

3rd annual
Workshop

SUCCESSFUL
management & transport
SOLUTIONS



Visit our websites:
www.dubrovnik.hr
www.historic-towns.org
www.enclose.eu
www.perht-lifeplus.eu

Sustainable Management Solutions
“Focus on Management Issues in Historic Centres”
&

Sustainable Transport Solutions
“How to Improve Energy Efficiency and Air Quality in Historic Centres”

11-12 SEPTEMBER 2014 DUBROVNIK, CROATIA

EVENT INTRODUCTION

The 2-day workshops will look at practical measures that can improve the quality of life in our historic centers through understanding how to manage and care for heritage buildings and how to improve energy efficiency and air quality - benefiting residents, visitors and the historic fabric.

Successful management is the basis for the sustainable use and preservation of heritage sites.

The 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.

An understanding of the diverse systems that exist for the management of various sites is crucial for the protection of the Outstanding Universal Value (OUV) and integrity of heritage sites, in accordance with Article 4 of the World Heritage Convention.

Sustainable management plans facilitate change and adaptation to modernity, a side-by-side existence and prosperity, at a time when our cities are challenged by rapid growth and the need for delivering consistent sustainable and smarter infrastructures using technological advances in various fields.

OUR SPEAKERS

Brian Smith
Secretary General
Heritage Europe Norwich UK

Anna Maria Spano
Deputy Mayor
La Rochelle

Chiara Ronchini
Manager Edinburgh World Heritage
Edinburgh Scotland

Katri Lisitzin
Cultural Heritage Consultant
Uppsala, Sweden

Alexandra Kapetanović
Director, EXPEDITIO
Kotor, Montenegro

Jasminka Grgurević
Director
Center for Conservation
and Archaeology of Montenegro
Kotor, Montenegro

Bertram Werle
Director
City of Graz, Austria

Christian Andexer
Architect
City of Graz, Austria

Zdenko Šimić
Associate Professor
University of Zagreb, Croatia

Mario Vašak
Associate Professor
University of Zagreb, Croatia

Goran Krajačić
Associate Professor
University of Zagreb, Croatia

Ivan Grbavac
Director Energi!
Dubrovnik, Croatia

Biserka Simatović
Manager
City of Dubrovnik, Croatia

Giorgio Ambrosino
Coordinator
ENCLOSE & PERHT projects

Marc Pluijgers
DEN BOSCH
The Netherlands

Stefan Guerra
ENCLOSE project
Lucca, Vicenza, Siena Italy

Marco Dall'Agnol
PERTH project
ACTT Treviso Italy

Anders Stenseth
ENCLOSE project
Posten Norge,
Norway

Marko Cosma
Consultant DURA
Development Agency
Dubrovnik Croatia



Booking line:

Tel. +385 91 786 9296; jelena@dalmatiaeeterna.hr

Information:

Tel. +385 91 1809 461; bsimatovic@dubrovnik.hr

Dubrovnik

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 in 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
TRONDHEIM - Norway
DEN BOSCH – Netherlands
TREVISO - Italy
- **contribute your views on the sustainable transport challenges facing historic towns**
- **help develop best practice guidance for historic towns**

These workshops will be of interest to decision makers from the public and private sectors including:

- Local Authorities working to meet the 2050 target of an 80% reduction in Co2 emissions.
- Planners and Transport Planners developing Mobility and Freight Logistic Plans for Urban Centres
- City Centre Retailers, Distribution Companies and other Stakeholders involved in more energy efficient distribution of goods

Case Study Examples including:

- Urban logistics service introduced in Lucca, Vicenza and Siena – a comprehensive approach to 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 including 'environmental zone' for only green vehicles combine with cycling and parking strategies
- Treviso's innovative plans for people and goods mobility through green parking schemes aimed at improving energy efficiency and reducing Co2
- How to define SULP in the 9 European Small and Mid-size towns



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

Book your place



The City of Dubrovnik, the Croatian Association of Historic Towns and Heritage Europe, in association with the EX.PO AUS / ENCLOSE / PERHT projects, have the pleasure to invite you to participate in these workshops.

Registration Fee: 35 € per person per workshop; 60€per person both workshops; includes: Welcome Cocktails; Welcome Bag andworkshop materials; coffee breaks; lunches; Walking Tour of Old Town

Delegates for the Day 1 Workshop will meet the costs of their own travel and hotel accommodation (note: all other expenses relating to speakers, meals etc will be met jointly by the City of Dubrovnik/CAHT-HUPG/EX.PO AUS project).

Delegates for the Day 2 Workshop will meet the costs of their own travel and hotel accommodation (note: all other expenses relating to speakers, meals etc will be met by the ENCLOSE project).



Sustainable Management Solutions

“Focus on Management Issues in Historic Centres”

Day 1 - Thursday, 11th September 2014

9.30am – 17.00pm
Hotel Ariston, Imporantne Resort
Dubrovnik, Croatia

PROGRAMME

WELCOME RECEPTION – WEDNESDAY, SEPTEMBER 10th

Networking Cocktail Reception for Speakers and Delegates – Terrace Lounge Bar 19:00 h

9:00 Registration & coffee

OPENING SESSION

9.30 Welcoming Note

MAYOR, CITY OF DUBROVNIK

Croatian Ministry of Culture

9.40 **SETTING THE SCENE**

An integrated Approach to Management Planning in Historic Cities

Drawing on the experience of Heritage Europe's member cities and the HerO project –Heritage as an Opportunity, the presentation will set out the need for a new integrated approach to management planning that avoids narrow sectoral approaches and embraces a wider social, economic and environmental agenda. It will draw out the new opportunities opening up at the European level for historic cities to demonstrate and deliver smart, sustainable and inclusive growth setting the scene for the case studies of good practice to follow.

BRIAN SMITH, Secretary General

Heritage Europe Norwich

United Kingdom

10.55 **CASE STUDY: Sustainable Management of World Heritage Sites**

The Old and New Towns of Edinburgh's World Heritage Site' (WHS) with its unique heritage is an exemplar of best practice in sustainable energy governance, policy and projects for the 500 urban WHSs around the globe. Climate change objectives and actions form an integral part of the WHS Management Plan, the joint effort of local stakeholders, user groups and the wider international community.

CHIARA RONCHINI, Manager

Edinburgh World Heritage

Scotland

11.15 **CASE STUDIES: Lessons Learnt in Managing World Cultural Heritage in the Adriatic Region**

The presentation explores the use of new tools, especially Heritage Impact Assessments and current good heritage management practice in the Adriatic region. The focus is on World Heritage and different aspects of co-management and community involvement in development policies.

KATRI LISITZIN, Cultural Heritage Consultant

Uppsala, Sweden

11.35 **CASE STUDY: Challenges in Managing a UNESCO World Heritage Site - Natural and Culturo-Historical Region of Kotor**

The presentation describes the process of development of the Management plan for Natural and Culturo-Historical Region of Kotor, revealing current challenges in implementation of the adopted Management plan.

ALEXANDRA KAPETANOVIĆ, Director

EXPEDITIO Kotor

JASMINKA GRGUREVIĆ, Director

Center for Conservation and Archaeology of Montenegro, Kotor Montenegro

11.50 **CASE STUDY: Sustainable Development – La Rochelle**

ANNA MARIA SPANO, Deputy Mayor

La Rochelle

France

12:10 **CASE STUDY: Tools for the Future of the Past – Management Plan Recommendations of World Heritage Graz**

Diagnosis and assessment of historic urban districts. Treatments, recommendations for changes in the world heritage site. Prepared with text and drawings, including a 19th century historic urban case. Smart development of the historic environment - safeguarding the future of the past.

BERTRAM WERLE, Director

CHRISTIAN ANDEXER, Architect

City of Graz, Austria

12:30

PANEL DISCUSSION

13:00

LUNCH

14:00

CASE STUDY: Dubrovnik - A Master Plan in the Making
City of Dubrovnik – Croatian Ministry of Culture (TBC)

14:20 **CASE STUDY: Smart City Promises and Perils**

The presentation will try to explain the major potentials expected from "smart cities" and ways how to achieve them. A full picture about "smart cities" is given using experienced and anticipated problems. They are going to be presented with the potential implications on expected benefits.

ZDENKO ŠIMIĆ, Associate Professor

University of Zagreb - Croatia

14:40

From Smart Buildings to Smart Grids – Integration Concepts for Smart Cities

Buildings are the basic elements of a city that are integrated together through energy and water distribution systems. One of the smart city pillars is energy and water efficiency in buildings, but also buildings interoperability via city-wide distribution systems.

MARIO VAŠAK, Associate Professor

University of Zagreb - Croatia

15:00 **District Heating and Cooling in World Heritage Sites**

It is extremely important for World heritage sites to have a holistic approach to renovation and to evaluate different retrofitting alternatives in order to integrate innovative and best available technologies. The new generation of district heating and cooling can bring additional value to the refurbishment of buildings in protected areas and can help with integration of renewable energy and energy storage and thus support the formation of zero energy districts.

GORAN KRAJAČIĆ, Associate Professor

University of Zagreb - Croatia

15:20 – 15.45

Coffee & networking

15:45 **The Application of Solar Cooling Systems in Historical Sites**

Managing the power consumption, noise and appearance of historic sites by using solar cooling systems (cooling and refreshing systems powered by the heat produced by solar collectors) instead of standard AC units.

IVAN GRBAVAC, Director

EnergIT! Dubrovnik - Croatia

16:00 **EX.PO AUS – Extension of Potentiality of Unesco Adriatic Sites, the Case of Dubrovnik**

BISERKA SIMATOVIĆ, Manager

Dubrovnik - Croatia

16:15

Panel Discussion

Chair: TBC

16:45

Closing Remarks - Chair

18:45 Departure from hotel to old town

19:30 **Sunset & Dinner Cruise: “Karaka”Galley ship Registration required**



*The Day 1 workshop is part of the IPA Adriatic CBC project EX.PO AUS – “Extension of Potentiality of Adriatic Unesco Sites” co-funded by the European Union, Instrument for Pre-Accession Assistance website: ww.expoaus.org/ and the City of Dubrovnik www.dubrovnik.hr



Sustainable Transport Solutions

“How to Improve Energy Efficiency and Air Quality in Historic Centres”

Day 2 - Friday, 12th September 2014

9.30am – 17.00pm
Hotel Ariston, Importanne Resort
Dubrovnik, Croatia

PROGRAMME

WELCOME RECEPTION – WEDNESDAY, SEPTEMBER 10th

Networking Cocktail Reception for Speakers and Delegates – Terrace Lounge Bar 19:00 h

9.00
Registration & coffee

OPENING SESSION

9.30
Welcoming Note **City of Dubrovnik**

9.40
SETTING THE SCENE
Management Planning and Sustainable Transport

Building on the experience of Day 1, the presentation will discuss the importance of sustainable transport solutions as an integral part of successful management planning. It will introduce the challenges facing historic towns in needing to address air quality and energy as part of a long term strategy and set the scene for the case studies that follow.

Brian Smith
Secretary General
Heritage Europe
Norwich UK

10.00
Introduction to the ENCLOSE and PERHT Projects
Project findings – Importance of Sustainable Urban Logistics Plan (SULP)
Giorgio Ambrosino
Technical Director
Projects ENCLOSE/PERHT

10.45
City logistics in 's-Hertogenbosch, NL
Den Bosch city logistics and overall mobility plan including an 'environmental zone' for green vehicles only, combined with cycling and parking strategies.
Marc Pluijgers
Den Bosch
The Netherlands

11.15
Urban Logistics Innovation in three mid-size Historic Cities in Italy – Lucca, Vicenza and Siena
Integrating city logistics measures for Eco-Friendly City Freight Distribution - a comparison among three Urban Logistics Services and comprehensive approaches to clean freight transshipment and last mile delivery outlying also the organization and management aspects
Stefan Guerra
ENCLOSE project
Lucca, Vicenza, SienaItaly

11:45
Parking system and Integrated Mobility Approach: the LIFE+ PERHT project, Treviso
Treviso's innovative plans for people and goods mobility through new parking schemes and green services aimed at improving energy efficiency and reducing Co₂ .
Marco Dall'Agnol
PERTH project
ACTT TrevisoItaly

12:15 – 13.30
Lunch

13:30
Towards a Zero CO₂ Postal and Parcel Distribution System in Trondheim
Trondheim's overall Mobility Plan for CO₂ reduction and Posten Norge's (Post Office) implementation of zero CO₂ post distribution.

Anders Stenseth
ENCLOSE project Posten Norge,
Norway

14:00
Sustainable Urban Transport – The Croatian Experience

The presentation will show the results of a three-year project, the iRESEV - "ICT-aided integration of Electric Vehicles into the Energy Systems with a high share of Renewable Energy Sources", financed by the Croatian Science Foundation.

Goran Krajačić
Associate Professor
University of Zagreb, Croatia

14:20
Sustainable Urban Transport – The French Experience
Anna Maria Spano Deputy Mayor
La Rochelle
France

14:45
Energy Efficiency Projects in Dubrovnik
MARKO COSMAI, Consultant
ConsultantDURA
Development Agency
Dubrovnik Croatia

15:00- 15.30
Coffee & networking

15:30
How to prepare a Sustainable Urban Logistics Plan
Giorgio Ambrosino
Tehcnical Coordinator
ENCLOSE / PERHT projects

16:00
Open Session – Questions, Conclusions
Speakers Panel
Chair: **Brian Smith**
Secretary General
Heritage Europe Norwich UK

16:30
Meeting Ends

18:30
Departure for Old Town Walking Tour
Bus

19:00
Old Town Walking Tour Duration 1 hour

20:00
End of Day 2

The Day 2 workshop is co-funded by the European Projects IEE-ENCLOSE www.enclose.eu and LIFE+ PERHT www.perht-lifeplus.eu and by the City of Dubrovnik



Sustainable Management Solutions
"Focus on Management Issues in Historic Centres"
&
Sustainable Transport Solutions
"How to Improve Energy Efficiency and Air Quality in Historic Centres"

DUBROVNIK - CROATIA 11TH - 12TH SEPTEMBER 2014

9.30am – 17.00pm
Hotel Ariston, Importanne Resort

Importanne Resort Dubrovnik, Croatia Accommodation: Hotel Ariston www.importanneresort.com

Please return the below Booking Form by Email, *deadline August 25th to:

jelena@dalmatiaeterna.hr ; www.dalmatiaeterna.hr +385 91 786 9296 *ask for an extension if required

NAME

ACCOMPANYING PERSON(S)

POSITION

ORGANISATION/CITY

DAY 1

DAY 2

CONTACT DETAILS (including cell phone)

TELEPHONE

EMAIL

TRAVEL DATES

ARRIVAL

DEPARTURE

ROOM CHOICE (single/double)

SPECIAL REQUESTS

SUNSET & DINNER CRUISE: "KARAKA" galley ship, SEPT.11TH / 35 € per person

OLD TOWN WALKING TOUR, SEPT 12th – 19:00pm, 1 h Compliments of Dubrovnik Tourist Board

Registration Fee: 35 € per person perworkshop; 60€ per person both workshops; includes: Welcome Cocktails;Welcome Bag and workshop materials; coffee breaks; lunches; Walking Tourof Old Town

Hotel Ariston is the largest hotel of the Importanne Resort group, offering its guests five-star comfort and spacious accommodation. Hotel Ariston is located on the picturesque Lapad Peninsula, about two miles (3.8 kilometres) from the Old Town center. Guests can choose from Standard, Luxury, Romantic or Superior rooms or rooms adapted for the disabled. Rooms are equipped with air conditioning, TV and satellite channels, and free Internet access. Accommodations overlook the sea or a Mediterranean garden.

