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

Candidate Route:
CYRIL AND METHODIUS ROUTE

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 candidate Cyril and Methodius Cultural Route (CM Route) re-applies for the certification “Cultural Route of the Council of Europe” based on the common theme of European heritage relevant for the countries of Central, Eastern, and Southern Europe influenced by the mission of Cyril and Methodius in the 9th century. The previous application was submitted in the certification cycle 2018–2019, but was not successful. The candidate presents a linear cultural route modelled on Santiago de Compostela Pilgrim Routes (certified in 1987) with the main focus on pilgrimage. It proposes a set of pilgrimage trails intended to wander in the footsteps of Saints Cyril and Methodius leading to the Czech town Velehrad as a main goal of the pilgrimage. The trails connect places, heritage sites, cultural institutions and other tourist or natural attractions based on three criteria: the real historical appearance of Cyril and Methodius during their mission, cultivated reverence for Saints Cyril and Methodius, stories and legends. The CM Route network currently consists of 19 members from 6 countries (Czech Republic, Slovakia, Greece, Hungary, Slovenia, Bulgaria). The candidate lists other 72 potential partners and presents 37 signed Letters of Intent. The application of Cyril and Methodius Route for the certification by the Council of Europe complies with the eligibility criteria as specified in CM/Res(2013)67 – part I, II. The theme is relevant, representative of European values and common to more than 10 European countries. All priority fields of actions have been further developed by the candidate. Shortcomings identified in the previous expert report were partially addressed, although, mostly on national or cross-border levels. However, there are remaining shortcomings in the compliance with the eligibility criteria CM/Res(2013)67 – part III. In particular, the network management and related strategic development were not sufficiently addressed by the candidate. The main barriers in the CM Route development for becoming European Cultural Route were identified as follows: Inconvenient type of cultural route taken as a model (Santiago de Compostela), lacking strategic vision grounded in a wide consensus within the network, Czech-centred perspective based on a biased construct, prioritizing pilgrimage while neglecting other relevant aspects of the heritage, rigid network structure and rules together with high membership fees, top-down centralized management (changed on paper by the new Statutes approved on November 26, 2020). Nevertheless, if the certification “Cultural Route of the Council of Europe” is awarded the CM Route shall carefully address the identified barriers and shortcomings in the further development of the CM Route project.

2. Introduction

The candidate Cyril and Methodius Cultural Route (CM Route) re-applies for the certification “Cultural Route of the Council of Europe” based on the common theme of European heritage relevant for the countries of Central, Eastern, and Southern Europe influenced by the mission of Cyril and Methodius in the 9th century. The previous application was submitted in the certification cycle 2018–2019, but was not successful.

The aim of this report is to evaluate how the current state of the art of CM Route development complies with the eligibility criteria for the certification of cultural routes specified in the resolutions CM/Res(2013)67 and CM/Res(2013)66. In addition, based on the conclusions and recommendations from the certification cycle 2018–2019, the report assesses how the identified limitations and shortcomings were addressed by the candidate.

Besides the evaluation of the application materials submitted by the candidate, interviews with the managing team, network members, scientific committee members and partners were carried out. In total, 11 persons from 5 different countries were interviewed: 3 persons from the managing team of the candidate (Czech Republic), 8 persons involved or interested in the CM Route project development from 5 European countries (Slovakia, Bulgaria, Croatia, Hungary, Czech Republic). Interviewing the project partners was crucial for understanding the current state-of-the-art of the CM Route project development.

The certification of CM Route as the CoE Cultural Route represents an opportunity for the enhancement of common European heritage through the coordinated network of partners from different European countries. It shall promote cultural cooperation throughout Europe along the Cultural Route and between places that illustrate our shared culture and heritage related to Cyril and Methodius legacy.

The idea of creating the Cultural Route dedicated to Cyril and Methodius legacy was born in 2013, and was inspired by the 1150 anniversary of their arrival to Great Moravia (currently part of Czech Republic and Slovakia) celebrated in that year. The candidate CM Route presents a linear cultural route modelled on Santiago de Compostela Pilgrim Routes (certified in 1987) with the main focus on pilgrimage. It proposes a set of pilgrimage trails intended to wander in the footsteps of Saints Cyril and Methodius leading to the Czech town Velehrad as a main goal of the pilgrimage. The trails connect places, heritage sites, cultural institutions and other tourist or natural attractions based on three criteria: the real historical appearance of Cyril and Methodius during their mission, cultivated reverence for Saints Cyril and Methodius, stories and legends.

The CM Rout network currently consists of 19 members from 6 countries (Czech Republic, Slovakia, Greece, Hungary, Slovenia, Bulgaria). The total number of members has increased by one, however, the number of countries remained the same. Two members left (Croatia and Slovakia), and three new partners entered the network (Bulgaria and 2 x Slovakia). In particular, Bulgaria has been very active in the CM Route development in the last months. The candidate lists other 72 potential partners (the same number as in the previous application) and presents signed 37 Letters of Intent (25 ones from Bulgaria or linked to Bulgaria). The headquarters of the network management is situated in Zlín (Czech Republic). The executive manager responsible for the route development is Mrs. Martina Janochová, employed by the association “European Cultural Route of Saints Cyril and Methodius’.

3. Main Body Evaluation

3.1 Cultural Route Theme

3.1.1 Definition of the theme of the Route

The candidate Cyril and Methodius Cultural Route applying for the certification “Cultural Route of the Council of Europe” seeks to use the common theme of European heritage to interconnect countries of Central, Eastern, and Southern Europe, the area that was greatly influenced by the mission of Cyril and Methodius in the 9th century. Saints Cyril and Methodius, the co-patrons of Europe, are considered to be the two most influential missionaries, having played the principal role in introducing Christianity and developing culture in Slavic countries. They indirectly influenced the formation and organization of early medieval European countries.

The theme of Saints Cyril and Methodius mission has been researched by academics and experts from different regions of Europe. Relevant and multidisciplinary scientific works are available in various European countries and languages. However, it shall be noted that the theme of Cyril and Methodius also evokes many contrasting opinions among European countries. The CM Route project can provide an opportunity for debating different perspectives on this major European topic.

The thematic delineation of the CM Route was presented in several studies:

- Definition of the theme of the European Cultural Route of St. Cyril and Methodius in the border area of the Slovak Republic and the Czech Republic; Identification and analysis of strategic localities with Cyril and Methodius connection. Output of the project “Partnership and active institutional network of the Cyril and Methodius Route in the Moravian-Slovak border area” as a solid base for transnational debate about potential of Cyril and Methodius Route development. Archaeological Institute SAS in Nitra, Slovakia, 2018. Available at: <https://www.cyril-methodius.cz/wp-content/uploads/2019/09/tema-web.pdf>.
 - The study was focused only on the cross-border area Czech Republic – Slovakia. Although having provided a useful insight to the theme at the cross-border territory, its scope is not sufficient for the development of the European cultural route.
- Feasibility Study on the European Cultural Route of Saints Cyril and Methodius Heritage in Danube Region, commissioned by Routes4U, elaborated by Prof. Slavia Barlieva, PhD., Cyrillo-Methodian Research Centre at Bulgarian Academy of Sciences, Sofia, Bulgaria, 2020. Available at: <https://rm.coe.int/cyril-methodius-study/16809ed713%0A%0A>
 - The study provided the analysis of “state-of-the-art” of the CM Route and networks, expert’s recommendations, inventory of sites and destinations.
 - The author highlighted that participating countries shall present their vision for their part of the route, and suggested to include national groups/consortiums to represent the countries involved in the initiative. She also commented on the complicated circumstances under which the study was carried out, including not clear guidelines and a short of time.
 - The candidate commented on the study as satisfying only partial needs of the CM Route development.
- Cultural Route of Cyril and Methodius (Danube Region), scholarly basis, by Dr. sc. Vida Vukoja, director of the Old Church Slavonic Institute in Zagreb, Croatia, 2020 –

work in progress. Presented at the meeting of the scientific committee of CM Route on the 2nd of November 2020.

The author explained her major intentions of the study as:

- To look for a minimal common ground for the CM Route development which all involved European countries can agree on, taking into account how difficult is to achieve a consensus among countries due to the existing controversies. The literacy appears to be one of the areas where a consensus might be possible.
- Explicitly bridge values represented by the CM Route with the Council of Europe values, in particular the right for freedom of expression, intercultural dialogue, the right for political identity, justice and the rule of law.
- Highlight the need of autonomy of each country involved in the CM Route project in deciding about its cultural heritage included into the route.

In terms of the strategic vision, the candidate CM Route presents a linear cultural route modelled on Santiago de Compostela Pilgrim Routes (certified in 1987), what is explicitly stated in the development strategy of the Cyril and Methodius Route (Strategie rozvoje Cyrilometodějské stezky, Travelbakers & Burian consulting, 2019), as well as, in electronic media (Semi-featured documentary “On foot without borders”, 2020). It proposes a set of pilgrimage trails intended to wander in the footsteps of Saints Cyril and Methodius leading to the Czech town Velehrad as a main goal of the pilgrimage. The trails connect places, heritage sites, cultural institutions and other tourist or natural attractions based on three criteria: the real historical appearance of Cyril and Methodius during their mission, cultivated reverence for Saints Cyril and Methodius, stories and legends.

The first conceptual strategy of the CM Route development was presented within a document named “Product Strategy of Cyril and Methodius Route” (CERTESS – Product strategy, 2014) elaborated by the company m-ARK Marketing and advertisement <http://www.m-ark.cz/>. The strategy suggested spinal trails of the CM Route in Europe in the imaginary triangle Rome – Velehrad – Thessaloniki. It comprised 3 spinal trails: Trail A – Central Europe, Trail B – Southern Europe and Trail C – Eastern Europe, all of them ending up in the Czech town Velehrad. The strategy was criticised due to its Czech-centric vision neglecting the role of other Slavic countries influenced by the Cyril and Methodius mission.

In 2019, the candidate presented another document named “Development strategy of the Cyril and Methodius Route” (Strategie rozvoje Cyrilometodějské stezky) elaborated within the project “Partnership and active institutional network of the Cyril and Methodius Route in the Moravian-Slovak border area” (INTERREG V-A) by the companies Travelbakers & Burian consulting <https://www.travelbakers.cz/o-nas/>, <https://www.burian-consulting.cz/>. The new development strategy continued with the linear perspective of the CM Route highlighting the Czech town Velehrad as “Moravian Compostela”. The strategy caused a huge dispute and was rejected by the project partners as unacceptable.

3.1.2 Historical and cultural context

The Cyril and Methodius mission dates back to the times of the Great Moravian Empire in the 9th century (part of current Czech Republic and Slovakia). In 863, two brothers from Solun (now Thessaloniki, Greece) Constantine (Cyril) and Methodius arrived to the territory of Great Moravia (named after the river Morava) upon the invitation of Prince Rostislav. Before the journey, they created a new alphabet, the so-called Glagolitic (predecessor of today’s Cyrillic alphabet), translated worship books and Holy Scripture into the Slavic language, and promoted Old Slavic (Slavonic) language as a liturgical language, so that they could celebrate worship in the language of Great Moravian people. They chose suitable disciples from locals and educated them both in Slavonic and Latin, to prepare new own priests as

soon as possible. They were travelling around Great Moravian Empire and surrounding lands, baptizing, building chapels and churches, and proclaiming the word of Christ. Around the middle of 867, Constantine and Methodius, accompanied by their pupils, left Great Moravia and went first to Blatnohrad (now Zalavar, Hungary). From there, they travelled to Venice and further to Rome. They were invited by the pope Nicolas I to explain their mission in Great Moravia. The stay of Constantine and Methodius in Rome eventually turned into a triumph. The new pope Hadrian II approved their mission, ordained their pupils as priests and sanctified liturgical books with Slavonic translations. However, Constantine felt seriously ill, entered the Greek monastery receiving the monastic name Cyril and soon died in 869. He was buried in the Roman Church of Saint Clement. His brother Methodius was named the Papal Legate for Slavic territories (with the right to serve the liturgy in the Slavonic language) by the Pope Hadrian II. Subsequently he was consecrated as the Archbishop of Pannonia with the seat in Sirmium (today's Serbia). On his way back to Great Moravia in 870 (proof of stopping in Blatnohrad) Methodius was captured and imprisoned in Ellwangen (Germany) at the instigation of the Bavarian bishops (Salzburg, Frizin and Pasov). The same thing happened to his pupils. They were released after more than two years directly on the order of the papal table. After returning to Great Moravia in 873, Methodius continued his missionary work. A new Slavic clergy, who were already around two hundred, spread Christianity in Moravia, Bohemia and Poland.

Cyril and Methodius mission gained primacy in establishing Slavic literature, which then developed in Bulgaria, Croatia, Serbia and the whole Eastern Europe. Saints Cyril and Methodius became the spiritual fathers, to whom the Slavic nations owe for Christian faith and culture. Saints Cyril and Methodius were proclaimed the patrons of all Slavic nations in 1863. In addition, they were also proclaimed the co-patrons of Europe by the Pope Jean-Paul II in 1980, on the grounds that, besides cultural merit, they were fighting for the unity of the Eastern and Western churches and showed the right path for the unification of Europe.

3.1.3 Council of Europe values represented by the theme

Saints Cyril and Methodius themselves are symbols of the fundamental values of European civilization – education, Christianity and the dialogue between religions, cultures and nations. The principal value of their work lies in uniting the nations through evangelism, ecumenism, and education. Cyril and Methodius legacy is also associated with human rights, cultural democracy, plurality of opinions, mutual contacts and enrichment across boundaries and centuries, the message of reconciliation, awareness of ethical and moral values, friendly coexistence, human development and respect for the internal dignity of every nation.

The certification of CM Route as the CoE Cultural Route represents an opportunity for the enhancement of common European heritage through the coordinated network of partners from different European countries. It shall promote cultural cooperation throughout Europe along the Cultural Route and between places that illustrate our shared culture and heritage related to Cyril and Methodius legacy. As such, it is also a platform for an intercultural dialogue, mutual respect and understanding through culture and the arts. It contributes to social cohesion through the development of inspiring themes and participatory activities. At the same time it promotes European values, in particular, democracy and human rights, including the access to culture for all.

3.2 Fields of Action

3.2.1 Co-operation in research and development

In total, 15 institutions (9 universities and 5 research centres) from 6 countries (Czech Republic, Slovakia, Greece, Croatia, Bulgaria, North Macedonia) were listed by the candidate as partners involved in the scientific work on CM Route. The number in each category decreased in comparison the previous application, however, there were several discrepancies between various documents submitted by the candidate.

The candidate CM Route has a scientific committee composed of 14 members from 5 countries (Czech Republic, Slovakia, Bulgaria, Greece, Italy). The members represent different scientific fields (Slavic studies, history, archaeology, theology, art and history, culture and education, geography and regional development, strategy development, marketing and promotion). The scientific committee also includes institutions from non-academic or non-research sector (marketing agencies, tourism operators, cultural organizers). Nevertheless, the work of the scientific committee has not been yet linked with the CM Route development strategy. The role of the scientific board is advisory.

In the last months, the co-operation in research and development was intensified and its geographical scope was enlarged. A breakthrough event was the International conference of Cyril and Methodius Route held on December 3, 2019 in Velehrad (Czech republic) <https://www.cyril-methodius.cz/konference2019/>, which was attended by researchers from several European countries (Czech Republic, Slovakia, Bulgaria, Croatia, North Macedonia, Hungary). In particular, the invitation of two renowned European researchers – Prof. Slavia Barlieva, PhD. (Cyrillo-Methodian Research Centre at Bulgarian Academy of Sciences in Sofia, Bulgaria, member of the scientific committee since 2020) and Dr. sc. Vida Vukoja (director of the Old Church Slavonic Institute in Zagreb, Croatia) was significant. Their active role (see 3.1.1) considerably enhanced the European dialogue regarding the CM Route theme. Both researchers pointed out the need of more autonomous role of different European countries in shaping the thematic lines of the CM Route project.

On December 2, 2020, the on-line meeting of the scientific committee was held in order to present the work in progress carried out by Dr. sc. Vida Vukoja on the CM Route theme. This meeting – attended by the scientific committee members, as well as, invited guests from different European countries – showed a promising perspective for the future functioning of the scientific committee enabled by digital means. A fruitful discussion highlighted a need of finding a minimal common ground for the CM Route development, a need of explicitly bridging CM Route values with the Council of Europe values, a need of more inclusive discussions integrating also scientists who are not members of the CM Route network, and a need of opening the scientific committee even to the countries which have not yet joined the project, but are influenced by the Cyril and Methodius mission.

Other scientific events in the last two years included:

- International Conference Cyril and Methodius Heritage in Nitra (2018: Nitra in the Context of Important Historical Anniversaries; 2019: Cultural and Spiritual Heritage of Constantine-Cyril), Nitra, 2018–2019, Slovakia
- International Scientific Conference “Cyril and Methodius Tradition in Modern Czechoslovak History” Staré Město 2018, Czech republic
- MISSION BULGARIA - lecture by Prof. Nikolaj Ovčarov and Prof. Plamena Pavlova, Bratislava Castle in the Slovak National Museum, Bratislava, 2018, Slovakia
- 3rd Conference of Greek Slavists “Thessaloniki and the Cyrillomethodian Studies in Greece,” Thessaloniki, Greece, 2018

- 3rd International Scientific symposium dedicated to the memory of the Emeritus Prof. Antonios-Aimilios Tachiaos (†10th April 2018), Thessaloniki, Greece, 2018
- 1st Scientific Symposium Thessaloniki, cradle of civilization, Greece, 2019
- 1rd International Scientific symposium under the auspices of His All Holiness the Ecumenical Patriarch Bartholomew in memoriam of Prof. Antonios Emilios Tachiaos organized by Society for Macedonian Studies and Hellenic Association of Slavists, Thessaloniki, Greece, 2019
- Cyril and Methodius Route International Conference at Museum of Nature in Sofia, dedicated to the route theme for Bulgarian, Italian and Polish partners connected with the exhibition and promotion of the new book on the death of St. Cyril, 1150 anniversary of St. Methodius ordination and 40 years of St. Brother's recognition as patron saints of Europe, Cyrillo-Methodian Research Centre at Bulgarian Academy of Sciences, Sofia, Bulgaria, 2020.

The members of the scientific committee regularly publish papers in renowned scientific journals (WoS, SCOPUS) and conferences. The candidate lists 4 papers (Constantine's Letters), 4 academic publications, 1 proceeding, 2 books and 1 study. In particular, the president of the scientific committee Prof. PhDr. Peter Ivanič, PhD. (Slovakia) has authored several scientific publications. In addition, the network member Constantine the Philosopher University in Nitra (Slovakia) participates in the international research project SPOT (funded by Horizon 2020 programme) aimed at developing a new approach to understanding and addressing cultural tourism and to promote the development of disadvantaged areas.

At the practical level of cultural routes projects development the candidate attended "Masterclass of HRH Princess Dana Firas and Conference on the Creation of New Cultural Routes in the Danube Region" in Sofia (Bulgaria) in 2019. In addition, the candidate invited representatives of two existing CoE Cultural Routes – Routes of Reformation and European Route of Industrial Heritage – to the Conference in Velehrad (Czech Republic, 2019) in order to discuss best practices and experiences from other cultural routes projects.

3.2.2 Enhancement of the memory, history and European heritage

The CM Route aims to highlight and explain the historical significance of European heritage in Central, Eastern, and Southern Europe. It involves tangible monuments, such as sacred structures, statues, paintings, archaeological findings, dig sites and archaeological parks (Slavic fortified settlements, museums, galleries, libraries and their cultural collections and exhibitions), and intangible heritage as thoughts, ideas, symbolic and cognitive systems (language, script). In particular, the Slavic script (the Glagolitic alphabet created by Constantine-Cyril connected with Cyrillic and the Russian alphabet), Slavic languages and literature shall be emphasized.

Thanks to the CMR-Partnership (PartnerstvíCMS) project (2018 – 2019), a public database of strategic locations along the Cyril and Methodius Route was created, defined by the Archaeological Institute of the Slovak Academy of Sciences in Nitra (cross-border territory Czech Republic – Slovakia). The information has gradually been published on the project website <https://www.cyril-methodius.cz/lokality/>. The proposed database is divided into two sections: Archaeological Sites and Sacral Monuments. The database enables the gradual dissemination of information about places or events (description, overview, history, pictures, photographs, multimedia, map, practical information, audio reports, etc., as needed).

In addition, the enhancement of memory, history and European heritage via CM Route has been ensured through cultural and educational events and programs inspired by the legacy of Saints Cyril and Methodius. They include access to heritage sites, exhibitions, festivals,

publishing, opening of new exhibition spaces, and others. CM Route works in conformity with international charters and conventions on cultural heritage preservation. It also offers interpretations of the common history and shared European heritage based on story-telling. Some of the stories have been partially invented to make the product more attractive for visitors.

One of the CM Route partners – the Museum of Moravian Slovakia in Uherské Hradiště (Czech Republic) – has been preparing a new exposition dedicated to the CM Route itself. A new museum building has been designed for this purpose in the proximity of the Great Moravian Empire Monument in Staré Město. The project shall be accomplished by 2021-22.

Major EVENTS enhancing historical and cultural heritage along CM Route include:

- Saint Kliment from Ohrid – pupil and teacher. Exhibition created for the Ministry of Foreign Affairs of the Republic of Bulgaria by the Centre of Slavonic-Byzantine Studies Prof. Ivan Dujchev at the Sofia University of St. Clement of Ohrid, 2018.
- Jubilee traveling exhibition of the National Library of St. Cyril and Methodius (NKCM), dedicated 140 years since its inception, to the Bulgarian Presidency of the EU Council in 2018.
- Traveling exhibition of the National Library of St. Cyril and Methodius (NKCM), dedicated 140 years since its inception, to the Bulgarian Presidency of the EU Council in 2018. National Library, National Culture Fund of the Ministry of Culture. Feast of Saints Cyril and Methodius in Devín 2018. Joint assembly of Bulgarians living in Slovakia and their friends, Bratislava, Slovakia, 2018.
- Cyrillic literature in Slovakia until the end of the 18th century. Presentation of works by the Ján Stanislav Institute of Slavic Studies of the Slovak Academy of Sciences, Slovakia, 2019.
- About the letters – Cyrillic visited Bratislava. An exhibition of 30 letters of the Bulgarian alphabet, displayed on canvas by 30 Plovdiv artists, visited Bratislava Castle in the capital of Slovakia, 2019.
- We know Bulgaria unknown, Day of Bulgarian Enlightenment, Culture and Slavic Literature, Bulgarian Cultural Institute, Banská Bystrica Municipality, Banská Bystrica, Slovakia, 2019.

Regular popularization events encompass:

- Days of Slavic Culture 2018, 2019, 2020 – Multi-genre festival presenting Slavic cultural heritage, Culture of Southern and Northern Serbs, Bulgarian and Ukrainian Culture, Bosnia and Herzegovina, Russia (Czech Republic)
- Days of People of Good Will (Velehrad, Czech Republic) – traditional celebration commemorating the arrival of Slavic missionaries to Great Moravia.
- Festival Nitra, lovely Nitra - with a poetic and symbolic name combines the traditional Days of Nitra People with former Duke Pribina and Cyril and Methodius celebrations and are dedicated to important personalities in history and present-day of the town Nitra, which influenced Slovak and European history in an exceptional way (Slovakia).
- Pribina's Nitrawa - Historical festival of the life in Early Medieval Ages, Nitra (Slovakia).
- Spring, Summer, Autumn and Winter in Rastic's city Moravia, International Living History Festival, Mikulčice (Czech Republic).
- Cyril and Methodius celebrations in Bojná – explaining the story of Great Moravia in experiential way through crafts, writings, weapons and gastronomy (Slovakia).
- Veligrad, the Battle for Settlement (Open-air Archaeological Museum Modrá, – return to Great Moravia period via demonstrations of crafts, martial arts, archery, time market, competitions for children and adults (Czech Republic).

- Cyril and Methodius pilgrimage celebration of the armed forces of the Slovakia and Hungary, Zalavar (Hungary)
- Ceremonies in Honour of Saints Cyril and Methodius, Thessaloniki (Greece).

At this stage of the CM Route development the candidate hasn't analysed the potential of industrial areas in the process of economic restructuring in view of their role within the route. Similarly, it has not considered the heritage of ethnic or social minorities in Europe in relation to Cyril and Methodius mission yet. These topics may be addressed in future within a further CM Rout development.

3.2.3 Cultural and educational exchanges of young Europeans

The educational projects of CM Route aim to develop a better understanding of the concept of European citizenship based on Cyril and Methodius legacy. They offer collaborative opportunities for educational institutions at various levels, and emphasize the value of new personal experience through visiting diverse places related to Cyril and Methodius mission. Social integration is encouraged mainly through educational activities offered to marginalized groups (physically and mentally disabled), and by adjusting educational features to their needs (explanations in Braille). Several partners are particularly active in addressing young audiences: Open-air Archaeological Museum in Modrá (Czech Republic), Slovak Self-Government of the Municipality of the City of Budapest (Hungary), Bulgarian Cultural Institute in Bratislava (Bulgaria-Slovakia), and Constantine the Philosopher University in Nitra (Slovakia). The pilot exchange schemes have been established mainly on the bilateral basis between Czech Republic-Slovakia, Slovakia-Bulgaria, and Hungary-Slovakia.

Regular events focused also on young Europeans include:

- International festival Gorazd's Močenok. International Festival of Christian Theatre, which includes theatre performances, workshops, creative workshops, exhibitions, concerts and Pontifical Saint Mass, 2018, 2019, 2020 (Slovakia).
- Living History Festival in Modrá. Moravian (early medieval) period. Highlight of the program is the reconstruction of the medieval battle. Young living history groups from Czech Rep., Slovakia, Poland (Czech Republic).
- Partnership exchanges between pupils in Slovak Self-Government of the Municipality of the City of Budapest (Hungary) and pupils in Mojmírovce (Slovakia).
- Speech by students of Bulgarian studies from Comenius University on the occasion of the Day of Bulgarian Enlightenment, Culture and Slavic Literature, Bulgarian Cultural Institute in Bratislava (Bulgaria-Slovakia), 2019.
- Erasmus program – between universities involved in the CM Route project, Constantine the Philosopher University in Nitra (Slovakia) and Slavonic Institute in Prague (Czech Republic).

Multimedia focused on young people includes:

- Website "Slavs and Europe in Early Middle Ages". <http://www.ukm.ff.ukf.sk/slovania/> (in Slovak). The multimedia didactic on-line aid focused on the history of Slavs intended for secondary schools. Constantine the Philosopher University in Nitra, Slovakia.
- Website "Europe in Early Middle Ages". <https://www.ukm.ff.ukf.sk/stredoveka-europa/> (in Slovak). Interactive history on-line portal intended for university and high school students. Constantine the Philosopher University in Nitra, Slovakia.

The CM Route also gives rise to activities aimed at enhancing creativity and artistic expressions of children. They are focused especially on primary school children (6–11 age of year) and combine artistic and educational objectives.

- Art competition “Cyril and Methodius by the eyes of children” encourages primary school children to prepare artistic works related to saints Cyril and Methodius, as well as, to the characters and events that influenced our lives from those times, 2018.
- Art competition “Through the Way of Two Brothers” aims to present the roots of our culture to children through positive examples for our life in the present. Although, the competition is primarily aimed at children, it would not be possible without an active cooperation of parents, teachers, educators or animators. Their task is to explain to children the background of Day of Slavic Missionaries (the national holiday Czech Republic and Slovakia on the 5th July) 2018, 2019, 2020.
- International traveling exhibition “Wandering through the History with Cyril and Methodius”, selected school art works from the international Czech-Slovak art competition; opening ceremony in Staré Město, 2018, 2019, 2020.

3.2.4 Contemporary cultural and artistic practice

The candidate CM Route encourages activities and artistic projects which explore the links between Cyril and Methodius heritage and contemporary culture. Several new activities were developed in the last two years:

- International music festival “Musica Cordis – Through Music to the Heart’ held at four places of pilgrimage – the Rock Sanctuary of Divine Mercy at Butkov (Trenčín, Slovakia), the basilicas at Svatý Hostýn (Czech Republic), Velehrad (Czech Republic) and Nitra Castle (Czech republic), 2019.
- Traveling exhibition of photographs taken by Martin Peterka along Cyril and Methodius Route. Exhibition showing 20 monuments along the Cyril and Methodius Route in Czech Rep., Slovakia and Hungary, presented in Budapest, Mikulčice, Bratislava and Nitra 2019–2020.
- “Saints Cyril and Methodius – These Are Our Fathers’. Exhibition showing a new piece of art created in 2020 by academic sculptors Passionaria Pařík (born in Bulgaria) and Vojtěch Pařík (born in Czech Rep.) based on the famous lithograph by Jano Koehler from 1912, a rediscovered technique of ceramic mosaic and painting with glazes, 2020.

Emerging artistic opportunities connected with the CM route development give rise to debate and exchange, in a multidisciplinary and intercultural perspective, between the various cultural and artistic expressions different countries of Europe. In particular, Bulgarian Cultural Institute in Bratislava (Bulgaria-Slovakia) has been very active in various fields of arts including music, visual arts and literature. Major cultural events include:

- Festive concert – National Radio of Bulgaria, Festive concert on the occasion of the Day of Bulgarian Enlightenment, Culture and Slavic Literature under the auspices of the Ministry of Culture and the State Radio of the Republic of Bulgaria, Bulgarian Cultural Institute in Bratislava, Slovakia, 2020.
- Exhibition of posters entitled “I like to read” exhibition is part of the celebrations of the Bulgarian Cultural Institute, dedicated to the work of St. Cyril and Methodius, Slavic script and books. SK-BG cooperation in culture, Bulgarian Cultural Institute in Bratislava, Slovakia, 2019.
- Discussion of the Union of Slovak and Bulgarian Writers. The written words remain forever in the memory of the nation. Thanks to books, each country remembers its history and enriches its culture, SK-BLG cooperation in culture, Bulgarian Cultural Institute in Bratislava, Slovakia, 2019.
- Performing artists (pianists Lily Bogdanova and Petja Christova) from Bulgaria have been invited to Slovakia on the occasion of the Day of Bulgarian Enlightenment, Culture and Slavic Literature in Bratislava in 2019.

Several regular multi-genre events inspire creativity related to the Cyril and Methodius legacy:

- Days of People of Good Will – Czech Cyril and Methodius International Celebrations. Multi-genre festival including. Evening of People of Good Will – musical programme on the occasion of the national holiday of the Czech Republic The Day of Slavic Missionaries Cyril and Methodius, 2018, 2019, 2020 (Czech Republic).
- Nitra, Lovely Nitra – Slovak Cyril and Methodius International Celebrations. Multi-genre festival on the occasion of the national holiday of the Slovak Republic The Day of Slavic Missionaries Cyril and Methodius, 2018, 2019, 2020 (Slovakia).
- Cyril and Methodius Days in Terchová, Slovakia, Cultural and social, multi-genre festival in honour of Saints Cyril and Methodius (Slovakia).

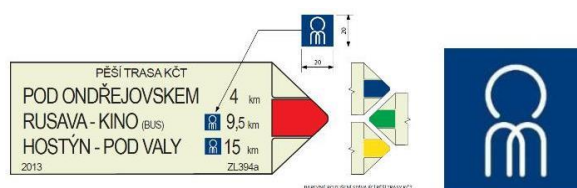
3.2.5 Cultural tourism and sustainable cultural development

Tourism products of the CM Route include pilgrimage trails, guided pilgrimages, thematic events, and cooperation with tourism operator and public organisations. The theme of Cyril and Methodius mission has a significant touristic potential. Given the cross-regional character of CM Route it has also a potential to promote dialogue between urban and rural cultures, and between developed and disadvantaged regions. In addition, the CM Route has a particular potential for presenting lesser-known destinations for tourists.

In the application the candidate claims to build on the CM Route's proposed tracking as defined in the existing product strategy. The strategy defined three spinal trails of the Cyril and Methodius Route: Trail A – a radiate network of paths in Central Europe; Trail B connecting Velehrad with Rome; Trail C connecting Velehrad with Thessaloniki. This strategy named CERTESS (2014) was already presented in the previous certification cycle and was criticized by the project partners, as well as, in the evaluation report due to its Czech-centred perspective ignoring the role of other European countries. The candidate was suggested to redefine the product strategy for the CM Route development based on a wider consensus within the network (see the Expert evaluation report from the certification cycle 2018–2019). This was not accomplished.

SIGN-POSTING

Up to date, there are around 700 km of sign-posted trails of the CM Route in two countries: 500 km in the Czech Republic and 200 km in Slovakia. The sign-posting has been carried out in cooperation with the Czech and Slovak Tourist Clubs. The candidate claims to prepare signposting in other countries, in particular, in Bulgaria, Poland and Hungary. The trails and itineraries are designed for tourists, hikers, cyclists and other travellers and contribute to eco-friendly and slow tourism. The trails of CM Route follow mostly existing hiking paths. Methodology for directional signposting of Cyril and Methodius Route recognizes two CM Route trails: parallel and separate with trails of Czech and Slovak Hiking Club and visually describes both variants. The CM Route is currently developing a methodology for signposting the monuments along the trails of CM Route.



INFO POINTS

The candidate has started to identify and mark places along the route where printed matter like maps or passports and other information can be obtained – InfoPoints. A new sticker for marking the InfoPoints was designed.



VIRTUAL AND PRINTED MAPS

The candidate and partners offer also several virtual trails and story maps: a trans-border itinerary connecting Slovakia and Czech Republic, and Slovenian national circuit (connecting Cyril and Methodius sites in Slovenia). The Pilgrimage Trails of Cyril and Methodius Route are presented on the public map portal www.mapy.cz (<https://mapy.cz/s/33TuR>), which is most and comprehensive map software of different type of maps including tourist maps in Europe. Portal mapy.cz is also used for presenting other not signposted trails on the web of the CM Route. The level of accuracy is high. Furthermore, the story map was developed by the member Slovak House of Centrope: http://www.domcentrope.sk/map_CM/en/index.html. The CM Route has a printed cartography, mostly for the Czech Republic and partly Slovakia.

PILGRIMAGE

The predominant focus of the CM Route remains the pilgrimage. Most of the new strategic materials, as well as, tourism products highlight this aspect (despite an attempt to fix it with a slogan: “There are no boundaries between pilgrim and tourist”. <https://www.putujmebezhranic.cz/>). There have been several guided pilgrimages along the trails of CM Route organized in the years 2018–2020. They were organized predominantly in the Czech Republic, or in the cross-border territory Slovakia – Czech Republic. The goal of most guided pilgrimages was Czech town Velehrad.

Pilgrim's passports have been used for CM Route pilgrims. It the same principle as the pilgrim's passport of the Santiago de Compostela Pilgrim Routes based on collecting stamps. The CM Route Association also negotiates with parishes, municipalities and tourist service providers to exploit the passport system for discount accommodation and other services.

Several new tourism-pilgrimage products have been developed in the last two years:

- Semi-featured documentary On Foot without Borders (Pěšky bez hranic) – the story of modern pilgrimage – at the most important Czech Cyril and Methodius pilgrimage site – Velehrad. Premiere of the half-length film documentary On Foot without Borders at most important Czech Cyril and Methodius pilgrimage site – Velehrad, 2020.
- Development of tourism product: Wander without Borders (Putujme bez hranic). Special website presenting marked trails of Cyril and Methodius Route including practical information. Signposted and virtual pilgrimage trails of CM Route. Each trail includes: Maps of the trails and their division to stages. Description of the trails, photo documentation of the trails description of monuments along the trails. Practical information for tourists/pilgrims. <https://www.putujmebezhranic.cz/>, 2019–2020.
- Cyril and Methodius – Authentic Story: multimedia application for smart phones and tablets. map of the routes included in the product for respective target groups, user location, main tourist destinations and events and other suitable elements, which make the presentation more vivid, 2018–2020.
- Public database of good practices and strategic localities of CM Route in Czech-Slovak border area. CZ-SK good practices and localities in public database on the website, <https://www.cyril-methodius.cz/dobre-praxe/>, <https://www.cyril-methodius.cz/lokality/>, 2019–2020,
- Folding maps in 3 languages (Czech, Slovak, English) inviting to nearly 50 localities in Czech-Slovak border area connected with spreading of CM heritage, 2019.

CO-OPERATION WITH TOURISM OPERATORS AND PUBLIC ORGANISATIONS

- Cyril and Methodius Route itineraries are offered to Italian visitors through the tour operator la Campagna del Cammini (<http://www.cammini.eu/viaggi/moravia->

cammino-santi-cirillo-metodio) and Cammini d'Europa (<http://www.camminideuropa.it/repubblica-ceca-moravia-orientale>).

- The product of the Cyril and Methodius Route is also offered by the Czech operator Travel Smart (<http://travelsmart.cz/nabidka/velka-morava-tehdy-a-dnes/>). Sign-posted trails are often used to organized pilgrimage (<https://www.pout.eu/2020/07/letni-cesko-slovenske-putovani-na.html>), but they're also offered for individual peregrinations by various groups like families with children, students, active seniors, etc. (special websites for visitors of Czech and Slovak trails: https://www.putujmebezhranic.cz/http://www.domcentrope.sk/map_CM/en/index.html)
- The Ministry of Tourism of Bulgaria declares to involve the Bulgarian Association of Tour Operators to create specific tourism offer. Up-to-date Bulgarian Association of Travel Agents (BATA) and Pasha Holidays Travel declared their interest in cooperation with the CM project.

The CM Route was presented at several international tourism fairs: GO Regiontour in Brno (Czech Republic), ITF SlovakiaTour in Bratislava (Slovakia), Holiday World in Prague (Czech Republic). A calendar of events for 2019 was created with the members and other partners, drawing attention to selected events in the partnership area. At the end of 2019, an electronic calendar of ECR C&M events for 2019 was prepared, as well as new folding maps promoting defined strategic locations along the Czech-Slovak border.

3.3 Cultural Route Network

3.3.1 Overview of institutional/legal structure of the network

The CM Cultural Route Network was established in 2013 as an association of legal entities entitled as "European Cultural Route of Saints Cyril and Methodius" (ECRSCM). The founding members were Zlín Region (regional authority) and East Moravian Tourist Authority (tourism stakeholder) from Czech Republic. The role of the CM Route Network is to manage and support projects, proposals, activities pertaining to the concept of common Cyril and Methodius Heritage. The long-term plan is to build a wide network of partners interested in Cyril and Methodius mission, and to highlight its European dimension and significance for the countries of Central, Eastern and Southern Europe. As such, it shall be a platform for an intercultural dialogue, mutual respect and understanding through culture and the arts.

The legal structure of the CM Route Network is as follows:

- GENERAL ASSEMBLY (Board of Directors) is the Association's supreme body consisting of its regular members. The function of the Association Chairman – Jan Pijáček (CZ), member of the Council of the Zlín Region (ending in this position in 2020) is honorary and representative.
- DIRECTOR carries out the role of executive manager (Martina Janochová, CZ) who is authorized representative responsible for the management and financial performance, staff policies and performance of the tasks of the Permanent Secretariat.
- PERMANENT SECRETARIAT is the Association's executive, coordinating and administrative body. Currently, it has two employees – a director (Martina Janochová, CZ) and a project manager (Martin Peterka, CZ). Apart from other activities, the Secretariat is responsible for selecting the Route's development activities eligible for funding from grants.
- MANAGING COMMITTEE (Steering Committee) consists of the Association's founding members and higher-level territorial self-administration units (regions). It contributes to the formulation of strategies and jointly decides on the use of the membership fees.

It also serves as a supervisory body. The Chairman of the Managing Committee is Milos Bača (SK) from the Nitra Self-Governing Region (ending in 2020).

- SCIENTIFIC COMMITTEE is an ancillary, multidisciplinary and international expert team chaired by Prof. PhDr. Peter Ivanič, PhD. (SK) from the University of Constantine the Philosopher, Nitra. The role of the scientific committee is advisory.

A few important changes at the level of CM Route network' structure and management were carried out just a few days before the submission of this evaluation report. On the 26th November 2020 the General Assembly of CM Route Association approved a new managerial structure enabling more democratic and participative leadership of the network (See Annex 3). Following positions and bodies were created:

- NATIONAL COORDINATOR – representative of each country entrusted with the coordination of national partners and communication of their ideas to the network. Each national coordinator (if appointed) can be involved in the CM Network executive management
- INTERNATIONAL EXPERT COMMITTEES – similar to the scientific committee. They shall gather experts from different countries to deal with the activities corresponding to each of the priority fields of actions specified by the Resolution CM/Res(2013)67 on “Cultural Route of the Council of Europe” certification. The role of the expert committees shall be advisory.

The major breakthrough is the establishment of the position of national coordinators who shall not be subordinated to the Managing Committee (Steering Committee) but they shall be its members with an equal voting right. Interviewed partners appreciated this step. However, they also expressed their preoccupation that these changes would remain just on paper and their practical implementation, thus, a real decentralization of power would take a long time. This is given by the fact that the partners have been trying to achieve a more participative network management since 2018. Their effort was motivated by conflicts which appeared when the managing team was trying to impose how the CM Route should be shaped in their countries. So, the real possibility to participate in the executive management is crucial.

According to the new Statutes the following network members are eligible for becoming members of the Managing Committee (Steering Committee): Representatives of the founding members, representatives of the higher-level territorial administrative units, national coordinators, and the director. Rights and duties of the Managing Committee members are defined in the Association's internal directives.

ECONOMIC PERFORMANCE

Starting from 2016, the CM Route Association has been an autonomous entity in terms of its personnel and bookkeeping. The operational budget of the CM Cultural Route Association in 2018 was EUR 118,088. The association is funded from three major sources: Membership fees EUR 42,500 (36%), funded projects EUR 53,726 (45%), and public subsidies and gifts EUR 21,863 (19%). In 2019, the Association achieved budget balance (zero balance), with revenues totalling to CZK 2,549,641.41 (EUR 96 148) and equal costs. The total costs were covered by membership fees (44.78%), a subsidy for the operation of the secretariat granted by the Zlín Region (16.85%) and other project grants as well as other revenues (37.35%). In the year 2019, the dependence on membership increased. To ensure the financing of the Association's activities in the year 2020, which is not fully covered from membership fees, an application for a special-purpose non-capital subsidy of CZK 740,000 (EUR 27 905) was submitted to the Zlín Region in July 2019. The Region's authorities approved it in December.

The network members and its partners have already responded to calls for projects on European, national or other bases. The projects include:

- “Partnership and Active Institutional Networks of the Cyril and Methodius Route in the Moravian-Slovak Borderland” (CMR Partnership), 2018–2019. Outputs: a thematic definition of the CM trails, database of strategic locations of the CM trails <http://www.cyril-methodius.eu/database/>, development strategy and marketing plan of the CM trail on the territory of the Czech Republic, as well as, the action plans for the territorial development of the trail, <http://www.cyril-methodius.eu/partnerstvicms/>. Budget: EUR 453,000 in total; out of this EUR 385,000 from the EU grant.
- “C&M Route – Travelling in Space and Time to our Cultural Roots’ (Interreg VA SK-CZ Small Projects Fund), 2019–2020, focused cross-border cooperation and the promotion of CM trails in the form of printed tourist guides, organizing walks along CM trails, recording promo videos and documentaries, introduction of pilgrimage passes and commemorative plaques for pilgrims. Thanks to this project, two trips along the marked trails (Skalka u Trenčína – Velehrad and Šaštín – Velehrad) were organized, 4 short promo videos about these trails and 2 trailers for the upcoming half-length documentary about modern pilgrimage were created. Total budget: EUR 23,500

New applications for funding were submitted within the national funding schemes, programs INTERREG, Visegrad Fund, and Europe for Citizens. In particular, the Slovak House of Centrope in Bratislava (Slovakia) has been active in this field.

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

Currently, the network consists of 19 members from 6 countries (Czech Republic, Slovakia, Greece, Hungary, Slovenia, Bulgaria): 16 partners are regular members (Czech Republic, Slovakia, Greece, Bulgaria), and 3 are associated members (Hungary, Slovenia). In addition, the candidate lists 3 observers (Slovakia, Hungary, Serbia). Since the previous application (certification cycle 2018–2019) the total number of members has increased by one, however, the number of countries remained the same. Two members left (Croatia and Slovakia), and three new partners entered the network (Bulgaria and 2 x Slovakia). In particular, Bulgaria has been very active in the CM Route development during the last months. The network includes higher level territorial self-governing units, municipalities, destination agencies, association of legal entities, universities, research centres, and other types of organizations.

The network allows for three levels of membership: regular members, associated members and observers. The possibility of becoming regular or associated members is given by the type of entity regardless its real activity within the network, and the ability to pay the fees. The members’ rights and obligations are stipulated in the Articles of Association (Statutes):

- **REGULAR MEMBERS** – the following legal entities may become regular members: higher territorial self-administration units (regions, counties); towns and cities, municipalities; associations of regions; associations of towns and municipalities; tourist authorities (entities established by regions or municipalities); commercial corporations + international institutions; universities and institutes. The regular members pay the membership fee between EUR 500 and EUR 5,000 (depending on the type of entity). They have a voting right.
- **ASSOCIATED MEMBERS** – all other types of legal entities may become only associated members of the Association. The associated members pay no membership fee and their role is only advisory. They have no voting right.
- **OBSERVERS** – starting from 18 December 2018, prospective regular members may acquire a status of an observer for a limited period of 12 months. The observers have the same rights and obligations as associated members.

Provided that only regular members have a voting right, only 4 countries of the CM network (Czech Republic, Slovakia, Greece, Bulgaria) can actually vote. In addition, there are specific rules regarding the types of entities eligible for becoming the members of Managing Committee (Steering Committee) as an executive body of network. In general, territorial units and municipalities are prioritized. Partners objected to the barriers in being involved into the executive management of the network regardless of their real activity within the network. Although the candidate has been developing the network since 2013, up to date the Steering Committee (8 people) has members only from 2 countries (Czech Republic and Slovakia).

These rules have been partially modified by the new CM Route network' Statutes (accepted by the General Assembly on November 26, 2020) which introduced a position of national coordinators. The national coordinators shall be able to participate in the executive management of the network (Steering Committee) once they are appointed. The aim is that each country is represented in the executive body. The new rules have not been implemented into practice yet.

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

The candidate lists 72 potential partners (the same number as in the previous application) and highlights 19 countries as involved in the CM Route (Austria, Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Germany, Greece, Hungary, Italy, Montenegro, North Macedonia, Poland, Romania, Serbia, Slovakia, Slovenia, Turkey, Ukraine). The candidate presents 37 Letters of Intent (25 ones from Bulgaria or linked to Bulgaria). In particular, the networking effort of the Director of Bulgarian Cultural Institute (Vania Radeva) in Bratislava, Slovakia, ensuring 21 signed Letters of Intent has to be highlighted. Mrs. Radeva was appointed to this role by the Ministry of Culture of Bulgaria. Only during July 2020, 30 new partners from 10 European countries (Austria, Bulgaria, Germany, Greece, Hungary, Italy, North Macedonia, Monte Negro, Poland, Slovakia) have confirmed their interest in cooperating on the Cyril and Methodius Route by signing the Letter of Intent or Memorandum of Cooperation. In addition, there is a potential of facilitating international cooperation and network development through ambassadors and cultural attachés of different European countries.

One of the barriers in the further CM network development appears to be high membership fees (500 – EUR 5,000) which are prescribed according to the type of entity. Some of the interested partners cannot afford to pay such a fee. The reason for the current fees structure is the high dependence of the candidate on the network member's' contributions in ensuring the functions of the Permanent secretariat of the CM Route. Nevertheless, the candidate acknowledged that one of the biggest challenges for the year 2021 (besides the management structure) would be modifying the structure of membership fees so that the network can grow more intensely and fees are more bearable for the members.

From the conceptual perspective, the interviewed partners objected to the linear concept of the CM Route prioritizing the pilgrimage aspect and putting the Czech town Velehrad in the very centre of the Route. They also highlighted existing controversies in the interpretation of Cyril and Methodius legacy in different European countries. Each country has its own narrative which has to be considered. There are also contrasting opinions on how the cooperating within the network should look like. However, the partners agreed on the need of a greater autonomy of each country in developing the CM Route in its territory, as well as, the need of more democratic and participative management of the whole network. Each country seeks to have an authentic and legitimate role in shaping the CM Route project aimed at presenting and interpreting common European heritage.

Given the fact that the candidate CM Route crosses three European macro-regions, there is a potential of linking the CM Route to the European Union macro regional strategies. This is exactly the intention of the candidate CM Route in the three years to come. Therefore the CM Route project has already been presented for the consideration as a flagship Cultural Route in the Danube region.

3.4 Communication tools

The main objective of the communication effort of the candidate Cyril and Methodius route is to raise awareness about diverse aspects and activities of the cultural route and attract interest in different target groups. The communication tools have been prepared in several languages materials. The most frequent combinations are Czech/English or Slovak/English. A few materials were also published in German, Polish and Bulgarian. Target groups include tourists, pilgrims, local residents, children and young people, academic community and wider professional public.

The communication tools include several types of communication media, in particular:

- Printed materials (brochures, leaflets, postcards, posters, maps, books).
- Electronic tools (website, roll-up banners, e-brochures, newsletters, e-news and e-maps provided via the website).
- Audiovisual materials (DVDs, short promotional videos published at the website).
- Social media and Web 2.0 (Facebook, YouTube, Instagram, mobile application).
- Press, periodicals and other publications (published articles in journals, magazines, proceedings).
- Broadcast (reportages in regional TV and Radio stations).

Major communication outputs include:

- Press releases (on the occasion of 2 conferences – Sofia, Velehrad, 2 Czech-Slovak wanderings, 1 study stay at the District of Uherské Hradiště, 1 “Filmšlap” festival)
- Newsletters (Czech & Slovak versions)
- Folding map of locations of interest along the Czech-Slovak border (Czech, Slovak & English versions)
- Calendar of events for 2018, 2019, 2020 (electronic)
- 1 new database of strategic locations <https://www.cyril-methodius.cz/lokality/>
- Extending of the database of photographs in print quality – 1 traveling exhibition (Budapest, Mikulčice)
- Articles in Tourist magazines: Moravia magazín Slovácko (destination yearbook), 2018, 2019; Moravia magazín Valašsko Beskydy (destination yearbook), 2019; in Czech-Slovak Travel Informer; Romea Strata material, Nitra, Lovely Nitra 2018–2020; CPU Nitra – university magazine Our time (Náš čas) ; Budapeštiansky Slovák (Budapest’s Slovak) magazine for Slovak minority in Hungary.
- 12 audio reports about selected strategic locations
- Short promo videos about marked trails of the CM Route, 2 trailers for the prepared documentary film
- Musica Cordis 2019 leaflet
- CM Route reportage in Slovak TV programme Svet v obrazoch (World in pictures)
- 2020 New Year card (electronic)

Visibility of the CM Route in Slovakia was considerably increased thanks to the project of Slovak House of Centrope “The Thematic Way of Saints Cyril and Methodius in the Territory

of Bratislava, Trnava and Nitra Region” www.domcentrope.sk/map_CM/en/index.html. Main communication activities included:

- Online story map in three regions
- Tearing and folding maps of CM Route in Slovakia, tour planner
- Workbook for primary schools
- Leaflet for Bratislava Region (what to see, local POIs, gastronomy, accommodation)
- Exterior touch interactive info panel in Bratislava-Devín (first such panel of the route!)
- Marked tourist trail in the Bratislava Region – length 57 km
- Comprehensive database in three Slovak regions (POI, route tracing, local products, cultural events, accommodation, gastronomy, legends, GPX location, photo, contacts)
- E-Marketing campaign

WEBSITE & SOCIAL NETWORKS

- CM Route – original website: <http://www.cyril-methodius.eu> (since 2013, in the process of switching to a new website) – prepared in two language versions (Czech and English), structured into subpages highlighting the theme, Cyril and Methodius trails, products and events calendar. The Czech version was more elaborated and also included publications, education and projects. The candidate claims that the website no longer serves its purpose, technologically is obsolete, but it has to be sustained since it represents the output of a project funded from public grants. Visitors of the website are advised to visit a new webpage.
- CM Route – new website: www.cyril-methodius.cz – prepared in two language versions (Czech and English), structured into subpages including basic info, localities, events calendar, good practices and contact. One menu item is not visible – it is covered by the language options. The new website does not appear to be fully functional yet. The professionalism of its graphic design is questionable.
- New product website “Wandering without Borders”: www.putujmebezhranic.cz – related to the new pilgrimage products.
- Facebook profile of the CM Route: <https://www.facebook.com/sv.cyrilmethodius> (since 2013), updated @sv.cyrilmethodius (500 followers).
- Facebook profile of the new pilgrimage products “Wandering without Borders”: <https://www.facebook.com/putujmebezhranic/> (60 followers).
- Instagram profile (since 2018): https://www.instagram.com/cyrilometodejska_stezka/ (101 followers).
- YouTube channel (since 2019) https://www.youtube.com/channel/UCNz7tUDjHly7c9ktK_oIZTw (7 subscribers).

LOGO

The Cyril and Methodius Route logo was originally designed for the 1150 anniversary of the Thessaloniki mission in 2013. The logo depicts name initials of Saints Cyril and Methodius (CM), a stylised and simplified image of two human figures, a symbol of the halo (Glory) in a form of the horizontal letter “C”, architectural features of the Basilica of Velehrad – vaults, stained glass, vaulted Windows. A design of the biblical quotation “In the beginning was the Word” written in the Glagolitic script was made late in 2017. In addition, the candidate prepared a graphic design of metal (copper) plaque for labelling significant places at CM Route.



The Association members are entitled to use the CM Route's logo as soon as they become its members (according to the Internal Standard No. 4/2017 – on the use of the logo). Logo manual, design manual and sign-posting methodology were developed for communication the visual identity of the CM Route and are provided to all CM Route partners. The use of the CoE logo is not consistent yet. It is placed on major communication materials, especially those prepared after 2015, but not on all. Nevertheless, all communication material shall display the CoE logo after awarding the certification.



4. Conclusions and Recommendations

There is no doubt that Cyril and Methodius cultural route THEME due to its transnational European significance shall be considered for the certification under Cultural Routes of the Council of Europe programme. It is representative of European values and common to more than 10 countries of Central, Eastern and Southern Europe. It is illustrative of European memory, history and heritage and equally contributes to an interpretation of the diversity of present-day Europe. However, it shall be noted that the theme also evokes many contrasting opinions among European countries. The CM Route project can provide an opportunity for debating different perspectives on this major European topic. Yet, there are several remaining shortcomings in compliance with the certification criteria in the way how the theme is implemented, and in the way how the whole CM Route project is managed.

The CM Route project has been developed since 2013. A lot of effort has already been put into the project development. However, little has changed in the CONCEPTUAL FRAMEWORK of the Route. The candidate keeps pushing the Czech-centred perspective of a linear route – as a parallel to Santiago de Compostela Pilgrim Routes – leading to the Czech town Velehrad as a main goal of the pilgrimage. This is explicitly stated in the new document named Development strategy of the Cyril and Methodius Route (2019) claiming that CM Route is “modelled on the Santiago de Compostela Pilgrim Route” and the town Velehrad is branded as “Moravian Compostela” (p. 39). It is the same approach as already presented in CERTESS – Product strategy (2014), which was criticized in the previous evaluation report. Despite not being recommended, the candidate again entrusted the elaboration of a new development strategy to a marketing agency (Czech agency in both cases) instead of an international team within the network. Moreover, it was done without trying to achieve any consensus and involvement of the network members. As a result, the new development strategy was rejected by the partners. Up to date, the candidate does not have a proper development strategy based on a wide consensus of the network members.

All priority FIELDS OF ACTIONS have been addressed by the candidate. Improvements are evident. However, most of the activities have been developed on national or cross-border levels (mainly Czech Republic-Slovakia), while the European dimension still remains rather limited. The only field in which the European cooperation was considerably enhanced is the field 3.2.1 Co-operation in research and development.

The CO-OPERATION IN RESEARCH AND DEVELOPMENT has been intensified and its geographical scope was enlarged. Especially, the invitation of renowned researchers from Bulgaria and Croatia was significant. It considerably enhanced the European dialogue regarding the CM Route theme. Both researchers pointed out the need of more autonomous role of European countries in shaping the thematic lines of the CM Route project. In addition, during the last meeting of the CM Route scientific committee (December 2, 2020) several important aspects were highlighted: A need of finding a minimal common ground for the CM Route development, a need of explicitly bridging CM Route values with the CoE values, a need of more inclusive discussions also integrating scientists who are not members of the network, and a need of opening the scientific committee even to the countries which have not yet joined the project, but are influenced by the Cyril and Methodius mission. The work of the scientific committee has not been yet linked with the CM Route development strategy.

The MEMORY, HISTORY AND EUROPEAN HERITAGE related to the Cyril and Methodius legacy have been enhanced through various events, such as festivals, popularization events, exhibitions, lectures, discussions and celebrations. The countries active in this field include Czech Republic, Slovakia, Bulgaria, Greece and Hungary. Most of the activities have been carried out at the cross-border level. A public database of strategic locations (archaeological

sites and sacral monuments) at the cross-border territory of Czech Republic-Slovakia was created. It is suggested to involve also other European countries in building similar European databases. In addition, the intangible Cyril and Methodius cultural heritage (language, literature, etc.) should receive more attention.

CM Route addresses EDUCATIONAL ACTIVITIES focused on young Europeans through interactivity, experiential and multi-sensorial features and gamification. Two new multimedia didactic projects – “Slavs and Europe in Early Middle Ages” and “Europe in Early Middle Ages” – intended for secondary schools and universities were developed by the Constantine the Philosopher University in Nitra (Slovakia). So far they are accessible in the Slovak language. The pilot exchange schemes of young Europeans have been established on bilateral basis between Czech Republic-Slovakia, Slovakia-Bulgaria, and Hungary-Slovakia.

The CM Route encourages CONTEMPORARY CULTURAL AND ARTISTIC PRACTICE related to the Cyril and Methodius theme. In the previous certification cycle new artistic works were inspired mainly in the field of architecture, visual arts and creative crafts. In the last two years, creative works also in other fields were encouraged: A new international music festival “Musica Cordis – Through Music to the Heart”, exhibitions of photographs, a new work of art based on the rediscovered technique of ceramic mosaic and painting with glazes. The CM Route keeps encouraging the dialogue between cultural professionals and amateurs.

The field of CULTURAL TOURISM AND SUSTAINABLE CULTURAL DEVELOPMENT was partly developed. Tourism products and initiatives include pilgrimage trails, guided pilgrimages, thematic events, establishment of InfoPoints and cooperation with tourism operators. Up to date, there are around 700 km of marked trails of CM Route, however, only in two countries – Czech Republic (500 km) and Slovakia (200 km). Although the candidate was advised to develop a wider variety of cultural topics, the predominant focus of the CM Route remains the pilgrimage. Most of the new strategic materials, as well as, tourism products highlight this aspect (On Foot without Borders, Wandering without Borders). As a result, the current state of the CM Route development does not really reflect the diversity of Cyril and Methodius cultural heritage preserved in different European countries.

Several challenges at the level of Cultural Route NETWORK have been identified. Although the candidate presents a network of 19 members from 6 European countries, the Steering Committee (8 people) has members only from 2 countries (Czech Republic and Slovakia). In addition, only 16 out of 19 members have a voting right in the General Assembly (Board of Directors). As a result, only 4 countries (Czech Republic, Slovakia, Greece, Bulgaria) can actually vote. This is due to the very complicated structure and rigid rules of the network which do not allow several types of organizations (e.g. civil associations) to become regular members – just associated members without a voting right. Similarly, only certain types of entities are eligible for becoming members of the Managing Committee (Steering Committee) as an executive body, regardless their real activity within the network. In general, territorial units and municipalities have been prioritized. These rules were partially modified by the new CM Route network’ Statutes (November 26, 2020) which introduced a position of national coordinators. The national coordinators shall be able to participate in the executive management of the network (Steering Committee) with an equal voting right once they are appointed. The aim is that each country is represented.

These important changes were approved by the General Assembly on November 26, 2020, just a few days before the submission of this evaluation report. The new managerial structure enables more democratic and participative leadership of the network. Interviewed partners appreciated this step. However, they also expressed their preoccupation that the changes

would remain just on paper and their practical implementation, thus, a real decentralization of power would take a long time. This is given by the fact that the partners have been trying to achieve a more participative network management since 2018. Their effort was motivated by conflicts which appeared when the managing team was trying to impose how the CM Route should be shaped in other countries. Therefore, these changes can be evaluated in a positive way only when the candidate really proceeds with their practical implementation.

In terms of the network extension, the candidate lists 72 potential partners and presents 37 Letters of Intent (25 ones from Bulgaria or linked to Bulgaria). In this respect the networking effort of the Director of Bulgarian Cultural Institute in Bratislava has to be highlighted. Moreover, there is a potential of facilitating the network development through ambassadors and cultural attachés of different European countries. High membership fees prescribed according to the type of entity represent one of the barriers of further network extension. It is recommended to consider also other types of network admissions (e.g. in-kind contributions) for the partners who are willing to work on the project but are not able to pay the fees.

The COMMUNICATION tools of the CM Route network are varied and available in several language versions (Czech/English, Slovak/English, German, Polish and Bulgarian). The candidate currently uses two CM Route websites due to switching to a new version. However, the new website does not appear to be fully functional yet. The professionalism of its graphic design is also questionable. In addition, the candidate presents a product website dedicated to pilgrimage. Social media include 2 Facebook profiles, Instagram profile and YouTube channel. It is recommended to apply SEO optimization and Ad Words tools in order to increase the websites' visibility, as well as, more efficient tagging when using social media. A visual identity of the CM Route ensured by its logo (designed in 2013) is very well accomplished. The logo is simple, consistent and easy to understand. It has several versions in dependence on the use. The logo manual has been provided to all network members.

In view of the FURTHER DEVELOPMENT, the major issues appear to be a strategic vision and management. Although the candidate claims that the CM Route presents "a set of linear trails as well as atomized network of points of interest", the current state of its practical implementation is mostly linear. The candidate adheres to the inconvenient model of cultural route (Santiago de Compostela Pilgrim Routes, 1987) which does not seem suitable for the specific character and occurrence of the Cyril and Methodius cultural heritage in Europe. A reticular route type linking places from geographically disconnected areas under one common and shared heritage element (not excluding local linear elements) appears to be more appropriate cultural route pattern for developing the European Cultural Route based Cyril and Methodius legacy. In addition, the reticular route type can more naturally incorporate not only the mission of Saints Cyril and Methodius themselves, but also the missions of their disciples disseminating the legacy across Europe.

As pointed out in the previous evaluation report the effort to build CM Route as Santiago de Compostela Pilgrim Routes with the Czech town Velehrad as a central point appears very unfortunate. It pushes a highly artificial perspective and evokes a lot of rejections in other European countries. The reason is simple. The main condition for glorifying Velehrad as "Moravian Compostela" is missing – the tomb. In case of Santiago de Compostela pilgrims wander to the tomb of St. James. However, the tomb of St. Cyril is located in Rome (the Church of Saint Clement) and the tomb of St. Methodius has not been yet discovered. So what the European pilgrims shall wander to? There is no doubt that Velehrad is an important Czech pilgrimage place with a vivid pilgrimage tradition. However, it is a place of national importance. There are many other European places connected with the legacy of Cyril and Methodius of an equal significance. These places should constitute focal points of the CM Route so that each country feels recognized in the CM Route project.

Obviously, the candidate can use diverse creative marketing tools to present its cultural heritage. However, branding Velehrad as “Moravian Compostela” is a very insensitive approach ignoring the existing scientific facts, and presenting a “wannabe” history. By pushing this approach, the lead partner attempts to prioritize its own heritage sites over the other European localities via a biased construct. With this approach the candidate can hardly manage to build a European cultural route.

To conclude, the main BARRIERS in the CM Route development for becoming a real European Cultural Route were identified as:

- Inconvenient type of cultural route taken as a model (Santiago de Compostela)
- Lacking strategic vision grounded in a wide consensus within the network
- Czech-centred perspective based on a biased construct
- Prioritizing pilgrimage while neglecting other relevant aspects of the heritage
- Rigid network structure and rules together with high membership fees
- Top-down centralized management (changed on paper by the new Statutes approved on November 26, 2020)

CRITERIA		Fulfilment of certification criteria by the Route
I. Cultural Route theme		Very relevant, common to more than 10 European countries, shortcomings at the level of theme implementation, Czech-centred perspective, biased interpretations, lacking strategic vision based on a wide consensus within the network.
II. Priority fields of action	Cooperation in research and development	Considerably improved, activities intensified, the European dialogue enhanced, research results not yet linked with the CM Route conceptual framework and development strategy.
	Enhancement of memory, history and European heritage	Some activities added, mostly cross-border level, tangible heritage emphasized, the intangible heritage should receive more attention.
	Cultural and educational exchanges for young Europeans	Some activities added, exchanges of young Europeans mostly on cross-border level, new multimedia didactic projects developed (national level).
	Contemporary cultural and artistic practice	New cultural and artistic practices encouraged in the field of music, photography and creative visual arts, mostly cross-border level.
	Cultural Tourism and Sustainable Cultural development	Cultural tourism focused mainly on pilgrimage, new pilgrimage products developed, new trails signposted (only in 2 countries), InfoPoints marked, mostly cross-border level.
III. Cultural Route Network		Complicated structure and rigid rules, recent changes in the management structure, more participative and democratic management expected (needs to be implemented), existing potential of the network extension, several barriers identified.

Communication Tools	Convenient, several language versions, parallel use of three web sites, the new Route website not fully functional yet, pilgrimage website added, SEO optimization and Ad Words recommended, standard social media use, excellent visual identity.
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5. List of references

Evaluation dossier of the candidate Cyril and Methodius Route provided by the Executive Secretary, Council of Europe Enlarged Partial Agreement on Cultural Routes – Directorate of Democratic Participation (DGII) and Director of the European Institute of Cultural Routes on September 21, 2020 via a link <https://mycloud.coe.int/s/q9FPKKPAdQYqLy9>

Supplementary materials provided by the candidate Cyril and Methodius Route and the interviewed network members/partners directly to the evaluator by e-mail during the evaluation process (November – December 2020).

Interviews carried out with the network management and members – 11 persons from 5 different countries were interviewed: 3 persons from the managing team of the candidate (Czech Republic), 8 persons involved or interested in the CM Route project development from 5 European countries (Slovakia, Bulgaria, Croatia, Hungary, Czech Republic) according to the Annex 1.

Attendance at the on-line meeting of the CM Route Scientific Committee held on December 2, 2020, 9:30 – 11:00 o'clock via MS Teams communication platform.

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

Martina JANOCHOVÁ

Organization: Association European Cultural Route of Saints Cyril and Methodius

Role within the network: Director of the CM Cultural Route

Country: Czech Republic

E-mail: martina.janochova@cyril-methodius.eu

Dates of the interviews: November 19, 2020 and December 1, 2020

Martin PETERKA

Organization: Association European Cultural Route of Saints Cyril and Methodius

Role within the network: Project manager of the CM Cultural Route

Country: Czech Republic

E-mail: martin.peterka@cyril-methodius.eu

Dates of the interviews: November 19, 2020 and December 1, 2020

Jan PIJÁČEK

Organization: Local government – Zlín Region

Role within the network: President of the CM Cultural Route

Country: Czech Republic

E-mail: jan.pijacek@kr-zlinsky.cz

Date of the interview: November 30, 2020

Tatiana MIKUŠOVÁ

Organization: The Slovak House of CENTROPE

Role within the network: Regular member

Country: Slovakia

E-mail: mikusova.tatiana@gmail.com, domcentropy@gmail.com

Date of the interview: November 23, 2020

Edita HORTI

Role within the network: Associated member

Organization: Slovak Self-Government of the Municipality of the City of Budapest

Country: Hungary

E-mail: ssambp@gmail.com

Date of the interview: December 1, 2020

Vania RADEVA

Organization: Bulgarian Cultural Institute in Bratislava

Role within the network: Responsible for networking of Bulgarian partners, appointed by the Ministry of Culture of Bulgaria, signed Letter of Intent

Country: Bulgaria-Slovakia

E-mail: vania.glocal@gmail.com

Date of the interview: November 24, 2020

Václav KOLAJA

Organization: Ambassador of the Czech Republic to the Holy See
Role within the network: Interested in cooperation and networking regarding the CM Route
Country: Czech Republic
E-mail: Vaclav.Kolaja@mzv.cz
Date of the interview: November 23, 2020

Peter IVANIČ

Organization: Constantine the Philosopher University in Nitra
Role within the network: President of the Scientific Committee/Regular member
Country: Slovakia
E-mail: pivanic@ukf.sk
Date of the interview: November 24, 2020

Hilda KRAMÁREKOVÁ

Organization: Constantine the Philosopher University in Nitra
Role within the network: Regular member
Country: Slovakia
E-mail: hkramarekova@ukf.sk
Date of the interview: November 24, 2020

Slavia BARLIEVA

Organization: Cyrillo-Methodian Research Centre at Bulgarian Academy of Sciences in Sofia
Role within the network: Member of the Scientific Committee/Regular member
Country: Bulgaria
E-mail: barlieva@bas.bg
Date of the interview: December 1, 2020

Vida VUKOJA

Organization: Old Church Slavonic Institute in Zagreb
Role within the network: Invited to become a member of the Scientific Committee
Country: Croatia
E-mail: vida.vukoja@stin.hr
Date of the interview: December 1, 2020

7. Annex 2: Expert assessment checklist

		QUESTIONS	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	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		
		7	Does the Route play a unifying role around major European themes, enabling dispersed knowledge to be brought together?		0	
		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		
		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	
			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 and conventions on cultural heritage preservation?	1	
			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?		0	
	21		Do the Route activities valorize the heritage of ethnic or social minorities in Europe?			
	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	
		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
	33		Do the Route's cultural activities encourage artistic projects that establish links between cultural heritage and contemporary culture?	1	
	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?		0
		46	Do the Route's activities open possibilities for co-operation between Europe and other continents?		0
		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 network members?	1		
		54	Was the conceptual framework of the route founded on a scientific basis?		0	
		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?		0	
		59	Does the network specify its objectives and working methods?		0	
		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?		0	
		64	Does the network identify potential participants and partners in 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		
	3.4 COMMUNICATION TOOLS		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	
For certified Cultural Routes of the Council of Europe only			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?		0
			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?		0
		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				65	0	

Please insert 1 for every positive answer and 0 for a negative one. See your total score at the bottom of the column.

Note:

* E.g. visual arts, the performing arts, creative crafts, architecture, music, literature, poetry or any other form of cultural expression

**Particularly in terms of instruction for young Europeans in the relevant fields

***Whether these fields include visual arts, performing arts, creative crafts, architecture, music, literature or any other field

6. Annex 3: Changes in the network's management structure (charts)

Figure 1: Network's management structure until November 26, 2020

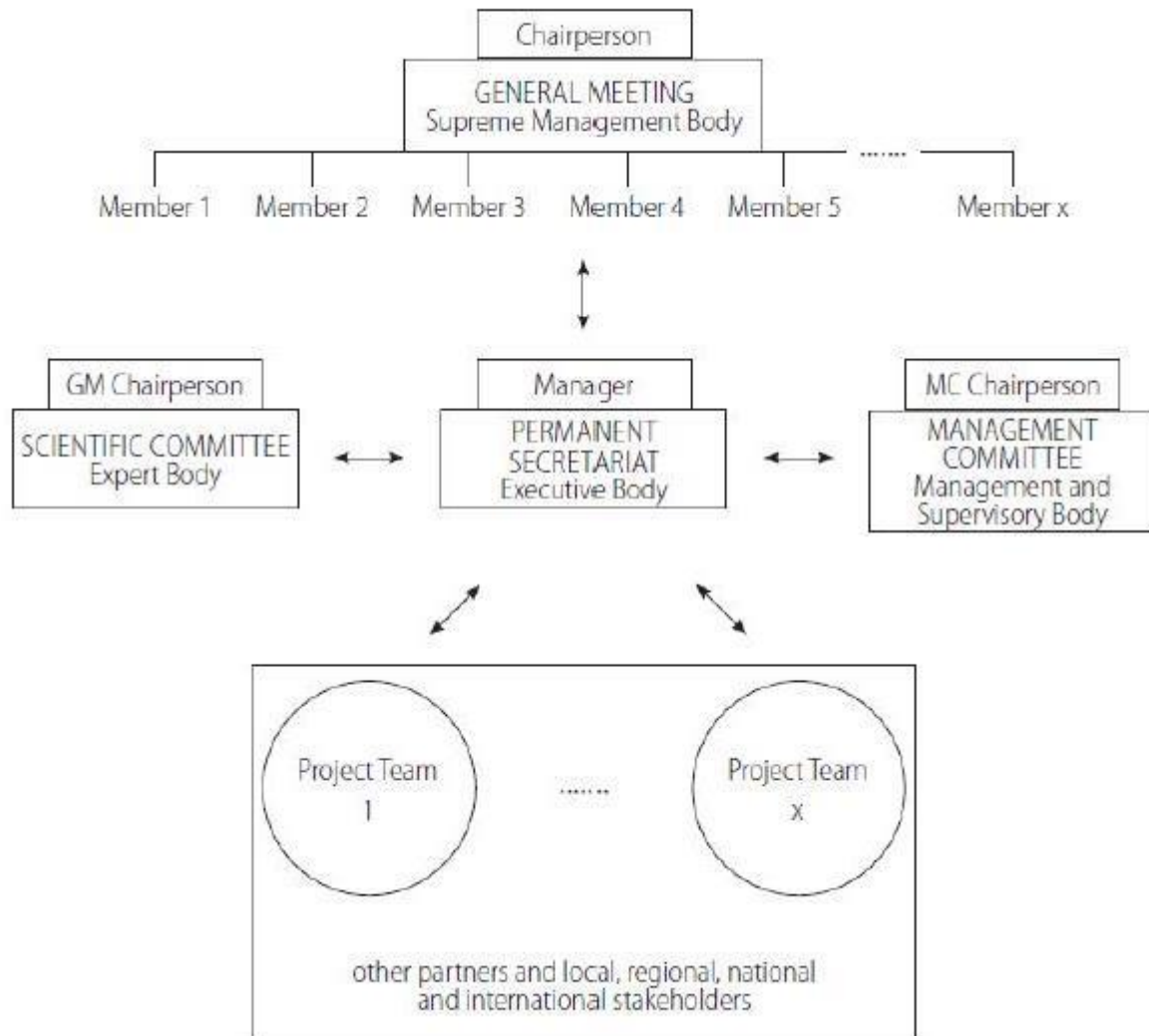


Figure 2: New network’s management structure from November 26, 2020

