

The Role of Cultural Routes in Strengthening European Heritage and Sustainability

12TH TRAINING ACADEMY ON CULTURAL ROUTES
COUNCIL OF EUROPE
TORRES VEDRAS, PORTUGAL | JUNE 11, 2025

Levan Kharatishvili

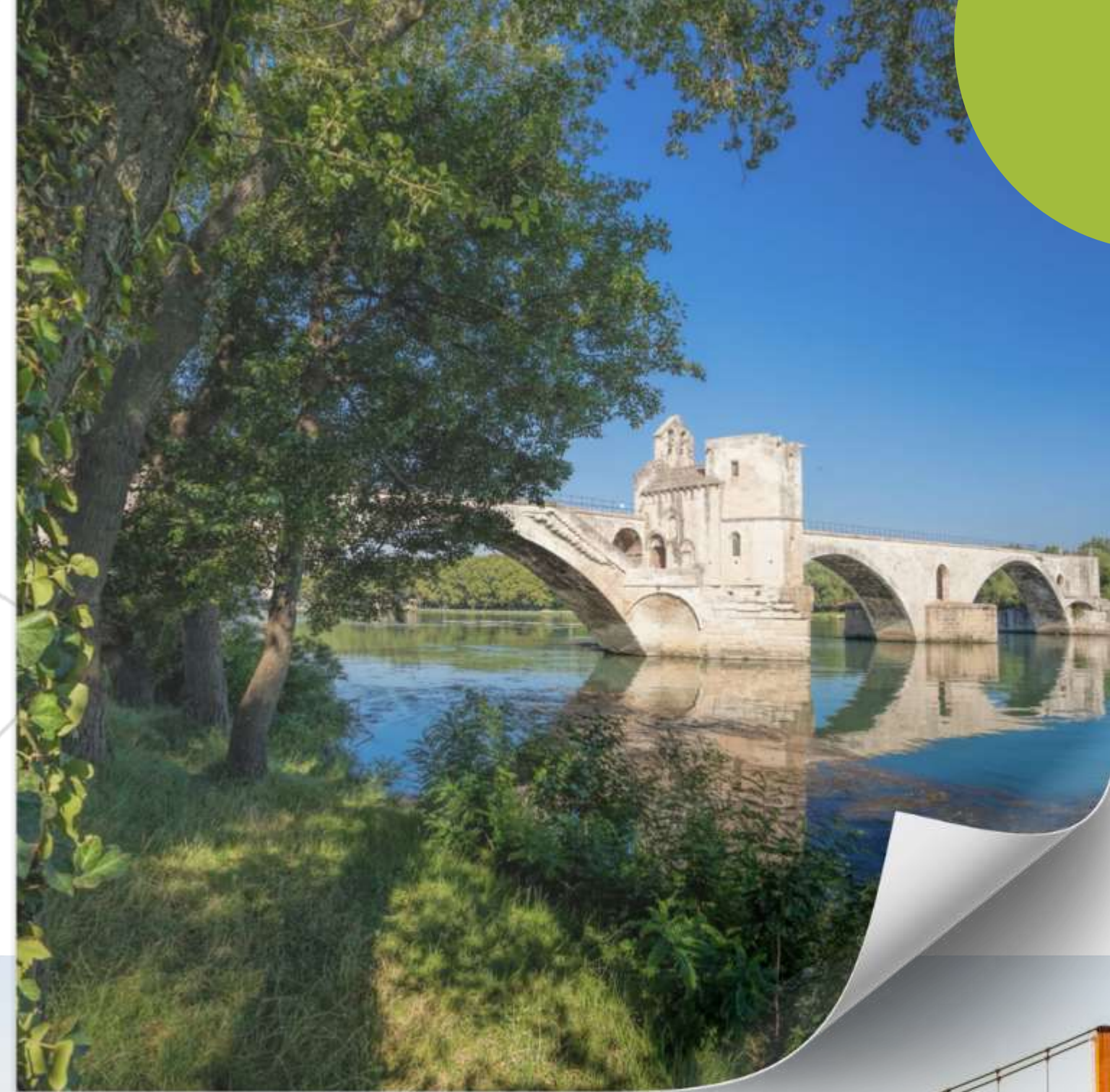
CEO & Founder, Creative Strategies Lab and Creative Spark



The Living Bridge

- For centuries, bridges connected civilizations
- Cultural routes are our modern bridges

Key difference: Our routes can remain unbroken



Today's Question



How can we harness cultural routes' transformative power to strengthen European heritage while building a sustainable future?

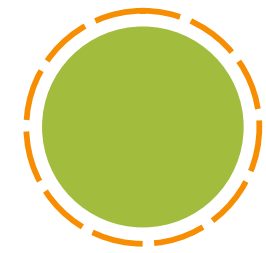
Three Focus Areas:

- **Heritage Strengthening**
- **Sustainability Integration**
- **Cooperation Imperative**

HERITAGE STRENGTHENING

Through Cultural Routes





From Fragments to Stories

- **Individual sites** = Historical fragments
- **Cultural routes** = Living stories
- **Result** = Accessible, meaningful heritage

Example: Destination Napoleon – European narrative coherence



Digital Renaissance

Digital Tools Transform Routes:

- QR codes → Multilingual storytelling
- Augmented Reality → Historical immersion
- Virtual Reality → Experience without damage

Remember: *Technology serves stories, not vice versa*



Community Ownership

The Sustainability Secret:

Heritage protected by local communities survives longer and thrives better

Route Advantage:

- **Economic incentives** → Preservation motivation
- **Cultural connection** → Tradition maintenance

Result: "Heritage Resilience"



SUSTAINABILITY INTEGRATION

 ***Beyond Tourism as Usual***



Paradigm Shift

Old Paradigm:

Destinations as products to be consumed

New Paradigm:

Destinations as stories to be experienced and continued





Sustainable Route Principles

Four Pillars:

- **Slow Travel** – Depth over speed
- **Seasonal Distribution** – Spread impact
- **Local Economic Integration** – Strengthen communities
- **Cultural Authenticity** – Preserve traditions



Climate-Conscious Development

Transportation Innovation:

- Rail connections between segments
- Cycling infrastructure development
- Electric vehicle charging networks

Carbon Strategy:

- Calculate route footprint
- Invest offsets in heritage conservation
- Create virtuous preservation cycle

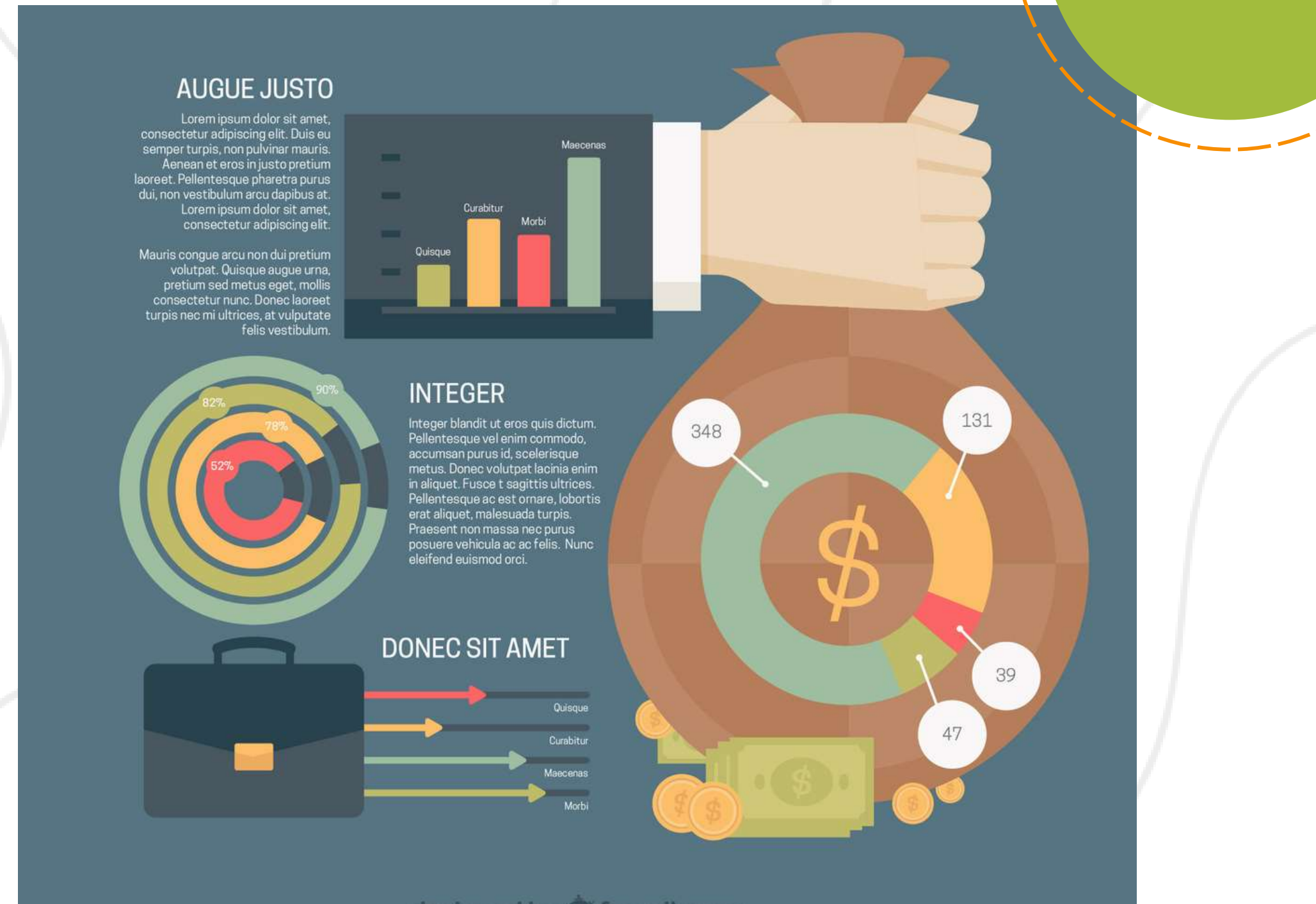


Economic Sustainability

Beyond Traditional Funding:

Diversified Revenue Streams:

- **Social enterprise models**
- **Partnership ecosystems**
- **Knowledge economy services**



THE COOPERATION IMPERATIVE



Why Isolation Limits Impact

Shared Challenges:

- Overtourism vs. invisible heritage
- Cross-border climate threats
- Demographic changes
- Economic pressures

Truth: *No single route can address these alone*



The Power of Synergies

When Routes Collaborate:

- **Shared Marketing** → Reduced costs, expanded audiences
- **Knowledge Exchange** → Shared solutions, avoid duplication
- **Corridor Development** → Longer stays, deeper engagement
- **Crisis Resilience** → Shared resources, collective strength





Strategic Alliance Examples

Collaboration Possibilities:

- **Wine routes + Historic cities = "Terroir & Architecture"**
- **Religious heritage + Artistic routes = "Faith & Creativity"**
- **Industrial heritage + Environmental = "Sustainability Stories"**



Result: Network effects that multiply value

Call to Action

Three Commitments for Tomorrow's Heritage Network:

- **Think Beyond Individual Routes** → *Strengthen the entire network*
- **Embed Sustainability as Design Principle** → *Not add-on, but foundation*
- **Embrace Cooperation as Competitive Advantage** → *Collective story > individual narrative*





Panel Discussion Preview



Questions We'll Explore:

- **How to turn successful collaborations into replicable models?**
- **What does climate-conscious tourism look like in practice?**
- **How to overcome barriers preventing deeper partnerships?**

*The future isn't written in stone
— it's being written by you, right now.*



Thank you

"Building bridges between our past and our future"

Camino de Santiago & Via Francigena: cooperation between cultural routes

Ildefonso de la Campa Montenegro
President, European Federation of
Saint James Way

Elena Dubinina,
Manager for European Projects,
European Association of the Via
Francigena Ways



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

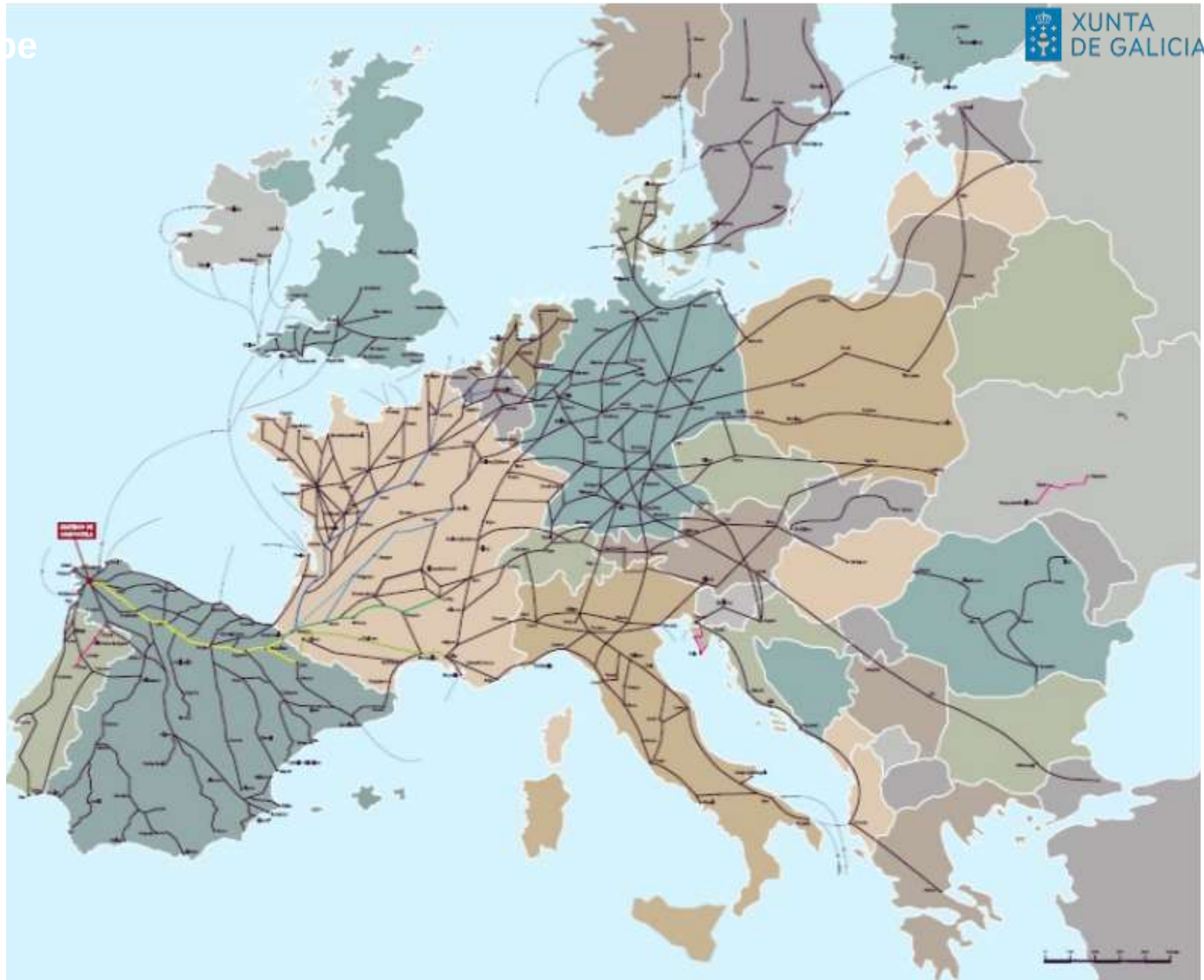


Cultural Routes
of the Council of Europe
Itinéraires culturels
du Conseil de l'Europe





- ➡ + 83,000 kilometres of pilgrimage routes. 29 European countries through which the routes to Santiago pass.
- ➡ Hundreds of administrations (municipalities, regional governments and national governments) with management responsibilities along this cultural itinerary.
- ➡ Strong involvement of civil society (Associations of Friends of the Camino de Santiago).
- ➡ Sustained annual increase in the number of pilgrims arriving in Santiago de Compostela +12.8% in 2024.
- ➡ Driver of sustainable economic development with a special impact on European rural municipalities and communities.





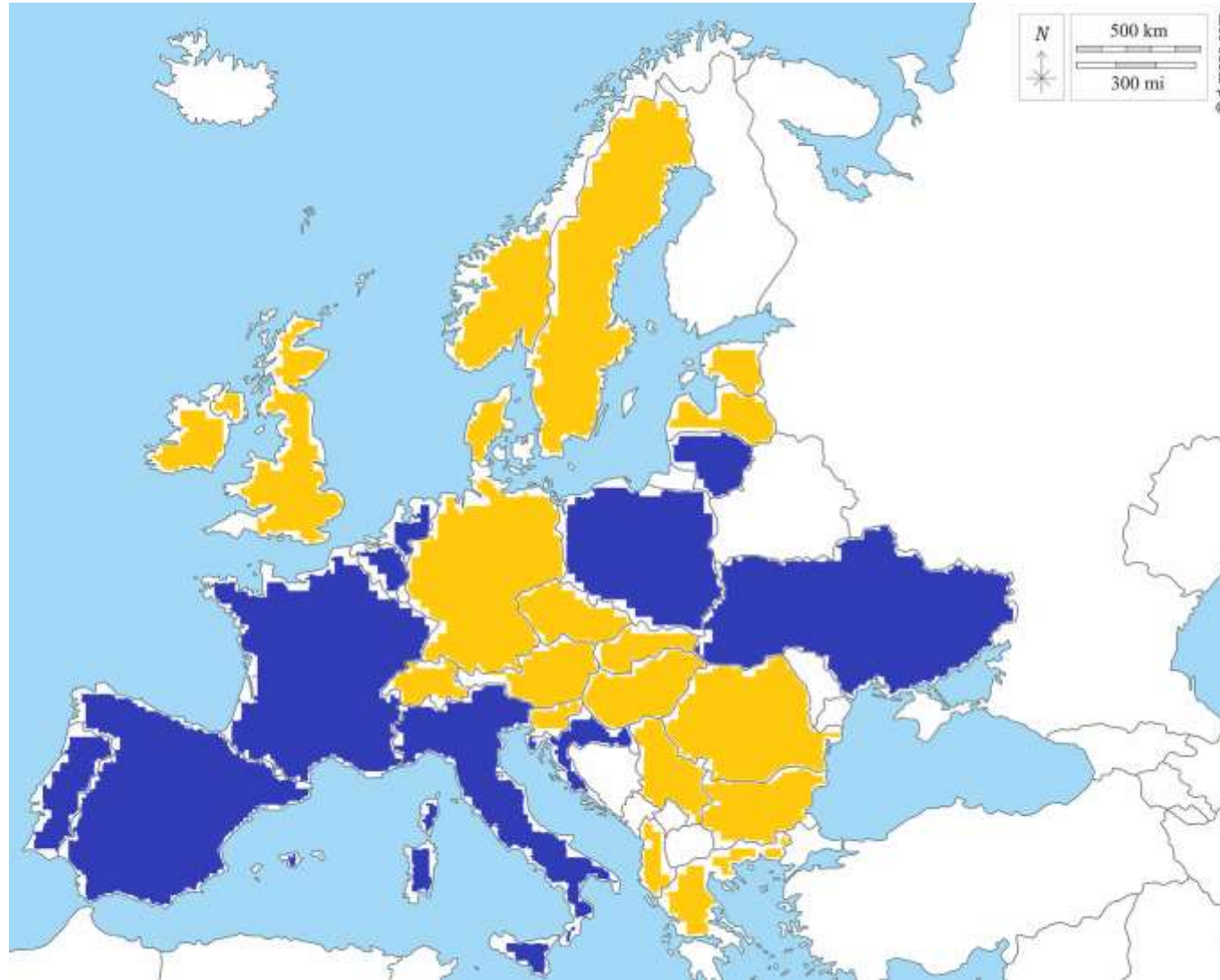
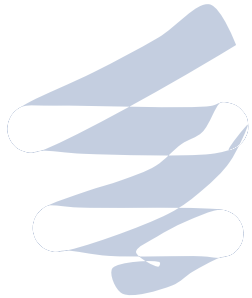
Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



The European Federation of the Way of St James and its representation in Europe

Countries represented in the European Federation

Portugal
Spain
France
Italy
Belgium
Netherlands
Croatia
Poland
Lithuania
Ukraine

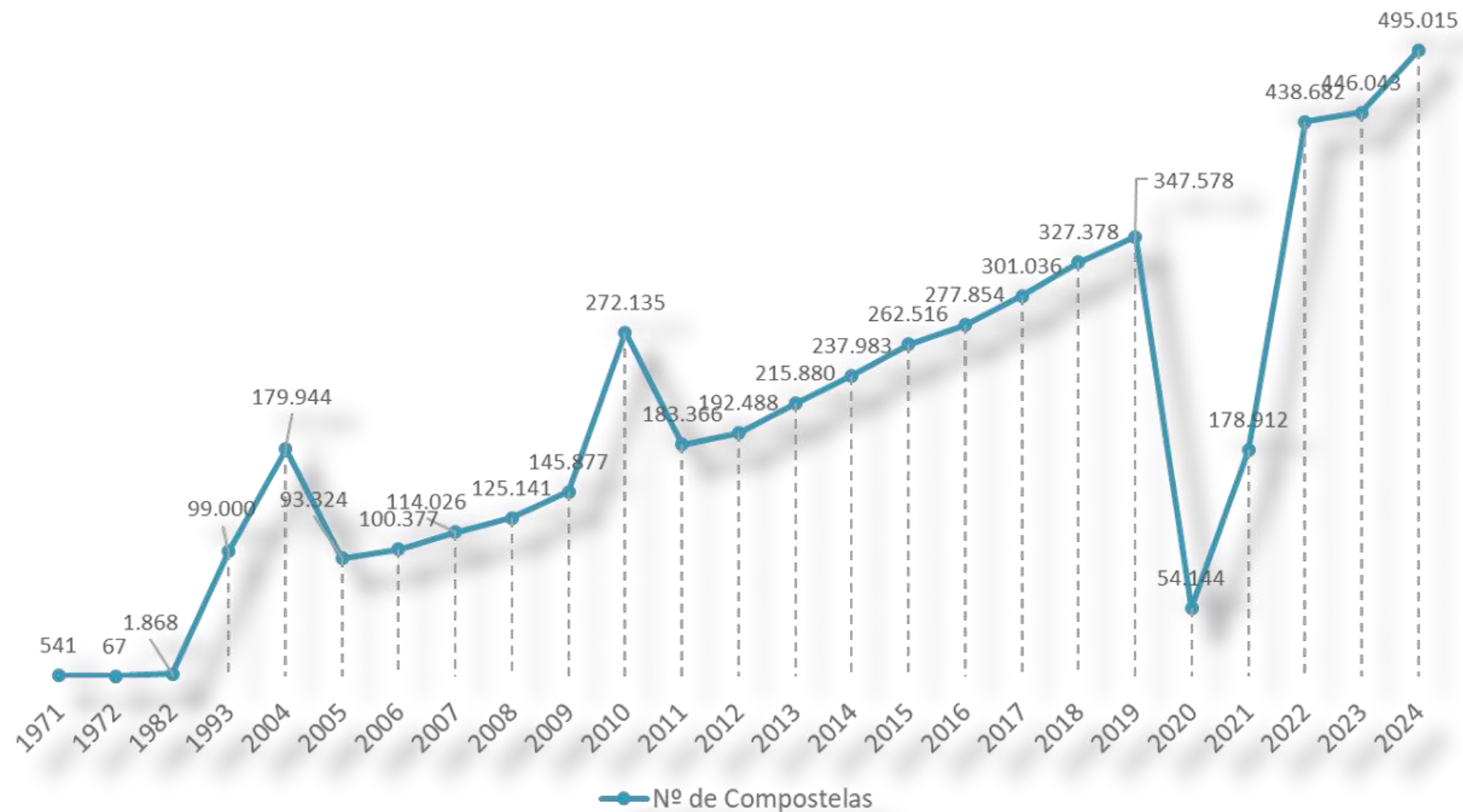


States not represented in the European Federation

Ireland
United Kingdom
Norway
Sweden
Denmark
Switzerland
Germany
Czech Republic
Slovakia
Austria
Hungary
Slovenia
Romania
Bulgaria
Greece
Albania
Estonia
Latvia



Nº de Compostelas



The Via Francigena

Road to Rome

- The European Association of the Via Francigena consists of 250 local authorities; 96 local non-profits and 400 private partners
- 3.200 km from Canterbury via Rome to Brindisi
- 5 countries (United Kingdom, France, Switzerland, Italy, Vatican)
- About 50.000 walkers from 55 countries travelled along the VF in 2024, generating €20M of economic benefits
- Main motivations: shared experience, culture, heritage, sports and spirituality
- AEVF sales of pilgrim's passports:
 - as of 05/31/2024 n. 7,711 sold
 - as of 05/31/2025 n. 10,112 sold
 - +2,401 units over the period = + 20-25%



Cooperation agreements between European cultural routes. Collaboration between historic pilgrimage routes: Via Francigena and Camino de Santiago



Memorandum of Understanding stipulated between

European Federation of Saint James Way
Federation of legal persons,
Xacobeo-Turismo de Galicia
Carretera Santiago-Noia, km 3 / A Baixa,
15897 Santiago de Compostela
Ildefonso de la Campa Montenegro, President

and

European Association of Via Francigena Ways
Association of public bodies,
Piazza Duomo 16, 43036 Fidenza, Italy.
Established on 22 April 2001, registered in Fidenza Registry Office, model n. 69, series 3,
number 1527 on 06/05/2004, Tax code n. 91029880340.
Represented by Massimo Tedeschi, President, hereinafter referred to as the EAVF;

hereinafter, jointly "the Parties to the Memorandum",

both - oldest Cultural Routes of the Council of Europe, the European human rights
organisation founded on 5 May 1949 in London, UK, launched in 1987, the Cultural Routes
Programme demonstrates how the heritage of different countries and cultures of Europe
contributes to shared identity, values, exchange, and dialogue.
The Saint James way, certified in 1987, was the first route to receive this label, followed by
the Via Francigena, certified in 1994.

European Federation of Saint James Way

The European Federation of the St. James Way was founded by inspiration of the European
Institute of Cultural Routes (Council of Europe) on May 25, 2011 in the french city of Le Puy.
This organization is made up of administrations and public associations of the European
territories structured by the Road of St. James, and has the objective of promoting the famous
pilgrimage route. The European Federation of the Camino is also concerned for the care and
promotion of the historical-cultural heritage linked to the historical phenomenon of the
pilgrimage to Santiago de Compostela, as well as the cultural and tourist promotion of the
territories involved.

European Association of Via Francigena Ways (EAVF)

The EAVF promotes the Via Francigena, an itinerary described in a historic diary of the
Archbishop Sigeric of Canterbury in 990.

The EAVF, established in 2001, is an association of municipalities, unions of municipalities,
provinces, regions of Italy, Switzerland, France and the United Kingdom. Since 2007 the
EAVF is a carrier network of the Via Francigena - the Cultural Route of the Council of
Europe, following the Resolutions no. 98/04, no. 2007/12 and no. 2013/67 of the Committee
of Ministers of the Council of Europe.

Object of collaboration

The parties declare by signing their willingness to:

- Facilitate cooperation in fields of enhancement of slow tourism, pilgrimages and walk-
ing, cultural heritage, sustainability, youth and artistic practices.
- Potential participation in mutually-beneficial activities, actions and projects includ-
ing European projects (in particular Horizon 2020, ruralAllure - Promotion of rural mu-
seums and heritage sites in the vicinity of European pilgrimage routes).
- Cooperation and facilitation in promotion, marketing and communication.
- Exchange of knowledge and good practices.
- Mutual facilitation of contacts and interaction with partners, members and relevant
stakeholders.

The Memorandum has a validity of 3 years from the date of signature with an automatic re-
newal upon agreement of both parties.

In Brindisi, on June 5, 2024

Ildefonso de la Campa Montenegro, President

European Federation of Saint James Way

Massimo Tedeschi

Massimo Tedeschi, President

European Association of the Via Francigena Ways

OBJECT OF THE AGREEMENT



Facilitate cooperation in fields of enhancement of slow tourism, pilgrimages and walking, cultural heritage, sustainability, youth and artistic practices.



Potential participation in mutually-beneficial activities, actions and projects including European projects (rurAllure)



Cooperation and facilitation in promotion, marketing and communication.



Exchange of knowledge and good practices.
Congress on the Roman and Compostelan Jubilees. Exchange of knowledge between the International Committee of Experts and La Sapienza University of Rome.



Mutual facilitation of contacts and interaction with partners, members and relevant stakeholders.

Agreement between Galicia and Latium region



- Signed on 6 February 2025 in Rome
- By regions' presidents Francesco Rocca e Alfonso Ruela Valenzuela
- With an objective of promoting sustainable and responsible tourism, as well as offering new opportunities to pilgrims and travellers the Via Francigena and the Camino de Santiago.

Itinerant exhibition



- In the framework of the agreement between Galicia and Latium regions
- Roll-ups of cultural routes (by the It Ministry of culture), Via Francigena roll-up + photos by Camino
- 2 weeks in Rome + itinerary in Italy
- Didactic work with schools

Via Francigena Stand



- At the airport of the Santiago de Compostela
- May 2025 (30 days / 7 days a week)
- Reaching to out to the walkers and pilgrims as target audience
- Supported by the Italian Ministry of Tourism in cooperation with Latium region in the framework of 1.6m euro promotional project

Common projects

- Previous project such as rurAllure (Horizon2020)
- With a spin-off of the creation of the European Pilgrimage Network
- In 2025 application for an Erasmus+ project “HIKE4ALL”- continuation of “HIKE” project focused on hiking as a means of psycho-physiological health and wellbeing for all including vulnerable groups
- together with St James way, St Olav, St Cyril and Methodius, Templars route and St Paul trail



Thanks for your attention!

Ildefonso de la Campa Montenegro

saintjamesway.eu / direccion.xacobeo@xunta.gal

Elena Dubinina

www.viefrancigene.org / elena.dubinina@viefrancigene.org



The St. Martin Cross-Border Circuit

Čezmejni Martinov krog / Il circuito transfrontaliero di San Martino

TOURS
June 7, 2025





2,500 km from
Szombathely to
Tours

550 km through
Slovenia



Acronym: **GO walking**

Project title:

ČEZMEJNI MARTINOV KROG

IL CIRCUITO TRANSFRONTALIERO

DI SAN MARTINO

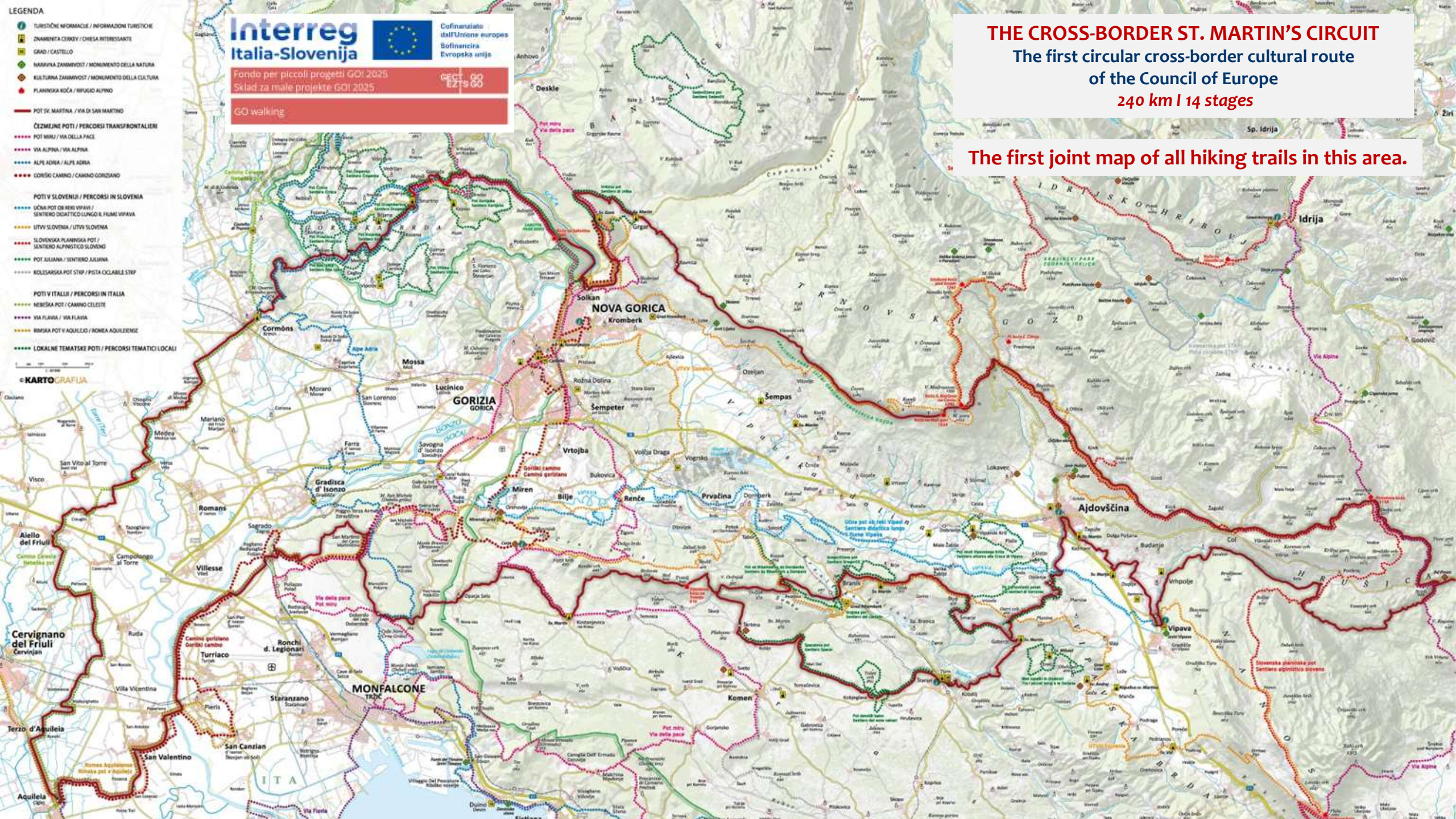
The St. Martin Cross-Border Circuit

Lead Partner: **RRA ROD Ajdovščina**

Project Partner: **PromoTurismo FVG**

Total Project Value: 199.936,50 €

Funding Rate: 100%



Interreg
Italia-Slovenija

Fondo per piccoli progetti GOI 2025
Sklad za male projekte GOI 2025

GO walking

Cofinanziato dall'Unione europea
Sofinanciata
Evropska unija

THE CROSS-BORDER ST. MARTIN'S CIRCUIT
The first circular cross-border cultural route
of the Council of Europe
240 km | 14 stages

The first joint map of all hiking trails in this area.

Routes - Italy - St Martin Cross-border Circuit

[Share](#)[Bookmark](#)[My Map](#)[...](#)

TOP Multi-day route

St Martin Cross-border Circuit

Select stage

Long-Distance Hiking

The routeDetailsRoadbookHow to get thereLiteratureCurrent informationStagesEquipment

The St Martin Cross-border Circle is a 240 km circular route that begins and ends in Hrušica. It forms part of the official itinerary of the St Martin of Tours Route, one of the Cultural Routes of the Council of Europe, spanning approximately 2,500 km across Hungary, Slovenia, Italy, and France. This itinerary provides a unique opportunity to experience an extraordinary blend of natural and cultural heritage, passing through picturesque landscapes.

The route winds along the southern slopes of the Trnovo Forest Plateau, offering stunning views over the Vipava Valley and the Karst, before continuing through the vineyards of Goriška Brda, including the charming village of Medana. From here, the path descends into Friuli-Venezia Giulia, a region renowned for its rich cultural traditions, culminating in Aquileia, a town of immense historical and cultural importance. The route then reaches San Martino del Carso/Martinščina, where it joins the official St Martin of Tours Route. Along the journey, there are nine churches dedicated to St Martin (Grgar, Šmartno, Terzo d'Aquileia, San Martino del Carso/Martinščina, Doberdob/Doberdò del Lago, Kostanjevica na Krasu, Žapuže, Brje, and Gaberje). Starting in Hrušica, the route initially ascends the southern slopes of the Trnovo Plateau, before descending through Grgar to Sveta Gora and Solkan, then continuing towards Šmartno in Brda. From there, it leads to Aquileia and, after passing through San Martino del Carso/ Martinščina, returns to Slovenia. The circuit, divided into 14 stages, is characterised by a striking variety of landscapes and, in some sections, is also suitable for cyclists.

Difficulty	T2 moderate
Distance	240.8 km ↔
Duration	72:55 h ⌚
Ascent	6,054 m ▲
Descent	6,054 m ▼
Highest point	1,266 m ⚓
Lowest point	1 m ⚓
Multi-stage route	



Responsible for this content
Evropski kulturni center sv. Martin Tourski - Slovenija



1st Stage of the St Martin Cross-borde...

TOP T2 moderate Stage 1

↔ 15.1 km

▲ 415 m

⌚ 4:40 h

▼ 687 m

Evropski kulturni center sv. Martin Tours...

2nd Stage of the St Martin Cross-borde...

TOP T3 difficult Stage 2

↔ 17.9 km

▲ 1,039 m

⌚ 7:15 h

▼ 424 m

Evropski kulturni center sv. Martin Tours...

3rd Stage of the St Martin Cross-borde...

T3 moderate Stage 3

↔ 16.7 km

▲ 417 m

⌚ 6:10 h

▼ 1,217 m

Evropski kulturni center sv. Martin Tours...

4th Stage of the St Martin Cross-borde...

T2 moderate Stage 4

↔ 13 km

▲ 463 m

⌚ 4:15 h

▼ 792 m

Evropski kulturni center sv. Martin Tours...

10 new information boards with a map of all hiking trails in the area and details about each location





VIA
SANCTI
MARTINI

POT SVETEGA MARTINA

VELIKA EVROPSKA KULTURNA POT SVETA EUROPE

Šmartno v Brdih

N 46 00' 57", E 13 55' 58", n.v. 258 m



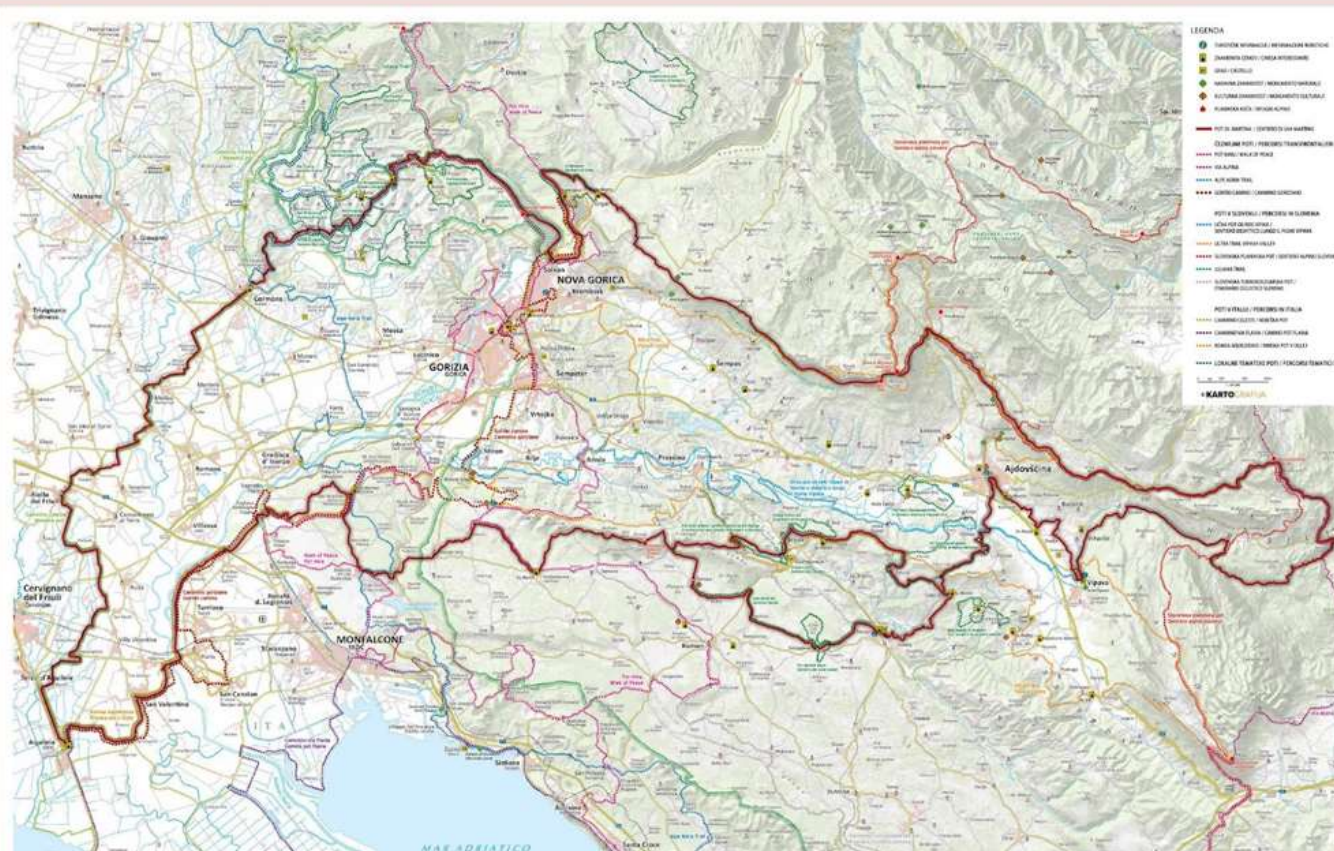
→ Šmartno v Brdih – Koča na Sabotinu 3 h 15 min
← Šmartno v Brdih – Medana 1 h 30 min



Osrednja znamenitost vasi Šmartno je baročna cerkev sv. Martina, največja v Brdih. Njen zvonik je bil prvotno tridjavski stolp, v njem pa visi zvon iz leta 1857 z motivom svetih treh kraljev. V notranjosti so trije imenitni marmorni oltari, izjemno delo je tudi bela marmorna prabica na desni strani cerkvene ladje. Preslikani, stiki za stranska oltarja in križni pot je ustvaril Tone Kralj (1900-1975), slovenski slikar, grafik in kipar. Ki je tudi avtor številnih cerkvenih poslikav.

L'attrazione principale del paese di Šmartno è la chiesa barocca di San Martino, la più grande della regione di Brda. Il campanile, originariamente un torrione a difesa della fortezza, ospita una campana del 1857 decorata con un motivo raffigurante i Tre Magi. L'interno presenta tre meravigliosi altari in marmo e un'imponente pulpito in marmo bianco, situato sul lato destro della navata. Il presbiterio, i dipinti degli altari laterali e la Via Crucis sono opere di Tone Kralj (1900-1975), pittore, grafico e scultore sloveno, autore anche di numerosi affreschi sacri.

The central landmark of the village of Šmartno is the Baroque Church of St. Martin, the largest in the Brda region. Its bell tower, originally a fortress tower, houses a bell from 1857, adorned with a motif of the Three Wise Men. Inside, there are three distinguished marble altars and an exceptional white marble pulpit on the right side of the church nave. The presbytery, the paintings for the side altars, and the Stations of the Cross were created by Tone Kralj (1900-1975), a Slovene painter, graphic artist, and sculptor, who is also the author of numerous church murals.



Interreg
Italia-Slovenija



Cofinanziato
dall'Unione europea
Sofinanziato
dalla Repubblica
Slovena

Fondo per piccoli progetti GOI 2025

Sklad za male projekte GOI 2025

GO walking

GO walking

www.ita-slo.eu/SPF • www.euro-go.eu/spf

Čezmejni Martinov krog obsega 240 km pohodne poti, ki obkroža Vipavsko dolino, sosednje Nove Gorice in Gorice ter Furlansko nizino do Ogleja. Ustvarjen je bil v projektu GO walking v času Evropske prestolnice kulture 2025.

L'itinerario della valle del Vipavo, che circonda la valle del Vipavo, le aree urbane di Nova Gorica e Gorizia, fino a raggiungere la pianura friulana e Aquileia. Il percorso è stato realizzato nell'ambito del progetto GO walking, promosso in occasione della Capitale Europea della Cultura 2025.

The St. Martin Cross-Border Circuit covers 240 km of hiking trail that encircles the Vipava Valley, the urban areas of Nova Gorica and Gorizia, and the Friulian plain up to Aquileia. It was created as part of the GO walking project during the European Capital of Culture 2025.

Il Circuito Transfrontaliero di San Martino è un percorso di 240 km che attraversa la valle del Vipava, l'area urbana di Nova Gorica e Gorizia, fino a raggiungere la pianura friulana e Aquileia. Il percorso è stato realizzato nell'ambito del progetto GO walking, promosso in occasione della Capitale Europea della Cultura 2025.

The St. Martin Cross-Border Circuit covers 240 km of hiking trail that encircles the Vipava Valley, the urban areas of Nova Gorica and Gorizia, and the Friulian plain up to Aquileia. It was created as part of the GO walking project during the European Capital of Culture 2025.

The St. Martin Cross-Border Circuit covers 240 km of hiking trail that encircles the Vipava Valley, the urban areas of Nova Gorica and Gorizia, and the Friulian plain up to Aquileia. It was created as part of the GO walking project during the European Capital of Culture 2025.

The St. Martin Cross-Border Circuit covers 240 km of hiking trail that encircles the Vipava Valley, the urban areas of Nova Gorica and Gorizia, and the Friulian plain up to Aquileia. It was created as part of the GO walking project during the European Capital of Culture 2025.



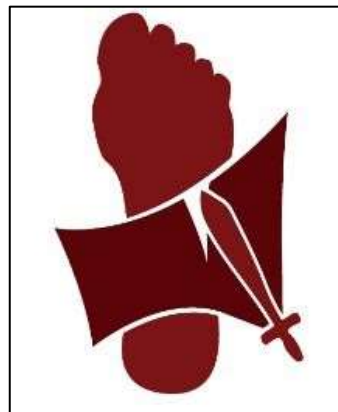
www.outdooractive.com





FONDAZIONE SOCOBA
Basilica di Aquileia

10 new
St. Martin's
footprints



TRAINING FOR GUIDES: INVITATION TO CREATE A TOURISM PRODUCT

- Introductory Zoom meeting – 65 participants
- Workshop in Gorizia – 20 participants
- Full-day professional study tour – 30 participants
- Zoom sessions for detailed tourism product preparation – 12 participants

**WE RECEIVED 26
PROPOSALS.**





Exploring San Martino
del Carso on Foot

Christian Aquileia:
at the roots of faith

The Church of San
Martino in Terzo di
Aquileia: a place of
spirituality and tradition

Maria Trevisi
www.guidatinellameraviglia.it



Irena Marc

IrMa tours / www.irmatours.eu

Šmartno - a walk through time
in St. Martin's fortified village

2 hours walking tour



Giuliana Morsanutto

In the footsteps of Saint Martin
across the Italy-Slovenia border

3 to 4-day walking tour



Robert Schuhmann

Irena Hlede

Karmen Cizara

Vesna Valentinčič

The intertwining of the
experiences of guides,
small private agencies and
accommodation providers.

GO!



Hortus Sancti Martini The Garden of Saint Martin

8 days, 170 km



From Hrušica to Ajdovščina:
Through a Land of Rich History.
A full-day walk, 26 km,
possible overnight stay
before and after the hike.



Irena Komel

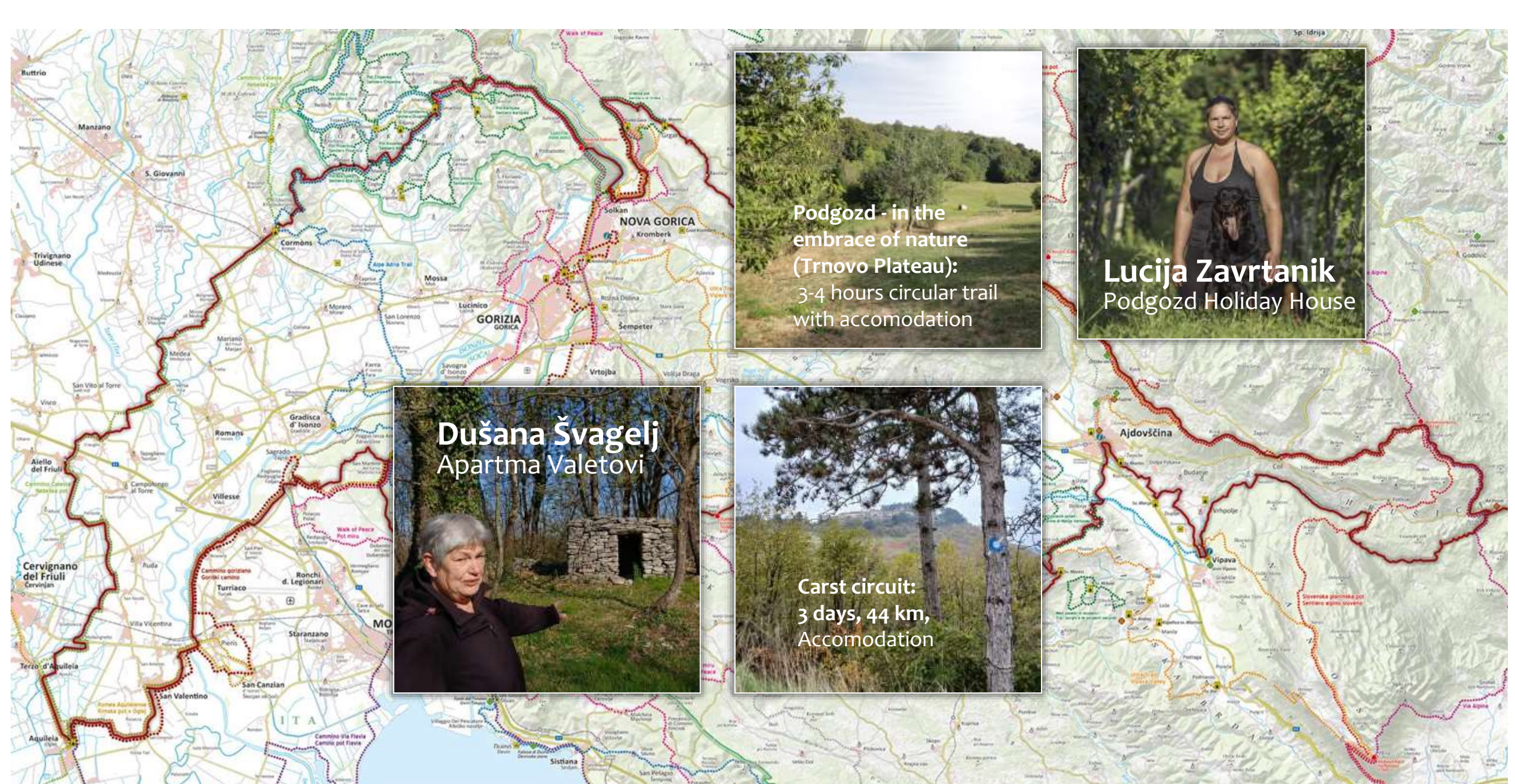
Battle of Frigidus:
8 hours of walking,
circular tour.



Bogdan Macarol

Pugna ad Frigidum
Anno 394





Podgozd - in the embrace of nature (Trnovo Plateau): 3-4 hours circular trail with accomodation



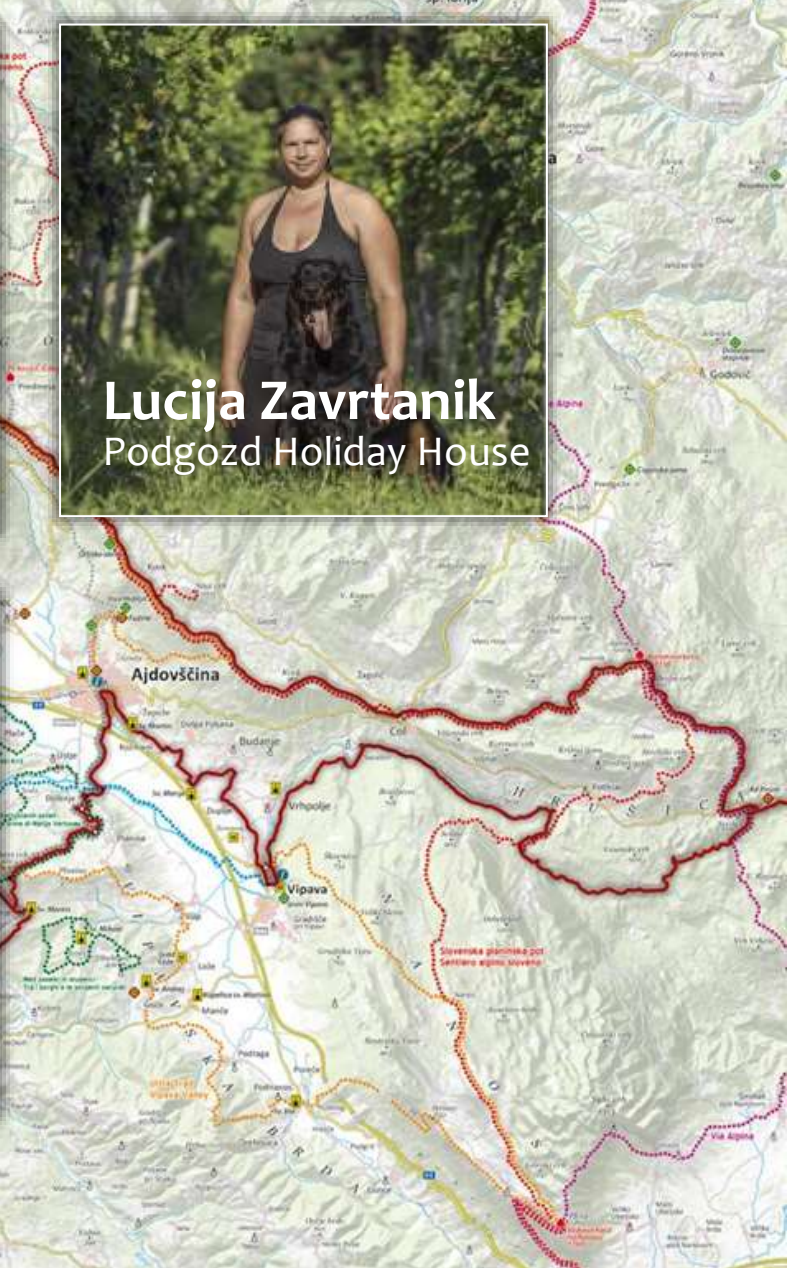
Lucija Zavrtanik
Podgozd Holiday House



Dušana Švagelj
Apartma Valetovi



Carst circuit:
3 days, 44 km,
Accomodation



INTERNATIONAL CONFERENCE

Vila Vipolže

April 16, 2025



80 participants
workshop
roundtable



The most important results:

- ❖ 140 km of the new cross-border cultural route of the Council of Europe, a total of 240 km.
- ❖ Map of hiking trails in European Capital of Culture 2025 area.
- ❖ A new innovative cross-border tourism product.
- ❖ Completed section of the Italian continuation of the Great European Route of St. Martin from Opatje selo to Aquileia.
- ❖ Most of the knowledge and good practices will be combined during the preparation of the strategic document.
- ❖ Events, training, conference.





University of Maribor

assoc. prof. dr. Maja Turnšek

Faculty of Tourism



Faculty of Tourism

[linkedin.com/in/maja-turnsek-ab8a185](https://www.linkedin.com/in/maja-turnsek-ab8a185)
maja.turnsek@um.si

University of Udine

Dr. Dario Bertocchi

Department of Languages, Literature,
Communication, Education and
Society



dario.bertocchi@uniud.it

After the conclusion of the project, we aim to achieve:

- a new website with all the necessary information for hikers,
- working meetings with service providers and local communities,
- closer collaboration with tourist guides and agencies,
- establishing a broader network connecting all thematic trails in the area.





THANK YOU!



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



Contact:

European Cultural Center
St. Martin of Tours, Slovenia

info@svetimartintourski.si

12 TRAINING ACADEMY ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

COOPERATION AND CULTURAL ROUTES

TORRES VEDRAS, PORTUGAL, 11-13 JUNE 2025



NEXT ROUTES – Upskilling of staff through digital, creative gamification and innovative strategies for the enhancement of EU Cultural Routes



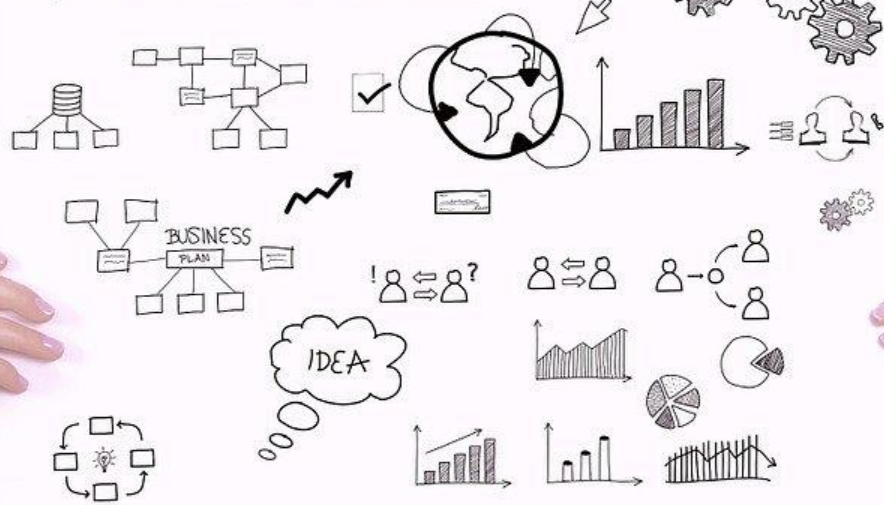
Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Cultural Routes
of the Council of Europe
Itinéraires culturels
du Conseil de l'Europe



💡 INNOVATION



Upskilling of staff through digital, creative gamification and innovative strategies for the enhancement of EU Cultural Routes

is a KA220 project – Cooperation Partnerships in Vocational Education and Training (VET) co-funded by the **Erasmus+** Programme of the European Union.



Project Challenges

- EQUIP Cultural Routes staff with new **TOOLS**
- Development of real **KEY COMPETENCIES** and **SKILLS** to create innovative solutions for effectively promoting CRs cultural heritage and increase their attractiveness

The project involves **6 Cultural Routes certified by the Council of Europe** (in addition to the Phoenicians' Route, the European Route of Jewish Heritage, the Mozart Ways, the Routes of the Olive Tree, ATRIUM - Architecture of Totalitarian Regimes of the 20th Century In Europe's Urban Memory and the Iron Age Danube Route), Mobile Idea Srl, one of the leading private companies in the EU specialised in technological innovation applied to the cultural and tourism sector, and the Breda University of Applied Sciences.



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



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



MOZART WAYS
VIE DI MOZART
VOIES DE MOZART
MOZART WEGE

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



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



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



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



Partnership

LP: The Phoenicians' Route – headquarters in Italy

PP1: European Association for the Preservation and Promotion of Jewish Culture and Heritage, AEPJ - Luxembourg

PP2: Association of the European Mozart Ways - Austria

PP3: Iron Age Danube Route Association - Croatia

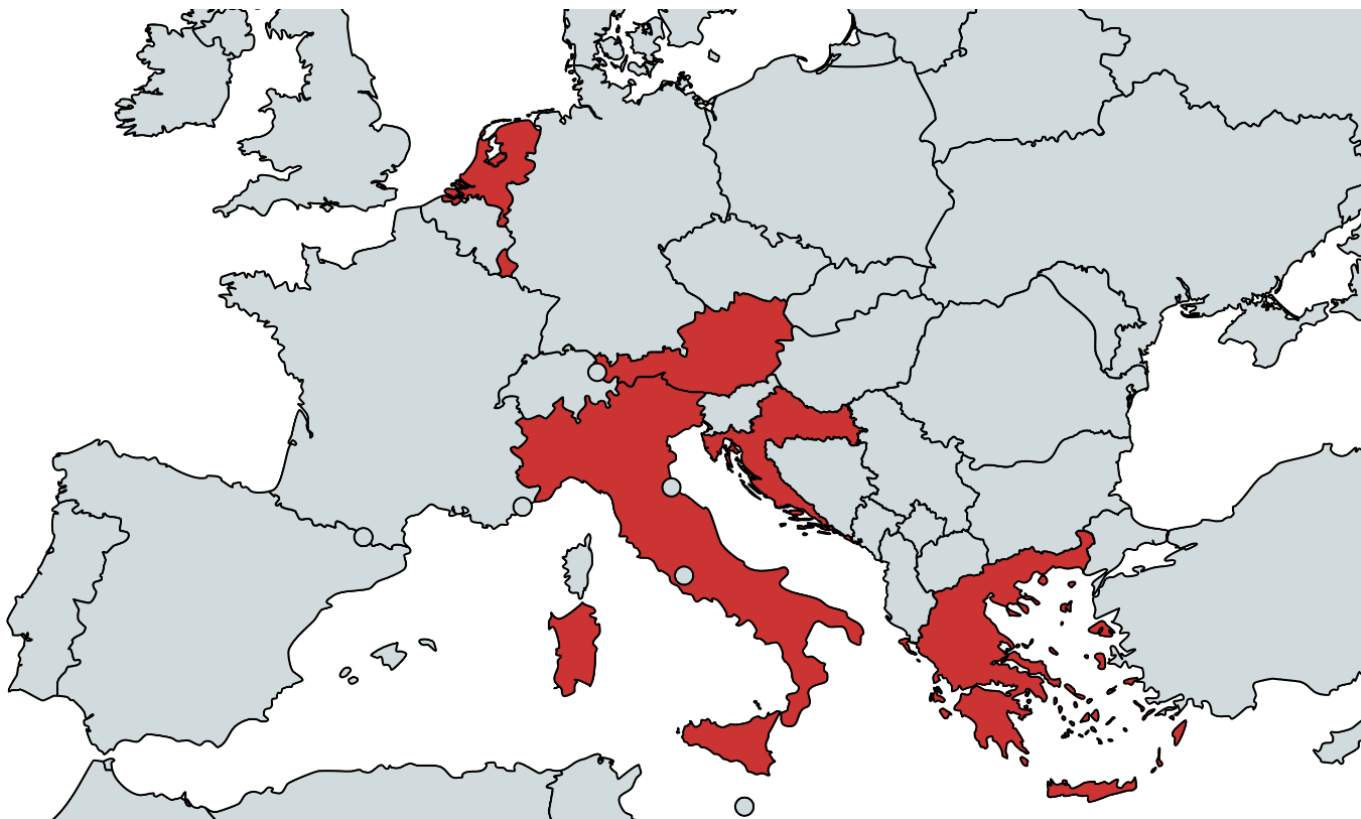
PP4: ATRIUM Association - Italy

PP5: "The Routes of the Olive Tree" Cultural Foundation - Greece

PP6: Mobile Idea srl – Italy

PP7: Breda University of Applied Sciences, The Netherlands

6 COUNTRIES



Project Objectives

NEXT ROUTES seeks to bridge the digital gap between the staff managing these routes and the expectations of a modern, high connected audience by:

1. Enhancing Digital Skills

2. Development of Innovative Tools

3. Promotion and Outreach



Provide Cultural Routes staff with the necessary **digital and creative skills** to innovate and enhance the attractiveness of the routes.



Create and distribute an **innovative tool** that includes gamification elements, thereby improving visitor interaction and engagement.



Increase the **visibility** of CR at local, national and transnational level, **attract** a broader and diverse audience, and **reinforce** the network of stakeholders.

Expected Results

01

Training Methodology

Development of a **training program** to transfer digital and creative skills to the route staff, for the enhancement of the Cultural Routes.

02

Toolkit

An interactive **platform** that delivers tailored training pathways specifically designed for upskilling the digital competencies of Cultural Routes staff.

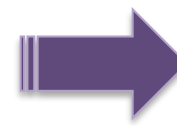
03

User Manual

A comprehensive **step-by-step guide** to assist in the utilization of the toolkit for training purposes and for the creation of customized game-based solutions.

A SYSTEMIC APPROACH to INNOVATION

- 1) **MAPPING** best practices on gamification and digital tools applied to the cultural heritage and tourism fields;
- 2) **INVESTIGATE** CRs training needs and pre-existing knowledge on digital & creative skills and gamification;



FOCUS GROUPS



4 INNOVATIVE TRAINING MODULES

- Co-creatively defined
- Led by BUAS University Staff

1. Digital competencies for marketing, promotion and communication
2. Digital competencies for audience engagement and participation
3. Digital competencies for Cultural Heritage promotion
4. Digital competencies for gamification approaches



**TRANSNATIONAL
TRAINING**
in SELINUNTE
Sicily-Italy
December 2024



DEDICATED

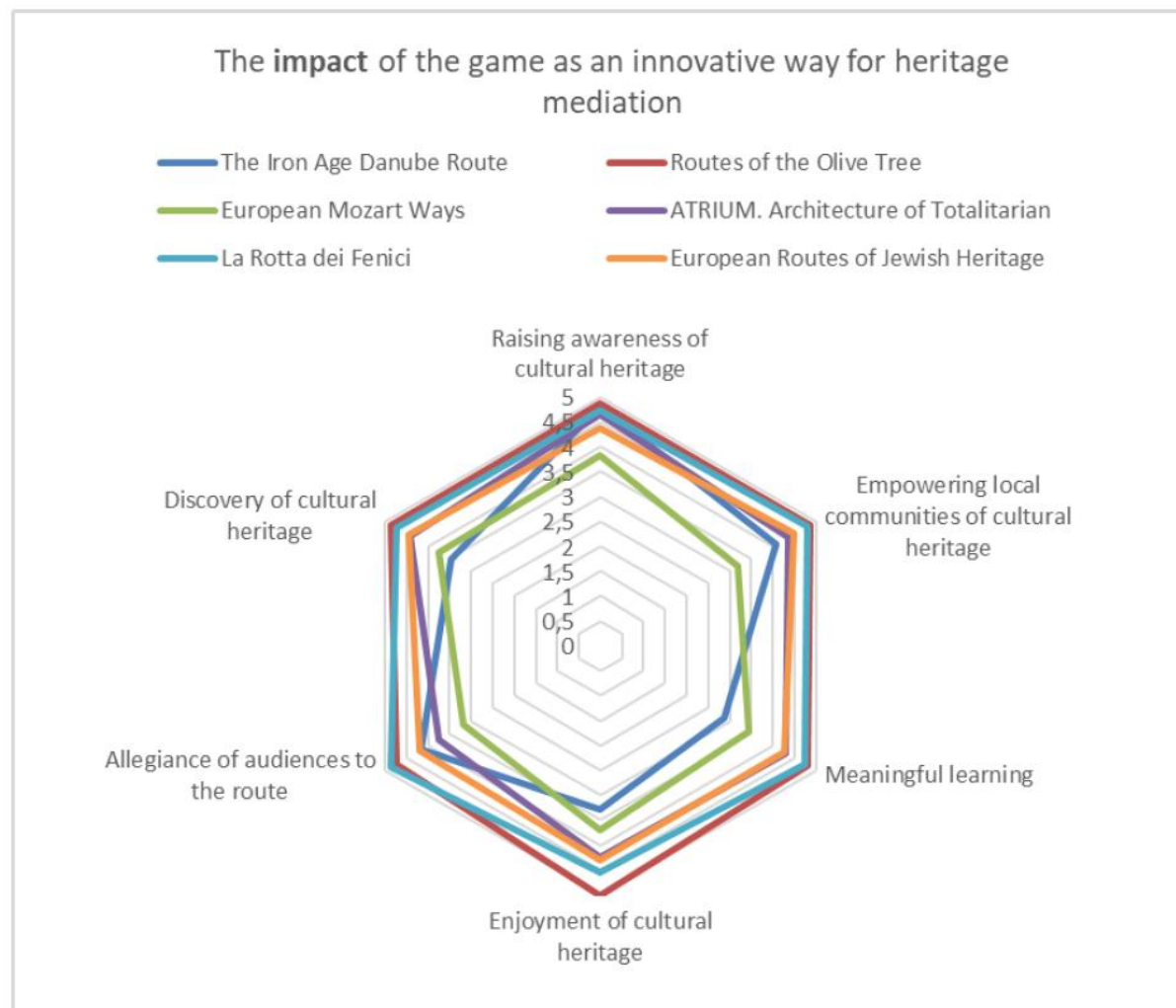
GAMIFICATION APP

COMMUNICATION

STORYTELLING

SKILLS

Impact



➤ Data processing by AEPJ - European Route of Jewish Heritage

Experience



➤ Data processing by AEPJ - European Route of Jewish Heritage

Click this button to download an overview of the Toolkit and all the material available about it (documentation, webinars, further info).

Strike a Pose - Description

Strike a Pose Strike-a-pose is a web application based on Artificial Intelligence and Computer Vision, which performs analysis and...



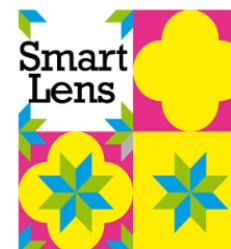
Face-Fit - Description

Face-Fit Face-fit asks the user to replicate an artwork, concentrating on facial expressions that require a much more refined matching. The...



Smart Lens - Description

Smart Lens This web application allows museums visitors to create an interactive visual guide that recognizes the details of artworks. Using...



Multimedia ChatBot - Description

Multimedia Chatbot Experience art in a new and exciting way with VIOLA Multimedia Chatbot! Developed by the UNIFI Media Integration and...



Smart Tourism app - Description

Smart tourism App - loading This application is designed for cultural smart tourism and provides functionalities for landmark recognition...



Smart Video Restoration - Description

Want to easily restore old historical photos and videos? Discover Smart Video Restoration, the innovative web application designed for...





ADOPT

NEW APPROACHES

CHANGED RELATIONS

WITH AUDIENCES



**IMPROVED
NARRATIVES**

**DEEPER ENGAGEMENT
LONG-LASTING IMPACT**



THE PHOENICIANS' ROUTE

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



Thank you!

Sara Ferrari
Vice Director

info@fenici.net
www.fenici.net