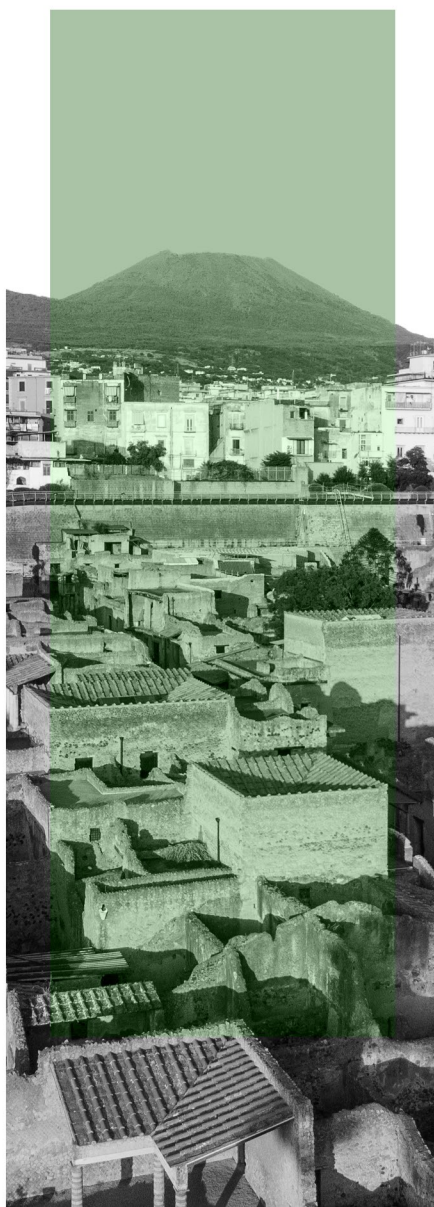


MANAGEMENT PLAN

Archaeological Areas of Pompei,
Herculaneum and Torre Annunziata

2025 - 2030





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Table of Contents

<i>Preface</i>	I
<i>Introduction</i>	IV
<i>Guide to reading the Management Plan</i>	VI
<i>Abbreviations</i>	VIII

Chapter 1 |

The site “Archaeological Areas of Pompei, Herculaneum and Torre Annunziata”

1.1 Outstanding Universal Value and the Criteria for Inscription	12
1.2 The Property and the Buffer Zone	14
1.3 Values and Attributes of the Site	16
1.4 Governance System	29
1.5 Factors affecting the management of the Site	34

Chapter 2 |

Management Cycle (2016-2024)

2.1 General management vision and objectives	38
2.2 Measures implemented in the period 2016-2024	31
2.3 Stakeholders	42

Chapter 3 |

The Management Plan 2025-2030

3.1 Planning framework	46
3.2 Structure of the 2025-2030 Management Plan	53

Chapter 4 |

Action Plans

4.1 Action Plans	64
4.2 The implementation of the Management Plan: dissemination and engagement	132
4.3 The monitoring system	138



Preface

The serial Site no. 829, “Archaeological Areas of Pompeii, Herculaneum, and Torre Annunziata”, inscribed on the UNESCO World Heritage List on December 6, 1997, is characterized by a particularly complex and challenging management framework, yet one that also holds extraordinary opportunities.

Each component of the Site possesses intrinsic characteristics and specific needs, requiring differentiated yet coordinated and coherent management approaches. The particularities of the territorial context demand a dedicated effort to communicate the complexity of this heritage and the interconnections among its parts to diverse audiences, with the overarching goal of meaningfully engaging local communities in the Site’s life and governance. This means not only promoting the individual Archaeological Parks that manage the three components but narrating a shared historical and cultural fabric: a living tapestry of relationships and meanings that transcends the physical boundaries of each individual site.

With the Management Plan for the 2025–2030 period, UNESCO Site 829 is equipped with an essential operational tool to address future challenges related to the conservation, safeguarding and enhancement of its outstanding heritage within a broader and increasingly engaged territorial network. The Plan defines, on the one hand, a common long-term strategic direction for the various Site components and, on the other, analytically identifies priority actions and coordination activities among the different stakeholders involved in management.

Although conceived as a technical document to guide the governance of the Site, the Plan is the result of a process of dialogue, analysis, and synthesis carried out between the two Archaeological Parks. This process has been undertaken with the maturity gained from years of intensive work that have significantly improved the conditions for conservation and accessibility of the Site’s components (which continue to be key issues in the upcoming management cycle). It reflects a deep awareness of future objectives, with increasing emphasis on dialogue and collaboration with local communities, particularly younger generations, third-sector organizations and local economic actors.

Engaging the community is an objective to be pursued and a process to be developed gradually, drawing on past experiences and responding to stakeholders’ needs, while



leaving the more complex challenges to the local management authorities.

It is therefore not surprising that the Plan consistently emphasizes territorial context and civic engagement, highlighting the involvement of citizens, associations, enterprises, and especially youth from local communities. These elements are essential to ensuring the transmission of the Site's deep-rooted cultural identities across generations.

While the Plan is an indispensable working tool for the staff of the two Parks, to analyze and monitor upcoming activities using a shared methodology, it is also addressed to all territorial stakeholders involved in the Site's management. It aims to foster greater knowledge of the Site and enhance collaborative capacity, especially concerning two fundamental pillars of contemporary heritage governance: accessibility and sustainability.

Improving physical, cognitive and economic access to the Site and its heritage is not only a matter of social justice, but also a key strategy for enriching visitor experiences and fostering a more comprehensive understanding of the Site's universal value. Moreover, the Management Plan, aligned with international guidelines and the United Nations Sustainable Development Goals, places sustainability at the heart of its strategic directions. Integrating heritage conservation with environmental and social respect and natural resource management, and addressing the challenges posed by climate change, constitutes a complex but necessary pursuit in today's global context. The goal is to adopt strategies that strike a balance between the needs of protection, access and socio-economic development, by refining tools that reduce human impact and promote responsible models of heritage management.

This Plan is a living document, designed to guide the Site's future through an integrated and participatory approach. It serves not only as a roadmap but also as a platform for dialogue and cooperation among all involved stakeholders, ensuring that our archaeological heritage continues to be a boundless source of knowledge, identity, inspiration and development for present and future generations.

Introduction

This Management Plan for UNESCO Site No. 829 takes as its starting point an analysis of the work carried out since 2016, the year in which the Ministry of Culture created the two Archaeological Parks of Pompeii and Herculaneum as Autonomous Institutes. Its objective is to plan the next management cycle, with reference to Paragraph 108 of the Operational Guidelines for the Implementation of the World Heritage Convention and Decision 44 COM 7B.156 of the WHC, and employing the tools of the Enhancing Our Heritage Toolkit 2.0 of ICCROM, IUCN, ICOMOS and UNESCO World Heritage Centre.

The creation of the two Autonomous Institutes represents, in fact, the defining moment of a new cycle in the life of the Site, and both Parks have adopted strategic policy documents, developed in alignment with the Management Plan.

The overall approach of the Plan is aligned with the *2002 Budapest Declaration* of the World Heritage Committee and the core principles of the UNESCO site governance model (known as ‘the 5Cs’: Credibility, Conservation, Communities, Capacity-Building and Communication), as well as the ‘Policy for the Integration of a Sustainable Development Perspective into the Processes of the World Heritage Convention,’ approved by the UNESCO General Assembly in November 2015

This Plan intends above all to strengthen the social and political importance of the components of this serial property, and their ability to contribute to the **creation of inclusive, safe, resilient and sustainable cities and communities**. In order to achieve these goals, the Plan is organized into five action plans (Conservation and Risk Management; Research and Innovation; Education and Communication; Accessibility and Experience, Community and Territory), each defined by strategic and specific objectives, together with corresponding actions. The activities were planned during 2024.

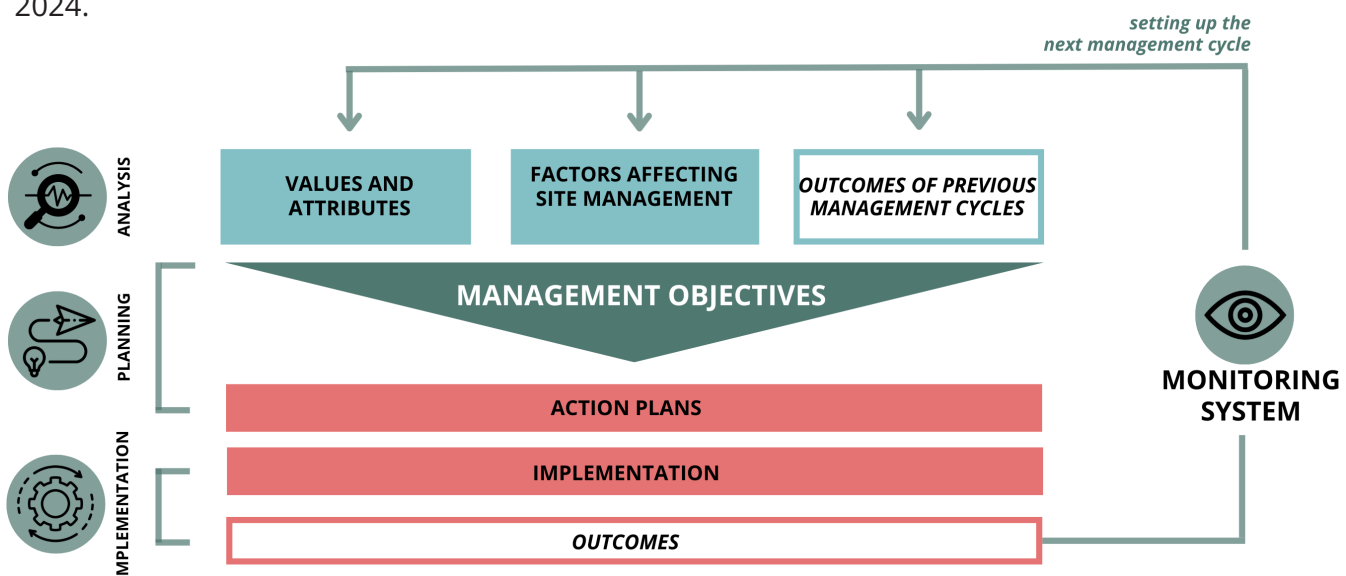


Fig.I: Management Plan 2025-2030



THE PLAN AND THE 2030 AGENDA:

In concrete terms, the sustainability measures that will be adopted concern both the management operations of the Parks themselves and the operations carried out with (and for) the local community. In the first case, the Parks intend to aim at achieving a more limited and better informed consumption of resources, characterised by the use of sustainable materials and the increased use of renewable energy (targets “affordable and clean energy”, “responsible consumption and production” and “climate action”, goals 7, 12 and 13 respectively). With regard to the relationship with the local community, the Parks aim to contribute to the achievement of the “quality education” target, through the activities to be carried out with local schools and, more generally, through all those measures aimed at transmitting and communicating knowledge of the Site and its values. In addition, by implementing initiatives involving local residents and commercial enterprises the Parks intend to work in the direction outlined by the targets relating to sustainable economic development in the area, acting as a catalyst for good practices (“decent work and economic growth”, “industry, innovation and infrastructure”, “sustainable cities and communities”, “peace, justice and strong institutions”, targets 8, 9, 11 and 16).



Guide to reading the Management Plan

The Management Plan is designed to be a **comprehensive operational planning tool**, and consists of three chapters:

- The first aims to provide an **introductory overview** of the UNESCO Site and summarises its main characteristics: its Outstanding Universal Value and the criteria for inscription, the establishment of the boundaries of the Core Zone and the Buffer Zone (subject to a redefinition in January 2024), the values and attributes recognised in the Site, the governance system and its evolution over time and, finally, the factors affecting its management.
- The second is aimed at giving an account of the 2016-2024 management cycle, by means of a summary of the vision and general objectives of management and through a survey of the main measures implemented, which has allowed the actions, actors and outcomes to be re-examined and mapped. This analysis proved to be an essential preparatory step for the creation of the 2025-2030 Management Plan, which looks to the Sustainable Development Goals of the United Nations' 2030 Agenda as indispensable strategic guidelines and as criteria for monitoring its work. In fact, although attention to the dimension of sustainability, in its broadest sense - in environmental, social and economic terms - has already formed part of the Site's agenda for some time, with the 2025-2030 Plan it is intended to work in this direction in an even more determined and systematic manner.
- The third chapter is dedicated to illustrating the **2025-2030 Management Plan**. Starting from an examination of the regulatory and strategic instruments, from territorial planning to the strategic plans with which the Site is provided, the synergic relations between instruments of different types are described. The Management Plan operates in a coherent, integrated and complementary manner with respect to the guidelines established by other plans and strategy documents. Some issues of relevance for the entire territorial context, such as the management of tourism or environmental emergencies, although addressed in the Management Plan, are dealt with in a more complete and integrated manner in the other plans and instruments to which it refers.
- The Plan is structured in **five action plans** (Conservation and Risk Management; Research and Innovation; Education and Communication; Accessibility and Experience) marked by strategic and specific objectives and by actions.

A **monitoring system** is envisaged for the ongoing and subsequent evaluation of the implementation of the Plan, using a set of indicators determined with reference to the UNESCO Culture 2030 Indicators.



Values and attributes of Site 829

Refer to Section 1.3

Factors affecting the management of the Site

Refer to Section 1.5

General objectives of Site management

Refer to Section 2.1

Regulatory and strategic instruments with which the Management Plan interacts

Refer to Section 3.1

Management Plan structure

Refer to Section 3.2

Planned actions for each of the Site's components

Refer to Section 4.1

Monitoring System

Refer to Section 4.3

Abbreviations

CIS Vesuvius - Pompeii - Naples Institutional Development Contract. Ministry of Culture Development and Cohesion Plan

HCP Herculaneum Conservation Project

HIA Heritage Impact Assessment

ICCROM International Centre for the Study of the Preservation and Restoration of Cultural Property

ICOMOS International Council on Monuments and Sites

IUCN International Union for Conservation of Nature

MiC Ministry of Culture

OUV Outstanding Universal Value

PHI Packard Humanities Institute

PAE Archaeological Park of Herculaneum

PAP Archaeological Park of Pompeii

PNRR National Recovery and Resilience Plan

UNESCO United Nations Educational, Scientific and Cultural Organization

SITE The entire World Heritage property n. 829, including all three components





CHAPTER 1

The Site “Archaeological Areas of Pompei, Herculaneum and Torre Annunziata”

1.1 Outstanding Universal Value and the Criteria for Inscription

UNESCO Site No. 829 'Archaeological Areas of Pompei, Herculaneum e Torre Annunziata', inscribed on the World Heritage List in 1997, consists of the ancient cities of **Pompeii** - with the Villa of the Mysteries - and **Herculaneum** -

with the Underground Theatre and the Villa of the Papyri - and Villa A (Villa of Poppaea) and Villa B (Villa of Lucius Crassius Tertius) in **Torre Annunziata** (Oplontis).

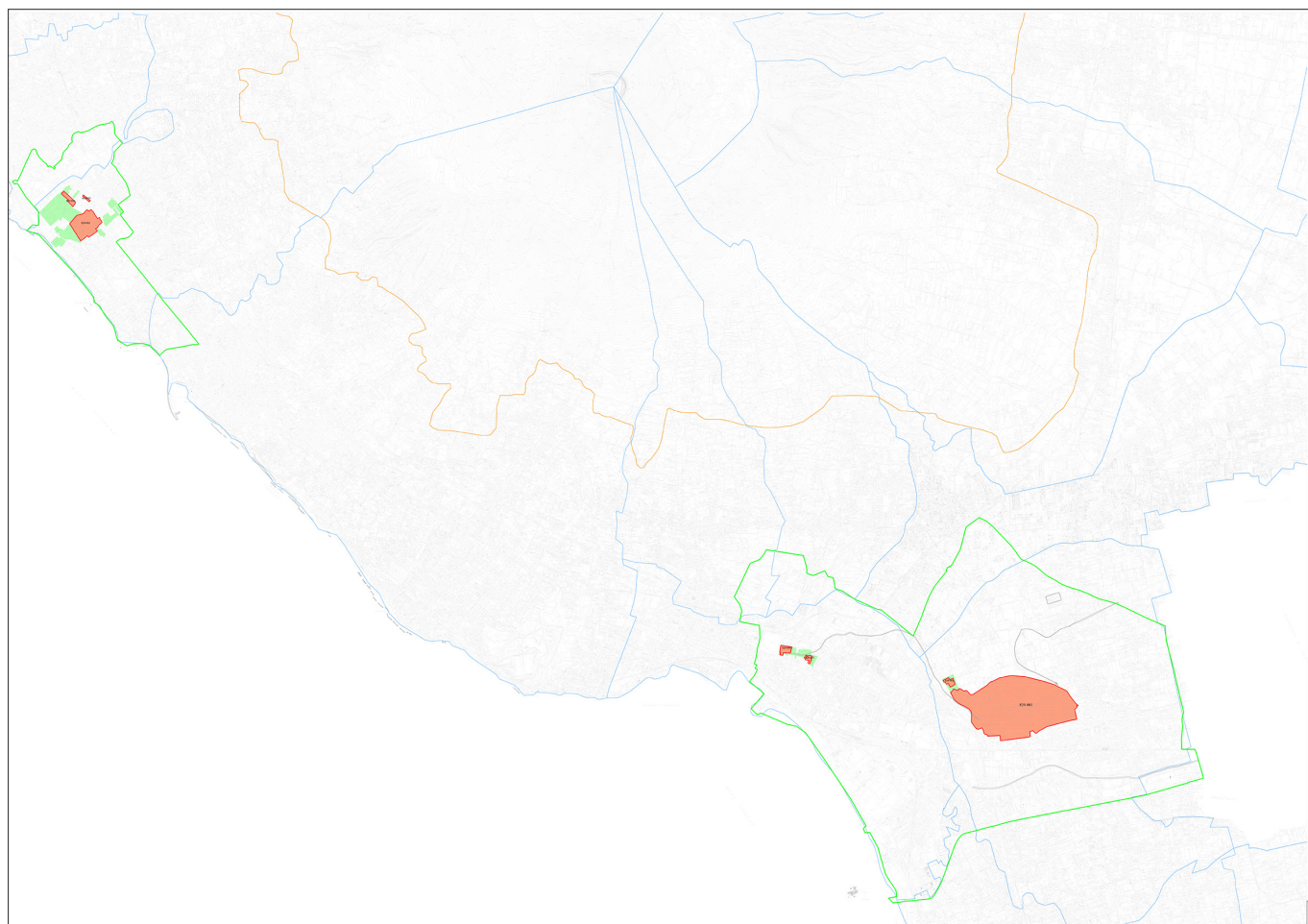


Fig.1: Excerpt from the plan 'Archaeological Areas of Pompeii, Herculaneum and Torre Annunziata: clarification of Buffer Zone minor modification comparison between proposed revision and original Buffer Zone', January 2024

It is, thus, a 'serial site', inscribed on the UNESCO heritage list in 1997 with reference to the following criteria¹:

¹ Decision 21 COM VIII.C Inscription: The Archaeological Areas of Pompei, Herculaneum and Torre Annunziata (Italy).

CRITERION III

Bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;

Pompeii and Herculaneum are the only Roman cities ruins preserved in such an exceptional way and have no parallels in integrity and extent in the world. The villas in Torre Annunziata have the best preserved wall paintings of the Roman period.

CRITERION IV

Be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history

The sites of Pompeii, Herculaneum and Torre Annunziata provide a full picture of Roman life from the 1st century BC to the 1st century AD through the urban, architectural, decorative and daily life aspects that have been preserved. The villa A in Torre Annunziata is the most significant example of suburban villa of the Roman period.

CRITERION V

Be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change

The sites of Pompeii, Herculaneum and Torre Annunziata are outstanding examples of urban and suburban Roman settlements. They also provide a vivid and comprehensive picture of Roman life at one precise moment: the eruption of Vesuvius in 79 AD.

OUTSTANDING UNIVERSAL VALUE

Integrity

The inscribed property has an area of 98 ha, with a buffer zone of 24 ha currently under review. Owing to the eruptions, the archaeological remains are unparalleled anywhere in the world for their completeness and extent. The three parts of the property are of adequate size to contain the attributes to express its Outstanding Universal Value, except at Herculaneum where integrity would be improved by inclusion within the property, via a minor boundary modification, of the theatre and the largest part of the ancient town with its most significant public monuments still lying beneath the modern Ercolano, and known only through 18th century tunnels.

The individual components and ancient urban fabric are in overall good condition and the town plan, structures and setting with regard to the Vesuvius are still sufficiently intact. Some structures continue to be at risk of collapse or loss of decorative detail given the scale of active decay in archaeological sites of this size and nature where original urban infrastructure (drainage, roofing etc.) can only be partially reinstated. A property with such extensive ruins exposed will always require continuous and continuing maintenance.

Authenticity

Since the first discoveries, excavation, conservation, consolidation, restoration and maintenance works have been implemented on the remarkable remains of these sites with varying intensity. The sites show the evolution of archaeological practices, conservation techniques and approaches to presentation over the past two centuries. The level of reconstruction and the use of materials, such as concrete and steel utilized in restorations before the 1980s, would be approached differently today. More enduring techniques and materials have been progressively introduced. It may be argued that these early restorations have, in some cases, a historical significance of their own which should be safeguarded when they contribute to the overall coherence at an urban scale, as in the case of Amedeo Maiuri's open-air museum at Herculaneum at its peak in the 1950s.

A general shift in conservation approaches in the 21st century is favouring authenticity; instead of concentrating on single buildings, conservation campaigns are focusing on entire districts of the ancient towns, consisting of one or more insulae, and so achieving a more coordinated and homogenous result. Despite the nature and quality of earlier restoration and reconstruction works, the authenticity of the individual components and the ancient urban and suburban fabric as a whole is very high.

1.2 The Property and the Buffer Zone

The Site covers a wide area (98.05 ha) and components of very different sizes, managed by two distinct Institutes of the Ministry of Culture: the **Archaeological Park of Pompeii** - which is responsible for the ancient city of Pompeii, including the Villa of the Mysteries, and Villas A and B of Torre Annunziata, which cover an area of 87.24 ha - and the **Archaeological Park of Herculaneum**, which is responsible for the archaeological area of ancient Herculaneum, including the Villa of the Papyri, and the underground area of the Theatre, making up an area of 10.81 ha. The Archaeological

Park of Pompeii and the Archaeological Park of Herculaneum together constitute the Administration of UNESCO Site 829.

This area, which enshrines the Outstanding Universal Values characterising the Site, constitutes the Property and is subject to precise safeguarding and conservation measures, which guarantee its integrity and authenticity, under the direct responsibility of the two Parks.

The Buffer Zone boundaries were approved at the World Heritage Committee's extended 45th session on 13 September 2023, and include areas of scenic, historical and ecological

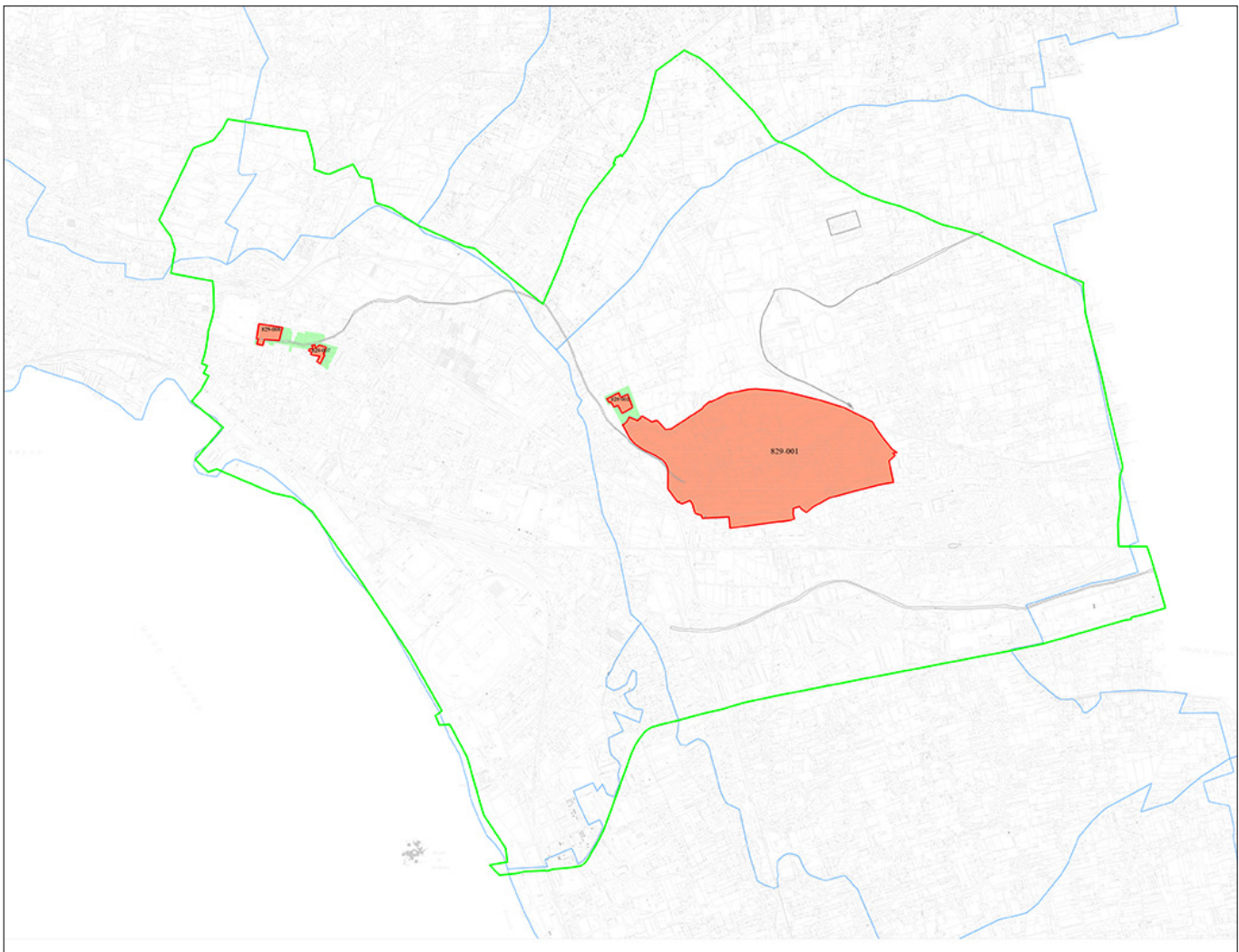


Fig 2a: The Property and Buffer Zone of Pompeii: excerpt from the plan 'Archaeological Areas of Pompeii, Herculaneum and Torre Annunziata: clarification of Buffer Zone minor modification comparison between proposed revision and original Buffer Zone', January 2024

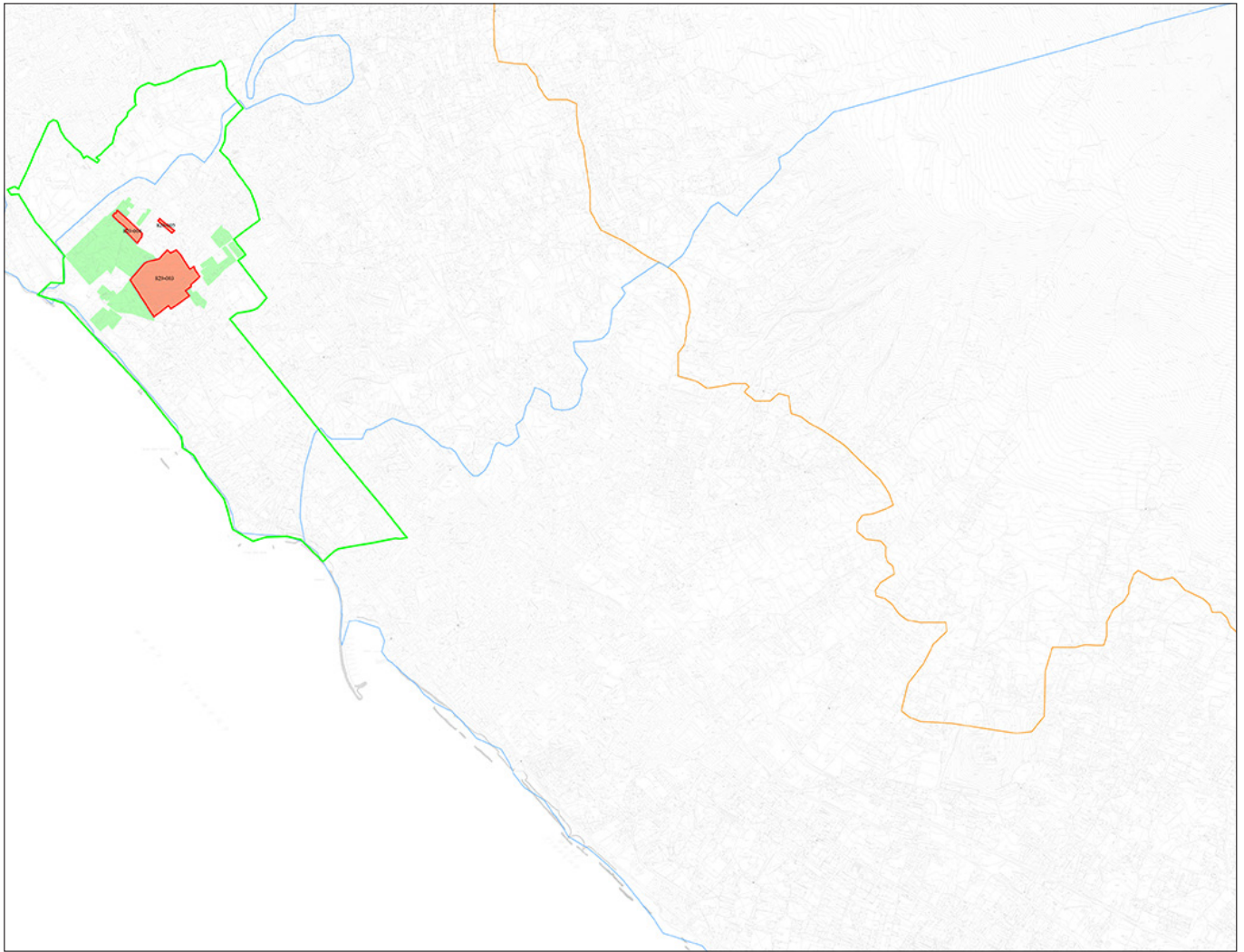


Fig. 2b: The Property and Buffer Zone of Herculaneum: excerpt from the plan 'Archaeological Areas of Pompeii, Herculaneum and Torre Annunziata: clarification of Buffer Zone minor modification comparison between proposed revision and original Buffer Zone', January 2024

importance², which help to protect the outstanding Universal value of the Site, and within which the Administration of the Site works with local authorities to activate projects for urban and environmental improvement and redevelopment, infrastructure improvement and sustainable tourism development, and promotes partnerships with local communities to build together an increasingly participatory and responsible management model. The boundaries of the Buffer Zone also encompass

other archaeological remains, such as the site of Boscoreale and the villas of Castellammare di Stabia under the competence of the Archaeological Park of Pompeii and Villa Sora in the municipality of Torre del Greco, under the competence of the Archaeological Park of Herculaneum.

The dynamic connection between Property and Buffer Zone, between archaeological heritage and contemporary society, is at the basis of a management of the Site aimed at the enhancement of the area in the broadest sense, with specific attention paid to the needs of the local community and future generations.

² Ten municipalities are now included in the Buffer Zone (Pompeii, Boscoreale, Torre Annunziata, Boscotrecase, Trecase, Castellammare di Stabia, Ercolano, Torre del Greco, Portici, Scafati) with a total area of 17.26 square kilometres, compared to the original 0.24 square kilometres (which covered only the municipalities of Pompeii, Torre Annunziata and Ercolano) in 1997. All information on the new Buffer Zone of the Site can be downloaded here: <https://whc.unesco.org/en/list/829/maps/>

1.3 Values and Attributes of the Site

An analysis of the Site's value system, i.e. its Outstanding Universal Value and other values, both natural and cultural, recognised locally, but also nationally and internationally³, is the fundamental premise of any planning and programming work, since the protection of this value system is the main objective of every UNESCO Site. In the case of a serial site as extensive as Site 829, value analysis is a particularly complex process that must necessarily be carried out for each component of the Site.

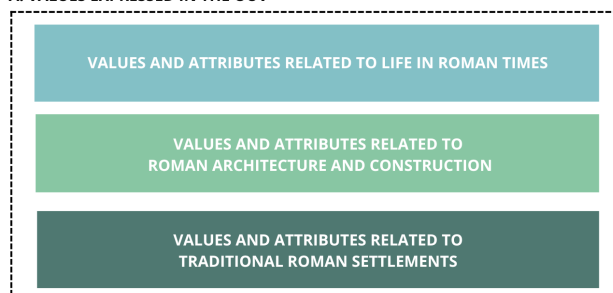
However, in order to facilitate a unified vision, the following is a summary of the value analyses carried out for each of the three components of the Site⁴.

Part A highlights the values expressed in the Outstanding Universal Value (OUV) statement, grouped on the basis of their fulfilment of each of the attribution criteria.

For each value, the attributes present and safeguarded within the Property are indicated.

The Site also possesses other values that do not necessarily relate to the Property and OUV⁵, but recognition of which is particularly significant for local communities and other stakeholders, as well as in the broader national and international context. These values are analysed in Part B of the summary, specifying whether the relevant attributes are to be found in the Property, the Buffer Zone or both. These values have provided the data base for the realisation of a mapping in a GIS environment (see p.28).

A. VALUES EXPRESSED IN THE OUV



B. Other VALUES and ATTRIBUTES

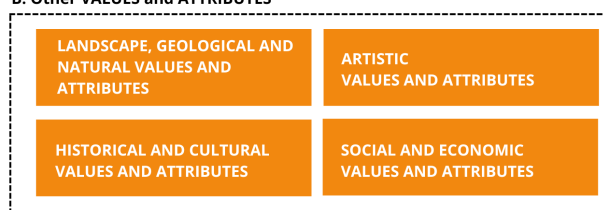


Fig.3: The values and attributes of Site 829

³ See also the definition in the UNESCO document "Enhancing Our Heritage Toolkit 2.0. Assessing Management Effectiveness of World Heritage Properties and Other Heritage Places", 2021 (p.21): "Heritage values are the reasons why a heritage place is considered important to be protected for present and future generations. These values are socially determined (i.e. significance is ascribed by communities or cultural groups) and dependent on a range of social and cultural experiences".

⁴ The analysis of the value system of the Herculaneum component can be found in the document "Impact Assessment - Paragraph 172 notification on changes around Herculaneum Archaeological Park", 20 November 2023, annex to SOC 2023.

⁵ See EoH toolkit p. 21.

A. Values and attributes related to OUV

In the Declaration of Outstanding Universal Value of Site 829, reference is made to the exceptional preservation of the ancient Roman-era settlements of Pompeii and Herculaneum and the associated system of seaside villas which, owing to the dramatic eruption of Vesuvius in 79 A.D., provide us with an extraordinary insight into the life, material culture, traditions and dynamics of a complex society at a precise moment in history, but which is also the result of a stratified settlement process.

All of this is reflected in the three criteria, detailed below, which allowed the Site to be nominated on the World Heritage List. In the Declaration, however, reference is also made to the history of the eighteenth- and nineteenth-century discoveries, which played a fundamental role in the development of the scientific discipline of Archaeology, and mention is made of the way in which the discovery and musealisation of these sites was - and still is -

a real training ground for scholars all over the world. At the same time, explicit reference is made to the great impact on literary, figurative, artistic and popular culture that the discovery of the cities buried by Vesuvius had and continues to have today, placing the ancient settlements in continuous relation with the present.

In this section, the values expressed by the criteria for the award of Outstanding Universal Value and the other values expressed by the Site are analysed, relating them to the attributes that allow their transmission to future generations. This analysis, in fact, represents the fundamental basis for any planning activity and, at the same time, a fundamental parameter for monitoring the effectiveness of management.

In the following tables, an overall analysis is presented which includes the Values and related Attributes of all the components of the Site. Each component is provided with its own detailed analysis.



Archaeological Park of Pompeii | © Pappi Corsicato

A. Values and attributes related to OUV

Criterion iii: "Pompeii and Herculaneum are the only Roman cities ruins preserved in such an exceptional way and have no parallels in integrity and extent in the world. The villas in Torre Annunziata have the best preserved wall paintings of the Roman period".

VALUES related to life in Roman times	ATTRIBUTES
Ancient Roman cities, with evidence of their way of life, preserved in such an exceptional state that they have no parallel of integrity in the world.	Entire sites of Herculaneum and Pompeii.
Complete and vivid picture of a society and everyday life at a precise moment in history.	Entire sites of Herculaneum, Pompeii and Oplontis; Archaeological finds: the personal belongings of the ancient inhabitants.
The various literary sources illustrate the importance of written language in public and private life . the portrayal of the final decades of life in ancient cities, the depiction of complex and dynamic communities and the unique testimony of the lifestyle of Roman society in the second half of the 1st century AD.	Epigraphic evidence: wax tablets, papyrus scrolls, wall graffiti, monumental inscriptions.
Knowledge of the lifestyle, state of health and causes of death of the ancient inhabitants.	Human remains: 300 skeletons from the Ancient Herculaneum Beach, approximately 2,000 skeletons from Pompeii; Casts: casts from Pompeii.
Exceptional level of knowledge of Roman civilisation (diet, habits, tastes) through organic remains preserved due to the unique conditions created by the eruption of Vesuvius in 79 AD.	Organic remains: remains of food, architectural elements (wooden beams), wooden furniture, remains of sewage drains, botanical remains of vegetation from the gardens of Herculaneum, Pompeii and Oplontis.
Insight into the political and social order of ancient Roman civilisation	Public and private spaces: division of spaces within houses and in public baths, public buildings, public spaces; Statuary: statues of the ruling class; Epigraphic evidence: dedicatory inscriptions from Pompeii and Herculaneum.
Religious feeling and beliefs, public and private, at a specific historical moment	Archaeological finds: lararia; votive statuettes, amulets; Decorative features: wall paintings; Public and private spaces: public buildings dedicated to worship, tombs, necropolis (Pompeii).

Criterion iii: "Pompeii and Herculaneum are the only Roman cities ruins preserved in such an exceptional way and have no parallels in integrity and extent in the world. The villas in Torre Annunziata have the best preserved wall paintings of the Roman period".

VALUES related to life in Roman times	ATTRIBUTES
Identity of the ancient inhabitants of Roman cities at a precise historical moment.	Statuary: portraits (monumental statues) human remains; Epigraphic evidence: craftsmen's signatures; wax tablets, gravestone inscriptions; graffiti; seals; tomb biographies.
Evidence of the succession of ethnic and cultural groups (Oscans, Samnites, Greeks, Romans) and the historical phases of settlements.	Private spaces: domestic architecture; Epigraphic evidence; Artefacts: votive offerings; Stratigraphic evidence.
Understanding the importance of hygiene and body care in the Roman world.	Public and private spaces: public and private spa buildings; Plumbing systems: latrines, sewers (Herculaneum), aqueduct, water drainage systems, castellum aquae (Pompeii); Small finds: body care items (ointment bottles, tweezers etc.)
Understanding the concept of luxury for Roman civilisation	Artefacts: jewellery; Decorative furnishings; Private spaces: domestic architecture etc.
Multiculturality of Roman society with elements from other Mediterranean civilisations and the East.	Small finds: statuettes; Decorative features: wall paintings, decorations; Public and private spaces: cult buildings; Small finds: jewellery.
Trade as a vital element of daily life in Roman society.	Finds: amphorae; Organic remains: remains of food.
Representation of the 'villa lifestyle' typical of Roman society in the Gulf of Naples.	Suburban villas: Oplontis, suburban villas of Herculaneum and Pompeii.

Criterio iv "The sites of Pompeii, Herculaneum and Torre Annunziata provide a full picture of Roman life from the 1st century BC to the 1st century AD through the urban, architectural, decorative and daily life aspects that have been preserved. The villa A in Torre Annunziata is the most significant example of suburban villa of the Roman period"

VALUES related to Roman architecture and construction	ATTRIBUTES
Public and monumental architecture representative of a specific civilisation.	Public and private spaces: Gymnasiums (Herculaneum and Pompeii), Public bath complexes (Herculaneum and Pompeii), Theatres (Herculaneum and Pompeii), Basilicas (Herculaneum and Pompeii), College of the Augustales (Herculaneum), Forum and complex of public buildings in the Forum (Pompeii), Amphitheatre (Pompeii); etc.
Private construction and in particular the typology of the private domus built along paved city streets and the typology of the suburban villa.	Private spaces: The numerous domus of Herculaneum and Pompeii; suburban villas: Oplontis, Herculaneum (Villa of the Papyri) and Pompeii (Villa of the Mysteries, Villa of Diomedea etc.).
Evidence of cities evolving in response to social, environmental and economic change.	Masonry work: evidence of construction and reconstruction. signs of reconstruction after the earthquake in 62 AD, modifications and architectural stratification in buildings.
Architecture linked to production activities.	Private spaces: shops, workshops and buildings for commercial purposes; Archaeological finds: lead ingots, millstones, etc.
Decorative features as a characteristic of public and private architecture in Roman society.	Decorative features and statuary: wall paintings, mosaics, sculptures and other decorative features preserved in situ and in the collection of the National Archaeological Museum of Naples.
In-depth knowledge of Roman construction techniques.	Masonry: <i>opus africanum</i> ; <i>opus craticium</i> ; <i>opus reticulatum</i> ; <i>opus sectile</i> ; <i>opus vittatum mixtum</i> ; Organic finds: architectural elements in wood.
Knowledge of hydraulic engineering from Roman times.	Plumbing: heating systems of thermal complexes, samovar pools, drains, sewage system, castellum aquae (Herculaneum and Pompeii), aqueduct, fountains etc.
Knowledge of urban planning in Roman times.	Road system; Hydraulic systems: water disposal infrastructure; Public and private spaces: location of large public buildings; necropolis and cemetery areas ((Herculaneum and Pompeii); Walls: gates and city walls at the sites of Herculaneum and Pompeii.
Social function of entertainment buildings in the Roman world.	Spazi pubblici: Teatro (Ercolano e Pompei), Anfiteatro (Pompei).

Criterio v: "The sites of Pompeii, Herculaneum and Torre Annunziata are outstanding examples of urban and suburban Roman settlements. They also provide a vivid and comprehensive picture of Roman life at one precise moment: the eruption of Vesuvius in 79 AD".

VALUES related to traditional Roman settlements	ATTRIBUTES
Urban and suburban landscape of the Roman era.	Entire sites: Herculaneum, Pompeii and Oplontis. Urban layout of cities (Herculaneum and Pompeii); Walls: ancient beach (Herculaneum); suburban roads (Pompeii) etc.
Ancient coastline and ancient landscape.	Walls: ancient beach with buildings constructed along the waterfront (Herculaneum), Porta Marina Superiore area (Pompeii).
Landscape construction and green architecture in Roman times.	Private spaces: Orientation of residential complexes in harmony with relevant landscape elements (Oplontis, Villa dei Papiri in Herculaneum, Villa dei Misteri in Pompeii etc.); courtyards and internal gardens (Casa dell'Albergo in Herculaneum; Praedia di Julia Felix in Pompeii etc.).
Urban stratification and continuous anthropogenic settlement in urban areas.	Entire sites: pre-Roman archaeological context (Herculaneum and Pompeii), Roman cities (Herculaneum and Pompeii), medieval tunnels (Herculaneum); necropolis and post-79 eruption settlement elements (Herculaneum); Bourbon tunnels and findings: tunnels and traces of 18th and 19th century excavation work (Herculaneum and Pompeii);
Relationship with the marine environment.	Archaeological finds: fishing equipment; Public and private spaces: Temple of Venus (protector of sailors and seafarers), ancient beach (Herculaneum); Organic remains: boats (Herculaneum), shells and organic remains related to marine fauna etc.
Vesuvian landscape as a fertile agricultural landscape with local varieties.	Private spaces: Green areas and gardens of ancient cities, orchards (e.g. House of the Hotel in Herculaneum, Praedia of Julia Felix in Pompeii, Garden of Villa A in Oplontis); Organic remains: seeds, fruit, agricultural tools (Herculaneum and Pompeii); Casts: casts of roots and trunks (Pompeii and Oplontis)
Reconstruction of an exact moment in history (eruption of Vesuvius 79 A.D.).	Casts; Human remains; Organic remains; Masonry: evidence of collapsed walls and buildings.
Setting up Amedeo Maiuri's museum city as an interpretation and presentation of life in Roman times.	Craft: objects and furnishings displayed in the Herculaneum domus; Private spaces: restorations from Maiuri's time; Organic remains: display of wooden and organic finds within the Herculaneum site.

B. Other values

Landscape, geological and natural VALUES

The Site is characterised by a profound interaction with the landscape shaped by Mount Vesuvius, which, with its eruptions, has modified the territory over the centuries, and by its relationship with the sea. The presence of humans has constantly adapted to the changes, producing a living landscape that inevitably relates and interacts with the Site.

VALUES	property	buffer zone	ATTRIBUTES
Urban stratification and continuous anthropogenic occupation of the area.			Entire sites: archaeological area (Herculaneum and Pompeii); mediaeval tunnels (Herculaneum); Bourbon tunnels and findings: tunnels and traces of 18th and 19th century excavations (Herculaneum and Pompeii); historic centre: Herculaneum, Via Mare/Corso Resina (Herculaneum), Roman sarcophagi in the mediaeval Basilica of Santa Maria di Pugliano (Herculaneum); etc.
Reconstruction of an exact moment in history (eruption of Vesuvius 79 A.D.)			Casts; Human remains; Organic remains; Masonry: evidence of collapsed walls and structure.
Vesuvian landscape as a fertile agricultural landscape with local varieties.			Vesuvius, Landscape: local farms, Ager Pompeianus; Other Museums/Parks/Historic Buildings: Vesuvian Villas, Antiquarium of Boscoreale, Libero D'Orsi Museum in Stabiae, Museum of Vesuvius National Park, Botanical Garden and Park of the Royal Palace of Portici with the Faculty of Agriculture of the University of Naples Federico II
Landscape strongly characterised by volcanic history.			Vesuvius: 1944 lava flow; Other Museums/Parks/Historical Buildings: Historical site of the Vesuvius Observatory, Vesuvius National Park Museum, MAV
Changing landscape due to the volcanic activity of Vesuvius			Vesuvius: lava flow of 1631 and 1944

Landscape, geological and natural VALUES

The Site is characterised by a profound interaction with the landscape shaped by Mount Vesuvius, which, with its eruptions, has modified the territory over the centuries, and by its relationship with the sea. The presence of humans has constantly adapted to the changes, producing a living landscape that inevitably relates and interacts with the Site.

VALUES	property	buffer zone	ATTRIBUTES
The River Sarno as an important communication route for ancient cities and as a defining element of the contemporary landscape.			Landscape: urban layout of Pompeii , an area traversed by the River Sarno.
UNESCO 'MAB Vesuvio-Miglio d'Oro' Biosphere Reserve for biodiversity and the preservation of the memory of human-nature interaction through the centuries.			Vesuvius, Other Museums/Historical Buildings: Vesuvius National Park, Landscape: coastal strip
Comparison with the letters of Pliny the Younger: history's first volcanological account.			Vesuvius; Entire sites: Archaeological Areas of Herculaneum, Pompeii and Oplontis; Other Museums/Parks/Historical Buildings: Antiquarium of Bosco Reale, MAV
Il Mar Mediterraneo come elemento per comprendere lo sviluppo delle società antiche fino al giorno d'oggi			Entire sites: Archaeological areas of Herculaneum, Pompeii and Oplontis; Landscape: coastal strip; Handicrafts: maritime tradition (Torre del Greco).
Continuity of the relationship with the marine environment down through the centuries			Landscape: harbours; Food and wine: culinary traditions linked to seafood dishes; Handicrafts: coral processing tradition (Torre del Greco).

Historical and cultural VALUES

The centuries-old uninterrupted settlement of the territories in which the Site's components are located is reflected in a wide range of historical and cultural values which, inevitably, interact with the archaeological areas.

VALUES	property	buffer zone	ATTRIBUTES
Uninterrupted settlement of the area, from Roman times to contemporary times.			Historic centre: re-use of material from the Roman era in local churches (marble), toponymy, fishing boats, roads; Food and wine: foodstuffs, agricultural techniques; Crafts: cameo technique (Torre del Greco).
Historic centre of Herculaneum (Resina) as an example of medieval urban development.			Historic centre: Via Pugliano; historical buildings with their typical elements (e.g. shrines and wash-houses in courtyards); Basilica of Santa Maria di Pugliano; Archconfraternity of the Holy Trinity; etc.
Use of Roman-era material culture as a political and propaganda tool of the Bourbon dynasty.			Other Museums/Parks: Reggia di Portici; 18th-century villas of the Miglio d'Oro; National Archaeological Museum of Naples.
Influence of Roman discoveries on the architecture of the 18th-century villas of the so-called Golden Mile in the Vesuvius area.			Other Museums/Parks/Historical Buildings: 18th century Vesuvian villas (e.g. Villa Favorita, Villa Signorini, Villa Aprile, etc.); Historic Centre: Corso Resina (Herculaneum); architectural elements (e.g. staircases, loggias), decorative elements (e.g. stucco work, frescoes); gardens etc.
Ramp Buildings as a typical characteristic of local architecture.			Historic centre: Via Mare ramp buildings (Herculaneum)
Deep-rooted Marian cults.			Historic centre: Shrine of the Blessed Virgin of the Holy Rosary of Pompeii; Santa Maria di Pugliano; Vesuvius National Park; votive shrines with statues of Madonnas; Cult of the Madonna dell'Arco and the Flagellants etc.
Deep-rooted devotional practices.			Devotional practices: Worship of San Gennaro (Herculaneum); votive shrines; feasts of patron saints.

Historical and cultural VALUES

The centuries-old uninterrupted settlement of the territories in which the Site's components are located is reflected in a wide range of historical and cultural values which, inevitably, interact with the archaeological areas.

VALUES	property	buffer zone	ATTRIBUTES
Connection with Vesuvius as an active volcano.			Devotional practices; Artistic production: <i>La Ginestra</i> by Giacomo Leopardi; Vesuvius: art installations (<i>Creator Vesevo</i> etc.).
Testimony to the first railway line in Italy.			Other Museums/Parks/Historic Buildings: Portici station; railway line; Pompei station.
Testimony to Romanity used as an instrument of fascist propaganda.			Entire sites of Pompeii and Herculaneum.
History of the second-hand market of Resina (Herculaneum), also supplier to the film industry.			Old town: Via Pugliano; courtyards; market; military items; vintage clothing (furs, Chanel dresses, Manolo Blainck shoes, Afghan coats, etc.).
Development of archaeology as a scientific discipline.			Entire sites; Tunnels and Bourbon remains: Fiorelli's and Maiuri's excavation diaries, historical maps, Regio system (Pompeii), Casts: casts of Pompeii and Oplontis.
Uninterrupted settlement in the area, from Roman times to contemporary times.			Historic centre: reuse of material from the Roman era (marble), streets; Food and wine: food; Landscape: agricultural techniques, toponymy; Crafts: cameo technique (Torre del Greco).
Evolution of the Roman idea of otium and leisure from Roman times to the present day.			Suburban villas; Other museums/parks/historical buildings: Roman villas of Stabiae; 18th century villas; Landscape: Granatello harbour, meeting places, Vesuvian coast and the beginning of the tourist industry.

Artistic VALUES

The rediscovery of Herculaneum and Pompeii in the 18th century had an important impact on craft and artistic production on a global scale.

VALUES	property	buffer zone	ATTRIBUTES
Influence of the decorative elements of ancient Pompeii and Herculaneum on European taste in the 18th and 19th centuries.			Decorative elements: Wall paintings, silverware and decorative apparatus (Herculaneum and Pompeii); Other Museums/Parks/Historical Buildings: villas of the so-called Miglio d'Oro, Reggia di Portici, collection of the National Archaeological Museum of Naples, 18th century gouaches and landscapes.
18th and 19th century handicrafts reproducing ancient objects from the excavations at Herculaneum and Pompeii.			Other Museums/Parks/Historical Buildings: collection of the National Archaeological Museum of Naples, historical casts of the former Chiurazzi Foundry.
Testimony to the aesthetic taste and fashion of the Roman era.			Decorative elements: decorative elements of the domus and villas, including those of the villas of ancient Stabiae; Archaeological artefacts: jewellery, body care items (balsam containers, perfume holders, make-up tools); Statuary: statues (also in the MANN collection).
Influence of the excavations at Herculaneum and Pompeii on 18th, 19th and 20th century artistic output.			Decorative elements, public and private spaces: influence in the production of plays by Grand Tour travellers (e.g. Mozart's The Magic Flute); literary influence (e.g. Edward Bulwer-Lytton's The Last Days of Pompeii); gouaches, engravings and artwork (e.g. Picasso).
Street art and murals as a contemporary artistic practice.			Artistic practice: Via Mare Murals (Herculaneum).

Social and economic VALUES

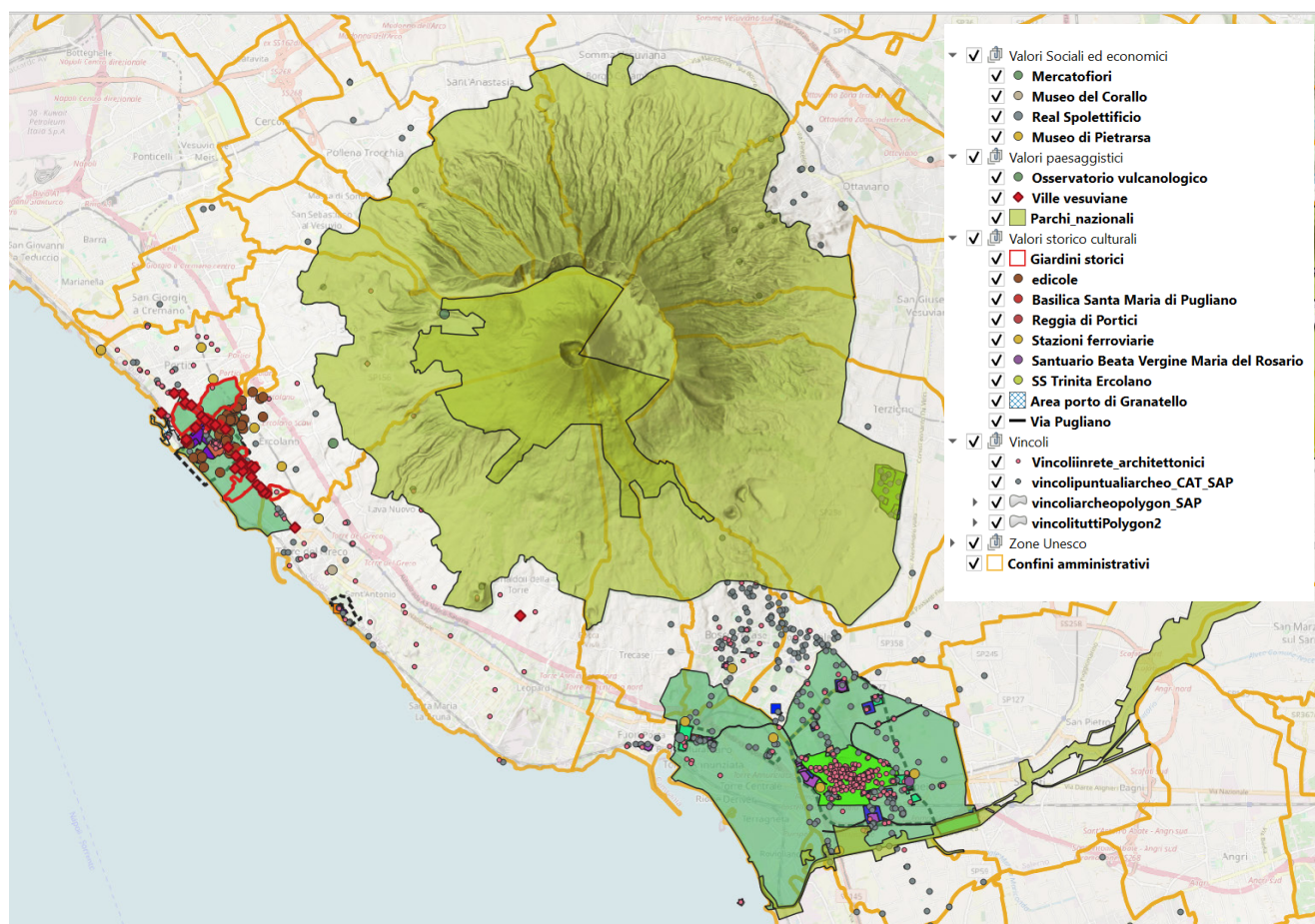
The Site is deeply linked to the territory in which it is located and to the communities that inhabit it. This link between cultural heritage, territory, traditions and community fashions an important value system.

VALUES	property	buffer zone	ATTRIBUTES
Green areas as a place for socialising and living for residents and citizens			Landscape: Maiuri Park (Herculaneum); Vesuvian Villa Parks (Herculaneum, Torre del Greco and Portici).
Local craft tradition			Handicrafts: coral manufacture (Torre del Greco); floriculture (Ercolano).
Ancient and modern food and wine traditions as an expression of local lifestyle (value related to the 'Mediterranean Diet' included in the UNESCO list of intangible heritage of mankind)			Organic remains: organic food remains; Artefacts found: remains of equipment for food production (The Property, but also Stabiae and Boscoreale); Food and Wine: food and wine production in the area.
Uninterrupted agricultural tradition down through the centuries			Archaeological Finds: Remains of agricultural tools (the Property, but also Stabiae and Boscoreale); vineyards of the Archaeological Park of Pompeii ; gardens and orchards of the Property (e.g. Casa dell'Albergo in Herculaneum and Praedia di Julia Felix in Pompeii), ager pompeianus and Civita Giuliana; Craftsmanship: farms in the buffer zone; wineries in the buffer zone.
Fishing tradition and maritime culture in continuity over the centuries			Public and private spaces: Temple of Venus (Herculaneum and Pompeii); boat houses (Herculaneum); Archaeological finds: remains linked to fishing, navigation and marine fauna (also in the in situ decorative elements and in the MANN collections); Landscape: toponymy of the territory (e.g. Via Mare in Herculaneum); coastal strip; Crafts: fishing cooperatives; Food and wine: fish products.
Tradition of early 18th century industries and Bourbon manufacturing			Other museums/Parks/Historical buildings: Real Spolettificio in Torre Annunziata; Museo di Pietrarsa; Real Polverificio in Scafati; Castellamare di Stabia shipyards
Development of the Tourism Industry and the Grand Tour			Entire sites: Site components which inspired the creation of the first tourism guides in the 19th and 20th centuries; travel accounts of Grand Tour travellers (e.g. Goethe's <i>Italian Journey</i>).

GEOREFERENCING OF GROUP B VALUE ATTRIBUTES IN A GIS ENVIRONMENT

The values in group B (the 'other values') have been geolocalised using elaborate cartography in a GIS environment. This is a resource that will benefit from further development through the management planning cycle.

The following map, which is an extract of the elaborated cartography, shows for illustrative purposes, in addition to the values and the relative attributes selected, the administrative boundaries of the municipalities, the perimeter of the property and buffer zones, and the areas under the jurisdiction of the Archaeological Parks of Pompeii and Herculaneum.



1.4 Governance System

The Site forms part of the cultural property of the Italian state and its management is the responsibility of the Ministry of Culture, which operates, in accordance with the regulations on the safeguarding of archaeological and cultural heritage, through peripheral institutions whose territorial competences may vary as a result of internal reforms.

The governance system of Site 829 has in fact undergone changes from 1997 to the present day, linked to the evolution of the Ministry's organisational model, which has gradually endowed peripheral bodies with greater autonomy and management responsibilities (see Fig. 4).

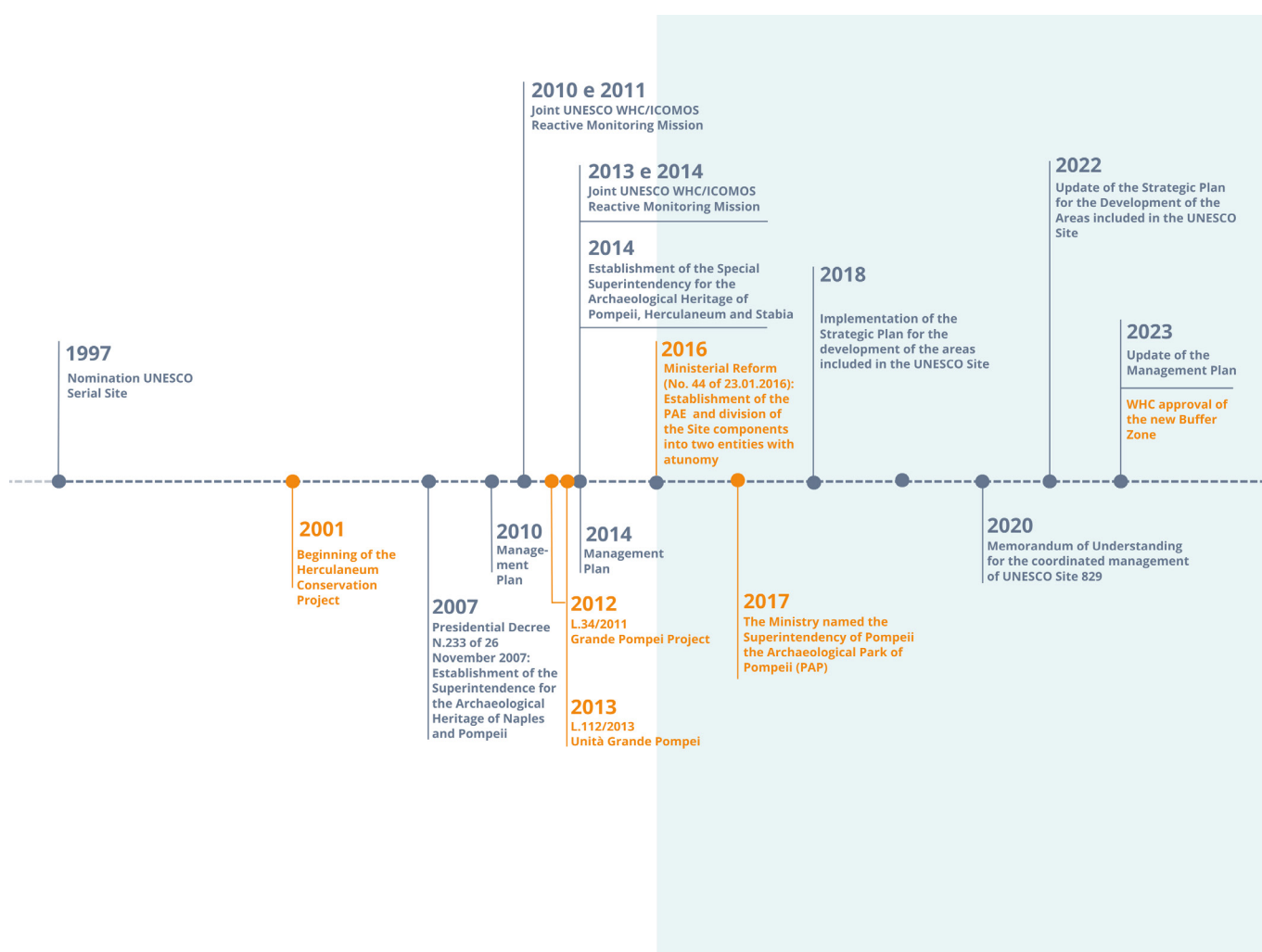


Fig.4: Evolution of governance since 1997

1.4.1 General framework and evolution of governance

After the administrative transformations of the local Superintendency, which took place between 1997 and 2007⁶, Ministerial Decree no. 44 of 23 January 2016 for the 'Reorganisation of the Ministry of Cultural Heritage and Activities and Tourism' established the **Archaeological Park of Herculaneum**, responsible for the management of the archaeological site of ancient Herculaneum, with responsibility also for Villa Sora located in the municipality of Torre del Greco.

In 2017, with the Ministerial Decree of 12 January 2017, the Ministry named the Superintendency of Pompeii the **Archaeological Park of Pompeii**.

The Parks are autonomous institutions with organisational, economic, financial, accounting and scientific autonomy, which ensures the efficient management of the Site and allows easier access to funding opportunities, including from private funds, donations and sponsorships.

The two institutions signed a **Memorandum of Understanding** in 2020 for the coordinated management of the UNESCO Site's operations.

In parallel with this institutional reorganisation, a further transformation that has affected the governance of the Site is the implementation of the **Great Pompeii Project** (2012), initiated to address a series of critical issues relating to the conservation of Pompeii's archaeological assets (also identified by the UNESCO Missions of 2010 and 2011⁷) and concluded in 2022, under which the Great Pompeii Unit was then established in 2013, which continues to operate in the area.

Another indispensable actor in the development of the conservation and management of the Herculaneum site has been, since 2001, the private American charitable foundation the Packard Humanities Institute, offering support through an initiative known as the **Herculaneum Conservation Project**.

HERCULANEUM CONSERVATION PROJECT (HCP)

A public-private partnership has been active at the Archaeological Park of Herculaneum to support the conservation and management of the Site for over twenty years. Known as the **PHI Herculaneum Conservation Project (HCP)**, it has attracted recognition from UNESCO and ICCROM. This is the first case in Italy of a long-term public-private partnership capable of supporting the management of a complex Site and its surroundings in a stable and organic manner.

It was founded in 2001 with the aim of overcoming the critical conservation issues of the archaeological site of Herculaneum at that time and engaging in a long-term programme of conservation activities and enhancement of the Site and its relationship to neighbouring residential districts. Delivered from the outset by an interdisciplinary team of Italian heritage expertise, over the years the initiative has also drawn on innovative tools and methods and support from the international scientific community.

The partnership framework is based on agreements between the managing body (currently the Archaeological Park of Herculaneum), the Packard Humanities Institute (PHI), a private American charitable foundation and the partners through which it operates in Italy (initially the British School at Rome and since 2014 the Istituto Packard per i Beni Culturali, a foundation created by PHI to promote activities and projects in Italy).

⁶ In 1997, the archaeological areas of Pompeii, Herculaneum and Torre Annunziata came under the supervision of the Archaeological Superintendency of Pompeii, which was transformed into the Superintendency for the Archaeological Heritage of Pompeii and Naples in 2007. This was further reformed in 2013 with the establishment of the Special Superintendency for the Archaeological Heritage of Pompeii, Herculaneum and Stabia, which was renamed the Superintendency of Pompeii in 2016.

⁷ Report on the Joint WHC/ICOMOS Reactive Monitoring Mission to the Archaeological Areas of Pompei, Herculaneum and Torre Annunziata (Italy), 8-12 November 2014; Report of the Joint World Heritage Centre/ICOMOS Reactive Monitoring Mission to Pompeii, Herculaneum and Torre Annunziata (Italy), 7-10 January 2013 (<https://whc.unesco.org/en/list/829/documents>).

1.4.2 Management roles and responsibilities

This section analyses the institutions involved in the governance of the Site and the Buffer Zone⁸, their respective responsibilities and competences, and how they interact and coordinate⁹.

		core zone	buffer zone
GOVERNING BODIES	UNESCO		
	MINISTRY OF CULTURE (MIC) Operates through the General Directorates and territorial bodies		
Organisational, economic, financial, accounting and scientific SITE MANAGEMENT	ARCHAEOLOGICAL PARK OF POMPEII Autonomous Institute of the MIC managing authority of Site 829 (with competence over the archaeological area of Pompeii and Torre Annunziata, Boscoreale and the villas of Stabia)		
	ARCHAEOLOGICAL PARK OF HERCULANEUM Autonomous Institute of the MIC managing authority of Site 829 (with competence over the archaeological area of Herculaneum and Villa Sora)		
	In partnership with the Packard Humanities Institute through the Herculaneum Conservation Project		
COORDINATION STRUCTURE	GREAT POMPEII UNIT (Unità Grande Pompei)*		
TERRITORIAL AUTHORITIES AND STRUCTURES	REGION OF CAMPANIA		
	METROPOLITAN CITY OF NAPLES		
	PROPERTY MUNICIPALITIES Ercolano, Pompeii and Torre Annunziata		
	BUFFER ZONE MUNICIPALITIES		
	SUPERINTENDENCE OF ARCHAEOLOGY, FINE ARTS AND LANDSCAPE FOR THE METROPOLITAN AREA OF NAPLES Territorial body of the MIC with competence over the metropolitan area of the city of Naples		

⁸ It should be pointed out that the sites of Boscoreale and Stabia are not located within the Property, but fall within the competence zone of the Archaeological Park of Pompeii; Villa Sora is not inside the Property, but in the Archaeological Park of Herculaneum local area.

⁹ See Worksheet 4a, Enhancing Our Heritage Toolkit 2.0. Assessing Management Effectiveness of World Heritage Properties And Other Heritage Places (UNESCO, ICCROM, ICOMOS, IUCN, 2023).

SITE MANAGEMENT			
AUTHORITY	ROLE	KEY TOOLS	OPERATION
Archaeological Park of Pompeii Components: Pompeii and Torre Annunziata	Autonomous Institute of the Ministry of Culture Manages the parks and safeguards their Outstanding Universal Value	Statute Institute Strategic Plan Memorandum of Understanding for the Co-ordinated Management of UNESCO Site Activities UNESCO Site Management Plan	Institutes with organisational, economic, financial, accounting and scientific autonomy. Each has a Board of Directors and Scientific Steering Committee.
Archaeological Park of Herculaneum Component: Herculaneum, Villa of the Papyri and Ancient Theatre			

*GREAT POMPEII UNIT (Unità Grande Pompei)

Created within the General Project Management of the Great Pompeii Project, with the participation of experts from the public administrations of the Vesuvian area, the Great Pompeii Unit plays a coordinating role in the implementation of the European structural funds CIS (Institutional Development Contract "VESUVIO-POMPEI-NAPLES"), with the aim of achieving a shared strategic planning for the territorial context, both the one falling within the Buffer Zone and the wider area of reference of the UNESCO Site. The GPP Strategic Plan aims to outline a development strategy and a unified vision for the entire area, rationalizing and reconciling the different potentials of the territory and its cultural, material and intangible heritage.

LOCAL AND REGIONAL AUTHORITIES			
AUTHORITY	ROLE	KEY TOOLS	COMPETENCES AND MODES OF INVOLVEMENT
Campania Region	Territorial Administration of the Campania Region (first level of subdivision of the Italian Republic)	<p>Regional Laws</p> <p>Regional Landscape Plan</p> <p>Agreements with public and private bodies for the implementation of projects to safeguard and enhance cultural heritage and landscape.</p>	<p>Has institutional competences in the areas of landscape planning, enhancement of regional cultural heritage, promotion of regional tourism, and management of regional transport and infrastructure. Through conventions and agreements, participates in the planning, redevelopment and enhancement of the area and community involvement in the Buffer Zone. Is mainly involved through funding, partnerships and patronage for specific projects.</p>
Metropolitan City of NAPLES	Local authority with responsibility for the provincial territory of the city of Naples in which the Property and Buffer Zones of the UNESCO Site are located	<p>Territorial Coordination Plan</p> <p>Metropolitan Strategic Plan</p> <p>Agreements with public and private bodies for the implementation of projects for the safeguarding and enhancement of the cultural heritage and landscape</p>	<p>Has competence in the field of 'general territorial planning', including communication structures, service and infrastructure networks, also setting constraints and objectives for the activity and exercise of the functions of the municipalities within the area.</p> <p>Participates in actions for the redevelopment and enhancement of the territory through conventions and agreements.</p>
Property and Buffer zone Municipalities	<p>Local authorities with competence over city territories.</p> <p>The Property lies in the municipalities of Ercolano, Pompeii and Torre Annunziata. The Buffer Zone covers the municipalities of Pompei, Boscoreale, Boscoreale, Trecase, Castellammare di Stabia, Ercolano, Torre del Greco, Portici, Scafati and Trecase.</p>	<p>Municipal Urban Plans (PUC)</p> <p>General Regulatory Plans (PRG)</p> <p>Landscape Territorial Plan of the Vesuvian Municipalities</p> <p>Municipal Urban Planning Documents (PUC)</p> <p>Integrated Urban Programmes</p> <p>Ordinances and regulations for the safeguarding of cultural heritage and landscape</p> <p>Agreements with public and private bodies for the implementation of projects for the safeguarding and enhancement of the cultural heritage and landscape</p>	<p>Municipalities responsible for the administration of their territories with a consequent impact on the management of the UNESCO Site. In particular, the municipalities define the general municipal land use plan and have competencies in the areas of public order and public safety, management of municipal roads, management of public buildings, waste disposal, management of critical issues related to bad weather and natural disasters.</p>

LOCAL AND REGIONAL AUTHORITIES			
AUTHORITY	ROLE	KEY TOOLS	COMPETENCES AND MODES OF INVOLVEMENT
Superintendence of Archaeology, Fine Arts and Landscape for the Metropolitan Area of Naples	Territorial body of the MIC with functions of cataloguing and safeguarding, management and conservation of the cultural heritage of the Metropolitan Area.	Cultural Heritage and Landscape Code (Legislative Decree 42/2004). Administrative measures and permits.	Responsible for the safeguarding, enhancement and promotion of the archaeological assets of the Buffer Zone area. Carries out research, excavation, restoration and conservation activities. Is also involved in promoting awareness and enjoyment of archaeological heritage through educational, promotional and communication activities.

The Management Plan, with the objective of developing collective responsibility for the safeguarding of cultural heritage and leveraging the involvement of the territory as a tool to foster sustainable development, addresses the entire community as well as specific stakeholders.

Thus, in addition to identifying the actors

involved in the governance of the Site, a consideration of the stakeholders involved is necessary in order to highlight the network of relationships built by the Administration and the areas in which new collaborations and synergies can be developed (*see section 2.3*).

1.5 Factors affecting the management of the Site

From the data provided by the various reports and monitoring assessments drawn up since 2014¹⁰ and from the ongoing work at the Site, a picture emerges of the factors¹¹ that may affect the management of the Site and the safeguarding of the Outstanding Universal Value it represents.

The Site forms part of a territorial setting characterised by critical issues and challenges related to long-term dynamics, both on a national scale, which it is more difficult to influence, and on a local scale and, in some cases, related to

internal characteristics of the components, over which the Site has greater power to intervene.

The following chart summarises the main factors that have an impact on the Site, indicating whether this affects the Property, the Buffer Zone or both.

¹⁰ Reference is made to the State of Conservation and Periodic Reports, as well as all internal monitoring documents. Also, to the 2014 'Report on the mission to the archaeological areas of Pompeii, Torre Annunziata and Oplontis'. For reports on and assessments of the UNESCO Site, see: <https://whc.unesco.org/en/list/829/documents/>

¹¹ In particular, reference has been made to the definition and categories of factors formulated by UNESCO: (<https://whc.unesco.org/en/factors/>)

SITE MANAGEMENT	PROPERTY	BUFFER
Co-operation between Site components	X	
Accessibility/inclusiveness	X	
Human Resources	X	
SAFEGUARDING AND CONSERVATION		
Climate change and environmental factors	X	X
Seismic and Tsunami risks	X	X
Volcanic eruption risk	X	X
Impact of weather and environment	X	X
Pressure from tourism	X	
RELATIONSHIP BETWEEN CULTURAL HERITAGE AND SOCIETY		
Sense of belonging and awareness of cultural heritage on the part of the local community		X
Influx of Tourists		X
Accommodation for tourists in the area		X
TERRITORIAL SETTING		
Pollution and waste disposal system		X
High population density		X
Construction and urban development		X
Public transport services		X
Cultural attractions and tourist services		X
SOCIAL CONTEXT		
Youth emigration		X
Crime and social unrest		X
Employment/unemployment (female and youth)		X
Average level of education in local communities		X



CHAPTER 2

Management Cycle (2016-2024)

2.1 General management vision and objectives

The in-depth analysis that each of the components of the UNESCO Site has carried out since 2016, the year of the creation of the two Autonomous Institutes, has given shape to the Strategic Plans that the Archaeological Park of Pompeii and the Archaeological Park of Herculaneum have set up for themselves, in 2024 and 2025 respectively, outlining the management objectives.

As compared to these autonomous operational tools, the UNESCO Site Management Plan is framed as a blueprint capable of providing an overall and long-term strategic vision; the Plan reconciles, within an organic programmatic tool, the management requirements of the two Institutes and of the actors in the territory, with specific reference to UNESCO international guidelines. While the strategic plans of the two Parks independently establish the directions to be pursued in a given period, taking into account specific contingent situations and potential emergencies, the Management Plan operates on a broader time scale, establishing wide-ranging objectives that take into account different management cycles.

The **protection and preservation** of the material archaeological heritage that embodies the values expressed by the OUV, as well as the intangible values recognised nationally and locally, constitutes the Site's primary objective. Safeguarding this archaeological heritage from all possible risks of deterioration through complex and carefully planned maintenance programmes is at the heart of all operations and constitutes the reason for its inscription on the World Heritage List. Conservation, of course, is not an end in itself, but it is the decisive measure in making the heritage accessible to the community as a whole and thus to be in a position to transmit the values expressed by the

Site to present and future generations.

In response to the 2030 Agenda for Sustainable Development and the principles expressed by the The Council of Europe Framework *Convention on the Value of Cultural Heritage for Society*¹, **strengthening the relationship between the UNESCO Site and its local area** (and the communities that live there) is another key objective, fundamental both for the transmission of the universal values safeguarded by the Site and for the conservation of its attributes. The recent approval of the extension of the **Buffer Zone**² moves precisely in the direction of increasing the Site's ability to operate in the area in question. The relationship between the Site and the territory should be understood as a reciprocal exchange: on the one hand, the strengthening of the sense of belonging and responsibility towards heritage in local communities contributes to guaranteeing the conservation of the values represented by the Site; on the other hand, the Site acts as a catalyst of energies and as an active tool in fostering sustainable development in the territories and the wellbeing of local communities. In this sense, the management objective is to plan and co-design actions including those outside the boundaries of the Property and to take action in the Buffer Zone, particularly in the municipalities in which the three components of the Site are located. In cooperation with public institutions, third sector organisations and local residents, the Site aims to foster and encourage cultural projects, to contribute to enriching the area's cultural attractions as a driving force for sustainable development and to **strengthen the sense of community and active citizenship in the resident communities**. In this sense,

¹ So-called Faro Convention of 2005, ratified by Italy on 27 February 2013.

² See section 1.2

special attention is directed at the younger public, with respect to whom the Site intends to be a place of **training**, where projects and activities may be promoted that can **educate** and develop opportunities for dialogue between young residents of the territory with different backgrounds and prospects for personal growth. Above all, the Site offers itself as a place for the expression and interpretation of the present and future of its communities.

Another key strategic objective is the task of working on **accessibility** to strengthen the link between cultural heritage and the people and to promote a positive model of **inclusion**. In particular, there will be a focus on improving the conditions and quality of experience for visitors by broadening the range of cultural attractions, including exhibitions and events dedicated to the general public, while maintaining a **systematic and coherent interpretative approach**.

However, this does not only mean broadening the range of services offered, but also changing the management model and taking into account, in all planning, the need to **reach the most diverse type of audience**. The aim is, therefore, to make the available services **as accessible as possible** by working to remove physical, cognitive, social and economic barriers, thus making the Site a generator of positive change for both the resident community and for visitors. In this sense, it is also important to use and put into operation all available technologies and to develop **communication strategies** which are also able to engage the public remotely.

Research and technological innovation are, in fact, further objectives at the heart of the Site's efforts. In particular, their recently acquired autonomy³ has made the managing bodies of Site 829, two truly autonomous research centres, no longer able only to authorise projects (as was

³ See section 1.4.

the case until 2016), but to initiate and direct research in their own area of competence. Thus, the aim is to make the Site a true laboratory for the advancement of knowledge, not only in the field of conservation, but in all possible fields that are closely related to the values represented by the heritage it safeguards. In this perspective, the Site is therefore intended as a true place of innovation where solutions to the challenges of the future, such as the need for **ecological and sustainable transition**, can also be tested.

As envisaged in the 2030 Agenda, **sustainability** is an overarching goal embodied in all of those described above. The promotion and application of a culture of sustainability, in an environmental, social and economic sense, is the philosophy behind the long-term and short-term planning of the Site and permeates all fields of operation.

These are the general objectives, which contribute to the safeguarding and enhancement of the values and related attributes of all the Site's components (see fig.8) and which are the basis of the actions implemented in the most recent years of the Site's management (2016-2023) and of the 2025-2030 Management Plan; the latter is a **continuation** of the programme of actions implemented over the past eight years by the Administration, in order to respond effectively to the guidelines laid down by UNESCO and in compliance with the requirements of the 2030 Agenda and, specifically, The *UNESCO Thematic Indicators for Culture*⁴.

⁴ UNESCO Culture 2030 Indicators (2019) (<https://whc.unesco.org/en/culture2030indicators>).

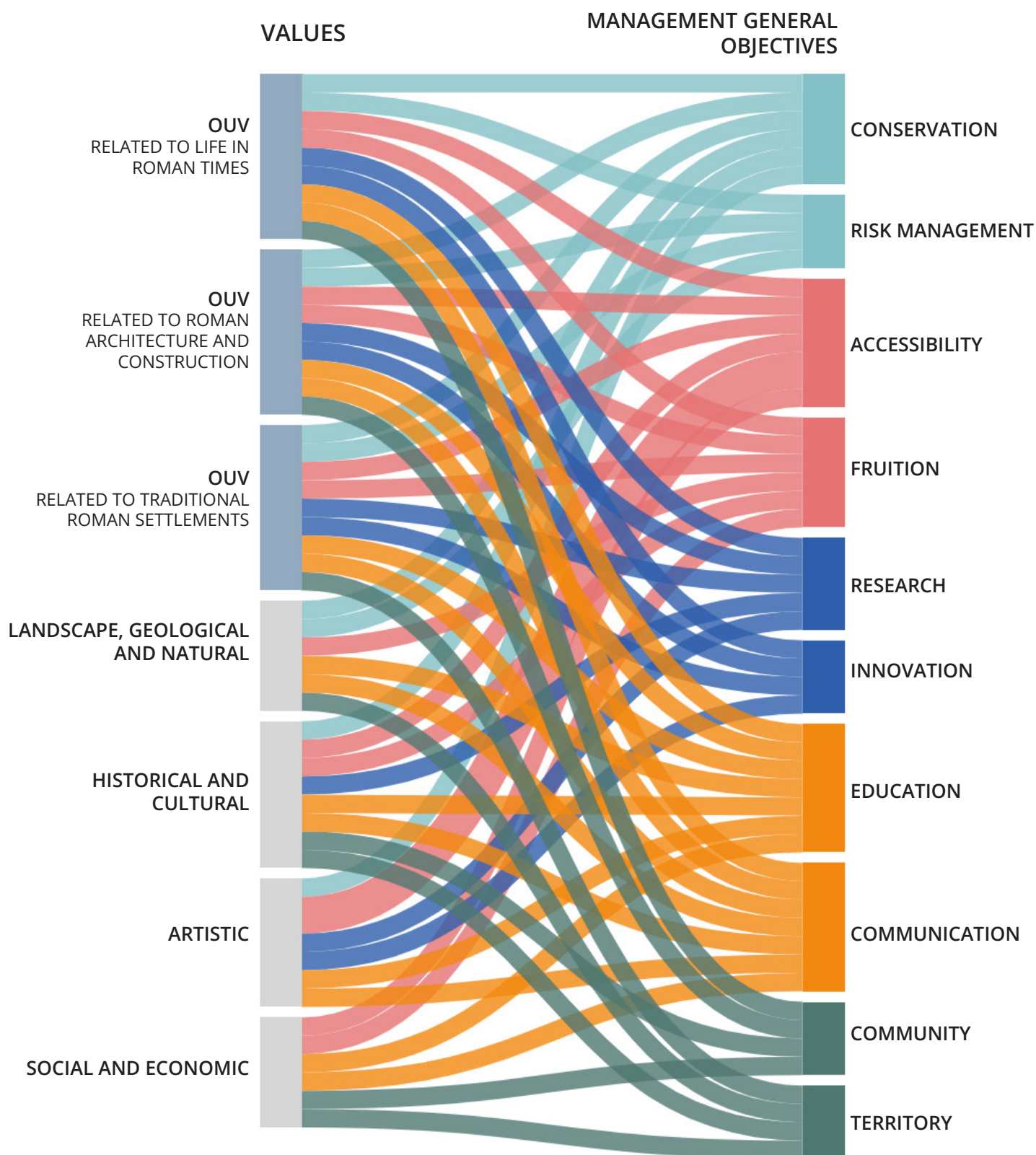


Fig.5: Relationship between the values of the UNESCO Site and general management objectives

2.2 Measures implemented in the period 2016-2024

The comprehensive range of projects of the two institutes reflects the general management objectives, described in the previous section, which are translated into five main areas of intervention, which are not to be regarded as separate sectors independent of each other, but as open fields of action in continuous dialogue and connectivity (see Fig. 9).

The projects undertaken by the two institutes are, in fact, to be understood as complex and interrelated processes, involving interdisciplinary

teams and having multiple objectives, aimed at different targets. For this reason, each project, while pertaining to one main area, is characterised by multiple interconnections and overlaps with the other thematic areas.

In order to convey the complexity of the activities implemented by the two Parks it is necessary to consider the two components of the Site separately, though always organically. For a focus on the measures implemented, please refer to *Appendix*.

CONSERVATION AND RISK MANAGEMENT

Safeguarding, conservation and restoration measures, scheduled maintenance, monitoring and safety plans for the Site, with a focus on measures for risk prevention and visitor safety; the ultimate aim is to **protect** the Site's **Outstanding Universal Value** from both human pressure and natural risk factors.

ACCESSIBILITY AND EXPERIENCE

Projects aiming at the delivery of a rich and varied **cultural programme**, with exhibitions, events, and **special openings**, and at the expansion of spaces and **services** for visitors, also with a view to **inclusive** enjoyment aimed at different targets.

RESEARCH AND INNOVATION

The Site is one of the most advanced laboratories on the international scenario for the **innovative** restoration **techniques** it employs and collaborates with universities, research centres and companies in the sector; **applied research** activities and projects to improve the management of the Site and exhibits through the use of **new technologies** fall within this area.

EDUCATION AND COMMUNICATION

Projects and activities aimed at the **conveyance of the Site's Outstanding Universal Value** and the dissemination of knowledge for a deeper **awareness** of the heritage represented by the Site; included in this thematic area are **educational activities** aimed at the younger generation, schools and families to promote the development of skills, as well as dissemination and communication activities to the general public.

COMMUNITY AND TERRITORY

Projects developed in order to gain understanding of and involvement with the **local community**, also in collaboration with other actors (public, private and third sector) operating in the area, and activities aimed at working towards the **regeneration and sustainable development** of the area and the Buffer Zone of the Site.

2.3 Stakeholders

The identification of stakeholders is, in fact, an ever evolving analysis, taking the form of an **open process**, which must be constantly applied and refined during the implementation of the Plan in detail for each component.

In fact, each component is furnished with a detailed mapping of stakeholders for its own

operational effectiveness. Here we offer only a succinct overview of the stakeholders who played a part in the life of the Site during the 2016-2024 management cycle, of their involvement in the various areas of intervention of the two Parks, and of their respective areas of interest (see Fig.10).

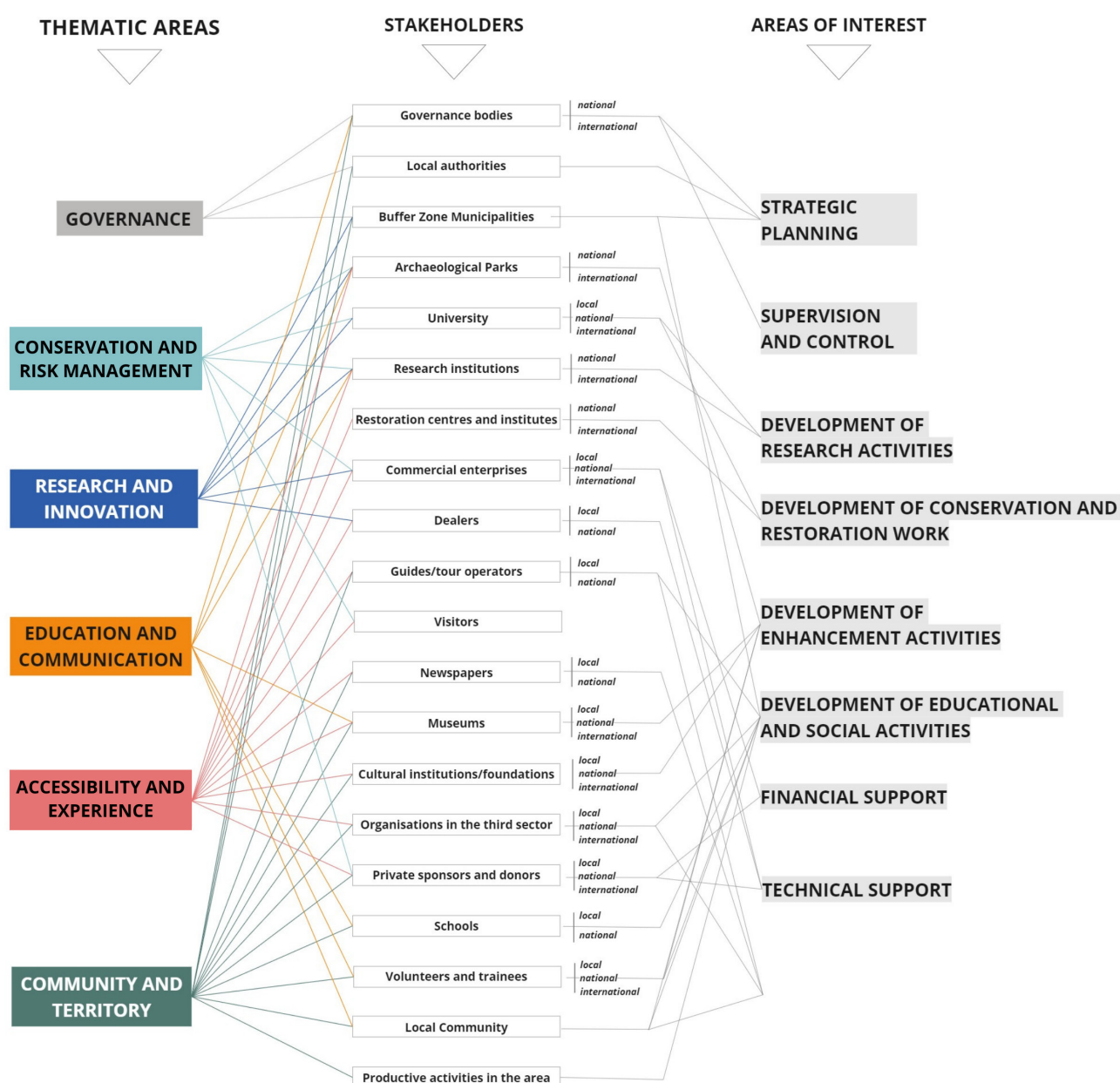
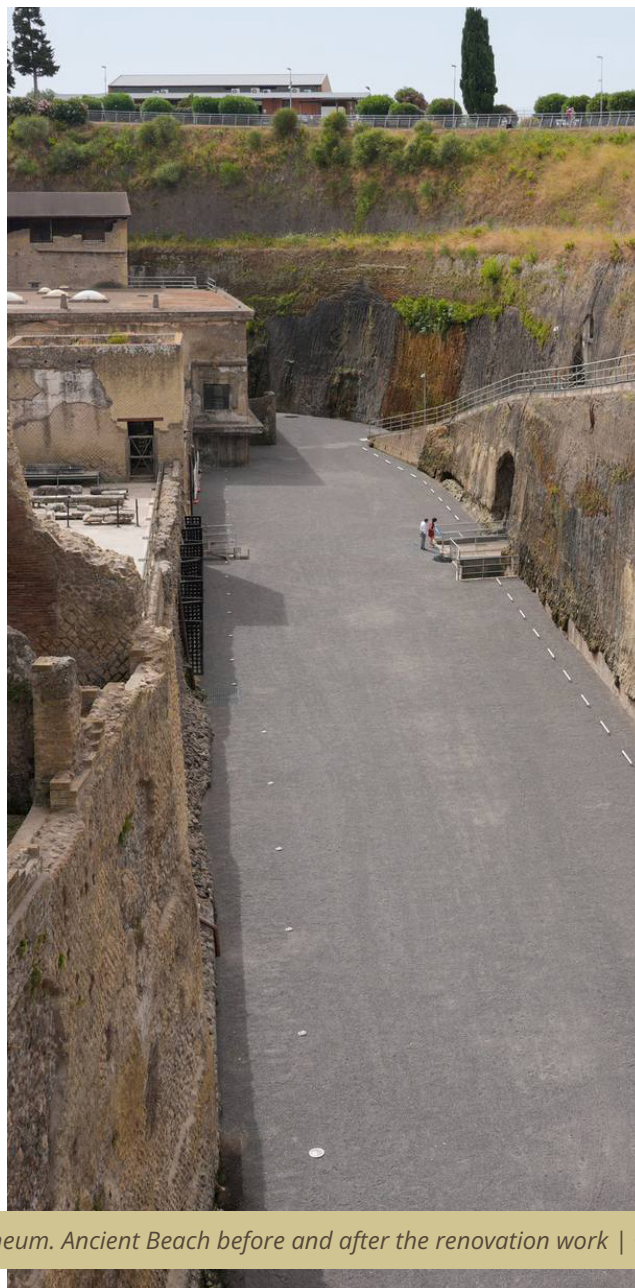


Fig.7: Diagram of the main stakeholder categories identified in correlation with the action plans and their respective fields of interest.



Archaeological Park of Herculaneum. Ancient Beach before and after the renovation work | © PAE



CHAPTER 3

The Management Plan 2025-2030

3.1 Planning Framework

The management of the Site falls within the overall framework of municipal, provincial, regional and state legislation, in the broader context of European and international regulations and guidelines (see Figg. 8 e 9).

The territorial planning and governance policy instruments, hierarchically are ordered on three levels: local territorial planning, higher level plans and provincial/metropolitan city plans; here are highlighted the main elements of the plans that

must be taken into account in the development of the Management Plan, especially with regard to interventions affecting the Buffer Zone of the Site.

In the following figure, a graphic summary is presented of the policy instruments and actors which the measures taken in the context of the Management Plan - divided into the thematic areas of reference - must necessarily address, both during planning and implementation.

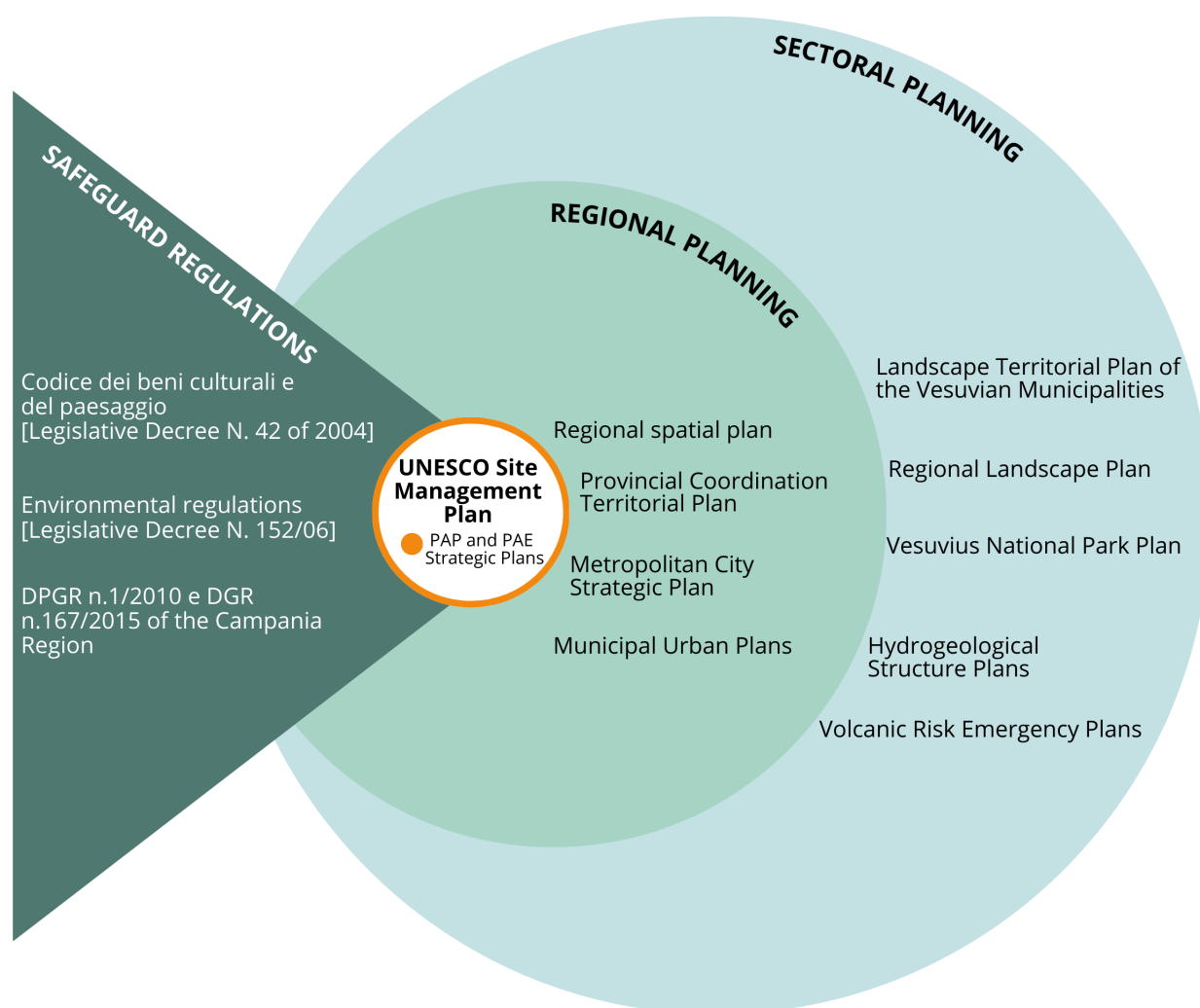


Fig.8: The Management Plan and the planning and territorial protection instruments

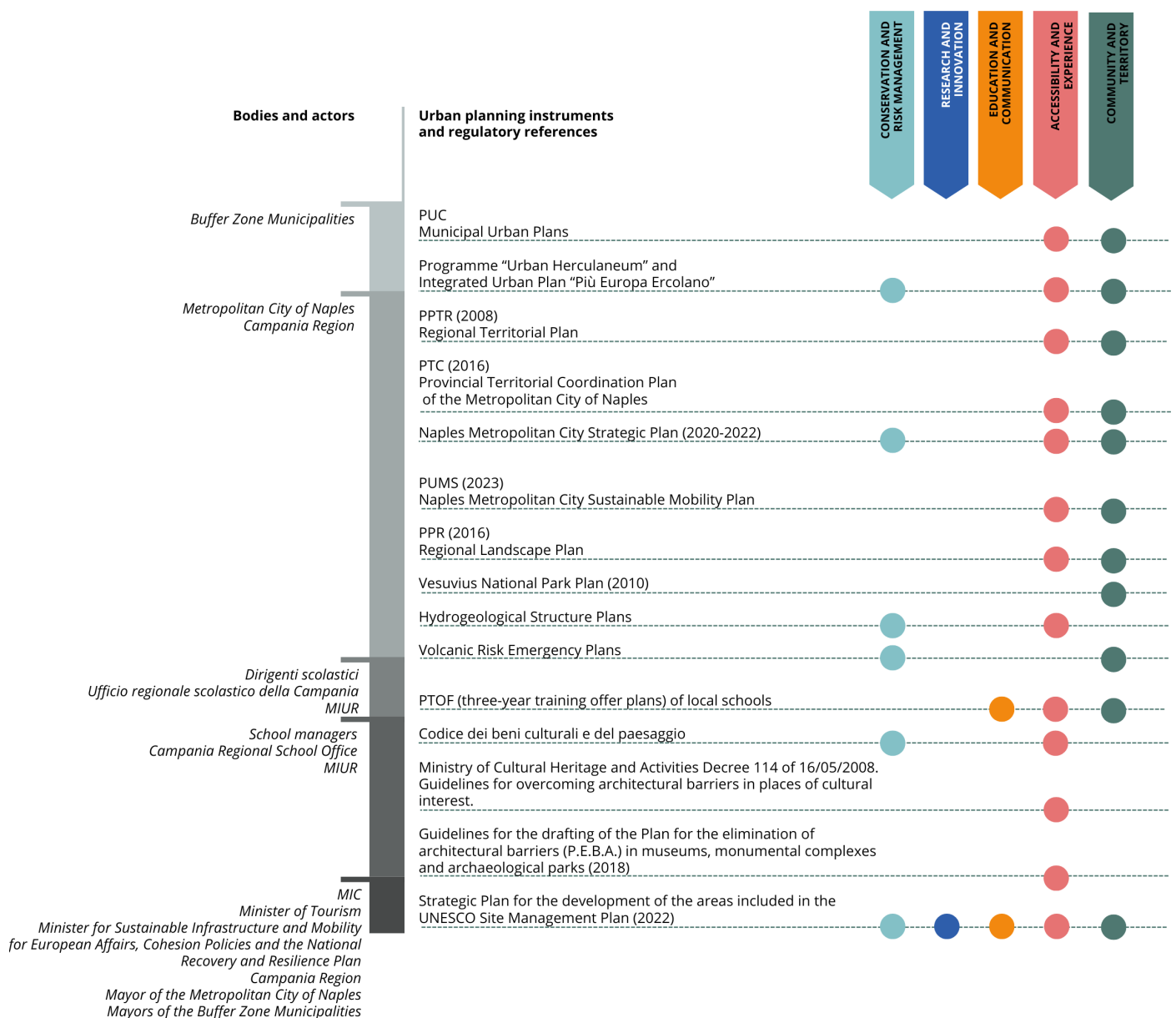
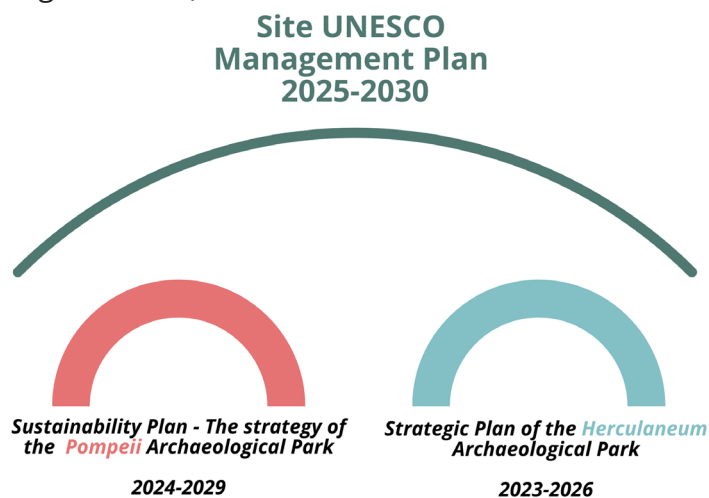
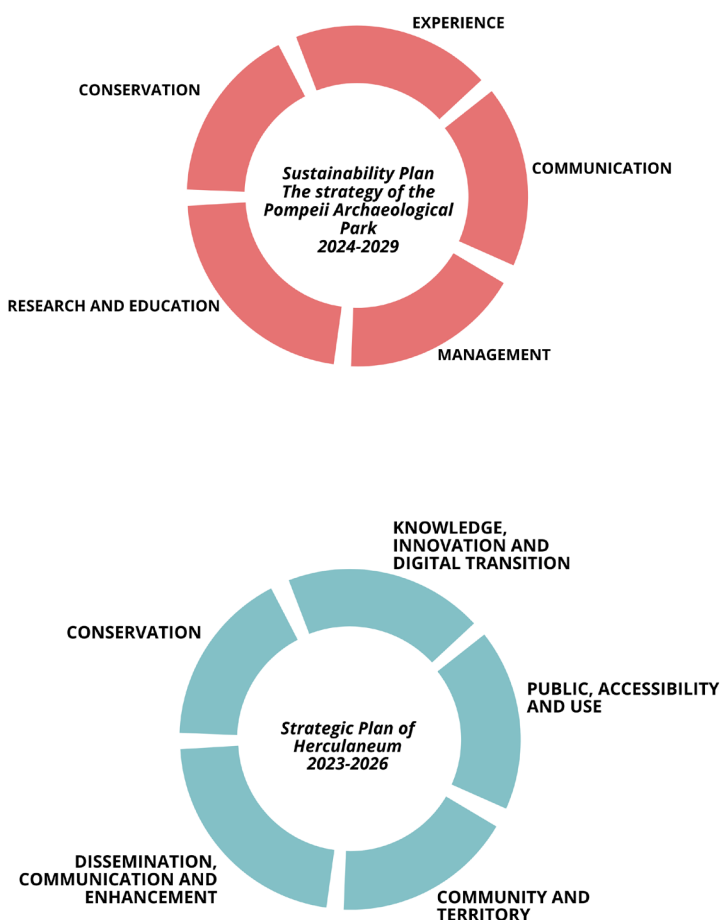


Fig.9: Graphical summary of the regulatory instruments and actors with which the action plans interact

In addition to the regulatory policy instruments, as mentioned above, the Management Plan must also necessarily engage with the **Strategic Plans** drawn up by the two institutes.

Specifically, the Archaeological Park of Pompeii has drawn up a Sustainability Plan, which defines the Park's development strategy for the years 2024-2029, anchoring measures and objectives to the theme of sustainability in its broadest sense and articulated in the various areas of intervention envisaged (detailed in the graphic summary below).

The Strategic Plan drawn up by the Archaeological Park of Herculaneum and presented in 2025 (see the Archaeological Park of Herculaneum website), consists of the two executive plans of *Conservation* and *Enhancement*, which are in turn both divided into specific objectives and areas of operation. The orientation of the Plan conforms to a well-defined vision of impact, which focuses on routine maintenance and more periodic repairs, economic sustainability, public-private partnership with the Packard Humanities Institute, and the relationship with the city and the local community (see figure below).



From top to bottom:
 Fig.10 a: Structure of the Archaeological Park of Pompeii Strategic Plan
 Fig.10 b: Structure of the Archaeological Park of Herculaneum Strategic Plan
 Fig.10 c: The relationship between Management Plan and Strategic Plans



MEASURES TO STRENGTHEN THE UNESCO WH OFFICE, SITE 829

The implementation of the 2025-2030 Management Plan also contributes to **strengthening the functions and competencies of the UNESCO Site Office 829**.

A structured and strengthened UNESCO office, within a complex Site such as that of Pompeii, Herculaneum and Torre Annunziata, is a central element in guaranteeing effective management; operating in a **synergic and integrated manner**, at a strategic level above all, always bearing in mind the **relevant specificities** that characterise the components, can generate important benefits for the Site itself.

First of all, it makes it possible to guarantee the application of standards and measures global heritage protection, facilitate the creation of international partnerships, and respond more effectively to threats and challenges such as climate change and other environmental and social emergencies. Within the document *Enhancing our Heritage Toolkit 2.0* (2023), the management processes that characterise a UNESCO Site are considered crucial elements of evaluation and monitoring, since they are closely connected to the conservation of the Site's OUV; specifically, the toolkit identifies the clarity and sharing of rules and procedures, as well as the

implementation of good conservation practices, as direct parameters of the evaluation of the effectiveness of the governance structure. The drafting of the 2025-2030 Management Plan is one of the outputs generated by the joint work of the two institutes and, although with wide margins of autonomy, regular and continuous collaboration is necessary for its implementation.

Therefore, to complement the actions foreseen in the Management Plan, this document intends to propose a series of functional measures to strengthen the UNESCO Office, to be implemented in the 2025-2030 management cycle, according to the following objectives:

- Increase the awareness of human resources working within the institutes, raising awareness of the functions and responsibilities of the UNESCO Office
- Increase knowledge and skills within the institutes with respect to the 2025-2030 Management Plan
- Strengthen the synergetic collaboration between the institutes to ensure the effectiveness of the actions envisaged in the 2025-2030 Management Plan and work jointly to monitor the results achieved.

Booklet for the presentation of the UNESCO Office 829

It is necessary for the staff employed in the offices of the two institutes to be aware of the functions and responsibilities of the UNESCO Office, so that the latter can benefit from the cooperation of all actors in carrying out its activities.

Tools and modes:

- Production and distribution to staff of a booklet illustrating the role, functions and

responsibilities of the UNESCO Office, with a specific focus on international guidelines and a reference glossary;

- Presentation event dedicated to the staff of the two institutes to illustrate the main activities of the UNESCO Office.

Expected outputs:

Staff employed within the Institutes' offices are familiar with the functions of the UNESCO Site Office and international guidelines, and are able to carry out their own specific activities also with reference to this broader framework.

The Management Plan: knowledge and skills

The Management Plan is a strategic document that defines the measures, policies and actions necessary to protect, conserve and enhance the Site as a whole; therefore it is essential that the staff employed in the offices of the two Institutes are aware of this programme and operate, therefore, in a conscious and responsible manner, thus facilitating the coordination activities of the UNESCO Office.

Tools and modes:

- Presentation event for Institute staff on the 2025-2030 Management Plan and its strategic objectives
- Production and distribution to staff of a presentation summarising the 2025-2030 Management Plan.

Expected output:

Staff employed within the offices of the two institutes are aware of the strategic objectives of Site management and are able to carry out their specific activities also with reference to this broader framework.

The Management Plan: Monitoring

The implementation of the Management Plan is linked to a monitoring system based on the need to identify and observe, through specific indicators, spillovers and impacts occurring in the development of actions planned. The UNESCO Office is called upon to carry out these activities in the manner envisaged by the Management Plan both continuously and in parallel with the management cycle, and on an episodic basis; in carrying out these activities, the Office shall work jointly, sharing the results achieved, the critical points and the opportunities encountered by the Site's components.

Tools and modes:

Establishment of working groups on the basis of the thematic areas of the Plan and scheduling of quarterly meetings according to the monitoring system provided by the Management Plan. The thematic working groups could also include representatives of the territorial authorities, provincial and regional technicians of the Administrations directly involved in the governance of the territory, in order to assess in a more extensive and articulated manner the results achieved in the various areas of intervention .

Expected output:

The UNESCO Office is able to assess both in progress and a posteriori the results achieved following the implementation of the Management Plan and to analyse the impacts produced on the entire Site. Thanks to an ongoing dialogue, the Office can identify critical issues and emerging challenges and, if necessary, adapt some of the actions foreseen by the Plan, devising solutions adapted to the whole Site.



3.2 Structure of the 2025-2030 Management Plan

The 2025-2030 Site Management Plan is the result of the agreement between the Archaeological Parks of Pompeii and Herculaneum, with the goal of outlining a framework for cooperation between the two Institutes, while integrating with the strategic tools currently being implemented (see 3.1).

The Plan, pursuing the recommendations and guidelines of UNESCO World Heritage Committee and its Advisory Bodies, aims to protect and preserve the Outstanding Universal Value and, at the same time, intends to contribute to the development of the area in which the Site is located, generating benefits for the community, with cultural, social and economic returns.

The Plan **maintains continuity** with the strategies and projects implemented by the two Institutes in the previous management cycles. The action plans are defined on the basis of an analysis of the factors affecting the management of the Site and take into account the potential of the three components of the Site and the results of the previous management cycle.

The objectives of the Plan correspond with the goals of the UN Agenda 2030 and the related thematic indicators for culture (see fig.11).

In accordance with the methodology developed by the *Enhancing Our Heritage Toolkit 2.0* (2023), the Plan is supported by a **monitoring system** for the evaluation of management effectiveness (see 4.3).

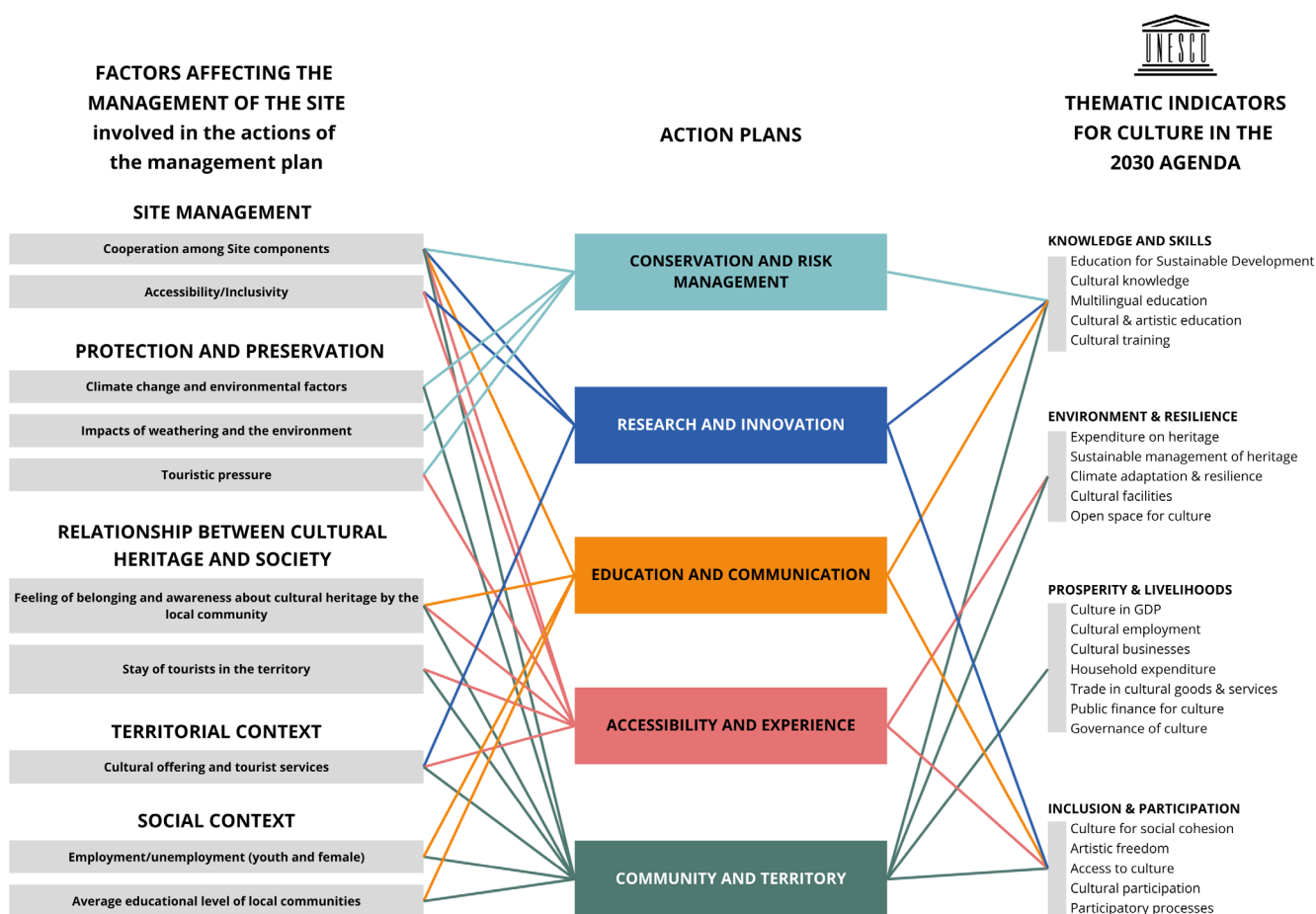


Fig.11: Diagram of the action plans articulated in the Management Plan in relation to the factors affecting management of the parks and UNESCO Culture Indicators.

Strategic Line A: Conservation and Risk Management

Description

The conservation of the heritage of the UNESCO Site plays a central role in the management processes of the Archaeological Parks of Pompeii and Herculaneum.

Thanks to the 'Great Pompeii Project' for the Archaeological Park of Pompeii, and the work begun in 2001 with the PHI Herculaneum Conservation Project at the Archaeological Park of Herculaneum, the two Institutes concluded, during previous management cycles, the phase of major emergency interventions aimed at securing the attributes representing the Outstanding Universal Value of the Site.

Today, the conservation plans are focused, in the case of the Archaeological Park of Pompeii, on targeted measures and, in the case of the Archaeological Park of Herculaneum, on planned maintenance cycles that guarantee comprehensive monitoring of the state of conservation of the Site. The conservation programmes of the two Institutes are thus based on specific methodological approaches which have also to take into consideration contemporary challenges such as climate adaptation strategies and, at the same time, environmental, social and economic sustainability.

Strategic Objectives

The objectives of this strategic line include:

- **monitoring the state of conservation and maintenance of Outstanding Universal Attributes:** to maintain constant control over the state of conservation through planned maintenance which progressively reduces emergency and large-scale interventions;
- **conservation:** through the planning and implementation of conservation work in a manner that respects the historical and cultural integrity of the Site;
- **risk management:** the implementation of strategies to manage risks, both natural and man-made, which could have irreversible consequences on the property and its state of conservation. The preparation of a Heritage Impact Assessment is planned, in order to evaluate the potential impacts on heritage arising from transformation projects, in accordance with UNESCO's international guidelines and in continuity with the Impact Assessment prepared for the Herculaneum component in 2023 (Sarah Court, *Paragraph 172 notification on changes around Herculaneum Archaeological Park*).

Implementation

To achieve these objectives, a series of measures are included in the Plan on the basis of specific methodological tools in the field of conservation, of monitoring and of programmatic enhancement. These measures are incremental and such as to be updated with the evolution of the tools employed and possible alterations in the conditions of the setting.

The Plan, through its strategic and **specific objectives** stands in continuous conformity with the tools, methods and projects already in place, integrating with the strategic plans of the two institutes, to which reference is made for a more detailed description of the measures envisaged.

As a specific contribution to the achievement of these objectives, the Archaeological Park of Pompeii will make use of various tools; among these, the framework agreement for planned maintenance, introduced in 2023, which will optimise the time and resources dedicated to conservation interventions, and which will be consolidated over the next five years. Also central will be the implementation of a management system for green spaces, conceived as a source of biodiversity: an measure that takes the form of a veritable archaeological landscape project.

With the aim of adopting a precautionary approach to minimising the risks to the Site associated with climate change and to integrate a vision of sustainable development, also and above all in the development of maintenance management processes, the Archaeological Park of Pompeii has drawn up a Sustainable Management Model: a programme of integrated measures which over the years to come will have to guarantee the consolidation and further increase of quality levels in the area of conservation and use of the archaeological site. The model involves the entire territory with the various sites forming part of the Park (in particular those in the municipalities of Boscoreale, Scafati, Torre Annunziata and Castellammare di Stabia).

The Archaeological Park of Herculaneum, on the other hand, confirms the pursuit of the Plan's objectives through the framework agreement developed in 2018 and the continued support of the public-private partnership with the Packard Humanities Institute, which is based on the development of planned maintenance cycles. In particular, at the same time as the maintenance operations in each cycle, the monitoring of the state of conservation of the Site continues to be carried out and this then allows the following maintenance cycle to be planned with increasingly targeted interventions, ever more focused on preventing conservation problems before they occur. In addition, in the next management cycle 2025-2030, the Archaeological Park of Herculaneum will be engaged in stabilising the excavation fronts and other site-specific conservation work.

Strategic Line B: Research and Innovation

Description

Thanks to the establishment of the two Autonomous Institutes, today the Archaeological Park of Pompeii and the Archaeological Park of Herculaneum are no longer merely the managing bodies of the Site, with the task of delegating research projects to external institutes or authorising projects proposed by external bodies. Today, the Archaeological Park of Pompeii and the Archaeological Park of Herculaneum act as two true research centres which, thanks to partnerships and relationships with national and international universities and research organisations, develop projects internally that are in line with the institutes' development strategies in terms of increasing knowledge, innovation and improving the visitor experience. Thanks to this process, the UNESCO Site is now managed by two Institutes which actively produce culture and make tangible and intangible cultural heritage available and understandable to the scientific community and visitors. This approach defines the specific objectives of this Action Plan.

Strategic Objectives

The objectives of this strategic line include:

- **applied research:** in order to support research as a tool to improve understanding of the Site and to develop new techniques and methodologies for conservation and enhancement;
- **digital transition:** the adoption and integration of digital technologies into Site management procedures, through the development of digital information systems for data collection and analysis, the use of digital imaging technology for Site documentation and conservation, and the use of digital platforms for public education and awareness-raising.

Implementation

Between 2020 and 2025, the UNESCO Site intends to play a leading role in research and innovation applied to the safeguarding and conservation of the archaeological heritage by developing, in collaboration with universities and research centres of excellence, innovative technologies and methodologies for monitoring and surveillance, advanced intervention techniques and new approaches to analysing and documenting artefacts. Through the realisation of these strategic and **specific objectives**, the Plan aims to create a dynamic and sustainable environment that can contribute to the long-term conservation and enhancement of the UNESCO Site, working in accordance with the tools, methods and approaches already in place, and integrating them with the strategic plans of the two Institutes (to which reference is made for a more detailed description of the measures envisaged).

In the specific case of the Archaeological Park of Pompeii, for example, the rapid publication of research data via digital platforms, such as Open.Pompeii (active since 2022), functions in this sense, safeguarding the data that have emerged and making them available to a scientific community that can freely access them. The plan is to further expand this digital archive, effectively managing the exponential growth of data collected.

The Archaeological Park of Herculaneum has developed the Herculaneum Digital Platform, a digital ecosystem in which integrated and dynamic systems of documentation, analysis, data

management and use are brought together and made accessible as open data, at the service of both diagnosis and planning of maintenance work, and of scholars and the general public of different interests and ages.

The support of artificial intelligence, articulated in numerous projects and initiatives (detailed in the following tables), is also an appropriate and increasingly necessary strategy to manage the quantity of 'big data' produced by excavations and research.



Archaeological Park of Pompeii | © Press Office PAP

Strategic Line C: Education and Communication

Description

This Plan relates to the coordination of measures regarding education, training and communication, including by means of the creation of collaborative networks.

The involvement of the younger generation is, in fact, considered a goal of central importance by the Archaeological Park of Pompeii and the Archaeological Park of Herculaneum. The intention is to make archaeological sites places of lifelong learning and training where, through the understanding and conveyance of the values preserved, new generations can consolidate their skills, build new ideas, and imagine new possible futures. The Action Plan therefore concerns measures aimed at making the Archaeological Park of Pompeii and the Archaeological Park of Herculaneum true training grounds for learning.

In this sense, therefore, the Plan also focuses on measures related to Communication: fundamental for conveying the values enshrined at all possible levels.

Strategic Objectives

The objectives of this strategic line include:

- **heritage education:** in order to increase knowledge and awareness of the cultural heritage values of the Site;
- the **conveyance of the Outstanding Universal value** to the different stakeholders of the Site, from the local community to external visitors and non-visitors.

The Plan, through its strategic and **specific objectives**, is aligned with the tools, methods and projects already in place, integrating with the strategic plans of the two institutes (to which reference is made for a more detailed description of the measures envisaged).

Implementation

In the 2025-2030 management cycle, among many planned measures, the Archaeological Park of Pompeii plans, for example, to develop the Children Museum for the education of younger audiences and to implement a communication strategy based on sustainability, transparency, scientific quality and accessibility. The communication measures will be aimed at both external visitors and the local community, and will also aim to build relationships with research and educational institutions. Specifically, in addition to the restyling and updating of its website, the Archaeological Park of Pompeii plans to implement a digital editorial plan, enriching it with various types of content, and to create ad hoc communication campaigns, both aimed at promoting specific events and at enhancing the other archaeological sites of Greater Pompeii spread throughout the territory. In addition, the E-journal of the Pompeii excavations, a project launched in 2023, will continue to be the privileged tool for the direct and real-time publicising of excavation and research operations at the Park.

The Archaeological Park of Herculaneum aims to become an open-air laboratory, capable of promoting education and training through didactic activities aimed at schools and the younger generation on topics such as civic education, climate change and the promotion of a democratic and inclusive society. On the communication front, the Archaeological Park of Herculaneum envisages a series of initiatives using various means, including digital tools, to engage and involve a wide range of audiences, positioning itself as a 'digital publisher', committed to pursuing an objective of open and non-elitist cultural communication.

Strategic Line D: Accessibility and Experience

Description

In line with the work carried out during the last management cycle, the Archaeological Park of Pompeii and the Archaeological Park of Herculaneum intend to continue working to make the Site increasingly accessible and inclusive. In fact, both Institutes recognise reaching increasingly broad audiences, both in terms of age and social status, as a fundamental tool for promoting the values sustained by the Site, for fulfilling the institutional functions of the Archaeological Park of Pompeii and the Archaeological Park of Herculaneum, and for promoting increasingly inclusive societies.

The Plan therefore focuses on the expansion of public services and on inclusion, as well as on the activation of interpretation tools and expansion of the cultural programme, as fundamental tools to make sites accessible and user-friendly for a wider public.

Strategic Objectives

The objectives of this strategic line include:

- **broadening public services and inclusion:** to ensure that the components of the overall Site are accessible, with a focus on creating facilities and services for visitors with special needs, offering educational programmes and activities for different age groups and abilities, and adopting policies which promote inclusion.
- **interpretation and cultural activities programme:** referring to the presentation and interpretation of the historical and cultural heritage of the UNESCO Site.

Implementation

Through the realisation of these objectives, the Plan aims to ensure that the UNESCO Site and its setting are accessible, welcoming and meaningful for all visitors. The Plan, through its **strategic** and **specific objectives**, follows the direction established by the tools, methods and projects already in place, complementing what has been laid down in the strategic plans of the two Institutes (to which reference is made for a more detailed description of the measures envisaged).

Among the active initiatives, which are expected to be implemented over the next five years, is the 'Greater Pompeii' project to transform the Site into a single large archaeological and historical park, through a series of concrete measures, such as the gradual expansion of the areas that can be visited, the creation of alternative visitor routes, the differentiation of visiting times with specific cultural activities on offer, and the involvement of local communities, to make the Site a meeting place between the local dimension, heritage and international visitors.

For example, the Archaeological Park of Pompeii, taking into account the considerable increase in the number of visitors and the need to reduce the impact of visitor pressure on the site without preventing a further increase in tourists, has devised new experience opportunities, which until now were sporadic and exceptional, including the creation of an illuminated route for visiting ancient Pompeii at night.

In addition, the Plan presents specific objectives for improving accessibility, through a series of measures affecting physical structures, aimed at the development of new reception services, interventions to remove physical and cognitive barriers, and measures to improve and personalise the visitor experience.

Strategic Line E: Community and Territory

Description

In conformity with international directives, the UNESCO Site is increasingly conceived, both by the Archaeological Park of Pompeii and the Archaeological Park of Herculaneum, as a reality which dialogues with the territory, especially following the approval, in 2023, of the boundaries of the new and expanded Buffer Zone, which thus strengthens the link between the two Institutes and the communities and institutions of the surrounding territory. In this sense, the two Institutes propose themselves as levers for the social, cultural and therefore economic development of the local area, in a constant dialogue between the values that the UNESCO Site enshrines and the communities.

Strategic Objectives

The objectives of this strategic line include:

- **building networks:** for the active involvement of local communities, in order, on the one hand, to systematise and capitalise on the resources already present in the area, and, on the other hand, to make the communities play a lead roles, through co-designing measures for the conservation and enhancement of heritage, and for local development;
- **sustainability:** to make the UNESCO Site a testing ground for experimenting good practices and a reference model for a transition towards sustainable development, starting from the local setting.

Implementation

The Plan, through its **strategic** and **specific objectives**, maintains continuity with the tools, methods and projects already in place, and is integrated with the strategic plans of the two institutes (to which reference is made for a more detailed description of the measures envisaged).

In detail, the Archaeological Park of Pompeii intends to address the younger generation in particular, through initiatives capable of building new skills, stimulating future job prospects and promoting forms of ethical micro-entrepreneurship. In addition, it is committed to building a solid network of local partners (territorial and third sector entities, private individuals, etc.), in order to stimulate projects for the protection of heritage and the development of the local area. The development and implementation of innovative sustainable practices, such as eco-friendly pastures for the management of green areas, are also part of this plan.

With the aim of fostering the involvement of the local community and continuing the work of redeveloping the areas surrounding the archaeological site, transforming them into places open to the resident community to strengthen the link between the ancient and contemporary city, the Archaeological Park of Herculaneum is planning a number of measures to transform the urban surroundings in which the Site is inserted. In fact, thanks to the support of the Packard Humanities Institute and in agreement with the Municipality of Herculaneum, the redevelopment of Via Mare, which runs along the Park to the west, is underway; on the east, on the other hand, in order to integrate the park with the city, the landscaping of Maiuri Park will offer a view of the excavations and improve public access.

These efforts will be supported, during the management cycle, by the implementation of measures promoted by the special committee for co-design established in 2023. In addition, a series of measures aimed at promoting new forms of slow and quality tourism, through the formation of a network of territorial partners, are included in the Plan.





Archaeological Park of Pompeii - Oplontis (Torre Annunziata) | © Dario Assisi, Gabriele Cipolla

CHAPTER 4

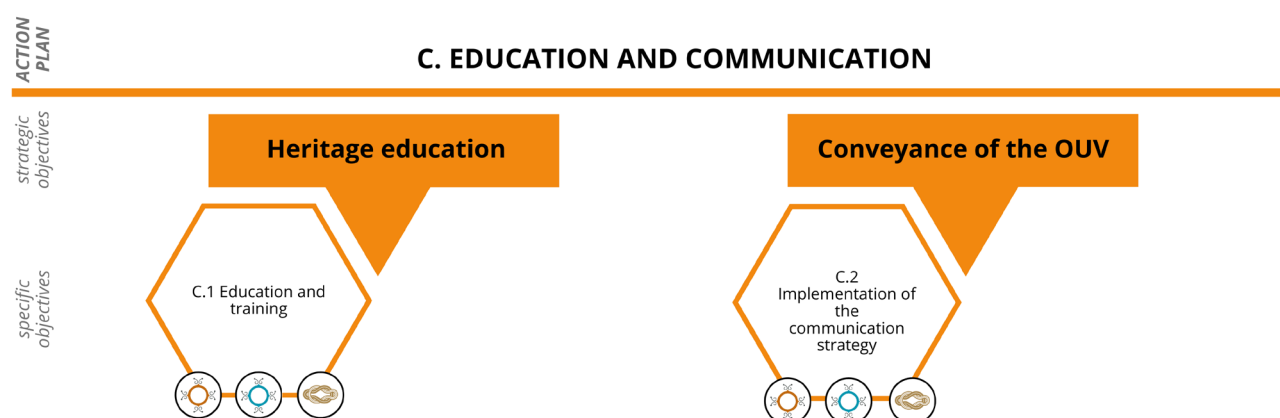
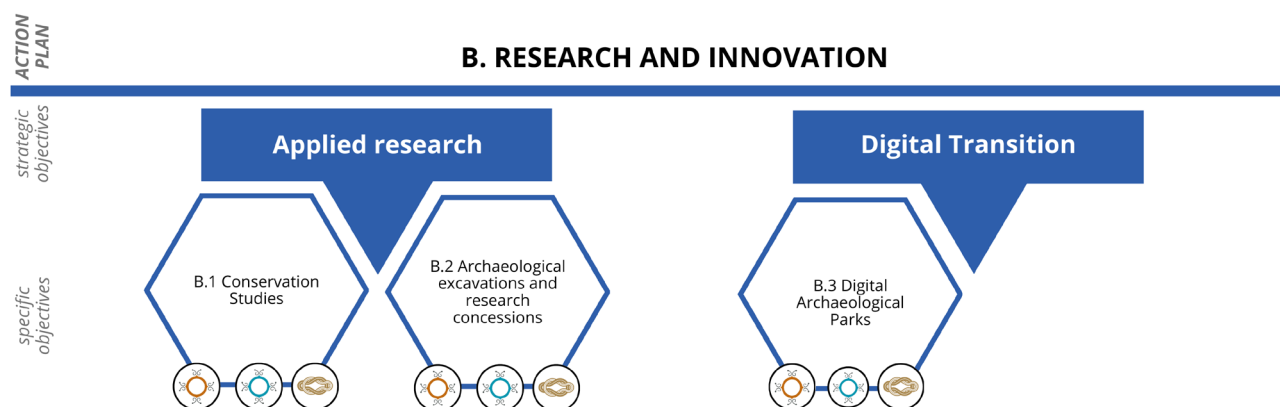
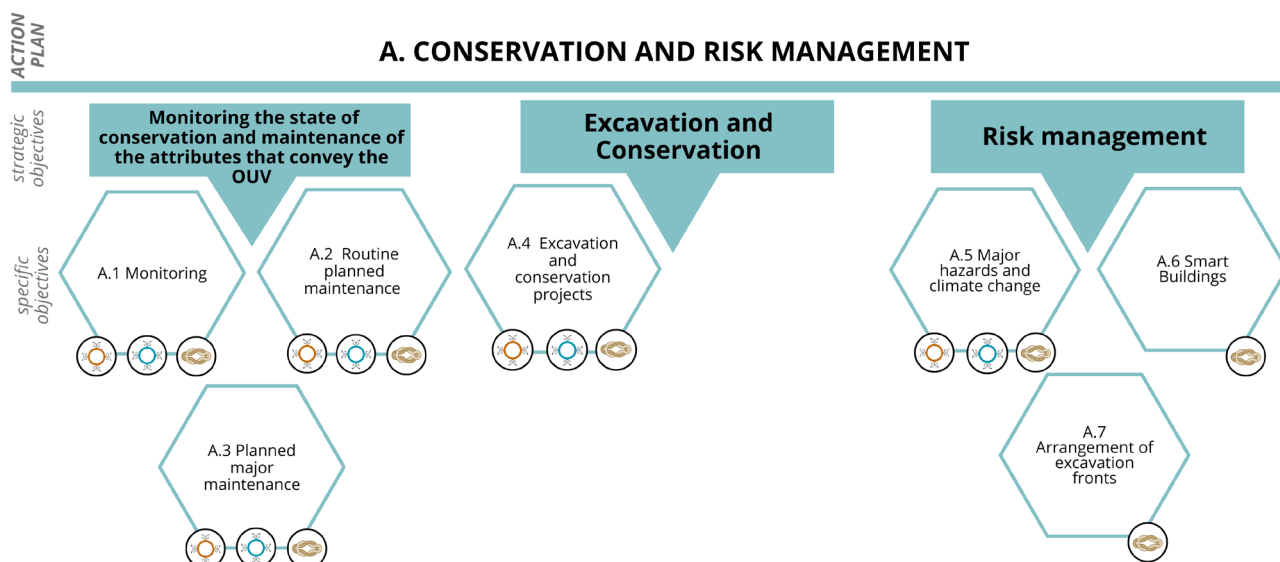
Action Plans

4.1 Action Plans

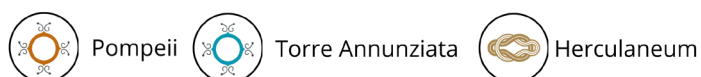
The action plans are organised on the basis of the different thematic areas (see 2.2); for each plan, strategic goals, specific objectives and the measures that pursue these are identified (see Figure 13).

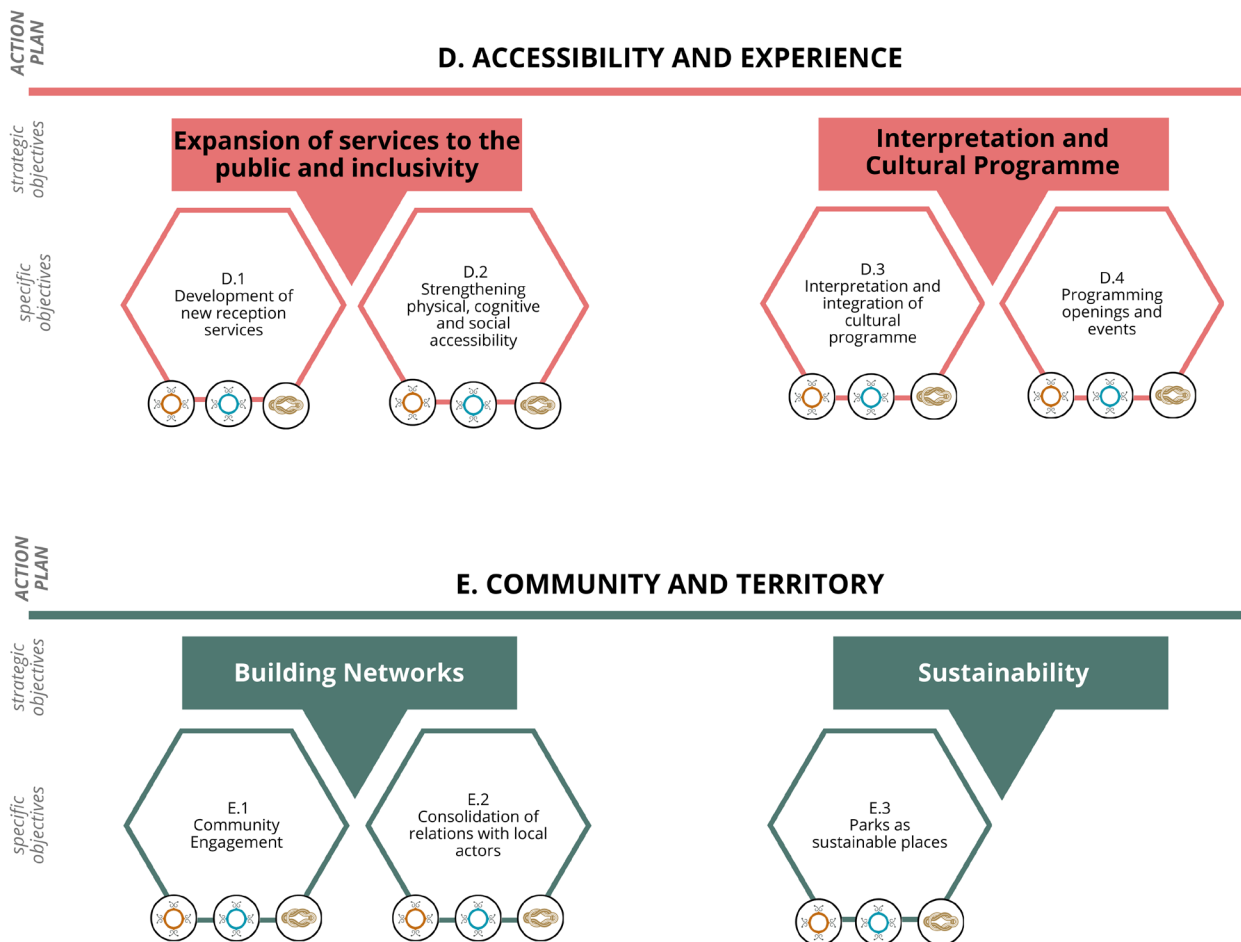


Fig.12: The Management Plan structure



UNESCO Site Components Involved in the Development of Specific Objectives





UNESCO Site Components Involved in the Development of Specific Objectives

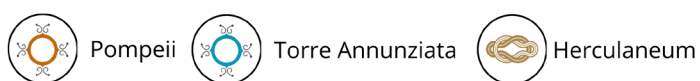


Fig.13: Action plans, strategic goals and specific objectives

The action plans are laid out in tables, indicating for each strategic objective the various specific objectives and highlighting the values on which the strategic objectives have an impact. For each specific objective, the measures planned in the management cycle are listed. Finally, for each measure, the relevant attributes, the stakeholders involved and the financial resources are indicated.

As far as financial resources are concerned, the tables indicate the amounts envisaged and, in the event that the Parks are accessing different forms of external funding, the origin and type of financing is specified; apart from significant support in kind from the Packard Humanities Institute (i.e. results not funding), one bequest and some donations already made, or to be made, through the Art Bonus, the external financial resources come mostly from public sources (the Ministry of Culture in

particular) and are largely attributable to the *National Recovery and Resilience Plan*, and the *Institutional Development Contract "Vesuvius - Pompeii - Naples"* (Development and Cohesion Plan of the Ministry of Culture, an integrated implementation, supervision, and participation tool for managing economic resources for the implementation of significant urban redevelopment and regeneration, improvement of interconnections and access routes, and environmental restoration of damaged landscapes). Where the entry 'convention agreement operations' is present, this indicates that the implementation of these measures does not involve the allocation of specific economic resources, but rather the allocation of working hours of the staff and stakeholders involved through convention agreements already stipulated.

Strategic Objective

Values involved

Specific target			
ACTION	Description of measures taken to achieve the specific objective.		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Actors involved in the implementation of the measure.
			FINANCIAL RESOURCES Source of funding and/or financial resources used for the implementation of the measure.



Action Plan A

CONSERVATION AND RISK MANAGEMENT



Strategic Objective

Monitoring the state of conservation and maintenance of the attributes that convey the Outstanding Universal Value

Values Involved: OUV | Other values (historical and cultural values, landscape, geological and natural values)

Specific Target A.1: Monitoring

ACTION	Monitoring The monitoring approach aims at acquiring sufficient and comprehensive 'dynamic' knowledge of the heritage property in order to ensure rapid control of emergencies, to define a priority list and to carry out expert and in-depth checks where necessary. To this end, the monitoring project is based on multi-scale and multi-level approaches, respectively in terms of optimisation of data and time, and accuracy of assessment. The approach that will be pursued will make use of Web GIS and IoT tools for the development of Digital Twins to describe the conditions of health of the heritage assets and develop predictive models to support proactive maintenance policies. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029	
	ATTRIBUTES Entire archaeological area	RESOURCES STAKEHOLDERS University (Department of Civil Engineering, University of Salerno) FINANCIAL RESOURCES See Maintenance work under framework agreement

Specific Target A.2: Routine Planned Maintenance

ACTION	Scheduled maintenance with Ales S.p.A. on the basis of an agreement drawn up in 2014: a programme of small daily interventions systematically covering the entire park. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029	
	ATTRIBUTES Entire archaeological area	RESOURCES STAKEHOLDERS National governance bodies (operatives of Ales S.p.a., an in-house company of the Ministry of Culture). FINANCIAL RESOURCES Maintenance work under framework agreement
ACTION	Regular general maintenance cycles The objective of this measure is to undertake conservation operations aimed at maintaining, over time, the structures in a condition of functional integrity and efficiency through routine and programmed interventions. The latter are supported by specific interventions according to the characteristics of the Site. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029	
	ATTRIBUTES Entire archaeological area.	RESOURCES STAKEHOLDERS Commercial enterprises FINANCIAL RESOURCES Maintenance work under framework agreement

Strategic Objective

Monitoring the state of conservation and maintenance of the attributes that convey the Outstanding Universal Value

Values Involved: OUV | Other values (historical and cultural values, landscape, geological and natural values)

ACTION	Maintenance of gatehouses, exhibition spaces and administration buildings at all Park sites See Programming 2024-2026		
ATTRIBUTES	Entire archaeological area	RESOURCES	STAKEHOLDERS Commercial enterprises, research organisations
			FINANCIAL RESOURCES € 1,400,000 (2024-2026)
Specific Target A.3: Planned major maintenance			
ACTION	Maintenance work under framework agreement Continuation and activation of maintenance works contracts under framework agreement, in order to move from the detection of critical issues through the monitoring system directly to securing measures and programmed major maintenance. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
ATTRIBUTES	Entire archaeological area	RESOURCES	STAKEHOLDERS Commercial enterprises, research organisations
			FINANCIAL RESOURCES € 1,072,996 - Framework Agreement for Services (monitoring, design and supervision of works) - reference period 4 years € 12,135,400 - Framework agreement Maintenance works - reference period 3 years
ACTION	Major maintenance works on the roofing of the Villa of the Mysteries - Lot II See Programming 2024 - 2026		
ATTRIBUTES	Private spaces, decorative features, masonry, suburban villas	RESOURCES	STAKEHOLDERS Commercial enterprises, research organisations
			FINANCIAL RESOURCES € 300,000 (2024-2026)
ACTION	Major maintenance of the sacred areas of Sant'Abbondio and Fondo Iozzino See Programming 2024 - 2026		
ATTRIBUTES	Cult buildings, decorative features, masonry	RESOURCES	STAKEHOLDERS Commercial enterprises, research organisations
			FINANCIAL RESOURCES € 200,000 (2024-2026)



Strategic Objective

Excavation and Conservation

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values, artistic values)

Specific Target A.4: Excavation and Conservation projects

ACTION	Planning of risk management, maintenance and conservation works at the House of the Labyrinth . See Programming 2024 - 2026		
ATTRIBUTES	Private spaces, decorative features, masonry work.	RESOURCES	STAKEHOLDERS Commercial enterprises, research organisations.
			FINANCIAL RESOURCES € 1,072,101 (2024-2026).
ACTION	Conservation work Villa Imperiale . See Programming 2024 - 2026		
ATTRIBUTES	Private spaces, decorative features, masonry, suburban villas.	RESOURCES	STAKEHOLDERS Commercial enterprises, research organisations.
			FINANCIAL RESOURCES € 342.796 (2024-2026).
ACTION	Conservation of spaces emerging from the excavation of the “wedge”: in the House of the Garden . See Programming 2024 - 2026		
ATTRIBUTES	Private spaces, decorative features, masonry work.	RESOURCES	STAKEHOLDERS Commercial enterprises, research organisations.
			FINANCIAL RESOURCES € 410,000 (2024-2026).
ACTION	Planning of the securing, maintenance and conservation of the Centenary House . See Programming 2024 - 2026		
ATTRIBUTES	Private spaces, decorative features, masonry work.	RESOURCES	STAKEHOLDERS Commercial enterprises, research organisations.
			FINANCIAL RESOURCES € 533,639 (2024-2026).

Strategic Objective

Excavation and Conservation

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values, artistic values)

ACTION	Redevelopment, conservation and enhancement of the House of Julius Polybius . See Programming 2024 - 2026		
ATTRIBUTES	Private spaces, decorative features, masonry work.	RESOURCES	STAKEHOLDERS Commercial enterprises, research organisations.
			FINANCIAL RESOURCES € 1,427,453 (2024-2026).
ACTION	Project for the conservation, consolidation and fitting out of the House of the Lararium . See Programming 2024 - 2026		
ATTRIBUTES	Private spaces, decorative features, masonry work.	RESOURCES	STAKEHOLDERS Commercial enterprises, research organisations.
			FINANCIAL RESOURCES € 447,770 (2024-2026).
ACTION	Conservation of the decorative features that emerged in the recent excavations in the area of the upper peristyle of Villa San Marco in Castellammare di Stabia . See Programming 2024 - 2026		
ATTRIBUTES	Other museums, archaeological parks, historical buildings.	RESOURCES	STAKEHOLDERS Commercial enterprises, research organisations.
			FINANCIAL RESOURCES € 528.904,14 (2024-2026).
ACTION	Conservation of cubicles 11 and 12, Villa A at Oplontis in Torre Annunziata and conservation and enhancement of the garden. See Programming 2024 - 2026		
ATTRIBUTES	Suburban Villas, private spaces, decorative furnishings, landscape.	RESOURCES	STAKEHOLDERS Commercial enterprises, research organisations.
			FINANCIAL RESOURCES € 770,940 (2024-2026) .



Strategic Objective

Excavation and Conservation

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values, artistic values)

ACTION	Excavations at Civita Giuliana (since 2017) Ongoing investigations are focused on the excavation of a building in the servants’ quarters and an additional section of building recently brought to light. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024 - 2029		
ATTRIBUTES	Landscape, private spaces, archaeological finds, organic finds, masonry work.	RESOURCES	STAKEHOLDERS Local authorities, commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES To be identified.
ACTION	Excavation, securing and conservation of insula 10 Regio IX in order to reconnect it with the urban context of Via di Nola See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024 - 2029		
ATTRIBUTES	Landscape, private spaces, archaeological finds, organic finds, masonry work.	RESOURCES	STAKEHOLDERS Local authorities, commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES € 4,500,000.
ACTION	Villa San Marco excavation and securing project See Programming 2024 - 2026		
ATTRIBUTES	Landscape, private spaces, archaeological finds, organic finds, masonry work.	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES € 200,000 (2024-2026).
ACTION	Conservation and enhancement of the House of Compluvium See Programming 2025-2027		
ATTRIBUTES	Landscape, private spaces, archaeological finds, organic finds, masonry work.	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES € 800,000 (2025-2027).

Strategic Objective

Excavation and Conservation

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values, artistic values)

ACTION	Excavation and securing of the ancient entrance to the Villa of the Mysteries See Programming 2025-2027		
ATTRIBUTES	Private spaces, decorative features, masonry work.	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES € 996.564,64 (2025-2027).
ACTION	Conservation and enhancement of the House of Arianna See Programming 2025-2027		
ATTRIBUTES	Private spaces, decorative features, masonry work.	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES € 1.910.982,61 (2025-2027).
ACTION	Conservation of the decorative features of the Insula occidentalis and House of Castricio See Programming 2025-2027		
ATTRIBUTES	Private spaces, decorative features, masonry work.	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES € 1.379.860 (2025-2027).
ACTION	Consolidation, conservation and enhancement of Porta Nola and Porta Nocera See Programming 2025-2027		
ATTRIBUTES	Private spaces, decorative features, masonry work.	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES € 3.725.780 (2025-2027).



Strategic Objective

Risk management

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values)

Specific Target A.5: Major hazards and climate change

ACTION	Micro Covers Extension of use, started in 2022, of ‘micro-coverings’ to larger portions of the site (especially in the inner areas of the insulae that cannot be visited): localised coverings made of materials which are sustainable (in environmental and economic terms) to protect in particular plastered walls exposed to the weather. The project, entitled “Pompei si veste” (‘Pompeii gets dressed’), aims at improving the protection and sustainability of the architectural heritage. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024 - 2029		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Commercial enterprises, universities (Politecnico di Milano), research institutes.
			FINANCIAL RESOURCES Resources allocated in some excavation and conservation measures.
ACTION	Photovoltaic roof tiles Installation of terracotta photovoltaic tiles on the roofs of the site to produce electricity for lighting the frescoes. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024 - 2029		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES Resources allocated in some excavation and conservation measures.
ACTION	Securing and roofing works at the second Villa Arianna complex in Castellammare di Stabia . See Programming 2024 - 2026		
ATTRIBUTES	Other museums, archaeological parks, historical buildings.	RESOURCES	STAKEHOLDERS Commercial enterprises.
			FINANCIAL RESOURCES € 200,000 (2024-2026)

Strategic Objective Risk management

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values)

ACTION	Safety & security Adoption of a Sustainable Management Model: a programme of integrated measures to ensure the continued rise of qualitative standards in the area of conservation and use of the archaeological site, with a view to conservation, management, environmental and economic sustainability.	
	ATTRIBUTES Entire archaeological area.	RESOURCES STAKEHOLDERS Commercial enterprises, universities, research institutes.
		FINANCIAL RESOURCES To be identified.
ACTION	Construction of Porta Nola storage depots The depots/conservation workshops will house approximately 90,000 artefacts (terracotta, metal, glass, stone, jewellery, frescoes). The aim is to make the new repositories, revised with a view to sustainability and minimisation of the impact on the landscape, an example of the integration of the new with the old, as well as part of an urban redevelopment project that activates a system of relations with the surrounding territory, so as to make the site of Pompeii increasingly accessible to the local community. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029	
	ATTRIBUTES Archaeological finds, organic remains, landscape, walls.	RESOURCES STAKEHOLDERS Commercial enterprises, universities, research institutes.
		FINANCIAL RESOURCES € 4.614.685,73



Strategic Objective

Monitoring the state of conservation and maintenance of the attributes that convey the Outstanding Universal Value

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values, artistic values)

Specific Target A.1: Monitoring

ACTION	Constant monitoring by updating monitoring sheets and GIS platform with the Packard Humanities Institute Since 2011, the Archaeological Park of Herculaneum, with the support of the PHI Herculaneum Conservation Project, has developed a monitoring system that involves the drafting of degradation reconnaissance sheets, which can be filled out directly in digital format or entered through manual data entry into a constantly updated GIS platform, on the basis of which the technicians in charge draw up the plans for routine and major maintenance. During maintenance cycles, the sheets are updated, on which the planning of subsequent maintenance cycles is based. This tool for recognising the state of preservation constitutes the informative heart of all the subsequent data analysis activities by the technicians in charge and the elaboration of the maintenance intervention plans. The development of its potential to support strategies and projects represents a very powerful tool to support decision-making within the Park. The rationale is to prioritise programmed maintenance and to reduce, as far as possible, the need for restoration, with a process-oriented and step-by-step character. See Strategic Plan		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS PHI, commercial enterprises. FINANCIAL RESOURCES The resources for this measure are included in the resources related to the specific objectives of routine and major maintenance, as monitoring measures in parallel and as a prerequisite to these.

Specific Target A.2: Routine Planned Maintenance

ACTION	Archaeological and Architectural Structures and Decorative Artefacts from Excavations (Cycles II) with the Packard Humanities Institute Second routine maintenance cycle, designed on the basis of the results obtained during the first cycle, which ended in February 2023. The interventions are carried out through the Framework Agreement procedure, which, applied in 2015 an innovative way to cultural heritage, allows for greater management flexibility. See Strategic Plan		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS PHI, commercial enterprises. FINANCIAL RESOURCES € 5,000,000

Strategic Objective

Monitoring the state of conservation and maintenance of the attributes that convey the Outstanding Universal Value

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values, artistic values)

ACTION	Cycle II design of interventions on decorated surfaces in collaboration with Packard Humanities Institute		
	Routine maintenance project between the first and second maintenance cycles aimed at ensuring the preservation of the conditions of conservation of valuable decorated surfaces, wall and floor coverings as a result of particularly high tourist numbers. Planning June 2023; execution September 2023-June 2024. See Strategic Plan		
ATTRIBUTES	Decorative features -wall and floor.	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES € 214,489
ACTION	Maintenance of facilities and infrastructure for correct water drainage in collaboration with Packard Humanities Institute		
	Routine maintenance project between the first and second maintenance cycles to maintain correct rainfall disposal, with cleaning of the extrados of the roof structures and drainage systems and maintenance work on the secondary wastewater system. See Strategic Plan		
ATTRIBUTES	Entire component (Herculaneum, Theatre, Papyrus Villa).	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES € 237,100
Specific Target A.3: Planned major maintenance			
ACTION	The ‘simple’ major maintenance cycle in collaboration with Packard Humanities Institute		
	Second cycle of major maintenance, so-called “simple” in that it aims to re-establish conditions of safety and decorum by means of interventions of a non-routine nature (replacement of elements, refurbishment, etc.) which, as they do not structurally affect the buildings, have a repetitive and standardised character with spread over the entire site. See Strategic Plan		
ATTRIBUTES	Public and private spaces, decorative features, masonry, road system.	RESOURCES	STAKEHOLDERS Commercial enterprises.
			FINANCIAL RESOURCES € 2,454,750 (2026)



Strategic Objective

Monitoring the state of conservation and maintenance of the attributes that convey the Outstanding Universal Value

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values, artistic values)

ACTION	House of the Deer in collaboration with Packard Humanities Institute Complex major maintenance: the aim is to replace the existing roofs, which are in a serious state of decay, and to secure decorative features of the domus. See Strategic Plan	
	ATTRIBUTES Private Spaces, masonry, decorative features.	RESOURCES STAKEHOLDERS Commercial enterprises, universities, research institutes. FINANCIAL RESOURCES € 585,000 <i>Source of funding:</i> Ministry of Culture funds
ACTION	Interventions on Insula Orientales I-II and urgent interventions in some of the neighbouring insulae in collaboration with Packard Humanities Institute Complex major maintenance: Insulae Orientales I and II and the neighbouring Insulae IV and V present widespread criticalities, despite the many works effected since 2005. This intervention takes the form of a further programme of urgent and unpostponable works that will continue to be carried out, advancing according to priority, in the insulae in question. In fact, it is planned to continue with projects "in stages", in order to find the necessary funds more easily and, at the same time, to have a less complex management of the administrative and construction process. See Strategic Plan	
	ATTRIBUTES Public and private spaces, road system, epigraphic evidence, decorative features, masonry.	RESOURCES STAKEHOLDERS Commercial enterprises, universities, research institutes. FINANCIAL RESOURCES € 1,450,000 <i>Source of funding:</i> L.205/2017, art.1-1072
ACTION	Interventions on Insula III and VI in collaboration with Packard Humanities Institute The objectives of this major maintenance campaign include the conservation of archaeological structures, decorative features and precious finds (such as artefacts in charred wood), the safe use of the spaces (part of which are currently open to the public) and, finally, the expansion of the range of visits thanks to the opening (or reopening) of additional rooms. See Strategic Plan	
	ATTRIBUTES Organic remains, public and private spaces, road system, epigraphic evidence, decorative features, masonry.	RESOURCES STAKEHOLDERS Commercial enterprises, universities, research institutes. FINANCIAL RESOURCES To be defined.

Strategic Objective

Monitoring the state of conservation and maintenance of the attributes that convey the Outstanding Universal Value

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values, artistic values)

ACTION	Interventions on Insula IV and V in collaboration with Packard Humanities Institute The objectives of this major maintenance campaign are both the conservation of the archaeological structures, the decorative apparatuses and precious artefacts (such as charred wood artefacts), the safe use of the spaces (part of which are currently open to the public) and, finally, the expansion of the range of visits thanks to the opening (or reopening) of additional rooms. See Strategic Plan		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutions.
FINANCIAL RESOURCES To be defined			
ACTION	Seafront Works in collaboration with Packard Humanities Institute Conservation of underground areas for the reconnection of the ancient city to the Ancient Beach. The project is a natural continuation of the enhancement of the Ancient Beach and the seafront of Herculaneum, begun with the works of the 'Ancient Beach' project. In addition to the conservation of the structures and decorations, the project also aims to extend accessibility of the site and the visiting opportunities on offer, as it deals with the underground rooms in insulae II and III, which have never before been open to the public. See Strategic Plan and Heritage Impact Assessment		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
FINANCIAL RESOURCES € 6,912,850			



Strategic Objective

Excavation and Conservation

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values, artistic values)

Specific Target A.4: Excavation and conservation projects

ACTION	<p>Suburban Baths</p> <p>The intervention is aimed at substantially reducing the degradation of the archaeological structures and decorative features. At the same time, it aims at acquiring the necessary knowledge to be able to plan further measures that may favour a better protection of the baths complex. The latter, once reopened to the public, will be visited along specially designed internal routes with innovative solutions for a more engaging visitor experience.</p> <p>See: Strategic Plan, Heritage Impact Assessment</p>	
ATTRIBUTES	Decorative features, masonry, walls, epigraphic evidence, hydraulic systems, public and private spaces.	<p>STAKEHOLDERS</p> <p>Commercial enterprises, universities, research institutes.</p>
		<p>FINANCIAL RESOURCES</p> <p>€ 4,500,250</p> <p><i>Source of funding:</i> L.190/2014, paragraphs 9 and 10 and PAE funds</p>
ACTION	<p>Conservation of the structures and decorated surfaces of the most important domus of Herculaneum</p> <p>The intervention concerns the wall and roof structures and the decorative features of the most valuable and important domus of the archaeological site which have been closed for more than a decade: House of Wattlework, House of the Tuscan Colonnad, House of the Carbonised Furniture, House of Apollo the Lyre-Player, House of the Mosaic Atrium, House of the Wooden Shrine</p> <p>One of the objectives concerns testing for seismic vulnerability.</p> <p>The intervention will also contribute to the planning of future programmed cyclical maintenance at the site, including pilot masonry consolidation works.</p>	
ATTRIBUTES	Decorative features, masonry, plumbing, walls, plumbing systems, private spaces.	<p>STAKEHOLDERS</p> <p>Commercial enterprises.</p>
		<p>FINANCIAL RESOURCES</p> <p>€3,658,490</p> <p><i>Source of funding:</i> Institutional Development Contract 'Vesuvius - Pompeii - Naples'</p>

Strategic Objective

Excavation and Conservation

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values, artistic values)

ACTION	Villa Sora This intervention in the archaeological area of Villa Sora - a large seaside residential complex located in the municipality of Torre del Greco - is aimed at stemming the ongoing degradation in open-air excavation area of the villa by means of work on the roofing, fencing, excavation fronts, masonry structures, and decorative features. A project for the installation of an advanced video surveillance system will also be included in the maintenance phase for security purposes. See Strategic Plan		
ATTRIBUTES	Other museums/parks/ historical buildings.	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES € 2,231,900 <i>Source of funding:</i> L. 190/2014 (€ 2,082,000) and PAE funds (€149,900)
ACTION	Wooden Remains House of the Relief of Telefus Conservation work on the second lot of the wooden remains from the building, the ceiling and relief-coffered ceiling of the House of the Relief of Telefus at the archaeological site of Herculaneum. The intervention aims to complete the conservation of the remaining 138 wooden fragments found during the 2009-2010 excavations on the Ancient Beach and belonging to the false ceiling of the roof of the so-called Marble Hall. In this second lot, in addition to the numerous small to medium-sized finds, some large structural elements of the roof are also included. See Strategic Plan		
ATTRIBUTES	Archaeological finds, organic remains, decorative features, masonry work, private spaces.	RESOURCES	STAKEHOLDERS Private Sponsors, commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES € 1,312,000



Strategic Objective

Excavation and Conservation

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values, artistic values)

ACTION	Carbonised single wooden finds The site has approximately 194 artefacts (all architectural elements) that are not protected in showcases but are exposed, or partially exposed, to the elements. The work of securing and major maintenance of these finds, and in part of the modern architectural features closely related to them, has the objective of safeguarding the ancient elements, preventing all occurrences of falling material and providing suitable protection. See Strategic Plan	
	ATTRIBUTES	RESOURCES
	Archaeological finds, organic remains, decorative features, masonry work, private spaces.	STAKEHOLDERS Private Sponsors, commercial enterprises, universities, research institutes. FINANCIAL RESOURCES € 963,500
ACTION	Major maintenance and conservation of carbonised wooden artefacts and their display cases located in areas closed to the public and soon to be opened PHASE I: The objective is to safeguard the artefacts by tackling the conservation of the carbonised wooden material, providing innovative protective structures that allow, at the same time, the regular inspection of the artefacts for maintenance purposes and a new way of enjoying some of the most significant finds of the site. PHASE II: The second phase of this measure includes the conservation of the remaining 17 wooden artefacts, located in areas open to the public or along visitor routes, to complete the preservation of all the carbonised artefacts on the archaeological site. See Strategic Plan	
	ATTRIBUTES	RESOURCES
	Archaeological finds, organic remains, decorative features, masonry work, private spaces.	STAKEHOLDERS Private sponsors, commercial enterprises, universities, research institutes. FINANCIAL RESOURCES € 4,043,000 PHASE I: € 2,359,000 and PHASE II: € 1,684,000

Strategic Objective

Excavation and Conservation

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values, artistic values)

ACTION	<p>New Excavations</p> <p>Maintenance, conservation and management of hydrogeological factors in the area of the so-called Scavi Nuovi. This is a complex project involving major maintenance, water management, escarpment conservation, improving the accessibility of the area of the 'Scavi Nuovi' and its connection with the ancient city as part of the formulation of the Park's plan for the elimination of architectural barriers. These interventions are accompanied by targeted excavation works and non-routine maintenance of the decorative and architectural features, as part of a broader redesign of accessibility within and between the various archaeological areas.</p> <p>See: Strategic Plan, Heritage Impact Assessment</p>		
ATTRIBUTES	Entire archaeological area, walls, landscape, suburban villas.	RESOURCES	<p>STAKEHOLDERS</p> <p>Commercial enterprises, universities, research institutes.</p> <hr/> <p>FINANCIAL RESOURCES</p> <p>€ 6,220,000</p> <p><i>Source of funding:</i> CIPE FSC funds 2014-2020 (€ 3,720,000) and, L. 232/2016, art. 1 paragraph 140 (€ 2,500,000)</p>



Strategic Objective

Risk management

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values)

Specific Target A.5: Major risks and climate change			
ACTION	Pilot Project on Insula V Study by the PHI Herculaneum Conservation Project for the modelling and analysis of seismic vulnerability in Insula V. This is a “pilot” study which for the first time will address the complex issue of seismic assessment covering an entire insula of the archaeological site, in which one can recognise multiple and diverse degrees of complexity and interrelation of the structures that constitute it. The results of the study will inform subsequent vulnerability analysis measures, extended to the entire archaeological site. See Strategic Plan		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
FINANCIAL RESOURCES To be defined.			
ACTION	Seismic Vulnerability Study The study aims to undertake a systematic seismic vulnerability analysis for the archaeological site of Herculaneum, based on both the PHI Herculaneum Conservation Project study of Insula V and the pilot interventions and investigations conducted at the site over the course of the years. See Strategic Plan		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
FINANCIAL RESOURCES €1,019,000 <i>Source of funding:</i> PaErco co-funding and Law 205/2017, art. 1 paragraph 1072 (years 2028-2032			
ACTION	Disaster Risk Prevention Plan Document that will comprehensively address Site security – both artefacts and buildings – with an analysis of all possible disasters. See: Strategic Plan		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes, visitors.
FINANCIAL RESOURCES To be defined.			

Strategic Objective

Risk management

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values)

ACTION	Monitoring and Planned Maintenance of the National Archaeological Heritage Satellite monitoring of seismic risk as part of a nationwide project.		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS National museums (Archaeological Parks of the Colosseum, Campi Flegrei, Pompeii, Paestum, Ostia Antica).
			FINANCIAL RESOURCES € 2,500,000 (for the entire project, led by the Colosseum Archaeological Park).
ACTION	Safety & security Integrated interventions aimed at raising safety standards.		
ATTRIBUTES	Entire archaeological area	RESOURCES	STAKEHOLDERS Ministry of the Interior
			FINANCIAL RESOURCES € 3,510,086 Source of funding: ERDF/ESF Operational Programme 2014-2020
ACTION	Ancient Theatre Hydrogeological risk prevention and safety works		
ATTRIBUTES	Public spaces (Ancient Theatre).	RESOURCES	STAKEHOLDERS Commercial enterprises, universities (University of Naples 'Federico II'), research institutes.
			FINANCIAL RESOURCES To be defined.



Strategic Objective

Risk management

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values)

Specific Target A.6: Smart Buildings			
ACTION	Smart Buildings Programme 1: Technological Island The Technological Island is made up of prefabricated modules, with temporary intervention and conservation spaces, built with the aid of innovative energy-saving technology; the modules are designed following an innovative and flexible approach to the issues of handling and initial treatment of archaeological material from the excavation, which is then destined for permanent storage. See Strategic Plan		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
FINANCIAL RESOURCES € 1,393,509 Source of funding: National Recovery and Resilience Plan Mission 1 investment 1.3 3 “Improving the energy efficiency of museums” 2025			
ACTION	Smart Buildings Programme 2: new storage facilities in collaboration with Packard Humanities Institute These are new storage facilities designed to guarantee the best conditions for the conservation of all types of archaeological materials. The building is conceived as a multifunctional space, with a sector open to the public aimed at enhancing the visitor experience. The storage facilities will thus be transformed from a mere place of conservation into a strategic location for a broader use of the Park’s collections, as well as for documentation, research and discovery. The project also envisages the construction of a purpose-built electrical substation, in light of the increased electrical energy required by the new structure.		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
FINANCIAL RESOURCES € 8,546,000 Source of funding: CIS “Vesuvio–Pompei–Napoli”			
Specific Target A.7: Arrangement of excavation fronts			
ACTION	Consolidation of the western escarpment – Ancient Beach/tunnel section towards the Scavi Nuovi. The section of escarpment on the Ancient Beach is the subject of a consolidation project by the PHI Herculaneum Conservation Project. This intervention is intended to complete the operations of the broader project “The Ancient Beach and Seafront of Herculaneum” and aims to ensure the safe use of the entire beach area. See: Strategic Plan, Heritage Impact Assessment		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
FINANCIAL RESOURCES € 1,100,000			

Strategic Objective

Risk management

Values involved: OUV | Other values (Historical and cultural values, landscape, geological and natural values)

ACTION	East Front	
	<p>Definitive stabilisation of the EAST front of the excavations.</p> <p>The objectives of the project are to restore stability to the front, with solutions that reconcile safety, conservation, enhancement of archaeological finds and respect for the landscape values contained therein.</p> <p>See: Strategic Plan, Heritage Impact Assessment</p>	
ATTRIBUTES	Entire archaeological area, walls, landscape.	RESOURCES STAKEHOLDERS Commercial enterprises, universities, research institutes.
		FINANCIAL RESOURCES € 2,300,750 <i>Source of funding:</i> co-financing PaErco and Law 205/2017, art. 1 paragraph 1072
ACTION	South Escarpment	
	<p>Consolidation and securing of the SOUTH front</p> <p>The definitive consolidation of the southern escarpment will be addressed in the long-term planning. At the moment, maintenance works are planned for its conservation and the safe use of the ancient shoreline area, as part of the works "Ancient Beach and Sea Front of the Herculaneum excavations...".</p> <p>See: Strategic Plan, Heritage Impact Assessment</p>	
ATTRIBUTES	Entire archaeological area, walls, landscape.	RESOURCES STAKEHOLDERS Commercial enterprises, universities, research institutes.
		FINANCIAL RESOURCES To be defined.
ACTION	North/West Front Redevelopment	
	<p>Stabilisation of the escarpments, Bourbon tunnels and the use of the areas along the borders and the vertical connection with the new park in Via Mare.</p> <p>This intervention aims at facilitating the use of the areas along the north-western borders of the site and is in line with the provisions of the Via Mare Agreement of 2014, with the objective of bringing the ancient city closer to the modern one. In particular, the intervention envisages the consolidation of the western front in correspondence with the Basilica Noniana and the creation of vertical connections for the access to the new green area of Via Mare inside the Park.</p> <p>See: Strategic Plan, Heritage Impact Assessment</p>	
ATTRIBUTES	Entire archaeological area, walls, landscape.	RESOURCES STAKEHOLDERS Commercial enterprises, universities, research institutes.
		FINANCIAL RESOURCES € 1,659,150 <i>Source of funding:</i> CIS "Vesuvio-Pompei-Napoli".



Action Plan B

Research and Innovation



Strategic Objective

Applied Research

Values involved: OUV | Other values (Social and economic values, historical and cultural values, landscape, geological and natural values)

Specific Target B.1: Conservation Studies

Monitoring, consolidation and conservation of archaeological structures by means of innovative tools and specific projects:

- Development of a prototype robot named RINGHIO, capable of moving autonomously around the archaeological site and acquiring high-resolution images of masonry and frescoes. The images are then analysed by artificial intelligence algorithms so as to automatically identify any anomalies and criticalities. The project is being realised thanks to a framework agreement with the Italian Institute of Technology.
- Development of a bio-inspired robot named the 'Plantoid', capable of moving and growing inside narrow cavities, such as those between walls and frescoes. The Plantoid can be used to inspect cavities and apply adhesive materials for the consolidation of frescoes. The project is being realised thanks to a framework agreement with the Italian Institute of Technology
- The RePAIR Project (Reconstructing the Past: Artificial Intelligence and Robotics meet Cultural Heritage) aims to use advanced artificial intelligence and robotics technology for the reconstruction of archaeological finds reduced to fragments. The project is funded by the European Commission, with Horizon 2020 funds, and is realised thanks to the collaboration with several Italian and foreign partners. Project coordinator is the Ca'Foscari University of Venice.
- Project for the re-imagining of Pompeian wall paintings with the use of non-invasive and non-destructive techniques such as Hyperspectral Imaging (HSI) in two different operating ranges, VIS-NIR (400-1000 nm) and SWIR (900-1700 nm). Project realised thanks to a framework agreement with the Italian Institute of Technology.
- Survey of cultural heritage using high-definition laser scanner images for the purpose of cataloguing and processing data acquired. Agreement implementation under the Framework Agreement with the University of Salerno.
- Research projects for the optimisation of the monitoring system of the Archaeological Park of Pompeii by means of a new IT tool for field and remote monitoring aimed at rapidly and systematically recording a large amount of data on the state of conservation of the Park's architectural, structural and decorative heritage, through a series of innovative methodologies and approaches developed by the Archaeological Park of Pompeii with the support of the Department of Civil Engineering.
- The park is reinforcing its instrumental monitoring system, with the acquisition of innovative sensors, and has also joined the Cosmo SkyMed SAR interferometric monitoring programme in collaboration with EGeos. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029

ACTION

ATTRIBUTES

Entire archaeological area.

RESOURCES

STAKEHOLDERS

Universities, research institutes, commercial enterprises.

FINANCIAL RESOURCES

RePAIR: € 301,763

Funding source: Horizon 2020

The other measures are covered by convention agreement.

Strategic Objective

Applied Research

Values involved: OUV | Other values (Social and economic values, historical and cultural values, landscape, geological and natural values)

ACTION	Seismic analysis The Park cooperates with several universities, including the National Institute of Geophysics and Volcanology, and other archaeological parks to assess the seismic vulnerability of archaeological structures. <ul style="list-style-type: none"> Project MiRA (Multi-Risk Analysis of the Vulnerability of Archaeological Sites) aims to develop advanced models for the simulation of the seismic behaviour of archaeological sites and seismic site micro-zoning. Seismic Protection of Archaeological Museum displays involves the experimentation of seismic dissipation devices for protection the effect of seismic activity on statues. The case study chosen is the Oplontis Museum. Research carried out in collaboration with the Department of Civil Engineering of the University of Ferrara. Dynamic monitoring aimed at assessing the seismic vulnerability of buildings and non-structural elements in archaeological contexts, in particular the bath complexes of Pompeii. The research is carried out in collaboration with the Polytechnic University of Bari. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029	
	<div>ATTRIBUTES</div> Entire archaeological area.	<div>RESOURCES</div> <div>STAKEHOLDERS</div> Universities, research institutes, Archaeological Parks. <div>FINANCIAL RESOURCES</div> Convention agreement operations <i>Funding source:</i> National Recovery and Resilience Plan MUR -PNRR funds (MiRA)
ACTION	Germplasm and Biodiversity Bank (plant and animal species) with the goal of taking a census of the living species present in the area of reference (Pompeii and its ancient and modern cultivable land), developing field collections and undertaking studies, research and experimentation so as to identify and select plant species with characteristics ever closer to ancient ones. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029	
	<div>ATTRIBUTES</div> Entire archaeological area, organic remains, landscape.	<div>RESOURCES</div> <div>STAKEHOLDERS</div> Universities, research organisations, third sector organisations. <div>FINANCIAL RESOURCES</div> Convention agreement operations.
Specific Target B.2: Archaeological excavations and research concessions		
ACTION	Research and excavation concessions granted to universities and national and international research and conservation institutes , with duration varying according to objectives.	
	<div>ATTRIBUTES</div> Entire archaeological area.	<div>RESOURCES</div> <div>STAKEHOLDERS</div> Universities, research institutes. <div>FINANCIAL RESOURCES</div> Convention agreement operations.



Strategic Objective

Digital Transition

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

Specific Target B.3: Digital Archaeological Parks

ACTION	Open.Pompeii A very substantial online archive with an immense wealth of data, collected over decades and significantly increased in recent times, made accessible thanks to the Great Pompeii Project. The archive is available and accessible to all, with the possibility of interacting and integrating useful information. Available online are data, information, images and videos concerning each archaeological structure, houses and buildings, artefacts, on-site or relocated frescoes, with an indication of their provenance and current location, e.g. in a museum or in storage, with a related bibliography and the possibility of cross-referencing data. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Universities, research institutes, commercial enterprises. FINANCIAL RESOURCES To be defined.
ACTION	Geographic Information System Mapping and Iconographic analysis of the Park's photographic heritage Iconographic analysis of the photographs present (or yet to be included) in the Open.Pompeii archive; it is planned to create an AI tool to recognise and index certain elements, relating them to the topographical data in the GIS, and make them available to the scientific community and the public via Open.Pompeii. It will thus be possible to query the system, with a simple online search, on the relationship between the progress of excavations and art-historical research. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Universities, research institutes, commercial enterprises. FINANCIAL RESOURCES To be defined.
ACTION	Updating the bibliography on Open.Pompeii by means of data harvesting See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Universities, research institutes, commercial enterprises. FINANCIAL RESOURCES To be defined.





Strategic Objective

Applied Research

Values involved: OUV | Other values (Social and economic values, historical and cultural values, landscape, geological and natural values, artistic values)

Specific Target B.1: Conservation Studies

ACTION	Experimentation in bio-restoration and bio-deterioration Application of microbial technologies applied to the development of procedures dealing with biodeterioration and biorestitution (biocleaning, bioconsolidation and biodeteriogen treatment) and aiming at the development of procedures for the cleaning and disinfection of monumental and artistic surfaces by means of natural-based products (microorganisms or their products and plants).		
ATTRIBUTES	Entire archaeological area, decorative features.	RESOURCES	STAKEHOLDERS Italian National Agency for New Technologies, Energy and Sustainable Economic Development (ENEA).
			FINANCIAL RESOURCES Action not involving the use of PAE resources free of charge with a letter of intent pending the drafting of an agreement.
ACTION	Study project on ancient mortars and tuffs Investigation of the chemical and physical properties of tuffs from the archaeological area and volcanic tuffs from major Italian quarries to assess their degree of compatibility with the original and conservation tuff used in the archaeological area.		
ATTRIBUTES	Masonry work.	RESOURCES	STAKEHOLDERS Universities (University of Bilbao).
			FINANCIAL RESOURCES € 9,890 <i>Funding Source:</i> Co-funded by the University of the Basque Country.
ACTION	Preservation of archaeological heritage wood under the responsibility of the Archaeological Park of Herculaneum with Packard Humanities Institute Agreement with the National Research Council, Institute for Bioeconomics and PHI for: assessment of the conservation status of untreated wood; technical-scientific evaluation and research of new consolidation treatments; experimentation of treatments; evaluation and study of wood treated with paraffin in the past.		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS CNR-Institute for the Bioeconomy and IPBC.
			FINANCIAL RESOURCES € 16,000

Strategic Objective

Applied Research

Values involved: OUV | Other values (Social and economic values, historical and cultural values, landscape, geological and natural values, artistic values)

ACTION	<h3>The Weapons of the Ancient Beach Soldier</h3> <p>The conservation work will be conducted by carrying out an in-depth study of the artefact in order to understand the composition and shape of the various constituent elements and reconstruct the original appearance; it is planned to further the diagnostic campaign with XRF, but also to carry out CT scans with a microfocus source. The study will be accompanied by documentation that will effectively illustrate what emerged from the investigations and observations, allowing the work to be kept track of and passed on to the public. Following this preliminary phase, an assessment will be made as to how best to conduct the conservation work: in particular, it will be necessary to understand what should be removed for conservation purposes, what to remove in order to recover the aesthetic readability of the artefact, and how to proceed in order to best present the artefact (additions and display support).</p> <p>See Strategic Plan</p>		
ATTRIBUTES	Archaeological finds, organic remains.	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES € 90,000
ACTION	<h3>Ancient Beach Boat</h3> <p>Preliminary study for the conservation of the carbonised wooden boat from the Ancient Beach.</p> <p>The boat found in the 1980s on the Ancient Beach is in need of renewed conservation that takes into account the latest technologies. The primary objectives of the project will be the design and implementation of a major maintenance operation on the inner planking and outer hull of the vessel, including the design of a structure capable of lifting and tilting the wreck, and the design and implementation of an earthquake-proof support for the exhibition of the artefact.</p> <p>See Strategic Plan</p>		
ATTRIBUTES	Archaeological finds, organic remains.	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES € 1,450,400



Strategic Objective

Applied Research

Values involved: OUV | Other values (Social and economic values, historical and cultural values, landscape, geological and natural values, artistic values)

ACTION	The College of the Augustales Maintenance, protection and conservation of the Keeper’s Room The project provides for the protection, maintenance and conservation of the so-called ‘caretaker’s room’ in the Hall of the Augustales: this involves work on the structural elements and decorative features, including the excavation of the carbonised wooden bed found there, on which lie the skeletal remains of one of the victims of the eruption. See Strategic Plan		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Commercial enterprises, universities (Universities of Bordeaux and Limoges), research institutes.
FINANCIAL RESOURCES € 180,000 <i>Funding Source:</i> private financing from Art Bonus (€ 59,500) + Ministry of Culture co-financing Art Bonus 2021 (€120,600)			
Specific Target B.2: Archaeological excavations and research concessions			
ACTION	At the origins of Herculaneum Acquiring information on the earliest phases of the city through extensive excavations of three of the largest green areas in the Park The excavation will be carried out in an area that has not yet been archaeologically explored and will be implemented through experimental stratigraphic survey procedures, recovery of artefacts and documentary recording. See Strategic Plan		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Donors, commercial enterprises, universities, research institutes
FINANCIAL RESOURCES € 1,380,400 <i>Funding Source:</i> Bixler bequest.			

Strategic Objective

Digital Transition

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

Specific Target B.3: Digital Archaeological Parks

ACTION	Digital Herculaneum Digitalisation of the Park's heritage with the development of apps and content for enjoyment and research. In particular, server system maintenance; platform implementation for cataloguing and data management; enrichment and updating of services for public use; Management and updating of the Park's digital platform/website; Presentation and scientific divulgation of the project. See Strategic Plan		
ATTRIBUTES	Archaeological finds, organic remains, statuary, decorative features, epigraphic evidence.	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutions.
			FINANCIAL RESOURCES € 845,833 (2025-2027)
ACTION	Digital Archive Implementation of the Park's open source digital archive. Structuring the digital archiving system for administrative, technical and scientific documentation, defining how it is to be implemented and used, and training park staff. See Strategic Plan.		
ATTRIBUTES	Archaeological finds, organic remains, statuary, decorative elements, epigraphic evidence.	RESOURCES	STAKEHOLDERS Commercial enterprises, universities, research institutes.
			FINANCIAL RESOURCES Does not require specific funding.



Action Plan C

EDUCATION AND COMMUNICATION



Strategic Objective

Heritage Education

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

Specific Target C.1: Education and training			
ACTION	Establishment of a special public-private partnership with the aim of defining a participative programme of integrated management of activities for different audiences: <ul style="list-style-type: none">• setting up of a permanent space dedicated to education (Children Museum);• initiation of educational, didactic and training activities (guided tours, didactic workshops, vocational courses, advanced training courses for adults, summer schools, training support for Park staff, production and sale of educational publishing products, sale of games and comics);• launch of recreational, leisure and cultural activities (conferences, book presentations, theatre/cinema reviews, concerts);• launch of online activities (didactics, initiatives in the metaverse, virtual reality). See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
ATTRIBUTES	Entire archaeological area.	RESOURCES	<div>STAKEHOLDERS</div> Commercial enterprises, local authorities, schools, local community, private sponsors. <div>FINANCIAL RESOURCES</div> Children’s Museum: € 4,412,696
ACTION	Library and guest accommodation <p>At the state-owned St. Paulinus building. The new library will consist of two floors, the basement and ground floor of the building, while the first floor will be used as accommodation for scholars and research and excavation missions. It is planned to upgrade the outdoor spaces, which will connect the library to the Park offices and provide a place for scholars to rest and socialise.</p> See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
ATTRIBUTES	Entire archaeological area.	RESOURCES	<div>STAKEHOLDERS</div> Museums, national governance bodies, local authorities <div>FINANCIAL RESOURCES</div> € 2,500,000
ACTION	Annual Workshops <p>The Park’s objective is to organise training courses and workshops to promote new technologies and methodologies applied to the protection and conservation of the archaeological heritage. Through the sharing of best practices and constant updating on the latest innovations in the sector, the Park intends to train highly qualified and competent professionals. The training courses and workshops will be structured to meet the needs of a very diverse audience, from archaeologists to restorers, from technicians to public officials.</p> See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
ATTRIBUTES	Entire archaeological area.	RESOURCES	<div>STAKEHOLDERS</div> National governance bodies, universities, research organisations <div>FINANCIAL RESOURCES</div> Convention agreement operations

Strategic Objective Heritage Education

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

ACTION	Training courses and Work Experience with local schools See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029.		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Schools, Buffer Zone municipalities.
			FINANCIAL RESOURCES Convention agreement operations.
ACTION	Traineeships and internships See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029.		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Universities, Buffer Zone municipalities.
			FINANCIAL RESOURCES Convention agreement operations.



Obiettivo strategico

Conveyance of the OUTSTANDING UNIVERSAL VALUE

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

Specific Target C.2: Implementation of the communication strategy			
ACTION	E-Journal of the excavations of Pompeii A free and open access digital platform, active since 2023, providing the scientific community and the public, directly and independently from other bodies or publishers, news and preliminary reports on excavation projects, research and conservation in the Park's premises. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Universities, research institutes, commercial enterprises.
			FINANCIAL RESOURCES € 140,000
ACTION	Updating and restyling the website to ensure faster real-time information for the public.		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Commercial enterprises, newspapers, visitors.
			FINANCIAL RESOURCES € 90,000
ACTION	Implementation of the digital editorial plan with scientific content, photos and stories about new discoveries, as well as practical information to make visiting easier with content, in Italian and in English, differentiated according to target audience. The goal is to further refine the storytelling to reach a wide audience (aiming, in the 2025-2030 management cycle, to reach over 2 million followers on social media).		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Newspapers, visitors.
			FINANCIAL RESOURCES Internal measures € 5,000 per year for sponsorships

Obiettivo strategico

Conveyance of the OUTSTANDING UNIVERSAL VALUE

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

ACTION	Realisation of targeted advertising campaigns , in particular for the promotion of the smaller sites of Greater Pompeii, including those of the Unesco Site (Oplontis, Stabia, Boscoreale) as well as for any special events.		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Commercial enterprises, newspapers, visitors.
			FINANCIAL RESOURCES € 80,000 per year
ACTION	Publishing products Continuation of the Institute’s scientific publications (including the Series of Studies and Research of the Archaeological Park of Pompeii)		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Publishing houses, cultural institutions and foundations.
			FINANCIAL RESOURCES € 150,000
ACTION	Promotion of and participation in discussion, in-depth study and dissemination initiatives Participation in conferences, trade fairs and round tables, in cooperation with other organisations and research institutes.		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Publishing houses, cultural institutions and foundations, research organisations, universities.
			FINANCIAL RESOURCES Convention agreement operations



Strategic Objective

Heritage Education

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

Specific Target C.1: Education and Training

ACTION	Training courses for local schools in the context of Work Experience Schemes, starting with co-designing relationships with teachers and in partnership with other institutions, museums and cultural assets, and empowering processes for young people and other actors in the area, enhancing the role of the archaeological site as a place for active involvement of the local community and for training and education. See Strategic Plan		
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Ministry of Education, local schools.
			FINANCIAL RESOURCES Does not require specific funding.
ACTION	Educational activities Broadening of the educational activities on offer for schoolchildren of all levels visiting the Park in cooperation with local business interests. Broadening of the educational programme on the occasion of exhibitions and events/special days. See Strategic Plan		
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Education workers, guides/tour operators.
			FINANCIAL RESOURCES Does not require specific funding.
ACTION	UNESCO World Heritage Volunteering Relaunch of the action camp held in 2019 with the broad participation of young people from schools and youth associations in the buffer zone with the aim of letting future citizens of the area experience the day-to-day management of the UNESCO Site and of making them already active ambassadors of their heritage for foreign youngsters with whom they share a unique and engaging experience. See Strategic Plan		
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Buffer Zone municipalities.
			FINANCIAL RESOURCES € 35,000
ACTION	Traineeships and internships for university students through the development of agreements with national and international universities and research organisations. The Park as a true training ground for the application of multidisciplinary knowledge. See Strategic Plan		
ATTRIBUTES	The measure does focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Universities, research institutes.
			FINANCIAL RESOURCES Does not require specific funding.

Strategic Objective

Conveyance of Outstanding Universal Value

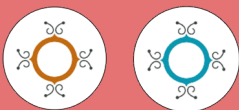
Values involved: OUV | Other values (Social and economic values, artistic values historical and cultural values, landscape, geological and natural values)

Specific Target C.2: Implementation of the communication strategy			
ACTION	New publishing products Identification of a line of online digital publishing products and feasibility analysis regarding payment methods and financial support for specific digital products. See Strategic Plan		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Publishing houses, cultural institutions and foundations.
			FINANCIAL RESOURCES Expenses to be borne by the PAE Ticket Office.
ACTION	Debate, in-depth analysis and dissemination Participation in conferences and round tables, cooperation with other research organisations and institutes to develop different avenues of research. See Strategic Plan		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERSPublishing houses, cultural institutions and foundations, research organisations, universities.
			FINANCIAL RESOURCES € 85,000
ACTION	Scientific Editions Publication of collections of finds. See Strategic Plan		
ATTRIBUTES	Archaeological finds.	RESOURCES	STAKEHOLDERS Publishing houses, cultural institutions and foundations, research organisations, universities.
			FINANCIAL RESOURCES € 55,000
ACTION	Social Media, Press Office and Advertising Campaigns Implementation of social media and press office initiatives and targeted advertising campaigns for the conveyance of Values. Management of the Park's social media channels, with creation of specific original multimedia content to accompany all of the Park's activities. Customisation of ministerial campaigns. Management of the online community. Managing the Park's press channels, with specific press-oriented content to accompany all the Park's activities. Organisation of press conferences to present the results of major activities. Identity-oriented publicity campaign to extend and reinforce the Park's values to the different audiences the Park addresses. See Strategic Plan		
ATTRIBUTES	The measure does focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Newspapers, visitors.
			FINANCIAL RESOURCES € 421,360



Action Plan D

ACCESSIBILITY AND EXPERIENCE



Strategic Objective

Expansion of services to the public and inclusivity

Values involved: OUV | Other values Altri (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

Specific Target D.1: Development of new reception services

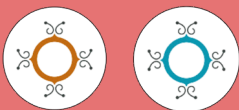
ACTION	Green ring The green ring, in the area outside the walls, is intended to ensure a full and all-inclusive enjoyment with rest and relaxation areas, play areas, multiple and multi-sensory pedestrian, vehicular and bicycle paths where it is possible to take in the uniqueness of a cultural heritage consisting of archaeology, architecture, natural heritage, biodiversity and landscape. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
ATTRIBUTES	Road system, landscape, public and private spaces, walls, Vesuvius.	RESOURCES	STAKEHOLDERS Commercial enterprises. FINANCIAL RESOURCES € 7,980,411
ACTION	New access route connected to the city centre A new illuminated pathway, starting from the Piazza Immacolata entrance, will allow visitors to enter the Park and safely visit, even after sunset, some of the Park's most significant sites, including the Porta Nocera Necropolis, the Large Palaestra, the Amphitheatre, and several Domus. A new lighting system will also be realised thanks to the financial support of the Municipality of Pompeii, and, through public partnerships involving companies in the lighting and energy sector.		
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Local authorities, commercial enterprises. FINANCIAL RESOURCES € 1,200,000 (to be added to what has already been invested and implemented in recent years, also with the contribution of the PON Legality and PNC ERDF 2014-2020 funds that financed the intervention in the Insula of the Chaste Lovers).
ACTION	Creation of cultural services, with a conservation school and extensive storage facilities for archaeological finds, at the Royal Arms Factory of Torre Annunziata See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
ATTRIBUTES	Archaeological finds, organic remains, handicrafts.	RESOURCES	STAKEHOLDERS Local authorities, Buffer Zone municipalities, commercial enterprises. FINANCIAL RESOURCES € 13.834.435 <i>Source of funding:</i> CIS "Vesuvio-Pompei-Napoli"

Strategic Objective

Expansion of services to the public and inclusivity

Values involved: OUV | Other values Altri (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

ACTION	Restoration and enhancement of the Reggia di Quisisana in Castellammare di Stabia . Restoration of the botanical garden to enhance the identity of the natural environment, restoration and consolidation work on the Torre Colombaia. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
ATTRIBUTES	Archaeological finds, organic remains, landscape.	RESOURCES	STAKEHOLDERS National governance bodies, local authorities, Buffer Zone municipalities, commercial enterprises.
			FINANCIAL RESOURCES € 7,744,458 <i>Source of funding:</i> CIS “Vesuvio–Pompei–Napoli”
ACTION	Reorganisation of the archaeological deposit of the Forum Granaries to increase its use. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
ATTRIBUTES	Archaeological finds, organic remains, statuary, casts.	RESOURCES	STAKEHOLDERS National governance bodies, local authorities, Buffer Zone municipalities, commercial enterprises.
			FINANCIAL RESOURCES € 975,000 <i>Source of funding:</i> CIS “Vesuvio–Pompei–Napoli”
ACTION	Enhancement of the Archaeological Area of Stabia. Creation of an organic programme of projects aimed at improving the protection and enhancement of the site. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS National governance bodies, local authorities, Buffer Zone municipalities, commercial enterprises.
			FINANCIAL RESOURCES € 5,602,442



Strategic Objective

Expansion of services to the public and inclusivity

Values involved: OUV | Other values Altri (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

ACTION	Completion of works at the Royal Bourbon Powder Mill in Scafati Re-opening to the public of the urban park, including the renovation of the two Guards Halls and the former Guards Pavilion, with access from the Municipality of Pompeii. The redevelopment of the huge building of the former Tobacco Drying House (already started in 2023) will make it possible to enrich the public spaces of the Pompeii Innovation Hub, an innovative research and development centre on the themes of agriculture and ancient cultivation as elements of protection and valorisation of the cultural heritage of the Archaeological Park of Pompeii, as well as a nucleus for the conservation of the Park's germplasm bank. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029	
	ATTRIBUTES Entire archaeological area, landscape, handicrafts, archaeological finds, casts.	RESOURCES STAKEHOLDERS National governance bodies, local authorities, Buffer Zone municipalities, third sector bodies, commercial enterprises FINANCIAL RESOURCES 6.000.000,00 €
Specific Target D.2: Strengthening physical, cognitive and social accessibility		
ACTION	Great Pompeii and Pompeii Artebus integrated admission ticket	
	ATTRIBUTES Great Pompeii and Pompeii Artebus integrated admission ticket.	RESOURCES STAKEHOLDERS Commercial enterprises, concessionaires. FINANCIAL RESOURCES € 140,000
ACTION	"Pompeii, Museum for All" to complement the ongoing 'Pompeii for All' initiatives. Inclusion of Pompeii in the "Museum for All" network and production of two easy guides for people with intellectual impairments containing a series of materials in Easy to Read and Alternative Augmentative Communication (AAC) language, to be consulted and used both in preparation for and during the visit itself or later as a follow-up to the experience. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029	
	ATTRIBUTES The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES STAKEHOLDERS Third sector organisations, guides and tour operators, commercial enterprises. FINANCIAL RESOURCES To be defined

Strategic Objective

Expansion of services to the public and inclusivity

Values involved: OUV | Other values Altri (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

ACTION	Continuation of the project ‘E.LIS.A. Enjoy LIS Art’: Multimedia paths for the hearing-impaired, active since 2022 See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Third sector organisations, commercial enterprises.
			FINANCIAL RESOURCES To be defined
ACTION	Removal of architectural barriers and an increase in the number of wheelchair-accessible buildings at the Park and on peripheral sites For example the Plan “Elimination of Architectural Barriers in the Pompeii Landscape Route Outside The Walls”. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Third sector organisations, commercial enterprises.
			FINANCIAL RESOURCES € 58,500 <i>Funding source:</i> National Recovery and Resilience Plan
ACTION	Slow Pompeii Project. Customisation of visits to the Site based on the visitor’s needs and requirements. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Third sector organisations, guides and tour operators, commercial enterprises.
			FINANCIAL RESOURCES To be defined
ACTION	Accessible itinerary at Stabia Archaeological Museum at the Reggia di Quisisana. The layout of the Libero d’Orsi Museum is aimed at physical and cultural accessibility through the use of new technologies, multimedia and educational installations. See Sustainability Plan. The Pompeii Archaeological Park Strategy 2024-2029		
ATTRIBUTES	Archaeological finds, organic remains, statuary, casts.	RESOURCES	STAKEHOLDERS Third sector organisations, commercial enterprises
			FINANCIAL RESOURCES € 118,070 <i>Funding source:</i> National Recovery and Resilience Plan



Strategic Objective

Expansion of services to the public and inclusivity

Values involved: OUV | Other values Altri (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

ACTION	Visitor center project in Torre Annunziata		
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Third sector organisations, local authorities commercial enterprises
			FINANCIAL RESOURCES € 2.939.508,97
ACTION	New multifunctional building Porta Marina		
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.
			FINANCIAL RESOURCES € 4.287.209

Strategic Objective

Interpretation and Cultural Programme

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

Specific Target D.3: Interpretation and integration of cultural programme			
ACTION	Measures for the Utilisation and Valorisation of the Grand Theatre of the Amphitheatre of Pompeii See Programming 2024 - 2026		
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Universities and research institutes, conservation centres and institutes, commercial enterprises.
			FINANCIAL RESOURCES € 300,000 (2024-2026)
Specific Target D.4 Programming openings and events			
ACTION	Special Visits The opening of houses and buildings normally closed to the public due to their more vulnerable conditions of conservation. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Tour operators, local community.
			FINANCIAL RESOURCES Internal Park resources



Strategic Objective

Expansion of services to the public and inclusivity

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

Specific Target D.1: Development of new reception services

ACTION	Services to the public Bar and restaurant reception services, accessible to all - Archaeological area (Via Mare). Completion of the design for new Park reception services on the western side adjacent to Via Mare, for the creation of a restaurant and bar serving Park users, but also accessible to external users. Reception services - Visitor Centre (Via dei Papiri Ercolanesi) Enhancement of the reception services in the vicinity of the Visitor Centre with bar services, the sale of local products and a bookshop. See Strategic Plan, Heritage Impact Assessment			
	ATTRIBUTES	Entire archaeological area, historic centre, landscape, food and wine, handicrafts.	RESOURCES	STAKEHOLDERS Commercial enterprises. in the sector, third sector organisations in the area, visitors.
FINANCIAL RESOURCES € 850,000 National Recovery and Resilience Plan funds (€ 655,887) and L. 205/2017, art. 1 paragraph 1072 - annuality 2022-2033 (€ 194,113)				
ACTION	The Family Park Adoption of a family and kids friendly policy and expansion of support and infrastructure dedicated to families with children and the elderly. New narratives, visitor support and a video game aimed at families with children and at younger audiences. See Strategic Plan			
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Third sector organisations; local authorities, visitors.	
			FINANCIAL RESOURCES € 35,000	
ACTION	Expanding the international audience Strengthening of support and facilities for visitors of different nationalities. Use of eight languages for the smartphone app with on-site visit routes, the Virtual Tour, the Video Game and the main website content. See Strategic Plan			
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS International cultural institutions and foundations, guides and tour operators, visitors.	
			FINANCIAL RESOURCES € 845,833 Resources identified in the action “Ercolano Digitale” (Specific objective B.3)	

Strategic Objective

Expansion of services to the public and inclusivity

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

ACTION	Engagement with the public Engagement with the local community, through constant and increasingly active involvement in Park events and initiatives, and with more distant audiences with specific initiatives and, above all, through digital productions and projects. Promotion of partnerships with Museum Institutes, Research Institutes, Cultural Institutions and Cultural Associations abroad for public engagement initiatives. See Strategic Plan		
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS International cultural organisations and foundations, guides and tour operators, national and international museums, visitors.
			FINANCIAL RESOURCES € 45,000
Specific Target D.2: Enhancing physical, cognitive and social accessibility			
ACTION	Affordability and pricing policies Restructuring of pricing policies for different targets; relaunch of annual subscriptions and tourist cards. See Strategic Plan		
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Ministry of Culture, Campania Region (Campania Cultural Heritage Society), local cultural institutions, visitors.
			FINANCIAL RESOURCES Does not require specific funding
ACTION	Breaking down physical and cognitive barriers Structural interventions aimed at overcoming physical and cognitive barriers and improving accessibility. See Strategic Plan		
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Ministry of Culture, Third Sector Organisations
			FINANCIAL RESOURCES € 685,900 <i>Funding source:</i> National Recovery and Resilience Plan Mission 1 Investment 1.2 ""Removal of physical and cognitive barriers in museums, libraries and archives".



Strategic Objective

Expansion of services to the public and inclusivity

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

ACTION	Improving the visitor experience Improving the park experience for people with cognitive disabilities, families and groups of visitors with special needs through the creation of specific supports and dedicated itineraries. Enrichment of the routes for visitors with sensory difficulties, in cooperation with the voluntary associations in the sector, and also with the use of the services realised with the Herculaneum Digital project and in-depth content on the Website. Detailed mapping of the route for visitors with mobility difficulties, aimed at providing timely information to both visitors and reception and security staff; based on this mapping, minor improvements to the route will be implemented as part of Facility Management measures. Improved access for users with disabilities through digital modes of use. See Strategic Plan		
	ATTRIBUTES	RESOURCES	
	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site	STAKEHOLDERS Local third sector organisations, specialised companies, tourist guides, teaching professionals.	
		FINANCIAL RESOURCES € 30,000	

Strategic Objective

Interpretation and Cultural Programme

Valori coinvolti: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

Specific Target D.3: Interpretation and integration of cultural programme				
ACTION	Drafting an Interpretive Plan Preparation of a Herculaneum Heritage Interpretation Plan to strengthen the relationship between people, community and territory, making the various forms of knowledge accessible and usable through a personal and intercultural experiential pathway. The plan will be the basis for the long-term and short-term programming of all activities aimed at the dissemination of content to different categories of the public. See Strategic Plan			
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Local third sector organisations, cultural organisations and foundations, guides and tourism operators, local community, visitors.	
FINANCIAL RESOURCES € 20,000				
ACTION	New artefact heritage dissemination strategy Valorisation of the collection of artefacts on site and off site. Expansion of the Antiquarium exhibition with a section devoted to wooden artefacts, exceptionally preserved in Herculaneum. Setting up of a second exhibition jointly with the local area, this time at Villa Campolieto, in collaboration with the Fondazione Ente Ville Vesuviane, with the theme of food and edible organic remains in the ancient city. Small exhibition modules in the archaeological area with 1:1 scale 3D reproductions of wooden furniture and furnishings. See Strategic Plan			
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Commercial enterprises. concessionaires, cultural institutions and foundations.	
FINANCIAL RESOURCES € 218,900				
ACTION	New cultural routes Integration of the Park’s cultural programme with new initiatives and new cultural routes that include the cultural heritage of the Buffer Zone. Promotion of new visitor routes, also including the possibility of going beyond the boundaries of the state-owned area and penetrating the contemporary city - accompanied by narratives with specific interpretations for the blind, visually impaired, hearin-impaired, and with a specific focus on intercultural relations for non-European visitors. See Strategic Plan			
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Local authorities and cultural foundations, guides and tour operators, visitors, local community.	
FINANCIAL RESOURCES € 38,000				



Strategic Objective

Interpretation and Cultural Programme

Valori coinvolti: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

ACTION	Expansion of the on-site cultural programme Regular openings, new permanent openings and site visits Scheduled opening of the Gem House, opened on a trial basis in the years 2021-2023 only for short periods in connection with renovation projects. Periodic opening of the underground route to the Ancient Theatre, including for evening events, as part of local renovation projects. Extension of the 'Close up Cantieri' cycle of openings, involving both restorers and the park's archaeologists and architects. See Strategic Plan		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Concessionaires.
			FINANCIAL RESOURCES € 520,000

Specific Target D.4 Programming of events

ACTION	Events and festivals Designed for both the general public and the local community Organisation of the summer evening events 'I Venerdi di Ercolano' (Herculaneum Fridays), continuing from the five previous editions, aimed at a wide and also international audience. Annual programming of the cultural review 'Gli Ozi di Ercole' (The Lazy Days of Hercules), also continuing from previous editions, in collaboration with the Vesuvian Villas Foundation. See Strategic Plan		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Commercial enterprises, third sector organisations, cultural bodies and foundations.
			FINANCIAL RESOURCES € 1,056,000





Action Plan D

COMMUNITY AND TERRITORY



Strategic Objective

Building Networks

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

Specific Target E.1: Community Engagement

ACTION	I ragazzi di Plinio (Pliny's youngsters) A social-agriculture project for those with autism and/or cognitive disabilities, aimed at social and work integration and care, through the culture and beauty of the Pompeii Archaeological Park. The young people are involved in the care of the greenery, the harvesting and processing of agricultural products, and the tasting of the products themselves; these latter activities, which are experimental in nature, could be systematically structured among the visitor services offered by the Park, until they become a real economic activity. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029	
	ATTRIBUTES	RESOURCES
	Landscape, handicrafts.	STAKEHOLDERS Buffer Zone municipalities, schools, volunteers and trainees, third sector organisations, local community. FINANCIAL RESOURCES Convention agreement operations.
ACTION	Eumachi imprenditori (Eumachius Entrepreneurs) Planning and set up of a farm producing and marketing organic products in order to redevelop and revitalise the green areas of the Park territory. The project aims to provide students with the right motivation to develop an entrepreneurial initiative. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029	
	ATTRIBUTES	RESOURCES
	Landscape, handicrafts.	STAKEHOLDERS Buffer Zone municipalities, schools, volunteers and trainees, third sector organisations, local community. FINANCIAL RESOURCES Convention agreement operations.
ACTION	Sogno di Volare (Dream of Flying) A project aimed at local students, which envisages the establishment of a series of workshops - theatre, costumes, music and sound, video shooting - related to the staging and theatrical performance of a play by Aristophanes in the context of the Archaeological Park of Pompeii. The project aims to create in young people a strong sense of belonging to the cultural heritage. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029	
	ATTRIBUTES	RESOURCES
	The measure does not act on a specific attribute, but concerns the conveyance of all values expressed by the Site.	STAKEHOLDERS Buffer Zone municipalities, schools, theatre foundations, local community. FINANCIAL RESOURCES € 250,000

Strategic Objective

Building Networks

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

Specific Target E.2: Consolidation of relations with local actors			
ACTION	Special public-private partnerships for the management of agricultural areas in the Park		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Agricultural Robot Operating System, Real Estate Asset Management.
			FINANCIAL RESOURCES € 1,500,000



Strategic Objective

Sustainability

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

Specific Target E.3: Parks as sustainable places

ACTION	Eco-friendly pastures In the areas of the park still not excavated, maintenance of the grassland areas in full respect of their characteristics, ensuring weed control and natural fertilisation of the land.		
ATTRIBUTES	Landscape.	RESOURCES	STAKEHOLDERS Commercial enterprises.
			FINANCIAL RESOURCES Convention agreement operations.
ACTION	Acquae Project Re-utilisation of rainfall for non-drinking uses and for the production of electricity as well as for the rationalisation of water consumption for drinking water (Lot I).		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Commercial enterprises.
			FINANCIAL RESOURCES € 500.000
ACTION	Sustainable Pompeii Project Greenway Path in the archaeological area of Pompeii in collaboration with the Food and Agriculture Organisation of the United Nations to raise community awareness in relation to environmental, socio-economic and sustainable development issues. See Sustainability Plan. The strategy of the Archaeological Park of Pompeii 2024-2029		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS International Government Bodies, Ministry of Culture and Education.
			FINANCIAL RESOURCES Convention agreement operations.
ACTION	Pompei Partnership Establishment of a board of enterprises that will support the management of the cultural site in the selection of strategic recovery and enhancement projects.		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Commercial enterprises, private sponsors and donors.
			FINANCIAL RESOURCES € 1.400.000

Strategic Objective

Sustainability

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

ACTION	Redevelopment of the paving of the “archaeological promenade” from Viale delle Ginestre to Porta Marina with interventions of furniture and energy sustainability as well as environmental and landscape rehabilitation of the green area west of the same promenade and along Via Villa dei Misteri.		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Commercial enterprises.
			FINANCIAL RESOURCES € 2.100.000
ACTION	Routine and major maintenance of the green heritage of the Archaeological Park of Pompeii. Interventions on green areas, historic and historicized gardens, tree and shrub heritage, agricultural and productive areas, containment of ruderal vegetation and related cleanup, preparation of land for agricultural use, equipment and secondary works in the visiting routes.		
ATTRIBUTES	Entire archaeological area.	RESOURCES	STAKEHOLDERS Commercial enterprises.
			FINANCIAL RESOURCES € 2.443.358,30



Strategic Objective

Building Networks

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

Specific Target E.1: Community Engagement

ACTION	Via Mare and the local community in collaboration with Packard Humanities Institute Set-up of programmes in cooperation with a number of local actors, the social enterprise Variabile K, La Locanda di Emmaus and Seme di Pace, which, in parallel with the redevelopment of Via Mare, aim to foster social change and a new relationship with the ancient city, focusing above all on teenagers and young people, tapping their individual and collective potential and addressing shared goals, for example, through participatory art. See: Strategic Plan, Heritage Impact Assessment		
ATTRIBUTES	Historic centre, food and wine, crafts, devotional practices, artistic production, landscape.	RESOURCES	STAKEHOLDERS Third sector organisations, local community, local authorities (Municipality of Herculaneum).
			FINANCIAL RESOURCES Projects without financial commitment on the part of the Archaeological Park of Herculaneum acting in partnership with local actors.
ACTION	Socially useful community work Reinforcement of socially useful work programmes, in line with initiatives put in place from 2023 onwards in collaboration with the Ministry of Justice - Court of Naples, specifically aimed at local community members who, through unpaid work which benefits the community, have the possibility of reducing the length of their prison sentences and take advantage of the possibility of empowerment and social reintegration.		
ATTRIBUTES	Historical centre, food and wine, crafts, devotional practices, artistic production, landscape.	RESOURCES	STAKEHOLDERS Ministry of Justice - Court of Naples.
			FINANCIAL RESOURCES € 10,000
ACTION	Guidelines for co-design in collaboration with Packard Humanities Institute Policy development and regulatory policies for collaborations, exchange policies and co-planning of specific measures, including the creation of the Via Mare Committee. See Strategic Plan		
ATTRIBUTES	The measure does not focus on one particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Ministry of Culture, third sector organisations, cultural organisations and foundations, local community.
			FINANCIAL RESOURCES Does not require specific funding.

Strategic Objective

Building Networks

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

Specific Target E.2: Consolidation of relationships with local actors

ACTION	Villa Sora The project envisages a new arrangement of the archaeological area with excavations and conservation so as to foster knowledge, conservation and protection of both the open-air excavations at the villa and the Bourbon tunnels and protruding archaeological structures excavated in the 18th and 19th centuries and subsequently covered in. In this context, archaeological investigations are planned with the aim of scientifically broadening and improving utilisation, in the framework of a synergic dialogue with local stakeholders gathered in a permanent discussion table and within the framework of urban redevelopment. See Strategic Plan		
ATTRIBUTES	Other museums, parks, historical buildings.	RESOURCES	STAKEHOLDERS Local authorities of the Buffer Zone, Torre del Greco municipality, third sector organisations, cultural organisations and foundations.
			FINANCIAL RESOURCES € 2,082,000 <i>Funding Source:</i> L.190/2014
ACTION	Implementing international projects Promotion of collaborations with Museum Institutes, Research Institutes, Cultural Institutes and Cultural Associations abroad for initiatives fostering audience engagement.		
ATTRIBUTES	The measure does not act on a particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Research organisations, universities.
			FINANCIAL RESOURCES € 60,000
ACTION	Network project for the Vesuvius museums Strengthening of the networking measures already in place (Siti Reali, Vesuvian Museum System, Agreement with Federalberghi, Vai Mò Project with Fondazione per il Sud and Villa Fernandes, etc.). See Strategic Plan		
ATTRIBUTES	Historic centre, food and wine, crafts, devotional practices, artistic production, landscape, Vesuvius.	RESOURCES	STAKEHOLDERS Campania Region, Metropolitan City, local authorities (Campania Region, Metropolitan City, Buffer Zone municipalities), local authorities and foundations in the area.
			FINANCIAL RESOURCES € 30,000



Strategic Objective

Building Networks

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

ACTION	Consolidation of relations with other institutions and bodies in the area Promoting the area's cultural attractions by setting up displays within the park with content on the entire territorial ecosystem that integrates cultural and archaeological heritage with salient aspects of the area's social and cultural life. Joint planning of exhibition activities, cultural meetings and other initiatives with local institutions, cultural organisations and associations. See Strategic Plan		
	ATTRIBUTES	RESOURCES	STAKEHOLDERS Campania Region, Metropolitan City of Naples, local authorities (Campania Region, Metropolitan City of Naples, Buffer Zone municipalities), institutes and foundations in the area.
			FINANCIAL RESOURCES € 40,000

Strategic Objective

Sustainability

Values involved: OUV | Other values (Social and economic values, artistic values, historical and cultural values, landscape, geological and natural values)

Specific Targer E.3: Parks as sustainable places

ACTION	Maiuri Park Enhancing Maiuri Park as a green area for the Community Rethinking the layout and amenities of Maiuri Park with a view to free use of the green area, regardless of access to the excavation area subject to ticketing. See: Strategic Plan, Heritage Impact Assessment		
ATTRIBUTES	Historic centre, food and wine, crafts, devotional practices, artistic production, landscape.	RESOURCES	STAKEHOLDERS Third sector organisations, local community, local authorities (Municipality of Herculaneum), concessionaires, visitors.
			FINANCIAL RESOURCES € 800,000 <i>Financial Source:</i> L.205/2017 art. 1 par. 1072 (annuality 2022-2023)
ACTION	Energy efficiency The modules of the technology island will be designed with the help of innovative energy-saving technology. See Strategic Plan		
ATTRIBUTES	The measure does not act on a particular attribute, but concerns the conveyance of all the values expressed by the Site.	RESOURCES	STAKEHOLDERS Commercial enterprises, concessionaires.
			FINANCIAL RESOURCES Financing included in the Smart Buildings 1 programme.

4.2 The implementation of the Management Plan: dissemination and engagement

The implementation of the 2025-2030 Management Plan is part of a participatory system of dissemination and diffusion of the values and attributes of the UNESCO Site.

The **involvement of local communities** in the management of cultural and natural heritage is one of the fundamental principles of World Heritage Listed Sites.

Since the 1972 *Convention for the Protection of the World Cultural and Natural Heritage*, it has been recognised that communities play a central role in protection and enhancement. This approach has been further formalised in **UNESCO's 5Cs Strategy**, which identifies five strategic priorities for effective heritage management: Credibility, Conservation, Capacity Building, Communication and Communities. In particular, the **Communities** element emphasises the importance of actively involving local populations in the management and valorisation process of UNESCO sites.

Indeed, communities, with their traditions, knowledge and practices, are considered a crucial factor in the long-term success of conservation processes, contributing to the sustainability and protection of cultural and natural values.

The *Budapest Declaration* of 2002 and the *Nara Document on Cultural Diversity* of 1994 further reinforce this view, recognising that heritage cannot be preserved without the active and continuous involvement of local communities, who must participate not only in the management, but also in the **enjoyment of the benefits** derived from heritage protection.

An increasingly central role is recognised for young people. As highlighted in *Because Youth Perspectives Matter: UNESCO Toolbox for Youth Policy and Programming* (2023), young people represent not only the future of society, but

also a valuable resource for the present. Their active involvement in heritage conservation and enhancement processes is crucial to ensure an innovative and sustainable approach. Young people bring new perspectives, digital skills and creativity, which can contribute to a better management and promotion of heritage. Moreover, their involvement stimulates a sense of **ownership** and **responsibility** towards their heritage, fostering the intergenerational transmission of values and knowledge. Through educational initiatives, volunteer programmes and the use of digital technologies, young people can become true guardians of heritage, ensuring its protection and enhancement for future generations.

The two Parks have been committed to these terms for quite some time, having now firmly integrated initiatives specifically aimed at the local community into their activity programmes. The results obtained within the framework of these actions have been satisfactory and have laid solid foundations for a dialogue that aspires to be continuous over time.

With reference to this commitment, this document proposes the development of a **participatory system** that, through a series of activities, facilitates the dissemination and implementation of the Management Plan. In line with the principles of the 5Cs Strategy, the main objective is to build an ongoing and lasting dialogue between institutions, stakeholders and citizens, promoting **co-creation** and **shared responsibility** in site management.

First of all, a series of initiatives will be planned to disseminate the 2025-2030 Management Plan.

Specifically, a number of more or less articulated events will be organised, aimed at

a direct confrontation with the stakeholders of the territory and the local community: the **institutional public presentation** of the 2025-2030 Management Plan will be followed by a cycle of **presentations open to citizens**, and spread throughout the territory, to foster their awareness and empowerment.

In addition, it is planned to consolidate **relations with the media**, with a specific focus on local media, through a kick-off press conference and possible follow-up events to promote the results achieved during the management cycle.

In addition, **thematic workshops** open to stakeholders and citizens will be organised over the five-year period to explore a number of issues related to the management of the Site, with a specific focus on sustainability.

Finally, **communication** will play a central role in this process.

For the continuous dissemination of online content, the use of digital tools and traditional media and the implementation of social campaigns specifically aimed at the active involvement of local stakeholders and citizens are envisaged.

Programming **youth involvement activities** will also play a key role in the 2025-2030 programming. As already mentioned, the Site Administration has been committed for several years in this direction, also in the face of the critical issues that characterise the area (in particular, the high school drop-out rate and youth unemployment); the actions already put in place by the Parks aim in particular at **empowering**

the young generations with respect to the care and valorisation of the heritage, but also at developing skills and presenting possible future professional prospects.

Building on what has already been achieved, this document proposes a series of activities - some of which involve solid cooperation with the schools in the Buffer Zone - in which young people become active protagonists in the valorisation of the heritage and, in turn, 'ambassadors' capable of attracting other young people.

Lastly, it is planned to actively involve the area's **economic operators**, especially those in the accommodation and tourism sector, with the aim of communicating and enhancing the heritage present in the Buffer Zone in a synergic and joint manner. Specifically, it is intended to propose short-term training courses to operators in order to make them more aware and responsible; during these appointments, participants will be provided with the basic tools and knowledge to present the local heritage and, therefore, to raise awareness among the tourists with whom these actors interact.

4.2.1 Dissemination Activities

The activities planned for the dissemination of the Management Plan to stakeholders and citizens are described below:

1.1 Institutional launch event

Objective: To present the 2025-2030 Management Plan and its articulation to the authorities and key stakeholders.

Modalities: One or more face-to-face meetings with representatives of local authorities, institutions and actors.

Expected outputs:

- Increasing the active participation of other institutions and local authorities in the activities of the Management Plan
- Successful and more effective implementation of the actions foreseen in the Management Plan.

1.2 Launch events for citizens

Objective: To present the Management Plan to local citizens, highlighting the benefits and opportunities it brings.

Modalities: Widespread events throughout the territory, using squares, places of cultural and natural interest, to actively involve citizens.

Expected outputs:

- Increased awareness and active involvement of the population in the enhancement of the Site.

1.3 Press Conferences and Media Involvement

Objective: To inform the press and local media about the start of the implementation process of the Plan and its results during implementation

Modalities: Press conferences, press releases, interviews.

Expected outputs:

- Wide media coverage of the activities under the Management Plan.

1.4 Thematic workshops

Objective: To deepen specific issues of the Management Plan by involving stakeholders and citizens.

Modalities: Interactive workshops on the themes of the Plan Action Plans (Conservation and Safety, Research and Innovation, Education and Communication, Accessibility and Use, Community and Territory).

Expected outputs:

- Collection of contributions and suggestions to be integrated into the Management Plan
- Increased active participation of stakeholders in the activities of the Management Plan
- Successful and more effective implementation of the actions foreseen in the Management Plan.

1.5 Communication strategy and social web engagement

Web Strategy

Creation, on the Parks' websites, of a section dedicated to the Management Plan.

Social Media Strategy

- Awareness-raising campaigns targeting the local community: use of Facebook, Instagram, Twitter and other platforms to promote the participation of local citizens.
- Dedicated Hashtags: Creation of hashtags to increase the visibility of the Management Plan at territorial level.

4.2.2 Youth Involvement Activities

The activities planned for the active involvement of young people are described below.

2.1 Workshops with schools in the Buffer Zone

Objective: to make the younger generations aware of the role of cultural heritage in the socio-economic development of the territory.

Modalities: young people, through collaboration with schools in the Buffer Zone, are involved, during the school year, in various types of activities (e.g. theatre workshops) in which the heritage of the Site becomes a strategic lever for the development of skills and the opening of job prospects.

Expected outputs:

- Acquisition of new skills by young people
- Increased sense of ownership of heritage
- Combating early school leaving.

Best practice

“Sogno di volare” (Dream of Flying)

This is a project, now in its fourth edition in 2025, aimed at local students. It involves the creation of a series of workshops - in theatre, costume design, music and sound, and video production - connected to the staging and performance of a play by Aristophanes within the context of the Pompeii Archaeological Park. The project aims to foster in young people a strong sense of belonging to their cultural heritage.

<https://pompeisites.org/sponsorizzazioni/sogno-di-volare-2/>

2.2 Summer camps and international exchange programmes

Objective: To involve young people in the protection and promotion of the Site, with a specific focus on sustainability.

Modalities: a summer training and volunteer camp for young people from the Buffer Zone and young people from all over the world, in which participants carry out some activities in the parks (reception services, guided tours, etc.) and participate in training courses on heritage conservation and enhancement. The programmes last a few weeks and take place in the summer season, during school break periods. At the end of the project, the young people will have to prepare works (video-texts-photos) to tell what they have learnt and then participate in a final presentation, during which ideas for future projects will be collected. The young people from the area who participate in the project may form the first nucleus of a team of volunteers for the UNESCO Site to be involved in future programmes and projects.

Expected outputs:

- Acquisition by a young audience of new skills in heritage conservation and enhancement
- Increased awareness and sense of ownership of heritage among young people in the area.

Best practice

The World Heritage Volunteers summer camp organised by the Archaeological Park of Herculaneum in 2019 made it possible to build know-how that can be used in other similar initiatives. This is a UNESCO scientific project that at international level involves young people and organisations in the conservation and promotion of World Heritage. The World Heritage Volunteers Initiative, launched by UNESCO in 2009, is undoubtedly a benchmark example for the organisation of international summer camps. <https://whc.unesco.org/en/whvolunteers/>

2.3 Network of new 'cultural ambassadors

Objective: To stimulate young people to promote the UNESCO site

Modalities: Young people are called upon to promote the Site themselves, by organising guided tours and creating digital content on social media to raise awareness among their peers.

Expected outputs:

- Increased awareness and active involvement of young people in the enhancement of the Site
- Increase in young people from the area visiting the Site.

Best practice

'World Heritage Young Ambassadors'. This project, launched by UNESCO, involves young people from various countries to become 'ambassadors' of the cultural and natural heritage of their territories. Participants learn about UNESCO World Heritage sites and promote their protection and enhancement in their communities and abroad.

<https://www.whyam.org/>

2.4 Cultural Hackathons

Objective: To stimulate young people to promote the UNESCO site.

Modalities: Young people, through collaboration with schools in the Buffer Zone, are involved in hackathons or marathons of ideas, to develop innovative solutions to enhance the Site through new technologies or cultural marketing initiatives.

Expected outputs:

- Increased awareness and active involvement of young people in the enhancement of the Site
- Acquisition of new skills by young people
- Increase in young people from the area visiting the Site.

Best practice

'HackCultura': a national competition for Italian schools, organised by the Digital Cultural Heritage, Arts and Humanities School (DiCultHer) and aimed at high school students. The annual event focuses on innovative projects related to cultural heritage, with the aim of raising young people's awareness of digital cultural heritage. The sixth edition of the project is planned for 2025.

<https://www.diculther.it/hackcultura2025>

4.2.3 Economic Operators Involvement

3.1 Training courses for economic operators

The construction of a community of inheritance passes through awareness and sharing. The aim of this programme is to accompany the key players of the Buffer Zone communities in a path of knowledge and re-appropriation of their territory, i.e. those working categories that are naturally in contact with the public, made up of visitors - and above all - of citizens, such as municipal administration employees, municipal police, taxi drivers, street cleaners, public transport service workers, and public merchants: A path of valorisation of the human resources of the Buffer Zone area, based on a simple but effective idea: bringing together places and people to generate affection, a sense of belonging and love for the area in those key players who, given their relationship with the public, can become natural ambassadors to the community.

Objective: Make economic operators more aware and responsible so that they actively participate in the enhancement of the Site.

Modalities: The project will be structured in a series of appointments for participants recruited in synergy with local administrations. Each appointment will consist of a guided visit to a cultural or naturalistic site or a walk through the territory, by qualified guides and experts who are also engaging storytellers. At the end of the project, a participative workshop will be organised, structured as a focus group, during which participants' feedback will be collected, useful for the construction of future projects aimed at the territory.

Actions:

- Identification of key actors to be involved in the project, also with the support of local administrations
- Administration of an entry questionnaire to assess knowledge of the territory of the UNESCO Site 829
- Identification and planning of the programme of visits and places to be included in the route, in partnership with the various cultural institutions in the area
- Programme of guided tours and walks in the area
- Final Focus Group

Expected outputs:

- Increased involvement of local institutions and administrations
- Increased citizen involvement
- Strengthening governance
- Increase in the local community's fondness for the Site.

4.3 The monitoring system

The implementation of the Management Plan is linked to a monitoring system based on the need to identify and observe, through specific **indicators**, the **consequences** and **impacts** resulting from the implementation of the planned measures.

By means of data collection, analysis and evaluation, the system is able to

- assess whether the Management Plan has a positive impact on the conservation and conveyance of the Site's Outstanding Universal Value;

4.3.1 Methodology

The monitoring system provides a useful framework for assessing performance and guiding decisions in line with the objectives of the Action Plans.

For the monitoring and qualitative-quantitative evaluation of the results expected from the Management Plan, on the state of conservation, transformations and the impact of measures, a set of indicators was constructed with reference to the Culture 2030 Indicators.

In order to structure a useful data collection system for the Management Plan, and to ensure effective and efficient monitoring of consequences and impacts, the **following measures are also envisaged**:

- **the production of a monitoring report every two years (in correspondence with the preparation of the *State of Conservation Reports*)**, so as to pursue the set objectives and facilitate the institutes in monitoring the progress of the planned measures, highlighting any critical issues and challenges that have emerged during the course of implementation;
- the drafting, in the year **2029**, in view of the update of the Management Plan in

- assess whether the Management Plan is being implemented along the identified strategic lines,
- identify critical issues and emerging challenges related to the implementation of the Action Plans.

The system was constructed with reference to the *Culture 2030 Indicators* and *Tool 9. Implementation of Management Measures* of the *Enhancing Our Heritage Toolkit 2.0*.

2030, of an in-depth and fully-articulated **budgetary analysis** of what will have been achieved since 2025, in order to support the drafting of an updated Plan.

These monitoring activities, both those that will be carried out on an ongoing basis and in parallel to the management cycle, and those that will be carried out on an episodic basis, will also contribute decisively to the **strengthening and development of the Site Administration**, as they will be carried out in a synergic and participative manner.

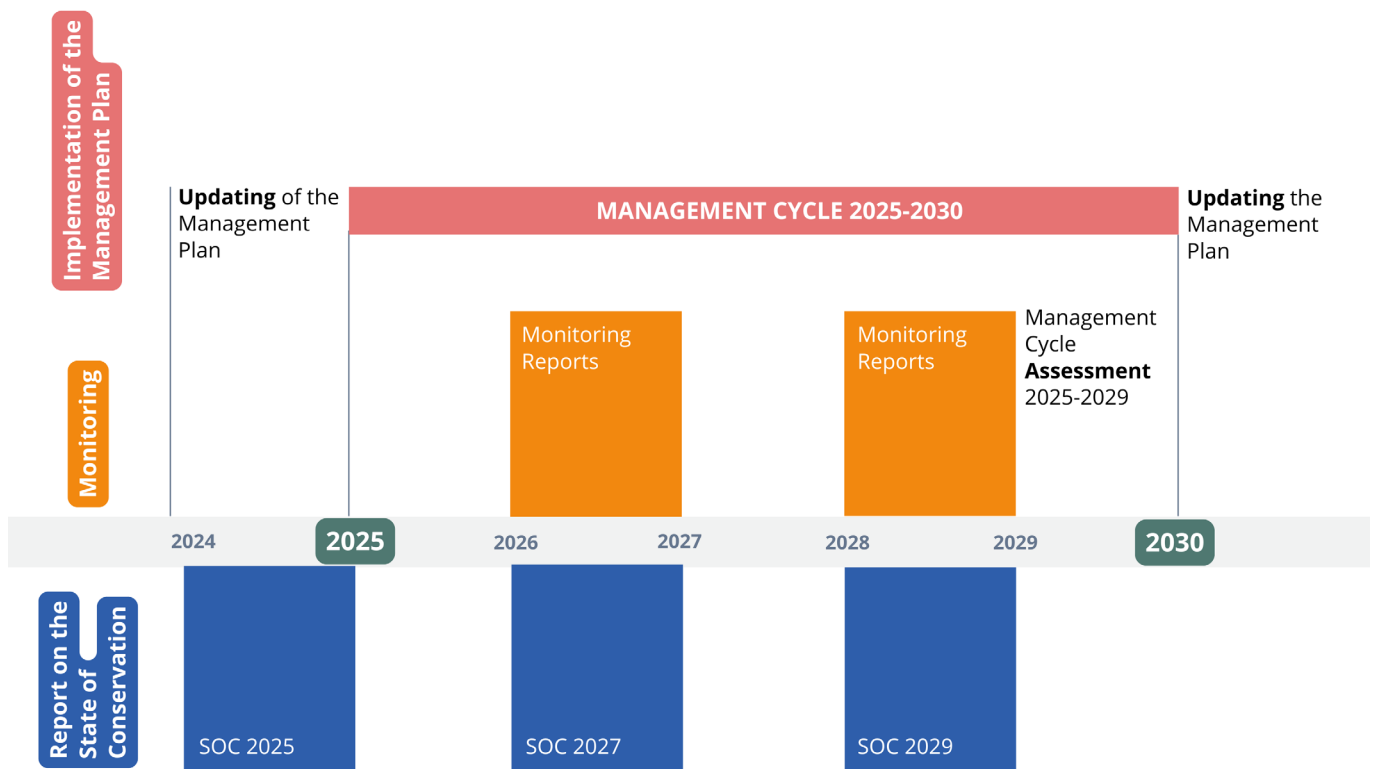


Fig.15: 2025-2030 Management Cycle Monitoring System Timeline

4.3.2 Indicators for monitoring the implementation of the Plan





Indicators for monitoring are identified below, broken down according to Action Plans and strategic objectives.



Strategic objective: **Monitoring the state of preservation and maintenance of the attributes that convey the Outstanding Universal Value**

Specific Targets:






A.1 Monitoring | A.2 Routine Planned Maintenance | A.3 Major Planned Maintenance

MONITORING INDICATORS	<ul style="list-style-type: none"> • Number of monitoring sheets. • Number and scope of routine planned maintenance operations undertaken (in terms of cost/size of the project). • Number and scope of major planned maintenance operations undertaken (in terms of cost/size of the project). • Number of buildings/areas in the archaeological area open to the public. • Number and timing of emergency operations undertaken. • Size of funds allocated.
MONITORING OUTCOMES	<p>ASSESSMENT OF:</p> <ul style="list-style-type: none"> • the effectiveness of ongoing maintenance work, • the guidelines for subsequent maintenance cycles, • the impact on the state of conservation of Outstanding Universal Value, • the capacity to respond to emergencies, • the adequacy of resources used and budget allocated.
SDG	   

Strategic objective: **Excavation and conservation**

Specific Targets:

A.4 Excavation and conservation projects






MONITORING INDICATORS	<ul style="list-style-type: none"> • Number and objectives of excavations and/or conservation works undertaken (in terms of cost/size of the project). • Number of buildings/areas in the archaeological area open to the public. • Number of finds secured and restored. • Size of funds allocated.
MONITORING OUTCOMES	<p>ASSESSMENT OF:</p> <ul style="list-style-type: none"> • the effectiveness of conservation work, • the reduction in the degradation of decorated surfaces, • the impact on status of conservation of Outstanding Universal Value, • the adequacy of resources used and budget allocated.
SDG	    

Action Plan A: Conservation and Risk Management

Strategic objective: **Risk management**

Specific Targets:

A.5 Major risks and climate change | A.6 Smart buildings | A.7 Stabilisation of excavation fronts

MONITORING INDICATORS	<ul style="list-style-type: none"> • Number and scope of seismic safety operations (in terms of cost/project size). • Number and scope of hydrogeological risk safety operations (in terms of cost/project size). • Drafting the Disaster Risk Prevention Plan. • Number of infrastructure buildings (warehouses and offices) upgraded and/or constructed. • Opening of the Technology Island and budget allocated (Herculaneum). • Number and scope of safety operations on excavation fronts. • Budget allocated.
MONITORING OUTCOMES	<p>ASSESSMENT OF:</p> <ul style="list-style-type: none"> • the degree of progress on the state of knowledge of seismic and hydrogeological risk and capacity for adaptation, • the reduction in the degradation of decorated surfaces, • the efficiency and modernisation of infrastructure, • the impact on status of conservation of Outstanding Universal Value, • the adequacy of resources used and budget allocated.
SDG	    







Action Plan B: Research and Innovation

Strategic objective: **Applied research**

Specific Targets:






B.1 Conservation studies | B.2 Archaeological excavations

MONITORING INDICATORS	<ul style="list-style-type: none"> • Number and scope of studies carried out (in terms of cost/project size). • Number of excavations for research purposes and scope of scientific results. • Number of scientific publications and participation in conferences and round tables. • Number of agreements and partnerships with universities and research organisations. • Size of funds allocated.
MONITORING OUTCOMES	<p>ASSESSMENT OF:</p> <ul style="list-style-type: none"> • the degree of progress in historical and archaeological research, • the capacity for synergy with other research institutions, • the adequacy of resources used and budget allocated.
SDG	   

Strategic objective: **Digital Transition**

Specific Targets:

B.3 Digital Archaeological Parks

MONITORING INDICATORS	<ul style="list-style-type: none"> • Number of items digitised and published on the Parks' online platforms. • Number of digital products realised (and scope in terms of funds allocated and size of operation). • Number of users (internal staff/external users) of the Parks' online platforms and digital products. • Number of researches, conferences, publications that used the digital resources made available by the Parks or where the products were presented. • Size of funds allocated.
MONITORING OUTCOMES	<p>ASSESSMENT OF:</p> <ul style="list-style-type: none"> • the improvement of the cultural programme of the Parks through digitalisation, • the impact of heritage digitalisation on research, • the impact of heritage digitalisation on experience, • technological efficiency in Parks, • the adequacy of resources used and budget allocated.
SDG	    









Action Plan C: Education and Communications

Strategic objective: **Heritage education**

Specific Targets:




C.1 Education and training

MONITORING INDICATORS	<ul style="list-style-type: none"> • Number of activities and projects organised with local schools. • Number of activities and projects organised with other schools. • Number of activities and projects aimed at families and others. • Number of students/individuals involved. • Number of participants in organised education and training activities. • Number of agreements and partnerships activated (in particular with schools, universities, research institutions, associations). • Size of funds allocated.
MONITORING OUTCOMES	<p>ASSESSMENT OF:</p> <ul style="list-style-type: none"> • the capacity to involve schools in the area, • the improvement of the educational programme offered by the Site.
SDG	     

Strategic objective: **Conveyance of the Outstanding Universal Value**

Specific Targets:

C.2 Implementation of communication strategies

MONITORING INDICATORS	<ul style="list-style-type: none"> • Number of users of online communication channels. • Number of press conferences held. • Number of published editorial/visual products. • Number of conferences/events/exhibitions organised. • Number of conferences/events/exhibitions attended by the institutes • Size of funds allocated.
MONITORING OUTCOMES	<p>ASSESSMENT of the capacity to:</p> <ul style="list-style-type: none"> • convey the Outstanding Universal Value to different audiences on different channels, • reach remote audiences, • disseminate knowledge through scientific publications. <p>ASSESSMENT of the adequacy of resources used and budget allocated</p>
SDG	  









Action Plan D: Accessibility and Experience

Strategic objective: **Expansion of services to the public and inclusivity**

Specific Targets:





D.1 Development of new reception services | D.2 Enhancing physical, cognitive and social accessibility

MONITORING INDICATORS	<ul style="list-style-type: none"> • Number of new reception services implemented. • Number of accessibility initiatives implemented. • Number of visitors to the Parks. • Number of visitors to other museums and parks in the area compared to previous years. • Number of visitors with disabilities. • Number of agreements and partnerships activated. • Size of funds allocated.
MONITORING OUTCOMES	<p>ASSESSMENT of the capacity to:</p> <ul style="list-style-type: none"> • enhance the quality of the visiting experience by differentiating the services offered, • ensure accessibility to all audiences, breaking down physical, cognitive and social barriers, • attract new audiences and retain existing ones, • improve the accessibility of the territory through the provision of new services, • build synergies and wide-ranging collaboration networks, • optimise resources. <p>ASSESSMENT of the adequacy of resources used and budget allocated</p>
SDG	     

Strategic objective: **Interpretation and cultural programme**

Specific Targets:

D.3 Interpretation and integration of the cultural programme | D.4 Events Planning

MONITORING INDICATORS	<ul style="list-style-type: none"> • Number of visits, special events and reviews organised. • Number of new exhibitions held. • Number of event users (tourists and the local community). • Number of agreements and partnerships activated. • Size of funds allocated.
MONITORING OUTCOMES	<p>ASSESSMENT of the capacity to:</p> <ul style="list-style-type: none"> • ensure a cultural programme that is always innovative, • promote the interpretation of the material heritage represented by the Site, • build synergies and wide-ranging collaboration networks, • improve the accessibility of the territory through the provision of new services, <p>ASSESSMENT of the adequacy of resources used and budget allocated</p>
SDG	   



Action Plan E: Community and Territory

Strategic objective: **Building Networks**

Obiettivi specifici:

E.1 Community Engagement | E.2 Consolidation of relations with local actors

MONITORING INDICATORS	<ul style="list-style-type: none"> • Number and scope of initiatives aimed at the local community. • Number of participants from the local community in the initiatives organised. • Qualitative feedback (questionnaires, interviews with local community residents). • Number of agreements and partnerships activated with local actors. • Size of funds allocated.
MONITORING OUTCOMES	<p>ASSESSMENT of the capacity to:</p> <ul style="list-style-type: none"> • actively involve the local community in the care and enhancement of heritage, • promote the cultural, social and economic development of the territory, • build synergies and collaboration networks with social, cultural and economic actors in the area, • optimise the resources used (human, economic, raw materials, energy, etc.). <p>ASSESSMENT of the adequacy of resources used and budget allocated.</p>
SDG	

Strategic objective: **Sustainability**

Specific Targets:

E.3 Parks as sustainable places

MONITORING INDICATORS	<ul style="list-style-type: none"> • Number of initiatives aimed at sustainable park management. • Energy and resources savings in comparison with previous years. • Number of initiatives organised for the local community, aimed at promoting sustainable socio-economic and production practices. • Number of participants from the local community involved in the initiatives. • Qualitative feedback (questionnaires, interviews with local community residents). • Number of agreements and partnerships activated with local actors. • Size of budget allocated.
MONITORING OUTCOMES	<p>ASSESSMENT of the capacity to:</p> <ul style="list-style-type: none"> • make the UNESCO Site a testing ground for the experimentation of good practices and a reference model for a transition towards sustainable development, starting from the local community, • actively involve the local community in promoting sustainability, • promote the cultural, social and economic development of the area, • build synergies and collaboration networks with social, cultural and economic actors in the area, • optimise the resources used (human, economic, raw materials, energy, etc.). <p>ASSESSMENT of the adequacy of resources used and budget allocated</p>
SDG	



P O M P E I I



PARCO
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