneta with particular reference to the public space 	
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Ministry of the Environment and Protection of the Territory and of the Sea Lombardy Region Mincio Park Authority Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research institutions, Scientific research and environmental protection authorities and institutions/Universities SGV, Mantova Ambiente S.r.l. – Gruppo TEA S.p.A.	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Collection of existing information/documentation: 2 months Phase 2: Data processing and drawing up of preliminary document: 10 months Phase 2: Preparation of the final document: 2 months	
OUTPUTS	Preparation of a Report on the impacts of climate and climate change, aimed at increasing the Site resilience or to increase the adaptation of the two cities to increasingly frequent phenomena, urban heat islands, floods due to intense rain, the trees falling and other detrimental effects caused by heavy winds.	
OUTCOME INDICATORS	Preparation of the Report Publication of the Report	
MONITORING	Periodic: bi-monthly	Final: 14 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006/ PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 3 TO DEEPEN AND TO INTEGRATE THE DIAGNOSTIC FRAMEWORK

PROJECT iv Studies on the state of conservation and factors affecting the building heritage and public spaces

DESCRIPTION	Activity of update of the static and maintenance state of conservation of the building heritage and public spaces (mineral components) of the two cities aimed at identifying the intervention needs and priorities supporting the drawing up of the new PGTs.	
OUTCOMES	<ul style="list-style-type: none"> - To measure the static and maintenance state of conservation of the existing buildings and public spaces - To identify the intervention needs (restoration, recovery, requalification) - To identify the intervention priorities 	
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta Cultural operators and businesses Cultural and scientific research institutions/Universities	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Assessment of the static-maintenance conditions of the buildings with preparation of the thematic cartographies and assessment datasheets: 6 months Phase 2: Assessment of the static-maintenance conditions of the outdoor spaces with preparation of the thematic cartographies and assessment datasheets: 6 months Phase 3: Identification of the intervention needs in relation to the programmes and projects under way with preparation of the relevant thematic cartographies and intervention typologies: 6 months	
OUTPUTS	Preparation of the measurement of the state of conservation of the building heritage and the public spaces Preparation of the identification framework of the intervention needs and priorities	
OUTCOME INDICATORS	Number of measured buildings and public spaces Number of thematic cartographies and intervention type datasheets	
MONITORING	Periodic: quarterly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006 /PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 3 TO DEEPEN AND TO INTEGRATE THE DIAGNOSTIC FRAMEWORK

PROJECT v Studies on the uses of the existing public spaces

DESCRIPTION	Studies on the evolution of the uses of public spaces and their meaning by the different types of users (city users) aimed at identifying the intervention needs in a participatory manner and at deepening and integrating the existing provisions supporting the preparation process of the new PGTs as well as the Site enhancement projects.	
OUTCOMES	<ul style="list-style-type: none"> - To identify the uses of the urban public spaces and their meaning by the different users and in the different times of day/month - To identify the relations between the uses and the historic-structural characteristics of the public spaces - To identify the intervention needs and priorities in shared form 	
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta Cultural operators and businesses Cultural and scientific research institutions/Universities	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Assessment of the uses of the urban public spaces by the different users and in the different times of day/month with photographic campaigns and surveys by places and categories of users: 6 months Phase 2: Classification of the uses of the public spaces in relation to their historic-structural characteristics (see <i>Guidelines for the urban public space project</i>): 6 months Phase 3: Implementation of ad-hoc public workshops aimed at identifying the intervention needs and priorities: 3 months Phase 4: Preparation of the final report on the uses of the urban public spaces (functional structure) and on user behaviours: 3 months	
OUTPUTS	Preparation of the assessment datasheets of the uses of urban public spaces with cartographic transposition of the main types Implementation of ad-hoc public workshops Preparation of the Final Report	
OUTCOME INDICATORS	Number of assessment datasheets Number of workshops	
MONITORING	Periodic: quarterly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006 /PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 3 TO DEEPEN AND TO INTEGRATE THE DIAGNOSTIC FRAMEWORK

PROJECT vi Studies on the state of conservation and factors affecting the vegetation heritage

DESCRIPTION	Monitoring activity of the state of conservation and risk factors of the green heritage of the two cities of the Site, and for Mantua monitoring activity of the implementation of the <i>Multiannual project of renovation and requalification of the tree heritage</i> of the Municipality of Mantua. Preparation of an annual report for the two cities.	
OUTCOMES	<ul style="list-style-type: none"> - To identify the risk factors affecting the vegetation heritage of the Site - To monitor the state of conservation of the green areas and gardens and in particular the health condition of the existing trees - To monitor the state of implementation of the <i>Multiannual project of renovation and requalification of the tree heritage</i> of Mantua - To identify any needs for revision/integration of the implementation plan of the existing multiannual project of Mantua - To prepare an annual report on the state of conservation of the green heritage (trees, shrubs, grass) of the two cities with relevant thematic cartographies 	
INVOLVED PARTNERS	Ministry of the Environment and Protection of the Territory and of the Sea Lombardy Region Mincio Park Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research institutions, Scientific research and environmental protection authorities and institutions/Universities SGV, Mantova Ambiente S.r.l. – Gruppo TEA S.p.A.	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Monitoring of the census of the green heritage of the two cities: 4 months Phase 2: Monitoring of the state of implementation of the <i>Multiannual project of renovation and requalification of the tree heritage</i> of Mantua: 4 months Phase 3: Check of any needs for revision/integration of the implementation plan of the existing multiannual project of Mantua: 4 months Phase 4: Preparation of the Annual Report on the state of conservation of the green heritage (trees, shrubs, grass) with relevant thematic cartographies	
OUTPUTS	Preparation of the Annual Report on the state of conservation of the green heritage (trees, shrubs, grass) with relevant thematic cartographies	
OUTCOME INDICATORS	Preparation of the Report Publication of the Report	
MONITORING	Periodic: every four months	Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006/ PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 3 TO DEEPEN AND TO INTEGRATE THE DIAGNOSTIC FRAMEWORK

PROJECT vii Studies on the state of the SIN “Mantua Lakes and Chemical Area” and of implementation of the interventions established in the Programme Agreement in force

DESCRIPTION	Monitoring activity of the reclamation process of the Site of National Interest (SNI) “Mantua Lakes and Chemical Area” and the state of implementation of the interventions established in the Programme Agreement in force, aimed at checking their effectiveness in the prevention of the environmental and health-care risk of the SNI, as well as its reclamation and environmental restoration.	
OUTCOMES	<ul style="list-style-type: none"> - To constantly monitor the state of the SNI and the securing and reclamation activities under the responsibility of the Companies - To monitor the state of conservation of the Programme Agreement in force - To check the effectiveness of the interventions - To identify the emerging needs and the relevant supplementary measures 	
INVOLVED PARTNERS	Ministry of the Environment and Protection of the Territory and of the Sea Lombardy Region Province of Mantua ARPA ATS Municipality of Mantua Municipality of Borgo Virgilio Municipality of San Giorgio di Mantova Mincio Park	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, provincial, regional, national)	
FINANCIAL RESOURCES	Public resources (national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Depending on Programme Agreement	
OUTPUTS	Preparation of a Monitoring Report of the SNI state Preparation of an integration proposal of the Programme Agreement in force	
OUTCOME INDICATORS	Studies and monitoring sessions made on the SNI state State of implementation of the interventions established by the Programme Agreement in force	
MONITORING	Periodic: quarterly	Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3	
PLANNED IN PdG	PdG2006/PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 3 TO DEEPEN AND TO INTEGRATE THE DIAGNOSTIC FRAMEWORK

PROJECT viii Studies on the dynamics and factors affecting the agricultural activities and typical productions

DESCRIPTION	Study activity of the trends recorded in the field of agricultural productions and the typical artisanal and wine and food products targeted to the identification of the existing weaknesses and potentials and the emerging intervention needs for the purposes of the Site enhancement	
OUTCOMES	<ul style="list-style-type: none"> - To make an investigation on the processes concerning the Site heritage represented by the agricultural activities and typical productions - To identify the weaknesses and emerging potentials - To identify the needs for enhancement, promotion and development with particular reference to creative industries 	
INVOLVED PARTNERS	Lombardy Region Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research institutions/Universities Chamber of Commerce Cultural operators and businesses	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Preparation of the study programme: 1 month Phase 2: Collection of existing information: 2 months Phase 3: Preparation of the final study document and its publication: 6 months	
OUTPUTS	Preparation of the study programme Preparation of the final study document Publication of the study on the Site dedicated website	
OUTCOME INDICATORS	Preparation of the final study document Publication of the study on the dedicated website	
MONITORING	Periodic: monthly	Final: 9 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006 /PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 3 TO DEEPEN AND TO INTEGRATE THE DIAGNOSTIC FRAMEWORK

PROJECT ix Studies on the dynamics and factors affecting the intangible heritage

DESCRIPTION	Study activity of the trends recorded in the field of the cultural, religious and tourist events and traditions of the Site and the ancient Gonzaga Duchy, aimed at the identification of their emerging potentials supporting the preparation process of the new PGTs as well as the Site enhancement.	
OUTCOMES	<ul style="list-style-type: none"> - To strengthen the knowledge of the cultural offering - To broaden the field of interest of visitors and users - To develop creative and education activities 	
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Province of Mantua Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research institutions/Universities Former bank foundations Cultural operators and businesses	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Preparation of the study programme and definition of the performance methods: 1 month Phase 2: Preparation of the study document: 8 months Phase 3: Publication of the study document: 1 month	
OUTPUTS	Preparation of the study programme Preparation of the study document Publication of the study on the dedicated website	
OUTCOME INDICATORS	Preparation of the study document Publication of the study on the dedicated website	
MONITORING	Periodic: monthly	Final: 9 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006 /PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 4 TO COORDINATE AND TO SPREAD THE SITE KNOWLEDGE

PROJECT i Establishment of a Study Centre on the historic, urban and territorial landscape of the Gonzagas

DESCRIPTION	Creation of a permanent Study Centre, established by the two Municipalities in order to favour the study and knowledge of the Historic, urban and territorial Landscape, of the Gonzagas with particular attention to the nominated Site. The Study Centre carries out coordination activities with the different existing public and private cultural Institutions, with promotion of common initiatives and activities.	
OUTCOMES	<ul style="list-style-type: none"> - To promote the studies and the knowledge of the Gonzaga territory - To foster shared programmes of research and coordinated initiatives among existing public and private cultural Institutions - To contribute to the performance of the cultural activities fostered by the Site UNESCO Office 	
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua State Archive of Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research authorities and institutions/Universities	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Collection of information: 3 months Phase 2: Study Centre design planning: 3 months Phase 3: Establishment of the Study Centre: 12 months	
OUTPUTS	Design, creation and management of a permanent Study Centre	
OUTCOME INDICATORS	Reports/analyses Establishment of a permanent Study Centre	
MONITORING	Periodic: quarterly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/ priority 3	
PLANNED IN PdG	PdG2006/ PdG2018	
Operational strategy	1/2/3	

KNOWLEDGE PLAN

OBJECTIVE 4 TO COORDINATE AND TO SPREAD THE SITE KNOWLEDGE

PROJECT ii Establishment of a Site Observatory

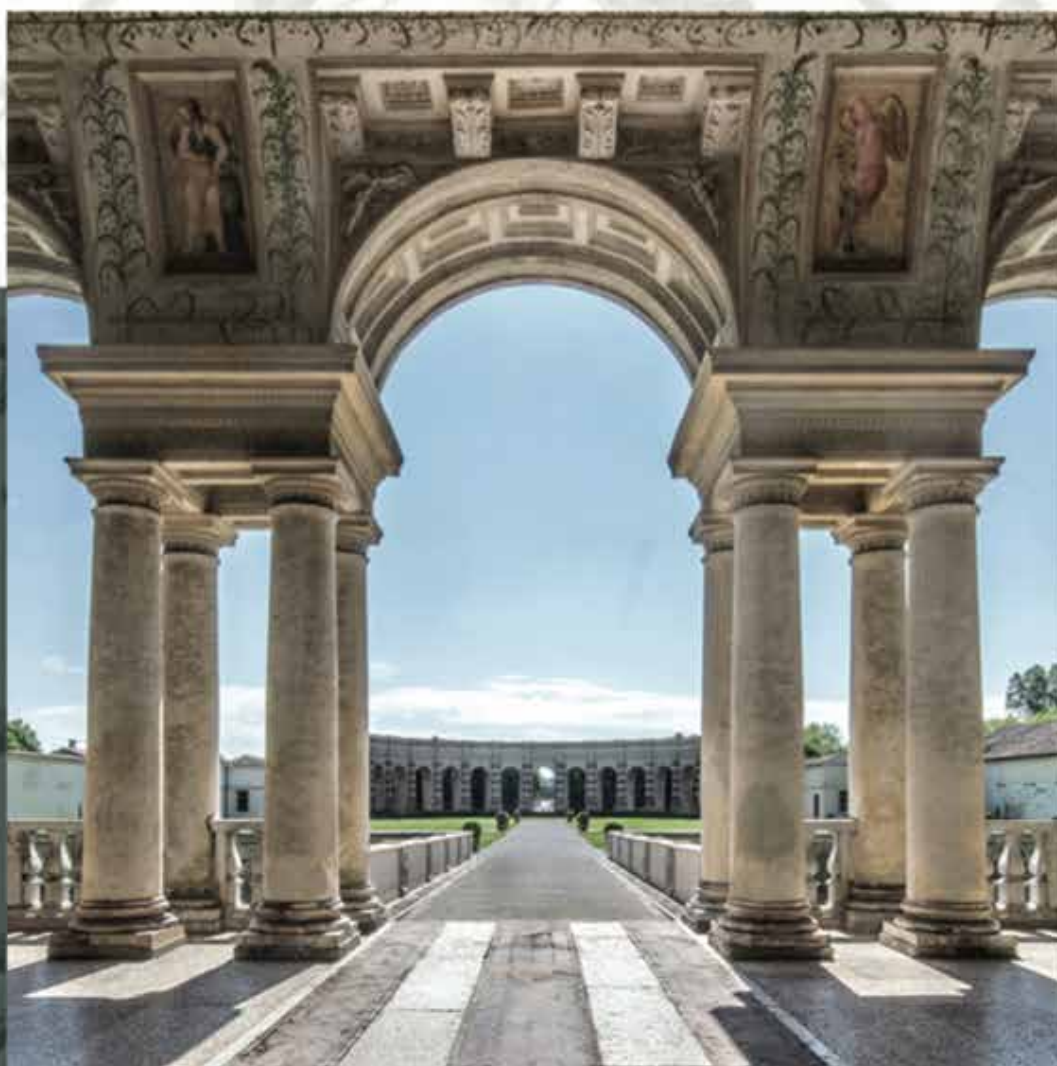
DESCRIPTION	Creation of a permanent Observatory for the monitoring of the cultural, landscape, archaeological, historic-architectural, settlement Heritage of the Site and the implementation of its PdG. Its establishment favours the dialogue among administrators and stakeholders for the shared implementation of sustainable development policies of the two cities in addition to the controlling activity of the processes concerning the Site.	
OUTCOMES	<ul style="list-style-type: none"> - To provide the Site with a monitoring system of the state of conservation of the values on which the nomination (OUV) is based and the implementation state and the outcomes of the PdG. - To establish, in agreement with the programmed national Observatory, an operational instrument at the service of the Site capable to assess and guide the management process. - To offer an updated picture of the trends, weaknesses and opportunities of development of the Site. - To gather information and make it homogeneous by topics and managing parties. 	
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Establishment of the Observatory (Scientific Committee and operational work group): 3 months Phase 2: Definition of the multiannual programme and preparation of the annual report: 12 months Phase 2: Publication of the annual report: 3 months	
OUTPUTS	Design, establishment and management of the Site Observatory Shared Annual Report	
OUTCOME INDICATORS	Establishment of the Observatory Reports/analyses	
MONITORING	Periodic: quarterly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/ priority 3	
PLANNED IN PdG	PdG2006/ PdG2018	
Operational strategy	1/2/3	



MANTOVA E SABBIONETA

I giardini di Palazzo Te

Un Progetto Guida per i giardini dell'*isola*



The Palazzo te gardens
A Guiding Project for
the island gardens

DEL GALLO EDITORI

KNOWLEDGE PLAN

OBJECTIVE 4 TO COORDINATE AND TO SPREAD THE SITE KNOWLEDGE

PROJECT iii Establishment of a book series on the Site

DESCRIPTION	Creation of a book series published by the Mantua and Sabbioneta World Heritage Office for the studies, research and projects concerning the Site and in particular the system of its constituent heritage
OUTCOMES	<ul style="list-style-type: none"> - To promote the studies and the knowledge of the Gonzaga territory - To foster shared programmes of research and coordinated initiatives among existing public and private cultural Institutions - To contribute to the performance of the cultural activities fostered by the Site UNESCO Office - To raise the awareness of the population and users on the World Heritage and Site topics
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research authorities and institutions/Universities Cultural associations
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Definition of the publishing project, the multiannual implementation programme and the annual operational programme: 3 months Phase 2: Preparation of the publications established by the annual programme: 15 months
OUTPUTS	Creation of the book series
OUTCOME INDICATORS	Number of published publications/scheduled publications
MONITORING	Periodic: quarterly Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3
PLANNED IN PdG	PdG2006/ PdG2018
Operational strategy	1/2/3

5.2 THE PROTECTION AND CONSERVATION PLAN



Mantua,
Requalification
project of Piazza
Leon Battista Alberti,
project rendering and
works in progress
by courtesy
Municipality of
Mantua Archive

The objectives and projects

Protection and conservation of the Property are statutory objectives of the Management Plan which, aimed at guaranteeing its structural, functional and visual integrity, should tackle the needs expressed by the Site and all its different constituents of Historic Urban Landscape.

As highlighted by the Monitoring activity, these considerations have been included in the 2006 Management Plan which has resulted in a broad programme of specific initiatives of reinforcement of the protection measures by adapting the existing planning provisions and instruments. The current framework shows how in the past decade all acts in force have been strengthened, starting from higher-level and regional acts (PTR – PPT and, for Mantua, the PTC of the Mincio park) and municipal ones (PGT of Mantua and PGT of Sabbioneta).

The analyses and assessments have however also highlighted the importance of further adapting and integrating them, particularly in the field of municipal (general and implementation) planning, by adapting, on one hand, the measures concerning the different (anthropic and environmental) risks concerning the Site, and strengthening, on the other hand, according to the 2011 UNESCO Recommendation, those concerning the protection and conservation of the Historic Urban Landscape of the two cities and the network of the historic interconnections between them and the two Gonzaga cities, today still devoid of recognitions, protections and appropriate regulations to their structural characteristics (see Knowledge Plan, Objective 2, Project i).

In this respect, implementing the projects on the important cornerstones of the urban heritage of the two cities (walls, basilicas and churches, palaces, public spaces – streets, squares and historic gardens) is especially urgent, fully recognizing the mas primary urban and landscape structures and in particular elements capable of playing a relevant role in the consolidation and enhancement of the overall urban shape (see Knowledge Plan, Objective 2, Project ii), as well as distinguished architectural components requiring specific conservation, maintenance or restoration measures.

In this respect, the need to pay specific attention to the conservation of the intangible heritage of the Site representing one of its more decisive identity factors

but still lacking targeted initiatives (see Knowledge Plan, Objective 2, Project vii) also emerges.

The current state of conservation, the intervention programmes and the protection measures in place are at the base of the objectives and projects of this Action Plan which, in order to strengthen the current Site protection and conservation system, include in particular projects of:

- Adaptation and integration of the existing territorial, town-planning and environmental planning of the two cities;
- Adaptation and integration of the municipal operational instruments (plans, regulations, guidelines, manuals);
- Mitigation and prevention of the territorial, landscape and environmental weaknesses, with particular attention to the risks connected to environmental pollution and climate change (also see Knowledge Plan, Objective 3, Project iii), implementing existing EU programmes on sustainable management (Interreg Central Europe Programme, BhENEFIT Project; URBACT III Programme, Int-Herit Project; Horizon 2020 Programme, Urban Green Up Project; URBACT III Programme, C-Change Project; PAESC) and new EU programmes (Interreg Central Europe Programme, VANTAGE Project);
- Conservation of the tangible cultural heritage, with architectural and structural maintenance and restoration activities of the building, architectural and monumental heritage and the outdoor spaces of historic-cultural interest, and the intangible heritage of the two cities, starting from activities under way in Mantua (Palazzo del Podestà, Teatro Bibiena, Rocca di Sparafucile) and Sabbioneta (the wall system and the Gates with moat, Palazzo del Cavallleggero).

1. TO ADAPT AND TO INTEGRATE THE TERRITORIAL, TOWN-PLANNING AND ENVIRONMENTAL PLANNING INSTRUMENTS

- i. Higher-level territorial, town-planning and environmental planning instruments.
- ii. General and implementation instruments of the municipal planning (PGT).

2. TO ADAPT AND TO INTEGRATE THE TECHNICAL OPERATIONAL INSTRUMENTS

- i. Adaptation of the technical-operational instruments (plans, regulations, guidelines, manuals) of protection and conservation of the historic-architectural artefacts of the individual Municipalities.
- ii. Adaptation of the technical-operational instruments (plans, regulations, guidelines, manuals) of protection and conservation of the public space of the individual Municipalities.
- iii. Adaptation of the technical-operational instruments (plans, regulations, guidelines, manuals) of protection and conservation of the network of the historic paths across Mantua, Sabbioneta and the other small Gonzaga capitals.

3. TO IMPLEMENT MITIGATION AND PREVENTION PROGRAMMES AND PROJECTS OF TERRITORIAL, LANDSCAPE AND ENVIRONMENTAL WEAKNESSES

- i. Emergency Municipal Plan.
- ii. Climate Adaptation Plan.
- iii. Heritage Impact Assessment (HIA) of significant interventions (plans, programmes or projects) inside the Site and the buffer zone, for the purposes of the assessment of their effects of the OUV conservation.
- iv. Implementation interventions of the Reclamation Programmes under Ministerial Decree 471/99, now Legislative Decree 152/06 as amended from time to time, for the securing, reclamation and environmental restoration of the Site of National Interest (SNI) "Mantua Lakes and Chemical Area".
- v. Implementation interventions of the Action Programme of the Mincio River Contract.
- vi. EU programmes for the sustainable management of the Urban, Environmental and Landscape Heritage of the Site.
- vii. Update and monitoring of the Quality and Environment Management System of the Municipality of Mantua, certified according to UNI EN ISO 9001 and 14001 standards and registered EMAS (Eco-Management and Audit Scheme) according to the Regulation (EC) no.1221/2009.

4. TO IMPLEMENT CONSERVATION PROJECTS OF THE CULTURAL HERITAGE

- i. Maintenance and/or restoration projects of buildings and architectural and monumental complexes.
- ii. Maintenance and/or restoration projects of public and private outdoor spaces of historic-cultural interest.
- iii. Conservation projects of the intangible cultural heritage.



Mantua,
Clock Tower
by courtesy
Municipality of
Mantua Archive

PROTECTION AND CONSERVATION PLAN

OBJECTIVE 1 TO ADAPT AND INTEGRATE THE TERRITORIAL, TOWN-PLANNING AND ENVIRONMENTAL PLANNING INSTRUMENTS

PROJECT i Higher-level territorial, town-planning and environmental planning instruments

DESCRIPTION	Adaptation and integration activity of the higher-level territorial, town-planning and environmental planning instruments, with particular reference to the Regional Territorial Plan (PTR), the Territorial Landscape Plan (PPT) and, for Mantua, the Territorial Coordination Plan (PTC) of the Mincio River Regional Park.	
OUTCOMES	- To adapt and integrate the higher-level territorial, town-planning and environmental planning instruments concerning the Site.	
INVOLVED PARTNERS	Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Province of Mantua Municipality of Mantua Municipality of Sabbioneta Mincio Park Authority Cultural and scientific research authorities and institutions/Universities	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Acquisition activity: 2 months Phase 2: Analysis activity: 2 months Phase 3: Instrument adaptation activity: 14 months	
OUTPUTS	Adaptation and integration of the existing planning instruments Adoption of the adapted and/or integrated existing planning instruments Approval of the adapted and/or integrated existing planning instruments	
OUTCOME INDICATORS	Number of adopted adapted and/or integrated planning instruments Number of approved adaptations of the adapted and/or integrated planning instruments	
MONITORING	Periodic: bi-monthly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/ priority 3	
PLANNED IN PdG	PdG2006/PdG2018	
Operational strategy	1/2/3	

PROTECTION AND CONSERVATION PLAN

OBJECTIVE 1 TO ADAPT AND INTEGRATE THE TERRITORIAL, TOWN-PLANNING AND ENVIRONMENTAL PLANNING INSTRUMENTS

PROJECT ii General and implementation instruments of the municipal planning (PGT)

DESCRIPTION	Adaptation and integration activity of the municipal planning instruments (PGT) concerning intervention regulations based on the conservation of the OUV and the characteristics of the Historic Urban Landscape of the Site and in the light of the projects established by the PDG in its Knowledge Plan (see Knowledge Plan, Objective 2).	
OUTCOMES	- To adapt and integrate the municipal planning instruments (PGT) in force and to prepare the new PGTs, with specific attention on the regulation of the projects for the conservation of the OUV and the characteristics of the Historic Urban Landscape of the Site.	
INVOLVED PARTNERS	Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Province of Mantua Municipality of Mantua Municipality of Sabbioneta Mincio Park Authority Cultural and scientific research authorities and institutions/Universities	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Acquisition activity: 6 months Phase 2: Analysis activity: 6 months Phase 3: Instrument adaptation activity: 12 months	
OUTPUTS	Adaptation and integration of the existing planning instruments Adoption of the adapted and/or integrated existing planning instruments Approval of the adapted and/or integrated existing planning instruments	
OUTCOME INDICATORS	Number of adopted adapted and/or integrated planning instruments Number of approved adaptations of the adapted and/or integrated planning instruments	
MONITORING	Periodic: bi-monthly	Final: 24 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006 /PdG2018	
Operational strategy	1/2/3	

PROTECTION AND CONSERVATION PLAN

OBJECTIVE 2 TO ADAPT AND TO INTEGRATE THE TECHNICAL OPERATIONAL INSTRUMENTS

PROJECT i Adaptation of the technical-operational instruments (plans, regulations, guidelines, manuals) of protection and conservation of the historic-architectural artefacts of the individual Municipalities

DESCRIPTION	Activities aimed at adapting and integrating the technical-operational instruments of protection and conservation of the historic-architectural artefacts of Mantua and Sabbioneta in the light of the studies on the Historic Urban Landscape (see Knowledge Plan, Objective 2) with updating of the Building Regulation and preparation of the Manual for the recovery of the building heritage also with reference to the Colour Plan (for Mantua) and its completion (for Sabbioneta).	
OUTCOMES	- To integrate and update the technical-operational instruments of protection and conservation of the historic-architectural artefacts of the two cities.	
INVOLVED PARTNERS	Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research authorities and institutions/Universities	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Acquisition activity: 2 months Phase 2: Analysis activity: 2 months Phase 3: Instrument adaptation activity: 14 months	
OUTPUTS	Adaptation and integration of the operational instruments of protection and conservation of the historic-architectural artefacts Adoption of the operational instruments of protection and conservation of the adapted and/or integrated historic-architectural artefacts Approval of the operational instruments of protection and conservation of the adapted and/or integrated historic-architectural artefacts	
OUTCOME INDICATORS	Number of the adopted adapted and/or integrated operational instruments of protection and conservation Number of the adaptations of the approved adapted and/or integrated operational instruments of protection and conservation	
MONITORING	Periodic: bi-monthly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006 /PdG2018	
Operational strategy	1/2/3	

PROTECTION AND CONSERVATION PLAN

OBJECTIVE 2 TO ADAPT AND TO INTEGRATE THE TECHNICAL OPERATIONAL INSTRUMENTS

PROJECT ii Adaptation of the technical-operational instruments (plans, regulations, guidelines, manuals) of protection and conservation of the public space of the individual Municipalities

DESCRIPTION	Activities aimed at adapting and integrating the technical-operational instruments of protection and conservation of the public space of Mantua and Sabbioneta, implementing the <i>Strategic plan of recovery and requalification of the Site's public spaces</i> (see Enhancement Plan, Objective 1, Project ii) with update or preparation of Manuals and/or Guidelines for street furniture, Rules and/or Regulations for urban decorum, Plans and/or Regulations for the occupation of public soil (OSP) and Green areas.	
OUTCOMES	- To integrate and to update the technical-operational instruments of protection and conservation of the Site's public space.	
INVOLVED PARTNERS	Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Ministry of the Environment and Protection of the Territory and of the Sea Lombardy Region Municipality of Mantua Municipality of Sabbioneta Mincio Park Authority Cultural and scientific research authorities and institutions/Universities	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Acquisition activity: 2 months Phase 2: Analysis activity: 2 months Phase 3: Instrument adaptation activity: 14 months	
OUTPUTS	Adaptation and integration of the technical-operational instruments of protection and conservation of the existing public space Adoption of the adapted and/or integrated technical-operational instruments of protection and conservation of the existing public space Approval of the adapted and/or integrated technical-operational instruments of protection and conservation of the existing public space	
OUTCOME INDICATORS	Number of adopted adapted and/or integrated operational instruments of protection and conservation Number of the adaptations of the approved adapted and/or integrated operational instruments of protection and conservation	
MONITORING	Periodic: bi-monthly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006/ PdG2018	
Operational strategy	1/2/3	

PROTECTION AND CONSERVATION PLAN

OBJECTIVE 2 TO ADAPT AND TO INTEGRATE THE TECHNICAL-OPERATIONAL INSTRUMENTS

PROJECT ii Adaptation of the technical-operational instruments (plans, regulations, guidelines, manuals) of protection and conservation of the network of the historic paths across Mantua, Sabbioneta and the other small Gonzaga capitals

DESCRIPTION	Activities aimed at adapting and integrating the technical-operational instruments of protection and conservation of the network of the historic paths across Mantua, Sabbioneta and the other small Gonzaga capitals in the light of the studies of the Duchy territory and Atlas (see Knowledge Plan, Objective 2, Project i) with preparation of a <i>Plan of protection and conservation of the network of the historic paths</i> .	
OUTCOMES	- To integrate and to update the technical-operational instruments of protection and conservation of the network of historic paths.	
INVOLVED PARTNERS	Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Province of Mantua Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research authorities and institutions/Universities	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Acquisition activity: 2 months Phase 2: Analysis activity: 2 months Phase 3: Instrument adaptation activity: 14 months	
OUTPUTS	Adaptation and integration of the technical-operational instruments of protection and conservation of the existing network of historic paths Adoption of the adapted and/or integrated technical-operational instruments of protection and conservation of the existing network of historic paths Approval of the adapted and/or integrated technical-operational instruments of protection and conservation of the existing network of historic paths	
OUTCOME INDICATORS	Number of adopted adapted and/or integrated operational instruments of protection and conservation Number of the adaptations of the approved adapted and/or integrated operational instruments of protection and conservation	
MONITORING	Periodic: bi-monthly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006 /PdG2018	
Operational strategy	1/2/3	

PROTECTION AND CONSERVATION PLAN

OBJECTIVE 3 TO IMPLEMENT MITIGATION AND PREVENTION PROGRAMMES AND PROJECTS OF TERRITORIAL, LANDSCAPE AND ENVIRONMENTAL WEAKNESSES

PROJECT i Emergency Municipal Plan

DESCRIPTION	<p>Activities aimed at the control and periodic update of the measures to be adopted in case of natural and human-made events which entail risks for the public safety, predicting and managing the consequences of adverse events to protect the life of the citizens, the environment and the properties.</p> <p>Assessed risks: floods, industrial risks, road system risks, transports and transit of dangerous vehicles, forest fires, extreme weather, environmental emergencies, seismic risks.</p>	
OUTCOMES	<p>- To check and to update the Emergency Municipal Plan.</p>	
INVOLVED PARTNERS	<p>Prime Minister's Office, Civil Protection Department Lombardy Region Municipality of Mantua Municipality of Sabbioneta</p>	
HUMAN RESOURCES	<p>Employees of the involved institutional partners Public resources (municipal, regional, national)</p>	
FINANCIAL RESOURCES	<p>Public resources (municipal, regional, national) EU resources</p>	
TECHNOLOGICAL RESOURCES	<p>Technological IT supports</p>	
PHASES AND TIMES OF IMPLEMENTATION	<p>Phase 1: Activities of risk monitoring and requirement identification: 2 months Phase 2: Updating activity: 6 months</p>	
OUTPUTS	<p>Monitoring and update of the Emergency Municipal Plan.</p>	
OUTCOME INDICATORS	<p>no. of monitored risks no. of expected new measures</p>	
MONITORING	Periodic: bi-monthly	Final: 8 months
IMPLEMENTATION PRIORITY	<p>Under way/ priority 2/priority 3</p>	
PLANNED IN PdG	<p>PdG2006/PdG2018</p>	
Operational strategy	<p>1/2/3</p>	

PROTECTION AND CONSERVATION PLAN

OBJECTIVE 3 TO IMPLEMENT MITIGATION AND PREVENTION PROGRAMMES AND PROJECTS OF TERRITORIAL, LANDSCAPE AND ENVIRONMENTAL WEAKNESSES

PROJECT ii Climate Adaptation Plan

DESCRIPTION	Activities aimed at the preparation of the Climate Adaptation Plan of the two cities with identification of the strategies and actions aimed at the objectives of containment of the vulnerability of the natural, social and economic systems; of increase in their adaptation capacity; of improvement of the exploitation of any opportunities; of facilitation of the coordination of actions at different levels. The Plan, in line with the Guidelines for climate adaptation already prepared for Mantua, will contemplate the context analysis, the climate scenarios and the climate vulnerability; the Adaptation actions and the instruments for the participation, monitoring and assessment.
OUTCOMES	- To prepare the Climate Adaptation Plan of the two cities.
INVOLVED PARTNERS	Ministry of the Environment and Protection of the Territory and of the Sea (MATTM) Lombardy Region Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research institutions/Universities
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Context analysis, climate scenarios and climate vulnerability: 1 year Phase 2: Identification of the Adaptation Actions: 1 year Phase 3: Definition of the instruments for participation, monitoring and assessment: 1 year
OUTPUTS	Approval of the Climate Adaptation Plan of the two cities.
OUTCOME INDICATORS	no. of considered environmental indicators no. of Adaptation Actions no. of instruments for participation, monitoring and assessment
MONITORING	Periodic: quarterly Final: 36 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3
PLANNED IN PdG	PdG2006/ PdG2018
Operational strategy	1/2/3

PROTECTION AND CONSERVATION PLAN

OBJECTIVE 3 TO IMPLEMENT MITIGATION AND PREVENTION PROGRAMMES AND PROJECTS OF TERRITORIAL, LANDSCAPE AND ENVIRONMENTAL WEAKNESSES

PROJECT iii Heritage Impact Assessment (HIA) of significant interventions (plans, programmes or projects) inside the Site and the buffer zone, for the purposes of the assessment of their effects of the OUV conservation

DESCRIPTION	Activities aimed at the assessment, based on the Guidelines issued by ICOMOS International (<i>Guidance on Heritage Impact Assessments for Cultural World Heritage Properties</i> , 2011), of the impacts of the plans, programmes or projects of transformation on the Site OUV and in particular on its integrity and authenticity, based on the identification of the more appropriate decisions of scheduled management and identification of the mitigation measures.
OUTCOMES	<ul style="list-style-type: none"> - To preserve the (structural, functional and visual) integrity of the Site and its authenticity - To introduce the Heritage Impact Assessment in the process of planning and processing of transformation programmes and projects at the different intervention scales (territorial, urban, building) - To assess the Site's sensitivity and the impacts of the established transformations - To identify any corrective, mitigatory or compensatory measures of the detected negative impacts
INVOLVED PARTNERS	Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Ministry of the Environment and Protection of the Territory and of the Sea (MATTM) Lombardy Region Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research authorities and institutions/Universities
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Data collection: 3 months Phase 2: Preparation in participatory form of the Assessment Report and of the established compensatory measures: 12 months Phase 3: Result communication: 3 months
OUTPUTS	Preparation of the Heritage Impact Assessment (HIA) Study on the World Heritage Site
OUTCOME INDICATORS	no. performed HIA studies on the Heritage no. of held participatory meetings no. of disclosed result communications
MONITORING	Periodic: quarterly Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3
PLANNED IN PdG	PdG2006 /PdG2018
Operational strategy	1/2/3

PROTECTION AND CONSERVATION PLAN

OBJECTIVE 3 TO IMPLEMENT MITIGATION AND PREVENTION PROGRAMMES AND PROJECTS OF TERRITORIAL, LANDSCAPE AND ENVIRONMENTAL WEAKNESSES

PROJECT iv Implementation interventions of the Reclamation Programmes under Ministerial Decree 471/99, now Legislative Decree 152/06 as amended from time to time, for the securing, reclamation and environmental restoration of the Site of National Interest (SNI) "Mantua Lakes and Chemical Area"

DESCRIPTION	Activities aimed at the implementation of the projects established in the Reclamation Programmes under Ministerial Decree 471/99, now Legislative Decree 152/06 as amended from time to time, for the securing, reclamation and environmental restoration of the Site of National Interest (SNI) "Mantua Lakes and Chemical Area" in collaboration with Ministry of the Environment (see Programme Agreement, 2007 and subsequent Replacement Deed, 2013).	
OUTCOMES	<ul style="list-style-type: none"> - To secure water-bearing layers - To reclaim and renature the lake and river area 	
INVOLVED PARTNERS	Ministry of the Environment and Protection of the Territory and of the Sea (MATTM) Lombardy Region Mincio Regional Park Municipality of Mantua Municipality of Borgo Virgilio Municipality of San Giorgio di Mantova	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Preparation or completion of the intervention project: 3 months Phase 2: Performance of the interventions: 15 months	
OUTPUTS	Implementation of the interventions established in the Programme Agreement.	
OUTCOME INDICATORS	no. of established interventions no. of implemented interventions	
MONITORING	Periodic: quarterly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3	
PLANNED IN PdG	PdG2006/PdG2018	
Operational strategy	1/2/3	

PROTECTION AND CONSERVATION PLAN

OBJECTIVE 3 TO IMPLEMENT MITIGATION AND PREVENTION PROGRAMMES AND PROJECTS OF TERRITORIAL, LANDSCAPE AND ENVIRONMENTAL WEAKNESSES

PROJECT v Implementation interventions of the Action Programme of the Mincio River Contract.

DESCRIPTION	Activities aimed at the implementation of the interventions established in the Action Programme of the Mincio River Contract		
OUTCOMES	<ul style="list-style-type: none">- To carry out environment requalification interventions- To improve the quality of the basin waters- To improve the management of the flow rates transiting the river- To improve the environmental quality of the agricultural areas- To improve hydraulic circulation- To safeguard and to restore the river landscape- To organize the territorial and local governance		
INVOLVED PARTNERS	Mincio Regional Park (Responsible Party) Contract signatories		
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)		
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources		
TECHNOLOGICAL RESOURCES	Technological IT supports		
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Preparation or completion of the intervention project: 6 months Phase 2: Performance of the interventions: 30 months		
OUTPUTS	Implementation of the interventions established in the Action Programme of the River Contract		
OUTCOME INDICATORS	no. of established interventions no. of implemented interventions		
MONITORING	Periodic: quarterly	Final: 36 months	
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3		
PLANNED IN PdG	PdG2006/PdG2018		
Operational strategy	1/2/3		

PROTECTION AND CONSERVATION PLAN

OBJECTIVE 3 TO IMPLEMENT MITIGATION AND PREVENTION PROGRAMMES AND PROJECTS OF TERRITORIAL, LANDSCAPE AND ENVIRONMENTAL WEAKNESSES

PROJECT vi EU programmes for the sustainable management of the Urban, Environmental and Landscape Heritage of the Site

DESCRIPTION	Activities of study and experimentation of innovative instruments for the sustainable management and, in particular, for the strengthening of the liveability and use of the historic cities and the landscape by the citizens, city-users and tourists and the strengthening of the territorial and urban green system in the name of resilience, with the mitigation of the climate change effects, the improvement of the air quality and the management of water resources, as well as the improvement of the energy efficiency, the reduction of greenhouse gases, the conservation of the resources and the use of renewable energies.
OUTCOMES	<ul style="list-style-type: none"> - To identify integrated innovative instruments for the sustainable environmental, economic and social management of the historic urban areas of the Site and the reinforcement of their liveability and usability (see Interreg Central Europe Programme, BhENEFIT Project; URBACT III Programme, Int-Herit Project). - To strengthen the public green system through <i>Urban renaturation plans</i> aimed at mitigating the climate change effects and at increasing urban sustainability (see Horizon 2020 Programme, Urban Green Up Project; Interreg Central Europe Programme Call 4, VANTAGE Project-applicant). - To implement local policies for the reduction of CO2 emissions and for climate change adaptation, with plans based on the cultural heritage and the involvement of citizens, also replicable in other cities (see URBACT III Programme, Transfer Network Project, C-Change Project). - To improve the energy efficiency of the building heritage, promoting the reduction of greenhouse gas emissions, the conservation of resources and use of renewable energies (PAESC). - To develop integrated services for energy efficiency (EE) aimed at energy saving in the residential sector by at least 50% (see Horizon2020 Programme, INNOVATE Project).
INVOLVED PARTNERS	<p>Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua</p> <p>Ministry of the Environment and Protection of the Territory and of the Sea (MATTM)</p> <p>Lombardy Region</p> <p>Municipality of Mantua and Municipality of Sabbioneta</p> <p>Cultural entities and institutions, universities and national and/or international research centres</p>
HUMAN RESOURCES	<p>Employees of the involved institutional partners</p> <p>Public resources (municipal, regional, national, European)</p>
FINANCIAL RESOURCES	<p>Public resources (municipal, regional, national)</p> <p>EU resources</p>
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	<p>Phase 1: Participation in European calls: 2 months</p> <p>Phase 2: Development of the funded programmes/projects: 14 months</p> <p>Phase 3: Communication and circulation of the outputs: 2 months</p>
OUTPUTS	Implementation of the funded programmes/projects
OUTCOME INDICATORS	<p>no. of submitted programme/projects</p> <p>no. of funded programmes/projects</p> <p>no. of implemented programmes/projects</p>
MONITORING	<p>Periodic: bi-monthly</p> <p>Final: 18 months</p>
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3
PLANNED IN PdG	PdG2006/ PdG2018
Operational strategy	1/2/3

PROTECTION AND CONSERVATION PLAN

OBJECTIVE 3 TO IMPLEMENT MITIGATION AND PREVENTION PROGRAMMES AND PROJECTS OF TERRITORIAL, LANDSCAPE AND ENVIRONMENTAL WEAKNESSES

PROJECT vii Update and monitoring of the Quality and Environmental Management System of the Municipality of Mantua, certified according to UNI EN ISO 9001 and 14001 standards and registered EMAS (Eco-Management and Audit Scheme) according to the Regulation (EC) no.1221/2009

DESCRIPTION	The Municipality of Mantua has a Quality and Environmental Management System (SQGeA), certified according to UNI EN ISO 9001 and 14001 standards and registered EMAS (Eco-Management and Audit Scheme) according to Regulation (EC) no. 1221 of 2009, in order to develop a sustainable environmental policy and objectives and guarantee the constant improvement of citizen services.
OUTCOMES	<ul style="list-style-type: none"> - to identify and assess, in accordance with the Quality and Environmental Policy, the quality and environmental performances of the internal and external activities to the Entity; - to oversee the government of the organization of offices and services, including those of third parties; - to monitor the internal activities (directly managed) and external activities (managed by third parties) with appropriate measures and through an audit system in order to plan improvement actions; - to give the Administration, as part of annual management reviews, all the useful information for the definition of the quality and environmental Policy, the objectives, annual and multi-annual targets and programmes.
INVOLVED PARTNERS	Municipality of Mantua Affiliates and suppliers of services
HUMAN RESOURCES	Employees of the involved institutional partners Municipal public resources
FINANCIAL RESOURCES	Municipal public resources
TECHNOLOGICAL RESOURCES	
PHASES AND TIMES OF IMPLEMENTATION	Permanent
OUTPUTS	Internal and external Audit Plans Management Report
OUTCOME INDICATORS	Publication of the Environmental Declaration
MONITORING	Permanent
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3
PLANNED IN PdG	PdG2006/ PdG2018
Operational strategy	1/2/3

PROTECTION AND CONSERVATION PLAN

OBJECTIVE 4 TO IMPLEMENT CONSERVATION PROJECTS OF THE CULTURAL HERITAGE

PROJECT i Maintenance and/or restoration projects of buildings and architectural and monumental complexes.

DESCRIPTION	Activities aimed at the implementation of the maintenance and/or restoration projects of buildings and architectural and monumental complexes established in the 3-year Programmes of the public works of the two cities aimed at the protection and conservation of the Site cultural heritage.	
OUTCOMES	- Implementation of maintenance and/or restoration projects of buildings and architectural and monumental complexes	
INVOLVED PARTNERS	Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta Former bank foundations Cultural operators and businesses	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Preparation or completion of the intervention projects: 3 months Phase 2: Implementation of the intervention projects: 15 months	
OUTPUTS	Approval of the intervention projects (prepared or completed) Accomplishment of the designed and approved interventions	
OUTCOME INDICATORS	no. of prepared or completed projects no. of approved projects no. of accomplished interventions	
MONITORING	Periodic: quarterly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3	
PLANNED IN PdG	PdG2006/PdG2018	
Operational strategy	1/2/3	

PROTECTION AND CONSERVATION PLAN

OBJECTIVE 4 TO IMPLEMENT CONSERVATION PROJECTS OF THE CULTURAL HERITAGE

PROJECT ii Maintenance and/or restoration projects of public and private outdoor spaces of historic-cultural interest

DESCRIPTION	Activities aimed at the implementation of maintenance and/or restoration projects of public and private outdoor spaces, of historic-cultural interest, established in the 3-year Programmes of the public works of the two cities and contemplated in the Guidelines for the design of the public space of Mantua and Sabbioneta (see Guidelines, Settings, Components and Guiding Projects).	
OUTCOMES	Accomplishment of maintenance and/or restoration projects of public and private outdoor spaces of historic-cultural interest	
INVOLVED PARTNERS	Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta Former bank foundations Cultural operators and businesses	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Preparation or completion of the intervention projects: 3 months Phase 2: Implementation of the intervention projects: 15 months	
OUTPUTS	Approval of the intervention projects (prepared or completed) Accomplishment of the designed and approved interventions	
OUTCOME INDICATORS	no. of prepared or completed projects no. of approved projects no. of accomplished interventions	
MONITORING	Periodic: quarterly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3	
PLANNED IN PdG	PdG2006/PdG2018	
Operational strategy	1/2/3	

PROTECTION AND CONSERVATION PLAN

OBJECTIVE 4 TO IMPLEMENT CONSERVATION PROJECTS OF THE CULTURAL HERITAGE

PROJECT iii Conservation projects of the intangible cultural heritage

DESCRIPTION	Activities aimed at the implementation of the interventions aimed at the conservation of the existing intangible heritage (events, local traditions) in the light of the emerging needs for the relevant analyses and census (Knowledge Plan, Objective 2, Project vii <i>Analysis and census of the intangible heritage</i>).	
OUTCOMES	- To accomplish conservation and consolidation projects of the different expressions of the intangible culture of the Site.	
INVOLVED PARTNERS	Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta Former bank foundations Cultural operators and businesses	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Preparation or completion of the intervention projects: 6 months Phase 2: Implementation of the intervention projects: 6 months	
OUTPUTS	Approval of the intervention projects (prepared or completed) Implementation of the established and approved interventions	
OUTCOME INDICATORS	no. of prepared or completed projects no. of approved projects no. of implemented interventions	
MONITORING	Periodic: quarterly	Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3	
PLANNED IN PdG	PdG2006/PdG2018	
Operational strategy	1/2/3	

5.3 THE ENHANCEMENT PLAN



Mantua,
“Pradella si fa bella”
project and Pescherie
lighting project
by courtesy
Municipality of
Mantua Archive

Sabbioneta,
Park-and-ride facility
project near the
cemetery
by courtesy
Municipality of
Sabbioneta Archive

The objectives and projects

The updates and monitoring sessions have highlighted that the two municipal administrations recently have taken several initiatives implementing the existing PdG concerning the enhancement of their Site³.

This series of initiatives confirms the importance of the settlement values of the Site in the urban programmes and projects taken by the two cities which have highlighted the need to assure the long-lasting features of their historic centres as liveable spaces and their inescapable conditions of liveability and usability as part of their intervention policies.

A large part of the projects scheduled in the two cities revolves around liveability and usability, some have already been completed, other are in progress, including the recovery and requalification projects of the buildings and the degraded and abandoned areas inside or contiguous to the Site, including the two projects “Mantova Hub”⁴ and “Mondadori” recently fostered in Mantua in implementation of the PGT and the projects within the Walls and the Historic Urban Landscape, prepared for Sabbioneta in 2009, in execution of the 2006 PdG, and implemented in the town planning and in the subsequent municipal regulations.

Other interventions were made for the requalification of public spaces and paths, including, in Mantua, the “Percorso del Principe” of 2011 and the project “Pradella si fa bella” (2016-2018) and, in Sabbioneta, the walkways of the Walls, Via Giulia Gonzaga and the embankments with the Cerchio d’Acqua project of 2017.

The activities include particularly those concerning the improvement of the Site environmental conditions and accessibility, in Mantua with the Bike Sharing (2010) and Car Sharing (2015) service, the establishment of the Slow speed zone 30 (2014) and the shuttle service between park-and-ride facilities and the Historic Centre (since 2016) and more recently the preparation of the Sustainable Urban Mobility Plan (SUMP) and the Urban Traffic Plan (UTP), currently under completion.

³ See Annex 6 Monitoring of 2006 PDG

⁴ See 4.2.8. The protective measures. The PGT of the Municipality of Mantua. Urban regeneration project Mantova Hub.

In addition to the series of park-and-ride projects in Sabbioneta, the initiatives fostered by the Site for the reinforcement of the connections between the two cities are especially relevant, including the experimentation, in 2012 and 2013, of a dedicated transport service on the Mantua – Sabbioneta route, active on holidays (until then not covered by the public service), in collaboration with APAM, made permanent since 2016, and the construction of a 47km-long cycle path by the Mantua and Sabbioneta World Heritage Office and the Province of Mantua, included in the path of the Tyrrhenian cycle lane Bicalia 16 (TiBre dolce) which, starting from Verona, reaches Livorno across Mantua, Sabbioneta, Parma, Pontremoli and Marina di Massa.

Lately, several initiatives have been initiated by the two municipal administrations to combat the weakening and desertification of the two urban centres, supporting, especially in Mantua, the activities of commerce, tourism, crafts and proximity services (*Mantova Opening Soon* Project), in addition to residents (see Bonus housing 4 young - Smarthome; Tender for blameless lateness for payments with or without eviction; Condominium experiences Project; Lunattiva Project; Social Housing and Social Co-Housing; Home-Work Project; Eviction table for tenants of public housing service accommodations; Agreed rental on the free market and solidarity contributions).

Next to these initiatives, recently other Site enhancement actions have been taken leading to the strengthening of the same urban identity and, in particular, on the basis of an adequate Cultural Development Plan, to the recognition in 2016 of Mantua as Italian Capital of Culture (see in Mantua: the new lighting of the city porches, of Lungorio, of Pescherie, of the San Domenico Tower and of Palazzo Te; the restoration of the flooring of historic squares and streets; the requalification and extended accessibility of Mantegna square and refunctionalization of Via Goito; the recovery and enhancement of the Valentini Gardens; the requalification of Corso Vittorio Emanuele II; in Sabbioneta: the restoration and consolidation of the wall curtain between the S. Giorgio e S. Elmo Bulwark and the S. Francesco Bulwark; the restoration of the wooden ceilings of Palazzo Ducale, of the Monumental Sacristy and the Bibbiena Chapel of the Santa Maria dell'Assunta Church and the lantern of the Incoronata Church; the requalification of the

flooring of the historic centre; the recovery of the Fountain Garden of Palazzo Giardino and the Palazzo Forti Garden).

In parallel to these initiatives, numerous actions have been expressly targeted to strengthening the Site use, the visiting methods and instruments, drawing attention to all its landmarks, in addition to those which are traditionally more visited (see Mantova e Sabbioneta Card, Mantova Musei Card) and taking into consideration the typical needs of all the different categories of users with particular attention to users with disability, in collaboration with the different associations for their protection (*Mantova Phygital City; Mantova playground; Sulle Orme di Virgilio; Mantova 2016: storie di incontri accessibili*).

As a whole, all these interventions show a significant improvement of the current framework compared to the previous one, but also the importance to keep going in the same direction, promoting, on one hand, an *Integrated Plan of cultural development of the Site*, under art.112 of the Code of Cultural Heritage and Landscape and of Regional Law 25/2016, and tackling, on the other hand, the emerging needs which are not yet sufficiently considered, of consolidation of the structural identity of the two cities as inhabited, dynamic and attractive, welcoming and inclusive historic centres.

It's also worth stressing that in these years an important series of socio-economic and tourist enhancement initiatives of the two cities has been taken, for the first time drawing specific attention to their respective cultural, environmental and production resources, but which taken individually haven't been able to trigger processes living up to the potentials of the Site and which highlight the essential need to foster a broader coordination and closer correlation between the two cities and between them and their territory.



Sabbioneta,
Recovery and
restoration project
of the *Giardino della
fontana* of Palazzo
Giardino
photo by
Danilo Malacarne



Mantua,
“Mantova ciclabile”
project, the cycle-
pedestrian moveable
bridge of Porto Catena,
2020
by courtesy
Municipality of
Mantua Archive

This Plan includes multiple integrated actions and in particular:

- Strategic enhancement interventions of the historic urban landscape of the Site and the Gonzaga territory, including new projects specifically dedicated to the requalification and shared management of the urban public spaces (Objective 1, Project ii), of the Cultural⁵ Institutions and Places and the Gonzaga itineraries (Objective 1, Project i) in the light of established information framework (see Knowledge Plan, Objective 2, Project i-iii; Protection and Conservation Plan, Objective 2, Project iii) as well as those already under way or prepared by the existing planning instruments (Objective 1, Project iii);
- Supporting measures to the housing policies and proximity services, also in this case in continuity with those already taken (see Bonus housing 4 young - Smarthome; Social Housing and Social Co-Housing; House Work Project; Mantova Opening Soon Project) and in consideration of the above-mentioned studies on the housing condition and the dynamics of the functional structure of the two cities (Knowledge Plan, Objective 2, Project v);
- Plans and programmes for the improvement of the sustainable accessibility of the Site, specifically considering the safeguarding of the recognized values of the two cities and the strengthening of the existing historic connections between them and with the other centres of the Gonzaga territory;
- Plans, programmes and interventions of enhancement, in a unitary and shared form, of the traditional production activities (commerce and crafts) of the Site and strengthening of the tourist system and its different leading components (cultural, naturalist-environmental, sports, rural, wine and food) with identification of thematic itineraries and extended accessibility (Heritage Itineraries), also through the extension of the current Mantova e Sabbioneta Card to the Gonzaga territory and/or other UNESCO sites on a regional and interregional scale.

Find below a summary list the main projects composing this plan with reference to the 4 main objectives identified, whose detailed information is outlined in the following datasheets:

1. **TO UNDERTAKE STRATEGIC PLANS, PROGRAMMES AND INTERVENTIONS OF CULTURAL ENHANCEMENT OF THE SITE AND THE GONZAGA TERRITORY**
 - i. Strategic plan of cultural development of the Site and of the Gonzaga territory and relevant implementation interventions
 - ii. Strategic plan of recovery and requalification of the public spaces of the Site and relevant implementation interventions
 - iii. Plans or Programmes of recovery and urban requalification and their implementation interventions
2. **TO PROMOTE SUPPORTING MEASURES TO THE HOUSING POLICIES AND PROXIMITY SERVICES**
 - i. Measures to tackle the housing and emergency and support blameless lateness
 - ii. Measures to maintain the neighbourhood shops and the historic boutiques
3. **TO UNDERTAKE PLANS, PROGRAMMES AND INTERVENTIONS OF IMPROVEMENT OF THE EXTENDED ACCESSIBILITY OF THE SITE AND THE GONZAGA TERRITORY**
 - i. Sustainable Urban Mobility Plan (SUMP) and Urban Traffic Plan (UTP) and relevant implementation interventions
 - ii. Public transport lines between the two Site cities and with the other small Gonzaga capitals
 - iii. Cycle lane network of the Site and of the Gonzaga territory
 - iv. River network of connection with other UNESCO Sites
 - v. Architectural Barriers Removal Plan (PEBA) and relevant implementation interventions
4. **TO UNDERTAKE PLANS, PROGRAMMES, INTERVENTIONS AND MEASURES OF SOCIO-ECONOMIC AND TOURIST ENHANCEMENT OF THE SITE AND THE GONZAGA TERRITORY**
 - i. Tourist consortium
 - ii. Sustainable Tourism Plan / Tourist development Programme of the Site and events programming
 - iii. Urban commerce and traditional crafts Regulation
 - iv. Measures to increase the qualitative and quantitative standards of the current accommodation facilities
 - v. Heritage Itineraries: Mantua and Sabbioneta for all
 - vi. Promotional measures of cultural tourism – integrated TOURIST CARD
 - vii. Promotional programmes of the typical production and local wine and food
 - viii. Promotional programmes of the Site creative industries
 - ix. Enhancement programmes of cultural tourism

⁵ As defined under art.101 *Cultural Institutes and Places* of the Code of Cultural Heritage and Landscape



Sabbioneta,
Teatro all'Antica
photo by Luigi Briselli

OBJECTIVE 1 TO UNDERTAKE PLANS, PROGRAMMES AND PROJECTS OF ENHANCEMENT OF THE SITE

DESCRIPTION	Activities aimed at the promotion, through ad-hoc inter-institutional agreement among the involved public partners, of a <i>Strategic Plan of cultural development of the Site and the Gonzaga territory</i> for the enhancement of their tangible and intangible heritage, with the preparation of intervention programmes for each of the existing Cultural institutes and places and for the Gonzaga itineraries identified in the light of the gathered information (see Knowledge Plan, Objective 2) and of the programme of the planned or pending restoration and conservation interventions of the architectural and monumental complexes (Protection and Conservation Plan, Objective 4, Project i).
OUTCOMES	<ul style="list-style-type: none"> - To accomplish the Inter-institutional Agreement among the involved public partners by the Strategic Plan of Cultural Development - To implement a strategic plan of enhancement of the Cultural Institutes and Places of the Site and the territory and the Gonzaga itineraries with definition of the interventions programme to be promoted - To implement the programmed enhancement interventions in the Plan - To implement the governance model for the Plan implementation
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta “Distretto Culturale Le Regge dei Gonzaga” Association Former bank foundations Cultural operators and businesses Cultural and scientific research institutions/Universities Schools and religious institutions
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Execution of the Enhancement and Programme Agreement and definition of the management structure: 3 months Phase 2: Drawing up of the draft Strategic Plan of Cultural Development: 12 months Phase 3: Drawing up of the Strategic Plan of Cultural Development: 3 months Phase 4: implementation of the established interventions: 12 months
OUTPUTS	Accomplishment of the Enhancement and Programme Agreement Drawing up of the Strategic Plan of Cultural Development
OUTCOME INDICATORS	Accomplishment of the Enhancement and Programme Agreement Accomplishment of the Strategic Plan of Cultural Development
MONITORING	Periodic: quarterly Final: 30 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3
PLANNED IN PdG	PdG2006/ PdG2018
Operational strategy	1/2/3

ENHANCEMENT PLAN

OBJECTIVE 1 TO UNDERTAKE PLANS, PROGRAMMES AND PROJECTS OF ENHANCEMENT OF THE SITE

PROJECT ii Strategic plan of recovery and requalification of the public spaces of the Site and relevant implementation interventions

DESCRIPTION	Activities aimed at the preparation of a Strategic Plan of recovery and requalification of the public spaces of the two cities in continuity with the <i>Guidelines for the Design of the public space</i> of the Site and in relation to the in-depth studies and integrations of their diagnostic framework (see Knowledge Plan, Objective 3, Project iii-vi; Protection and Conservation Plan, Objective 2, Project ii; Objective 4, Project ii) and the implementation of the enhancement interventions established in the 3-year Programmes of the public works of the two cities.
OUTCOMES	<ul style="list-style-type: none"> - To prepare a Strategic Plan of recovery and requalification of the public spaces of the two cities in continuity with the principles, criteria and methods established by the <i>Guidelines for the Design of the public space</i>. - To draw up the general and specific rules for the different components of the public space of the two cities (<i>Guiding Components</i>) and for the relevant constituents (flooring, waste water sewage, pavements, facades, edges, street furniture, signage and information, road safety, public lighting, greenery) organized in different files (Notebooks of the Public Space) - To prepare the programme of implementation interventions and to define the relevant priorities - To draw up the scheduled technical-economic feasibility projects (former preliminary) - To approve the prepared projects
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta Former bank foundations Cultural operators and businesses Cultural and scientific research institutions/Universities
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Preparation of the work programme: 3 months Phase 2: Preparation of the Strategic Plan: 6 months Phase 3: Preparation of the General Rules for the public space and the Specific Rules for the individual constituents (Notebooks of the Public Space): 6 months Phase 4: Preparation of the interventions programme: 3 months Phase 5: Preparation and approval of the scheduled projects: 6 months
OUTPUTS	Preparation of the Strategic Plan of recovery and requalification of the public spaces Preparation of the Notebooks of the Public Space Preparation of the interventions programme Preparation and approval of the scheduled projects
OUTCOME INDICATORS	Approval of the Strategic Project no. of prepared Notebooks of the Public Space no. of scheduled interventions/no. of prepared and approved projects
MONITORING	Periodic: quarterly Final: 24 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3
PLANNED IN PdG	PdG2006 /PdG2018
Operational strategy	1/2/3

ENHANCEMENT PLAN

OBJECTIVE 1 TO UNDERTAKE PLANS, PROGRAMMES AND PROJECTS OF ENHANCEMENT OF THE SITE

PROJECT iii Plans or Programmes of recovery and urban requalification and their implementation interventions

DESCRIPTION	Activities aimed at the accomplishment and implementation of the Plans and Programmes of recovery and urban requalification established in the PGTs (see, for Mantua, Piazzale Mondatori and Mantova HUB with the implementation project of the Eco-hostel; for Sabbioneta, the enhancement projects of the field of the Walls and the Historic Urban Landscape) and the preparation of the landscape projects identified in the existing PGTs (see for Mantua, the Palazzo Te island; Paiolo and the Agricultural Park of reclamation and Trincerone; the Peri-urban Park; for Sabbioneta, the Park of the Walls with particular attention to the moat, the bulwarks, the bastions, in particular Bresciani Bastion).	
OUTCOMES	<ul style="list-style-type: none"> - Accomplishment of the Plans or Programmes of recovery and urban requalification and their implementation interventions - Accomplishment of landscape projects and their implementation interventions 	
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta Former bank foundations Cultural operators and businesses Cultural and scientific research institutions/Universities	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Preparation/completion of the plans, programmes or implementation interventions: 12 months Phase 2: Approval of the established plans, programmes and implementation interventions: 6 months	
OUTPUTS	Preparation/completion of the plans and programmes of recovery and urban requalification and their implementation interventions Approval of the plans or programmes of recovery and urban requalification and their implementation interventions	
OUTCOME INDICATORS	no. of prepared/completed and/or approved plans or programmes no. of prepared/completed and/or approved implementation interventions	
MONITORING	Periodic: quarterly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3	
PLANNED IN PdG	PdG2006/PdG2018	
Operational strategy	1/2/3	

ENHANCEMENT PLAN

OBJECTIVE 2 TO PROMOTE PLANS, PROGRAMMES AND PROJECTS SUPPORTING HOUSING POLICIES AND PROXIMITY SERVICES

PROJECT i Measures to tackle the housing and emergency and support blameless lateness

DESCRIPTION	Activities of promotion of plans, programmes and projects/measures concerning housing policies and proximity services, in continuity with those already prepared (see Bonus housing 4 young - Smarthome; Social Housing and Social Co-Housing; Home Work Project;), and in consideration of the studies on the housing condition and the dynamics of the functional structure of the two cities (Knowledge Plan, Objective 2, Project v)	
OUTCOMES	- To curb the housing emergency and to maintain the accommodation on lease	
INVOLVED PARTNERS	Lombardy Region Municipality of Mantua Municipality of Sabbioneta Former bank foundations Cultural operators and businesses	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Definition of the work programme and preparation of calls: 3 months Phase 2: Allocation of funds: 3 months Phase 3: Implementation of the measures and monitoring of the outcomes: 12 months	
OUTPUTS	Publication of calls for facilitation and/or financing Allocation of dedicated funds Support to housing policies	
OUTCOME INDICATORS	No. of published calls No. of supported families already living in the Site No. of new families living in the Site	
MONITORING	Periodic: quarterly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3	
PLANNED IN PdG	PdG2006/ PdG2018	
Operational strategy	1/2/3	

ENHANCEMENT PLAN

OBJECTIVE 2 TO PROMOTE PLANS, PROGRAMMES AND PROJECTS SUPPORTING HOUSING POLICIES AND PROXIMITY SERVICES

PROJECT ii Measures to maintain the neighbourhood shops and the historic boutiques

DESCRIPTION	Initiatives of maintenance of the neighbourhood shops and the historic boutiques in the two historic centres of the Site, in continuity with those already prepared (see Mantova Opening Soon Project), with the promotion of facilitation or co-financing measures, supporting existing shops and re-opening of vacant shops. Conceived as an integral part of the Commerce Plan of the Site (Objective 4, Project iii), the initiatives are carried out in partnership with Region, Chamber of Commerce, Confesercenti and Confcommercio, in the light of the studies on the dynamics of the functional structure of the two cities (Knowledge Plan, Objective 2, Project v).	
OUTCOMES	<ul style="list-style-type: none"> - To combat the weakening and desertification of the two urban centres - To restart the activities of commerce, tourism, crafts and services - To create organized forms of regeneration of the traditional commercial fabric of the two cities - To take a census of the historic boutiques and promote their enhancement 	
INVOLVED PARTNERS	Lombardy Region Municipality of Mantua Municipality of Sabbioneta Chamber of Commerce Cultural operators and businesses	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Definition of the work programme and preparation of calls: 3 months Phase 2: Allocation of funds: 3 months Phase 3: Implementation of the measures and monitoring of the outcomes: 12 months	
OUTPUTS	Publication of calls for facilitation and/or financing Allocation of dedicated funds Support of the existing shops and boutiques Opening of new shops	
OUTCOME INDICATORS	No. of published calls No. of supported existing shops No. of new open shops	
MONITORING	Periodic: quarterly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3	
PLANNED IN PdG	PdG2006/ PdG2018	
Operational strategy	1/2/3	

OBJECTIVE 3 TO UNDERTAKE PLANS, PROGRAMMES AND INTERVENTIONS OF IMPROVEMENT OF THE EXTENDED ACCESSIBILITY OF THE SITE AND THE GONZAGA TERRITORY

DESCRIPTION	Activities of completion and implementation of the Sustainable Urban Mobility Plan (SUMP) and the Urban Traffic Plan (UTP) for Mantua and its preparation for Sabbioneta. The new Plans reprocess the current system, providing for integrated actions aimed at reducing of traffic going to the city centre with the provision of exchange parking next to the main access roads and the strengthening of public transport, improving the road circulation with increased road safety, the protection of weak users (pedestrians and cyclists) with the strengthening of the continuity of dedicated paths and protected crossings, the introduction of traffic and speed moderation measures with the definition of 30 Zones and Residential Areas.
OUTCOMES	<ul style="list-style-type: none"> - To promote a sustainable and efficient mobility compatible with the protection and conservation of the Site OUV - To promote a strategy in favour of pedestrians, favouring the co-habitation with cyclists - To fulfil the European objectives connected to environmental protection and citizens life quality - To follow a transparent and participatory approach through the involvement of all stakeholders in its entire definition process - To take the integrated actions proposed according to the established time schedule
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Province of Mantua Municipality of Mantua Municipality of Sabbioneta ATAM APAM – Agency for the local public transport of Cremona – Mantova Aster
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Approval of SUMP/UTP with relevant VAS and HIA: 6 months Phase 2: Implementation of the short-term actions: 24 months
OUTPUTS	Approval of SUMP and UTP Accomplishment of the established and approved actions
OUTCOME INDICATORS	no. of approved SUMP and UTP no. of implemented short-term actions
MONITORING	Periodic: every six month Final: 30 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3
PLANNED IN PdG	PdG 2006/PdG 2018
Operational strategy	1/2/3

ENHANCEMENT PLAN

OBJECTIVE 3 TO UNDERTAKE PLANS, PROGRAMMES AND INTERVENTIONS OF IMPROVEMENT OF THE EXTENDED ACCESSIBILITY OF THE SITE AND THE GONZAGA TERRITORY

PROJECT ii Public transport lines between the two Site cities and with the other small Gonzaga capitals

DESCRIPTION	Activities of strengthening of the interurban public transport lines Mantua – Sabbioneta started in 2013 and already strengthened at the time of recognition of Mantua Capital of Culture 2016 with the other small Gonzaga capitals (see Knowledge Plan, Objective 2, Project i) in accordance with the Agency for the local public transport of Cremona - Mantua	
OUTCOMES	<ul style="list-style-type: none"> - To improve the system of the existing public connections between the two cities of the Site - To promote the connections between the Site and the other small Gonzaga capitals - To promote sustainable tourism in the Site and in the Gonzaga territory 	
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region APAM – Agency for the local public transport of Cremona – Mantua Municipality of Mantua Municipality of Sabbioneta	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Strengthening of the interurban public transport lines: 12 months Phase 2: Outcome monitoring: 12 months	
OUTPUTS	Strengthening of the public transport service between the two cities of the Site Improvement of the connection services of the Site with the other small Gonzaga capitals Encouragement of sustainable movements of the citizens and tourists in the Site and in the Gonzaga territory	
OUTCOME INDICATORS	no. of rides between the two cities of the Site and no. of relevant users no. of rides between the Site and the other Gonzaga centres and no. of relevant users	
MONITORING	Periodic: quarterly	Final: 24 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3	
PLANNED IN PdG	PdG2006/PdG2018	
Operational strategy	1/2/3	

ENHANCEMENT PLAN

OBJECTIVE 3 TO UNDERTAKE PLANS, PROGRAMMES AND INTERVENTIONS OF IMPROVEMENT OF THE EXTENDED ACCESSIBILITY OF THE SITE AND THE GONZAGA TERRITORY

PROJECT iii Cycle lane network of the Site and of the Gonzaga territory

DESCRIPTION	<p>The Mantua-Sabbioneta cycle lane is a promiscuous itinerary (by bicycle and car) connecting the two UNESCO Site cities. Included in the Cycle Lane Tirrenica Bicalia no. 16 (TiBre dolce), from Verona to Livorno, it winds along low-traffic roads, crossing the wetlands of Oglio Sud Park. Promoted by the Mantua and Sabbioneta World Heritage Office and opened in 2011, in 2017 it has been subject to a tourist and road signage placement work.</p> <p>The proposed project meets the need to strengthen this network by equipping the parking and visiting places and to expand it with the identification of new connecting cycle lanes with the other centres of the Gonzaga territory based on the study on the Gonzaga itineraries and on the ecological-environmental system (see Knowledge Plan, Objective 2, Project i; Objective 2, Project iv).</p> <p>IN particular, this project also provides for the strengthening of the cycle network of the embankments in the Sabbioneta territory and the update of the current Cycling mobility Plan (Cicloplan, 2014) of the Municipality of Mantua.</p>	
OUTCOMES	<ul style="list-style-type: none"> - To strengthen the existing cycle lane of the two cities and between the two cities of the Site - To expand the existing cycle network between the two cities of the Site and the other centres of the Gonzaga territory 	
INVOLVED PARTNERS	<p>Lombardy Region Province of Mantua Municipality of Mantua Municipality of Sabbioneta FIAB Cultural operators and businesses</p>	
HUMAN RESOURCES	<p>Employees of the involved institutional partners Public resources (municipal, regional, national)</p>	
FINANCIAL RESOURCES	<p>Public resources (municipal, regional, national) EU resources</p>	
TECHNOLOGICAL RESOURCES	<p>Technological IT supports</p>	
PHASES AND TIMES OF IMPLEMENTATION	<p>Phase 1: Drawing up of the preliminary design: 8 months Phase 2: Preparation of the final design and its approval: 16 months</p>	
OUTPUTS	<p>Drawing up and approval of the project of the cycle lanes between the two cities of the Site and the other centres of the Gonzaga territory</p>	
OUTCOME INDICATORS	<p>no. of new proposed cycle lanes no. of strengthened cycle lanes preparation of the preliminary design drawing up and approval of the final design</p>	
MONITORING	Periodic: every four months	Final: 24 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3	
PLANNED IN PdG	PdG2006/PdG2018	
Operational strategy	1/2/3	

ENHANCEMENT PLAN

OBJECTIVE 3 TO UNDERTAKE PLANS, PROGRAMMES AND INTERVENTIONS OF IMPROVEMENT OF THE EXTENDED ACCESSIBILITY OF THE SITE AND THE GONZAGA TERRITORY

PROJECT iv River network of connection with other UNESCO Sites

DESCRIPTION	Activities of strengthening of the current river network of connection and tourist use between Mantua and other UNESCO cities (Ferrara and Venice) and its integration with the other road and cycle and pedestrian networks inside the Site and the Gonzaga territory.	
OUTCOMES	<ul style="list-style-type: none"> - To strengthen the current existing river connection system between the city of Mantua and other UNESCO cities (Ferrara, Venice) - To integrate the current river network with the other road and cycle and pedestrian networks inside the Site and the Gonzaga territory - Identification and structuring of the parking and intermodal exchange places 	
INVOLVED PARTNERS	Lombardy Region Mincio Park Authority Po River Interregional Agency Province of Mantua Municipality of Mantua Municipality of Sabbioneta FIAB Trade operators and businesses	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Analysis of the current river transport system: 2 months Phase 2: Preparation of the preliminary proposal of strengthening: 8 months Phase 3: Drawing up of the final proposal: 8 months	
OUTPUTS	Strengthening of the current river connection and tourist use system between Mantua and other UNESCO cities Strengthening and qualification of the interconnections between the river network and the other road and cycle and pedestrian networks, connecting in particular with the network of Gonzaga itineraries	
OUTCOME INDICATORS	no. of navigation lines no. of docks and recreation areas	
MONITORING	Periodic: bi-monthly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006/ PdG2018	
Operational strategy	1/2/3	

ENHANCEMENT PLAN

OBJECTIVE 3 TO UNDERTAKE PLANS, PROGRAMMES AND INTERVENTIONS OF IMPROVEMENT OF THE EXTENDED ACCESSIBILITY OF THE SITE AND THE GONZAGA TERRITORY

PROJECT v Architectural Barriers Removal Plan (PEBA) and relevant implementation interventions

DESCRIPTION	Activities of preparation of the Architectural Barriers Removal Plan - PEBA - of the two cities of the Site with implementation of the relevant adaptation and improvement projects of the expanded accessibility of the pedestrian paths and itineraries, starting from the started initiatives (see Mantua: Piazza Martiri di Belfiore, Railway Station, Piazzale Don Leoni, Rotonda San Lorenzo, Domus di Piazza Sordello, Prince Path; Sabbioneta: adaptation of tourist services) and in collaboration with the Associations protecting disabled people.
OUTCOMES	<ul style="list-style-type: none"> - to plan and design the interventions aimed at reaching an optimum threshold of expanded usability for all the citizens of the buildings and public spaces of the Site - to monitor the implementation of the projects and achieved outcomes
INVOLVED PARTNERS	Lombardy Region Mincio Park Authority Municipality of Mantua Municipality of Sabbioneta Schools and religious institutions Cultural and scientific research authorities and institutions/Universities Associations protecting disabled people Trade operators and businesses
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Census and filing of the existing architectural barriers: 6 months Phase 2: Preparation of the Preliminary Plan: 6 months Phase 3: Preparation of the Final Plan: 6 months
OUTPUTS	Census of the existing architectural barriers Drawing up of the PEBA with identification of the implementation interventions Adoption of PEBA Approval of PEBA
OUTCOME INDICATORS	no. of prepared census sheets no. of designed interventions of demolition of architectural barriers no. of accomplished interventions
MONITORING	Periodic: quarterly Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3
PLANNED IN PdG	PdG2006/PdG2018
Operational strategy	1/2/3

ENHANCEMENT PLAN

OBJECTIVE 4 TO UNDERTAKE PLANS, PROGRAMMES, INTERVENTIONS AND MEASURES OF SOCIO-ECONOMIC AND TOURIST ENHANCEMENT OF THE SITE AND THE GONZAGA TERRITORY

PROJECT i Consortium and Tourist Observatory of the Site

DESCRIPTION	Establishment of a Tourist consortium among Public Authorities (Municipality, Province and Chamber of Commerce) and private operators with tasks of tourist observatory of the Site and its promotion, tourist reception and sustainable development.
OUTCOMES	<ul style="list-style-type: none"> - To strengthen the current management of the tourist activities of the Site - To monitor the information on tourist flows and the accommodation offer of the two cities - To promote the Site enhancement initiatives - To study the tourist load capacities of the Site and manage its flows
INVOLVED PARTNERS	Province of Mantua Municipality of Mantua Municipality of Sabbioneta Chamber of Commerce, Confcommercio and Confesercenti Cultural operators and businesses
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Identification of the public authorities and private operators composing the Consortium: 3 months Phase 2: Establishment of the Consortium and definition of the relevant Articles of Association and Work Programme and Financial Plan: 9 months
OUTPUTS	Establishment of the Consortium Approval of the Articles of association Approval of the Work Programme and the Financial Plan
OUTCOME INDICATORS	Establishment of the Consortium Approval of the Articles of association Approval of the Work Programme and the Financial Plan
MONITORING	Periodic: quarterly Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/ priority 3
PLANNED IN PdG	PdG2006/PdG2018
Operational strategy	1/2/3

OBJECTIVE 4 TO UNDERTAKE PLANS, PROGRAMMES, INTERVENTIONS AND MEASURES OF SOCIO-ECONOMIC AND TOURIST ENHANCEMENT OF THE SITE AND THE GONZAGA TERRITORY

DESCRIPTION	<p>Drawing up of a Tourism Plan with the purpose of implementing development and enhancement policies of the Site tourist system and its different components (cultural, naturalistic-environmental, sports, rural, wine and food), to promote the Site and the Gonzaga territory in a unitary and shared form.</p> <p>This Plan, starting from the study of the tourist load capacity of the Site, will define the general and specific objectives to be pursued, the operational fields of each of the identified specific objectives, the relevant established actions and their annual implementation programme.</p> <p>This Plan will also consider the offer of the other neighbouring centres, strengthening the existing synergies and enhancing the less known circuits.</p>
OUTCOMES	<ul style="list-style-type: none"> - To strengthen, specialize and integrate the tourist offer of the Site and the Gonzaga territory - To develop and qualify the tourist businesses - To increase the competitiveness of the tourist system - To develop an effective and innovative marketing - To accomplish an efficient and participatory governance - To enhance the strategic tourist attraction areas and the relevant products - To programme in a coordinated manner the events and their schedule
INVOLVED PARTNERS	<p>Lombardy Region</p> <p>Province of Mantua</p> <p>Municipality of Mantua</p> <p>Municipality of Sabbioneta</p> <p>Chamber of Commerce, Confcommercio and Confesercenti</p> <p>Cultural operators and businesses</p>
HUMAN RESOURCES	<p>Employees of the involved institutional partners</p> <p>Public resources (municipal, regional, national)</p>
FINANCIAL RESOURCES	<p>Public resources (municipal, regional, national)</p> <p>EU resources</p>
TECHNOLOGICAL RESOURCES	<p>Technological IT supports</p>
PHASES AND TIMES OF IMPLEMENTATION	<p>Phase 1: Preparation of the load capacity study: 6 months</p> <p>Phase 2: Preliminary preparation of the monitoring plan and system: 12 months</p> <p>Phase 3: Final preparation of the plan and its approval: 6 months</p>
OUTPUTS	<p>Improvement of the knowledge framework of the Site tourist system</p> <p>Development and enhancement of the Site tourist system</p>
OUTCOME INDICATORS	<p>preparation of the load capacity study</p> <p>preliminary preparation of the monitoring plan and system</p> <p>preparation and approval of the final plan</p>
MONITORING	<p>Periodic: quarterly</p> <p>Final: 24 months</p>
IMPLEMENTATION PRIORITY	<p>Under way/ priority 2/priority 3</p>
PLANNED IN PdG	<p>PdG2006/PdG2018</p>
Operational strategy	<p>1/2/3</p>

ENHANCEMENT PLAN

OBJECTIVE 4 TO UNDERTAKE PLANS, PROGRAMMES, INTERVENTIONS AND MEASURES OF SOCIO-ECONOMIC AND TOURIST ENHANCEMENT OF THE SITE AND THE GONZAGA TERRITORY

PROJECT iii Urban commerce and traditional crafts Regulation

DESCRIPTION	<p>Updating activity of the studies on urban commerce and traditional crafts and revision of the existing regulation (see Regional Law no.6 of 02 February 2010) with specific attention to the urban enhancement of the two historic centres and in line with the Strategic Plan of recovery and requalification of the public spaces of the two cities.</p> <p>The objective is to equip the two cities with a structural, flexible instrument which prefigures subsequent implementation scenarios and which, at the same time, contains indications on the intervention priorities, within the framework of the PGT regulation. In particular it shall:</p> <ul style="list-style-type: none"> - safeguard and requalify the historic centres through the maintenance of the morphological characteristics of the settlements and the compliance with the protective measures concerning the protection of the artistic and environmental heritage, favouring a harmonic integration of the shopping centres with the existing urban fabric, in line with the architectural and environmental values and the social context; - to enhance the commercial function for a requalification of the urban fabric and the historic centres.
OUTCOMES	<ul style="list-style-type: none"> - to safeguard and enhance the historic centres - to combat the disposals under way - to promote neighbourhood stores and historic boutiques - to favour the discovery of crafts and traditional commercial businesses
INVOLVED PARTNERS	<p>Lombardy Region Province of Mantua Municipality of Mantua Municipality of Sabbioneta Chamber of Commerce, Confcommercio and Confesercenti Cultural operators and businesses</p>
HUMAN RESOURCES	<p>Employees of the involved institutional partners Public resources (municipal, regional, national)</p>
FINANCIAL RESOURCES	<p>Public resources (municipal, regional, national) EU resources</p>
TECHNOLOGICAL RESOURCES	<p>Technological IT supports</p>
PHASES AND TIMES OF IMPLEMENTATION	<p>Phase 1: Drawing up of the preliminary proposal of the Regulation: 6 months Phase 2: Preparation of the final Regulation and its approval: 6 months</p>
OUTPUTS	<p>Drawing up of the Urban commerce and traditional crafts Regulation Approval of the Regulation.</p>
OUTCOME INDICATORS	<p>no. of participatory meetings preparation of the Regulation approval of the Regulation.</p>
MONITORING	<p>Periodic: quarterly Final: 12 months</p>
IMPLEMENTATION PRIORITY	<p>Under way/ priority 2/priority 3</p>
PLANNED IN PdG	<p>PdG2006/PdG2018</p>
Operational strategy	<p>1/2/3</p>

ENHANCEMENT PLAN

OBJECTIVE 4 TO UNDERTAKE PLANS, PROGRAMMES, INTERVENTIONS AND MEASURES OF SOCIO-ECONOMIC AND TOURIST ENHANCEMENT OF THE SITE AND THE GONZAGA TERRITORY

PROJECT iv Measures to increase the qualitative and quantitative standards of the current accommodation facilities

DESCRIPTION	Activities of design, planning and definition of a coordinated strategy for the tourist sector (with particular attention to the needs for an extended usability), aimed at increasing the qualitative and quantitative levels of the existing tourist facilities.	
OUTCOMES	<ul style="list-style-type: none"> - to define a coordinated strategy for the tourist sector - to implement a network of services with the support of the trade operators - to increase the quality of the current tourist facilities 	
INVOLVED PARTNERS	Lombardy Region Province of Mantua Municipality of Mantua Municipality of Sabbioneta Chamber of Commerce, Confcommercio and Confesercenti Cultural operators and businesses	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Information gathering, analysis and assessment of the existing situation: 6 months Phase 2: Definition of a unitary tourist strategy: 3 months Phase 3: Creation of the service network and definition of intervention measures: 3 months	
OUTPUTS	Definition of the tourist strategy Implementation of the tourist-accommodation service network at a territorial level	
OUTCOME INDICATORS	no. of accomplished projects no. of accomplished enhancement interventions (increase in quality standards) no. of accomplished infrastructural enhancement interventions and increase in the quality standards of the tourist facilities (increase in beds, service facilities)	
MONITORING	Periodic: quarterly	Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006 /PdG2018	
Operational strategy	1/2/3	

ENHANCEMENT PLAN

OBJECTIVE 4 TO UNDERTAKE PLANS, PROGRAMMES, INTERVENTIONS AND MEASURES OF SOCIO-ECONOMIC AND TOURIST ENHANCEMENT OF THE SITE AND THE GONZAGA TERRITORY

PROJECT v Heritage Itineraries: Mantua and Sabbioneta for all

DESCRIPTION	Activities aimed at enhancing the cultural, naturalistic-sports, wine and food resources of the traditional productions, through the identification of thematic itineraries (Heritage Itineraries:) tours, including guided tours and for a broader target of users (physical-motor, sensory-perceptual, cognitive, relational, emotional), for the different needs of the users and with the production of the relevant inclusive IT instruments (raised tactile symbols, paper or digital guides) and escorting service (specialist guides). These activities reinforce the existing socio-economic and tourist programmes and are connected to different improvement programmes of an expanded accessibility (Objective 3, Project v) and enhancement and sustainable development (Objective 4, Projects ii, vi, vii) established in this Plan for the Site and Gonzaga territory.	
OUTCOMES	<ul style="list-style-type: none"> - To enhance the Site resources - To give more visibility to the less visited places of the Gonzaga territory - To promote and encourage the cycle-pedestrian and river use - To promote the socio-economic and tourist activities 	
INVOLVED PARTNERS	Ministry for cultural heritage and activities and tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Mincio Park Authority Province of Mantua Municipality of Mantua Municipality of Sabbioneta Schools and religious institutions Cultural and scientific research institutions/Universities Chamber of Commerce, Confcommercio and Confesercenti “Distretto Culturale Le Regge dei Gonzaga” Association Italian Environment and Bicycle Federation - FIAB Cultural operators and businesses	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Acquisition of the information on the existing situation: 4 months Phase 2: Analysis, design and programming of the integrated system of the itineraries: 6 months Phase 3: Implementation of the established programme: 8 months	
OUTPUTS	Promotion and organization of an integrated system of itineraries Organization of new thematic itineraries Promotion of the traditional and tourist production activities	
OUTCOME INDICATORS	no. of designed visiting thematic itineraries no. of accomplished visiting thematic itineraries no. of users/visitors	
MONITORING	Periodic: bi-monthly	Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006/PdG2018	
Operational strategy	1/2/3	

OBJECTIVE 4 TO UNDERTAKE PLANS, PROGRAMMES, INTERVENTIONS AND MEASURES OF SOCIO-ECONOMIC AND TOURIST ENHANCEMENT OF THE SITE AND THE GONZAGA TERRITORY

DESCRIPTION	Designing activities of tourist cards extending the current Mantova e Sabbioneta Card to the Gonzaga territory and/or other regional or interregional UNESCO sites, in order to increase, on one hand, the spreading of tourism in the Gonzaga territory and, on the other, the attractiveness of the Site including it in the broader network of the main neighbouring cultural attractors.
OUTCOMES	<ul style="list-style-type: none"> - To increase the number of tourists inside the Site and the Gonzaga territory - To facilitate access to the visiting places and public mobility services - To favour tourism with facilitations, discounts or rebates in stores, restaurants, tourist facilities, other tourist services (tourist guides and navigation, camper areas or admission prices to museums or monuments and park centres. - To encourage the stay for more than 24 hours - To collect useful data for statistical analysis (seasonality, visited locations, durations of stay, consumptions) and assessment of the downstream activities generated by events and tourist initiatives.
INVOLVED PARTNERS	Lombardy Region Mincio Park Authority Province of Mantua Municipality of Mantua Municipality of Sabbioneta Schools and religious institutions Cultural and scientific research institutions/Universities Chamber of Commerce, Confcommercio and Confesercenti “Distretto Culturale Le Regge dei Gonzaga” Association Italian Environment and Bicycle Federation - FIAB Cultural operators and businesses Aster, Agenzia servizi al territorio srl APAM, Mobility services
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Study and preliminary proposal of an integrated tourist card: 6 months Phase 2: Drawing up of the proposal of final integrated card: 6 months
OUTPUTS	Creation of the integrated tourist card Increase in the number of visitors in the Site and the Gonzaga territory Increase in the tourist stay period
OUTCOME INDICATORS	no. of sold integrated cards no. of attracted users/tourists no. of users by individual visited places and/or monuments
MONITORING	Periodic: quarterly Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3
PLANNED IN PdG	PdG2006/ PdG2018
Operational strategy	1/2/3

ENHANCEMENT PLAN

OBJECTIVE 4 TO UNDERTAKE PLANS, PROGRAMMES, INTERVENTIONS AND MEASURES OF SOCIO-ECONOMIC AND TOURIST ENHANCEMENT OF THE SITE AND THE GONZAGA TERRITORY

PROJECT vii Promotional programmes of the typical production and local wine and food

DESCRIPTION	Drawing up of a promotion programme of the typical production and certified local wine and food sector (Global Quality System) aimed both at consolidating the existing initiatives at local, regional, nation and international level (see East Lombardy, the Centre of Flavour, The road of Mantua wines and flavours) and at organizing new events at the different levels of interest.	
OUTCOMES <i>outcomes</i>	<ul style="list-style-type: none"> - To promote the local typical and wine and food productions and in particular certified productions - To consolidate the existing initiatives and to organize new initiatives and trade fair events at a regional, national and international level 	
INVOLVED PARTNERS	Lombardy Region Province of Mantua Municipality of Mantua Municipality of Sabbioneta Chamber of Commerce, Confcommercio and Confesercenti "Distretto Culturale Le Regge dei Gonzaga" Association Cultural operators and businesses	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Drawing up of the promotion programme of typical productions: 6 months Phase 2: Preparation of the programme of trade fair initiatives: 6 months	
OUTPUTS	Consolidation of the current events and local trade fairs. Promotion and organization of new events or regional, national and international interest	
OUTCOME INDICATORS	no. of certified typical and wine and food products no. of organized trade fair events no. of attracted users/visitors	
MONITORING	Periodic: quarterly	Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006 /PdG2018	
Operational strategy	1/2/3	

ENHANCEMENT PLAN

OBJECTIVE 4 TO UNDERTAKE PLANS, PROGRAMMES, INTERVENTIONS AND MEASURES OF SOCIO-ECONOMIC AND TOURIST ENHANCEMENT OF THE SITE AND THE GONZAGA TERRITORY

PROJECT viii Promotional programmes of the Site creative industries

DESCRIPTION	Drawing up of a promotional programme of the creative industries aimed at the reinforcement of the emerging business activities in the field of the Site enhancement and their further development with identification of specific support measures.	
OUTCOMES	<ul style="list-style-type: none"> - To reinforce the emerging business activities of the Site - To identify the support measures of the development of new creative industries - To increase the number of trade operators, with particular reference to youth 	
INVOLVED PARTNERS	Lombardy Region Province of Mantua Municipality of Mantua Municipality of Sabbioneta Chamber of Commerce, Confcommercio and Confesercenti Cultural operators and businesses Cultural associations	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Census of the creative industries located in the Site: 2 months Phase 2: Preparation of the multi-annual promotional programme: 6 months Phase 3: Implementation of the first annual programme and monitoring: 12 months	
OUTPUTS	Performance of the census Preparation of the multi-annual programme Implementation and monitoring of the annual programme	
OUTCOME INDICATORS	no. of creative industries subject to census no. of new creative industries no. of operators and no. of new operators	
MONITORING	Periodic: bi-monthly	Final: 20 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006/ PdG2018	
Operational strategy	1/2/3	

ENHANCEMENT PLAN

OBJECTIVE 4 TO UNDERTAKE PLANS, PROGRAMMES, INTERVENTIONS AND MEASURES OF SOCIO-ECONOMIC AND TOURIST ENHANCEMENT OF THE SITE AND THE GONZAGA TERRITORY

PROJECT ix Promotional programmes of cultural events

DESCRIPTION	Drawing up of a coordinated and shared programme of cultural events aimed at consolidating the current events inside the two cities of the Site and at promoting and organizing new integrated events, also extended to other Gonzaga places which are currently less visited.
OUTCOMES	<ul style="list-style-type: none"> - To equip the Site with a coordinated and shared programme of the cultural events and relevant places, outdoor spaces or buildings concerned (city user plan) - To promote and organize new integrated cultural events between the two cities and other Gonzaga places - To increase the number of visitors/users inside the Site and the Gonzaga territory - To monitor the impacts of the promoted events
INVOLVED PARTNERS	Lombardy Region Province of Mantua Municipality of Mantua Municipality of Sabbioneta Cultural operators and businesses Cultural associations
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Census of the previously programmed cultural events and collection of new proposals: 2 months Phase 2: Drawing up of the multi-annual programme of enhancement of cultural tourism: 6 months Phase 3: Implementation of the first annual programme and monitoring: 12 months
OUTPUTS	Performance of the census and collection of the new proposals Preparation of the multi-annual programme Implementation and monitoring of the annual programme
OUTCOME INDICATORS	no. of programmed events no. of accomplished events no. of attracted spectators/users/tourists
MONITORING	Periodic: bi-monthly Final: 20 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3
PLANNED IN PdG	PdG2006 /PdG2018
Operational strategy	1/2/3

5.4 THE TRANSMISSION PLAN: PROMOTION, EDUCATION AND COMMUNICATION



Mantua,
initiative of food and
wine promotion
by courtesy
Municipality of
Mantua Archive



Sabbioneta,
educational initiative
with schools
by courtesy
Municipality of
Sabbioneta Archive



Mantua,
international
conference *Public
Spaces and Inherited
Landscapes*, 2015
by courtesy
Municipality of
Mantua Archive

The objectives and the projects

Both the World Heritage Convention of 1972 and the Budapest Declaration of 2002, through the introduction of the 5C Strategy⁶, underline how the awareness raising and involvement of the local communities and the public opinion are central for the purposes of the consolidation of the constituent values of a World Heritage Site and should therefore be actively supported with targeted initiatives of promotion, education and communication.

From the start, these intents have been the foundations of the action programme of the two cities of Mantua and Sabbioneta which, after their joint nomination in the World Heritage List, have immediately drawn attention to the spreading of the represented unitary values and the needs for recognition of their common identity of *Gonzaga Cities*, launching a specific project “Communicating Mantua and Sabbioneta” which has entailed various activities by the Mantua and Sabbioneta World Heritage Office, including the establishment of the *logo*, the creation of the website www.mantovasabbioneta-unesco.it, the activation of profiles on the main Social Media (Facebook, Instagram, Twitter, YouTube) and the organization, for the first time of a Press Office expressly targeted to the relationships with the main local, national or international newspapers. Both Mantua and Sabbioneta have also included, in their respective institutional communication methods, the reference to the World Heritage Site and the UNESCO logo (websites, letterhead, tourist flyers) and in parallel, started preparing information materials (brochures, guides and maps) placed in the main information points and tourist facilities of the two cities.

This series of tests has highlighted the validity of the actions taken and the opportunity of their continuation, progressively updating the different materials and extending the attention to all the different categories of users. In this framework the importance to consolidate the adopted communication strategy has been particularly emphasized, while reviewing the existing Communication of the Mantua and Sabbioneta Site, organizing a proper permanent Press Service (Office), continuously implementing the website and preparing new inclusive materials, specifically

⁶ See Chapter 4 The new Management Plan, 4.1 The strategies, the role and the structure of the PdG

targeted to the different types and brackets of age of the users.

Additionally, Mantua and Sabbioneta have constantly promoted over these years education initiatives on the World Heritage, initially targeted to local schools (*Mantua and Sabbioneta, model cities of the Renaissance culture. Knowing them to safeguard them, 2009-2012*), progressively broadening the scope of attention to all levels of teaching and involving schools of other European cities (*Mantua and Sabbioneta in Europe, 2012-2014*). One of the established initiatives is the *School Day for the World Heritage* which, annually developed since 2010, has celebrated in 2018 its eighth edition, documenting the sensitive growth in the interest in the Heritage topics by students and all the involved schools. A permanent activity has been developed in 2015 (*Mantua and Sabbioneta: Knowing, Protecting, Enhancing the World Heritage*).

This broad series of activities has also emphasized the opportunity to follow in the footsteps which have significantly contributed to both the spreading of the Site knowledge and the same mission of the World Heritage Centre, and to the monitoring and deepening of the activities carried out with schools and teachers (see School-Work projects).

However, these activities have also documented a framework of new especially relevant requirements, including the promotion, as already in other Sites, of training courses for teachers; the introduction of education on the World Heritage in the Curriculum Programmes (POF) of the Site schools; the introduction of educational activities open to classes coming from other cities and educational-informative books and materials for teachers, differentiated by school level, in addition to the need to find a stable venue to develop the established activities.

As already mentioned, in these years the two cities have also been seats of university teaching courses introduced by Italian and foreign academic and scientific institutions (see Milan Politecnico and Mantua Campus; Brescia University; Aachen University of Applied Sciences; Technion of Haifa, Israel; Technology University of Poznan, Poland; Lincoln Institute of Land Policy of the Maryland University, USA; Habiforum Foundation, Gouda – NL; Smart Growth National Centre, USA; Fachhochschule University of Regensburg, Germany; Coira University,

Switzerland; School of Architecture and Fine Arts of Wielkopolska, Poland) and since 2012 the Mantua Campus is the seat of the UNESCO Chair in *Architectural preservation and planning in World Heritage Cities* and of the Competence Centre for the Preventive and Programmed Conservation of the historic-architectural heritage.

The framework emerging from the set of developed activities confirms the importance to continue the actions taken in these years, further reinforcing their curricula with the activation of educational laboratories and applied research.

These needs to continue the taken activities are also stressed by training initiatives of local operators (incoming agencies, tourist guides, managers of tourist and retail facilities, cultural associations) involved in the cultural-environmental, accommodation and wine and food chain of the Site whose involvement is critical for raising the quality of their supply and more in general of tourist reception of the Site with proposals of new inclusive and sensory visiting experiences (workshops, laboratories, meetings), focused on the cultural, tangible and intangible heritage of the Site and recognized by the Mantua and Sabbioneta World Heritage Office (quality certificate).

Particularly felt has also been the need to equip the Site with a Documentation and Interpretation Centre focusing on its Heritage, open to citizens and visitors, also as Visitor Centre and Urban Centre.

With this in mind, in 2014 a test was run in Mantua with the temporary opening (approximately 11 months) of a “Mantua and Sabbioneta Heritage Centre”, with an agenda of dedicated initiatives which involved a large public participation, confirming the opportunity to create an ad-hoc permanent facility. The need for understanding the typical needs of the different activities contemplated and more and more requested in the last years has strongly emerged, in particular for the reception and information, laboratory or study, exhibition or meeting activities.

The activities carried out in the educational field include the experiences connected to the development of the sense of belonging and, as a consequence, of attitudes of personal responsibility for the maintenance of protection and urban decorum (The map of the heart; Mantua through our eyes), which have further emphasized the

Sabbioneta,
Galleria degli Antichi
photo by
Danilo Malacarne



importance to reinforce the undertaken initiatives with the development of a broader and targeted public awareness raising project, crossing the borders of schools.

In the wake of the experiences already undertaken by Florence and Urbino, the opportunity to start a new path (*Mantova e Sabbioneta per Bene*) is noticed, involving the fundamental Site stakeholders, the associations and schools, youth centres, individual users, citizens and visitors.

Once again raising the awareness of the Common Good proves to be essential for the conservation of the Heritage, otherwise the transmission of values remains at risk. As André Malraux reminds us *l'héritage ne se trasmet pas, il se conquiert*⁷. Promotional and encouraging actions are therefore essential to support the commitment and active participation of citizens and operators. In this framework the usefulness to establish targeted initiative to give public recognition to the individual or collective best practices accomplished in the Site emerges, with an ad-hoc annual Prize (*Heritage Citizens Prize*). Likewise dedicated meetings (*Heritage Appointments*) must be fostered, to create a dialogue on the topics concerning the Site management and discuss the lessons learned at a national and international level.

The following list outlines the series of proposed objectives and projects, developed in the datasheets below, with the specific information concerning each project (pursued aims, involved partners, established implementation methods) and the main monitoring indicators of outcomes:

1. **TO PROMOTE THE COMMUNICATION OF THE SITE AND THE GONZAGA TERRITORY**
 - i. Site visual identity and Communication Plan
 - ii. Press Office and institutional communication campaign of the Site
 - iii. Communication and information (materials)
 - iv. Website Mantua and Sabbioneta World Heritage
2. **TO PROMOTE THE QUALITY OF THE SITE TOURIST OFFERING**
 - i. Training courses for local operators
 - ii. Training courses for public institutions operators
3. **TO EDUCATE ON THE WORLD HERITAGE**
 - i. Educational proposals on the World Heritage for schools
 - ii. Seminars, workshops and university teaching courses
4. **TO SHARE, TO RAISE AWARENESS AND TO PROMOTE THE SITE OUV**
 - i. Mantua and Sabbioneta Heritage Centre
 - ii. Mantova e Sabbioneta perBene
 - iii. Heritage Citizens Prize
 - iv. Heritage Appointments

⁷ André Malraux, 1935



Mantua,
Bibiena Theatre,
by courtesy
Municipality of
Mantua Archive

TRANSMISSION PLAN: PROMOTION, EDUCATION AND COMMUNICATION

OBJECTIVE 1 TO PROMOTE THE COMMUNICATION OF THE SITE AND THE GONZAGA TERRITORY

PROJECT i Site visual identity and Communication Plan

DESCRIPTION	Reviewing and updating activity of the current Communication Plan of the Mantua and Sabbioneta Site aimed at increasing the Site recognition and the awareness of the citizens, operators and Administrations, also with the drawing up of a <i>payoff</i> capable to summarize the concept expressed by the Declaration of Outstanding Universal Value (OUV) to be used in the different Site promotional campaigns to emphasize the outlined unitary image.	
OUTCOMES	<ul style="list-style-type: none"> - increasing the Site recognition and spreading the concepts expressed by the OUV; - reinforcement of the unitary system of visual identity through the adoption of a uniform and recognizable symbols (unified logo and artwork, uniform websites); 	
INVOLVED PARTNERS	Municipality of Mantua Municipality of Sabbioneta Cultural operators and businesses Cultural associations	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Preparation of the preliminary Visual Identity Plan: 6 months Phase 3: Preparation of the Final Plan: 6 months	
OUTPUTS	Preparation of the preliminary Plan Preparation of the Final Plan	
OUTCOME INDICATORS	no. of uses of the logo and <i>payoff</i> broken down by types of information, promotional and communication products and events	
MONITORING	Periodic: bi-monthly	Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006 /PdG2018	
Operational strategy	1/2/3	

TRANSMISSION PLAN: PROMOTION, EDUCATION AND COMMUNICATION

OBJECTIVE 1 TO PROMOTE THE COMMUNICATION OF THE SITE AND THE GONZAGA TERRITORY

PROJECT ii Press service and Site institutional communication campaign

DESCRIPTION	Reinforcing activity of the Site communication already promoted by the Mantua and Sabbioneta World Heritage Office during 2012 and 2013, with the permanent organization of a dedicated press service, aimed at developing contacts with the leading domestic and foreign newspapers, in addition to the local newspapers of adjacent territories, considered of particular interest (the Gonzaga territory// the Royal Palace District). The project provides for the creation of an integrated communication system which can be in charge of managing the outbound communication flow, , adapting the content and information supplied by the Mantua and Sabbioneta World Heritage Office to different traditional or digital forms and languages, in consideration of the different types of used media and the different targets (planning of the institutional communication campaign; organization of educational tours; management of a dedicated periodic journalist prize; information pieces inside the website; activation of a press review, of a periodical newsletter and management of the digital community).	
OUTCOMES	<ul style="list-style-type: none"> - to increase the awareness on World Heritage topics inside the local community - to ensure the coordination of the existing sources of information at a local, national and international level; - building of a functional Site image to support promotional actions of an aware and high-quality tourism; 	
INVOLVED PARTNERS	Municipality of Mantua Municipality of Sabbioneta	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Activation of the Press and Communication Office: 3 months Phase 2: To plan the institutional communication campaign: 3 months Phase 3: Implementation of the established communication and promotional actions: 6 months	
OUTPUTS	Activation of the Site press and communication office Design and performance of the institutional communication campaign Organization and performance of the press review Increase in the digital community	
OUTCOME INDICATORS	Activation of the Site press and communication office Performance of the institutional communication campaign Press review Increase in the digital community	
MONITORING	Periodic: quarterly	Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006/PdG2018	
Operational strategy	1/2/3	

TRANSMISSION PLAN: PROMOTION, EDUCATION AND COMMUNICATION

OBJECTIVE 1 TO PROMOTE THE COMMUNICATION OF THE SITE AND THE GONZAGA TERRITORY

PROJECT iii Communication and information (materials)

DESCRIPTION	Activity of updating and/or new design and creation of information and communication materials, designed with inclusive aims and as such specifically meeting the different types and age brackets of the users and different levels of deepening. They will include: digital reconstructions of the Site historic-town planning evolution; 3D and tactile models of the two historic centres and their main buildings; brochures and flyers for the different user categories; specialist documentation.	
OUTCOMES	<ul style="list-style-type: none"> - to spread and to circulate the knowledge on the World Heritage - to offer a dissemination meeting the different types and age brackets of the users - to extend to involvement and awareness raising to all citizens and users 	
INVOLVED PARTNERS	Lombardy Region Mincio Park Authority Municipality of Mantua Municipality of Sabbioneta Schools and religious institutions Cultural and scientific research authorities and institutions/Universities Associations protecting disabled people Trade operators and businesses	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Collection of existing information materials: 2 months Phase 2: Identification of the updating and integration needs: 6 months Phase 3: Creation of the proposed new materials: 14 months Phase 4: Distribution at the main information and visiting centres: 2 months	
OUTPUTS	Availability at the Site of information materials for the different user categories and brackets (digital reconstructions; 3D and tactile models; brochures and flyers; specialist documentation)	
OUTCOME INDICATORS	no. of digital reconstructions no. of 3D and tactile models no. of brochures and no. of flyers no. of specialist publications	
MONITORING	Periodic: bi-monthly	Final: 24 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006 /PdG2018	
Operational strategy	1/2/3	

TRANSMISSION PLAN: PROMOTION, EDUCATION AND COMMUNICATION

OBJECTIVE 1 TO PROMOTE THE COMMUNICATION OF THE SITE AND THE GONZAGA TERRITORY

PROJECT iv Mantua and Sabbioneta World Heritage website

DESCRIPTION	Permanent updating activity of the website with inclusion of information by thematic areas, project archive, news, events, maps, contacts, with particular reference to the initiatives programmed and directly performed or sponsored by the Mantua and Sabbioneta World Heritage Office.
OUTCOMES	<ul style="list-style-type: none"> - to increase the visibility of the World Heritage Site - to communicate the completed and in itinere initiatives in order to promote public participation and involvement; - to document the activities directly promoted by the Office; - to inform on the existing management instruments (PdG and Office).
INVOLVED PARTNERS	Municipality of Mantua Municipality of Sabbioneta
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	Permanent and systematic collection of the information and implementation of the website according to the established thematic areas: 12 months
OUTPUTS	Increase of the visibility of the World Heritage Site Greater participation and involvement in the promoted initiatives Increase of the knowledge of the management instruments of a World Heritage Site
OUTCOME INDICATORS	no. of visitors of the website and the relevant thematic areas no. of participants in the promoted or sponsored initiatives no. of visitors of the webpage on the Site management instruments
MONITORING	Periodic: monthly Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3
PLANNED IN PdG	PdG2006/PdG2018
Operational strategy	1/2/3

TRANSMISSION PLAN: PROMOTION, EDUCATION AND COMMUNICATION
OBJECTIVE 2 TO PROMOTE THE QUALITY OF THE SITE TOURIST OFFERING
PROJECT i Training courses for local operators

DESCRIPTION	Organization of training courses for local operators (incoming agencies, tourist guides, managers of tourist and retail facilities, cultural associations) involved in the cultural-environmental, accommodation and wine-food supply chain of the Site, aimed at their involvement in increasing the quality of their tourist offering, also with proposals of new inclusive visiting experiences (workshops, laboratories, meetings), focused on the cultural, tangible and intangible heritage of the Site and recognized by the Mantua and Sabbioneta World Heritage Office (quality certificate).
OUTCOMES	<ul style="list-style-type: none"> - to promote forms of high-quality and inclusive experiential tourism, connected to the knowledge of the World Heritage - to favour the development of a sustainable tourism economy - to support proposals of joint use of the two cities of Mantua and Sabbioneta in the light of the Site values
INVOLVED PARTNERS	Municipality of Mantua Municipality of Sabbioneta Cultural operators and businesses Cultural associations
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Activation of training paths: 3 months Phase 2: Building of a partnership and/or sharing table with creation of the Quality Certificate: 3 months Phase 3: Submission of proposals: 3 months Phase 4: Approval and assignment of the quality certification: 3 months
OUTPUTS	Promotion of the Site tourist offering Activation of new qualified visiting experiences
OUTCOME INDICATORS	no. of activated courses no. of involved local operators no. of submitted proposed new visiting experiences no. of qualified proposed new visiting experiences
MONITORING	Periodic: quarterly Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3
PLANNED IN PdG	PdG2006/ PdG2018
Operational strategy	1/2/3

TRANSMISSION PLAN: PROMOTION, EDUCATION AND COMMUNICATION

OBJECTIVE 2 TO PROMOTE THE QUALITY OF THE SITE TOURIST OFFERING

PROJECT ii Training courses for public institutions operators

DESCRIPTION	Organization of training courses to improve the managing techniques targeting the operators of the public institutions of the Site and the Gonzaga territory, in the light of their emerging needs.	
OUTCOMES	<ul style="list-style-type: none"> - to promote forms of high-quality experiential tourism connected to the knowledge of the World Heritage - to favour the development of a sustainable tourism economy - to support proposals of joint use of the two cities of Mantua and Sabbioneta in the light of the Site values 	
INVOLVED PARTNERS	Province of Mantua Municipality of Mantua Municipality of Sabbioneta Cultural operators and businesses Cultural associations	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Analysis and classification of the needs of the public institutions: 2 months Phase 2: Design activities of training course and participant selection: 4 months Phase 3: Organization and holding of the courses: 6 months	
OUTPUTS	Improvement of the managing techniques of the public institutions which are part of the Site and the Gonzaga territory Organization of training courses training selected public operators	
OUTCOME INDICATORS	no. of activated courses no. of trained operators	
MONITORING	Periodic: bi-monthly	Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006 /PdG2018	
Operational strategy	1/2/3	

OBJECTIVE 3 TO EDUCATE ON THE WORLD HERITAGE

DESCRIPTION	<p>Organization of educational proposals on the World Heritage targeting the Site schools (students and teachers), differentiated by their different levels (preschool, primary and secondary school) and including laboratories, guided visits and educational paths with the purpose of raising awareness of youth on the values of protection, safeguarding and enhancement of a Site that is recognized as World Heritage.</p> <p>Such proposals will also include joint initiatives with the other schools of Lombardy or of other Italian Regions or other Countries.</p>
OUTCOMES	<ul style="list-style-type: none"> - to bring the School closer to the Italian locations declared as World Heritage Site - to raise the awareness of youth on the values represented by their Site - to involve the teachers in educating youth
INVOLVED PARTNERS	<p>Ministry of Education; Ministry of University and Research (MIUR)</p> <p>Province of Mantua</p> <p>Municipality of Mantua</p> <p>Municipality of Sabbioneta</p>
HUMAN RESOURCES	<p>Employees of the involved institutional partners</p> <p>Public resources (municipal, regional, national)</p>
FINANCIAL RESOURCES	<p>Public resources (municipal, regional, national)</p> <p>EU resources</p>
TECHNOLOGICAL RESOURCES	<p>Technological IT supports</p>
PHASES AND TIMES OF IMPLEMENTATION	<p>Phase 1: collection of documentation of organization of annual programme: 2 months</p> <p>Phase 2: preparation of educational materials: 4 months</p> <p>Phase 3: implementation of the educational programme: 6 months</p>
OUTPUTS	<p>Raising awareness of the Site younger citizens on the topics of the Heritage</p> <p>Involvement of the school institutions in educating on the Heritage</p> <p>Involvement of the families in the definition of the proposals</p>
OUTCOME INDICATORS	<p>no. of programmed proposals</p> <p>no. of accomplished proposals</p> <p>no. of involved schools</p> <p>no. of teachers and no. of participating students</p>
MONITORING	<p>Periodic: bi-monthly</p> <p>Final: 12 months</p>
IMPLEMENTATION PRIORITY	<p>Under way/ priority 2/priority 3</p>
PLANNED IN PdG	<p>PdG2006/PdG2018</p>
Operational strategy	<p>1/2/3</p>

OBJECTIVE 3 TO EDUCATE ON THE WORLD HERITAGE

DESCRIPTION	Organization of educational and applied research laboratories (seminars, workshops) and university courses on the World Heritage, in continuity with the national and international educational activities, aimed at promoting the knowledge and skills on protection, safeguarding and enhancement of the Heritage and in particular of the World Heritage.
OUTCOMES	<ul style="list-style-type: none"> - to develop adequate knowledge and competences for the study, promotion and management of the Heritage values with particular reference to the World Heritage - to promote strategies for the conservation, enhancement, regeneration and urban management in line with the guidelines expressed by UNESCO - to promote the new approach of the Historic Urban Landscape at a national and international level in collaboration with UNESCO and partner institutions - to develop new instruments supporting conservation, enhancement, regeneration and urban management policies in collaboration with other specialized Research Institutes - to promote Site sustainable development strategies in line with the UN 2030 Agenda goals - to establish national and international teaching and research partnerships
INVOLVED PARTNERS	Ministry for Cultural Heritage and Activities and Tourism (MiBACT) Ministry of Agricultural, Food and Forestry Policies and Tourism (MIPAAFT) Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research institutions/Universities
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: collection of documentation of organization of annual programme: 2 months Phase 2: preparation of educational materials: 4 months Phase 3: implementation of the educational programme: 6 months
OUTPUTS	Growth of the specialist competences in the different sectors of conservation, enhancement, regeneration and management of the World Heritage Greater involvement of the university and research institutions in educating on the Heritage
OUTCOME INDICATORS	no. of partner Universities and Research Centres no. of activated courses and no. of participants no. of activated workshops and no. of participants no. of activated seminars and no. of participants
MONITORING	Periodic: bi-monthly Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3
PLANNED IN PdG	PdG2006/ PdG2018
Operational strategy	1/2/3

TRANSMISSION PLAN: PROMOTION, EDUCATION AND COMMUNICATION
OBJECTIVE 4 TO SHARE, TO RAISE AWARENESS AND TO PROMOTE THE SITE OUV
PROJECT i Mantua and Sabbioneta Heritage Centre

DESCRIPTION	Creation of a facility which can act at the same time as Interpretation Centre of the Heritage and as a Visitor Centre and Urban Centre, capable to supply information on the history and characteristics of the Site, starting from the Statement of Outstanding Value, through adequate and inclusive instruments for disclosure in relation to wide and diversified types of general public. Such a facility should act as a meeting point for the local community, an experimentation and co-design centre with laboratories, workshops and activities targeting the citizens, either individually or jointly, to develop the theme of participation for the protection of the World Heritage.
OUTCOMES	<ul style="list-style-type: none"> - to equip the Site with a permanent place of reception and interpretation of the Heritage, as well as of performance of educational activities in collaboration with the local schools and cultural associations - to create information instruments and materials in relation to different types of general public and different needs - to offer the local population cultural products which allow them to get closer to the territory, its traditions and knowledge - to create different products which add to the existing offering
INVOLVED PARTNERS	Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Mincio Park Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research institutions/Universities Cultural operators and businesses Cultural associations
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Definition of the agreements, identification of the dedicated spaces, definition of the management format and the activity programme: 6 months Phase 2: Design of the fitting: 3 months Phase 3: Design of the information materials: 3 months Phase 4: Creation and opening of the Centre: 6 months
OUTPUTS	Creation of the Mantua and Sabbioneta Heritage Centre
OUTCOME INDICATORS	Activation of agreements for the creation of the Centre Definition of the multi-annual activity programme Design of the Centre fitting Preparation of information materials Creation of the Centre and its public opening
MONITORING	Periodic: quarterly Final: 18 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3
PLANNED IN PdG	PdG2006/ PdG2018
Operational strategy	1/2/3

OBJECTIVE 4 TO SHARE, TO RAISE AWARENESS AND TO PROMOTE THE SITE OUV

DESCRIPTION	The project consists in the activation in the two Site cities of an involvement and awareness-raising process addressing the different social groups of local population and city users in order to encourage correct behaviours vis-à-vis the Cultural Heritage. Starting from the direct involvement of local entities and institutions, associations, schools and universities, youth centres in monitoring, requalification, communication, education and awareness-raising activities, we propose to reach a broader public made up both of citizens and of tourists visiting the Site.
OUTCOMES	- to set a correct Site information, management and maintenance process alive, active and dynamic cities - to raise awareness and empower the citizens and city users on the protection of the Heritage - to contribute to improve the urban quality level
INVOLVED PARTNERS	Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Mincio Park Province of Mantua Municipality of Mantua Municipality of Sabbioneta Cultural and scientific research institutions/Universities Cultural operators and businesses Cultural associations
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources
TECHNOLOGICAL RESOURCES	Technological IT supports
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Definition of partnership agreements: 3 months Phase 2: Monitoring (classification, georeferencing of weaknesses and decay): 3 months Phase 3: Proposals of requalification of the detected incongruities: 3 months Phase 4: Design and circulation of information materials of the activities: 3 months Phase 5: Performance of educational activities and promotional materials of best practices in the use of the Site Heritage: 12 months
OUTPUTS	Raising of the level of sensitivity and involvement of the citizens and city users concerning the fragility of the Site Heritage.
OUTCOME INDICATORS	Activation of partnership agreements Monitoring performance Detection of incongruities no. of prepared information projects and materials and no. of accomplished projects and materials no. of scheduled educational activities and no. of accomplished activities
MONITORING	Periodic: quarterly Final: 24 months
IMPLEMENTATION PRIORITY	Under way/ priority 2/priority 3
PLANNED IN PdG	PdG2006/PdG 2018
Operational strategy	1/2/3

TRANSMISSION PLAN: PROMOTION, EDUCATION AND COMMUNICATION
OBJECTIVE 4 TO SHARE, TO RAISE AWARENESS AND TO PROMOTE THE SITE OUV
PROJECT iii Heritage Citizens Prize

DESCRIPTION	<p>Establishment of a <i>Heritage Citizens Prize</i>, aimed at the promotion and encouragement of the commitments of the citizens and operators located in the Site in favour of the conservation of its values, through the recognition of the work carried out by them in the field of restoration and enhancement.</p> <p>The annual Prize is subject to a specific Call and Regulation and may be unique or split by thematic sections and will be awarded by a Panel expressly appointed by the Site Managers. The prize giving will take place at a specific public ceremony, during the annual <i>Heritage Meetings</i>.</p>	
OUTCOMES	<ul style="list-style-type: none"> - to promote and encourage the contribution of the Site citizens in favour of the conservation of the values - to develop best practices in the management of a World Heritage Site - to increase the competences of local operators 	
INVOLVED PARTNERS	<p>Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua</p> <p>Lombardy Region</p> <p>Mincio Park</p> <p>Municipality of Mantua</p> <p>Municipality of Sabbioneta</p> <p>Cultural operators and businesses</p> <p>Cultural associations</p>	
HUMAN RESOURCES	<p>Employees of the involved institutional partners</p> <p>Public resources (municipal, regional, national)</p>	
FINANCIAL RESOURCES	<p>Public resources (municipal, regional, national)</p> <p>EU resources</p>	
TECHNOLOGICAL RESOURCES	<p>Technological IT supports</p>	
PHASES AND TIMES OF IMPLEMENTATION	<p>Phase 1: Definition of the Call and the Regulation: 1 month</p> <p>Phase 2: Publication of the Call and appointment of the Panel: 1 month</p> <p>Phase 3: Receipt of applications: 6 months</p> <p>Phase 4: Selection of applications and designation of the winner: 1 month</p> <p>Phase 5: Organization and holding of the prize-giving ceremony: 3 months</p>	
OUTPUTS	<p>Reinforcement of the citizens participation in favour of the Site</p> <p>Circulation of the best practices in the Site conservation and enhancement projects</p> <p>Deepening of the Site knowledge</p> <p>Innovation of the intervention methods</p> <p>Increase in the competences of local operators</p>	
OUTCOME INDICATORS	<p>Establishment of the Prize</p> <p>Publication of the Call</p> <p>no. of submitted projects to the Prize</p> <p>no. of publications and press review</p>	
MONITORING	Periodic: annual	Final: 12 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006/ PdG2018	
Operational strategy	1/2/3	



International conference on the Lombardy UNESCO Heritage The Mantua and Sabbioneta site: the new project for the requalification and enhancement of the Gonzaga gardens. Mantua and Sabbioneta 7- 8 October 2016.

TRANSMISSION PLAN: PROMOTION, EDUCATION AND COMMUNICATION
OBJECTIVE 4 TO SHARE, TO RAISE AWARENESS AND TO PROMOTE THE SITE OUV
PROJECT iv Heritage Appointment

DESCRIPTION	Holding of dedicated days on the Site Heritage, establishing a proper annual public appointment, also together with other dedicated national and international initiatives (<i>National Landscape Day, European Landscape Days</i>), aimed at establishing a dialogue on topics concerning the management and exchange of acquisitions at a national and international level, as well as the strengthening and integration of the awareness-raising activities already in place.	
OUTCOMES	<ul style="list-style-type: none"> - To promote sharing activities on the topics of the Site management - To feed the debate on the Site tangible and intangible heritage - To promote the exchange of best practices at a national and international level - To raise the awareness of the population and users on the World Heritage and Site topics 	
INVOLVED PARTNERS	Ministry for Cultural Heritage and Activities and Tourism (MiBACT) – Superintendency of Archaeology, Fine Arts and Landscape for the provinces of Cremona, Lodi and Mantua Lombardy Region Municipality of Mantua Municipality of Sabbioneta	
HUMAN RESOURCES	Employees of the involved institutional partners Public resources (municipal, regional, national)	
FINANCIAL RESOURCES	Public resources (municipal, regional, national) EU resources	
TECHNOLOGICAL RESOURCES	Technological IT supports	
PHASES AND TIMES OF IMPLEMENTATION	Phase 1: Definition of the Annual Programme: 2 months Phase 2: Organization and holding of the Heritage Appointment: 3 months Phase 3: Publication of the outcomes on the website: 1 month	
OUTPUTS	Design, organization and holding of the Heritage Appointment	
OUTCOME INDICATORS	Number of participants Number of hands-out Number of website visitors	
MONITORING	Periodic: monthly	Final: 6 months
IMPLEMENTATION PRIORITY	Under way/ priority 2 /priority 3	
PLANNED IN PdG	PdG2006/ PdG2018	
Operational strategy	1/2/3	

5.5 SYNOPTIC VIEW OF THE ACTION PLAN PROJECTS

The following synoptic view outlines the overall framework of the projects contemplated by the individual Action Plans (Knowledge Plan; Protection and Conservation Plan; Enhancement Plan; Transmission Plan) and highlights their relations with the operational strategies on which the new Management Plan is based (Protection and conservation of the monumental heritage and urban landscape; Liveability and Usability of the two historic centres of the Site; Safeguarding and management of the environmental heritage) and their level of interaction.

ACTION PLAN	OBJECTIVE	
Knowledge Plan	1. TO INTEGRATE AND TO STRUCTURE THE DOCUMENTARY FRAMEWORK	
	2. TO DEEPEN AND TO INTEGRATE THE KNOWLEDGE FRAMEWORK	
	3. TO DEEPEN AND TO INTEGRATE THE DIAGNOSTIC FRAMEWORK	
	4. TO COORDINATE AND TO SPREAD THE SITE KNOWLEDGE	

		OPERATIONAL STRATEGIES			
		PROTECTION AND CONSERVATION OF THE MONUMENTAL HERITAGE AND URBAN LANDSCAPE	LIVEABILITY AND USABILITY OF THE SITE	REGENERATION OF THE ENVIRON- MENTAL HERITAGE	Level of interaction
	PROJECTS	1	2	3	
	<i>i. Construction of the database of the existing documentation</i>				3
	<i>ii. Establishment of a Site Territorial Information System</i>				3
	<i>iii. Update of the existing photographic documentation aimed at monitoring the state of the places with particular reference to the risky situations and the identification of the emerging intervention needs</i>				3
	<i>i. Studies of the territory of the Duchy and preparation of an Atlas for the history of the Gonzaga territory</i>				1
	<i>ii. Studies on the Historic Urban Landscape of Mantua city of water and Sabbioneta, fortified island in the reclamation plain</i>				1
	<i>iii. Studies on the cultural system (Institutes and Places of Culture)</i>				1
	<i>iv. Studies on the ecological-environmental system and on the water network</i>				1
	<i>v. Studies on the socio-economic dynamics, living condition and functional structure</i>				1
	<i>vi. Analysis and census of the agricultural activities and typical crafts productions</i>				1
	<i>vii. Analysis and census of the intangible heritage</i>				1
	<i>i. Studies on the hydrogeological-geomorphological and geological-technical risk</i>				1
	<i>ii. Studies on the seismic risk and monitoring of the existing regulatory procedures</i>				1
	<i>iii. Studies on the impacts of climate and climate change</i>				2
	<i>iv. Studies on the state of conservation and factors concerning the building heritage and public spaces</i>				2
	<i>v. Studies on the uses of the existing public spaces</i>				3
	<i>vi. Studies on the state of conservation and factors concerning the vegetational heritage</i>				1
	<i>vii. Studies on the state of the SIN "Mantua Lakes and Chemical Area" and of implementation of the interventions established in the Programme Agreement in force</i>				1
	<i>viii. Studies on the dynamics and factors concerning the agricultural activities and typical productions</i>				1
	<i>ix. Studies on the dynamics and factors concerning the intangible heritage</i>				1
	<i>i. Creation of a Study Centre on the historic, urban and territorial landscape of the Gonzagas</i>				1
	<i>ii. Creation of a Site Observatory</i>				3
	<i>iii. Creation of a book series on the Site</i>				3

ACTION PLAN	OBJECTIVE	
Protection and Conservation Plan	1. TO ADAPT AND TO INTEGRATE THE TERRITORIAL, TOWN-PLANNING AND ENVIRONMENTAL PLANNING INSTRUMENTS	
	2. TO ADAPT AND TO INTEGRATE THE TECHNICAL-OPERATIONAL INSTRUMENTS	
	3. TO IMPLEMENT PLANS, PROGRAMMES AND INTERVENTIONS OF MITIGATION AND PREVENTION OF THE TERRITORIAL, LANDSCAPE AND ENVIRONMENTAL WEAKNESSES	
	4. TO IMPLEMENT CONSERVATION PROJECTS OF THE CULTURAL HERITAGE	

		OPERATIONAL STRATEGIES			
		PROTECTION AND CONSERVATION OF THE MONUMENTAL HERITAGE AND URBAN LANDSCAPE	LIVEABILITY AND USABILITY OF THE SITE	REGENERATION OF THE ENVIRONMENTAL HERITAGE	Level of interaction
	PROJECTS	1	2	3	
	<i>i. Higher-level territorial, town-planning and environmental planning instruments</i>				3
	<i>ii. General and implementation instruments of the municipal planning</i>				3
	<i>i. Adaptation of the technical-operating instruments (plans, regulations, guidelines, manuals) of protection and conservation of the historic-architectural artefacts of the individual Municipalities</i>				1
	<i>ii. Adaptation of the technical-operating instruments (plans, regulations, guidelines, manuals) of protection and conservation of the public space of the individual Municipalities</i>				1
	<i>iii. Adaptation of the technical-operating instruments (plans, regulations, guidelines, manuals) of protection and conservation of the network of the historic paths across Mantua, Sabbioneta and the other small Gonzaga capitals</i>				1
	<i>i. Emergency Municipal Plan</i>				3
	<i>ii. Project ii) Climate Adaptation Plan</i>				3
	<i>iii. Heritage Impact Assessment (HIA) of significant interventions (plans, programmes or projects) inside the Site and the buffer zone, for the purposes of the assessment of their effects of the OUV conservation</i>				3
	<i>iv. EU programmes for the sustainable management of the Urban, Environmental and Landscape Heritage of the Site</i>				2
	<i>v. Implementation interventions of the Action Programme of the Mincio River Contract</i>				1
	<i>vi. EU programmes for the sustainable management of the Urban, Environmental and Landscape Heritage of the Site</i>				2
	<i>vii. Update and monitoring of the Quality and Environment Management System of the Municipality of Mantua, certified according to UNI EN ISO 9001 and 14001 standards and registered EMAS (Eco-Management and Audit Scheme) according to the Regulation (EC) no.1221/2009.</i>				3
	<i>i. Maintenance and/or restoration projects of buildings and architectural and monumental complexes</i>				1
	<i>ii. Maintenance and/or restoration projects of public and private outdoor spaces of historic-cultural interest</i>				2
	<i>iii. Conservation projects of the intangible cultural heritage</i>				1

ACTION PLAN	OBJECTIVE	
Enhancement Plan	1. TO UNDERTAKE STRATEGIC PLANS, PROGRAMMES AND INTERVENTIONS OF CULTURAL ENHANCEMENT OF THE SITE AND THE GONZAGA TERRITORY	
	2. TO PROMOTE SUPPORTING MEASURES TO THE HOUSING POLICIES AND PROXIMITY SERVICES	
	3. TO UNDERTAKE PLANS, PROGRAMMES AND INTERVENTIONS OF IMPROVEMENT OF THE EXTENDED ACCESSIBILITY OF THE SITE AND THE GONZAGA TERRITORY	
	4. TO UNDERTAKE PLANS, PROGRAMMES, INTERVENTIONS AND MEASURES OF SOCIO-ECONOMIC AND TOURIST ENHANCEMENT OF THE SITE AND THE GONZAGA TERRITORY	
Transmission Plan: Promotion, Education, Communication	1. TO PROMOTE THE COMMUNICATION OF THE SITE AND THE GONZAGA TERRITORY	
	2. TO PROMOTE THE QUALITY OF THE SITE TOURIST OFFERING	
	3. TO EDUCATE ON THE WORLD HERITAGE	
	4. TO SHARE, TO RAISE AWARENESS AND TO PROMOTE THE SITE OUV	

		OPERATIONAL STRATEGIES			
		PROTECTION AND CONSERVATION OF THE MONUMENTAL HERITAGE AND URBAN LANDSCAPE	LIVEABILITY AND USABILITY OF THE SITE	REGENERATION OF THE ENVIRONMENTAL HERITAGE	Level of interaction
	PROJECTS	1	2	3	
	<i>i. Strategic plan of cultural development of the Site and of the Gonzaga territory and relevant implementation interventions</i>				2
	<i>ii. Strategic plan of recovery and requalification of the public spaces of the Site and relevant implementation interventions</i>				3
	<i>iii. Plans or Programmes of recovery and urban requalification and their implementation interventions</i>				3
	<i>i. Measures to tackle the housing and emergency and support blameless lateness</i>				1
	<i>ii. Measures to maintain the neighbourhood shops and the historic boutiques</i>				1
	<i>i. Sustainable Urban Mobility Plan (SUMP) and Urban Traffic Plan (UTP) and relevant implementation interventions</i>				3
	<i>ii. Public transport lines between the two Site cities and with the other small Gonzaga capitals</i>				2
	<i>iii. Cycle lane network of the Site and of the Gonzaga territory</i>				3
	<i>iv. River network of connection with other UNESCO Sites</i>				2
	<i>v. Removal Plan of Architectural Barriers (PEBA) and relevant implementation interventions</i>				1
	<i>i. Tourist consortium</i>				1
	<i>ii. Sustainable Tourism Plan/Tourist development Programme of the Site and events programming</i>				1
	<i>iii. Urban commerce and traditional crafts Regulation</i>				1
	<i>iv. Measures to increase the qualitative and quantitative standards of the current accommodation facilities</i>				1
	<i>v. Heritage Itineraries: Mantua and Sabbioneta for all</i>				3
	<i>vi. Promotional measures off cultural tourism – integrated TOURIST CARD</i>				3
	<i>vii. Promotional programmes of the typical production and local wine and food</i>				1
	<i>viii. Promotional programmes of the Site creative industries</i>				1
	<i>ix. Enhancement programmes of cultural tourism</i>				2
	<i>i. Site visual identity and Communication Plan</i>				3
	<i>ii. Press Office and institutional communication campaign of the Site</i>				3
	<i>iii. Communication and circulation (materials)</i>				3
	<i>iv. Website Mantua and Sabbioneta World Heritage</i>				3
	<i>i. Training courses for local operators</i>				3
	<i>ii. Training courses for public institutions operators</i>				3
	<i>i. Educational proposals on the World Heritage for schools</i>				3
	<i>ii. Seminars, workshops and university teaching courses</i>				3
	<i>i. Mantua and Sabbioneta Heritage Centre</i>				3
	<i>ii. Mantova e Sabbioneta perBene</i>				3
	<i>iii. Heritage Citizens Prize</i>				3
	<i>iv. Heritage Appointment</i>				3

6.1 THE MONITORING PLAN

In the decade after the nomination, the Mantua and Sabbioneta World Heritage Office has constantly carried out, together with all the competent offices, Site supervisory and monitoring activities and PdG implementations, following the specific indications already outlined by the same PdG.

During these years systematic recognition investigations have been carried out in two specific moments:

- The preparation in 2012-2014 of the **Site Periodic Report** established by the World Heritage Centre¹;
- The preparation, in view of the drawing up of the new Management Plan, in 2017 of the Report on the implementation state of the 2006 PdG².

The former of these two documents, prepared according to the format established by the World Heritage Centre, has particularly contributed to focusing on and updating both the factors affecting the Property (positive and negative, existing and potential, internal or external factors) and in particular the negative factors that have occurred in the last years (see earthquake, 2012), and the existing protection, management and monitoring system and the verification of its effectiveness for the purposes of the integrity and authenticity of the Property.

The Report on the implementation state of the PdG 2006, prepared with the support of the technical Offices of the two Municipalities and main stakeholders of the Site, has collected, on the basis of a specific format, the information concerning the activities carried out between 2007 and 2017 and, in particular, for each of the 4 Sector Plans, the projects and actions that have been carried out, their responsible parties, the state of implementation, the costs and sources of funding.

The summary of the collected information shows a basically positive qualitative-quantitative balance for all the 4 contemplated Sector Plans, with the implementation of all the expected interventions or actions and very high percentages of completed actions: 92%, Knowledge Plan; 84%, Protection and Conservation Plan; 79%, Enhancement Plan; 90%, Promotion, Education and Communication Plan.

In addition to a communion of intents, the involvement of the two Municipalities and of all the main public and/or private stakeholders has been highlighted; in these years, they've all promoted direct or indirect initiatives on all the 4 Plans and have included the Plan initiatives in the annual or multi-annual programming.

In the light of the experiences conducted, and particularly of the two above-mentioned ones, the need to further support the supervisory and monitoring activity carried out to date has emerged, strengthening the implemented system with the creation of a Site Observatory (see *Knowledge Plan, Objective 4, Project ii*) and with the introduction of a proper Plan, Monitoring Plan, specifically targeted to identifying the effect of the PdG on the Site OUV compared to those expected and to identifying any corrections and integrations to be made, in addition to the state of implementation of the PdG.

The proposal outlined herein goes in this direction, in line with similar initiatives of these years, providing for:

- The systematic collection of the information for the control of the state of implementation and effectiveness of the PdG through two specific datasheets, Monitoring datasheets: one concerning the individual contemplated projects and edited by the responsible parties; the other concerning each of the sector-related Action Plans under the responsibility of the Mantua and Sabbioneta World Heritage Office.
- The preparation of an Annual Report, also edited by the Mantua and Sabbioneta World Heritage Office, concerning the implementation of the PdG, the achieved effects compared to the expected effects and any corrective measures to be taken to assure the pursued objectives.

Below find the templates of the two proposed Monitoring datasheets, whose entries contain the necessary basic information for the general and specific evaluation of the PdG implementation.

¹ See. World Heritage Centre, Periodic Report – Second Cycle, Section II - Mantua and Sabbioneta, 2014

² See Annex 6 The 2006 PdG Monitoring Plan

MONITORING DATASHEET OF INDIVIDUAL PROJECTS

- | | |
|---|---|
| ACTION PLAN | <input type="checkbox"/> KNOWLEDGE PLAN
<input type="checkbox"/> PROTECTION AND CONSERVATION PLAN
<input type="checkbox"/> ENHANCEMENT PLAN
<input type="checkbox"/> PROMOTION, EDUCATION AND COMMUNICATION PLAN
<i>Enter the considered Action Plan here</i> |
| OBJECTIVE | <input type="checkbox"/> 1
<input type="checkbox"/> 2
<input type="checkbox"/> 3
<input type="checkbox"/> 4
<i>Enter here the project Objective</i> |
| PROJECT | <i>i/ix Enter here the project title</i>
<input type="checkbox"/> new project |
| INVOLVED PARTNERS | <i>Enter here the responsible parties and any other partners involved in the implementation</i> |
| HUMAN RESOURCES | <i>Enter here the involved human resources with indication of roles and time spent on the project</i> |
| FINANCIAL RESOURCES | <i>Enter here the allocated public (municipal, regional, national, EU) and private resources</i> |
| TECHNOLOGICAL RESOURCES | <i>Enter here the IT technological media</i> |
| PHASES AND TIMES OF IMPLEMENTATION | <i>Enter here the starting date of the project</i>

<i>Enter here the implementation phases</i>

<i>Enter here the times (months) of implementation</i>

<i>Enter here the closing date of the project</i> |
| OUTPUTS | ACCOMPLISHMENT <i>Enter here the actual outputs compared to the expected outputs</i>

EFFECTIVENESS <i>Enter here the outcome indicators of the accomplishments</i> |

MONITORING PLAN

MONITORING DATASHEET OF THE SECTOR-RELATED ACTION PLAN

ACTION PLAN	<input type="checkbox"/> KNOWLEDGE PLAN <input type="checkbox"/> PROTECTION AND CONSERVATION PLAN <input type="checkbox"/> ENHANCEMENT PLAN <input type="checkbox"/> PROMOTION, EDUCATION AND COMMUNICATION PLAN <i>Enter here the considered Action Plan</i>
OBJECTIVE	<input type="checkbox"/> 1 Number of implemented projects provided by the PdG Number of in itinere projects provided by the PdG Number of other implemented projects Number of other in itinere projects <input type="checkbox"/> 2 Number of implemented projects provided by the PdG Number of in itinere projects provided by the PdG Number of other implemented projects Number of other in itinere projects <input type="checkbox"/> 3 Number of implemented projects provided by the PdG Number of in itinere projects provided by the PdG Number of other implemented projects Number of other in itinere projects <input type="checkbox"/> 4 Number of implemented projects provided by the PdG Number of in itinere projects provided by the PdG Number of other implemented projects Number of other in itinere projects <i>Enter here the number of completed or in itinere projects, established by the PdG or next concerning the 4 Objectives of the Action Plan</i>
INVOLVED PARTNERS	<i>Enter her the responsible parties and any other partners involved in the implementation of the 4 Objectives of the Action Plan</i>
HUMAN RESOURCES	<i>Enter here the involved human resources with indication of roles and time spent on the 4 Objectives of the Action Plan</i>
FINANCIAL RESOURCES	<i>Enter here the allocated public (municipal, regional, national, EU) and private resources concerning the 4 Objectives of the Action Plan</i>
TECHNOLOGICAL RESOURCES	<i>Enter here the IT technological media concerning the 4 Objectives of the Action Plan</i>
OUTPUTS	<i>Enter here the state of implementation of the considered sector-related Action Plan</i>
EFFECTIVENESS INDICATORS	<i>Enter here the outcome indicators of each accomplished project of the considered sector-related Action Plan</i>

ANNEXES (DVD in Italian)

1. Memorandum of Understanding between the Municipality of Mantua and that of Sabbioneta for the purposes of the management of the “Mantua and Sabbioneta” Site – Nominated in the UNESCO World Heritage List on 7 July 2008 (2019-2022)
2. Memorandum of Understanding between the Regional Directorate for the Cultural and Landscape Heritage of Lombardy, the Lombardy Region, the Province of Mantua and the Municipalities of Mantua and Sabbioneta for the identification of the reference party of the Unesco Site in charge of coordinating all the responsible parties, performing secretariat and monitoring activities of the Management Plan” dated 22 September 2009
3. The Site Cultural Heritage
4. The socio-economic indicators
5. The tourist flows of the Province and of the Municipality of Mantua, 2018
6. The 2006 PdG 2006 Monitoring Plan

translated by





Mantova e Sabbioneta
iscritte nella Lista
del Patrimonio Mondiale nel 2008



Mantova e Sabbioneta
Patrimonio Mondiale

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