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

Candidate Route:
AENEAS ROUTE

Independent expert report

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

COUNCIL OF EUROPE

CONSEIL DE L'EUROPE

Council of Europe · Conseil de l'Europe

COUNCIL OF EUROPE

CONSEIL DE L'EUROPE

Independent expert:

Ayşegül YILMAZ - Ph.D.

TABLE OF CONTENTS

1. Executive Summary

The Aeneas Route is a linear and primarily nautical route, stretching from the north-western coasts of Turkey to the shores of Latium Vetus in Italy. The Route's theme is based on the Latin epic poem called the "Aeneid" written by the ancient Roman poet Virgil (Publius Vergilius Maro) who lived in the first century BC. The Route network involves the five countries Turkey, Greece, Albania, Tunisia and Italy (in sequence of the itinerary), and is managed by the Aeneas Route Association based in Rome. The Association was established in 2018 and currently has 32 members. The Route network is therefore still young, and in the process of expanding its network base as well as developing collaborations for various future projects. Starting from the archaeological site of Troy (Turkey) and ending at the Colosseum in Rome, the Route connects a number of both well-known and not very well-known archaeological sites of which some are listed as World Heritage. The Route's purpose is to foster multicultural dialogue, archaeological discovery and local development for alternative tourism destinations.

The Route's theme meets all the criteria, and is well justified and developed based on historical evidence. The Route offers significant potential for all the priority fields of action, and already a variety of activities have been organised as well as steps taken to initiate various Route development projects. However communication and cooperation among network members is still weak. Therefore collaborative projects still need to emerge among partner countries. Furthermore, the Route seems to lack a clear Route development strategy, and in the area of tourism addresses the more upscale segment of tourists. The Route also needs to invite more potential members from less-represented countries, as well as from additional fields and industries. These shortcomings need to be addressed within the next three years if awarded the "Cultural Routes of the Council of Europe" certification.

2. Introduction

The Aeneas Route is a linear and primarily nautical route, stretching from the north-western coasts of Turkey to the shores of Latium Vetus in Italy. The Route's theme is based on the Latin epic poem called the "Aeneid" written by the ancient Roman poet Virgil (Publius Vergilius Maro) who lived in the first century BC. Inspired by Homer's Iliad, the Aeneid tells the legendary story of the Trojan hero Aeneas, who -after the fall of his city Troy- embarks on a long and adventurous journey across the Mediterranean to find a suitable place to build a new Troy. After visiting numerous places in the Mediterranean, he finally settles at Latium, eventually leading to the establishment of Rome and Roman Empire and becoming the ancestor of the Romans.

The legend therefore bears particular importance as it establishes a strong mythological and historical link between Troy in Asia Minor (today's Anatolia) and the foundation of Europe. By following the narrative of the Aeneid, the Aeneas Route intends to bring to the fore this link, and connects the various well-known and not so well-known archaeological sites as well as coastal historical towns related to Aeneas' epic journey in order to foster dialogue among these locations and facilitate cultural, scientific and educational exchange among its various members, which are deeply connected to the foundation of Europe. The Route however not only intends to promote relevant archaeological sites, it also focuses on the rural landscapes and natural areas surrounding these sites with the aim to facilitate concepts of slow tourism and valorisation of local tangible and intangible cultural heritage, as well as contribute to the protection of these cultural and natural areas.

The Aeneas Route connects the following archaeological sites, of which nine are listed as UNESCO World Heritage. In the order they appear in the legend, these sites are: Troy, Antandros and Ainos (Turkey); Delos and Pergamea (Greece); Butrint (Albania); Castrum Minervae (Italy); Carthage (Tunisia); Hera Lacinia, Segesta, Cumae, Phlegraean Fields, Lavininum, Colosseum (Italy). These sites are within the territories of the following towns or cities: Çanakkale, Edremit, Enez (Turkey); Mikonos and Chania (Greece); Sarande (Albania); Carthage (Tunisia); Castro, Trapani, Erice, Centola Palinuro, Pozzuoli, Gaeta, Pomezia and Rome (Italy). The Route will be therefore a collaboration between the five countries Turkey, Greece, Tunisia and Italy (in order of the narrative).

The Route is managed by the Aeneas Route Association (established in 2018 and based in Rome, Italy) of which Edremit Municipality is the founding member. As of December 2020, the Route has 32 network members, however is in the process of including new members. The composition of the current network is as follows: Ten local authorities, one regional authority, two governmental bodies, three university departments, seven non-governmental organisation (NGOs), seven small and medium-sized enterprises (SMEs), and two heritage sites. It furthermore listed members in the process of acceding to the network and/or potentially interested in a future accession: 22 local authorities, four museums, six nature parks, and five regional authorities.

3. Main Body Evaluation

3.1 Cultural Route Theme

3.1.1 Definition of the theme of the Route

The Aeneas Route is based on the epic poem called the "Aeneid" written by Virgil, a Latin poet who lived in the first century BC (70 BC – 19 BC). Inspired by Homer's İliad, Virgil wanted to write his own version of the legend transforming the Aeneid into a compelling founding myth that tied the establishment of Rome and the Roman Empire to the legends of Troy (also known as Troia) in the ancient Troas region of Asia Minor, today's northwest Anatolia (see Figure 1). The Aeneid is regarded as Virgil's masterpiece and as one of the greatest works of Latin literature. The legend tells the story of the mythological figure "Aeneas", who was called by the gods to establish a new city of Troy after the city was invaded by the Greeks and set on fire. Aeneas leaves the burning city of Troy together with his father Anchises and son Ascanius, traverses Mount Ida (Kaz Mountains) and arrives in the ancient city of Antandros (nearby today's town of Edremit) at the shores of the Aegean. There, Aeneas and his fellow Trojans build their ships using sacred wood of Mount Ida and embark on a adventurous journey across the central-eastern Mediterranean to find a suitable place to build a new city of Troy. Their journey involves Ainos (Enez) (Turkey), Delos, Pergamum, Strophades, Actia Nicopolis (Greece), Butrint (Albania), Castrum Minervae (Puglia, Italy), Crotone with the sanctuary of Hera Lacinia (Calabris, Italy), the Strait of Messina, the Cyclops Coast, Trapani and Erice (Sicily, Italy), Carthage (Tunisia), Cape Palinuro, Cumae, Phlegraean Fields (Campania), Gaeta, until they finally settle at Latium to build Lavinium, eventually leading to the foundation of Rome and the Roman Empire (please see Figure 3). Aeneas becomes the ancestor of the Romans, and his grandsons Remus and Romulus (depicted in ancient coins drinking the Shewolf's milk) become the founders of Rome. Through the legendary journey the narrative therefore establishes a mythological and historical link between Asia Minor (Anatolia) and European civilisation, characterized by a strong dimension of intercultural encounter between people and places resulting in new positive values of coexistence and mutual enrichment. The figure of Aeneas thus embodies the values of dialogue and understanding between the Mediterranean people, empathy and human solidarity.

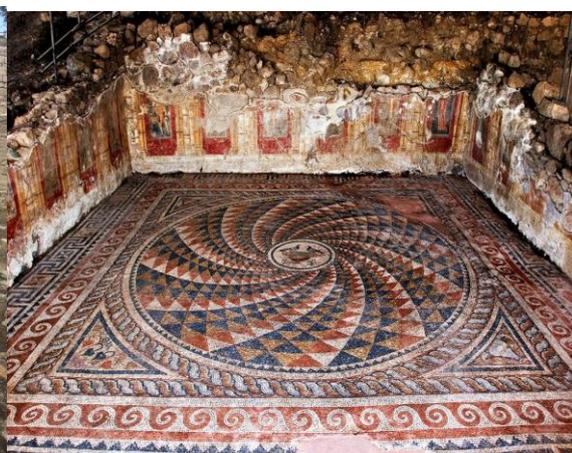Figure 1: The World Heritage Site Troy   Figure 2: Antandros (Roman villa)

Figure 3: Map of the Aeneas Route

3.1.2 Historical and cultural context

Virgil's masterpiece the Aeneid and all the locations related to the legend of Aeneas form the historical and cultural context of the Aeneas Route. It is without doubt that the Latin masterpiece had a significant influence on European history and heritage throughout many centuries, not only because of linking the establishment of the Roman Empire to the fall of Troy, but also linking Aeneas' ancestors (who settled in ancient Phrygia) to today's Italy, indicating strong ties between Asia Minor (Anatolia) and what has become European civilisation.

With its rich history, cultural heritage, as well as mythological and natural values the ancient Troas region of Asia Minor (today's Anatolia, Turkey) has been of particular contextual importance as it constitutes one of the most important territories of the Aeneas Route together with the Thrace region, which hosts the second location Ainos (Enez) of Aeneas' voyage along the shores of north-western Asia Minor (Turkey) after fleeing Troy and setting sail at Antandros. Also known as "Troad", the land of Troy, the region was an ancient district formed mainly by the north-western projection of Asia Minor (modern Turkey) into the Aegean Sea. It extended from the Gulf of Edremit (ancient Adramyttion) on the south to the Sea of Marmara and the Dardanelles on the north and from the Ida mountain range and its northerly foothills on the east to the Aegean on the west. In the southeast corner is Mount Ida (modern Kaz Mountain), which rises to a height of 5,820 feet (1,774 metres).
In ancient Greek mythology Mount Ida is depicted as the home of gods, other legendary personalities and of significant legendary scenes such as "the story of goddess Aphrodite meeting Anchises (Aeneas father) at Mount Ida", "the marriage of Zeus and Hera at Mount

Ida", "the story how Hera stalls Zeus at Mount Ida during Trojan War and the Tide Turns", "the Contest of Three Beauties and the Judgment of Paris", and "the Myth of Aeneas". In fact, during ancient times Mount Ida was believed to be the most suitable place in Western Anatolia for the gods, the equivalent in mythological significance as Mount Olympos has been in Greece. Today, Mount Ida is protected through "National Park" status with many traditional villages dispersed in an extraordinarily beautiful landscape. Thus, the region can still be described as relatively pristine and of bearing significant potential for nature and culture-based tourism.

It was this historical and cultural context that inspired Dr. Gürcan Polat (Professor at Ege University's Department of Archaeology) to use Aeneas' mythological story as a meaningful foundation to create a tourism development tool in the form of a transnational cultural route, while leading excavations at the ancient site of Antandros (nearby Edremit, a sub-province of Balıkesir). It should be emphasised that as the starting point of Aeneas' voyage across the Mediterranean, Antandros bears special importance. Tucked among orchards of olive trees, excavations at the site have been continuing since 2001 at two locations several hundred meters apart: a Roman villa with extraordinarily beautiful mosaics (it is estimated that settlement dates back to the 5th century BC) and a necropolis and workshop dating back to the 7th century BC (see Figure 2). A significant finding in the form of a medallion of the reign of Marcus Aurelius Severus Alexander (222–235 AD), which on one side depicts Aeneas, his father Anchises on his shoulder and his son Ascanius strongly indicates how prevalent Aeneas' mythological story was in the region. It is known that similar coins were produced during the reign of Hadrian (120–149 AD) (Figure 4).[1]

Figure 4: Medallion depicting Aeneas with his father and son

First steps to materialize the Aeneas Route were taken by Dr. Polat from 2009 onwards. In 2011 and 2012, Altınoluk Municipality (later abolished to become a neighbourhood of Edremit), Ege University, and the Antandros Association (dedicated to the development of the Antandros site) in Turkey, and Castro Municipality, Lecce Salento University and Pro Loco Castro in Italy joined forces to conduct the EU project "Anatolia - Europe Mythological, Historical Connection – Castro & Antandros". The project's goal was to raise awareness on the historical and mythological connection between Anatolia and Europe through the legend of Aeneas, with the intention that such a collaboration would eventually lead to a more elaborate future project with more partners along the route. The project led to a scientific collaboration between the mayor of Castro Dr. Luigi Carrozzo, Castro's Excavation Director Dr. Francesco D'Andria, Dr. Massimo Frasca (Professor at Catania University) and Dr. Gürcan Polat.

3.1.3 Council of Europe values represented by the theme

Virgil, in particular through his masterpiece the Aeneid, has been a highly influential figure throughout the ages shaping the artistic, literary, musical, visual and creative genius of European civilisation throughout the ages. In Virgil's Aeneid, Aeneas embodies the principles

---

[1] For more information on the site visit the website of the Antandros Association:
https://antandros.org/en/

of pietas and clementia (based on the Roman mythological goddess Clementia representing clemency, leniency, mercy, forgiveness, penance, redemption, absolution, acquittal and salvation), respect for the other, peace, which correspond to the European founding values of human rights, rule of law, diversity, dialogue, exchange and mutual enrichment. This shows how the Aeneid has been regarded as reflecting European identity, and a source of inspiration and reference point for diverse cultures. The Aeneid can be therefore regarded as the founding poem of European identity, and the Route intends to reflect these values of multiculturalism and intercultural dialogue. Thus, it can be concluded that the Route represents the values of the Council Europe of human rights, the rule of law and democratic principles.

3.2 Fields of Action

With the success of the very initial collaborative project mentioned above, the scientific collaboration in partnership with Edremit Municipality (established after Balıkesir became a metropolitan municipality and Altınoluk Municipality was abolished) and the Antandros Association jointly organised an international meeting in May 2017 hosted by Edremit Municipality, bringing together all 22 local municipalities and other relevant stakeholders from Albania, Greece, Italy, Tunisia and Turkey. During this first large-scale international event, participants discussed the various kinds of collaborations and agreed to apply for the Cultural Route of the Council of Europe certification. This very first international event led to the establishment of the Aeneas Route Association in Rome in 2018. Unfortunately, it was brought to the attention of the expert by members of the scientific collaboration mentioned above, the Antandros Association and officials of Balıkesir local authorities (including the former mayor of Edremit) that as the Aeneas Route project progressed, actions and plans were largely conducted without partnership with the scientific collaboration team led by Dr. Polat, who had conceived and developed the idea of the Route, and the Antandros Association (in Edremit).

3.2.1   Co-operation in research and development

Since the establishment of the Aeneas Route Association, the route management has organised two meetings/events related to cooperation in research and development:

- In 2019, an international archaeological conference and study day titled "The Route of Values: from Antandros to Lavinium and Rome: The legendary journey of Aeneas" was organised by the Aeneas Association in Rome.
- In July 2020, a meeting between the Union of Historical Towns Turkey; the Foundation for the Protection and Promotion of the Environment and Cultural Heritage (ÇEKÜL) and Edremit Municipality took place during which the Municipality presented the Aeneas Route project to experts of ÇEKÜL, a well-regarded Turkish NGO working for the protection and promotion of historical and cultural heritage. The meeting resulted in a cooperation agreement in research and local development for Edremit and the Troas region, in particular the rehabilitation of a former Greek neighbourhood in Edremit. Unfortunately, a two-day symposium titled "Cultural Routes in Turkey: The Route of Aeneas" planned for November 2020 needed to be cancelled due to Covid 19.

3.2.2   Enhancement of the memory, history and European heritage

The Aeneid and the journey of Aeneas have always been a source of inspiration for the European human imaginary as a collective heritage. It is without doubt that the theme of the Route is representative of European memory, history and European heritage as can be

traced by means of the multitude of works of art, literary works, as well as musical compositions, plays and operas. The route management organised the following activities since its establishment in 2018:

- 2018 was announced by the Turkish Ministry of Culture and Tourism as the "Year of Troy." Within that framework, Edremit Municipality organised a three-day cultural activity titled "From Troy to Antandros with Aeneas" based on the legend. The event took place in the town Edremit and involved photograph exhibitions, theatrical performances, seminars and speeches.
- In April 2019, the first international Aeneas Route meeting was organised in Rome with the collaboration of the Italian Superintendence of Archaeology, Fine Arts and Landscape for the metropolitan area of Rome, Province of Viterbo and Southern Etruria (Ministry of Cultural Heritage and Activities), the Municipality of Gaeta and the Municipality of Pozzuoli. The meeting was titled "At the Beginning of European Culture - From Antandros to Lavinium: Aeneas' Route as a Cultural Itinerary of the Council of Europe" and hosted a total of 100 participants representing various member organisations and future partners.
- In June 2019, the international meeting "Cumae and the Archaeological Park of Phlegraean Camps: The European Identity and the Promotion of the Cultural Tourism through the Valorisation of the Common Greek and Latin routes of the Naples Metropolitan Area's Landscapes" was held in Pozzuoli (Italy).
- In November 2019 an international meeting was held in Brindisi, Lecce (Italy) with the title "Mediterranean Sea and Virgil: The Arrival of Aeneas in Italy". Its goal was the promotion of cultural tourism, valorisation of Virgilian memories, archaeology, pastoral and rural landscapes and the maritime economy of Apulia.
- In October 2019, the itinerary of the Aeneas Route was promoted during a river competition called "A Tiber Day" on the river Tiber organised by the Aeneas Route Association and Assonautica Latium and Tiber. The purpose of the event was to rediscover the historical and environmental value of the river of Rome, and facilitate citizens to experience the Tiber River directly.
- In October – November 2019, the Municipality of Gaeta organised an exhibition of Aeneas' vessel in the passenger Maritime Station of Gaeta's Commercial Port "Salvo D'Acquisto."

3.2.3 Cultural and educational exchanges for young Europeans

As the Route network is still a relatively young one, it has been in the process of initiating activities that fall under this topic. The application form mentions plans to apply for Erasmus+ and European Solidarity Corps projects in order to create a network of young Europeans making activities inspired to the principles of the route in the places of the legend. Such volunteering activities may include collaborations with museums, schools and municipalities accredited for youth mobility projects. It also informs that a collaboration protocol was signed with a high school in Pozzuoli, and that the Aeneas Association will provide internships to students of La Sapienza University of Rome (Italy). Currently students of the Department of Communication and Social Studies manage the Aeneas Route's Instagram account.

The Route management lists the Erasmus+ KA105 project for Youth Mobility titled "European Youth Meet in Antandros" carried out in May 2018 by the Antandros Association (dedicated to the promotion and development of the Antandros site) in Edremit, which involved activities such as creative mosaics and paper marbling (Ebru) art workshops, drama performances on the local mythological stories, and developing antique food menus with youth from six European countries. While these activities were completely relevant with the theme of the Route, it should be noted however that this activity was not initiated by the Aeneas Route Association or organised with their partnership.

3.2.4 Contemporary cultural and artistic practice

Several cultural activities such as festivals, musical and literary events related with the theme have already been taking place in various locations, such as the Gaeta Municipality's annual "Fairy Tales of Lights Festival", with artistic light installations linked to the history, legends and origins of the City (Gaeta used to be Aeneas nursing mother); the Virgil Day in Brindisi (anniversary of the death of Virgil) during which a reading event is organised of the "Death of Virgil" by Herman Broch; the annual International Festival of Carthage; Musical October in Carthage; and the annual Troia Festival in Çanakkale, Turkey, which since 1963 celebrates the ancient and more recent cultural and historical heritage values to contribute to peace among nations. Unfortunately, because of the Covid 19 pandemic, these festivals needed to be cancelled this year.

The Route network has taken initial steps to integrate various Aeneas Route activities with these festivals as well as participate in other festivals such as international gastronomy festivals in order to promote the Aeneas Route. Furthermore, the network has started to work on the idea about organising the "Aeneas Festival" in Edremit.

Lastly, a photograph exhibition and a painting exhibition were organised in two different international Aeneas Route meetings. Also, a play titled "Dido and Aeneas" was carried out with local students during an international Route meeting in Pozzuoli.

3.2.5 Cultural tourism and sustainable cultural development

The Aeneas Route project is still at the early stages of developing cultural tourism and sustainable cultural development along its itinerary. The Route aims "to develop a strength in enhancing the archaeological heritage and landscapes of their territory in the framework of an innovative policy of respect for the environment and regeneration of abandoned or degraded cultural areas."

The Aeneas Route is planned as a "linear route", following the exact sequence of the narrative as written by Virgil. It is therefore by nature of the itinerary a primarily nautical route. However the Route management has involved nautical associations, local tour operators and charter/yachting companies to encourage partnerships to develop new itineraries, which will take travellers/tourists during their sailing tours to the archaeological sites, local museums and nature parks linked to the Route and explore these areas via trekking paths or biking trails. Thus, travellers/tourists will also have the chance to visit historical towns and traditional villages nearby these sites and enjoy local heritage values.

In that regard, the Route management plans to develop a "Pilot Book", which contains useful information for yachting and small cruise companies. This resource will provide captains both technical information regarding their navigation on the sea as well as information about the archaeological and historical sites, which could be visited and the kind of services available nearby. Also four main "tourism sectors" are planned between Turkey-Greece; Greece-Albania; Albania-Italy; Tunisia-Italy, based on proximity.

The Route links well-known UNESCO World Heritage Sites such as the Archaeological Site of Troy (Turkey), Delos (Greece), Butrint (Albania), the Archaeological Site of Carthage (Tunisia), and the Colosseum (Italy) as well as UNESCO Biosphere Reserves such as the Palinuro in Cilento National Park, and the Etna Natural Park. However it also intends to promote and facilitate the development of not very well-known archaeological sites such as Antandros and Ainos in Turkey, Castrum Minervae, Hera Lacinia, Segesta, Cumae, Phlegraean Fields, and Lavininum in Italy.

Throughout the Route project the towns/cities of Çanakkale, Edremit, Enez (Turkey); Mikonos and Chania (Greece); Sarande (Albania); Carthage (Tunisia); Castro, Trapani, Erice, Centola Palinuro, Pozzuoli, Gaeta, Pomezia and Rome (Italy) and their respective municipalities as well as other relevant partner organisations will play a major role in developing the Route. The Route management also plans to establish an "Aeneas Cultural Itinerary Tour Operators Network" to facilitate communication among various tourism stakeholders to develop new tourism development projects. The Route currently has a total of eight network members of the tourism sector from Italy and Turkey: five tour operators, two hotel resorts and an NGO.

The Route also intends to involve other localities linked to the legend but not mentioned in the Aeneid by developing specific sub-themes such as "Myth and Nature" and "Places of Virgil" that arise from other versions of the legend and could serve as alternative thematic paths. For example, the sub-theme "Myth and Nature" was developed to highlight the link of the legend to nature. In that respect, Mount Ida (Mount Ida National Park) of the ancient Troas region (the northwest of Anatolia) is well-known in Greek mythology and plays an important role in the legend.

The still relatively pristine region has significant potential for particularly nature-based tourism, however also hosts many other not very well-known ancient sites such as Alexandria Troas, the sacred area of Apollon Smintheus, Adramythein, Achilleion in addition to the ancient city of Antandros, which is part of the Route. For many years, the natural and cultural heritage potential of the region was neglected, and tour busses used to bypass the entire region after visiting Troy, travelling further south along the Aegean to other famous sites such as Ephesus. With the development of the Aeneas Route, the following local initiatives have been taken (in Turkey) to reverse this trend:

- In 2018, the Governorship of Balıkesir, in partnership with its eight sub-provincial municipalities and the South Marmara Development Agency developed trekking routes in the region ("Routes of Misya"). Among these, a 23.8 km long trekking route was developed in partnership with Edremit Municipality inspired by the path followed by Aeneas while he escaped from Troy to Antandros.
- Another trekking and biking routes project, the "Troy Cultural Routes Project" has been completed recently connecting Troy and the ancient site Assos. The Aeneas Route project will develop additional rural trekking routes connecting other not well-known archaeological sites in the region and traditional villages.
- A sightseeing terrace of glass will be built to attract visitors to the Mount Ida National Park.
- Within the framework of the European Destinations of Excellence (EDEN) Awards 2019, the Balıkesir province was named as one of Europe's most outstanding health and wellbeing tourism destinations. Edremit Municipality and the Aeneas Route project participated in the EDEN candidacy dossier, in collaboration with the South Marmara Development Agency and the Turkish Ministry of Culture and Tourism. The award will contribute to the visibility of the Edremit region through the Aeneas Route and will facilitate the development of new projects and activities relevant to the Route. In addition, efforts are underway to include the Balıkesir province of which Edremit is part of in the network "Creative Cities of Europe" supported by the UNESCO.
- The Edremit Bay Tourism Platform has been established, an umbrella organisations gathering all stakeholders of the tourism sector.
- Steps have been taken to integrate the Edremit and Çanakkale areas into the EuroVelo 8 biking itinerary. Therefore a segment reaching Aliağa and Bergama nearby Izmir, will pass the site Antandros, situated along the main road between Çanakkale and Izmir.

Efforts are underway to develop biking routes that cross other archaeological sites connected to the legend, in partner countries.

- The Tourism, Promotion and Development Agency (TGA) of the Turkish Ministry of Culture and Tourism has on its agenda developing a communication and promotion strategy for the Aeneas Route as a new brand of nature and culture-based tourism.
- Edremit Municipality has been participating regularly in the well-attended annual East Mediterranean International Tourism & Travel Fair (EMITT) to promote the Aeneas Route project and the rich cultural and natural heritage of the Troas region.
- Lastly, with the Museum of Troy becoming part of the network, the Route will have Aeneas' starting point at Troy and at his arrival point in Latium and Rome (Superintendence of Roman Metropolitan Area and Colosseum Park), both universally prestigious archaeological sites. This will also increase the visibility and visitation of lesser known archaeological sites and heritage areas and will foster local tourism.

In Italy, the following initiatives have been taken under this topic since the creation of the Association in 2018:
- In 2019, the Association and network members made efforts to promote the Aeneas Route project during relevant fairs and events.
- As a result of the consequences of Covid 19 worldwide, the Metropolitan Authority of Naples recently announced a manifesto titled "Culture as Cure and the Cure as Culture" dedicated to sustainable tourism, which includes enhancing the Aeneas Route among its tourism products. It has the purpose to create a tourism model based on decongestion, de-individualisation and de-seasonalisation of touristic flows in the Metropolitan City of Naples, directing travellers to less-known and alternative destinations of cultural interest.
- Just recently, the Campania Regional Authority and the town Benevento, a World Heritage Site, have agreed to use the Aeneas Route to develop new strategies for regional tourism development. Thus, an itinerary from Cuma to Benevento, connecting coastal and inland areas of Campania will be developed.

In Carthage (Tunisia), a tourist management plan and a site presentation plan (on the Aeneas Route) are in progress by the Agency for Heritage Development and Cultural Promotion in collaboration with the National Heritage Institute. These two institutions have extensive experience in cooperation projects funded by the EU and the Cultural Routes of the Council of Europe, such as "The Phoenicians' Route", "The Mediterranean Vineyards Route: in the footsteps of Magon between Sicily and Tunisia", and "The Voyages of Knowledge." For the Aeneas Route, in addition to signage at the site with texts, illustrations and maps, the site presentation project will provide visitors two applications: an augmented reality application for smartphones and tablets and another application for visually impaired visitors. The National Heritage Institute also proposes to organize, in collaboration with the Aeneas Route Association and various partners, a large traveling exhibition on the theme of the Aeneas Route, and to develop a project to recreate this maritime journey which led the Trojan hero to different regions.

As a result of Covid 19, several meetings and event needed to be cancelled starting in March 2020:
- "Troas Region and the Cultural Heritage of Aeneas" International Symposium in Turkey
- Visit of the Route management to the Butrint World Heritage Site in Albania, to meet the mayor of Sarande to join the traditional Festival of Butrint with activities linked to the Aeneas Route.
- The "Cruise of Values" event organised for 28–30 June 2020 in collaboration with the Italian Navy, Naval League and Slow Food with the disposal of a historical training ship of the Italian Navy. The itinerary would have started from Palinuro, Pozzuoli and the Phlegraean Fields archaeological site. The itinerary was developed so that it can be

repeated in the other segments of the Aeneas Route, in particular at the departure of Aeneas from Antandros and the coasts of Turkey. The "Cruise of Values" would have been one of the most significant events of the Route and recalls a past initiative organised during the 1960's by the High School "Virgilio".

3.3 Cultural Route Network

3.3.1 Overview of institutional/legal structure of the network

The Aeneas Route Association has four categories of members:

- Founding Members: those who have intervened in the deed of incorporation of the Association
- Ordinary Members: those who regularly pay the membership fee, and so contribute to the achievement of the Association's institutional purposes
- Honorary Members: those appointed as such based on their motivated nomination by the Executive Committee, for having provided particularly noteworthy support, including economic support, to the activity of the Association, also as representatives of public or private organisations
- Supporting Members: those who contribute to the fulfilment of the purposes of the Association by providing economic support.

All categories of members are entitled to participate in the day-to-day activities of the Association and to intervene in the meetings with voting rights.

Members are admitted after the Executive Committee verifies the presence of the requisites specified in the Statutes, the absence of conflicts between the interests and purposes of the aspiring member and those of the Association.

The Association is composed of the following bodies:

a) Members' Meeting (of Founding Members and Ordinary Members)
b) Executive Committee, including:
    a. Chairperson of the Executive Committee
    b. Vice Chairperson(s)
    c. Treasurer
c) Honorary Chairperson, if elected by the Members' Meeting
d) Scientific Committee
e) Strategic Committee of the Local Authorities

The Scientific Committee is the Association's advisory body. It expresses opinions, proposals, and guidelines for scientific and research activities regarding themes related to the Association's cultural itinerary and cultural promotion schedules. The Committee has eleven members, primarily archaeologists, from the five network countries.

The Strategic Committee of Local Authorities formulates general strategies for the development of the Aeneas Route and collaborates in the promotion of activities of local organisations for the development of local tourism, and for the organisation of touristic and cultural initiatives and events related with the theme of the Route. The Committee may include any local authority that is part of the itinerary of the Route, or interested in participating in the pursuit of the objectives promoted by the Association. Local authorities interested in participating in Route activities and the Strategic Committee, are asked to submit a Letter of Intent to the Association to become a member. However, paying the membership fee is not mandatory for all local authorities. Those who prefer to pay the

membership fee, also have voting rights. Those not able to pay the membership fee may still participate in all strategic activities.

The assets of the Association include:

- property and securities that may become the property of the Association
- reserve funds established with budget surpluses
- payments, donations and legacies of any kind or form
- membership fees paid annually by members
- revenue generated from events
- all other types of income

Annual membership fees vary depending on the type of member. For local authorities it varies depending on the size of their population. For municipalities of townships it is €1,000, for municipalities of larger cities €2,000/€3,000, and for metropolitan municipalities €5,000. For other members such as parks it is €3,000, for research organisations and private universities €1,000, for NGOs €1,000, for individuals €80, and for students €40.

The Aeneas Association reported a four-year budget until 2022. For the year 2019, it reported earnings of 1,100.00 Euros from membership fees. For the year 2020, it reports earnings of 17,800.00 Euros from membership fees, supporters (Colosseum Park Board), and other incomes (Puglia Region Promotion Project). Earnings for the year 2021 are reported as 146,000.00 Euros to be from membership fees, three projects, trademark royalties. Earnings for the year 2022 are estimated as 182,200.00 Euros to be from membership fees, one project, and trademark royalties.

Annual in kind or training expenses (office expenses, training, financial expenses and communication) are reported as 22,930.00 Euros. Furthermore, expenses in 2019 for taxes, web hosting, domain social media, trademark registration and the organisation of events, seminars and conferences were 13,058.49 Euros. Expenses for 2020 are reported in the form of taxes and web hosting, domain social media, trademark registration and were 902.24 Euros. These figures indicate that starting in 2021 the Association will be able to finance its costs and reach a surplus.

3.3.2 Current composition of the network by country and type of member

As of December 2020, the Aeneas Route Association has 32 network members, who signed a protocol with the Aeneas Association or sent a Letter of Intent. The network has 25 members from Italy, four members from Turkey, one member from Greece, one member from Tunisia and one member from Albania.

The current network has ten local authorities (of which all are part of the "Strategic Committee of Local Authorities"), one regional authority, two governmental bodies, three university departments, seven non-governmental organisations (NGOs), seven small and medium-sized enterprises (SMEs), and two heritage sites. However, as a relatively new Route, it is in the process of expanding its network. During the preparation of this evaluation, the State Museum of Troy in the Çanakkale province of Turkey was awaiting official permission from the Turkish Ministry of Culture and Tourism to become a member of the Association.

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

The Association has listed 37 potential members in the process of joining the network and/or interested in a future accession: 22 local authorities, four museums, six nature parks, and five regional authorities. Of these organisations 25 are in Italy, eight in Greece, three in Turkey, and one in Albania. While the Aeneas Route is planned as a "linear route", following the exact sequence of the narrative as written by Virgil, it is also open to other localities of these countries, linked to the legend but not mentioned in the Aeneid. The Aeneas Route also plans to develop specific sub-themes such as "Myth and Nature" and "Places of Virgil" that arise from other versions of the legend, and could serve as alternative thematic paths, broadening the member base.

3.4 Communication tools

3.4.1 Current state of communication tools developed by the network

- A graphic charter for the visibility of the Route has been prepared.
- The network has created a logo for the markings of the Route.
- The network has created brochures and a booklet of the Route in several languages.
- National and international tourism fairs, local museums, conferences and other events are indicated as communication channels.
- The website of the Route is currently under construction and information translated into English and other languages of the network.
- The Route's printed cartography is underway. The Route has a general digital map and shapefile of the main sites of the Route. The software is an opensource one, called QGIS.
- A signposting system indicating the sites/paths/buildings that are part of the cultural route is underway.
- An audio book on the Aeneid, II Book by Andrea Siriani is underway.
- In 2019 a video was shot with the title "Heroes, Myths and Legends; at the origins of the cities of Latium" by the Superintendence of Metropolitan City of Rome Fine Arts and Landcapes.

4. Conclusions and Recommendations

I.   Eligibility for themes
      The theme of the Route meets all the criteria, and is well justified and developed based on historical evidence.

II.   Priority fields of action
      1. *Co-operation in research and development*
         The Route is still at the early stages in meeting the criteria, however has significant potential in offering many possibilities in this field of action.
         Expert's recommendation: While archaeological and historical research has been carried out on the theme, future scientific collaborations could explore different aspects related to the theme; conduct inventories on local intangible heritage elements; conservation and restoration projects, cultural tourism development projects; tourism or recreational infrastructure projects; environmental protection projects; site management projects; heritage interpretation and education projects; and spatial planning and landscape design for heritage or archaeological sites.
      2. *Enhancement of memory, history and European heritage*
         The Route is at the early stages of meeting all of the criteria, however has put significant effort in organising several events related to this field of action.
         Expert's recommendation: Many not so well-known sites exist in the Edremit area, such as Apollon Smyntheion, Astyra, Alexandria Troas, Skamandrya and Adramyttium, surrounded by a rural landscape with traditional villages. Depending on the needs of these sites, projects such as those listed above could be developed.
      3. *Cultural and educational exchanges for young Europeans*
         The Route is still at the very early stages in meeting the criteria, and just initiated specific actions under this field of action.
         Expert's recommendation: Encourage local authorities and archaeological/heritage sites to work with local schools, local university departments of education or tourism to develop different youth projects. The network also lacks heritage organisations experienced in developing heritage projects. The Erasmus+ KA105 youth mobility project mentioned earlier organised by the Antandros Association of Edremit is a great example for such activities. The author therefore urges the Route management to include this association as a network member.
      4. *Contemporary cultural and artistic practice*
         The Route has significant potential in meeting the criteria of this field of action, and has already taken various steps to encourage activities and artistic projects, which explore the links between the theme of the Route and contemporary culture. Unfortunately, because of Covid 19, festivals and other events, which would have contributed to the visibility of the Aeneas Route project, got cancelled this year.
         Expert's recommendation: Invite cultural organisations to join the network, and encourage the organisation of international events on the theme among partner countries. Festivals also provide great opportunities to attract many people and raise awareness on heritage. Local authorities should be encouraged to either develop new festivals on the theme of the Route or participate in already existing relevant festivals with specific activities.
      5. *Cultural tourism and sustainable cultural development*
         The Route has significant potential in meeting the criteria, and has already implemented and initiated a variety of interesting projects, but is in the early stages of developing cultural tourism and sustainable cultural development along its itinerary.

As written in the application form, the Route aims to "develop a strength in enhancing the archaeological heritage and landscapes of their territory in the framework of an innovative policy of respect for the environment and regeneration of abandoned or degraded cultural areas." However this statement seems to be vague in terms of what is meant by "innovative policy" as well as what kinds of actions are planned for the "regeneration of abandoned or degraded cultural areas."

Expert's recommendation: Network members need to be provided with a clear development strategy of the Route, so that they will be able to develop relevant activities and projects as part of Route development.

Furthermore, the Route by nature of the itinerary is nautical, and the Route management's goal is to facilitate the development of new primarily nautical itineraries, which also link on the land to archaeological and natural sites related with the theme. By examining current SME members (more upper-upper scale hotels/resorts and charter companies), it is the view of the expert that this tourism model is designed to attract the middle to upper income levels of cultural tourists. Smaller cruise ships will also be contacted, however the overall concern is that the Route will only attract a small group of tourists, able to afford travel by yachts or boats.

Expert's recommendation: For example, Greece has a well-developed network of ferries and public boats visiting the various Greek islands. Based on such companies' itineraries, more affordable tours could be developed for middle-income people interested in exploring locations related to the legend.

The Route intends to enhance archaeological heritage, promote nature-based tourism, slow concepts of tourism, local traditional ways of life and their intangible heritage. The application however did not mention the inclusion of local communities in such activities. Within the framework of the project particularly for the development of rural areas, heritage education, interpretation, awareness-raising, capacity-building and product development (handicrafts, arts and food items) projects could be developed by working with rural communities.

The Aeneas Route's website content is developed and translated into English, however it also needs to have Turkish, Greek and Albanian versions. The Route has currently only one social media account, on Instagram (https://www.instagram.com/aeneasroute/). The expert recommends that the Route also establishes a Facebook and Twitter account, since each have their different follower categories. Furthermore, any information posted, needs to be double-checked to avoid scientific mistakes.

III.   Criteria for networks

The network involves all countries and major heritage sites relevant to its theme. It has legal "association" status and is still a relatively young and small network with currently 32 members. It is therefore in the process of expanding its member base, which depends on the nature of the itinerary and the network's expansion strategy. The network intends to broaden its member base by also including locations not mentioned in the Aeneid, but in other versions of the legend. It also mentioned the development of new sub-themes to include other locations. There is need for more clarification as to which locations could become part of the itinerary.

All partner countries are represented in the network, however currently there is a clear imbalance in terms of the distribution of members based on country. A similar observation was also made with respect to the scientific committee. It is without doubt that this will be

addressed by the Route management as new members are invited to join the network. Furthermore, the network currently lacks variety in terms of the sectors represented, given the different nature of activities that will be carried out in the future.

The Aeneas Association has established a "Strategic Commission of Local Authorities", gathering representatives of local authorities to act as an advisory body for the organisation of cultural activities and the design of strategies for local development. The concern of the expert is that this structure may create some hierarchical position among local authorities. Also, network members need to be clarified about their exact nature of work.

Lastly, the expert had the impression that network members were not communicating sufficiently, probably because it is still a relatively new network. Also, some network members, among them local authorities, heritage sites, did not know exactly what kinds of activities or projects were expected from them as members of the Route.

Expert's recommendations:

- Invite new network members from local/national heritage organisations; local cultural organisations; local museums, local high-quality SMEs of the gastronomy sector, wine, olive oil industries, the wellness sector and others; local university departments of tourism, hotel management, recreation, heritage management, ethnography, conservation science, fine arts, education and other relevant fields; vocational schools teaching traditional craftsmanship. Also, invite new scientific committee members particularly from departments of tourism management, heritage management, gastronomy, conservation science, architecture and other areas relevant with the goals of the Route, preferably with practical experience in local cultural tourism development.
- Encourage communication and cooperation among all network members of all countries through regular meetings and events, as well as through the strategy of twinning cities for example. The Mayor of Carthage expressed a strong interest in the twinning between the city of Carthage and other partner cities of the Aeneas Route in order to facilitate cultural exchanges such as in performing arts, music and traditional events.
- For the case of Edremit and Çanakkale in particular, it is advised that the following potential members/organisations are invited to the network in addition to others:
    - Prof. Gürcan Polat, Department of Archaeology, Ege University to be invited as an Honorary Member as well as member of the Scientific Committee.
    - Provincial Directorates of Culture and Tourism of Balıkesir and Çanakkale.
    - Directorate of Historical Cultural Heritage of the Municipality of Balıkesir
    - Antandros Association - During meetings in Edremit the Route management expressed opening a branch of the Aeneas Route Association in Edremit. In the view of the expert, the Antandros Association has all the qualifications and experience to act as a branch.
- For the case of Carthage (Tunisia), invite the two heritage organisations "The friends of Carthage" and "The Club Didon" to join the network.

CRITERIA	Fulfilment of certification criteria by the Route
I. Cultural route theme	The theme of the Route meets all the criteria, and is well justified and developed based on historical evidence.

II. Priority fields of action	***Cooperation in research and development***	The Route is still at the very early stages in meeting the criteria, however has significant potential in offering many possibilities in this field of action.
	Enhancement of memory, history and European heritage	The Route is at the early stages of meeting all of the criteria, however has put significant effort in organising several events related to this field of action.
	Cultural and educational exchanges for young Europeans	The Route is still at the very early stages in meeting the criteria, and just initiated specific actions under this field.
	Contemporary cultural and artistic practice	The Route has significant potential in meeting the criteria of this field of action, and has already various taken steps to encourage activities and artistic projects.
	Cultural Tourism and Sustainable Cultural development	The Route has significant potential in meeting the criteria, and has already implemented and initiated a variety of interesting projects, but is in the early stages of developing cultural tourism and sustainable cultural development along its itinerary.
III. Cultural Route Network		The Route network is in the process of expansion, however needs to invite more potential members from less-represented countries, as well as additional fields and industries.
Communication Tools		The Route is still in the process of developing its communication tools.

5. List of references

- Application for Certification for the Aeneas Route
- General Information (Annex 1)
- Responsible Network (Annex 2)
- Conformity with Eligibility Criteria (Annex 3)
- Activities implemented by the network during the last three years (Annex 4)
- Visibility (Annex 5)
- Aeneas Route Association Statute
- Aeneas Route Association Financial Information
- Aeneas Route Association – Three years programme of activities forecast
- Website of the Aeneas Route Association
- Instagram account of the Aeneas Route

6. Annex 1: Online interviews with network management, network members and people outside the network & Field visit to Edremit

- Network management:
  - Giovanni Cafiero, Network President, Aeneas Route Association, cafiero@rottadienea.it, 26.10.2020
  - Elisa Falcini, Manager of the Route, Municipality of Edremit, edremitstrateji@gmail.com, 3.11.2020
  - Tamer Acar, Coordinator of the Strategic Committee of Local Authorities, Municipality of Edremit (TR), personel@edremit.bel.tr, 3.11.2020
- Network members:
  - Özlem Eryiğit, Director of Cultural Activities at Çanakkale Municipality (TR), ozlemeryigit@canakkale.bel.tr, 22.10.2020
  - Roberto Mari, Head of Cabinet at Gaeta Municipality (IT), roberto.mari@comune. gaeta. lt. it, 22.10.2020
  - Ü. Cihan Müşterioğlu, President, Çanakkale Regional Chamber of Tourist Guides (TR), cihanmusterioglu@caro.org.tr, 22.10.2020
  - Anna-Maria Ioannidou, Associate of the Mayor, Municipality of Mykonos (GR), amioannidou@mykonos.gr, 30.10.2020
  - Roberta di Vaio, ProgettoOceano SRL Procida Charter (IT), progettoceano@progettoceano.com, 28.10.2020
  - Settimio Costa, Colibrìcharters (IT), costasettimio@gmail.com, 29.10.2020
  - Paola Panarese, Professor, La Sapienza University – Department of Communication and Social Research (IT), paola.panarese@uniroma1.it, 5.11.2020
  - Stefania De Fraia, Councilor for Tourism, Culture, Leisure and Territorial Marketing, Municipality of Pozzuoli (IT), ass.defraia@comune.pozzuoli.na.it, 6.11.2020
  - Anna Maria Ioannidou, Associate of the Mayor, Municipality of Mikonos (GR), amioannidou@mykonos.gr, 9.11.2020
  - Fabio Pagano, Director, Parco Archeologico dei Campi Flegrei (IT), segreteria.generale@br.camcom.it, 11.11.2020
  - Enrico Ducrot, CEO, Viaggi dell'Elefante (IT), https://www.viaggidellelefante.it, 12.11.2020
  - Alfonsina Russo, Director & Francesca Guarneri, Archaeologist, Colosseum Archaeological Park (IT), pa-colosseo. direttore@beniculturali.it, 1.12.2020
  - Piero Orlando, Cultural Ambassador, Assonautica Italiana (IT), ambasciatore@assonautica.it, 6.12.2020
  - Rossella Zaccagnini, Archaeologist, Superintendence of Archaeology, Fine Arts and Landscape for the Metropolitan Area of Rome, the Province of Viterbo and Southern Etruria (IT), rossella.zaccagnini@beniculturali.it, 25.11.2020 (brief email exchange)
- Members of the Scientific Committee:
  - Musa Kadıoğlu, Professor, Ankara University (TR), musakadioglu@gmail.com, 28.10.2020
  - Francesco D'Andria, Professor, University of Lecce (IT), francesco.dandria@unisalento.it, 4.11.2020
  - Vassilio Aravantinos, Professor, Director of the Archaeological Museum of Thebes (GR), vass.aravantinos@gmail.com, 6.11.2020
  - Neritan Ceka, Professor, Archaeological Site of Butrint (AL), nerita.ceka@gmail.com, 9.11.2020

- Giulia Caneva, Professor, University of Rome Tre (IT), giulia.caneva@uniroma3.it, 10.11.2020
- Alessandro Jaia, Professor, Sapienza University of Rome (IT), alessandro.jaia@uniroma1. it, 23.11.2020
- Mounir Fantar, Director of the Department of Monuments and Ancient Sites at the National Institute of Heritage (TN), fantarmounir@gmail.com, 16.11.2020 (email exchange)
- Barbara Toce, Vice President, Congress of Local and Regional Authorities (IT), barbaratoce@studiaiuris.it, 24.11.2020 (email exchange)
- People interviewed outside the network:
  - Gürcan Polat, Professor, Ege University (TR), gurcan.polat@ege.edu.tr
  - Yasemin Polat, Ass. Professor, Ege University (TR), yasemin.polat@ege.edu.tr
  - Koray Karabulut, Directorate of Historical Cultural Heritage, Metropolitan Municipality of Balıkesir (TR)
  - Mustafa Çaltı, Provincial Director of Culture and Tourism (Balıkesir, TR)
  - Kamil Saka, former Mayor of the Municipality of Edremit (TR)
  - Gülçin Cömert, Head of the Antandros Association (https://antandros.org/en/), TR
  - Zeynep Ilhan, Freelance expert & former employee at the Municipality of Edremit (TR), 27.11.2020
  - Pınar Aydemir, retired & translator (Italian-Turkish), Ministry of Culture and Tourism (TR), 27.11.2020
  - Prof. Massimo Frasca, University of Catania (IT), mafrasca@unict.it, 27.11.2020
  - Atamer Ulusoy, Head of the Edremit Bay Tourism Businesses Association, 23.11.2020
  - Serra Aytun Roncaglia, Former Head of the Cultural and Information Office at the Turkish Embassy of Rome (TR)
- Field visit to Edremit (2 & 3 November 2020):
  - This was not mandatory because of Covid 19, however the evaluator thought it would be beneficial for the evaluation of Route to have a view about the current state of cultural heritage and tourism development in the region. Throughout the visit, the evaluator was accompanied by Elisa Falcini (Route Manager & Edremit Municipality employee), Cihan Müşterioğlu (President of the Çanakkale Regional Chamber of Tourist Guides) and Ercan Yavuz (Professional tour guide & Vice president of the Çanakkale Regional Chamber of Tourist Guides)
  - 2 November 2020:
    - Visit to the Archaeological Site of Troy (World Heritage Site) and the Troy Museum
    - Lunch with Özlem Eryiğit (Director of Cultural Activities at Çanakkale Municipality) and two municipality employees
  - 3 November 2020:
    - Visit to the Antandros Archaeological Site nearby Edremit (Roman villa and necropolis)
    - Meeting with Tamer Acar, Director of Human Resources at the Municipality of Edremit and Coordinator of the Strategic Committee of Local Authorities of the Aeneas Route
    - Brief meeting with Selman Hasan Arslan, Mayor of the Municipality of Edremit
    - Lunch at a local traditional restaurant
    - Visit to three local museums: the Atatürk Culture House; Sabahattin Ali's House; and the A. Sıdıka Erde Ethnography Museum
    - Dinner with Tamer Acar and Elisa Falcini at a local restaurant

7. Annex 2: Expert assessment checklist

EXPERT ASSESSMENT CHECK-LIST					
		QUESTIONS			Comments (if any)
			Yes	No	
3.1 THEME	1	Does the theme of the Route represent a common value (historical, cultural, or heritage) to several European countries?	1		
	2	Does the theme of the route offer a solid basis for youth cultural and educational exchanges?	1		
	3	Does the theme of the route offer a solid basis for innovative activities?	1		
	4	Does the theme of the route offer a solid basis for cultural tourism products development?	1		
	5	Has the theme been researched/developed by academics/experts from different regions of Europe?	1		
3.2 FIELDS OF ACTION	6	Does the Route offer a platform for co-operation in research and development of European cultural themes/values?	1		
	7	Does the Route play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1		
	8	Does the Route show how these themes are representative of European values shared by several European countries?	1		
	9	Does the Route illustrate the development of these values and the variety of forms they may take in Europe?	1		
	10	Does the Route have a network of universities and research center working on its theme at the European level?		1	
	11	Does the Route have a multidisciplinary Scientific Committee?		1	
	12	Does the Scientific Committee work on its theme at the European level?		1	
	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		
	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		
	15	Do the Route activities take into account and explain the historical significance of tangible and intangible European heritage ?	1		
	16	Do the Route activities promote the values of the Council of Europe?	1		
	17	Do the Route activities promote the brand of the Cultural Routes of the Council of Europe?	1		
	18	Does the route work in conformity with international charters	1		

(Row groupings: Questions 1–5 under "3.1 THEME"; Questions 6–14 under "3.2.1 Co-operation in research and development"; Questions 15–18 under "3.2.2 Enhancement of the memory, history and European..."; Questions 6–18 all under "3.2 FIELDS OF ACTION")

			and conventions on cultural heritage preservation?			
		19	Do the Route activities identify, preserve and develop European heritage sites in rural destinations?	1		
		20	Do the Route activities identify, preserve and develop European heritage sites in industrial areas in the process of economic restructuring?		1	
		21	Do the Route activities valorize the heritage of ethnic or social minorities in Europe?		1	
		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		
		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		
		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		
	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		
		26	Are the youth exchanges (cultural and educational) planned to emphasize the value of new personal experience through visiting diverse places?	1		
		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		
		28	Are the youth exchanges (cultural and educational) planned to offer collaborative opportunities for educational institutions at various levels?	1		
		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		
		30	Are the youth exchanges (cultural and educational) planned to set up pilot schemes with several participating countries?	1		
		31	Are the youth exchanges (cultural and educational) planned to give rise to co-operation activities which involve educational institutions at various levels?	1		
	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		
		33	Do the Route's cultural activities encourage artistic projects that establish links between cultural heritage and contemporary culture?	1		

		№	Question			
		34	Do the Route's cultural activities encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?	1		
		35	Do the Route's cultural activities encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?**	1		
		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		
		37	Do the Route's cultural activities encourage activities and artistic projects which explore the links between heritage and contemporary culture?	1		
		38	Do the Route's cultural activities highlight the most innovative and creative practices?	1		
		39	Do the Route's cultural activities link these innovative and creative practices with the history of skills development?***		1	
	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	
		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	
		46	Do the Route's activities open possibilities for co-operation between Europe and other continents?	1		
		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		
		48	Do the Route's activities aim to diversify cultural product, service and activities offers?	1		
		49	Do the Route's activities develop and offer quality cultural tourism products, services or activities transnationally?	1		
		50	Do the Route's activities develop partnerships with public and private organisations active in the field of tourism?	1		
		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	
3.3 NETWORK		52	Does the Route represent a network involving at least three Council of Europe's member States?	1		
		53	Was the theme of the route chosen and accepted by the	1		

			network members?			
		54	Was the conceptual framework of the route founded on a scientific basis?	1		
		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		
		57	Does the network have a legal status (association, federation of associations, EEIG, . . .)?	1		
		58	Does the network operate democratically?		1	
		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	
		64	Does the network identify potential participants and partners in the Council of Europe member states and/or other world countries?	1		
		65	Does the network provide details of its financing (financial reports and/or activity budgets)?	1		
		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		
		71	Is it the website available in English and French?	1		
		72	Is it the website available in other languages?	1		
		73	Does the network use effectively social networks and web 2.0?		1	
		74	Does the network publish brochures on the Route?	1		
		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.)?			
		78	Is the certification logo present on all communication materials?			
		79	Is the certification logo used in accordance to the guidelines for its use (size and position, . . .)?			
		80	Are the logos (Cultural Route + certification logo) provided to all the members of the Route?			

		81	Does the Council of Europe certification logo appear on road signs/boards indicating the cultural route?			
			SCORE	57	19	