

REPORT TO PROJECT OUTPUT

			<i>Output</i>	3.2.4
<i>Activity</i>	Transnational Workshop: Best practices income generating and investment planning			
<i>Location</i>	Sala Rossa-Palazzo Scaligero, Verona, Italy			
<i>Qualitative description</i>	In connection with action 3.2.3: Workshop about exchanging experiences and development of suggestions about best practices for generating incomes and preparation of efficient, income improving investments into the fortress monuments	<i>Date</i>	09/10/2014 (afternoon)	
<i>Quantitative description</i>	<i>No. Participants</i>	29		
	<i>No. Nations</i>	4		
<i>Is the output finalised ?(y/n)</i>	YES			

PROJECT PARTNERS:

City Kostrzyn nad Odra
 Austrian State Archives
 Salzburg's Palaces and Castles Management
 Jaromer Municipality
 Humboldt-University at Berlin
 City of Kronach
 TIAW-Thuringian Institute for Academic Studies and Education reg.ass
 ECCOFORT – European Cooperation Centre of Fortified Heritage reg.ass.
 Fort Monostor Military Cultural Centre Komarom
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PROJECT MANAGEMENT

GKU Standortentwicklung GmbH, Berlin

Agenda

Thursday, October 9 th 2014		
(Output 3.2.4) Fortified heritage: best practices Income generating <i>Open Workshop</i> Location: Sala Rossa-Palazzo Scaligero , Verona		
<i>Time</i>	<i>Programme</i>	<i>Speakers</i>
10:10 - 10:20	Presentation of the Study of Verona (output 3.2.3)	Mr Fiorenzo Meneghelli external expert - Province of Verona
...		
15:00	Visit of Fortifications in Verona (with Italian and English guide), Bastione delle Maddalene	
16:00	Status of economy and funding of the Bavarian fortified heritage (output 3.2.2)	Mr Alexander Suess Kronach
16:20	Discussion of studies and examples Recommendations for fortress owners Documentation of Keywords and Strategies for the Handbook	Workshop-Moderator All participants
17:00	Summary and Conclusion of Workshop	Mr Daniele Sferra external expert - Province of Verona
20:00	<i>Dinner: Pizzeria del Circolo Ufficiali di Verona – Via Cantarane, 1.</i>	

Minutes

The Workshop **Fortified heritage: best practices income generating** (corresponding to the “Transnational Workshop: Best practices income generating and investment planning”, output 3.2.4) took place in the afternoon of the second day of the combined Open International Conferences and Workshop meeting, at the Palazzo Scaligero in Verona, on 9 October 2014. The session was chaired by Mr Daniele Sferra (*external expert*, PP10-Province of Verona, IT)

Mr Fiorenzo Meneghelli (*external expert*, PP10-Province of Verona, IT) presented a summary of the the study about the valorization of fortified system in the Verona area (corresponding to output 3.2.3). He started from an overview of the Veneto three main defence systems, one of which is located in the Verona area. Then he presented the case study of the “park of telemetry towers and forts of Cavallino”, a pilot project funded by the Veneto Region, in the framework of the



Territorial Coordination Plan that for the first time included forts and defensive artifacts as relevant elements of the cultural heritage. The case is relevant for highlighting how fortified heritage can represent an important factor in territorial development and exploitation of landscape features. Mr Meneghelli described then in details the main features and key elements of the forts of the province of Verona in the wider framework of the so-called *quadrilatero* of Verona - formed by the four nodes of Legnago, Mantova, Peschiera and Verona - and showed the identification of the areas of the fortifications in the province. A detailed survey was done of all the relevant forts present in the Province of Verona, including the city of Verona, the Lessini mountains, the Adige Valley, Lake Garda, Peschiera, the Scaliger castles and those of the Eastern section. It was also mentioned the imminent establishment of the Verona Documentation Center on military architectures in the Bastion of Maddalene. Finally, the main elements of a possible Masterplan for the Adige Valley were introduced, and it was explained how such planning policy could become a strategic tool for enhancing the defensive system as a driving force for territorial sustainable development.

[For organisational reason this speech was set in the morning session, despite part of the 3.2.4 workshop]

As part of the workshop, a study visit was organised in the *Bastione delle Maddalene* fortifications in Verona: a guided tour illustrated the in-progress restoration works of the premises that will host the Documentation Centre for military architecture.

The last lecture of the day was given by Alexander Suess (PP6-City of Kronach, DE) and presented the results of the exemplary study (corresponding to output 3.2.2) about the stauts of economy and funding of the Bavarian fortified heritage. The first phase of the study was the assessment of the current financial and revenues situation, as well as possible scenarios of cultural-economic concepts and best practices for monument utilization. A specific investigation

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was done on different fortified sites managed by the Bavarian State, as well as by municipalities like Kronach and Weissenburg through an ad-hoc questionnaire and following data analysis and evaluation. A further extension of investigated fortresses was then done, taking into account also other FORTE CULTURA partners' fortified sites. The key achievements of the study were summarized as follow: in Bavaria the different kind of ownership and engagement of owner gives a very varied picture of the utilization, maintenance and tourist offers of fortification; Kronach with its Fortress Rosenberg can be seen as a best practice showing how engagement have a positive effect on tourist marketing and income generation. Mr Suess summarized some general conclusions showing that tourists are highly interested about structural condition and maintainance, about their geographical position and the variety of offers and especially about the tourist infrastructure, connections, accomodations, etc. The roadmap of a successful income generation from fortified heritage can be achieved only with effective and long term management and marketing strategies, as well as it is crucial to settle a clear political regional framework for preservation and development of a fortification.

Mr Daniele Sferra (*external expert*, PP10-Province of Verona, IT) summed up the conclusions of the day pointing out how is crucial an holistic long term vision of management and preservation of the fortified heritage taking into account all their multidisciplinary elements that are intertwined each-other. The presentations of the day have drawn the attention of the audience to all the unexploited different potentialities of an effective and sustainable utilization and exploitation of fortified sites for cultural and tourism purposes and economical functionalities.

