ArcheoSite. The Present of Archaeology.
Protection, Management and Enhancement of Archaeological Sites in Europe and the Mediterranean

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The Project

Established in 2026 and set to become a regular annual event, the international conference *"ArcheoSite. The Present of Archaeology. Protection, Management and Enhancement of Archaeological Sites in Europe and the Mediterranean"*, promoted by the Parco archeologico del Colosseo and the Department for the Promotion of Cultural Heritage of the Ministry of Culture, aims to serve as a forum for international scientific debate, designed to facilitate dialogue between institutions, the academic community, archaeological park management and industry professionals, with the aim of critically examining the main challenges and trends in contemporary archaeology.

With a view to fostering dialogue with other European institutions responsible for the protection and promotion of archaeological heritage sites, and to sharing challenges, critical issues and best practices, a three-day conference has therefore been organised at the Spadolini Hall in the Collegio Romano and the Curia Iulia in the Roman Forum. The conference focused on a comparison of various archaeological sites in the Mediterranean, Italian and European regions that share similar structures and missions, which discussed the challenges of management amongst themselves. The various study days were structured thematically into three sessions:



Conservation, restoration and monitoring

This session aimed to promote institutional dialogue on the conservation and enhancement of archaeological sites across the Mediterranean, addressing common challenges such as the climate crisis, seismic risks, mass tourism and conflicts. Through a series of case studies, holistic and multidisciplinary strategies were compared. The proposed operational solutions included scheduled maintenance, digital monitoring, bioremediation and urban regeneration. The common objective is to integrate scientific research, restoration and sustainable public access to ensure the resilience of cultural heritage in the face of both natural and man-made threats.

Management and fundraising - funding, ticketing, additional services -

This session aimed to explore innovative models of management and fundraising at archaeological sites, comparing the experiences of different sites. From visitor flow management and strategic funding to direct management, and from integrated ticketing systems to services operated with the support of consortia, the case studies presented demonstrated how governance, managerial autonomy and public-private partnerships can strengthen conservation and enhancement. The proposed systems offered further insights into rethinking access, services and public engagement, outlining new pathways towards a sustainable and shared heritage.



Communication, audience engagement and development

This session explored communication and public engagement strategies at numerous archaeological sites, comparing experiences centred on dialogue with local communities and visitors. From educational initiatives to identity-building projects, and from multimedia projects to narratives that combine research and participation, models emerged capable of transforming heritage into a shared experience. The regeneration processes proposed by some of the participants demonstrated how museums and parks can become platforms for relationships, education and development, strengthening an active, informed and lasting bond with the public.

Poster Session

Alongside the plenary and thematic sessions, the ArcheoSite conference included a dedicated poster session, designed as a structured forum for open and dynamic discussion of research experiences, ongoing projects and best practices in the fields of archaeology, heritage conservation and cultural heritage promotion. The contributions presented by Italian and foreign institutions, research groups and professionals provided a broad and detailed overview of studies, initiatives and heritage protection and promotion practices, fostering interaction between institutions, universities, professionals and young researchers. The Poster Session (the first entirely virtual one organised by the Parco archeologico del Colosseo) served as a significant platform for raising awareness and sharing scientific content, helping to broaden the conference debate and strengthen its participatory and interdisciplinary nature. Therefore, a further space for discussion with the poster authors is available at this link: https://archeosite.virtualpostersession.org/

ArcheoSite Day 1 | ArcheoSite Day 2 | ArcheoSite Day 3

Future objectives

The success of the conference prompted a rethinking of the initial project and the decision to establish "ArcheoSite" as a regular event, with the aim of creating a forum to promote dialogue between public institutions and bodies responsible for the protection and enhancement of archaeological sites, encouraging the sharing of best practices, key issues and challenges through direct discussion amongst archaeological sites across Europe and the Mediterranean.