

## Submission Form

At its 35th session (UNESCO Paris, 2011), the World Heritage Committee (Decision 35COM12D.7) “requested the World Heritage Centre, with the support of the Advisory Bodies, **to develop, for further consideration the proposal** contained in Document WHC-11/35.COM/12D [...] and to further **explore ways of recognising and rewarding best practice through a one-off initiative** at the closing event of the 40th anniversary of the World Heritage Convention (November 2012, Japan)...”.

States Parties to the World Heritage Convention are invited to participate in this initiative by proposing World Heritage properties in their country that they regard as an example of successful management and sustainable development.

In order to be eligible the site has to apply with the following criteria:

- The suggested site must be a property inscribed on the World Heritage List;
- Successful management and sustainable development has to be clearly demonstrated;
- Best practices are considered those that are tried, tested and applied in different situations and in a wider context;
- An overall good performance on all headings mentioned in the submission form, with an exemplary performance in at least one of the areas;
- An outstanding example of innovative management in dealing with one or more management challenges / issues that could offer lessons to other sites.

Each State Party may propose a maximum of two properties, preferably relating to one cultural and one natural site.

This form contains 9 topics for demonstrating best management practice – it is not necessary to comply with all of them but it would be appreciated if you could provide a comprehensive response to as many topics as possible. In your responses to the question, please provide all facts and figures to substantiate the answers, and describe the before and after situation of implementing the best practice intervention. The objective is to illustrate clearly why the example can qualify as a best practice and can be used as a source of inspiration for other World Heritage properties.

The topics are based on questions dealt with in the Periodic Reporting questionnaire.

## Recognizing and rewarding best practice in management of World Heritage properties

State Party: [name] San Marino

Title proposed World Heritage property: [title] Historic Centre and Mount Titano

Brief description of the property: [you may use the Brief description provided through <http://whc.unesco.org>]

San Marino Historic Centre and Mount Titano covers 55 ha, including Mount Titano and the historic centre of the city which dates back to the foundation of the republic as a city-state in the 13th century. San Marino is inscribed as a testimony to the continuity of a free republic since the Middle Ages. The inscribed city centre includes fortification towers, walls, gates and bastions, as well as a neo-classical basilica of the 19th century, 14th and 16th century convents, and the Palazzo Publico of the 19th century, as well as the 18th century Titano Theatre. The property represents an historical centre still inhabited and preserving all its institutional functions. Thanks to its position on top of Mount Titano, it was not affected by the urban transformations that have occurred from the advent of the industrial era to today.

### Please answer the questions below demonstrating the successful management and sustainable development of the World Heritage property and why it is an example of a best practice.

<b>Topics for demonstrating best management practice:</b>	<b>Please indicate in this column why your World Heritage property is a best practice in relation to the topic:</b>
<b>1. Conservation:</b> <i>What innovative management practices or strategies are being applied in order to ensure the conservation of the Outstanding Universal Value (OUV) of the property (e.g. better resource management, restoration and rehabilitation, addressing various man-made or natural threats and challenges,</i>	The outstanding recognition awarded to San Marino by the World Heritage Committee for being "...an exceptional testimony to a living cultural tradition that has persisted over the last seven hundred years..." (Criterion III) has been immediately perceived by the Government Authorities and by the community as extremely important. Therefore, one can rightly speak of a deep sharing, which has simplified the procedures to be followed for the Management Plan and to implement the Recommendations of the Committee and of the Operational Guidelines.  On 7 July 2009, the Government Authorities celebrated the inscription in the World Heritage

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<p><i>etc.)?</i></p>	<p>List with a Ceremony, in which Professor Francesco Bandarin, Director of the World Heritage Centre, Their Excellencies the Captains Regent (Heads of State), the members of the Congress of State (Government) and all San Marino citizens took part.</p> <p>Two large and solemn commemorative plaques have been placed, one at the entry of the fortified town and the other in the Historic Centre of Borgo Maggiore. Moreover, 18 signs have been placed at the State borders (according to the new system of road signs).</p>
<p><b>2. Local People:</b></p> <p><i>What exemplary practices are you using in order to effectively address the needs of local stakeholders within the management system for the property, and enable their full and active participation?</i></p>	<p>The ceremony celebrating the inscription is held every year on the square in front of the Government Building in the presence of the San Marino citizens, the authorities and the public. Therefore, it is an extremely shared event, with a cultural programme highlighting the values of identity and authenticity, which includes exhibitions, speeches, seminars and conferences. The institutions, schools and families take part in these initiatives.</p> <p>Information sharing with the citizens through conferences, publications, debates, press, videos, television programmes, important cultural initiatives, collaborations with foreign networks.</p> <p>Information on an international scale with advertisements in the most important foreign magazines, including the World Heritage Magazine and the magazine "Siti" of the Italian Association of UNESCO World Heritage Sites. Over these three years (2008 – 2009 – 2010), the total amount invested in advertisement by the Ministry of Tourism was equal to € 1,500,000.</p> <p>Information sharing with San Marino teachers and implementation of didactical programmes with the students of elementary and junior high schools, with a view to carrying out an in-depth analysis of the identity and values of authenticity and integrity. Organisation of</p>

<b>Topics for demonstrating best management practice:</b>	<b>Please indicate in this column why your World Heritage property is a best practice in relation to the topic:</b>
	<p>several meetings with young people, who felt very much involved and carried out interesting research activities on “San Marino: UNESCO World Heritage” and “San Marino: World City”, also participating in cultural exchange programmes on peace matters.</p> <p>Extremely important was the participation of San Marino in the World Expo 2010 Shanghai with a pavilion promoting “San Marino: the smallest and oldest Republic in the World, UNESCO World Heritage Site”. The total cost of this participation amounts to € 2,500,000. (The DVD of the Expo is herewith enclosed as Annex 3).</p>
<p><b>3. Legal framework:</b></p> <p><i>What special measures have you taken to ensure that the legal framework for the World Heritage site is effective in maintaining the OUV of the property?</i></p>	<p>The first step taken by the Government was to approve the Law on the protection of the Property “San Marino Historic Centre and Mount Titano” included in the World Heritage List, which takes inspiration from the UNESCO Convention and legal provisions (this Law is herewith enclosed as Annex 1).</p> <p>The Government established an Operational Unit entrusted with the task of coordinating the Management Plan through the competent Ministries.</p> <p>On 22 July 2011, San Marino Parliament approved Law no. 1 aimed at protecting and regulating the use of the coat of arms by the State and by private citizens, according to international criteria similar to those of other countries. In Fall 2011, a conference will be organised on this theme, with a view to strengthening the sense of belonging to a State, the history of which is today part of the entire humanity. San Marino independence throughout the centuries results from the commitment undertaken by all San Marino citizens, generation after generation. For this reason, the adoption of the most adequate laws is extremely important with a view to defending the symbols of the humanity.</p>

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<p><b>4.</b></p> <p><b>Boundaries:</b></p> <p><i>What innovative ways of dealing with the boundaries of the property, including for management of the buffer zone do you have in place, to effectively to manage the site and protect its OUV?</i></p>		<p>The territory, in particular the 55-hectare Property, of which aerial views are available, is constantly monitored by experts through the new information technology systems.</p> <p>The buffer zone is extremely clear and it bounds very well the property, which is inside the Medieval fortified city. The State is gradually eliminating unaesthetic buildings with a view to respecting the historic-urban landscape.</p> <p>The General Town Planning Scheme of the territory and the Detailed Plans of the Historic Centre protect very well both the property and the buffer zone. In 2011, a naturalistic track leading to the three Towers was completely recovered. The San Marino Naturalistic Centre and several NGOs promote every year guided excursions, seminars and publications concerning the natural goods of the territory.</p>				
<p><b>5.</b></p> <p><b>Sustainable finance:</b></p> <p><i>What effective strategies have you developed and implemented to assure adequate and sustainable financial resources for implementing the management measures required to maintain the site's OUV?</i></p>		<p>The Central Government of San Marino annually includes in the State Budget adequate financial resources for the restoration works to be carried out in the Historic Centre.</p> <p>Over these three years, the Ministry of Territory has supported some important restoration projects in the Historic Centre of San Marino, including the recovery of a significant natural pathway on Mount Titano, and has enacted new legislative decrees aimed at granting incentives for restoration works. As of today, the total amount allocated for restoration works is considerably high, and more specifically:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td colspan="2" style="text-align: center;">2007 – 2008 – 2009</td> </tr> <tr> <td style="text-align: center;">€ 3,947,473.00</td> <td style="text-align: center;">for the Property</td> </tr> </table>	2007 – 2008 – 2009		€ 3,947,473.00	for the Property
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		<p>The European economic crisis has had repercussions also on San Marino economy. Notwithstanding this, the Government Authorities are taking several measures and are carrying out many activities to protect the Property.</p> <p>Also road traffic has been improved thanks to new projects and extensions, the building of new roundabouts and new signs to access parking facilities, which enable to immediately verify the availability of parking spaces in the car parks.</p> <p>Interested citizens receive subsidized loans on the basis of approved projects. Many kiosks are in a process of being eliminated, others are being restructured. (The economic crisis is causing a progressive reduction of commercial activities).</p>											
6.	<p><b>Staffing training and development:</b></p> <p><i>What approaches and strategies have you developed and implemented to assure that the human resources are</i></p>	<p>All tangible goods of the property, represented by museums and monuments, are managed by State employees. Every year the State allocates funds for training courses, also with a view to improving information technology knowledge.</p>											

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	<i>adequate to manage the World Heritage property?</i>	
7.	<p><b>Sustainable development:</b></p> <p><i>What are the effective mechanisms in place to ensure that resource use permitted in and around the World Heritage site is sustainable and does not impact negatively on OUV?</i></p>	<p>With regard to new regulations concerning waste management, a significant contribution to reduce environmental pressure on the Property is offered by the adoption of Delegated Decree no. 93 of 1 June 2011 entitled “Provisions regulating waste management”. By involving the entire population and all parties concerned, this Delegated Decree aims at regulating waste management, classifying wastes and disposing of them in compliance with the European Waste Catalogue established by Commission Decision 2000/532/EC. In this way, it also aims at protecting natural environment without any risks for the water, air, soil, fauna and flora, without causing any inconvenience due to noise or odour and without damaging the landscape and particularly interesting sites that are protected under the legislation in force.</p> <p>With regard to the measures adopted by the Environmental and Agricultural Resources Management Office (UGRAA), worth specifying is that, among the functions entrusted to this Office are those specifically aimed at protecting the environment, territory and landscape. According to Law no. 126/1995 and relevant Implementing Decrees, UGRAA is responsible for:</p> <p>a) the protection of forests and shrubby vegetation, both in urban areas and in extra-urban and/or typically forest areas; with particular reference to the Property, all vegetation is protected and any relevant intervention shall be authorised;</p>

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		<p>b) the protection of landscape. With the approval of Delegated Decree no. 130/2008 concerning the Assessment of Environmental Impact, all building interventions on the Property shall be assessed in terms of their impact on the landscape, with particular reference to the protection of historical monuments and cultural goods present in the entire San Marino territory.</p> <p>The activities carried out by UGRAA also include planning and realisation of urban green areas, in particular by means of two kinds of intervention:</p> <ol style="list-style-type: none"> <li>1. providing urban green areas with annual and perennial plants;</li> <li>2. planning of green areas located within the Property as established by the decision adopted by the Commission for Territorial Policies on 16 June 2011 together with the Offices of the Territory Department</li> </ol>
8.	<p><b>Education and interpretation programmes:</b></p> <p><i>How do the education, interpretation and awareness programmes you have developed and implemented significantly enhance the understanding of OUV of the site among stakeholders?</i></p>	<p>Information sharing with San Marino teachers and implementation of didactical programmes with the students of elementary and junior high schools, with a view to carrying out an in-depth analysis of the identity and values of authenticity and integrity. Organisation of several meetings with young people, who felt very much involved and carried out interesting research activities on “San Marino: UNESCO World Heritage” and “San Marino: World City”, also participating in cultural exchange programmes on peace matters.</p> <p>To support the cultural values of the Republic of San Marino, some important events have been promoted over these three years. Among these events, worth mentioning is the excellent collaboration with the UNESCO Office in Venice, Regional Bureau for Science and Culture in Europe, at Palazzo Zorzi, where two exhibitions were organised on the occasion of the Biennale in Venice (a solidarity project in favour of Rwanda in 2008 and the architecture pavilion of San Marino in 2010).</p>



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		Extremely important were also the exhibitions and music festivals organised over these three years in San Marino, such as the Exhibition of Monet, Cézanne and Renoir from 23 October 2010 to 27 March 2011. All events having lofty cultural and scientific aims are promoted on the basis of the objectives of the Convention and the World Heritage.
9.	<b>Tourism and interpretation:</b>  <i>What innovative plans have you designed and successfully implemented to ensure that visitor management does not negatively impact on the maintenance of the property's OUV?</i>	<p>The Ministry of Tourism has invested one and a half million Euros over three years in communication to promote the understanding of the property's OUV through the following:</p> <ul style="list-style-type: none"> <li>- seminars and specialised tourism fairs;</li> <li>- publications, brochures, printed material, videos, etc.</li> <li>- management of the website <a href="http://www.visitsanmarino.com">www.visitsanmarino.com</a>;</li> <li>- training of the staff responsible for tourist services;</li> <li>- creation of a hospitality desk to assist visitors (information, programmes, areas to assist families with infants).</li> </ul>
<b>Additional comments:</b>		
<b>Brief description/ summary of the best practice, including a statement on how it can be useful for other sites (max.600 words)</b>		
<p>A)</p> <p>A public competition concerning the new UNESCO signs. The winner, the San Marino architect Renzo Broccoli, and the Director of the State</p>		

Museum, together with the Ministry of Territory and the UNESCO Coordination Unit, have started to develop a project, which will soon be implemented, with a view to providing new and comprehensive cultural information on the monuments of the Property (in Italian and English). This service, to be provided both with elegant signs and through information technology and telephony, involves 40 monuments among the most significant ones of the Historic Centre of San Marino, Mount Titano and the Historic Centre of Borgo Maggiore. The main objective is to harmonise cultural and tourist information with new information material to be used also for official and institutional visits.

The project provides for the realisation of uniform panels made of serigraphed aluminium with a supporting structure, always made of metal.

The Directorate of the State Library has collaborated in a fundamental manner in the drafting of the explanatory texts of the monuments. With regard to the sites and archaeological emergencies, resort has been made to the experience of the staff of the State Museum. The final drafting of the texts (not yet completed) will be approved by the administration prior to the final making-up in the signs.

In the most relevant environmental situations, signs have always been placed perpendicular to the main façade of the monument. This allows to have a lower impact in the pictures taken by tourists as a souvenir and in video images taken of official ceremonies taking place outside.

#### INFO POINT

Info point is the kind of support that has been modified compared to that of the competition.

This choice is due to the need to have a uniform communication. The initiative undertaken by the Office for Tourism to provide the historic centres of San Marino and Borgo Maggiore with a system of multimedia totems, which can considerably help tourists in terms of information, is perfectly in line with the spirit of the competition and of our project. Indeed, our project provided for a web interface for the communication and dissemination of the specific features of the UNESCO property.

#### B)

The editorial initiative “Protected Naturalistic Areas of the Republic of San Marino” illustrates the Detailed Plan of Protected Naturalistic Areas, established according to the provisions of Art. 31 of Law no. 7 of 29 January 1992 “General Town Planning Scheme and relevant implementing rules”.

Also in our country, protected areas are rich in biodiversity and represent a resource of outstanding value, which deserves due attention, together with an adequate and respectful access by citizens.

The protection of nature is a duty, need and sign of civil maturity. A responsible and aware development is necessarily connected with a respectful relationship between man and environment, where every activity should be carried out within the limits of tolerance of the various

ecosystems. Protected areas contribute to this indispensable balance and represent an inestimable richness of our planet.

This editorial initiative was supplemented by an important conference on landscape, in October 2011, which took place in collaboration with Italian technical experts and authorities.

This publication will be sent separately (together with the images requested).

**Finally, please provide us, if possible, with up to ten images of the concerned World Heritage property that can be used free of rights in UNESCO publications (commercial and/or non-commercial), and on the UNESCO website. Please provide the name of the photographer and the caption along with the images (he/she will be credited for any use of the images).**

**A separate sending will be made of high-resolution images with the relevant captions (too heavy to be sent by e-mail).**



















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