

**“VA E RIUSA LA MIA CASA”  
CHI E COME: RUOLO E COMPETENZE DEL GESTORE DEI BENI  
CULTURALI, RIFLESSIONI TRA TEORIA E PRATICA**

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**Abstract**

Re-use of built cultural heritage must be carried out in the frame of long-term management and planning strategies able to adapt over time to the changing conditions. In spite of existing norms and guidelines, and although the scientific literature on the management themes has been widely developed, in the practice we frequently find situations distant not only from best practices, but often also from common sense.

A double damage, economic and cultural, is the result of the lack of an appropriate professionalism in the management of cultural properties. The paper focuses on the management tools adopted in best practices and suggested by official documents, on the managerial skills required, on the observed criticalities and the ambiguous role given to volunteers in valorisation processes.

**Keywords:** *Cultural Heritage, reuse, multidisciplinary, skills, sustainability, management plan, circular economy*