Cultural Routes of the Council of Europe
Criteria and Methodology

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Keydates

1984-1987  Launch of the Programme of Cultural Routes
1992      Resolution 4 (92)
1992-1997 Creation of the European Institute of Cultural Routes
2007      Resolution (2007) 12
2007      XX Anniversary
2010      Enlarged Partial Agreement on Cultural Routes
2012      XXV Anniversary
2013      26 Certified Cultural Routes
          Confirmation of the Enlarged Partial Agreement
Missions of the European Institute of Cultural Routes

1. Documentation
   Information
   Capacity Building

2. Monitoring
   Certified network

3. Permanent advice
   for Cultural Routes

4. Advice and incubator for projects

5. Quality observatory

Council of Europe Cultural Routes
CERTESS - TUTORING SESSION N. 1
Luxembourg, 22 January 2014

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What Cultural Route of the Council of Europe means?
In Europe the other, is not an abstract word, but a neighbour. Another always lived very close, within sight or within touching ... Here 'Another' is the closest neighbour.

Zygmunt Bauman, *Culture in a Liquid Modern World*
La ville - Aristote
C'est d'abord les gens qui la composent,
qui y naissent, y vivent, y meurent,
y travaillent, s'y distraient, y souffrent.

Et plus que ces personnes,
la ville est le lieu où elles vivent ensemble.

Plus que ces personnes,
la ville est faite de leurs relations.

La ville,
c'est là où il y a de l'autre,
de l'autre qui vous reconnaît.
Cultural Routes of the Council of Europe: a definition

**Definition**

Cultural Route: 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.

Annexe to Resolution CM/Res(2013)66

1. the **theme** must be representative of **European values** and common to at least **three countries of Europe**;

2. the **theme** must be **researched and developed** by groups of multidisciplinary experts from different regions of Europe so as to ensure that the activities and projects which illustrate it are based on consensus;

3. the **theme** must be illustrative of **European memory, history and heritage** and contribute to an interpretation of the diversity of present-day Europe;

4. the **theme** must lend itself to **cultural and educational exchanges for young people** and hence be in line with the Council of Europe's ideas and concerns in these fields;

5. the **theme** must permit the development of initiatives and exemplary and innovative projects in the field of **cultural tourism and sustainable cultural development**;

6. the **theme** must lend itself to the development of **tourist products in partnership** with tourist agencies and operators aimed at different publics, including school groups.

- European Theme
- Different kinds of actions
- Research
- Interpretation – Narrative function
- European citizenship
- Creation of new economies
- Sustainable tourism and development
- **European Network**
Cultural Routes of the Council of Europe: a definition

Cultural routes are **not business organisations**, but they are considered as **innovation hubs**

Resolution Res(2013)67 is specific about how routes should go about promoting European identity and shared heritage:

- routes lend themselves to long-term European co-operation programmes in the fields of research, heritage enhancement, culture and the arts, cultural and educational youth exchanges, **cultural tourism in Europe and sustainable cultural development**;

- such co-operation mobilises and brings together a large number of individuals, organisations, institutions and structures in Europe, and thereby contributes to the process of **European construction**.
The 26 Cultural Routes of the Council of Europe

1987 - Santiago De Compostela Pilgrim Routes
1990 - European Mozart Ways
1992 - Hanseatic Sites and Monuments - Heinrich Schickhardt Route
Viking Routes (confirmed in 2012)
1994 - Via Francigena - Phoenicians’ Route
1995 - Vauban and Wenzel Routes
1997 - Routes of El Legado Andalusi
2004 - Pyrenean Iron Route - Cluniac Sites in Europe - The European Route of Jewish Heritage
2005 - Saint Martin of Tours Route - Routes of the Olive Tree - Via Regia
2007 - Transromanica
2009 - Iter Vitis
2010 - European Route of Cistercian abbeys - European Cemeteries Route - Prehistoric Rock Art Trail - European Route of Historical Thermal Towns - Saint Olav Ways
2012 - Casadean Sites - European Route of Ceramics
2013 - Sur les pas des Huguenots et Vaudois – Route des Megalithes
Creating a European network

... of Municipalities

Via Francigena VIA REGIA European Heritage Thermal Towns

... of Sites

Fédération des Sites clunisiens European Mozart Ways

... of Chambers of Commerce, Museums, Cultural Centers

Olive Tree Routes Huguenots and Valdensians
The elements of a territorial project...and for a Cultural Route
Cultural Routes of the Council of Europe: a creative project

Heritage

Basis for stakeholders network

Territorial identity element and marker

Essential resource to animate territories
Phases of the work: the Certification

Documents required for the cultural route certification

- Fulfilled application Form
- Legal status of the network
- List of network members
- Report of network activities
- Financial report
- Example of the logo of the Route
- 3 years action and activity plan of the network
- 1 year provisional budget plan
- 3 years provisional budget
Phases of the work: the Certification

What does the Certification process include?

✓ Collection of required data
✓ Analysis of the implementation of the criteria
✓ Analysis of activities, programmes effectiveness, budget,...
✓ Analysis of the data
✓ Development of a report and recommendations for quality improvement
Phases of the work: the Evaluation

Documents required for the cultural route evaluation

- Updated legal status of the network
- Updated list of network members
- Report of network activities during the last 3 years
- Financial report for the last 3 years
- 3 years action and activity plan of the network
- 1 year provisionary budget plan
- 3 years provisionary budget
Phases of the work: the Evaluation

Monitoring, evaluating, sustaining and improving or changing actions that fail

What does the Evaluation process include?

✓ Collection of required data
✓ Analysis of the implementation of the criteria
✓ Analysis of activities, programmes effectiveness, budget,…
✓ Analysis of the data
✓ Development of a report and recommendations for quality improvement
Phases of the work: the Evaluation

Evaluation is crucial in the implementation of the routes because it tells us:

- What works
- What does not work
- What to improve
- How to improve it!
Tools for the Cultural Routes and projects

- Training modules on Cultural Routes Criteria and Methodology
- Annual Summer Seminar
- Annual Advisory Forum
- Step by step guide Cultural Routes management. From theory to practice
- University Network on Cultural Routes Studies
Tools for the Cultural Routes and projects: Summer Seminar
Via Francigena

1994 Certification of Via Francigena

2001 Creation of AEVF
European Association of Via Francigena
Association of Municipalities

2011 Approval of new legal Status

2012-2013 Creation of EUNeK
European Universities Network of Knowledge

2012-2013 Three Years Evaluation
Via Francigena

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Via Francigena si anima con danze, cene e rievocazioni storiche. L'antico tracciato toscano attraversa un piccolo centro che animerà la strada per il Gusto del D.O.P. e I.G.P. lungo la Via Francigena.

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European Institute of Cultural Routes
Via Francigena

125x25fr Tipo D
Objectifs

Création d’un produit touristique qui considère le voyageur/touriste/pèlerin un *citoyen-invité* avec des droits et de devoirs;

Planifier des activités visant à intégrer services différents (communication, information, assistance, réservation, control territorial);

Encourager la subsidiarité entre les différents niveaux de gouvernance (interrégionale, régionale, provinciale et locale);

Donner des indications pour orienter les outils de financement pour soutenir et garantir les services d’accueil de base.
Via Francigena – Master Plan Toscana Region (2009)
Objectifs

Identifier la Route sur la cartographie régionale, échelle 1:10.000;

Étudier les parcours piétons, cyclables, équestres, routiers;

Étudier les monuments historiques, artistiques, archéologiques, environnementaux;

Implémenter les actions visant à promouvoir le tourisme culturel et à renforcer les équipements au long du parcours.
Via Francigena – Guidelines Lazio Region (2006)
European Route of thermal heritage and thermal towns

2009 end of the European Project Thermae Europae

2009 Creation of EHTTA
European Historic Thermal Towns Association Association of Municipalities

2010 Certification of the European Route of thermal heritage and thermal towns

2013-2014 Three Years Evaluation
European Route of thermal heritage and thermal towns

1. Ourense
2. Vichy
3. Le Mont-Dore
4. Royat - Chamalieres
5. Chatel-Guyon
6. La Bourboule
7. Bagnoles-de-l’Orne
8. Luchon
9. Cauterets
10. Enghien-les-Bains
11. Evian
12. Bath
13. Spa
14. Budapest
15. Karlovy Vary Region
16. Bursa
17. Salsomaggiore Terme
18. Acqui Terme
19. Fiuggi
20. Montecatini Terme
22. Wiesbaden
23. Daruvar
24. Techirghiol

www.ehtta.eu
Aims

To reinforce the cooperation of spa towns and spas at TransEuropean level, and exchange experiences and good practices between the administrations and/or cultural and socio-economic operators of spa towns.

To promote the network at European level, in close collaboration with European institutions and with the support of European programmes, to put into effect European projects, and set up a European spa route.

To encourage, promote, complete and develop research, analyses, studies and statistics in the spa sector, first of all concerning the history and artistic and cultural heritage, and legislative and statutory aspects that concern this heritage.

To enhance and safeguard the architectural and artistic spa heritage, and integrate the heritage within the development policies of spa towns.
Sur les pas des Huguenots …et des Vaudois

1997-2005
LEADER programme

2006-2008
Planning phase of the project

2009-2011
Project's implementation phase

2013 Certification of the Huguenots and Waldensian Trail
Sur les pas des Huguenots ... et des Vaudois : Charter of values

http://www.surlespasdeshuguenots.eu/
Via Regia
On Friday, 16th December 2005 the European Centre for Culture and Information in Thuringia finished the exhibition tour „VIA REGIA 2005 – What we are, we are through others, too“ which has been presented in a trailer during 115 days on the road in Europe. The exhibition has been presented on 88 days in 52 cities in the Ukraine, Poland, Germany, Luxembourg and France. 22,790 visitors came – in a daily average 256 per day.

http://www.via-regia.org/eng/viaregiageschichte/waswirsind.php

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