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**Sustainable Transport  
Solutions  
11-12 September 2014  
Dubrovnik**

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**How to Improve Energy Efficiency  
and Air Quality in Historic Centres**

**‘Management Planning  
and Sustainable Transport’**

Brian Smith, Secretary General  
Heritage Europe

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# Management Planning and Sustainable Transport

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- A Cultural Heritage Management Plan is an innovative instrument which will help decision makers effectively manage historic urban areas as attractive, competitive and multifunctional places
- Sustainable Transport & City Logistics—an integral part of effective Management Planning
- How can we deliver an integrated holistic approach

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- ❑ Opportunity to focus on issues, learn from good practice , and identify innovative tools across a range of policy areas e.g. climate change & energy, community engagement, smart development & today - city logistics and air quality
- ❑ Momentum within EU to recognise the value and ‘cross cutting’ importance of Culture  
Heritage-mainstreaming Cultural Heritage requires an integrated approach to management issues and policy development

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# Challenges

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- Is your historic centre polluted by carbon emissions?
- Is inefficient distribution of people and goods contributing to congestion?
- Are you on track to meet the 80% reduction target in Co2 emissions in Europe's towns and cities?
- Are there practical measures that can improve the quality of life in our historic centres that work in smaller and medium sized historic towns
- Are there examples of good practice that we can learn from on city logistics, energy efficiency and air quality - benefiting residents, visitors and the historic fabric?

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- Is your historic working? Citizens, shops, businesses, visitors etc
  
- What are the barriers that need too be tackled?
  
- Europe's Historic towns need to respond to these challenges and see them as opportunities to access the funding opportunities opening up at the EU level

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## Setting the Scene

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- ENERGY efficiency in City LOGistics SERVICES for small and mid-sized European Historic Towns (ENCLOSE)
  - Development of Sustainable Urban Logistics Plans (SULP) for small/mid-size historic towns in order to achieve significant reductions in energy and environmental impacts.
- PERHT
  - reduce private and commercial traffic congestion, support and increase more sustainable mobility
  - Incentivise green vehicles such as electric and hybrid vehicles for both private and commercial use
- Case Studies -LUCCA – Italy, TRONDHEIM – Norway, DEN BOSCH – Netherlands, TREVISO – Italy
- Croatian & French experience in this field