Cultural Routes of the Council of Europe

European values through space and time

Stefano DOMINIONI
Executive Secretary - Enlarged Partial Agreement on Cultural Routes of the Council of Europe
Director - European Institute of Cultural Routes
Definition

A cultural, educational heritage and tourism co-operation project aiming at the development and promotion of an itinerary or a series of itineraries based on a historic route, a cultural concept, figure or phenomenon with a transnational importance and significance for the understanding and respect of common European values.

Resolution CM/Res(2013)66
A DUAL CORE ORGANISATION

Council of Europe

- Define policies
- Define values
  - human rights
  - cultural democracy
  - cultural diversity and identity
  - mutual exchanges and enrichment across boundaries and centuries

Enlarged Partial Agreement

- Decides programme strategy
- Awards “Council of Europe Cultural Route” certification
- 24 member states
FUNDAMENTAL CONVENTIONS

• European cultural Convention (1955)
  – to encourage cultural co-operation
  – to foster understanding and knowledge among European countries
  – To preserve their cultural heritage, considered as part of a broader European common and shared heritage

• European Landscape Convention (2004)
  – Landscape is define as a complex system of relations between people and their living environement. Each landscape is the result of a cultural process.
  – Underline the necessity to conserve Europe’s cultural and natural heritage as an essential part of the identity of each European territory
  – Encourage the development of trans-border landscapes
  – Social responsibility : people are given an active role in decision making

• Council of Europe Framework Convention on the Value of Cultural Heritage for Society or Faro Convention (2011)
  – Focus on the ethics and principles of the use and development of heritage in Europe vis-à-vis the globalisation process,
  – Cultural heritage: basis to develop dialogue, co-operation, democratic debate and openness between cultures,
THROUGH A TECHNICAL BODY

European Institute of Cultural Routes

1. Documentation
   Information
   Training

2. Monitoring
   Certified network

3. Permanent advice for managers of certified
   Cultural Routes

4. Advice and incubator for managers of projects

5. Network of Knowledge

Missions of the European Institute of Cultural Routes
Certification cycle

Candidates
- Application dossier (September N+0)
- Examination by the EICR of compliance of the dossier with criterias (October N+0)

Evaluation
- Expert evaluation report (January N+1)
- Recommendation by the EICR and examination by the Bureau of the Governing Board (February N+1)

Certification
- Approval/ dissaproval / recommendations by the Governing Board (April N+1)

Resolution CM/RES(2013)66 revising the rules for the award of the “Cultural Route of the Council of Europe” certification

Criterias for certification
- European theme
- European network with a legal status
  ➢ 3 countries or more

Fields of action
- Research
- Interpretation | Narrative function
- European citizenship | Young people
- Creation of new economies
- Contemporary cultural and artistic practice
- Sustainable tourism and development
Connecting 33 routes in 57 countries

- Since 1987
- 33 Cultural Routes through 57 countries
- 3 main categories
  - Territorial routes
  - Linear routes
  - Reticular pattern (archipelagos) routes

The Council of Europe Cultural Routes are representatives of European memory and heritage and diversity of present-day Europe.
**TERRITORIAL ROUTE**

*Iter Vitis*

*Role of the agricultural landscape linked to wine production as an element of European identity.*

- Certified in 2002
- 17 countries: Armenia, Austria, Azerbaijan, Croatia, France, Georgia, Germany, Greece, Hungary, Italy, Malta, Republic of Moldova, Portugal, Romania, Slovenia, Spain, "The former Yugoslav Republic of Macedonia"

Thematic: Sustainable development, oenotourism, vineyard heritage.

*Photos: Katzenzungen, Portogallo, Alto Douro, Saint Emilion*
LINEAR ROUTE

Via Francigena

1800 km journey along the paths followed by pilgrims en route to Rome, onward to Jerusalem or to Santiago de Compostela

- Certified in 1994
- 4 countries
  United Kingdom, France, Switzerland, Italy
- Thematic: Sustainable development, pilgrimage, slow tourism
**RETICULAR PATTERN ROUTE**

**European Mozart Ways**

*Mozart’s life and music through Europe, visiting some of the most significant music, art and architectural venues of Europe’s cultural heritage.*

- Certified in 2002
- 10 countries
  Austria, Belgium, Czech Republic, France, Germany, Italy, Netherlands, Slovakia, Switzerland, United Kingdom
- Themes: Music, Art history, Cultural Tourism
- Interactive map:
EXAMPLE OF EUROPEAN NETWORK

Fortified towns of the Greater Region

- **Candidates** (evaluation cycle 2015-2016)
- **Crossing 3 countries**
  Germany, France, Luxembourg
- **French non-profit association governed under Law 1908**
  (Alsace – Moselle local law),
- **Includes communities and federations of municipalities in France (Lorraine), Germany (Saarland) and Luxembourg.**
- **Common heritage**
  - a culture of remarkable fortified heritage
  - membership of this European cross-border region, the Grande Région, located at the crossroads of four countries: Luxembourg, Germany, Belgium and France.
  - a common past linked to the history and conflicts between populations
**FIELD: research**

*Cluniac sites / Clunypedia*

**Digital encyclopedia for the preservation and promotion of cluniac heritage**

- Certified in 2005, crossing 11 countries: Belgium, France, Germany, Hungary, Israel, Italy, Poland, Portugal, Spain, Switzerland, United Kingdom
- Project Launched in 2013
  - Interactive map
  - 3D reconstitution
- [www.clunypedia.com](http://www.clunypedia.com)
FIELD: INTERPRETATION
European Historical Thermal Towns / Source project

Origins and future of the “European spa-town culture”, through art, literature, music, philosophy, politics, science and urban development of these towns.

- Certified in 2010, crossing 12 countries: Germany, Belgium, Croatia, France, Spain, Hungary, Italy, Czech Republic, Portugal, Romania, Turkey, United Kingdom
- May 2013 -> April 2015.
  - Festivents
  - Interactive novel
  - Celebration@source
  - Source center
- www.sources-of-culture.com
FIELD: young people

TRANSROMANICA / Romanesque Road App

Study project: Mobile travel guide to explore the Romanesque Road

- Certified in 2007, crossing 8 countries: Austria, France, Germany, Italy, Portugal, Serbia, Romania, Spain
- Launched in 2015
  - Mobile travel guide
  - Study project with the Berlin Institute of Technology

“It is a great feeling to have participated in a project that combines the young generation with vibrant history.”

Lara Möller, student at the Berlin Institute.
FIELD: NEW ECONOMIES

Routes of the Olive Tree / AGORA project

Collective actions of solidarity: the best way to beat the crisis

- Certified in 2005, crossing 21 countries: Albania, Algeria, Bosnia-Herzegovina, Cyprus, Croatia, Egypt, France, Greece, Italy, Jordan, Lebanon, Libya, Malta, Morocco, Portugal, Serbia, Slovenia, Spain, Syria, Tunisia, Turkey
- Launched in 2015

- Objectives
  - Promote the Mediterranean culture of the olive tree;
  - Enhance opportunities for the small businesses of the Mediterranean space;
  - The event will cross at least 5 cities of 3 different western Europe countries

- agora-med.eu
FIELD: CONTEMPORARY ART

ATRIUM / Totally Lost

A photographic and video exploration of abandoned European totalitarian architecture

- Certified in 2014, crossing 6 countries: Italy, Croatia, Bosnia-Herzegovina, Rumania, Bulgaria, Greece
- Launched in 2013
  - Visual research between architecture and memory
  - Discover, survey and map abandoned architectural heritage of the Totalitarian Regimes
- [www.totallylost.eu](http://www.totallylost.eu)
FIELD: SUSTAINABLE DEVELOPMENT

St Olav Ways / Klimapilegrim

“Pilgrims of climate justice plan to impact COP 21 in Paris (2015)”

- Certified in 2010, crossing 3 countries Denmark, Norway, Sweden
- Launched in 2015
  - Plaidoyer toward decision maker in Norway for those affected by climate change
  - 57853 km and 8425 signatures for climate justice
- [www.klimapilegrim.no](http://www.klimapilegrim.no) (norwegian)
St-James Ways - Master plan Galicia

Master and Strategic Plan of the Way of St. James 2015-2021
*a roadmap to promote restoration and protection of the Way in the Galicia Region*

Some data

- **655 millions €**
  Estimate of revenue for pilgrims (until 2021)

- **2.482.000**
  Total estimate of pilgrims 2015-2021

- **264€/week**
  Average expenditure per pilgrim

- **6 days**
  Average of days travelling the Way of St. James in Galicia

Pilgrim profile 2014 in Galicia,
s*Increase of 10,20% compared with the previous year.*
COUNCIL OF EUROPE — EUROPEAN PARLIAMENT
EUROPEAN COMMISSION

Come and support your European Cultural Routes!

Exhibition 24-27 February 2019
European Parliament (Strasbourg)
LOW – North Gallery

Official opening & cocktail: 25 February

Silvia Costa
Member of the European Parliament
Antonio Tajani
Vice President of the European Commission for Industry and Entrepreneurship
Gabriella Battaini-Dragoni
Deputy Secretary General of the Council of Europe

EU tourism policy supports the development of European Cultural Routes certified by Europe. These Routes and their great potential need your support. Come and discover crossing your constituency, your hometown. Have your picture taken in front of it, a message of encouragement. Both will be posted on the internet.

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Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe

5.1 Stimulate competitiveness in the European tourism sector

The Commission has already begun cooperating with the Council of Europe in the field of cultural tourism in order to better assess its impact and give it a higher profile.
Funds: Cultural Routes of the Council of Europe

Transnational thematic sustainable tourism products

2011
PER VIAM Pilgrims' Routes in Action

2012
CERA-DEST - Ceramic destinations for sustainable tourism
With European Cultural Routes of Ceramics

The Saint James Ways as a mean of European sustainable tourism development (LOCI IACOBI 2)
With Via Francigena, Saint Olav Route, Saint James Ways.
Funds: Cultural Routes of the Council of Europe

Cultural tourism and Cultural Routes

2011
CERTO - Cultural European Routes: tools for a coordinated communication & marketing strategy
With Via Francigena, Saint Olav Route, Saint James Ways

Cultural Routes in the Middle and Lower Danube Region
With Route of Roman Emperors and Wine Route in the Danube Region, official candidate to the certification.
Joint Management Programmes

- **Joint Management Programme 1**
  - Study on European Cultural Routes’ impact on SMEs innovation
  - 2010
  - 2011

- **Joint Management Programme 2**
  - Capacity Building, Common Visibility
  - 2011
  - 2013

- **Joint Management Programme 3**
  - Capacity Building, Common Visibility, Indicators
  - 2013
  - 2014
### 4th Joint Programme 2015-2017

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<tr>
<th>Objective</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Objective 1</strong></td>
<td>• Increase <strong>Europe’s visibility</strong> as a tourist destination as well as of its diverse destinations.</td>
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<tr>
<td><strong>Objective 2</strong></td>
<td>• Contribute to the <strong>touristic visibility and quality</strong> of European Cultural Routes certified by the Council of Europe or preparing for certification.</td>
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<tr>
<td><strong>Expected Result 1</strong></td>
<td>• Increased visibility of the Cultural routes of the Council of Europe / <strong>joint work</strong> of the Council of Europe and the European Commission.</td>
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<tr>
<td><strong>Expected Result 2</strong></td>
<td>• Increased <strong>cooperation</strong> with the tourism sector and Improved overall <strong>quality</strong> of the tourism offer of cultural routes.</td>
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<td><strong>Expected Result 3</strong></td>
<td>• Improved <strong>competencies</strong> of certified and candidate routes managers and professionals of the culture and tourism sectors.</td>
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