

2020/21 ENG

Enlarged Partial Agreement on Cultural Routes of the Council of Europe
Certification cycle 2020-2021

Regular evaluation:
EUROPEAN MOZART WAYS

Independent expert report

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



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**The opinions expressed in this independent expert report are those of the author, and do not engage the Enlarged Partial Agreement on Cultural Routes of the Council of Europe*

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1. Executive Summary

The period 2017–2020 (additionally 2021) is the next stage in the development of this one of the first six European cultural routes, which is still expanding, has innovative concepts and explores further areas of new opportunities.

The transfer of knowledge between generations, their scientific international cooperation from the beginning of this project in 2000 is its strength and a guarantee of the contacts it maintains.

The Route was fully successful and implemented the recommendations from the period of evaluation 2016–2017. These mainly concerned the increase in the number of members, which was achieved. The next most important point of the recommendation was to improve communication in the area of the website and external communication, including social media. Another recommendation was to broaden the scientific area, long-term route strategy and cooperation with tourist organizations.

The role of the EMW as a coordinator of topics and activities remains to be considered for the future. It is important that joint activities are built on anniversaries, as was the case, for example, on the 250th anniversary of Mozart's trip to Italy in 2020 (beginning 2019). This allows to attract attention, funding and a new audience.

For consideration is an expanding the network with new partners in Europe and beyond.

The EMW should develop the existing activities from 2017 to 2021 in communication and marketing (website redesign, QR-code logo, digital traveling exhibition, new printed map, blog, social media - Instagram).

Where possible and with the involvement of human resources, cooperation should continue with other routes such as in Offenbach am Main in 2017, where two routes intersect. Moreover, to exchange knowledge and practical solutions with other routes. Asking the EICR about the possibility of co-financing such a workshop.

Projects aimed at children and young people should definitely be continued: *Young Ambassadors of the EMW*, *Bella Musica*, *Mozart Scholls*, *On the way to Mozart*, *Singing Mozart (songbook)*, *Storytelling*.

The EMW should continue and develop projects that are inclusive, participatory and diverse.

In the face of a pandemic, the focus should be on local and regional agendas to strengthen, stabilize and define a realistic short- and long-term strategy.

The financial viability of the Association should be secured.

Here a question arises for the EICR about the possibility of co-financing such a workshop and, in general, about the possibility of early information about grants and competitions relevant to the theme of the route.

2. Introduction

The European Mozart Way (EWM) is an international network connecting cities, regions and institutions and academies in the 10 European countries that Wolfgang Amadeus Mozart (1756–1791) visited during his travels from 1761 to 1790. During his short life, he spent more than 10 years on journeys whose main mission was to promote music and his own genius. Among the cities he visited or stayed for a longer period are - Salzburg, Vienna, Munich, Augsburg, Ulm, Bruchsal, Schwetzingen, Heidelberg, Mannheim, Frankfurt, Bonn, Brühl, Cologne, Aachen, Lüttich, Brussels, Den Haag, Amsterdam, Paris, Calais, London, Dijon, Lyon, Geneva, Lausanne, Milano, Parma, Bologna, Florence, Rome, Naples, Prague, Brno, Olomouc, Dresden and Leipzig.

The European Mozart Way was founded in Salzburg in 2002 as a Private Association according to the Austrian law. In this year, the EMW was certified by the European Institute of Cultural Routes (EICR) as the European Cultural Route. The four main pillars of the EWM are based on the promotion of cooperation in the arts, culture, education and science. EWM promotes, as far as possible, tourist discoveries, places where W. A. Mozart lived and worked. It includes 49 institutions from 10 countries where Mozart lived and worked during his life. There are 3 categories of Route members – regular, extraordinary (which includes patrons, sponsors, associates and friends) and honorary. At present there are 27 regular members of the EMW, representing 5 European countries. The majority of members are from 3 countries Austria, Germany and Italy, which seems obvious to Mozart's life and legacy.

The origins of this idea date back to 2000, when experts of the International Mozarteum Foundation in Salzburg/Austria, as well as musicologists from Germany, Italy and the United Kingdom designed the trail, based on established and most up-to-date historical research and musicological knowledge. The objective was clearly outlined with the help of the above-mentioned pillars in order to continue and sustainably develop the network beyond 2006 as part of the 250th anniversary of Mozart's birth.

The European Mozart Way is the only Cultural Route of the Council of Europe whose main theme is the unique role of music and artistic genius. Following the words of the Greek philosopher Plato: "Music is the soul of the universe, the wings of the mind, the flight of imagination and all life". It would be difficult to find a more attractive field to promote European values and cultural heritage. Music is in a way the eleventh partner/country of the European Mozart Ways.

The figure of Mozart - a musical genius - can be considered the prototype of a European, an outstanding musician, artist and man so deeply and multiculturally experienced in his numerous and famous journeys through the wealth of Europe. He is a figure that can be identified by almost every person. His work and life provide a solid basis for active participation in his music and insight into European heritage, especially grateful to children and young people.

The European Mozart Ways build on the existing infrastructure along the historical journeys of Mozart and contribute to the preservation of the thematic cultural heritage in the many places visited by Mozart. Over the years, a strong network has been established to connect small and large cities.

In the case of smaller cities, the economic location has thus been strengthened, while in larger cities there has been strong synergy with existing initiatives in the areas of artistic achievement, educational goals, academic programmes, scientific studies and workshops, as well as tourism development. From a more widespread structure of regional actors, the

network has developed towards initiating cooperation projects between key actors in different areas of competence.

The main ways are as follow: researching and publishing documents and letters, making current knowledge about life and details of the journey available to the general public. This is done through a web portal, travel plans, travel maps, concerts, exhibitions, guides, social media, tours, educational projects, etc. In recent years, the programmes have been aimed primarily at children and young people.

The European Mozart Route is making efforts to find new partners, including in Denmark. They are constantly cooperating with the Greek Mozart Society and have started an ambitious cooperation - an exchange with a youth orchestra from Lviv, Ukraine (2021).

3. Main Body Evaluation

3.1 Cultural Route Theme

The EMW is one of the six oldest European Routes, developed consistently and sustainably since 2002 and certified 2004. At the same time, it is the only route whose theme is musical genius - the prototype of a European composer and performer and his music - still current, inspiring and uniting people. From the beginning, the route unites 10 countries whose activity depends on events and anniversaries connected with Wolfgang Amadeus Mozart's biography and his artistic journeys.

3.1.1 Definition of the theme of the Route

For one third of his life, Wolfgang Amadeus Mozart travelled across Europe to improve his education, learn about other musical approaches and make contacts with other performers and composers. His character is a prototype and an example of a modern European. The contemporary reading of its heritage provides an opportunity for cross-border cooperation in many fields. Based on four pillars - artistic exchange, cultural events, educational work and scientific and academic research - the work of the EMW is also creating a vision of cooperation for the future for 10 countries where Mozart stayed.

Mozart stayed in 200 European cities and towns. He carried out extensive correspondence, especially with his own father. These lists and the facts and stories they contain are testimony to the times and European heritage.

The topic of a child with extraordinary abilities, an outstanding artist and a European traveller is extremely attractive to a young audience. Both in individual and group categories. This is why EMW actively explores this topic and its target audiences in its projects, initiating projects aimed at children and young people such as international orchestra and choir exchanges, joint workshops and learning about the latest findings on Mozart's heritage. At the same time, projects covering different ages and cultural groups are prepared. Times of pandemics have prevented active travel, but have provided an opportunity to prepare for the new challenges and exchanges that will take place in 2021.

From the beginning, EMW was open to diverse society, participation and inclusion of different ethnic communities on the principles of respect, partnership and openness. This shows the visionary and progressive nature of this route and its theme in context of the European heritage and its current reading.

The scientific exchange within the EMW has been the cornerstone of this project from the beginning and a strong and stimulating part of it. This structure includes scientific authorities, eminent musicologists, universities and scientific institutions in Italy, Austria, the United Kingdom, Germany, museums, research centre, cultural institutes and archives, which actively contribute to the research and development of knowledge about the route. There are: Mozarteum University in Salzburg, Mozarteum Foundation in Salzburg, Domquartier Salzburg, Mozarthaus St. Gilgen, Mozarthaus in Vienna, Accademia di Filarmonica di Bologna, Università di Pavia in Cremona, Song Onlus in Milano and King's College in London, WAM Festival Internazionale W. A. Mozart in Rovereto, Conservatorio Giuseppe Nicolini di Piacenza in Piacenza and lately Lviv MozArt Festival in Lviv.

Mozart's extensive travels and his family are an attractive and constantly topical subject for the development of tourism in Europe. The trail makes use of this area by combining different resorts into one route, which can be explored individually and in groups. The innovation here is to connect small towns with cities and capitals of individual countries in Europe and beyond. This applies to the EMW funding of the route. The effective and long-term linking of the different centres, the substantial care of Mozart's heritage by the various organisations in the cities concerned and the linking of these with tourist promotion is one of the highest values of the Mozart Route. Such connection and mutual support has a positive impact on the development of the tourism sector in terms of economy, culture and popularisation of historical heritage. It should be mentioned here that the 2020 pandemic means that we will have to rethink forms of travel and the promotion of tourism through culture and heritage.

EMW has an extensive network and cooperation with travel agencies and operators with whom it is developing new products in the area of information provision and identification of potential new network actors. Thanks to the tourism operator as: Salzburg Tourism, Zeller Bergland Tourismus e. V. in Zell im Wiesental, Tourism Munich, Rovereto APT, the EMW manages to obtain permanent and additional funding and to develop interesting products. This cooperation is particularly supported by local municipalities as: Province of Salzburg, City of Brno, City of Prague, City of Augsburg, City of Kirchheimbolanden, City of Offenbach, City of Schwetzingen with the prominent mayor of the city, Réne Pörtl, who is vice-president of EMW, Comune di Ala in Trentino and Comune di Cremona in Cremona. This is based on the win-win-situation, mutual consultations and the principle of synergy.

The most important principle is cooperation on the route and its development, with a sense of respect, teamwork, democratic discussion and the transfer of knowledge and experience of older generations to the younger generation.

This theme is particularly relevant to the creation of visions for the future, reflective heritage for a resilient society, sustainable management of cultural heritage and cultural heritage in a changing context.

3.1.2 Historical and cultural context

All journeys made by Mozart and his family between 1762 and 1791 have been documented on the basis of letters and other authentic documents and can be tracked by the traveller. From the first trip that took the young Mozart from Salzburg to Munich to his last trip from Vienna to Prague, it covers a vast part of Europe, covering 10 countries and over 200 seats. Along the tourist routes there are many opportunities for artistic, cultural, educational and academic activities that allow the traveller to discover one of the most fascinating musicians of all time and find the most interesting content for himself.

3.1.3 Council of Europe values represented by the theme

Music is the most universal language that connects people. The route centered around a musical genius traveling all over Europe reminds of cultural heritage and stimulates the current dialogue among countries and different cultures. There is a lively exchange within the EMW and its associated international members. Its aim is to promote knowledge about Mozart and to support the idea of a common European identity. Activities are based on four pillars: artistic, scientific, educational and touristic.

3.2 Fields of Action

3.2.1 Co-operation in research and development

Important research into the life and work of Mozart continues by and with the participation of European members of EMW. This has been important since the beginning of the Route and is continued by the academies and institutes involved. Three countries are currently the backbone of these: Italy, Austria and Germany. Through joint activities with local authorities and tourist agencies, the knowledge gained is made available at a popularisation level.

3.2.2 Enhancement of the memory, history and European heritage

EMW's activities cover the tangible, intangible and digital born cultural heritage of Mozart. Through its work, particularly in bringing Mozart's music closer to the public and better understanding of the composer by the public and especially the young generations, EMW is clearly enhancing Europe's intangible and digital heritage. Visually and virtually, EMW links the centres and monuments associated with the composer. The care and protection of these sites is secured. The creation of a digital travelling exhibition and new small travelling maps makes it possible to introduce a scientific narrative and a proper interpretation of Mozart's music heritage and the significance of the places where he or his family have lived.

It is possible to work together on European Cultural Routes, as happened in 2017 in Offenbach am Main. The two Cultural Routes of the Council of Europe – the EMW and the Huguenot and Waldenserpfads e. V. (HWP) - have a crossroads in Offenbach and on the occasion of 30 years of the Cultural Routes Programme of the Council of Europe, a special ceremony was held there.

It would be worthwhile to organise an exchange of knowledge and experience as part of the existing Cultural Routes and the European Institute of Cultural Routes.

3.2.3 Cultural and educational exchanges for young Europeans

It is currently the strongest and most represented area in EMW. Between 2017 and 2021, new formats of cultural exchange and education for young Europeans have been developed and new ones have been created. They are aimed at all age groups from primary schools to universities. These include projects such as : "Let's sing ", "Bella Musica", "Young Ambassadors of the EMW" (5 choirs and 2 orchestras), "Storytelling", "Amadeus" Competition in Brno and many others. These formats can and are taken over by individual centres on the Mozart route. Exchange of individual orchestras and choirs is ensured. The standard is a participatory and integrative character for divers communities.

3.2.4 Contemporary cultural and artistic practice

The EMW uses the latest standards and formats of artistic and cultural practices. There is a full range of them - from concerts and performances through exhibitions and scientific symposia to workshops and active participation in the media. The programmes are interdisciplinary and promote a holistic approach to Mozart's music and heritage.

3.2.5 Cultural tourism and sustainable cultural development

The 2020 pandemic has shown how fleeting the field of tourism is and, if it results from consumption, it can become unnecessary, if not harmful.

Therefore, the EMW's roots in culture are a strong asset and have considerable potential for development in this area. The route functions as an open road or a combination of places worth discovering, ideal for independent and flexible travel. Perhaps after a pandemic it will be the main form of travel. The period 2017–2020 was devoted to the creation of new materials such as a map and logo combined with the QR code, ensuring a strategic and coherent brand and coordinating all means of communication. The General Assembly and Regional Member Meeting held in 2017–2020 allow for the clarification of appropriate instruments for cultural tourism and sustainable cultural development. EMW is currently prepared in terms of tools for a new form of tourism.

Efficient management allows the EMW to react quickly, which does not interfere with its current and sustainable cultural development.

3.3 Cultural Route Network

EMW complies with the network criteria. It is becoming essential to ensure stability and additional resources for the association. It would be advisable here to support the EICR (information prepared in advance, competitions and grants, lobbying for additional funds) and other European programmes.

3.3.1 Overview of institutional /legal structure of the network

The European Mozart Way is an international network connecting cities, regions and institutions (universities, research institutions, museums, cultural institutes, local authorities, touristic stakeholders) in the 10 European countries that Mozart has visited during his travels and where it has spent part of its life. These are important centres commemorating extraordinary music, its talent, its impact on contemporary music and European heritage in general.

Selected small and bigger cities and regions, as well as cultural organizations, academic institutions and universities, local authorities, tourism organizations and stakeholders are represented as members in the Association "European Mozart Ways". The Association was founded 2002 in the run-up to the Europe-wide celebration of the 250th anniversary of Wolfgang Amadeus Mozart's birthday based on an initiative by the Province of Salzburg. The most active centres are in Austria, Italy, Germany, the United Kingdom, the Czech Republic, which is obvious given to Mozart's biography.

Scientific and human competences, combined with the ability to pass on knowledge and contacts to the younger generations, play a huge role and importance within the route. The extremely positive role of the EMW President Mrs. Maria Majno and General Secretary Mr. Gerhard Spitz, who ensure the transparency of communication between the individual members, should be highlighted here. Their attitude inspires others to take special action. Young managers have emerged in the EMW network, and they can successfully use the practical and theoretical experience they are given.

3.3.2 Network extension since the last evaluation

The process of extending the EMW network is ongoing. In 2017, a new member of EMW became the Mozarteum University in Salzburg. In 2019, the Lviv MozArt Festival in Ukraine was acquired as the next member. In 2020 to the EMW came a new member – the museum Domquartier in Salzburg.

3.3.3 Strategy for the network extension in the three years to come

It is planned to change the membership structure in such a way that some members with higher financial commitment (more than the current annual membership fee of € 1,365). At the same time, the number of members with a lower membership fee should be increased. Regionally, members from England, France, the Netherlands and Belgium are to be recruited for the Association. In addition, new target groups (cultural and educational associations, foundations, concert societies, schools and music schools) should be engaged and included as partners for concrete project developments. There are plans to co-opt new members from countries where the Mozart family has been living, such as Denmark.

3.4 Communication tools

The period 2017–2021 is a period of strong communication acceleration of EMW. The graphic design was modified and adapted to the most modern standards. This is reflected in all communication channels. The current layout is user friendly, modern, attracting young audiences, logical for the slightly older generations. The EMW communicates through its website, regular Facebook information and promotional materials.

3.4.1 Current state of communication tools developed by the network

All promotional materials have been developed in a period 2017 – 2020 in a new layout out. They are modern, they refer to the previous versions, but in its current dimension it attracts multi-generational audiences. They are available for download, as are photos and, for example, a brochure for sponsors from the latest events and a brochure to download from the website. The following materials were modified and produced in 2017–2020: a new EMW map, a logo in QR code format, a digital travel exhibition, a roll up and a flag to be downloaded by partners. A new website is being developed and will be available in early 2021. The communication changes cover the entire corporate identity of the sign and are a forward-looking process. They can already be said to be a success and another new opening in promoting the European Mozart Way.

3.4.2 Compliance with the Guidelines for the Use of the Logo “Cultural Route of the Council of Europe”

After obtaining evaluation guidelines for the period 2016–2017, the EMW introduced changes in this area. All communication materials have been analysed and systematically modernised and changed in the 2017–2020 period as part of the new corporate identity for the route. The lay out refers to the previous one, but has been updated and adapted to the contemporary requirements of promotional materials and the website. The basis for these changes was the use of the Guidelines for the Use of the Logo “Cultural Routes of the Council of Europe”, set out in June 2016 and November 2019. The EMW is definitely applying these principles. The EWM regularly reminds its partners of the rules for placing logos.

4. Conclusions and Recommendations

The conclusions and recommendations set out below are based on an understanding of the idea of creating this unique European music route. The EMW has very limited financial resources and a modest budget. At the same time it has great potential stemming from its long experience, the expertise of its networked individuals and institutions and its deep human commitment. What unites the regular members, extraordinary members and honorary members is the conviction of the uniqueness of this European idea - a rich biography of a musician, who was the first so much European artist - and the universality of music as an additional and even basic language of understanding.

Therefore, the results achieved are spectacular in comparison with the modest annual budget and the fact that the work is coordinated by one person employed only a quarter of the time. Many projects are carried out thanks to organisational skills and synergy in combining duties and honorary activities. It should be noted that all projects are carried out with the highest quality and transparency of management and communication.

According to the Council of Europe Resolution CM/Res (2013)67 concerning certification as a Cultural Route of the Council of Europe, the topic - European Mozart Ways - meets all eligibility criteria (I. Theme, II. Action, III. Network).

The route theme offers many opportunities and interdisciplinary connections that can successfully communicate one of the most important dimensions of Europeanism (mobility, cooperation across borders, sustainable development, education of civil society) and European cultural heritage. The subject of active contemporary reflection on the life and work of W. A. Mozart fits perfectly with the promotion of European values as respect for human dignity and human rights, freedom, democracy, equality and the rule of law. The route covers the 10 European countries where the artist lived and travelled.

The history of Mozart's life and work is studied in academic centres, universities and institutions specially dedicated to Mozart along this route. Its results are updated and disseminated. Without international scientific cooperation within the EMW, there would be no translation of the letters into other languages and their development. The innovative initiative from the current 2017–2020 period of the digital follow-up exhibition required joint scientific consultations in order to achieve a clear communication and use of the latest knowledge about Mozart.

Most of the projects carried out under the routes are intended for children and youth, and are international exchange and education. Mozart as a « Wunderkind » is a model for many young musicians. Mozart's brand means a significant economic factor in the field of international city tourism for places from his biography. A special role is played by his native city of Salzburg, Vienna as his place of residence for many years and also the city of Augsburg as the birthplace of his famous father Leopold Mozart. Prague was a performance venue much appreciated by Mozart. An important role in the network is played by small centres like St. Gilgen, Schwetzingen, for which the EWM provides an opportunity to learn about their history, heritage and cultural and touristic activities.

A new EMW map is being developed between 2017 and 2020, in cooperation with travel agencies and operators (Salzburg, Augsburg, Schwetzingen), digital travel exhibition, new logo with QR-code with informations about the EMW and flags, which are also used as tourist products and Route promotion. They are addressed to different social groups and to a large extent to school groups.

The Mozart route can improve its capital in many areas. At present, it is primarily aimed at children and youth. These are very grateful recipients. However, this strong European theme unites all generations and divers cultures, not only in Europe but in the world. There was a proposal to extend the possible scope of the EMW outside the authentic venues in form of a change of the Statutes or possible partnerships. There were suggestions that the membership should not be based only on cities visited by W. A. Mozart himself, but also on places where family members have left traces as Lviv, Copenhagen, Hamburg, Karlsbad, Valmorea or Bad Gastein. However, a majority vote was taken at the 2017 General Assembly to disagree with the extension of the Statute, because the 'penetration rate' in the authentic areas has not yet been sufficiently and securely established. At the same time, it was decided to cooperate in the future with such institutions as the Mozart society Lviv / Ukraine or the Danish Mozart Society. An associate member is also Mozart Society in Greece.

FAZIT :

The recommendations of the EICR after the evaluation 2016–2017 have been fully implemented.

The years 2017 and 2018 and, in effect, 2019 and 2020 mark a new and lively stage in the development of the route. Many new formats have been created and implemented, research into the creation and dissemination of knowledge about Mozart’s music has been expanded, the visibility and accessibility of the route has been improved, including through the logo combined with the QR code. Structural workshops were carried out. A blog and a TV-documentary about the Mozart Route were created. Two new members were acquired: Mozarteum University in Salzburg (from 2017) and Lviv MozArt Festival in Ukraine (from 2020). The 2020 pandemic made it necessary to shift projects and meetings. At the same time, however, it allowed for general self-reflection of the EMW, scientific discourses, proposals to expand the areas of influence and develop digital and visual forms of communicating the trail (website, digital travel exhibition). Paradoxically, the pandemic opens another stage of this one of the strongest European themes and long-term cultural routes.

In view of the above:

The theme still complies with the eligibility criteria for themes, CM/Res(2013)67, I. List of eligibility criteria for themes.

The Cultural Route still complies with the criteria listed in CM/Res(2013)67, II. List of priority fields of action, CM/Res(2013)67.

The Cultural Route still complies with the criteria for networks, as in CM/Res (2013)67, III. List of criteria for networks.

CRITERIA	Recommendations previous evaluation 2016–2017	Has the route addressed the recommendation since the last evaluation?		Recommendations current evaluation 2020–2021
		YES	NO	
<i>I. Cultural route theme</i>	The Route should increase the use of its clear potential in many areas in connection with the unique and one of the strongest	x <input type="checkbox"/>	<input type="checkbox"/>	For consideration, the role of the EMW as coordinator of themes and activities. It is important to build on anniversaries, as

		themes of the European Route.			was the case, for example, with the 250th anniversary of Mozart's trip to Italy in 2020 (Kick off in 2019). This allows for attracting attention, funding and a new audience.
		To increase the opportunities for genuine transnational engagement in Europe and beyond and to bring together many generations on account of a popular and attractive topic.	X <input type="checkbox"/>	<input type="checkbox"/>	To consider - extending the network to include new partners from Mozart's places of influence and his family in Europe and beyond.
II. Priority fields of action	Cooperation in research and development	There is a need for interpretations that will open up Mozart to a non-specialist audience.	X <input type="checkbox"/>	<input type="checkbox"/>	Continuation of existing activities from 2017 to 2021 (exhibitions, maps, lectures, exchange).
		Expanding the circle of research partners of the route and taking advantage of the university research network EICR.	X <input type="checkbox"/>	<input type="checkbox"/>	The scientific exchange within the EMW has been the cornerstone of this project from the beginning and a strong and stimulating part of it. As far as possible and in terms of human resources, the previous recommendation should be considered.
	Enhancement of memory, history and European heritage	The EMW can have a certain impact on the tangible and intangible understanding of the heritage of the Mozart Route and through better access to information and links	X <input type="checkbox"/>	<input type="checkbox"/>	Continuation and further development of existing activities from 2017 to 2021 (redesign of the website, QR-code logo, digital travelling exhibition, new printed map, blog, social media –

		to relevant organisations that would be able to involve tourists.			Instagram).
		A practical recommendation to the EMW would be to convene workshops on the interpretation of the sites on the Route. Attention should also be paid to the World Heritage Elements of the Route.	X <input type="checkbox"/>	<input type="checkbox"/>	Where possible and with the involvement of human resources, cooperation with other routes, as in the case of Offenbach a. Main in 2017, where the two routes cross. In addition, to establish an exchange of knowledge and practical solutions with other routes. Question to the EICR about the possibility of financial support for such a workshop.
	Cultural and educational exchanges for young Europeans	The use of youth choirs as ambassadors for the Route is a good initiative and can be extended.	X <input type="checkbox"/>	<input type="checkbox"/>	Continuation and development of projects aimed at children and young people: <i>Young Ambassadors of the EMW, Bella Musica, Mozart Scholls, On the Way to Mozart, Singing Mozart</i> (singing book), <i>Storytelling</i>
		It would be valuable to develop projects which would also involve communities from different ethnic minorities.	X <input type="checkbox"/>	<input type="checkbox"/>	Children and youth, for whom EMW projects are predominantly developed, now live in multi-ethnic and multicultural environment. This is the everyday life of new generations. EMW projects are inclusive, participative and divers.
	Contemporary cultural and artistic practice	As above the EMW is strong in this field as its projects clearly	X <input type="checkbox"/>	<input type="checkbox"/>	Continuation and development of existing activities.

		demonstrate. The only recommendation is that initiatives such as the Dialogue Festivals and the Sistema Symposium could be further capitalised upon to bring further attention to the work of and opportunities presented by, the EMW, subject to resources.	X <input type="checkbox"/>	<input type="checkbox"/>	Continuation and development of existing activities.
	Cultural Tourism and Sustainable Cultural development	a) to focus on extending membership beyond the existing ten countries; b) to explore innovative ways of working with partners and look at the nature and expectations of partnership agreements; c) to consider a stronger articulation of a Europe-wide itinerary focusing on selected sites and attracting the interest of further actors in the tourism sector in Europe and beyond; d) to ensure a strategic and coherent brand and coordination of all communication measures. The brochure is now obsolete and the production of another one (with the possibility of downloading a pdf file) would provide an opportunity to significantly enhance the tourist	X <input type="checkbox"/>	<input type="checkbox"/>	EMW has acquired two new members, including one from Ukraine, and is making further efforts. In the face of a pandemic, the focus should be on local and regional agendas to strengthen, stabilize and define a realistic short- and long-term strategy.

		function of the Route while developing its capacity for other activities.			
III. Cultural Route Network		The EMW retains its adherence to the criteria for a network.	X <input type="checkbox"/>	<input type="checkbox"/>	Continuation of the mission.
		Mention of extending this has been made as has securing the financial viability of the Association.	X <input type="checkbox"/>	<input type="checkbox"/>	Securing the financial viability of the Association. EMW has achieved success here (payment of outstanding Czech contributions), but the budget is modest. A question to the EICR about the possibility of financial support and early information about competitions and grants.
Communication Tools		There are areas of non-compliance with regard to the visibility and use of the logo, as defined in the guidelines of June 2016. They relate to websites. There is good information on the website, but there are many problems related to the website and its links. It should generate more traffic and work much harder for the Route with better articulation with social media. The responsibilities of members and partners should be reviewed in relation to the website. The lack of resources is	X <input type="checkbox"/>	<input type="checkbox"/>	EWM strongly emphasizes the visibility and use of the logo as defined in the November 2019 guidelines. Regular checks and reminders of the rules in force if possible. The new website - modern, logical to use, will be ready at the beginning of 2021. The printing materials have also been redesigned according to the rules. As a result - continuation of commenced activities in this area and regular reminders.

	<p>a problem, but the website is currently not coherent and weakens the clear potential of the Route.</p>			
	<p>Non-compliance is less problematic in relation to existing printed material, as it is already dated and any new material would comply with the guidelines.</p>	<p>X <input type="checkbox"/></p>	<p><input type="checkbox"/></p>	<p>The printing materials have also been redesigned according to the rules. Their graphic form is attractive, modern and user-friendly. As a result - continuation of commenced activities in this area and regular reminders.</p>

5. List of references

- Annex 2.3.1 Budget 2020
- Annex 2.3.4 Financial Report 2019
- Annex 2.3.3 Financial Report 2018
- Annex 2.3.2 Financial Report 2017
- Annex 3.4.1 Young Ambassadors
- Annex 3.4.3 Mozart Stories
- Annex 3.4.2 Mozart class
- Annex 4.5.1 Mozart verbindet de
- Annex 4.5.1. Mozart connects en
- Annex 4.5.4.a Flag 100 x 300 cm
- Annex 4.5.4.b Flag 120 x 80 cm
- Annex 4.5.4.c Flag 120 x 300 cm
- Annex 4.5.3 Digitale Wanderausstellung de
- Annex 4.5.3 Digital Travelling exhibition en
- Annex 4.5.2 Mozart Wege Karte de
- Annex 4.5.2 Mozart Ways Map en
- Annex 5.3.a Mozart Wege Karte de Kopie
- Annex 5.3.b Mozart Ways Map en Kopie
- Blog <https://blog.mozartways.com/> [accessed:15.12.2020]
- Budget 2021–2023
- Current Budget 2020
- Document 1 EMW Evaluation 20–21
- Document 2 EMW self assesment grid
- Document 3 EMW declaration of honour
- Facebook Account : <https://www.facebook.com/European-Mozart-Ways-135191513183577/> [accessed 11.12.2020]
- List of networks Members and their websites
- MINUTES, 15th General Assembly, 04/05 March 2017, Town Hall, Cremona
- MINUTES, 16th General Assembly, 17/18 March 2018, Kulturabteilung Land Salzburg, Salzburg
- MINUTES, 17th General Assembly, 19 May 2019, Rathaus Augsburg, Fürstenzimmer, Augsburg
- Plan of activities of EMW for 2021 – 2023
- Statutes European Mozart Ways
- Website of the European Mozart Ways <https://www.mozartways.com/index.php> [accessed 12.12.2020]

FAZIT: All required documents have been submitted correctly and thematically arranged. At the same time, they document the activities of the Route in the period 2017 to 2020, new projects, financial settlements and budget and plans for the period 2021–2023.

6. Annex 1: Online interviews with the network management and members

Allowing me to take part in the General Assembly on November 21, 2020, to hold talks with individual members of EMW and to exchange e-mails served primarily to get to know the idea of the project in depth and to clarify the needs and specificity of the project. The aim was to provide a precise insight into the multidimensional evaluation documentation and to provide further elements to assess the network's compliance with the certification criteria.

As a result of extensive and exhaustive talks, active for all the end of the year fulfilled with obligations, structural changes in positions such as those in Prague, which did not allow me to make contact and the approaching deadline for the report, I decided to limit the interviews. The information obtained is so transparent and comprehensive that it allows me to make an evaluation and does not affect the quality of the evaluation. I would like to add that all interlocutors reacted positively and constructively to my questions and contacted me as soon as possible.

Date	Person	Function	Subject	Form
21.11.2020	19 regular members, extraordinary members and honorary members	General Assembly	discussion of the activities and budget for 2019–2020 and plans and budget for 2021; presentation of the new website and social media presence, proposals for Mozart Day (2nd half of 2021) and patronage	Online
12.12.2020	Dr. Maria Majno	President, European Mozart Ways	discussion of the most interesting and useful projects in the context of promoting European values in 2017–2020, visions and strategy for the future development of EMW, activity of partners and centres - positive sides	Online interview

			and difficulties, additional financial resources, the possibilities for potential support by the CoE CR	
14.12.2020	Mag. Gerhard Spitz	General Secretary of European Mozart Ways	daily coordination and tasks of the EMW Head Office, basic requirements for the sustainable development of the route, most interesting achievements and innovative EWM formats, specialisation, priorities, future strategy, opportunities and difficulties for additional EU funding	Telephone interview
14. – 15.12.2020	Prof. Angela Romagnoli	Member of Scientific Committee / Presidente del Corso di laurea magistrale a ciclo unico in Conservazione e Restauro dei Beni Culturali Università di Pavia Dipartimento di Musicologia e Beni Culturali, Cremona	a brief exchange on the role of the Scientific Committee for the EWM	Per E-mail
15.12.2020	Dr. Ulrich Leisinger	Member of Scientific Committee/ Leitung Mozart Institut/Digitale Mozart-Edition/Internationale Stiftung Mozarteum,	the role of the Scientific Committee, the areas and forms of EMW support by the Committee, the stages of EMW development, the impact of	Telephone interview

		Salzburg	the pandemic on the development of the EMW, the innovative combination of knowledge, research and practical projects, the limited financial resources in contrast to the diverse and interdisciplinary projects within EMW, the promotion of European values of tolerance, international cooperation, the diversity of institutions brought together in EMW	
17.12.2020	Dr. Birgit Grün	Regular Member / City of Offenbach (Stadt Offenbach)	the combination of practical and scientific activities at local and European level, the activities of the cultural office and cooperation with other partners, the history of the EMW's activities in Offenbach, the combination of two European routes for the 30th anniversary of the Council of	Online interview

			Europe CR, the need for direct contact, the public's demand for popularisation material (maps, gimmicks) and not only digital material	
18.12.2020	Loris Azzaroni	Il Presidente della Regia Accademia Filarmonica di Bologna	an e-mail asking for a possible subsequent discussion before the presentation in 2021	Per E-mail

7. Annex 2: Expert assessment checklist

The checklist is inserted at the end of the report (in word format) and also submitted in excel format.

EXPERT ASSESSMENT CHECK-LIST				
QUESTIONS		Yes	No	Comments (if any)
3.1 THEME	1	Does the theme of the Route represent a common value (historical, cultural, or heritage) to several European countries?	1	There are currently 10 countries in the network and new members/organisations from 1–2 countries are planned to be addressed. The theme represents cultural, historical and heritage values.
	2	Does the theme of the route offer a solid basis for youth cultural and educational exchanges?	1	Yes, it is one of the main focuses of the EMW. Projects for children and young people are the basis for European exchange within the EMW. These include among others the following projects: Young Ambassadors, Mozart Class, Bella Musica, Singing Mozart, Storytelling, Amadeus Competition in Brno and Mozart Stories.
	3	Does the theme of the route offer a solid basis for innovative activities?	1	From the beginning, EMW has offered innovative formats supported by the knowledge and experience of those preparing it. Among the examples are: Digital travelling exhibition in 4 languages, Mozart letters, Mozart travels to Italy (1769–1773) - Kick off and many publications
	4	Does the theme of the route offer a solid basis for cultural tourism products development?	1	Yes, but this is not the EMW's main objective and task. For smaller centres such as Schwetzingen (22,000 inhabitants) and Kirchheimbolanden (7,800 inhabitants), participation in EMW is an opportunity to attract tourism.

		Has the theme been researched/developed by academics/experts from different regions of Europe?			The research and development by academics/experts is mainly carried out in the three main Mozart countries - Austria, Italy and Germany, as well as in the UK (Mozart letter project). Individual members are under the scientific supervision (consultation) of a scientific committee, among others at: the Mozarteum Foundation in Salzburg, Università Statale Milano Bicocca, Università di Pavia in Cremona, Mozarthaus in Vienna and King's College in London, among others.
		5		1	
3.2 FIELDS OF ACTION	3.2.1 Co-operation in research and development	6	Does the Route offer a platform for co-operation in research and development of European cultural themes/values?	1	Yes, see above. In addition, the translation into local languages of publications and exhibition descriptions involves the active participation and consultation of the Scientific Committee members.
		7	Does the Route play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1	In his life, Wolfgang Amadeus Mozart has travelled more than 10 years and two months. He was in 10 countries, he met the elite of those countries, was witness of many European cultures. In many cities, he has left his mark on the world. EMW restores the knowledge, this heritage and memory.
		8	Does the Route show how these themes are representative of European values shared by several European countries?	1	Individual projects cover at least three countries. In other cases, formats are created that can be taken over by other members of the Mozart route, e.g. exhibitions, concerts, meetings of young musicians.
		9	Does the Route illustrate the development of these values and the variety of forms they may take in Europe?		The Route is constantly developing and drawing on previous experiences and stages. The idea was born in 2000 and has been certified since 2004. Such a long existence and development of the only musical route and the acquisition of new members and partners is a testimony to this and the evidence of the constant development.

		10	Does the Route have a network of universities and research center working on its theme at the European level?	1	See answer number 8
		11	Does the Route have a multidisciplinary Scientific Committee?	1	As above. Both the Scientific Committee and the authors of the individual projects are outstanding scientists and specialists in the field of music. This is confirmed by numerous publications and a lively scientific exchange on Mozart and music in general.
		12	Does the Scientific Committee work on its theme at the European level?	1	See answers number 8, 13, 14
		13	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the theoretical level?	1	See e.i. Mozart letters, Singing Mozart and Storytelling.
		14	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the practical level?	1	See e.i. Mozart - Digital Travelling exhibition as well as above.
	3.2.2 Enhancement of the memory, history and European heritage	15	Do the Route activities take into account and explain the historical significance of tangible and intangible European heritage ?	1	The figure of Wolfgang Amadeus Mozart, the story of his parents and his family, is a very grateful and understandable subject on the basis of which it is possible to talk about European cultural heritage in both tangible and intangible terms. In addition, EMW has been working in a sustainable way in the dimension of digital born heritage since its inception. It started with the digitisation of Mozart's letters in different languages (they existed before only in the original language) and now it is a digital travelling exhibition, a Logo with QR-code and the opening of a new attractive website.
		16	Do the Route activities promote the values of the Council of Europe?	1	Professionalism, Integrity and Respect are the core values to the EMW and everyday practice. These are complemented by transparency, openness, personal commitment, focus and courage to face new challenges.

		17	Do the Route activities promote the brand of the Cultural Routes of the Council of Europe?	1	Definitely yes. All members are familiar with the rules of promotion, and the Board pays special attention to this. Compliance with the guidelines are monitored as far as possible.
		18	Does the route work in conformity with international charters and conventions on cultural heritage preservation?	1	The route works in conformity with international charters and conventions on cultural heritage preservation as: European Human Rights Convention, European Cultural Convention, especially Faro Convention, UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage, UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage.
		19	Do the Route activities identify, preserve and develop European heritage sites in rural destinations?	1	Yes, in the sense that they used to be rural areas, and now, as in the case of St. Gilgen - a municipality (4,000 inhabitants) or Kirchheimbolanden - a small town (7,800 inhabitants).
		20	Do the Route activities identify, preserve and develop European heritage sites in industrial areas in the process of economic restructuring?	0	This is not applicable to this CR.
		21	Do the Route activities valorize the heritage of ethnic or social minorities in Europe?	0	This is not applicable to this CR.
		22	Do the Route activities contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	1	EMW's activities through the transfer of unique knowledge between generations are a confirmation of such contribution.
		23	Do the Route activities enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?	1	The character W. A. Mozart and his family are an excellent and attractive topic for understanding the multidimensionality and similarity of European heritage. EWM does this actively through exchanges, publications and projects.

		24	Do the Route activities take account of and promote the charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS relating to heritage restoration, protection and enhancement, landscape and spatial planning (European Cultural Convention, Faro Convention, European Landscape Convention, World Heritage Convention, ...)?	1	See the answer number 21.
	3.2.3 Cultural and educational exchanges of young Europeans	25	Are the youth exchanges (cultural and educational) planned to develop a better understanding of the concept of European citizenship?	1	Yes, especially within the youth programme, which is the focus of the EWM.
		26	Are the youth exchanges (cultural and educational) planned to emphasize the value of new personal experience through visiting diverse places?	1	See especially projects: 'Bella Musica', 'Young Ambassadors', 'Classes' exchanges, 'Let's talk Mozart'
		27	Are the youth exchanges (cultural and educational) planned to encourage social integration and exchanges of young people from different social backgrounds and regions of Europe?	1	Definitely yes, see the examples as above as well as The Amadeus Competition and planned for 2021 exchange with the Ukrainian youth orchestra in Kirchheimbolanden and possibly other cities of the EMW
		28	Are the youth exchanges (cultural and educational) planned to offer collaborative opportunities for educational institutions at various levels?	1	Yes, see e.i. Mozart Class (Ursuline Schools).
		29	Are the youth exchanges (cultural and educational) planned to place the emphasis on personal and real experiences through the use of places and contacts?	1	Yes, thanks to the experience of performing Mozart's music.
		30	Are the youth exchanges (cultural and educational) planned to set up pilot schemes with several participating countries?	1	Such projects within the CR already exist, such as 'Bella Musica Orchestra Giovanile Europea', Young Ambassadors of the EMW, 'Classes' exchanges.
		31	Are the youth exchanges (cultural and educational) planned to give rise to co-operation activities which involve educational institutions at various levels?	1	Yes, they are both universities and music schools, as well as scientific institutions that research Mozart's musical heritage.

3.2.4 Contemporary cultural and artistic practice	32	Do the Route's cultural activities promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?	1	The main area is music (concerts, joint performances, choir activities), but it is transmitted in interdisciplinary forms such as publications, scientific research, exhibitions, meetings, symposia, joint travels to places where Mozart or his family stayed.
	33	Do the Route's cultural activities encourage artistic projects that establish links between cultural heritage and contemporary culture?	1	Definitely, in the context of the storytelling of Mozart's legacy in modern language and of digital projects such as EMW's logo QR-Code and digital travelling exhibition.
	34	Do the Route's cultural activities encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?	1	See as above, the answer number 6.
	35	Do the Route's cultural activities encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?*	1	Within this CR, Mozart's music and the language of culture are accessible to virtually everyone and thus promote universal values. Participation in projects, especially as an audience, does not require any specialist knowledge. Also active cooperations were planned: 2017 - the performance of the concerto for three pianos by W.A. Mozart with an orchestra of amateur musicians, whose Members are medical doctors, from Barcelona. Performances took place in Barcelona and Salzburg at the historic site of the Mozarteum University, Palais Lodron.
	36	Do the Route's cultural activities encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe?	1	See as above, as well as the answer number 6.
	37	Do the Route's cultural activities encourage activities and artistic projects which explore the links between heritage and contemporary culture?	1	The idea of EMW is based on a contemporary reading and constant reflection by different generations of Mozart's heritage and universality of music.
	38	Do the Route's cultural activities highlight the most innovative and creative practices?	1	The new website (work in progress) and print materials clearly highlights this aspect.

		39	Do the Route's cultural activities link these innovative and creative practices with the history of skills development?***	1	See previous comments.
	3.2.5 Cultural tourism and sustainable cultural development	40	Do the Route's activities (relevant to sustainable cultural tourism development) assist in local, regional, national and/or European identity formation?	1	
		41	Do the Route's activities (relevant to sustainable cultural tourism development) actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?	1	
		42	Do the Route's activities promote dialogue between urban and rural communities and cultures?	1	EMW is a unique network connecting small centres and their institutions like St. Gilgen (3,960 inhabitants) or Kirchheimbolanden (7,800 inhabitants) with large ones like Salzburg, Cremona, Padua, Milan, Brno, Vienna, Prague, and London. The cooperation is carried out in partnership and with joint commitment.
		43	Do the Route's activities promote dialogue between developed and disadvantaged regions?	1	
		44	Do the Route's activities promote dialogue between different regions (south, north, east, west) of Europe?	1	
		45	Do the Route's activities promote dialogue between majority and minority (or native and immigrant) cultures?	1	EMW projects are based on the principle of participation, inclusiveness and competence in diversity.
		46	Do the Route's activities open possibilities for co-operation between Europe and other continents?	1	Mozart and his music are recognised all over the world and evoke the most positive associations.
		47	Do the Route's activities draw decision makers' attention to the necessity of protecting heritage as part of the sustainable development of the territory?	1	One such example is the active participation of the Mayor of Schwetzingen, Dr Rene Pörtl, as Vice President of EMW.
		48	Do the Route's activities aim to diversify cultural product, service and activities offers?	1	Within the limits of its modest capacity and limited human resources.

		49	Do the Route's activities develop and offer quality cultural tourism products, services or activities transnationally?	1		See the new map published by the EMW or the digital travel exhibition in 4 languages.
		50	Do the Route's activities develop partnerships with public and private organisations active in the field of tourism?	1		Yes, although this is not the main action. It should be added that synergies are being created where possible. The problem are big cities, which have a very rich cultural offer based on different themes.
		51	Did the network prepare and use tools along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?	1		However, the 2020 pandemic has clearly demonstrated a different tourism objective, which cannot be measured in terms of the increasing number of tourists and the consumer dimension of culture.
3.3 NETWORK		52	Does the Route represent a network involving at least three Council of Europe's member States?	1		Yes, even more. See https://www.coe.int/en/web/portal/47-members-states .
		53	Was the theme of the route chosen and accepted by the network members?	1		
		54	Was the conceptual framework of the route founded on a scientific basis?	1		See previous comments, answers number 8, 14.
		55	Does the network involve several Council of Europe member states in all or part of its projects?	1		
		56	Is the network financially sustainable?	1		Yes, although it takes a lot of work and personal commitment from members pro publico bono to maintain it. The work is coordinated by just 1 person, who works 10 hours a week. Thanks to many years of experience and common trust, EWM is able to attract new members and develop exceptional European music projects with a small budget. It is worth thinking about the additional support from CoE CR.
		57	Does the network have a legal status (association, federation of associations, EEIG, ...)?	1		Under Austrian Law EMW is a Private Association.

	58	Does the network operate democratically?	1	Yes, it holds a regular General Assembly for its members as well as workshops.	
	59	Does the network specify its objectives and working methods?	1		
	60	Does the network specify the regions concerned by the project?	1		
	61	Does the network specify its partners and participating countries?	1		
	62	Does the network specify the fields of action involved?	1		
	63	Does the network specify its overall strategy in the short and long term?	1	This is set out in the Minutes of the General Assembly and in the three-year short plan in a form of strategy 2021–2023.	
	64	Does the network identify potential participants and partners in Council of Europe member states and/or other world countries?	1	One of the most interesting examples is the youth orchestra cooperation from Ukraine/Lviv, initiated by the smallest member of EMW - specifically Lydia Thorn-Wickert from Kirchheimbolanden. Concerts and exchanges are planned for 2021.	
	65	Does the network provide details of its financing (financial reports and/or activity budgets)?	1	Regularly and transparently.	
	66	Does the network provide details of its operational plan?	1		
	67	Does the network append the basic text(s) confirming its legal status?	1		
	3.4 COMMUNICATION TOOLS	68	Does the Route have its own logo?	1	
		69	Do all partners of the network use the logo on their communication tools?	1	
70		Does the Route have its own dedicated website ?	1	The website is being redesigned and will be launched in early 2021. It is structured, modernised and user-friendly.	
71		Is it the website available in English and French?	1		
72		Is it the website available in other languages?	1	German and Italian.	

		73	Does the network use effectively social networks and web 2.0?	1	EMW uses facebook first and foremost. An occasional blog https://blog.mozartways.com/ is maintained. In the future, activities on the instagram are being considered. However, very limited financial resources allow 1 person to be employed for 10 hours per week. Exceptional and personal involvement, the use of human resources pro publico bono enables coordination and many actions within this CR.
		74	Does the network publish brochures on the Route?	1	See the new map and flags.
		75	If yes, are the brochures available in English?	1	
		76	If yes, are the brochures available in French?	1	
	For certified Cultural Routes of the Council of Europe only	77	Is the title of “Cultural Route of the Council of Europe” present on all communication materials (including press releases, webpages, publications, etc.)?	1	Although for some partners (especially those of a tourist nature) it is difficult to control and improve correct use.
		78	Is the certification logo present on all communication materials?	1	
		79	Is the certification logo used in accordance to the guidelines for its use (size and position, ...)?	1	
		80	Are the logos (Cultural Route + certification logo) provided to all the members of the Route?	1	
		81	Does the Council of Europe certification logo appear on road signs/ boards indicating the cultural route?		0
SCORE				77	0