

CERTESS

European Cultural Routes

Transferring experiences, sharing solutions

Tutoring session No. 1

**European Institute of Cultural Routes,
Luxembourg**

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The Enlarged Partial Agreement on Cultural Routes (EPA)

- Three-year pilot phase 2011-2013
 - Objectives 25 member states
 - New routes
 - Training and assistance programmes
- Established on a permanent basis on 18 December 2013

The new statutory framework

- Resolutions CM/Res(2013)66 and (2013)67
- New aspects:
 - observers
 - reference to a representative of the routes
 - explanatory memorandum to the rules for certification

The Enlarged Partial Agreement on Cultural Routes (EPA)

- **Three operational pillars**
 - the EPA member states
 - the Grand Duchy of Luxembourg (EICR)
 - the European Commission (joint programmes)

Action under the joint programmes with the European Commission

- Our partners:
 - DG ENTERPRISE and Industry, Tourism Unit
- Framework for cooperation
 - Joint management programmes
- Objectives
 - Capacity-building for cultural routes
 - training, development of new tools (IT), studies, branding, marketing....

3 joint programmes

- 2010-2011:
 - Study of the impact of cultural routes on SME's competitiveness (potential and weaknesses)
- 2011-2013:
 - Capacity-building (summer seminar, studies network, network governance, cooperation with other organisations, handbook on design and management)

3rd Joint programme (2013-2014)

- Website with mobile version
- Mapping of routes
- Studies network
- Third summer seminar
- Social networking
- Presence at international visibility events (fairs of Belgrade and Berlin)