



European Cultural Routes
Transferring Experiences,
Sharing Solutions



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Press Release 3

4th International Euro-Mediterranean Conference : EuroMed 2012 Presentation of CERTESS project on the 30th October 2012

Cultural European Routes - Transfer Experiences, Share Solutions

The EuroMed conference has been held from 29th October to 3rd November 2012, during the period of the Cypriot Presidency of the Council of the European Union. It was an opportunity to gather policy makers from different EU countries, institutions (European Commission, European Parliament, Council of Europe, UNESCO, ICOMOS, CIPA, ISPRS, ICCROM, etc) and professionals, as well as participants, students, stakeholders and delegates from more than 60 countries of the world and from different backgrounds of Cultural Heritage (Architecture, Civil Engineering, ICT, etc).

The EuroMed2012 agenda focused on international and regional cooperation and promote awareness and tools for future innovative research, development and applications to protect, preserve and document the European & World Cultural Heritage.

The international dimension of the conference underlines the need to strengthen international cooperation to safeguard the world's cultural heritage.

Oral and poster presentations have reflected the wide scope of the work in the area of cultural heritage. For instance, Mrs. Sorina Capp presented a short paper on CERTESS project, which will be also published as part of the Conference Proceedings in 2013.

This and presentations at subsequent events did raise the interest of numerous parties which have asked to possibly follow up future activities of CERTESS as external observers.

From January 2012 to November 2014, the European Institut of Cultural Routes and its partners work together on the **CERTESS project**. It aims at sustainable development, management and enhancement of European Cultural Routes. CERTESS project aims at setting up a methodological framework on how to develop, manage and enhance European Cultural Routes (ECRs), by utilising reference Best Practices and Governance Instruments targeted to foster sustainable cultural tourism. Tackling this issue from local micro level to higher decision making, CERTESS project plans, to:

- adopt Best Practices to identify, structure and add value to local cultural and natural heritage assets,
- develop and adopt well-suited governance tools,
- promote local enterprises and products along the routes by adopting innovative immaterial services including ITC.

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CERTESS partners are followings :

1. European Institute of Cultural Routes (Luxembourg)
2. Lazio Region (Italy)
3. Local Government of Malta
4. Salzburg Research Institute, Salzburg Region (Austria)
5. Tourism Agency of the Balearic Islands (Spain)
6. Regional Ministry of Tourism, Commerce and Sports, Andalusia Region (Spain)
7. Karlsruhe Institute of Technology of the Region Baden-Württemberg (Germany)
8. Zlin Region (Czech Republic)
9. Gorlice Region (Poland)
10. Ministry of Culture of the Grand Duchy of Luxembourg
11. Sibiu County Tourism Association (Romania)
12. JAMK University of Applied Sciences, Region of Central Finland

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