

2020/21 ENG

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

Candidate Route:

THE EUROPEAN ROUTE D'ARTAGNAN

Independent expert report

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



COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Independent expert:

Pierre FRUSTIER
Consultant in tourism communication

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

TABLE OF CONTENTS

1.	Executive Summary	4
2.	Introduction	6
3.	Main Body Evaluation	7
	3.1 Cultural Route Theme	7
	3.1.1 Defining the theme of the Route	7
	3.1.2 Historical and cultural context	7
	3.1.3 Values of the Council of Europe represented by the Route	8
	3.2 Fields of Action	8
	3.2.1 Co-operation in research and development	8
	3.2.2 Enhancement of the memory, history and European heritage	9
	3.2.3 Cultural and educational exchanges for young Europeans	10
	3.2.4 Contemporary cultural and artistic practice	10
	3.2.5 Cultural tourism and sustainable cultural development	10
	3.3 Cultural Route Network	11
	3.3.1 Overview of the institutional/legal structure of the Network	11
	3.3.2 Route progress	12
	3.3.3 Current composition of the network by country and type of member	13
	3.3.4 Budgetary aspects and sustainability of the network	14
	3.3.5 Strategy for the extension of the network in the next three years	15
	3.4 Communication tools	16
	3.4.1 Current status of the communication tools developed by the network	16
	3.4.2 Current status of mapping tools	17
4.	Conclusions and Recommendations	18
	4.1 List of eligibility criteria	18
	4.2 List of priorities for action	18
	4.3 List of criteria for networks	19
	4.4 Recommendations	19
5.	List of references	21
6.	Appendix 1: Interviews with management and network members	25
	KLEBACH (Helmut)	26
7.	Annex 2: Checklist for the expert's assessment	27

1. Executive Summary

The stakeholders of the European Route D'Artagnan (AERA) are gathered around the memory of Charles de Batz de Castelmore d'Artagnan, a historical character of the 17th century whose eventful life gave rise to adventures romanced by Alexandre Dumas in "The Three Musketeers" ("Les 3 Mousquetaires") and several other books. More than 250 historical sites related to his real or literary life have been identified by the scientific committee, spread over 6 countries: Germany, Belgium, Spain, France, Italy and the Netherlands. On this basis, 6 routes are currently being created.

The values conveyed by the network are those of the Musketeers, summed up by their motto: "All for one, one for all". This phrase appeals to the notions of solidarity and cooperation, which are the founding values of Europe.

As the life of the Musketeers is extremely linked to horses, AERA wishes to make the Route d'Artagnan the first European equestrian route. To achieve this, it has relied, in the first instance, on the national equestrian and equestrian tourism federations of the countries concerned. This logistical and technical support has made possible, since 2014, when the association was created, to finalise about half of the routes. The choice of the horse as a means of mobility makes the setting up of the network a little more complicated because it requires special means: green and grassy paths, specific equipment for the halts: tie bars, watering troughs, riding centres and the identification of local health services (farrier, veterinary surgeon).

Cultural and artistic events have been set up over the years at various sites along the Route. Particular emphasis has been placed on the creation of educational tools for young people. Two products have been tested in French schools, the "Young Musketeers" and an Escape Game. The educational sheets are currently being translated in order to export these projects in the partner countries.

If the pandemic of the year 2020 has slowed down the development of the Road, we can nevertheless conclude that:

- the theme is representative of European values. It is currently shared by the 6 countries.
- the theme is the subject of scientific research which has identified 250 memory sites along the Route. A series of conferences around "D'Artagnan, European Hero" is in preparation.
- the theme provides historical and cultural knowledge of a particular period, the 17th century. It aims to promote equine culture (diversity of horse breeds and practices) as well as the sporting cultures inherited from the musketeers: horse riding and fencing.
- cultural exchanges between young people have not yet started but ERA has two educational products which have been tested in France and which will be exported. An Erasmus project is also planned for 2021 with 3 partner countries.
- the Route equestrian d'Artagnan is in itself an innovative product as it will be the first Route for horses.
- tourist products such as short rides and themed events are already being marketed.

In conclusion, the European Route D'Artagnan seems to be suitable to receive the Cultural Route certification of the Council of Europe.

2. Introduction

The European Route d'Artagnan is managed by the AERA (European Association of the Route D'Artagnan), an association under French law created in 2014, with its headquarters in the Gers Departmental Council (Auch, France). According to the list attached to the application form, the association has 79 members in 5 countries: Belgium, Spain, France, the Netherlands and Portugal. Germany and Italy are also involved and should eventually join the network. An inventory of 250 venues concerned has been drawn up by the Scientific Council, which broadens the potential of institutional members to which sports and cultural organisations and individual players could join.

The theme of the Route d'Artagnan is the tangible and intangible heritage linked to the figure of Charles de Batz de Castelmoré d'Artagnan, Captain of the Musketeers of King Louis XIV, the current equivalent of a security services manager. Part of the roads follow the king's travels, well documented by d'Artagnan himself or other sources; another part of the roads follow the traces left by Alexandre Dumas, a French writer who popularised the character in 3 novels, giving him international stature. The famous oath of the Musketeers, "All for one, one for all", created by the author, sums up the main values conveyed by this Route: solidarity, unity, loyalty.

From Lupiac (Gers, France), d'Artagnan's birthplace, to Maastricht (Netherlands), the place of his death, the Route d'Artagnan has been divided into 6 main routes, each of which represents an important stage in the hero's life. Some parts of these routes have already been validated and signposting has been put in place. Several digital applications or websites now offer maps of the routes, but the 11 topo-guides planned by AERA have been delayed by the pandemic. The firsts should be published in 2021.

Since its creation in 2014, the European Association of the Route d'Artagnan has been working to set up a project methodology by creating numerous charters and practical information sheets for members and users alike. Since then, some places have undertaken to promote the memory of d'Artagnan through museums and exhibitions. Lupiac and Maastricht have set up annual cultural events. Some parts of the route now organise regular cultural or sporting events such as "L'échappée nuptiale" (2 days, Charente-Maritime, France) or "la Caravane Madame", a travelling cultural festival (1 month, Auvergne, France).

Two important actions have been developed in France: the "Young Musketeers" operation and the creation of an Escape game. The "Young Musketeers" are an educational activity that allows young schoolchildren to discover horse riding and fencing; the Escape game is aimed at all ages: it can be played between children at school but also practised with the family, on a historical site for example. The educational sheets of these actions are currently being translated (Spanish and Dutch first) in order to transfer these tools to the partner countries.

The aim of the AERA is to set up the first European equestrian Route. This is an ambitious project because horse riding requires more specific equipment than the reception of hikers or cyclists: accommodation for horses, identification of equine health professionals. However, the Route d'Artagnan is not intended to be reserved solely for horses: it is also open to hikers and cyclists.

3. Main Body Evaluation

3.1 Cultural Route Theme

3.1.1 Defining the theme of the Route

The European D'Artagnan Route is based on the life of a real historical character, Charles de Batz de Castelmore d'Artagnan, born in Lupiac (Gers, France), who died at the siege of Maastricht (Netherlands) and, at the same time, on his exploits as Captain of the Musketeers of the King of France (Louis XIV) romanticized by Alexandre Dumas.

Based on these two facets of the character, the European Route has identified 250 historical and literary high points which it intends to bring together in almost 6,000 km of routes with the ultimate aim of creating the first European equestrian Route in homage to the favourite mount of the Musketeers.

To achieve this, AERA relied on a European project COSME, completed in 2017, which was led by the French Equestrian Federation (FFE). The presence of the FFE among the founding members of the Route, as well as those of the International Federation of Equestrian Tourism, the federation of Wallonia (Belgium) and Navarre (Spain) ensures, from the outset, the international dimension of the project. However, this route will also be open to hikers and cyclists, with no exclusions, in a desire for openness and cohabitation.

The Equestrian Route is aimed at a very wide public, since the French Equestrian Federation brings together 620,000 riders in 9,500 structures, making it the leading equestrian nation in Europe. However, the potential number of riders worldwide is estimated at more than 6 million.

The d'Artagnan Route therefore offers a potential of European dimension, for both tangible and intangible heritage.

3.1.2 Historical and cultural context

With d'Artagnan, the entire century of Louis XIV, the 17th century, is covered since he was born shortly before 1615 and died in 1673. The historical context is therefore very rich.

Captain-Lieutenant of the 1st Company of the King's Musketeers, he led the close guard of the monarch and his minister Cardinal Mazarin, whom he followed on their many journeys or for whom he carried out secret or trusted missions. Thus, in 1660, he accompanied the king on a year-long journey through France. His destination was the Island of the Pheasants, in the mouth of the Bidasoa River which separates France from Spain, to marry the Infanta Maria Teresa. The following year, in 1661, he was charged with arresting the Superintendent of Finances, Nicolas Fouquet, and then taking him to Pinerolo (Italy) where he kept him for three years. Finally, as Governor of Lille and the Northern Provinces, he took part, alongside Louis XIV, in the war against the United Provinces. Mortally wounded, he died in Maastricht (Netherlands) on 25 June 1673.

This memory is still alive today, both in the Gers, his native country, and in Maastricht, where annual events pay tribute to him.

Thus, from France to Spain and then from Italy to the Netherlands, with forays into Belgium and Germany, it enables the Route to bring together several countries around this historical theme.

This eventful life was the glory of Alexandre Dumas, who turned him into a romantic hero. The writer devoted three novels to d'Artagnan: *Les Trois Mousquetaires*, *Vingt Ans Après* and *Le Vicomte de Bragelonne*. These are international successes that are constantly being republished and have given rise to more than thirty films, series, a musical and comic strips. The most diverse traces of this hero can be found all over the world: although the French post office dedicated a stamp to him in 1997, Belarus minted silver coins bearing the effigy of the four musketeers and a group of German musicians called D'Artagnan! Finally, statues of D'Artagnan and the Musketeers swarmed to the

four corners of the world: Lupiac, Auch and Condom, in the Gers, his homeland, but also Maastricht. . . until the entrance of a university in Cincinnati (USA)!

The search for literary highlights linked to Alexandre Dumas and the sites mentioned in the various books allows, once again, to affirm the international cultural dimension of the Route d'Artagnan project. On this basis, the Route d'Artagnan is developing several thematic routes, the cumulative total of which, according to the French Equestrian Federation, exceeds 10,000 km:

- the Route Royale, follows the missions of d'Artagnan in the service of King Louis XIV,
- the Route de Madame d'Artagnan leads to his wife's hometown,
- the Route of the Cardinals, in the footsteps of the king's prime ministers, Cardinals Richelieu and Mazarin,
- the Route des Mousquetaires passes through the villages of origin of the 4 Mousquetaires,
- the Route de l'Infante joins the wedding place of Louis XIV with the Infanta of Spain,
- the Route de Pinerolo is the one by which d'Artagnan accompanied Minister Fouquet, whom he arrested in Nantes and took to prison in Italy.

The entrance through the world of the Musketeers also opens onto a sporting culture. Fencing in the first place. Finally, the ultimate objective being the creation of an equestrian route, this further widens the potential with all the culture linked to the horse. This dimension extends from the preservation of local horse breeds to the equestrian academies that have been developed in the various European courses, as well as all forms of mobility on horseback, from individual rides to horse-drawn carriages.

3.1.3 Values of the Council of Europe represented by the Route

The Musketeers' rallying cry, popularised by Alexandre Dumas, is "All for one, one for all". This slogan is particularly relevant to the Council of Europe since it calls for solidarity between partners, just as the Musketeers knew how to stand together against the enemy. Beyond this cooperation between the members of the group, d'Artagnan is still a figure of fidelity, through his abnegation at the side of his king.

The sporting dimension, with fencing and horse riding, is also a school of rigour and respect for rules. Horse-riding adds the necessary good treatment of animals and the preservation of a healthy nature to feed these animals.

For the social dimension, it should be added that Alain Libéros, President of the d'Artagnan Route, became a member of the Board of Directors of the International Social Tourism Organisation in 2020.

3.2 Fields of Action

3.2.1 Co-operation in research and development

An historical research group has been developing around Maastricht since 2003, bringing together French, German, Dutch and Belgians. It is this group that formed the basic core of the current Scientific Council. The Route of d'Artagnan has since chosen to split its Scientific Council into 3 commissions: history, economy and culture & pedagogy in order to meet the needs in terms of research and development.

- The Historical Commission, under the impetus of Odile Bordaz, historian and heritage conservator, works regularly and meets about once a month, by videoconference, in order to review the progress of its dossiers. Unfortunately, it no longer reports on its discussions. It has co-opted members in France, Belgium, the Netherlands and Germany, among which few universities.

After its work on the inventory of historical and literary sites linked to d'Artagnan, the historical commission has just started a reflection on European equestrian academies which will be led by specialists from the University of Angers. This university has just joined the network of universities linked to the Council of Europe's Institute of Cultural Routes.

- The economics committee took advantage of the presence of Laurent Savignac, project manager for soft traffic at the Centre Val de Loire Region to draw inspiration from the experience of the “Loire by bike”. The methodology for setting up the routes of the Route will be based on a quality reference framework for the choice of routes: the aim is to give priority to the technical and tourist content, an equestrian route must above all meet the needs of the horses and must therefore not be far from potential stopping places (riding centres and farms, stud farms, tie-bars and watering places, etc.). At the same time, it must seek to enhance natural landscapes and sites of interest. This is achieved through the implementation of Géocheval, an online mapping system developed by the French Equestrian Federation (Fédération Française d’Equitation). The Route d’Artagnan is now visible on the map, and all riders can now design their route and stopovers.

In a second phase, the commission is working on the economic viability of the project. After a comparative study of the operation of several other cultural routes, it is looking into the search for funding for the jobs to be created within AERA in order to make the structure sustainable.

- The cultural and pedagogical commission has a dozen members. It operates regularly by videoconference. It has focused on the development of pedagogical actions that have been tested in the Gers under the title “School for Young Musketeers”. These multidisciplinary educational activities include sequences dedicated to the initiation to fencing and horse riding, music, singing and theatre. A version for 7–12 years old has been validated and the teaching sheets are currently being translated. The version for secondary school pupils, which is more complex, still needs to be improved.

The commission is also overseeing the creation of an Escape game, the French version of which has been completed. The accompanying booklets in English and Dutch are in the process of being validated.

3.2.2 Enhancement of the memory, history and European heritage

The first work of the Historical Commission consisted in drawing up an inventory of the high historical sites concerned by d’Artagnan and the Musketeers, then the high literary sites concerning Alexandre Dumas and the sites evoked in his novels. This set represents a corpus of 250 sites spread over 6 countries. AERA proposes to link and animate these places through 6 routes.

The current work of the Historical Commission consists in setting up a series of colloquia or conferences which, under the title “D’Artagnan, European Hero”, should animate the network in its university dimension. The first session, scheduled for 2020, had to be postponed. The aim is to create a travelling event that would move from one place on the Route to another each year.

This scientific work of memory complements the activities already in place on several sites and through partner organisations, the aim of which is to promote the memory of d’Artagnan and the Musketeers. Here we can mention the contribution of the King’s Musketeers’ Company, created in 1951, with more than 4,000 members in 18 squadrons around the world. The Company participates in commemorations, in costume, wherever the memory of d’Artagnan is celebrated.

The creation of the Route des Mousquetaires has revived the historical interest of certain places for d’Artagnan or the Musketeers. In Lupiac, a small local museum, created in 1998, has taken on a new dimension with more than 6,500 visitors a year; in Sainte Croix (Saône et Loire), the village of Madame d’Artagnan, a space is dedicated to the musketeer ; the Cercle historique des amis de l’Arribère and the Communauté de communes du canton de Navarrenx (France) have set up a think tank with the aim of anchoring Navarrenx in the Route d’Artagnan and the history of the Musketeers; in Arette, the Barétous house has opened a new room dedicated to the Musketeers. Abroad, it is above all in Maastricht, around an annual commemoration, that the memory of d’Artagnan is greeted every 25th June, the date of his death. Another important festival is held in Pinerolo (Italy), but the Route has not yet succeeded in structuring a solid partnership there.

There are still a number of exhibitions or conferences from the one in Visé (Belgium, 2017) to “D’Artagnan and Monte Cristo, comic book heroes: the great novels of Alexandre Dumas as seen by the comic strip” (planned for Saint Germain en Laye in 2020).

3.2.3 Cultural and educational exchanges for young Europeans

The d’Artagnan Route has worked to develop products that could now be distributed to foreign partners after being tested several times in France.

The educational commission, in conjunction with Canopé (the French National Education’s educational support network), has developed an Escape game based on d’Artagnan. This game, which is not just for young people, has been tested several times in French towns in the network. Particular attention was paid to the vocabulary so that it would be possible to quickly make versions in other languages. The Spanish and Dutch translations are currently being validated.

An operation called “Young Musketeers” has also been tested in schools and could soon be extended to other schools. These are outdoor activity sessions allowing children to discover, through history, horse riding and fencing.

3.2.4 Contemporary cultural and artistic practice

Two cultural structures are particularly active on the d’Artagnan’s Route. The theatre company “La Boîte à Jouer” runs several stages of the Route each year for shows around d’Artagnan. “Lames en Seine”, adherents of the Route, is a company specialising in artistic fencing shows and offers shows on the theme of the musketeers.

The operation Jeunes Mousquetaires can also be considered as a contemporary practice of culture, equestrian arts and sword as it mixes artistic expression and sports.

D’Artagnan, who was a gourmet man, left many testimonies of his meals. A culinary exchange operation was initiated by the scientific committee between the Gers and Maastricht with the participation of a starred chef, André Daguin. This operation should be renewed. In the culinary field, the Route d’Artagnan also aims to promote local products.

3.2.5 Cultural tourism and sustainable cultural development

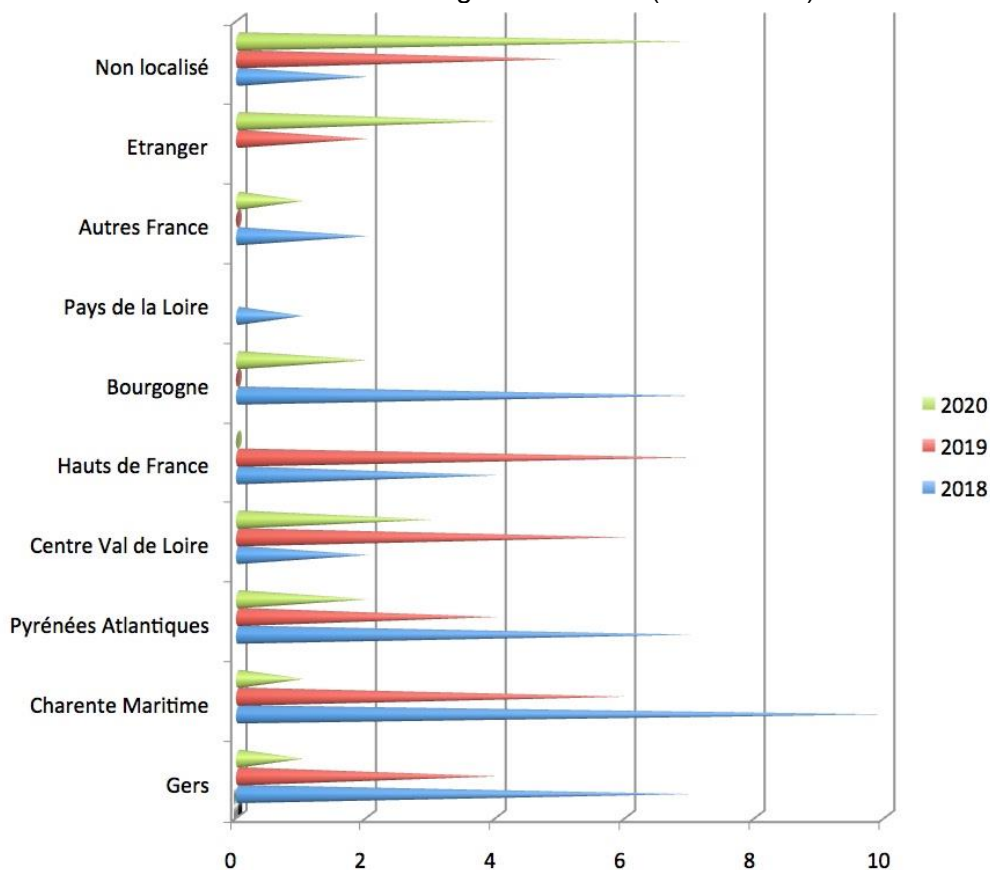
A number of events have been organised, with exhibitions or artistic creations. The various statues of d’Artagnan that have been erected in several cities are an illustration of this (Lupiac, Artagnan, Auch, Condom, Pau, Paris, Maastricht Netherlands, as far as Cincinnati USA. . .).

The Route de Madame d’Artagnan, which leads to his wife’s native village, is animated each year by a summer season, the “Caravane Madame”, a travelling festival that accompanies a 200km horse ride with about thirty shows organised each evening in different towns.

Some of these activities have led to the marketing of some tourist products such as “L’Echappée Nuptiale” which has been taking place for several years in Charente-Maritime. The effective opening of the four Routes which criss-cross the department of the Gers, around Lupiac, will allow, in 2021, the implementation of products sold on line by the departmental tourist agency “Destination Gers”.

The list of activities listed in the application file (point 4) shows a fairly wide distribution on French territory but a weakness at international level. Of the twenty or so activities listed, six were planned for 2020 and had to be cancelled. Germany, Belgium, Spain and Italy are mentioned once. It should nevertheless be noted that Italy does not yet have any member in the AERA Network but that the activity listed in 2019 shows that this potential partner is active: its membership of the network would strengthen the reputation of the Route d’Artagnan beyond the Alps.

Doc. 1: Geolocation of Route d’Artagnan activities (2018–2020)



Particularly noteworthy is the activity in Charente-Maritime, where “L’Echappée Nuptiale” has been organised for several years and where various activities with the young Musketeers and the Escape game have taken place. Similarly, the Hauts de France region is very active. D’Artagnan was Governor of Lille and his memory seems to arouse a certain enthusiasm. Although only 4 events appear in the AERA report for this region, the website of the Hauts de France Regional Equestrian Tourism Committee presents around ten Route-related activities for the period 2019–2020.

3.3 Cultural Route Network

3.3.1 Overview of the institutional/legal structure of the Network

The European Association of the d’Artagnan Route (AERA) was created in 2014, during a Constitutive General Assembly held in Brussels. 29 partners signed the statutes: 24 French, 2 Belgian, 2 Dutch and 1 Spanish. These members are still all members today, except for the commune of Sainte Croix en Bresse, but the network now has 79 members.

The statutes of the AERA are those of a “law of 1901” association within the French legal framework. AERA is composed of members divided into several categories (art. 4.1): full members (including founding members), associate members, observer members and individual friends. In the 2014 statutes, “friends in an individual capacity” were not entitled to vote at general meetings (art. 6.8).

This was changed by the general meeting of 2018 which gives friends the same rights as other members (Minutes of the General Meeting, 3.3).

The governance of the network (art. 8.1) is ensured by a President, Vice-Presidents, an Executive Board and thematic commissions (art. 12.1). The latter are in charge of:

- Route infrastructure,
- accommodation and catering,
- the enhancement of the heritage in all its dimensions,
- partnerships with the federations and associations concerned,
- promotion and scientific studies.

This structure is not entirely reflected in the presentation of the Executive Bureau of the candidature file (2.2.c) which is composed, after the President and the Vice-Presidents, of:

- scientific committee,
- communication-website,
- infrastructure and logistics,
- coordination of AERA club activities, relations with public authorities, social tourism.

The setting up of AERA Clubs spread over each territory crossed is a good initiative. These clubs are intended to bring together and animate the local stakeholders of the network. They are best placed to monitor the quality of the Route and to dialogue with local authorities if necessary.

For the moment, the foreign partners each have a vice-presidency of the association. Nevertheless, it should be noted that nothing is specified in the statutes for a compulsory representation of the different countries concerned, nor for a rotating presidency between the different partner countries, following the model of the European bodies.

Similarly, few scientific partners are members: it may be appropriate to provide for a special membership fee for universities with limited financial means, which, on the other hand, will bring a renewed reputation to d'Artagnan through the symposia, exhibitions or publications they will produce.

Finally, the Covid period showed that the organisation of associations could be disrupted with, for example, the postponement of general assemblies. It may be appropriate to provide for the possibility of extending mandates in case of force majeure or replacing elected officials during their term of office.

3.3.2 Route progress

On 24 July 2020, the FFE considers that the Route d'Artagnan, once completed, will represent 10,472 kms in cumulative routes. As some sections are common to several Routes, the independent sections will represent nearly 8,000 kms.

To date, 1,140kms (11%) have been validated, marked and registered in the PDIPR (Departmental Plans of Pedestrian and Hiking Routes), 2,750kms (26%) are in the process of being registered in the PDIPR, 3,532kms (34%) are being verified in the field. More than a third of the Network is therefore now secure and almost 2/3 are already usable in France.

1,402kms (13%) remain under study and 1,648 kms (16%) are missing.

To this figure should be added the foreign routes, which are also well advanced.

The realisation of an equestrian Route is not as simple as that of a pedestrian Route. Horses need soft ground, not too hard. They also need specific equipment. Finally, border crossings are subject to veterinary requirements, which has led to the negotiation of an agreement between France and the Benelux countries to allow the movement of horses.

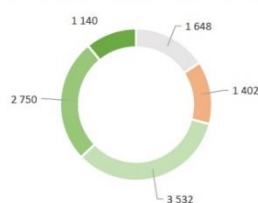
Doc. 2: Current state of the Route d'Artagnan (source FFE, 24.07.2020)

Convention AERA x FFE signée en juillet 2018

- Accompagnement par le cartographe FFE
- Mise à jour des itinéraires via le SIG
- Valorisation sur GeoCheval.com
- Export mensuel pour le site d'AERA

6 000 km d'itinéraires pour 6 routes thématiques ; 8 000 km à terme, une fois l'ensemble des itinéraires validés.
10 472 km de tracés en base de données SIG (portions sur plusieurs routes thématiques)

Avancement des itinéraires REA - 10 472 km



- Portions manquantes
- Portions non reconnues ou en cours d'étude
- Tracés identifiés en cours de vérification sur le terrain
- Tracés validés dont le balisage et/ou l'inscription PDIPR sont en cours
- Tracés validés, balisés, et inscrits au PDIPR, soit ouverts aux randonneurs

Progression depuis le 24/07 :

- Portions en Centre-Val de Loire : passage du statut « manquant » à celui « tracés en cours de validation » pour l'itinéraire vers l'ouest (Route des cardinaux) et celui vers le sud (Route royale)
- Portion en Pays de la Loire : passage du statut « manquant » à « tracé en cours de validation » pour l'itinéraire de jonction avec le CVL pour la Route des Cardinaux (135 km, inscrits au PDIPR en mai 2021)



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

Since its creation, AERA has been steadily increasing its membership. After the 29 creators of 2014, the application file now has 79 members. However, the General Assemblies of 2017, 2018 and 2019 only count around twenty voters each year.

The national distribution of members shows a very large French representation (66 members, 84%). Only Belgium, with 11 members (11%), shows a significant commitment. According to AERA's Belgian correspondents, this is due to the importance of equestrian tourism in the Walloon region, in particular the international impact of Liege airport, which is the specialised hub for the entry of foreign horses into Europe. A number of equestrian hikers, Americans in particular, are already criss-crossing the region, and the Route d'Artagnan will be an additional asset for them. The other countries still have a symbolic representation: Netherlands (2), Spain (1), Portugal (1).

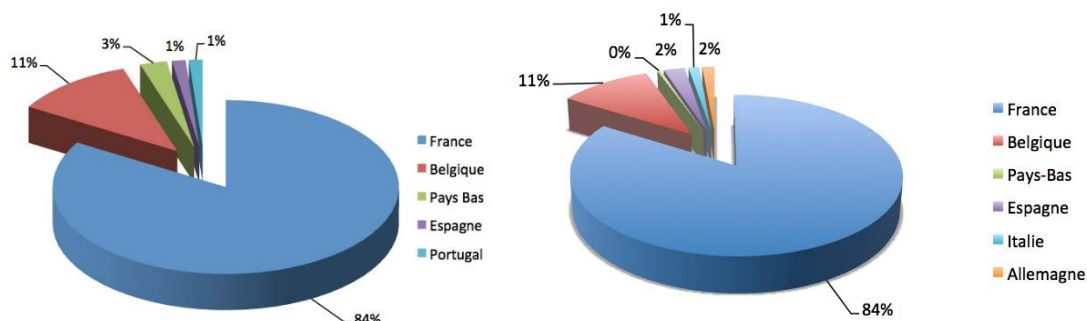
The absence of Italy should be noted here. The town of Pinerolo was nevertheless the bearer of the COSME project with the French Equestrian Federation (2015–2017), which allowed the validation of 120kms of road between Pinerolo and the French border. The route is therefore existing but no Italian partner is currently involved with AERA. The municipality of Pinerolo, requested in the framework of this evaluation, has not yet followed up on this request.¹ It is all the more urgent to mobilise the Italian actors as the Road exists in this territory.

However, the share of French stakeholders will always remain very important because the roads are very largely located in France. Out of the 8,872 km of routes identified, 7,441 are located in France, i.e. 84%, exactly the same percentage as the distribution of members. The same applies to Belgium, the second country in terms of the length of the Route (947Kms).

¹ Request for information by e-mail on 10 November 2020 to the contact person indicated by AERA. Answer: "Buongiorno, ho inviato la sua mail ai miei superiori sono in attesa di indicazioni" ("I have forwarded your e-mail to my superiors, I am waiting for their instructions"). No further reply since then.

Doc. 3: Geolocation of the Route d'Artagnan (2020)

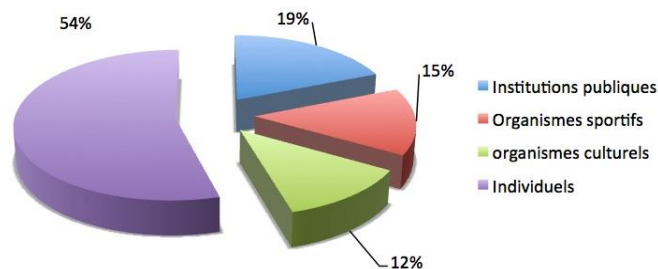
On the right, geolocation of the stakeholders, on the left, kilometric distribution of the routes



It should be noted, however, that since the submission of the application file, things have changed. Thus, in November 2020, AERA registered the membership of the Italian Equestrian Federation, an important support for the development of the Route in Italy, as well as that of the Portuguese School of Equestrian Art, the second link in the project of a European Equestrian Academy alongside the Cadre Noir in Saumur (France).

The founding members were, in 2014, mainly public institutions: 12 out of 29. The reports of the various General Assemblies regularly underline the decline in the number of institutional members. The list of 2020 members now includes a large majority of individual members (54%).

Doc. 4: Typology of Route d'Artagnan actors (2020)



3.3.4 Budgetary aspects and sustainability of the network

This evolution of the typology of members shows a growing involvement of civil society in AERA. At the same time, it raises questions about the viability of the network. Indeed, the different budgets show a regular and significant decrease in the contributions of public bodies, from €24,700 in 2017 to €15,500 in 2019. With the end of subsidised projects in 2019, another important source of funding will disappear. The budgets announced for the coming triennium seem to be completely overestimated, unless a significant number of public partners are quickly won back or AERA is involved in new European calls for projects.

Doc. 5: Comparative table of the Route d'Artagnan budgets (2017–2023)

BUDGET	Forecast	Actual
2017		65,857
2018	80000	72609
2019	96988	58,137
2020	72992	59300
2021	85,000	
2022	125,000	
2023	175,500	

The forecasts for the coming triennium are intended to justify the prospect of AERA employing employees, but this does not take into account the fact that some of the work will be carried out by partners. Thus, in August 2020, the regional federation of Equitation Centre - Val de Loire published a job offer in August 2020 for a “person in charge of equestrian tourism on the European Route d'Artagnan”, which will strengthen the association's action on this part of the Route. This partnership formula is one of the avenues being studied by the “economic” commission of the Scientific Council.

3.3.5 Strategy for the extension of the network in the next three years

Following the pandemic that paralysed many actions in 2020, the D'Artagnan Route development plan has fallen behind schedule, both in terms of the progress of the routes and the prospecting of new members. Thus, the major promotional event for French elected representatives, which was to take place in October 2020 in Paris, with several hundred potential member guests, had to be cancelled, as well as the General Assembly which was to take place in November 2020 and which was postponed until January 2021.

With regard to AERA stakeholders and potential members, a strategy of regular videoconferences has been put in place to replace the ban on face-to-face meetings. This will help to maintain links and several memberships should become a reality in the coming months. Likewise, the setting up of “AERA Clubs” in several territories allows a more direct animation of local actors.

As far as routes are concerned, a large part is now signposted and riders are already riding on them. For example, in the Gers, the starting point for all the roads, the Route Madame and the Route Royale are signposted for 281 km. At the other end of the Route, in Belgium, 80% of the 947 kms are signposted. In Italy, where AERA does not yet have any members, 109 km of signposted tracks link up with France. The topo-guides that should have been published in 2020 will not be published until 2021, but several online maps are already active (see 3.4.2 below).

Significant progress has been made. Thus, the arrival of the University of Angers in the Scientific Council brings with it that of the Esthua, an institute dedicated to tourism training, with a speciality in equestrian tourism. A teacher-researcher, Sylvine Pickel, devotes her work to equestrian heritage. The University of Angers is the leader of a European project entitled “The horse as an agent of transmission of European heritage and Europeanisation” (2020) with a dozen universities representing ten countries (France, United Kingdom, Hungary, Finland, Italy, Norway, Poland, Germany, Czech Republic, Iceland and Portugal). The European Equestrian Academies network project is being implemented here with the aim of linking the Cadre Noir of Saumur (France), the Royal Andalusian School of Equestrian Art (Spain), the Portuguese School of Equestrian Art

In terms of communication, the D'Artagnan Route has given priority to internal communication, aimed at members (or future members), partners and users of the Route. It has thus set up a "Charter for AERA Clubs" which are the Route's leaders in specific areas, a "Practical sheet for membership fees and subsidies", a "Standard partnership agreement", a graphic charter for the use of the logo and a "Hiker's ethical charter".

However, when studying the members' websites, we note that there are few references to belonging to the D'Artagnan Route. Partners should be made aware of the use of the Route's logo and that of Europe when certification is obtained.

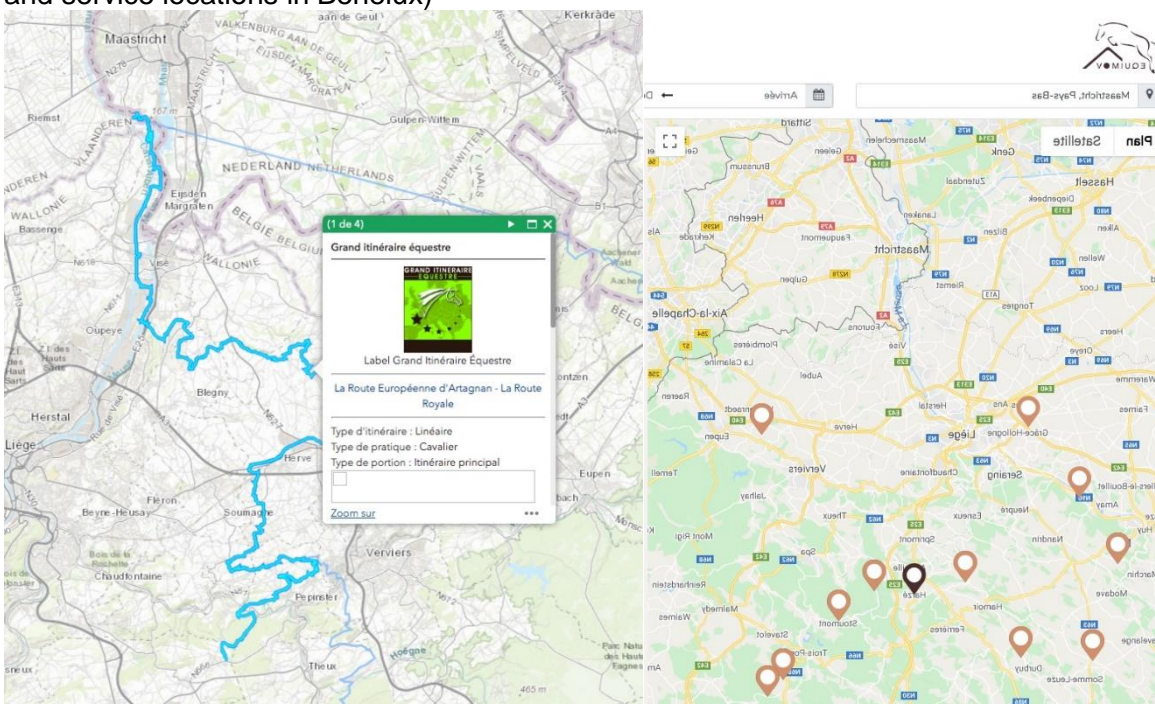
3.4.2 Current status of mapping tools

Each of the routes in the network must be the subject of personalised topo-guides. This work was delayed in 2020 and should be completed in 2021 with the Infante's Route.

Several digital supports also exist. The first, Géocheval (Geohorse), managed by the French Equestrian Federation and the National Equestrian Tourism Committee, proposes all the equestrian routes set up. There are also a few foreign routes. Those of the D'Artagnan Route already appear in Benelux, Spain and Italy. However, it should be pointed out that the routes appear in a differentiated way according to several criteria: marked, signalled or officially recognised routes. In France, there are PDIPRs, Plans Départementaux des Itinéraires de promenade et de Randonnée (Departmental Plans for Walking and Hiking Routes) which "officialise" the routes. The aim of the PDIPRs is in fact to "encourage the discovery of natural sites and rural landscapes through the practice of hiking, by guaranteeing the continuity of hiking routes, while ensuring the conservation of the heritage constituted by rural paths" (site sportsdenature.gouv.fr). Registration with the PDIPR thus guarantees the maintenance of the Route.

Another GPS application is also available and provides similar information: SitiTrail. SitiTrail has more than 350,000 subscribers, which ensures a certain visibility of the routes. Finally, a third online service offers the geolocation of equestrian activities and accommodation in Europe: Equimov. This group of service providers is an important relay for the Route d'Artagnan.

Doc. 8: Examples of maps of the Route d'Artagnan (on the left, Géocheval, the Route d'Artagnan in Benelux - on the right, Equimov, location of reception and service locations in Benelux)



4. Conclusions and Recommendations

4.1 List of eligibility criteria

Created in 2014, the European Association of the Route d'Artagnan (AERA) brings together, at the date of submission of the application, 79 players from 5 countries. 10,000 kilometres of routes have been identified, divided into 6 routes on which more than 30% of the signalling work has been undertaken and completed. 250 major historical sites have been identified by the Scientific Council as stops to be promoted and animated. Activities are already underway at several sites.

The memory of Charles de Batz de Castelmoré d'Artagnan, allows us to revisit the history of the 17th century with values that are summed up by the Musketeers' motto: "All for one, one for all". This phrase appeals to the notions of solidarity and cooperation, which are the founding values of Europe. At the same time, d'Artagnan conveys a whole sporting culture linked to horse riding and fencing, which are schools of self-sacrifice and work to acquire mastery of these arts.

Although cultural and artistic activities have been set up over the years at various sites along the Route, particular emphasis has been placed on the creation of educational tools for young people. Two innovative products have been tested in French schools, the "Young Musketeers" and an Escape Game. The educational sheets are currently being translated in order to export these projects to partner countries and allow exchanges between young secondary school children. An Erasmus project is due to start in 2021 around the writer Alexandre Dumas.

The choice of the horse as a means of mobility makes the Route d'Artagnan an exemplary and innovative project since it will be the first European equestrian Route. This particularity makes the setting up of the network a little more complicated because it requires special means: green and grassy paths, specific equipment for the stops - tie bars, drinking troughs, equestrian centres and the location of local health services (farrier, veterinary surgeon).

The sporting, cultural and artistic events organised over the years at various sites along the Route are already the subject of some of the tourist products on sale.

4.2 List of priorities for action

In terms of research and development, the AERA has divided its scientific board into 3 committees.

The Historical Commission is composed of academic and non-academic stakeholders from several countries. It has drawn up an inventory of 250 historical or literary sites which will mark out the Route and around which it will be possible to organise events. Some events such as the "wedding getaway" and the "Madame caravan" are already active.

The economic commission's role is to optimise AERA's resources by finding financial solutions.

The promotion of European memory, history and heritage is at the heart of the project. D'Artagnan brings to life many events from the century of Louis XIV. It brings to life more or less well-known sites, from the small native village of Lupiac (France) to the city of Maastricht where the death of the musketeer joins European history because of the treaty that bears the name of this city. In addition to the immovable and intangible heritage, the Route d'Artagnan also aims to preserve the equestrian and fencing heritage.

The cultural and educational exchanges of young Europeans is, for the moment, the weak point of AERA. However, the setting up of 2 educational programmes (School of Young Musketeers and the creation of the Escape Game) should quickly foster relations between schools, secondary schools and high schools.

Contemporary culture and arts are already present on the Route through several events. It is even more concrete through the École des Jeunes Mousquetaires (Young Musketeers' School), which is an introduction to two particular sporting cultures: horse riding and fencing.

The European Route d'Artagnan is in itself an innovative cultural product as it will be the first Route for horses. This implies respect and enhancement of the environment through the green paths that will be used and maintained for this purpose. Equestrian culture takes various forms depending on the region, both in terms of local breeds and the uses and materials used. This aspect will not be neglected by AERA, which wishes to create a network of equestrian academies, those schools which, in several countries, have set up methods for breeding and training horses for equestrian competition and shows.

4.3 List of criteria for networks

From a research point of view, the AERA Scientific Council is developing a theme for conferences centred on "D'Artagnan, European Hero". Around this theme, symposia or seminars will be organised each year in different places of the network.

In addition to the 250 venues identified by the Scientific Council, other opportunities for enlargement are available to AERA. First of all, there is the network of European equestrian academies, then the whole heritage linked to horses which is now being addressed within the framework of a European university project led by the University of Angers, which is a member of AERA. Finally, Alexandre Dumas opens up a perspective on the Caucasus, where the idea of a Route in the footsteps of the writer has been sketched out.

AERA operates in the form of an association under French law open to foreign members. Its financial equilibrium was, until now, satisfactory thanks to subsidies from a European project. The creation of an economic commission to study the best solutions for financing the project in the future is promising.

It is important to underline here the important structural work that was carried out upstream by AERA: inventory of the places of memory but also partnerships with the equestrian and fencing federations of the countries concerned, creation of charters and procedures for both partners and users, creation of AERA clubs in charge of animating parts of the Route, implementation of communication tools, online mapping systems, creation of a logo and a graphic charter.

4.4 Recommendations

The year 2020 has not been favourable to the development of the Route d'Artagnan, both in terms of the progress of the routes and the increase in members and activities on the Route. Nevertheless, the basis of the network seems solid and the objectives have been well targeted. Many tools have been developed to ensure the future of the project.

In conclusion, our recommendations will be, beyond the progress of the routes which seems to be well under way:

- To recruit the foreign partners needed to complete the Route: Germany, Italy in the first place.
- To transfer to the network, in France and abroad, the experiences of the Young Musketeers' schools and the Escape Game.
- To set up the cycle of conferences "D'Artagnan, European Hero".
- To extend the international dimension of the Scientific Council to other partner countries.

- To continue to organise annual events along the routes.
- To rapidly produce the first topo-guides on the validated routes.
- To mobilise stakeholders to highlight their participation in the network through the use of the logo(s), especially when European certification is obtained.

Criteria		Fulfilment of certification criteria by the Route
I.	Cultural Route Theme	
II. Priority fields of action	Cooperation in research and development	Satisfactory. The inventory of places of memory has been carried out
	Enhancement of memory, history and European heritage	The project for a series of conferences “D’Artagnan, European Hero” has been refined. It still needs to be put in place quickly.
	Cultural and educational exchanges for young Europeans	The teaching tools have been tested in France. It is important to transfer these tools abroad (translations) and to organise exchanges between young Europeans.
	Contemporary cultural and artistic practice	Equestrian culture and the equestrian and fencing arts are an original medium. Their practice must be shared with foreign partners.
	Cultural tourism and sustainable cultural development	The equestrian routes are organised with close respect for nature (environment and animals).
III. Cultural Route Network		The network includes 5 countries. However 2 countries on the main Route are not yet represented: Germany and Italy. It is important to convince them quickly.
Communication tools		There is 1 website, 1 Facebook, online mapping, a logo and a graphic charter. The website does not yet have a foreign language version, which is a defect when you know the interest of American riders in horse riding in Europe. The first topo-guides are not yet available.

5. List of references

5.1 Certification file

1. Certification file
2. List of annexes of the certification file

5.2 The Network

3. REA General Presentation
4. REA presentation générale
5. List of topo-guides and names of routes
6. Project of partnership agreements 2021–2024
7. Letter from the president - founder of July 28, 2020, to the 600 correspondents on the road
8. Lettre du président fondateur du 28 juillet 2020 aux 600 correspondants sur la route
9. Contact points Germany
10. Contact points Belgium
11. Contact points Spain
12. Contact points France - Burgundy Franche Comté
13. Contact points France - Centre-Val-de-Loire
14. Contact points France - Grand Est
15. Contact points France - Hauts de France
16. Contact points France - Ile-de-France
17. Contact points France - New Aquitaine
18. Contact points France - Occitania
19. Contact points France - Pays de la Loire
20. Contact points France - SUD PACA
21. Contact points Frances - Auvergne Rhône Alpes
22. Contact points Italy
23. Italie - Register of contacts interested in routes
24. Contact points Netherlands
25. List of CRTE-CDTE by the FFE
26. List of Historical and Literary High Places with explanatory sheets
27. Table of contact points in the 15 regions

5.3 Statutes

- Legal status signed with logo + membership form + subscription form

5.4 Members

28. List of members of the network + the Scientific Committee

5.5 General Meetings

- Minutes of the 2017 General Meeting
- Minutes of the 2018 General Meeting
- Minutes of the 2019 General Meeting

5.6 Budgetary information

1. Operating budget 2020
2. Commentary budget forecast 2020 to 2023
3. COSME funding
4. Interreg funding
5. Budget forecast table 2020–2023
6. Treasury 2018 - AERA
7. Treasury 2019 - AERA
8. Treasury 2019 - Budget 2020 - AERA
9. REA business model defined in 2016
10. Economic and tourism impacts of REA in all its dimensions
11. Study conducted by ESSCA

5.7 Activities

- Three-year business plan
- Preliminary presentation of the Erasmus+ dossier submitted by the Gers Departmental Council
- Partnership Agreements 2018–2020 + Annex to an Agreement (CARA)
- Presentation of AERA clubs
- Assistance in setting up REA in a department or province
- OITS membership confirmation
- Hiker's charter for all types of users
- AERA Hosting Charter and Agreement - 2019 + REA stage logo

- La Caravane Madame - Cultural itinerant project
- The new musketeers to conquer Europe (September 2011)
- D'Artagnan European Heroes
- Company of Musketeers of Armagnac
- Musketeers' Notebook
- Quadripartite Convention for the implementation of EJME
- D'Artagnan Back to the future
- Escape game d'Artagnan Presentation
- Presentation of the EJME
- Listing Regional and National Parks
- Routes of the Gers
- References of the National Equestrian Schools Portugal
- Event posters 2018–2020
- Screenshots of publications on social networks
- AERA press kit
- Press release 500 years of Chambord
- Press release Inauguration Chantilly
- Press kit Inauguration Retz en Valois

5.8 Communication tools

- Screenshots of publications on social networks
- Event posters 2018–2020
- AERA press kit
- Press Release 500 years of Chambord
- Press release Inauguration Chantilly
- Press kit Inauguration Retz en Valois
- Graphic charter
- European markup brand (Square)
- Panel model of the Gers department
- REA step logo
- AERA Flyer
- EJME Flyer
- REA Poster

- Model of kakemono + banner
- Photos scarf - polo shirt - saddle pads - gown - medals
- Dartagnane FR / Dartagnane EN
- Dartagnane gascon
- European Young Musketeer Diploma
- Musketeer's Booklet
- Newsletter 2018–2020 English
- Newsletter 2018–2020 French
- Topoguide of Navarre
- Presentation of Béarn
- Press review 2018–2020

6. Appendix 1: Interviews with management and network members

I was able to make a field visit around the association's head office, in the Gers and Hautes-Pyrénées departments, which enabled me to meet many people working in the field and to go to several points along the Route to check the state of the signage.

I was then able to contact several members in different countries by videoconference.

DATE	NOM	ROLE
15/10	GERARD (Philippe)	Deputy Director of the Departmental Council (in this capacity he supervises the department's hiking routes). Also Vice-President of AERA
	GUY (Patrick)	Director of educational resources and cultural action of the Gers department
	BOZZA (Laurence)	Tourism centre of the Gers department
	TAJAN (Denis)	Secondary school principal, pilot of the Escape Game d'Artagnan
	SONNEVILLE (Sylvie)	Head of the Sports and Youth department of the Gers department, pilot of an Erasmus project in creation on "Alexandre Dumas, carnets de voyage".
	FITTE (Catherine)	Secondary school Service of Gers department
	BLANCHARD (Thierry)	Tourism Committee " Destination Gers ", in charge of the inventory of tourist resources within a radius of 3kms on each side of the road (mapping in progress)
	JARDRY (Sabine)	Riding centre manager, AERA club of the Gers
	DUTOYA (Marie Odile)	President of the AERA Club of the Pyrénées Atlantiques
	FOURRAGE (Daniel)	Vice-President of the AERA in charge of IT issues, President of the association "Tous d'Artagnan".
	AUGURO (Ruben)	Equestrian Federation of Navarre, responsible for the Spanish route, member of the Scientific Committee (Spain)
	MEDAN (Aurélia)	Mediator of digital services for Canopé (French National Education), project leader for the creation of the Escape Game d'Artagnan
	RIVIERE (François)	Captain Lieutenant of the Compagnie des Mousquetaires d'Armagnac
16/10	THIEUX-LOUIT (Véronique)	Mayor of Lupiac (birthplace of d'Artagnan)
	GERARD (Vanessa)	Director of the "Chez Madiran" winery, gastronomic partner of the AERA project

	VITSE (Stephane)	Director of the Trencali farm, hosting partner of the AERA road
	ETIENNE (Stéphane)	Mayor of the town of Artagnan (family stronghold of D'Artagnan)
	BERJONVAL (Marie Christine)	President of the MJC of Vic en Bigorre
	MARCHE (Valery)	Live show contractor (horses and birds of prey), stage of the Route d'Artagnan
17/10	Abbaye de Flaran	Museum, stage of the Route d'Artagnan

Other meetings or contacts

28/09	MANDIN (Claire)	University of Angers, member of the Scientific Council
	PECON (Carine)	Department of Charente Maritime, Directorate of the Environment and Mobility, in charge of creating and maintaining hiking routes
30/10	PARET (Audrey)	Project Manager; Management Assistant AREA
	VALLAEYS (Martine)	Head of community relations, deputy vice-president for Young Musketeers operations
	MESSAGER (Sara)	Volunteer, writer of the application file
2/11	LACROCE (Fausto)	Potential partner (Italy)
3/11	BORDAZ (Odile)	Historian, President of the Scientific Council
5/11	KLEBACH (Helmut)	VFD, German Riding Federation (Germany), Member of the Scientific Council
9/11	DYKMANS (Eric)	City of Oupeye (Belgium)
	SAVIGNAC (Laurent)	Project manager for soft traffic, Centre Val de Loire Region, member of the Scientific Council.
10/11	VAUTERO (Cristina)	City of Pinerolo (Italy)
13/11	BOUIX (Frédéric)	General Delegate of the French Equestrian Federation
	DO-TEGGOUR (Cécilia)	Head of equestrian tourism at the French Equestrian Federation

7. Annex 2: Checklist for the expert's assessment

EXPERT ASSESSMENT CHECK LIST						
		QUESTIONS	Yes	No	Comments (if any)	
3.1 THEME	1	Does the theme of the Route represent a common value (historical, cultural, or heritage) to several European countries?	1		5 member countries, more to come	
	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		Horses and fencing are innovative projects within the framework of the Routes. The educational projects developed are also innovative.	
	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?	1		
		8	Does the Route show how these themes are representative of European values shared by several European countries?		0	International colloquia and publications should provide this part of the service.
		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		

	1	Does the Route have a multidisciplinary Scientific Committee?	1		
	1 2	Does the Scientific Committee work on its theme at the European level?	1		Through the “d’Artagnan, European Hero” project
	1 3	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the theoretical level?	1		
	1 4	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	1 5	Do the Route activities take into account and explain the historical significance of tangible and intangible European heritage?	1		
	1 6	Do the Route activities promote the values of the Council of Europe?	1		
	1 7	Do the Route activities promote the brand of the Cultural Routes of the Council of Europe?		0	not yet labelled
	1 8	Does the Route work in conformity with international charters and conventions on cultural heritage preservation?	1		
	1 9	Do the Route activities identify, preserve and develop European heritage sites in rural destinations?	1		This is the very vocation of an equestrian Route that avoids urban centres.
	2 0	Do the Route activities identify, preserve and develop European heritage sites in industrial areas in the process of economic restructuring?		0	
	2 1	Do the Route activities valorize the heritage of ethnic or social minorities in Europe?		0	
	2 2	Do the Route activities contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	1		
	2 3	Do the Route activities enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?	1		

		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	Are the youth exchanges (cultural and educational) planned to develop a better understanding of the concept of European citizenship?	1		
		Are the youth exchanges (cultural and educational) planned to emphasize the value of new personal experience through visiting diverse places?	1		
		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		
		Are the youth exchanges (cultural and educational) planned to offer collaborative opportunities for educational institutions at various levels?	1		
		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		
		Are the youth exchanges (cultural and educational) planned to set up pilot schemes with several participating countries?	1		
		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	Do the Route's cultural activities promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?	1		
		Do the Route's cultural activities encourage artistic projects that establish links between cultural heritage and contemporary culture?	1		
		Do the Route's cultural activities encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?	1		
		Do the Route's cultural activities encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?*	1		

		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?	3 6	1		
		Do the Route's cultural activities encourage activities and artistic projects which explore the links between heritage and contemporary culture?	3 7	1		
		Do the Route's cultural activities highlight the most innovative and creative practices?	3 8	1		
		Do the Route's cultural activities link these innovative and creative practices with the history of skills development?***	3 9	1		
	3.2.5 Cultural tourism and sustainable cultural development	Do the Route's activities (relevant to sustainable cultural tourism development) assist in local, regional, national and/or European identity formation?	4 0	1		
		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?	4 1	1		
		Do the Route's activities promote dialogue between urban and rural communities and cultures?	4 2	1		If we consider the riders as mainly urban and the equestrian Routes crossing the rural environment
		Do the Route's activities promote dialogue between developed and disadvantaged regions?	4 3		0	not especially
		Do the Route's activities promote dialogue between different regions (south, north, east, west) of Europe?	4 4	1		
		Do the Route's activities promote dialogue between majority and minority (or native and immigrant) cultures?	4 5	1		Some of the regions concerned have strong identities (culture, language, etc.).
		Do the Route's activities open possibilities for co-operation between Europe and other continents?	4 6	1		Through horse-related culture
		Do the Route's activities draw decision makers' attention to the necessity of protecting heritage as part of the sustainable development of the territory?	4 7	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?		0	This is an objective when the transnational products will be set up
	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?	1		
	55	Does the network involve several Council of Europe member states in all or part of its projects?	1		
	56	Is the network financially sustainable?	1		
	57	Does the network have a legal status (association, federation of associations, EEIG . . .)?	1		
	58	Does the network operate democratically?	1		
	59	Does the network specify its objectives and working methods?	1		Yes, strategic development plan, partnership charters
	60	Does the network specify the regions concerned by the project?	1		
	61	Does the network specify its partners and participating countries?	1		
	62	Does the network specify the fields of action involved?	1		
	63	Does the network specify its overall strategy in the short and long term?	1		

	64	Does the network identify potential participants and partners in the Council of Europe member states and/or other world countries?	1		
	65	Does the network provide details of its financing (financial reports and/or activity budgets)?	1		
	66	Does the network provide details of its operational plan?	1		
	67	Does the network append the basic text(s) confirming its legal status?	1		
3.4 COMMUNICATION TOOLS	68	Does the Route have its own logo?	1		
	69	Do all partners of the network use the logo on their communication tools?		0	This point will require the mobilisation of stakeholders
	70	Does the Route have its own dedicated website?	1		
	71	Is it the website available in English and French?		0	Draft to be completed for English pages
	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?	1		
	For certified Cultural Routes of the Council of Europe only	77	Is the title of "Cultural Route of the Council of Europe" present on all communication materials (including press releases, webpages, publications, etc.)?		
78		Is the certification logo present on all communication materials?			
79		Is the certification logo used in accordance to the guidelines for its use (size and position. . .)?			

		8 0	Are the logos (Cultural Route + certification logo) provided to all the members of the Route?			
		8 1	Does the Council of Europe certification logo appear on road signs/boards indicating the Cultural Route?			
			SCORE	66	9	