



## **Incontro promosso dal Comune di Venezia con la delegazione UNESCO - ICOMS - RAMSAR**

Venezia, 27 gennaio 2020, ore 17:00 – 19:00

UNESCO Regional Bureau for Science and Culture in Europe – Palazzo Zorzi

1. *Confcommercio Unione Metropolitana di Venezia (the retail, tourism and hospitality, services and professionals trade union) and its President Mr. Massimo Zanon, are very grateful, Dear Mayor Luigi Brugnaro, for this invitation. Thanks to UNESCO also for this hearing: we consider very useful to share with Venice economic and social framework representatives a debate focused toward getting a new effort to set up any kind of action to trust and together give better future to this city.*
2. I would like to focus on two different points. In the first place, Venice needs an action plan in order to become more attractive (at first) for new inhabitants: the kind of “exodus”, recorded during the last years, **the abandonment of the city, is not really perceived by the international public opinion as a core issue at the basis of the city slipping decline.**  
Solely a balance **reset between the urban structure capacity and a sustainable number of inhabitants**, dwellers, could give a new, acceptable dimension to tourism flows. Venezia populated, will be first a town, and then a destination also for the the world.
3. On second place, as a consequence, **it is important to internationally promote a new genuine image of Venice, free from any romantic cliché, as a vital town with its rhythm of life.**  
  
We must promote Venice as a **“normal” city**, where people daily live, work, pursue their hobbies, like in every other city on this planet...a city with its pros and cons.  
  
*Venezia is not just a touristic destination, but an urban environment, a pivot town in Europe with a unique logistic assets supply, such as its intercontinental airport and naval port, the excellence of scientific knowledge and best practices about the management of self maintenance of efficiency.*
4. We must consider and enhance the typical features of Venice: the historical texture composed by shopping, hospitality, restaurants and their unique cuisine, the retail of food, clothing and any kind of purchases and services dedicated, first of all, to the dwellers, but lovely appreciated by the the incoming city guest.



5. I would hope, for exemple, UNESCO supporting the artistic and expertise heritage living and creating in Venezia and its hinterland, **the UNESCO would promote a project to realise a new image profile of Venezia, a profile showing the true, and genuine *Way of Life of Venezia and of its Venetians*** dwellers: for ex. **a movie with a story telling of everyday life of its inhabitants**, of their firms, their enterprises, handcrafting, retail, restaurant, children at the school, the several town markets.
6. Finally, as a suggestion, I confide in this outcome...I confide in UNESCO's aid and support to the Municipality, to the entrepreneurs, to the material and immaterial assets of Venezia in order to enforce the City.

Let's Venezia becomes newly a **city inclusive, where a tourist should be not only a travelling end user, but a respectful true temporary Citizen of Venezia.**

The City with its peculiar ***Venitian Style and Way of Life***, should be acknowledged **as a brand, as a common heritage of mankind for contemporary and future generations.**

*Thank You for Your attention!*

2

*Venice, january, 27th 2020*