



International Officina for the Culture of Dialogue

Heritage practices in dialogue
with Life Beyond Tourism

Florence, 11-12 March 2027

PARTNERS



ORGANIZING SECRETARIAT

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The Vision and the Network

The Fondazione Romualdo Del Bianco – Life Beyond Tourism, rooted in the concrete practice of welcome and hospitality, operates as a dynamic hub bridging theory and practice. It provides an operational space where ideas, experiences, and solutions from diverse contexts and cultures can intersect, be field-tested, critically evaluated, and transformed into shared knowledge.

Building on the success of its pilot version in November 2025, the Foundation is launching the International *Officina* for the Culture of Dialogue to activate and connect a global network of best practices. The Italian term *officina* broadly translates to 'workshop' or 'laboratory' represents a space dedicated to practical engagement and the active sharing of knowledge and experiences. In fact, the *Officina* acts as a permanent laboratory focused on World Heritage Sites and territories of cultural and natural value as spaces for intercultural dialogue. Within this space, education, science, and culture become concrete levers for peaceful coexistence, environmental sustainability, and the development of more aware, inclusive, and resilient communities. Here, practical application is the ultimate test, and the Culture of Dialogue serves as the engine for growth.

Who This Call is For

This Call seeks experiences and practices developed in areas of cultural and natural significance, starting from World Heritage Sites.

We are looking for initiatives capable of addressing contemporary challenges—including overtourism—by generating shared value, driving socio-economic innovation, and actively involving local communities.

Our Broader Mission

The *Officina* project aims to:

- **Elevate** experiences that transform intercultural dialogue into tangible opportunities for sustainable development.
- **Promote** innovative models for heritage enhancement, welcome, and hospitality.
- **Strengthen** local economies and diversify tourism models, with a special emphasis on the entrepreneurial creativity of youth.
- **Contribute** to peaceful coexistence, social cohesion, and the creation of inclusive, resilient communities.

Objectives of the 2027 Edition

Specifically, the 2027 *Officina* aims to:

- **Collect, share, and promote** international practices that align with the principles of the *Heritage for Building Peace 2025 Appeal*.
- **Create a working forum** for the discussion and evaluation of both ongoing and planned projects, utilizing thematic roundtables to encourage the co-creation of shared visions.
- **Champion** intercultural dialogue as a fundamental tool for peaceful coexistence, sustainability, and the harmonious development of local communities.
- **Foster the creation** of an international network of local *Officine*, connected to the Florence international one through a hub-and-spoke model.
- **Produce a collective summary document** detailing the shared experiences, organized according to the Life Beyond Tourism model, to be disseminated to the international community.

Expected Contributions

Practices

We welcome a diverse range of eligible contributions, including but not limited to:

- **Pilot projects**, experimental practices, and emerging initiatives.
- Innovative and collaborative **governance models**.
- Experiences in **cultural and creative entrepreneurship**.
- **Capacity-building**, education, and training programs.
- **Processes for territorial regeneration** and integrated heritage enhancement.

Due to the diverse nature of the participants and experiences, we created an **online questionnaire** that participants should compile to present their practice. The aim of this questionnaire is to provide a clearer and more uniform representation of the cases and experiences that will be discussed at the round tables.

Expert Contributors

Can join the tables bringing their knowledge, perspectives, questions and reflections to the presented practices, disclosing opportunities to enlarging their own perspectives.

All collected contributions will be included in a final **public report**.

Role of the Fondazione Romualdo Del Bianco– Life Beyond Tourism

The Foundation serves as the coordinator and international connector for these practices, providing:

- **Methodological support** for the structuring of local *Officine*.
- **International dissemination** of the shared practices.
- **Promotion and networking** opportunities for all participants.
- Engaging **younger generations** in developing cultural and economic initiatives that foster intercultural dialogue in heritage destinations.

A call for

Through this **2027 call**, the Fondazione Romualdo Del Bianco invites global cultural practitioners to unite in transforming



heritage into a powerful instrument for connection, knowledge, and peace. Every community has the potential to host an Officina. Using a **hub-and-spoke model**, these local spaces connect to a worldwide network anchored by the **International Officina** in Florence. The Officine are designed as spaces for shared action rather than just reflection. Within them, **diversity** is celebrated as a core value, **cooperation** becomes the standard method, and **culture** acts as a catalyst for **ethical, sustainable development**. Ultimately, the goal is to go **beyond showcasing** experiences; we aim to share actionable practices, with their criticalities and successes, that cultivate deeper cross-cultural understanding through heritage and travel.

Empowering the Next Generation

In this context, the Officina 2027 specifically champions the entrepreneurial creativity of **emerging professionals**. It supports those who recognize multiculturalism within World Heritage Sites and areas of natural value as a concrete opportunity for innovation and the diversification of cultural and economic offerings. By doing so, they help alleviate the pressures of overtourism while generating shared value. Furthermore, the Officina 2027 serves as an **international, interdisciplinary hub** for the next generation. It actively promotes **intergenerational dialogue**, knowledge sharing, and the building of lasting networks among youth, institutions, managing authorities, and local communities.

An appeal from Florence: Building the “Industry of Peace”

Broadcasting from Florence—a UNESCO World Heritage Site—the Fondazione, in continuity with the 2025 International Pilot Officina and the *Heritage for Building Peace 2025 Appeal*, reaffirms a central tenet of UNESCO's mission. Peace is not just a fundamental priority; it is an indispensable condition for traveling, meeting, and sharing humanity's heritage. It is a cultural process requiring tools that make it concrete, actionable, and lasting within local territories.

Launched in a year of profound symbolic value—marking the 80th anniversary of the end of the Second World War—the 2025 Appeal invites institutions, businesses, communities, and

professionals to adopt the Culture of Dialogue. This dialogue must become the foundation of an international program for interculturalism, cooperation, and sustainable development. The ultimate goal is to build an **Industry of Peace**: an ecosystem of practices, skills, economic models, and collaborative networks capable of transforming cross-cultural dialogue into shared social, cultural, and economic value.

Alignment with Sustainable Development Goals (SDGs)

In line with the United Nations 2030 Agenda and UNESCO's priorities in education, culture, science and intercultural dialogue, the Officina 2027 recognises cultural heritage, welcome and hospitality as strategic levers for achieving the **SDGs**:

- **SDG 4 – Quality Education:** (Target 4.7) Education for global citizenship, a culture of peace, and the enhancement of cultural diversity.
- **SDG 8 – Decent Work and Economic Growth:** (Target 8.3) Support for entrepreneurship and local economies; (Target 8.9) Promotion of sustainable tourism that enhances local culture and products.
- **SDG 11 – Sustainable Cities and Communities:** (Target 11.4) Protection and enhancement of cultural and natural heritage; (Target 11.a) Strengthening links between urban and rural areas.
- **SDG 12 – Responsible Consumption and Production:** (Target 12.b) Developing tools to monitor the impacts of sustainable tourism.
- **SDG 16 – Peace, Justice and Strong Institutions:** (Target 16.7) Inclusive and participatory decision-making processes; (Target 16.a) Strengthening institutions for conflict prevention.
- **SDG 17 – Partnerships for the Goals:** (Targets 17.16 and 17.17) Multi-stakeholder and public-private partnerships.



How to participate

Who should participate

Public bodies, cultural institutions, universities, associations, foundations, socially responsible companies, individual and emerging professionals, young people and experts active in the fields of cultural heritage, sustainable tourism and intercultural dialogue.

Event Format & Venue

Attendance at the event is strongly recommended. In exceptional cases, online participation in the discussion table may be considered. The event will be held at Palazzo Coppini, headquarters of the Fondazione, and the Auditorium al Duomo in Florence.

Registration Process

Step 1: Register on the dedicated [Officina 2027 webpage](#) by **31 August 2026**.

Step 2: Check your inbox. You will receive an email with links and instructions to complete your registration (step 3).

Step 3: Finalize the mandatory requirements:

- **Submit** the payment and email the proof to workshops@lifebeyondtourism.org.
- Fill out the **practice questionnaire** (*link provided by email*).
- **Upload** up to **3 images** (max 5 MB each, 300 dpi resolution) to the **Google Drive folder** (*link provided by email*).

The organisation reserves the right to decline proposals that are not considered suitable or aligned with the themes of this call.

Event Structure

The provisional programme will be published online in **December 2026**. Officina 2027 will consist of two days (**11-12 March 2027**) of intensive work: plenary sessions, parallel thematic discussion tables and experience sharing, feedback from the thematic tables.

Timeline

31 March 2026	Opening of the online registration form
30 June 2026	Early bird deadline
31 August 2026 11 October 2026	Closing of the online practice questionnaire
September - November 2026	Organisation of proposals and formulation of the programme
December 2026	Publication of the Officina 2027 programme
11–12 March 2027	Officina 2027

Participation Fee

The **participation fee** contributes to covering the organisational and logistical costs of the Officina, ensuring the quality and sustainability of the initiative.

The fee includes:

- Access to all sessions and thematic round tables;
- Presentation of your practice in the official programme;
- Informational and methodological materials;
- Coffee breaks, lunch breaks and networking opportunities according to the programme;
- Official certificate of participation;
- Inclusion of your case study in the final report for international distribution.



Differentiated fees

Fees	Standard	Reduced*
	Early bird (within June 30) / Deadline August 31	Early bird (within June 30) / Deadline August 31
Active Participants <i>Presenters & Contributors up to 2 people</i>	750 € / 990 €	450 € / 590 €
Additional Participants <i>From the same delegation</i>	150 € / 190 €	90 € / 110 €
Young Professionals & PhD Students <i>Under 35 (providing ID or University student status proof)</i>	250 € / 325 €	150 € / 190 €
Expert contributors <i>Providing insights at working tables</i>	90 € / 110 €	90 € / 110 €
Auditors <i>Non-presenting Attendees</i>	90 € / 110 €	90 € / 110 €

*Institutions with MOU

Payment Methods

After completing the registration form, payment can be made via:

Bank transfer to

Beneficiary: Centro Eventi Firenze S.r.l. SB

Bank: Banca Intesa - via Carlo magno, 3 Firenze

IBAN: IT35R0306902912100000017475

BIC/SWIFT: BCITITMM

Reason for payment: Officina 2027 - Participant's name

PayPal or Stripe

A payment link will be provided after registration.

Bank Transfers: The sender must cover all bank and conversion charges (please select the 'OUR' code). All fees are in Euros, VAT included.

Important Notes

- Entries will be considered and registration will be confirmed only after payment is received.
- Any bank or transaction fees are the responsibility of the participant.
- A copy of the payment receipt must be sent via email to workshops@lifebeyondtourism.org to complete the registration process.

Cancellation & Refund Policy

We understand that plans can change. If you need to cancel your registration, please notify us in writing via email at workshops@lifebeyondtourism.org

- Until June 30: Full refund, minus a 50€ administrative fee.
- Until September 30: 40% refund of the registration fee.
- From December 15 onwards: No refunds will be issued.

Transfers: Free to a colleague from the same institution. Notify us by Dec 15 for name updates in the printed programme; later transfers won't reflect name changes.

For questions or assistance, please don't hesitate to contact us!



Giorgia Carati – Secretariat

workshops@lifebeyondtourism.org



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Centro Eventi Firenze Srl

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