The European Cultural Routes support Europe as the world's most important region for cultural tourism

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Task Force Cross-Border Culture
Association of European Border Regions
Eupen, 15 October 2014
European Institute of Cultural Routes
The European Institute of Cultural Routes, established in Luxembourg in 1997, is in charge of ensuring the development of the cultural routes program of the Council of Europe. Its role is to examine applications for new projects, to monitor activities in the field and co-ordinate the work of partner organizations and to disseminate and archive information.
Enlarged Partial Agreement on Cultural Routes

The Cultural Routes programme was launched by the Council of Europe in 1987. Its objective was to demonstrate, by means of a journey through space and time, how the heritage of the different countries and cultures of Europe contributes to a shared cultural heritage. The Cultural Routes put into practice the fundamental principles of the Council of Europe: human rights, cultural democracy, cultural diversity and identity, dialogue, mutual exchange and enrichment across boundaries and centuries.

In December 2010, the Committee of Ministers of the Council of Europe adopted Resolution CMRes(2010)53 establishing an Enlarged Partial Agreement (EPA) to enable closer co-operation between states particularly interested in the development of Cultural Routes.

Key objectives of the programme

The Enlarged Partial Agreement on Cultural Routes seeks to reinforce the potential of Cultural Routes for cultural co-operation, sustainable territorial development and social cohesion, with a particular focus on themes of symbolic importance for European unity, history, culture and values and the discovery of less well-known destinations. It helps to strengthen the democratic dimension of cultural exchange and tourism through the involvement of grassroots networks and associations, local and regional authorities, universities and professional organisations. It contributes to the preservation of a diverse heritage through theme-based and alternative tourist itineraries and cultural projects.

Accessions or other Participations

Cultural Routes of the Council of Europe

- Cultural Routes of the Council of Europe

Operational framework

The Governing Board of EPA awards the certification "Council of Europe Cultural Route" and carries out regular evaluation of certified routes in conformity with Committee of Ministers Resolution CMRes(2013)87 which establishes the rules for the award of the "Cultural Route of the Council of Europe".
CoE Governance References

- CM/Res(2007)12 – Council of Europe Resolution on Cultural Routes programme
- **Enlarged Partial Agreement** (EPA) on Cultural Routes
EPA Statute

EPA shall contribute to:

- **Promoting European identity and citizenship** through knowledge and awareness of Europe’s common heritage, and the development of cultural links and dialogue within Europe as well as with other countries and regions.

- **Reinforcing the potential of Cultural Routes** for cultural co-operation, sustainable territorial development and social cohesion, with a particular focus on themes [...] and the discovery of less well-known destinations.
EPA Statute

EPA shall contribute to:

- Development and promotion of the cultural route concept in all its aspects in order to raise awareness globally of Europe as a tourism destination of a unique value and quality
# EPA Tasks

Policy-making and standard setting:

<table>
<thead>
<tr>
<th>Expertise provision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support of networking and exchange</td>
</tr>
<tr>
<td>Developing new orientations and standards</td>
</tr>
<tr>
<td>Additional methodologies</td>
</tr>
<tr>
<td>Award the Council of Europe Cultural Route certification</td>
</tr>
</tbody>
</table>
Expertise provision

- Setting up and functioning of project networks and organisations
- Development of co-operation agreements
- Research on the historical background of the routes
- Development of the cultural and educational content and activities of the Cultural Routes
- Development of a sustainable tourist offer based on the Cultural Routes
- Preparation and implementation of financing and promotion strategies
- Training and capacity building for Cultural Routes operators
- Promotion, visibility and all other aspects related to the compliance with the Council of Europe standards

15 October 2014
Support of networking and exchange between Cultural Routes operators and other partners in the field of cultural tourism, in particular for:

- development of a common vision and strategy for cultural routes as tourism products;
- development of partnerships to increase the resources available for cultural tourism in Europe;
- identification and dissemination of good practice.
New orientations and standards

Contribution to developing new orientations and standards in relation to cultural routes and tourism in response to the challenges and concerns of modern societies.

Additional methodologies

Developing further methodologies for the promotion of cross border cultural tourism.

15 October 2014
Award of the Council of Europe Cultural Route certification

In accordance with Resolution CM/Res(2013)66 of the Committee of Ministers on the rules for the award of the “Cultural Route of the Council of Europe” certification.

15 October 2014
Cultural Route Certification Rules

- Route projects based on **themes**
- Route projects involving **priority fields of action**
- Route projects based on **multidisciplinary networks**

How can a route project contribute to this certification process?
CR THEMES

- Representativeness of European values (3 MS)
- Developed by multidisciplinary experts
- Illustrative of European memory, history and heritage & contribute to interpretation of diversity of present-day Europe
- Support young people’s cultural and educational exchange
- Exemplary and innovative projects
- Support tourism products development in partnership with tourist agencies and operators
1. Cooperation in Research & Development
2. Enhancement of memory, history and European heritage
3. Cultural & educational exchanges for young Europeans
4. Contemporary cultural & artistic practice
5. Cultural tourism & sustainable cultural development
CR NETWORKS

- Present a conceptual framework
- Involve CoE Member States
- Involves States Parties to the European Cultural Convention
- Ensure projects financially and organisationally viable
- Legal status (association or federation of associations)
- Operate democratically
- Comprehensive programme
- Demonstrate relation to the 5 priority fields
- Identify main initiators & other potential partners (stakeholders)
A project testimony of the EICR role to steer partners towards the ECR strategy:

*contribute establishing Europe as a “first cultural tourism destination in the world”*
The Programme and the Project

Programme supported by

CERTESS PROJECT

Total budget: 1,935,495 Euros
Duration: December 2011 | November 2014

15 October 2014
CERTESS : a European project to transfer experience and share solutions for cultural route promotion
12 partners from 11 European regions
- **Share experience** (Good Practices & Governance Instruments) through individual documentation and Workshops
- Focus on **governance instruments and tools**
- **Validate experience** through **Study visits**
- **Re-engineer experience** for sustainable transfer through **Tutoring Sessions**
- Formulate **Cultural Route Implementation Plans**

15 October 2014
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New Route establishment

3a. Objectives

3a2. Fields of action
1. Co-operation in research and development
2. Enhancement of memory, history and European heritage
3. Cultural and educational exchanges for young Europeans
4. Contemporary cultural and artistic practice
5. Cultural tourism and sustainable cultural development

3a3. Actors
The network must specify the network members & the other external subjects expected to implement each specific action

3a4. Timing
The network must specify the overall development of the programme in the medium and long term

3a5. Costing & Financing
The network must provide details of their financing and operational plan

3b. Network members
The network must specify the main initiators, participants and other partners forming the network from the various member countries of the Council of Europe, and specify, where appropriate, other partner organisations at international level

3c. Evidence of legal status
The network must append the basic text(s) relating to their legal status

Note:
In CERTESS this section of the Dossier is called ‘Route Implementation Plan’

Network
The network must have a legal status, either in the form of an association or a federation of associations, and shall operate democratically

Note:
As per Council of Europe’s Partial Agreement Regulations

1a. Initiators
Project initiators shall form a multidisciplinary network located in several Council of Europe member states by involving several Council of a member states through all or part of their project(s), without excluding activities of a bilateral nature.

1b. Partners

Theme criteria
A. The theme must be representative of European values and common to several countries of Europe
B. 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
C. The theme must be illustrative of European memory, history and heritage and contribute to an interpretation of the diversity of present-day Europe
D. 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
E. The theme must permit the development of initiatives and exemplary and innovative projects in the field of cultural tourism and sustainable cultural development
F. 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

2a. Physical historical route
2b. Virtual route on a specific theme
4 Study Visits with over 100 participants in Romania, Spain, Austria, Italy
5 Workshops
4 Tutoring Sessions
11 Stakeholders’ Tables
Achievements: Documented experience

41 GOOD PRACTICES documented
83 GOVERNANCE INSTRUMENTS
11 FORMS (Guidelines and Manuals)
242 FILES (.pdf, Word or Excel)

15 October 2014
Achievements: the Database

Database for Cultural Routes

- Good practices
- Governance instruments
- Other

Phase A:
- Route Start-up

Phase B:
- Route Development

Phase C:
- Route Action Design & Phasing

Phase D:
- Route Implementation, Management and Promotion

Themes:
- Tourism
- Theme justification
- Monuments
- Local values
- Legal tools
- Networking
- Route identification
- Civil work
- Marketing & Signposting
- Hospitality
- Food & Beverage
- Information & Communication
- Tourist services
- Quality & branding
- Certification
- Cultural heritage
- Cultural services
- Environmental heritage
- Local identity
- Local festivals
- Cultural events
- Strategy
- Action design
- Stakeholder identification
- Costs & other resources
- Action execution
- Priority setting
- Finance
- Timing
- Capacity building
- Local governance
- Day-to-day management
- Monitoring & control
- Co-operation
- Co-operation
- Promotion
- Promotional material
- Promotional products
- Performance indicators

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CONTENT OF EACH DOCUMENT

SUSTAINABILITY EVALUATION TOOLKIT

Document Code:
6C-GI-P12-2

This toolkit aims at helping service providers to evaluate and enhance their cultural, social and ecological sustainability.

File:
6C-GI-P12-1 Service design process toolkit.pdf

Document Type:
Governance instruments

Document RIP:
Hospitality  B2 Services  Food & beverage  Information & Communication  Tourist services  Capacity building  D2 Manage- ment  Monitoring & Control  Co-partners  D3 Promotion

Weblink:
http://www.sdt.fi/
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INTERREG IVC
Transnational Cooperation Project
“CERTESS”

TOOL KIT
for designing, planning and implementing a Cultural Route

Revision 3 Date 05.03.2014 Page 1

15 October 2014
Achievements: The Tool-Kit

Toolkit

The Toolkit is organised in close coordination and as a complement to the CERTESS GP+GI Database available in the project website (http://certess.culture-routes.lu/database).

Its layout is, therefore, structured in that same manner and consists of the following 4 sections (each divided into Sub-sections):

A. Route start-up
B. Route development
C. Route action design & planning
C. Route implementation, management & promotion.

Section A

Section A deals with “choose & explain” aspects and is articulated into:

A1. Route theme > selection | justification
A2. Route promoters > promoters & stakeholders | legal setup | transnational networking

Section C

Section C deals with “design & phasing” aspects and is articulated into:

C1. Design > strategy | action design | stakeholder identification | cost & other resource estimate
C2. Phasing > priority setting | finance | timing.

Section B

Section B deals with “document & assess” aspects and is articulated into:

B1. Route alignment > route identification | civil works | marking & signposting
B2. Route services > hospitality | food & beverage | information & communication | tourist services | quality branding & certification
B3. Route points of interest > cultural heritage | cultural services | environmental heritage | local typical products | cultural events

Section D

Section D deals with “implement, manage & promote” aspects and is articulated into:

D1. Route implementation > financial procurement | stakeholder involvement | action execution
D2. Route management & monitoring > capacity building | local governance | day-to-day management | monitoring & control | cross-border cooperation

Each individual paragraph of this Toolkit is organised as follows: TITLE (e.g.: A.1.1. Theme Selection)

- DESCRIPTION of content and purpose
- AREA providing references to potentially useful GPs and GIs and other documents (OT): GP-Px-xx, GI-Px-xx, OT-LP-xx

15 October 2014
COORDINATED ACTIONS FORMULATED BY CERTESS Partner Networks

3-5 Year Route Implementation Plans at Regional Level
<table>
<thead>
<tr>
<th>Partner</th>
<th>Stage</th>
<th>ROUTE IMPLEMENTATION PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>Strengthening existing routes</td>
<td>Via Francigena, Via Benedicti, Via Amerina</td>
</tr>
<tr>
<td>Malta</td>
<td>New route</td>
<td>Caravaggio, Preti and the XVII Century Art in Malta</td>
</tr>
<tr>
<td>Austria</td>
<td>Strengthening existing routes</td>
<td>Salt Route “SalzAlpenSteig”</td>
</tr>
<tr>
<td>Spain – Baleares</td>
<td>New route</td>
<td>Archeo-Sites in the Balearic Islands</td>
</tr>
<tr>
<td>Spain – Andalusia</td>
<td>Regional route network</td>
<td>Regional Route network</td>
</tr>
<tr>
<td>Germany</td>
<td>Policy guidance</td>
<td>A policy plan for Baden Württemberg region</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>New route</td>
<td>European Cultural Route of St. Cyril and Methodius</td>
</tr>
<tr>
<td>Poland</td>
<td>New route</td>
<td>Palaces and Castles on Lower Silesia</td>
</tr>
<tr>
<td>MC – Luxembourg</td>
<td>Linking to existing route</td>
<td>Thermal Town Route in the Greater Region</td>
</tr>
<tr>
<td>Romania</td>
<td>New route</td>
<td>Transhumance Route</td>
</tr>
<tr>
<td>Finland</td>
<td>Linking to existing route</td>
<td>St. Olav’s Ways</td>
</tr>
</tbody>
</table>

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Communication

Website, video, ...

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Final activities in 2014

- **Lead Partner mentoring service** to support 8 partners individually, during the Route planning stage
- **Project Video** (an unexpected bonus)
- **Route Implementation Plan publications**
- **Final Conferences** *(plenary on 22 October 2014 in Luxembourg, local conferences in each partner region)*
Strengthening the partnership cooperation by sharing new goals and actions
The future

15 October 2014
Develop innovative methodologies for regional development benchmarking, monitoring and evaluation

15 October 2014
New approaches, methodologies & orientations
Some ideas for cooperation…

… to unknot the Routes’ mesh

15 October 2014
Some ideas for cooperation…

- Improved **governance** patterns and instruments
- Gradual **streamlining** of e.g. glossaries, signaling systems
- SME/other operators’ **quality** service accreditation
- Realisation/sharing of common **ICT** infrastructures
- Focus on opportunities/problems facing knot-towns **intersected** by 2 or more Routes
because European cooperation is also ...
Thank You

http://www.culture-routes.lu/
http://certess.culture-routes.lu/

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