Avec le Soutien de la Commission Européenne

RAPPORT
AU SUJET DE LA PARTICIPATION
DE CGLU-AFRIQUE À
LA CÉLÉBRATION DU
20ème ANNIVERSAIRE DE
LA FONDATION ITALIENNE
ROMUALDO DEL BIANCO
ASSEMBLÉE GÉNÉRALE DES
EXPERTS INTERNATIONAUX ET
SYMPOSIUM SUR « HERITAGE
FOR PLANET EARTH 2018 »
ITALIE, FLORENCE, LES 3 ET 4 MARS 2018

REPORT
ON THE PARTICIPATION OF
UCLG-AFRICA TO THE
CELEBRATION OF THE 20th
ANNIVERSARY OF THE GENERAL
ASSEMBLY OF THE
INTERNATIONAL EXPERTS OF
THE ITALIAN FOUNDATION
ROMUALDO DEL BIANCO
& SYMPOSIUM ON « HERITAGE
FOR PLANET EARTH 2018 »
ITALY, FLORENCE, 3-4 MARCH 2018

Ensemble pour une Afrique Locale Performante
RAPPORTE

PARTICIPANT(E)S
Ont pris part à cette manifestation des représentants de 34 Pays et 88 Villes.
Monsieur le Secrétaire Général de CGLU-Afrique a été représenté par :
- Dr Najat Zarrouk, Directrice de l'Académie Africaine des Collectivités Territoriales (ALGA) de CGLU-Afrique ;
- Mr Jewel Adjei, Consultant auprès de CGLU-Afrique.
PRINCIPAUX AXES DU PROGRAMME

- L'activité a été marquée par les discours d'ouverture, notamment du Président de la Fondation Romualdo Del Bianco qui a rappelé l'historique du Mouvement « Life Beyond Tourism », sa vision ainsi que ses activités progressives (élaboration d'un Glossaire, lancement d'un Système de Certification, Séminaires de Formation de Formateurs, réception de nouveaux ouvrages pour le Musée de la Fondation...).

- Le Conseiller Spécial de la Directrice Générale de l'UNESCO a prononcé une allocation dans laquelle il a mis en exergue les défis que connaissent les domaines de la Culture et du Patrimoine ainsi que les mesures et réformes qu'entrepris l'UNESCO pour y faire face, moyennant une approche participative et inclusive.

- Le Président de la Fondation a procédé à la signature de dix (10) Mémorandums d'entente particulièrement avec des Pays et Institutions de l'Europe de l'Est.


- L'organisation de trois (3) Sessions Parallèles portant respectivement sur :
  - Session 1 : Les tendances du marché du Tourisme : gérer ou être géré ?
  - Session 2 : Les technologies numériques : sauver l'identité de la mondialisation de l'alimentation ?

PROGRES REALISES DANS LA MISE EN ŒUVRE DU PARTENARIAT CGLU-AFRIQUE – FONDATION ROMUALDO DEL BIANCO

- La Directrice de ALGA a été invitée à faire une présentation sur les principaux acquis de la mise en œuvre du Partenariat avec la Fondation italienne, en particulier la Formation des formateurs réalisée du 12 au 15 février 2018 à Florence (présentation en annexe de ce Rapport) ;
• La tenue de séances de travail avec les responsables de la Fondation pour l'examen de l'état d'avancement de la mise en place de la Plateforme en ligne sur Life beyond Tourism et sur la Plateforme en ligne dédiée au Concours des Photos (Voir Rapport de Mr Jewel Adjei en Annexe) ;
• Après la clôture de la 20ème Assemblée Générale, le Conseil de la Fondation a approuvé la nomination de la Directrice de ALGA en tant que membre du Conseil des Experts Internationaux de celle-ci au titre de 2018, sachant que Monsieur le Secrétaire Général de CGLU-Afrique a été nommé en 2017.

Rabat, le 6 Mars 2018

Dr Najat Zarrouk  
Directrice de ALGA

Mr Jewel Adjei  
Consultant –UCLG-Africa
REPORT
As part of the implementation of the Memorandum of Understanding signed between the Italian Foundation Romualdo Del Bianco, the International Institute of Life Beyond Tourism and United Cities and Local Governments of Africa (UCLG-Africa), Mr. Jean Pierre Elong Mbassi, General Secretary of UCLG-Africa was invited to the 20th General Assembly of International Experts and to the Symposium on "Heritage for Planet Earth" - 2018 in Florence, Italy, March 3rd and 4th 2018.

PARTICIPANTS
Representatives from 34 countries and 88 cities took part in this event.
The Secretary General of UCLG Africa was represented by:
- Dr. Najat Zarrouk, Director of the African Local Government Academy (ALGA) of UCLG-Africa;
- Mr Jewel Adjei, Consultant at UCLG Africa.
MAIN AREAS OF THE PROGRAM

- The activity was marked by the opening speeches, in particular by the President of the Romualdo Del Bianco Foundation who recalled the history of the Life Beyond Tourism Movement, its vision as well as its progressive activities (development of a Glossary, launch of a Certification System, Training Seminars for Trainers, reception of new works and books for the Foundation Museum ...);

- The Special Adviser to the Director-General of UNESCO delivered a speech in which he highlighted the challenges facing the fields of Culture and Heritage as well as the measures and reforms undertaken by UNESCO to deal with such challenges, in a participatory and inclusive approach;

- The President of the Foundation has signed ten (10) Memorandums of Understanding, particularly with Eastern European Countries and Institutions;

- The presentation of different perspectives of the Life Beyond Tourism Movement, in particular from Universities and Institutes of Training, Local Governments and Civil Society;

- The organization of three (3) Parallel Sessions on:
  - Session 1: Tourism market trends: to manage or to be managed?
  - Session 2: Digital technologies: saving identity of feeding globalization?
  - Session 3: Smart city and heritage conservation by means of modern building technologies.

PROGRESS MADE IN THE IMPLEMENTATION OF THE UCLG-AFRICA PARTNERSHIP WITH ROMUALDO DEL BIANCO FOUNDATION

1. The Director of ALGA was invited to make a presentation on the main achievements of the implementation of the Partnership with the Italian Foundation, in particular the Training of Trainers conducted from 12 to 15 February 2018 in Florence (see the presentation in the annex of of this report);
2. Discussions with Foundation officials on Life Beyond Online Platform and the Photo Contest Online Platform (See Report of Mr Jewel Adjei in annex);

3. After the closing of the 20th General Assembly, the Board of the Foundation approved the appointment of the Director of ALGA as a Member of the Board of the International Experts for 2018, knowing that the Secretary General of UCLG Africa has been appointed in 2017.

Rabat, March 6, 2018

Dr. Najat Zarrouk
Director of ALGA

Mr Jewel Adjei
ANNEXES
DISSEMINATING THE MOVEMENT LIFE BEYOND TOURISM AT AFRICAN LOCAL LEVEL

Florence, 3-4 March, 2018

Summary

- UCLG-AFRICA AND ITS ACADEMY AT A GLANCE
- THE CONTEXT MATTERS
- THE PARTNERSHIP BETWEEN UCLG-AFRICA & THE FOUNDATION ROMUALDO DEL BIANCO LIFE BEYOND TOURISM
- OUR VISION
- OUR OBJECTIVES
- OUR 5 PRIORITIES
## UCLG-AFRICA AT A GLANCE

**Creation**
18 May 2005

- **Headquarters:** Rabat, Kingdom of Morocco
- **Regional Sections:** International Organizations
- **Membership:** Cities

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### Our Members

- 40 National Associations of Local Authorities in the 5 African Regions
- More than 2000 Cities

### Our Mission

Contribution to:
- The Visibility
- The Empowerment
- The Autonomy of the Local Authorities

Among UCLG-Africa Priorities:
« Development of the Human Capital, Building Capacities and Intellectual Exchange »
3 Pillars....

- Advocacy
- Lobbying
- Engagement
- Development
- Institutional
- Capacity
- Development
- of
- Business Culture
- &
- Knowledge
- Management

Our Flagship Event...

Each 3 years in an African City

5000 to 7000 Participants representing all the Actors & Stakeholders involved in Territorial Development

8th Edition
Kingdom of Morocco
4-8 December 2018

THE THEME:
TRANSITION TOWARD SUSTAINABLE CITIES AND TERRITORIES: THE ROLE OF LOCAL AUTHORITIES
The African Local Government Academy (ALGA)

Origin of ALGA
a Moroccan Initiative for an African Vision...

The Resolution adopted par the Local Authorities after AFRICITES SUMMIT - Marrakech - 2009

The Strategic Vision

- Transforming Leadership
- Promoting Professionalism
- Investing in the Human Capital
- Anchoring Performance at Local level
Our Statute, Brand and Logo ....

A Subsidiary Body of UCLG-Africa

«Together for an Effective Local Africa»

How???
4 Main Missions

Normalization & Modernization of HR Management at Local Level (Disparities)

Accreditation & Quality Assurance

A Diverse & Innovative Training Offer

Support to UCLG-Africa Members & Networks
LEAVING NO ONE BEHIND
"Win-Win Partnerships"

The Partners Who Trust Us...
The Context Matters....

A New Geo-Political Context for the World We Want for People, Planet, Prosperity, Peace and Partnerships

- The 17 SDGs
- The New Urban Agenda
- The Climate Change Agenda....
The Existence of International Commitments and Regulations on Culture & Heritage & on Tourism

- THE ROLE OF UNESCO AND ITS INTERNATIONAL CONVENTIONS & INSTRUMENTS
- THE ROLE OF THE WORLD TOURISM ORGANIZATION (UNWTO)

An Africa with a Strong Identity, Common Heritage Shared Values & Ethics

The Africa We Want The 2063 Vision
AFRICAN CHARTER ON THE VALUES AND PRINCIPLES OF DECENTRALISATION, LOCAL GOVERNANCE AND LOCAL DEVELOPMENT (2014)

Core Values

a) Community – based participation and inclusiveness
b) Solidarity
c) Respect for human and peoples’ rights
d) Diversity and tolerance
e) Justice, equality and equity
f) Integrity
g) Civic responsibility and citizenship
h) Transparency and accountability
i) Responsiveness
THE PARTNERSHIP BETWEEN UCLG-AFRICA & THE FOUNDATION ROMUALDO DEL BIANCO

- MoU Signed in 2017 in Florence
- Appointment of the General Secretary of UCLG-Africa, Mr Jean Pierre Elong Mbassi, as a Member of the International Board of Experts of the Foundation

First Great Initiative ...

- Realization of the First Training of Trainers on Life Beyond Tourism in Florence, **12-15 February 2018**
- 13 participants (6 female) from 10 Countries:
  - **The Delegation of UCLG-Africa**: 1 Angola, 1 Ghana, 1 Mauritania, 3 Morocco, 1 South Africa, 1 Tanzania, 1 Togo, 1 Tunisia.
  - 1 Germany
  - 2 Russia
- 1 participant from Cameroon was not able to attend because his visa was not issued on time.
- A Sound Opportunity for UCLG-Africa to propose a Road Map to implement the Movement of LBT in Africa
Group Picture of the First Cohort

OUR VISION FOR LIFE BEYOND TOURISM IN AFRICA

PROMOTING TOURISM AS A DRIVER OF INTERCULTURAL DIALOGUE FOR PEACE COEXISTENCE & SUSTAINABLE DEVELOPMENT IN AFRICA
OUR OBJECTIVES

- Promoting Peace Coexistence
- Protecting Human Rights and Diversity
- Integrating Intercultural Dialogue and Cultural Exchange
- Anchoring Territorial Development on political, social, economic, cultural levels
- Contributing to Sustainable Development

Our 5 Priorities

1) Ownership and mastering of the Philosophy, the Movement & Concept of Life Beyond Tourism and its customization to the African Context
2) Advocacy, Lobbying and Mobilization: adhérence, ratification of international instruments, harmonization of national laws, Respect of Commitments
3) Awareness Raising, Sensitisation, Learning, Training, Peer Learning, and Capacity Building
4) Access to information, Sharing knowledge and Best Practices
5) Use of Technology and Data Collection
6) Beside a Syllabus Proposal
شكراً جزيلاً

www.afriquelocale.org  www.uciga.org
LIFE BEYOND TOURISM ONLINE PLATFORMS PROJECTS

Meetings with the LBT web admin and business model personnel, Ms Barbara
The mission commenced with a meeting with the web admin and business model, which was held on the of 3rd March 2017, at the event venue. The purpose was to get the full detail understanding of LBT Business model to inform our strategy in the rolling out of the UCLG Africa’s own model on the continent. This was broken down in three elements
1. The full technical architecture of the LBT online system
2. The business commission structure of all stakeholders
3. The marketing, sales and implementation strategies including success story

1. The Full technical architecture of the LBT online system
Few aspect of LBT website navigation was presented to me and Dr Zarrouk, and content was mainly accommodation and NGO’s focus on the city of Florence. My respond, in this regard, was focussed on the rationale, methodology for both back and front end of the system. The second task was to get the understanding of complaints and system licenses in support of the platform, especially in light of the technology structure and ownership category. We were informed that the entire system was developed and currently been maintained by an IT person who owns a private company that has the platform and charges LBT licence fee to use the platform annually. Therefore, the full technical architecture can only be submitted by him to me on Friday 8 February. Also we were informed that non profit portal in the context of Italian law doesn’t mean not making profit, but rather making profit ethically. Hence the company registration category of LBT is a fully PTY LTD entity.

2. The business commission structure of all stakeholders
Ms Barbara highlighted the four key stakeholders and commission structure as follows

The Accommodation entities: All hotels charges whatever amount they want to clients who book using the online platform (revenue stream 85% of total booking value retained);
LBT receives (revenue stream 12% of total booking value), this covers operational expenditure for the platform and LBT staffs in-charge of running the program;
Local NGOs receives (revenue stream 3% of total booking value), this covers the expenditure for programs promoting heritage and all related activities.
3. The marketing, sales and implementation strategies including success story

1. They currently mainly use online marketing campaign for sales;
2. Sales is a bit slow but steady due to Airbnb and booking.com aggressive marketing strategies and serious competition;
3. The addition of the photo competition site is an effort to pull more traffic to the site, using sponsor drive approach for awards.

Brief interaction with the Director of LBT Ms Catherina
She indicated we should have a three way Skype call to further discuss in details more technical and business model after the first draft of the technical specs request next week.
GUIDELINES FOR THE MEMBERS
OF THE INTERNATIONAL BOARD OF THE EXPERTS
by the Fondazione Romualdo Del Bianco – International Institute Life Beyond Tourism
update November 2017

1. Who is the "Expert"
In pursuing the ethic mission of promoting to the dialogue between cultures, the Foundation, is assisted by partners from the scientific, academic and professional world who can contribute to the development of the contacts (network) and the dissemination of its initiatives.

2. Nomination and appointment
The "Candidate Expert" is presented by two Experts or two Members of the Board of Directors of the Foundation at least.
The "Expert" is nominated by the Board of Directors of the Foundation, during the March or November sessions. The role of the Expert lasts one year and expires at the end of the year and may be renewed year by year by the Board of Directors of the Foundation, during the November session.
The Foundation must give notice of the appointment (or confirmation for the following year) directly to the person, or in writing or by publication on the website of the Foundation www.fondazionedelbianco.org or the Life Beyond Tourism International Institute http://www.istitutointernazionalelb.org; from that moment on the appointment is perfected.

3. Roles of the Expert
- Development of researches on "Cultural Expressions" of territories (like the historical, traditional, typical shops, customs and costumes, crafts, cultural institutions, etc.) through the Foundation’s Life Beyond Tourism Portal www.lifebeyondtourism.org
- Proposal of the international seminars in Florence, for students of universities from different countries, in order to train and educate young people to grow and dialogue among cultures and respect for cultural diversity
- Proposal of the scientific meetings in Florence (preferably repeatable periodically) to promote the exchange of knowledge and the opening of further collaborations
- Advice of people and colleagues to nominate Experts of the Foundation to expand and enhance the international network of contacts of the Foundation
- Participation to the Annual International Assembly and Symposium of the Experts of the Foundation and contribution to the scientific outcomes
- Other activity for the mission of promoting intercultural dialogue through heritage site protection and values-based travels for intercultural dialogue and peaceful coexistence.

4. "Certificated Trainer" Expert
The Experts interested have the possibility to become Certificated Trainers of the Foundation’s Life Beyond Tourism Initiative. In fact, it is nowadays undeniable how necessary a new resilient approach for transforming heritage sites valorisation and incoming travels in an innovative force playing a leading role
for intercultural dialogue-building and local sustainable development has become.

After a suitable \textbf{Intensive Course Training for Trainers Life Beyond Tourism} in Florence, the "Certificated Trainer" Expert will be \textbf{ready to apply Life Beyond Tourism and to teach it directly on their university and site}, in order to train students on the best practices developed for enhancing and promoting the local cultural identities and heritage, for inclusive and participatory tourism and for fostering mutual understanding and building a culture of dialogue.

An annual report (by using standard modules) of the training activity is required; all the reports will be gathered and processed by the International Institute for achieving the suitable upgrading of the Life Beyond Tourism training methods and the dissemination of its Ethos worldwide.

5. \textbf{Categories of Expert}

Depending on the prevalence of the role performed, the Experts are therefore divided into three categories:

- Experts for the scientific and academic initiatives (researchers, academics, professionals), whose business card is stated "Foundation Scientific Expert for year ……"
- Experts for the development of network and programs, whose business card is stated "Foundation Networking Expert for year ……"
- Experts Life Beyond Tourism training, who business card states“Foundation Certificated Trainers Life Beyond Tourism for year ……”

6. \textbf{Volunteerism basis activity}

The "Expert" of the Romualdo Del Bianco Foundation operates a voluntary and for free.

The reimbursement of expenses may be made in favor of the Expert, only when the Expert is authorized by the Board of the Foundation in advance and in writing, and when the reimbursement was previously quantified in the budget for the Foundation. Without these conditions, no expense is allowable.

7. \textbf{Publicity}

The "Expert" will print at his own expense his business card (and specify the category as in previous point .7), only using the size of the business card and posted on the Internet, mentioning the calendar year of his/her charge and the exact role he assigned, as announced by the Foundation in accordance with the limits specified in this Guidelines.

The use of the title "Expert" means the exercise of its function, as well as delivering their business cards, must take place exclusively for the purposes of an institutional nature and compatible with the mission and the objectives of the Foundation, thus excluding the purpose of personal and / or professional.

8. \textbf{Removal}

At any time of the year, the Board of Directors may remove any person as an "Expert" from office, without having to justify, simply inform to the interested and to update the list published in the network on the appropriate page of the Foundation or of the International Institute Life Beyond Tourism.

9. \textbf{Jurisdiction (Authority, Expertise)}

Court of Florence
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9. Jurisdiction (Authority, Expertise)
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FOND AZIONE ROMUALDO DEL BIANCO® - LIFE BEYOND TOURISM®

Palazzo Coppini – International Meeting and Study Centre - Via del Giglio, 10 - 50123 FIRENZE – ITALIA

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VIVATOSCANA LIFE BEYOND TOURISM® BEST PRACTICE
The Experts of the Romualdo Del Bianco Foundation select the projects to be included on www.vivatoscana.it

The website VivaToscana® - vivatoscana.beyondtourism.net - is the development of VivaFirenze® nonprofit booking portal, a best practice of Life Beyond Tourism® model. Our booking portals propose an innovative model of tourism that connects travelers with artistic and cultural heritage of a territory, supporting local projects and therefore local heritage through booking an hotel reservation.

The heritage of Tuscany is in the center of our action: it is a unique engine of international tourism and thanks to our model it is connected to an idea of travelling that combines hotel offer and travelers in a circle of good innovative practices.

On the occasions of the last “World Tourism Unesco” event in Siena we launched a contest addressed to all nonprofit bodies in Tuscany, to submit new projects to be selected for VivaToscana. The 4 winners project will be supported with funding obtained with hotel reservations of travelers will book their stay through vivatoscana.beyondtourism.net.

We have received a lot of projects from all parts of our region. A first selection was made by a Jury of the Experts of the Fondazione Romualdo Del Bianco® thanks to Stefano Barlacchi, Francesco Civita, Giovanna Dani, Marc Laennen, Emma Mandelli and Aurora Savelli.

Ogni esperto può scegliere solo progetto preferito sulla base della sua personale valutazione in merito a:
Now ten projects arrived at the final step and thanks to the Experts we would like to choose the four winning projects for VivaToscana.
You can choose just 1 project considering the:
  • respecting Life Beyond Tourism®
  • feasibility
  • originality.

We are honored and grateful for your cooperation! Thank you!
CHOOSE YOUR FAVOURITE PROJECT

Name__________________________________________
Surname________________________________________

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<th>Project</th>
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<td>Stories in the woodland</td>
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<td>Pisa aqueduct and its territory</td>
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<td>A museum for the “Way of Gods” trekking</td>
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<td>Tour sharing</td>
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<td>Lights harmonies: signs and symbols of Calcinaio Sanctuary, a Bible narrated in the architecture</td>
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<td>Kilowatt, the energy of contemporary scenes</td>
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<td>Creating co-working space and location for art and culture</td>
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<td>Maremma Networking</td>
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THANK YOU!

Please deliver your card to the secretariat desk at the Auditorium al Duomo (on March 3rd and 4th) or express your preference by mail writing to progetto@vivatoscana.beyonddtourism.net within the 18th of March.
PROJECTS DETAILS

Stories in the woodland
The goal of this project is to create a thematic, completely accessible and free of charge entry route within the park “Complesso Agricolo Forestale Regionale Monte Ginezzo” near the town of Cortona, province of Arezzo, one of the best-known touristic destination in Tuscany. The natural environment is perfectly preserved, but totally unknown. This site is recognized of high importance and already considered in many important regional and national preserving programs. In the last year the association that is taking care of this place has done many works, but and the area has returned to life, known and lived by the locals and a few tourists. The route they are projecting is a circular one, 3 km trekking, that will be available to all those (tourists, schools, sportspeople, etc...) willing to live an experience immersed in the nature, living the territory in a responsible and sustainable way. A path dedicated to the woodland, its importance, its stories, its role in the nature.
PROPOSED ACTIVITY: trekking in the woods, suitable also for families.

Pisa aqueduct and its territory
This project wants to renovate the ancient Medici aqueduct, once bringing the water to the city of Pisa. In particular, the goal is to create a Medici Aqueduct park, an archeological and green park, where sports activities are conducted, as well as archeological visits and environmental education. The location is in the countryside of Pisa, a great occasion to move the tourism focus from the city center to outside the city. There will also be services for tourists and locals.
PROPOSED ACTIVITY: Guided tours at the aqueduct.

A museum for the “Way of Gods” trekking
The goal is the realization of a small museum in the town of San Piero (in the Mugello area), along the “Via degli Dei” route, beautiful walking path connecting Bologna and Firenze. The aim is to make the traveler more conscious of the history of this route and of this area. The museum will have info about the story of the path from romans to today with also info about points of interest and info about altitude and lengths to walk. We also think about a wall with pictures of the hikers and a big book with phrases from the visitors.
PROPOSED ACTIVITY: visit to the museum.

Theater, sport for your mind
Requalify an abandoned amphitheater immersed in the green public gardens of Cortona, currently subject to vandalism, making it accessible and safe through a process of recovery and revaluation, in collaboration with the Association that will take care of the renovation and maintenance work. This is the goal of this project that will also organize a program of events to enhance the natural, artistic and cultural heritage that the city, and in particular the amphitheater, offer.
PROPOSED ACTIVITY: Visits the area during the restoration and participation to the events organized at the amphitheater.

Tour sharing
The idea is to introduce a Social Guided touring format onto the market: an instructive, shared and friendly way of living a territory, letting yourself be guided and getting to know new people, taking advantage of a more accessible service. This idea translates into GUIDO tour sharing (www.iloveguido.com), a tourist service for the online purchase of guided tours directly from an accredited and qualified local guide, through which visitors-users, connected via Internet, join in small- medium groups (tour sharing) to obtain a substantial discount in exchange for a quality collective tour. The functions that characterize this service are to educate, entertain and socialize.
PROPOSED ACTIVITY: live an experience of tour sharing.

Lights harmonies: signs and symbols of Calcinaio Sanctuary, a Bible narrated in the architecture
The project aims to involve the traveler in a deeper visit to the “Santuario Santa Maria delle Grazie al Calcinaio”, located in Cortona, province of Arezzo. The Sanctuary is from Renaissance, beautiful, but not
valorized: in particular, there many signs and symbols referring to the Bible that you, as a traveler, will not see at first, getting into and looking inside. Your eye in fact will probably be attracted by the major altar, being the whole structure very much simple and without ornaments while the altar is like a throne, preserving the image of “Madonna delle Grazie”.

PROPOSED ACTIVITY: guided visits to discover these signs and symbols.

Kilowatt, the energy of contemporary scenes
Contribution to the festival Kilowatt, an innovative theatre festival where the public is actively involved. During the recent years they succeeded in giving a cultural event a business development aimed to valorize the local area. The event takes place in July and it is very rich: dance, theatre and music spread in the centre of Sansepolcro town, a characteristic Tuscan village. Many locations are used for their events throughout the years.

PROPOSED ACTIVITY: taking part in all activities: meeting in the nature, visits in town, performing arts, music concerts.

Creating co-working space and location for art and culture
It’s a project aiming at creating a place for artists and creative people to experiment and share knowledge and art in the town of Montelupo Fiorentino, town of the ceramics. The project includes ten studios for artists, an art gallery, a co-working space for professionals and a small bar/restaurant. The locations has been identified in a beautiful building along the river Pesa: it will be permanently open for artists, but also for tourists and all those willing to live a deep art experience.

PROPOSED ACTIVITY: art and ceramics lessons, workshops with professionals and artists, visit to the art gallery.

Puccini’s “Tosca” bells on the way of ancient water sources and washhouses
The project aims at restoring and valorizing the ancient washhouses, located next to the various water sources in this area. The hikers walking along the “path oh washhouses” will also listen to a special music by the bells of the church in Bargeccia: this special sound has been introduced in the “Tosca” by Giacomo Puccini. Even if during Second World War all bells were funded in order to do arms, these ones in Bargeccia were saved and today can still be heard playing.

PROPOSED ACTIVITY: Taking part in a bells concert.

Maremna Networking
Aps Networking School Tourism Territory is a project designed to synchronize school and territory. It arises from the need to fill the gaps in terms of design and operation in the field of reception and promotion / marketing of the tourism product, aiming to the creation of a territorial network capable of creating multimedia content to be transferred to territorial portals and promote an activity network between high school institutions and the territory. The project, which with its objective responds to the needs of the new training plans of High School institutions in the light of the school reform, involves all the actors: students, tourism companies, consortia, travel agencies, museums, parks, guides, and services.

PROPOSED ACTIVITY: live a tourist experience.
Photocontest
Heritage for Planet Earth
h4pe.lifebeyondtourism.org

For the awareness-raising among young people about the importance of heritage for dialogue and for preserving the health of the Planet Earth

Open Registrations from:
JANUARY 1, 2018 TO DECEMBER 31, 2018

#H4PE #HERITAGE #TRAVEL #INTERCULTURALDIALOGUE

€10,000 - 26 AWARDS - in 12 MONTHS

The incomes of the participation fees of January and February will be devoted to the ICOMOS Crowdfunding

Share and follow:
- @H4PEcontext
- @h4pe_photocontest

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DAY 0
FRIDAY MARCH 2, 2018

5:00 PM - 7:00 PM

REGISTRATION of participants and delivery of the Pecha-Kucha presentations

Auditorium
al Duomo
Foyer

WELCOME SNACK for Assembly participants

Sala Borselli

DAY 1
SATURDAY MARCH 3, 2018

9:00 AM - 2:30 PM

REGISTRATION of participants and delivery of Pecha-Kucha presentations

Auditorium
al Duomo
(Via de’ Carrozzi, 54-56)

10:00 AM
OPENING CEREMONIES
on Intercultural Dialogue
(see details and venues at the end of this booklet)

Auditorium
al Duomo
Foyer
10:00 AM

Ceremony of the 45th Anniversary of the "Bandierai degli Uffizi" (Florence historical flag bearers) 1973-2018

Mr. Antonio Marrone (President of the "Bandierai degli Uffizi" Association) introduces the 16 historical flags representing the Florentine "Magistrature": short historical presentation of the "Magistrature" and their activities over the centuries.

10:20 AM

Call for participation at the exciting project "Dante 2021", celebrating the 700th death anniversary of the poet Dante Alighieri

The French coreographer, video-maker and dancer Mme Ghislaine Avan presents a 15-minute video and launches the call for collaborations and/or patronages and/or support for recording new videos in Eastern countries (Poland, Belarus, Russia, China, Japan).

10:30 AM

A SPECIAL GIFT:

Mrs. Eva Catarsi donates to the Foundation the book "La preghiera forza motrice della storia" (Prayer, the driving force of history) by Giorgio La Pira (former Mayor of Florence in 1951-1957 and 1961-1965)

"... And in a letter written on October 23, 1958 (just like that) to the Cardinal Wyszynski, Primate of Poland, before he entered the conclave, he expressed in a simple and astonishing way his own contemplative and "Marian" political perspective: "the" sacred history "of tomorrow passes through Warsaw, reaches Moscow and goes beyond, to China and the whole Asia. Is it a dream? No, it is a "Marian prediction" that has its seal in the secret of Fatima."
11:40 AM

BRIEF MOMENT OF COMMEMORATION
A brass plate will be positioned in the Palazzo Coppini main hall to commemorate the Friends of the Foundation

Prof. Alexander Vladimirovich Stepanov
Moscow Architectural Institute - MOOCO, Russia

Prof. Zbigniew Jan Bielakiewicz
Krakow Technical University, Poland

Prof. Gennaro Tampone
Academy of the Arts of Drawing, University of Florence, Collegio degli Ingegneri della Toscana, Italy

12:00 - 3:30 PM

BREAK - FREE TIME

AFTERNOON

3:30 PM

OPENING OF THE 20TH GENERAL ASSEMBLY OF EXPERTS OF THE FOUNDATION
Accommodation in the Andrzej Tomaszewski Hall
The access to the hall will be possible until 4:00 PM, in order to ensure the normal running of the meeting

4:00 PM

THE HYMN OF THE FOUNDATION
(by Ravenko-Lassovskaya)

PAOLO DEL BIANCO
President of the Fondazione Romualdo Del Bianco

Short report on the history and the state-of-the-art of the process of dissemination the Foundation's Initiative Life Beyond Tourism® in the world:
- from Research to the Model for Local Application;
- from Life Beyond Tourism Intensive Courses for Trainers to the launch of the Certification System of processes for the enhancement of dialogue in heritage sites, and for disclosure of their potential role in leading intercultural dialogue and development in peaceful coexistence (a way towards peace, necessary to maintain the heritage safe - UNESCO Convention 1972)

Introduction of 3 books:
- Certification for Intercultural Dialogue - Life Beyond Tourism in World Heritage Sites (workbook)
- The Life Beyond Tourism Glossary
- Certificazione per il Dialogo tra Culture Life Beyond Tourism - Dtc-Lbt: 2018

AFTEERNON | KEYNOTE SPEAKERS

4:30 PM

MOUIN BOUCHENAKI
Special Adviser to the UNESCO Director General, Board Member of the Arab Regional Centre - World Heritage - France

Presentation of books:
- Certification for Intercultural Dialogue - Life Beyond Tourism in World Heritage Sites (workbook)
- The Life Beyond Tourism Glossary

4:45 PM

MOVEMENT LIFE BEYOND TOURISM® IN THE WORLD:
Recent achievements in the process of dissemination of the Movement Life Beyond Tourism at the academic, civic society, governmental and world heritage levels.

1. ACADEMIC & UNIVERSITY LEVEL

BOGUSLAW SZMYGIN
Dean of the Faculty of Civil Engineering and Architecture at Lublin Technical University, former President of ICOMOS Poland

Fondazione Romualdo Del Bianco® in the academic world.

Life Beyond Tourism® in European curricula for future architects, urban planners and conservators:
- ERASMUS+ Project S.U.R.E (Sustainable Urban Rehabilitation in Europe)
- The up-coming ERASMUS applications

ALEXANDER SHUNKOV
Rector of the Kemerovo State Institute of Culture - Russia

Cooperation experience of Kemerovo State University of Culture and Fondazione Romualdo Del Bianco®, Life Beyond Tourism® and first teaching programs for intercultural communication in the Siberian region
2. CIVIL SOCIETY LEVEL

VADIM DUDA
Director General of the All Russia State Library for Foreign Literature named after M. I. Rudomino, Moscow – Russia
The Academy in Moscow for disseminating the Life Beyond Tourism Movement among civil society via the network of libraries as centres for the local cultural identity awareness-raising.

3. GOVERNMENTAL LEVEL

NAJAT ZARROUK
Director of the African Local Government Academy – ALGA – of the United Cities and Local Government - Africa Section, UCLGA, Rabat - Morocco
Report of the recent participation at the Course Training for Trainers Life Beyond Tourism and perspectives of its implementation in Africa.

4. WORLD HERITAGE LEVEL

EBRAHIM ALKHALIFA
Assistant Director of the UNESCO Arab Regional Centre for World Heritage-ARC-WH, Manama - Bahrain
Relations of collaboration between the UNESCO Arab Regional Centre for World Heritage and the Foundation.

AFTERNOON | LIFE BEYOND TOURISM INSIGHTS

CORINNA DEL BIANCO
Director of the International Institute Life Beyond Tourism
Dissemination of Life Beyond Tourism by local trainers in collaboration with foreign cultural institutes in Florence; the role of partners of the Foundation.

AFTERNOON | MEMORANDUM OF UNDERSTANDING

6:00 PM
Subscription of new Memoranda of Understanding Life Beyond Tourism:
- Contemporary Academy of Business and Humanities of Togliatti Grad
  D.G. Tsiotra Burobina
- Crimean Federal University
  Prof. Nikolay Lyubomirovsky
- Institute of Italian Culture of the Volga Region
  President Tatiana Burobina
- Magnitogorsk State Technical University
  Prof. Anatoly Krishan
- Moscow State University of Civil Engineering
  Prof. Vitaly Kasianov
- National Research Mordovia State University of Saransk
  Prof. Vladimir Erofeev
- SB Research Group
  Arch. Notelia Tarabilla
- Southern Federal University
  Prof. Alla R. Lebedinskaya
- Vilnius University
  Prof. Gabija Bankauskaite-Sereikiene
- All Russia State Library for Foreign Literature, Moscow
Subscription of a MoU for the implementation of LBT philosophy with Rudomin in the framework of the Project “Route of the Holy places of undivided Christianity” (D.G. Duda, Vadim)

FINAL REMARKS BY PAOLO DEL BIANCO
President of the Fondazione Romualdo Del Bianco*
Activity for dissemination in collaboration with foreign institutes of culture in Florence in native languages.
A Hope that the foreign institutes of culture in Florence will cooperate with the Foundation and share the activity of dissemination of the Movement of Life Beyond Tourism and Certification.
**GREETINGS BY:**

**GIANCARLO MAZZUCA**
Leading Italian journalist, Board Member of RAI - Italian national public broadcasting company - and Expert of the Foundation who worked with masters like Spadolini, Montonelli and Biagi; together with Lisa Ciardi Journalist and PR of the Foundation and Eraldo Vinciguerra Expert of the Foundation who is organizing in Genoa city and Liguria Region. The first presentation of the two publications: “Certification for Intercultural Dialogue - Life Beyond Tourism in World Heritage Sites” and “The Life Beyond Tourism Glossary” to be held in spring 2018.

**APERITIVO MUSICALE**
(see details at the end of this booklet)
Masters Settimio Guadagni (cello), Giuseppe Fricelli (piano), Music by Bach, Lehar, Anonimo and Italian authors.

**OFFICIAL GROUP FOTO**
20th General Assembly of Experts of the Fondazione Romualdo Del Bianco

**CULTURAL TASTING** (see details at the end of this booklet)
A selection of Italian food and wines by local producers will be offered and presented by some producers from different Italian Regions.
organized in collaboration with China 2000

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**STREGARTI 2018 ARCO DI TRAiano AWARD**
The President Paolo Del Bianco was awarded for Tourism and Giancarlo Mazzuca was awarded for Journalism

**Borevento**
February, 3rd 2018

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**DAY 2**
**SUNDAY, MARCH 4, 2018**

**8:30 AM - 9:00 AM**
The slide centre is open in the Foyer, for late delivery of Pechu-Kucha presentations

**9:00 AM - 1:00 PM**
Heritage for Planet Earth® 2018
Parallel sessions

**1:00 PM - 2:00 PM**
FREE LUNCH BREAK

**2:00 PM - 4:00 PM**
Parallel sessions

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**OPENING OF CONFERENCE SESSIONS**
Parallel sessions with Pechu-Kucha format presentations; 20 slides in powerpoint x 20 sec. each

**SESSION 1**
Tourism market trends: to manage or to be managed?

**SESSION 2**
Digital technologies: saving identity of feeding globalisation?

**SESSION 3**
Smart city and heritage conservation by means of modern building technologies in collaboration with the Research Institute of Building Physics (NIISF RAASN)

**CONCLUSIVE REMARKS - PLENARY**
BUFFET DINNER FOR PARTICIPANTS
9:00 AM

ICT to manage tourism impacts

Sustainable tourism and earth protection

Life Beyond Tourism – Culture Beyond Divisions.
“The Holy Places of Undivided Christianity”
Cultural Route Concept

Sustainable tourism with and for younger generations: two best practices

TOURISM MARKET TRENDS: TO MANAGE OR TO BE MANAGED?

10:00 AM

Luís Pinto
University of Braga, Portugal

Architecture heritage mood

Problems of conservation of architectural heritage at the present stage. Historical Sheki Town of Azerbaijan

The Development of “Lviv Architecture” Project

Cultural tourism and cultural heritage, as an instrument for confidence-building and reconciliation

Museums – a cultural heritage for the future of urban environment

Fluidity, displacement and hedonism: Travel flows and the position of cultural heritage in contemporary design methodologies in the case of the first industrial zone in Belgrade

11:00 AM

Ewa Stachurska
Marta Mantyka
Szczecin University of Applied Sciences
Kracow, Poland

Zakopane, Poland: The impact of mass tourism on new building development in heritage towns

Administration – Living History

Potentials of the Belgrade industrial heritage in the context of tourism development

Interest for historic city – Sustainable and creative interpretation of heritage as a precondition for innovative tourism

Weaving craft in 19th century Poland as a contribution to dialogue among cultures and common heritage

Contemporary monuments in Poland (1945-1989). Complexity and contradiction in preservation
12:00

Murtu Yücelen
Yeditepe University
Istanbul, Turkey

Kateryna Zdeb
Cardinal Stefan Wyszyński
University, Warsaw, Poland

Magdalena Żurek
Cardinal Stefan Wyszyński
University, Warsaw, Poland

Aksel Bahar
Mimar Sinan Fine Arts
University, Istanbul, Turkey

Luís Pinto
University Beira Interior,
 Covilhã, Portugal

Vladimir Egorov
Svetlana Syrbu
Ekaterina Shilova
Ivanovo State University
Ivanovo, Russia

Implications of smart tourism for destination competitiveness: A Case of Istanbul
The tourist routes - the possibility of presenting the regional cultural heritage
Medieval or early modern buildings and private owners in Polish realities. Problem of liability and their places in touristic trails
Tourism visions versus user's experience: Case of Iznik (Ancient Nicea), Turkey
Buildings heritage vs tourism marketing
Ivanovo region as a pearl of central Russia: Innovative Tourism Destinations

13:00 PM

John Boxall
Joseph C. Azopardo
Brno Local Government
Brno, Czech Republic

Roberto Corazzi
University of Firenze, Italy

Liliana Branco
University of Beira Interior,
 Covilhã, Portugal

Shiqi Liu
Technical University of Milan, Italy

Heritage for Planet Earth
Planning of visits to the fortified Architecture of Tuscany on the coast and on the Tyrrhenian Sea
Rehabilitation of Lusinar Tourist Complex: structure and composition as a way to preserve Architecture Heritage
Cultural tourism policies and development trends in China

9:00 AM

Dalius Vrubliauskas
Vilniaus Gediminas Technical
University, Vilnius, Lithuania

Marta Piescak
Počei University of Technology
Počei, Poland

Efim Vynshkin
West Kazakhstan Innovative
Technological University
Urals, Kazakhstan

Magdalina Antipenko
Yam Cagran State Technical
University of Saratov, Russia

Uğur Bratzukins
Sandra Treija
Riga Technical University,
 Riga, Latvia

Liudmila Devel
St. Petersburg State University
of Culture, Russia

Evolution of the digital technologies in heritage and local communities
Modern facade solutions and their role in the creative city strategy for urban centers
Use of modern information systems in preserving the look of cultural heritage objects
Innovative principles and methods of preserving the cult Orthodox heritage of the Saratov region
Up-to-date public open space in historical environments: Riga City centre
100 Anniversary of the Saint-Petersburg State University of Culture (SPbGIC, RF Ministry of Culture) and its premises conservation story
**10:00 AM**

- Oana Dicoasaescu  
  "Ion Minca" University of Architecture and Urbanism  
  Bucharest, Romania

- Rossana Genovese  
  University of Naples "Federico II"  
  Naples, Italy

- Ekaterina Glebova  
  Yar Gagarin State Technical University of Saratov, Russia

- Nadia Yeksarova  
  Odessa State Academy of Civil Engineering & Architecture, Odessa, Ukraine

- Yasemin Ince Guney  
  Balikesir University, Turkey

- Katarzyna Zdeb  
  Cardinal Stefan Wyszyński University, Warsaw, Poland

- **Digital technologies in providing archeological sites identity**

- **City regeneration and integrated conservation of cultural heritage**

- **Usage of laser scanning technologies in reconstruction of objects of historical and cultural heritage in Saratov**

- **Smart quarter Pale Royal of Odessa. International experience of research and documentation using innovative laser scanning technologies**

- **Embracing advanced technologies for World Heritage**

- **Modern digital technologies in the archaeological documentation on the example of urban fortifications and residential buildings**

**11:00 AM**

- Yves Ubelmann  
  ICONDEI, Paris, France

- Natalia Tarabulsi  
  SB Research Group, Tnentis, Italy

- Melik Ziya Yarbat  
  Selçuk University Dernvl University, Isparta, Turkey

- Arsen Arustamyan  
  National University of Architecture and Construction, Yerevan, Armenia

- Adam Vakhtang Abdaladze  
  King Taron University of Georgian Patrimony, Tbilisi, Georgia

- Maria Zychowska  
  Andrzej Bialekiewicz  
  Technical University of Krakow, Poland

- **3D documentation for heritage management: New technologies to preserve and promote historic sites and monuments**

- **The ancient knowledge of sound. Archaeoacoustic analysis of the Pyramid of Bơmara and the surrounding areas in Lezio, Italy**

- **Ethical issues of Artificial Intelligence in human life**

- **Influence of the complex relief and seismicity of the territory on the formation of the planning structure of the settlements**

- **Inter-University Transdisciplinary Cross-Cultural Project on Smart Urbanism**

- **Kosciuszko - oriented dialogue**

**12:00 AM**

- Sharmishtha Agrawal  
  M.E.I. Ltd  
  Delhi, India

- Reza Vahidehadeh  
  Islamic Azad University Central  
  Tehran, Iran

- Giovanna Barni  
  CreateCulture  
  Rome, Italy

- Aktham Albaiker  
  General Authority for National Heritage Saudi Arabia, Jeddah, Kingdom of Saudi Arabia

- **Use of digital technology in heritage conservation: an approach**

- **Engaging the crowd in the restoration atelier: surveying the potentials and challenges in developing the social networks in conservation of the Iranian cultural heritage**

- **Empower local identities through technology**

- **Smart city and heritage conservation by means of modern building technologies. The future of heritage science and technologies**

**CONCLUSIONS**
Chair
Igor Shubin
Director Research Institute of Building Physics - NIISF RAASN

Moderator
Nina Unnyakova
Deputy Director for Sciences, Research Institute of Building Physics - NIISF RAASN

9:00 AM

Ilya Tukurnikov
Research Institute of Building Physics, Moscow, Russia

Irina Fursova
Southern Federal University, Rostov-on-Don, Russia

Elena Khlebnikova
Tambov State Technical University, Russia

Pavel Monastyrev
Tambov State Technical University, Russia

Alexander Gravtikov
Volgograd State Technical University, Russia

Victor Derekhov
Research Institute of Building Physics, Moscow, Russia

Normative and technical documents in the field of noise protection developed by NIISF RAACS within the clever city creation program

Energy efficiency in renovated buildings

Integration of cultural heritage objects with the urban environment of the historic city center

Design, implementation and quality assessment of educational programs in energy-efficient construction

Optimization of regimes for controlling the parameters of the air, supplied to the room, based on the theory of moisture potential

The application of traditional and current technologies for conservation of wall painting in historic churches used as museums (for example, the Spassk-Pomorabatsky Cathedral of Miraksky mon-astery of XII century)

10:00 AM

Vladimir Gagarin
Moscow State University of Civil Engineering, Russia

Pavel Khvostov
Research Institute of Building Physics, Moscow, Russia

Nadezhda Nikiforova
Research Institute of Building Physics, Moscow, Russia

Vitaly Katsyaryan
Zarina Chipova
Research Institute of Building Physics, Moscow, Russia

Svetlana Kolobova
Research Institute of Building Physics, Moscow, Russia

Vladimir Gagarin
Moscow State University of Civil Engineering, Russia

Increase of thermal insulation with aerated concrete of the inside of walls of architectural value buildings

Influence of the structure of thermal sources on atmospheric air pollution on the sites of cultural heritage

Modern geotechnologies for historical buildings regarding underground space renovation

Reconstruction of the city of Nalchik and preservation of its heritage

Socio-economic efficiency of renovation in Moscow

Increase of thermal insulation of walls of existing buildings with preservation of the interiors by means of technology of hinged facade systems

11:00 AM

S. Shyna
Research Institute of Building Physics, Moscow, Russia

Igor Shmarov
Research Institute of Building Physics, Moscow, Russia

Daria Ryabinicheva
Boris Shipley
Research Institute of Building Physics, Moscow, Russia

Igor Shubin
Nina Umnuyakova
Research Institute of Building Physics, Moscow, Russia

Vladimir Smirnov
Research Institute of Building Physics, Moscow, Russia

Alexei Solovev
Research Institute of Building Physics, Moscow, Russia

"Smart city": a sustainable development concept for the built-up territories from the environmental comfort and conservation of historical-cultural heritage

Energy-saving effect for the preservation of heritage as a result of comprehensive thermal modernisation of educational building

Preservation of objects of cultural heritage (historical and cultural monuments) in scientific and technical journals

The role of building physics in creating a "smart city"

Historical monuments protection from transport vibrations

Actual problems of daylighting in architecture and ways of its decision
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<tr>
<th>Time</th>
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<tr>
<td>12:00</td>
<td>Alexander Spiridenvor Research Institute of Building Physics, Moscow, Russia</td>
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<td>Nina Buzalo Research Institute of Building Physics, Moscow, Russia</td>
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<tr>
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<td>Nina Umnyakova Research Institute of Building Physics, Moscow, Russia</td>
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<td></td>
<td>Dmitry Zhdakov Research Institute of Building Physics, Moscow, Russia</td>
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<td>Vladimir Rimshin Research Institute of Building Physics, Moscow, Russia</td>
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<td>Vladimir Moiseenko Irina Erofeeva National Research Mordovia State University, Saransk, Russia</td>
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<td>Choice of optimal material solutions for the assessment of heat and humidity states of outer walls using the modern technology of light steel framing</td>
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<td>Net shells as a element of bio-positive environment</td>
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<td>Features of constructive solutions of external walls that ensure the preservation of wooden monuments of Russian architecture</td>
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<td>Analysis of durability of building structures using the parameter of temperature loads</td>
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<td>Modern methods of technical survey and calculation of load-bearing reinforced concrete structures during the buildings reconstruction and reorganization</td>
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<td>Architectural-literary museum «The House of Melnikov and Margerita» in Moscow as the conceptual example of the multiplicative approach to the preservation of the cultural and historical heritage</td>
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<td>1:00 PM - 2:00 PM</td>
<td><strong>BREAK</strong></td>
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<td>2:00 PM</td>
<td>Olga Rodina National Research Mordovia State University, Saransk, Russia</td>
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<td>Igor Shubin Research Institute of Building Physics, Moscow, Russia</td>
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<td>Vladimir Rimshin Research Institute of Building Physics, Moscow, Russia</td>
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<td>Anatoly Krishan Elvira Chernyshova Maria Astafyeva Vladislav Chernyshov Novosibirsk State Technical University, Russia Saint Petersburg Mining University, Russia</td>
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<td>Renovation of houseboats and river stations on a reinforced concrete base</td>
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<td>Peculiarities of acoustic designing of Muslim temples in Almaty City</td>
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<td>Keeping the heritage of double skin facades</td>
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<td>Calculation of strength resistance of load-bearing structures of architectural objects of cultural heritage</td>
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<td>3:00 PM</td>
<td>Alla Lebedinskaya Southern Federal University, Rostov-on Don, Russia</td>
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<td>Adam Ujma Czestochowa University of Technology, Poland</td>
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<td>Nina Umnyakova Research Institute of Building Physics, Moscow, Russia</td>
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<td>Features of architectural lighting of stained glass windows of objects of urban historical heritage</td>
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<td>Heat transfer through mechanical connectors in a ventilated façade at constructions covered by heritage protection</td>
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<td>The effect of using a reflective coating on the thermal resistance of the external wall in the construction of buildings subject to heritage protection</td>
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<td>TECHNICAL SESSION</td>
<td>Nikolay Antoshkin National Research Mordovia State University, Saransk, Russia</td>
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<td>Igor Shubin Alexander Spiridenvor Research Institute of Building Physics, Moscow, Russia</td>
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<td>Energy efficiency of buildings of various purpose as an integrated part of technology of “smart” construction</td>
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<td>Opportunities of the innovative technology developed in NIISF for increase of building energy efficiency: from the arctic to desert, from buildings of cultural heritage to postmodernism</td>
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<td>CONCLUSIONS</td>
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In the scenario of the Italian Historical Recalling’s and of the traditions, that keep culture alive in our country, stands the parade of the Florentine Republic and of the Florentine Historical Football (“Calcio Storico”).

In Florence, the parade reaches its peak during the “Calcio Storico” football game in June.

In Florence, this kind of “football”, typical of the city of the “flower”, has always been played. The parade of the Florentine Republic, that today we see for the “Calcio Storico” and for the main holidays of the city of Florence, is the faithful reproduction of the sixteenth century version. It represents the Florentine army and its institutions in memory of the most famous game played in the history of the city.

Said game was played on February 17, 1530 during the siege by the troops of Emperor Charles V. The Florentines decided to play a football match in Piazza Santa Croce, despite the besieging troops. The parade of Florentine Republic inspired by that precise moment in the life of the city of Florence includes the “Bandierai di Uffizi” (Florence historical flag bearers), the official “Sbandieratori” of the municipality of Florence.

This group performs with the emblems of the 16 Magistrates, institutions that were present in the Florentine Republic since 1200, and lasted for 500 years, until the Grand Ducal period.

We can compare the Florentine Magistrates to the departments of a modern city administration or to the ministries of a country. Through these directly-elected authorities, the city of Florence regulated all the public life of its citizens.

The name “Bandierai degli Uffizi” was born at the time of the construction of the Uffizi, commissioned by the Grand Duke Cosimo I De Medici, to the architect Vasari, to have all the “offices” of the Magistrates next to the government seat, Palazzo Vecchio.

The Magistrates offices were thus located in what is known today as one of the most important museums in the World.

The Bandierai of the Uffizi were rebounded in 1973, and since then they have had an uninterrupted activity in the parade of the Florentine Republic. They perform during the “Scoppio del Carro” (Easter time celebration), the historical football matches and all the official Florentine festivals and traditions. Additionally, they represent Florence and Italy in the World, like during the World Cup.

Since 2006, Ghislaine Avan has been involved in the project aimed at demonstrating how the work of the Supreme Poet is a motive for union among all the peoples of the world; this project consists of filming all over the world people of all status, nationalities, and languages, reading an excerpt from Dante’s “Divina Commedia” poem, so as to recompose the puzzle of the entire work.

to date, nearly 2000 people have been filmed in over 50 languages in 600 different locations.

The initiative of Ghislaine Avan will be concluded with the 700th anniversary of the death of Dante Alighieri, September 14, 2021, with a worldwide projection at the same time of the reading of the 100 songs of the Commedia poem in 100 places of the world, by multicultural representatives of the five continents; the artist met, involved and filmed all Dante readers in their native language.

Without being a documentary of fiction, nor a series of portraits, nor a report, this film brings together all these genres, in the form of a 100-minute audiovisual poem that presents 100 songs of the Divine Comedy (Purgatory Hell and Paradise) read by Humanity. Journey to the heart of universal work put into abyss by Ghislaine Avan through the eye of her camera.

Co-produced and presented at the Revenna Festival in 2015, The Face of the Comedy has obtained the patronage of UNESCO.
Mrs. Eva Catarsi donates to the Foundation the book
"La preghiera forza motrice della storia" (Prayer, the driving force of history)
by Giorgio La Pira (former Mayor of Florence in 1951-1957 and 1961-1965)

We cite a meaningful sentence of the book that one of the most beloved
Mayors of Florence, Giorgio La Pira, wrote just 50 years ago:

"... And in a letter written on October 23, 1958 (just like that!) to the
Cardinal Wyszynski, Primate of Poland, before he entered the conclave,
he expressed in a simple and astonishing way his own contemplative and
Marian political perspective: "the" sacred history "of tomorrow passes
through Warsaw, reaches Moscow and goes beyond, to China and the whole
Asia. Is it a dream? No, it is a "Marian prediction "that has its seal in the secret
of Fatima".

The drawings that will be presented represent research on important
domes with a circular and polygonal base and architectures of considerable
architectural importance, trying to capture their geometric - constructive
characteristics and able to denote the architectural work in its stylistic-
constructive character with content to be transmitted and with a qualifying
message to suggest. The drawings are made with different techniques.

Among the main drawings are to mention:
- The Dome of Santa Maria del Fiore
- Some castles of the Tuscan archipelago
- The Palazzo Coppini

Roberto Corazzi, Architect and former professor at the Faculty of
Architecture of the University of Florence, former professor of Foundations
and Applications of Descriptive Geometry and Photogrammetric Survey of
Architecture and the Environment at the Faculty of Architecture of Florence.
Former member of the PhD. Program in Surveying and Representation
of Architecture and the Environment. He is the author of numerous
publications concerning the geometry and recovery of architectural art-
facts found with technologically advanced instruments.
He has participated in conferences in numerous national and foreign
universities and in various cultural institutions. He is a member and vice-
president of the Scientific Council of the Italian Institute of Castles and of the
Board of Directors of the Tuscan section and of the Executive Committee
of the Cicip net Italy.
He has held conferences in Italy and abroad. He lectures at the Palazzo
Coppini to groups of students from various parts of the world.
He belongs to the experts of the Romualdo Del Bianco Foundation. He has
organized several exhibitions on the Brunelleschi's Dome in Italy and abroad
and various conferences at radio and television stations.
He was a member of the Steering Committee and Scientific Committee
of the International Congress "DOMES IN THE WORLD" which was held
in Florence on March 19-23 2012 at the Auditorium at the Duomo via
Cerretani 54r and organized the exhibition at the headquarters of the OPA
in Piazza San Giovanni.
Born in Kirov (Vyatka) in 1971, started a professional career as a photojournalist in 1991. Moved to Moscow to become a freelance photographer in 1999. Contributed to many Russian and international periodicals, including Newsweek and Kommersant (Russia), Helsingin Sanomat, APU and Talouselama (Finland).

Alexey Myakishev has held over 20 personal exhibitions in Canada, Austria, Germany, France, Czech Republic, Italy and Russia.

Winner of numerous internationally acclaimed awards and competitions, including InterFoto Festival of Documentary Photography, Photojournalism Development Foundation Award and Sony World Photography Award. In 2012-2013 Myakishev photos featured in the exhibitions The Museum, From Photographers' Point of View held in the Pushkin State Museum of Fine Arts; XXI My Pacific Ocean at the State Tretyakov Gallery; Leica Project at the Multimedia Art Museum, Moscow.

Nowadays, Alexey Myakishev works on several documentary projects dedicated to provincial Russia and lectures at the Leica Akademija educational program.

Alexeymyakishev.photoshelter.com

Russian photographer Alexey Myakishev in his pursuit of a mysterious Russian soul travels across distant places in the Russian North.

Probably every artist who explores the subject of the Russian provincial life wanders where its heart or soul belongs to? This metaphor goes through my life-long visual experience and results in long trips through the Russian North and the Kirov region.

The attempt to reveal something emblematic leads sometimes to thoughts about the mysterious Russian soul, which is often illogical and inexplicable. Photographs are only fragments of life, taken out of context, but often there moments give us an opportunity to touch and feel a different culture and life in Russia.

This exhibition has been brought to Florence with the support of the Yegor Gaider Foundation, "Vestnik Evropy" magazine and Romualdo Del Bianco Foundation.

I was born in 1949 in Odessa. Since my childhood years I was fascinated by the masterpieces of European fine arts which adorned the collections of my native city's museums. These were the examples that have defined the style of my artwork and my orientation towards the treasury of the European art till the present day.

The studies at the Kyiv Academy of Fine Arts in the years 1968-1974 have not only developed my artistic skills and deepened my knowledge of art history, but also reinforced my deep devotion for my profession. During this period, I have established the main features of my artistic style, which are strongly influenced by my cultural heritage, since Odessa is known as a city with its own fine arts tradition.

Besides those origins, my present work also reflects the experiences of the contact with the European art schools. Years of work in Florence, Athens, Thessaloniki and Delphi have inspired me to connect the Floren-tire portraiture tradition and its modern interpretation in my portrait art.

The Delphi area, a place where the ancient Apollo temple stands tall in the middle of the eternal nature’s sanctuary, has become an unlimited source of inspiration for me since 2009. Delphi, a place with great spiritual tradition, have been known as a place of religious worship that attracted travellers from all over the Mediterranean region in the ancient times; in the present days the Delphi sanctuaries welcome visitors from all over the world. In my works I aim at the depiction of the unique atmosphere of Delphi through the images of nature and objects of cultural heritage.
Exhibition of a selection of drawings by the young sculptor Dino De Ranieri from Pietrasanta, which represents the sketches of several human journeys. It is the perception of habitual, ancestral and complex behavioral situations of the human being.

After graduating from the Stagio Stagi Art Institute of Pietrasanta, Dino De Ranieri decided to enter the sculpture studio of the father, Siro. At this point Dino represents the fifth generation of the De Ranieri’s sculptors family. Here he learns classical sculpture in all its facets, creates original models and makes marble copies of antique models.

Among the various collaborations, the one with the Forest Lawn company of Los Angeles stands out, for which he creates original classical sculptures in marble.

From 2008 he began an artistic journey with the Romualdo Del Bianco Foundation, for which he designed and made the marble busts depicting iconic Italian masters like Leonardo, Galileo and Michelangelo, do-nated by the Foundation to some of the most active institutions partners in the world.

J. S. BACH - Avevoo dalla cantata BMV 156
F. LEHAR - Tace il Labbro
ANGIMOMO - La Rocca
and Italian authors

Never before today for music composers it is necessary to propose pages of music imbued with sound and melody in concerts. The art of Euterpe lives and is transmitted to the human soul through the composer's words and the expressive musicality of the performer. The pieces present in the short program of today were created by valid artists belonging to various musical genres. All the pages you will listen are a true exaltation of the instrumental bel canto. Good music full of pleasant, exhilarating and intense expressiveness.

Giuseppe Fricelli and Settimio Guadagni have dedicated their lives for sixty years to Music, to Concertism, to Didactics with passion, devotion, study and deep love. They have more than 2200 concerts held in many parts of the world, played in Europe, Australia, Japan, Africa, the Middle East, many recordings made for important and various TV and radio broadcasters. The two musicians were teachers for 44 years in Italian conservatories and at their school, many concertists and teachers were trained.

This church was born to give body to a divine will expressed in the apparitions to a priest, Don Eka Bellebona, in 1969. Losing behind the splendid Renaissance city of Urbino, the area lies in a northerly direction, in the small location of Ca Staccolo, on the slope of a gentle hilly terrain on top of which a tree-lined avenue ran. From this place, immersed in a beautiful natural landscape that changes its face with the seasons, it's possible to see the profile of the city of Urbino in the distance.

The main façade of the church faces east, along an axis that connects it to the Vatican city.

Reflecting on the meaning of "temple" in the present day, the most appropriate forms and functions have been researched, paying particular attention to light, volume and symbolic meaning in its various nuances. The ovoid shape of the plan is a quotation of the shape of the city of Urbino, but it is also the symbol of birth.

In the drawing itself, there are numerous references to sacred symbolism and moreover the use of local materials has been privileged as well as an architectural language that harmonizes with the Renaissance tradition of Urbino. The work began with the laying of the foundation stone on 18 October 1998 and is still under construction.
In 2018, year of Italian food, the Cultural Testing was organized in collaboration with China 2000 and the companies Member of Life Beyond Tourism Movement.

CHINA 2000 Srl  china2000@china2000.it

China 2000 Srl mainly develop the activity of promotion and sale of Made in Italy products and services in the Chinese market in various commodity fields (textiles and clothing, food & beverage, furniture, machinery, real estate, tourism, art, entertainment, sporting events, electronics, automotive, logistics) and offers the related services (legal, accounting, administrative, sourcing, quality control, marketing, finance).

China 2000 Srl offers several services “from” and “to” China to the Italian companies, both in import and export, according to the “step by step” concept. The gradual approach of the market’s necessary for controlling the budgets according to the results obtained. It has also created a network of qualified consultants for getting financial support to the projects.

Centro Congressi al Duomo - Firenze
#Business / Exhibitions / Education / Hospitality / Venues
www.centrocongressialiduomo.com

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Hotel Laurus al Duomo
Via de' Cerretani 6-tr
www.florencehotelfau.ru@iduomo.com

Hotel Pitti Palace al Ponte Vecchio
Borgo San Jacopo 3
www.florencehotelpittipalacepontevicchio.com

Palazzo Coppini
International Meeting & Study Centre
Via dei Gigli 10
www.palazzocoppini.org

Auditorium al Duomo
Congresses, Events, and Concerts
Via de' Cerretani 5tr
www.auditoriumiduomo.com

Alla Torre De' Rossi
Restaurant & Wine Bar
Borgo San Jacopo 3
www.allatorrederossi.com

Caffè Astra al Duomo
Pasticcera e Salé da Tè
Via de' Cerretani 5tr
www.florencehotelfau.ru@iduomo.com

Museo Fondazione Del Bianco
Travel to Dialogue
Via dei Gigli 10
www.museofondazionedelbianco.org

ICLAB
Intercultural Creativity Laboratory
Via I. Guadoni 193
www.iclab.it

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vivatoscana.beyondtourism.net
PROGRAMME

GENERAL ASSEMBLY OF THE INTERNATIONAL EXPERTS & SYMPOSIUM HERITAGE FOR PLANET EARTH* 2018
3-4 MARCH 2018 #LIFEBEYONDTOURISM #H4PE

THIS PROGRAM WAS PRINTED ON 100% RECYCLED PAPER
## PROGRAM AT A GLANCE

### MARCH 3, 2018

**MORNING**
10:30 AM - 12:00 PM

**OFFICIAL OPENING**
Opening of the historic Florentine culture and art exhibitions
(see details at the end of this booklet)

**AUDITORIUM AL DUOMO**
Via de' Cerretani, 54r

**AFTERNOON**
3:30 PM - 6:45 PM

**PLENARY ASSEMBLY**

**OPENING**
of the 20th General Assembly of the
Fondazione Romualdo Del Bianco® - Life Beyond Tourism®

**KEY NOTE SPEECHES**
Life Beyond Tourism Movement in the World

**SIGNING**
of Memorandum of Understanding

**EVENING**
6:45 PM - 9:00 PM

**APERITIVO MUSICALE**
(see details at the end of this booklet)

**CULTURAL TASTING**
A selection of genuine food and beverage will be offered and
presented by some producers from different Italian Regions
(see details at the end of this booklet)

### MARCH 4, 2018

**MORNING**
9:00 AM - 2:00 PM

**INTERNATIONAL SYMPOSIUM: parallel sessions**

**Session 1:** Tourism market trends: to manage
or to be managed?

**Anfiteatro A. Tomaszewski**

**Session 2:** Digital technologies: saving identity
or feeding globalization?

**Sala Michelangelo**

**Session 3:** Smart city and heritage
conservation by means of modern
building technologies

in collaboration with:
the Research Institute of Building Physics
(NIISF RAASN)

**Auditorium al Duomo**
Via de' Cerretani, 54r

**AFTERNOON**

**FREE TIME**

**Information: #DomenicalMuseo Initiative**
Free entrance to Museums in Florence every first Sunday of the
month. An initiative by the Italian Ministry of Heritage, Culture
and Tourism

**EVENING**
6:30 PM - 7:30 PM

**CONCLUSION OF THE SYMPOSIUM**

**HERITAGE FOR PLANET EARTH 2018**

**Auditorium al Duomo**
Via de' Cerretani, 54r

7:30 PM - 9:00 PM

**BUFFET DINNER FOR PARTICIPANTS**
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HERITAGE FOR PLANET EARTH 2018

### EVENING
7:30 PM - 9:00 PM

**BUFFET DINNER FOR PARTICIPANTS**
### INTERNATIONAL INSTITUTIONS
- Arab Regional Centre for World Heritage (ARC-WH) under the auspices of UNESCO
- ETOA - European Tourism Association
- ICOMOS - International Council on Monuments and Sites
- UCLG United Cities and Local Governments of Africa

### UNIVERSITIES & ACADEMIES
- Academy of Fine Arts in Lodz (Poland)
- Azerbaijan University of Architecture and Construction (Azerbaijan)
- Bahcesehir University (Turkey)
- Bydgoszcz Music Academy (Poland)
- CIERT - Centro Interuniversitario di Ricerca sul Territorio (Italy)
- Contemporary Academy of Business and Humanities of Taganrog (Russia)
- Cracow University of Technology (Poland)
- Crimean Federal University (Crimea)
- European University of Tbilisi (Georgia)
- Eastern Mediterranean University (Northern Cyprus)
- Gregg Bolshadze University (Georgia)
- Ivanovo State University (Russia)
- Magnitogorsk State Technical University (Russia)
- Moscow State University of Civil Engineering (Russia)
- National Research Mordovia State University (Russia)
- Odessa National University (Ukraine)
- Riga Technical University (Latvia)
- Saint Mary Taras University (Georgia)
- State Technical University of Saratov (Russia)
- St. Petersburg State University of Architecture (Russia)
- Tashkent State Technical University (Russia)
- Tbilisi State Academy of Arts (Georgia)
- Universidade de Beira Interior (Portugal)
- University of Georgia (Georgia)
- Wroclaw University of Science and Technology (Poland)

### OTHER INSTITUTIONS AND ORGANIZATIONS
- APAB Istituto di Formazione (Italy)
- Associazione d’Agricoltura Biodinamica (Italy)
- Archivio (Italy)
- Associazione Sci Italiani UNESCO (Italy)
- Banca Monte dei Paschi di Siena (Italy)
- Centro UNESCO Torino (Italy)
- Città Metropolitana Firenze (Italy)
- Confindustria Firenze (Italy)
- Coop Culture (Italy)
- Institute of Italian Culture of the Volga Region (Italy)
- Fondazione Baldocci (Italy)
- Foundation Jelena Gora Valley (Poland)
- Kharkiv City (Ukraine)
- Library for Foreign Literature (Russia)
- Municipality of Ljubljana (Slovenia)
- NC ICOMOS Russia (Russia)
- NTFS-RAASN (Russia)
- OTIE Observatory on Tourism in the European Islands (Italy)
- Regione Toscana (Italy)
- Seleno Arte Restauri (Italy)
- SB Research Group (Italy)
- The Government of the Autonomous Republic of Abkhazia (Abkhazia)
- Toscana Promozione Turistica (Italy)
- Town of Birgi (Malta)
- Unione Fiorentina Museo Casa di Danna (Italy)
- Yegor Gaidar Foundation (Russia)
IMPORTANT NOTES
The participation to the Assembly is allowed only by presenting the letter of invitation. All the sessions (Saturday and Sunday) will be held exclusively in ENGLISH.
www.lifebeyondbeyond.org

LOCATION
The exhibitions, the plenary Assembly of the Experts and the International Symposium "Heritage for Planet Earth 2018" are at the Auditorium al Duomo (Via de' Cerretani, 54r) and Fondazione Del Bianco Museum (Via del Gigio, 10).

PUBLICATIONS (WORKBOOKS) LAUNCH:
- Certification for Intercultural Dialogue - Life Beyond Tourism in World Heritage Sites (Workbook)
- The Life Beyond Tourism Glossary
- Certificazione per il Dialogo tra Cultura Life Beyond Tourism - Dtc-Lbt: 2018

33 COUNTRIES ON 4 CONTINENTS REPRESENTED

79 CITIES REPRESENTED

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Life Beyond Tourism Movement in the World

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Aperitivo Musicale (see details at the end of the booklet)

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INTERNATIONAL SYMPOSIUM: parallel sessions
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Auditorium al Duomo
Via de' Cerretani, 54r

Session 1: Tourism market trends: to manage or to be managed?
Anteprima A.
Tomasselli

Session 2: Digital technologies: saving identity or feeding globalization?
Sara Michieli-Gio
e

Session 3: Smart city and heritage conservation by means of modern building technologies
in collaboration with the Research Institute of Building Physics (NISF RIASS)
Sala Donatello

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EVENING
6:30 PM - 7:33 PM
CONCLUSION OF THE SYMPOSIUM
HERITAGE FOR PLANET EARTH 2018

7:30 PM - 9:00 PM
BUFFET DINNER FOR PARTICIPANTS
Auditorium al Duomo
Via de' Cerretani, 54r

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