

Manifesto of the NewPilgrimAge Cities

The work undertaken by the **NewPilgrimAge Cities** brings a shared view on how to preserve, safeguard, actualise, valorise and use cultural heritage, and it demonstrates how local communities can be the main actors and cultural drivers for local development. Our action was guided by a motto: ‘Turning Our HERITAGE into our FUTURE!’ At the end of a three-year work, **NewPilgrimAge Cities** agreed on the need for a document publicly declaring our common perspective and purposes. The ‘**Manifesto of the NewPilgrimAge Cities**’ is the initial step of a process aiming at constituting a network of cities, stakeholders, and civil society organisations willing to cooperate for a sustainable development of territories thanks to cultural heritage as a powerful motivator for community-sourced local development and for making local residents from different generations become the active protagonists of their future.

MANIFESTO OF NEWPILGRIMAGE CITIES



We Care about Cultural Heritage

Protecting, safeguarding and increasing the cultural capital, the quality and beauty of the NewPilgrimAge Cities

NewPilgrimAge Cities are places of maintenance, care, enrichment of cultural, historical, archaeological, architectural and artistic heritage. These assets constitute a cultural capital of value not only for the local identity, but for the whole of humanity. They are indispensable for the quality and beauty of cities, for liveability, well-being, hospitality and for the quality of the entire territory. They are the basis of important economic activities related to tourism and creative industry, but also for the uniqueness and attractiveness of cities and all the economic activities they host



We are Inclusive Cities

Providing opportunities and better living conditions for all

Inclusion is **appreciating** and **valuing human characteristics** by creating an atmosphere that promotes a sense of belonging where everyone feels respected and valued for their uniqueness. In an inclusive environment **each person is recognized and developed**, and their skills are appreciated. In an inclusive environment, people are valued because of, not in spite of, their differences so everyone can fully participate and thrive. NewPilgrimAge Cities work for balancing identity and diversity. **Spatial, social and economic dimensions of inclusion** are tightly intertwined, and tend to reinforce each other: they can lift people out of exclusion and improve lives. NewPilgrimAge Cities are committed at **fostering dialogue between generations and components of the local community**, not only as a form of peaceful coexistence, but also as a way to seeking out common projects shared by groups of persons of different ages. These projects should be orientated towards

bottom up/grassroots initiatives and actions whose value consists in their cross-generational character, and in the use of the skills and values of the different age groups



We put Community at the Centre

The local community is at the centre of the public action

NewPilgrimAge Cities use their institutions and civic and social organisations to stimulate **citizen participation** in collective projects, taking into account private and volunteering initiatives and other forms of spontaneous participation. We are committed for people getting involved in their communities to develop the social skills, knowledge and understanding to be able to make informed decisions with the aim of improving quality of life and participate in local development strategies



We are Educating Cities

Education as essential instrument for a citywide development

The urban space must be transformed into an **educational space**, where in addition to facilitating access to **knowledge**, **values** are transmitted so that people can develop their **skills** and become **active agents** of the **sustainable development of their communities**. With their respective formal educational institutions, non-formal and informal interventions collaborate - bilaterally or multilaterally - in the exchange of experiences. In the spirit of cooperation, NewPilgrimAge Cities will aid each other in supporting **study and investment projects**, either in the form of direct cooperation or in collaboration with relevant/international bodies. NewPilgrimAge Cities are in fact committed to promote education in diversity, as well as understanding, international solidarity and cooperation.



We are Friendly Towns

'Hospitality and sharing' is our motto

NewPilgrimAge Cities are committed to further develop **experiential tourism**, meaning sharing a unique moment which gives the visitor a

sense of the region, its people and heritage. Experiential tourism means creating memories and knowledge that will remain in the hearts and mind of our visitors, and let them understand why it is important to respect, appreciate and value traditions, habits, rituals and any other unique cultural and natural characteristics of places and people. Uniqueness and differences should facilitate knowledge sharing and networking.



We are Sustainable

NewPilgrimAge Cities are committed to take steps to remain healthy and sustainable over the long term. We have a strong sense of place, feeling of belonging and respect for natural and cultural resources, which are part of a shared vision that is embraced and actively promoted by all of the key sectors of society. **We want to be places that build on their assets and dare to be innovative.** Our communities value healthy ecosystems, try to use resources efficiently, and actively seek to retain and enhance a locally-based economy. Partnerships between and among local authorities, the business sector, and non-profit organizations are common. Public debate is engaging, inclusive, and constructive. We emphasize the whole community; ecosystem protection; meaningful and broad-based citizen participation; and economic self-reliance.

The ‘MANIFESTO OF THE NEWPILGRIMAGE CITIES’ expresses the commitment of the Cities and Organisations undersigned to all the values and principles expressed herein. The Manifesto defines itself as being open to revision and expansion in respect of all such aspects that social evolution may impose in the future



