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COOL CLASSIC CARS



**BEST PRACTICES
MANUAL**

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COOL CLASSIC CARS



COOL CLASSIC CARS: THE PROJECT



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THE HEART OF COOL CLASSIC CARS IS THE POSSIBILITY OF IMAGINING TOURIST ROUTES THROUGH THE SUSTAINABLE USE OF VINTAGE CARS AND THE ENJOYMENT OF CULTURAL HERITAGE IN ITS BROADEST SENSE.

The "Cool Classic Cars" project aims to investigate the potential of the vintage car market within the framework of developing sustainable tourism that is more attentive to the needs related to climate change. It also aims to educate all stakeholders in the sector about these practices. The tourism sector globally contributes a substantial 8% to greenhouse gas emissions, and there are few initiatives in the sector aimed at mitigating the harmful effects of climate change. These initiatives are primarily focused on balancing emissions with carbon credits and similar measures rather than innovative strategies for reduction or innovation.

While more virtuous travel models are emerging, bolstered by increased user interest in sustainability, many initiatives are still needed to improve the sector.

In particular, slow tourism, pro-poor tourism (PPT), and eco-tourism are the most interesting trends to be examined. All these examples are based on the concept of mitigating the impact that one's journey has on the overall balance of the fight against climate change. This impact begins with the choice of destinations, how travel is conducted, how accommodations are chosen, and even how consumption and purchases are made.

Based on the insights provided by these trends, we can imagine solutions that strengthen the tools of legislators and industry professionals interested in developing new, environmentally sustainable business models.



Mass tourism and quick getaways represent some of the most problematic aspects of the sector. The emergence of a tourism that focuses on exploring locations closer to one's place of residence, reachable without the use of airplanes but with alternative and less polluting means, as well as an experience linked to respecting host communities in terms of time spent discovering them and an interest in strengthening their economic and cultural characteristics, can contribute to a revolution in the industry.

In this context, the project focuses on two separate yet potentially convergent themes: vintage cars as a resource and industrial archaeology sites found across the continent. Vintage cars, in particular, have unexplored characteristics. The vintage car market is growing, considering the increase in models that acquire historical, cultural, and collectible value each year. The transition to less polluting vehicles further removes a significant number of cars from circulation, representing nearly 25% of registered cars in Italy, for example. Given the widespread presence of these vehicles and the potential impact of mass decommissioning, strategies should be considered to make vintage vehicles a resource through circular economy practices of recovery and reuse. Their use in the tourism sector is a concrete possibility to envision a new life for these vehicles.

If integrated into sustainable mobility projects, transport intermodality, and slow travel being developed by legislators and private entities, it can represent an additional tool to ensure less environmentally impactful travel and address climate change. To highlight the possibilities of a more conservation-focused tourism away from mass circuits, the manual will provide examples of industrial tourism and industrial archaeology. The rapid transformations that the manufacturing sector has undergone in recent decades have left a European landscape dotted with productive or extractive sites that have taken on new life through forward-thinking initiatives: museums, exhibition centers, cultural hubs. The various forms in which these places have been reclaimed trace the path of rediscovering and valorizing territories and communities that would otherwise have been abandoned.

This manual aims to present the project in the light of some of the best examples of sustainability, industrial tourism, and the valorization of vintage cars. The manual serves as a practical tool for legislators or entrepreneurs interested in delving into the themes addressed by the Cool Classic Cars project.

THE PARTNERS

MEMBERS OF THE COOL CLASSIC CARS PROJECT

AFINNA ONE – ITALY

Founded in 2010, Afinna One has rapidly expanded to become one of the most reliable partners in the Global Telecom Market thanks to well grounded worldwide interconnections and user oriented approach. As the world needs to be increasingly connected, Afinna One's mission is to be a 360° Communication Service Provider with a portfolio of innovative solutions that include, on top of our core business, IoT, ISP, SMS and Digital Platforms.

CODITRAMUNTANA – SPAIN

Coditramuntana is an expert company in the development of custom software, both web projects and projects related to mobile devices. The Coditramuntana's Team faces web development projects of the highest technological level, complex and disruptive and offers a solution to large-scale projects, data integration and DB structuring, providing professionalism and proven experience in software engineering. The development of mobile projects also allows the company to offer functionalities designed for mobile devices with iOS and Android.



COOL CLASSIC CARS



MEMBERS OF THE COOL CLASSIC CARS PROJECT

ACI VALLELUNGA- ITALY

ACI Vallelunga S.p.A., a company of the Automobile Club d'Italia group, represents a unique reality of its kind: the company, which started with the management of the Autodromo Vallelunga, today proposes a true multifunctional pole that, at the gates of Rome, is able to respond to the numerous needs of its clients.

The Vallelunga Circuit "Piero Taruffi has a modern and highly efficient image, thanks to a further investment in modernisation works, which now make the circuit a point of reference also in terms of functionality and design. ACI Vallelunga, on behalf of ACI, the Automobile Club of Italy, is responsible for disseminating information and training on road safety.

In the end ,Vallelunga Congress Centre: Since 2010, a modern conference centre, designed for conventions, meetings and exhibitions, in an indoor area that can accommodate up to 1600 people.

E-C-C VEREIN – AUSTRIA

Association for Interdisciplinary Consulting and Education is a non-profit association for interdisciplinary research, consulting and education. ECC works with some 20 experts, lecturers and trainers who cover our working fields, especially managing and coordinating scientific cooperation and educational projects in European research and education programmes. ECC is registered member of various European research organisations, e.g. at the European Training Village (CEDEFOP), Euroscience and the European Association of Vocational Training Providers, and also of the Mediterranean Migration Network. The researchers of E-C-C have been active in adult and vocational education for more than 20 years, mainly working for vocational qualification for the Labour Market Administration Vienna and Lower Austria, and for marketing and entrepreneurship concepts for various regional development agencies.



TOWARDS A SUSTAINABLE TOURISM

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Sustainable tourism is influenced by various factors, but primarily by the awareness that one's journey cannot be an object of consumption devoid of relationships and consequences related to our planet. In this sense, in addition to initiatives carried out by industry operators – which are significant as they aim to reduce emissions, waste, pollutants, etc. – such as eco-hostels, energy-efficient accommodations, and offers targeted at reducing environmental impact, the transformations in user habits that are key to real innovation in the sector must be considered.

A decisive factor in this regard is the mode of travel, starting from the timing, the way one travels, and in what manner. Therefore, one of the main issues is to find new means to reach desired destinations and tools to plan vacations and stays

focused on the concept of environmental respect and sustainability of one's choices.

Slow tourism or regenerative tourism, established trends that aim to reduce the negative impact that is harder to counteract in mass tourism circuits and quick getaways, would not be possible without infrastructure linked to mobility.

We have chosen to take infrastructure and routes as examples centered on a mobility different from that associated with private vehicles or air transport. . The latter, in particular, has one of the most significant carbon footprints concerning travel and is therefore increasingly limited and regulated (for example, in France, laws have been passed to prohibit air travel for



distances that have rail alternatives under an hour, and similar measures are on the agenda of the European Commission). Intermodality, pursued at the European level for the movement of goods and people, means that the tourism sector envisions a scenario in which it is possible to reach every corner of the continent comprehensively, choosing from various mobility solutions, and minimizing one's environmental impact.

EXPLORING EUROPE SUSTAINABLY: THE INTERRAIL EXPERIENCE

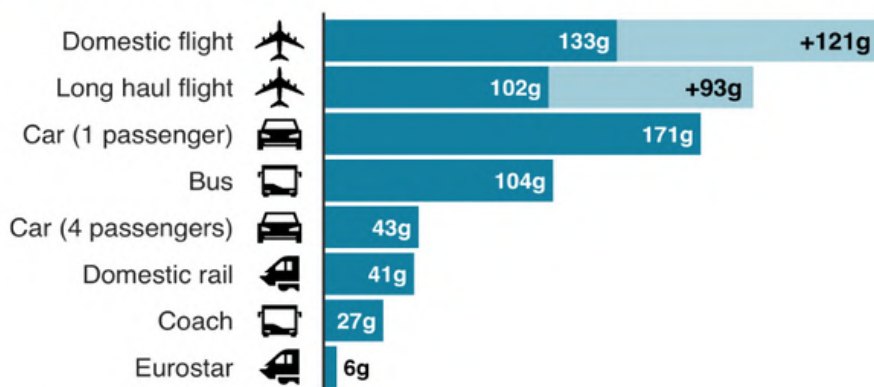
For over 50 years in Europe, it has been possible to organize a trip that embodies the characteristics of sustainable tourism. The Interrail pass, valid on the entire European rail network, has allowed generations of European Union citizens to travel and discover the continent in a safe and sustainable manner. Among the modes of transportation with the lowest carbon footprint, the train is one of the most important.

The Interrail pass is a ticket that grants access to almost all European national railways, which is paid for in a single payment and offers flexible solutions based on the price and needs of travelers. It allows travelers to use the pass on almost all national and international routes, with the exception, generally, of high-speed lines, unless with an additional fee. You can purchase it in any European Union country or on the company's website, which is www.interrail.eu.

Emissions from different modes of transport

Emissions per passenger per km travelled

■ CO2 emissions ■ Secondary effects from high altitude, non-CO2 emissions



Note: Car refers to average diesel car

Source: BEIS/Defra Greenhouse Gas Conversion Factors 2019

BBC

THE INTERRAIL HISTORY

The first Interrail pass was sold in 1972, quickly becoming an iconic journey for entire generations of young people even before treaties like the Schengen Agreement completely opened European borders to Union citizens.

At launch, the Interrail Pass enabled youth travelers up to 21 years old to explore 21 countries by train with just one rail pass. The rail pass began as a one-off offer – a 50th-anniversary gift from the UIC (International Union of Railways). One of their ambitions was to remove barriers and enable flexible, borderless travel across Europe.

The history of this pass is intertwined with the process of building the European Union and sometimes anticipates its milestones by including countries not yet members of the European community in its offerings.

After the initial years, the initiative's success was such that the offer became permanent. Over the years, of course, the offering has changed in terms of format and usage. Since 1998, it has been extended to citizens of all ages and families. From the initial 22 countries, it is now possible to travel in 33 states. These are the main steps in the development of the initiative.

- 1972: Interrail Pass began, limited to travellers age 21 or younger. It covered 21 countries: Austria, Belgium, Denmark, East Germany, Finland, France, West Germany, Greece, Hungary, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland, United Kingdom, and Yugoslavia. The price in the United Kingdom was £27.50 for one month's travel.
- 1973: UK price increased to £33.00
- 1976: The age limit for the pass was raised to 23; it was raised again to 26 in 1979.
- 1979: Interrail Senior, for travellers over 65, was introduced.
- 1982: The six-month residency requirement was introduced.
- 1985: Some ferry services were included.
- 1989: An adult offer was introduced in the Nordic countries, with 265 adult passengers in the first year.
- 1991: The end of the Soviet Union led to expansion of the Interrail zone, and an adult offer was introduced in the UK.
- 1994: Twenty-nine of the 33 present-day countries are included (all except Bosnia-Herzegovina); the IRC has seven zones, with Zone D including Poland, Czech Republic, Slovakia, Hungary, Croatia, Bulgaria, Romania, and Yugoslavia.
- 1998: Interrail passes become available to all ages, with fares based on age. The eight-zone system is established, omitting Bosnia-Herzegovina.

- 2001: The Eurail Group is formed, taking over marketing and management of Interrail and Eurail.
- 2005: Bosnia–Herzegovina joins the IRC.
- 2007: On April 1, the Eurail Group takes over all Interrail Pass products; zone system replaced with Interrail Global Pass (30 participating countries) and One Country Pass range. Eurodomino discontinued.
- 2013: Launch of the Rail Planner app
- 2015: Eurail and Interrail align their logos; Greek Islands Pass introduced.
- 2017: Youth fare age limit raised to 27.
- 2018: Turkey and Serbia join Eurail One–country Pass. Czech Republic and Poland join Eurail two–country select pass.
- 2019: 1st and 2nd class are available for all products (except Greek Islands domestic). Furthermore, Lithuanian Railways join Interrail. The New Greek Islands Pass is now also valid for 5 domestic trips and increases to 53 islands. It was announced that railway operators in the United Kingdom would cease participation in the scheme after a dispute, however this decision was promptly reversed.
- 2020: Estonia and Latvia join Interrail.
- 2022: Interrail and Eurail introduce a new joint logo along with a brand identity refresh.



SUSTAINABLE TRAVEL TOURISM

The new trends emerging in the tourism industry, driven by consumers' growing concern for their responsibilities and the environmental impact of their travels, arise from the boom in the sector and factors exacerbated by mass tourism: the excessive influx of people into specific places generates a strong negative impact on local communities, resources, and the environment. Consequently, there is a rise in the concept of "hit-and-run" tourism, linked to low-cost travel offers that often do not even have advantageous prices because they are ultimately based on packages designed for profit maximization and the idea of tourists as a resource to exploit.

In contrast, slow, mindful travel oriented towards less crowded places offers environmentally and economically more sustainable solutions and more authentic experiences of contact with the places and communities that inhabit them. Interrail can thus be considered a precursor to Slow Tourism.

The offer of the single pass provides the possibility of using the railway network for extended periods with complete autonomy regarding routes and dates of use. Those who travel with Interrail do not aim to visit a single location but to build their own path of discovery through the surrounding countries. The possibility of staying longer in a destination due to being captivated by the natural beauty of a location or the cultural climate of a country is not only possible but encouraged due to the absence of a predefined travel itinerary and booking requirements: it's an open ticket.

INTERRAIL PASS OPTIONS

The options for the Interrail pass are structured to meet the traveler's needs. One decides in advance on a timeframe that can range from 15 days to 3 months. Within that timeframe, you can choose a limited or unlimited number of travel days based on the destinations you plan to visit. If you opt for a specific number of days, you can use one or more trains in the countries covered by the offer for the entire day without specifying dates, subject to certain restrictions imposed by individual railway companies. For instance, fast trains generally require a reservation at no additional cost, but in some countries, an extra fee may be necessary for high-speed trains.

PLANNING YOUR INTERRAIL JOURNEY

This approach allows you to transition from complete freedom of movement to journeys designed to explore one or more destinations using various modes of transportation and different timeframes. You can choose to reach a major European city using high-speed trains and, in the following days, explore its surroundings. Alternatively, you can plan routes to reach specific destinations using, for example, bicycles or other local forms of transportation and then continue your journey by train from those locations. Eventually, you can even decide day by day where to go independently by purchasing an all-inclusive pass.

In this sense, Interrail is the perfect means to promote transport intermodality, leading to a mobility model capable of significantly reducing the impact of our travels.

EXPLORING EUROPE RESPONSIBLY

Responsible travel supports local businesses .Small choices you make while travelling can make a big positive impact on the local economy of any place you visit. By looking beyond destinations and activities that are draws for mass tourism, you can look for small-scale operations run by local people that will help you support local communities and get a more authentic taste of the culture. This counts as much for shops, bars and restaurants as much as it does for tours, landmarks and even the cities you visit. Choosing a city with a lower number of tourists can help you discover things you'd never come across in a big city suffering from overtourism.

Taking things slow lets you observe more culture and more beauty than you ever could in a hurry. Being mindful about how you travel also makes you feel good because you know that you're caring for natural resources, for others, for future generations and yourself!

THE SANTIAGO WALK

The Camino de Santiago is one of Europe's oldest and most significant spiritual pilgrimage routes. It leads to a sanctuary in the far northwest of the Iberian Peninsula and offers various paths that can start hundreds of kilometers away from the pilgrimage destination. While pilgrimage was once solely for the faithful seeking a spiritually enriching journey, today, more people embark on these routes to experience a different way of traveling.

Various services have emerged along the routes to cater to both pilgrims and tourists, making this experience more accessible and enriching. This article focuses on initiatives that enhance the infrastructure and offerings available to travelers, promoting a "pro-poor" form of tourism. This concept enriches economically depressed areas and ensures that the journey is accessible to all, regardless of their financial means.

The article discusses two key aspects: the "pilgrim's passport," known as the Credencial, and initiatives aimed at distributing the benefits of this pilgrimage flow across the regions leading to Santiago de Compostela.



HISTORICAL BACKGROUND

The sanctuary of Compostela, which houses the remains of the apostle Saint James the Greater, played a significant role in the Christian pilgrimage tradition.

The discovery of the saint's supposed tomb in the 9th century led to the foundation of a church and marked one of Europe's earliest pilgrimage destinations. Its importance grew during the Christian reconquest of the Iberian Peninsula from Muslim rule, linking Saint James to victorious campaigns that restored Spain to Catholic dominance.

Throughout the Middle Ages, the Camino remained a major Christian pilgrimage route, serving as a path of penance and redemption.

In the 1990s, the Camino de Santiago regained popularity, especially after the Council of Europe recognized its significance in 1987, designating it the first "European Cultural Route" and providing funding for route markers. In 1993, the Camino received UNESCO World Heritage status.

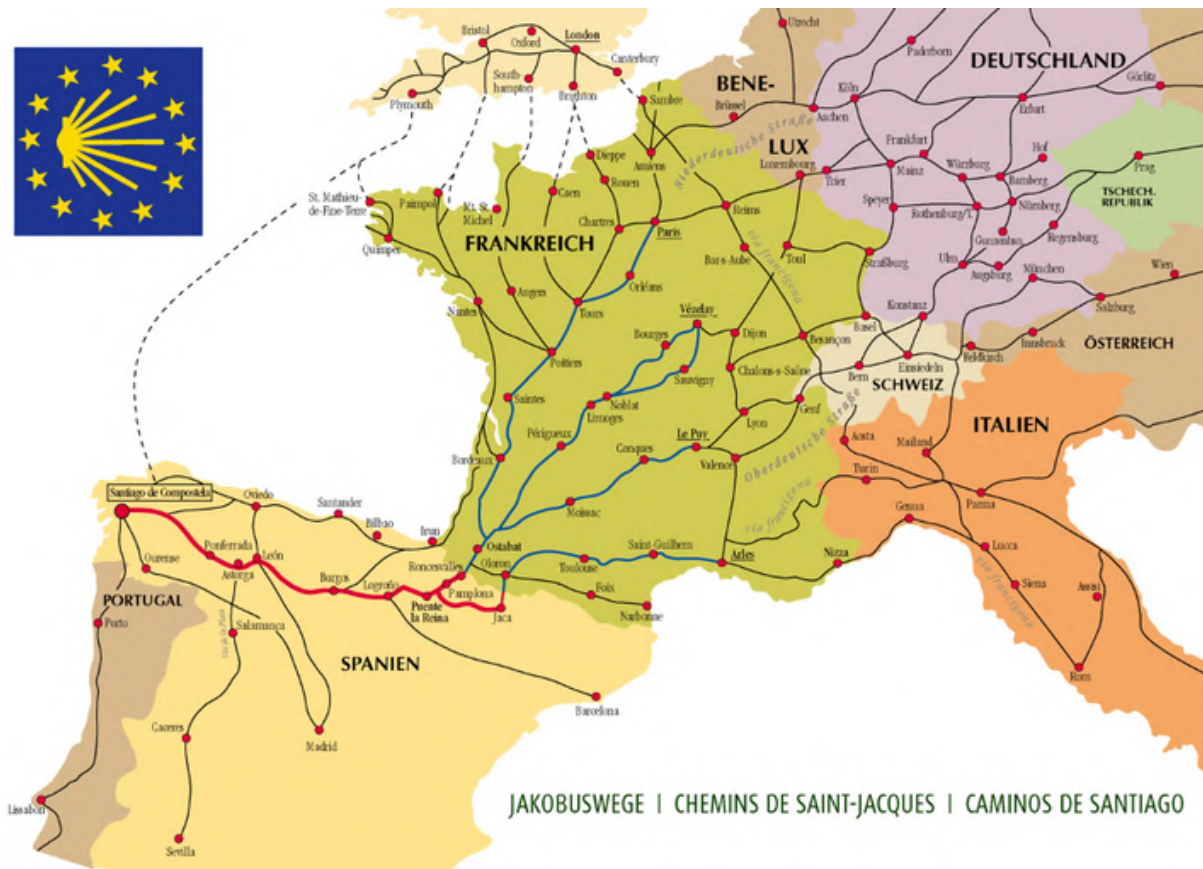
ROUTES TO SANTIAGO

Several main routes converge towards Santiago, including:

1. The Camino Francés: The most famous route, historically traversed by pilgrims from Italy, France, and other European countries, it offers multiple starting points, like Arles, Le Puy, Vézelay, Paris, and Tours, eventually merging at Puente la Reina.
2. The Camino Primitivo: The oldest known pilgrimage route to Santiago, starting in Oviedo, Asturias.
3. The Camino Portugués: Beginning in Lisbon or Porto, Portugal, and crossing into Galicia at Tui.
4. The Camino Inglés: Traveled by pilgrims from England during the 11th–13th centuries, starting from Ferrol and leading to Santiago.
5. The Camino del Norte: Beginning in Irun at the French border, this route follows the Bay of Biscay's coast through Basque Country, Cantabria, Asturias, and Galicia.
6. The Via de la Plata: Originating in Seville, Andalusia, and passing through Extremadura and Castilla to reach Santiago.

THE PILGRIM'S PASSPORT: THE CREDENCIAL

The Diocese of Santiago de Compostela issues a document called the Credencial, allowing travelers to be recognized as pilgrims along various routes. Besides certifying stages of the pilgrimage (with a minimum of 111km traveled on foot required), it grants access to services available along the way. This mechanism, rooted in the religious history of pilgrimage, enables pilgrims to stay in hostels and receive affordable or free meals. These hostels, whether religious or municipal, often provide shelter either for free or through voluntary donations. Some have a long-standing tradition, while others are more modern. Online services like [ViveCamino](#) help travelers discover cultural, historical, and gastronomic sites along or near the routes, enriching their experience. Today, embarking on a journey by foot along these marked paths symbolizes an alternative to disposable vacations, focusing on engaging with territories rather than consuming them. It's a spiritual voyage of self-discovery and exploration of the world beyond conventional tourism norms, as depicted in various blogs and films, such as "The Way" and the recent Netflix series "3 Caminos."



SUSTAINABLE TOURISM AND A REBORN REGION

In recent decades, rural Galicia, like many Western regions, has faced depopulation as people gravitate toward cities and urban areas. The hinterlands experienced progressive impoverishment, but legislative intervention and the Camino pilgrimage have contributed to reversing this trend. Since the "Ano Santo Compostelano" (Holy Year of Compostela) in 1993, coinciding with UNESCO's recognition, the Xunta de Galicia (Galician regional government) has promoted the Camino as a tourist activity.

Galicia's efforts to promote sustainable tourism align with the EU's 2030 Sustainable Development Goals and aim to establish it as a sustainable tourist destination, acknowledging tourism's significant contribution to the regional economy. The "Ecociña No Camiño" initiative, introduced by the regional government, encourages local restaurants along the Camino to use sustainable, locally-sourced products, strengthening a virtuous ecosystem that benefits the regions.

Private initiatives, such as The Way Experiences, support local businesses and communities. For example, a family-owned hotel in Samos has helped slow population decline in the area. Similarly, Portomarin has seen population growth due to Camino tourism, demonstrating the positive impact of sustainable rural tourism on local communities.



BARCELONA'S PROVINCE BLUE WAYS

Blue Ways (Vies Blaves) is an itinerary project of almost 300 km along the main rivers of the province of Barcelona: Llobregat, Anoia and Cardener. The objective is to create a sustainable local mobility network, improve accessibility to the industrial, cultural and natural heritage of the area and promote local development through the creation of new tourist products.

In 2022, the Blue Ways project have been awarded 4.5 million EUR from the Next Generation EU funds. The expected total budget is 54 million euros. This 4.5 million will be invested in a first phase of the Blue Ways covering 19 km going through 5 municipalities of Anoia county: Jorba, Igualada, Santa Margarida de Montbui, Vilanova del Camí y la Pobla de Claramunt.

The final project envisages that the Blue Ways will cross 59 municipalities in 7 provinces with a total population of 400,000 inhabitants. Furthermore, the area already supports a significant tourist flow and will benefit from this complementary infrastructure. Therefore, the project will lead to a lower concentration of tourist offers in the hinterland and to breaking seasonality with the creation of new tourist products, for example cycling.

The Blue Routes aim for the widest accessibility for travelers with different means, the width of 3 m, slopes of up to 6%, close to the river but outside the flooded areas and exploiting, when possible, existing routes. The routes also include panoramic points and equipped rest areas, bicycle and pedestrian infrastructure, the installation of sustainable energy systems, the installation of information and communication technology equipment. It also considers the connecting routes with the Municipalities along the streets and the connections with public transport.

COOL CLASSIC CARS:

3

THE HERITAGE OF THE HISTORIC CAR PARK AS AN ASSET TO BE EXPLOITED IN THE CONTEXT OF SUSTAINABLE TOURISM.



Several initiatives indicate that vintage and classic car tourism can be a resource to promote more sustainable tourism. Due to their widespread presence and status as "living historical artifacts," vintage and classic cars are increasingly featured in tour operator offerings. Just take a look at the Italian portal Slow Tourism or search online to see the results. Their use as a segment of sustainable transportation and tourism remains a potential that hasn't been fully tapped into. It's also an opportunity to address the issue of the growing number of cars heading for disposal and landfills.

In the previous examples, we discussed major European itineraries that deviate from mass tourism routines, such as airplanes, private cars, and quick getaways.

The European railway network, the most extensive and comprehensive in the world, represents the most eco-friendly way to travel from one destination to another and provides access to thousands of locations that are often challenging to reach by other means. Tourism based on intermodality can benefit from the experiences we propose here, including the enhancement of vintage cars.



Let's take, for example, one of the most significant and long-standing events in historic motoring, which has offered a unique way to explore Italy and get to know its towns for years: the Mille Miglia.

We'll also study the case of a central Italian operator specializing in the rental of vintage cars. Finally, we'll discuss how some English museums associated with abandoned mining sites transformed into centers for the preservation of historical and cultural heritage have enriched their offerings with fairs, exhibitions, and events related to the world of historic cars.

MILLE MIGLIA

«Crazy, exhausting race, without stops, through the countryside and cities, on the mountains and by the sea, day and night. Road ribbons that unwind under the roaring cars, eyes that don't close in sleep, faces that don't tremble, drivers with nerves of steel»

Giuseppe Tonelli, La Stampa 1927

Mille Miglia is one of the most famous vintage car competitions that take place in Italy, in the city of Brescia. Each edition of the Mille Miglia traditionally sees historic cars cross Italy in four stages: Cervia – Milano Marittima, Rome, Parma, Milan and then the return to the city. The first edition dates back to 1927 thanks to the spirit of initiative of Renzo Castagneto, director of the Brescia Automobile Club at the time. The event ran along the city streets which were transformed for the week of the race into a sort of car circuit thanks to boards displaying the rankings, loudspeakers, exhibitions and processions of young people.



The competition resumed after the Second World War already in 1947 thanks to the stubbornness of mayor Bruno Boni, known as "the mayor of the Millemiglias" because he waved the starting flag. From then on, the race took place every year until 1957 with the participation of numerous automotive companies given the international importance it had now assumed.

After a tragic accident in the 1957 edition, the Millemiglia experienced a period of standstill until it returned in 1984, initially every two years, and annually from 1987, an edition which saw the participation of as many as 300 cars.

During the 1990s, the fame of the race led to the birth of independent events, initiatives and international demonstrations inspired by the 1000 Miglia.

- 1991: the "American Friends of the Mille Miglia" Club was born and has been organizing a motoring event called "California Mille" since the 1990s.
- 1992: a race called "La Festa Mille Miglia" was held in Japan.
- 1996: the "Mil Millas Sport de la República Argentina" starts again: an Italian-Argentine co-production of organizers and enthusiasts, who reprise the race held in Argentina in the 1940s.

In 2004 the Millemiglia Museum was born inside the Monastery of Sant'Eurfemia, also in Brescia, restored specifically to accommodate an exhibition of vintage cars and displays and scenography that recall the various historical periods in which the competition took place. Archive photos are displayed and documents related to past events are preserved.



SLOW HILL

In the vintage car rental sector, there are now several operators offering tours and promoting the discovery of their own territories on motorcycles or driving vintage cars. While one of the most classic aspects of renting historically prestigious vehicles is related to ceremonies and events like weddings, where cars have a strong scenic impact and are requested to fulfill the desire to drive iconic vehicles for a day, this type of rental has recently expanded to include tourist activities and transportation needs unrelated to events.

It's a niche sector that is gaining more ground, often driven by the passion of collectors and enthusiasts who take on the challenges that this type of activity entails due to their love for historical vehicles. An example of such a business is Slowhill.

Slowhill is a company born in the Tuscan countryside of Montepulciano from the desire of a passionate collector to dedicate himself to his cars and Vespas and turn them into a profession. The decision to rent the first four vehicles for events and more was made in 2013 to allow him to manage his collection in an entrepreneurial manner. This marked the beginning of an endeavor that led the company to engage not only in rental but also in the search and restoration of abandoned vehicles in the country houses of neighbors, villages, and farms.

One of the company's strengths became its technical expertise and the ability to independently maintain vehicles without relying on often hard-to-reach specialized workshops and centers, especially when the vehicles need to be on the road for their customers the very same day or the next.

Today, Slowhill owns a fleet of 30 vehicles, including Beetles, Fiat 500s, Vespas, Volkswagen vans, and more. In addition to renting individual vehicles, they also offer the opportunity to participate in real tours of the Tuscan-Umbrian hills. According to the company's administrator, the demand for these tours among tourists exploring the region has been growing every year.

Thanks to local guides, tourists not only discover the most beautiful roads and characteristic places but are also connected with businesses, artisans, and the local excellence that is otherwise hard to reach, making the tours a valuable service for the region and the associated network of enterprises.

It's worth noting that operators like these often face insufficient legislation.

In Italy, for example, there are restrictions on chauffeur-driven rentals, which require those in the sector to rent the vehicles and accompany their clients separately with other vehicles. The legislation regarding vintage cars also limits their use in economic or commercial activities once they are registered with ASI (the Historical car register), unless with significant limitations.

Businesses dedicated to this type of activity, therefore, undertake it with significant expenses and great dedication.

Official website: <https://www.slowhills.com/en/>

FIAT 500 VITTORIO BRAMBILLA CLUB

This passion can also be found in non-entrepreneurial experiences, such as the Fiat 500 Vittorio Brambilla Club in Modica, which offers its members and their cars for trips in the alleys of the small Sicilian town solely for the passion of promoting their territory and driving their vintage cars.

In summary, the world of collecting and vintage motorsport enthusiasts naturally gravitates toward making their vehicles available for sustainable and slow tourism, connecting people and places through the strong emotional connection that ties those who inhabit the territories to their history and tradition.



CLASSIC CARS AND INDUSTRIAL HERITAGE

Vintage cars are inherently tied to the function, emotions, and innovation they represented in the years they were built. This is why they can be considered living historical artifacts. In particular, automobiles and machinery symbolize past industrial revolutions: the steel they are made of, produced through blast furnaces powered by coal and iron extracted from mines; the plastic and gasoline, refined in chemical and processing plants at major petrochemical hubs. An entire cycle of economic and social development, driven by cars, brought about the widespread prosperity we still enjoy today. A recent past that increasingly takes on the historical value of rediscovering our origins. This process leads to the preservation and valorization of all those production and mining sites that, due to further changes in recent decades, have been abandoned.

From the coal mines of Wales to the Tuscan steel mills to the Spanish textile industries, many of these sites have become museums that attract visitors interested in getting to know a vanished world that is still close to us. They revive places that, having lost their original activity, are now sustained by tourism and heritage preservation.

If we specifically consider mining sites, it's easy to understand how machinery, cars, and work vehicles are important components of the imagery and landscape surrounding mines. This fact is confirmed by some English and Welsh mining museums where vintage car events have been added to other initiatives aimed at promoting these museums themselves.

THE NATIONAL COAL MINING MUSEUM FOR ENGLAND IN OVERTON

The museum was established in 1988, initially as a museum for Yorkshire, and later received national museum status. The region had a strong mining tradition but suffered severely from the transformation that led to the closure of the national coal industry in the 1980s. It was in these places that the harsh Orgreave riot occurred, marking the history of the battle between striking miners and the British government. In this context, the Overton site was among the first to convert the mine into a multifunctional museum.

The museum attracts visitors not only from the region but also from afar. Located in a rural area near other natural attractions and national parks, it has undertaken conservation and restoration efforts for vintage machinery and industrial vehicles over the past 8 years. Thanks in part to the support of the local community, this has led to the organization of the first vintage car-related events.

According to the museum's curators, the response from museum visitors was immediate. The interest of museum-goers is closely tied to the engineering tradition, which was often a passion and hobby of the miners themselves. The private passion of some of the guides employed at the museum, who are both vintage car collectors and former miners, led to the first exhibitions. Thus, they transitioned from the initial event with 5 exhibitors to the next one with over 30, garnering widespread participation and public success.

The museum's strategy was to engage the community and attract enthusiasts who responded positively to the idea of staging an impromptu exhibition. In this way, the museum was able to promote its site without the burden of maintaining a private collection of cars and machinery. Instead, by gathering exhibitors and enthusiasts, it enhanced its appeal while involving the surrounding community.

Examples like that of the National Coal Mining Museum for England help us understand the potential dynamics of promoting industrial archaeological sites through vintage cars. Other museums, such as Rhondda Heritage Park in Wales, have adopted similar successful strategies as well.

CAPHOUSE MACHINE RALLY

16th / 17th September 2023



Join us on our second machine rally, to embrace the art of engineering and the mechanics of mining. See vintage vehicles and mining machinery, with demonstrations and activities across site.



- Vintage vehicles and machinery demonstrations.
- Special 'Working' Underground Tours
- Steam winder demonstrations
- Living History performances.
- STEAM club - activities for young engineers.

**Open
10am
till 5pm**

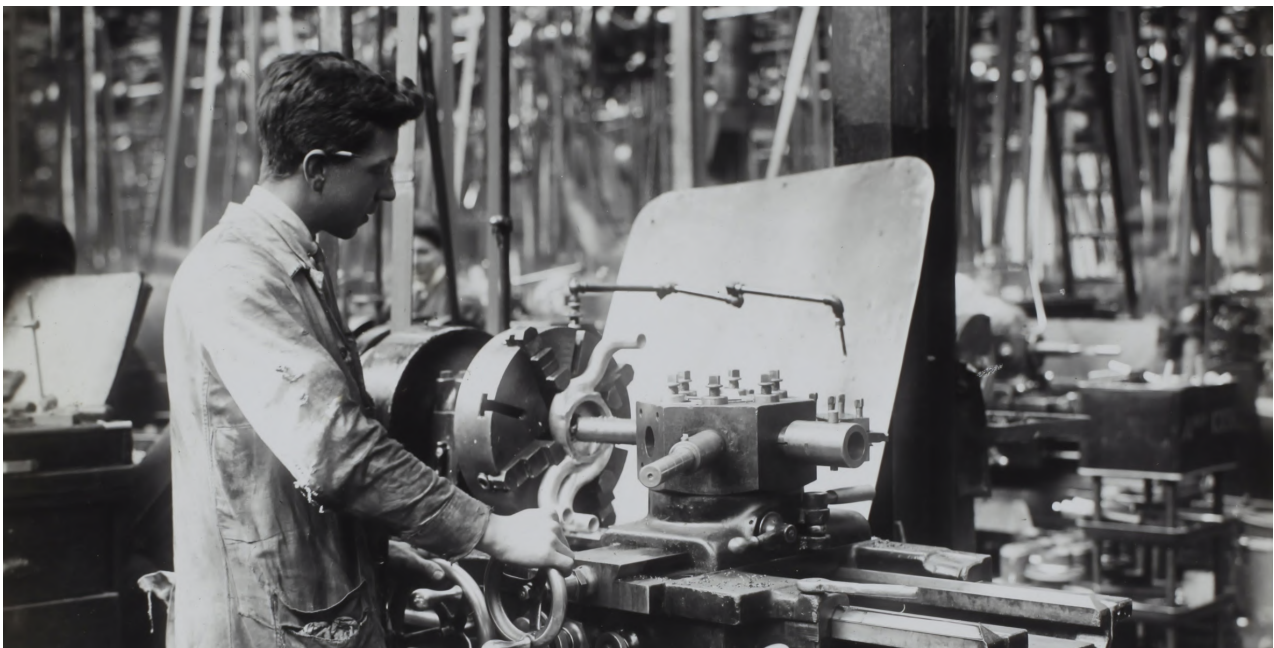
Exhibitors welcome



INDUSTRIAL HERITAGE TOURISM

4

REDISCOVERING A CLOSE PAST



The current era is marked by rapid urbanization and technological development but also by the desire to know and preserve a recent past, the industrial heritage, often overlooked due to the speed with which modern society transforms.

In recent years, the valorisation of industrial heritage has gained relevance as a means of promoting sustainable and less mass tourism. Born as a niche phenomenon, it is experiencing an interesting development thanks to experiments and good practices launched in various European countries.

But what do we mean when we talk about industrial heritage? It includes the remains of factories, mills, mines and other industrial structures, tangible evidence of the history of technological progress and changes in the ways of producing goods. These sites contain stories of effort, innovation and resilience.

Yet, until relatively recently, many of these sites were neglected or destroyed to make way for contemporary development. However, something is changing and we are realizing that industrial heritage is not just a relic of the past but a precious resource for the present and the future.



A wealth that must be valued for several reasons:

- the cultural connection with the society of our predecessors, the challenges faced, the tests of ingenuity, the mistakes and the productive and economic life that marked a territory in the centuries of the industrial revolution;
- the possibility of promoting sustainable tourism practices while avoiding environmental degradation, overtourism and the loss of local authenticity.
- economic revitalization: many industrial areas have experienced economic decline in recent decades. Transforming these sites into tourist attractions can breathe new life into struggling communities. It creates job opportunities, encourages local entrepreneurship and stimulates the revitalization of surrounding neighborhoods.
- the educational value: industrial heritage sites offer rich educational opportunities. They can serve as living museums, where visitors learn about the evolution of technology, working conditions of the past, and the social changes brought about by industrialization. This knowledge fosters a deeper understanding of our shared history.

In order to make the most of industrial tourism and to achieve these benefits, it is essential to strike a balance between conservation and adaptation. Careful planning and community involvement are essential to ensure that these sites are integrated into the local culture and economy without compromising their historical significance.

In conclusion, industrial heritage tourism allows us to rediscover a close past and offers a sustainable alternative to mass tourism. It encourages us to appreciate our history, promotes economic development and fosters a sense of cultural connection. By enhancing and preserving these heritage sites, we can ensure that future generations can continue to learn and enjoy this essential part of our collective heritage.

GOOD PRACTICE FOR INDUSTRIAL HERITAGE SITES

UNESCO pursues policies that respond to climate change – implementing sustainable development, and involving heritage communities as part of managing a heritage site.

Good practice for industrial heritage sites means considering all criteria of this broad field in order to achieve exemplary practical implementation.

Pursuing sustainable development and involving local communities in the management of a project of cultural interest are among the main Unesco policies that aim to respond to climate change. A good practice for industrial heritage sites means considering all the criteria of this broad area in order to achieve exemplary practical implementation. But protecting the exceptional heritage identified by UNESCO is a complex challenge.

Industrial heritage sites are often located in cities and thus become part of urban development and planning that must take into account many other critical factors to ensure a healthy and habitable environment: climate change, migration or changes in local and global economies.

The question is how the protection and conservation of industrial heritage sites can be placed, positioned and implemented within the broader economic, ecological and social agendas of urban planning.



GOOD PRACTICE WHEEL FOR INDUSTRIAL HERITAGE SITES



UNESCO WORLD HERITAGE SITE ZOLLVEREIN

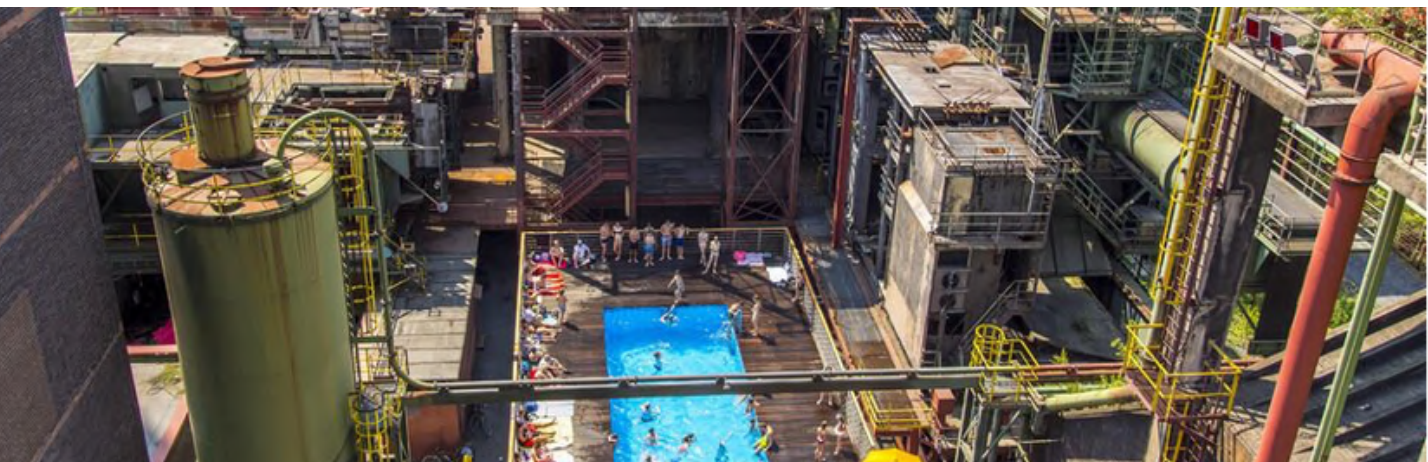
The former coal mine in Zollverein, Germany, was designated a UNESCO World Heritage Site in 2001. Zollverein was an important coal mining site, a type of industry that has been essential to the Ruhr area for almost two centuries and now in decline. In 1847, Franz Haniel began mining at Zollverein, and the most productive period occurred in the late 1930s. Coal mining at Zollverein ceased in 1986, followed by the closure of the coking plant in 1993.

This site is an important testimony of the development of heavy industry (criterion iii of the UNESCO World Heritage Site), but not only, in fact the Tree XII and the coking plant also have a particular architectural value linked to a style called Neue Sachlichkeit (New Objectivity) and shows a masterful combination of form and function (criterion ii of UNESCO World Heritage).



Zollverein is a project to anchor the European Industrial Heritage Route (ERIH). Visitors can enjoy a reception and information centre, the Ruhr Museum and guided tours of the Denkmalpfad (Monument Trail). In addition, the site has been adapted with new design projects and new buildings have been built to create spaces of cultural, educational and commercial interest. Two buildings house the Folkwang University's Zollverein Campus which opened in autumn 2017. Zollverein's transformation includes several examples of good practice for industrial heritage sites. Today Zollverein is an internationally known tourist destination, an award-winning event location, an expanding business location and a renowned educational location.

The two-year project (2017–2018) applies research knowledge to the practice of heritage management at the Zollverein Industrial Complex UNESCO World Heritage site, Germany. This knowledge-transfer project supports the definition and documentation of an exemplary industrial heritage management. The work process includes the definition of good practice criteria for industrial heritage management, and the identification and presentation of good practice examples. The project is run in cooperation with various stakeholders, mainly the Zollverein Foundation (Stiftung Zollverein), the city of Essen, conservation authorities, and international experts.



Accessibility

The UNESCO site of Zollverein can be reached by public transport, car, bicycle and on foot. In 2006, a new bus link was added to the tramway line. The surrounding Zollverein Park is part of the Emscher Park's cycle path network and is easily reached on foot through 16 entrances.

Official website <https://www.zollverein.de/>

MADE IN TORINO: TOUR THE EXCELLENCE



Tour to witness firsthand the industrial and artisanal production of some companies and factories that characterize the social and economic fabric of the city of Turin and the Piedmont region.

The project aims to promote a city itinerary that allows you to discover the business excellence that animates the city. Approximately 19 local companies have joined the initiative and open their doors to the public to make their history and their productive activity.

The tourist can thus create his own personalized itinerary by choosing the companies participating in the project and booking the visit on the Turin tourism website: <https://www.turismotorino.org/it/esperienze/eventi/open-factories>

You can visit, for example, Casa Martini, where the famous brand that brought the aperitif to the world was born. The route invites you to discover the history of the company, the different production phases, the method of selecting raw materials, the careful mixing, up to the tasting of the famous and appreciated cocktails.

In fact, visitors have the opportunity to discover not only the history of the brand but also the process of selection and transformation of the ingredients which goes from aromatic herbs to wine up to the delicate phases that the winemaker follows to create the final product.

Other well-known companies in the food and wine sector are Croci Cioccolato, Pastiglie Leone, Birrificio Gilac, Costadoro Caffè etc.

But other types of companies also participate in the "Made in Torino" project, such as FPT Industrial, which produces engines for trucks, buses and heavy vehicles. The visit takes place in different stages: one at the FPT – NEF plant, which produces engines suitable for global use: industrial vehicles, agricultural tractors, industrial and earthmoving machinery, yachts, buses and special vehicles. We continue in the operations department to process the "main" parts of the engine, where highly automated lines are capable of processing more than 1.000 parts per day. It ends with the Assembly operational unit developed in four technological areas: head/base assembly, dressing and customization, hot testing and painting.



EUROPEAN ROUTE OF INDUSTRIAL HERITAGE



The “European Industrial Heritage Route” is an important initiative that celebrates Europe’s industrial past and presents itself as a promotional tool for sustainable tourism, cultural exchange and a deeper understanding of European industrial development and its impact on society.

By connecting industrial heritage sites and enthusiasts across the old continent, ERIH plays a vital role in conserving this vast heritage and making it accessible to a wide audience.

Founded in 2003, ERIH has since grown into a dynamic network of industrial heritage sites, museums and organizations across Europe.

The project proposes thematic itineraries thanks to a classification of the sites according to thematic criteria. These routes are designed to guide visitors interested in specific aspects of industrialization, such as mining, textiles, transportation or industrial architecture. Thematic routes help visitors plan their trips and explore related industrial heritage sites.



The classification of member sites is structured into four categories on a historical/cultural basis: Anchor point, Hub, Spoke and Candidate.

Anchor Points are the most significant sites for their exceptional historical value and crucial role in technological advances, economic development or social change during the Industrial Revolution and subsequent eras.

Furthermore, the member sites form a network of cultural exchanges and good practices related to the conservation and reuse of industrial heritage. In fact, ERIH promotes the exchange of knowledge and skills between experts and enthusiasts through conferences, workshops and collaborative projects. ERIH supports the preservation and conservation of industrial heritage sites.

Raise awareness of the importance of protecting these sites from neglect, decay or demolition and work to secure funding and support for restoration projects.

Another area in which a lot of energy is invested is that of partnerships with various European institutions, organizations and funding bodies to support the project's mission. These collaborations help secure resources and funding for the conservation and promotion of industrial heritage.

Finally, ERIH maintains a website and engages in promotional activities to inform the public about industrial heritage and member sites. This includes promoting industrial heritage tourism and cultural events related to industrial history.

Official website: <https://www.erih.net/about-erih>

CONCLUSION



VINTAGE CARS, WITH THEIR HISTORICAL AND CULTURAL SIGNIFICANCE, OFFER UNTAPPED POTENTIAL AS A RESOURCE FOR CIRCULAR ECONOMY PRACTICES.

In conclusion, the "Cool Classic Cars" project embodies a forward-looking approach to transforming the tourism sector into a more sustainable and environmentally responsible industry. Recognizing the pressing need to address climate change and reduce greenhouse gas emissions, this initiative explores innovative strategies for sustainable tourism, focusing on slow travel, pro-poor tourism, and eco-tourism. These approaches consider every aspect of the traveler's journey, from destination choice to transportation methods, accommodations, and even consumption patterns.

This project's unique perspective centers around two core themes: vintage cars and industrial archaeology sites.

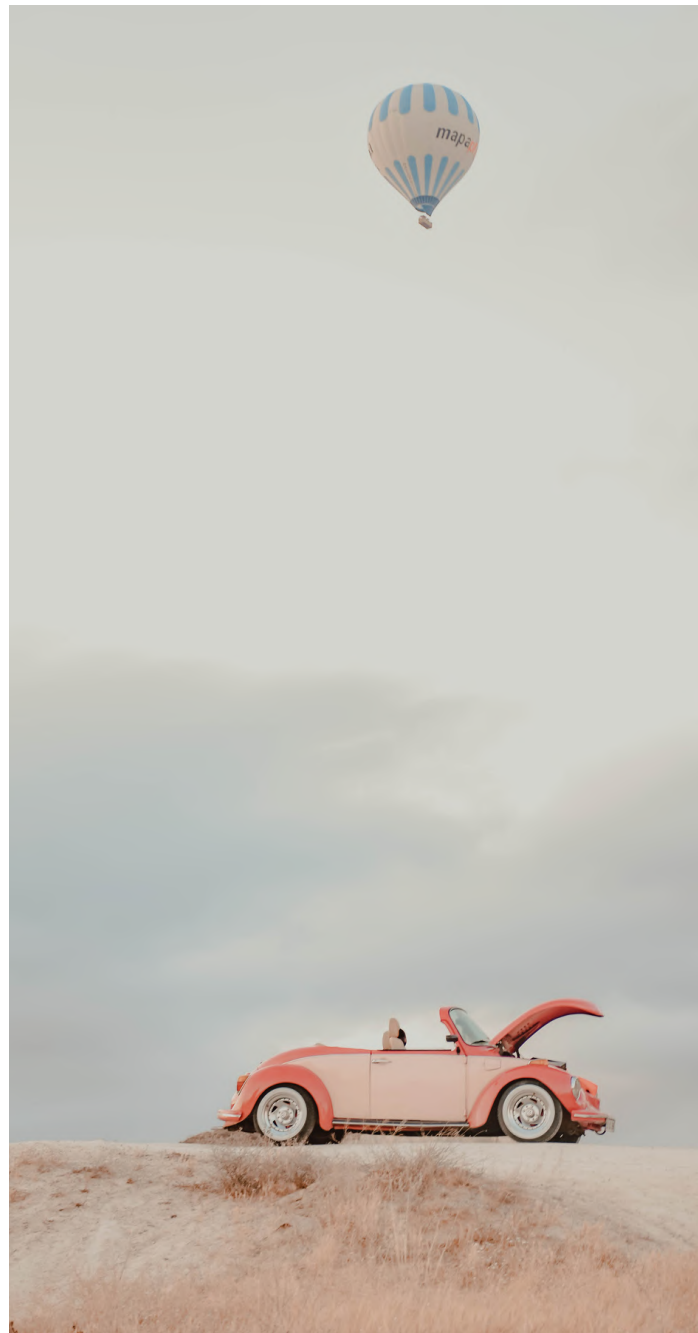
Vintage cars, with their historical and cultural significance, offer untapped potential as a resource for circular economy practices.

They not only contribute to the preservation of these iconic vehicles but also provide a means for more environmentally friendly travel experiences. By integrating vintage cars into sustainable mobility projects and slow travel initiatives, we can take significant steps toward reducing the sector's environmental impact and addressing climate change.

Furthermore, the project highlights industrial tourism and industrial archaeology as exemplars of sustainability and community revitalization. These initiatives have breathed new life into once-abandoned industrial sites, creating museums, exhibition centers, and cultural hubs. They serve as inspiring models for the regeneration of territories and communities, offering a blueprint for others to follow.

The manual produced by this project serves as a practical guide for anyone interested in exploring these transformative themes. By showcasing the best practices in sustainability, industrial tourism, and the valorization of vintage cars, it equips stakeholders with the knowledge and tools to embrace a more responsible and sustainable approach to tourism.

As we continue our collective journey toward a greener and more environmentally conscious future, the "Cool Classic Cars" project represents a crucial step in reshaping the tourism industry for the better.



COOL CLASSIC CARS



MORE INFO
WWW.COOLCLASSICCARS.INFO