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CONSEIL DE L'EUROPE

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STEERING COMMITTEE  
FOR CULTURE, HERITAGE AND LANDSCAPE  
(CDCPP)

ENLARGED PARTIAL AGREEMENT ON CULTURAL ROUTES –  
STATE OF IMPLEMENTATION

For information

Secretariat Memorandum  
prepared by the  
Directorate of Democratic Governance  
Culture, Nature and Heritage Department

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## Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA)

The Enlarged Partial Agreement on Cultural Routes (EPA), established in 2010, seeks to reinforce the potential of Cultural Routes for cultural cooperation, sustainable territorial development and social cohesion, with a particular focus on themes of symbolic importance for European unity, history, culture and values and the discovery of less well-known destinations. The EPA helps to strengthen the democratic dimension of cultural exchange and tourism through the involvement of grassroots networks and associations, local and regional authorities, universities and professional organisations. It contributes to the preservation of a diverse heritage through theme-based and alternative tourist itineraries and cultural projects. The EPA on Cultural Routes follows the Council of Europe's policy guidelines, decides the programme strategy and awards "Council of Europe Cultural Route" certification. It is open to member and non-member states of the Council of Europe aiming at providing political support for national, regional and local initiatives to promote culture and tourism.

As of January 2017, the EPA has 27 member States<sup>1</sup>, 4 Observer States, including the European Parliament, the European Commission, UNWTO and UNESCO among its observers. The EPA Chairman is Mr Alfredas Jomantas (Lithuania). The EPA Bureau includes members from Austria, France, Norway and Spain.

The headquarters of the EPA is located in Luxembourg, thanks to the involvement of the Ministry of Culture of Luxembourg in favour of this programme. The European Institute of Cultural Routes (EICR), located in Neumünster Abbey in Luxembourg, is the technical agency set up in 1998 under an agreement between the Council of Europe and the government of the Grand Duchy of Luxembourg. The Institute advises and evaluates Cultural Routes already certified, helps new projects obtain certification, organises training and visibility activities for route managers and coordinates a university network.

### 2016 EPA Membership update

- 3 new member States joined the EPA in 2016: Croatia, Bosnia and Herzegovina, Georgia
- 2 Council of Europe member States requested and obtained Observer Status for 1 year: Finland and Poland
- 2 Council of Europe member States requested Observer Status (December 2016) for one year starting in 2017: The Holy See and Ukraine
- 1 non-Council of Europe member State requested membership status: Lebanon (decision by the Committee of Ministers in 2017)

### Cultural Routes of the Council of Europe 2015-2016 Evaluation cycle

- 1 new cultural route certified: The Fortified Towns of the Greater Region
- 5 cultural routes re-certified: Via Francigena, El Llegado Andalus, Iter Vitis, The European Route of Ceramics, Santiago De Compostela Pilgrim Routes.
- 1 cultural route decertified (The Heinrich Schickhardt Cultural Route)

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<sup>1</sup> Andorra, Armenia, Austria, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, France, Germany, Georgia, Greece, Hungary, Italy, Lithuania, Luxembourg, Monaco, Montenegro, Norway, Portugal, Romania, Russian Federation, Serbia, Slovak Republic, Slovenia, Spain and Switzerland.

## Cultural Routes of the Council of Europe 2016-2017 Evaluation cycle

- 4 regular evaluations of Cultural Routes of the Council of Europe are currently underway: Huguenot and Waldensian Trail, European Mozart Ways, Saint Martin of Tours Route, European Route of Megalithic Culture
- 8 applications from candidate cultural routes were received by the European Institute of Cultural Routes and are being evaluated for possible submission to the Governing Board

## Trainings for the Managers of the Cultural Routes of the Council of Europe

- 2016 Training Academy (Strasbourg) on visibility and communication strategies
- Fundraising and Funding seminar for Cultural Routes (Luxembourg)

## Cultural Routes of the Council of Europe 6th Advisory Forum (Vilnius, Lithuania)

Over 200 participants attended the 2-day Forum and presentation of the Vilnius Road Map. Follow-up available online at <http://culture-routes.net/news/followup-vilnius-forum>

## European Programme (EICR)

HECTOR Project: completed. You can discover, use and enrich the resources created within the project exploring the website [hector.culture-routes.net](http://hector.culture-routes.net)

## Joint Programmes with the European Commission

- Joint Programme with DG GROW: September 2015-February 2017
- A New Joint Programme with the European Commission is under negotiation. More will be reported soon.

## Memorandum of Cooperations, partnership agreements

- Signature of a 2016-2018 Memorandum of Cooperation between the Council of Europe and the UNWTO (World Tourism Organisation)
- Signature of a Memorandum of Cooperation with the Saint Petersburg University and the EICR

## Communication and Promotional material produced during 2016

- A Leaflet presenting the Cultural Routes Programme published in English, French, German, Spanish, Italian, Russian and Lithuanian (click [HERE](#))
- A new brochure presenting the Cultural Routes, per itinerary and per country, published in English and in French (click [HERE](#))
- The [Cultural Routes website](#) has been updated, with new categories and layout.

- A 2 minute promotional videospot in motion graphics was produced in both English (click [HERE](#)) and French versions (click [HERE](#))
- A bloggers trip video was recorded and disseminated (click [HERE](#))
- Roll-ups (200x80 cm) presenting each of the 32 certified Cultural Routes are available
- The Cultural Routes of the Council of Europe Visibility Guidelines, as well as the Good Practices Atlas are now available online: <http://culture-routes.net/resources/documents>
- An intense social media campaign will run until Spring 2017. An article is posted daily, as well as a weekly quiz on Fridays on Facebook. An online quiz (click [HERE](#)) to win 3 travel packages to the participants "favourite" Cultural Route of the Council of Europe, was launched from 20 December 2016 to 6 January 2017.

### Highlights of EPA/EICR Presentations of the Cultural Routes Programme to International Organisations

For more details: <http://www.culture-routes.net/news-and-events>

- European Commission, DG GROW, ETIS Conference (January)
- European Parliament, Brussels, Education and Culture Committee (March)
- OECD Tourism Committee (April)
- European Parliament Intergroup on Cultural Routes (April)
- UNWTO Committee for Europe (May)
- Council of Europe Steering Committee for Culture, Heritage and Landscape (June)
- European Social and Economic Committee (ESEC) (June)
- European Parliament Strasbourg (September)
- 2016 European Tourism Forum (October)
- World Travel Market (December)
- European Tourism Day (December)
- NESCSSTOUR (December)

#### 2017 MAJOR EVENTS

EPA Governing Board Meeting, Luxembourg, 27-28 April

2017 Training Academy, organised by TRANSROMANICA, Alba Iulia, Romania, 29 May – 1<sup>st</sup> June

2017 Advisory Forum - 30<sup>th</sup> Anniversary of the Cultural Routes Programme: Lucca, Italy, 27-29 September.

For additional information:

[www.coe.int/routes](http://www.coe.int/routes)

[www.culture-routes.net](http://www.culture-routes.net)