



I PORTICI DI BOLOGNA
CANDIDATURA UNESCO

THE PORTICOES OF BOLOGNA

Management Plan

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The Management System conceptual model

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1. The Management System conceptual model

The main objective of a UNESCO Management System is to guarantee the identification, protection, conservation, enhancement and transmission to future generations of the site nominated for the World Heritage List.

The UNESCO Management Plan (MP) is, therefore, an operational tool that must pursue a development model capable of combining the need to conserve the exceptional cultural and environmental values that have enabled the inclusion of the site on the World Heritage List with the needs of tourist use, of transformation and growth linked to the socio-economic development of the reference territory.

In other words, the purpose of a UNESCO Management System is the search for a balance between conservation and development, recognizing the protection of the universal value, authenticity and integrity of the site as the priority, and being able to adapt from time to time to different situations, both in terms of potentials to be exploited and critical issues to be solved.

Unlike the Nomination Format and the Periodic Report - for which a standardized format/grid of topics is provided-, for the Management Plan there is no official model codified by the World Heritage Centre.

The 2013 Operational Guidelines provide some basic concepts for the implementation of an effective management system, without any detail about how the Management Plan should be structured (see paragraphs 108 to 118 of the OPs). These paragraphs constitute the essential guidelines for the development of the MP and identify the primary contents to be developed. Namely, the Management Plan should:

- primarily guarantee the protection of the exceptional Universal Value of the site and its transmission to future generations;
- be constructed as much as possible through a participatory approach and be based on a governance system in which all the stakeholders of the territory participate
- be a dynamic tool capable of planning short, medium and long term actions;
- provide for moments of monitoring and feedback of the results;
- identify actions capable of mitigating the risks and negative impacts that could potentially act on the site.

Given these premises, we believe that in order for a Management System to be really able to provide an operational contribution, the plan should build a path for implementing a key idea for the site, the so-called *vision*: what is the future development that we envision for the site? What is expected from its management?

Below is a diagram illustrating the main drafting phases of the creation of the management system to be reported in the Management Plan document:

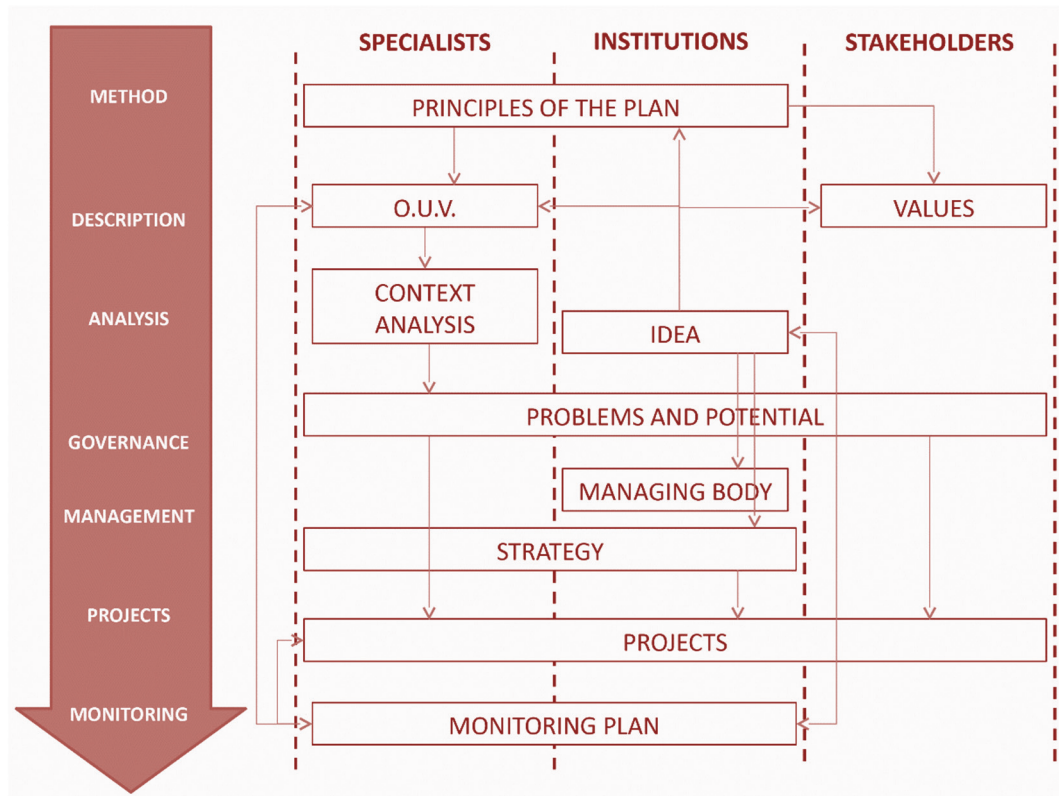


Figure 1. Management system procedural strategy (SiTI, 2017)

In particular, the MP must be the result of a shared path between scientific experts, institutions and stakeholders: starting from the idea of the site and going through analyses and comparisons between the parties, the process should deliver a shared strategy, which in turn is expressed through a series of concrete projects to be implemented in the territory.

Fundamental moments are then the definition of a management structure and the implementation of the Monitoring Plan, to be considered as a moment of revision of the process as a whole.

It is useful to underline that the proposed scheme derives from the field experience acquired by LINKS in the context of drafting Management Plans for UNESCO sites: it was shared and discussed with the Italian Ministry for Cultural Heritage and Activities and Tourism in the framework of a collaboration aimed at defining guidelines for the enhancement of cultural heritage.

Going into the Bologna case study, it is believed that the vision to which the MP must give an operational response is the need for an integrated enhancement of the porticoes system with respect to the cultural and social value that it has acquired over the centuries. This vision will be better explained in the next paragraphs.

The MP is therefore configured as a dynamic process that starts from the analysis of the actual state of the territory in question, configures the objectives to be achieved, elaborates a series of tools and operational actions aimed at fulfilling those objectives and constantly monitors the effects of the implementation of the actions themselves, all implying a constant involvement of the stakeholders and a careful evaluation of the impacts linked to the nomination.



1.a. Three elements, three processes and three results of the proposed management system

According to the UNESCO indications in the publication entitled "Managing Cultural World Heritage", a management system must be based on 9 "common denominators", which in the present management system are adequately matched and which are grouped according to categories:

Categories	Components
Elements	Legal framework, Institutional framework, resources
Processes	Planning, Implementation and Monitoring
Results	Outcomes, outputs and indications for improving the MS

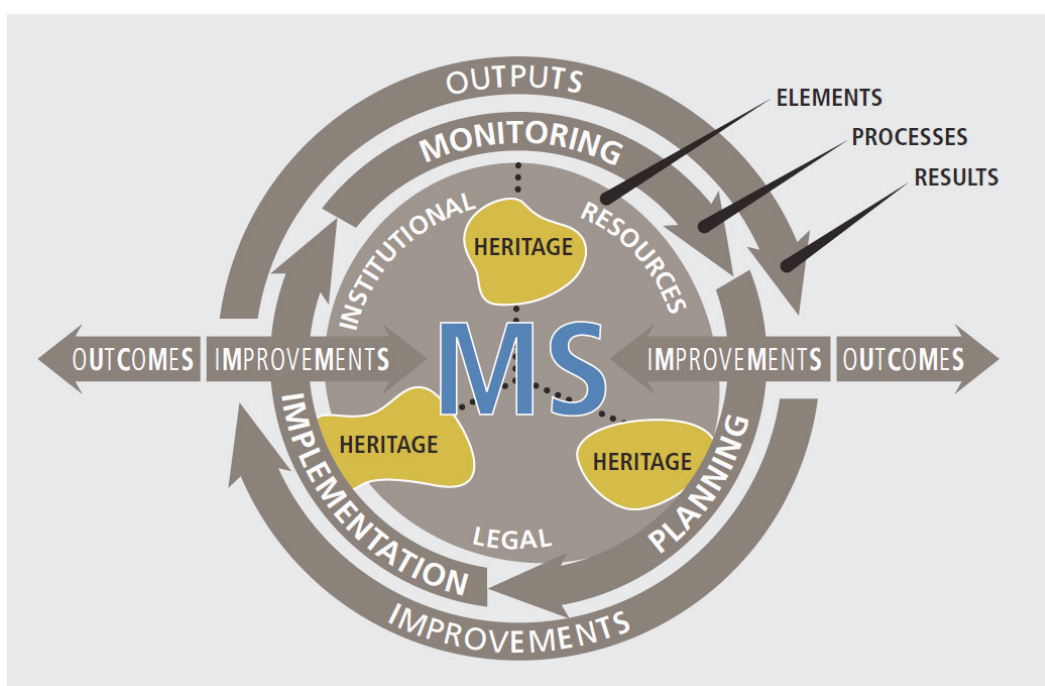


Figure 2. The 9 components of the Heritage Management System

The management process developed for Bologna well responds to these indications proposed by UNESCO.



Description of the context

2



2. Description of the context: facts and trends

The territorial and socio-economic analysis constitutes a necessary element for the definition of the context in which the MP operates, with a view to highlighting possible problems on one hand and enhancing the potential on the other. Therefore, these analyses aim to highlight - and, where possible, quantify - the variables that influence the territory, giving useful indications to define basic orientations and constraints in which to operate.

The variables are different: they may concern the physical and morphological aspects of the context, its infrastructure endowment, the peculiarities of the historical processes that led to the current conformation, the environmental situation etc. Among them, an essential role is played by the factors that refer to the settled population, such as its demographic characteristics, its social composition, and the activities in which it is engaged, the educational levels, or the touristic sector it has developed and so on.

Given this premise, regarding the case of Bologna, below is the reconstruction of a short picture of the city in terms of the resident population, the tourist flows, the social aspects, with attention also to economic and political data.

2.a. Territory and History

Bologna is located in the southern foothills of the Po Valley, close to the first hilly reliefs of the Tuscan-Emilian Apennines, between the mouth of the valleys of the Reno River and the Savena stream, which bathe it longitudinally, to the west and to the east respectively. The altimetry of the municipal territory ranges from 29 m above s.l. of the district of Corticella to the 54 of the centre of the chief town, up to about 280 of the Colle della Guardia, which dominates the urban area, and to the 390 of Mount Sabbiuno on the southern borders of the municipal territory. The city is really important as a road and rail centre through which most traffic between central Italy and the north must transit. Until World War I, the city was chiefly dependent upon agriculture because of its surrounding fertile plain. Although still an important agricultural market and food-processing centre, Bologna has also developed into an important industrial hub; its chief productions include agricultural machinery, electric motors, motorcycles, railway equipment, chemicals, and shoes.

The origins of the city can be traced right back to the Bronze Age. Around three thousand years ago, a population of unknown origins settled in the Apennine Region, on the banks of the Apose and Ravone rivers. During the Iron Age, this population developed its own authentic culture and came to be known as the Villanovian Civilisation. These villages were inhabited by skilful potters and smiths who developed working relationships with other civilizations such as the Etruscans, the Greeks and the Phoenicians. This meant that the Villanovians were able to play a central role in the trade network covering northern and central Italy. Around the sixth century B.C., the settlement of villages was eventually surrounded by the Etruscans (who brought with them their culture) and the area was transformed into the wealthy and prosperous Felsina. The Etruscans in Felsina (mentioned by the Roman author Pliny in one of his works) added to the trade links already established by the Villanovians and the area soon became the commercial centre of Etruria.

Later on, Felsina was occupied by the Gallic Boii in the 4th century BC and became a Roman colony and municipium (called Bononia) in 190 BC. It was subject to the Greek exarchate of Ravenna (6th century); then it was occupied by the Visigoths, Huns, Goths, and Lombards after the barbarian invasions. After a feudal period, Bologna became a free commune when the emperor recognized its rights in the early 12th century. The conflict between the Guelfs and the Ghibellines (two parties in medieval Italian politics) led to the city's domination by a series of "signori" (lords) - the Pepoli, Visconti, Bentivoglio - before it was incorporated into the Papal States by Pope Julius II in 1506. Thereafter it enjoyed more than three centuries of peace and prosperity. Papal rule was interrupted

only by a brief period of French control (1797–1814) before Bologna was garrisoned by the Austrians (1849–60) and then joined the Kingdom of Italy of national unification in 1860. Occupied by German troops from September 1943 until it was recaptured by Allied forces in 1945, it suffered heavy air and artillery bombardments.

THE PORTICOED CITY

The porticoes origins must be searched in the Middle Age period. Vestiges of the early medieval city are still evident today. It was smaller than the Roman town and enclosed in the Selenite walls. The typical radial road structure which nowadays spreads out from Porta Ravegnana dates back to this period: the via Emilia to Rimini, via San Vitale to Ravenna, via Castiglione to Castiglione dei Pepoli. Likewise, the layout of the Torresotti walls is still noticeable in the urban shape of the city. They were destroyed a century after their construction. In their place, above the wall moats, roads and places were later constructed (Aldrovandi e Malpighi).

Large empty unbuilt spaces persisted inside the perimeter of XIII Century walls. From the second half of the 19th century, large rectilinear streets were built in place of those spaces as an expression of the modern era.

Over the course of the XX century, urban growth proceeded speedily incorporating the surrounding villages in the countryside. The expansion of the built city was guided by the need to respond to changing situations, such as post-war reconstruction (Piano di Ricostruzione, 1948), or the significant migration flows associated with local industrial development (Piano Regolatore Generale, 1958).

The General Urban Development plan of 1958 led to the rapid construction of new housing in the outskirts of the city, which today result to be poor in public facilities such as parking, parks and public spaces, infrastructures. The neighbourhoods of Barca, Fossolo, Beverara, Corticella, Pilastro, Casteldebole and Pescarola are an exception as they were part of the Piano di Edilizia Popolare (1964) and today are the outer suburbs of the city.

Since the mid-80s, as a consequence of the Urban Development Plan of 1985 (effective from 1989), efforts have been made in order to recompose the urban structure of the suburbs and to direct new urban development towards already urbanized areas.

Conventionally, historical city centre is considered to be the area included in the Circla, the historically more recent (then demolished) city walls built in the XIII Century, which coincides with the current Circonvallazione (ring road).

After 1969, following the approval of a very innovative urban plan which considered the whole historical city centre of Bologna as a “single monument”, the ancient city has been subject to a series of proactive policies aimed at the protection and enhancement of its architectural and urban heritage.

Today, Bologna is often seen as Europe's cultural capital. It takes pride of place in Italy's road network and its prestigious University is world-famous. It is an ancient city with a widely-respected artistic heritage which has promoted various cultural initiatives on an international scale. It is a city which is known for its strong identity, its inter-cultural exchange programmes, its towers, its gateways, its magnificent palaces and for the “joie de vivre” of its population.

2.b. Demography

The City of Bologna continues to grow, confirming the rising trend since 2009-2010: its ability to attract new residents who arrive above all from other Italian Municipalities, in particular from southern Italy and from the islands, is confirmed; birth rates are high even if slightly down from the



past years. These are some of the elements that emerged from the Statistics Office of the Municipality of Bologna on the demographic trends in the first half of 2019.

The measures implemented by the municipal administration in recent years have led to these excellent results: through policies based on the quality of social services and welfare in general, lead by the fundamental integration, the city has been able to counter the clear tendency of all Italian municipalities to a constant demographic decline, taking advantage of the dynamics in progress and enriching itself from a socio-cultural point of view. Below some of the main data of the Bologna Statistics Office.

The population residing in Bologna as of June 30, 2019 is 391,620 inhabitants (+ 0.4% in one year or about 1,400 more people) and thus the underlying trend of a slight but constant growth is confirmed. The migratory balance is positive for 1,943 units and exceeds the always negative value of the natural balance (born-dead), equal to -959 units. The Porto-Saragozza district is in first place for the number of residents (69.653), followed by Navile (69.461) and San Donato-San Vitale (66.380). The Savena district is the rear end (60.024). The demographic balance is slightly in surplus in all the districts, with Navile recording a higher than average increase (+ 0.8%; +530 residents compared to June 2018). However, the average town variation of + 0.4% recorded a slowdown in the historical centre, which grew slightly less (+ 0.2%) and had 53,357 residents at the end of the first half of this year.

The male population is about 184,631 units, while female's one is 206,005. The age groups are slightly unbalanced: the youngest group (0-17) is composing 14% of the total population, the oldest (>65) is about 25% but the biggest one is the middle age (18-64).

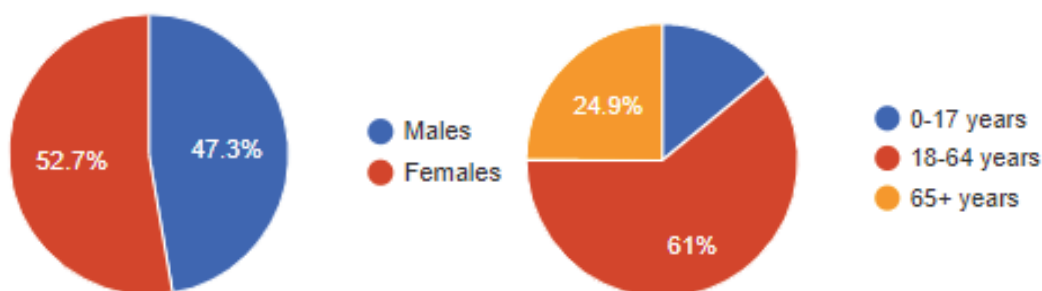


Figure 3 and Figure 4. Population figures with gender and age distribution

The born in the first six months of 2019 were 1,448, with a slight decrease (they are 62 or -4.1% compared to the same period of 2018). The birth rate remains however on the values of the late 70s, relatively high for the city of Bologna. Children born out of wedlock are now close to 40% (570 in all), while 878 are born from married couples (60.6% of the total). Regarding the deaths, the tendency to reduce mortality, equal to -0.9%, continues in the first half of 2019. In the first six months of 2019, there were 2,407 deaths, 23 less than in the same period of 2018.

The migration balance is largely positive (+1,943 units). In the first half of 2019, the migration flows intensified slightly. In total (including regularisations through registrations and office cancellations) 8,780 new citizens were registered as city residents (on average almost 1,500 each month). The outflows were high, even if at a lower rate: 6,837 people no longer residing in the city were removed from the registry office (on average 1,140 cancellations per month). Seven new residents out of ten, in the first half of 2019, were Italian citizens (overall 6,155), while foreign citizens represent 29.9% of new residents. Analysing the origin of the actual migratory movements, therefore netting out office registrations, in the first half of 2019 there was a flow from abroad that constitutes 17.7% of immigration in the city, while 8 immigrants out of 10 came from other Italian municipalities; in particular, a quarter came from the metropolitan area of Bologna (25.2%) and over a quarter from the South and from the islands (29.8%). The migration balance is largely positive and is determined

in particular by a surplus with southern and insular Italy (+1.912 units) that exceeds that with foreign countries (+770 people), confirming the attractiveness of Bologna that receives inhabitants from other regions and from abroad. At the same time, the city has an intense exchange of residents both in and out of the neighbouring municipalities, which gives rise to a negative balance of 875 residents at the provincial level in the first half of the year.

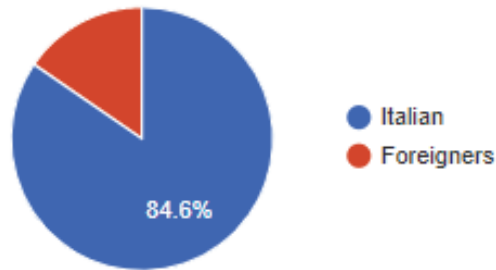


Figure 5. Chart illustrating the percentage of foreign population

Foreigners residing in the city as of June 30, 2019 are a total of 60,463 and constitute 15.4% of the population of Bologna (15% among males and 15.9% among females). Women are the majority (32,738 against 27,725 men), although significant differences are still found among the various nationalities, with a marked female prevalence of those of Eastern European origin and a male one of citizens from the Middle and Far East, as well as from north-central Africa. Foreigners in the city live mainly around the historical centre, particularly in the northern suburbs. Navile with 15,124 foreign citizens is the most multi-ethnic neighbourhood; the most limited presence is recorded in the Santo Stefano district with 7,217 non-Italian residents. The foreigners living in the city are mainly Europeans (42.3%) and citizens of Asia (36.7%), and their composition is very heterogeneous: in Bologna there are in fact 150 nationalities. The most represented are Romanians with over 10,000 inhabitants, the Philippinoes (5,075) and Bangladeshi (5,033); in fourth position the Pakistani (4,189) and in fifth place the Chinese (3,926). They are followed by Ukrainians (3,820) and Moroccans in seventh place with 3,623 residents. There are then 3,541 Moldovans and 2,602 Albanians. Sri Lanka closes the top ten (1,374).

Regarding families, as of June 30, 2019, they numbered 208,659, 1481 more than a year earlier. The registry data sometimes tend to mask the actual family situation, in particular for those segments of the population in which the presence of unipersonal families and cohabitations, even fictitious, can be significant. For this reason, the study refers not only to the family registry but also to cohabittees and common law marriages, that is to say to all the people who share the same dwelling and who belong to a single family or to several cohabiting families. As of June 30, 2019 these were 185,608, 11% less than the number of registered households. The presence of numerous cohabitations, affecting over 23,000 families, has the consequence that, compared to an average family registry size of 1.86 members, the actual average number of people living in the same accommodation is higher (2, 09). Among families, single-person families are by far the most numerous (109,056), equal to over half of Bolognese families (52.3%). Often, however, they include situations in which multiple registry families share housing with others; if in fact the cohabitations are analysed, thus providing an image closer to reality, the prevalence of "single" is much less pronounced. There are about 75,900 people who live actually alone, that is, they do not live with other families (almost 30% less than the total of single-member households) and represent 40.9% of the men living in the city. Almost one third of the cohabitations are couples (30.5%), while three people cohabitations are 15.2% of the total.

In the first half of 2019 386 marriages were celebrated, 36 less than in the first half of 2018. An identical decline was recorded in the first half of the year for both civic marriages (a total of 311, -18 rites), and for religious ones (a total of 75, -18). In the first half of the year, 21 civic unions were also celebrated (9 female couples and 12 male couples).



2.c. Education – University

Investment in young people is the equivalent of establishing the basis for the harmonious development of society as a whole. It is necessary to underline how strategic is an integrated education and training system that is able to enhance the cultural heritage of the territory, to take into account the plurality of experiences of schools, students and families and which, while strategically aiming at childhood and adolescence, considers a lifelong learning system crucial. In this regard, investment in young people and education is the focal point of the Strategic Plan of Bologna (2018).

In particular, the Municipality of Bologna focuses on the following strategic objectives:

- to promote, also through the activation of memoranda of understanding between the public and private subjects involved, the widespread access to the overall system of integrated services for early childhood, for 0-6 year olds;
- identify common and innovative solutions for a greater harmonization of methods and times of access procedures: access criteria, tariff systems, regulations, school calendars, definition of the offer and openings during the summer period, to ensure greater fairness and transparency to the system, and reduce territorial differences;
- support the role of the Metropolitan Pedagogical Coordination, in the entire 0-6 year segment, for the joint training of operators, but also in order to ensure maximum economy and shared quality standards throughout the metropolitan area;
- define shared methods and tools for monitoring supply and demand; in particular, implement a system of quality regulation based on common and shared procedures for self- and heterogeneous evaluation;
- promote, in collaboration with the Region, inter-institutional agreements and protocols to support the continuity between educational services and services for children, regardless of the public or private management, to disseminate the figure of pedagogical coordinator required by national legislation, and to use local, Regional, national resources in an integrated way;
- invest in the quality of the educational path, implementing and promoting integrated actions and interventions between schools, educational, social and health services, cultural realities, associations, voluntary organizations, the productive world, families, for the promotion of well-being, with attention to situations of particular fragility. And also supporting processes of education to healthy lifestyles, intercultural approach, sustainable development, processes that involve both institutional places (services and schools) and informal places (communities of life) for children;

Regarding higher education, the city of Bologna is home of the oldest University in the Western world, namely the “Alma Mater Studiorum - University of Bologna”. Its origin is traced back to the year 1088, a conventional date set by a committee of historians led by the XIX Century illustrious Italian poet Giosuè Carducci. The institution that we now call University begins to take shape in Bologna at the end of the XI century when some grandmasters of grammar, rhetoric and logic begin to apply themselves to law. For statistical purposes, it is useful to investigate the number of people who gravitated (and still do) around its university campus. It originally had no fixed



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

Figure 6. The logo of Bologna university, known at international level

location; lectures were generally held in the great halls of convents until the Archiginnasio Palace was erected under Pope Pius IV (1562). The university moved to the Palazzo Celesi in 1803; the Archiginnasio was restored after World War II. The university's most eminent teachers included Irnerius and Francesco Accursius (Accursio); Ulisse Aldrovandi, Marcello Malpighi, Luigi Galvani, and Giosuè Carducci. Famous natives of Bologna include Guglielmo Marconi, inventor of radiotelegraphy, and the popes Gregory XIII, Gregory XV, Lucius II, and Benedict XIV. Bologna is noted for its great communal and university libraries and others with special collections, such as that of the conservatory. The Civic Museum, founded in 1712 and accommodated since 1881 in the Palazzo Galvani, contains important remains of past civilizations, including collections from the Umbrian (Villanova) civilization and the Etruscan necropolis. The art gallery houses a fine collection of paintings of the Bolognese school (the Carracci, Francesco Albani, Guido Reni, Domenichino, Guercino, Francia, Pellegrino Tibaldi) and numerous other works, the most famous of which is Raphael's "St. Cecilia".



Figure 7. The ancient library of the University of Bologna

The students enrolled in the 2016/2017 Academic Year were 82,082, an increase of over 1,000 compared to the years before. Compared to the total number of attendees mentioned above, 2,555 of these come from abroad (around 3%). All students were given the opportunity to take educational and extra-didactic activities scattered on 1,162,526.81 square meters of higher education campuses. These spaces are distributed in more than 160 locations between the cities of Bologna, Cesena, Forlì, Ravenna and Rimini.

In addition, there are 3 other higher education institutions:

- Johns Hopkins University;
- Cisui - Interuniversity Centre for the History of Italian Universities;
- Fine Arts Academy;
- Giovan Battista Martini Music Conservatory.



UNITWIN/UNESCO Chairs Programme

The Unitwin/Unesco Chairs Programme was established in 2003 by the Alma Mater Studiorum (Bologna University) and it focuses on research in the field of religious pluralism and peace with a strong emphasis on junior fellows. It supports research on Jewish-Christian relations in the twentieth century, on the history of voluntary martyrdom, on the hermeneutics of sacred texts, on the relations between China and Christianity, and on Islamic theology and philosophy. The UNITWIN - UNESCO network "Culture, Tourism, Development" was founded in 2002 by the UNESCO Chair "Culture, Tourism, Development" from Paris Panthéon-Sorbonne and is made up of about 30 universities through the world.

2.d. Economy and Politics

From the political point of view, the municipality of Bologna was led by 9 mayors from the Second World War to the present. 8 of them came from the extreme left party (the communists in earlier years) or the left to centre parties (the PDS and PD today): Giuseppe Dozza, Guido Fanti, Renato Zangheri, Renzo Imbeni, Walter Vitali, Sergio Cofferati, Flavio Delbono and Virginio Merola. The latter is the incumbent and was re-elected for a second term on June 21, 2016. His political mandate will expire in 2021.

Regarding the economic framework, the Strategic Plan of Bologna (2018) presents a vision of future economic development of the entire area that focuses on the County seat of Emilia, (which is Bologna itself), with its relevant cultural heritage, as one of its cornerstones. According to Law 56/2014, the Metropolitan City of Bologna was established on 1 January 2015. It is assigned, as a first essential function, the identification and coordination of development strategies for the entire metropolitan territory through the elaboration of a Strategic Plan. In this way, the Metropolitan Strategic Plan now becomes, by law, with compulsory act of direction for all the territorial administrations of the area.

In continuity with the participatory process carried out for the first season of Bolognese strategic planning, the Metropolitan City has worked together with the Unions of Municipalities, the Municipality of Bologna, the Region and the University, with the precious contribution of the social and economic representatives of the territory to draw up the MSP 2.0.

The themes and objectives that give shape to MSP 2.0 have emerged from this complex path: sustainability, inclusiveness and attractiveness are the founding characteristics of our community, which focuses on the care and strategic development of our territory, sometimes even crossing its borders, within the framework of the objectives of the United Nations Agenda 2030 and the Bologna Charter for the Environment.

Manufacturing and the industrial sector continue to be one of the strengths of the Bologna area, even though many micro and small businesses have been victims of the recent economic crisis, where production flexibility and specialization have come up against other realities capable of economies of scale. The key elements of the new industry are:

- the introduction of new and sustainable technologies;
- the liaison between creative impulse and industrial tradition.

It is, therefore, necessary to design industrial ecosystems characterized by high levels of technical qualification, availability of risk capital, resources for innovation, ability to attract and catalyse on-site skills and talents, and by a combination of traditional and consolidated factors and elements of innovation and invention. Some relevant data to understand the city environment are reported below.

Bologna hosts an important network of mechanical, electronic and food industries and a large number of craft companies. The metropolitan city hosts, in proportion, the largest number of enterprises per inhabitants in Italy. The CNA (National Confederation of Crafts and Small and

Medium Enterprises), registered a number of 16,500 associated companies, just a touch less than Milan and Rome. With an average taxable income per capita recorded in the municipality of Bologna equal to 25,241 euros (2016), Bologna appears to be the 44th richest city in Europe and the second in Italy, after Milan. According to the data of the European Regional Economic Growth Index of 2016, Bologna is the third Italian city for economic growth index (after Milan and Rome) and the 53rd in Europe. The municipality has a good number of active companies, amounting to 32,614 units (as of 01/01/2018), a quantity that has remained substantially stable over a period of time between 2001 and 2018. Indeed in 2001 this number was a bit smaller at 32,422 units. Most of these companies consist of sole proprietorships (15,184, corresponding to 46.5%), followed by corporations (10,786, or 33.2%).

Moving into the cultural sector, the Strategic Plan highlights how the cultural dimension is particularly relevant in this phase of identity building of Bologna, where public policies for culture aim both to enhance traditional/cultural capital and to promote active and widespread forms of creative production capable of strengthening social cohesion. It is evident that this is decisive not only for the constant redefinition of the identity of our community but also represents an area of economic development and job opportunities of great interest for all citizens, especially for young people. There are ample opportunities for growth in this sector of activity, which must, however, be accompanied by great attention to the issue that creative work in the cultural sphere must not become part of temporary employment without guarantees and job stability. Likewise, the cultural dimension must be valued within the tourist offer, with attention to environmental and social sustainability, and favouring forms of eco-compatible mobility.

The Municipality of Bologna considers the cultural sector as very powerful and important for the future of the city. In fact, in 2018 the administration launched a challenge to educational and cultural scarceness by investing 6.6 million euros to strengthen municipal cultural institutions, promote technical culture, social innovation, cultural welfare, digital inclusion, sport and associations, in collaboration with the Metropolitan City of Bologna. About 4 million euros were dedicated to strengthening museums, libraries and theatres - invested in future projects - through projects aimed above all at developing activities for the youngest: courses, workshops, teaching. About 1.7 million euros are dedicated to the promotion of technology and social innovation. Sport and associations were allocated respectively 300,000 euros in three years. Instead, 150,000 euros were devoted respectively to cultural welfare projects and new digital skills.

The Bologna context is also characterized by different bodies that consider cultural economic development very important and help the Municipality to address its challenge, investing relevant amounts of money for the improvement of this sector, for example:

- The Foundation for Urban Innovation, formerly the Urban Centre, recently transformed from Municipal committee to an in-house body with its own a board of directors, lists among its goals a variety of tasks like "carrying out activities of public interest in the field of urban transformation and innovation, giving adequate information, stimulating the participation of citizens, students and students of the University of Bologna, experimenting and promoting new research and actions, with particular attention to issues related to the safeguard of the territory both from the material and immaterial point of view to urban planning and regeneration to the urban economy and technological innovation".
- Two important Bank Foundations: the Cassa di Risparmio in Bologna Foundation draws inspiration from the principles of subsidiarity, solidarity and equality, following the rules of legality, transparency and responsibility, using the most suitable methods and instruments to guarantee efficiency and cost-effectiveness, stability, continuity and the quality in the own actions. It exclusively pursues aims of social usefulness and the promotion of local development in the territory of reference, respecting the original traditions, with particular attention to the community in whose interest it has always



operated for the achievement of the common good (main sector: Culture and Arts, Society, Education and Scientific research). The second is the Fondazione del Monte di Bologna e Ravenna, which pursues social solidarity goals, contributes to the preservation and development of the artistic and cultural heritage, supports scientific research, and fosters the development of local communities through the definition of its own programs and interventions, to be realized directly or with the collaboration of other public or private subjects.

- The Carlo Cattaneo Foundation, whose purpose is to promote "research, studies and any other cultural and educational activity aimed at deepening and spreading knowledge of contemporary Italian society". The Cattaneo Institute is historically one of the first Italian think tanks; its distinctive feature lies in the attempt to combine methodological rigour and a long-term perspective, typical of the best research carried out in the academic field, with the need to provide interpretations of political and social change to enrich public debate;
- The Gramsci Emilia-Romagna Foundation has the statutory task of preserving and enhancing its bibliographic and archival heritage, as a precious source of memory and knowledge for scholars, which will be increasingly made available to the city and to the territory. The Foundation, therefore, intends to continue to constitute an important debate point for Bolognese intellectuals and to provide them with opportunities and instruments to be the protagonists of a lively and pluralistic scientific elaboration.

From this description, Bologna's territory, and the city in particular, are characterized by the presence of important entities willing to enhance the cultural theme through investments and projects aimed at its preservation, improvement and communication, also at national and international level.

Moreover, the city aims to stimulate the growth of local businesses through collaborations with other cities, creating international exchanges. The acknowledgement as Creative City UNESCO has been functional to this objective amongst many other central ones.

BOLOGNA, UNESCO CREATIVE CITY OF MUSIC

In 2006 **Bologna** became a **UNESCO Creative City of Music**: a prestigious acknowledgement celebrating its rich musical tradition and its lively musical scene. For Bologna, music is **tradition, creativity and identity**.

Music continues to be of extraordinary importance for Bologna, the city's most prominent institutions being the Municipal Theater (il Teatro Comunale), the International Museum and Library of Music, the Padre Martini Conservatory, the Music and Theater department of the university and the Philharmonic Academy.



Figure 8. The UNESCO City of Music logo for Bologna and the inner spaces of the Museum of Music.

The UNESCO title recognises a rich creative fabric of musical production and fruition, in the form of important international festivals and many cultural opportunities: classical music seasons, contemporary music events, live jazz in local bars, events for children, the presence of young artists and bands and much more make for a unique musical panorama.

The UNESCO Creative City network allows Bologna to promote international exchanges, stimulate the growth of local business through collaborations with other cities, promote the musical sector of Bologna and encourage wider access to music and other innovative cultural phenomena.

A strategic tool for positioning a creative Bologna in a worldwide context is an annual public call for the selection of projects encouraging the internationalisation of Bolognese music. This call enables musicians and other workers in the sector to perform on an international stage and also welcomes artists from other UNESCO Creative Cities of Music to Bologna.

Support to the music industry is further manifested in a constant activity of international relations, communication and promotion.

The 2016 UNESCO Monitoring Report and the 2017-2018 Activities report detail the activities of Bologna City of Music in relation to the network's mission and plans for future action.

Bologna is currently heading a collaboration between the 11 Italian Creative Cities that consider creativity and innovation as key tools for the cultural, social and economic development of their territory.

Bologna and Pesaro are City of Music, Fabriano and Carrara are City of Folk Art, Parma and Alba are City of Food, Rome City of Film, Turin City of Design, Milan City of Literature, Bergamo City of Gastronomy and Biella City of Crafts and Folk Art.

The collaboration aims to develop an integral connection between culture, economic development and tourism; to be a platform of reflection and research in the area of the new economies and to affirm itself as a reference point and hub of creativity at a national level.

2.e. Tourism

Bologna is a city that attracts artistic and sustainable tourism, at the centre of a wide system: the Emilia Romagna Region. This is a territory that attracts slow (nature tourism, trekking, gastronomic tourism) and cultural tourism.

Concerning the city of Bologna, regarding some detailed data concerning tourist sector relating to the year 2016, foreign tourists achieved one of the best results: 594,747 units, with an increase of 60,595 arrivals compared to 2015 (corresponding to a percentage increase of + 11.3%). Italian tourists also increased, amounting to 691,650 people (+ 71,134 units, equal to + 11.5% compared to 2015). In the same year, the total number of nights spent in hotel and extra-hotel facilities in the city exceeded 2,578,122, with 409,739 more nights than in 2015 (+ 18.8%). This growth continued until 2018, the year in which overnight stays exceeded the figure of 3,200,000 as already mentioned.

This also had a positive impact on the local economy, as evidenced by the data recorded on December 31, 2016. In fact, increases are recorded in the "activity of accommodation and catering services" segment (95 new activities in a year; + 3.3% compared to 31/12/2015), as well as in the "rental, travel agencies, business support services" (+60 units, equal to + 4% on an annual basis).

In 2018, passengers at Guglielmo Marconi airport in Bologna-Borgo Panigale (code BLQ) reached the new record number of 8.506.658 (inclusive of national, international and transit flights). Nowadays, 114 destinations can be reached by direct flights from Bologna, with 49 airlines active at the airport. Compared to 2017, the increase in passenger volume was 3.8% (308,556 more travellers). The majority of foreign tourists come from the United Kingdom, the United States of America and, also, some countries belonging to the European Union (i.e. Germany, Spain and France). At the top of the ranking is still the United Kingdom, with a growth of 3% compared to 2017. In particular, the overall number of presences represent the least dynamic data in the trend of tourist flows affecting the metropolitan area of Bologna, pointing out a tourist enjoyment basically oriented to a consumer behaviour of places of the "hit and run" type, probably linked to the trends of the travel market (weekends in cities of art, offers, etc.).

In general, Bologna is not suffering from too high tourists pressure: the number of tourists in relation to the total inhabitants is lower than the Italian average, thus ensuring a high quality of life for residents and a pleasant touristic experience for the visitors. Also in terms of tourist density, measured as the ratio between the number of visitors (the number of nights spent by tourists) and the surface area of the territory (number of tourists per square kilometre), the metropolitan city of



Bologna is just below the national average. The latter, however, is influenced by the heavy competition on the part of the Adriatic coast seaside resorts, which attract high numbers of visitors.

The index of gross tourist use of beds is higher than the national average. In fact, the percentage ratio between actual and potential presences recorded during the year, defined as the equal total number of days of the period (365), including public holidays is for the metropolitan city of Bologna a 43.5% against 33.9% of the national average.

The average customer stay index in tourist facilities (ratio between presences and arrivals, i.e. overnight stays) is 2 nights, compared to 3.35 nationally: after the growth recorded at metropolitan level in the period 2014-2017 (2.10 nights), it shows a slight decrease, more pronounced in the County Seat.

In 2018, the majority of foreign tourists arriving at accommodation facilities in the Metropolitan city of Bologna were citizens of the EU (53%), 12% came from non-EU European countries, and the remaining 35% came from outside Europe. The proportions change if one splits Bologna proper from the remaining territory of the Metropolitan city of Bologna. In Bologna 59% of foreign tourists came from EU countries, 12% came from European countries outside the EU, and 29% from non-European countries. In the rest of the territory of the Metropolitan city of Bologna, arrivals from EU countries fall to 40% of foreign arrivals, while arrivals from non-European countries rise to 50% of the total, and the remaining 10% comes from non-EU European countries.



Figure 9. First 10 foreign countries-Report turismo 2018- Municipality of Bologna

Among EU countries, Germany generates the largest flow of tourist to the Metropolitan city of Bologna, while as far as Bologna proper is concerned the United Kingdom is the chief contributor (Brexit notwithstanding). In successive ranking order we have Spain, France and the Netherlands in both lists, in the same order for the two areas. Russia is the main country of origin of tourists arriving from European countries outside the Union.

China is the first country of origin of tourists of non-European nationality arriving in the Metropolitan city. At Metropolitan level, excluding the County Seat, Chinese tourists lead others from the Asian continent to be the first place of origin of tourist flows after Europe. The first non-European country in terms of tourists visiting Bologna is the United States, which are the second area of tourist origin at Metropolitan level. For the city of Bologna, the first place of origin outside Europe is North America as a whole.

TOURISM MANAGEMENT SYSTEM

The city of Bologna and the metropolitan system, in general, are equipped with numerous legislative instruments and programs for the proper management of tourism, including for example "The multiannual guidelines of the Bologna metropolitan tourist destination". These tools, as a whole, guarantee great compatibility between tourism and the conservation of the site.

2019 will be the first year in which Destinazione Bologna Metropolitana and its operational organisation **Bologna Welcome** DMO (Destination and Management Organization), will be able to fully deploy their marketing actions according to the multi-year guidelines identified by Destinazione Metropolitana.

The final way to make tourism fully operational came from the Metropolitan Council, which approved two important planning instruments: the 2019 Local Promotion Tourist Plan (PTPL) and the 2019 Annual Operational Programme for the promotion and marketing of tourism.

The 2019 PTPL is made up of two strands, the first of which provides for co-financing of basic tourist services (i.e. information offices). The second promotes tourism of local interest and includes precisely those initiatives presented by municipalities with a view to territorial involvement of metropolitan dimensions, such as projects proposed by the Unions of Municipalities or by the city Districts. As a well-established tool, this year the PTPL has taken a significant step forward towards the strategic planning suggested and pursued by the DMO in recent times, namely that proposals of strong tourist value for the metropolitan area should come from a set of several players. Entities such as the Urban Trekking Bologna - which from this year will branch out to many other municipalities - to the Bacchanal of Imola, promote, among others, the touristic routes to discover the Emilia-Romagna (our Region) Plains proposed by the Union Reno Galliera and those proposed by the Union Savena Idice. Another site in our Plains is Budrio and its surroundings, where one can explore the streets of the ancient swamps. Cycling tourism and gastronomic itineraries are areas that offer various proposals with fascinating sceneries of our Apennines, while the valleys between Santeramo and Sillaro allow the 'slow movement' of the bike to discover events, history and traditions of those places, thanks to a proposal by the Imola Faenza Tourism Company-IF.

The 2019 Annual Operational Programme for the promotion and marketing of tourism is an instrument of strategic importance, which arrived at the Metropolitan Council after having obtained the approval of the bodies of the Destination, i.e. the 'technical governance' formed by the control room (the private sector) and the Control Room (municipalities, local public bodies).

The Operational Programme is articulated in actions of promotion and commercialization that unfold through:

- Products (which constitute the real strategic force deployed on the various experiential targets ranging from alternative routes, to the historic centre, to the outdoors, from cultural routes to new containers, from sporting events to shopping. In agreement with Modena, among the products there are also events, Food and the Motor Valley).
- Markets (from foreign medium to long range ones, including China, Japan and Australia, to the domestic one with targeted products for families, couples and individuals).



The actual promotional-commercialisation action, which has already begun in recent years, will be strategically strengthened in various areas of activity: from destination websites to partnership actions with airlines; from participation in trade fairs and workshops to the promotion of events.

The budget available for promotion and marketing is approximately 1 million euros from funding from the Emilia-Romagna Region. As far as the Local Promotion Plan is concerned, Regional resources are also expected to amount to around 400 thousand euros.

These resources will be added to those of the Tourist Destination (1 million 550 thousand euros deriving from the tourist tax through the Municipality of Bologna and 200 thousand from the Chamber of Commerce).

In 2019 a Business Intelligence System was introduced to analyse the competitive situation of the organisation; to identify opportunities to improve quality, performance and, in general, the advantage over competitors; to make decisions with reference to the marketing or development actions to be undertaken. The strategic objective is to increase the capacity of the entire tourism system, to know the competitive situation, the real potential and market trends in order to decide on tactics and strategies for business and development.

The objective is to analyse different sectors of the system:

- Tourist trends;
- Performance of the hotel sector;
- Information sheets on markets, segments, product lines;
- Data Value (destination CRM);
- Localized development of holiday home accommodations;
- Visitors' behaviour;
- Opinion mining.

A selection of indicators that met the following criteria was developed: a) Indicators with quantitative metrics; b) Simple indicators based on statistics available in the BINBOM system; c) Indicators that do not require direct surveys by the DMO.

The proposed system is divided into different areas built from indicators relating to each one: Business performance; Employment; Stakeholder involvement; Efficiency of DMO; Social pressure; Satisfaction of visitors. A system of audits makes it possible to assess the progress made, year after year, by the Destinazione Bologna Metropolitana and DMO on the Areas considered. For each Area it is also possible to analyse which aspects are responsible for progress or regression.



OUV and *vision*

3



3. Outstanding Universal Value

3.a. The OUV adopted by UNESCO: inscription criteria

The serial property of *The porticoes of Bologna* is the one with the most representative porticoed system in the world. It is a catalogue representing all the historical and consequently architectural phases that have taken place, of which the selected 12 components are the most notable and prestigious outcomes.

These components, selected according to a criterion of representativeness from the 62 km of Bolognese porticoes located in both central and peripheral areas, summarize the whole system. They compose a representative set of typologies, architectural features and urban and social functions in a very large chronological time frame. So, in summary, the attributes that convey the OUV site's are the 5 just listed: long time span, permeating element, functional variety, typological variety, social urban use.

The public portico, as a model of a particularly active social life at any time and in any climatic condition, is a very ancient feature of global interest, an element adopted for centuries throughout the world. It finds in Bologna an exceptional and complete representation from the chronological, typological and functional point of view.

It is an architectural model but also a social one, a place of integration and exchange, in which the main protagonists of the city (citizens, migrants and students) live and share time and ideas, relationships and thoughts. It is a reference point for a sustainable urban lifestyle, where civil and religious spaces and residences of all social classes are perfectly integrated: a place of continuous interchange of human values that permeates and shapes city life.

This is the reason for which people who passed by Bologna over the centuries have appreciated and praised the portico, which is why the porticoed model was continuously exported elsewhere in Italy and Europe.

Furthermore, in Bologna, the porticoes are the exceptional result of an urban planning system of rules. It has favoured the creation of an architectural typology that has been displayed in different ways in the city of Bologna over the course of nine centuries. The maintenance of that system of rules regulates the use, management and construction of the porticoes in the current body of legislation and the willingness to propose the portico model even where the modern expansion of the city does not imply the compliance with the thirteenth-century Statute (the first to make porticoes mandatory for each new building).

Finally, the social and community aspect is what distinguishes these covered spaces that were born as, and still remain, private property for public use. For these reasons, the community, but also the visitors, have always recognized and still recognize today the porticoed element as an identifying element of the city.

CRITERION II

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

The portico, open space of public usage, place of excellence for social life, relationships and exchanges, finds in Bologna, an exceptionally complete and representative expression of all urban functions, in the set of selected components.

As a multicultural, international and multi-ethnic place of expression, encounter and confrontation, Bologna, and its porticoes, have long represented a propelling centre of models emulated at international level, aided by the role of its University in the dissemination of knowledge. In particular, this continuous and constant exchange has allowed the diffusion and the continuous re-proposal of the architectural porticoed model all over the world. Numerous architects, painters, sculptors and artists in general who visited Bologna to study or for pleasure, worked on the porticoes and lived in them, experiencing their liveliness and activism, and thereafter they took this element elsewhere in Italy and in the world, in every historical period.

CRITERION IV

Be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history

The series of Bologna's porticoes, selected in the context of the porticoed system that permeates the old historical city and is a significant presence in the contemporary one, represents in an exemplary manner an architectural typology of ancient origin and wide diffusion, never abandoned until today, but in continuous change through precise historical periods of the town's transformation.

The series exemplarily represents, in the various chronological, typological, technological and functional declinations, a variety of porticoed building typologies, widespread among the houses of the working class and the aristocratic residences, the public and religious buildings, which were developed in the centuries from the 12th to the contemporary era. A wide range of materials and styles were employed, and still are today as a result of the city's expansion and mutations over time.

The OUV is supported by specific attributes/features, identified in 5 macro-categories :

ATTRIBUTES/ FEATURES	Representation of features/attributes in the site "The porticoes of Bologna"	Selected CRITERIA
1. LONG SPAN OF TIME Ample and uninterrupted time frame	Chronological continuity in the construction of the porticoes in the city of Bologna from the twelfth to the twentieth century.	Criteria (iv)_ The series of Bologna's porticoes, selected in the context of the porticoed system that permeates the old historical city and it is a significant presence in the contemporary one , represents in an exemplary manner an architectural typology of ancient origin and wide diffusion, never abandoned until today, but in continuous change through precise historical periods of the town's transformation. (...).
2. PERMEATING ELEMENT The portico as an urban constitutive module	In the porticoed cities, it is the modular element whose repetition generates the largest urban structure. The portico in Bologna is a phenomenon on an urban scale: the widespread extension of the porticoed streets characterises the entire urban network.	
3. FUNCTIONAL VARIETY Different areas of the city with different social and urban functions	Urban space as a place of social exchange in the different declinations related to urban functions (Commercial, Cultural, Devotional, Institutional, Recreational). In Bologna, urban social use is very deep-rooted, strong and present in all the different functional urban typologies.	Criteria (ii)_ The portico, open space of public usage, place of excellence for social life, relationships and exchanges . (...).A multicultural, international and multi-ethnic place of expression, encounter and confrontation, Bologna, and its porticoes,



4. URBAN SOCIAL USE The portico as a private space for public use	The porticoes are mainly privately owned spaces for public use. In Bologna, this is ensured by a Statute that regulates the construction and management of the portico from 1288 to the present day.	have long represented a propelling centre of models emulated at international level.
5. TYPOLOGICAL VARIETY The portico as a generating element of architectural typologies characterized by different constituent elements	Starting from the invariant "portico" element, its use generates different types of architectural structures: porticoed streets, porticoed squares, porticoed paths and porticoed buildings. In Bologna, all these categories are widely present and characterized by various constituent elements: different vertical structures (pillars, columns, parastas), different horizons (arch or architrave, barrel, dome, sail, flat roofing).	Criteria (iv)_ The series of Bologna's porticoes, selected in the context of the porticoed system that permeates the old historical city and it is a significant presence in the contemporary one, represents in an exemplary manner an architectural typology of ancient origin and wide diffusion, never abandoned until today, but in continuous change through precise historical periods of the town's transformation . (...).

Another consideration that emerges from the analysis of the different porticoed locations in the world is as follows: the porticoes present different morphological characteristics. There are different physical attributes linked to the porticoes: the vertical supports (pillars, columns, parastas), the arcade, the bay, the tie rod, the planking level, the opening, the peduccio, the section, depending on both the historical period of reference and the property or function.

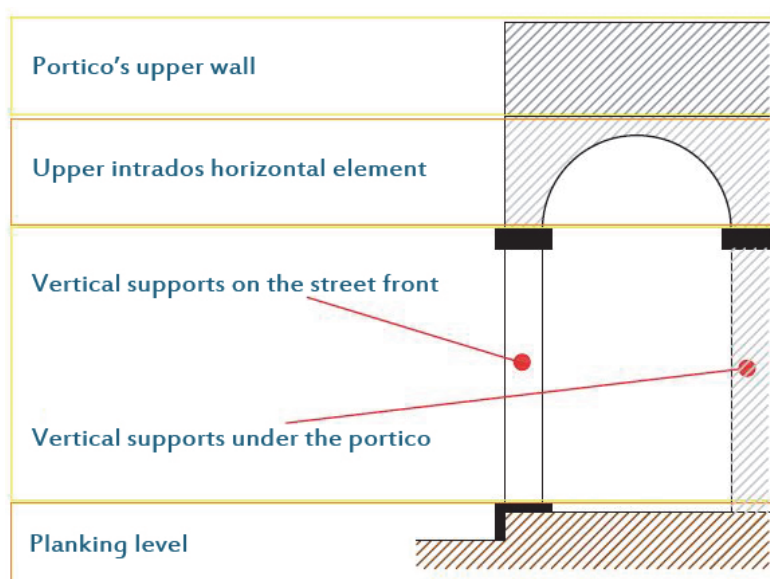


Figure 10. Diagram of the physical attributes characterizing the portico structure

On the basis of these elements, the Management Plan will work in such a way as to support and enhance the OUV and its attributes/features.

3.b. Complementary values for residents and users

The portico is a worldwide element and its universality has been demonstrated through the comparative considerations made in the Nomination Format (Chapter 3.2). The analysis of the compared porticoed cities has allowed defining Bologna as the most representative porticoed city. In fact, not only it has an exceptionally high number of kilometres of porticoes within its municipal boundaries, a vast selection of architectural and decorative typologies, a catalogue of functions carried out under these covered spaces, but it is also characterised by a particular lifestyle of the citizens determined in fact by the presence of the portico, that although it does not allow one to identify glimpses of the city when walking underneath it, at the same time it plays a role of protection and welcome for those who use it.

This makes Bologna a model city for the rest of the world. A city in which space is given to the pedestrians who, thanks to the portico, always have a passage dedicated to them; a city in which exchanges of any kind (commercial, cultural, ideological, etc.) always find in the portico a place where they can take place; a city in which citizens as direct owners of the porticoes are directly involved in the maintenance and preservation of these structures, allowing them to be protagonists in the management of the city.

Actually, one of its citizens and famous songwriter, Francesco Guccini, in 1981 celebrated Bologna in a song that contains in its lyrics the following: "We were artists... we were lulled by Bologna's porticoes as if they were a mother's thighs...". Bologna is described as a woman who protects, welcomes, seduces and preserves.

*Bologna è una vecchia signora dai fianchi un po' molli
col seno sul piano padano ed il culo sui colli,
Bologna arrogante e papale, Bologna la rossa e fetale,
Bologna la grassa e l' umana già un poco Romagna e in odor di Toscana...
Bologna per me provinciale Parigi minore:
mercati all' aperto, bistrotti, della "rive gauche" l'odore
con Sartre che pontificava, Baudelaire fra l' assenzio cantava
ed io, modenese volgare, a sudarmi un amore, fosse pure ancillare.
Però che Bohème confortevole giocata fra casa e osterie
quando a ogni bicchiere rimbalzano le filosofie...
Oh quanto eravamo poetici, ma senza pudore e paura
e i vecchi "imberciocchi" sembravano la letteratura...
Oh quanto eravam tutti artistici, ma senza pudore o vergogna
cullati fra i portici cosce di mamma Bologna...
Bologna è una donna emiliana di zigomo forte,
Bologna capace d' amore, capace di morte,
che sa quel che conta e che vale, che sa dov' è il sugo del sale,
che calcola il giusto la vita e che sa stare in piedi per quanto colpita...
Bologna è una ricca signora che fu contadina:
benessere, ville, gioielli... e salami in vetrina,
che sa che l' odor di miseria da mandare giù è cosa seria
e vuole sentirsi sicura con quello che ha addosso, perchè sa la paura.
Lo sprechi il tuo odor di benessere però con lo strano binomio
dei morti per sogni davanti al tuo Santo Petronio
e i tuoi bolognesi, se esistono, ci sono od ormai si son persi
confusi e legati a migliaia di mondi diversi?
Oh quante parole ti cantano, cullando i cliché della gente,
cantando canzoni che è come cantare di niente...
Bologna è una strana signora, volgare matrona,
Bologna bambina per bene, Bologna "busona",*



*Bologna ombelico di tutto, mi spingi a un singhiozzo e ad un rutto,
rimorso per quel che m' hai dato, che è quasi ricordo, e in odor di passato...*
Francesco Guccini, Bologna – 1981

English translation follows:

*Bologna is an old lady with a slightly wide waistline
her breasts in the Po valley and her bottom on the hills,
Bologna, insolent and pompous¹, Bologna the Red², the fetal one,
Bologna the Fat³, the human one, with a hint of Romagna and a whiff of Tuscany.
Bologna, for me, a bumpkin, was a lesser Paris:
open-air markets, bistros, the scent of the "rive gauche".
Sartre⁴ was busy pontificating, Baudelaire was singing between absinthe glasses
and I, a foul-mouthed man from Modena⁵, I was toiling for a relationship, even a casual one.
But that hippy lifestyle was full of comforts, spent between houses and taverns,
in philosophical disputes bouncing from glass to glass.
Oh, we were so poetic, yet without shyness or fear,
and old drunks' [rants] sounded like literary works.
Oh, we all were so creative, yet without shyness or shame,
cradled by the porticoes, the thighs of our mother Bologna.
Bologna is a woman from Emilia with chiselled cheekbones,
Bologna, capable of love, capable of death,
who is aware of her relevance and her value,
who gets the gist of things⁶ who gives the right value to life
and manages to stand even when she has been hit.
Bologna is a wealthy lady from a peasant family,
- affluence, villas, jewels, and salamis in the store window -
who knows that the smell of poverty is difficult to accept,
and wants to feel confident with what she wears, because she knows what fear is.
You are wasting your scent of affluence, with the odd combination
of those who die for their dreams⁷ in front of San Petronio.
And your citizens, if they exist, are they still there or did they get lost,
disoriented and now linked to a thousand different worlds?
Oh, they sing so many words to you, clinging to people's clichés,
singing songs that sound like singing of nothing.
Bologna is an unusual dame, a gross, yet matronal woman
Bologna is a respectable girl, Bologna is a slut,
Bologna, the belly button of everything, you make me sigh and belch,
you make me feel remorse for what you gave me which is now almost a memory and smells like the
past.*

The city of Bologna is therefore proposed as an example for the other porticoed cities of the world, in which the millennial model of construction of the city, but also the way of living it, has been maintained until today. The result is an important and ambitious **vision** for its future:

Bologna, millenary city and crossroad of exchanges, encounters and new ideas, is aware of its history. It projects itself into a future where resilience, sustainability and innovation, fuelled by active participation, will make it a reference for the world and for future generations.

¹ Lit. "papal"

² A traditional nickname of Bologna, referring to its traditional role as a Communist/Socialist stronghold

³ Another traditional nickname referring to its rich cuisine

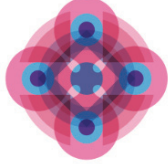
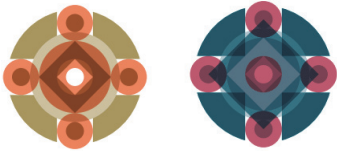
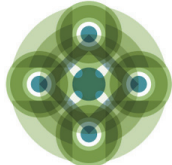
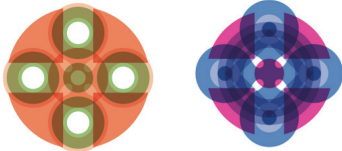

⁴ A nickname given to one of Guccini's friends; "Baudelaire" (next verse) is another one

⁵ Guccini's hometown

⁶ The literal meaning is something like "who knows the taste of salt"

⁷ According to Guccini's autobiography, this refers to drug addicts found dead in the square in front of the Basilica of San Petronio

There are five keywords that can be deduced from this vision of the city. Bologna is CENTRE, CULTURE, CHARMING, WELCOMING, CHANGING. They will be considered as the fundamental strategic axes on which to set the site planning for the next few years:

HOW BOLOGNA IS (KEYWORDS)	HOW BOLOGNA WILL BE (OUTCOMES)	BOLOGNA ACTUAL MACRO POLICIES
Bologna is CENTRE	Knowledge	 <p>Educazione è Bologna <i>Bologna is education</i></p>
Bologna is CULTURE	Conservation	 <p>Cultura Cura della città è Bologna è Bologna <i>Bologna is culture Bologna is city care</i></p>
Bologna is CHARMING	Quality of life	 <p>Sostenibilità è Bologna <i>Bologna is sustainability</i></p>
Bologna is WELCOMING	Social inclusion	 <p>Benessere Innovazione civica è Bologna è Bologna <i>Bologna is wellness Bologna is innovation</i></p>
Bologna is CHANGING	Cutural and economic valorization	 <p>Sviluppo economico è Bologna <i>Bologna is economic development</i></p>



The elements of the Management System

4



4. The elements of the Management System

4.c. Legal framework

The site, due to the uniqueness of the cultural values represented and their consistency, presents an architectural and urban heritage in an excellent state of preservation.

The protection and preservation of the site are linked on the one hand to rules that allow the maintenance of its status, and on the other hand to programs and projects specific to the urban planning process, that promotes its enhancement and better use.

In particular, the planning tools, incorporating the laws in force on the subject, contribute to safeguarding the environmental and landscape value of the urban context of reference for the site and are fundamental for integrating and coordinating the actions of the various subjects involved in the protection of the assets.

In general, Regional and urban planning in the Italian regulatory framework is structured in processes of a hierarchical nature that envisage a higher supra-local level (Regional and provincial level) that defines programmatic and strategic tools for interventions and sets the objectives for the implementation and land management at the local level (municipal area).

In summary, the site as a whole is subject to protection and conservation measures pursuant to:

- the legislation for the protection of cultural heritage and landscape at the community, national and Regional level;
- Regional, provincial and municipal level governance tools.

PLANNING

Specifically, the following planning and territorial governance tools guarantee the protection of the proposed site:

Regional and provincial planning

- Regional Territorial Plan (PTR) approved by the Legislative Assembly with Resolution n. 276 of 3 February 2010 and the contextual Regional landscape plan (PTRP), a thematic part with landscape value;
- Provincial Territorial Coordination Plan (PTCP) approved with Resolution of the Provincial Council No. 19 dated March 30th 2004.

Municipal planning

- Municipal Structural Plan (PSC) entered into force on 10 September 2008;
- Building Regulation (RUE) entered into force on 20 May 2009;
- Guidelines for interventions in the areas of the porticoed historic centre: "Porticoes, instructions for care and use";
- Regulation for the occupation of public land as outdoor refreshment areas annexed to public places of administration;
- Regulation on collaboration between citizens and administration for the care and regeneration of urban common goods.

In the overall strategic and planning scenario, the Emilia-Romagna Region has given Municipalities the responsibility to define a territorial and urban planning that enables them to promote:

- the economic, social and cultural development of the population;
- the improvement of the quality of life;
- the conscious and appropriate use of non-renewable resources.

The tool that the Municipality of Bologna has devised to achieve these goals is the Municipal Structural Plan (PSC), which came into force on September 10th 2008, which establishes the general guidelines for urban development and protection measures by means of two more operational instruments: the Municipal Operational Plan (POC) and the Urban Planning Regulation (RUE). In the case of Bologna, these three instruments were devised in an integrated way: starting from the Structural Plan a general discussion arose on the guidelines for the protection and development of the territory, which are then articulated and clarified in the other two instruments.

The strategic guidelines characterize the choices of the Structural Plan and are transposed into precise urbanistic directions that can be summarized as follows:

- Protection and recovery of environment and landscape
- Priority is given to restructuring and urban regeneration
- Central role of public transport and integration of various forms of sustainable mobility
- Targeted and articulated social housing
- Provision of public spaces and reinforcement of neighbourhood centres
- Morphological quality
- Integration of functions and uses

These strategic choices are divided into three systems: mobility, public city and environment. The design of each system translates the general strategy of the Plan and reflects the higher-level sectoral policies. The system, in its turn, refers to the sectoral planning tools that belong to the Municipality.

The public city system, which is particularly important for the protection and enhancement of the selected components, integrates the equipment and services for public use of supra-municipal level; it recognizes the importance of offer diversification, its adherence to the types of demand expressed by the various metropolitan population groups and is concerned with creating relationships between what already exists and what must be achieved; all these factors are prerequisites for public spaces to become places of life in public, recognized and cared for by inhabitants.

With the entry into force of the new Regional urban planning law 24/2017 "REGIONAL DISCIPLINE ON THE PROTECTION AND USE OF THE TERRITORY", the Municipality is required to adapt the urban planning instruments in force within three years.

The new General Urban Plan (PUG), whose editorial work is in progress, will have to define the strategies to favour the regeneration of urbanized territories and the improvement of urban and building quality, and as regards the historical urban landscape will have to define a general discipline aimed at integrating the policies of safeguard and redevelopment of the historic centre with the needs of revitalization and refunctionalization of the same, also with regard to the presence of commercial and artisan activities and to the protection of businesses with historical and artistic value.

PROTECTIVE MEASURES

The reference legislation for the protection of cultural heritage and landscape is the *Decreto Legislativo 42/2004 - Codice dei Beni Culturali e del Paesaggio*. The national legislation is juxtaposed with the local legislation. Actually, the instruments for the governance of the territory



that are considered below for the analysis of the protection system are: the Municipal Structural Plan, the Building Planning Regulations, the Table of Restrictions.

For the historical centre (art. 32 of the Regional law) the rules must conform to the following principles:

- a) it is forbidden to modify the characteristics that characterize the road and building plot, as well as the isolated buildings that constitute historical or cultural testimony and identity factors of the local community; (in line with management plan)
- b) significant modifications to the current uses are excluded, in particular those of residential, craft and neighbourhood trade; (in line with UNESCO regulation)
- c) areas and free spaces destined for collective urban uses as well as those belonging to historical settlement complexes cannot be made buildable (in line with management plan).

The following is a summary of the protective measures specific for each component, deriving from the implementation of the regulatory provisions dictated by the *Codice dei Beni Culturali e Paesaggistici* and by the territorial planning.

The whole of these prescriptions affect the porticoed system of Bologna and contribute to safeguarding its visual integrity.

The principal kind of restriction that affects the components of the site are:

1. Buildings of historical and architectural interest
2. Cultural heritage subject to declaration pursuant to art. 13 Decreto Legislativo 42/2004
3. Areas subject to indirect protection provisions pursuant to art. 45 Decreto Legislativo 42/2004
4. Type II Historical Road network
5. Areas with high archaeological potential
6. Areas with medium archaeological potential
7. Areas with low archaeological potential

PRINCIPAL RESTRICTION							
COMPONENT	Buildings of historical and architectural interest	Cultural heritage subject to declaration pursuant to art. 13 Decreto	Areas subject to indirect protection provisions pursuant to art. 45	Type II Historical Road network	Areas with high archaeological potential	Areas with medium archaeological potential	Areas with low archaeological potential
Portici residenziali di Santa Caterina				✓	✓		
Piazza porticata di Santo Stefano	✓	✓		✓	✓		
Strada porticata di Galliera	✓	✓		✓	✓		

Portico del Baraccano	✓			✓		✓	
Portici commerciali del Pavaglione e dei Banchi	✓	✓		✓	✓		
Portico devozionale di San Luca	✓	✓	✓				
Portici accademici di via Zamboni	✓	✓		✓	✓		
Portico della Certosa				✓	✓	✓	
Portici di Piazza Cavour e Via Farini	✓	✓		✓	✓		
Portici trionfali di Strada Maggiore	✓	✓		✓	✓	✓	
Edificio porticato del quartiere Barca	✓						✓
Edificio porticato del MAMbo	✓				✓	✓	

Bologna is developing a series of regulations and guidelines, as part of a broader context of action undertaken by the Municipal Administration, aimed at facilitating and coordinating interventions and maintenance of the porticoed spaces. The guidelines provide citizens and operators with tools and information useful for the care and adequate use of the elements that characterize the historic centre of the city (and therefore the proposed components). Here a list of the main guidelines and protocols:

“Portici. Istruzioni per la cura e l'uso” (Porticoes. Instructions for care and use) - ANNEX 4

In order to take care of city porticoes and to efficiently manage them, the Municipality of Bologna released the guidelines *Portici. Istruzioni per la cura e l'uso* with the contribution of Fondazione del Monte di Bologna e Ravenna. This document provides a series of instructions for the management and care of porticoes and it has been drafted starting from the experience of a wide set of initiatives previously carried out to facilitate the involvement of private citizens.

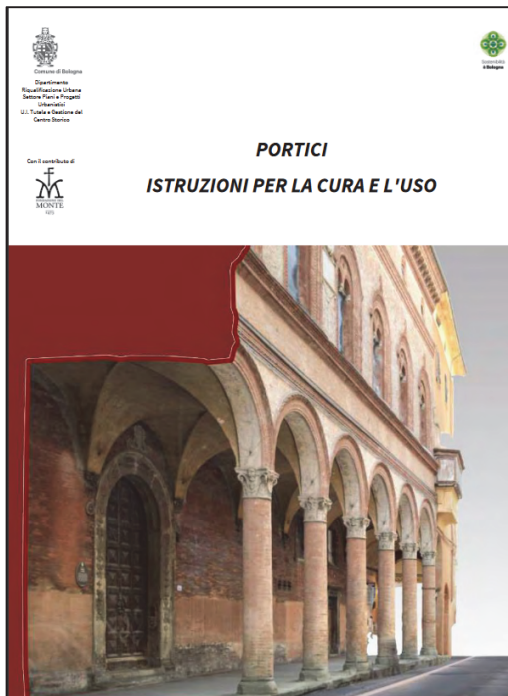


Figure 11. The manual "Porticoes. Instructions for care and use".

The guidelines for the management and care of porticoes are divided into 9 thematic sections, which illustrate how porticoes are used according to the needs of commercial activities, retail and catering businesses, temporary setups for seasonal events, additional installations for private or home energy use; and also in relation to the needs of several typologies of mobility, for the setup of construction sites and scaffoldings and for cleaning and hygiene operations.

A relevant part of this document is represented by the Glossary, which helps recognizing and naming the several parts forming the structure of porticoes, employing a language that it is not only used by technicians but also by citizens, in the perspective of protecting some traditional terminology elements that could be considered by all means a part of Bologna Heritage.

These guidelines are also connected to the Collaboration Agreements already active in Bologna, in compliance with the 'Regulation on

collaboration between citizens and the city for the care and regeneration of urban commons', which states a specific provision (art.14) about management.

"Linee guida per la pulitura di superfici interessate da vandalismo grafico" (Guidelines for cleaning surfaces affected by graphic vandalism) - ANNEX 5

As far as this specific topic is concerned, from December 2009 the Italian Ministry for Cultural Heritage and Activities and Tourism and the Municipality of Bologna have started an experimental activity through a study of different buildings and the testing of technologies through preliminary in situ tests, to identify the concentrations, the times of application of the products and the verification both of the application methods and of the tools to be used. The evaluation of the results has led to the definition of the most suitable work methodology.



Figure 12. The manual "Guidelines for cleaning surfaces affected by graphic vandalism".

“Protocollo d’intesa per la salvaguardia del centro storico di Bologna dal fenomeno del vandalismo grafico e definizione di procedure semplificate per l’autorizzazione ai sensi dell’art.21 del Codice dei Beni culturali” (Memorandum of Understanding for the definition of simplified procedures for the removal of graphic vandalism). - ANNEX 5

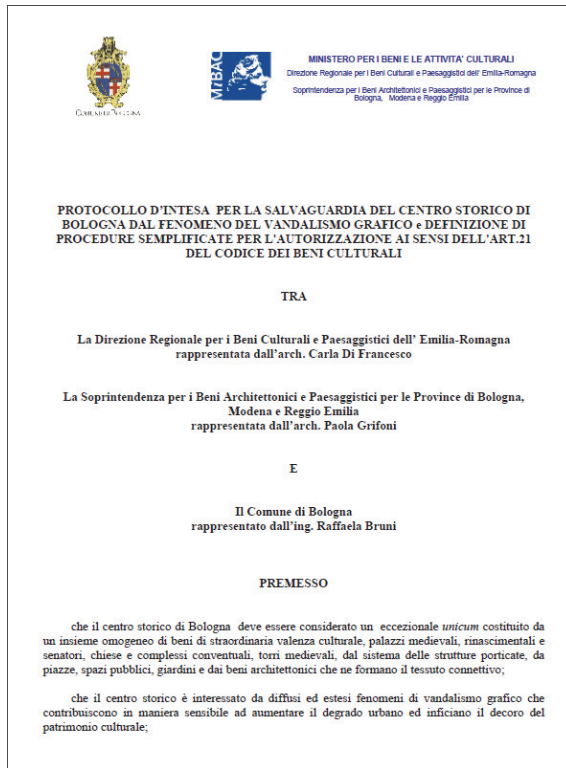


Figure 13. The title page of the protocol between Municipality and Soprintendenza.

In addition, a protocol with Anti-vandalism measures has been signed by the Regional Direction for Cultural and Landscape Heritage, the Soprintendenza for architectural and landscape heritage for Bologna, Modena and Reggio Emilia Provinces, and the Municipality of Bologna.

Specifically, the joint actions that the signatories are applying are aimed at:

allowing widespread interventions of cleaning, protection and subsequent maintenance on damaged facades to be carried out with a lighter procedure, also by private individuals, and encouraging interventions with methods deemed correct within the historical urban fabric;

identifying forms of control and dictating specific methods of intervention and protection;

ensuring that the work is carried out by qualified companies that guarantee a work of perfect cleanliness.

“Regolamento dell’occupazione di suolo pubblico per spazi all’aperto annessi ai locali di pubblico esercizio di somministrazione” (Regulation of the occupation of public land for outdoor spaces attached to the premises of the public administration)

In December 2018 the new Municipal Regulations for dehors were approved, which introduces some new features for the managers of the premises:

- Revocation of the concession of dehors to those who disturb or create problems of public order.
- Administrative caution, 10 days available to get things in order
- Ban on music in outdoor spaces
- Suspension of the permit to occupy the land for those who exploit unregulated workers against labour laws
- Pay more attention to the position of tables, chairs and structures so as not to hinder the pedestrian and bicycle passage
- The materials and colours of the set-up must be chosen from those in the “Table of colours and materials” contained in Annex 3 to the Outdoor Regulations.

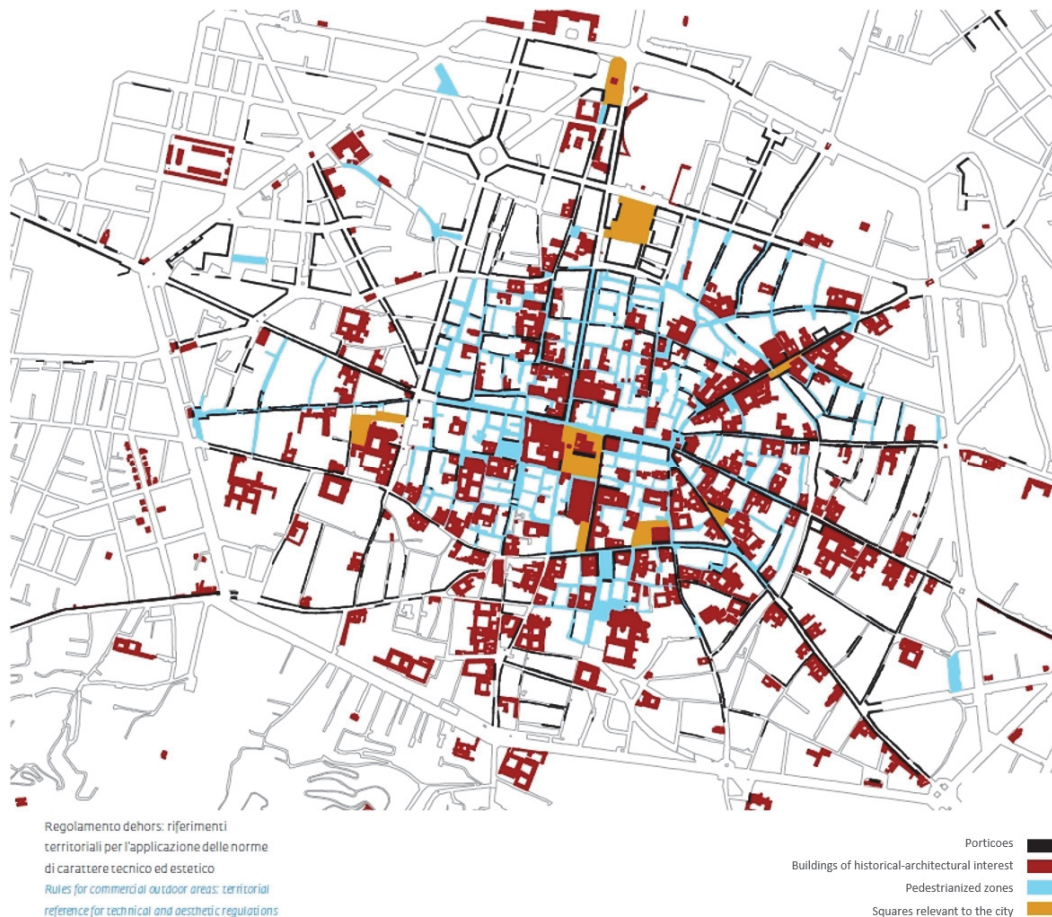


Figure 14. Rules for commercial outdoor areas: territorial reference for technical and aesthetic regulations

“Regolamento per l’esercizio del commercio nelle aree urbane di particolare valore culturale”
("Regulation for the exercise of commerce in urban areas of particular cultural value")

With Resolution of the Municipal Council PG n. 319257/2019, executive from 10/07/2019, the Regulation for the exercise of trade in urban areas of particular cultural value was adopted experimentally for a period of three years.

The Regulation concerns the "Core of ancient formation" of the historic city, as identified in the Municipal Structural Plan (PSC), that is the area delimited by ring roads, excluding the most modern areas. It is here, in the heart of Bologna, that the Municipality moved along the path traced by the legislative decree 222 of 2016, the so-called "UNESCO Decree", which allows the Mayors to identify areas of particular archaeological, historical, artistic and landscape value where to put hubs for commercial activities not incompatible with the needs of protection and enhancement of the cultural heritage. The Municipality, therefore, intends to promote and enhance the care of the urban environment with a set of integrated and coherent actions, through restrictive measures on the commercial activities of some types on the one hand and with support and enhancement of neighbourhood economic activities, expression of the cultural identity of the city, on the other.

The Regulation governs limits and possibilities for the establishment of new businesses in the historic centre of the municipality of Bologna: there's a stop for three years for new businesses in the food and beverage sectors, for internet point activities, money change, money transfer and gold-for-cash shops, and for phone centres. Also clear rules on the display of products outside the shops and on the care and cleaning of entrances to empty premises.

Furthermore, the Regulation provides that the municipal council, having consulted with the Soprintendenza, can identify the premises in which craft and commercial activities that are an expression of the collective cultural identity are carried out, to ensure the promotion and safeguarding of these historical outlets also through incentives and forms of support. Moreover, in order to protect the permanence of the historical outlets, the Municipality will identify the requirements to determine the prohibition of a transformation of the activity.

In the end, the legal framework for Bologna proved to be effective for heritage protection, as it presents the following characteristics:

KEY POINTS

- Clear provisions for inventories, protection, site demarcation and intervention policies.
- A clear directive to ‘work with others’, to enable broad consultation and wide participation.
- Provisions to integrate sustainable local development concerns into all areas of the heritage management system. It is through ‘sharing’ the benefits of cultural resources that society will rise to the challenge and in return share responsibility for heritage.
- An ability to make good use of other types of national and Regional legislation (e.g. planning law) for the benefit of cultural heritage.
- The possibility of decentralization of power in order to bring decision-making closer to the heritage properties, facilitating problem solving.
- Provisions to use different management tools and to monitor their impact, and also to adopt new tools for more effectively handling changes to the cultural property and its management system.

4.d. Institutional framework

The Bologna Municipality is the reference entity for the site the Porticoes of Bologna and it has been identified as the site manager. It is the owner of certain components, sometimes in co-ownership, and has extensive tasks of protection not only of public property but also of private property, which it exercises with regulatory rules.

The Municipality of Bologna, which is the contact point for the nominated site, has set up a dedicated office (Enhancement of the Historical Urban Landscape and the Porticoes) to facilitate its full activity, in particular with reference to:

- monitoring the implementation of the Management Plan and the governance system;
- the coordination of common guidelines and action plans;
- the preparation of the Management Plan updates;
- monitoring the site's state of conservation and local coordination for the preparation of reports when the State of Conservation Process (SoC) is underway;
- the organization of any advisory or reactive monitoring missions, within the SoC framework;
- the exercise of the periodic report, in coordination with the subjects involved in the management of the site and with the national contacts;
- the collection and transmission of preventive information about relevant restoration projects or new buildings potentially interacting with the Outstanding Universal Value; also the carrying out of a Heritage Impact Assessment, when necessary;
- the preparation of proposals, implementation and monitoring of projects financed by Law n. 77 of February 20th, 2006, ("Special measures for the protection and use of Italian sites



- and elements of cultural, landscape and environmental interest, included in the World Heritage List, placed under the protection of UNESCO");
- the participation, through specific projects, in the transnational cooperation between World Heritage sites placed under the protection of UNESCO;
 - the implementation of actions and the coordination between public and private stakeholders;
 - the promotion and coordination of studies and research.

The organizational needs and decision-making necessary for managing the cultural heritage of Bologna Portici, has led to the signing of a **Protocol** (ANNEX 3) among the major institutions concerned, namely:

Municipality of Bologna;

Emilia Romagna Region – Institute for Artistic, Cultural and Natural Heritage (IBC);

Metropolitan City of Bologna;

Regional Secretariat of the Italian Ministry for Cultural Heritage and Activities and Tourism for Emilia-Romagna;

Soprintendenza Archeologica, Belle Arti e Paesaggio per la Città metropolitana di Bologna e le province di Modena, Reggio Emilia e Ferrara (Superintendence of Archeology, Fine Arts and Landscape for the Metropolitan City of Bologna and the Provinces of Modena, Reggio Emilia and Ferrara, from here on ‘Soprintendenza’);

Chamber of Commerce, Industry, Crafts and Agriculture of Bologna (CCIAA);

Bologna Welcome SRL;

Alma Mater Studiorum - University of Bologna;

Archdiocese of Bologna;

Bank of Italy;

Fondazione Cassa di Risparmio in Bologna;

Fondazione del Monte di Bologna e Ravenna;

ACER Emili-Romagna Public Housing Agency of Bologna;

Command of Emilia-Romagna Carabinieri Legion.

The protocol was formally signed on 18th November 2019, and it institutionalizes the creation of a framework (the Steering Committee), which is the coordinating body for achieving the objectives and actions foreseen in the Management Plan and to maintain the integrity and authenticity of the Outstanding Universal Value of the Site over time.

The composition of the Steering Committee is an expression of the local community which is involved in the Portico network, with reference to 4 areas of competence: conservation, maintenance, promotion, research and monitoring. Most members of the Steering Committee own porticoes located in one or more components of the serial site, but many of them play further roles that derive from their institutional status.

The Steering Committee supervises planning and implementation, and the continual review and improvement of work methods. It brings together different permanent organizational structures, but occasionally it resorts to temporary arrangements to address specific situations.

The bodies within the Steering Room have common tasks and responsibilities but also specific functions, depending on their characterization.

Municipality of Bologna, designated as the site manager, is the local authority representing the city community and is responsible for the government of the territory. It exercises safeguard and enhancement functions on both public and private assets, by means of regulations.

The Municipality of Bologna is also the owner or co-owner of porticoes located in some of the nominated components; moreover, being the body closest to the citizens, it represents small private properties within the site's governance system.

The dedicated municipal office is responsible for the coordination with the Working group of the Municipality and has worked together with the Italian Ministry for Cultural Heritage and Activities and Tourism (MiBACT) and the Links Foundation on the drafting of the Nomination Format; moreover, it runs the Porticoes website.

The office staff is composed of 3 architects, including the manager, and 1 administrative functionary. The working group is composed of 4 executives, including 2 architects, and 4 officers, including an engineer.

The office works as operational support to the Steering Committee, in order to facilitate its full exercise, to provide for all the coordination needs and technical-operational activities, with the goal to implement and monitor the Management Plan of the nominated property.

In performing these functions, the office relies on the external support of the contacts indicated by the other members of the Steering Committee. Among them, the institutional players entrusted with protection tasks (such as the offices of the Italian Ministry for Cultural Heritage and Activities and Tourism, namely Regional Secretariat and Soprintendenza), also provide dedicated technical expertise.

The **Metropolitan City of Bologna** promotes economic development, particularly tourist development of the city and of the entire territory surrounding it. In 2016, the Metropolitan City took over the function of tourist destination management, working in synergy with **Bologna Welcome** DMO (Destination and Management Organization), carrying out coordinated planning, communication, promotion and monitoring actions for touristic enhancement of the cultural and environmental excellence of the territory and for sustainable tourism. In the multi-year guidelines, one of the concepts in the positioning of the tourist destination is the transformation from a single destination to a polycentric gateway. The theme of cultural tourism, and therefore the enhancement of unique cultural objects such as the Porticoes network, is one of the DMO's action priorities. The Tourist destination office has a staff of 8 units, with specialized skills in the fields of communication and tourism promotion.

The **Emilia-Romagna Region** is the territorial governing body at the general policy level.

In particular, the Emilia-Romagna Region has directed the Institute for Artistic, Cultural and Natural Heritage (IBC) to participate in the works of the Steering Committee. IBC, which is a legal entity with statutory autonomy, promotes and carries out fact-finding and operational activities, investigations, research for the enhancement and knowledge of the historical and artistic heritage, providing its consultancy in these fields to the Region and to local authorities. The Architectural and Environmental Assets Service is responsible in general terms for safeguarding and enhancing artistic and cultural heritage and therefore not only for the Porticoes of Bologna but also for other UNESCO sites of Emilia-Romagna. A staff of 3 units (1 of them being an architect) works to support the Steering Committee, including promotional activities. The research and documentation held by IBC (bibliographic, cataloguing and iconographic material) certainly have an interest both in the strict area of the nominated properties and in the buffer zone.

The **Regional Secretariat of the Italian Ministry for Cultural Heritage and Activities and Tourism for Emilia-Romagna** is a non-general peripheral office of the MiBACT. It coordinates



the activities of the existing ministerial structures on the Regional territory and is an institutional point of contact for the relations between the Ministry and the Public Bodies of Emilia-Romagna. It takes care, in conjunction with the Region and local authorities in charge, of the implementation of the strategic guidelines and of projects developed at central level, relating to the enhancement and tourist promotion of cultural itineraries and landscape excellence and of initiatives aimed at promoting the awareness of territorial identities and of the cultural roots of local communities. It performs functions of contracting authority for conservation interventions with state funds on cultural assets existing in the Regional territory.

It deals with the procedure established by Legislative Decree 85/2010 art. 5 paragraph 5, concerning the transfer to the territorial public bodies of assets owned by the State Property (Federal state property).

On the basis of its own institutional competences, the Secretariat can play a role in supporting the enhancement of the heritage included in the nominated area; thanks to the use of its own geo-referenced cultural heritage platforms (technical WebGIS www.patrimonioculturale-er.it and interactive map oriented to enhancement www.tourer.it), it can both provide a monitoring of protected assets and contribute to raising awareness and knowledge of the site; it can also contribute the experience gained in the management plans of the other UNESCO sites in the Region.

The Secretariat has a technical department as well as an office that has always been involved in following the activities of UNESCO sites in the Region, attending the meetings of the relevant committees and defining management plans. This office handles WebGIS, the geo-referencing platform (map) of the Region's cultural heritage, equipped with a technical-legal database on protected assets; and Tourer, a version of the platform aimed at sustainable tourism, knowledge and awareness of the cultural heritage of the area. Both maps are developed and constantly updated by the internal staff of the office and are enriched by the contributions of active citizens.

The Secretariat collaborates with its human resources on the management plan and on the projects that will be proposed and financed; in particular, reference can be made to an official who will participate in the work of the Steering Committee and to the personnel in charge of the use and implementation of the WebGIS and Tourer platforms, for a total of 4 people.

Tourer will be able to house a specific section on the UNESCO nomination with the necessary in-depth analysis.

The Soprintendenza Archeologica, Belle Arti e Paesaggio per la Città metropolitana di Bologna e le province di Modena, Reggio Emilia e Ferrara is a peripheral body of the MiBACT and mainly deals with protection in its own area of competence. Protection is exercised holistically on landscape and architectural, archaeological and historical-artistic heritage.

The Soprintendenza is the body responsible for issuing authorizations pursuant to art. 21 of Legislative Decree 42/2004 and subsequent amendments, the *Code of Cultural Heritage and Landscape*, for the execution of works on assets subject to heritage protection and for expressing binding opinions pursuant to art. 146 of the same *Code* regarding landscape protection. It can also perform inspection activities (High Surveillance on the execution of works on restricted assets pursuant to Part II of the *Code*). It can also carry out activities of promotion, communication and enhancement of the cultural heritage.

A total of 6 people work on the territory of the Municipality of Bologna (3 architects, 1 archaeologist, 1 art historian and 1 additional architect official, appointed to participate in the meetings of the Control Room), joining other territorially competent officials on issues concerning monument protection and related administrative procedures. The architect official assigned to participate in the Control Room also coordinates the discussion charts involving the Municipality of Bologna on various issues that may have direct impact on the nominated properties; among these, we underline

the updating of the “Simplification Agreement for authorization procedures for occupation of public land for open spaces annexed to public concerns” (already signed) and the updating of the “Memorandum of Understanding for the definition of simplified procedures for actions to remove graphic vandalism”(in progress). These initiatives are aimed at streamlining procedures, keeping a watchful eye on heritage protection. The updating of the Memorandum of Understanding, in particular, covers a series of activities that also involve research and technical experimentation and which aim to improve the conservation and decorum of the nominated properties and to encourage continuous maintenance over time.

The **Chamber of Commerce, Industry, Crafts and Agriculture of Bologna (CCIAA)** is a public body endowed with functional autonomy that carries out, within the territorial jurisdiction of its competence, functions of general interest for the business system, taking care of its development within local economies. It is an independent body, as it has its own Statute, and is autonomous from a financial and managerial point of view.

As a public administration of Bolognese companies, it carries out promotional activities and works to improve the quality of the economic system (grants and guidance services). It provides market regulation services, economic analysis and studies, certification and advertising services for information relating to the business system, activities for the development of metropolitan infrastructures. The Chamber of Commerce of Bologna is the "*home of Bolognese companies*" and the institution dedicated to guaranteeing the protection of the market and public faith in the provincial area, that is to say, the correct and transparent conduct of commercial transactions to protect businesses, consumers and workers. The CCIAA has an internal Technical Office, composed of 1 Architect official and 2 surveyor technicians/administrators. The office also uses an in-house company with technical figures compatible with interventions on cultural heritage.

Bologna Welcome is the Metropolitan Convention and Visitors Bureau of Bologna and deals with the development and management of tourist reception activities, as well as the promotion of Bologna and its territory both nationally and internationally. The members of Bologna Welcome are: the Chamber of Commerce, Industry, Crafts and Agriculture of Bologna, Bologna Fiere (Bologna Trade fair), Bologna Marconi Airport, Confcommercio (General Italian Confederation of Businesses), Federalberghi Bologna (Association of touristic enterprises), Confartigianato Imprese Bologna (Association of Craft and Small Business of Bologna), Legacoop Bologna (Association of Cooperative enterprises), Confesercenti Provinciale of Bologna (Confederation of small businesses of Bologna) and Confcoop Unione Provinciale Bologna (Provincial Union of Cooperatives of Bologna). Bologna Welcome has the role to promote the city as a touristic destination, to welcome tourists and to grow the local economic system, providing both general and technical training. Bologna Welcome is preparing a permanent reporting and audit system, consisting of a multiplicity of indicators and information deriving from different innovative methodologies and sources. A staff of 9 units with specialized skills in the areas of communication, promo-marketing and monitoring is available to support the Steering Committee.

The primary purpose of **Alma Mater Studiorum - University of Bologna** is research and teaching, inseparable activities aimed at pursuing critical knowledge open to dialogue and interaction between cultures while respecting the freedom of science and teaching. The University's legal representative is the Rector. The governance of the Institution is the responsibility of the Board of Governors (responsible for the strategic direction and financial and staff programming) and the University Senate (representative body of the university community). Within the component Portici accademici di Via Zamboni, the buildings in Via Zamboni 27, 29 and 33 were granted in perpetual use to the Alma Mater Studiorum - University of Bologna by the State Property Office, while the buildings in Via Galliera 3 (part of the component Strada porticata di Galliera) and of Strada Maggiore 45 (part of the Portici trionfali di Strada Maggiore) are directly owned by the Alma Mater Studiorum - University of Bologna. Minor maintenance interventions (including removal of graffiti) are



managed by the Bologna Services Area, while the Building and Sustainability Area takes care of the most relevant building interventions. A staff of 8 units is available to support the Steering Committee.

The **Archdiocese of Bologna** owns the Devotional Path component "Portico di San Luca" and the porticoes in front of the Churches present in the components of Via Galleria and Strada Maggiore. The Administrative and Cultural Heritage Office of the Curia of the Archdiocese of Bologna, headed by an ecclesiastic and also composed of 3 professionally qualified figures in the engineering, architectural and legal fields, deals with the protection, maintenance and enhancement of the assets it owns and carries out the function of contracting authority for the most important interventions, such as the one just completed on Santa Maria Maggiore in Via Galliera and the one in progress on the hilly stretch of the Portico di San Luca.

The **Bank of Italy** is the central bank of the Italian Republic: it is a public-law institution, governed by national and European laws, pursues aims of general interest in the monetary and financial sector. It is the owner of Palazzo Cipolla, where the Bologna Branch is located, between Via Farini and Piazza Cavour, whose porticoes are part of the component Portici di Piazza Cavour e Via Farini. The Real Estate Service in Rome deals with the technical management of the building and its extraordinary maintenance, while the Administrative Office of the Bologna Branch is responsible for the administrative management of contracts, as well as routine maintenance and small extraordinary maintenance interventions. A comprehensive restoration project of the external facades and eaves is currently in the planning stage, for which a pilot worksite is planned for spring 2020. A restoration intervention of the Venetian flooring of the vestibule between the portico and the internal atrium of the building has been planned as well.

The **Fondazione Cassa di Risparmio in Bologna** is a private non-profit legal entity with associative basis, with full statutory and managerial autonomy and is a subject dedicated to the organization of social freedoms. It has its headquarters in Bologna and operates mainly in the metropolitan area and in the Regional territory. With respect to the UNESCO principles, the Foundation promotes the conservation of cultural heritage, including the conservation and enhancement of the Porticoes of Bologna by means of financial support to the preparation of the UNESCO Nomination Format coordinated by the Municipality of Bologna.

As part of its activity, the Foundation favours:

- the promotion of scientific research, education and training;
- the promotion and dissemination of art, conservation and enhancement of cultural and environmental assets;
- the promotion of economic development;
- assistance, also in the health field, with particular regard to weaker social categories.

The organizational structure consists of 13 units (within the Administration and general affairs area and the Institutional activity area) including 1 architect.

The Foundation owns a section of portico (via Farini 15) included in the component Portici di Piazza Cavour e via Farini. The Foundation carries out maintenance (removal of graffiti, washing of porticoes' floor etc.) on its own porticoes.

The **Fondazione del Monte di Bologna e Ravenna** pursues social solidarity aims, it contributes to the preservation and development of artistic and cultural heritage, it supports scientific research and the development of local communities through the definition of its own programs and intervention projects to be implemented directly or with the collaboration of other public or private subjects. Operativeness - based on the principles of transparency and morality - is guaranteed by the proceeds deriving from the management of the assets, entirely bound to the pursuit of the statutory purposes.

The management is exercised according to prudential risk and cost criteria, in order to preserve the value of the assets and obtain adequate profitability.

The activity of the Foundation refers to the territory of the provinces of Bologna and Ravenna. It is always attentive to the needs of the cities, promoting the enhancement of the whole city as well as of parts of it, as in the case of Via Zamboni in Bologna. The Foundation has a very light technical structure, focusing on the evaluation of and support to projects proposed by civil society, institutions and associations. It also carries out projects mainly in the cultural and social sphere, but also in the support of territorial development activities and scientific research, especially in the biomedical field.

ACER Emili-Romagna Public Housing Agency of Bologna is the majority owner of the “Treno” porticoed building in the Borgo Panigale district. It is a public economic entity with legal personality and organizational, asset management and accounting autonomy. ACER manages public housing assets (ERP) and housing policies of public entities. In particular, it cares for the maintenance of the buildings, including the common areas and therefore the porticoes intervenes to recover the existing real estate and provides technical services related to planning, design, assignment and execution of building or urban planning interventions. Interventions aimed at the redevelopment of some commercial units of the “Treno”, in order to encourage activities of social involvement and integration, have been included in the PON METRO funding obtained by the Municipality of Bologna.

A staff of 11 units is available to support the Steering Committee, including 4 people who deal with the property tenants.

The **Command of Emilia-Romagna Carabinieri Legion** is the local branch of the Arma dei Carabinieri, the Italian Armed Force with responsibility for public security and the protection of cultural heritage.

The Arma is not the owner of the buildings where the Command of Emilia-Romagna Carabinieri Legion (whose pedestrian entrance is from the “*Piazzetta dei Servi*”) and the Command of Carabinieri Bologna Indipendenza (with the main entrance on *Via Galliera*) are located since they both belong to the Civil State Property. Small ordinary maintenance on the buildings is carried out directly by the Arma dei Carabinieri, whereas extraordinary maintenance works are carried out by the State Property Office using the Public Works Office.

The following considerations all contribute creating and maintaining an effective institutional framework for heritage:

KEY POINTS

- There’s sufficient precision in relation to the wider governance context (including legislation, institutional arrangements and democratic processes).
- There are flexible responses to cope with emerging concepts, trends and requirements.
- Organizational decentralization steps in when appropriate, to bring decision-making closer to the problems of the property, favouring community participation and the promotion of sustainable approaches.
- Due attention is given to the increasing number of institutional frameworks consisting of multiple organizations, because of two major implications:
 - The need for new skills to address the consequent management challenges;
 - The risk of overlap (wasteful repetition), poor accountability and reduced transparency as complexity increases.



- There are provisions for an open organizational structure and sufficient operational capacity to promote an integrated approach, i.e. working with others. Adequate stakeholder involvement is inseparable from issues of sustainability and the contributions that heritage can make to sustainable development, from which it will benefit too.
- Care was given to put in place a set of guiding principles for the institutional framework. These should promote the concepts of empowerment, participation and inclusion if positive change is to be generated, while highlighting the grave consequences of opposing tendencies (marginalization, discrimination, disempowerment, exclusion and ignoring the voiceless). There should not be any passive recipients when a management system is applied, so far as possible.

4.d.1. The management structure for the site

The Municipality of Bologna has set up a UNESCO division dedicated to the UNESCO site which will deal with the issues strictly related to the porticoes and will be responsible for the management, enhancement and protection of the property.

The Steering Committee, established on a permanent basis, has the purpose of collaborating and coordinating actions to maintain the integrity and authenticity of the Outstanding Universal Value of the Site over time: it makes use of the technical - scientific and procedural support of the UNESCO Office at the Regional Secretariat of the MIBACT, the subject of coordination at national level for the implementation of the Convention.

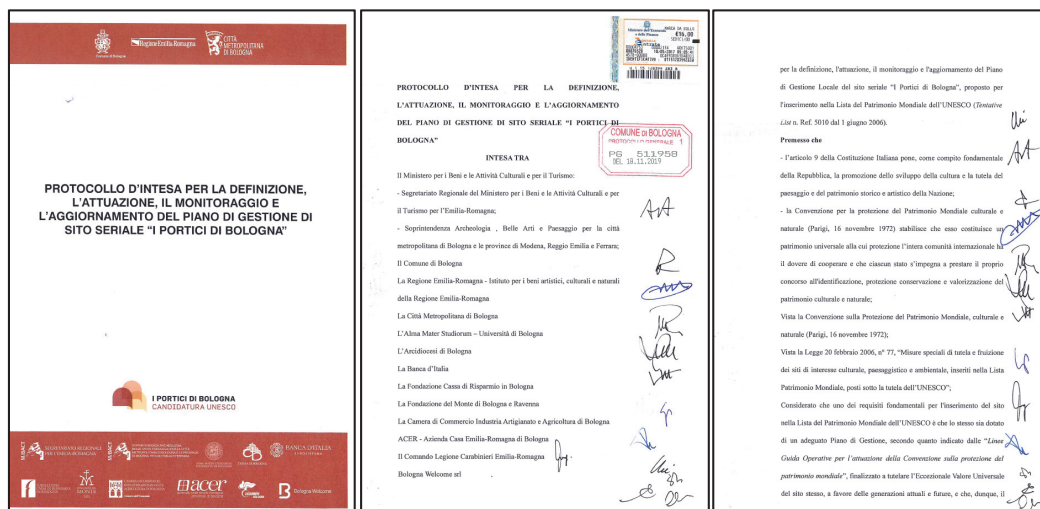


Figure 15. The first three pages of the memorandum of understanding signed for the creation of the Steering Committee. The entire document can be found in "Annexes".

The Steering Committee is convened by the Municipality of Bologna and meets at least twice a year. The convocation includes the agenda of the topics to be addressed in the meeting, whose minutes are drawn up by the municipal office and will then be distributed to all the components.

Each member of the Steering Committee may request the Municipality of Bologna to call for further collegial meetings for specific purposes. The Municipality of Bologna makes its premises available for the conduct of the Steering Committee's meetings.

The composition of the Steering Committee is an expression of the local community which is involved in the Portico network, with reference to 4 areas of competence: conservation, care intervention, promotion, research and monitoring. Most members of the Steering Committee own

porticoes located in one or more components of the serial site, but many of them play further roles that derive from their institutional status.

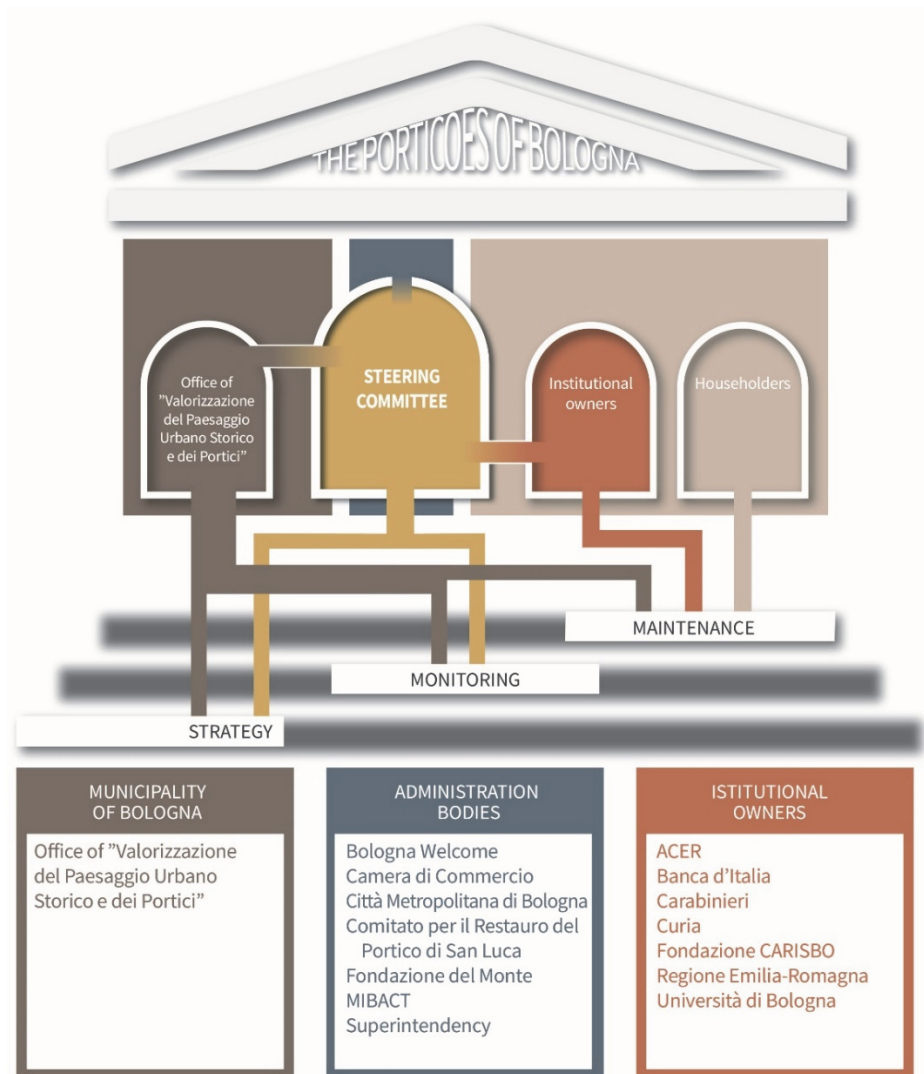


Figure 16. The representation of the Management of the site

The members of the Steering Committee, as illustrated in the previous paragraph, are: public bodies responsible for government of the territory and for heritage protection (Municipality of Bologna, Emilia – Romagna Region, Metropolitan City of Bologna, local offices of the Italian Ministry for Cultural Heritage and Activities and Tourism: Regional Secretariat and Soprintendenza of Archeology, Fine Arts and Landscape for the Metropolitan City of Bologna and the Provinces of Modena, Reggio Emilia and Ferrara), local representatives of national institutions (Bank of Italy and Command of Emilia-Romagna Carabinieri Legion), economic stakeholders, in some cases with philanthropic purposes (Chamber of Commerce, Industry, Crafts and Agriculture of Bologna, Cassa di Risparmio in Bologna, Fondazione del Monte di Bologna e Ravenna, Bologna Welcome) and the most important local institutions in both religious and social spheres (Archdiocese of Bologna and ACER – Emilia -Romagna Public Housing Agency of Bologna) and in the areas of knowledge (Alma Mater Studiorum - University of Bologna).



Participants in the Steering Committee are either owners or Administration Bodies. All owners have the duty to maintain the porticoes, in collaboration with the Municipality of Bologna and the Soprintendenza. In particular, the following chart is intended to represent the process for the maintenance of the porticoes.

Figure 17. The moment of the signature of the Protocol for the official formation of the Steering Committee

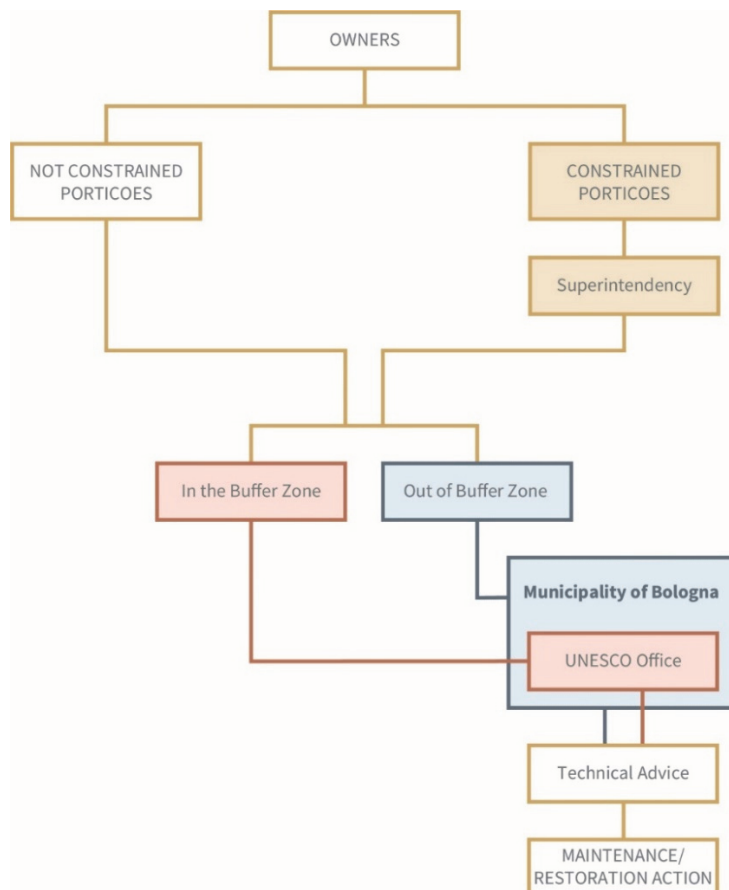


Figure 18. Process of conservation and competent advisory bodies per the Portico owners

The following table illustrates the activities carried out by the members of the Steering Committee. In particular, these members of the Steering Committee intervene in the following fields of action: conservation; promotion; research and monitoring; maintenance. The latter category applies only to property owners.

		CONSERVATION	PROMOTION	RESEARCH MONITORING	MAINTENANCE
PROPERTY OWNERS	Municipality of Bologna	•	•	•	•
	University of Bologna – Alma Mater Studiorum			•	•
	Archdiocese of Bologna				•
	Bank of Italy			•	•
	Fondazione Cassa di Risparmio in Bologna				•
	ACER – Emilia-Romagna Public Housing Agency of Bologna				•
	Command of Emilia-Romagna Carabinieri Legion	•			•
OTHERS					
	Regional Secretariat of the Ministry for Cultural Heritage and Activities and Tourism for Emilia-Romagna	•	•		
	Soprintendenza Archeologica, Belle Arti e Paesaggio per la Città metropolitana di Bologna e le province di Modena, Reggio Emilia e Ferrara	•	•		
	Emilia-Romagna Region – IBC Institute for artistic, cultural and natural heritage of Emilia-Romagna		•	•	
	Metropolitan City of Bologna		•		
	CCIAA – Chamber of Commerce, Industry, Crafts and Agriculture of Bologna		•		
	Fondazione del Monte di Bologna e Ravenna			•	
	Bologna Welcome srl		•		

4.e. Resources

Resources are the basis for operational capacity and come in three main forms: human, financial and intellectual. They enable the institutional framework to carry out the mandate defined by the legal framework. They are more likely to be subject to frequent changes than the institutional or legal frameworks.

4.e.1. Human resources

In Bologna, a wide range of actors is involved in Porticoes management. Institutional resources, as part of the public administration, meet in the Steering Committee to make shared decisions. In addition, a dedicated office in the Municipality premises, named “Valorization of the Historic Urban



Landscape and Porticoes” has been set up, in order to coordinate the nomination process on the World Heritage List and, later, to guarantee the property management.

The site also benefits from human resources not directly employed by the management body but involved through the Steering Committee, that sums up the participation of all the institutions and social and economic forces of the city. Among these are: the employees of the territorial offices of the Ministry of Cultural Heritage, and of the local Public Bodies, such as Metropolitan City of Bologna and the Emilia Romagna Region Institute for artistic, cultural and natural heritage.

Moreover, the employees of the University of Bologna – Alma Mater Studiorum, who will contribute through their scientific research to the continuous updating of knowledge of the heritage of the porticos and to the dissemination of it through the organization of conferences and the drafting of publications.

The resources have been described in detail in paragraph 4.d., and here below a scheme summarizes all the resources available for the site management and conservation.

	STAFF	CONSERVATION	PROMOTION	RESEARCH MONITORING	MAINTENANCE
Municipality of Bologna	12 professional	•	•	•	•
Regional Secretariat of the Ministry for Cultural Heritage and Activities and Tourism for Emilia-Romagna	2 professional 2 technical	•	•		•
Soprintendenza Archeologica, Belle Arti e Paesaggio per la Città metropolitana di Bologna e le province di Modena, Reggio Emilia e Ferrara	6 professional	•	•		
Emilia-Romagna Region – IBC Institute for artistic, cultural and natural heritage of Emilia-Romagna	3 professional		•	•	
Metropolitan City of Bologna	4 professional 4 technical		•		
University of Bologna – Alma Mater Studiorum	2 professional 6 technical			•	•
Archdiocese of Bologna	3 professional				•

ACER – Emilia-Romagna Public Housing Agency of Bologna	6 professional 5 technical				•
Bologna Welcome srl	5 professional 4 technical		•	•	

Total professional	43
Total technical	21
Total staff	64

COMMUNITIES AND NETWORKS. A RELEVANT TREND IN BOLOGNA: THE ACTIVITY OF THE ASSOCIATIONS

Besides the institutional human resources, many organizations and citizens are involved on a voluntary basis in the conservation and management process.

Bologna is particularly active for what concerns the associative activity of the third sector and active citizenship, and that's why the city has become a frontrunner in the regulation of the management of the commons.

The Third Sector refers to the set of independently organized citizens' organizations that work to improve the quality of life of the community. In Bologna, there are more than 1,100 voluntary organizations and associations, which provide services to individual citizens or the community.

The City of Bologna effectively supports organizations (association register, promotion of their activities through its communication channels, insurance for volunteers), and encourages citizens to join associations.

The most numerous voluntary associations in the Bologna area are those operating in social promotion, supporting the weaker sections of the population, human rights, and those dedicated to the promotion, dissemination and knowledge of the city's cultural heritage.

The associations are both local offices of national or international bodies (NGOs or foundations), and groups of citizens gathered together to offer a service to the city. In addition to those already mentioned, among the areas of interest there are also the defence of rights, issues related to immigration, the promotion of sport, the protection of public spaces.

From the analysis of the existing associations, it emerges how Bologna is an increasingly multi-ethnic and multicultural city, attentive to issues related to immigration and gender equality: there are numerous associations dedicated to the protection of women's rights and equal opportunities, in the workplace but also in sports and culture.

Equally relevant are the numerous associations formed by foreigners: there are both those that have a political and social vision in the Bologna area, and those with a more 'identity' character, aimed at transmitting their origin and the related identity values. They represent an important resource of visibility and mobility, of civic participation and collective representation of foreigners in the local community and at its institutions, as well as a significant step in the integration process.



THE URBAN ECOSYSTEM: STAKEHOLDER ANALYSIS AND MAPPING

Since Bologna is a "living" site, there are many stakeholders who interact with the protected cultural heritage. Among the interests projected on the territory by citizens and businesses we can distinguish:

- active, or direct, interests: those of the actors involved in the management and enhancement of the cultural asset and who will, therefore, be directly involved in the processes and activities of site management, and
- passive or indirect interests: those of the actors who derive material or immaterial benefits from the UNESCO site. The actors belonging to this category derive usefulness from the fact that the porticoes are protected and valued, since their activity depends on them to a large extent, or because they believe that the protection of the porticoes is a social value to be spread. It is a category of actors that can be of help in supporting the actions of protection, conservation and enhancement by spreading the local culture, informing about the values of the site, sensitizing the population to respect the cultural resources of the site.

As far as the actors of the territory are concerned, we can distinguish between:

- institutional actors, who testify to the public or collective interest;
- economic actors, a group made up of the various local businesses, which pursue mainly private interests and operate on the market interacting in some form with the heritage represented by the porticoes;
- social and cultural actors, a middle ground between the two previous categories of actors: while acting independently, for the most part with private forms, the actors of this group do not pursue the interests of individuals or profit. Often they aim to safeguard and enrich the territory and cultural heritage.

The following table illustrates the actors that are somehow concerned by the site institution and management, highlighting if their stake is direct or indirect.

Actors	Direct interests	Indirects interests	Direct and indirect interests	Main contribution to the site management
Institutional actors				
Bologna Municipality	x			Direct management
Soprintendenza	x			Knowledge, protection and cultural valorisation
MIBACT	x			Cultural and economic valorisation, communication
Città Metropolitana Bologna	x			Cultural and economic valorisation, communication
Privates				
Bank foundations			x	Conservation, cultural and economic valorisation
Chamber of Commerce				Cultural and economic valorisation
SMEs			x	Cultural and economic valorisation
Tourist operators, restaurants and hotels		x		Cultural and economic valorisation
Corporates associations		x		Cultural and economic valorisation
Small businesses			x	Cultural and economic valorisation

Condominiums	x			Conservation, cultural valorisation
Diocesi			x	Knowledge, protection and cultural valorisation
Social and cultural actors				
Social cooperatives			x	Cultural valorisation, communication
Citizens associations		x		Conservation, cultural valorisation
Education system		x		Cultural and economic valorisation
Museums		x		Cultural valorisation, touristic promotion
UNESCO Club			x	Cultural and economic valorisation, communication
Local media		x		Communication, touristic promotion
Sport associations		x		Cultural and economic valorisation
University			x	Knowledge, protection and cultural valorisation

4.e.2. Intellectual resources

There are many public and private bodies that have specific skills in the management, conservation and enhancement of the architectural heritage of the porticoes, which support the Steering Committee and the Bologna Municipality in their activities.

For example, the territorial offices of the Ministry for Cultural Heritage and Activities and for Tourism are worth mentioning:

- The Regional Directorate for Cultural Heritage and Landscape of Emilia Romagna;
- The Soprintendenza Archeologica, Belle Arti e Paesaggio per la città metropolitana di Bologna e le province di Modena, Reggio Emilia e Ferrara;
- The Archival and bibliographic Soprintendenza of Emilia Romagna.

In these offices, which have competence over all the landscape, namely architectural, archaeological, historical-artistic and archival assets whoever they belong to, there are expert technicians in the different sectors (landscape architects and restorer architects, art historians, archaeologists, archivists) as well as designers, cartographers, photographers and many other technical figures.

At local and focalized level intellectual resources are available within the Steering Committee members, and throughout the several cultural institutions and associations hosted in Bologna.

One of the main subjects participating in the Steering Committee is the Soprintendenza. The structure of the Soprintendenza provides for the presence of five area officials on the territory of the Municipality of Bologna (including three architects, an archaeologist and an art historian); a further architect officer is delegated to participate in the sessions of the Steering Committee, liaising with the area officials competent in the territory on issues related to the protection of monuments and the related administrative procedures.



Important resources are also identified in the Administrative Office and Cultural Heritage of the Curia of the Archdiocese of Bologna, run by an ecclesiastic and also composed of professionally qualified figures in engineering, architecture and law.

The University of Bologna is directly involved in continuous research on the theme of porticoes. Article 1, paragraph 3 of the Statute of the University of Bologna states that "The primary tasks of the University are research and teaching, inseparable activities aimed at pursuing a critical knowledge open to dialogue and interaction between cultures while respecting the freedoms of science and teaching. Because of its age-old identity as a General Study, the University recognizes equal dignity and opportunity to all disciplines that guarantee its scientific and educational richness. The University protects and innovates its cultural heritage by responding to the different needs expressed by society". The University provides a host of services for the benefit of the site, among which: the Heritage Area, which manages aspects related to the management of real estate assets from a contractual point of view (legal, administrative and accounting), the Building and Sustainability Area (for building interventions above 5,000 Euros), the Bologna Services Area (for ordinary and extraordinary maintenance below 5,000 Euros, such as the contract for restoration from graffiti) and the Business Relations Area, Third Mission and Communication (for events and communication) for any intervention that is planned to be carried out in one of the porticoes of its property.

On the theme of "promotion of the porticoes", the Metropolitan City of Bologna (Tourist Destination) provides a structure of eight units, with specialist skills in the areas of communication and tourism promotion. It jointly operates with Bologna Welcome, counting 50 professionals, with specialist skills in the areas of communication, marketing promotion, monitoring.

For some specific functions we can also refer to the institutes and central offices of the Ministry, among which we mention in particular:

- The Central Institute for Cataloguing and Documentation (ICCD) based in Rome, that defines the standards and tools for cataloguing and documentation of the national archaeological, architectural, artistic-historical and ethnoanthropological heritage in collaboration with Regional technical organisations; it is institutionally responsible for the General Cataloguing Informative System (SIGECweb), the national system of acquisition and integrated management of knowledge of Italy's cultural heritage. (www.iccd.beniculturali.it);
- The Higher Institute for Conservation and Restoration (ISCR), the historical structure founded in Rome by Cesare Brandi in 1939, provides scientific and technical consultation to the organs linked to the Ministry, as well as the Regions, for the conservation and restoration of the cultural heritage; it manages, coordinates or participates in restoration works, throughout the national territory and also abroad, for particularly complex interventions or those carried out for research purposes or educational purposes for the world-renowned Restoration Academy (SAF); moreover, it promotes projects to experiment methods and materials for conservation, and participates in setting up regulations and technical specifications regarding conservation and restoration interventions; this variety of disciplines comes from the various competencies that produce the scientific knowledge to preserve the artistic heritage. (<http://www.icr.beniculturali.it>);
- The Factory of Semi-Precious Stones in Florence (OPD), the result of a long, illustrious tradition of a modern and articulated activity, is home to the second most important state school of Italian restoration and has a number of restoration laboratories, a highly specialised library, a very rich archive and a climatology research centre (<http://www.opificio.arti.beniculturali.it>);
- ENEA Agenzia nazionale per le nuove tecnologie, l'energia e lo sviluppo economico sostenibile, (National Agency for New Technologies, Energy and Sustainable Economic Development) is a public body, endowed with qualified instrumental and human resources, which

operates in the fields of energy, the environment and new technologies and which, for some years, has also been dealing with cultural heritage, both in terms of seismic protection and in terms of applications of sustainable technologies on heritage (<http://www.enea.it>).

Concerning the availability of specialist competences and training in conservation techniques, we should also remember some more national organisations, within which some highly specialised figures work in research in the cultural heritage sector, such as the CNR National Research Council, Italy's largest public research body; established in 1923, it carries out training, promotion and coordination activities regarding research in all scientific and technological sectors (<http://www.cnr.it>). The Institute for the Conservation and Valorisation of Cultural Heritage (ICVBC) operates here, established in July 2001 from the merging of the three CNR Study Centres on the "Causes of Deterioration and Methods of Conservation of Works of Art" (instituted from 1971).

As far as conservation techniques and methodologies are concerned, organisations such as the ICCROM - International Centre for the Study of the Preservation and Restoration of Cultural Property, established in Rome in 1959, are available. Its creation is the result of a proposal presented at the General Conference of UNESCO in New Delhi in 1956. (<http://www.iccrom.org>).

At a Regional level, there are various training institutes, the University of Bologna, the University of Ferrara, the University of Modena and Reggio Emilia, the University of Parma, which offer numerous level II and III training courses on the conservation of cultural heritage, the restoration and enhancement of architectural, landscape and environmental heritage, and territorial and landscape planning.

BOLOGNA, A FRONT-RUNNER IN CIVIC PARTICIPATION: REGULATING THE URBAN COMMONS

In the last five years, Bologna has successfully trialled an urban innovation model based on circular subsidiarity and civic collaboration, the 'collaborative city', which means public administrations governing not only on behalf of citizens but also with citizens, basing their policies on the two concepts of city as commons and citizens as a great source of energy, talents, resources, capabilities and ideas in support of urban regeneration. Active citizens, social innovators, entrepreneurs, civil society organisations and institutions, willing to work for the general interest can start a co-designed project with the city government leading to the signing of a collaboration pact for the care or regeneration of urban commons such as, for example, public spaces, urban green areas, abandoned buildings or areas. The policy framework for managing all collaborative projects, from valorisation of cultural heritage to spontaneous street or building cleaning initiatives is the 'Regulation on collaboration between citizens and the city for the care and regeneration of urban commons'. The regulation was officially adopted in 2014. From that moment on, around 636 proposals have been presented and around 470 collaboration pacts have been signed; 191 Italian cities have adopted a similar tool for participative urban regeneration processes and for the care of urban commons, while 57 more cities are working at the moment on its adoption. In 2017, the Civic Imagination Office was created, housed the Urban Innovation Foundation. Shortly after establishing the Civic Imagination Office, the city created six District labs, one in each district, to encourage collaboration and engagement at the community level. The labs are a coordinated effort between the Civic Imagination Office, the Governance Unit of the City of Bologna, and the University of Bologna. In this framework, in 2017, Bologna's government launched a participatory budgeting process. The city invited citizens to submit proposals for projects that would engage residents and reimagine the urban commons.



Figure 19. Participation activities for "bottom-up" projects carried out in Bologna.

BOLOGNA COUNTS ON BEST PRACTICES AND CONCLUDED PROJECTS

In order to understand the commitment of the city of Bologna to the conservation and enhancement of its unique portico system, some projects and initiatives already concluded are reported below:

- the **civic crowdfunding project** "Un passo per San Luca". The restoration of the path towards the hill of San Luca (Portico built in the 1700s with the active contribution of popular devotion) continues to be based on the solidarity commitment of all the Bolognese; specifically, in 2013-14, this action raised € 339,743 thanks to the contribution of 7,111 donors;
- "Bologna Open Portici" project is based on mapping through 4 types of datasets useful for guaranteeing a **virtual walk** in some of the porticoes of the historic centre of Bologna. They incorporate: points of interest, images, virtual routes, an audio guide and a floor plan (<http://dati.comune.bologna.it/portici-bologna>);
- the "**Bologna civica**" project which provides for the involvement of citizenship and the promotion of civic sense and the protection of urban spaces of public use (starting with the porticoes) in particular with reference to the "clean Bologna" protocol;
- the numerous projects for the **removal of the graphic vandalism** that foresees the cataloguing of the tags for each building and the activation of a cleaning service of the soiled walls;
- the project "**Adopt a portico**", i.e. the adoption of a kilometre of porticoes promoted by the Municipality of Bologna and which has seen companies put themselves at the service of groups of citizens and institutions in the recovery and restoration of portico sections, supporting awareness-raising actions on the correct use of the spaces that lead to concrete interventions against degradation in a continuous way;
- the "**subscribers to the Porticoes**" campaign, an initiative designed to enable the individual citizen to more easily take care of their city, thanks to a subscription to keep their portico clean, which for a year will be sheltered from written and vandalism. The subscription is in addition to the already existing instruments, in particular, the civic cooperation actions of Active Citizenship for Common Goods and the procedures of the Municipality of Bologna for the maintenance and redevelopment of the porticoes (counting, among other things, on the collaboration of sponsors and companies, including the American company Aavid Thermalloy).
- "Di nuovo in centro", a program for a **new pedestrian zone** in the city centre promoted by the Municipality of Bologna from 2011 to 2016, with new rules and targeted interventions

on the public space that aim at placing people "back to the centre". "Di nuovo in centro" is actually a programme for coordinating integrated policies. If the primary aim is to rediscover walking, seen as a natural condition, necessary for living well and moving around the city, the measures to achieve this are many. First of all the quality of public space must be increased, with action being taken to improve squares, streets and gardens, while regulating their uses, both permanent and temporary. This is linked to initiatives to protect public space, for example by encouraging separate waste collection and to improve those areas with a marked cultural or commercial orientation and their specific identity and function within the centre. To accomplish all this we need to reduce the impact of cars and motorbikes and encourage sustainable transport, public transport, car and bike-sharing.

- ROCK transforms the University area in the historical city-centre into a **Sustainable Cultural and Creative District**. ROCK vision in Bologna is to transform the University area into a Sustainable Cultural and Creative District (Zamboni SCCD) by improving safety, accessibility, mitigating social conflicts, attracting visitors and tourists, entrepreneurs and private investments. The aim is to develop co-designed cultural ("multidimensional regeneration: space and time of the city") and sustainable initiatives (urban greening as temporary actions in public spaces; monitoring and assessing urban comfort indoor and outdoor; implementation of living lab methodology to define the priorities and experiment the actions to improve the quality and accessibility of urban space; green office) in this area, directly involving a wide number of local actors through a living lab; to increase accessibility of the area, promoting pedestrian flows and slow mobility with new cultural routes with an inclusive approach (in particular toward people with disabilities); enhance porticoes as a unique spatial experience of the city and adopt digital and innovative lighting solutions to improve communication and knowledge sharing.

4.e.3. Financial resources

The sources of funding available for the nominated property are very varied, deriving from both public, private and private-public-people partnerships (PPPP) resources, correlated also with the specificity of the site (privately owned with public use).

In general, resources from the Community Funds (European Union), from the State and from territorial Government Bodies that operate at different scales (Region, Provinces and Municipalities) could be identified for the site management and preservation. Among the latter, the Region is undoubtedly the body that has the widest available funds and distributes them, dividing them among the different sectors of competence.

In addition, there is a specific source of funding for Italian UNESCO sites. The Law of February 2006 20th, n. 77, "Special measures for the protection and use of Italian sites of cultural, landscape and environmental interest, included in the World Heritage List", placed under the protection of UNESCO, provides a series of financial incentives for projects aimed at protecting and enhancing the Italian UNESCO sites, as well as elements of the Intangible Cultural Heritage (Convention for the Safeguarding of the Intangible Cultural Heritage, 2003).

Art. 2) of the Law gives priority to intervention projects for the protection and restoration of cultural, landscape and natural assets included in the perimeter of recognized Italian UNESCO sites if these interventions are subject to funding according to the laws in force.

Furthermore, it establishes specific support measures to interventions aimed at the compatible management of Italian UNESCO sites and at a correct relationship between tourist flows and cultural services offered by the site. These support measures take the form of financial contributions which



are granted after analyzing the requests for funding on the basis of the calls for tenders (which takes place annually) for interventions aimed at:

- a) the study of specific cultural, artistic, historical, environmental, scientific and technical issues relating to Italian UNESCO sites, including the development of management plans;
- b) the provision of cultural assistance and hospitality services for the public, as well as cleaning, waste collection, control and security services;
- c) the creation, in areas adjacent to the sites, of parking areas and mobility systems, provided they are functional to the same sites;
- d) the dissemination and enhancement of the knowledge of UNESCO Italian sites within educational institutions, including support for educational trips and cultural activities of schools;
- d-bis) the enhancement and dissemination of the enological heritage characterizing the site, in the context of the promotion of the overall traditional enogastronomic, agropastoral and woodland heritage.

Therefore, funding from the L77 will be of primary importance for activating some of the projects that haven't any allocated fund yet.

The **Municipality of Bologna**, as site manager, is activating various projects that will allow the financing of numerous specific interventions on the urban fabric, characterized by strong civic participation:

- District Laboratories. A complex process that is aimed at implementing "collaborative policies" on a city scale, while at the same time emphasizing the specificities of the different territorial contexts, and adopting different participation instruments. The process was taken on by the Urban Imagination Office team of Urban Centre Bologna, which activated a multi-professional coordination group, which has the task of supporting the process, identifying adequate instruments to dialogue and co-design with citizens in collaboration with the City Districts. In year 2019 one million euros have been allocated for requalification projects of the areas identified by each district and an extra million Euros has been added, on a trial basis, to implement actions meeting the top-rated needs, which will cover the whole neighbourhood. This means that citizens will be asked to cast two votes: the first one on the redevelopment projects proposed by themselves (related to squares, gardens, streets, buildings) and the second one to identify the benefits of the community projects and actions (such as educational, sports or environmental projects) and choose the priorities that will be the basis of future calls for tenders or collaboration agreements for each district.
- UNESCO funding: the Municipality is dedicating a fund explicitly devoted to UNESCO activities. In order to support the nomination process in 2019 50.000€ were allocated, and further 70.000€ are dedicated to these activities in 2020. This conspicuous funding witnesses a concrete commitment to the UNESCO inscription and maintenance of the site, which will be quite certainly confirmed in the upcoming years.

In addition, each owner makes his own resources available for the maintenance of the porticoes. Often the restoration/routine maintenance/extra maintenance/cleaning of the porticoes is supported by the Municipality of Bologna, which facilitates the private sector, which in any case has to use its own funds as a basis.



Processes of the Management system

5



5. Processes of the Management system

5.a. Planning

The Management Plan refers to the entire area including the selected components and the buffer zone; the objective is to systematize all the actions already in place to protect the porticoes and make them the cornerstone of a complex, lasting and sustainable redevelopment and enhancement action. The Plan includes:

- the **extraordinary and ordinary intervention** of the properties in actions of structural restoration, redevelopment and daily maintenance aimed at preserving and highlighting the historical-cultural characteristics and enhancing the functional aspects of each section of the portico in compliance with the historicity requirements and typical features identified by the technical-scientific group set up for the UNESCO nomination in connection with the supervisory bodies (UNESCO Italy Offices, Ministry, Superintendencies, municipal competent Departments);
- **the adoption of regulations and provisions** of the Municipality of Bologna, defined under the aegis of the Soprintendenza, and already to a large extent binding, for a correct use of the porticoed areas (practicability, cleanliness, rules for dehors of public places, restoration rules, etc.) and for an optimal accessibility and liveability in favour of residents and tourists, also for the protection and empowerment of disadvantaged people;
- the public action coordinated and managed by the Municipality of Bologna (with the contribution of institutional partnerships and private sponsors) for the realization of a **highly effective technological system for the infrastructure of the porticoes** (lighting, furnishing, ecological-climate reclamation, wifi, technological-informative support for the visit, 24-hour remote control and monitoring, big data collection, etc.) for the purpose of a pleasant and informed use by the public and an optimal management, control and monitoring of the quality of the porticoed spaces inserted in the UNESCO nomination.

The planning process entails identifying desired outcomes for the property and its stakeholders (in other words setting the objectives of the management system); and determining the specific outputs to be delivered that will come together to achieve these outcomes. As a preparatory step, planning defines the heritage processes and required outputs in terms of scope, quality, cost and timeframe, in such a way as to facilitate communication with others and to review progress at every stage.

Planning itself is a cycle that should include the following stages that often overlap: participation, consultation, drafting, reviewing and updating. For cultural heritage, these can be defined in more detail:

- identifying the stakeholders and collecting information,
- identifying and characterizing the heritage and analysing the current situation;
- setting visions, objectives and actions;
- drafting the plan(s);
- implementing;
- review and updating.

All of these steps have been performed, with a work that goes back to the first ideas about the UNESCO nomination in 2006, with the inscription in the National Tentative List.

A mapping of the stakeholders which constitute the ecosystem of the city can be found in paragraph 0. For the analysis of the characteristics and current situation of the property, we refer to the Nomination Format, and Chapter 5 in particular.

The vision and objectives have been agreed among the stakeholders which have signed the Protocol, and presented and discussed with the citizens and associations during the meetings held in each neighbourhood (a detailed explanation of the engagement process and a complete list of meetings are reported in the next paragraphs).

The projects have been collected and selected among a high number of proposals, by checking their compliance with the selected objectives and evaluating their capacity to bring advancements to the expected outcomes.

The Management Plan has then been submitted for Consensus to the governing bodies of the City Council (Giunta and Consiglio) and made publicly available for observations to the citizens.

The evaluation and review process are explained in chapter 6.

5.a.1. Citizen engagement and participation in the management process

MANAGEMENT SYSTEM PHILOSOPHY: BRINGING THE TRADITION INTO THE FUTURE

Thanks to the particular regulatory apparatus and the definition of the portico as private property but for public use, the porticoes in Bologna have been able to withstand the challenge of time and become an expression and element of city identity.

The main element that underlines the authenticity of the portico is a jurisdiction that has been in force for more than seven centuries. This legislation has allowed the portico to become perennial, changing over time and therefore reappearing with different types of architecture.

In fact, the Municipal Statute of 1288 established that every new house from that moment on would have had necessarily include in the project the construction of a masonry portico. The porticoes were built on the land belonging to the building, which was responsible for its maintenance but was available for the whole community. This standard is still in force.

Furthermore, the streets of the city that were already partially porticoed had to continue to present the porticoes and to carry them out in the event of transformation or new construction.

From this derives the great diffusion of the portico present as an architectural element on the ground floor of all types of buildings and representative of the public urban space of integration of the community. Continuously, from the Middle Ages to the present, the portico, as is well understood in Bologna, becomes the "binding" urban orientation of a city where civil and religious spaces, private homes, belonging to all walks of life, and commercial and manufacturing places are perfectly integrated.

Therefore, the community involvement within the urban planning process that shapes the city is highlighted by the fact that the citizen takes charge of the construction of the portico by sacrificing private volume in favour of the porticoes throughout the city; the permanence of jurisdiction through different eras and governments would not have been possible without a strong community support; a collective sensibility was developed during the centuries for an urban image in which the continuity of the facades and the porticoed paths prevails over the single architectures.

This particular feature is fundamental in shaping the exceptional universal value of the porticoes, which is a mixture of architecture, citizenship, uses and social identity which could serve as a model for the development of many cities worldwide.

ENGAGEMENT METHODOLOGY

Once the stakeholders were defined and identified, a participatory approach to the nomination was started.



Figure 20. The poster for the promotion of meetings with citizens in the three districts of the Municipality of Bologna, on the left. The first meeting in Barca district, on the right.

First, the most involved areas in the application process have been identified. In fact, the selected components are part of three distinct districts of the city (Barca, Saragozza, Santo Stefano), where it was decided to organize some meetings for the presentation of the nomination, the methodology for drafting the Management Plan and, above all, to collect projects with a bottom-up approach. This method was considered useful and helpful also for the involvement of the "small owners" whose porticoes were part of the components selected for the application, but which could not be included one by one in the Steering Committee. Each of them was sent an invitation to participate by the Municipality of Bologna so that they could be present at the submission of the nomination and informed about the processes, tasks and duties that would affect each of them.



Figure 21. The second meeting in Santo Stefano district, on the left. The third meeting in Saragozza district, on the right

The first three meetings were followed by a brief final presentation of the nomination in July 2019, at one of the moments of the maximum influx of Bolognese citizens: the open-air cinema in Piazza Maggiore. On that occasion, the possibility of subsequent meetings was announced: for the duration of the last week of September an office in the City Council would be dedicated to the nomination, and where the technicians in charge of drafting the Nomination Format and Management Plan would meet any citizen or association in order to collect projects for the city, so as to include them in the document for the management of the site.

Just before the aforementioned week, a walk through the 12 components took place. It was opened to all citizens (September 21, 2019) and was held in five days with a total of 13 meetings, plus the

one with the reunited Steering Committee, from which 26 project were derived. They will be presented in the next chapters.

WALKING UNDER THE PORTICOES' - 21st September 2019



Figure 22. A moment of explanation of one of the 12 components (the Baraccano) during the walk under the Porticoes.

During the European Mobility Week held in Bologna from 16 to 22 September 2019, the Municipality organized a day dedicated to activities to discover the nominated porticoes for the WHL UNESCO. The day was marked by three moments of exchange. A first activity was a conference at the Mobility Village in Piazza Maggiore, where the project coordinators explained the bidding phases and the strategies adopted by the Municipality to raise awareness of their heritage. A second activity called "The typology of the portico: walking through history" involved the population in a long walk under the porticoes, which was punctuated by the story of experts who described their characteristics and Universal Value. At the end of the day, a lecture was given by a professor of History of Architecture who spoke about the architectural history of the porticoes and their conformation.

5.a.1.1. Meetings: collecting expectations

From the first steps of the inscription process, particular attention was paid to the involvement of the population; in this regard, numerous meetings were held in the city. Below is an overview of these events:

Date	Title/theme of the meeting	Participants
31 May 2013	Conference "The porticoes of Bologna between history and new technologies" - Tourism Exchange of the 100 cities of Italy	Experts, researchers, public
22- 23 November 2013	Conference "The porticoes of Bologna in the European context".	Experts, researchers, public
9 January 2015	Presentation of the video "I Portici di Bologna in 3D: presentation of the UNESCO nomination" at the round table "Culture and Tourism: Emilia-Romagna and the Country System".	Institutional stakeholders, intergovernmental coordination
01 October 2015	Publication of the proceedings of the 2013 conference	Experts, researchers, public



18 November 2015	Presentation of the project "Bologna Portici": a protocol between Municipality, ASPPI and ANACI for portico flooring	Bologna Municipality, ASPPI, ANACI
24 November 2015	Conference "The three hundred years of the Portico of St. Luca" - International Festival of History.	Experts, researchers, public
17 December 2015	Meeting of the Mayor with citizens active in the "NO TAG" projects	Bologna Municipality, Citizens
9 February 2016	The porticoes of Bologna in the European context: presentation of the proceedings of the international conference - Public meetings "The porticoes of Bologna: an extraordinary variety to recognize".	Experts, researchers, public
08 March 2016	The porticoes as common good: the UNESCO nomination - Public meetings "The porticoes of Bologna: an extraordinary variety to recognize".	Experts, researchers, public
5 April 2016	The porticoes experienced by the city: tools for care and management - Public meetings "The porticoes of Bologna: an extraordinary variety to be recognized".	FIU, Citizens
10 May 2016	Digital porticoes: 3D models and the new graphic platform - Public meetings "The porticoes of Bologna: an extraordinary variety to recognize".	Experts, researchers, public
February/March 2017	Patronage of the Municipality to the cycle of "Arkaden" initiatives promoted by the Lions clubs of Bologna and Bochum	Experts, researchers, public
June 2017	Bologna Open Porticoes - Virtual walk under the porticoes.	General public
06 January 2019	Presentation of the works to the Municipal Council Commission	City Council
14 March 2019	Public presentation of the nomination process of the Portici di Bologna in the UNESCO World Heritage List.	Citizens
13 May 2019	Public meeting at the Barca district entitled "The train of desires".	Citizens
21 May 2019	Public meeting at the Saragozza district.	inhabitants of via Santa Caterina, via Manzoni and via Galliera
28 May 2019	Public meeting in the Santo Stefano district.	inhabitants of Piazza Santo Stefano, Strada Maggiore, Via Zamboni, Piazza Cavour and Via Farini

12 June 2019	Presentation of the draft Nomination Format to the Steering Committee for the collection of impressions and suggestions for proceeding with the closing of some chapters and the definitive drafting of the Management Plan.	Steering Committee
17 June 2019	Meeting for the definition of the Buffer Zone and for the realization of the website 'The Porticoes of Bologna'.	Town planning and communication offices of the Municipality of Bologna
29 June 2019	Public meeting "A Train on the road" to the UNESCO nomination.	Barca's district residents
23 July 2019	Press conference for the presentation of the draft Nomination Format and public presentation of the UNESCO nomination I Portici di Bologna in the evening in Piazza Maggiore at the open-air cinema, at the presence of the director Pupi Avati.	2000 citizens
21 September 2019	Walk under the porticoes with guided tour and explanation of the values of the nomination, during the European mobility week.	More than 25 participants
23-27 September 2019	UNESCO Week: meetings for the collection of projects to be included in the Management Plan and participation in the advisory committee for the presentation of the final Nomination Format. Meeting of the Steering Committee for the agreement on the signing of the protocol.	Citizens, Associations, SMEs
16 October 2019	Press conference on the start of restoration work on the Portico di San Luca.	
17 October 2019	Presentation of the Macron T-shirt for city teams in support of the nomination.	
28 October 2019	Public meeting 'Un treno in viaggio': presentation of speeches and agreement with ACER.	



Figure 23 and 24. Public presentation of the nomination process of the Portici di Bologna in the UNESCO World Heritage List (March 14th, 2019) on the left. The office is open to the public for a week. On that occasion, meetings were organized to outline projects with the population (September 23-27th, 2019), on the right.



Figure 25. Public presentation of the UNESCO nomination *The Porticoes of Bologna* in the evening in Piazza Maggiore at the open-air cinema (July, 23th 2019).

5.b. Implementation

5.b.1. Vision statement expression: the objectives

The Management Plan's main objective is to put in place, on an urban and territorial scale, interventions to promote cultural heritage throughout involving the local community in the related activities. From this point of view, the city of Bologna has a great advantage with respect to other territorial contexts because it can boast a consistent and well-known heritage combined with the high dynamism of its inhabitants. The *modus operandi* is, therefore, to start from what already exists to develop its potential, that is why the citizens' involvement work (section 5.a.1) carried out by the city administration before and during the inscription process is a solid starting point.

At the same time, three pillars of innovation have been identified to support the development of the city. The MP should:

- foster new ways of collaboration among users and stakeholders in order to increase cultural heritage production, civic sense and cross-fertilization;
- improve the economic and environmental sustainability of the area in term of commercial diversification and climate change response (both with mitigation and adaptation measures);
- trigger the accessibility of the area for every person, including people with disabilities, tourists, citizens and students, by developing new cultural routes and making hidden treasures known.

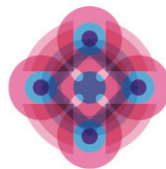
The following paragraph is, therefore, to explain the strategic lines of the city, as an introduction to the twenty-six projects that will be described in paragraph 5.b.3 *Projects and Actions*.

1. Bologna as a knowledge centre. Bologna is a knowledge centre since ancient times, this is proven by the birth of the first University in the Western world: the Studium. The European appeal of the city depends mainly on this institution, which has brought to Bologna, and continues to bring, a high number of students and a general intensification of exchange activities. Nevertheless, Bologna is not only an academic renowned centre but a city where education system, from primary schools to professional training centres are functioning and accessible.

Formation, research, university are all part of the “knowledge sector”, interacting and contributing to the others vision’s pillars. For example, this sector is substantial when speaking of the quality of life, social inclusion or even more in cultural-economic valorization. To this regard, the objective related to the first point is to keep “Knowledge centres” active and functioning in every Bologna district, as well as to implement knowledge production and dissemination mechanisms.

The Management Plan is primarily conceived as a tool by those who live in the city, for those who live the city. It follows an increase in the inhabitants’ awareness of the site’s characteristics and potential. On the one hand, therefore, the Management Plan is addressed to the city of Bologna and its province in order to communicate the particular values of the site; on the other hand, the same values are to be shown and made known to the outside world.

Spillover outcome → **Knowledge**



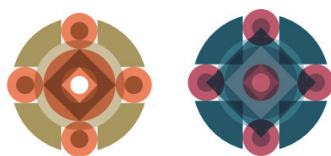
Educazione
è Bologna

2. Conserving Bologna since the beginning. In the last Piano Strategico Metropolitano, Bologna placed the historical heritage conservation at the base of the development of the future city. However, the idea of protecting the historic centre material integrity dates to 1969, when the "Piano del Centro storico" was adopted as the first European urban planning instrument concerning the entire historic centre instead of individual monuments. The plan was followed by others, such as the Piano per l’Edilizia Economica e Popolare nel Centro Storico, 1972 (Economic and Popular Building in the Historic Centre), which provided building and social recovery for the degraded parts of the city centre. However, it was as early as the already mentioned municipal statute of 1288 that the maintenance and management of (private) spaces for public use had been, in fact, guaranteed in the city. What must be preserved in Bologna is not only the architectural heritage but also the immaterial one made of traditional savoir-faire and ways of life focused on the aspect of sociality.

In Bologna, tangible and intangible heritage status is felt to result in greater focus: both the municipality and citizens throughout planning instruments, investment of resources and practical measures care about the good conservation of heritage and especially of porticoes. Elsewhere conservation is often viewed as a cost rather than an economic benefit, and it is worth noting that for Bologna the conservation-preservation industries are a dynamic and wealth-generating sector with many workers and researchers involved. Besides this evidence, the city’s (excellent) state of conservation seems to deal with the creation of Bologna’s imagery and it is a powerful factor to developing its reputation for having a high-quality heritage, intended as a *unicum* belonging to every citizen. For these reasons, the Management Plan shall contain several actions related to conservation, not intended as the passive conservation of the past, but, as necessary, participatory process to approach alongside knowledge, quality of life and cultural-economic valorisation aspects.



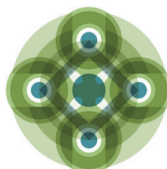
Spillover outcome → Conservation



Cultura Cura della città
è Bologna è Bologna

3. Life is good in Bologna. The Emilian city boasts a high standard of living, this is demonstrated by the most reliable inquiry about Italian cities quality of life (*Le città più vivibili d'Italia 2018* published by Il sole 24 Ore). Bologna steadily ranks in the first ten places on the basis of six parameters: wealth and consumption, environment and services, business and employment, demography and society, justice and security, culture and free time. Indeed, the human-size scale contributes to this result, permitting citizens to enjoy the advantages of a big city, without the critical issues of a metropolis. It is equally clear that Bologna does not have a prevalent economic axis, but a varied productive system (trade, industry and manufacture, agriculture and tourism-related activities) which allowed its citizens to maintain a good standard of living over the last ten years. The city's perception as a place offering a high quality of life and a dynamic lifestyle has generated a virtuous cycle over the years, made by increasing investment and relocation decisions for individuals, families, or companies. Today, Bologna focuses about going forward providing good services to the greatest number of people and the WHL nomination is certainly a factor that can contribute to the process. The UNESCO brand and, even more, the programmed actions related to the Management Plan shall be a catalyst for meeting the city's needs and for developing civic pride.

Spillover outcome → Quality of Life



Sostenibilità
è Bologna

4. Welcome to Bologna Because of its position in the middle of Italy, a de facto separation city between North and South of the Peninsula, Bologna has always been a land of passage. That is probably why it is traditionally considered a welcoming city, where integration is less difficult in comparison with other Regions. Without falling into rhetorical speak, according to ISTAT (Italian National Statistic Institute) Bologna shows the best net migration index (2018): this means that in no other Italian city so many new citizens move in and settle as in Bologna. The *Alma Mater Studiorum* has a key role in this context, with many students moving from Italian Regions for study purposes but is equally significant that, from the year 2000 about 70.000 foreigners (around 3.000/annum) settled in Bologna or that, in 2018, 1/3 of the new-born children had at least one foreign parent. Simultaneously, the participation rate (people employed, ISTAT 2016) in the metropolitan city of Bologna stands on 76%, the highest rate among the main Italian provinces: that means, people arriving from outside probably found a job and succeed in the integration process. In addition to this, the city has a particularly active third sector, with several citizens' organizations (more than 1,100) providing services to individuals or to the community.

When talking about social inclusion different aspects could be considered as “cultural glue”, such as the education, the political history, the economic system prepared (or not) to include incomers. Bologna has invested in these respects for many years and the Management Plan shall necessarily continue in this way, starting from the generally high quality of life to include disadvantaged population groups. Once again, the porticoes are conceived as common urban heritage permeating every part of the city, included peripheral components, and could be seen as a possible sign of inclusion due to the great variety of people that benefit from their presence. The objective is therefore of make this heritage even more accessible, a centre of an activity range involving every inhabitants of the city, paying closing attention to people at a disadvantage.

Spillover outcome → **Social Inclusion**

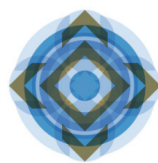


5. Growing Bologna. In the last decades, we witnessed medium-large size cities growing fast and Bologna is no exception thanks to its role as the river Po plain centre of gravity. Here are some (very significant) examples: the underground high-speed railway station completed in 2013 and placing the city as main stop on the Milano-Roma line; Bologna Airport, recently expanded, showing a trend of increase of around the 10%/annum in transited passengers; the opening in 2018 of FICO (Fabbrica Italiana Contadina), “the world’s largest food Park”, covering an area of 100.000 sqm and “embodying the wonders of Italian biodiversity”. At a different scale, but still implying considerable political and economic efforts, stands the Piano per l’Innovazione Urbana di Bologna: a network of regeneration projects coordinated by the municipality in order to improve the city’s future opportunities and resources.

These few examples show that economic development is already to the attention of administration policies, and the objective is, therefore, to coordinate investment and funding in ways that are beneficial for an overall city growth. This could be a particularly effective strategy under a well-supported management organisation, including disparate communities’ representatives, institutions and private investors. More importantly, the strategy shall tie economic prosperity and culture intended as the sum of all the previous sectors: knowledge, conservation, quality of life, social inclusion. Indeed, the simplest form of economic development connected to culture is tourism, this means creating services for the needs of visitors who travel to Bologna, but this is highly reductive. These kind of services were initially conceived for visitors to better access and enjoy the city, but a good number of them have resulted in sustainable services that run all year round and benefit local communities. About cultural-economic valorisation, a crucial point may also be the maintaining and improving the quality of the built environment, the porticoes first, by ensuring that restorations and new developments are of sufficiently high quality to maintain the financial value to the existing city and to continue attracting visitors. Using heritage and culture as an engine of economic development requires especially lively communities (the so-called human capital), with population and businesses located directly on the site and providing added value to the same: in the case of Bologna the described social context is certainly favourable.



Spillover outcome → **Cultural and economic valorisation**



Sviluppo economico
è Bologna

Considering and using these slogans as basic lines of development is a function that supports the vision and the five points of which it is composed (Knowledge, Conservation, Quality of Life, Social Inclusion, Cultural and economic valorisation): on the one hand, the points group up those distinctive features, those unique elements, those identity traits that are the very potential of the city. On the other hand, they are useful for indicating in which direction one must move, they are five valid tracks on which the processes of evolution already in progress must advance.

5.b.2. Communication and branding

All those who live in Bologna feel the Porticoes as a home, and the porticoes make everyone feel at home. For the residents, they are one of the first memories of childhood, for the students the race towards a lesson or an appointment, for the visitors a guide to discover the city. For all, and above all, they are a place for meeting and shelter.

For these reasons, the communication of the porticoes is an activity that in Bologna finds everyone interested and provides for the participation of all. In some cases, participation takes the form of true and proper communicative actions - the realization of campaigns, materials, messages. In others, more simply but no less substantively, it passes through the realization of events that have porticoes as the object and also as the place of performance.

Thus, the plan provides for the direct involvement of all the Bolognese communities (citizens, associations, public and private institutions) in the organization of events and billboards dedicated to the story (before) and the protection (before, during) of the heritage constituted by the porticoes.

In other words, the communication plan is thought of as a choral work that preaches the value of porticoes not only in its contents but also in the method of performance.

Below is a picture of the actors involved, the hypothesized actions, the methodology that will be used for their development.

Website. An official multilingual website is already online. The site presents the Porticoes system, the 12 components, the link between the porticoes and the city, with different media tools [texts, images, moving images, data and infographics] to offer information and knowledge on the heritage of the Porticoes to the different types of interested public. The multilingual site will pay particular attention to the enhancement of the different dimensions of universal value of the porticoes [historical value, architectural value, technical value, cultural and social value, et alia] and will pay as much attention to the provision of content that is understandable and enjoyable by different types of public, from professionals to the kids and also those who know nothing about this heritage.

Events. The nomination - and then the UNESCO system that was fully operational - will be enhanced through a rich program of events that will actively involve the entire city. The events are detailed in the project proposal n.03.

Social media campaigns. The Portico system, the 12 candidate sections, the Nomination Format and the relationship between Porticoes and Cities will be the subject of a series of social media campaigns aimed at the three complementary targets designed as recipients of the communication plan. The campaigns will offer information and knowledge with different languages [textual, video, infographic and especially photographic] and with different degrees of in-depth analysis, so as to be understandable and relevant for different types of public.

Videos. Videos will be produced to convey information and knowledge of the aesthetic, historical, architectural, technological values of the System-Porticoes and of the 12 candidate sections in a particular way. Each movie will have its own short version [teaser] to facilitate its online circulation.

Creation of logo and coordinated image. An official logo will be created for the nomination and an integrated coordinated image system will be built around it, to be used on all relevant online and offline channels.

Realization of an urban furnishing system. A system of mobile supports will be created to "dress" the city or parts of it according to the theme of the Porticoes and their nomination to UNESCO. A list, illustrative but not necessarily exhaustive, of the supports that will be created, includes totems, banners, hedging covers, posters, window stickers for selected places.

Realization of maps and dedicated signage system. Particular attention will be paid to the creation of supports able to offer information - both logistic and of merit - useful in achieving, recognizing, contextualizing, appreciating in terms of content the features of the nomination and the system of porticoes as a whole. Several supports can be created to achieve this goal, starting from a multilingual map dedicated to the porticoes to a dedicated signage system on the ground, up to information panels on the sites subject to nomination. We also hypothesize the creation of a sensor system, to be connected to the physical panels present on the sites, able to offer experiences of augmented reality - with the unleashing of films, sets of images or simple information sheets increasing the physical experience.

Shared images collection. The Steering Committee will organize a campaign to collect theme photographs. Residents and temporary residents [ex: students] will be invited to publish images of contemporary or historical porticoes that are aesthetically prominent or emotionally evocative for the proponents. The works thus collected will be published on the official website of the nomination and a selection of the photographs will be "passed" on a high visibility monitor circuit in the city, it will become the subject of a photographic exhibition and, possibly, also of a dedicated publication. Linked to this project is the design of a dedicated #hashtag, to facilitate the publication and subsequent search for content related to the initiative in question.

Publications. The creation of a set of publications dedicated to the candidate porticoes and to the Porticoes system as a whole is planned. This set has as its objective the promotion of information and general knowledge about the assets to be nominated. The contents created will from time to time be implemented in physical format, in digital format [.pdf file or similar] or both. The system of publications will be articulated in such a way as to allow the use of the contents for different types of public and interests: in other words, they will go from quasi-academic publications to informative contents that can also be enjoyed by the kids and by those who are not experts.

Merchandising. The realization of dedicated merchandising is planned [shopper, mugs, calendars, t-shirts] with particular attention to the youth and to children, for which games and custom objects will be made.

Target The communication plan intends to speak to three distinct and complementary targets. They are defined here as each target audience corresponds to different actions and partially different strategies.



The first target is made up of those who live in the city - residents, students, temporary residents. This is in a sense the most important one since, in addition to being a recipient of the proposed messages, the members of this audience are also an active part of it, participating in part of the communication actions relating to the porticoes.

The second target audience is the scientific and cultural community that revolves around UNESCO.

Finally, the third one is made up of visitors, both present and potential, to whom the communication strategy intends to convey the uniqueness of the porticoes heritage, to spread knowledge about it and invite them to live them.

Subjects involved

In terms of carrying out the communication actions, the subjects involved are different and coordinated.

Director of the communication strategy is the Municipality which is responsible, downstream of the necessary listening work, for the drafting of the plan and the operational guidelines of the same. From this point of view, the Municipality of Bologna acts as an orchestra conductor, who, after composing the score for the various instruments, guides the execution by each and every one.

Next to the Municipality, the first and most important collective actor are the citizens, both those who live here permanently [residents] and those who live here for a period of their lives [university students, migrants].

The second group of subjects who will participate in the communication of the project, both through the organization of events and through real communication actions, is given by the city institutions. The group includes, first of all, those realities that are part of the Control Room, which work together to pilot the nomination and which to date are: Alma Mater Studiorum, Archdiocese, Fondazione Carisbo, Fondazione del Monte di Bologna and Ravenna, Chamber of Commerce, Bank of Italy, ACER, Carabinieri Command, Bologna Welcome, as well as MIBACT, MIBACT-ER, Emilia-Romagna Region and Metropolitan City of Bologna. Alongside these, the other institutions that qualify the social life of the city will also be active, such as trade associations, private cultural foundations, large public, semi-public and private economic realities.


The third macro-social actor who will be involved in the organization of events - and in communication - is given by the realities of the very laborious citizen association network. Some of these realities find in the preservation and enhancement of cultural heritage their *raison d'être*. Others, despite not having architecture, culture and landscape as a central mission, have already shown interest in the project: they are the sports institutions and the third sector, or various forms of active citizenship.

5.b.3. Projects and actions

ID	Title of the project	Localisation			Funding		
		Core zone (N)	Buffer zone	Immaterial	Private, Public, PPPP	Amount	Allocated
1	'I portici delle meraviglie' – a children's guide to the porticoes of Bologna	All		x	Public	5.000	Y
2	Informative publication about the Porticoes	All	x	x	Public	10.000	Y
3	Programme of events in support of the UNESCO application	All	x		Public/Private	TBD	N
4	The UNESCO system and the nomination of Bologna's porticoes as a World Heritage Site			x	Public	TBD	Y
5	Lions for UNESCO	all			PPPP	TBD	Y
6	'Bologna. Sotto il segno dei portici' - Ivan Dimitrov Art exhibition	2, 4			Private	15.000	Y
7	3D modelling and HBIM of Bologna porticoes	all	x		Private	40.000	Y
8	Artplace Museum 4 Portici di Bologna	all			not identified	30.000	N
9	PorticoBello - facilitating Porticoes conservation	All	X		not identified	1.000.000	N
10	Fighting spray vandalism by the No Tag Saragozza Group	1, 6			PPPP	3.000	Y
11	Augmented Portico	all			not identified	10.000	N
12	Redevelopment of the commercial units of the Treno district	11	X		Public	582.730	Y
13	ASPPI Porticoes project: pavement restoration	All	x		Public/Private	TBD	Y
14	Portico dei Servi seismic adaptation	10			Public	500.000	Y




15	Portico of the Bologna Municipal theatre restoration	7			Public	TBD	Y
16	Incentives and public contributions to contrast graphic vandalism	all	x		PPPP	500.000	Y
17	Palazzo Cipolla restoration	9			Private	TBD	Y
18	Structural restoration and conservation of the monumental portico of San Luca	6			Public	4.357.930	Y
19	Restoration of the Madonna del Borgo and porticoes as a set for new artistic productions		x		PPPP	TBD	Y
20	Pedestrianization of Piazza Rossini	7			not identified	TBD	N
21	Street art in via del Borgo		x		PPPP	TBD	Y
22	Running competitions around the Porticoes	All	x		Public/Private	TBD	Y
23	Speaking city	2			PPPP	15.000	N
24	Civic education program on legality and respect for urban decorum	2	x		PPPP	25.000	Y
25	Proximity Porticoes	All	x		not identified	325.000	N
26	Photographic relief of the internal façade of via Saragozza		x		Private	TBD	Y
					TOTAL	7.418.660	


<p>Project ID: 1</p>	<p><i>'I portici delle meraviglie' – a children's guide to the porticoes of Bologna</i></p> 
<p>Specific objectives</p>	<p>Create a paper guide on the porticos of Bologna, designed specifically for the sensitivity and expressive languages of children.</p> <p>To train cultural animators on the topic and on specific mediation methods.</p> <p>Create a path where the cultural animators accompany the children to use the guide as they walk the Bolognese porticoes.</p> <p>Collect and disseminate children's contributions on the direct experience of this heritage.</p>
<p>Description of the project</p>	<p>STYLE: The guide does not propose itself as a list of information but as a reason to experiment in a new way the porticos of Bologna. The classical explanation, therefore, appears only in the appropriate measure and at appropriate times. Instead, the invitation to actively interact with the places prevails. The porticoes then reveal their wonders only following an exercise that, from time to time, invites the youngsters to observe, search, compare, reflect, take a picture, move in space, write, draw and more. The pages of the guide, therefore, contain not only texts and images, but also spaces to be filled and parts to be removed and transformed.</p> <p>ENTERTAINMENT: The guide is a self-sufficient tool that allows young people to visit the porticos of Bologna on their own. However, the experience can be enriched with the mediation of specially prepared people. The students of Communication and Art Education of the Academy of Fine Arts of Bologna can animate the various stages of the journey, concurrently with or near the Heritage Day. It is also possible to envisage a moment of "restitution" in which the various reworkings and interpretations that the young people have produced thanks to the guide are presented. Collecting creative contributions makes it possible and effective for them to present their personal experience of the Bolognese porticos to friends, families, teachers and citizens.</p>
<p>Area of the project</p>	<p><input checked="" type="checkbox"/> Core zone</p> <p><input type="checkbox"/> Buffer zone</p>



	X Networking/Immaterial project
Activities included in the project	<p>Presentation of the guide to children, teachers, educators, parents and citizens.</p> <p>Animated path along the porticos of Bologna where the cultural mediators accompany the children to use the guide and its proposals as they experience this heritage.</p> <p>Presentation to the citizens with reworkings and interpretation of the children on the porticos of Bologna.</p>
Organisation of reference	Municipality of Bologna
Other stakeholders involved	<p>Daniele Fraccaro - Accademia di Belle Arti di Bologna</p> <p>Municipality of Bologna</p> <p>Soprintendenza Archeologica, Belle Arti e Paesaggio per la città metropolitana di Bologna e le province di Modena, Reggio Emilia e Ferrara</p>
Beneficiaries	Children aged 9 to 13 years, Students of the Accademia di Belle Arti, teachers and educators
Financial resources	5.000 € (allocated)
Completion times	<p>1 year</p> <p>2021: work on content and texts; storyboard of the pages; graphic design and revision.</p> <p>2022: press; animation, presentation of the guide, presentation of the children's contributions.</p>
Status of the proposal	<p><input type="checkbox"/> Planning</p> <p>X Implementation</p> <p>Replicability: NO</p>
Outputs	<p>1 guidebook edited and published</p> <p>2 public events</p> <p>2 guided tours</p>
Outcomes	Knowledge
SDG impact	<p>Goal 3: Good health and wellbeing</p> <p>Goal 4: Quality education</p> <p>Goal 10: Reduced inequalities</p> <p>Goal 11: Sustainable cities and communities</p> <p>Goal 12: Responsible consumption and production</p> <p>Goal 16: Peace, justice and strong institutions</p>

Project ID: 2	<i>Informative publication about the Porticoes</i> 
Specific objectives	To involve the citizens in the narrative of the porticoes and make them appreciate their history.
Description of the project	The University of Bologna, and prof. Ceccarelli, in particular, will be responsible for editing a book on the history of the porticoes which can reach a wide audience. It will collect not only the history but also anecdotes and narrations of living experiences.
Area of the project	X Core zone X Buffer zone
Activities included in the project	Collection of historical evidence and narrations Editing of the book Publishing and promotion
Organisation reference of	Università di Bologna, Prof. Ceccarelli
Other stakeholders involved	Municipality of Bologna, UNESCO Office, citizens
Beneficiaries	Citizens of Bologna, tourists
Financial resources	10.000 € (allocated)
Completion times	2 years
Status of the proposal	<input type="checkbox"/> Planning X Implementation Replicability: NO
Outputs	1 guidebook edited and published 2 public events
Outcomes	Knowledge
SDG impact	Goal 4: Quality education Goal 5: Gender equality Goal 11: Sustainable cities and communities Goal 16: Peace, justice and strong institutions Goal 17: Partnerships



<p>Project ID: 3</p>	<p>Programme of events in support of the UNESCO application</p> 
<p>Specific objectives</p>	<p>To make the UNESCO nomination a public value, to give citizens the opportunity to live the porticoes and share their history and culture.</p>
<p>Description of the project</p>	<p>The nomination - and then the UNESCO system when it will be fully operational - will be enhanced through a rich program of events that will actively involve the entire city.</p>
<p>Area of the project</p>	<p>X Core zone X Buffer zone X Immaterial project</p>
<p>Activities included in the project</p>	<ul style="list-style-type: none"> • Cycles of convivial events organized under the porticos [for example: twelve theme dinners for twelve porticoes; concerts under the porticoes, film projections under the porticoes; dance under the porticoes; generations that meet: the grandmother/grandfather tells the porticoes; communities that meet: fairy tales from all countries told by people from all countries] • Event cycles dedicated to the knowledge of places [thematic urban walks and trekking; conferences, workshops and academic seminars; photographic exhibitions; painting exhibitions]. Within this framework, there are also initiatives dedicated to the world of primary and secondary education. • Series of events dedicated to the care of places, with initiatives aimed at cleaning various stretches [ex: "Clean your portico" project] • Art City mini-program under the porticoes. A section of the Art City program will be dedicated to the Porticoes. • Under the roof of the porticoes- the late Lucio Dalla's birthday (one of Italy's foremost songwriters). On March 4th, a dedicated communication action will be carried out. Lucio Dalla, the beloved son of the Bolognese and non-Bolognese citizens, was born and raised in Piazza Cavour, on one of the sections of Porticoes that is the subject of the nomination. • Bologna Estate ("estate" is summer in Italian) and the Porticoes. During the summer program of "Bologna Estate" a special section will be dedicated to the porticoes, both as an object and as a place for events. • Design Week - CERSAIE and Cosmoprof (3 major trade events) will be the occasion to thematise the technological and design profiles linked to the construction technique that has given life to the porticoes for over eight centuries.


	<ul style="list-style-type: none"> • Celebrations of San Luca. The celebrations for the Patron will be an occasion of particular celebration and conviviality, with dedicated events that will cover all the features and in particular the Portico of San Luca; • Inauguration of the Academic Year. On the occasion of the inauguration of the Academic Year, a series of events will be organized dedicated to "Universities and porticoes", with a special focus on the Archiginnasio Library [Porticoes and History] and Via Zamboni [Porticoes and the future]
Organisation of reference	Bologna Welcome, Municipality of Bologna
Other stakeholders involved	Citizens and associations
Beneficiaries	Citizens
Financial resources	To be defined
Completion times	2 years
Status of the proposal	<p>X Planning</p> <p><input type="checkbox"/> Implementation</p> <p>Replicability: partially replicable</p>
Outputs	<p>15 public events realized</p> <p>1000 participants reached (total)</p>
Outcomes	<p>Knowledge</p> <p>Cultural and economic valorisation</p> <p>Social inclusion</p> <p>Quality of life</p>
SDG impact	<p>Goal 1: No poverty</p> <p>Goal 3: Good health and wellbeing</p> <p>Goal 4: Quality education</p> <p>Goal 5: Gender equality</p> <p>Goal 8: Decent work and economic growth</p> <p>Goal 10: Reduced inequalities</p> <p>Goal 11: Sustainable cities and communities</p> <p>Goal 12: Responsible consumption and production</p> <p>Goal 16: Peace, justice and strong institutions</p> <p>Goal 17: Partnerships</p>



Project ID: 4	<p><i>The UNESCO system and the nomination of Bologna's porticoes as a World Heritage Site</i></p> 
Specific objectives	<p>To prepare the future ruling class by providing, within the Master's Degree Course in Law at the University of Bologna, the analysis of the legal framework of the UNESCO system, placing in it the work done to nominate the porticoes of Bologna as a heritage of humanity.</p>
Description of the project	<p>The cycle of seminars, for a total of six hours, dedicated to "The UNESCO system and the nomination of the Bologna porticoes to World Heritage" is included in the International Law Course DL of the Master's Degree Program in Law of the 'University of Bologna. These seminars, also open to the public, intend to present the UNESCO system and its Conventions aimed at protecting the world's cultural heritage and at showing the importance of cultural assets as a formidable economic asset for Italy, and therefore to illustrate, in this context, the UNESCO nomination of the porticoes of Bologna. The seminars will be held by Elisa Baroncini (Associate of International Law of the Department of Juridical Sciences of the University of Bologna) and by her collaborators (Dr Francesco Cunsolo and Guglielmo Roversi Monaco), and may also involve scholars in international law of Italian cultural heritage and foreigners, public officials of international organizations and national public bodies.</p> <p>The cycle of seminars is designed to be repeated over time, on an annual basis, in the months of April / May.</p> <p>The launch of this initiative, which aspires to be qualified as an official event of the Municipality of Bologna for the UNESCO nomination of porticoes, will be carried out with press releases and disclosure on the social media of reference - University and other public bodies possibly involved.</p>
Area of the project	<p><input type="checkbox"/> Core zone <input type="checkbox"/> Buffer zone <input checked="" type="checkbox"/> Immaterial project</p>
Activities included in the project	<ul style="list-style-type: none"> • Illustrate the UNESCO system and the UNESCO Conventions that have progressively defined and articulated the world cultural heritage • Illustrate the economic and legal impact that the conservation and promotion of cultural heritage have on a national and international level • Illustrate the 10 criteria for the assessment of the Outstanding Universal Value (OUV) of a cultural or natural asset • Present the UNESCO nomination of the porticoes of Bologna


	<ul style="list-style-type: none"> • Compare the Bolognese nomination with other relevant UNESCO sites • Prepare scientific material on electronic support, to be updated from year to year, on the aforementioned topics
Organisation of reference	University of Bologna (Elisa Baroncini, Dipartimento di scienze giuridiche, Alma Mater Studiorum)
Other stakeholders involved	Scholars of international law on cultural heritage, chiefly headed by the Department of Juridical Sciences of the University of Bologna
Beneficiaries	Students of the International Law Course of the Master's Degree Program in Law of the University of Bologna
Financial resources	Own resources (allocated)
Completion times	Starting in 2021, it will be replicated every year
Status of the proposal	<p><input checked="" type="checkbox"/> Planning</p> <p><input type="checkbox"/> Implementation</p> <p>Replicability: YES</p>
Outputs	<p>1 report about UNESCO legal system available</p> <p>30 students/year aware of the UNESCO legal system</p>
Outcomes	<p>Knowledge</p> <p>Cultural and economic valorisation</p>
SDG impact	<p>Goal 3: Good health and wellbeing</p> <p>Goal 4: Quality education</p> <p>Goal 5: Gender equality</p> <p>Goal 8: Decent work and economic growth</p> <p>Goal 11: Sustainable cities and communities</p> <p>Goal 16: Peace, justice and strong institutions</p> <p>Goal 17: Partnerships</p>



<p>Project ID: 5</p>	<p>LIONS for UNESCO</p> 
<p>Specific objectives</p>	<p>Carrying out cultural and active citizenship initiatives to increase the knowledge, promotion and defence of the Porticoes of Bologna</p>
<p>Description of the project</p>	<p>This program was created to support the important and delicate phase of the UNESCO nomination, with the aim of creating cultural initiatives and active citizenship to increase the knowledge, promotion and defence of the Porticoes of Bologna. The Lions intend to present themselves as an active subject of a Committee, in particular in collaboration with the Santo Stefano and Porto Saragozza neighbourhoods, open to associations and private citizens, for the organization of the following activities.</p>
<p>Area of the project</p>	<p><input checked="" type="checkbox"/> Core zone: all components, with some activities directed to component 2 and 3</p> <p><input type="checkbox"/> Buffer zone</p>
<p>Activities included in the project</p>	<ol style="list-style-type: none"> 1. Photo competition on Porticoes in collaboration with UniBo, on thematic strands that enhance not only their artistic/historical /urbanistic qualities but also allow the participants to discover the value of social inclusion and report and raise awareness about their degradation. 2. Degree award in socio-educational terms on the subject of the relationship between university students and Bologna, which also explores the sensitivity, perception and awareness of students on Porticoes through interviews and social research techniques. 3. Meetings and conferences about the historical, socio-cultural and urban aspects of the Porticoes, also in connection with the first 2 initiatives

	<p>4. Organization of guided tours in collaboration with Ascom guides or other qualified subjects, open to students, citizens and tourists.</p> <p>5. "Adoption" of a section of the portico of Via Galliera, chosen among the 12 identified in the nomination dossier, and collaboration with other associations for the fight against graffiti vandalism.</p>
Organisation of reference	LIONS Club
Other stakeholders involved	<p>University of Bologna</p> <p>Scuole Maestre Pie</p> <p>ASCOM</p>
Beneficiaries	Photographers, university students, citizens and tourists
Financial resources	Collaboration pacts + own resources (allocated)
Completion times	2 years
Status of the proposal	<p>X Planning</p> <p><input type="checkbox"/> Implementation</p> <p>Replicability: YES</p>
Outputs	<p>1 Photo competition realized</p> <p>1 Degree award in socio-educational subjects awarded.</p> <p>2 Meetings/conferences about the historical, socio-cultural and urban aspects of the Porticoes held</p> <p>3 guided tours organized</p> <p>1 section of Portico adopted and cleaned</p>
Outcomes	<p>Knowledge</p> <p>Cultural and economic valorisation</p>
SDG impact	<p>Goal 3: Good health and wellbeing</p> <p>Goal 4: Quality education</p> <p>Goal 8: Decent work and economic growth</p> <p>Goal 10: Reduced inequalities</p> <p>Goal 11: Sustainable cities and communities</p> <p>Goal 16: Peace, justice and strong institutions</p> <p>Goal 17: Partnerships</p>

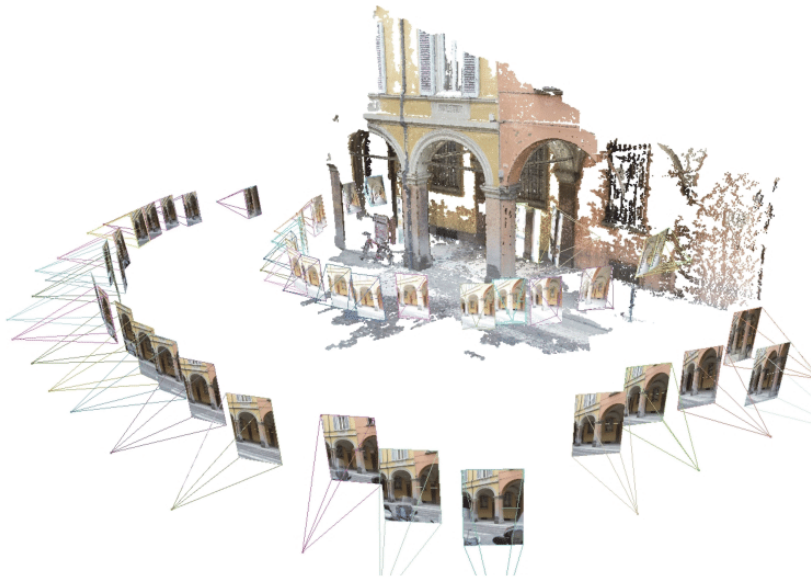


<p>Project ID: 6</p>	<p><i>"Bologna. Sotto il segno dei portici" - Ivan Dimitrov Art exhibition</i></p> 
<p>Specific objectives</p>	<p>The exhibition aims to:</p> <ul style="list-style-type: none"> - testify how the uniqueness of Bologna, of which the porticoes are an essential and substantial part, is an inspiration for art; - involve and share with the public the awareness of this exceptionality through works of art that show and interpret poetry and beauty, underline its history and enhance its cultural and emotional aspect; - highlight the beauty of the city, also revealing less-known corners and details; - represent the city with works (and their reproductions) capable of becoming a symbol, testimony and reminder of the architecture and atmosphere of the city.
<p>Description of the project</p>	<p>The exhibition features works by Ivan Dimitrov, a painter and sculptor from Bulgaria, known both locally and nationally. Moving to Bologna in the 1970s, struck and fascinated by the city that welcomed him with warmth and enthusiasm, he first settled down to study and then to work, creating many successful exhibitions. Precisely to the city of Bologna, which in fact became his city of "adoption", he dedicated an important part of his artistic career representing it in his painted bas-reliefs.</p> <p>The exhibition offers a collection of about 60 works by the artist, from the 1990s to the present. The works represent details of the city, perspectives and views of porticoes.</p> <p>The works are made with the sculptural technique of terracotta bas-relief combined with acrylic painting, an original technique for which Dimitrov has become "famous".</p> <p>The works are accompanied by descriptive texts with references to the history and tradition of the places represented (in Italian and English), as well as texts that critics and artists have dedicated to the porticoes.</p> <p>The visit is organized in thematic sections (porticoes, architectural details as doors, windows, votive shrines).</p> <p>It will be divided into two locations: in September 2020 it will be set up in the Hall of Hercules in Palazzo d'Accursio, a very central and comfortable room for the attendance of a vast public, where the inauguration and the first public presentation will be held. Subsequently, between October and</p>

	<p>November, the exhibition will move to the "E. Possati" museum hall in the Santo Stefano district, where guided tours and meetings open to the public will be organized, with specific events dedicated to scholars and historians.</p> <p>The halls and the exhibition path of both locations are free of architectural barriers.</p> <p>An exhibition catalogue will be created.</p> <p>The Galleria Studio Santo Stefano, which has been collaborating with the artist for years, in addition to managing their own historic venue in Via Santo Stefano, has many years of experience in organizing exhibitions and events, having created and curated highly successful exhibitions in Bologna. The most recent are: November 2018 "Bologna: a city in the heart" in the "E.Possati" Museum Hall of Baraccano, and the two editions of December 2017 and December 2018 of "Nativity" in Palazzo Isolani.</p>
Type of project	<p><input checked="" type="checkbox"/> Core zone - Component 2, Piazza Porticata di Santo Stefano Component 4, Portico del Baraccano</p> <p><input type="checkbox"/> Buffer zone</p>
Activities included in the project	<p>Preparation and set up of the exhibition (selection of the artworks, organization and design of the exhibition, promotional materials, etc.)</p> <p>Guided tours</p> <p>Conferences and events</p> <p>Catalogue publication</p>
Organisation of reference	Galleria Studio Santo Stefano
Other stakeholders involved	<p>Quartiere Santo Stefano</p> <p>Cultural associations</p> <p>Guides and tour organizers</p>
Beneficiaries	Citizens, artists
Financial resources	<p>€ 15.000 (Galleria Studio Santo Stefano) (allocated)</p> <p>Bologna Municipality contributes by offering the Sala d'Ercole for free.</p> <p>Quartiere Santo Stefano contributes by offering the Sala museale "E.Possati" for free.</p>
Completion times	1 year
Status of the proposal	<p><input checked="" type="checkbox"/> Planning</p> <p><input type="checkbox"/> Implementation</p> <p>Replicability: NO</p>
Outputs	<p>1 exhibition realized and open to the public</p> <p>2 conferences/events organized</p>
Outcomes	<p>Knowledge</p> <p>Cultural and economic valorisation</p>
SDG impact	Goal 3: Good health and wellbeing




	Goal 4: Quality education Goal 10: Reduced inequalities Goal 16: Peace, justice and strong institutions Goal 17: Partnerships
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<p>Project ID: 7</p>	<p>3D modelling and HBIM of Bologna porticoes</p> 
<p>Specific objectives</p>	<p>To enhance the knowledge and study of the 12 components, making this heritage accessible to everybody, also remotely.</p> <p>Models can be used for future applications, i.e. favouring the authorization procedures for their cleaning and maintenance.</p>
<p>Description of the project</p>	<p>The Municipality of Bologna promoted, jointly with the University of Bologna - Department of Architecture, the production of 3D reality-based modelling of 12,257 km of porticoes, including all 12 components of the sites.</p> <p>3D reality-based models have been produced using innovative technologies able to ensure colour fidelity and geometrical high resolution.</p> <p>The 440 3D models could be implemented in IT platforms for the enhancement in terms of management (protection, administrative and facility management, advancement, etc.) and multi-user customized accessibility - physical and intellectual - to a different layer and opens to cultural and promotional cross-media further applications of the network of the porticoes of Bologna.</p> <p>In a second phase, we propose to combine the quantitative 3D model of the porticoes with the use of BIM technology, ie Building Information Modeling. It will allow scheduling the subsequent phases of maintenance of the porticoes system, for example, linked to the metal structure with tightening forecasts of bolted joints, verification of welds and painting cycles. This merger between the two components determines the HBIM (acronym of Heritage BIM), i.e. the application of the Building Information Modeling to the historical heritage operated for the purpose of its recovery and integrated management.</p>
<p>Type of project</p>	<p>X Core zone, Component 1-12</p> <p>X Buffer zone</p>
<p>Activities included in the project</p>	<p>3D reality-based modelling of about 12 km of porticoes, and approximately 639 buildings.</p>




Organisation of reference	University of Bologna – Department of Architecture
Other stakeholders involved	Bologna Municipality
Beneficiaries	Citizens, owners of the porticoes, tourists, students and children, public administration
Financial resources	40.000 € CARISBO (allocated) + other funds to be defined
Completion times	3 years
Status of the proposal	<input type="checkbox"/> Planning <input checked="" type="checkbox"/> Implementation Replicability: NO
Outputs	12 components of the core zone modelled 3 models of the components of the core zone implemented with H-BIM
Outcomes	Knowledge
SDG impact	Goal 4: Quality education Goal 8: Decent work and economic growth Goal 11: Sustainable cities and communities

Project ID: 8	Artplace Museum 4 Portici di Bologna 
Specific objectives	Digitize the points of interest relating to the Porticoes of Bologna using the innovative iBeacon technology.
Description of the project	<p>Bologna and its porticoes constitute a large, widespread museum, composed of historic buildings, religious buildings, museums, to be valued and popularized, also and above all through new technologies. Artplace Museum responds to this need, the first iBeacon-ready application developed specifically to "give voice" to this heritage and designed as a network for sharing an ever-increasing number of points of interest to be digitalized.</p> <p>The beacons are Bluetooth Low Energy (BLE) and low-cost transmitters, which allow data transfer using the GPS micro-location, optimizing the energy consumption of users' devices.</p> <p>Their range of action varies from a few centimetres to about 70 meters. The reduced dimensions and the consequent minimal invasiveness make the beacons easily installed in any environment, indoor or outdoor.</p> <p>In practice, the visitor who installs the application on his device is reached by a push notification once he/she enters the beacon's transmission range. With a simple "Tap" the user can then access the platform and start exploring the content previously uploaded to the cloud. It's an engaging visiting experience that will be optimized with the advent of the 5G which will improve timing and location accuracy.</p> <p>The contents of the platform are dynamic and always up to date thanks to a simple and intuitive control panel, with which Artplace is equipped, through which textual and photographic contents can be managed in real-time (in up to 7 languages), plus audio and video of the application and those of the beacons. The platform can also be integrated with augmented and immersive virtual reality experiences.</p> <p>The control panel will also allow to have the statistics of the use of the app under control and find out which are the points of interest that capture visitors the most, so as to carry out an accurate analysis of the use of the urban territory.</p>
Area of the project	<input checked="" type="checkbox"/> Core zone <input type="checkbox"/> Buffer zone
Activities included in the project	Customization of the framework, installation of the beacons, insertion of the contents.
Organisation of reference	Smart Factory srl



Other stakeholders involved	Municipality of Bologna, Arcidiocesi of Bologna, Alma Mater Studiorum University, TIM
Beneficiaries	Citizens, tourists
Financial resources	30.000 €, to be funded
Completion times	1,5 years
Status of the proposal	<input checked="" type="checkbox"/> Planning <input type="checkbox"/> Implementation Replicability: YES
Outputs	12 beacons installed (one for each component) 1000 users of the app
Outcomes	Knowledge Social inclusion Cultural and economic valorisation
SDG impact	Goal 3: Good health and wellbeing Goal 4: Quality education Goal 5: Gender equality Goal 8: Decent work and economic growth Goal 10: Reduced inequalities Goal 11: Sustainable cities and communities Goal 12: Responsible consumption and production Goal 17: Partnerships


<p>Project ID: 9</p>	<p>PorticoBello - facilitating Porticoes conservation</p> 
<p>Specific objectives</p>	<p>To strengthen the sense of identity of Bolognese residents by promoting their relationship and sense of ownership of the Porticoes.</p> <p>To simplify, through the use of digital tools, the administrative bureaucracy underlying conservation procedures, in order to actively engage owners and users in conservation actions</p> <p>To increase the accessibility and fruition of Porticoes for everybody</p> <p>To propose inclusive solutions for artistic expressions and creativity, rooting the values of historic cultural heritage</p>
<p>Description of the project</p>	<p>Simplifying the porticoes management and conservation</p> <p>Graphic vandalism is a nagging problem for the population, and many citizens recently involved to try to solve it in their neighbourhoods, testifying a deep sense of ownership and civic commitment for their streets. Being the Porticoes a recognised cultural heritage, every intervention (starting from the cleaning actions to pavement restoration, lightning infrastructure, etc..) has to be authorized by the Soprintendenza through a complicated and time-consuming procedure.</p> <p>By relying on 3D models of the Porticoes, partially recently realized by the University of Bologna, we aim at digitalizing and automatizing this authorization procedure (by developing an app based on open-source software), and to guide the private citizens to self-accomplish the whole process of the graffiti removal.</p> <p>Improving the Porticoes accessibility and fruition</p> <p>Right of fruition of the city for all. Porticoes present architectural barriers and features (stairs, uneven paving, etc..) that can impede or make difficult access for impaired and handicapped people, as well for the elderly and children.</p> <p>Through the development of a walkability model (already tested for Torino by LINKS), the app will propose the most suited pathways through the Porticoes according to the needs and interests of the users (thus being support both for citizens and other city users such as tourists).</p> <p>Inclusive solutions for creativity</p> <p>Street art and vandalism are often lumped together in the citizen's perception. However, youngsters seem to require increasing spaces for artistic expression and creativity. Bologna will test innovative solutions for combining artistic contemporary expression together with the conservation of cultural heritage.</p>



Area of the project	<p>X Core zone</p> <p>X Buffer zone</p>
Activities included in the project	<p>Simplifying the porticoes management and conservation</p> <p>An app will be programmed and tested: the owner uploads a photo of the graphic vandalism, by geolocating it and linking it to the 3D model. The app collates all the data about the intervention (such as materic consistency, cadastral identification, etc., being info layers attached to the model) automatically generating a Fiche with the required information. The Superintendence automatically authorizes the intervention, providing instructions for the intervention (thanks to a pre-compiled matrix). The owner receives the authorization to intervene, together with instructions on materials and procedures. The Municipality provides the required materials, and the citizens/volunteers/social workers will perform the graffiti removal (or other intervention needed). In case the notification is provided by a citizen which is not the owner, thanks to Municipality register and Revenue Agency data matching the owner will be identified and direct communication will be sent to him/her.</p> <p>A pool of expert restorers will provide support to citizens, thus spreading new skills and knowledge. Innovative and sustainable materials for removal, restoring and protection will be tested, thanks to the collaboration with producers (private SME to be identified). Social workers and refugees can be involved in the process.</p> <p>Improving the Porticoes accessibility and fruition</p> <p>Data about services, lightning, pedestrian crossings, pavement, barriers, working sites etc. will be mapped. A tool for users reporting of such features will be provided in the app.</p> <p>The app will provide pathways suggestions according to the needs of each user (i.e. motor-impaired user will receive instructions on how to avoid architectural barriers).</p> <p>The app will also provide info about the cultural heritage (supported by the use of tags).</p> <p>Light interventions will be performed to increase the accessibility (i.e. adding pedestrian crossings or slides where needed)</p> <p>Experimental pathways will be tested, such as coloured routes for visually impaired users.</p> <p>Living lab approach, testers recruited</p> <p>Inclusive solutions for creativity</p> <p>Temporary performances will be organized (some already successfully tested on a pilot street) by covering columns of the Portico with a plastic film (that can serve also as a panel in the columns interspace)</p> <p>Street artists will design and produce their works on this perishable support</p> <p>Photos of the performance will remain after its end and will be available for exhibitions etc.</p>
Organisation of reference	Municipality of Bologna
Other stakeholders involved	Soprintendenza Archeologia, belle arti e paesaggio per la città metropolitana di Bologna e le province di Modena, Reggio Emilia e Ferrara

	<p>LINKS Foundation</p> <p>University of Bologna –Architecture department</p> <p>Fondazione Innovazione Urbana Bo</p> <p>Accademia Belle arti Bo</p> <p>Education centres</p> <p>Owners association</p> <p>Active citizens committee (es. ROC social street, Borghigiani, ..)</p> <p>Unione italiana ciechi e ipovedenti</p>
Beneficiaries	<p>Owners of the porticoes, citizens and tourists, visually impaired population, public institutions involved in the protection and conservation of cultural heritage</p>
Financial resources	<p>1.000.000 €, not allocated (EU funding)</p>
Completion times	<p>3 years</p>
Status of the proposal	<p><input checked="" type="checkbox"/> Planning</p> <p><input type="checkbox"/> Implementation</p> <p>Replicability: NO</p>
Outputs	<p>1 app realized and tested</p> <p>Cleaning interventions authorized in 1 week from the report</p> <p>3 Public events realized</p> <p>3 accessibility experiments realized</p>
Outcomes	<p>Knowledge</p> <p>Conservation</p> <p>Quality of life</p> <p>Cultural and economic valorisation</p>
SDG impact	<p>Goal 3: Good health and wellbeing</p> <p>Goal 4: Quality education</p> <p>Goal 5: Gender equality</p> <p>Goal 8: Decent work and economic growth</p> <p>Goal 11: Sustainable cities and communities</p> <p>Goal 12: Responsible consumption and production</p> <p>Goal 16: Peace, justice and strong institutions</p> <p>Goal 17: Partnerships</p>



Project ID: 10	<i>Fighting spray vandalism by the No Tag Saragozza Group</i> 
Specific objectives	<p>Redevelopment of public spaces in the Porto-Saragozza district - in particular of the stretch of plain of the Portico of San Luca (inside and outside Porta Saragozza), including the neighbouring streets such as via Senzanome and via Santa Caterina - by removing graphic vandalism.</p> <p>Civic awareness actions on the phenomenon of graphic vandalism.</p> <p>Involvement of classes of students of the educational institutions of the Porto-Saragozza district.</p> <p>Further urban regeneration activities in the areas pertaining to removal operations.</p>
Description of the project	<p>The No Tag Saragozza Volunteer Citizens Group redevelops the public spaces of the Porto-Saragozza district through a constant and effective action to contrast graphic vandalism, above all in the areas characterized by the presence of Porticoes. In this regard, some roads are selected from time to time, then to the cleaning of the single interested parts, whether they be masonry surfaces or shutters of commercial businesses ensues.</p> <p>This territorial monitoring activity is divided into a series of specific steps, which include:</p> <ul style="list-style-type: none"> - prompt removal in the event of new soiling; - to raise awareness in schools, with cognitive meetings in the classrooms, “school” sites to teach students how to intervene materially, and interventions in the field according to the “adopt a road” and “adopt a portico” mode; - the enhancement of porticoed sections cleaned of the tags under the historical-cultural profile, highlighting, for example, the curiosity for the mostly unknown historical facts.
Area of the project	<p><input type="checkbox"/> Core zone</p> <p><input checked="" type="checkbox"/> Buffer zone</p>
Activities included in the project	<p>Issuing of specific authorizations to carry out removal operations, in conjunction with the Porto-Saragozza district, the competent sectors of the Municipality of Bologna and any other entities involved (Sorpintendenza,</p>

	<p>trade associations, condominium administrators, owners' representatives, etc.).</p> <p>Removal of tags using special materials - gels and paints - supplied and validated by the municipal administration.</p> <p>Fulfilment of the necessary communications, pursuant to the Memorandum of Understanding stipulated with the Municipality of Bologna regarding graphic vandalism.</p> <p>Removal and subsequent repainting interventions (where the latter is made possible by the state of the support).</p> <p>Dissemination of the work carried out and awareness-raising of citizenship, starting from the owners of the buildings and businesses involved.</p> <p>Further urban regeneration activities, in the areas pertaining to the interventions: cleaning of sidewalks, redevelopment of small green areas, etc.</p>
Organisation reference	of Municipality of Bologna - Quartiere Porto-Saragozza
Other stakeholders involved	Lions Club Bologna San Luca; Istituti scolastici di Bologna; Comitato per il Restauro del Portico di San Luca; Ordine degli Architetti di Bologna; Scout Bologna 16; Soprintendenza Archeologica, Belle Arti e Paesaggio per la città metropolitana di Bologna e le province di Modena, Reggio Emilia e Ferrara
Beneficiaries	Citizens, tourists, owner of the porticoes
Financial resources	2.500-3.000 €/year (allocated)
Completion times	1 year, replicable
Status of the proposal	<input type="checkbox"/> Planning <input checked="" type="checkbox"/> Implementation Replicability: YES
Outputs	50 tags removed 10 volunteers involved
Outcomes	Knowledge Conservation Quality of life Cultural and economic valorisation
SDG impact	<p>Goal 3: Good health and wellbeing</p> <p>Goal 5: Gender equality</p> <p>Goal 11: Sustainable cities and communities</p> <p>Goal 12: Responsible consumption and production</p> <p>Goal 16: Peace, justice and strong institutions</p> <p>Goal 17: Partnerships</p>




Project ID: 11	Augmented Portico 
Specific objectives	<ol style="list-style-type: none"> 1. dealing with issues concerning digital editing, with particular reference to 3D printing, realization of prototype electronic circuits (based on Arduino) and programming; 2. address the issues concerning the creation of content through software, with particular reference to audio and image content, both raster and vectorial, and dealing with the issues of copyright and open licenses; 3. experiment the use of the web to interconnect the students to the main communities of knowledge and project sharing, showing the creative and productive side of the web communities; 4. connect the issues concerning the new technologies with the promotion of the cultural heritage, to increase the skills on the communication of the territory in an innovative way; 5. test innovative methodologies and tools for the promotion of the territory and local cultural heritage; 6. promote and put into practice methodologies and training contents structured within the school curricula. This will allow the implementation of training formats that will guarantee the correspondence between these formats and the skill requirements of the technology sector labour market. 7. disseminating the results and project products both in schools and in the network, and in the broader context of the actors that interface with educational institutions. 8. Accessibility of cultural heritage and development of the territory.
Description of the project	<p>"Portico Aumentato" (Augmented Portico) is an educational workshop aimed at students of secondary schools of the first and second degrees. The objective is to produce an interactive device in the classroom on the Porticoes of Bologna and involve the students in the preparation of multimedia content and technological components. The devices allow the use of the cultural heritage by the blind and the visually impaired. The educational workshops are interdisciplinary and offer students skills in the fields of technology, science, geometry, history, art, literature and, optionally, foreign languages and music.</p>
Area of the project	<p>X Core zone</p> <p><input type="checkbox"/> Buffer zone</p> <p>X Immaterial project</p>

Activities included in the project	<p>Design of a monument</p> <p>This module of the laboratory provides for the active involvement of students, who are required to identify the most relevant architectural/historical/artistic elements of a monument in which to place the activators, and design the functionality of the audio guide and user interactions to use in the interactive model.</p> <p>Contents definition</p> <p>The second module is dedicated to the contents: bibliographic research on the cultural heritage selected at the local libraries, research of plants and elevations (municipal urban planning office, state archives), collection of historical information, statistical data and interviews on the territory, drafting of descriptive texts from use in audio-guide and recording of audio tracks using specific software.</p> <p>3D modelling</p> <p>The third module is dedicated to learning the basic functions of 3D modelling software, with which students create three-dimensional models of architectural elements and the monument selected for the interactive audio guide.</p> <p>3D printing</p> <p>In the fourth module, students use filament 3D pens and 3D printers for printing the selected cultural asset and understanding, through digital manufacturing, static concepts related to architecture (e.g. keystone, buttress).</p> <p>Coding</p> <p>The module includes 3 introductory lessons on computational thinking for classes that have never dealt with the topic or, alternatively 3 programming lessons, both aimed at creating working code. Currently the modules provide for the use of Scratch for classes interested in computational thinking laboratories, and for Processing or C #, the latter supported by the use of Unity 3D software engine for classes interested in programming laboratories.</p>
Organisation of reference	FabLab Bologna Srls
Other stakeholders involved	Scuole, Istituzioni Museali
Beneficiaries	Students
Financial resources	10.000 € (to be funded)
Completion times	It can be articulated in 25-30 lessons of two hours / three hours or in longer sessions, to be performed within a few weeks. Total laboratory hours: 50-70 hours
Status of the proposal	<p>X Planning</p> <p><input type="checkbox"/> Implementation</p> <p>Replicability: YES</p>
Outputs	3 classes involved




	3 interactive models realized
Outcomes	Knowledge Social inclusion Cultural and economic valorisation
SDG impact	Goal 4: Quality education Goal 10: Reduced inequalities Goal 12: Responsible consumption and production

Project ID: 12	<p><i>Redevelopment of the commercial units of the Treno district</i></p> 
Specific objectives	To use some spaces, located on the ground floor, to implement involvement and social integration activities.
Description of the project	<p>The Municipality of Bologna needs, for activities mainly related to socializing and security, to place some services in the Treno area; the Municipality, as part of the UNESCO nomination and thanks to the PON Metro funds, intends to enhance the area of the Barca district through the redevelopment of the available commercial units in which to favour the establishment of qualifying activities, and to restore the portico flooring.</p> <p>Furthermore, the municipal Welfare area requested ACER (the Bologna agency for social housing) the availability of some real estate units in suburban areas where it is appropriate to place social services and activities, identifying two available rooms owned by ACER in Via dello Scalo 26 A (Porto Saragozza district) and Via Rigola, 15 (Borgo Reno district).</p>
Area of the project	<p>X Core zone - Component 11, Edificio porticato del quartiere Barca</p> <p>X Buffer zone</p>
Activities included in the project	<p>ACER makes the properties available to the Municipality free of charges so that they can be loaned to all sorts of subjects for no-profit activities: Via Tommaseo 10/B, Via Niccolo' Tommaseo 8/A and Leonardo da Vinci 4/B, Piazza Giovanni XXIII 15/B; Via Leonardo da Vinci 18A, via Leonardo da Vinci 2B, Via Nullo Baldini 3/A, Via Nullo Baldini 3/B, Via Nullo Baldini 7B, Via Nullo Baldini 7A, Via Leonardo da Vinci 34/A, Via Leonardo da Vinci 28A for 7 years, a period that allows the execution of the works on the basis of a time schedule agreed between the parties. The buildings will be assigned by the Municipality for free under five-year management for social purposes.</p> <p>The Municipality of Bologna, by accepting the buildings in the current state in which they are located, will carry out at its own expense all the building works necessary to make the properties functional to the destinations described.</p> <p>ACER leases to the Municipality of Bologna pursuant to Law 27/7/1978 n. 392 n. 2 real estate units for commercial use located respectively in Via Dello Scalo 26A and Via Rigola 15, providing for the possibility of adaptation works to be carried out by the Municipality, which undertakes to carry out all the necessary regulatory compliance interventions on these buildings activities and maintenance of the functions for which they are intended.</p>
Organisation of reference	Municipality of Bologna




Other stakeholders involved	ACER
Beneficiaries	Residents
Financial resources	<p>Total € 582.729.21, secured (financed under of the PON METRO axes 2 and 4).</p> <p>In particular, on axis 2: work to replace the fixtures, rebuilding electrical systems and replacing LED lights for the porticoed building of the Barca district (€ 262.729,21)</p> <p>On axis 4: reorganization of the interior rooms and portion of the porticoes floor for the porticoed building of the Barca district (€ 320.000,00).</p>
Completion times	7 years
Status of the proposal	<p><input checked="" type="checkbox"/> Planning</p> <p><input type="checkbox"/> Implementation</p> <p>Replicability: NO</p>
Outputs	<p>2 spaces refurbished and open to the public</p> <p>100 citizens reached by social initiatives</p>
Outcomes	<p>Conservation</p> <p>Quality of life</p> <p>Social Inclusion</p>
SDG impact	<p>Goal 1: No poverty</p> <p>Goal 3: Good health and wellbeing</p> <p>Goal 4: Quality education</p> <p>Goal 8: Decent work and economic growth</p> <p>Goal 10: Reduced inequalities</p> <p>Goal 11: Sustainable cities and communities</p> <p>Goal 16: Peace, justice and strong institutions</p> <p>Goal 17: Partnerships</p>

<p>Project ID: 13</p>	<p><i>ASPPI Porticoes project: pavement restoration</i></p> 
<p>Specific objectives</p>	<p>The flooring Porticoes Project by ASPPI, ANACI and the Municipality of Bologna, intends to encourage and support the owners of the porticoes interested in maintenance interventions, starting with the rebuilding of the historic flooring.</p>
<p>Description of the project</p>	<p>Porticoes Project is an operation to restore the paving of the porticoes of the historic centre of Bologna with the active patronage of the Municipality.</p> <p>The porticoes are private property but with the right of public passage.</p> <p>Maintenance costs are therefore borne by the owners; the Municipality can only incentivize them through contributions expressed in tax exemptions or other incentives aimed at reducing the cost of the works.</p> <p>The interventions, approved by each Condominium Assembly, are promoted by individual owners or by ASPPI Bologna, i.e. owners established in an associated form.</p> <p>ASPPI guarantees planning and assistance services to individuals in all administrative and technical phases, using the proceeds deriving from sponsors who can take advantage of site fencing to place on them their advertising billboards.</p>
<p>Area of the project</p>	<p>X Core zone</p> <p>X Buffer zone</p>
<p>Activities included in the project</p>	<p>The framework protocol between Municipality of Bologna - ASPPI - ANACI</p> <p>The total floor area of porticoes is 19,673 square meters, for a total of 412 buildings involved.</p> <p>The 3/4 of the entire floor to be restored belongs to individuals or condominiums.</p> <p>The Municipality of Bologna grants patronage to the initiative, tax exemptions (public land occupation tax and advertising tax) for the construction sites and fast track for permits.</p> <p>ASPPI is entrusted with the operational coordination of the porticoes floor restoration initiative.</p> <p>The placing of advertising signs on both the building and the construction site fence is envisaged for a minimum duration of two months.</p>




	The proceeds from advertising sales will be used to finance the promotion, planning and coordination of the entire project.
Organisation of reference	ASPPI
Other stakeholders involved	Municipality of Bologna ANACI Soprintendenza Archeologica, Belle Arti e Paesaggio per la città metropolitana di Bologna e le province di Modena, Reggio Emilia e Ferrara
Beneficiaries	Owners of the porticoes, public administration, citizens in general
Financial resources	To be defined
Completion times	1 year, replicable
Status of the proposal	<input type="checkbox"/> Planning <input checked="" type="checkbox"/> Implementation Replicability: YES
Outputs	15 new worksites opened 500 Sqm of pavement renovated
Outcomes	Conservation Quality of life
SDG impact	Goal 3: Good health and wellbeing Goal 8: Decent work and economic growth Goal 11: Sustainable cities and communities Goal 16: Peace, justice and strong institutions


Project ID: 14	Portico dei Servi seismic adaptation 
Specific objectives	To structurally consolidate and restore the Portico dei Servi through interventions on foundations, on columns, on elevated structures and on roofing.
Description of the project	Extraordinary maintenance work
Area of the project	<input checked="" type="checkbox"/> Core zone - Component 10, Portici trionfali di Strada Maggiore <input type="checkbox"/> Buffer zone
Activities included in the project	<ul style="list-style-type: none"> • Interventions aimed at improving the conveying and removal system of rainwater, • specific interventions to consolidate the foundation plinths of some columns, • interventions that concern the roadway and the connection of the sewerage rainwater disposal system; • carrying out specific additional investigations during the execution of the works; • arrangement of the roof covering; • interventions on the main wooden structures (trusses, purlins and joists); • specific interventions on the walls in elevation (vaults, side arches); • specific interventions on stone elements; • interventions on the lighting system; • installation of lifeline anti-fall protection devices.
Organisation of reference	Bologna Municipality
Other stakeholders involved	ing. Dallavalle Marino Gilberto - TPER srl Soprintendenza Archeologica, Belle Arti e Paesaggio per la città metropolitana di Bologna e le province di Modena, Reggio Emilia e Ferrara
Beneficiaries	Citizens and tourists
Financial resources	500.000 € (Municipality of Bologna) (allocated)
Completion times	2 years



Status of the proposal	<input type="checkbox"/> Planning <input checked="" type="checkbox"/> Implementation Replicability: NO
Outputs	Portico renovated and protected from seismic events New lighting system installed
Outcomes	Conservation
SDG impact	Goal 3: Good health and wellbeing Goal 11: Sustainable cities and communities Goal 12: Responsible consumption and production


Project ID: 15	Portico of the Bologna Municipal theatre restoration 
Specific objectives	Aesthetics and liveability improvement of the area of the Bologna Municipality Theater
Description of the project	Extraordinary maintenance work on the loggia of the Bologna Municipal Theater
Area of the project	<input checked="" type="checkbox"/> Core zone - Component 7, Portici accademici di via Zamboni <input type="checkbox"/> Buffer zone
Activities included in the project	New floor, new lights. and general conservative maintenance
Organisation of reference	Fondazione Teatro Comunale di Bologna
Other stakeholders involved	Bologna Municipality, Soprintendenza Archeologica, Belle Arti e Paesaggio per la città metropolitana di Bologna e le province di Modena, Reggio Emilia e Ferrara
Beneficiaries	Citizens
Financial resources	To be defined
Completion times	1,5 years
Status of the proposal	<input type="checkbox"/> Planning <input checked="" type="checkbox"/> Implementation Replicability: NO
Outputs	Portico renovated, compliant with safety and seismic prescriptions New lighting installed
Outcomes	Conservation
SDG impact	Goal 3: Good health and wellbeing Goal 11: Sustainable cities and communities Goal 12: Responsible consumption and production



Project ID: 16	<i>Incentives and public contributions to contrast graphic vandalism</i> 
Specific objectives	To contrast graphic vandalism and keep facades and porticoes clean.
Description of the project	The Municipality of Bologna is managing a fund for helping citizens and condominiums to keep their building's porticoes and facades clean. The support offered by the Municipality is connected to the agreements indicated in the Antivandalism Protocol.
Area of the project	X Core zone X Buffer zone
Activities included in the project	<p>A fund is allocated each year (200.000 €) and every private resident/condominium can apply for a contribution from 1000 to 5000 € for the cleaning of the façade (a check visit is programmed before and after the intervention).</p> <p>A fund of 80.000 € is allocated each year for the cleaning and ordinary maintenance of public buildings (owned by the municipality).</p> <p>Specific support for active citizens is also offered by the Municipality: by contracting a restoration enterprise (200.000 €/year), volunteers that have a running collaboration pact receive instructions, materials, and support for the most difficult cleaning tasks. The specialized operators accompany the volunteers and take care of the cleaning at more than 1.70 m height (protective equipment required), and offer materials and equipment.</p> <p>In addition, for those who will restore porticoes pavements, the Municipality offers an exemption from the occupation of public land tax.</p>
Organization of reference	Municipality of Bologna
Other stakeholders involved	HERA, Leonardo, CIREs, volunteers, IPLE, Soprintendenza
Beneficiaries	Owners and citizens
Financial resources	Around 500.000€ /year (allocated)
Completion times	1 year, replicable
Status of the proposal	<input type="checkbox"/> Planning


	X Implementation Replicability: YES
Outputs	>80% of the allocated funds used for porticoes maintenance Tracts of porticoes cleaned
Outcomes	<i>Conservation</i> <i>Quality of life</i>
SDG impact	Goal 3: Good health and wellbeing Goal 5: Gender equality Goal 8: Decent work and economic growth Goal 11: Sustainable cities and communities Goal 16: Peace, justice and strong institutions Goal 17: Partnerships



<p>Project ID: 17</p>	<p>Palazzo Cipolla restoration</p> 
<p>Specific objectives</p>	<p>The building needs some conservation interventions to preserve and enhance its historical and artistic value.</p>
<p>Description of the project</p>	<p>The building houses the offices of the Bank of Italy on the ground floor and on the first floor executive apartments, while the basement is occupied by technical rooms. Numerous businesses overlook the porticoes.</p> <p>The Bank of Italy regularly conducts campaigns to monitor the external prospects of its offices.</p> <p>These investigations for Palazzo Cipolla have highlighted over the years the deterioration of the state of preservation of the fictile decoration of the window frames, of the stringcourse and of the under-eaves.</p>
<p>Area of the project</p>	<p><input checked="" type="checkbox"/> Core zone - Component 9, Portici di Piazza Cavour e via Farini</p> <p><input type="checkbox"/> Buffer zone</p>
<p>Activities included in the project</p>	<p>Restoration of external elevations</p> <p>In consideration of the particular characteristics of the building materials that were used at the time, already the subject of previous campaigns of restoration marked by unsatisfactory results, the Bank turned to the Higher Institute for the Conservation and Restoration for specialist advice on material technology. The task of engineering the restoration was therefore entrusted to prof. arch. Luciano Cupelloni.</p> <p>The pilot site for the definition of the most appropriate intervention techniques is scheduled for the spring of 2020.</p> <p>Restoration of the entrance vestibule</p>


	<p>For 2020 a restoration of the vestibule with the characteristic double apse plan is planned focused on cleaning the walls and vaults, affected by pollutants, as well as on the punctual restoration of the mosaic pavement.</p> <p>Restoration of the basement of the portico</p> <p>The walls and pillars of the portico, subject to intense pedestrian traffic, have widespread loss of plaster and painting, due to impact and wear, as well as normal senescence. Therefore the execution of localized restoration interventions is expected in the next three years.</p> <p>Restoration of the frescoes and portico flooring</p> <p>Within the next five years the overall restoration of the portico frescoes, by Gaetano Lodi, and of the mosaic pavement is foreseen.</p>
Organisation of reference	Banca d'Italia
Other stakeholders involved	<p>Higher Institute for the Conservation and Restoration</p> <p>Soprintendenza Archeologica, Belle Arti e Paesaggio per la città metropolitana di Bologna e le province di Modena, Reggio Emilia e Ferrara</p>
Beneficiaries	Citizens and tourists
Financial resources	Own resources, amount not declared
Completion times	5 years, starting in 2020
Status of the proposal	<p><input checked="" type="checkbox"/> Planning</p> <p><input type="checkbox"/> Implementation</p> <p>Replicability: NO</p>
Outputs	<p>Portico renovated, compliant with safety measures</p> <p>Frescoes restored</p>
Outcomes	<i>Conservation</i>
SDG impact	Goal 11: Sustainable cities and communities



<p>Project ID: 18</p>	<p>Structural restoration and conservation of the monumental portico of San Luca</p> 
<p>Specific objectives</p>	<p>To maintain and restore the Portico of San Luca in order to repair damages from the seismic event.</p>
<p>Description of the project</p>	<p>The intervention is planned for the entire extension of the hill portico, from the arc of the Meloncello to the Basilica of San Luca for 342 arches and about 1.7 km in length.</p> <p>Thanks to the convergence of two substantial State subsidies, the interventions will, on the one hand, focus on repairing earthquake damage with the implementation of structural and anti-seismic aids, and on the other on the restoration of the porticoed surfaces and other operations to ensure the durability of the interventions.</p> <p>Other overall improvement works have been guaranteed by the company awarded the tender: the result is that it will operate on the entire extension of the hill porticoes to repair the damage present and improve the structural consistency of the porticoes. In addition, it will proceed to an overall organic restoration with attention to the durability of the interventions and to the facilitation of the routine maintenance operations in the overtime.</p>
<p>Area of the project</p>	<p><input checked="" type="checkbox"/> Core zone - Component 6, Portico devozionale di San Luca</p> <p><input type="checkbox"/> Buffer zone</p>
<p>Activities included in the project</p>	<p>The most relevant works that will be realized can be summarized as:</p> <ul style="list-style-type: none"> - repair of all the lesions present on walls, vaults, arches and facades through saturations, injections, 'sewing', metal fibres; - consolidation work on the entire roof and in the attic with the insertion of anti-seismic and structural devices such as chains, metal curbs, wooden connections, and also restoration of the truss nodes as well as verification and reconditioning of the roof covering; - intradossal and extradossal consolidation (in the attic) of the portico vaults; - interventions to consolidate the foundations in the sections between the II and III Misteri (small frescos depicting the stages of the Passion of Christ) and between the V and VII, through injections and construction of ribbed connecting slabs with the consequent rebuilding of the pavement;

	<ul style="list-style-type: none"> - restoration and improvement interventions on the drains, both on the internal side and on the street side to favour the outflow of rainwater; - interventions against rising damp in the counter-façade walls through a chemical cutting in the sections between the II and VII mystery and between XII and XIII; - restoration of all the plaster and degraded facades; - restoration and recovery of other degraded parts like paintings, street-facing walls, decorated lunettes, pictorial parts decorated with mysteries, gates, doors.
Organisation of reference	Arcidiocesi di Bologna
Other stakeholders involved	<p>RAZZETTI E BOSAZZA SRL, via G. Garibaldi, 59 – 10122 - Torino (TO) in A.T.I. con CANDINI ARTE SRL, via dei Tintori 5 – 41013 Castelfranco Emilia (MO)</p> <p>Soprintendenza Archeologica, Belle Arti e Paesaggio per la città metropolitana di Bologna e le province di Modena, Reggio Emilia e Ferrara</p>
Beneficiaries	Citizens and tourists
Financial resources	<ul style="list-style-type: none"> - Piano dei beni culturali del commissario delegato: € 2.357.931,36 - Piano stralcio cultura e turismo (MIBAC): € 2.000.000,00 <p>Total: € 4.357.931,36 - secured</p>
Completion times	<ul style="list-style-type: none"> - Tender procedures for awarding the contract completed in June 2019 - Formal delivery of the project July 2019, actual start of the works October 2019 - Expected deadline for works 31/12/2020, except for unforeseen events
Status of the proposal	<p><input type="checkbox"/> Planning</p> <p><input checked="" type="checkbox"/> Implementation</p> <p>Replicability: NO</p>
Outputs	Portico renovated, compliant with safety measures
Outcomes	<i>Conservation</i>
SDG impact	<p>Goal 8: Decent work and economic growth</p> <p>Goal 11: Sustainable cities and communities</p>



<p>Project ID: 19</p>	<p><i>Restoration of the Madonna del Borgo and porticoes as a set for new artistic productions</i></p> 
<p>Specific objectives</p>	<p>To support the community life of the street, with particular reference to the aspects of environmental protection and social interaction with the residents of the Borgo, to improve liveability and usability and as a concrete form of contrast to degradation.</p>
<p>Description of the project</p>	<p>Restoration of the newsstand containing a Madonna and child statue.</p> <p>The aedicule with architectural elements of the Ionic order is in a state of poor preservation, showing obvious phenomena of degradation. A conservative restoration intervention is therefore necessary.</p> <p>After completing the intervention, realization of scenography in the street, under the portico, where a group of students of the Academy of Fine Arts will portray the Madonna del Borgo, on canvas, according to their own artistic vein. The canvases will subsequently be exhibited along the arches of the portico and will echo the shrine of the Madonna del Borgo.</p>
<p>Type of project</p>	<p><input type="checkbox"/> Core zone <input checked="" type="checkbox"/> Buffer zone</p>
<p>Activities included in the project</p>	<p>Photographic documentation, layered essays, description of the coating, pre-consolidation where necessary, preliminary cleaning tests, grouting with compatible materials, pictorial integration, final protective, glass and lock replacement.</p> <p>The most significant works performed by the students will be photographed and transferred to prints and subsequently exhibited at the Sala Borsa.</p>
<p>Organisation of reference</p>	<p>COMITATO DEI BORGHIGIANI: Bologna, via del Borgo di San Pietro 18</p>
<p>Other stakeholders involved</p>	<p>Bologna Municipality, Quartiere Santo Stefano, Soprintendenza Archeologica, Belle Arti e Paesaggio per la città metropolitana di Bologna e le province di Modena, Reggio Emilia e Ferrara</p>


Beneficiaries	Students and citizens
Financial resources	Generous economic support from the residents of the Borgo, through self-financing and support from the Municipality of Bologna through a collaboration agreement.
Completion times	2 years
Status of the proposal	X planning <input type="checkbox"/> implementation Replicability: YES
Outputs	Madonna del Borgo restored >5 young artists involved 1 Exhibition opened to the public
Outcomes	Conservation Cultural and economic valorisation Social inclusion
SDG impact	Goal 4: Quality education Goal 17: Partnerships



Project ID: 20	<i>Pedestrianization of Piazza Rossini</i> 
Specific objectives	To experiment new uses of public space in the heart of the university area and offer the opportunity to rediscover and appreciate the details of the architecture that overlooks the square.
Description of the project	<p>In October 2019, the City Council of Bologna decided for the permanent pedestrianisation of Piazza Rossini.</p> <p>The decision follows the successful experimentation in Piazza Rossini during the event Le Cinque Piazze inside the ROCK project (Regeneration and Optimization of Cultural heritage in Knowledge and creative cities - funded by the European Union's Horizon 2020 research and innovation program).</p> <p>For almost a week, in fact, the square hosted a temporary installation, designed and built by university students, which had transformed part of the area usually dedicated to parking into a lawn, thus offering an unexpected perception of space and restoring the trace of the ancient churchyard of the Church of San Giacomo Maggiore.</p> <p>The project responds to the need, emerged during the U-LAB initiatives, to give back to the square a social dimension for communal life, with particular attention to the elements of green and lighting, and enhancing the collaboration of all the actors of the territory (institutions, residents, students, etc.).</p>
Area of the project	<input checked="" type="checkbox"/> Core zone - Component 7: Portici Accademici di via Zamboni <input type="checkbox"/> Buffer zone
Activities included in the project	<p>Designing a new layout for the square.</p> <p>Solving parking location: the stalls reserved for residents and those dedicated to loading/unloading merchandise will be moved to Via Marsala, Benedetto XIV and San Vitale. The stalls reserved for motorcycles will be relocated to via Petroni, allowing residents to stay overnight, as is already the case in other areas of the city.</p>
Organisation of reference	Municipality of Bologna
Other stakeholders involved	FIU, Università di Bologna


Beneficiaries	Citizens and students
Financial resources	To be defined
Completion times	2 years
Status of the proposal	<p>X Planning</p> <p><input type="checkbox"/> Implementation</p> <p>Replicability: YES</p>
Outputs	<p>Square pedestrianized</p> <p>>60% of actual parking lots relocated in the surrounding area</p>
Outcomes	<p><i>Quality of life</i></p> <p><i>Cultural and economic valorisation</i></p>
SDG impact	<p>Goal 3: Good health and wellbeing</p> <p>Goal 5: Gender equality</p> <p>Goal 11: Sustainable cities and communities</p> <p>Goal 17: Partnerships</p>



Project ID: 21	Street art in via del Borgo 
Specific objectives	To support the community life of the street, with particular reference to the aspects of environmental protection and social interaction with the residents of Via del Borgo and surrounding areas, to improve liveability and usability and as a concrete form of contrast to degradation.
Description of the project	Street art activities, through the involvement of writers (spray artists) who will express their creativity not on the walls, but only on some columns that will be duly wrapped with a layer of transparent plastic on which the individual artists, supported by an experienced coordinator, will be able to spray. Time will make the plastic fall, but the columns will remain intact and clean.
Type of project	<input type="checkbox"/> Core zone <input checked="" type="checkbox"/> Buffer zone
Activities included in the project	Preparation of the columns and support Performance by selected street artists The works will be photographed and then transferred to prints for an exhibition at Sala Borsa.
Organisation of reference	COMITATO DEI BORGHIGIANI: Bologna, via del Borgo di San Pietro 18
Other stakeholders involved	Bologna Municipality, Quartiere Santo Stefano
Beneficiaries	Street artists, citizens, photographers
Financial resources	Own resources + support from the Municipality of Bologna through a collaboration agreement.
Completion times	2 years
Status of the proposal	<input checked="" type="checkbox"/> planning <input type="checkbox"/> implementation

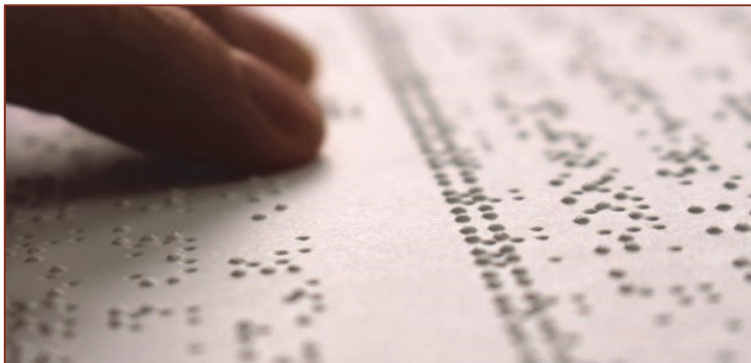
	Replicability: YES
Outputs	>5 artists involved >5 artworks realized
Outcomes	Cultural and economic valorisation Social inclusion
SDG impact	Goal 4: Quality education Goal 11: Sustainable cities and communities Goal 12: Responsible consumption and production Goal 16: Peace, justice and strong institutions



Project ID: 22	<i>Running competitions around the Porticoes</i> 
Specific objectives	To promote the city centre and its Porticoes through unusual perspectives, and to conjugate the sports practice together with cultural insights.
Description of the project	<p>On 1st March 2020, the first edition of the Bologna city marathon will be performed. Between noble palaces and historical monuments, among ancient buildings, along kilometres of porticoes that have made Bologna famous in the world, the competition will host thousands of runners,</p> <p>The route will be a ring that will pass through all six districts of the city, flowing, especially in the first 30km. After passing through the Margherita gardens, the most extensive and popular city park with its long tree-lined avenues, participants will enter the historic centre, where some sudden turns and stretches of pavement will make the path a little more insidious but even more impressive. It'll be a fluid marathon, even if the 274mt of a positive gradient in the range of 42.195 km should not be underestimated.</p> <p>Besides the Marathon, a half Marathon, called RUN TUNE UP, has been held since 2002. The track of the half Marathon goes through the heart of the historical city centre and athletes run alongside the ancient porticoes.</p>
Area of the project	X Core zone X Buffer zone
Activities included in the project	Organization of the running competitions on a yearly base
Organisation of reference	Bologna Sport Marathon ASD Associazione Run Tune Up
Other stakeholders involved	Municipality of Bologna, Sponsors
Beneficiaries	Participants, citizens, commercial activities
Financial resources	To be defined
Completion times	1 year, replicable


Status of the proposal	<input type="checkbox"/> Planning <input checked="" type="checkbox"/> Implementation Replicability: YES
Outputs	2 running competitions realized every year
Outcomes	<i>Quality of life</i> <i>Cultural and economic valorisation</i>
SDG impact	Goal 3: Good health and wellbeing Goal 5: Gender equality Goal 11: Sustainable cities and communities



Project ID: 23	Speaking city 
Specific objectives	Making the city accessible to the blind and to the visually impaired, through a project of furniture and urban graphics, able to "talk" to those who cannot see. Supporting all citizens to help themselves and others in living together, through a pilot project to be carried out in the streets where the ROC social street and the Italian Union for the Blind and Visually Impaired are located.
Description of the project	The project aims to make the city accessible to the blind and visually impaired, offering solutions to specific problems that constitute a serious limitation for them. A timely mapping has graphically highlighted criticalities and often seriously dangerous obstacles. The proposal then hypothesizes forms of urban communication specifically dedicated to making the city accessible and usable, and a small urban design and furniture project that defines some interventions capable of transforming these streets into prototypes of streets for the visually impaired. The project will rely also on the use of ICT, through the development and testing of apps able to facilitate the inclusive use of public spaces.
Area of the project	<input checked="" type="checkbox"/> Core zone - Component 2, Piazza Porticata di Santo Stefano <input type="checkbox"/> Buffer zone
Activities included in the project	<p>Update the report and mapping of architectural barriers in the study area;</p> <p>Development of app and devices specifically thought for people with different kind of disabilities;</p> <p>Experimental interventions in the public space;</p> <p>Testing of the solutions;</p> <p>Urban communication and awareness campaign, in agreement with the inhabitants and local businesses;</p> <p>Awareness raising action specifically directed to competent public authorities;</p> <p>Scalability and replicability of the intervention to other Porticoes sections.</p>
Organisation of reference	Unione Italiana Ciechi e Ipovedenti
Other stakeholders involved	<p>ROC social street</p> <p>Municipality of Bologna</p> <p>Local associations and residents</p> <p>Shop owners and local businesses</p>

	Start ups and app developers
Beneficiaries	Visually impaired population, citizens
Financial resources	15.000 € (5.000 € for campaigns and interventions, 10.000 € for ICT devices)
Completion times	3 years
Status of the proposal	X Planning <input type="checkbox"/> Implementation Replicability: YES
Outputs	>5 test users involved 1 experimental signalization realized in a tract of portico
Outcomes	<i>Quality of life</i> <i>Social inclusion</i> <i>Cultural and economic valorisation</i>
SDG impact	Goal 3: Good health and wellbeing Goal 4: Quality education Goal 5: Gender equality Goal 10: Reduced inequalities Goal 11: Sustainable cities and communities Goal 16: Peace, justice and strong institutions Goal 17: Partnerships




Project ID: 24	<i>Civic education program on legality and respect for urban decorum</i> 
Specific objectives	Promote among the citizens and students a new civic awareness, capable of translating into actions of care and respect for the urban environment and for the people.
Description of the project	<p>The project consists of 2 parts, one involving mainly citizens, and the other specifically targeted to students.</p> <p>The first one foresees an awareness-raising campaign, which aims to promote a new civic awareness among as many people as possible, combining social solidarity and attention to the most vulnerable with the care of their neighbourhood and respect for the urban environment. It intends to reawaken the awareness that the porticoes are places lived and interwoven with indispensable relationships, exchanges and sharing: they are not mere passageways, left to neglect. They should be loved, cared for and respected.</p> <p>The second one (in a perspective of community empowerment) involves interventions in schools that welcome many children with problems of adaptation to social rules (professional institutes, vocational training centres), aimed at providing specific information and promoting a culture of legality on the theme of respect for the urban environment. Vandalism and the phenomenon of "graffiti", present in particular in metropolitan cities but historically born in the suburbs or in degraded areas of cities, increase exponentially where social unease reaches increasingly higher levels. We are witnessing, nowadays, real acts of incivility that disfigure monuments, squares, streets, forcing the community to incur huge costs for the removal of disfigurements and the consequent restoration of decorum. Bologna in particular, considering the nomination of its arcades as a UNESCO heritage site and its growing notoriety as a tourist destination, appears in conditions of particular degradation. It is believed that discussing the topic with our students can bring awareness and maturity on issues related to creative expression and respect for the rules.</p>
Type of project	X Core zone - Component 2, Piazza porticata di Santo Stefano. Replicable X Buffer zone
Activities included in the project	<u>Action 1</u>

	<p>The action includes voluntary activities aimed at the care of the urban environment (arcades of the historic centre but also roads and buildings outside the city) according to a project that foresees their maintenance and the removal of tags or graffiti by students in certain places to be identified. The involvement of the students (workforce with the rotation system) will take place by setting up a laboratory and using materials, tools and protection systems, as well as anything else necessary for the execution of the works with the constant monitoring and assistance of the technicians in charge (experts working at the Soprintendenza). The interventions will be implemented in different ways:</p> <ul style="list-style-type: none"> - project "Young people adopt a piece of the road": aimed at Bologna students, the children of a school undertake to attend to the maintenance/cleaning of a portico or street section under the guidance of expert restorers; - creation of a laboratory for the application of techniques and methods for maintenance and cleaning of the urban environment. <p><u>Action 2</u></p> <p>The interventions take place thanks to the collaboration and involvement of the inhabitants and of the neighbourhood shops of the Santo Stefano district and consist of:</p> <ul style="list-style-type: none"> - The intervention itself. - Collaboration with some primary school classes for the production of cartoons and slogans, collected under the title "Children look at us". - Creating video clips. - Production of a flyer for the care of the porticoes, entitled "Happy porticoes" - Creating bookmarks and magnets. - Organization of blitz in various strategic points of the neighbourhood to interact with residents, with temporary communications, signage and distribution of material, such as the flyer.
Organisation of reference	ROC social street (action 1), Rotary Bologna (action 2)
Other stakeholders involved	Distretto 2072, Rotary Foundation, public and private social agencies, Soprintendenza, Officina – Impresa sociale srl – Istruzione e Formazione professionale, citizens organizations, residents and volunteer groups.
Beneficiaries	Citizens and students
Financial resources	<p>Action 1, total: euro 20.000.</p> <p>Funding from Rotary aimed at:</p> <ul style="list-style-type: none"> - preparation of a room - laboratory at the Villaggio del Fanciullo: euro 3000 - materials for the restoration of damaged architectural assets: euro 2000 - expert restorers involved in tutoring and accompanying children: euro 15.000 <p>Action 2: collaboration pact, contribution of 1000 Euro from Quartiere Santo Stefano + own resources</p> <p>The project is replicable and can be developed in each one of the components.</p>



Completion times	3 years from the start
Status of the proposal	<input type="checkbox"/> Planning X Implementation Replicability: YES
Outputs	1 lab realized, 1 tract of portico ‘adopted’ by the students, various materials for citizens sensibilization realized, 2 urban happenings organized
Outcomes	Quality of life Social inclusion Cultural and economic valorisation
SDG impact	Goal 3: Good health and wellbeing Goal 4: Quality education Goal 5: Gender equality Goal 11: Sustainable cities and communities Goal 12: Responsible consumption and production Goal 16: Peace, justice and strong institutions Goal 17: Partnerships


<p>Project ID: 25</p>	<p>Proximity Porticoes</p> 
<p>Specific objectives</p>	<p>Start a process that activates the communities of the city around the Bologna porticoes, to encourage collaborative actions and to enhance the care for the porticoes. Citizenship involvement also aims to stimulate new and old uses of porticoes as places of proximity in which to meet, socialize, access services and build neighbourly relationships. Furthermore, given the specificity of the arcade proprietary scheme, the objective is to integrate and coordinate public and private resources (condominiums, owners and shops under the porticoes).</p>
<p>Description of the project</p>	<p>Besides being an architectural and historical heritage, the porticoes have always represented a public space with high a relational and human capital. Over the years, the porticoes have always brought back an image of an inclusive city and that has changed through composite communities of Bolognese, migrants, students and now also tourists. The proposal places itself in continuity with the civic collaboration policies started in 2014 by the Municipality of Bologna and the activities promoted and managed in the context of "civic imagination" by the FIU (a Foundation). It aims to activate a path of participation and civic engagement that is structured, continuous and repeatable annually, and that has as its object the care, the valorisation and the social activation of the porticoes of Bologna, on the model of the participatory Budget of the Municipality. The aim is to enhance the social and civic capital of the city of Bologna and give life to various bottom-up projects that favour the civic sense and identity of citizenship and the community around the porticoes. In this sense, it is envisaged that the owners and managers of the porticoes will be involved from the conception phase with the aim of implementing the projects with their vision. In the process, forms of co-financing by individuals in the implementation of projects will be encouraged.</p>
<p>Area of the project</p>	<p>X Core zone - All components X Buffer zone</p>
<p>Activities included in the project</p>	<p>The process consists of several phases, which can be replicated cyclically and in different areas of the city:</p> <p>Criticality and potentials analysis</p>



	<p>Formal groups and organized communities (associations, informal communities, traders, etc.) in the areas affected by the porticoes will be involved neighbourhood by neighbourhood to make a first analysis of the criticality and potential of the porticoes in any given area and define a framework for action possible.</p> <p>Engagement of communities and citizenship</p> <p>The FIU will activate strategies and actions for community engagement in every neighbourhood of the city, based on an approach of proximity (through actions of digital communication, leafleting, interviews of the communities in their places of activity, meetings for sharing of objectives and values) and relying on the over 8,000 relationships built over the years in the Neighbourhood Laboratories.</p> <p>Collection of the proposals</p> <p>Through public assemblies and starting from the framework defined in the previous phase, citizenship is involved and activated in order to suggest proposals on the possible uses and care activities of the porticoes and their proximity areas. The proposals may concern small maintenance interventions (e.g. painting of walls and columns), enhancement activities (introduction of wifi, accessibility routes through technology, tourist and sporting itineraries, ...) and animation activities (neighbourhood caretakers, development of proximity economic activities, involvement of migrant and local communities in mutual exchange paths, actions to enhance the identity of the porticoes, etc.).</p> <p>Proposal co-design</p> <p>Once the phase of proposals collection is concluded, the citizens, the organized communities, the condominiums owners, the operators of the porticoes and of the shops underlying the porticoes will be involved in co-planning meetings with the aim of transforming the proposals into shared and feasible projects in their technical aspects with the consultation of the technicians of the Municipality. In this phase, the possibilities of the project to be co-financed in the form of crowdfunding will be evaluated.</p> <p>Vote for the proposals</p> <p>The proposals that went through the co-design phase will be the object of a vote by all citizens through the "Partecipa" platform of the Municipality of Bologna. At this stage, it is possible to hypothesize that crowdfunding resources are collected in addition to the votes.</p> <p>Implementation of the proposals</p> <p>The projects to be implemented will be taken over by the competent sectors of the Municipality of Bologna or by the decentralized neighbourhoods that will implement them through the appropriate methods. The FIU will accompany the project proposing communities also in this implementation phase.</p>
Organisation of reference	FIU - Fondazione per l'Innovazione Urbana
Other stakeholders involved	<p>Bologna Municipality</p> <p>Neighbourhood units (Uffici reti)</p> <p>Condominiums</p> <p>Local shops and businesses</p> <p>Associations and local communities, active citizens, students</p>

Beneficiaries	Citizens
Financial resources	<ul style="list-style-type: none"> • Project management: 30.000€/year • Neighbourhood Community management: 30.000€/year (5.000€/year for each neighbourhood) • Financing of the activities and projects proposed 250.000€/year + co-funding from the owners • Communication activities 15.000€/year <p>TOTAL: 325.000€/year + co-funding from the owners (to be funded)</p>
Completion times	1 year testing + replicability for the next years
Status of the proposal	<p>X Planning</p> <p><input type="checkbox"/> Implementation</p> <p>Replicability: YES</p>
Outputs	<p>>50 citizens involved in each neighbourhood</p> <p>>10 bottom-up projects proposed</p> <p>>1000 voters in total</p>
Outcomes	<p>Social inclusion</p> <p>Quality of life</p> <p>Cultural and economic valorisation</p>
SDG impact	<p>Goal 1: No poverty</p> <p>Goal 3: Good health and wellbeing</p> <p>Goal 8: Decent work and economic growth</p> <p>Goal 11: Sustainable cities and communities</p> <p>Goal 16: Peace, justice and strong institutions</p> <p>Goal 17: Partnerships</p>



Project ID: 26	<i>Photographic relief of the internal façade of via Saragozza</i> 
Specific objectives	Document the current state of the facades of the under portico from the Arco Bonaccorsi to the Meloncello
Description of the project	<p>Involvement of a selected group of students from the Elisabetta Renzi Scientific High School (already trained in a previous didactic activity of alternating school/work related to relief and restoration), coordinated by the architects AnnaMaria Ragazzini and Romeo Pauselli (also teachers of higher secondary school) in a photo project of a significant section of the city portico.</p> <p>At the end of the experience, the high school students will actualize a didactic activity aimed at the students of the lower secondary school of the Maestre Pie complex, in the disciplinary field of Technology, History, Art and Image and Computer Science, in a context concerning active citizenship.</p>
Area of the project	<input type="checkbox"/> Core zone <input checked="" type="checkbox"/> Buffer zone
Activities included in the project	<ol style="list-style-type: none"> 1. Photographic survey; 2. Restitution and rectification of the photomosaic, presentation of an illustrative elaboration of the current state; 3. Simulation in a digital environment of a hypothesis of restoration of the facades.
Organisation of reference	Studio DasAndere – Scuole Maestre Pie
Other stakeholders involved	Lions club San Luca - Studio di architettura DasAndere (Ragazzini & Pauselli architetti) – Scuole Maestre Pie – Liceo Scientifico E.Renzi
Beneficiaries	Students of secondary schools (11-13 and 14-18)
Financial resources	To be defined
Completion times	2 years
Status of the proposal	<input checked="" type="checkbox"/> Planning

	<input type="checkbox"/> Implementation Replicability: YES
Outputs	>100m of porticoes surveyed >30 students involved
Outcomes	Knowledge Conservation Quality of life
SDG impact	Goal 4: Quality education Goal 11: Sustainable cities and communities Goal 17: Partnerships



5.b.4. The Management Plan time schedule

The Management Plan has been designed with a duration of 5 years. The proposed actions must accompany both the nomination and the management and enhancement phase of the site after the hypothetical recognition. The 25% of the proposed projects have been designed to continue over time, so as to be constant and lasting actions. The following is the timetable for the projects:

ID	Title of the project	2020	2021	2022	2023	2024
1	'I portici delle meraviglie' – a children's guide to the porticoes of Bologna					
2	Informative publication about the Porticoes					
3	Programme of events in support of the UNESCO application					
4	The UNESCO system and the nomination of Bologna's porticoes as a World Heritage Site					
5	Lions for UNESCO					
6	'Bologna. Sotto il segno dei portici' - Ivan Dimitrov Art exhibition					
7	3D modelling and HBIM of Bologna porticoes					
8	Artplace Museum 4 Portici di Bologna					
9	PorticoBello - facilitating Porticoes conservation					
10	Fighting spray vandalism by the No Tag Saragozza Group					
11	Augmented Portico					
12	Redevelopment of the commercial units of the Treno district					
13	ASPPI Porticoes project: pavement restoration					
14	Portico dei Servi seismic adaptation					
15	Portico of the Bologna Municipal theatre restoration					
16	Incentives and public contributions to contrast graphic vandalism					
17	Palazzo Cipolla restoration					
18	Structural restoration and conservation of the monumental portico of San Luca					
19	Restoration of the Madonna del Borgo and porticoes as a set for new artistic productions					
20	Pedestrianization of Piazza Rossini					
21	Street art in via del Borgo					
22	Running competitions around the Porticoes					
23	Speaking city					
24	Civic education program on legality and respect for urban decorum					
25	Proximity Porticoes					
26	Photographic relief of the internal façade of via Saragozza					

Specifically looking at the proposed projects, it has to be underlined that 19 projects out of 26 have already secured their funds. This is highly appreciable, as it shows that the projects are rooted in concrete needs of the community and are feasible and ready to be implemented.

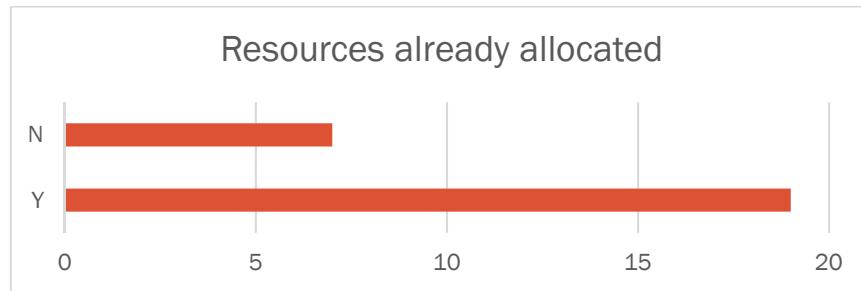


Figure 26. Funding already secured and allocated for the projects of the MP

On the other hand, it is interesting to notice that there is a high commitment from the private sector: if we consider together all the projects with private involvement in terms of funding - comprising private, public/private and PPPs (public-private-people partnerships) -, they count for more than 50% of the total projects.

In addition, a relevant role is covered by PPPs, which is a sign of the high level of engagement that Bologna is able to bring into force. Almost one third of the projects adopt this kind of partnership, where each one of the stakeholders contributes with funding, knowledge, spaces and working hours, thus ensuring the delivery of the result and the participation of all the interested parties.

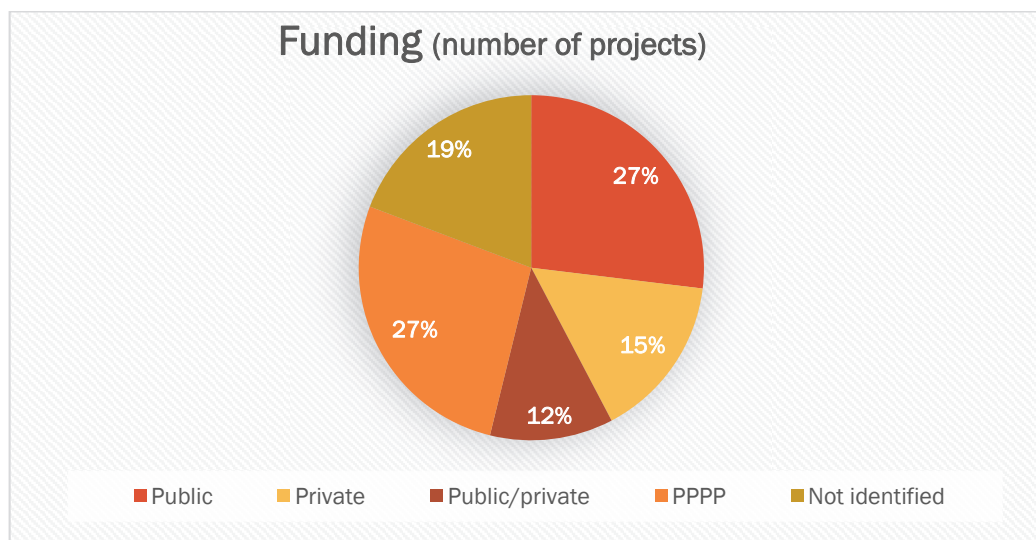


Figure 27. Funding sources for the projects of the MP

5.c. Monitoring

The Management Plan monitoring system has two main purposes:

1) Evaluate the effects on the territory of the MP application. The monitoring must be conceived as a moment of verification of the effectiveness of the plan itself on several levels, which are interrelated: in fact, it is a matter of analysing, on the one hand, the achievement of the five objectives that characterize the model and how, simultaneously, the individual actions envisaged as modalities for the concrete execution of such purposes are actually able to lead to the achievement of the same objectives.



2) Bring to the attention of the management structure of the UNESCO site the overall progress of the project activities undertaken, promptly reporting any critical issues in the course of work and allowing to take corrective actions to management that are deemed necessary to achieve the planned objectives.

This double-check is intended to provide updated data on the progress of the strategies and on the deviations from the expectations in order to be able to remedy the mistakes made and to be able to modify the strategies if necessary.

These analyses are associated with a comparison with the Monitoring Plan envisaged in the Nomination Format, within which the attention is focused on maintaining the values characterizing the site over time. This is to understand how the indications provided by the Nomination Format contribute to the achievement of the five objectives envisaged by the Management Plan.

At the operational level it is necessary to check the trend of two factors:

- Outputs, intended as results of individual projects
- Outcomes, intended as results of the process in general.

For each project of the MP indicators are proposed: this check is the monitoring of the outputs.

For the outcomes, it is necessary to introduce others indicators able to evaluate the trend of the different phenomena; the link between the three different levels (Nomination Format, monitoring of outputs and monitoring of outcomes) is the evaluation of the impacts envisaged through the indications in the Periodic Reporting.

5.c.1. Proposed indicators

The first step is to define the indicators able to monitor the outputs.

For each project of the MP, one or more indicators are proposed; these indicators are aimed at evaluating the progress of the projects themselves and for each of them a time indication about the need for data collection (annual, biennial frequency, etc.) is provided.

ID	Project title	Proposed indicators	Timing
1	'I portici delle meraviglie' – a children's guide to the porticoes of Bologna	Guidebook edited and published	Once, at project conclusion
		Number of presentations to the public	Once, at project conclusion
		Number of linked events (guided tour)	Yearly
2	Informative publication about the Porticoes	Guidebook edited and published	Once, at project conclusion
		Number of presentations to the public	Once, at project conclusion

3	Programme of events in support of the UNESCO application	Number of events	Yearly
		Number of participants	Yearly
4	The UNESCO system and the nomination of Bologna's porticoes as a World Heritage Site	Scientific materials edited	Once, first year
		Number of students aware of the UNESCO legal system	Yearly
5	Lions for UNESCO	One Photo competition realized	Yearly
		Degree award awarded	Yearly
		Number of meetings and conferences organized	Yearly
		Photographic survey realized	Once
		Number of guided tours organized	Yearly
		One component of the porticoes adopted and safeguarded from graphic vandalism	Once
6	'Bologna. Sotto il segno dei portici' - Ivan Dimitrov Art exhibition	Exhibition open to the public	Once
		Number of guided tours organized	Once, at project conclusion
		Number of conferences and events organized	Once, at project conclusion
7	3D modelling and HBIM of Bologna porticoes	Extension of 3D modelled Porticoes section	Yearly
		Extension of 3D models implemented with HBIM	Yearly
8	Artplace Museum 4 Portici di Bologna	Number of beacons installed	Once, at project conclusion
		Number of app users	Yearly
9	PorticoBello - facilitating Porticoes conservation	App for simplifying the porticoes management and conservation developed and tested	Once, at project conclusion
		Number of conservation interventions realized	Yearly
		Barriers mapped and app for best paths developed	Yearly



		Number of public events organized	Yearly
10	Fighting spray vandalism by the No Tag Saragozza Group	Number of tags removed	Yearly
		Number of citizens involved	Yearly
11	Augmented Portico	Number of students involved	Yearly
		Number of interactive models realized	Yearly
12	Redevelopment of the commercial units of the Treno district	Squared meters refurbished and open to the public	Yearly
		Number of citizens involved in the social initiatives	Yearly
13	ASPPI Porticoes project: pavement restoration	Squared meters of pavements renovated	
		Number of buildings participating	Yearly
14	Portico dei Servi seismic adaptation	Portico dei Servi renovated respecting safety measures (Y/N)	Once, at project conclusion
		New lighting installed (Y/N)	Once, at project conclusion
15	Portico of the Bologna Municipal theatre restoration	Portico renovated respecting safety measures (Y/N)	Once, at project conclusion
		New lighting installed (Y/N)	Once, at project conclusion
16	Incentives and public contributions to contrast graphic vandalism	€ of contribution allocated	Yearly
		Number of sqm cleaned	Yearly
17	Palazzo Cipolla restoration	Portico renovated respecting safety measures (Y/N)	Once, at project conclusion
		Number of sqm of frescoes restored	Once, at project conclusion
18	Structural restoration and conservation of the monumental portico of San Luca	Portico renovated respecting safety measures (Y/N)	Once, at project conclusion
		Sqm of portico restored	Once, at project conclusion

19	Restoration of the Madonna del Borgo and porticoes as a set for new artistic productions	Madonna del Borgo restored (Y/N)	Once, at project conclusion
		Number of artists involved	Once, at project conclusion
		Exhibition opened to the public (Y/N)	Once, at project conclusion
20	Pedestrianization of Piazza Rossini	Square pedestrianized (Y/N)	Once, at project conclusion
		Number of parking lots relocated	Once, at project conclusion
21	Street art in via del Borgo	Number of artists involved	Once, at project conclusion
		Number of artworks realized	Once, at project conclusion
22	Running competitions around the Porticoes	Number of participants to each competition	Yearly
		Length of the racetrack surrounded by porticoes	Yearly
23	Speaking city	Number of portico tracts with experimental signalization	Yearly
		Number of testers/users involved	Yearly
24	Civic education program on legality and respect for urban decorum	Number of students involved	Yearly
		Number and typology of campaign materials produced and distributed (flyer, Manual of the citizen love, bookmarks and magnets, videos)	Yearly
		Mq of portico cleaned	Yearly
25	Proximity Porticoes	Number of proposals collected	Yearly
		Number of votes	Yearly
		Number of proposals implemented	Yearly
26	Photographic relief of the internal façade of via Saragozza	Mq of portico photographed and surveyed	Yearly
		Number of students involved	Yearly



The second step is the monitoring of the outcome of the process; the indicators proposed are the following.

Outcomes	Indicator	Relationship with the Periodic Reporting
KNOWLEDGE. Bologna to be known	Number of hubs for “knowledge centres” created	Social and cultural uses of heritage Management and institutional factors
	Number of meeting with the stakeholders in order to share knowledge	
	Number of citizens involved	
CONSERVATION. Conserving Bologna’s heritage since its birth	Number of conservation projects started	Buildings and Development
	Number of institutions involved in conserving	Other human activities - Containment of the deterioration of the Porticoes
	Public and private funds used for conserving	Management and institutional factors Other elements: safeguard of OUV
QUALITY OF LIFE. Life is good in Bologna	Improvement of the current position of Bologna in the Italian Cities Quality of Life Index (Le città più vivibili d’Italia 2018 published by Il sole 24 Ore)	Social and cultural uses of heritage Pollution
	Level of population satisfaction (qualitative indicator)	Management and institutional factors
	Level of involvement of the population (qualitative indicator)	
SOCIAL INCLUSION. Welcome to Bologna	Number of projects to improve accessibility to the city	Transportation/Infrastructure
	Number of actions for the reception of disabled people	Social and cultural uses of heritage – Tourism
	Level of tourists satisfaction (qualitative indicator)	Management and institutional factors
	Increase in average stay time	
CULTURAL AND ECONOMIC VALORISATION. Growing Bologna	Number of projects aimed to the achievement of Sustainable Development Goals	Pollution Climate change and severe weather events

The proposed indicators will be assessed in two years from the possible enrollment in the World Heritage List; this timing is necessary to allow the repercussions of the Nomination process to manifest themselves.

Below a table that highlights the relationships between projects, outcomes and factors affecting the property by Periodic Reporting.

Project		Outcomes				
ID	Title	Knowledge	Conservation	Quality of life	Social inclusion	Cultural and economic valorisation
1	'I portici delle meraviglie' – a children's guide to the porticoes of Bologna	✓				
2	Informative publication about the Porticoes	✓				
3	Programme of events in support of the UNESCO application	✓		✓	✓	✓
4	The UNESCO system and the nomination of Bologna's porticoes as a World Heritage Site	✓				✓
5	Lions for UNESCO	✓				✓
6	'Bologna. Sotto il segno dei portici' - Ivan Dimitrov Art exhibition	✓				✓
7	3D modelling and HBIM of Bologna porticoes	✓				
8	Artplace Museum 4 Portici di Bologna	✓			✓	✓
9	PorticoBello - facilitating Porticoes conservation	✓	✓	✓		✓
10	Fighting spray vandalism by the No Tag Saragozza Group	✓	✓	✓		✓
11	Augmented Portico	✓			✓	✓
12	Redevelopment of the commercial units of the Treno district		✓	✓	✓	
13	ASPPI Porticoes project: pavement restoration		✓	✓		
14	Portico dei Servi seismic adaptation		✓			



15	Portico of the Bologna Municipal theatre restoration		✓			
16	Incentives and public contributions to contrast graphic vandalism		✓	✓		
17	Palazzo Cipolla restoration		✓			
18	Structural restoration and conservation of the monumental portico of San Luca		✓			
19	Restoration of the Madonna del Borgo and porticoes as a set for new artistic productions		✓			
20	Pedestrianization of Piazza Rossini			✓		✓
21	Street art in via del Borgo				✓	✓
22	Running competitions around the Porticoes			✓		✓
23	Speaking city			✓	✓	✓
24	Civic education program on legality and respect for urban decorum			✓	✓	✓
25	Proximity Porticoes			✓	✓	✓
26	Photographic relief of the internal façade of via Saragozza	✓	✓	✓		

As can be seen from the table, the proposed projects are able to respond to the needs of Periodic Reporting and are suitable for achieving the defined outcomes.



**The results of the
Management system**

6

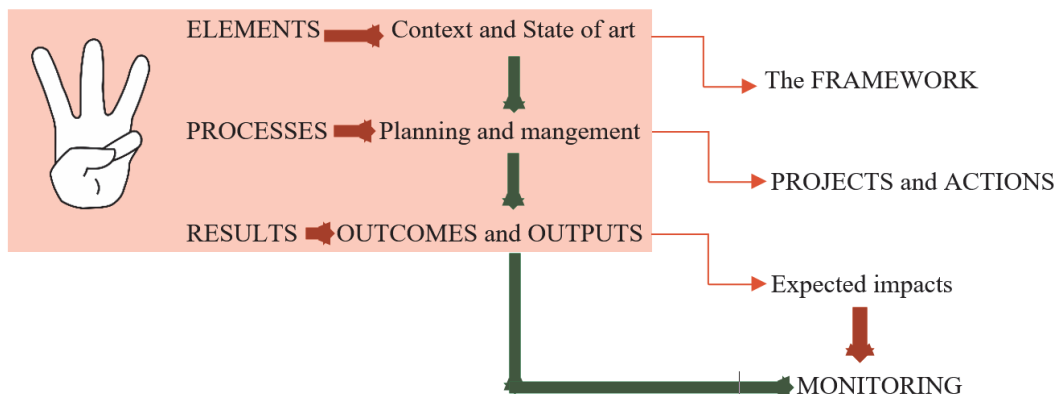


6. The results of the Management system

6.a. Outcomes (reaching the objectives)

The management system as a whole works towards achieving certain objectives, known as ‘outcomes’. Outcomes are often intangible achievements that relate to heritage values or have repercussions for society (increasingly known as ‘heritage benefits’). They usually emerge through the effect of outputs, through the specific actions accomplished and the products and services delivered by projects dedicated to the heritage.

The structure of the Management Plan is composed of three phases with their achievements:



The final phase is the identification of the outcomes, as specific element determined by the purposed actions.

As stated in the section dedicated to defining the vision for the site and the objectives to be achieved thanks to the application of Bologna porticoes to be part of the UNESCO WHL, the projects that will be implemented and the governance model activated here will contribute to the global strategy of achieving the Sustainable Development Goals.

The SDGs envision a desirable future that is equitable, inclusive, peaceful, and environmentally sustainable, visualising a development beyond economic growth. The SDGs are grouped around the economic, social, and environmental objectives as the three pillars of sustainable development, and culture and community life contribute to each of these pillars transversally. The three pillars of sustainable development, in turn, contribute to the safeguarding of cultural heritage and to the enhancing of community life. This strong vision requires a creative approach, able to see the perspective of growth as a quality of life, quality of services, quality of community relations, quality of the urban environment, etc.

Therefore, from the point of view of sustainable development goals, the main outcome of the projects will be the enhancement of the elements that constitute the site’s OUV in the framework of sustainability, equity, quality of life, strengthening of community relations, the institution of a model of shared governance, protecting the environment through responsible consumption and production, in the context of a strong and reliable institutional guide.

Regarding the outcomes more specifically tied to the site’s OUV, we should recall that the definition of the vision has been structured in five points:

1. Knowledge,
2. Conservation,
3. Quality of Life,
4. Social Inclusion,
5. Cultural and economic valorisation.

These points group the distinctive features, the unique elements and the identity traits that represent the very potential of the city; besides, they are useful for indicating in which direction the management project are moving. The points are five tracks on which the processes of evolution already in progress are advancing.

In this sense, the outcomes of the projects and, in general, of the nomination of Bologna Porticoes at the UNESCO WHL will be:

1. **KNOWLEDGE: Bologna to be known.** Bologna as a hub for “Knowledge centres”. These centres will be active and functioning in every Bologna’s district, and they will be aimed at implementing knowledge production and dissemination mechanisms. The widespread presence of these centres - at least one for each district involved - will also be an element that can increase public awareness about the property’s OUV and its potential.
2. **CONSERVATION: Conserving Bologna’s heritage since its birth.** The Management Plan’s projects focus Bologna as a laboratory of Conservation, in which the actions aimed at protecting the historical centre’s material integrity are sided by actions aimed at protecting the intangible heritage represented by the community ties and feelings towards the city. This feeling is expressed, among other things, through the bond of residents with the material heritage of the city, thanks to which conservation is a citizens’ objective and not just an institutional one. The city’s excellent state of conservation is meant to be kept as a strong representative of the city’s reputation for having a high-quality heritage, intended as a unicum belonging to every citizen and, ultimately, as a guarantor of high-quality of life. For these reasons, many of the MP’s projects are aimed at conservation, not intended as passive conservation of the past, but as a necessary, participatory process to approach alongside knowledge, quality of life and cultural-economic valorisation aspects.
3. **QUALITY OF LIFE: Life is good in Bologna.** The most reliable inquiry about Italian’s cities quality of life (*Le città più vivibili d’Italia 2018* published by Il sole 24 Ore) constantly places Bologna in the highest positions in the quality of life rankings, based on six parameters (wealth and consumption, environment and services, business and employment, demography and society, justice and security, culture and leisure). The projects’ outcomes will make Bologna go forward through this path already traced and undertaken for many years, providing better services to the greatest number of people. In general, the WHL nomination is a factor that can contribute to the improvement of life quality; the programmed actions linked to the WHL nomination and related to the Management Plan will be a catalyst for meeting city’s needs and for developing civic pride.
4. **SOCIAL INCLUSION: Welcome to Bologna.** Bologna is historically considered one of the most welcoming cities in Italy. This condition, closely linked to the high quality of life enjoyed in the city, is once again linked to the strong sense of community and belonging expressed by the residents. This characteristic of the residents has meant that, even at the political level, the choices are oriented towards inclusiveness and strengthening community ties. The projects of the MP do not deviate from this vision, therefore their outcomes, as far as inclusion is concerned, will consist in increasing accessibility and public usability of the heritage, with an eye to the most disadvantaged parts of the population.





Sviluppo economico
è Bologna

5. **CULTURAL AND ECONOMIC VALORISATION: Growing Bologna.** The planning process always moves around the objectives of growth and enhancement of the resources available in the planning area. The UNESCO Management Plan, albeit with the necessary attention to be paid to the issues of OUV protection, is no exception. In the case of Bologna, it was decided to give priority to actions that result in growth and enhancement in the context of sustainability and with a view to continuing to guarantee quality of life, environmental quality, inclusiveness and usability of the cultural heritage, coordinating investment and funding in ways that are beneficial for an overall city growth. This outcome is very ambitious and ties economic prosperity and culture intended as the sum of all the previous sectors (knowledge, conservation, quality of life, social inclusion), by relying on the human capital to use heritage and culture as engines of economic development, with population and businesses located directly on the site and providing adding value to the same.

As can be seen, the results linked to the achievement of the SDGs are strictly tied to the specific results linked to the UNESCO objectives and determined by the execution of the planning of the Management Plan. This is because, already in the project elaboration phase, both factors have been taken into account to guarantee in the city the strengthening of all those aspects that constitute the OUV and that, in general, determine the reputation of the city, making it an active part in the achieving of the global goals that aim to improve everyone's life.

6.b. The contribution of The Porticoes of Bologna to the Sustainable Development Goals

The interrelation and mutual dependence of heritage places, their surroundings and the local communities is the key to understand the contribution that World Heritage properties can make to society and to local and national economies in the framework of sustainable use and benefit-sharing for heritage.

In recent years, as a result of major phenomena such as globalization, demographic growth and development pressure, the cultural heritage sector has started to reflect on the relationship between conservation and sustainable development. This was triggered by the realization that, in the face of these new challenges, heritage could no longer be “confined to the role of passive conservation of the past”, but should instead “provide the tools and framework to help shape, delineate and drive the development of tomorrow's societies”. It reflected, as well, a tendency to consider **‘living’ sites** as part of the heritage, rather than only monuments. These living heritage sites are considered important not only for what they tell us about the past but also as a testimony to the continuity of old traditions in present-day culture and for providing implicit evidence of their sustainability.

In relation to cultural heritage, the issue of sustainable development can be understood in two ways:

1. As a concern for sustaining the heritage, considered as an end in itself, and part of the environmental/cultural resources that should be protected and transmitted to future generations to guarantee their development (intrinsic).
2. As the possible contribution that heritage and heritage conservation can make to the environmental, social and economic dimensions of sustainable development (instrumental).

The first approach rests on the assumption that cultural heritage and the ability to understand the past through its material remains, as attributes of cultural diversity, play a fundamental role in fostering strong communities, supporting the physical and spiritual well-being of individuals and promoting mutual understanding and peace.

The second approach stems from the realization that the heritage sector, as an important player within the broader social arena and as an element of a larger system of mutually interdependent components, should accept its share of responsibility with respect to the global challenge of sustainability.

Contributing to sustainable development, within this perspective, would be not only an ethical obligation for the heritage sector but in the long term a matter of survival, especially in the present financial crisis, where public expenditure for conservation is increasingly difficult to justify.

Therefore, heritage practitioners must understand the multiple linkages between heritage and the wider economic, social and environmental dimensions that clarify the processes of their mutual interactions and act accordingly. They have to engage with a wide range of people with different backgrounds and expertise, and a broader group of stakeholders must be considered. Decisions about heritage conservation would no longer be left in the hands of heritage experts, but discussed among many counterparts, based on solid arguments and shared goals, to reach compromises.

Embracing initiatives that deliver mutual benefits to the property and its surroundings may not seem essential to the protection of the OUV, but may prove important in the long term because they **tie the property into its context in a positive and enduring way**, thus favouring its long-term survival.

That is why the Management System for Bologna decided to adopt the approach of concertation and wider stakeholders' engagement, favouring the empowerment of local communities in relation to the property and its conservation, relying on the feeling of common ownership.

Thus, cultural heritage of the proposed property (both tangible and intangible) and community ties are resources that will be protected and managed in a way that they will be drivers for achieving the SDGs. In particular, the actions proposed will contribute to the reaching of the following SDGs:

- **Goal 1:** No poverty
- **Goal 3:** Good health and wellbeing
- **Goal 4:** Quality education
- **Goal 5:** Gender equality
- **Goal 8:** Decent work and economic growth
- **Goal 10:** Reduced inequalities
- **Goal 11:** Sustainable cities and communities
- **Goal 12:** Responsible consumption and production
- **Goal 16:** Peace, justice and strong institutions
- **Goal 17:** Partnerships

In particular, each project will contribute to the SDGs as follows (the ochre-coloured boxes are those where the impact is very high; the pink coloured boxes are those with a discreet impact; the non-coloured boxes are those where the impact is zero):



ID	Title of the project	Goal 1_No poverty	Goal 3_Good Health and wellbeing	Goal 4_Quality education	Goal 5_Gender equality	Goal 8_Decent work and economic growth	Goal 10_Reduced inequalities	Goal 11_Sustainable Cities and Communities	Goal 12_Responsible Consumption and Production	Goal 16_Peace, justice and strong institutions	Goal 17_Partnerships
1	'I portici delle meraviglie' – a children's guide to the porticoes of Bologna										
2	Informative publication about the Porticoes										
3	Programme of events in support of the UNESCO application										
4	The UNESCO system and the nomination of Bologna's porticoes as a World Heritage Site										
5	Lions for UNESCO										
6	'Bologna. Sotto il segno dei portici' - Ivan Dimitrov Art exhibition										
7	3D modelling and HBIM of Bologna porticoes										
8	Artplace Museum 4 Portici di Bologna										
9	PorticoBello - facilitating Porticoes conservation										
10	Fighting spray vandalism by the No Tag Saragozza Group										
11	Augmented Portico										
12	Redevelopment of the commercial units of the Treno district										
13	ASPPI Porticoes project: pavement restoration										
14	Portico dei Servi seismic adaptation										
15	Portico of the Bologna Municipal theatre restoration										
16	Incentives and public contributions to contrast graphic vandalism										
17	Palazzo Cipolla restoration										
18	Structural restoration and conservation of the monumental portico of San Luca										

19	Restoration of the Madonna del Borgo and porticoes as a set for new artistic productions										
20	Pedestrianization of Piazza Rossini										
21	Street art in via del Borgo										
22	Running competitions around the Porticoes										
23	Speaking city										
24	Civic education program on legality and respect for urban decorum										
25	Proximity Porticoes										
26	Photographic relief of the internal façade of via Saragozza										

6.c. Outputs (results of the actions)

The aim of heritage processes is to deliver results. In this respect, accomplished actions and delivered services in response to the outcomes established are known as outputs. They are tangible results that can be shared with the local community and other stakeholders, and often deliver direct support to the heritage, to communities and to stakeholders. They come together to contribute to the achievement of outcomes, the overall objectives of the management system.

ID	Project title	Outputs
1	'I portici delle meraviglie' – a children's guide to the porticoes of Bologna	1 Guidebook edited and published
		2 public events
		2 guided tours
2	Informative publication about the Porticoes	1 Guidebook edited and published
		2 public events
3	Programme of events in support of the UNESCO application	15 public events
		1000 participants reached (in total)
4	The UNESCO system and the nomination of Bologna's porticoes as a World Heritage Site	1 report about UNESCO legal system available
		30 students/year aware of the UNESCO legal system
5	Lions for UNESCO	1 Photo competition realized
		1 Degree award in socio-cultural subjects awarded
		2 meetings/conferences about the historical, socio-cultural and urban aspects of the Portici held
		1 Photographic survey realized
		3 guided tours organized



		1 component of the porticoes adopted and safeguarded from graphic vandalism
6	'Bologna. Sotto il segno dei portici' - Ivan Dimitrov Art exhibition	1 exhibition organized and open to the public
		2 guided tours organized
		2 conferences and events organized
7	3D modelling and HBIM of Bologna porticoes	12 components of the core zone modelled
		3 models implemented with HBIM
8	Artplace Museum 4 Portici di Bologna	12 beacons installed
		1000 app users
9	PorticoBello - facilitating Porticoes conservation	1 App developed and tested
		Conservation interventions realized in short times
		3 accessibility experiments realized
		3 public events organized
10	Fighting spray vandalism by the No Tag Saragozza Group	50 tags removed
		10 citizens involved
11	Augmented Portico	75 students (3 classes) involved
		3 interactive models realized
12	Redevelopment of the commercial units of the Treno district	2 units refurbished and open to the public
		100 citizens involved in social initiatives
13	ASPPI Porticoes project: pavement restoration	500 sqm of pavements renovated
		15 new worksites opened
14	Portico dei Servi seismic adaptation	Portico dei Servi renovated respecting safety measures
		New lighting installed
15	Portico of the Bologna Municipal theatre restoration	Portico renovated respecting safety measures
		New lighting installed
16	Incentives and public contributions to contrast graphic vandalism	80% of the allocated funds used for porticoes maintenance
		10 sections of porticoes cleaned
17	Palazzo Cipolla restoration	Portico renovated respecting safety measures
		Frescoes restored
18		Portico renovated respecting safety measures

	Structural restoration and conservation of the monumental portico of San Luca	Portico and decorations restored
19	Restoration of the Madonna del Borgo and porticoes as a set for new artistic productions	Madonna del Borgo restored
		>5 artists involved
		1 Exhibition opened to the public
20	Pedestrianization of Piazza Rossini	Square pedestrianized
		>60% of parking lots relocated
21	Street art in via del Borgo	>5 artists involved
		>5 artworks realized
22	Running competitions around the Porticoes	>500 participants to each competition
		2 running competitions realized every year
23	Speaking city	1 portico tract with experimental signalization
		>5 testers/users involved
24	Civic education program on legality and respect for urban decorum	1 lab realized
		1 tract of portico adopted by the students
		Various campaign materials produced and distributed (flyer, Manual of the citizen love, bookmarks and magnets, videos)
		2 urban happenings organized
25	Proximity Porticoes	>10 bottom-up proposals collected
		>1000 voters
		>50 citizens involved in each neighbourhood
26	Photographic relief of the internal façade of via Saragozza	>100 sqm of portico photographed and surveyed
		>30 students involved



6.d. Revision and improvement of the monitoring system

Developing potential improvements lies in identifying where the three elements and three processes of the management system are falling short and then taking corrective measures. Improvements can be made by monitoring heritage processes, assessing outputs and outcomes and by finally assessing the adequacy of the three elements. They may consist of small changes to existing components or have an external origin in the form of substantial reinforcement from secondary management systems.

The information derived from monitoring outputs and outcomes by means of indicators helps to define and prioritize future processes of the management system. It can also be the basis for making substantial improvements to some or all of the nine components of the management system.

As described in the Chapter 6 of the Nomination Format, the monitoring is first of all the moment of verification of the effectiveness of the conservation policies and management of the site with the aim to safeguard the OUV.

In order to make the monitoring program as operational as possible, it is important to work with two complementary tools:

- the monitoring program in the Nomination Format, featured by a close vision related to the good itself, its intrinsic characteristics and its OUV;
- the monitoring program in the Management Plan, in which the individual projects are evaluated.

The purpose of the monitoring is to analyze how the value of the site is maintained over time and how the various planned actions are able to meet the needs of protection and conservation of the value itself.

This "double-check" (in the Nomination Format and in the Management Plan) aims to provide updated data on the progress of strategies and on deviations from expectations, so as to allow the modification of any strategies, if necessary.

In addition, the monitoring plan aims to evaluate the trend of the resources present in the site so as to ensure its conservation and protection over time and to mitigate any negative impacts.

This chapter, therefore, aims to give an overall vision of the entire Monitoring structure to provide general indications that, in the subsequent refinement of the Monitoring Plan or in the revision of the same, provide a common path.

In fact, as explained, the different indicators identified allow answers to be obtained on the achievement of the objectives (therefore on the outcomes), but also on the results of the individual projects (therefore on the outputs) and finally also on how in general the asset management proceeds, and therefore whether or not one is maintaining the OUV.

Management systems aim at achieving outcomes through diverse actions developed in the form of outputs. To achieve outcomes and outputs effectively, the three elements and the three processes mentioned (planning, implementation, monitoring) should provide the necessary support.

Planning, implementation and monitoring are all important processes that often overlap in forming a continuous cycle that allows the management system to deliver results. The success of implementation and the effectiveness of monitoring strategies depend heavily on the investment made at the planning stage. At the same time, it is feedback from monitoring processes that can be the bedrock of good planning and leads to improvements in the management system and future practice.

So, if the first monitoring action to be implemented once the nomination procedure has been completed will be the definition of the "zero point" of all indicators, afterwards, it is necessary to provide for a data collection over time and a comparison of the performance achieved.

The improvements that have been considered since the beginning of the monitoring proposal are substantially of 3 types, linked to:

- i) time
- ii) relationships
- iii) priorities

i) First of all, the concept of "time" is very important, as it is a priority to have careful planning in time, not only to maintain the established terms, thanks to the amounts of data collected, but above all to allow the virtuous cycle to continue, as the only way to follow changes and tackle them at the same time

The proposed monitoring already takes this aspect into consideration and provides a collection and verification periodicity ranging from 1 to 2 years for every single indicator.

However, it is interesting to overlap a further evaluation, even in terms of simple check, every 2 years, to be able to assess the actual progress of the application of the Plan and not lose resources.

This over-schedule will ready us for the official Review of the plan (scheduled after 5 years from the nomination), having granted us the necessary breath so that the actions could have been effectively put into practice, carrying out 2 intermediate evaluations and allowing to detect important and useful elements for the subsequent revision.

ii) The "relational aspects" between the different parts of Nomination Format and Management Plan have already been underlined.

The concept of monitoring accompanies the various instruments and must necessarily use, but also provide, a common vision that takes into account all the elements examined, at all scales.

The proposed monitoring is now based on an assessment of all aspects (outcomes, outputs and processes) and relates them to each other, but it will be interesting to go further and therefore we will want to propose a close relationship also with the Periodic Report (PR).

The PR must be carried out every 6 years, with times slightly greater than the actual Revision of the MP (proposed here every 5 years), but can, and indeed must, give useful elements to an overall vision. Moreover, even if the periodic report has a self-assessment nature, its mandatory nature and the setting given by UNESCO makes it a useful and authoritative tool.

iii) The evaluation of the "priorities" is doubly important both in order to highlight any discrepancies with the real needs for the maintenance of the Good and to validate the strategies implemented.

The proposed monitoring takes into account the given prioritization of the actions and focuses on these. The information derived from monitoring outputs and outcomes by means of indicators helps to redefine and prioritize future processes of the management system.

We also want to underline that the evaluation of this aspect also passes through an important concept of available resources to achieve the result of the actions considered to be priorities. These resources must be human but above all economic resources.

When the results are not satisfactory the solution may be quite simple (for example, better deployment of resources). But if direct remedies are not possible in the short term, solutions might be found in other areas of the management system, thus forcing a deeper revision that should not and cannot depend only on the strategies initially proposed.