



# INTERREG IVC

INNOVATION & ENVIRONMENT  
REGIONS OF EUROPE SHARING SOLUTIONS



EUROPEAN REGIONAL  
DEVELOPMENT FUND

## *A Vademecum* for the Cultural Routes of the Council of Europe



**CERTESS**

EUROPEAN CULTURAL ROUTES  
TRANSFERRING EXPERIENCES, SHARING SOLUTIONS

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Project initiators shall form multidisciplinary networks located in several Council of Europe member states. Such networks must:

- present a conceptual framework based on research carried out into the theme chosen and accepted by the different network partners;
- involve several Council of Europe member states through all or part of their project(s), without excluding activities of a bilateral nature;
- plan to involve as large a number as possible of States Parties to the European Cultural Convention (ETS No. 18) as well as, where appropriate, other states;
- ensure that the projects proposed are financially and organisationally viable;
- have a legal status, either in the form of an association or a federation of associations;
- operate democratically.

Brussels, 30.6.2010 COM(2010) 352

## **COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS**

### **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. Crossborder initiatives have also been set up in recent years, such as European cycle routes or pilgrimage routes, i.e. the Via Francigena and Santiago de Compostela. The Commission considers that a number of these initiatives would benefit from recognition and from a European seal of legitimacy which would guarantee their transnational character.*

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## Part I –CONTEXT

1.1 - The evolution of the Council of Europe Cultural Routes Programme.

1.2 - Aims and philosophy of the CoE Cultural Routes.

1.3 - The cultural context. Fundamental resolutions and conventions at the European and International level.

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### ***UNESCO Convention for the Safeguarding of Intangible Cultural Heritage***



#### **Olive Tree Routes**

The **Olive Tree Routes** were interested by the declaration of the Mediterranean Diet on the Representative List of the Intangible Cultural Heritage of Humanity (2010).

In the case of this intangible heritage, the application was presented by four Countries, which are also part of the Olive Tree Routes: Spain, Greece, Italy, Morocco.

The Mediterranean diet is defined as "*a set of traditional practices, knowledge and skills passed on from generation to generation and providing a sense of belonging and continuity to the concerned communities*".

In the declaration it is underlined that: "*Its inscription on the Representative List could give broader visibility to the diversity of intangible cultural heritage and foster intercultural dialogue at regional and international levels*".

The representatives of the Olive Tree Routes were called to participate in the forum created on the Mediterranean Diet after this declaration.

## Part II – FROM THE IDEA TO THE PROJECT OF CULTURAL ROUTE

2.1 - How to create a Cultural Route: phases of the project.

2.2 - How to create a European network: legal status, structure, democratic functioning.

2.3 - The scientific dimension of cultural routes: scientific board and networks of knowledge.

2.4 - Certification procedure. *Project application, assessment, evaluation and certification.*

2.5 - Evaluation procedure. *Cultural Routes evaluation, importance of the evaluation, evaluation check-list.*

## **Part III – PROJECT IMPLEMENTATION AND MANAGEMENT**

3.1 - Communicating a path: Marketing and Branding of Cultural Routes.

3.2 - The heritage of cultural routes: between landscapes, traditions and identity.

3.3 - The geographic dimension of a Cultural Route: clusters, cultural districts and tourism systems

3.4 - Sustainability and social responsibility through Cultural Routes.



## **Part IV - TOOLS FOR THE GOVERNANCE OF THE CULTURAL ROUTES**

4.1 - Performance evaluation and development of sustainable cultural tourism Measures for the Council of Europe Cultural Routes.

4.2 - New tourists and new tourism strategies for Cultural Routes.

4.3 - Fund Raising for the Cultural Routes of the Council of Europe.

4.4 - Guidelines for a cultural routes management plan.

## Next steps:

December 2012 – January 2013

- Final version of the chapters

March 2013

- Publication of the Vademecum

