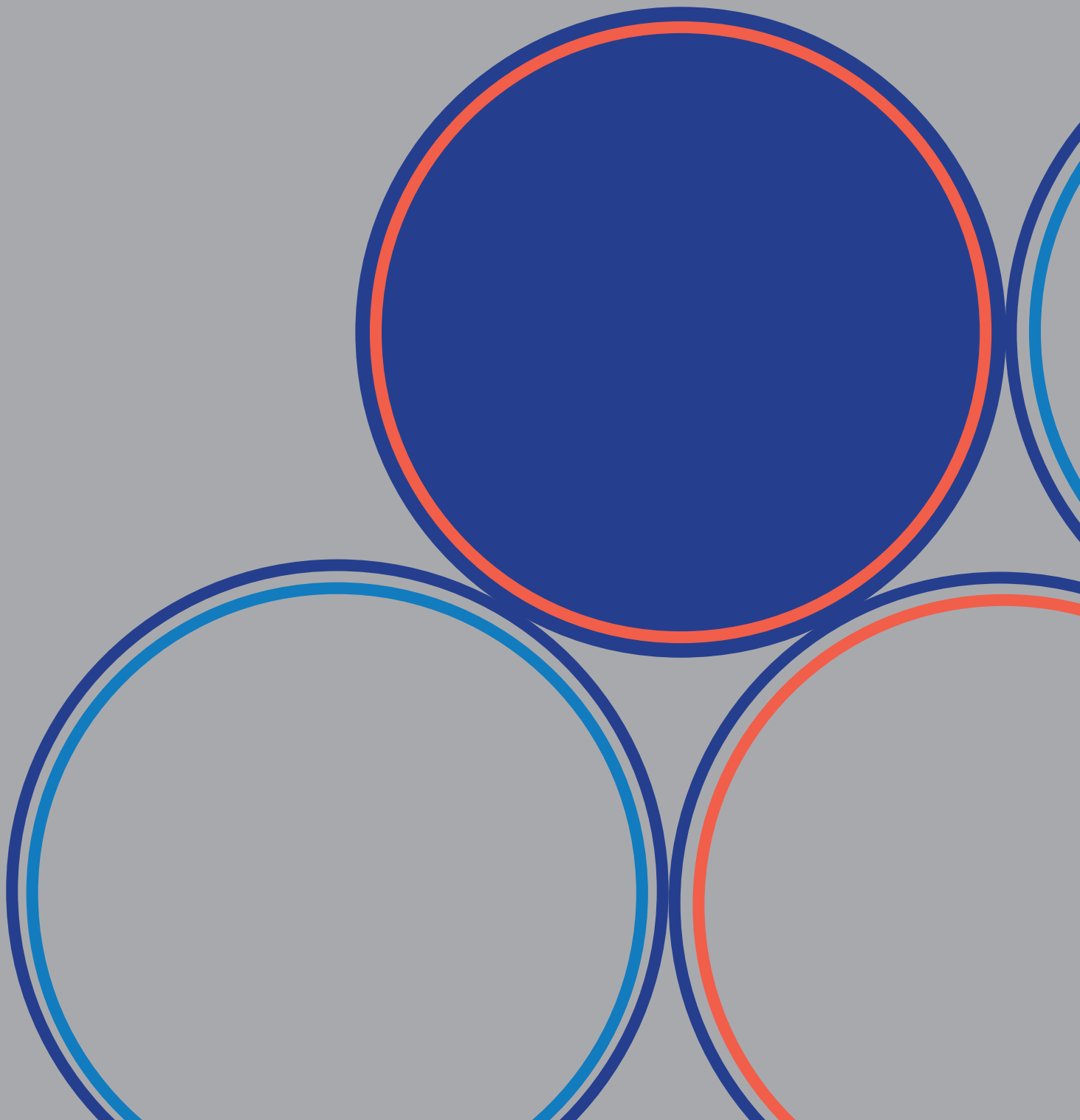


# MONITORING OF THE MANAGEMENT PLAN OF THE HISTORIC CENTRE OF FLORENCE

'24

UNESCO WORLD HERITAGE







**Centro Storico di Firenze**



**unesco**

World Heritage site

The Management Plan of the Historic Centre of Florence was approved by the City Council through resolution Number 670 of 30/12/2021.

Il Monitoraggio del Piano di Gestione del Centro Storico di Firenze è stato approvato dalla Giunta Comunale con delibera n. 651 del 19/12/2023.

**Municipality of Florence**

Deputy Director-General of the Municipality of Florence  
**Lucia Bartoli**

Head of the Department of Culture and Sports  
**Gabriella Farsi**

Head of the Florence World Heritage and Relations with UNESCO Office and Site Manager of the Historic Centre of Florence  
**Carlo Francini**

**HeRe\_Lab - Heritage and Research**

Head of the Department of Architecture | DIDA  
of the University of Florence | UNIFI  
**Giuseppe De Luca**

Scientific Coordinator for the Municipality of Florence  
**Carlo Francini**

*Document edited by Carlo Francini*

*Research for the Monitoring of the Management Plan and texts by:*

**Marta Conte**, Co-joint Lab HeRe\_Lab - Heritage and Research  
**Elisa Fallani**, Co-joint Lab HeRe\_Lab - Heritage and Research  
**Carlo Francini**, Head of the Florence World Heritage and Relations with UNESCO Office  
**Martina Franco**, Co-joint Lab HeRe\_Lab - Heritage and Research  
**Emma Furlan**, University of Florence, Ph.D in Sustainable Development and Climate Change  
**Valentina Ippolito**, Florence World Heritage and Relations with UNESCO Office  
**Alessia Montacchini**, Co-joint Lab HeRe\_Lab - Heritage and Research  
**Lorenza Racano**, Florence World Heritage and Relations with UNESCO Office  
**Loredana Rita Scuto**, IUCN  
**Tatiana Rozochkina**, Co-joint Lab HeRe\_Lab - Heritage and Research  
**Gaia Vannucci**, Co-joint Lab HeRe\_Lab - Heritage and Research

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International Crafts Exhibition - MIDA

*design and layout*  
**didacommunicationlab**  
Department of Architecture  
University of Florence

Vanessa Staccioli



**didapress**  
Department of Architecture  
University of Florence  
via della Mattonaia, 8 Florence 50121

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# MONITORING OF THE MANAGEMENT PLAN OF THE HISTORIC CENTRE OF FLORENCE

UNESCO WORLD HERITAGE



**2024**



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# MONITORING THE MANAGEMENT PLAN

**Carlo Francini** | Florence World Heritage and Relations with UNESCO Office of the Municipality of Florence

Knowing, safeguarding, enhancing, managing and monitoring constitute the project actions through which the Management Plan of the Historic Centre of Florence intends to preserve the Outstanding Universal Value of the site, steering the lines of intervention towards its broader and comprehensive heritage, which results from the combination of both its material and intangible heritage. The latest Management Plan, which was updated in 2022, structured the Action Plan and laid the foundations for the Third Monitoring process, useful, on the one hand, for assessing the progress of the selected projects and, on the other, for evaluating the effectiveness of the management model implemented and its influence throughout the territory at large. The implementation of a systematic and well-structured monitoring process has, on the whole, produced positive results, while also stimulating a reflection on the soundness of the Action Plan and on the structure of a sustainable governance, which is necessary for the identification of shared and feasible strategies, and therefore based on the construction of a network of responsible parties committed to making the projects selected in the Management Plan truly operational.

Based on this premise, the process of recognising the heritage values of the Historic Centre of Florence - inspired by the 1972 UNESCO Convention - has influenced the city administration's own strategic policies. The Management Plan has increasingly developed into a guiding instrument capable of aligning municipal policies and regulations, in view of an innovative application of an integrated planning process which transversally involves areas such as urban planning, mobility, tourism and trade. The Florentine experience continues to spearhead the use of participative and engagement models, thus consolidating the existing relationships with the many actors involved from the local and national cultural scenes, and establishing new dialogues with the entities responsible for the management of specific components of the site, such as the heritage of religious interest.

It is our hope that the progress achieved so far, which to a certain extent can be appreciated from the reading of this report, and is the result of a great collective and collaborative effort, may represent an inspiring approach in view of future planning guidelines for the design of a comprehensive policy aimed at the preservation and enhancing of our heritage, as well as of an increasingly conscious involvement of the community, which is the ultimate holder and custodian of the cultural values of Florence World Heritage.

The gathering of the data required for the monitoring process involved the entire work group and I wish to thank in particular Marta Conte and Loredana Rita Scuto for their dedication.

## ABBREVIATIONS

**AIGU** Italian Youth Association for UNESCO  
**AP** Action Plan  
**CIPE** Inter-ministerial Economic Planning Committee  
**DIDA** Department of Architecture, University of Florence  
**DISEI** Department of Economics and Management, University of Florence  
**ERP** Public Residential Housing Programme  
**ERS** Social Housing  
**GIS** Geographic Information System  
**HeRe\_Lab** – Heritage Research Co-Joint Lab between the University of Florence and Municipality of Florence  
**HIA** Heritage Impact Assessment  
**HUL** Historic Urban Landscape  
**ICCROM** International Centre for the Study of the Preservation and Restoration of Cultural Property  
**ICOMOS** International Council on Monuments and Sites  
**ITS** Intelligent Transportation Systems  
**IUCN** International Union for Conservation of Nature  
**L 77/2006** Law No. 77 of February 20, 2006 "Special measures for the protection and usage of Italian sites of cultural, landscape and environmental interest, included in the 'World Heritage List', protected by UNESCO"  
**LPT** Local Public Transport  
**MiC** Ministry of Culture  
**MP** Management Plan  
**NAFSA** Association of International Educators  
**NTA** Technical Implementation Regulations  
**OG** Operational Guidelines  
**OP** Municipal Operational Plan  
**OUV** Outstanding Universal Value  
**PAESC** Energy and Climate Action Plan  
**PGA** Water Management Plan  
**PGRA** Flood Risk Management Plan  
**PNRR** National Recovery and Resilience Plan  
**PUC** Sanctioned Unitary Project  
**PUMS** Urban Plan for Sustainable Mobility  
**RA** River Agreement  
**SABAP** Superintendence for Archaeology, Fine Arts and Landscape of the Metropolitan City of Florence and the Provinces of Pistoia and Prato  
**SAGAS** Department of History, Archaeology, Geography, Arts and Performing Arts, University of Florence  
**SDGs** Sustainable Development Goals  
**SEA** Strategic Environmental Assessment  
**SP** Structural Plan  
**TA** Transformation area  
**UNESCO** United Nations Educational, Scientific and Cultural Organization  
**UNIFI** University of Florence  
**UR** Urban Planning Regulations  
**WHC** World Heritage Centre  
**WHS** World Heritage Site  
**ZTL** Limited Traffic Zone

## SUSTAINABLE DEVELOPMENT GOALS/SDGS

- 01** Goal 1 **No poverty**
- 02** Goal 2 **Zero hunger**
- 03** Goal 3 **Good health and well-being**
- 04** Goal 4 **Quality education**
- 05** Goal 5 **Gender equality**
- 06** Goal 6 **Clean water and sanitation**
- 07** Goal 7 **Affordable and clean energy**
- 08** Goal 8 **Decent work and economic growth**
- 09** Goal 9 **Industry, innovation and infrastructure**
- 10** Goal 10 **Reduce inequalities**
- 11** Goal 11 **Sustainable cities and communities**
- 12** Goal 12 **Responsible consumption and production**
- 13** Goal 13 **Climate Action**
- 14** Goal 14 **Life below water**
- 15** Goal 15 **Life on land**
- 16** Goal 16 **Peace, justice and strong institutions**
- 17** Goal 17 **Partnership for the goals**

INTRODUCTION  
TO THE WORLD  
HERITAGE SITE  
HISTORIC CENTRE  
OF FLORENCE



# SITE SUMMARY INFORMATION SHEET

number of reference

**174ter**

date of inscription

**17.12.1982**

inscription criteria

**I, II, III, IV, VI**

latitude

**N43 46 23.016**

longitude

**E11 15 21.996**

core zone

**532 ha**

buffer zone

**10,453 ha**

residents in  
the historic centre  
september 2021

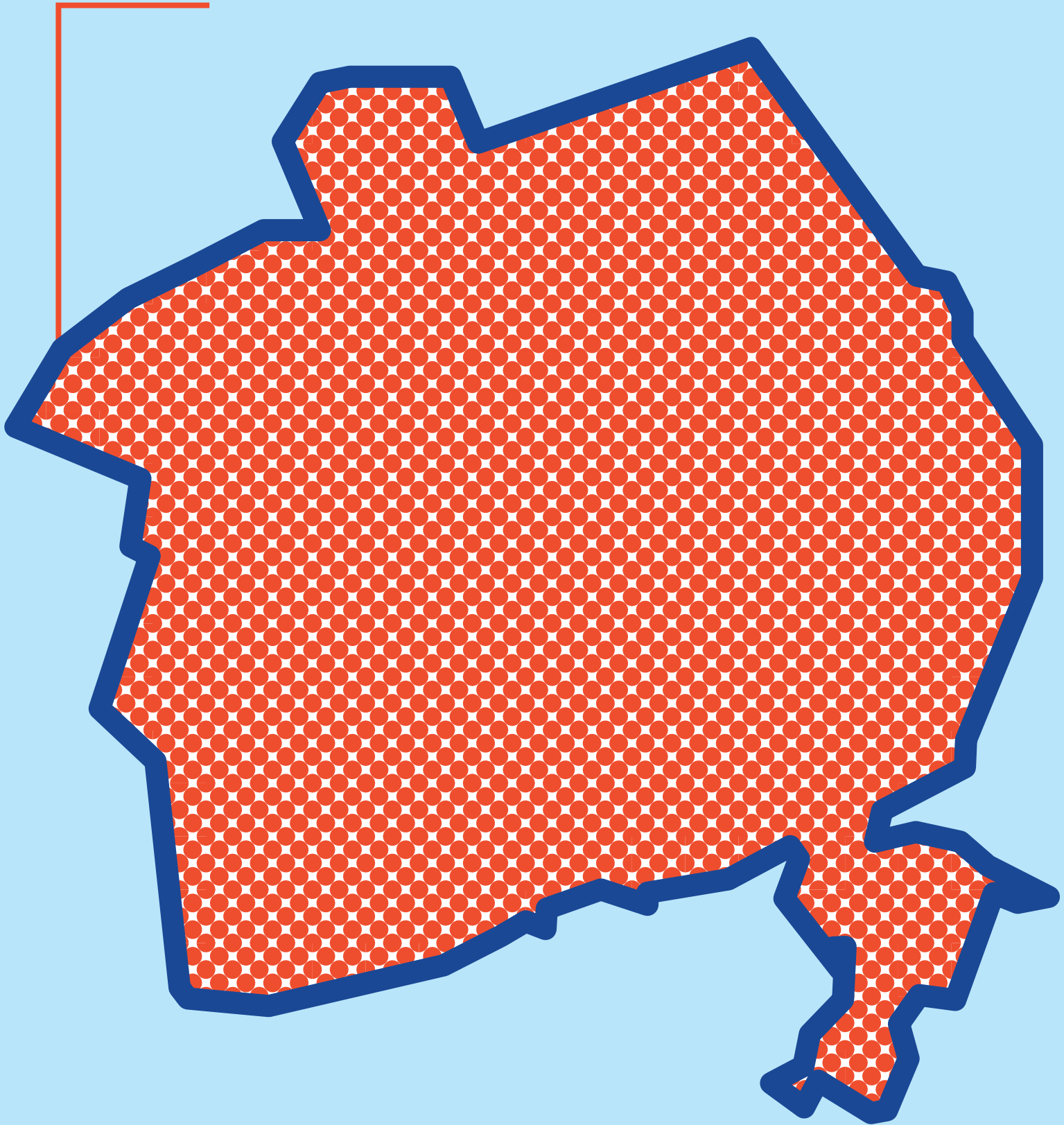
**65.151**

residents in  
the municipality of florence  
september 2021

**366.427**

# Historic Center of Florence

UNESCO World Heritage



## Florence World Heritage: the Outstanding Universal Value

The inscription of a site on the World Heritage List not only sanctions the recognition of its importance, but also establishes a responsibility towards a heritage that is no longer to be considered as belonging merely to the local and national levels, but has become global, in other words belonging to the whole of humanity, and involving past, present and future generations. At the same time, this inscription is a valuable opportunity for reflecting on and analysing the opportunities for a form of development that is capable of involving local resources in a series of integrated actions regarding protection, preservation and cultural and economic enhancement. This precious recognition highlights the uniqueness of the site and its outstanding value on a global level, and consequently the entire international community has a responsibility to participate in its safeguarding.

The fundamental document for the protection of the properties inscribed on the World Heritage List is the *Convention Concerning the Protection of the World Cultural and Natural Heritage*, adopted on November 16, 1972, according to which each of the States Parties to the Convention assumes the obligation, detailed in art. 4, to ensure the identification, protection, preservation, enhancement and transmission to future generations of the cultural and natural heritage located in its territory.

The international, national, and above all the local communities are called upon to defend the Outstanding Universal Value of World Heritage properties, in the awareness that their diminution/damage/destruction is a very serious loss for the whole of humanity. It is essential to understand the values that are the basis of UNESCO itself, which was established on November 16, 1945 and called, as stated in the first article of its Constitution, to “contribute to peace and security by promoting cooperation among the nations through education, science and culture [...] and that in order to achieve this purpose the organisation will maintain, increase and diffuse knowledge to ensure the preservation and protection of the world’s inheritance of books, works of art and monuments of history and science”.

The *Operational Guidelines for the implementation of the World Heritage Convention* constitute a useful tool for the practical implementation of the World Heritage Convention. First established in 1977, the Operational Guidelines are periodically updated: the text currently in force dates back to July 2019.

The *Statement of Outstanding Universal Value* represents the reasons behind the inscription of every property/site on the List, and is the reference for developing the Management Plan. The document includes: a brief description of the site, the selection criteria, the declaration of integrity and authenticity, as well as the methods for the management and protection of the heritage. In fact, for a property/site to be inscribed on the World Heritage List, it is necessary that it presents Outstanding Universal Value.

### OUTSTANDING UNIVERSAL VALUE

An Outstanding Universal Value (OUV) is defined in Article 49 of the *Operational Guidelines* as a “cultural and/or natural significance that is so outstanding that it transcends national boundaries and is of common importance to present and future generations of all humanity. As such, the permanent safeguarding of this heritage is of the utmost importance for the international community as a whole” (UNESCO, 2019).

Interpreting and communicating the Outstanding Universal Value is central to the implementation of the *World Heritage Convention*. Furthermore, it is important to understand that the notion of Outstanding Universal Value is not a static one, but must constantly adapt to changes in the context in which the site is located, especially in cases such as that of the Historic Centre of Florence, a city that has a living human fabric and is constantly changing. The challenge, in fact, is to maintain a balance between tradition and development within the stratified urban context.

For an asset to be considered as having Outstanding Universal Value, it must:

- satisfy one or more selection criteria;
- satisfy conditions of Integrity and Authenticity;
- have an adequate system of protection and management in order to ensure its safeguarding.

### THE WORLD HERITAGE SELECTION CRITERIA

**Criterion I** - to represent a masterpiece of human creative genius;

**Criterion II** - to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;

**Criterion III** - to bear a unique or at least exceptional testimony to a cultural tradition or to a civilisation which is living or which has disappeared;

**Criterion IV** - to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;

**Criterion V** - to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;

**Criterion VI** - to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance;

**Criterion VII** - to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;

**Criterion VIII** - to be outstanding examples representing major stages of earth’s history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;

**Criterion IX** - to be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and

marine ecosystems and communities of plants and animals;

**Criterion X** - to contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

### Integrity

Integrity measures the extent to which the natural and/or cultural heritage and its attributes is complete and intact. The condition of integrity is based on three elements:

- that the site include all the necessary elements for expressing its Outstanding Universal Value;
- that the site be of adequate size for ensuring the full representation of its features and of the processes that transmit the meaning of the property;
- that the site be free from the negative effects of development and/or negligence.

The concept of Integrity is defined in detail in paragraphs 87-95 of the *Operational Guidelines*.

### Authenticity

Authenticity can be construed as the requirement of credibility/genuineness, in other words, the inscribed site should truly be what it claims to be. The degree to which sources of information regarding the value of the site are accepted as credible or truthful. Cultural heritage must first be considered and evaluated within the cultural context to which it belongs. The full concept of Authenticity is detailed in paragraphs 79-86 of the *Operational Guidelines*, among which §82 indicates a number of possible varieties of attributes that can express the Authenticity of a World Heritage site:

- form and design;
- materials and substances;
- use and function;
- traditions and techniques;
- position and setting;
- language and other forms of intangible heritage;
- spirit and feeling;
- other internal and external factors.

## STATEMENT OF OUTSTANDING UNIVERSAL VALUE OF THE HISTORIC CENTRE OF FLORENCE

On the occasion of the 6th session of the World Heritage Committee, which was held in Paris at UNESCO Headquarters on December 17, 1982, the Historic Centre of Florence was included in the World Heritage List (in chronological order, 4th Italian site and 174th site on the World Heritage List). The Italian Government, on April 14th 1981, had presented to UNESCO, through the Ambassador of the Permanent Delegation of Italy to UNESCO, Guglielmo Folchi, the Nomination Dossier of the Historic Centre of Florence, prepared in accordance with the rules established by the World Heritage Convention. ICOMOS (International Council of Monuments and Sites), which is the Advisory Body in charge of evaluating the concrete possibility of inscribing the Florentine site, drew up, in December 1981 and on the basis of the six cultural criteria provided in the context of the World Heritage Convention, a report in which it listed the justification for the inscription and identified with rigorous precision the selection criteria (five criteria: I, II, III, IV, VI). The Florence World Heritage and Relations with UNESCO Office of the Municipality of Florence was given the task of reviewing and commenting on the annotations made in 2012 by the Advisory Bodies (ICOMOS, ICCROM and IUCN) to the *Statement of Outstanding Universal Value*, revising and updating it to the new format. In 2014, at its 38th session in Doha, Qatar, the World Heritage Committee reviewed the document and adopted the submitted *Retrospective of the Outstanding Universal Value* (WHC-14/38 COM/8E), thereby accepting the new OUV of the Historic Centre of Florence. Below is the official text of the 2014 Retrospective of Outstanding Universal Value, including a brief summary of the inscribed site, its conditions of Integrity and Authenticity, and the System of Protection and Management.

### Brief summary

Florence was built on the site of an Etruscan settlement and the later ancient Roman colony of Florentia (founded in 59 BC). This Tuscan city became a symbol of the Renaissance during the early Medici period (between the 15th and the 16th centuries), reaching extraordinary levels of economic and cultural development. The present historic centre covers 532 ha and is bounded by the remains of the city's 14th and 16th century walls. These walls are represented by surviving gates, towers, and the two Medici strongholds: that of Saint John the Baptist in the north, popularly known as "da Basso", and the Fort of San Giorgio del Belvedere located amongst the hills of the south side. The Arno River runs east and west through the city and a series of bridges connects its two banks including Ponte Vecchio and Ponte Santa Trinita.

Seven hundred years of cultural and artistic blooming are tangible today in the 14th-century Cathedral of Santa Maria del Fiore, the Church of Santa Croce, the Palazzo Vecchio, the Uffizi gallery, and the Palazzo Pitti. The city's history is further evident in the artistic works of great masters such as Giotto, Brunelleschi, Botticelli and Michelangelo.

The Historic Centre of Florence can be perceived as a unique social and urban achievement, the result of persistent and long-lasting creativity, which includes museums, churches, buildings and artworks of immeasurable worth. Florence had an overwhelming influence on the development of architecture and the fine arts, first in Italy, and then in Europe. It is within the context of Florence that the concept of the Renaissance came to be. This heritage bestows upon Florence unique historical and aesthetic qualities.

### **Inscription criteria**

**Criterion I** - The urban complex of Florence is in itself a unique artistic realization, an absolute chef-d'œuvre, the fruit of continuous creation over more than six centuries. In addition to its museums (the Archaeological Museum, Uffizi, Bargello, Pitti, Galleria dell'Accademia), the greatest concentration of universally renowned works of art in the world is found here – the Cathedral of Santa Maria del Fiore, the Baptistery and the Campanile of Giotto, Piazza della Signoria dominated by Palazzo Vecchio and the Palazzo Uffizi, San Lorenzo, Santa Maria Novella, Santa Croce and the Pazzi chapel, Santo Spirito, San Miniato, and the Convent of San Marco which houses paintings of Fra Angelico.

**Criterion II** - Since the Quattrocento, Florence has exerted a predominant influence on the development of architecture and the monumental arts – first in Italy, and throughout Europe: the artistic principles of the Renaissance were defined there from the beginning of the 15th century by Brunelleschi, Donatello and Masaccio. It was in the Florentine milieu that two universal geniuses of the arts – Leonardo da Vinci and Michelangelo – were formed and asserted.

**Criterion III** - The Historic Centre of Florence attests in an exceptional manner, and by its unique coherence, to its power as a merchant-city of the Middle Ages and of the Renaissance. From its past, Florence had preserved entire streets, fortified palaces (Palazzo Spini, Palazzo del Podestà, Palazzo della Signoria), lodges (Loggia del Bigallo, Loggia dei Lanzi, Loggia degli Innocenti and del Mercato Nuovo), fountains, a marvellous 14th-century bridge lined with shops, the Ponte Vecchio. Various trades, organized into prosperous arts have left several monuments such as the Or San Michele.

**Criterion IV** - Florence, a first-rate economic and political power in Europe from the 14th to the 17th century, was covered during that period with prestigious buildings which translated the munificence of the bankers and the princes: Palazzo Rucellai, Palazzo Strozzi, Palazzo Gondi, Palazzo Riccardi-Medici, Palazzo Pandolfini, Palazzo Pitti and the Boboli Gardens – as well as the sacristy of San Lorenzo, the funerary chapel of the Medici, and the Biblioteca Laurenziana and others.

**Criterion VI** - Florence is materially associated with events of universal importance. It was in the milieu of the Neo-Platonic Academia that the concept of the Renaissance was forged. Florence is the birthplace of modern humanism inspired by Landino, Marsilio Ficino, Pico della Mirandola and others.

**Integrity** - The Historic Centre of Florence comprises all the elements necessary to express its Outstanding Universal Value. Surrounded by Arnolfian walls that date to the 14th centu-

ry, the city includes the “quadrilatero romano,” which is made up of the present Piazza della Repubblica, the narrow, cobblestone streets of the medieval city, and the Renaissance city.

The urban environment of the historic centre remains almost untouched and the surrounding hills provide a perfect harmonious backdrop. This landscape maintains its Tuscan features, adding to its value.

Many of the threats to the historic centre relate to the impact of mass tourism, such as urban traffic air pollution, and of the decreasing number of residents. Natural disasters, specifically the risk of floods, have been identified as a threat to the cultural heritage and landscape. The 2006 Management Plan addresses this concern by defining emergency measures to be taken in the case of flooding.

**Authenticity** - The setting of Florence, surrounded by the Tuscan hills and bisected by the Arno River, has remained unchanged throughout the centuries. Florentines, aware of their own architectural past, have been able to preserve original building techniques with traditional building materials such as “pietra forte”, “pietra serena”, plasterwork, and frescoes. The Historic Centre of Florence has safeguarded its distinguishing characteristics, both in terms of building volume and decorations. The city has respected its medieval roots such as its urban form with narrow alleyways, and its Renaissance identity, exemplified by Palazzo Pitti's imposing structure. These values are still appreciable within the historic centre, notwithstanding the 19th-century transformations undertaken during the period in which Florence served as the capital of Italy.

Unique Florentine handicraft and traditional shops in the historic centre are a concrete testimonial to the local past. Thus, they guarantee continuity for an outstanding tradition perpetuating the historical image of the city.

### **Protection and management requirements**

The components of the property within its 532 ha boundary are under various private, religious, and public ownership and subject to a number of measures for their protection. National provisions provide for the protection and preservation of cultural heritage (D.lgs 42/2004), which regulates on behalf of the “Ministero dei Beni e delle Attività Culturali e del Turismo” all actions that may affect the cultural heritage of the site.

Since 2006, the Historic Centre of Florence has a Management Plan in place naming the Municipality of Florence as the party responsible for the World Heritage property.

Moreover, within the city's Master Plan, Florence has put in place a tool for urban planning which identifies the historic centre as a place of cultural and environmental concern. In this area, only conservation and restoration practices are put into action. In particular the Structural Plan outlines the strategies and innovations identified for the city's future: it foresees an improvement to living conditions for residents, improvements to tourism, and initiatives to increase awareness of the historic centre as a World Heritage property. Associated with this initiative is a building policy which controls activities in the historic centre.

The Municipality, as the party responsible for the site, has created an ad hoc office responsible for the Management Plan and



to carry out tasks for the site's conservation and development. The office identifies and develops the guidelines with other managing parties, plans the shared actions, and supervises the progress of the projects.

The Management Plan works to safeguard and conserve the urban structure and to maintain and increase the relationship between the traditional social-economic practices and the cultural heritage of the city (UNESCO World Heritage Centre, 2014).

## The Territory: Core Zone and Buffer Zone

### CORE ZONE: THE INSCRIBED TERRITORY

The territory of the *Core Zone* inscribed on the World Heritage List since 1982 is the Historic Centre of Florence, traditionally identified with the area included within the ring that corresponds to the system of 14<sup>th</sup> century walls, most of which was demolished during the 19<sup>th</sup> century. The expansion of this perimeter toward the hills to the south-east of the Historic Centre of Florence was approved in 2021, so as to include the complex of San Miniato al Monte and the surrounding area, connecting it to the original perimeter, and thus bringing the total extension of the site to 532 hectares.

The site at its central point is located at the following geographic coordinates: LATITUDE N43 46 23.016 LONGITUDE E11 15 21.996.

### BUFFER ZONE

At the time of the site's inscription, no Buffer Zone was proposed, in other words an area surrounding the Core Zone of a World Heritage site that is intended to provide a higher level of protection to the property. From the *Vienna Memorandum* (2005) onwards, however, the management of the integrity of the urban outline is considered a priority. Taking into account the continuous expansion of the contemporary city and the increasing pressure to which the historic area can be exposed, the City of Florence has promoted and developed a study together with the University of Florence, aimed at determining the Buffer Zone for the Historic Centre of Florence. This research was undertaken in accordance with three main lines of approach:

- the survey of the public and panoramic viewpoints on the surrounding hills and from which the Historic Centre can be seen;
- the identification of the requirements for the protection of the inscribed site;
- the definition of strategic projects/plans for promotion and communication aimed at supporting the qualifying features of the inscribed asset.

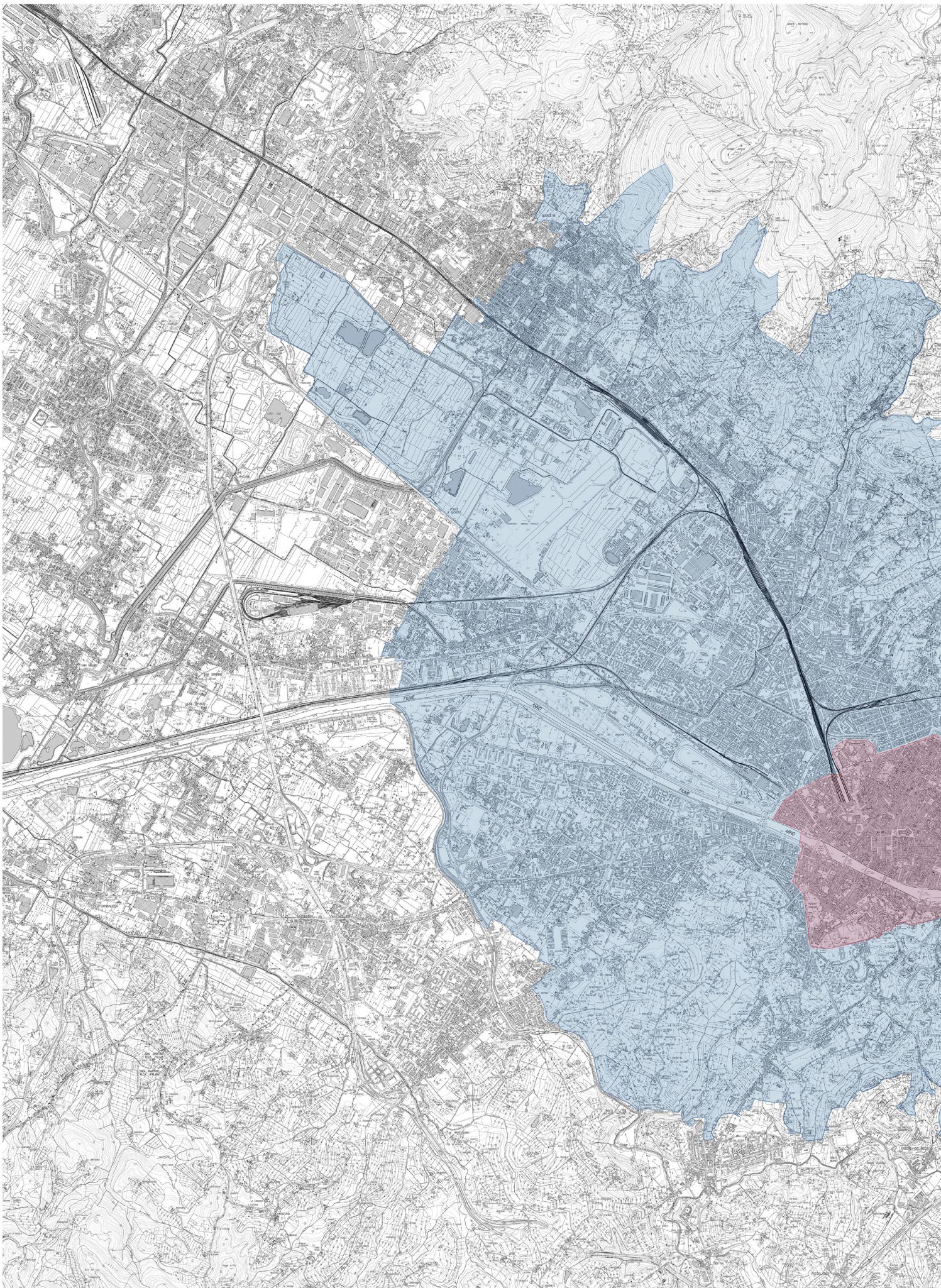
Furthermore, the study was based on an analysis developed on various levels that considered, on a regional scale, the wider settlement system of historic centres, to which Florence belongs; on a provincial scale, the city's great number of panoramic viewpoints; and on a municipal scale, the city's skyline and the different levels of historical interest and of cultural re-



lations between the components of the inscribed property and of the property within its context.

The determination of the site's Buffer Zone was carried out by reprocessing the data derived from the survey and the cataloguing of the panoramic viewpoints and from the superimposition of various levels of protection (areas with landscape restrictions, listed buildings, areas of archaeological interest, parks, green areas of particular value, minor historical centres, rivers, etc.). The Buffer Zone was approved by the World Heritage Committee on July 6, 2015, on the occasion of its 39<sup>th</sup> session that took place in Bonn, through Decision 39 COM 8B.441. It was then implemented by the Structural Plan (Regional Law 65/2014, art. 30), approved on April 2, 2015, following the variation of the said Plan of March 18, 2019, through resolution no. 2019/C/00018 published in the Official Bulletin of the Tuscan Regional Authority (BURT) no. 24, Part II. It covered an area of 10.480 hectares – after the approval of the *Minor Boundary Modification* of the core zone the total became 10.453 hectares – and includes the hills around the city of Florence, to the north, south and east, as well as the plain to the northwest. The area involves parts of the territories of four municipalities: Florence, Sesto Fiorentino, Fiesole and Bagno a Ripoli. When the site was inscribed on the World Heritage List in 1982, the property included the city's Historic Centre and the area located on the opposite bank of the Arno River, enclosed within the ancient 14<sup>th</sup> century walls.

In terms of urban planning, new forms of protection were introduced and implemented with the second medium-term variant of the Structural Plan and of the Urban Regulations – approved by the City Council through Resolution Number of DCC Number 2020/C/00007 of 15 April, 2020, and entered into effect on 13 May, 2020, with the publication of the relevant notification in the Official Bulletin of the Tuscan Regional Authority Number 20, part II - in the areas identified as the Core Zone and the Buffer Zone of the Historic Centre of Florence, with a specific regulation that safeguards the Outstanding Universal Value of the site and protects the panoramic views from and towards the historic centre.



672000

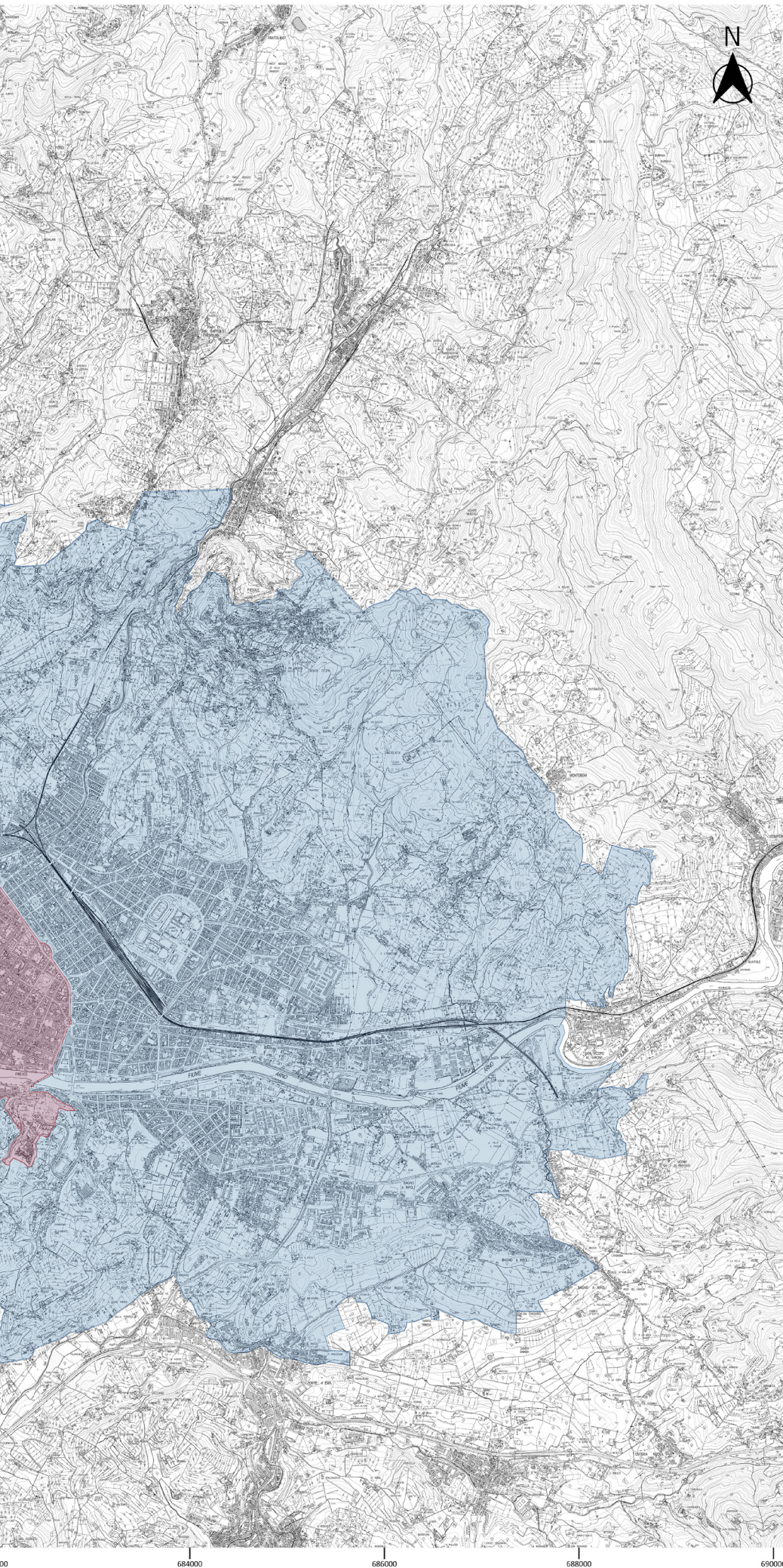
674000

676000

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680000

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IT 174





Iscrizione 1982  
Inscription 1982

### Historical Centre of Florence



### LEGEND

 Area of the World Heritage Property

 Buffer zone of the World Heritage Property

### Surface in hectares

Core Zone:  
532 Ha

Buffer Zone:  
10.453 Ha

### Site coordinates

Latitude:  
N43 46 23.016

Longitude:  
E11 15 21.996

Scale:  
1 : 20.000

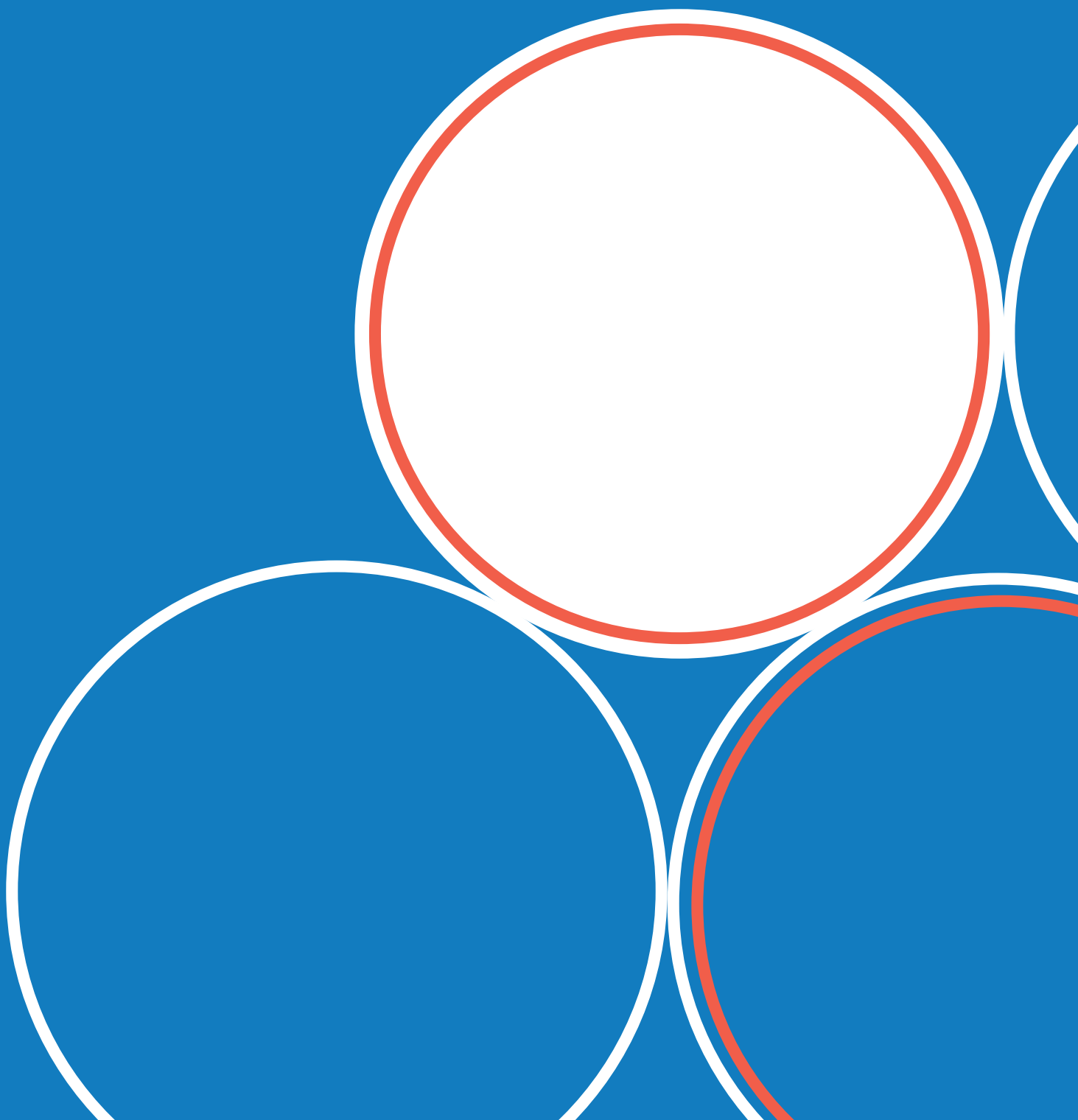
2022

SR:  
EPSG:32632-VGS84/UTM Zone 32 N





# THE MONITORING OF THE MANAGEMENT PLAN



## 1.1

### The Management Plan of the Historic Centre of Florence

The Management Plan of the Historic Centre of Florence aims to ensure the sustainable and participative management of the World Heritage site with the purpose of preserving its Outstanding Universal Value (OUV) over time. Its first version was drafted in 2006 shortly after the creation of the UNESCO Office of the Municipality of Florence (currently known as the "Florence World Heritage and Relations with UNESCO Office") and has been regarded since its inception as an innovative tool, considering in particular the absence of effective management bodies in most Italian sites at the time.

The Plan was updated in 2016 and presented a clear and well-defined programme which included not only the data gathered during the Second Cycle of Periodic Reporting, compiled in February, 2014, and presented in accordance with article 29 of the 1972 Convention and of the Retrospective Statement of Outstanding Universal Value issued on that same year (revision of the Declaration of Outstanding Universal Value), but also the innovations introduced to the field of World Heritage. This document included a new Buffer Zone for the site, increased focus on intangible heritage, updated Vision and Mission statements, citizen participation initiatives and an Action Plan based on measurable indicators.

The latest update, carried out with the technical and scientific support of the HeRe\_Lab - Heritage Research, dates back to the year 2022. As in previous versions, the current Management Plan is not intended merely as a territorial technical analysis document, but rather as a guiding tool that is useful for the local community as well. In fact, the text addresses issues such as the management of tourist flows, the liveability of places for residents, infrastructure and mobility systems, the environmental heritage and climate change, which, in particular, could be harmful to the state of conservation of properties. Both the Plan and the strategic lines were determined, in turn, by the 17 Sustainable Development Goals (SDGs), which consider the site not as a static asset to be preserved, but rather as a dynamic context which is open to change and focused on the well-being of its citizens. The latest AP consists of 30 strategic projects, each of which uses a specific structure tailored to its objectives.

## 1.2

### The Monitoring of Management Plans for World Heritage sites

At the basis of this constant monitoring process is the need to ensure the effectiveness of the proposed actions for the preservation and enhancement of UNESCO sites. Each office, leveraging specific competences, must carry out this monitoring within the territory in which it operates and the coordinated strategic projects it promotes.

The main goal of the monitoring process is thus to enable institutions that manage World Heritage site to assess the overall progress of the project activities undertaken and to promptly address any critical issues that may emerge during their execution. This involves a systematic and constant assessment of the results achieved through the implementation of the Management Plan, including periodic data collection regarding progress or deviations from expected results, so as to make it possible to rectify any errors committed during the planning stage and, if necessary, to modify the strategic guidelines themselves.

The data collected during the Monitoring process can at the same time provide interesting and useful information for all the stakeholders involved, facilitating the dissemination of initial results and ensuing discussions on possible future scenarios.

The indicators identified for each individual strategy described within the AP play a key role in ensuring an accurate performance assessment. It is essential, especially during the first phase of implementation of the Management Plan, to establish qualitative-quantitative target values to be achieved for each intervention. These indicators must meet the following criteria:

- **COHERENCE** concerning the specific goals of the Plan;
- **RELIABILITY** the information needed to calculate the indicators must be collected from an identifiable source and permit a correct and unambiguous reference to a type of intervention, in relation to its content and to the specific purposes to which it refers;
- **RELEVANCE** (ability of the indicator to interpret the goals of the intervention) and **EXHAUSTIVENESS** (adequate coverage of the various levels of analysis) regarding the content of the interventions and the functionality of the Monitoring process;
- **AVAILABILITY** of information to ensure a constant updating of data.

Correctly implemented, the monitoring process is thus the most appropriate tool for contributing to the preservation of the OUV of a World Heritage site and therefore also to ensure the safeguarding of the "authentic" components of both the tangible and intangible heritage.

## 1.3

### The Monitoring of the Management Plan of the Historic Centre of Florence

Since 2005, Florence has emerged as a hub of innovative ideas and strategies in the field of World Heritage. While the monitoring of listed heritage properties was still being debated at the international level, the Working and Management Group for the Historic Centre of Florence, coordinated by Site Manager Carlo Francini, had devised its first Monitoring system, to be carried out annually for a period of two years. The Florence World Heritage and Relations with UNESCO Office of the Municipality of Florence implemented monitoring systems for each of the three Management Plans for the World Heritage site, aimed at safeguarding its OUV.

After analysing national and international strategic documents, in 2018 the Municipality developed a update of the Monitoring process based on the 2016 Management Plan. The document, completed in 2018, included a series of project sheets which accurately presented:

- the description of each project, including their respective goals and expected results
- the list of coordinators and activities to be undertaken
- the monitoring indicators, the timeframe for pursuing the planned goals, and the reference budget.

Furthermore, a chart was produced for each project initiative, indicating achievements against the 17 Sustainable Development Goals, compliance with the 5Cs of the 1972 Convention, and the critical issues currently being addressed.

This work was recognised as an example of good practice by the UNESCO World Heritage Centre, and was presented in the World Heritage Canopy - Heritage Solutions for Sustainable Futures, a platform run by the World Heritage Centre (WHC) which showcases commendable strategies in the field of World Heritage. The Third Management Plan, as well as previous versions of the Plan, are available for reference on the Florence World Heritage website.

The 2022 update of the Management Plan generated a reflection on how to improve monitoring activities. The experience provided by previous monitoring cycles was in fact enhanced by the use of smart strategies for the preliminary collection of data and their subsequent assessment. Meanwhile, the need also emerged to carry out the monitoring on an annual basis so as to maximise stakeholder and citizen involvement.

**1** HeRe\_Lab is a Co-joint Lab established between the Florence World Heritage and Relations with UNESCO Office of the Municipality of Florence and the University of Florence. Coordinated by Giuseppe De Luca and Carlo Francini, HeRe\_Lab is a multidisciplinary team which carries out research activities focused on determining plans and projects for the protection, preservation and valorisation of the Outstanding Universal Value of World Heritage sites, while also identifying shared solutions for a conscious and sustainable management of cultural (tangible and intangible), natural and landscape assets. For further information, please visit the following link.

HeRe\_Lab has also been recognised as an example of good practice at both the national and international level: notably, in particular, in 2017 it received the appreciation of the UNESCO/ICOMOS Advisory Mission in Florence, while in 2021 it was included in the PANORAMA - Solutions for a Healthy Planet platform (jointly coordinated by ICCROM, ICOMOS and IUCN) as an inspiring example of governance of a World Heritage site.

**2** The Third Management Plan and the previous Plans can be consulted on the website of the Florence World Heritage and Relations with UNESCO Office.

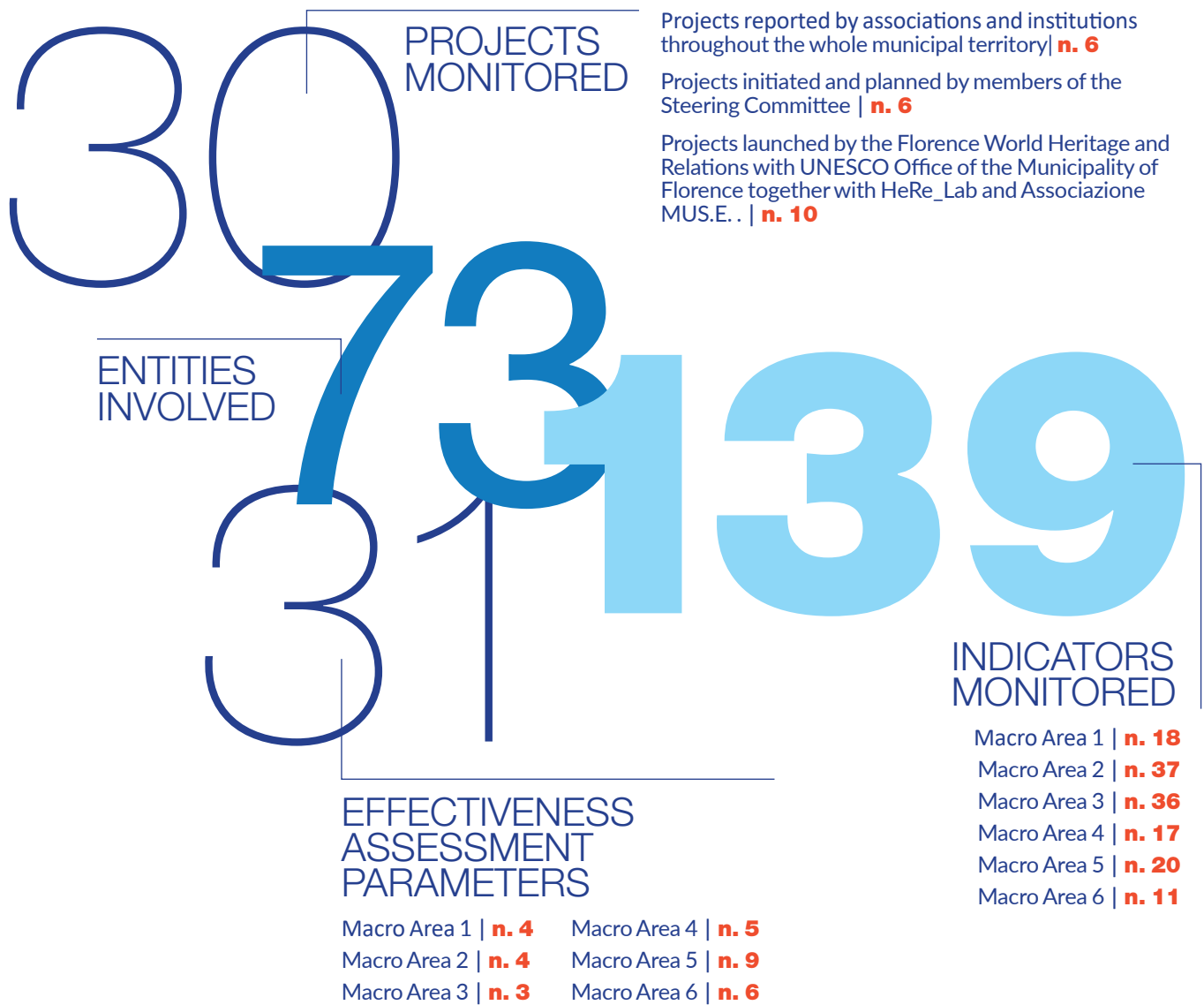
**3** Approved in the 2030 Agenda for Sustainable Development in September 2015 by the representatives of 193 countries present at the General Assembly of the United Nations. On the basis of the eight Millennium Development Goals, member states commit themselves, by the year 2030, to pursue 17 goals (Sustainable Development Goals, or SDGs), divided in turn into 169 targets aimed to improve the living conditions of millions of people throughout the world. Sustainable development is identified as a form of development that satisfies the needs of the present without compromising the capacity of future generations to meet their own needs. In order to achieve a sustainable development it is necessary to bring balance between three essential elements: economic growth, social inclusion and the protection of the environment. For further information visit the following link.

**4** World Heritage Canopy is a platform for innovative strategies and practices that complement heritage conservation with sustainable development. Through case studies and practical examples, the platform aims to inspire and guide local actions that contribute to and are in line with the main global commitments, such as the 1972 World Heritage Convention, the Recommendation on the Historic Urban Landscape and the 2030 Agenda for Sustainable Development. For further information visit the following link.

**5** This same topic was shared during the Declaration of the 5th Forum of World Heritage Site Managers to the World Heritage Committee at its 45th extended session on 12 September 2023 in Riyadh. In particular, the following was declared: "Digital technology has become a key element in the preservation and management of World Heritage sites, since it offers innovative solutions not only in terms of monitoring but also of data analysis and predictive modelling. It is however important to note that although some countries have benefited from these advanced technologies, many others do not have access to the said digital resources. This disparity in the availability of technological resources is leading to an unequal response to threats, with some regions being better prepared than others to face these challenges. (...) The adoption of digital technologies for sharing new tools and resources between site managers and stakeholders would offer open access to information and regular updates from different parts of the world. We believe that in order to ensure the full protection and preservation of World Heritage sites it is necessary to overcome technological disparities and to promote access to advanced monitoring tools".

# THE MONITORING PROCESS IN NUMBERS

Data from the Monitoring of the latest 2022 Management Plan of the Historic Centre of Florence, World Heritage Site





# The three pillars of the monitoring process

Critical issues identified by the Third Cycle of Periodic Reporting

**n. 5**

Mass Tourism **n.23**

Urban Mobility and Pollution **n.13**

Flooding of the Arno River **n.7**

Reduction of the Number of Residents **n.16**

Monument Preservation **n.24**

World Heritage Strategic Pillars The 5Cs

Credibility **n.5**

Preservation **n.25**

Capacity Building **n.10**

Communication **n.14**

Community **n.22**

17 Sustainable Development Goals of the 2030 Agenda SDGs

**n. 17**

Goal 1- No Poverty **n. 7**

Goal 2 - Zero Hunger **n. 5**

Goal 3 - Good Health and Well-being **n.2**

Goal 4 - Quality Education **n.8**

Goal 5 - Gender Equality **n.7**

Goal 6 - Clean Water and Sanitation **n.3**

Goal 7 - Affordable and Clean Energy **n.6**

Goal 8 - Decent Work and Economic Growth **n.14**

Goal 9 - Industry, Innovation and Infrastructure **n.7**

Goal 10 - Reduced Inequalities **n.19**

Goal 11 - Sustainable Cities and Communities **n.20**

Goal 12 - Responsible Consumption and Production **n.10**

Goal 13 - Climate Action **n.6**

Goal 14 - Life below Water **n.0**

Goal 15 - Life on Land **n.3**

Goal 16 - Peace, Justice and Strong Institutions **n. 2**

Goal 17 - Partnership for the Goals **n.2**

## 1.4 The Monitoring Process of the Management Plan of the Historic Centre of Florence

The latest monitoring process began one year after the identification of the strategic projects included in the AP. In particular, thirty online forms were submitted to project promoters, including municipal departments, NGOs, institutions and associations. The said forms were structured in such a way as to require the entering of the value of each indicator included in the project-sheet, as well as the implementation status and any comments deemed necessary for clarifying the responses provided.

### February

Compilation of the Monitoring sheets for 6 out of the 7 remaining strategic projects and updating of 8 sheets against the data released in August 2022

## 2022

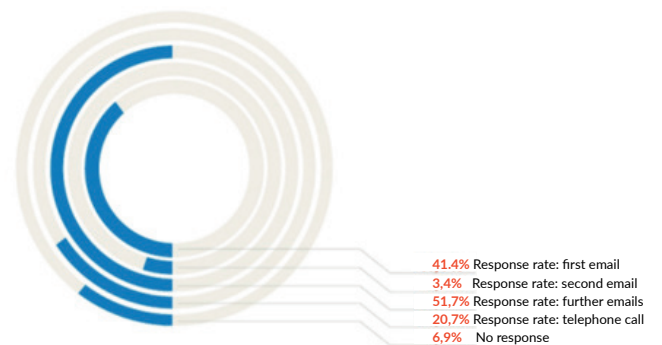
### August

Compilation of the Monitoring sheets concerning 23 of the 30 strategic projects after discussions with the respective representatives and partners

## 2023

The following graphs present the main data regarding the third Monitoring process, concluded in November 2023. As evident from the review of this data, one of the critical issues noted during the indicator update phase was the “low” degree of responsiveness of the contact persons involved, who often had to be sent reminders.

There were some doubts concerning the information to be included in the so-called “Implementation status” (in other words, the timeframe for the project) and in the case of some indicators the option was considered to “rephrase” them when updating the future Management Plan (the unavailability of some data precluded their transcription into the Monitoring dashboard, which consequently hindered the final assessment process). In general, a proper definition of the indicators would allow to act on two fronts simultaneously: on the one hand, it would facilitate the identification and acquisition of data and, on the other, it would provide a better understanding of all the goals that the individual representatives intend to fulfil, by establishing parameters for measuring the “expected results”. Analysing how possible impacts (resulting from certain emergencies at both the national and international levels) affected the progress of the monitored projects proved to be profitable.



Tasso di risposta dei referenti coinvolti nel processo di Monitoraggio

In particular, this analysis revealed that only 3% of the strategies of the Action Plan were affected by these events.

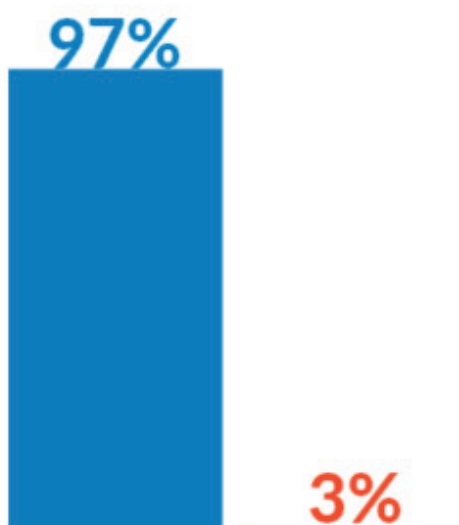
Overall, as a result of the implementation of this Monitoring system, the Florence World Heritage and Relations with UNESCO Office has consolidated its role and activities, as well as certain partnerships.

## December

Approval of the Monitoring activities by the Steering Committee and the City Council

## November

Comprehensive review of the progress status for all 30 strategic projects and updating of the respective Monitoring sheets



## 1.5

### Monitored Action Plan Projects

The list of the 30 projects monitored, divided into six Macro Areas:

#### MACRO AREA 1 GOVERNANCE, INSTITUTIONAL AND INTERNATIONAL RELATIONS AND PARTICIPATION

- Reorganisation of the Steering Committee
- Smart City Control Room
- Florence Heritage Data System
- Participation in international programmes

#### MACRO AREA 2 PLANNING, PRESERVATION AND KNOWLEDGE OF THE HERITAGE

- Updating of urban plans | Structural Plan (SP) and Operational Plan (OP)
- Heritage Impact Assessment (HIA)
- Buffer Zone, visual axes and panoramic viewpoints
- Firenze Forma Continua
- Florence and the Cultural Inheritance of its Religious Heritage
- Restoration and functional adaptation of the Vasari Corridor of the Uffizi monumental complex in Florence
- Renovation of the Bargello Museums
- National Museum of San Marco - Museum of Ancient Florence
- Renovation of the monumental complex of Sant'Orsola
- Maintenance and enhancement of the cultural heritage of the Municipality of Florence

#### MACRO AREA 3 LIVEABILITY, COMMERCE AND RESIDENCE IN THE HISTORIC CENTRE

- Social Housing projects – residential structures for the inhabitants
- Commerce for liveability in the historic centre
- Minor Squares of the Historic Centre of Florence
- Be.Long – Accommodation for students and temporary residents
- Manifattura Tabacchi
- Innovation Centre – Renovation of the former Granaio dell'Abbondanza
- MIDA – International Crafts Exhibition

#### MACRO AREA 4 MANAGEMENT OF THE TOURISM SYSTEM

- Medici Villa of Petraia and Garden of the Villa of Castello. Proposal for favouring the decentering of the tourism offer
- Feel Florence
- Observatory of the carrying capacity and sustainable decentering of the tourism offer in the Historic Centre
- Firenze Greenway

#### MACRO AREA 5 ENVIRONMENT AND CLIMATE CHANGE

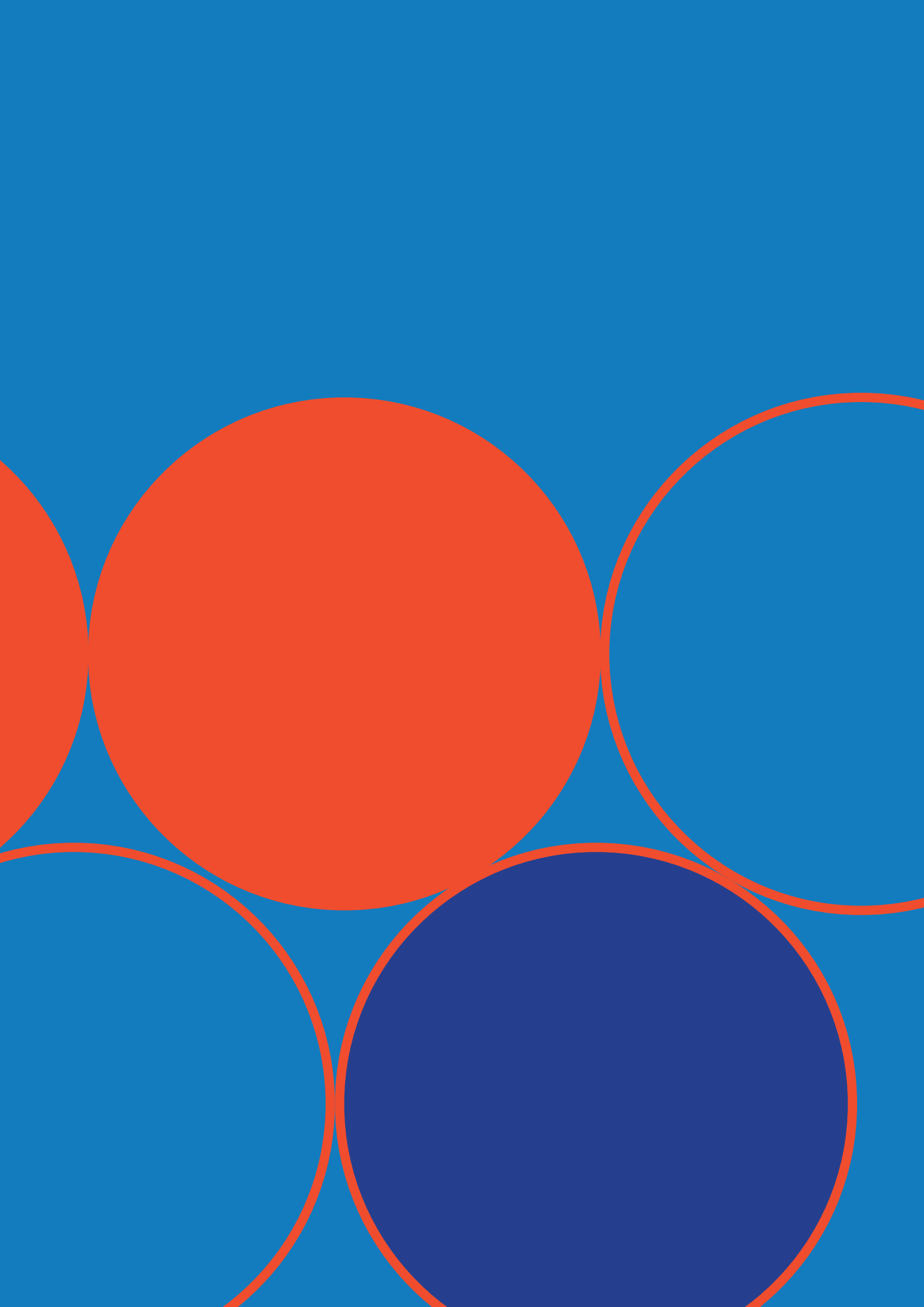
- Protection of municipal museums and movable cultural heritage during emergencies
- Florence Circular City
- Green Plan
- Projects for the reduction of hydrogeological and flood-related risks for the Arno river

#### MACRO AREA 6 MOBILITY SYSTEM

- Infrastructures and sustainable and mobility for the Historic Centre

# ACTION PLAN





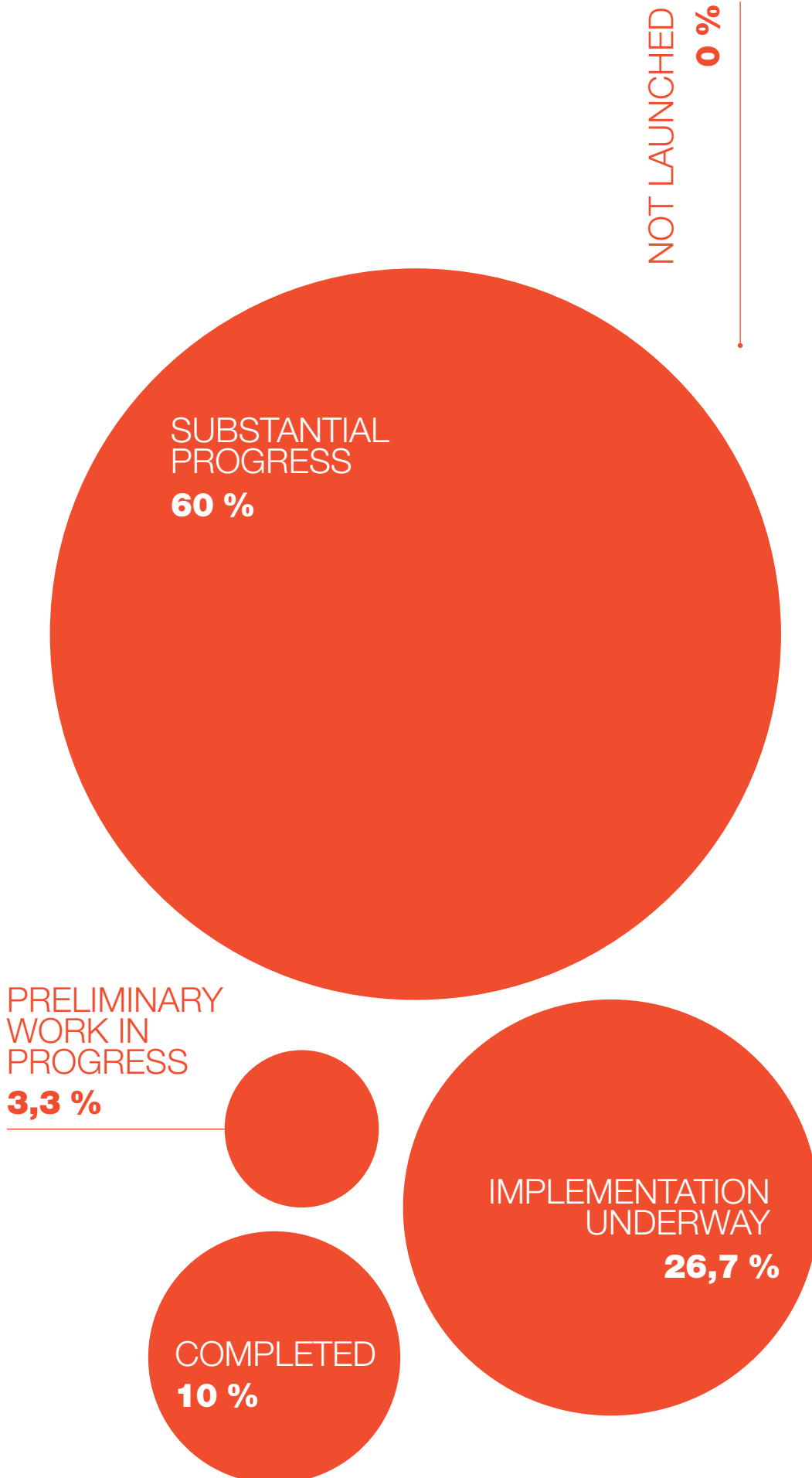
# PROGRESS STATUS FOR THE PROJECTS OF THE ACTION PLAN

	NOT INITIATED	PRELIMINARY WORK IN PROGRESS	IMPLEMENTATION INITIATED	SUBSTANTIAL PROGRESS	COMPLETED
<b>MACRO AREA 1</b> GOVERNANCE, INSTITUTIONAL AND INTERNATIONAL RELATIONS AND PARTICIPATION					
Reorganisation of the Steering Committee			●		
Smart City Control Room			●		
Florence Heritage Data System					●
Participation in international programmes				●	
<b>MACRO AREA 2</b> PLANNING, PRESERVATION AND KNOWLEDGE OF THE HERITAGE					
Updating of urban plans   Structural Plan (SP) and Operational Plan (OP)				●	
Heritage Impact Assessment (HIA)			●		
Buffer zone, visual axes and panoramic viewpoints					●
Firenze Forma Continua				●	
Florence and the Cultural Inheritance of the Religious Heritage			●		

	NOT INITIATED	PRELIMINARY WORK IN PROGRESS	IMPLEMENTATION INITIATED	SUBSTANTIAL PROGRESS	COMPLETED
Restoration and functional adaptation of the Vasari Corridor of the Uffizi monumental complex in Florence			●		
Renovation of the Bargello Museums				●	
National Museum of San Marco - Museum of Ancient Florence				●	
Renovation of the monumental complex of Sant'Orsola		●			
Maintenance and enhancement of the cultural heritage of the Municipality of Florence					●
<b>MACRO AREA 3 LIVEABILITY, COMMERCE AND RESIDENCE IN THE HISTORIC CENTRE</b>					
Social Housing projects - residential structures for the inhabitants			●		
Commerce for liveability in the historic centre				●	
Minor Squares of the Historic Centre of Florence				●	
Be.Long - Accommodation for students and temporary residents				●	
Manifattura Tabacchi				●	
Innovation Centre - Renovation of the former Granaio dell'Abbondanza				●	
MIDA - International Crafts Exhibition				●	

	NOT INITIATED	PRELIMINARY WORK IN PROGRESS	IMPLEMENTATION INITIATED	SUBSTANTIAL PROGRESS	COMPLETED
<b>MACRO AREA 4</b> MANAGEMENT OF THE TOURISM SYSTEM					
Medici Villa of Petraia and Garden of the Villa of Castello. Proposal for favouring the decentering of the tourism offer				●	
Feel Florence				●	
Observatory of the carrying capacity and sustainable decentering of the tourism offer in the Historic Centre				●	
Firenze Greenway				●	
<b>MACRO AREA 5</b> ENVIRONMENT AND CLIMATE CHANGE					
Protection of municipal museums and movable cultural heritage during emergencies			●		
Florence Circular City				●	
Green Plan			●		
Projects for the reduction of hydrogeological and flood-related risks for the Arno river				●	
<b>MACRO AREA 6</b> MOBILITY SYSTEM					
Infrastructures and sustainable and mobility for the Historic Centre				●	





# MACRO AREA 1

## GOVERNANCE, INSTITUTIONAL AND INTERNATIONAL RELATIONS AND PARTICIPATION

This Macro Area comprises projects and initiatives related to the areas of governance, local community involvement and international relations of the Florence World Heritage and Relations with UNESCO Office.

The latest update of the Management Plan highlights the value of increased participation by the members of the Steering Committee, especially when focused on a broader understanding of the critical issues and opportunities which characterise the World Heritage site, from the perspective of its future sustainable management.

Another key element concerns the involvement of young people, in order to make them an integral and active part of the site's decision-making and management processes. It is worth mentioning, in particular, the educational activities promoted by Associazione MUS.E and the Florence UNESCO Centre through the FirenzeperBene project, as well as the participation of the Associazione Italiana Giovani per l'UNESCO (AIGU) in organising workshops, such as WHY – Youth World Heritage (September, 2023), which brought together more than one hundred young people who debated questions concerning intangible cultural heritage and shared examples of good practices in the fields of entrepreneurship and employment in the cultural and natural heritage sectors.

The consolidation of the participatory process not only made it possible to assess the effectiveness of the methods for understanding and identifying heritage values, but also the importance of communication aimed at raising awareness among the Florentine community (a good example is the experience of the workshop in Via San Gallo) about the issues that focus the most on the preservation and enhancement of the components of the site.

Finally, several activities were undertaken to deepen understanding of the OUV of the Historic Centre of Florence, as well as to develop sustainable strategies for the management of cultural and natural sites, which generated a debate and increased participation of stakeholders operating in various contexts and countries. In this regard, the Florence World Heritage and Relations with UNESCO Office took part in several international initiatives and projects, among which it is worth mentioning: Art for Tomorrow, Fiera Internazionale d'Arte, Bridging epistemic divides in cultural heritage protection: An exercise in confrontation and conversation and PANORAMA Ambassador.

### **General goals described in the Management Plan of the Historic Centre of Florence**

- Clarify and agree as to roles and responsibilities regarding the protection and preservation of the site.
- Strengthen the site's governance.
- Improve the links between the various policy strategies and planning tools focused on the WHS and its neighbouring areas, and WHS values.
- Increase World Heritage credibility, as well as the understanding and sense of responsibility of institutions and related offices (at the local level).
- Identify tools for local community involvement and consultation in site-related issues and strategies.
- Strengthen the credibility of Florence within the international World Heritage network (at the international level).
- Consolidate transnational cooperation through specific European projects and strengthening the collaboration between UNESCO World Heritage sites and cities twinned with Florence.
- Collaboration in project initiatives aimed at strengthening the management capabilities of public entities and associations in the management of the property inscribed on the World Heritage List.

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## Parameters for assessing effectiveness

Annual number of initiatives relevant at the international level related to UNESCO to which the Florence World Heritage and Relations with UNESCO Office participates.

Data

30

Annual number of meetings of the Steering Committee.

2

Annual number of meetings that contemplate the participation of the local community and of stakeholders in the Management Plan and the World Heritage site's values.

In the context of Firenze Forma Continua (FFC), a series of initiatives were organised which involved the participation of the community (workshops in Via San Gallo)

Annual application and updating of the database system - Florence Heritage Data system.

Ongoing

# PROJECT 1

## Reorganisation of the Steering Committee

### Description

The Steering Committee of the Historic Centre of Florence was established through the 2007 Memorandum of Understanding, and is currently composed of the Municipality of Florence, the Tuscan Regional Authority and the Regional Secretariat of the Ministry of Culture. One of the aims of the project consists in the reorganisation of the Committee itself through the involvement of new entities operating in the territory, as well as of the local community.

For further details see page 90 of the 2022 Management Plan.

### Entities in charge

- Municipality of Florence (Department of Culture and Sports, Florence World Heritage and Relations with UNESCO Office)
- Tuscan Regional Authority
- Regional Secretariat for Tuscany

### Time frame

Short-term

### Expected results

- Extension of the new Steering Committee to other entities and institutions active in the territory
- Identification and precise definition of the roles and responsibilities of the members of the new Steering Committee
- Establishment of new Memoranda of Understanding with other entities in the area dedicated to the management and preservation of the World Heritage site
- Identification of the coordinating role of the Steering Committee regarding programmes for the conservation and enhancement of cultural heritage
- Operation of the Steering Committee

### Monitoring Indicators

### Latest data

Approval from the members of the new organisation of the Steering Committee	A restructuring of the governance system is underway with the active involvement of the Religious Foundations (Opere) and the Diocese, through which to implement new management policies for the ecclesiastical properties on the site so that they can be effectively represented, in close cooperation with the members of the Steering Committee.
Planning of n.3 meetings	3 (2 with the Steering Committee in February and December of 2023, and 1 further meeting in November to discuss the topic of religious heritage).
Verification of the participation of the members in the meetings	24 participants out of 24 members (divided into 10 Institutions)
Extension of the work of the Steering Committee to the community	Directors of State/Autonomous Museums (Uffizi Galleries, Accademia Gallery, Bargello Museums), Tuscan Regional Authority, Regional Directorate of Museums, Metropolitan City, Diocese and Religious .
Determination of an extended form of participation of the community in the Steering Committee	The methods for communicating to the community the work carried out by the Steering Committee are being defined.

### Implementation status

All project-related activities are still in the implementation phase; in particular, the reorganisation of the Steering Committee through the involvement of the Religious Foundations, the Vestry Boards (Fabbricerie) and Curia, is ongoing.

### Strategic lines (the five "Cs")

### Critical issues

### Criteria, integrity and authenticity

Credibility	●	Mass tourism	●	I	●
Conservation	●	Urban mobility and pollution	●	II	●
Capacity building	●	Flooding of the Arno river	●	III	●
Communication	●	Reduction of the number of residents	●	IV	●
Community	●	Monument preservation	●	VI	●
				Integrity	●
				Authenticity	●

### Sustainable development goals

04	05	08	09	10	16	17
4.4	5.c	8.3	9.5	10.2	16.6, 16.7	17.14, 17.16

# PROJECT 2

## Smart City Control Room

### Description

The project is based on a big data platform within the scope of Firenze Smart City, and provides support for the definition of useful strategies and guidelines to make the city more human-centred, placing the quality of life of its inhabitants at the forefront. The activities carried out within the Smart City Control Room will enable data management, the development of more efficient responses to issues that affect the community, and the analysis and sharing of data banks and processes, so as to orient data-driven management choices on topics such as environmental sustainability in an effort to improve liveability in the Historic Centre.

For further details see page 91 of the 2022 Management Plan.

### Entities in charge

- Municipality of Florence
- General Directorate
- Department of New Infrastructures and Mobility of the Municipality of Florence (general coordination); Department of Information Systems (regarding technological development)
- Transversal project involving several departments of the Administration, such as the Environment Department, Technical Services, and the Mayor's Office

### Time frame

Long-term

### Expected results

- Collection, sharing and processing of mobility-related data for the real-time management of traffic and the activities of urban services managers (both public and private)
- Development and inclusion of ITS tools (traffic supervision, parking management system, smart lighting system, video surveillance, public transport monitoring system, access control system, event and road works management, and so on)
- Development of solutions for communicating traffic conditions and mobility options to citizens in real time
- Big data analysis for guiding urban, environmental and social sustainability strategies and policies
- Systems for encouraging the use of eco-sustainable means of transport for moving within the urban area
- Systems and models for urban green planning

### Monitoring Indicators

### Latest data

Annual number of road accidents detected	From 01/06/2021 to 30/06/2022 a total of 3804 accidents were recorded, including 607 within the UNESCO area. Of these:with injuries = 389, fatal = 3, material damages only = 215
Extent of public transport vehicles and infrastructure (km of tramway tracks and number of vehicles)	Not available
Number of local Action Plans drafted/ updated/monitored (PAESC, PUMS, Municipal Operational Plan, Green City Accord)	Adoption of the OP on 13.03.2023, approval of PUMS on 21.04.2021.
Reduction of CO2 emissions into the atmosphere (- 60% before 2030)	Not available
Number of accesses to the Limited Traffic Zone (in Italian ZTL) for each category of vehicle	From 01/06/2021 to 30/06/2022 a total of 23,669,854 entries into the UNESCO ZTL area, including: Bus/Truck 1,345,375, Two-wheelers 7,381,513, Passenger cars 12,830,031 Pickups/Vans 2,112,935

### Implementation status

Inauguration of the new mobility and urban services management Hub, relating to public spaces and networked infrastructure. This will be progressively complemented by other solutions oriented towards the analysis and smart management of the economy, tourism, the environment and the social context, thus shaping the Control Room as a tool for the smart governance of the Florentine area.

### Strategic lines (the five "Cs")

### Critical issues

### Criteria, integrity and authenticity

Credibility		Mass tourism	●	I	
Conservation	●	Urban mobility and pollution	●	II	
Capacity building		Flooding of the Arno river	●	III	
Communication	●	Reduction of the number of residents	●	IV	
Community	●	Monument preservation	●	VI	
				Integrity	
				Authenticity	●

### Sustainable development goals

07	11	12	13
7.b	11.2,11.3, 12.2, 11.4,11.6, 12.5 11.7		13.2

# PROJECT 3

## Florence Heritage Data System

### Description

The project intends to further develop the organisation model for the Geographical Information System which connects the databases implemented by HeRe\_Lab and other public entities that promote the protection and enhancement of the outstanding features of the city of Florence. The platform is therefore identified as a “container” from which it is possible to draw information in a simple and direct manner, and to derive data useful to the monitoring of the state of conservation of the site, but also to the drafting of documents and Periodic Reports, as requested and indicated by the World Heritage Centre.

For further details see page 92 of the 2022 Management Plan.

### Entities in charge

- Municipality of Florence Florence World Heritage and Relations with UNESCO Office (Department of Culture and Sports)
- Department of Information Services
- HeRe\_Lab - DIDA -UNIFI
- Linea Comune S.p.A

### Time frame

Short-term

### Expected results

- Creation of a functional and integrated geographic information system which among other outputs has an easily searchable platform, providing updated information on the World Heritage site “Historic Centre of Florence”, its management and any possible changes
- Use of the platform as a functional tool for the compilation of Periodic Reporting and to build greater awareness of the site and of the dynamics among its main stakeholders
- Updating of the list of buildings that are “at risk” due to disuse and/or decay, of the mapping of attributes of Outstanding Universal Value and potential future ones, as well as of the data concerning initiatives included in the previous phases of the project

### Monitoring Indicators

### Latest data

Determination of criteria aimed at bettering the researchability of data and graphic interface	<ul style="list-style-type: none"> <li>• Modified data query display from Text to HTML for all updated and newly introduced projects. Creation of dashboards and geostories for newly introduced projects.</li> <li>• Creation of thematic groups for individual projects (both updated and new) and labelling of project groups according to the title of the research.</li> <li>• Current improvement of the usability of the content within the dashboards and geostories for previously included projects</li> </ul>
Number of updated projects	4 (the data regarding the Properties of Outstanding Universal Value has been updated since the last monitoring; this data was already included in the municipal geographic information system, yet the attribute table of the shapefile and its graphic rendering were updated).
Number of new projects included	7
Dissemination activities concerning the development and results of the project	Dissemination of the development and results of the project in the context of the international Conference Il Patrimonio Mondiale alla prova del tempo. A proposito di gestione, salvaguardia e sostenibilità (World Heritage against the test of time. On management, safeguarding and sustainability), both through the publication of the Florence Heritage Data System (link of the publication <a href="https://www.firenzepatrimoniomondiale.it/progetti/florence-heritage-data-system/">https://www.firenzepatrimoniomondiale.it/progetti/florence-heritage-data-system/</a> ).
Effective use of the system for locating information and data analysis	Exclusive internal usage by HeRe_Lab, Urban Development Office, DIDA, and the Florence World Heritage and Relations with UNESCO Office of the Municipality of Florence. The system is available, however, to all municipal users.

### Implementation status

The project (financed with funds derived from Law 77/2006) concluded in May, 2022. The Geographic Information System (GIS) developed within the “Florence Heritage Data” project is currently in use by the Municipal Administration, and its implementation allows a constant updating of the information layers. The information included in the GIS concerns in particular:

- visual points, axes and cones
- sensitivity categories
- the squares of Florence (sensitivity categories, perspective plans)
- Medici Villas and Gardens
- regional UNESCO sites
- analysis of urban transformations from 1833 to 1960
- the fountains of Florence
- updating of Properties of Outstanding Universal Value, classified according to criteria, integrity and authenticity

All the above-mentioned information layers have been upgraded to the IT standards required for inclusion in the GIS, as well as to make them available for consultation.



**Strategic lines (the five "Cs")**

Credibility	●
Conservation	●
Capacity building	
Communication	●
Community	

**Critical issues**

Mass tourism	●
Urban mobility and pollution	●
Flooding of the Arno river	
Reduction of the number of residents	
Monument preservation	●

**Criteria, integrity and authenticity**

I	●
II	●
III	●
IV	●
VI	●
Integrity	●
Authenticity	●

**Sustainable development goals**

04	08	09	10
4.4	8.3	9.5	10.2

## PROJECT 4

# Participation in international programmes

### Description

The Florence World Heritage and Relations with UNESCO Office has always combined the management of the site with a broader participation and involvement in international projects, initiatives and programmes. The exchange of good practices with other operators in the sector and Site Managers is therefore recognised as a key opportunity not only to disseminate the values of the Historic Centre of Florence, but also to improve local policies through the sharing and implementation of innovative ideas and strategies that have already been tested in other cultural and natural sites.

For further details see page 93 of the 2022 Management Plan.

### Entities in charge

- Municipality of Florence (Florence World Heritage and Relations with UNESCO Office)
- HeRe\_Lab – Heritage Research

### Time frame

Medium-term

### Expected results

- Dissemination of data, good practices and experiences regarding the management of the World Heritage site 'Historic Centre of Florence' at both the national and international
- Participation in worldwide events, projects and initiatives for the promotion of the values of the World Heritage site

### Monitoring Indicators

### Latest data

Increased collaboration with international entities, institutions and organisations	During the year 2022 there was an increase in collaborations between the Florence World Heritage and Relations with UNESCO Office and the following bodies and institutions: ICCROM, IUCN, ICOM France, PANORAMA, EUI, the University of Malaga and AIGU..
Participation of the Florence World Heritage and relations with UNESCO Office and HeRe_Lab in international meetings and events	38
number of initiated and co-managed international projects	0

### Implementation status

During the year 2023, relations were strengthened with internationally significant organisations such as ICCROM. It is worth mentioning as well the participation in the Forum of Site Managers of World Heritage Sites at the World Heritage Committee at its 45th session, which took place in Riyadh (12 September, 2023); finally, a series of new meetings has been planned (within the European Network of World Heritage Associations), which are centred around the topic of the management of sustainable tourism.

### Strategic lines (the five "Cs")

Credibility	●
Conservation	●
Capacity building	●
Communication	●
Community	●

### Critical issues

Mass tourism	●
Urban mobility and pollution	
Flooding of the Arno river	
Reduction of the number of residents	
Monument preservation	●

### Criteria, integrity and authenticity

I	●
II	●
III	●
IV	●
VI	●
Integrity	●
Authenticity	●

### Sustainable development goals

04	05	07	08	16	17
4.4	5.c	7.a	8.3	16.6, 16.7	17.14, 17.16



# MACRO AREA 2

## PLANNING, PRESERVATION AND KNOWLEDGE OF THE HERITAGE

The main topics addressed in Macro Area 2 are related to the knowledge, planning and conservation of heritage assets whose values increasingly require a deeper understanding by the community that created and inherited them, in accordance with the principles of the Faro Convention of 2005.

The Florence World Heritage and Relations with UNESCO Office, in collaboration with HeRe\_Lab, continues to address complex issues through a series of multidisciplinary projects, analysing interactions across various fields of study. This is useful in order to identify shared solutions for a conscious and sustainable management of both the tangible and intangible properties included in the Historic Centre (concrete examples of this are the projects "Florence and the Cultural Inheritance of the Religious Heritage" and "Firenze Forma Continua", both of which focus on rediscovering components of the urban fabric and its evolution, from a perspective of research, as well as of the possible re-qualification of spaces that may be used in the future by the community).

Another fundamental topic is the organisation of a series of conservative interventions on the heritage, in accordance with the mentioned goals of the 1972 Convention: to identify, protect, safeguard and transmit to future generations those cultural and natural assets which have an outstanding value for humanity as a whole.

Finally, the process of updating urban planning tools will permit the proper safeguarding and conservation of cultural heritage, in accordance with Article 5 of the Convention, which invites States Parties *"to adopt a general policy which aims to give the cultural and natural heritage a function in the life of the community and to integrate the protection of that heritage into comprehensive planning programmes"* (UNESCO, 1972). In this scenario, the collaboration between the Florence World Heritage and Relations with UNESCO Office and the Urban Planning Office of the Municipality of Florence led to the introduction of a Preliminary Investigation Model specially developed for the Historic Centre of Florence, which is useful for guiding restoration projects concerning large complexes and abandoned areas, which entail a transformation of the city's skyline. This tool was recently applied during the project for the re-qualification of the Artemio Franchi Stadium, following an international competition announced in 2021 by the Municipality of Florence and aimed at the re-qualification of the northern section of Campo di Marte. The procedure was exemplary, and already during the competition phase the candidates were asked to first fill out the Model so as to steer the proposed projects towards the lowest visual impact with regard to the World Heritage site. In 2022, following the outcome of the competition, the interaction between the winning team and the Florence World Heritage and Relations with UNESCO Office involved the incorporation of the initial assessments, as well as the initiation of a broader dialogue (which is still ongoing) with the Ministry of Culture and ICOMOS International, so as to identify the best strategies for mitigating the impacts of the project on the Outstanding Universal Value of the site.

### **General goals described in the Management Plan of the Historic Centre of Florence**

- To establish an effective monitoring system for the site and its attributes which allows the identification, prioritisation and coordination of interventions in an organised manner according to needs.
- To increase public awareness and knowledge of the World Heritage site.
- To coordinate sources of funding for the maintenance of monumental complexes.
- To apply an integrated and shared approach since the early project phases, which takes into consideration the direct or indirect impact on the cultural heritage, and in particular on the OUV (Outstanding Universal Value).
- To identify and determine alternative funding sources (sponsorships, crowdfunding) in support of the World Heritage site.

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## Parameters for assessing effectiveness

**Annual number of areas under transformation / number of areas under transformation with projects already underway**

**Annual estimate of the amount of maintenance and preservation work carried out on the architectural heritage in the Historic Centre which is property of the Municipality of Florence**

**Number of panoramic viewpoints included in the urban planning of the four municipalities of the Buffer Zone (Municipality of Florence, Municipality of Sesto Fiorentino, Municipality of Fiesole, Municipality of Bagno a Ripoli)**

**Number of compilations of the Preliminary Assessment Model based on the Heritage Impact Assessment methodology**

## Data

An analysis of private transformation areas (TA) carried out in November, 2022, showed that out of 90 planned transformation areas:

- 46 were implemented which subscribed to the agreement;
- 2 were implemented which did not require subscribing to the agreement;
- 5 were approved which have not yet subscribed to the agreement;
- 5 are in the preliminary stages of the procedure.

1.457.500 su 1 milione  
[+45%]

18 panoramic viewpoints/visual axes (represented in the adopted SP, table 3a | protection, in addition to the sensitivity categories generated by the interaction with visual cones)

3

## PROJECT 5

# Updating of urban development plans Structural Plan (SP) and Operational Plan (OP)

### Description

The Structural Plan (SP) and Operational Plan (OP) were adopted together for the first time in Florence, replacing the Urban Planning Regulation (which had expired in June 2020 and was extended until 2022) and the Structural Plan of 2010. The SP specifically defines the strategies that underlie the development and safeguarding of the territory, in compliance with restrictions and super-ordinate guidelines, but also with regional and provincial plans. The OP (which is the implementation section of the SP), delves deeper into and regulates the various transformations in compliance with land use regulations in the Municipality of Florence. For further details see page 96 of the 2022 Management Plan.

### Entities in charge

- Municipality of Florence: Urban Planning Department, Environment Department, Department of New Infrastructures and Mobility
- University of Florence (DIDA Department of Architecture)
- Lama Agency and Sociolab

### Time frame

Long-term

### Expected results

- Implementation of the recommendation on the Historic Urban Landscape in urban planning tools
- Inclusion and application of the Heritage Impact Assessment in urban planning tools
- Reassessment of the existing built heritage
- Containment of land consumption
- Construction and management of large infrastructure projects: expansion of the airport, high-speed railway crossing, A. Franchi Stadium
- Increase of availability of Social Housing
- Subdivision of the discipline concerning interventions on the serial buildings of the historical and historicised settlement on the basis of type, period and location (Historic Centre, settlements and single or groups of buildings “outside the walls”, “consolidated” 19th - 20th century city)
- Identification of categories of buildings not subject to ministerial restrictions on which to apply specific protection regulations (specialised buildings from before 1945, architectural structures from the 20th century)
- Preservation and redevelopment of public and private open spaces within the historical and historicised settlement

### Monitoring Indicators

### Latest data

Number of green areas re-qualified	Piazza Goldoni
Number of green areas/inhabitants per neighbourhood	<ul style="list-style-type: none"> <li>• Q1 = 220 Residents: 64,009</li> <li>• Q2 = 274 Resident: 90,949</li> <li>• Q3 = 224 Residents: 40,778</li> <li>• Q4 = 438 Residents: 68,146</li> <li>• Q5 = 433 Residents: 107,908</li> </ul>
Number of interventions of re-qualification projects in the various areas	Not available
Number of renovation interventions on the mainly serial built heritage of the historical and historicised settlement	Not available
Number of renovation interventions on buildings subject to specific protection regulations	<p>In the Urban Planning Regulation, the transformation areas are implemented through standard forms, which are not scheduled on an annual basis but rather came into existence in 2015 with the approval of the instrument (or were introduced with variations during the period of validity). The updated data that we are able to provide, which refers to private transformation areas, is the following:</p> <ul style="list-style-type: none"> <li>• number of TA approved which subscribed to the agreement between January, 2020 and the end of December, 2022: 18, 4 of which on properties subject to heritage-related restrictions (even if only partially);</li> <li>• TA approved which had not yet subscribed to the agreement between January, 2020 and the end of December, 2022: 5, 0 of which on properties subject to heritage-related restrictions (even if only partially);</li> <li>• TA in the preliminary phase of the procedure between January, 2020 and the end of December, 2022: 5, 3 of which on properties subject to heritage-related restrictions (even if only partially).</li> </ul>

## Implementation status

In 2023, the Municipal Administration of Florence adopted the new urban planning tools (the Structural Plan and the Operational Plan) which, as mentioned in the description, will regulate territorial development during the next 10 to 15 years. The formal transition took place on March 13, 2023, through Resolution n° 6/2023 of the City Council. The feature that characterises the new urban plans concerns the incorporation of the recommendations on the Historic Urban Landscape (HUL), the inclusion in the SP of the Sensitivity Categories for panoramic viewpoints, the introduction of specific regulations related to the UNESCO World Heritage Site within the transformation areas of the OP and the Heritage Impact Assessment (HIA). From this perspective, the new municipal planning tools succeeded in combining the ordinary contents of urban planning with the goal of maintaining the values of authenticity and integrity related to the UNESCO World Heritage Site.

### Strategic lines (the five "Cs")

Credibility	
Conservation	●
Capacity building	
Communication	●
Community	

### Critical issues

Mass tourism	●
Urban mobility and pollution	●
Flooding of the Arno river	●
Reduction of the number of residents	●
Monument preservation	●

### Criteria, integrity and authenticity

I	●
II	●
III	●
IV	●
VI	
Integrity	●
Authenticity	●

### Sustainable development goals

06	09	10	11	15
6.1	9.1, 9.4	10.2	11.3, 11.4, 11.7, 11.a	15.9

# PROJECT 6

## Heritage Impact Assessment (HIA)

### Description

The Heritage Impact Assessment aims to assess the positive and negative impacts derived from the implementation of transformation projects that may affect the values, attributes, authenticity and integrity of a World Heritage Site. In particular, in 2019 HeRe\_Lab developed a Preliminary Survey Model for monitoring and guiding, through recommendations, interventions in areas both abandoned and undergoing transformation, located in the Core Zone and in the Buffer Zone of the Historic Centre of Florence. The Model follows the mechanisms and procedures indicated in the ICOSMOS Guidance on Heritage Impact Assessment (whose latest version was published in 2022).

For further details see page 97 of the 2022 Management Plan.

### Entities in charge

- HeRe\_Lab – Heritage and Research
- Urban Planning Department, Municipality of Florence

### Time frame

Medium-term

### Expected results

- To systematically monitor the transformation projects in the site's Core Zone and Buffer Zone
- Inclusion of the Preliminary Assessment Model as annex in competition announcements for infrastructural projects
- Determination, together with the competent offices of the Municipality, of the way to integrate in the OP the contents of the assessment, which plans and programmes (SEA) are compulsorily subjected to, with some of the main elements of the HIA methodology and more specifically of the Preliminary Assessment Model

### Monitoring Indicators

### Latest data

Number of abandoned sites/buildings monitored using the Preliminary Survey Model.	3 transformation areas (TA 03.07 EX FRANCHI, TA 12.05 EX CASERMA VITTORIO VENETO and TA 12.43 EX OSPEDALE MILITARE SAN GALLO)
Number of opinions expressed at the services conference	3 opinions expressed regarding TA 12.05 EX CASERMA VITTORIO VENETO, TA 12.43 EX OSPEDALE MILITARE SAN GALLO and the draft of the municipal regulations concerning the installation and control of radio base stations for mobile telephony (Municipal Plan for radio transmitting facilities – Years 2021/22/23).
Number of abandoned areas/buildings and related information entered into the database system, developed as part of the Florence Heritage Data System project.	A total of 330 abandoned areas and buildings located in the Core Zone and Buffer Zone of the site and georeferenced in the Mapstore2 municipal database system. Out of these, 280 are equipped with an asset information sheet (prepared following the model provided by the ICCD). Once the procedure for approving the OP has been completed (through a Municipal Council resolution), the updating of the platform with new data will begin to be carried out.
Inclusion of the HIA and the Preliminary Assessment Model within the OP	A preliminary analysis of all the transformation areas contemplated by the new OP was carried out in collaboration with the municipal Urban Planning Department, in order to determine specific prescriptions for each standard sheet. The OP was adopted by the City Council on 9 January, 2023. Three transformation areas have been designated to be submitted to HIA through the compilation of the Preliminary Investigation Model: TA a08_10 Ex Officine Grandi Riparazioni; TA 10_04 Guidoni; TA 08_06 Muricce. Later stages of the planning process must also be completed in order for these requirements to take effect.

### Implementation status

Recently included in the Municipal Operational Plan (adopted on 13 March, 2023), the Preliminary Assessment Model serves an important purpose, since it is responsible for guiding all urban skyline transformation interventions, especially concerning the eighteen panoramic viewpoints (overlooking the UNESCO site), as well as their respective visual axes. This effective incorporation of the HIA into territorial governance tools is unique in Italy today; however, considering the persistence of certain objective difficulties related both to the application of the WHC recommendations and to the correct and effective use of the HIA, it will be necessary to carry out in the immediate future a more in-depth assessment concerning the benefits of a concrete and effective application of the Model, as well as of a correct dissemination of the values related to the HUL recommendations.

### Strategic lines (the five "Cs")

Credibility	●
Conservation	●
Capacity building	●
Communication	●
Community	

### Critical issues

Mass tourism	
Urban mobility and pollution	
Flooding of the Arno river	
Reduction of the number of residents	
Monument preservation	●

### Criteria, integrity and authenticity

I	●
II	●
III	●
IV	●
VI	●
Integrity	●
Authenticity	●

### Sustainable development goals

<b>04</b>	<b>09</b>	<b>10</b>	<b>11</b>	<b>15</b>
4.7	9.1, 9.4	10.2	11.3, 11.4, 11.a	15.9

## PROJECT 7

# Buffer Zone, visual axes and panoramic viewpoints

### Description

In order to determine the Buffer Zone of the Historic Centre of Florence, data from the survey, from the cataloguing of the eighteen panoramic viewpoints, and from the overlaying of the different levels of protection (including areas subject to landscape protection, listed buildings, areas of archaeological interest, parks, green areas of particular value, minor historic centres, rivers, etc.) were processed. The Buffer Zone was approved by the World Heritage Committee on 6 July, 2015, and was in turn accepted (together with the panoramic viewpoints and related visual axes) by the local administration for inclusion in the municipal urban planning regulations. For further details see page 98 of the 2022 Management Plan.

### Entities in charge

- Municipality of Florence: Urban Planning Department; Department of Culture and Sports (Florence World Heritage and Relations with UNESCO Office)
- HeRe\_Lab, DIDA UNIFI

### Time frame

Short-term

### Expected results

- Inclusion and implementation within the Urban planning tools by the Municipality of Florence of the Buffer Zone, the Panoramic Viewpoints (18) and their visual axes
- Ensure that the transformation interventions that affect the skyline are subjected to an assessment of proper inclusion, using as a reference the viewpoints identified in the Structural Plan
- Dissemination through conferences and meetings of the results of the project
- Inclusion of the recommendation on the Historic Urban Landscape among the urban planning tools
- Strengthening of the uniqueness of the site through the enhancement of the integrity and protection of all the elements that convey its heritage values

### Monitoring Indicators

### Latest data

Annual number of projects received by the Urban Planning Office of the Municipality of Florence and subjected to an assessment of their impact on the urban skyline in connection to the "Panoramic Viewpoints" for the management of the Buffer Zone

1

### Implementation status

At present, only one project is to be assessed for its impact on the urban skyline. During the drafting of the new municipal urban planning tools, the Urban Planning Department, together with the Florence World Heritage and Relations with UNESCO Office, contemplated the use of this assessment method in further projects. At the moment, the new urban planning tools are not yet in force, but are halfway through their procedural stages.

### Strategic lines (the five "Cs")

Credibility	●
Conservation	●
Capacity building	
Communication	
Community	●

### Critical issues

Mass tourism	
Urban mobility and pollution	
Flooding of the Arno river	
Reduction of the number of residents	
Monument preservation	●

### Criteria, integrity and authenticity

I	●
II	●
III	●
IV	●
VI	●
Integrity	●
Authenticity	●

### Sustainable Development Goals



9.1, 9.4, 11.3, 11.4, 11.a

# PROJECT 8

## Firenze Forma Continua

### Description

The purpose of Firenze Forma Continua is to increase knowledge of the evolution of the city of Florence. Created in 2019, the project began its activities with the analysis of the 14th-century circle of walls and the planning of cultural itineraries, aiming to narrate the transformations and history of places through the implementation of valorisation strategies with the involvement of the community, thus creating a deep connection between the territory, its people and its heritage. All the initiatives promoted by Firenze Forma Continua are made possible also thanks to the support of Associazione Mus.E, and the collaboration with the laboratories of the Department of Architecture of the University of Florence (for the organisation of thematic courses and seminars). For further details see page 99 of the 2022 Management Plan.

### Entities in charge

- Florence World Heritage and Relations with UNESCO Office of the Municipality of Florence
- Department of Culture and Sports and Environment Department of the Municipality of Florence
- Heritage and Research Lab
- DIDA, Department of Architecture of the University of Florence
- Associazione MUS.E.

### Time frame

Long-term

### Expected results

- Increased knowledge among tourists and residents of the urban evolution of the city of Florence
- Creation of a conscious community, attentive and willing to recognise and disseminate the values of heritage
- Development of an ongoing collaboration with professors, researchers, laboratories, courses and educational seminars of the University of Florence
- Involvement of citizens and tourists in thematic itineraries which offer an understanding of the dynamics that shape the urban fabric
- Renewed attention to little-known places, currently perceived as peripheral, connecting them through the narrative to the history of the city
- Opening of places previously closed to the public;
- Increase of the awareness of new generations regarding the sustainable use of the city
- Renewed commitment of Civic Museums towards society, offering opportunities to question, reflect and learn about heritage

### Monitoring Indicators

### Latest data

Number of students involved	150
number of thematic courses and seminars launched	4
Number of research fellowships granted	3 (to which 3 possible internships may be added)
Number of visits to the site	Not available
Number of installations produced	2
Number of participants to guided visits	1,939 in 2021 and 2,239 in 2022
Number of students participating in educational workshops	For the period January-June, 2023: <ul style="list-style-type: none"> <li>• Inside out: 507</li> <li>• Fridays for Future: 67</li> <li>• A Historic Centre at the centre of the world: 111</li> <li>• Walks along the walls: 111</li> <li>• Visits to the Historic Centre: 1,250</li> </ul>
Number of participants to online events	418 in 2021 and 82 in 2022

### Implementation status

The project Firenze Forma Continua met the aims set by HeRe\_Lab, who is in charge of the project, at the moment of the drafting of the last update of the Management Plan for the Historic Centre of Florence. Three workshops and an educational seminar were carried out between 2022 and 2023 (in collaboration with the Department of Architecture of the University of Florence), which in turn led to the production of two large installations aimed at offering a new perspective of the Oltrarno (2022) and the Porta San Gallo (2023) defensive system. Itineraries were proposed in the areas in question, aimed at a better understanding of the city's evolution and the re-appropriation of the city's fabric and values by the community. A specific website was also created for the project, [www.firenzeformacontinua.it](http://www.firenzeformacontinua.it): a dissemination-oriented website which narrates the urban history of Florence, based on scientific research and aimed at a varied audience. The web portal has been designed in such a way as to ensure the archiving of materials and research results in an open depository. Firenze Forma Continua was selected among the projects supported by the fund for tourism-oriented municipalities located within UNESCO sites (Ministry of Tourism 2022) and by Law 77/2006.





**Strategic lines (the five "Cs")**

Credibility	
Conservation	●
Capacity building	●
Communication	●
Community	●

**Critical issues**

Mass tourism	●
Urban mobility and pollution	
Flooding of the Arno river	
Reduction of the number of residents	●
Monument preservation	●

**Criteria, integrity and authenticity**

I	●
II	●
III	●
IV	●
VI	●
Integrity	●
Authenticity	●

**Sustainable Development Goals**



4.7    10.2    11.3, 11.4, 11.a

# PROJECT 9

## Florence and the Cultural Inheritance of the Religious Heritage

### Description

The project came into being in 2017, to coincide with the 35th anniversary of the inscription of the Historic Centre of Florence in the UNESCO World Heritage List (17 December, 1982). The need to give greater consideration to the religious heritage emerged on this occasion, and thus a process for involving all the managing entities of the monumental complexes was initiated, aimed at assessing the effectiveness of the various maintenance actions carried out through time and understanding the ways in which the forms of management and enhancement (in the broadest sense) can strengthen or weaken the Outstanding Universal Value of the site.

For further details see page 100 of the 2022 Management Plan.

### Entities in charge

- The Florence World Heritage and Relations with UNESCO Office in collaboration with the Deputy General Directorate and the Department of Real Estate of the Municipality of Florence.
- The religious associations and entities in charge of the preservation of the individual places of worship the Diocese of Florence
- SABAP

### Time frame

Long-term

### Expected results

- Establishment of tangible connections with the individuals and entities involved and determination of short, medium and long term strategies for a Sustainable Development of heritage of religious interest; the same strategies should be outlined in the *Management Plan*
- Drafting of a summary document on the issues addressed, to highlight the specificities that have emerged and help identify examples of good practices for future exchanges with other national and international contexts
- In-depth analysis, development and dissemination of general plans and methodologies aimed at optimising the management, by the competent institutions, of the assets of religious interest located in the Historic Centre
- Digital cataloguing in support of conservation

### Monitoring Indicators

### Latest data

Organisation of the annual meeting	1
Number of HIA realised for disused religious complexes undergoing renovation and re-functionalisation	1
Creation of a database on places of religious interest	1
Number of publications and dissemination activities of the project results	1

### Implementation status

The project "Boundary Spaces: Interpreting the Historic Urban Landscape", launched in 2022 and financed by Law 77/2006, is currently underway. The main goal of the project is to delve further into the management and enhancement of places related to spirituality and characterised by being scarcely used or inaccessible. The activities carried out include the census of the cloisters, the digitisation of the research results, and the organisation of a design workshop in collaboration with the University of Florence and focused on the basilica of Santo Spirito and the areas related to it. These activities are preliminary to the drafting of the HIA for the Santo Spirito complex.

### Strategic lines (the five "Cs")

### Critical issues

### Criteria, integrity and authenticity

Credibility		Mass tourism	●	I	●
Conservation	●	Urban mobility and pollution		II	●
Capacity building		Flooding of the Arno river		III	●
Communication		Reduction of the number of residents	●	IV	●
Community	●	Monument preservation	●	VI	●
				Integrity	●
				Authenticity	●

### Sustainable development goals



4.7    10.2    11.3, 11.4, 11.a

## PROJECT 10

# Restoration and functional adaptation of the Vasari Corridor of the Uffizi monumental complex in Florence

### Description

The restoration and functional adaptation of the Vasari Corridor serves four main goals: to improve structural safety, to conform the building to fire prevention standards, to make the itinerary accessible to all through the removal of architectural barriers, and finally, to upgrade the installations so as to ensure a greater energy efficiency for the complex. The implementation of the project will allow not only the reopening to the public of an itinerary that has remained unavailable for years, but also the reappropriation by the community of one of the most evocative and iconic places in the Historic Centre of Florence.

For further details see page 101 of the 2022 Management Plan.

### Entities in charge

- Uffizi Gallery - MiC

### Time frame

Short-term

### Expected results

- Re-opening, refunctionalising and accessibility of the itinerary
- Offer of a perfectly safe itinerary between two different yet complementary museums, the Uffizi Gallery and Palazzo Pitti

### Monitoring Indicators

### Latest data

Number of visitors who will use the new itinerary	Up to 500.000 per year
Number of visitors who will use the new path towards Forte Belvedere and the Bardini complex through the Garden of Boboli	15.000

### Implementation status

Restoration work on the Vasari Corridor is still underway. Besides connecting it to the monumental complex of the Uffizi, this itinerary takes on a strategic value in relation to other initiatives described in the latest AP such as, for example, Firenze Greenway. Completing the Vasari Corridor would also further the concept of enhancing the green areas located in Oltrarno (among which the Bardini Gardens, the Boboli Gardens, Viale dei Colli, and the Poggio Imperiale Viale and Gardens), in addition to favouring, in line with the objectives of the Management Plan, the decongestion of the areas most affected by tourist flows in the city centre.

### Strategic lines (the five "Cs")

Credibility	
Conservation	●
Capacity building	
Communication	●
Community	

### Critical issues

Mass tourism	●
Urban mobility and pollution	●
Flooding of the Arno river	
Reduction of the number of residents	
Monument preservation	●

### Criteria, integrity and authenticity

I	●
II	●
III	●
IV	●
VI	●
Integrity	●
Authenticity	●

### Sustainable development goals



10.2 11.3, 11.4, 11.a

# PROJECT 11

## Renovation of the Bargello Museums

### Description

An extensive renovation plan is currently underway for the Bargello Museums, following the principles of a new, more up-to-date exhibition approach. In a gradual manner and maintaining the main goal of ensuring public access to as many spaces as possible, many rooms have been re-designed according to the most modern museological and museographic criteria, which is beneficial as well for the security of the collections on display. Finally, other intervention strategies are related to optimising communication through the design of educational itineraries for improving the use of museum spaces, and thus also to make the experience of the visit more engaging and enjoyable.

For further details see page 102 of the 2022 Management Plan.

### Entities in charge

- Musei del Bargello - MiC

### Time frame

Short-term

### Expected results

- Improvement of the quality of the exhibition itinerary for the Museum of Palazzo Davanzati, with the purpose of modernising it
- Installation of a new layout for the Hall of Ivories at the National Museum of the Bargello, which will enhance the objects on display
- Restoration of the monumental spaces and creation of a café/restaurant at the Casa Martelli Museum
- Creation of a new exit to boost the accessibility of the Museum of the Medici Chapels
- Renovation of the layout of the Museum of the Church of Orsanmichele, which will ensure a better visitor experience

### Monitoring Indicators

### Latest data

Completion on schedule of works for the refurbishment, modernisation and restoration of spaces	The following interventions were carried out and completed for the Bargello Museums: <ul style="list-style-type: none"> <li>• refurbishment of the Sala degli Avori (Hall of Ivories), of the Sala del Medagliere (Hall of the Medal Collection) and of the Hall of Baroque Sculpture at the National Museum of the Bargello</li> <li>• refurbishment of the Palazzo Davanzati Museum</li> <li>• the refurbishment of the Orsanmichele Museum is underway</li> <li>• construction of a new exit for the Museum of the Medici Chapels</li> </ul>
User satisfaction questionnaires	2

### Implementation status

In addition to the refurbishment of some halls at the Bargello Museums, at the Museum of the Medici Chapels, 'Michelangelo's secret room' was opened to the public (on 15 November, 2023), that is after almost 50 years since its discovery. It consists of a small room containing a series of drawings attributed to Buonarroti, which is accessed from the New Sacristy.

### Strategic lines (the five "Cs")

Credibility	
Conservation	●
Capacity building	
Communication	
Community	

### Critical issues

Mass tourism	●
Urban mobility and pollution	
Flooding of the Arno river	
Reduction of the number of residents	
Monument preservation	●

### Criteria, integrity and authenticity

I	●
II	●
III	●
IV	●
VI	●
Integrity	●
Authenticity	●

### Sustainable development goals

10	11
10.2	11.3, 11.4, 11.a

## PROJECT 12

# National Museum of San Marco Museum of Ancient Florence

### Description

In 1898, the first director of the National Museum of San Marco, Guido Carocci, began collecting antique artefacts that had survived the demolitions which were taking place at the time in Florence's Historic Centre. In order to enhance the value of these artefacts preserved in the Museo della Vecchia Firenze (Museum of the Old Florence), which for a long time have been exhibited in precarious conditions, a renovation of the information panels, the creation of an app with updated content and the provision of guided tours (in particular for the underground stone deposits), have been planned. Other strategies include the possible creation of a widespread museum of the Old Florence, which would narrate the "re-qualification" of the old city centre, beginning with the most significant artefacts housed within its exhibition halls.

For further details see page 103 of the 2022 Management Plan.

### Time frame

Medium-term

### Expected results

- Establishment of a relationship between the city and the artefacts of the lost Florence preserved at San Marco, in the municipal museums or widespread throughout the territory. The purpose is to "make these artefacts talk" and also to make them more understandable and therefore more familiar to citizens
- Development of an interactive museum application
- Updating of captions and information materials
- Organisation of new guided tours
- Involvement of the community

### Entities in charge

- Regional Directorate for the Museums of Tuscany

### Monitoring Indicators

### Latest data

User satisfaction questionnaires	0
Number of guided tour	0

### Implementation status

The following initiatives were implemented between June, 2022 and June, 2023:

- Release and presentation to the public and the press of the Museo San Marco app (free download from Play Store), which has a large section dedicated to the exhibits from the Old Centre
- Purchase by the Ministry of Culture, specifically for the Museo di San Marco (under the Regional Directorate for Tuscan Museums, or DRMTos ), of a large canvas by a Florentine painter from the first half of the 17th century (probably a copy of a painting by Filippo Liagno, known as Filippo Napoletano), which depicts a View of the Piazza del Mercato Vecchio in Florence. Placement of the canvas and display to the public and the press in one of the halls that is open to the public in the Foresteria, by the Director of DRMTos, Dr. Stefano Casciu, with a brief lecture on the Old Centre, and a presentation by Dr. Maria Sframeli;
- An educational meeting with a class from the Castelnuovo High School in the Foresteria, organised by Dr. Laura Pellegrini and dedicated to the "Old Centre of Florence" and to the finds kept in the San Marco Museum. This was followed by a visit to the Lapidarium;
- Organisation of an advanced session on the "Old Centre of Florence", held by Dr. Laura Pellegrini as part of the online training initiative (via Zoom) for Florentine tourist guides, promoted together with Confartigianato Imprese Firenze and the Municipality of Florence ("La San Marco insolita", or "Unusual San Marco" project).

In addition to these initiatives, four stone fragments from the Ghetto of Florence, usually kept in the Museum of San Marco, were transferred on loan for the exhibition "The Jews, the Medici and the Ghetto of Florence" (organised by the Uffizi Galleries and held in Palazzo Pitti from 24 October 2023 to 28 January 2024), thus taking advantage of the opportunity to give greater visibility to artefacts which represent a rare material testimony from an area that was destroyed during the post-unification "re-qualification" of the Historic Centre of Florence.

### Strategic lines (the five "Cs")

### Critical issues

### Criteria, integrity and authenticity

Credibility		Mass tourism	●	I	●
Conservation	●	Urban mobility and pollution		II	●
Capacity building		Flooding of the Arno river		III	●
Communication	●	Reduction of the number of residents		IV	●
Community		Monument preservation	●	VI	●
				Integrity	●
				Authenticity	●

### Sustainable development goals



10.2 11.3, 11.4, 11.a

## PROJECT 13

# Renovation of the monumental complex of Sant'Orsola

### Description

The current state of the architectural complex of Sant'Orsola, which has been abandoned for over 40 years and is in a serious state of disrepair, is the result of a series of interventions carried out over the centuries which led to a radical transformation of its interior spaces. The rehabilitation of the structure will take on a strategic role in the re-qualification of the San Lorenzo district, offering multiple services to satisfy the needs of the urban and social fabric, which have been identified through a process of discussion with the local residents. The building is the property of the Metropolitan City and the ARTEA Group was selected, through a public tender called in 2018, to carry out the renovation and re-functionalisation works.

For further details see page 104 of the 2022 Management Plan.

### Entities in charge

- Metropolitan City of Florence
- Municipality of Florence
- ARTEA Group
- SABAP
- UNIFI
- Professional Association of Architects of Florence
- Santorsolaproject

### Time frame

Long-term

### Expected results

- Recovery of the entire complex of Sant'Orsola
- Re-qualification of the streets adjacent to the complex: via Panicale, Taddea, Sant'Orsola and Guelfa
- Creation of a modern cultural and educational centre
- Enhancement of knowledge, skills and commitment present in the neighbourhood, expanding the "social capital" of the local community
- Contribution to the formation of a historical memory of the identity of the San Lorenzo district and the Sant'Orsola complex
- Implementation of a strategy for architectural and urban recovery with concrete and feasible proposals for the redevelopment of public spaces in the San Lorenzo district and the Sant'Orsola complex
- Raising awareness among citizens concerning the urban environment and respect for the rules of coexistence in public spaces

### Monitoring Indicators

### Latest data

Number of square metres re-qualified per year	Absence of data due to failure to commence work on the restoration of the building
Square metres of surface area for commercial or office use / total surface area	14962.17 m2 (possible update at the moment of drafting the building permit)
Number of visitors per year	Absence of data due to failure to commence work on the restoration of the building
Number of students enrolled per school, course or year	Absence of data due to failure to commence work on the restoration of the building

### Implementation status

The approval of the Sanctioned Unitary Project (PUC) by the Metropolitan Council (as the grantor/commissioner) and then by the Florence City Council (as the competent municipality), is underway. During 2022, the Florence World Heritage Office participated in 3 service conferences (in May, September and October) and issued a series of recommendations following the completion of the Preliminary Survey Model. However, already in 2023, the former Florentine convent was made accessible to the public through a series of extraordinary openings, which thus signalled the beginning of the process for giving back to the city a unique and historically significant place that had been abandoned for more than forty years. The programme of cultural initiatives includes the exhibition 'Beyond the Walls of Sant'Orsola', which presents works by contemporary artists such as Sophia Kisieleska-Dunbar and Alberto Ruce.

### Strategic lines (the five "Cs")

### Critical issues

### Criteria, integrity and authenticity

Credibility		Mass tourism	●	I	
Conservation	●	Urban mobility and pollution	●	II	
Capacity building		Flooding of the Arno river	●	III	
Communication	●	Reduction of the number of residents	●	IV	
Community		Monument preservation	●	VI	
				Integrity	●
				Authenticity	●

### Sustainable development goals



10.2 11.3, 11.4, 11.a

## PROJECT 14

# Maintenance and enhancement of the cultural heritage of the Municipality of Florence

### Description

The Municipality of Florence (through its Technical Services Department) has implemented a double course of action on the heritage assigned to the Fine Arts Service, the municipal office in charge of the Conservation and Restoration of Monuments since 1907. The double course of action consists of:

- Programmed Maintenance of the Monumental Heritage, whose goal is to subject the whole built and monumental heritage to periodic inspections of the state of conservation, to activities aimed at preventing deterioration and, at the same time, to the planning of maintenance actions as described in the detailed intervention plans, accompanied by monitoring schedules
- Unitary Plans for Architectural and Cultural Enhancement, which result from the synergy between the Entity's planning and the enhancement of the monumental heritage, in terms of its use and knowledge, of the coordination and improved targeting of individual actions, of the involvement of possible private partners and of the simplifying of processes to obtain financial resources.

For further details see page 105 of the 2022 Management Plan.

### Entities in charge

- Municipality of Florence, Technical Services Department, Fine Arts and Manufacture Service of Palazzo Vecchio
- Citizen organisations involved in research and educational activities in the field of historical heritage preservation. Associations and individuals engaged through specific agreements or the regulation of public assets.

### Time frame

Long-term

### Expected results

- Periodic annual planning of inspection activities
- Performance of ordinary maintenance interventions in synergy with monitoring activities
- Systematisation, rationalisation and increased efficiency of the use of financial resources devoted to the maintenance of assets, with the possible involvement of private partners
- Digitisation of programmed maintenance activities
- Archiving of the results of inspection/maintenance activities in consultable databases

### Monitoring Indicators

### Latest data

Number of collaborations with several entities (+20%)	1 (Agreement with the Research Laboratory Landscape Design Lab (DGC 155/22), therefore +20%)
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#### Programmed Maintenance of the Monumental Heritage

Number of maintenance interventions (-10%)	-20%
Number of square metres of monumental surface inspected/total surface (100%)	100%

#### Unitary Plans for Architectural and Cultural Enhancement

Private resources attracted (+10 interventions compared to approved budget forecasts)	Plus 12 against the budget estimates approved in the Executive Management Plan (in 2021 +13 interventions out of 18 scheduled; in 2022 +7 out of 20, on an annual basis).
Number of programmes approved/square metre of monumental surface area involved (+5% of total assets)	2 Unitary Plans approved (San Salvatore al Monte + Gualchiere di Remole) +5%

### Implementation status

The implementation status measured on an annual basis (2nd semester 2021 - 1st semester 2022) records the fulfilment of all targets regarding the overall measurement period 2021-2024. Critical issues concerning the actual availability of allocated resources has restricted the number of maintenance operations carried out during the year; among the goals pursued it is worth mentioning the drafting of two Unitary Plans, ahead of schedule so as to participate in ministerial calls for funding, as well as the increase in planning activities compared to what was initially programmed, as a result of the opportunities offered by the public notices of the National Recovery and Resilience Plan (PNRR).

**Strategic lines (the five "Cs")**

Credibility	
Conservation	●
Capacity building	●
Communication	
Community	

**Critical issues**

Mass tourism	●
Urban mobility and pollution	
Flooding of the Arno river	
Reduction of the number of residents	
Monument preservation	●

**Criteria, integrity and authenticity**

I	●
II	●
III	●
IV	●
VI	●
Integrity	●
Authenticity	●

**Sustainable development goals**

10

11

10.2 11.3, 11.4, 11.a



# MACRO AREA 3

## LIVEABILITY, COMMERCE AND RESIDENCE IN THE HISTORIC CENTRE

This Macro Area includes projects that address issues such as the decrease in the number of residents, innovation, the lack of services for the local population, urban decorum, real estate speculation and the social and economic relevance of historical commercial establishments. All the initiatives included in the AP and covered by this Monitoring procedure are therefore aimed to show how the protection of urban decorum and of traditional Florentine crafts can favour liveability in the World Heritage Site, as well as have positive economic and social impacts throughout the city as a whole.

The widespread presence of spaces for innovation and of facilities for young workers and students has always gone hand in hand with the development of innovation-based digital projects. In this scenario, the “Be.Long” project, undertaken by Destination Florence in collaboration with the Municipality of Florence, aims, for example, to attract new residents and foster the medium- and long-term residence of workers, smart workers and international students (an important segment of the citizenry).

The issue of housing does not concern only workers and students who stay in Florence for short periods, but mostly long-term residents, who are increasingly becoming “victims” of the negative effects of gentrification derived from high tourist pressure. The project “Social housing, facilities and social residences for citizens” represents, in this respect, a significant milestone in the Municipal Administration's planning. The results of the said project are reflected not only in the increased availability of affordable housing in the Historic Centre, but also in the implementation of projects for the recovery of abandoned buildings (such as the Albergo Popolare, the Centro La Fenice and the Ostello del Carmine) to be used for social and/or welfare services. This focus on the collective sphere which is placed at the centre of Social Housing projects is also sought in numerous initiatives concerning urban spaces. The re-qualification of minor squares, to be used as new hubs of social interaction and for decentralising tourism, has been promoted through various projects developed by the University of Florence and the Municipal Administration. At the same time, the growing importance ascribed to urban green areas represents an efficient solution for increasing resilience to climate change, as well as the well-being of the local population.

Finally, the regulation of commercial activities in the Historic Centre of Florence is another element that is aimed at safeguarding the city's identity by protecting historic businesses. The “Measures for the Protection and Aesthetic Upkeep of the Cultural Heritage of the Historic Center, 'UNESCO Regulation’”, and the “Regulations for the Protection and Enhancement of Economic, Historical and Traditional Florentine Activities”, represent two of the municipal tools whose purpose it to counteract the standardisation of commercial activities within the site. In particular, the revised and updated text of the “Regulations for the Protection and Aesthetic Upkeep of the Cultural Heritage of the Historic Center” extended, for an additional three years, the restrictions concerning food and beverage serving activities.

### **General goals described in the Management Plan of the Historic Centre of Florence**

- Improve liveability by enhancing services for residents.
- Ensure, increase and improve residential supply, as well as control changes of intended use.
- Reinvigorate commerce and crafts at the neighbourhood level.
- Promote renewed ties between the sector of cultural and creative activities and universities.

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## Parameters for assessing effectiveness

## Data

**Total number of historic shops, traditional activities and crafts**

405

**Number of social housing units**

8108, 486 social housing residences  
(in addition to those of the Public Housing Programme, ERP)

**Density of restaurant-related activities in the Historic Centre  
/ Number of activities in relation to the total surface area of  
the Historic Centre**

N. 1216 commercial activities in 5.06 Km<sup>2</sup> > 240.3 activities  
per Km<sup>2</sup>

# PROJECT 15

## Social Housing Projects

### Social Facilities and Residences for the inhabitants

#### Description

The Social Housing project is part of the plans for urban regeneration and re-qualification of historic buildings, and in particular of the Public Housing Programme (ERP). In this context, the city of Florence has always combined a culture of hospitality with the safeguarding of its heritage, thus implementing a modern concept of integration, according to which the social element is complemented by the aesthetic and cultural aspects that are already present in the Historic Centre. Users and beneficiaries of the recovered structures and re-qualified areas play a significant role in the self-management of common spaces and services, also activating specific collaborations.

For further details see page 110 of the 2022 Management Plan.

#### Entities in charge

- Department of Social Services
- Municipality of Florence
- ASP Firenze Montedomini
- Istituto degli Innocenti
- ASL
- Private charity organisations (for example, Misericordia)
- Casa S.p.A.

#### Time frame

Long-term

#### Expected results

- Construction of social housing (both ERP and ERS – Edilizia Residenziale Sociale / Social Housing) within the Historic Centre
- Enhancement and protection of the public heritage of social nature, including all the social and welfare services currently present in the centre, some of which are inactive and at risk of being converted into functions which are no longer social
- Promotion and implementation of requalification initiatives concerning the built and social fabric
- Recovery, maintenance and administrative management of the built heritage

#### Monitoring Indicators

#### Latest data

Number of residences managed in the Municipality of Florence	8108
Self-managed residences	4438 (out of a total of 8108)
Number of interventions aimed at the rehabilitation of buildings	67

#### Implementation status

The goals and expected results include the construction of both ERP (Public Residential Housing) and ERS (Social Housing) public and social housing within the Historic Centre, but also the protection and enhancement of all social and social-welfare services facilities, some of which are no longer active (including Sant'Agnes, part of Montedomini, part of San Silvestro, Bigallo, Fuligno, and Vanchetoni) and are therefore at risk of disappearing, or whose services are in danger of being transferred to the suburbs, in order to convert the buildings for a commercial/speculative use. In addition to ensuring access to adequate, safe and affordable housing and basic services for all by the year 2030, it has also been proposed to modernise low-income neighbourhoods (for instance, the projects for the Albergo Popolare, Centro La Fenice and Ostello del Carmine financed by the National Plan for Complementary Investments, or PNC), but also to carry out a more inclusive and sustainable urban development (such as the Montedomini senior housing project, also financed by PNC). Finally, a series of initiatives for the re-qualification of the built and social fabric are underway, such as the completion of the "Panopticon" at the former Murate prison, where urban recovery and regeneration actions will be implemented in 2023/24, aimed at the re-use and re-adaptation of the structures for social purposes, using funds from the Inter-ministerial Economic Planning Committee (CIPE).

#### Strategic lines (the five "Cs")

Credibility	
Conservation	●
Capacity building	
Communication	
Community	●

#### Critical issues

Mass tourism	
Urban mobility and pollution	
Flooding of the Arno river	
Reduction of the number of residents	●
Monument preservation	●

#### Criteria, integrity and authenticity

I	
II	
III	
IV	
VI	
Integrity	
Authenticity	●

#### Sustainable development goals

01	02	05	06	10	11
1.4	2.2	5.c	6.1	10.2	11.7

## PROJECT 16

# Commerce for liveability in the historic centre

### Description

Among the various activities planned by the Department of Economic Activities and Tourism of the Municipality of Florence, the following are directly related to the enhancement of the historic centre and its liveability:

- Measures for the Protection and Aesthetic Upkeep of the Cultural Heritage of the Historic Center, "UNESCO Regulations", implemented to counteract the standardisation of commercial businesses within the site and activities which harm public health and urban decorum
- Enhancement of tourist clusters in public commercial areas, where the current procedure for renewing licences for commercial activities on public land provides an opportunity to carry out an administrative monitoring of the existing concessions, eliminate structures belonging to expired concessions and proceed to a new planning of placements, from a perspective of enhancing and rearranging the use of public space
- Census of kiosks, newsstands and florists on public areas in the urban fabric of Florence, preliminary to the drafting and provision of a mapping system for guiding territorial and economic planning policies
- Regulations concerning the protection and enhancement of Traditional and Historical Florentine Economic Activities, established for the promotion of historical businesses through appropriate protection and enhancement actions, as well as of specific facilitations, also responding to the general regulations for the safeguarding of the intangible heritage of the city of Florence.

For further details see page 111 of the 2022 Management Plan.

### Entities in charge

- Department of Social Services
- Municipality of Florence
- Department of Economic and Tourism-related Activities of the Municipality of Florence
- Department of Architecture – DIDA (University of Florence)
- Department of Juridical Sciences (University of Florence)
- SABAP
- Confesercent
- Confcommercio
- Confartigianato
- Federalberghi
- Confindustria
- CNA

### Time frame

Medium-term

### Expected results

- Regulation concerning the sale and serving of food and alcoholic beverages in the Historic Centre
- Preservation of the nature and authenticity of the Historic Centre through the limiting of unsuitable commercial activities
- Analysis of the situation concerning tourist clusters in collaboration with the University of Florence
- Preparation and approval of the new municipal plan concerning commercial activities on public areas
- Performance of a census and mapping of kiosks, newsstands and florists present on public space
- Guidelines for urban policies concerning the diversification of commercial activities involved in the sale and serving of food and beverages
- Contribution to the re-qualification of minor squares and green areas
- Protection, enhancement and promotion of historical and traditional Florentine activities
- Monitoring of new openings and closures of historical activities
- Mapping of Florentine Activities of Excellence on the basis of the criteria identified in the procedural guidelines.

### Monitoring Indicators

### Latest data

Percentage of decrease in the number of openings of vicinity food and beverage hops, activities involved in the sale and serving of food and beverage and artisanal food-related businesses.	-1,27%
Approval of the Municipal Plan for commercial activities in public areas	The new Regulations Concerning Commercial Activities on Public Areas was approved through Municipal Council Resolution (CC) n. 55 of 29.12.2020. CC Resolution No. 25 of 27.06.2022 established that the Plan for Commercial Activities in Public Areas would be approved in four sections. The first section of the Plan, devoted to Covered Markets, was thus approved through said Resolution 25/2022. The second section of the Plan, dedicated to district markets and promotional fairs, was approved through CC Resolution No. 31 of 31.07.2023. The third and fourth sections which concern kiosks and newsstands, on the one hand, and tourist clusters and isolated stands, on the other, will be proposed for approval at the Municipal Council within April, 2024.
Number of authorisations renewed	150 (covered markets) - The licences for the 29 city district markets will be renewed in the coming months following the approval of said Resolution CC n. 31 of 31.07.2023.

## Monitoring Indicators

## Latest data

Reorganisation of markets and groupings	150 (covered markets) - The licences for the 29 city district markets will be renewed in the coming months following the approval of said Resolution CC n. 31 of 31.07.2023.
Number of kiosks, newsstands and florists surveyed	241
Number of transformed or upgraded structures	None.
Total number of activities included in the List of Historical and Traditional Florentine Economic Activities	405
Number of activities of "Historical Excellence"	175
Number of "Traditional Activities"	161
Number of "Historical Activities operating on public space"	69
Number of "Florentine Activities of Excellence"	22

## Implementation status

It is clear from the analysis of the data that with the entry into effect of the "Regulations for the Protection and Aesthetic Upkeep of the Cultural Heritage of the Historic Centre", the growth trend concerning food and beverage-related commercial activities in the Historic Centre (both distribution and serving) has substantially diminished, both in absolute terms and regarding the opening of new businesses (which in the decade 2005/2015 had more than tripled in total). Following is the trend over the most recent years:

- Take-away / fast-food services: 885 (2019), 857 (2020), 845 (2021), 839 (2022);
- Bars and Restaurants: 1,190 (2019), 1,194 (2020), 1,202 (2021), 1,208 (2022).

A revised and adjusted text of the "Regulations for the Protection and Aesthetic Upkeep of the Cultural Heritage of the Historic Centre" was approved through CC Resolution No. 20 of 27.04.23, which also extended the restrictions on food and beverage serving and distribution activities for a further three years.

## Strategic lines (the five "Cs")

Credibility	
Conservation	
Capacity building	
Communication	●
Community	●

## Critical issues

Mass tourism	●
Urban mobility and pollution	
Flooding of the Arno river	
Reduction of the number of residents	●
Monument preservation	

## Criteria, integrity and authenticity

I	
II	
III	
IV	
VI	
Integrity	
Authenticity	●

## Sustainable development goals

01	02	08	10	11	12
1.4	2.3	8.2, 8.3	10.2	11.7	12.3, 12.5

# PROJECT 17

## Minor Squares of the Historic Centre of Florence

### Description

The project is centred on the enhancement of the small urban contexts of minor squares, which are the true beating heart of city life. The main goal is to attempt transforming marginal places, often underused and degraded, into hubs within the historic fabric of Florence, which will then be capable of easing tourist and non-tourist flows, alleviating critical issues and harmonising the relationship with the surrounding architecture, through a series of research activities (also from the perspective of a transverse operativeness shared among various actors). For further details see page 113 of the 2022 Management Plan.

### Entities in charge

- Urban Planning Department, Municipality of Florence
- Florence World Heritage and Relations with UNESCO Office, Municipality of Florence
- UD-Laboratory of Urban Design – DIDA, University of Florence
- C.I.S.D.U.- International Centre of Urban Design Studies
- OAF-Professional Association of Architects of Florence
- Fondazione CR Firenze
- SABAP

### Time frame

Medium-term

### Expected results

- Development of an experimental model of urban regeneration through a serial system of minor squares
- Identification of the squares, determination of intervention priorities, and mapping in the form of an Atlas, accompanied by a Guide through research contributions and/or agreements
- Identification of guidelines to orient the project
- Implementation of re-qualification and management actions guided by municipal regulations;
- Monitoring of activities and identification and dissemination of operational models of good practices

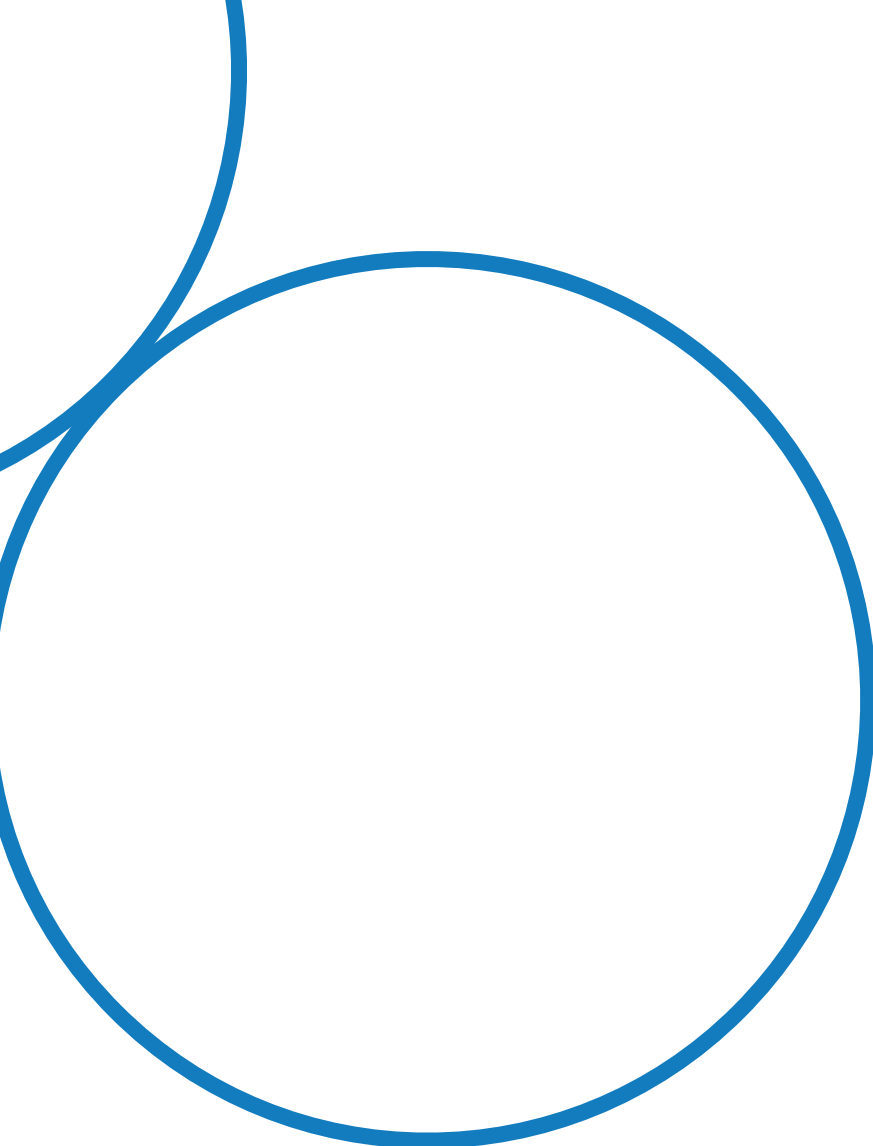
### Monitoring Indicators

### Latest data

Number of Research projects, Publications, agreements, Exhibitions, Workshops and Thematic Seminars carried out in the context of the project	<ul style="list-style-type: none"> <li>• Number of research projects: 5</li> <li>• N° publications: 4</li> <li>• N° conventions: 3</li> <li>• N° exhibitions: 1</li> <li>• N° workshops: 2</li> <li>• N° graduate thesis: 13</li> <li>• N° curricular internships: 6</li> </ul>
Number of mapped squares and temporary installations realised	Between 'Major Squares' and 'Minor Squares', a total of 104 squares have been mapped within and along the UNESCO perimeter of the Historic Centre of Florence, as updated to 2021. The Piazzale di Porta Romana, the Piazzale del Poggio Imperiale and the Piazzale Michelangelo, which are possible destinations for urban-landscape and historic-cultural itineraries outside the city walls, are to be added to this list of squares.
Average percentage of the urbanised area of the city that is used as public space (Indicators: size, location, historical and cultural features, functional and morphological properties)	Both quantitative and qualitative data can be inferred from the 13 indicators used in the mapping of the squares: <ul style="list-style-type: none"> <li>• from indicator N° 1 "Size in square metres", it is possible to calculate, for example, percentages of "major" and "minor" squares in relation to the total area within the walls of the Historic Centre;</li> <li>• from other indicators (N°s 7, 8, 9, 10, 11) it is possible to deduce qualitative data, such as the presence of natural elements, street furniture, public services, or buildings of historical-architectural value.</li> </ul>

### Implementation status

The research carried out provides a comprehensive overview of the project methodologies which have been explored to arrive at an interpretative key and, consequently, to strategies and action lines for the enhancement of historic contexts, which are nodal elements within the Historic Centre and its community. In particular (as part of the activities carried out at the DIDA Architectural Design Lab I), design proposals were developed for 49 squares (selected from the 107 that were mapped over a two-year period, 2021/2022); 10 minor squares (located along the Arno river) were selected instead to be redesigned and transformed from squares with car parks into green pedestrian areas, thanks to the use of REACT-EU European funds specifically allocated by the Municipal Administration, and thus relating also to the 'Ecomuseo dell'Arno' research project (currently underway). The results obtained so far have in turn been disseminated through the production and promotion of university theses, publications, exhibitions and conferences, thus providing a point of departure for a shared debate on urban regeneration. The research on this topic, in all its forms, is *still underway*.



**Strategic lines (the five "Cs")**

Credibility	
Conservation	●
Capacity building	
Communication	
Community	●

**Critical issues**

Mass tourism	●
Urban mobility and pollution	
Flooding of the Arno river	
Reduction of the number of residents	●
Monument preservation	●

**Criteria, integrity and authenticity**

I	
II	
III	●
IV	
VI	
Integrity	
Authenticity	●

**Sustainable development goals**

<b>08</b>	<b>10</b>	<b>11</b>
8.2, 8.3	10.2	11.7

## PROJECT 18

### Be. Long

## Accommodation for students and temporary citizens

#### Description

The Be.Long project, devoted to all temporary citizens who select Florence as a destination for study or work, is a tool that provides support while living in the city. The goal is to facilitate and to enhance their experience through a direct and unified access to information essential for their stay, and to foster their integration into the socio-cultural context of the city through specifically tailored content and activities. For further details see page 114 of the 2022 Management Plan.

#### Entities in charge

- Destination Florence
- Municipality of Florence
- University of Florence
- International Universities and Schools which offer Advanced Training Courses
- Italian Language and Culture Schools
- Association of Apartment Owners and Property Managers
- Co-working Spaces
- Start-up incubators
- Local Voluntary Associations

#### Time frame

Short-term

#### Expected results

- Creation of a point of reference for off-campus and international students in all aspects related to moving, studying, working and living in the city of Florence
- Increase in the number of international and US American students moving to the city in the short and long term
- Promotion and advocacy of medium and long term agreements and leases, instead of short term tourist rentals
- Attraction of new and young talents and support the creation of new start-ups at the local and city levels
- Creation of a platform to support the many universities already in the area, a tool useful both for attracting more students and providing services to alleviate their work.

#### Monitoring Indicators

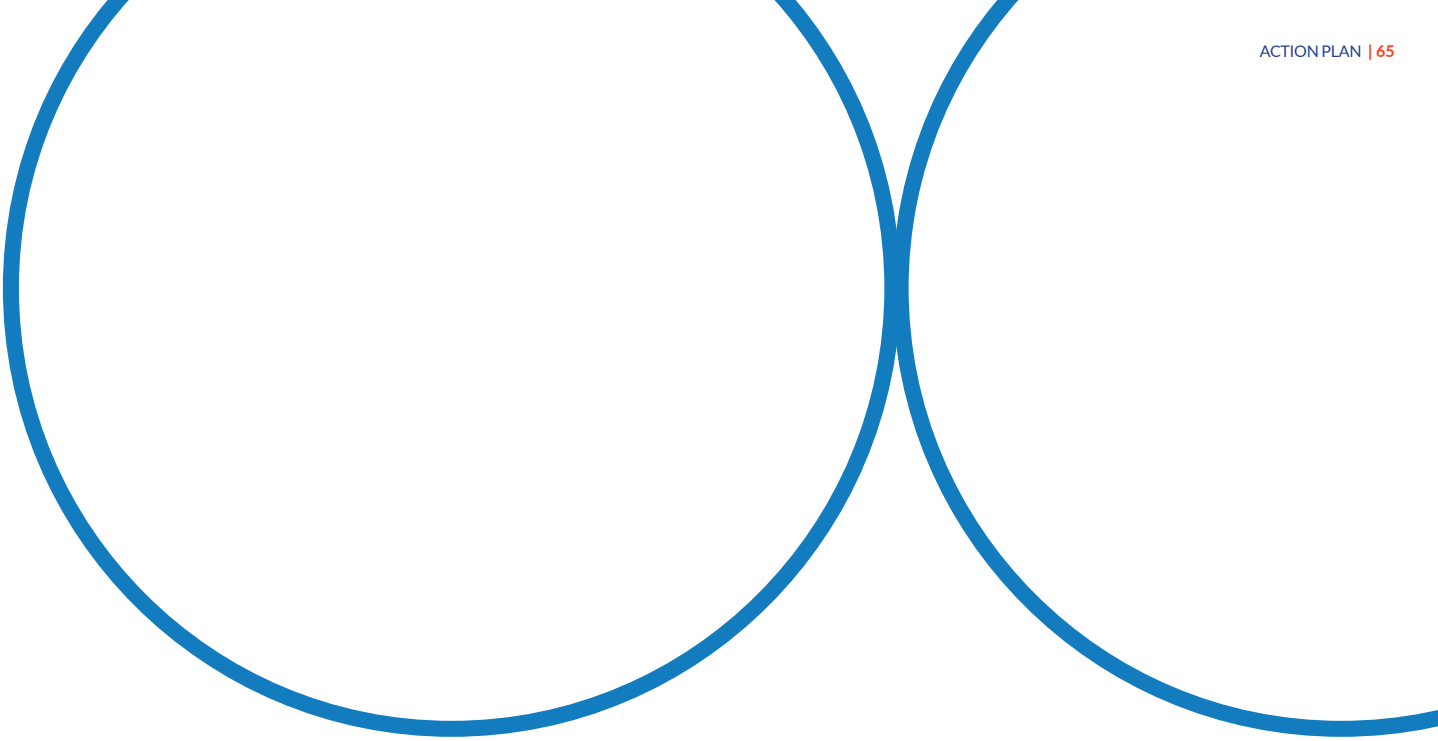
#### Latest data

Number of international students (in particular from the United States) who use the services offered by the portal	1.594
Number of apartments participating in the initiative	1100 + 5 halls of residence and 4 real estate agencies specialised in <i>long-term</i> leases for students and <i>expats</i> .
Number of universities and entities involved in the project	34
Number of startups present in the metropolitan area	150
Number of partnerships and entities of various types involved in the project	52

#### Implementation status

During the course of the current year, relations were established with local higher education institutions. A section of the website dedicated to volunteer services was also developed, involving the main local associations and offering a selection of community service activities which students can join directly from the website, so as to increase their sense of belonging to the local community. There has been an increase in commercial partnerships with benefits offered to all project participants and website users. Furthermore, events were organised at local schools and universities, including the Festival of Europe organised by Indire Erasmus+. The project participated (for the second year running) in NAFSA's Annual Conference, held in Washington DC (USA) in 2023, which is the world's largest event dedicated to studying abroad. Social media channels were activated for Be.Long, soon reaching significant numbers, both on Instagram and TikTok, and finally, a guide was published, dedicated to all international students in the city and entitled "Study Abroad in Florence".





**Strategic lines (the five "Cs")**

Credibility	
Conservation	
Capacity building	
Communication	
Community	●

**Critical issues**

Mass tourism	●
Urban mobility and pollution	
Flooding of the Arno river	
Reduction of the number of residents	●
Monument preservation	

**Criteria, integrity and authenticity**

I	
II	
III	
IV	
VI	
Integrity	
Authenticity	●

**Sustainable development goals**

<b>01</b>	<b>05</b>	<b>08</b>	<b>10</b>
1.4	5.c	8.2, 8.3	10.2

# PROJECT 19

## Manifattura Tabacchi

### Description

Considered within the Italian panorama as a significant urban regeneration project, the Manifattura Tabacchi houses a cutting-edge creative and production hub which combines several different usage destinations in a functional mix of workshops and ateliers with links to the creative industries, traditional offices, co-working, partnerships with educational institutions, catering businesses, housing, but also services, a new nursery school and open-air markets. The aim of the project is not simply that of functionally re-qualifying the spaces of the architectural complex, but also, and especially, that of creating a new hub in an area considered "strategic" for the city.

For further details see page 115 of the 2022 Management Plan.

### Entities in charge

- For real-estate re-qualification: Gruppo Cassa Depositi e Prestiti and Gruppo Aermont
- SABAP Florence
- Development of the rehabilitation programme: Studio SANAA, Studio Mumbai, Concrete Architectural Associates
- Development of the Masterplan: Q-bic, Studio Antonio Perazzi, Piuarch, Patricia Urquiola and Quincoces-Dragò

### Time frame

Medium-term

### Expected results

- Re-qualification of the entire industrial complex of historical interest and restitution to the city of an area of 6 hectares which was otherwise not usable
- Development of a usable and permeable socio-cultural hub for the city as a whole
- Creation of greater connections and synergies with the contexts and services present in the city
- Attention to environmental sustainability: the presence of copious vegetation, the energy efficiency of the buildings and the integration with the city's low environmental impact transport system

### Monitoring Indicators

### Latest data

Number of square metres re-qualified per year	More than 21,000 m2 were re-qualified and opened to the public over the past year (2022-23).
Number of partnerships established for the creative use of the available spaces	2 (Lama Cooperativa Sociale and MIM, Made in Manifattura).
Number of users	100,000 per year, throughout the entire Manifattura

### Implementation status

The Manifattura Tabacchi has been promoting, since 2018, an extensive programme of cultural initiatives in purposely recovered temporary spaces, thus offering a tangible example of how areas undergoing re-qualification and experiencing those "waiting times" (that is, the periods while the construction site is in operation) can represent a strategic resource useful for the design of a more sustainable and inclusive future for cities. The Factory (21,000 m2 that were regenerated and turned into a creative hub and state of the art workplace) was opened in April, 2023, aimed to attract an international community of professionals wishing to work and live in Florence, in a context characterised by a lively community and eco-friendly spaces. Music, art, film and sport events have also been promoted since the spring of 2023; there are summer programmes for children and teenagers, and talks and festivals are also organised. The fifth edition of Many Possible Cities, a festival focusing on the role and future of cities, will take place next September. The great variety of events, produced in collaboration with a series of different local activities (shops, bars, restaurants and ateliers) together with the Manifattura community, give the programme a diversified slant, while also generating a new social interaction hub inspired by the workshops that once flourished around the city squares.

### Strategic lines (the five "Cs")

Credibility	
Conservation	●
Capacity building	
Communication	
Community	●

### Critical issues

Mass tourism	●
Urban mobility and pollution	
Flooding of the Arno river	
Reduction of the number of residents	●
Monument preservation	●

### Criteria, integrity and authenticity

I	
II	
III	
IV	
VI	
Integrity	
Authenticity	●

### Sustainable development goals

01	02	05	07	10	11	12
1.4	2.2, 2.3	5.c	7.1, 7.2	10.2	11.7	12.3, 12.5
			7.3			

# PROJECT 20

## Innovation Centre

### Renovation of the former Granaio dell'Abbondanza

#### Description

The recovery of the former Granaio dell'Abbondanza ("Granary of Abundance") is another example of the transformation of abandoned spaces into lively centres of cultural production. Thanks to the many activities hosted within it, the Fondazione CR Firenze is constantly encouraging new cultural approaches, which are capable not only of enhancing the beauty of places, but also of fostering the involvement of diverse social sectors (starting with young people), who in turn are called upon to play both an active and a proactive role in urban and territorial regeneration processes. For further details see page 116 of the 2022 Management Plan.

#### Time frame

Medium-term

#### Expected results

- Re-qualification of a historic building situated in a neighbourhood to be enhanced, re-allocating productive activities within it
- Creation of a digital district
- Opening of a place for exchanging experiences for citizens and businesses, educational and training activities and services, connected with the international innovation system
- Creation of new jobs with a view to increasing digital culture

#### Entities in charge

- Fondazione CR Firenze
- Nana Bianca Start Up Studio
- Fondazione per la Ricerca e l'Innovazione
- Intesa Sanpaolo Innovation Center
- Università LUISS/École 42 Paris

#### Monitoring Indicators

#### Latest data

Number of startups incubated/accelerated per year	30
Number of students from Florence per year	Approximately 300
Number of jobs created	90
Number of services provided to businesses per year	700 hours of training + 900 hours of mentorship
Number of digital educational and training events and investor meetings per year	46 events that constitute a platform for knowledge sharing, inspiration and interaction between experts, entrepreneurs and others with an interest in the sector. Through workshops, conferences, discussion panels and the presentation of success stories, the Innovation Center offers a unique opportunity for more in-depth knowledge regarding key digital-related topics such as artificial intelligence, blockchains, digital marketing and digital product development. Approximately 1,000 people attended the events in 2022.

#### Implementation status

42 Firenze began its first course on October 3, 2022, with the participation of 163 students recruited through 3 selection procedures held that same year. During the period of activity of 42 Firenze, 140 events were organised including workshops, community-building activities and seminars on topics other than programming. In addition, 42 Firenze hosted more than 500 students from high-schools from all over Tuscany for programming orientation sessions, as well as to promote the 42 model. According to expectations, in a few months the first students of 42 Firenze will complete the "Common Core" and be ready to join the working world. At the moment, the call for start-ups that will take part in the various acceleration programmes, including Hubble and Italian Lifestyle, is currently open. 350 of the 400 available co-working workstations are being utilised. Entrepreneurs and experts in the digital sector share a dynamic and collaborative space, in which professionals from various backgrounds work side by side.

#### Strategic lines (the five "Cs")

#### Critical issues

#### Criteria, integrity and authenticity

Credibility		Mass tourism		I	
Conservation	●	Urban mobility and pollution		II	
Capacity building	●	Flooding of the Arno river		III	
Communication	●	Reduction of the number of residents	●	IV	
Community	●	Monument preservation	●	VI	
				Integrity	●
				Authenticity	●

#### Sustainable development goals

01	02	05	08	12
1.4	2.3	5.c	8.2, 8.3	12.3

# PROJECT 21

## MIDA International Crafts Exhibition

### Description

The project is conceived not only as a trade fair initiative, but above all as an opportunity for promoting the intangible heritage of the city of Florence. Founded in 1931, MIDA welcomes every year craftspeople and businesses from all fields and scales, so as to offer visitors a sense of the variety and quality that exists in a sector which is both inherited and innovative, thus fostering a constant dialogue between ancient knowledge and high-technology.

For further details see page 117 of the 2022 Management Plan.

### Time frame

Medium-term

### Expected results

- Development of the project and production of MIDA products
- Increase in the number of Italian and foreign exhibitors
- Increase in the number of professional buyers
- Expansion of the digital platform Emporio MIDA

### Entities in charge

- Firenze Fiera spa
- Florence Chamber of Commerce
- Municipality of Florence
- OMA Osservatorio dei Mestieri d'Arte / Applied Arts Observatory, ARTEX
- CNA
- Confartigianato

### Monitoring Indicators

### Latest data

Statistics concerning the number of visitors	65.528
Statistics concerning the participation of Italian and foreign exhibitors	322 national exhibitors; 116 foreign exhibitors
Database of professional buyers	374
Number of sections inscribed belonging to the digital platform Emporio MIDA	3 sections and 188 craftspersons inscribed
MIDA products and brand produced for every edition of the Exhibition	6 products of varying types and material functions, some developed into small collections
Customer satisfaction	EXHIBITORS: 75% satisfied, 25% not satisfied, 82% MIDA is important for my business, 18% MIDA is not important for my business

### Implementation status

In recent years, the presence and promotion of the Restoration Show has increased within the International Crafts Exhibition through stands, events and tailored conferences. Targeted visitor campaigns, as well as involvement projects were developed to promote Experiential Tourism. Emphasising once again the close connection between art, crafts and collecting, the 2023 edition of MIDA hosted in the Sala Ottagonale the exhibition Officina Bardini in Fortezza - which had already been on display at the Stefano Bardini Museum on the occasion of the hundredth anniversary of the death of Stefano Bardini (1836-1922) - in order to present to the public the fascinating world of the Officina Bardini: an essential chapter in the history of Florentine art and craftsmanship throughout the 19th and 20th centuries. The exhibition was organised by the Municipality of Florence, MUS.E, the Regional Directorate for the Museums of Tuscany and the University of Florence.

### Strategic lines (the five "Cs")

Credibility	
Conservation	●
Capacity building	
Communication	●
Community	●

### Critical issues

Mass tourism	●
Urban mobility and pollution	
Flooding of the Arno river	
Reduction of the number of residents	
Monument preservation	

### Criteria, integrity and authenticity

I	
II	
III	●
IV	
VI	
Integrity	
Authenticity	●

### Sustainable development goals

01	02	05	08	10
1.4	2.3	5.c	8.2, 8.3	10.2

# MACRO AREA 4

## GESTIONE DEL SISTEMA TURISTICO

The uniqueness and the identity of natural and cultural sites inscribed on the UNESCO World Heritage List are features that attract travellers from all over the globe. However, the visibility that results from the inscription on the List does not only favour the preservation of heritage and the development of local communities through opportunities for economic exchange and intercultural dialogue, but also makes these sites more exposed to the negative effects of mass tourism.

The case of the Historic Centre of Florence presents issues that are common to many other internationally renowned contexts which are also negatively affected by a high tourism pressure. Among the numerous research projects that address the phenomenon, the “Study of the Carrying Capacity of the Historic Centre”, carried out and coordinated by the joint laboratory HeRe\_Lab between 2017 and 2019, developed a model for an analytic measuring of the carrying capacity of historic centres in cities of art, which consists of fifty indicators. The features that present a consistently high risk index within the established timeframe include overloaded infrastructures, the vulnerability of the cultural heritage, the loss of residents, and environmental damage. The results obtained were used for the drafting of sustainable territorial strategies and the development of initiatives aimed at diversifying the tourism offer. These include:

- the “Firenze Greenway” project
- the “Feel Florence” application and portal
- the enhancement of minor squares in the Historic Centre of Florence
- the promotion of slow and proximity tourism, in order to encourage a more sustainable form of tourism, as well as to bring residents of the metropolitan area and surrounding areas closer together.

In addition to these strategies, particular attention should also be given to the recent lines of action adopted in the Municipal Council's planning documents for coping with the multiple effects of the increasing load of visitor flows, which was identified as a threat by the Management Plan and therefore contrary to the principles of maintaining the integrity and authenticity of the UNESCO Core Zone. For example, the pressing need to deal with the widespread problem of short-term rentals led to the drafting of a variant to the urban planning regulations in force, which has already been updated by the Administration. This variant (adopted by the Municipal Council through resolution n° DC/2023/00039 of 02.10.2023), aimed at reducing the presence of alternative forms of accommodation in the area of the Historic Centre of Florence, was drafted based on a general survey on the issue, reconstructing first of all the current state of the site. It was useful, for this purpose, to analyse in depth the following sources:

- report on tourism in Tuscany. The economy in 2022, IRPET 2023
- income analysis and its connections to growth, IRPET 2021
- university studies and research projects
- data from institutional sources
- data from the Inside Airbnb platform
- analysis of the national and regional regulatory frameworks.

On the basis of this assumption, the Municipal Administration decided to determine a series of specific regulations aimed to the better management of short-term tourist rentals, remedying the absence of restrictions at a national level and, to the extent to which it is possible in accordance with urban planning regulations and the regional (Regional Law for the Government of the Territory no. 65/2014) and national (Presidential Decree 380/2002) regulatory frameworks. Regarding the contents of the adopted variant, the restrictions introduced modify the provisions of the Urban Planning Regulation, and in particular:

- Article 19, Classification of Uses, paragraph 3.1, in which the permitted residential use is set down
- and Article 65, regarding the historical core area (zone A), paragraph 6, which explicitly precludes the use for temporary residential purposes as determined in paragraph 3.1 of art. 19 of the technical implementation regulations (NTA).

The 2030 Strategic Plan of the Metropolitan City, which aims to develop guidelines consistent with the Sustainable Development Goals, has, in turn, established a series of integrated actions for the management of tourism flows, in an attempt to determine a new tourism offer relying on a "cluster-based" approach, through the promotion of alternative forms of tourism, such as rural or small town tourism.

Finally, in accordance with the Strategic Lines, the Strategic Goals and the Actions described in the Mayor's Term Programme for the period 2019-2024, the role of museums and of minor places of interest becomes central for increasing sustainability in the use and enjoyment of the Historic Centre of Florence, including the seasonal adjustment of tourism through the organisation of fairs and other events during low season periods.

### General goals described in the Management Plan of the Historic Centre of Florence

- To identify new and effective tools for the management, monitoring and predicting of the site's carrying capacity, tourist flows and their environmental, social and physical impact on the site
- To promote innovative activities concerning information, hospitality and visitor participation in the city
- To enhance lesser known areas, both inside and outside the historic centre, and undertake strategies for the decentralisation of the cultural offer

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### Parameters for assessing effectiveness

**Weight of tourist accommodation tax revenue in relation to total tax revenue**

### Data

2019: 0,0181  
2020: 0,0085  
2021: 0,0109

**Contribution of tourism to the economy of the destination (GDP related to tourism/total GDP)**

2020: 3,8%  
2021: 4,3%  
(Metropolitan City)

**Increase in tourist arrivals (increase rate of tourist arrivals in the Municipality, on an annual basis)**

2020: -0,798  
2021: 0,747

**Tourism density (number of annual arrivals in the Municipality per square kilometre of the Historic Centre)**

2020: 135.573  
2021: 202.797

**Tourism intensity (number of arrivals in the Municipality per number of residents of the Historic Centre)**

2019: 79,36  
2020: 18,13  
2021: 27,12

## PROJECT 22

# Medici Villa of Petraia and Garden of the Villa of Castello

## Proposal for favouring the decentering of the tourism offer

### Description

The Medici Villa of Petraia, in collaboration with the Garden of the Villa of Castello and a number of public entities and local associations, have undertaken a policy of enhancing their cultural components and sites, working first of all on extending the number of opening days and hours, but also on expanding their offer in terms of cultural events. To this must be added the goal of decentering the flow of tourists to the World Heritage site "Historic Centre of Florence", which can be achieved through the creation of an especially designed road system linking the individual components of the serial site "Medici Villas and Gardens in Tuscany".

For further details see page 123 of the 2022 Management Plan.

### Entities in charge

- Regional Directorate for Museums of Tuscany
- Municipality of Florence
- Tuscan Regional Authority (leading entity in charge of the UNESCO World Heritage site 'Medici Villas and Gardens in Tuscany')

### Time frame

Medium-term

### Expected results

- Increase in the flow of visitors
- Increase in the number of cultural initiatives aimed at the discovery of green places and spaces as yet not well valorised
- Creation of a tourist transport network that favours accessibility to the museums

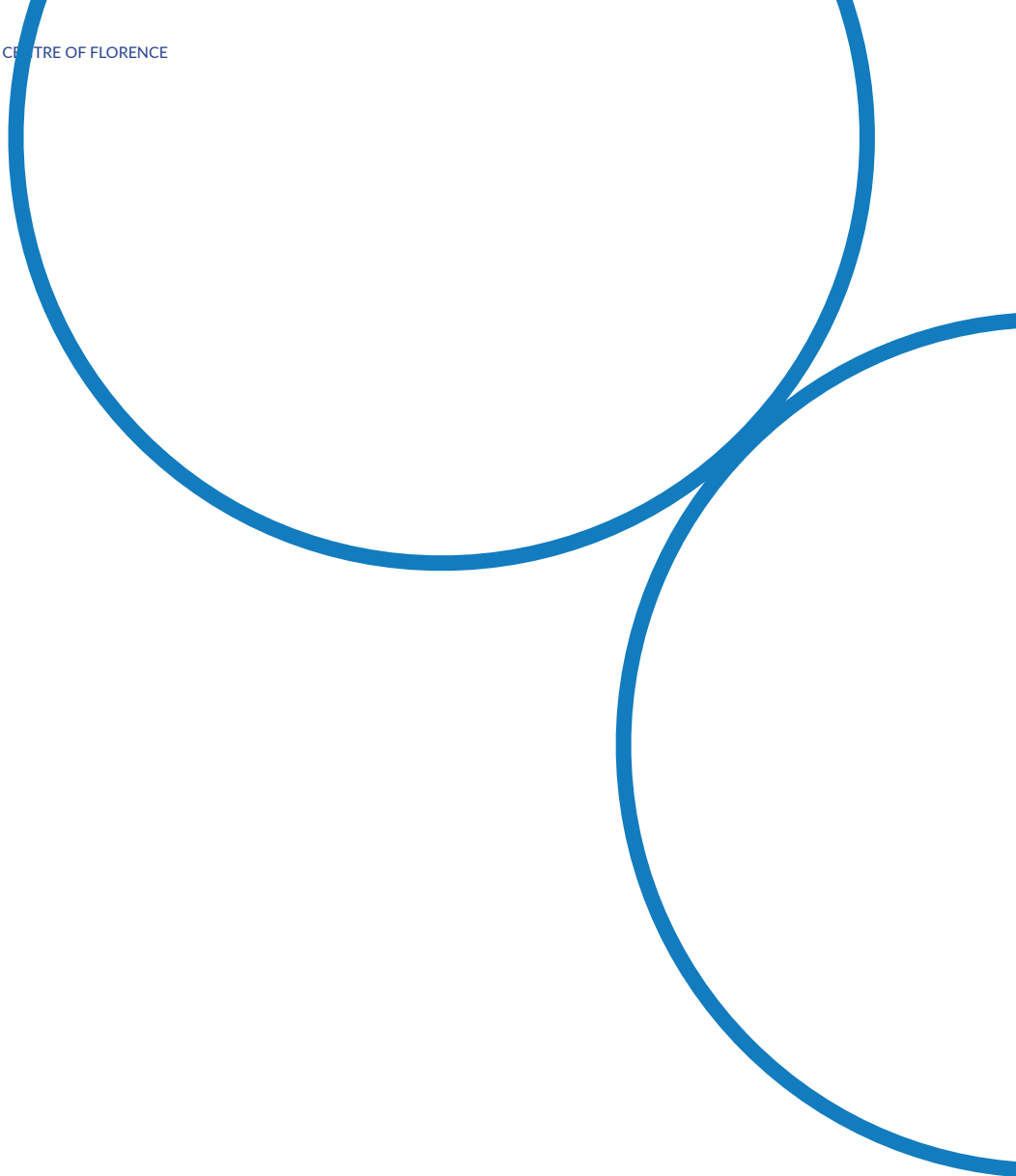
### Monitoring Indicators

### Latest data

User satisfaction index, evaluated through online questionnaires	8/10
Number of guided visits carried out	6 per day from Tuesday to Sunday
Increase in the annual number of visitors	Since the end of the pandemic, there has been a 10 per cent increase in visitors compared to the data acquired in 2020.
Creation of a tourism mobility network	Underway

### Implementation status

The notoriously complex issue concerning mobility and public transport to reach the sites has not, however, prevented the implementation of initiatives aimed at enhancing the Medici Villa of Petraia and the Garden of the Medici Villa of Castello. In particular, access to the components has been increased, especially in the case of the Giardino di Castello. At Villa La Petraia, the active collaboration of local voluntary associations continues, including the Angeli del Bello (for the maintenance of the gardens) and the Amici dei Musei Fiorentini (for the enhancement of the Villa and of the gardens themselves), thus also contributing to improving the tourism offer. In fact, the participation of volunteers in support of the in-house personnel makes it possible to carry out guided tours, sometimes also in English, which provide in-depth information regarding both the historic building and the collections housed within it. Finally, also within the context of enhancement activities, a series of events were organised once again this year at Villa La Petraia, with the support of sponsors and thanks to the investment of both ministerial and municipal funds, aimed at a wide spectrum of users (exhibitions, thematic visits, workshops for adults, families and children, theatrical performances, concerts), mostly carried out during the summer months, yet scheduled so as to be held also during the autumn and the winter.



### Strategic lines (the five "Cs")

Credibility	
Conservation	●
Capacity building	
Communication	
Community	

### Critical issues

Mass tourism	●
Urban mobility and pollution	●
Flooding of the Arno river	
Reduction of the number of residents	
Monument preservation	●

### Criteria, integrity and authenticity

I	
II	
III	●
IV	●
VI	●
Integrity	●
Authenticity	●

### Sustainable development goals

08	12
----	----

8.9 12.b



# PROJECT 23

## Feel Florence

### Description

Feel Florence is a project consisting of a virtual portal and application, developed with the aim of offering the community a series of alternative itineraries within the territory of Florence, useful above all to decentre the flow of visitors and to promote forms of sustainable tourism, from the perspective of rediscovering lesser-known places of great cultural, artistic, environmental and social significance. In addition to offers related to cultural tourism, the project also includes various types of thematic itineraries focused on sustainable mobility, sports-related tourism, local crafts, accessibility and family activities.

For further details see page 124 of the 2022 Management Plan.

### Entities in charge

- Regional Directorate for Museums of Tuscany
- Municipality of Florence
- Tuscan Regional Authority (leading entity in charge of the UNESCO World Heritage site 'Medici Villas and Gardens in Tuscany')
- Municipalities in the "Florence and Florentine Area" tourist area, Municipalities of the "Mugello" tourist area, Municipalities of the "Empolese-Valdelsa" tourist area, Municipalities of the "Chianti" tourist area: for a total of 41 municipalities active on the portal, through a system of widespread editing and sharing of the data tree.
- Toscana Promozione Turistica and Fondazione Sistema Toscana for the portal Visittuscany.
- Network of tourist information offices as determined by each municipality.

### Time frame

Medium-term

### Expected results

- Dissemination of comprehensive information regarding the territory of the whole metropolitan area of Florence, composed of 41 municipalities
- Creation of tourist itineraries based on cultural and environmental heritage, historical craftsmanship, sustainable mobility and sports-related tourism, not only in the historical city, but throughout the entire metropolitan area of Florence
- Promotion of alternative areas and itineraries outside the mass tourism circuits, with the purpose of diversifying the tourist offer and allowing all areas of the Metropolitan City to benefit from tourist arrivals
- Collection of data for obtaining real-time information regarding the congestion of certain areas with high incidence of tourism, so as to warn visitors and improve the quality of the visit

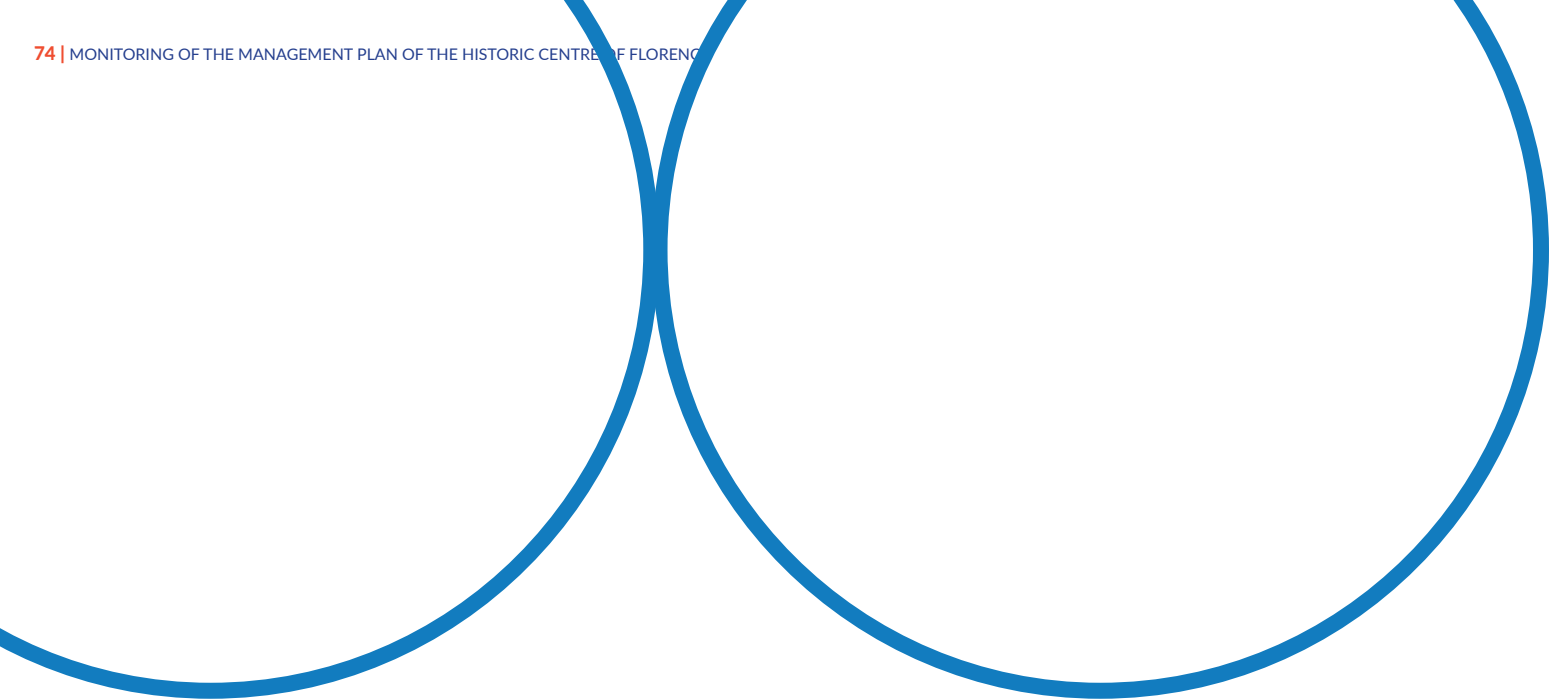
### Monitoring Indicators

### Latest data

Number of visits to the portal	Pages visited: 2,200,000
Number of app downloads	<ul style="list-style-type: none"> <li>• Android: 15,000</li> <li>• iOS: 19,000</li> </ul>
Number of tour guides, trekking guides and tour operators involved	<ul style="list-style-type: none"> <li>• Tour Guides: 182</li> <li>• Nature Guides: 22</li> <li>• Tour Operators: 18</li> </ul>
Level of user interaction in channels and social media related to the project	<ul style="list-style-type: none"> <li>• Social media followers: 40,582</li> <li>• Social media visitors*: 1,000,000</li> </ul> <p>*Number of users that viewed any content available on the webpage.</p>

### Implementation status

In order to increase knowledge of the Feel Florence project and of the activities proposed in the portal, special attention was devoted to social media, focusing on Instagram. In addition, the offer in the "Experiences & Itineraries" section was expanded and a new feature called "Events Brochure" was included, which allows users to download the flyers for the events they are interested in. There are plans to include in the near future the Firenze Forma Continua project within the Feel Florence portal, so as to support its dissemination



**Strategic lines (the five "Cs")**

Credibility	
Conservation	●
Capacity building	
Communication	●
Community	●

**Critical issues**

Mass tourism	●
Urban mobility and pollution	●
Flooding of the Arno river	
Reduction of the number of residents	●
Monument preservation	●

**Criteria, integrity and authenticity**

I	
II	
III	
IV	
VI	
Integrity	●
Authenticity	●

**Sustainable development goals**

08 12

## PROJECT 24

# Observatory of the Carrying Capacity and Sustainable Decentering of the Tourism Offer in the Historic Centre

### Description

The purpose of the project is to analyse the tourist carrying capacity of the Historic Centre of Florence, that is, the threshold of anthropic saturation beyond which the socio-cultural, environmental, physical and economic features of the site may be compromised as a result of the high numbers of visitors. In this context, the proposed Dashboard is intended as an essential resource, useful for the development, implementation, monitoring and assessment of all possible strategies aimed at an effective management of the World Heritage Site, and therefore likely to favour decongestion, the economic development of areas not included in the mass tourism circuits and, lastly, sustainable mobility. For further details see page 125 of the 2022 Management Plan.

### Entities in charge

- HeRe\_Lab with DISEI Department of Economics and Management UNIFI
- Florence World Heritage and Relations with UNESCO Office
- Tuscan Regional Authority; Municipality of Florence
- Regional Directorate for Museums of Tuscany, MiC
- Regional Secretariat of the Ministry of Culture
- SABAP

### Time frame

Medium-term

### Expected results

- Measuring the level of tourism pressure and the sensitivity of the historic centre, and in particular of the World Heritage Site
- Evaluation of actions aimed at the sustainability of the site, maintaining the balance between the assets being offered and the conservation of non-renewable resources, so that they do not deteriorate
- Dissemination of data to administrations and research institutions to help in the development of strategies for a sustainable tourism
- Encouraging the decentralising of the tourism offer and positive influence on the economic development of neighbourhoods not included in mass tourism circuits

### Monitoring Indicators

### Latest data

Number of initiatives and strategic tools supported by the data collected	2
Selection of decongestion initiatives	2
Periodic update of the Dashboard	Ongoing
2 sites/resources identified within the World Heritage site to measure tourist pressure	2
50 indicators selected to measure sustainability in all its aspects	30 active indicators

### Implementation status

Completed in 2022 and dedicated in particular to the study of the influence of tourist pressure and its perception at the Uffizi Museum. The University of Florence is still active in the study of the management of information flows in support of the Dashboard and in their interpretation, from a comparative perspective, for the relative planning by the UNESCO site. A new line of research on the impact of regulations by the Municipality of Florence on the future management of tourist flows is currently underway.

### Strategic lines (the five "Cs")

### Critical issues

### Criteria, integrity and authenticity

Credibility		Mass tourism	●	I	
Conservation	●	Urban mobility and pollution	●	II	
Capacity building		Flooding of the Arno river		III	●
Communication		Reduction of the number of residents		IV	●
Community		Monument preservation	●	VI	●
				Integrity	●
				Authenticity	●

### Sustainable development goals

08

12

8.9 12.b

# PROJECT 25

## Firenze Greenway

### Description

The project aims to interpret the new need for a return to nature and to overcome the historical dualism between city and countryside through the concept of the “urban countryside”. It materialises in a green, urban and ecological infrastructure, based on cycle-pedestrian mobility and on the concept of strollology, and aimed in turn at the rediscovery of environmental and cultural values. The alternative itineraries proposed by the initiative connect two World Heritage Sites (in other words the Historic Centre of Florence and the Medici Villas and Gardens in Tuscany), the Buffer Zone of the Historic Centre of Florence and the Oltrarno district.

For further details see page 126 of the 2022 Management Plan.

### Entities in charge

- Associazione Culturale Firenze Greenway
- Department for the Environment and Florence World Heritage and Relations with UNESCO Office of the Municipality of Florence
- Fondazione Italia Patria della Bellezza
- Saffi Hotel School
- Technical Agricultural School
- Arts High-School of Porta Romana

### Time frame

Medium-term

### Expected results

The main objective is the creation of a green urban infrastructure in accordance with the Lille Declaration.

Expected results:

- Re-qualification and restoration of elements on the itinerary that had been previously neglected or overlooked
- Rediscovery of the agricultural and cultural landscapes and urban green spaces, resulting in the promotion of under-represented heritage categories and narratives
- Promotion of sustainable and alternative itineraries for both local inhabitants and tourists in the framework of slow tourism, in order to implement a safe and healthy city
- Improvement of the health and psycho-social well-being of the city's inhabitants, visitors and users
- Restoration of the relationship between the city and its surrounding environment, strengthening the connection between nature and culture
- Creation of a green itinerary connecting the two World Heritage sites of the Historic Centre of Florence and the Medici Villas and Gardens in Tuscany
- Improvement of the communication between the various stakeholders and connection of people to places.
- Improvement of the management of tourist flows
- Improvement of the economic development in the Oltrarno area, outside the traditional tourist circuits of the historic centre

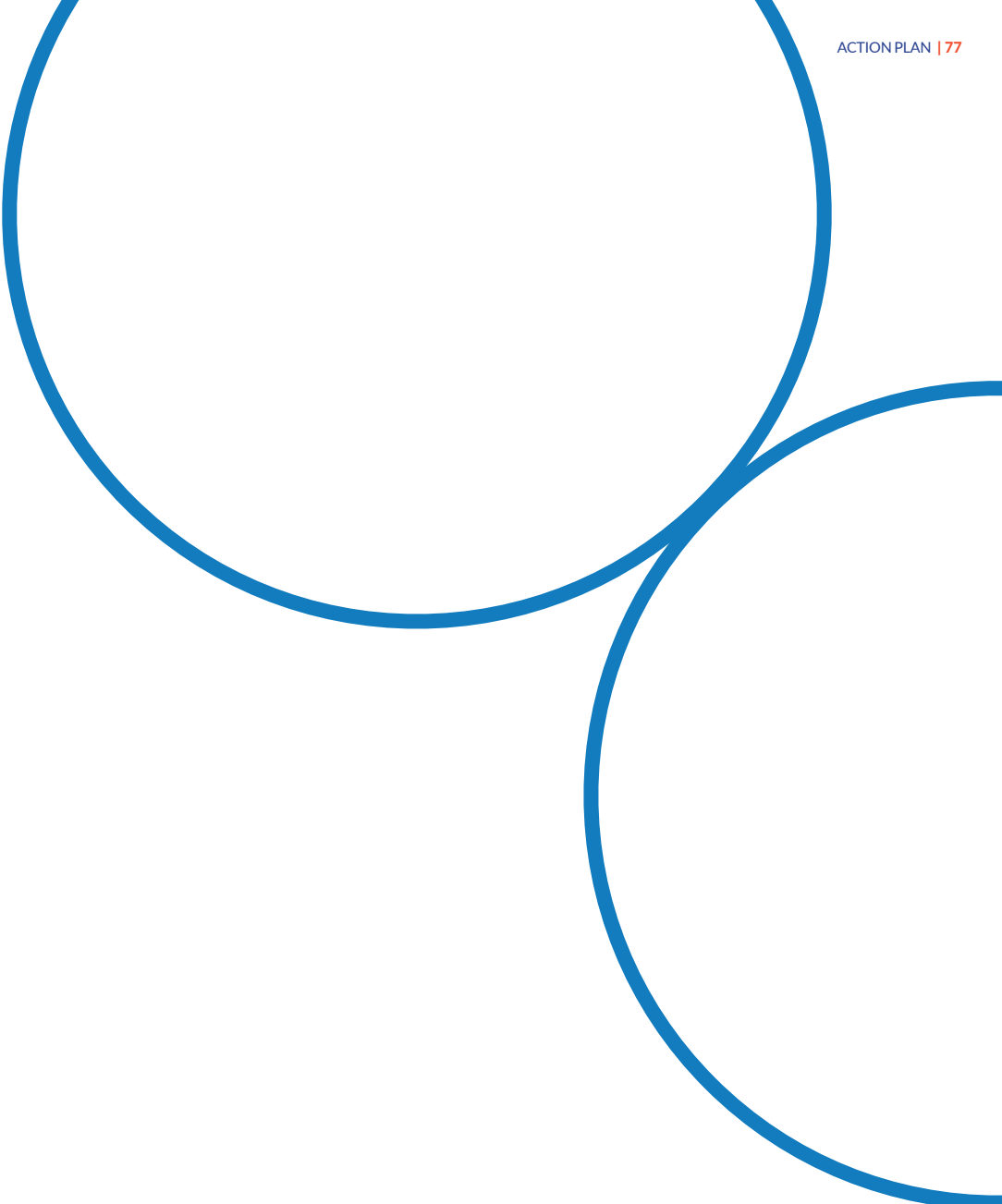
### Monitoring Indicators

### Latest data

Implementation of guidelines regarding signage in the Greenway	A preliminary project was drawn up, but the corresponding signage has not yet been implemented. A study programme was launched in collaboration with Accademia Cappiello.
Implementation of culture and education regarding the Firenze Greenway, also through a cycle of conferences scheduled from October to May at three schools in the city of Florence	<ul style="list-style-type: none"> <li>• 3 conferences were organised at Chalet Fontana in the autumn of 2023</li> <li>• An educational collaboration was undertaken with Accademia Cappiello, which is located along the Greenway</li> <li>• Collaborations were established with photography groups for the purpose of documenting several aspects of the Greenway</li> <li>• A special mention was received at the 2023 City'scape Awards at the Milan Triennale</li> </ul>
Increase in active citizen participation	100 members registered in the Association
Restoration and enhancement of the elements that are part of the Greenway	A thesis on restoration was completed on the topic of the Bobolino Garden (DIDA Florence/July, 2023).

### Implementation status

A printed guide and an audio guide (in Italian and English) to the Greenway were completed in September, 2023, and are in the process of being published, both with the contribution of the Municipality of Florence (through the Feel Florence programme “Enjoy, Respect & Feel Florence” CUP\_H19I22000790001). The course Ambasciatori di Firenze Greenway (40 hours of lessons for 40 tour guides) was also carried out with the support of the Municipality of Florence). The project of creating a network of agricultural holdings along the Greenway to promote circular bio-economy was completed, leading to the production of the event Il Gusto del Paesaggio (The Taste of the Landscape), at Chalet Fontana on 25 March, 2023. A study trip was also organised along the Greenway for 12 students from a Dutch university which focused on landscape, food technology and flower design (June 20-22, 2023). Lastly, the Firenze Greenway trademark was registered and the project received a prestigious international award, which was followed by a mention on the platform “PANORAMA – Solutions for a Healthy Planet”, in the context of “Firenze Greenway: ecological itineraries connecting World Heritage sites and neighbourhoods in Florence, Italy”.



**Strategic lines (the five "Cs")**

Credibility	
Conservation	●
Capacity building	
Communication	
Community	

**Critical issues**

Mass tourism	●
Urban mobility and pollution	●
Flooding of the Arno river	
Reduction of the number of residents	
Monument preservation	●

**Criteria, integrity and authenticity**

I	
II	
III	●
IV	●
VI	●
Integrity	●
Authenticity	●

**Sustainable development goals**



8.9 12.b

# MACRO AREA 5

## ENVIRONMENT AND CLIMATE CHANGE

The development of strategies for mitigating the effects of climate change and adapting to them has become increasingly necessary for the management and protection of sites, especially those cultural landscapes and historic centres that are especially complex and exposed to a variety of risk factors.

At the international level, the 2030 Agenda for Sustainable Development is one of the pillars on which the urban development model and the new Management Plan for Florence are based, while Macro Area 6 is mostly based on Goal 13, which promotes actions aimed at opposing the effects of climate change.

With a view to virtuous management, also the UNESCO Recommendations concerning the Historic Urban Landscape (HUL) encourage an assessment of the vulnerabilities of urban sites and their Outstanding Universal Values in relation to socio-economic stresses and climate change impacts.

The city of Florence is a positive example of the involvement of local authorities in issues related to sustainable development and climate change. In this regard, the mayor of Florence is a member of ICLEI - Local Governments for Sustainability, a worldwide network of local governments for the construction of a sustainable urban future and one of the signatories of the Covenant of Mayors for Climate and Energy, a voluntary European movement of mayors and local authorities committed to the promotion and implementation of environmental policies and to encouraging the use of renewable energy. The document signed by the mayors adhering to the Covenant, known as the Covenant of Action for Sustainable Energy and Climate (SECAP), has been acknowledged by the municipal administration and guides the plans and initiatives concerning the environmental and energy sectors. In addition, the Municipality of Florence has also adopted the Green City Accord, thus committing to reduce air and noise pollution, restore green areas, and adopt principles of circular economy.

The commitment of the community, which is visible in the many initiatives and international networks that the city of Florence participates in, has been articulated at the local level in the Mayor's Term Programme for the period 2019-2024 for the strategic planning of urban development. Several actions, however, have been implemented for counteracting the effects of climate change and strengthening the role of the environment and of urban green spaces. In particular, they include:

- the urban reforestation plan
- the completion of the tramway network
- Florence Circular City
- the development of new infomobility applications
- the strengthening of shared mobility, including car and bike sharing, as well as electric scooter and moped rentals
- the upgrading of cycle paths and the creation of new cycle lanes
- the commitment to improve electric mobility through, for example, the installation of public electric charging stations
- the creation of a new fleet of hybrid buses
- and, lastly, the implementation of the Firenze Plastic Free project, which was launched in 2006 and to date has contributed to the creation of 22 new high quality drinking water fountains and the distribution of non-plastic water bottles to pupils from more than 50 elementary schools.

In accordance with Sustainable Development Goals numbers 12, 13 and 15, the Florence World Heritage and Relations with UNESCO Office aims to identify possible actions for reducing the risks of urban pollution, thus mitigating the effects of climate change, identifying for this purpose the Site Manager as a coordinator who is also capable of encouraging public agencies, private owners and other stakeholders to adopt responsible and proper behaviours.

The Historic Centre of Florence World Heritage Sustainability Manifesto, which is modelled on the Edinburgh World Heritage Climate Emergency Manifesto, identifies the goals and action lines to guide the sustainable development of the city

### General goals described in the Management Plan of the Historic Centre of Florence

- To Increase the dissemination of information and the application of response procedures in the event of a disaster.
- To effectively coordinate the entities that operate in the case of natural disasters or hydro-geological instability.
- To Enhance the Arno river and urban green spaces as public natural areas to be cared for in order to be enjoyed by city users.
- To Increase the number of publicly accessible green areas within the World Heritage site.

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### Parameters for assessing effectiveness

Daily amount of solid waste produced in the historic centre / municipality (Kg)

Percentage of public green space (parks and gardens) in the Historic Centre

Pollution levels in the Historic Centre (annual average concentration of PM10)

Number of rainfall events greater than a given threshold

Number of days of intense heat

Number of times the Arno river exceeded the 1st or 2nd guard levels

Average flow rate of the Arno River

Number of days of minimum flow

Number of days of activation of expansion tanks

### Data

Not available

Area of the Historic Centre ~ 5,320,550 m<sup>2</sup> of Green areas in the Historic Centre ~ 958,926 m<sup>2</sup> / 5,320,550 m<sup>2</sup> = 0,18 ~ 18 %

Parameter registered at Boboli equal to 19 µg/m<sup>3</sup>

Parameter for September 2023 of 2 days to be compared with a 2006-2023 monthly average of 6 days. The cumulative rainfall was 8.4 mm, compared to a 2006-2022 rainfall average in September of 75.7 mm, thus presenting an anomaly of -67.3 mm (-89%)

Parameter referring to the month of September 2023 during which 16 days of maximum temperatures ≥ +30 °C were recorded (new monthly record), to be compared with a 2006-2023 monthly average of 7 days

To date, only once has Alert Level I been reached (reported on 16/12/2022), while Alert Level II has never been reached; this was reported by the Nave di Rosano station, which monitors hydrogeological risks on the Florentine section of the Arno river

Daily average Q: 28,34 m<sup>3</sup>/s

The total number of days for the year 2022 was 31, considering the minimum/average flow rate of 5 m<sup>3</sup>/s

No flood retention basins have been activated to this date

## PROJECT 26

# Protection of municipal museums and movable cultural heritage during emergencies

### Description

The actions of the Directorate of Territorial Services and Civil Protection aimed at the preservation of art and movable cultural heritage in case of emergency events focus mainly on two lines:

- The protection of municipal museums during emergencies, which concerns the protection of museums and other buildings of cultural interest located in the Historic Centre
- SalvArte|Integrated system involving both artisans and the Civil Protection Service for the preservation of the cultural heritage, aimed at the Florentine artisan community, recruited through Confartigianato.

These actions, in addition to safeguarding heritage, are aimed to train professionals on conservation and, at the same time, to raise awareness among institutions and the citizenry, generating a synergy between the community and its heritage.

For further details see page 130 of the 2022 Management Plan.

### Entities in charge

- The protection of municipal museums during emergencies: Municipality of Florence, Civil Protection Service, Municipal Museums Service, Florence World Heritage and Relations with UNESCO Office, Protection and Prevention Service
- Volunteer Associations
- SalvArte - Integrated system involving both artisans and the Civil Protection Service for the protection of cultural heritage: Municipality of Florence, Civil Protection Service, Florence World Heritage and Relations with UNESCO Office
- Confartigianato, Volunteer Associations

### Time frame

Medium-term

### Expected results

The protection of municipal museums during civil protection emergencies

- Protection of the city's heritage in case of hydro-geological emergency
- Determination of protection policies and actions to be carried out in case of calamitous events
- Renewal of the call for sponsors for the acquisition of bulkheads for the protection of museums in case of flooding.

SalvArte - Integrated system involving both artisans and the Civil Protection Service for the preservation of cultural heritage

- Implementation of a joint intervention procedure, aimed at participatory planning and increasing population resilience
- Specific training of staff and volunteers
- Joint exercise to test the procedure

### Monitoring Indicators

### Latest data

Number of Civil Protection Service officers trained	12
Number of volunteers trained	39
Number of shared procedures	1
Number of exercises carried out	1

### Implementation status

To this day, a series of both national and international emergencies have prevented the project from being further implemented; in particular, recent emergency events have seen the Civil Protection Department of the Tuscan Regional Authority actively engaged in dealing with the negative repercussions in the areas affected by floods.

### Strategic lines (the five "Cs")

### Critical issues

### Criteria, integrity and authenticity

Credibility		Mass tourism		I	●
Conservation	●	Urban mobility and pollution		II	●
Capacity building	●	Flooding of the Arno river	●	III	●
Communication	●	Reduction of the number of residents		IV	●
Community	●	Monument preservation	●	VI	●
				Integrity	●
				Authenticity	●

### Sustainable development goals

04	09	11	13
		11.4, 11.5	13.1, 13.3



# PROJECT 27

## Florence Circular City

### Description

Florence Circular City brings together projects involving sustainability and circular economy. A Smart Control system is contemplated in the Historic Centre of Florence for the turrets of the underground waste containers, which can be activated with the use of electronic keys and smartphone applications. This initiative, aimed at improving liveability within the World Heritage site, is tailored for different types of users, including tourists. The project therefore also requires the active and conscious participation of the local population, who will be provided with all the tools and information necessary for carrying out a correct and sustainable waste sorting and disposal.

For further details see page 131 of the 2022 Management Plan.

### Entities in charge

- Environment Department
- Municipality of Florence
- ALIA Servizi Ambientali S.p.A.

### Time frame

Medium-term

### Expected results

- Improvement of the quantity and quality of recycling in the Municipality of Florence, including the adoption of new approaches within the Historic Centre of Florence
- Establishment of a system of underground islands with access control to decrease the number of steps involved in waste collection
- Establishment of a system of bins equipped with a system to monitor the level of fullness and improve waste collection, in order to avoid unnecessary steps in areas with a high tourist presence

### Monitoring Indicators

### Latest data

Number of designed installations (underground bins)	25
Number of installations carried out	4
Percentage increase in segregated waste collection	2%

### Implementation status

The Municipality, together with the waste management services provider Alia Servizi Ambientali S.p.A., has begun the process of restructuring the waste collection and integrated waste management system through a new Waste Disposal Plan for the city of Florence. This process is now beyond the planning stage and is being implemented throughout the territory. The project is in a state of continuous development, and it is expected to be extended also into the areas within the Historic Centre. In this respect, and with the purpose of promoting sustainable tourism, improving waste sorting and collection and discouraging waste dumping, the Municipality of Florence signed the Sustainable Waste Management Protocol of Understanding for the proper disposal of waste in non-hotel accommodation facilities, in collaboration with Alia Servizi Ambientali S.p.A. and Airbnb s.p.a. Italy. The latter agrees to send a communication to their guests indicating how to sort and dispose waste, accompanied by an explanatory brochure produced by Alia to be displayed at the accommodation facility. A series of webinars have been scheduled, with the participation of the Municipality of Florence and Alia S.p.A., in which the objectives of the project and the actions to be undertaken are to be explained; this will be accompanied by the creation and issuing of a certificate of participation in the webinar for all participating hosts (green leaflet). The Municipality has also promoted these same objectives with the company Booking.com, through the organisation of webinars in collaboration with Alia to present the methods of waste sorting and collection within the Municipality. Booking.com has committed to explain to the participating accommodation facilities how to communicate correct waste management practices to their guests. Ultimately, the aim of the work team in charge of implementing the project is to enable non-hotel accommodation facilities to advise tourists as to the correct management of waste through the use of a variety of tools (from webinars to information material, also in the form of automated messages, to the Aprilo app, which can also be used by temporary visitors).

### Strategic lines (the five "Cs")

Credibility	
Conservation	
Capacity building	
Communication	
Community	●

### Critical issues

Mass tourism	
Urban mobility and pollution	●
Flooding of the Arno river	
Reduction of the number of residents	
Monument preservation	

### Criteria, integrity and authenticity

I	
II	
III	
IV	
VI	
Integrity	
Authenticity	●

### Sustainable development goals

07	11	12	13
7.2, 7.3	11.7b	12.5, 12.8, 12.8b	13.3

# PROJECT 28

## Green Plan

### Description

As part of the Mayor's Term Mandate Plan for the period 2019-2024, "Green and eco-sustainable Florence" is a strategy which has a twofold objective: on the one hand to enhance urban parks and green areas, also increasing their useability, and on the other to promote a circular and ecological economy. Urban greenery, constantly upgraded and enhanced, will thus be increasingly linked to the metropolitan green areas through greater and improved accessibility. Other interventions, such as an "urban forestation", the preservation of the Arno eco-fluvial system, the energy upgrading of buildings through the use of renewable sources and the increase in waste sorting and collection, will improve energy efficiency, safety and the psycho-physical well-being of community as a whole.

For further details see page 132 of the 2022 Management Plan.

### Entities in charge

- Environment Department, Municipality of Florence
- University of Florence [include logos of the University of Florence] (Department of Agricultural, Food, Environmental and Forestry Sciences and Technologies DAGRI and Department of Architecture DIDA) and collaborations with other entities and organisations, such as: Società Toscana di Orticoltura, CNR, Accademia dei Georgofili, together with a team of technicians belonging to the Municipal Administration (Environment Department, Urban Planning Department, General Directorate)

### Time frame

Short-term

### Expected results

- Mapping of the urban heat islands to determine mitigating actions
- Updating of tree risk map
- Performance of an updated survey of urban open spaces
- Determination of a project plan of open spaces and green and blue infrastructures

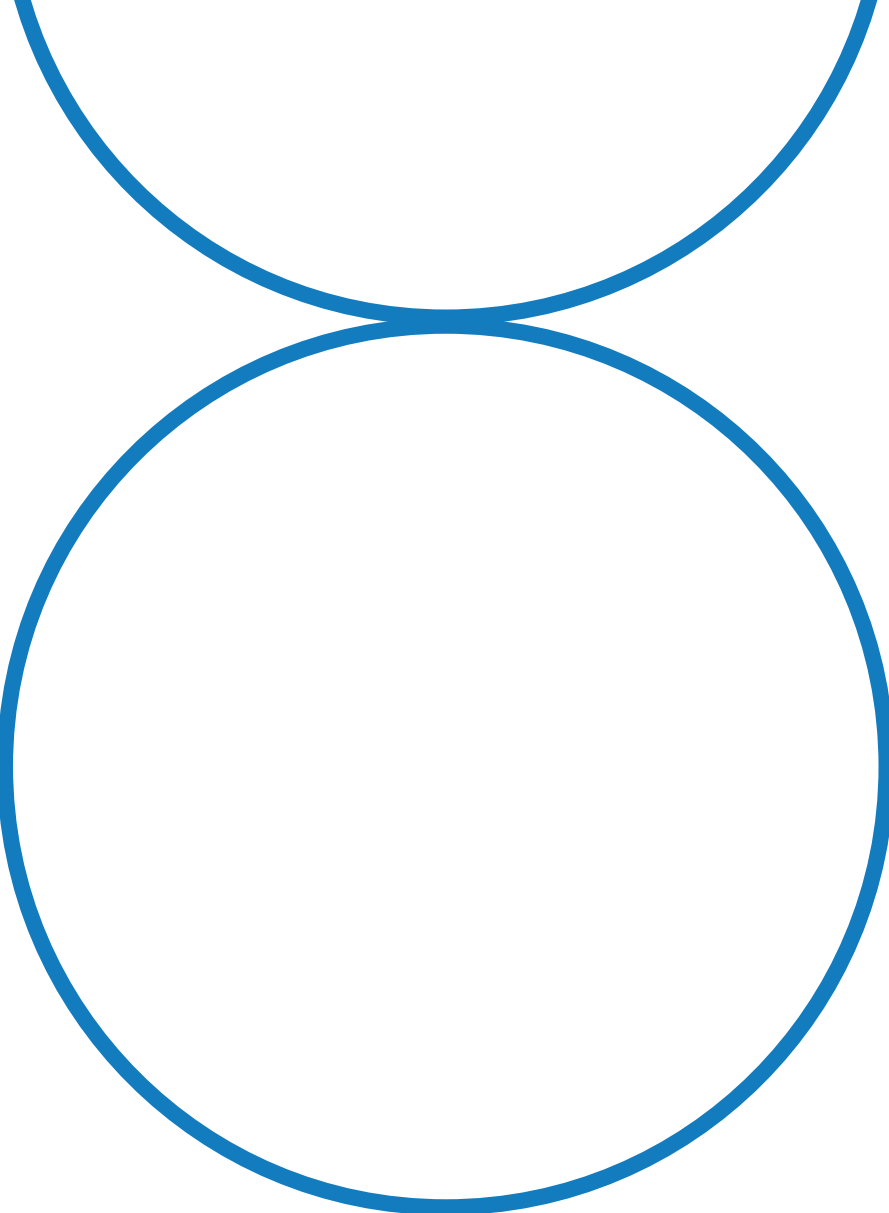
### Indicatori di Monitoraggio

### Ultimi dati

Exposure of the urban population to particulate matter air pollution <10 Micro g/m3 and <2.5 Micro g/m3	Data concerning the ratio between population and particulate pollution levels, both updated to 31 December, 2022: <ul style="list-style-type: none"> <li>• PM 2.5: 12 µg/m3 / 37,494 residents in the UNESCO area</li> <li>• PM 10: 21 µg/m3/ 37,494 residents in the UNESCO area.</li> </ul>
Public spending per capita to protect biodiversity and environmental resources	Overall total expenditure for the Mission "Sustainable Development and Protection of the Territory and the Environment": €113,455,112.50 (expense sheet for 2021)/Population in 2021: 361,619 inhabitants.
Average percentage of urbanised areas that is used as public space, by gender and age, as well as by people with disabilities	Not available
Amount invested in infrastructure, or number of public-private partnerships established for that purpose	<ul style="list-style-type: none"> <li>• Public green areas in the city €6,000,000</li> <li>• Urban forestation (new planting and expansion of green areas) 5,000,000 € (3,300,000 € + 1,700,000 €)</li> <li>• Public parks €2,700,000</li> <li>• Acoustic improvement 300,000 €</li> <li>• Florentia Park, rehabilitation of the areas of Argingrosso and Poderaccio, functional enhancement of the areas 3,925,000 €.</li> </ul>
Square metres of green space/number of inhabitants	Total of green areas under municipal management: 8,878,163 m2 (updated to 2021); population in 2021: 361,619 inhabitants > 8,878,163 m2 / 361,619 inhabitants = 24,6 m2/ab
Waterproofing and land consumption per capita	Land taken in in the Municipality of Florence: 42,920,000 m2; residents as of 2021: 361,619 inhabitants > 42,920,000 m2/n inhabitants = 118.68 m2/inhabitant.
Assessment of tree balance	Total of 74,239 trees as of 31/12/2021.

### Implementation status

Ongoing.



**Strategic lines (the five "Cs")**

Credibility	
Conservation	●
Capacity building	
Communication	
Community	●

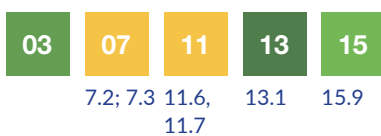
**Critical issues**

Mass tourism	●
Urban mobility and pollution	●
Flooding of the Arno river	●
Reduction of the number of residents	●
Monument preservation	●

**Criteria, integrity and authenticity**

I	●
II	●
III	●
IV	●
VI	●
Integrity	●
Authenticity	●

**Sustainable development goals**



## PROJECT 29

# Projects for the reduction of hydrogeological and flood-related risks for the Arno river

### Description

The Historic Centre of the city of Florence is traversed by the river Arno. The current riverbed is the result of continuous modifications made over the centuries to safeguard the city. To date, the management of the river is the responsibility of the District Basin Authority of the Northern Apennines, which in 2015 established the Flood Risk Management Plan (PGRA), a plan that includes reports of the hydraulic studies on flood hazard and risk, and from which derive projects for the implementation of safety measures. In this scenario, effective collaboration between the various institutional and administrative levels plays a fundamental role. Two noteworthy results of this multi-level governance are the "Patto per l'Arno", or Pact for the Arno River and the creation of the "Contratto di Fiume", or River Agreement (RA), a voluntary agreement aimed at the protection and enhancement of the Arno river, but also to promote synergy between the entities that operate on the river.

For further details see page 133 of the 2022 Management Plan.

### Entities in charge

- For the "Patto per l'Arno" (Pact for the Arno River) a coordination among entities is contemplated for the promotion of the River Agreements: Basin Authority of the Northern Apennines, ANBI and ANCI Tuscany and the following Land Reclamation Authorities: 2 Alto Valdarno, 3 Medio Valdarno and 4 Basso Valdarno
- 49 municipalities: divided by district CB2/CB3/CB4

### Time frame

Long-Term

### Expected results

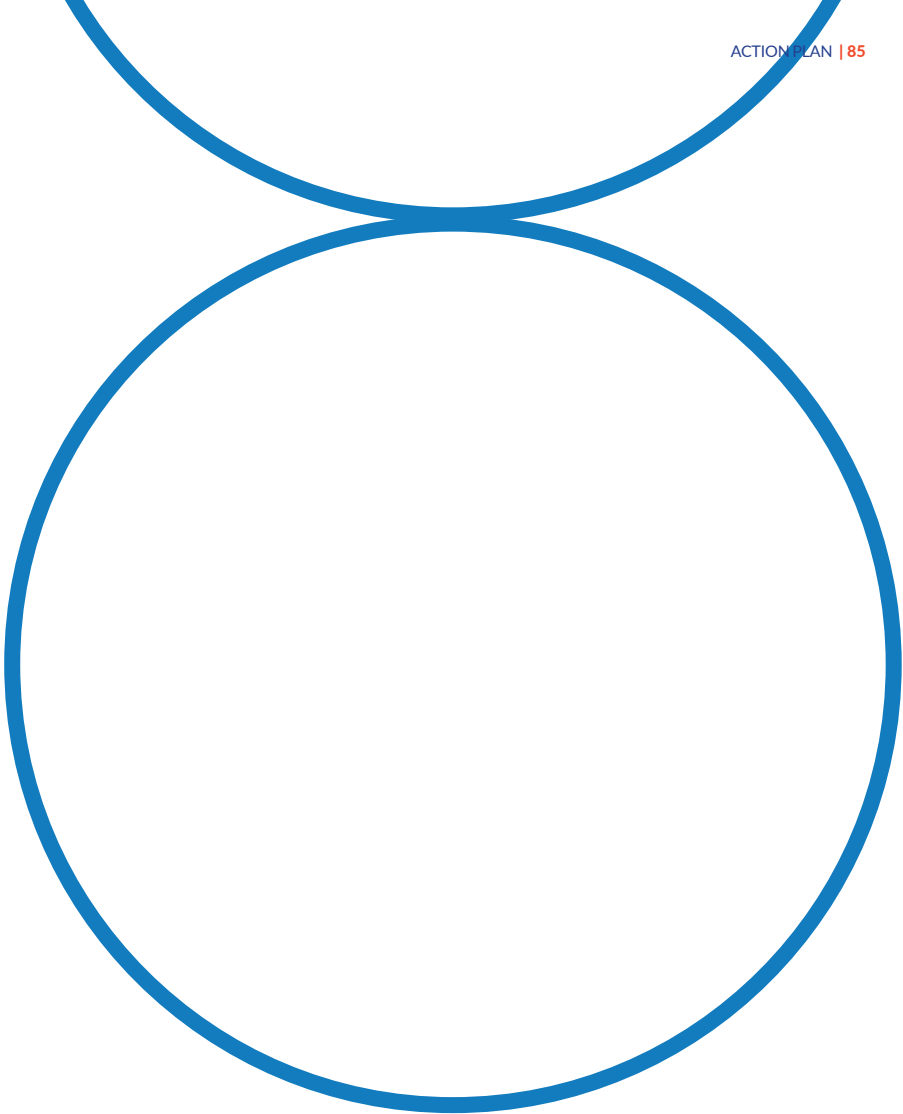
The objectives regard the Water Framework Directive (achievement of Good Environmental Quality Objective for all water bodies in the basin/district) and the Floods Directive (flood risk management):

- "For a Clean Arno". This objective concerns the protection of the water bodies connected to the Arno and the proper management of water resources
- "For a safe Arno". This objective concerns the protection against hydraulic and fluvial dynamics risks through hazard reduction and risk management policies
- "For an Arno to be lived". This objective concerns the issue of the usability of the banks and the river and the requalification of the fluvial ecosystem
- "For an Arno to be promoted". This objective concerns the theme of cultural, economic, social and touristic enhancement of the environment, the possible activities on the river, such as fishing or its navigability, as well as communications and environmental education
- Dissemination of a new culture of the river and of the environmental aspects linked to it
- Communication of the contents of the District Management Plans (Water Management Plan - PGA and Flood Risk Management Plan - PGRA) and commitment to ensuring forms of citizen participation in the planning processes, both during the plan preparation phases and in later steps involving the implementation of measures and interventions
- Promotion and development of educational projects related to the enhancement of the river, also as part of the initiative *Le chiavi della città*, extending these projects to other Tuscan cities through agreements with Anci TOSCANA

### Monitoring Indicators

### Latest data

Number of river agreements established within the framework of the Pact for the River Arno/territorial area of reference	<p>The following river agreements are active in the area of the Middle Valdarno, which includes the city of Florence:</p> <ul style="list-style-type: none"> <li>• River Agreement for the Pesa stream: <a href="http://www.cdfpesa.it">www.cdfpesa.it</a> (currently active)</li> <li>• River Agreement for the Ombrone Pistoiese stream: <a href="http://www.cdfombrone.it">www.cdfombrone.it</a> (currently suspended)</li> <li>• Pact for the Arno - "Renaissance of the Arno" - River Agreement for the area of the Middle Valdarno: <a href="https://unpattoperlararno">https://unpattoperlararno</a> (currently active)</li> <li>• Elsa River Agreement (promoted and coordinated by the Municipalities of the Valdelsa Municipalities - signed in May 2023)</li> </ul>
Number of municipalities participating in the Declaration of intent of the Pact for the River Arno/ total number of riverside municipalities	<p>There are 11 river basin municipalities in the area of the Middle Valdarno (Bagno a Ripoli, Carmignano, Campi Bisenzio, Empoli, Fiesole, Florence, Lastra a Signa, Montelupo Fiorentino, Pontassieve, Scandicci and Signa), all of which have determined to adhere to the Manifesto. There is a total of 50 municipalities adhering to the Pact over the entire stretch of the river, also including municipalities that are not directly situated along the river, but rather belonging to individual sub-basins which, however, are a part of the Arno river basin. The first river agreement for the Upper Valdarno (Upper Casentino area), known as "Abbraccio d'Arno", was signed in December, 2022</p>
Number of associations involved	30
Number of thematic round-tables organised	At least 4
Number of meetings held	More than 10
Number of schools involved in Tuscan/district territories	<p>18 schools in Florence and 7 in Lucca (educational project "Un fiume per amico", which is part of the <i>Chiavi della città</i>, or "Keys to the City" project of the Municipality of Florence). This project was also extended to other parts of Tuscany (the Serchio basin), involving a total of 42 classes. The project was also included in the "Keys to the City" for the 2023/2024 school year</p>



### Implementation status

Some important measures to mitigate the hydrogeological and flood risks of the Arno river have already been implemented, both upstream and downstream of the city of Florence. Other important projects which have been funded with national and regional European funds (also under the PNRR), are currently in the planning and implementation phases and will be completed in the coming years. Independently of the source of funding, the President of the Tuscan Regional Authority, as Government Commissioner, is the authority responsible for the implementation of hydrogeological risk interventions. A National Commissioner has been appointed to deal with aspects related to drought and to the effects of climate change on water resources, as established by Decree-Law 39/2023, while a permanent District Observatory on water uses has been activated, under the Basin Authority, with the participation of all entities involved in the management of water resources (such as the Region, Integrated Water Services managers, dam managers, etc.).

#### Strategic lines (the five "Cs")

Credibility	
Conservation	●
Capacity building	●
Communication	
Community	●

#### Critical issues

Mass tourism	
Urban mobility and pollution	
Flooding of the Arno river	●
Reduction of the number of residents	
Monument preservation	●

#### Criteria, integrity and authenticity

I	●
II	●
III	●
IV	●
VI	●
Integrity	●
Authenticity	●

#### Sustainable development goals

04	06	08	11	13
4.7	6.3, 6.5 8.9	11.4; 11.7	13.1; 13.3, 13b	

# MACRO AREA 6

## MOBILITY SYSTEM

Macro Area 6 was developed on the basis of the recommendations of the 2017 UNESCO/ICOMOS Advisory Mission concerning sustainable urban mobility interventions within the Municipality of Florence. The Historic Centre, in particular, is affected by the presence of workers, students and city users from the suburban areas and neighbouring municipalities who, together with the local residents, use the roadways on a daily basis, significantly impacting urban traffic and congesting the road network due to the great number of vehicles in circulation. This, in turn, results in the increase of pollution levels within the Core Zone. Consequently, the balance between residential functions, economic activities and the conservation of the site requires a constant and careful effort, which is why the Administration continues to foster public transport, the use of electric vehicles and bike and car sharing, to encourage the use of electric and eco-diesel minibuses, to implement the creation of new cycle paths and parking spaces, as well as to expand the tramway system, pedestrian areas, 30 km/h Zones and Limited Traffic Zones.

The Metropolitan City of Florence has already adopted a strategic document in support of these plans: the Urban Plan for Sustainable Mobility (PUMS), aimed at making the overall transport system more efficient.

Increasing the efficiency of urban mobility, however, is not only a matter of expanding the public transport system; another general objective, in fact, is to enable more diversified and convenient mobility through the removal of architectural barriers, so that people with reduced mobility can use and enjoy the city to a greater degree. The enhancement of safety measures on pedestrian and cycle paths is also a useful and necessary strategy for promoting effective alternatives, and to encourage the population to forego the use of private cars in favour of more sustainable means of transportation.

Lastly, accessibility should also be considered from an economic point of view, encouraging, for example, the use of public transport through affordable bus and tram passes, with reductions for special categories of users, such as students, or those within certain age groups or income thresholds.

The Florence World Heritage and Relations with UNESCO Office, in accordance with Sustainable Development Goals numbers 12, 13 and 15, intends to identify a series of desirable actions to be implemented for reducing the risk of urban pollution and to mitigate the effects of climate change. The Site Manager serves, in this context, as a coordinating figure capable of encouraging public offices, private owners and other stakeholders to act in a responsible and ethical manner.

The Historic Centre of Florence World Heritage Sustainability Manifesto, which is modelled on the Edinburgh World Heritage Climate Emergency

### **General goals described in the Management Plan of the Historic Centre of Florence**

- To enhance accessibility and usage of the site by pedestrians, through interventions for improving paving and pedestrian paths;
- To continue decreasing private motor vehicle traffic within the site, devising and identifying
- new sustainable mobility strategies;
- To encourage the use of soft mobility (bike sharing) and strengthen the system of bicycle paths;
- To strengthen the public transport network (tramway, protected bus lines) and alternative/electric mobility;
- To make the entire system of cultural and natural heritage of the territory easily accessible through an effective system of integrated mobility.

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## Parameters for assessing effectiveness

## Data

**Pedestrian areas (square metres)**

411.422 mq

**Total length  
of the cycle path network**

112,7 km  
(parameter which includes both the Core Zone and the Buffer  
Zone of the site)

**Number of fully electric taxis / Total number of taxis**

76/770

**Number of interchange car parks**

8

**Total length of tramway lines (km)**

On 30/04/2023: 16.8 km

**Number of tramway users**

Year 2022: 30,406,823  
January-April 2023: 10,665,790

# PROJECT 30

## Infrastructures and sustainable mobility for the Historic Centre

### Description

The strategy for sustainable mobility includes a series of interventions which involve both the Core Zone and the Buffer Zone of the World Heritage site and which can be grouped as follows:

- Tramway: extension of the existing infrastructure network
- Urban Logistics: interventions based on new technological and organisational solutions, aimed at reducing the level of traffic congestion in the areas concerned and increasing the quality of life and urban decorum
- Shared mobility: extension of the shared mobility system aimed at favouring the reduction of the levels of pollution by encouraging the use of vehicles with a low environmental impact
- Integrated Accessibility System: interventions aimed at improving accessibility to the historic centre for all categories of users and in particular for those who are most vulnerable and for city users (improvement of the local public road transport system, encouragement of soft mobility, elimination of architectural barriers and allocation of underground car parks).

For further details see page 138 of the 2022 Management Plan.

### Time frame

Long-term

### Expected results

- Improvement of the appeal of collective transport, shared transport and bicycle-pedestrian transport
- Socio-economic sustainability
- Reduction of road congestion and irregular parking, promoting the introduction of low-polluting vehicles
- Increase in the efficiency of urban logistics, improvement of the energy and environmental performance of the passenger and freight vehicles
- Ensuring conditions of accessibility for people with reduced mobility, people with low income and the elderly
- Improvement of the safety of vehicular traffic, pedestrians and cyclists
- Increase in the range of transport choices for citizens

### Entities in charge

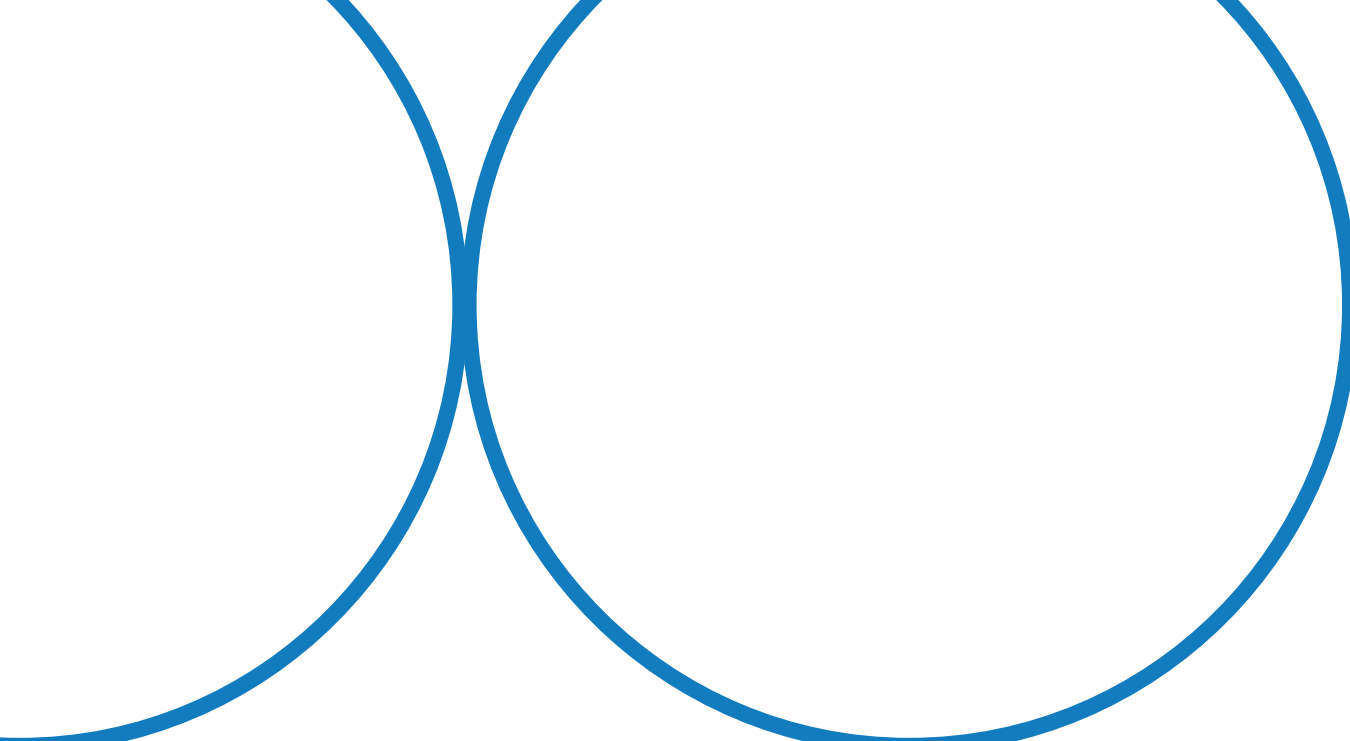
- Municipality of Florence
- Ministry of Sustainable Infrastructure and Mobility
- Tuscan Regional Authority
- Metropolitan City of Florence

### Monitoring Indicators

### Latest data

Number of sustainable commercial vehicles (cargo bike, electric, hydrogen) active in the ZTL / total square kms of ZTL*hour	From 1/1 to 17/10/2023: 127
Square metres of green areas, pedestrian areas and 30 km / h zones per inhabitant	<ul style="list-style-type: none"> <li>• Green areas m2/inhabitant: 10.6</li> <li>• Pedestrian areas m2/inhabitant: 7.14</li> <li>• 30 km/h Zone m2/inhabitant: 15.99</li> </ul> Data based on resident population as on 31/12/22 and of existing m2 as of October 2023
Reduction of motor vehicle rate (number of cars / resident population)	On 31/12/2022: 0.26
Use of Local Public Transport	Data regarding 2022, estimate: 9,887,133
Number of tramway users	From 01/01/2023 to 31/10/2023 equal to 28,490,108
Reduction in private traffic, percentage of users who have changed private transport for the tramway	On 30/04/2023: 23%
Percentage increase in the number of electric vehicles used in the distribution of goods in the area	+32,3% in comparison with 2022
Urban modifications carried out related to the construction of the tramway lines as an opportunity for urban requalification (streets, squares, cycle paths, green areas)	On 30/06/2022: 33%
Number of places / km offered on infrastructure	From 01/01/2023 to 31/10/2023 equal to 547,392,412
Number of users inscribed in sharing services	On 30/06/2023, data regarding the whole Municipality: 972,000
Number of interventions to remove architectural barriers	On 31/12/22: 162





### Implementation status

As regards the tramway network, the “Alternative to the Historic Centre” Variant - Lot 2 (an extension of Line 2), which is almost entirely located within the Core Zone of the UNESCO site, is currently under construction; in addition to this, the final project for Line 3.2.1 is being drafted. Furthermore, a number of additional projects are in the process of being approved that are located within the Buffer Zone, including both Line 3.2 (with a total length of approximately 6.1 km and 15 planned stops), and Lines 2.2 and 4 (considered as integral parts of an inter-municipal system which aims to connect the Municipality of Florence with the Municipalities of Campi Bisenzio and Sesto Fiorentino). At the heart of this upgrade of the Local Public Transport System (LPT), thanks to funds from the National Operational Programme PON Metro, 12 new electric buses to be used in the Centre and, thanks to the National Recovery and Resilience Plan (PNRR), a further 70 new electric buses which will contribute to the zero-impact goal for vehicles. This will benefit users and improve the quality of the air (with a significant reduction in emissions of CO2, PM10 and nitrogen oxides), thus continuing on the path towards electrification, which also includes the presence of more than 400 multi-vendor recharging points for private electric vehicles in the municipal area. Lastly, with an extension of more than 110 km of the urban network of bicycle lanes, the projects carried out and those still in progress have made it possible to create a continuous and widespread system of connections, combined with other forms of mobility (such as the LPT), but also with existing and planned routes, including those which cover the metropolitan area.

#### Strategic lines (the five "Cs")

Credibility	
Conservation	
Capacity building	
Communication	
Community	●

#### Critical issues

Mass tourism	●
Urban mobility and pollution	●
Flooding of the Arno river	
Reduction of the number of residents	●
Monument preservation	

#### Criteria, integrity and authenticity

I	
II	
III	
IV	
VI	
Integrity	
Authenticity	●

#### Sustainable development goals

<b>01</b>	<b>03</b>	<b>07</b>	<b>09</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
1.4	3.6	7.1, 7.2 7.3, 7b	9.1		11.2, 11.6	12.8	13.3

## 1.6

### New challenges for the management of the Historic Centre of Florence

As in other management models implemented for the safeguarding and enhancement of World Heritage sites, also in the case of the Historic Centre of Florence it is essential to regularly monitor the effectiveness of measures for responding to the effects of changes and external factors that constantly affect its identity values, and to transform them into actual project proposals. From this derives the importance of analysing the overall progress of the activities described in the Action Plan, reporting in a timely manner any problems that may emerge during their implementation, while making it possible to undertake corrective actions as considered appropriate to achieve the relevant goals, or else to indicate the reasons for their failure.

The need to measure the performance of the strategic project resulted in the introduction of a monitoring system, identified as an essential step in the evaluation of the management model adopted for the World Heritage site. What has been described so far therefore represents the set of outcomes produced and the results achieved by the implementation of a process which is based on the current procedures and assessment methods established by UNESCO, and is also directed towards two main areas of interest: on the one hand, the evaluation of the effectiveness and efficiency of the strategies, and on the other, the analysis of the medium and long-term incidence of their impacts for each Macro Area.

Considering that any monitoring system must also adopt a multidimensional approach (referring not only to quantitative but also qualitative assessment criteria), the main aspect on which to focus the attention is the carefully pondered choice of indicators that, tailored specifically for each project, coincides with the actual object of measurement, and through which both the progressively achieved goals and the expected results can be assessed.

The results that have emerged so far, however, present a comforting picture. Overall, during the course of the Monitoring process it was observed that:

- most of the projects are still ongoing and record significant progress
- some projects are currently on hold, but are expected to be reactivated in the future (for example, the Safeguarding of Municipal Museums and Movable Cultural Heritage by the Civil Protection Services)
- some projects are in their initial phase (for example, Florence and the Cultural Inheritance of its Religious Heritage).

Ultimately, the solutions adopted as part of a “digitised” monitoring system (carried out through the creation of actual dashboards), have proven to be particularly effective for the correct interpretation and management of data, which in turn provides a sound knowledge base for streamlining future site management strategies.

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9 788833 382180