

## STEERING COMMITTEE FOR CULTURE, HERITAGE AND LANDSCAPE (CDCPP)

**CDCPP(2012)32**

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**1<sup>st</sup> Plenary Session**  
Strasbourg, 14 – 16 May 2012

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### **Enlarged Partial Agreement on Cultural Routes (EPA)** **Update on the Enlarged Partial Agreement and decisions to be taken concerning the evaluation of the cultural routes for the 2011-2012 cycle**

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#### DOCUMENT FOR DECISION

Item 5.1.3 of the draft agenda

## Draft decisions<sup>1</sup>

*The Committee:*

### ***With respect to the 2011-2012 cycle of evaluation:***

– **agreed<sup>2</sup>** with the Governing Board of the Enlarged Partial Agreement's decision to approve the following four networks of routes certified before the adoption of Committee of Ministers Resolutions (2007)12 and Res(2010)52:

- the Viking Heritage Route and the Via Regia, which complied with the criteria set out in Committee of Ministers Resolution Res(2010)52. These routes will be reassessed for compliance in three years' time. With respect to the via Regia, the secretariat was instructed to continue its research into legal status for associations with members in European Union and non-Union countries;
- the Route of Wenzel and Vauban and the Santiago de Compostela Pilgrim Routes, which would be re-evaluated after one year in order to confirm the functioning of new networks established to manage these routes;

– **agreed** with the Governing Board's decision to confirm certification of the following six routes, which complied with the provisions of Committee of Ministers Resolution Res(2010)52:

- the Route of Cluniac Sites in Europe, the Route of the Olive tree, the Route of Jewish Heritage, the Transromanica Route, the Pyrenean Iron Route and the Heinrich Schickhardt Route, which would be evaluated for compliance in three years' time;

– **agreed** with the Governing Board's decision to withdraw the certification of the following seven routes, as despite the one-year periods for compliance already given by the CD-CULT in 2008, 2009 and 2010, these networks still did not comply either with the provisions of Committee of Ministers Resolution Res(2007)12 or with the criteria set out in the Appendix to Committee of Ministers Resolution Res(2010)52:

- Via Carolingia, the Route of the Castilian Language, Parks and Gardens and the Route of Don Quixote with respect to all the provisions of Articles II and III of the Appendix to Resolution Res(2010)52 (priority fields of action and criteria for networks);
- the Central European Iron Trail with respect to the provisions of Article II, in particular paragraph 3 (Cultural and educational exchanges for young Europeans) and the provisions of Article III (multidisciplinary networks, democratic operation) of the Appendix to Resolution Res(2010)52;
- Saint Michael's Ways with respect in particular to Article II paragraph 3 (Cultural and educational exchanges for young Europeans), and Article III (legal status, European network) of the Appendix to Resolution Res(2010)52;
- the Route of Migration Heritage which did not comply with Article III of the Appendix to Resolution Res(2010)52 (absence of a European network);

– **took note** of the Governing Board's decision to postpone to the 2012-2013 evaluation cycle its decision with respect to the route of Hansa sites, routes and monuments, which was not in compliance with the provisions of Resolution Res(2010)52, but for which further discussion and examination was considered necessary;

– **took note** of the Governing Boards findings that the three following routes did not comply with the criteria set out in the Appendix to Resolution CM/Res(2010)52. Under the Resolution, routes found for the first time not in compliance are given one year to remedy the situation, therefore the routes concerned would be requested to submit an action plan over nine months to the European Institute of Cultural Routes, to be accompanied by regular progress reports:

- the Route of Saint Martin of Tours, with respect in particular to Article II paragraph 3 (Cultural and educational exchanges for young Europeans), and Article III (legal status, European network) of the Appendix to Resolution Res(2010)52;

<sup>1</sup> See the Appendix for a summary table of evaluations. More detailed information on the evaluation processes and individual evaluation reports is available from the secretariat on request.

<sup>2</sup> Under Committee of Ministers Resolution Res(2010)52, the Governing Board of the Enlarged Partial Agreement decides on the granting or withdrawal of certification of cultural routes, subject to an opinion by the CDCULT and the CDPATEP (now CDCPP).

- *the Route of El Legado Andalus, with respect in particular to Article III (European network) of the Appendix to Resolution Res(2010)52;*
  - *the Route of the Phoenicians, with respect to Article III (legal status, European network, democratic functioning) of the Appendix to Resolution Res(2010)52;*
  - **agreed** with the Governing Board that certification as a Council of Europe Cultural Route should be awarded the European Network of Casa Dei sites and the Route of Cities with Industrial Ceramic Heritage;
  - **agreed** with the Governing Board that certification should be postponed for the Odyssey, Sea and Land Route and the Route of Artists in Europe;
- With respect to activities and priorities for 2012-2013**
- **took note** of the start of work of the Executive Secretary to the Enlarged Partial Agreement (EPA), based in Luxembourg, on 2 November 2011;
  - **thanked** the authorities of the Grand Duchy of Luxembourg and the European Institute of Cultural Routes for the excellent organisation of the Advisory Forum held on 23-24 November 2011;
  - **thanked** the authorities of France and Spain for their offers to host the 2012 Cultural Routes Advisory Forum in November in Colmar or in Bilbao and **congratulated** France whose proposal was finally chosen;
  - **welcomed** the support of the European Commission and the European Parliament for cultural routes and especially of the Joint Programme 2011-2013 on capacity-building for cultural routes;
  - **thanked** once again the European Institute of Cultural Routes for its competent work and the Luxembourg authorities for the major financial support provided to the Institute;
  - **urged** those member states and signatories to the European Cultural Convention not having already done so to sign the enlarged partial agreement in order to ensure its continuation after the 2011-2013 pilot phase.

## BACKGROUND

In December 2010, the Council of Europe renewed its engagement with cultural routes by creating the Enlarged Partial Agreement on cultural routes, open for broad accession by countries committed to furthering the Organisation's involvement in cultural heritage and to supporting high-quality cultural tourism for all European citizens. The EPA was launched by the adoption of Committee of Ministers Resolutions Res(2010)53 establishing an Enlarged Partial Agreement on Cultural Routes and Res(2010)52 on the rules for the award of the "Cultural Route of the Council of Europe" certification. It has been signed to date by fourteen member states that have expressed their readiness to give political guidance and contribute financially to the programme.

At the end of 2011, the appointment of the Executive Secretary working in Luxembourg directly with the team of the European Institute of Cultural Routes reinforced relations between the Institute and the Council of Europe and brought new impetus to the programme.

The period from October 2011 to April 2012 was characterised by an extensive evaluation cycle where 21 of the 29 existing routes were assessed for compliance with the 2010 resolution, as well as 4 new proposals for routes.

## PROGRESS

### **1. Membership of the EPA**

With respect to membership of the EPA, after the first accessions, despite high interest and frequent discussions, there has not been sufficient concrete commitment on the part of other member and non-member states in joining the agreement. Many countries appear to be considering membership: Serbia (represented at the meeting of member states as an observer), Andorra, Croatia, Lithuania, Monaco, Romania, Switzerland and Turkey. The Holy See had also discussed at length the possibility of membership. Contacts had also been made with non-member states of the Council of Europe who would be ideal partners in the partial agreement, for instance Morocco, Tunisia, Mexico and Kazakhstan.

Germany attended the meeting of the Governing Board on 12 April 2012, as an observer and with a view to accession in 2013. With the help of all stakeholders, including our local partners and especially with the Grand Duchy of Luxembourg, sponsor of the Cultural Routes Institute, ensuring new accessions to the agreement in 2012 is one of the main objectives of the 2011-2013 pilot phase.

### **2. Statutory meetings**

#### **Bureau of the EPA**

##### *22 November 2011, Luxembourg*

The Bureau meeting was held on the eve of the 2011 Advisory Forum in Luxembourg, thus enabling the members to participate in the Forum, meet representatives of the routes and take note of their activities and presentations. This was much appreciated by the participants and such interaction should be encouraged. Amongst other topics, including the 2011-2012 evaluation cycle, the Bureau discussed the decisions of the Organ of states parties taken at their meeting of 7 November.

##### *15-16 February 2012, Luxembourg*

The Bureau devoted most of its meeting to the examination of the evaluations of routes carried out by the IEIC and independent experts. 21 of the 29 existing routes were examined for compliance

with Resolution Res(2010)52, and four new proposals were examined with a view to certification. These proposals were invited to make a presentation at the Governing Board meeting on 12 April. The Bureau also decided to invite the representative of the European Commission to make a presentation at the next meeting of the Governing Board of possibilities for cooperation of the cultural routes programme with the European Commission and asked the Executive Secretary to prepare a document explaining the aims of the cultural routes programme and its identity and added value with respect to other cultural heritage awards and certification. It discussed the offer of France to hold the 2012 Advisory Forum in Colmar.

#### *11 April 2012, Luxembourg*

This meeting enabled the members of the Bureau to prepare the Governing Board meeting of the following day, and in particular take decisions on recommendations to the Board concerning five cultural routes which it had postponed from its February meeting. The Bureau also discussed a new proposal for hosting the Advisory Forum in Spain (Bilbao) and heard presentations of the two proposals made.

### **Governing Board of the EPA, 12 April 2012, Luxembourg**

During this meeting the Governing Board:

- adopted amendments to its Rules of Procedure to include rules of procedure for the Bureau;
- elected a new member of the Bureau, Mr Fikret Mamedov (Azerbaijan) for a period of two years;
- endorsed the recommendations of the Bureau with respect to the 2011-2012 evaluation cycle and decided to submit the decisions to the CDCPP;
- took note of new proposals for Council of Europe cultural routes submitted to the European Institute of Cultural Routes and asked the Bureau to discuss further priorities for selection;
- took note of a document on the added value of the Enlarged Partial Agreement on Cultural Routes, and agreed that a brochure should be produced for distribution to representatives of interested member and non-member states and routes operators;
- decided that the 2012 Annual Advisory Forum would be held in Colmar;

### **3. Other meetings**

#### **2011 Advisory Forum**

The Annual Advisory Forum took place on 23-24 November in Luxembourg. It brought together around a hundred representatives of route managers, networks, organisations and platforms of international heritage and tourism, local and regional authorities, civil society organisations, academics, Chambers of Commerce, professional tourism, heritage and culture organisations or other bodies interested by the Cultural Routes. The main theme was “New challenges for European Cultural Routes: improve common visibility and foster new partnerships”, and three specialised workshops were organised on “communications, common brands, marketing and economic models”, “which publics and which impacts?” and on “research and capacity-building”.

### **4. Activities of the European Institute of Cultural Routes – the 2011-2012 evaluation cycle**

The EICR carried out 21 evaluations of existing routes and 4 of new proposals, and coordinated the work of 14 independent experts on some complex cases, in preparation of recommendations for the Governing Board in 2012, and a database of experts was created. The Institute organised the November Advisory Forum and a parallel meeting of academics specialised in cultural tourism and routes.

### **5. *Cooperation with the European Commission***

The European Union, through both the Commission and the Parliament, has given constant support to the partial agreement since its inception. The Commission has participated actively in all the statutory meetings in Strasbourg and Luxembourg, as well as meetings with the cultural routes themselves such as the Annual Advisory Forum, where Valentino Izzo (Tourism Unit, DG Enterprise) participated in the plenary sessions and also moderated one of the thematic workshops. Mr Izzo also made a presentation at the Governing Board meeting on 12 April.

A first joint programme with the European Commission was concluded in June 2011 by the presentation of an extensive study of the impact of the cultural routes on small and medium-sized industries. This study, which outlined the strengths and weaknesses of the Council of Europe's cultural routes as vectors of cultural and tourism development, has since been presented in various specialised forums. It served as the basis for a new programme, launched in August 2011, targeting the creation of new tools for capacity-building, network governance, visibility and marketing of the routes. This programme will serve, in particular, to produce a manual of routes management in cooperation with academics, followed in September by a training seminar for routes management. The Institute is also providing advice and technical support to several other European Commission projects.

## NEXT STEPS

The 2011-2012 evaluation cycle has aimed to bring all the routes in the Council of Europe's programme into conformity with the current criteria contained in Resolution CM/Res(2010)52. As a follow-up, the secretariat and the Bureau of the Governing Board have begun work on proposing new orientations and priorities for the Council of Europe's cultural routes, in line with the developments of the Organisation's own priorities for furthering intercultural dialogue and access to fundamental cultural rights in the Continent and beyond.

During 2012 and 2013, the cultural routes programme will be developed in the following main areas.

- The Council of Europe/European Commission Joint Programme will provide new tools to enhance routes' capacities as dynamic, democratic vehicles of living cultural heritage and intercultural dialogue, accessible to all European citizens. A week-long training session for routes managers will be organised from 2-9 September at the European Youth Centre in Strasbourg.
- Cooperation with the European Commission will also be strengthened by the Council of Europe's large-scale participation in a three-day event for the promotion of cultural routes with professionals in the cultural tourism sector and the general public, "Crossroads of Europe", organised by the European Commission in Pavia (Italy) from 7-10 June.
- The European Institute of Cultural routes will concentrate on "professionalising" its work as technical agency of the Council of Europe, as a multi-disciplinary resource and assistance centre for the Council of Europe's cultural routes and as a guide for new cultural route projects, by improving access to its databases and online information services, by producing guidelines for compliance with the criteria for cultural routes of the Council of Europe and by organising the work of experts in the field. A vade mecum for cultural routes managers will be published by the start of 2013.
- The Governing Board, the Executive Secretary and the representatives of the Grand Duchy of Luxembourg will seek to increase the political outreach of the programme at local, regional and national levels, in order to translate into concrete action the enormous potential already demonstrated at grass-roots level by the great diversity of the routes and their positive impact on cultural and cultural tourism development in the regions. The Annual Advisory Forum to be held in Colmar in November will provide an opportunity to raise awareness and encourage participation of member states, as a parallel event will take place in Strasbourg to mark the 25<sup>th</sup> anniversary of the Council of Europe cultural routes.

Appendix – Table summarising 2011-2012 evaluation decisions and future cycles

	2012	Decision	Comments	Cycle 2011-12	Cycle 2012-13	Cycle 2013-14	Cycle 2014-15	Cycle 2015-16
<b>New projects</b>	1. Artists	<b>Postpone</b>	Not ready	-				
	2. Ceramic industrial heritage	<b>Certify</b>		√				<b>E</b>
	3. Odyssey land and sea	<b>Postpone</b>	Too diverse, not focused, what is the route?	-				
	4. "Casa dei" sites	<b>Certify</b>		√				<b>E</b>
<b>Network approval</b>	1. Saint Michael	<b>Withdraw</b>	No European network	X				Re-apply?
	2. Via Carolingia	<b>Withdraw</b>	No activity	X				Re-apply?
	3. Castilian language	<b>Withdraw</b>	Only in Spain	X				Re-apply?
	4. Migration	<b>Withdraw</b>	Little activity, limited network	X				Re-apply?
	5. Parks and Gardens	<b>Withdraw</b>	No network, no project manager	X				
	6. Don Quixote	<b>Withdraw</b>	No activity, restricted to Spain	X				Re-apply?
	7. Central European Iron trail	<b>Withdraw</b>	No youth, network information, not multidisciplinary	X				Re-apply?
	8. Via Regia	<b>Approve</b>	Legal status to be researched	√				<b>E</b>
	9. Wenzel/Vauban	<b>Approve</b>	Renewed international network	√	<b>E</b>			
	10. Santiago de Compostella	<b>Approve</b>	Renewed international network	√	<b>E</b>			
	11. Hanseatic towns	<b>Postpone</b>	No active network, statutes, etc., need to examine	-	<b>E</b>			
	12. Vikings	<b>Approve</b>	All criteria now fulfilled	√				<b>E</b>
<b>Evaluation</b>	1. Pyrenean Iron Route	<b>Confirm</b>		√				<b>E</b>
	2. Schickhardt	<b>Confirm</b>		√				<b>E</b>
	3. Cluny sites in Europe	<b>Confirm</b>		√				<b>E</b>
	4. Olive tree	<b>Confirm</b>		√				<b>E</b>
	5. Jewish heritage	<b>Confirm</b>		√				<b>E</b>
	6. Transromanica	<b>Confirm</b>		√				<b>E</b>
	7. Saint Martin of Tours	<b>1 year</b>	Financial problems, no staff	X	<b>E</b>			
	8. Al-Andalus	<b>1 year</b>	No international network	X	<b>E</b>			
	9. Phoenicians	<b>1 year</b>	Not democratic, no legal status or network activity	X	<b>E</b>			
<b>Routes to be evaluated in 2012-2014</b>	1. Cistercian Abbeys		Certified in 2010			<b>E</b>		
	2. Prehistoric Rock Art Trail		Certified in 2010			<b>E</b>		
	3. European cemeteries		Certified in 2010			<b>E</b>		
	4. Saint Olav		Certified in 2010			<b>E</b>		
	5. Thermal heritage and towns		Certified in 2010			<b>E</b>		
	6. Via Francigena		Certified in 1994		<b>E</b>			
	7. Mozart Ways		Certified in 2002			<b>E</b>		
	8. Iter Vitis		Certified in 2009		<b>E</b>			
<b>Total</b>			New proposals will increase the totals as they arrive	<b>25</b>	<b>8</b>	<b>6</b>	<b>0</b>	<b>10</b>