



## 11-12 SEPTEMBER 2014 DUBROVNIK, CROATIA

**The 2-day workshops** will focus on common issues in the preparation of sustainable management and transport plans for World Heritage Sites using a range of case studies, common approaches and management tools as an illustration.

Successful management is the basis for the sustainable use and preservation of heritage sites, facilitating a side-by-side existence and prosperity, benefiting residents, visitors, as well as protecting the Outstanding Universal Value (OUV) and integrity of heritage sites in accordance with Article 4 of the World Heritage Convention.

### WHO will you meet?

- Municipal representatives
- Consultants
- Solution providers
- Researchers
- NGOs

### WHY attend?

**IDENTIFY** challenges in the management of WHS  
**SHARE AND IMPROVE** management skills of professionals  
**RECOGNIZE** importance of other stakeholders in site management  
**DISCOVER** innovative smart grid technology  
**EXPERIENCE** best practice & great networking

### KEY issues

- Conservation policies and tourism strategies
- ICT for sustainable management
- Pollution by carbon emissions
- Congestion - inefficient distribution of people and goods
- 80% reduction target in Co2 emissions

## The Day 1 Workshop

The Day 1 Workshop will help understand Management Plans for World Heritage or potential World Heritage cities with a specific focus on case studies. It is an opportunity to share views and experiences related to current management issues of heritage sites.

Heritage sites are frequently vulnerable and need sustainable site management. Implementing a sustainable development model means recognizing existing controversies between conservation and tourism activities.

In this context, the City of Dubrovnik as Lead Partner and the Final Beneficiaries involved in the IPA Adriatic CBC project EX.PO AUS – "EXtension of POtentiality of Adriatic Unesco Sites" will present the current results of the project activities involving Cross-Border Sustainable Management of UNESCO Sites on the Adriatic.

## The Day 2 Workshop

The Day 2 Workshop will include how to prepare Sustainable Urban Logistics Plans (SULP). Delegates will:

**learn first-hand from European case studies from:**

LUCCA, VICENZA, SIENA - Italy, TREVISO - Italy  
 TRONDHEIM - Norway  
 DEN BOSCH - Netherlands

**Case Study Examples including:**

- Urban logistics service introduced in Lucca, Vicenza and Siena – clean freight transshipment and last mile delivery
- Trondheim's overall Mobility Plan for CO2 reduction and Posten Norge's (Post Office) implementation of zero CO2 post distribution
- Den Bosch city logistic and overall mobility plans for only green vehicles combined with cycling and parking strategies
- Treviso's innovative plans for people and goods mobility through green parking schemes improving energy efficiency and reducing Co2
- How to define SULP in the 9 European Small and Mid-size towns