

United Nations  
Educational, Scientific and  
Cultural Organization



Mantova e Sabbioneta  
iscritte nella Lista  
del Patrimonio Mondiale nel 2008

# MANTUA AND SABBIONETA THE 2020 MANAGEMENT PLAN SYNTHESIS DOCUMENT



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

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Edited by Paola E. Falini

*On the cover*

Ignazio Danti, Duchy of Mantua, 1580 – 1583,  
Vatican City, Gallery of Geographic Maps.  
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**MANTUA AND SABBIONETA**  
**THE 2020 MANAGEMENT PLAN**  
**SYNTHESIS DOCUMENT**











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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

**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



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# 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 level<sup>1</sup>.

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 criteria<sup>2</sup> identified by

<sup>1</sup> See Convention on the Protection of the Cultural and Natural World Heritage (Paris, 1972).  
<sup>2</sup> 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

the operational Guidelines for the implementation of the World Heritage Convention and should meet the criteria of integrity<sup>3</sup> and authenticity<sup>4</sup>, 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”.  
<sup>3</sup> 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.  
<sup>4</sup> 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.

- 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 it does
UNESCO	<p><b>UNESCO</b> (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 <b>UNESCO</b> 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 <b>1972</b> UNESCO adopts the <b>Convention on the Protection of the World and Natural Heritage</b>, 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 <b>World Heritage Centre</b> 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

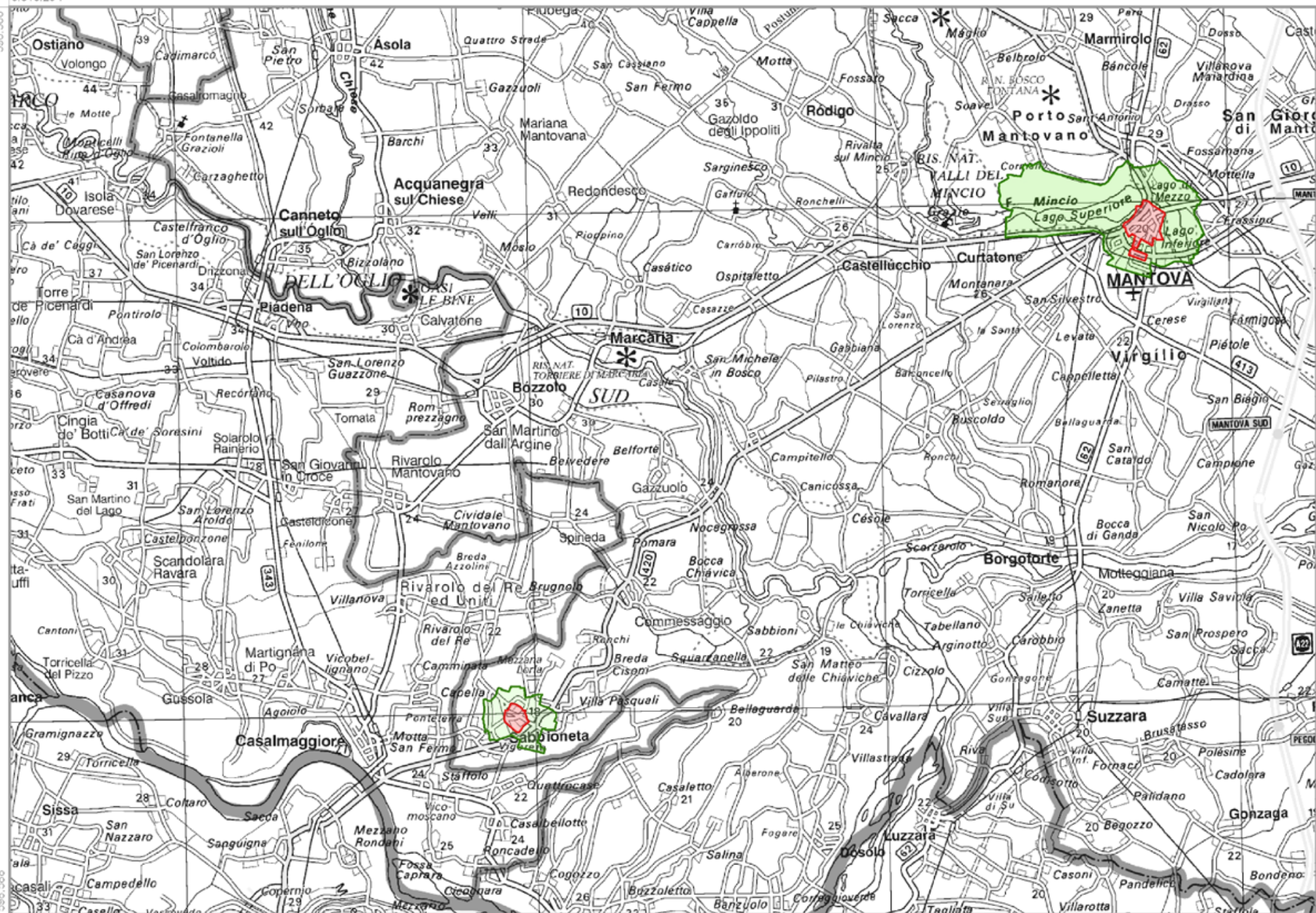
Mantua and Sabbioneta

Tavola n° 1 di 4

Table n° 1 of 4

5.010.254

5.010.254



Official boundary  
of the Site  
inscribed in the  
World Heritage List

01

4.976.604

4.976.604



geodatabase dei  
siti italiani del  
patrimonio  
mondiale  
italian unesco geodatabase



## 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

Edizione 2008  
Edition 2008



# THE OUTSTANDING UNIVERSAL VALUE OF THE MANTUA AND SABBIONETA SITE

Mantua and Sabbioneta were included in the World Heritage List during the 32<sup>nd</sup> 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 15<sup>th</sup> and 16<sup>th</sup> 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

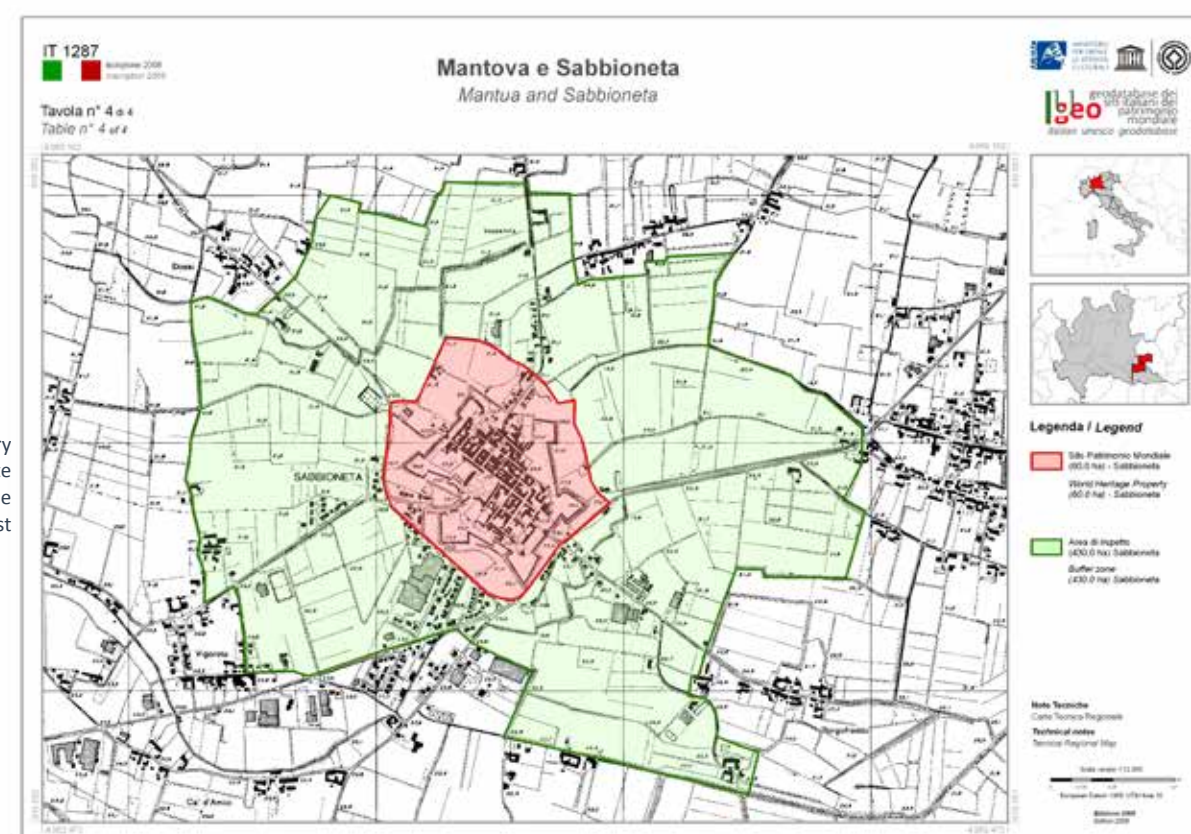
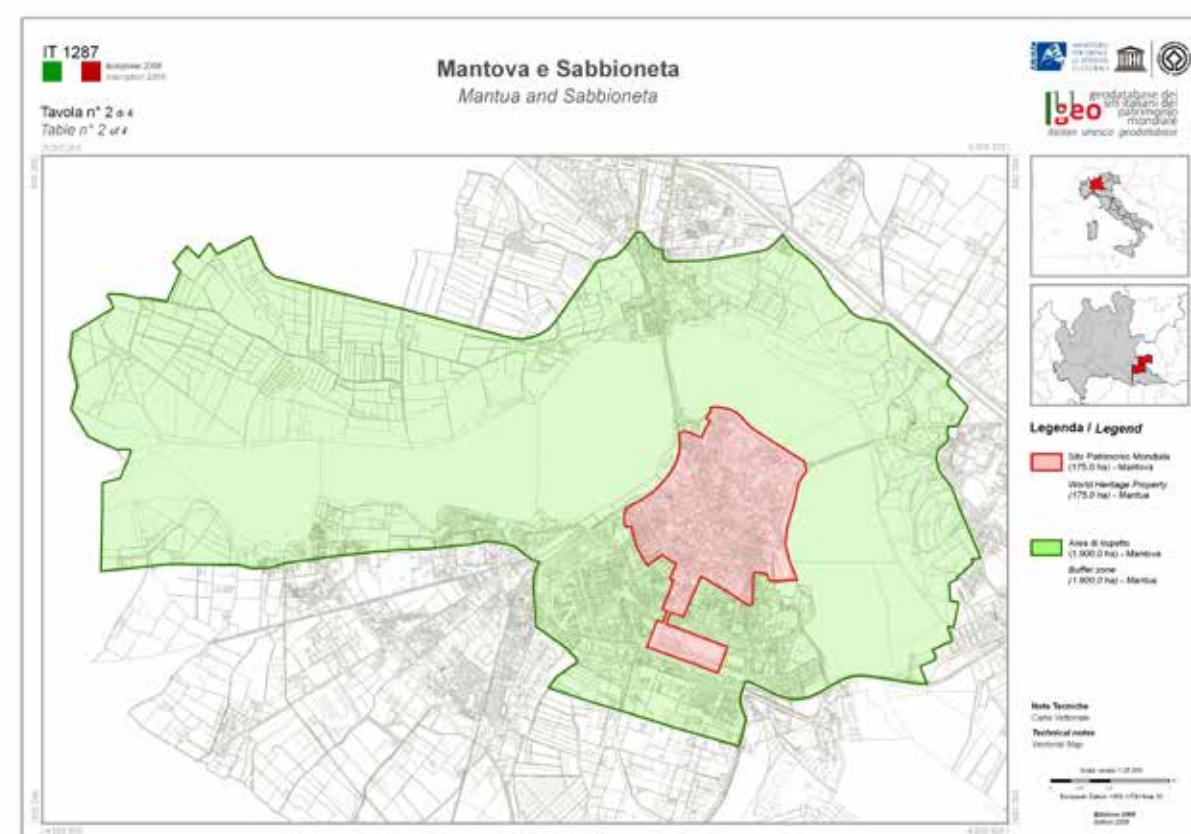
Both properties meet the required conditions of integrity and authenticity, since their most significant urban and architectural components have been preserved over time, as has their relationship with their settings.

## 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 summary<sup>5</sup> below starting from the recognized peculiar values of each of the two cities.

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



Official boundary  
of the Site  
inscribed in the  
World Heritage List





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

## 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 12<sup>th</sup> 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 18<sup>th</sup> 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 10<sup>th</sup> century the city becomes dominion of the Canossas and, in the 12<sup>th</sup> century, it becomes a free medieval Commune. In 1274 the Commune becomes Signory 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 15<sup>th</sup> 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 15<sup>th</sup> century with the construction (1390-1406) of the San Giorgio castle. Starting from the 14<sup>th</sup>-century heritage, in the 15<sup>th</sup> 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 19<sup>th</sup> 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 16<sup>th</sup> 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 15<sup>th</sup> 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 16<sup>th</sup> 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 16<sup>th</sup> 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 15<sup>th</sup>-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.





## 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 15<sup>th</sup> 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 1<sup>st</sup> century b.C., perfected in *oppidum* by the Byzantines, in *castrum* by the Carolingians and eventually in medieval *curtis*. In the 11<sup>th</sup> century, the Benedictine monks start a reclamation process. During the 16<sup>th</sup> 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 16<sup>th</sup> 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 16<sup>th</sup> 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.



### 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.

### 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.

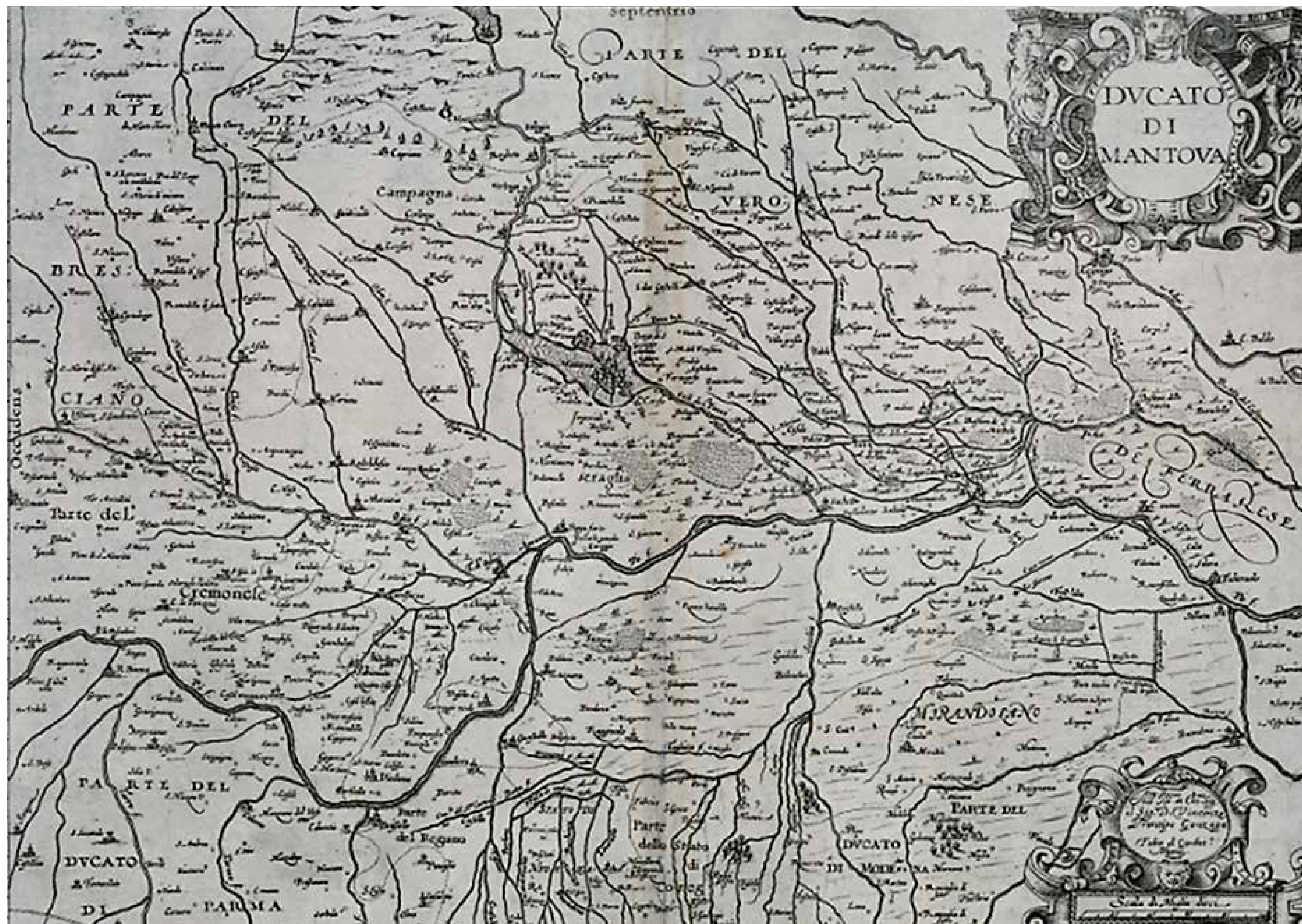
In this context, architectures are valuable because they're inserted in an urban environment which gives them sense and perspective. It's not by chance, as already mentioned, that the recognition of the World Heritage Centre doesn't refer to single monuments, which individually confer splendour and quality 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 Landscape<sup>6</sup> 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.

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





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



## 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 16<sup>th</sup> century, Mantua is undoubtedly the fruit of the 15<sup>th</sup>-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 16<sup>th</sup> 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 16<sup>th</sup> century the idea of the city that is born perfect, total expression of the ingenuity and culture of the founder; in Mantua in the 15<sup>th</sup> 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 16<sup>th</sup> 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.



THE MANAGEMENT STRUCTURE

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# 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 Sabbioneta<sup>1</sup>.

*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 Understanding<sup>2</sup> 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

<sup>1</sup> 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.

<sup>2</sup> 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 Understanding<sup>3</sup> 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 Municipalities<sup>4</sup>, 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.

<sup>3</sup> 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.

<sup>4</sup> 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.

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.



# 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

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)<sup>5</sup>;
  - research of the territorial aspects and of Mantua and Sabbioneta UNESCO Site (2012)<sup>5</sup>;
  - Guidelines for the design of the urban public space of the Mantua and Sabbioneta Site (2014)<sup>5</sup>.
3. Improvement projects of the Site accessibility, revival of its traditional and tourist promotion activities:
  - Mantua – Sabbioneta<sup>5</sup> Cycle Lane (2010);
  - Mantua in One Hundred Windows;
  - Mantua and Sabbioneta<sup>5</sup> Bus Line (2012);
  - Mantova Sabbioneta Card (2016);
  - The new car park of Sabbioneta<sup>5</sup> (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)<sup>5</sup>;
  - Mantua and Sabbioneta in Europe (2012 - 2014)<sup>5</sup>;
  - Projects with schools (under way);
  - The great @ttractions (2016);
  - Communicating the Mantua and Sabbioneta Site (under way)<sup>5</sup>;
  - The Mantua and Sabbioneta Heritage Centre (2014 – 2016 – 2017);
  - Mobartech (under way).

<sup>5</sup> 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

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.



THE NEW MANAGEMENT PLAN

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# 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*<sup>1</sup>, 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

<sup>1</sup> 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)<sup>2</sup> 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)<sup>3</sup>, UNESCO (2015 e 2016)<sup>4</sup> and Habitat III (2016)<sup>5</sup>, 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.

<sup>3</sup> ANCSA, The value of the urban heritage of contemporary society, 2015.

<sup>4</sup> 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.

<sup>5</sup> 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 community<sup>1</sup>**

*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 UNESCO<sup>6</sup> and by the Council of Europe<sup>7</sup> and the main emerging methodological guidelines<sup>8</sup>, 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 PdG<sup>9</sup> 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.

<sup>6</sup> 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).

<sup>7</sup> 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).

<sup>8</sup> 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.

<sup>9</sup> 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 Declaration<sup>10</sup> and those of the Agenda 2030<sup>11</sup>, 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.

<sup>10</sup> The strategic objectives, also known as the 5C, 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).

<sup>11</sup> See UNRIC, Changing our world: the Agenda 2030 for Sustainable Development, 2015

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.

# 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 years<sup>12</sup>, 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 country<sup>13</sup>.

Lastly, as shown in the previous PdG and then confirmed during the consultation meetings with the main stakeholders for the preparation of this

<sup>12</sup> See Chapter 4.2.5 The state of conservation and the factors affecting the Property  
<sup>13</sup> See Footnote 34

new Plan<sup>14</sup>, 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).

<sup>14</sup> See Chapter 4.5.3 Participation, involvement and sharing

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

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

SWOT analysis				
Sector	Strengths	Weaknesses	Opportunities	Threats
Tourism	<ul style="list-style-type: none"><li>• Availability of several sites of highly attractive historic-cultural attraction</li><li>• Excellent environmental resources (Mincio river and Vallazza reserves)</li><li>• Excellent central position to access different tourist attractors of neighbouring areas (e.g. Verona, Garda, Venice)</li><li>• Constant tourist flows over the year</li><li>• Good accommodation supply, especially of non-hotel facilities</li></ul>	<ul style="list-style-type: none"><li>• Lack of structured connections with the main international tour operators</li><li>• Inadequately exploited rustic sector</li><li>• Low levels of average stay of tourists, especially foreign ones</li><li>• Lack of a unitary and shared tourist strategy among the different public and private operators</li></ul>	<ul style="list-style-type: none"><li>• Internationalization of tourism</li><li>• Great development potentials of historic-cultural tourism</li><li>• Strong development of environmental and business tourism</li><li>• Greater enhancement of the natural resources for naturalistic-environmental tourism purposes</li><li>• 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”</li></ul>	<ul style="list-style-type: none"><li>• Competition from bordering areas better equipped with accommodation infrastructures</li></ul>
Agriculture	<ul style="list-style-type: none"><li>• 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.)</li><li>• High-quality agri-food chain</li><li>• Very high agricultural productivity, one of the highest in Europe</li></ul>	<ul style="list-style-type: none"><li>• Heavy ageing of the countryside</li><li>• Modest profitability</li></ul>	<ul style="list-style-type: none"><li>• Potential income integrations with the farm tourism phenomenon</li><li>• Growing importance of organic farming</li><li>• Strengthening of farming associations</li></ul>	<ul style="list-style-type: none"><li>• Challenging generational change and resulting exodus of agricultural activity</li><li>• Growing international competition of the sector, also in the light of the changes of the recent EU agricultural policy</li></ul>



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

SWOT analysis				
Sector	Strengths	Weaknesses	Opportunities	Threats
Environment	<ul style="list-style-type: none"><li>• 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.</li><li>• Presence of peri-urban highly natural areas (Peri-urban Park).</li><li>• Abundance of underground water resources</li><li>• Quite efficient and widespread solid urban waste (RSU) disposal</li><li>• Territory characterized by a rich network of irrigation canals for a high agricultural productivity</li></ul>	<ul style="list-style-type: none"><li>• Pollution of surface water</li><li>• Purification of industrial discharges</li><li>• High chemical charge on the soil due to the use of fertilizers in agriculture</li><li>• 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.</li><li>• Presence of abandoned industrial artefacts of low value which deface the landscape</li></ul>	<ul style="list-style-type: none"><li>• 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).</li><li>• Expansion of environmental and landscape tourism demand</li></ul>	<ul style="list-style-type: none"><li>• 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</li><li>• Risks of hydrogeological instability resulting from the current climate change</li></ul>

# 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 Office<sup>15</sup> has taken the shape of *stakeholder consultation*<sup>16</sup> 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.

<sup>15</sup> 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.

<sup>16</sup> *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.

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;

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. Four days were devoted to the four above mentioned topics respectively.

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
<div><div></div><div><ul style="list-style-type: none"><li>- Systematic and permanent update of the analyses and existing information of the Site.</li><li>- Systematic and permanent update of the analyses and classification of the historic-anthropic heritage and environmental heritage</li><li>- Systematic and permanent update of the environmental weaknesses (monitoring) of the Site</li><li>- Update and deepening of the state of conservation of the Heritage and the concerning factors (risks)</li><li>- Analysis and census of the heritage of paths and walks</li><li>- Permanent monitoring of the Management Plan</li></ul></div></div>	<div><div></div><div><div>TO KNOW</div><div>Identify and recognize the Cultural, Environmental and Socio-economic Heritage of the World Heritage Site</div></div><div>KNOWLEDGE PLAN</div></div>
<div><div></div><div><ul style="list-style-type: none"><li>- Encouragement of the participation of the private sector in the works of protection</li><li>- Definition of a user’s regulation compatible with listed heritage</li><li>- Restoration of the Sabbioneta walls as a landmark of the Site</li><li>- Preparation of a Colour Plan</li><li>- Recovery of abandoned buildings and their green areas</li><li>- Recovery and requalification of the peri-urban landscapes in line with Site listed value</li><li>- Safeguarding and conservation of existing agricultural and forest areas in the urban and peri-urban field</li><li>- Protection and enhancement of the territorial and urban water system</li><li>- Monitoring of the active or abandoned industrial areas</li><li>- Preparation of climate adaptation Plans</li><li>- Establishment of an institutional table on the vulnerability of the territory and in particular to the seismic and hydrogeological risks</li></ul></div></div>	<div><div></div><div><div>TO PROTECT AND PRESERVE</div><div>Safeguard the Outstanding Universal Value (OUV) of the World Heritage Site</div></div><div>PROTECTION AND CONSERVATION PLAN</div></div>
<div><div></div><div><ul style="list-style-type: none"><li>- Incentives for the repopulation and diffuse maintenance of the Site</li><li>- Private sponsorships for the development of cultural initiatives enhancing the UNESCO heritage</li><li>- Articulation of an inclusive territorial narrative of the UNESCO heritage (and more)</li><li>- Reuse of abandoned buildings of historic-architectural value</li><li>- Construction of a territorial connection system ‘UNESCO heritage-naturalist paths-local productions’</li><li>- Overcoming of the approach ‘protection vs use’ for an enhancement plan contemplating use</li><li>- Encouragement of sustainable agriculture and traditional productions</li><li>- Encouragement of slow tourism</li><li>- Reconnection of the listed heritage with the suburban districts</li><li>- Research aimed at the economic development of the territory focused on enterprises/ products, requirements for vocational training and tourist promotion</li><li>- Definition of a territorial promotion brand</li><li>- Construction of a territorial connection system ‘UNESCO heritage- naturalist paths-local productions’</li><li>- Qualification of the “adequate” tourisms to the Site</li><li>- Construction of a sustainable tourist supply for the Site</li><li>- Requalification of the internal and external accessibility system to the Site (accesses, urban and peri-urban outdoor spaces)</li><li>- Strengthening and integration of the cycle pedestrian network with the components of the municipal and territorial ecological network</li><li>- Usability of the bastions</li><li>- Solution of the problems connected to the ownership and conflict of uses</li><li>- Solution of the problems connected to the abandoned private heritage and its possible public uses</li><li>- Enhancement of the rural real estate private heritage</li><li>- Adaptation of the urban real estate private heritage</li><li>- Reinforcement of the link between the two Municipalities of the Site in terms of use and resignification of the common heritage</li></ul></div></div>	<div><div></div><div><div>TO ENHANCE</div><div>Ensure liveability and promote the sustainable development of the World Heritage Site</div></div><div>ENHANCEMENT PLAN</div></div>
<div><div></div><div><ul style="list-style-type: none"><li>- Diffuse knowledge of the UNESCO heritage</li><li>- Training of teachers and of other categories of citizens</li><li>- Reinforcement of the cultural belonging to reverse the depopulation trend</li><li>- Vocational training on the UNESCO heritage</li><li>- Creation of a territorial networking among education, research and training centres</li><li>- “Listed” communication of the UNESCO title</li><li>- Reinforcement of a dialogue/exchange system in the field of cultural projects between the World Heritage Site and the third sector</li><li>- Promotion of environmental culture</li></ul></div></div>	<div><div></div><div><div>TO TRANSMIT</div><div>Communicate, raise awareness and train on the World Heritage</div></div><div>TRANSMISSION PLAN</div></div>

# THE ACTION PLAN

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# 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 framework<sup>1</sup>.

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 Emergency<sup>2</sup> 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.

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.

<sup>1</sup> See Annex 3 Monitoring

<sup>2</sup> See Municipality of Mantua, Municipal Emergency Plan, 2014, currently under review.

# THE PROTECTION AND CONSERVATIO PLAN



## 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, 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 Cavallegero).

## 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.



# THE ENHANCEMENT PLAN



## 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 Site<sup>3</sup>.

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”<sup>4</sup> 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.

<sup>3</sup> See Annex 6 Monitoring of 2006 PDG

<sup>4</sup> 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 Bicitalia 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 intervention 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  
restauration 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 Cultural<sup>5</sup> 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:

<sup>5</sup> As defined under art.101 *Cultural Institutes and Places* of the Code of Cultural Heritage and Landscape

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



# 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 Strategy<sup>6</sup>, 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](http://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

<sup>6</sup> 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 transmet pas, il se conquiert*<sup>7</sup>. 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

<sup>7</sup> André Malraux, 1935



# 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.

				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
ACTION PLAN	OBJECTIVE		PROJECTS	1	2	3	
Knowledge Plan	1. TO INTEGRATE AND TO STRUCTURE THE DOCUMENTARY FRAMEWORK		<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
	2. TO DEEPEN AND TO INTEGRATE THE KNOWLEDGE FRAMEWORK		<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
	3. TO DEEPEN AND TO INTEGRATE THE DIAGNOSTIC FRAMEWORK		<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
	4. TO COORDINATE AND TO SPREAD THE SITE KNOWLEDGE		<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

				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
ACTION PLAN	OBJECTIVE		PROJECTS	1	2	3	
Protection and Conservation Plan	1. TO ADAPT AND TO INTEGRATE THE TERRITORIAL, TOWN-PLANNING AND ENVIRONMENTAL PLANNING INSTRUMENTS		<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
	2. TO ADAPT AND TO INTEGRATE THE TECHNICAL-OPERATIONAL INSTRUMENTS		<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
	3. TO IMPLEMENT PLANS, PROGRAMMES AND INTERVENTIONS OF MITIGATION AND PREVENTION OF THE TERRITORIAL, LANDSCAPE AND ENVIRONMENTAL WEAKNESSES		<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
	4. TO IMPLEMENT CONSERVATION PROJECTS OF THE CULTURAL HERITAGE		<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



				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
ACTION PLAN	OBJECTIVE		PROJECTS	1	2	3	
Enhancement Plan	1. TO UNDERTAKE STRATEGIC PLANS, PROGRAMMES AND INTERVENTIONS OF CULTURAL ENHANCEMENT OF THE SITE AND THE GONZAGA TERRITORY		<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
	2. TO PROMOTE SUPPORTING MEASURES TO THE HOUSING POLICIES AND PROXIMITY SERVICES		<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
	3. TO UNDERTAKE PLANS, PROGRAMMES AND INTERVENTIONS OF IMPROVEMENT OF THE EXTENDED ACCESSIBILITY OF THE SITE AND THE GONZAGA TERRITORY		<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
	4. TO UNDERTAKE PLANS, PROGRAMMES, INTERVENTIONS AND MEASURES OF SOCIO-ECONOMIC AND TOURIST ENHANCEMENT OF THE SITE AND THE GONZAGA TERRITORY		<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
Transmission Plan: Promotion, Education, Communication	1. TO PROMOTE THE COMMUNICATION OF THE SITE AND THE GONZAGA TERRITORY		<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
	2. TO PROMOTE THE QUALITY OF THE SITE TOURIST OFFERING		<i>i. Training courses for local operators</i>				3
			<i>ii. Training courses for public institutions operators</i>				3
	3. TO EDUCATE ON THE WORLD HERITAGE		<i>i. Educational proposals on the World Heritage for schools</i>				3
			<i>ii. Seminars, workshops and university teaching courses</i>				3
	4. TO SHARE, TO RAISE AWARENESS AND TO PROMOTE THE SITE OUV		<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





# 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 Centre<sup>1</sup>;
- 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 PdG<sup>2</sup>.

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.

Two monitoring sheets were elaborated to collect the necessary basic information for the general and specific evaluation of the PdG implementation.

<sup>1</sup> See. World Heritage Centre, Periodic Report – Second Cycle, Section II - Mantua and Sabbioneta, 2014

<sup>2</sup> See Annex 6 The 2006 PdG Monitoring Plan

THE 2020 MANAGEMENT PLAN  
“Mantua and Sabbioneta World Heritage”

## ANNEX (DVD)

Mantua and Sabbioneta. The 2020 Management Plan - *complete version*







Mantova e Sabbioneta  
iscritte nella Lista  
del Patrimonio Mondiale nel 2008



Mantova e Sabbioneta  
Patrimonio Mondiale

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