



Sustainability Plan

The Strategic Plan
for the Archaeological Park
of Pompeii 2024-2030

Foreword

7_ Alfonsina Russo

Introduction

12_ A Strategic Plan
focused on Sustainability
Gabriel Zuchtriegel

18_ From the *Great Pompeii*
Project to the Implementation
of the Ministry of Culture's
Programmes
Giovanni Capasso

Why a Strategy?

23_ *Less is more*: A Strategy for
Building a strategy
24_ The Methodology Behind the
Strategic Plan

The Current Context

29_ The Sites of a Networked
Archaeological Park
38_ The Organisational Structure
of the Park
40_ Park Staff
42_ Changes in the Workforce
43_ The Park's Current
Management Model
45_ Current Investment
Programme
49_ The Park's Financial
Framework

Towards 2030

53_ The Park We Envision

**Strategic Directions for the
Conservation of Cultural Sites
and Environmental Heritage**

59_ Foreword
59_ The Challenge of Conservation
60_ Strategies Adopted in the Past
67_ The Three-Pillar Strategy:
Scheduled Maintenance,
Monitoring and Framework
Agreements
67_ Scheduled Maintenance
by an Internal Team

Strategic Guidelines for Research and Training

89_Foreword

89_The Current Model of Archaeological Research

95_The Park's Strategy: Complexity as Added Value

98_The Four Pillars of Archaeology as Collective Human and Artificial Intelligence

Strategic Public Access Guidelines

119_Foreword

119_Critical Issues Under Management

120_The Park's Greater Pompeii Strategy

Strategic Management Lines

143_Foreword

144_Limitations of the Current Management Model

145_The Park's Strategy: Toward a "Mosaic" Management Model

151_The Economic Sustainability Challenge

Strategic Communication Guidelines

157_Foreword

157_Communication Strategy Features

157_Defining the Identity

Strategic Guidelines to Care for and Enhance Green Areas

163_Foreword

163_Managing the Challenge

163_Guiding Principles Underlying the Green Management Strategy

170_Biodiversity and Environmental Balance

172_The Pompeii Agricultural Estate

The Archaeological Park of Pompeii and SDGs

175_A Systemic Living Laboratory Approach

176_The Park's Contribution to SDGs

177_The Park as a Driver of Creativity

180_Toward a *Living Lab*

181_Building a System of Indicators

183_Plates and Masterplan

202_Park Staff

209_Bibliography and Site Resources

Foreword

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The Strategic Plan of the Archaeological Park of Pompeii stands as an exceptionally important model for the planning and management of an archaeological park. Its significance lies in the breadth and interconnected nature of the issues it addresses, and in the clarity and long-range vision that underpin it. In Pompeii's case, moreover, the task carries a particular level of complexity. Rather than simply reporting on the results achieved in recent years, the Plan sets out an ambitious framework for medium- and long-term sustainability in the fullest sense of the term. It addresses, simultaneously:

- the conservation of an extraordinary archaeological heritage through scheduled maintenance programmes supported by artificial intelligence systems capable of continuously monitoring emerging critical issues through highly sophisticated databases;
- the care of the Park's green spaces and biodiversity, which together shape an archaeological landscape of remarkable character and evocative power;
- the advancement of research conceived as a participatory and multidisciplinary endeavour involving the full range of national and international scientific expertise engaged with the Park;
- forms of visitor access and public engagement capable of driving the regeneration of the wider Vesuvian territory, which includes archaeological sites of outstanding significance – such as Oplontis, Boscoreale and the villas of Stabiae – that still remain outside the principal tourist flows;
- forms of communication designed to foreground the values with which the Park identifies;
- the pursuit of economic sustainability, where applicable through innovative public-private partnership projects.

Across all these areas of activity, and in accordance with the principles of the Faro Convention on the Value of Cultural Heritage for Society, the Plan consistently promotes the involvement of civil society. It does so through an ambitious project intended to foster the creation of a “heritage community”: a community shaped by openness to dialogue with younger generations and with the forms of creativity they inspire,

and one that actively participates – through a shared assumption of responsibility – in defining policies for the protection and enhancement of cultural heritage.

One reflection articulated in this important strategic document encapsulates the Archaeological Park of Pompeii's vision for its medium- and long-term strategies: Pompeii is not simply a *sui generis* city. It is also a social network inhabited by living systems in constant interaction – visitors, staff, scholars and artists, along with fauna, flora and the wider system of biodiversity. Collectively and individually, these elements engage with the ancient city as a complex physical system rich in cultural value. At the core of the management approach proposed in the Plan lies the awareness that the Park functions as an interconnected system of parts operating holistically as a whole, while remaining open to interaction with the surrounding environment.

I would like to conclude by expressing my admiration and gratitude to the Director and to all the staff of the Archaeological Park of Pompeii for their exceptional work. The results achieved – the product of expertise, dedication and deep commitment – represent an outstanding example of the protection and enhancement of Italy's cultural heritage. Their daily work contributes not only to conserving a site unlike any other in the world, but to making it increasingly accessible, comprehensible and vibrant for visitors.