

The ACTION PLAN

OBJECTIVES, POLICIES, ACTIONS		Responsible actors	Key actors	Funds needed and funding sources available	Priority time-frame
OBJECTIVE 1	Strengthening the governance and the social capital through the development of a territorial integrated approach and a strong partnership able to define problems, strategies and priority.				
POLICY 1a	Building institutional networks to support the protection and regeneration of the historical centres of high value				
	ACTIONS	Promotion of protocols and/o APQ for the consolidation of stable institutional networks.			
		Compulsory insertion of an historical urban dimension in the ERDF OP and/or introduction of specific action plans.			
		Insertion in the planning documents of the institutional subjects of the network of coordinated policies dedicated to historical urban landscapes.			
		Improving of the international network in all the governative levels that will work in concert for the high value historical towns.			
		Activation of a network of historical towns' network that in different programs of cooperation face or already faced similar issues..			
POLICY 1b	Defining integrated management tools				
	ACTIONS	Planning through an integrated approach towards the coordination of all the institutional and non institutional actors involved in the implementation of projects related to			

		Public Works and / or other provisions involvement of the private sector in planning restoration interventions				
		Agreements of public / private partnerships to address problems related to the management of historic centres				
		Establishing incentive schemes to ensure adequate financial support to projects and plans aimed to translate into concrete goals that see the synergy between different bodies, public / private				
		Promotion of strategic actions in order to propose a strict relationship of dependence between the single interventions and the “historic urban landscape”.				
POLICY 1c		Building networks of aware actors				
	ACTIONS	Communication plan for the spread of knowledge and memory of the territory and the local environment to the greatest possible number of inhabitants and users of the territory.				
		Citizen involvement in decision making by improving access, the circulation of information and facilitating processes of identification in the values of places				
		Teaching tools for primary schools; Research tools for secondary schools, training tools for teachers.				
		Periodic consultation with the social and cultural workers for their involvement in decision-making aimed at regeneration of the historic centres.				
OBJECTIVE 2		Strengthening the identity and quality of historical cities				
POLICY 2a		Preservation and requalification of the physical heritage				
	ACTIONS	Promulgation of regional legal instrument for the enhancement of the historic centres .				
		Drafting of regulatory instruments that indicate materials, types, colours appropriate for interventions in city centres				

	and suggest measures for the mitigation of the impact of installations that alter the structure of historic buildings.				
	Specifications for the design of signage, lighting, street furniture, etc.				
	Preservation of agricultural residues and landlocked areas in urban agricultural traditional landscapes.				
	Identification and preservation of historic elements which characterize the urban landscape (buildings, paths, types of settlements, etc.).				
	Removing environmental detractors and planning of networks of services (electricity, gas, water treatment ...).				
	Monitoring system to control the impact of Plans of transformation the historic urban landscape				
	Allocation of grants / incentives aimed at the recovery of the common parts of buildings of historic centres until the coverage of a % of costs				
	Introduction of incentive schemes for individuals who work in various ways contribute to a better preservation of historical landscape (lower cost public land, use of centralized systems, traditional commercial and historic preservation workshops, etc.).				
	Enhancement of spaces of high quality spaces for public relations for the role they play in the citizens' life quality				
	Formation of the public and private that operate in the urban landscapes of high historical value				
POLICY 2b	Improving the quality of life of the inhabitants				
	ACTIONS				
	Introduction of experimental characters of housing flexibility in order to satisfy the new housing needs supporting the housing function in the historical centres.				
	Moving outside the historic centres the functions that are no longer compatible with the housing function and reuse of buildings for activities which enhance the quality of life of residents				

Incentives for the development of social economy and third sector economy to improve the quality and efficiency in the provision of essential levels of health and social care				
Establishment of incubators social incubators aggregation initiatives, call centres, places of social decision, social networks, etc. to start the process of empowerment, of legality and social appeal				
Facilities for the residence and permanence of superior cultural functions and social groups more culturally elevated.				
Use of Wi-Fi / Wi Max technology in the neighbourhood places and public spaces to promote the relations and the social gathering.				
Establishment of restricted traffic zones and pedestrian historic centre				
Increase in available parking areas, both underground and outside the perimeter of the site.				
Services of "social transport", to facilitate the mobility of the weakest subjects, not least to facilitate their access to social services.				
Improving of the accessibility to public spaces with implementation of public slaughter of barrier devices suitable for different disabilities (motor and visual), with attention to their inclusion in the historical building of merit				
Measures for increased safety and crime prevention				

POLICY 2c	Urban environment sustainability
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ACTIONS

Adoption of environmental management systems designed to achieve compliance with EU environmental regulations associated with introduction of indicators for local sustainability.				
Introduction of environmental budgets.				
Plan for the ecological/sustainable public mobility, with bike and pedestrian routes, and environmentally integrated public				

transport systems				
Measures for sustainable use of resources (minimizing the amount of waste, efficient management of water resources, noise reduction, efficient energy management systems and renewable energy sources, etc.).				
Reduction of energy consumption of public buildings, economy 'in their management and maintenance.				
Incentives for privates to improve energy efficiency of historical buildings.				
Institution of urban parks of regional interest.				

OBJECTIVE 3	Strengthening of the cultural pole “historical town”
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POLICY 3a	Cultural Revitalization: innovation and economy towards “living” historic towns
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ACTIONS	Activation of agreements and / or protocols for the greater involvement of cultural institutions and "knowledge" in urban policies.				
	Functional reuse of cultural heritage for the provision of equipment (such as cultural and scientific centres, museums, libraries, places of artistic production, etc..) Associated with a management plan that provides innovative and high quality cultural activities.				
	Activation and management of centres for the promotion of culture and entertainment with the characteristics of "cultural workshops				
	Planning an integrated promotion of handicrafts, cultural and culinary traditions.				
	Planning, organization and implementation of proposals and cultural events.				
	Enhancing supply centres of cultural activities and also through the inclusion of social service activities with high level artistic, cultural or social development by providing reuse of heritage buildings abandoned and the reuse of common				

		spaces on the ground floor of buildings recovered.				
POLICY 3b	Economic revitalization					
	ACTIONS	Support, through mechanisms of credit and / or some form of tax advantages, economic activities, trade weakened or threatened in a particular sector or sectors of production where there is historical evidence and are compatible with the identity of UNESCO.				
		Incentives for the location in the historic centres of commercial activities related to the production of quality hand-crafted products.				
		Incentives for the relocation of economic activities, trade no longer compatible with the identity of the UNESCO site.				
		Preservation of function of "natural shopping centre" of the historic centres welcomes the presence of retail businesses and neighbourhood.				
POLICY 3c	Sustainable tourism					
	ACTIONS	Promoting thematic tourism (culture, sport, lecturer, etc.). To create opportunities for stays of longer duration.				
		Improving the standards of accommodation for tourists and increase the capacity of other types of accommodation different by hotels (such as small apartment in historic buildings, family pensions, etc.) will help to redirect tourist flows to different models.				
		Development / strengthening of services to tourists or at least free time of population				
		Creating sustainable tourist route (cycling or pedestrian) in support of agricultural biodiversity and folkloristic events linked to agriculture (festivals, etc.).				
		Differentiate initiatives in base with time (seasonal initiatives) and space (events organized in different parts of the city)				