

## WHV – Storytellers of the Beauty 3

### Le Colline del Prosecco di Conegliano e Valdobbiadene, Italy

#### PROJECT DATES

Cultural property inscribed on the World Heritage List (2019)

01 May - 30 November 2025

**THE SITE** - Located in north-eastern Italy, the property includes part of the winegrowing landscape of the Prosecco wine production area. The landscape is characterized by ‘hogback’ hills, *ciglion*i – small plots of vines on narrow grassy terraces – forests, small villages and farmland. For centuries, this rugged terrain has been shaped and adapted by man. Since the 17th century, the use of *ciglion*i has created a particular chequerboard landscape consisting of rows of vines parallel and vertical to the slopes. In the 19th century, the *bellussera* technique of training the vines contributed to the aesthetic characteristics of the landscape.

**OBJECTIVES** - Following the success of the first edition of the project in 2023, the Associazione Per il Patrimonio delle Colline del Prosecco di Conegliano e Valdobbiadene will organise volunteers trainings and workshops with the aim of raising a new generation of ‘Storytellers of the Beauty’ educated to protect World Heritage.

**ACTIVITIES** - Young people will learn about the attributes that make the heritage of the Colline unique and will experience the work of the winemakers who have been protecting the territory for many years. Trained volunteers will be able to tell the story and importance of different elements linked to the site, from agriculture to sustainable tourism and mobility, waste management, knowledge of typical and traditional products and promotion of the territory, as future guardians of the Beauty of the Colline.

**PARTNERS** - Veneto Region, Treviso Province, Municipalities of the area of the World Heritage Site, Consortium for the Protection of Prosecco Superiore D.O.C.G., Chamber of Commerce, Coldiretti Treviso and its associated farms and wine producers; Airbnb.

**Associazione Per il Patrimonio delle Colline del Prosecco  
di Conegliano e Valdobbiadene**

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