

First Routes4U meeting for the Adriatic and Ionian region (EUSAIR)

"Fostering regional development through the Cultural Routes of the Council of Europe"

Wednesday 6 June 2018, Venice, Italy

(Centro Congressi San Servolo, San Servolo Island)

Plenary Session: The Cultural Routes of the Council of Europe and EUSAIR

Moderator: Marianne BERGER MARJANOVIC, *President of the Governing Board, Enlarged Partial Agreement on Cultural Routes*

1 ANALYSIS OF CULTURAL ROUTES CERTIFIED OF THE COUNCIL OF EUROPE IN THE ADRIATIC AND IONIAN REGION

1.1 Present situation

22 of 33 Cultural Routes¹ are located in the Adriatic and Ionian Region which is composed by the regions situated in eight countries (Albania, Bosnia and Herzegovina, Croatia, Greece, Italy, Montenegro, Serbia and Slovenia). The figure below provides an overview of the Cultural Routes represented in the Adriatic and Ionian region:

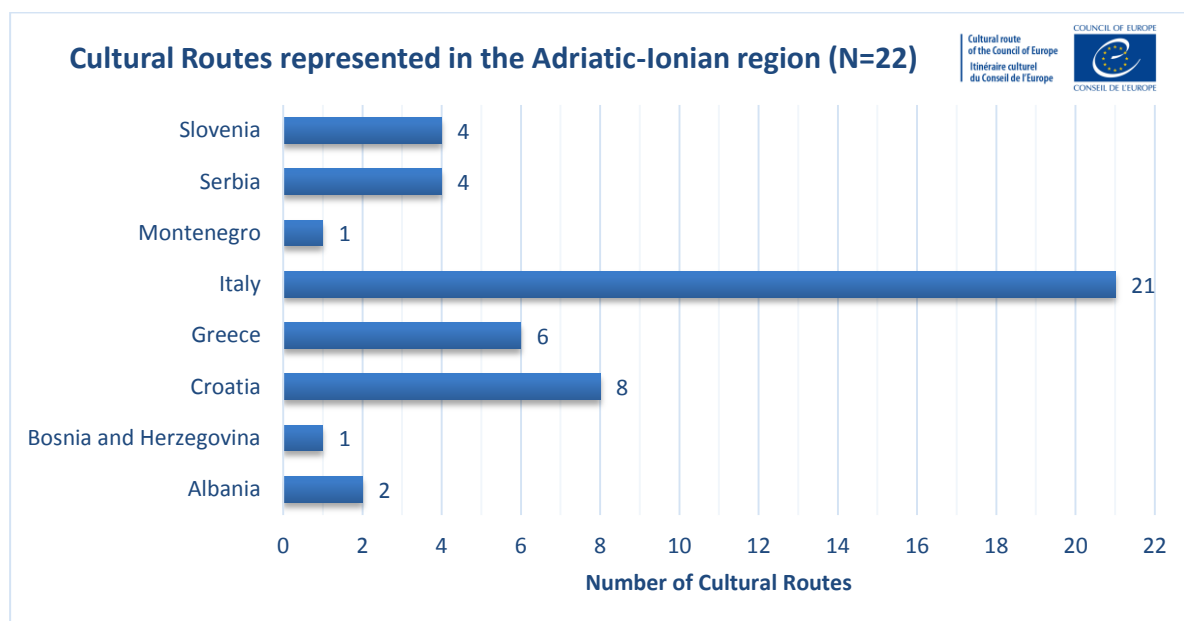


Figure 1

Regarding the quantitative distribution of the Cultural Routes, it reveals that most of them cross Italy (21) whereas less than half of them are present in Croatia (8). Only a few routes can be found in Greece (6), in Serbia (4) and in Slovenia (4). The lowest number of Cultural Routes is present in the non-EU members Albania (2), Bosnia and Herzegovina (1) as well as Montenegro (1).

¹ In the following, the term "Cultural Routes" is used to describe the Cultural Routes certified by the Council of Europe, in accordance with Resolutions CM/Res(2013)66 and CM/Res(2013)66, see Annex. For further information on the Cultural Routes, go to <http://culture-routes.net/>.

Routes4U Project

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Recommendation 1

Cultural Routes members are not distributed in a geographical balanced manner in the Adriatic and Ionian Region. Albania, Bosnia and Herzegovina and Montenegro deserve particular attention and support, as they represent underexploited potential for Cultural Routes projects² and the extensions of already certified Cultural Routes.

According to a study published by the European Commission Directorate-General Regional and Urban Policy (DG REGIO) in 2017³, there is a massive difference in the tourism infrastructure between EU-Member States and candidate countries as well as potential candidate countries (Montenegro, Serbia, Bosnia and Herzegovina, Albania). While Italy registered the most arrivals at tourist accommodation establishments and while Croatia and Greece had the highest growth rates in 2015, the values for arrivals in the candidate countries as well as potential candidate countries are very low. With exception of Montenegro, there is a shortage of accommodation infrastructure and inadequate promotion of the tourist destinations.

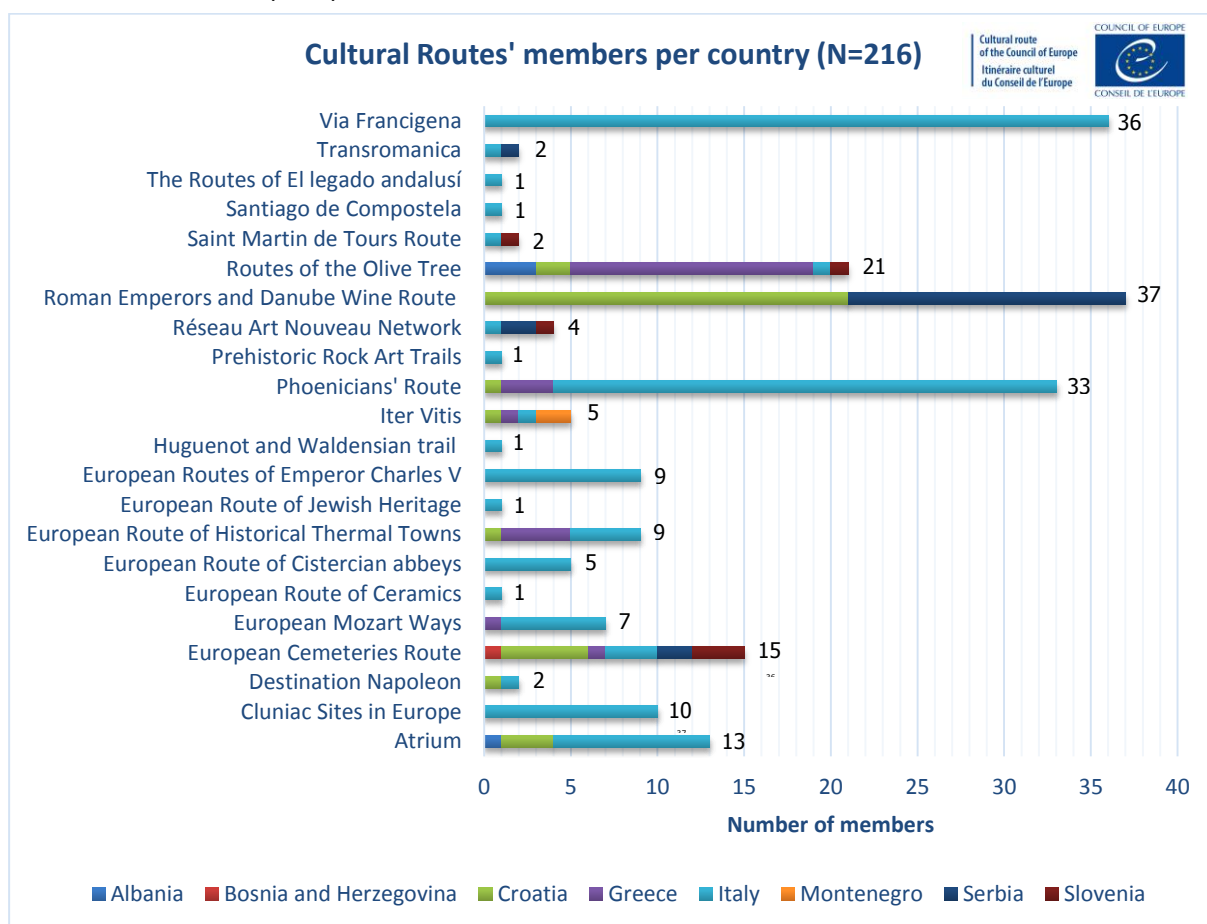


Figure 2

No Cultural Route crosses all country of the Adriatic and Ionian Macro-region (see figure 2). The European Cemeteries Route is present in six of the eight countries. With regards to the members in the Adriatic and Ionian region, nine Cultural Routes have exclusively network members in Italy (Via Francigena, Santiago de Compostela Pilgrim Routes, Prehistoric Rock Art Trails, Huguenot and Waldensian Trail, European Routes of Emperor Charles V, European Route of Jewish Heritage, European Route of Cistercian Abbeys, European Route of Ceramics,

² In the following, "Cultural Routes projects" describe either existing routes in view of their certification process by the Council of Europe or initiatives aimed to create new Cultural Routes certified by the Council of Europe.

³ See for this paragraph: DG-Regio (2017): Study on macroregional strategies and their links with cohesion policy. Data and analytical report for the EUSAIR. The data described in this paragraph refer to 2015.

Cluniac Sites) and in no other AIR-country. The analysis of the Cultural Routes crossing the AIR-countries proves that the routes are differently developed in the countries. An emphasis should be put on further strengthening the Routes in the AIR region.

Cultural Routes do not only cross the AIR-countries, but they go beyond the Adriatic and Ionian region. This trans-macro-regional aspect provides opportunities for joint activities, partnerships and synergies in line with the two strategic priorities of the Vilnius Roadmap from 2016 which aims at, on one hand, expanding geographic coverage and partnerships of the Cultural Routes and, on the other hand, developing new themes and topics⁴.

Cultural Routes provide opportunities of enhanced cooperation and exchange of knowledge and capacities between the members of the network. As Cultural Routes networks contain members from AIR- countries as well as non-AIR-countries, they provide specific opportunities to join forces and cooperate on the extension and strengthening of existing Cultural Routes but also on the preparation of Cultural Routes projects.

Recommendation 2

Relevant ministries in the Adriatic and Ionian region are invited to play an active role in the development of strategies and policies how to strengthen the regional development through the Cultural Routes, for example national coordinators could be appointed to be in charge of this task.

Finally, the type of the routes' members was analysed (see figure 5): It can be seen that most of them are municipalities, followed by cities, tourism stakeholders, cultural organizations, scientific organizations, associations, sites, regions, networks and chambers of commerce. Figure 6 provides information about the concrete members of every route so that their network can be expanded strategically.

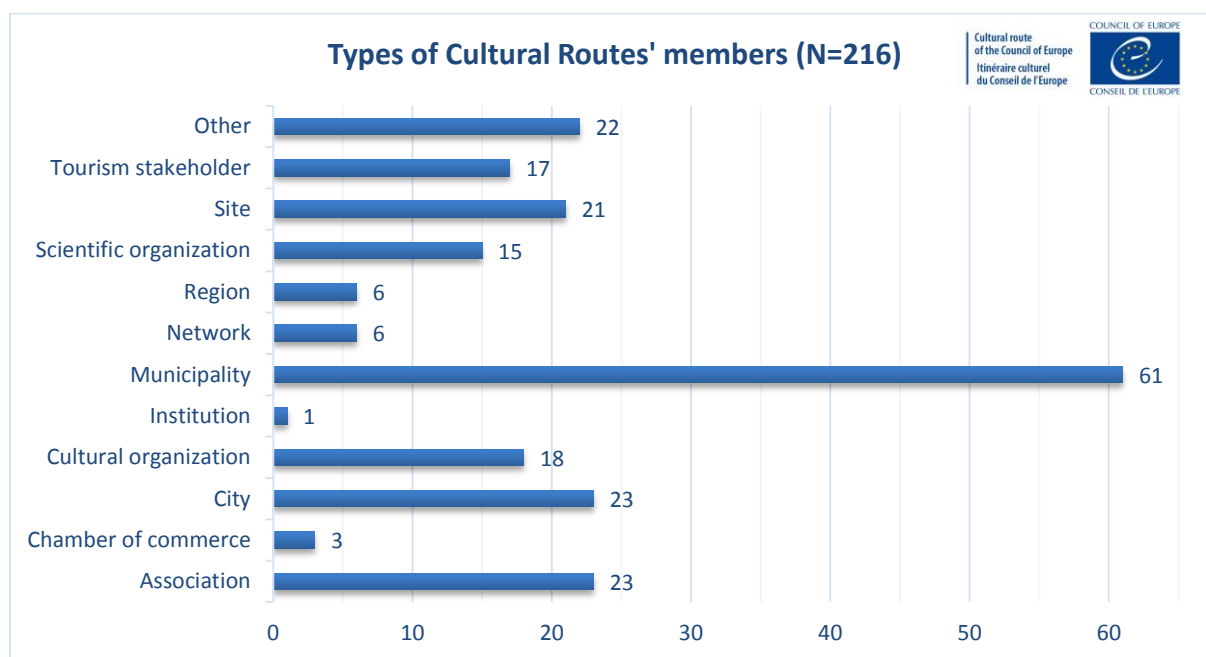


Figure 3

⁴ See Vilnius Roadmap, 2016, http://culture-routes.net/sites/default/files/attachments/FORUM%20ROADMAP_EN.pdf

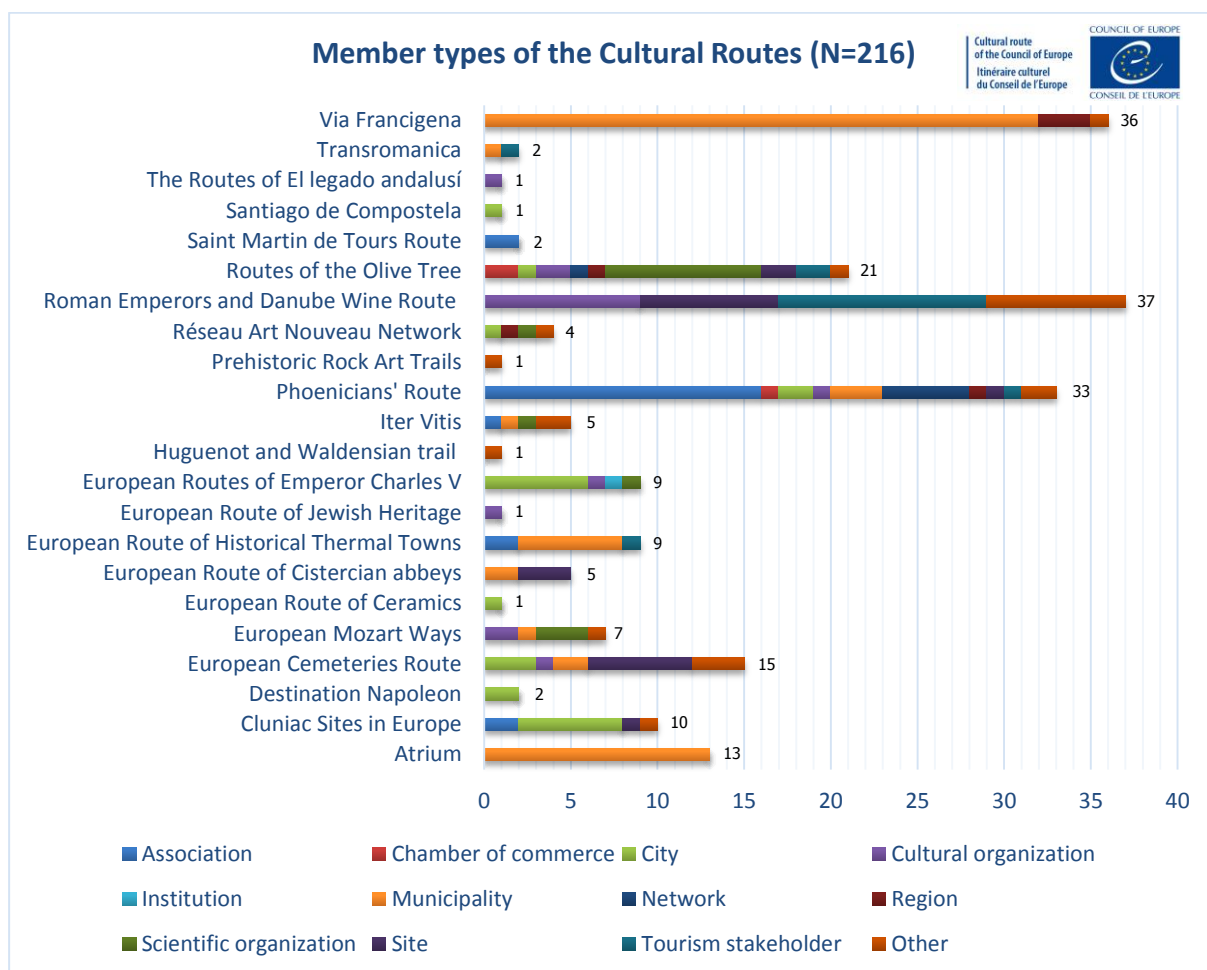


Figure 3

1.2 Cultural Routes themes

The Cultural Routes in the Adriatic and Ionian macro-region cover a wide field of themes related to their tangible and intangible heritage. It has to be underlined that most Cultural Routes are trans-sectorial networks and as such, touch upon different themes.

In the following, the routes will be clustered thematically.⁵

Religious themes are very present – whether by focusing on an important historic personality or by being dedicated to cultural and religious identity in general: The Santiago de Compostela Pilgrim Routes, Via Francigena, European Route of Jewish Heritage, Saint Martin of Tours Route, Cluniac sites in Europe, European Route of Cistercian Abbeys, European Cemeteries Route).

Arts and architecture is a theme which is often represented in form of monuments, groups of buildings or sites. The concerned routes are: TRANSROMANICA, Prehistoric Rock Art Trails, European Route of Historic Thermal Towns, ATRIUM, Art Nouveau Network and the European Route of Ceramics.

Three of the routes are linked to the life and the influence of famous (secular) **European personalities** such as the Austrian composer Wolfgang Amadeus Mozart (European Mozart Ways), Charles V (European Route of Emperor Charles V) and Napoleon (Destination Napoleon).

⁵ We used a cluster similar to ICOMOS (2004): The World Heritage List: Filling the Gaps - an Action Plan for the Future. An Analysis by ICOMOS, p. 17.

Agricultural landscape and food production is a topic addressed by three networks: The Routes of the Olive Tree deal with the civilisation around the olive tree, the Iter Vitis Route and the Roman Emperors and Danube Wine Route are devoted to viticulture.

Finally, two routes are dedicated to the **movement of people** in Europe. So is, on one hand, the Phoenicians' Route focusing on the exchange of artefacts, knowledge and experience through commerce. On the other hand, the Huguenot and Waldensian Trail deals with migration and integration because of religious persecution.

This analysis shows that certain categories or themes of cultural properties are underrepresented among the Cultural Routes in the EUSAIR macro-region. All the routes described focus on tangible and intangible *cultural* heritage while natural and coastal heritage⁶ is not taken into consideration. **Modern heritage (from late 19th century onwards) and industrial heritage** are less represented.

Recommendation 3

The creation of new projects of cultural routes to be certified by the Council of Europe in the Adriatic and Ionian region should take into account those themes that are currently underrepresented such as natural and coastal heritage, modern heritage and industrial heritage.

1.3 Analysing the impact of Cultural Routes on sustainable tourism and regional development

A study of the impact of Cultural Routes, jointly launched in 2010 by the Council of Europe and the European Commission indicates that all Cultural Routes provide opportunities for small and medium-sized enterprises to develop products and services as well as to create jobs within the framework of economic and tourism activities that the routes generate.

The study was based on a set of case studies covering the following routes: the Hansa, the Legacy of Al-Andalus, the Via Francigena, the Olive Tree and the Transromanica. Hence, the study is not representative for the EUSAIR macro-region in general and should be updated as well. Nether the less, the authors give several recommendations related to sustainable tourism and regional development which are also relevant to the Adriatic and Ionian region:

The study concluded that while Cultural Route themes were very clearly defined, they were not sufficient to establish continuous relationships between the partners or to function efficiently as transnational networks.

Recommendation 4

More joint actions and initiatives within Cultural Routes and their transnational partners – such as small and medium-sized enterprises, creative industries, tourism offices, guides etc. - should be initiated in order to establish a solid ground for better understanding of common network structures, to improve the economic impact and to provide visibility to the Routes.

Macro-regional stakeholders should contribute to these objectives, inter alia through their national and macro-regional networks.

Whilst a few of the more established Routes are recording visitor numbers and direct sales of tourism products, or look at the potential economic impact of SME's collaborations across the Route's towns, most are not gathering the data needed to measure the economic impact of their activities.

Recommendation 5

Monitoring and evaluation systems should be introduced to retrieve data on the economic impact of Cultural Routes. Statistical data about the Cultural Routes and their activities should be gathered to allow a comparative analysis on strengths and weaknesses and to further make use of the economic potential of Cultural Routes. The regular evaluation cycle of the Cultural Routes should include a chapter on macro-region specific data.

Different approaches have been developed to acquire comparative statistical data about the Cultural Routes.

⁶ Natural sites such as natural and historic parks.

1. The Step –by-step guide to the Council of Europe Cultural Routes “Cultural Routes Management: from the theory to practice” includes a chapter with recommendations how to choose a theme for a new cultural routes (see the table below).⁷

Demand variables	<ul style="list-style-type: none"> ▶ Dimension: number of arrivals, length of stay, number of overnights ▶ Origin of tourism flows: how many domestic and how many international tourists? ▶ Motivations: do they travel for work, visiting friends and relatives, for vacation, etc.? ▶ Seasonality: is there a peak season? How are the arrivals distributed through the year? ▶ Accommodation: how many hotels, how is the quality standard distributed (number of stars), B&Bs, campsites, other kinds of accommodation (country houses, residences, etc.)? ▶ Tourism expenditure ▶ Transport: do tourists use their own cars? ▶ Number of individuals or package tourists
Supply variables	<ul style="list-style-type: none"> ▶ Image: how is the destination currently promoted, using what kind of images and narratives? How is the destination perceived at the national and international level? ▶ Accessibility: is it easy to reach the destination (physical accessibility)? Is the destination cheap compared to other places (economic accessibility)? Is there a particular attitude visitors should have while visiting the destination (cultural accessibility)? ▶ Consumption: are tourists coming from other places? Where are they going after? ▶ Type of resources
Integration of the tourism product	<ul style="list-style-type: none"> ▶ Co-ordination: how should culture and tourism stakeholders co-operate? ▶ Participation: what kind of tourism does the local community want? ▶ Diversification of supply = network analysis

2. The European Tourism Indicators System (ETIS) was introduced to assist in the monitoring, management and strengthening of the performances.⁸ Developed by the European Union in 2013, the tool was applied to seven Cultural Routes⁹ in the framework of a feasibility study requested by the IEIC. Its value added is linked to the opportunity to improve the current qualitative evaluation process of the Cultural Routes (certification system), with quantitative measurement ETIS criteria, in order to ensure sustainable development. Moreover, it allows destinations to make their self-evaluation and comparison (benchmarking) among them.

ETIS (for the Cultural Routes) is based on 5 fields of actions/indicators:

1. Governance (indicator whose aim is to observe the way in which the partners manage the network)
2. Communication (which is concerned with the means allowing the actors to exchange between themselves and with the public)
3. Sustainable management
4. Indicator of cultural action (Measuring the impact of cultural itinerary activities - is one of the criteria required by the rules)
5. Economic impact (indicators analyse the environmental, cultural and economic impact of the itineraries activity)

A simple methodology was put in place in order to encourage the cultural route to be engaged for data collection, such as:

1. Self-evaluative indicators: they can be carried out by project-oriented structures themselves;
2. Indicators that require wider involvement of all participants in a route: the coordinators of the itineraries have to mobilize their actors and to gather the answers from the surveys;
3. "heavy" indicators: they require an on-site survey and can only be set up by partner organizations of the itineraries (like the Universities of the Knowledge Network).

The issues raised by the Cultural Routes involved were the following:

⁷ Alessia Mariotti (2015): Tourism and Cultural Routes. Clusters, cultural districts and tourism systems, in: Cultural Routes Management. From theory to practice. Step-by-step guide to the Council of Europe Cultural Routes, Council of Europe Publishing, p. 67.

⁸ http://ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators/index_en.htm

⁹ These routes were: Via Francigena, Transromanica, Santiago de Compostela, Jewish Cultural Heritage, Iter Vitis, Olive Tree, Saint Olav. With exception of the Saint Olav Ways, all the itineraries have members in the EUSAIR macro-region.

- Need to have a flexible and simple tool that does not overload the itineraries;
- Preparing ways of deepening the scientific network that should support the development of itineraries;
- Prepare the questionnaire in form of an on-line survey tool;
- Preliminary sceptical approach of the routes towards this new system of data collection, because of the workload;
- Currently, no such data are available, especially the measurement of economic impact is missing;
- Need to develop a new monitoring system, based on the data collection and analysis, which can be integrated with the current certification system

Recommendation 6

In the framework of Routes4U, an online tool could be developed to retrieve data on destination and tourism management. This data would serve to further align the activities of the Cultural Routes with the specific needs in the Adriatic and Ionian Region.

2 PROJECTS ON CULTURAL ROUTES IN THE ADRIATIC AND IONIAN REGION

Members of EUSAIR consulted on the Cultural Routes to be extended, strengthened or newly created. They voted in favor of two projects: The Olive Tree Route and the Roman Emperors Route.

2.1 Olive Tree Route

The "Routes of the Olive Tree" was certified by the Council of Europe and joined the "The Council of Europe Cultural Routes Programme" in 2005.

The Cultural Foundation "Routes of the Olive Tree" established in Kalamata (Greece) acts since 2003 as the lead partner of the network. The route's aim is to promote the cultural heritage related to the olive tree, with particular reference to its history, folkloric traditions, art and gastronomy linked to the Mediterranean diet.

According to its evaluation in 2014-15, the route's strategy is mainly oriented to promote olive products and their nutritional properties/qualities as a commercial product, also due to the role played by the chambers of commerce within the development of the route's theme and strategy. The evaluation contains the recommendation to make use of the olive products to promote sustainable tourism development of its typical producing regions.

According to the evaluation and with regards to the partnership composition, the route should attract more private members dealing with touristic and agribusiness matters (i.e. tour/incoming operators, online travel agencies, tourist magazines, olive oil farmers and producers). Their effective participation in the network could boost its visibility and capacity to achieve its objectives. Also the scientific committee and its related members should be more included in the development strategy of the cultural theme.

Despite a very wide nominal participation of members coming from all over Europe and beyond, the actual operational involvement is limited only to a few members, mainly concentrated in Greece, Italy, France and Morocco. Taking this into account, the Route should pay a stronger effort in order to ensure a wider operational involvement of all its adhering countries and members. To this end, it is also recommended to implement an effective monitoring system of the operational activities directly managed by the route and/or by its members.

Recommendation 7

The Cultural Route should pay a stronger focus on the promotion and strengthening of the relations between towns and rural areas (olive oil producing regions) as a strategic factor for cultural and economic development. The network should also include private members to increase the visibility of the Cultural Route.

More members of the Olive Tree Route should be involved and the network should be revitalized.

2.2 Roman Emperors' Route and the Danube Wine Route

The Roman Emperors Route/Danube Wine Route (RER-DWR) applied for the status as a Cultural Route of the Council of Europe for the first time in 2014.

One of the main challenges is the double theme: "The Roman Emperors Route" and "The Danube Wine Route". The last evaluation of the route in 2014-15 concluded that the route should emphasize one theme (The Roman

Emperors Route) as the main theme and present this separately, whereas the wine theme could be seen as one first subtheme. On this base, other thematic subthemes could be explored and developed in the future.

The Roman Emperors Route (RER) and the Danube Wine Route (DWR) was created in 2012. The process has been led by the Danube Competence Centre (DCC). The route members are automatically also members of the DCC, whereas the route itself is an autonomous part of the DCC. The evaluation stated that, even if there are advantages to a model like this, there will most likely be situations where the interest of DCC and the Route stakeholders might not go hand in hand (for example, concerning joint projects). The author concluded that a change of the organizational model – or additions to the actual one - might be necessary to develop the route further.

The route mainly promotes cultural cross-border tourism in the Danube regions of Bulgaria, Croatia, Romania and Serbia and the development of tourist products. Thus, its network is mainly composed by local tourism stakeholders (local and regional tourism organisations such as the Croatian Chamber of Commerce, Serbian National Tourism Organization, Tourism Ministry of Romania and Tourism Ministry of Bulgaria), archaeological sites (about 20) and vine localities (about 12 wine regions) from these countries and in this region. However, academic and scientific network members seem to be under-represented even if the general theme offers the potential to focus on research and educational activities.

Recommendation 8

The Roman Emperors Route/Danube Wine Route should analyse the possibility of selecting the main theme "Roman Emperors Route" under which it might group subthemes, also allowing non-Danube countries to participate.

The organizational model might be revised in order to avoid conflicts of interests.

The scientific committee could consider including a broader range of members and focusing on how existing knowledge should be utilised, identify what knowledge is missing and explore possibilities to initiate new research connected to the Roman Emperors.

3 ANNEX

Resolution [CM/Res\(2013\)66](#)

confirming the establishment of the Enlarged Partial Agreement on Cultural Routes (EPA)

*(Adopted by the Committee of Ministers on 18 December 2013
at the 1187bis meeting of the Ministers' Deputies)*

The representatives to the Committee of Ministers of Andorra, Austria, Azerbaijan, Bulgaria, Cyprus, France, Germany, Greece, Hungary, Italy, Lithuania, Luxembourg, Monaco, Montenegro, Norway, Portugal, Romania, Russian Federation, Serbia, Slovenia, Spain and Switzerland,

Having regard to the success of the Council of Europe Cultural Routes Programme, based on Resolutions [CM/Res\(2010\)52](#) and [CM/Res\(2010\)53](#) on the Cultural Routes of the Council of Europe, which have become essential tools for raising awareness of the shared European heritage as a cornerstone of European citizenship, a means of improving the quality of life and a source of social, economic and cultural development;

Underlining the importance of cultural routes as tangible illustrations, through European trans-border itineraries, of the pluralism and diversity of European culture based on shared values, and as means for intercultural dialogue and understanding;

Noting with satisfaction that 26 cultural routes are now certified as Council of Europe Cultural Routes and that the activities of the networks which implement these routes are constantly growing, spanning across most of continental Europe and beyond, also noting that cultural routes now carry out hundreds of cultural events, educational exchanges and tours each year, involving hundreds of thousands of people, hundreds of organisations and local communities;

Recognising that in order to achieve maximum outreach and impact, the existing cultural routes, as well as the many others in the making, require increased professional assistance and support;

Underlining the essential contribution of the European Institute of Cultural Routes based in Luxembourg in compiling and diffusing information and dealing with increased demand for technical assistance for the setting up of cultural routes, and thanking the Government of Luxembourg for its continuous and generous support to the Institute over many years;

Taking note of the commitment of the Luxembourg Government to continue to provide an annual voluntary contribution to cover the operational costs of the European Cultural Routes Institute in order to enable it to fulfill the tasks given to it by the EPA and of the Supplementary Agreement to the General Agreement on Privileges and Immunities of the Council of Europe concluded between the Grand Duchy of Luxembourg and the Council of Europe signed on 28 November 2011 by Council of Europe Secretary General Thorbjorn Jagland and the Deputy Prime Minister of Luxembourg, Minister for Foreign Affairs Jean Asselborn, concerning the EPA;

Noting with satisfaction the solid partnership which has been established between the Council of Europe and the European Union in the field of cultural routes and cultural tourism, and supporting the continuous reinforcement of this partnership in the future, including the accession of the European Union to the EPA as soon as possible;

Acknowledging the decisive political support of the European Parliament in the establishment of the EPA;

Also noting with satisfaction the new activities which have been initiated with other international organisations such as the United Nations World Tourism Organisation (WTO), the OECD and UNESCO in this field, and encouraging the further development of these partnerships;

Acknowledging the importance of cultural routes in relation to cross-border cultural co-operation and the development of sustainable cultural tourism which builds upon local knowledge, skills and heritage assets, promoting Europe – including lesser-known regions – as a destination offering a unique cultural experience;

Considering that the EPA provides an adequate operational tool to support the development and promotion of existing and new cultural routes;

Having regard to Resolution [CM/Res\(2010\)53](#) establishing an Enlarged Partial Agreement on Cultural Routes for an initial period of three years;

In the light of Resolution [CM/Res\(2013\)67-rev](#) the rules for the award of the “Cultural Route of the Council of Europe” certification;

Considering Statutory Resolution [Res\(93\)28](#) on partial and enlarged agreements adopted by the Committee of Ministers on 14 May 1993 at its 92nd Session;

Having regard to Resolution [Res\(96\)36](#) establishing the criteria for Partial and Enlarged Agreements of the Council of Europe, adopted by the Committee of Ministers on 17 October 1996 at the 575th meeting of the Ministers' Deputies, as amended by Resolution [CM/Res\(2010\)2](#), adopted by the Committee of Ministers on 5 May 2010 at the 1084th meeting of the Ministers' Deputies,

Resolve as follows:

1. The Enlarged Partial Agreement on Cultural Routes (EPA) is hereby confirmed, to be managed in accordance with the provisions contained in the statute appended to this resolution.
2. The European Cultural Routes Institute will continue to operate with the financial support of the Luxembourg Government under the auspices of the EPA and help to carry out its programme of activities on the basis of the agreement between the Secretary General of the Council of Europe and the Luxembourg authorities of 27 November 2011 as well as an operational agreement between the President of the European Cultural Routes Institute and the Executive Secretary of the EPA.
3. Express the wish that all Council of Europe member States and other States Party to the European Cultural Convention will become members of the Enlarged Partial Agreement on Cultural Routes (EPA) in the near future.

Appendix to Resolution [CM/Res\(2013\)66](#)

Revised Statute of the Enlarged Partial Agreement on Cultural Routes

Article 1 – Aims and tasks

1.1 Aims

The Enlarged Partial Agreement (EPA) shall contribute to the promotion of European identity and citizenship through knowledge and awareness of Europe's common heritage, and the development of cultural links and dialogue within Europe as well as with other countries and regions. It shall seek to shape a shared cultural space through the development of cultural routes aiming to foster awareness-raising about heritage, education, networking, quality and sustainable cross-border tourism and other related activities.

The EPA shall contribute to reinforcing the potential of cultural routes for cultural co-operation, 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. It shall 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 shall contribute to the preservation of a diverse heritage through theme-based and alternative tourist itineraries and cultural projects.

The EPA shall contribute to the development and promotion of the cultural routes concept in all its aspects in order to raise awareness globally of Europe as a tourism destination of a unique value and quality.

Definitions

Cultural Route: a cultural, educational heritage and tourism co-operation project aiming at the development and promotion of an itinerary or a series of itineraries based on a historic route, a cultural concept, figure or phenomenon with a transnational importance and significance for the understanding and respect of common European values.

Cultural Route operator: an organisation or a grouping of organisations legally registered in one or several of the Council of Europe member States, or a public institution, which carries the legal, financial and moral responsibility for the management and functioning of a cultural route and represents the route vis-à-vis the Council of Europe.

“Council of Europe Cultural Route” certification: certification awarded to cultural routes that satisfy the criteria outlined in [CM/Res\(2013\)67-rev](#) the rules for the award of the “Cultural Route of the Council of Europe” certification.

1.2 Tasks

Policy making and standard setting

The EPA, drawing in particular on the expertise of the European Cultural Routes Institute, shall provide advice and expert assistance for the development, implementation, evaluation and promotion of cultural routes. This involves expertise on:

- setting up and functioning of project networks and organisations and the development of co-operation agreements;
- research on the historical background of the routes and the development of the cultural and educational content and activities of the cultural routes;
- development of a sustainable tourist offer based on the cultural routes, thus contributing to the economic well-being of regions;
- preparation and implementation of financing and promotion strategies;
- training and capacity-building for cultural routes operators, in particular in relation to Council of Europe and other international standards in the field of heritage and culture, as well as standards of professional practice in the field of tourism;
- promotion, visibility and all other aspects related to the compliance with the Council of Europe standards.

The EPA shall support networking and exchange between cultural routes operators and other partners in the field of cultural tourism, in particular for:

- the development of a common vision and strategy for cultural routes as tourism products;
- the development of partnerships to increase the resources available for cultural tourism in Europe;
- the identification and dissemination of good practice.

The EPA shall contribute to developing new orientations and standards in relation to cultural routes and tourism in response to the challenges and concerns of modern societies.

The EPA shall develop further methodologies for the promotion of cross-border cultural tourism.

The EPA shall award the Council of Europe Cultural Route certification in accordance with Resolution [CM/Res\(2013\)67-rev](#) the rules for the award of the “Cultural Route of the Council of Europe” certification.

1.3 Programme of activities

EPA shall implement a programme of activities as decided by the Governing Board.

Article 2 – Accession and participation

2.1 Any member State of the Council of Europe or a Contracting Party to the European Cultural Convention, as well as the European Union, may join the EPA by notification addressed to the Secretary General of the Council of Europe.

2.2 The Committee of Ministers, in its composition restricted to the representatives of the member States of the EPA, may, by the majority stipulated in Article 20.d of the Statute of the Council of Europe, invite any non-member State of the Council of Europe to join the EPA, following consultation of EPA members which are not members of the Council of Europe. A non-member State which receives such an invitation shall notify the Secretary General of its intention to become a member of the EPA.

2.3 Member States of the Council of Europe and other Contracting Parties to the European Cultural Convention not joining the EPA may request the status of observer with EPA for a period of maximum one year, without any financial contribution. Decisions in such matters will be made by the Governing Board of the EPA.

2.4 The European Union is invited to join the EPA with the same rights and obligations as the other members of the EPA. Pending its accession to the EPA, the European Union will continue to participate in the work in accordance with arrangements laid down by each body of the EPA.

2.5 In accordance with Statutory Resolution [Res\(93\)28](#) on partial and enlarged agreements and at their request, the United Nations World Tourism Organisation (OMT), the OECD and UNESCO will be invited to participate in meetings of the EPA as observers without the right to vote.

2.6 The Committee of Ministers, in its composition restricted to the representatives of the States members of the Enlarged Partial Agreement, may, by the majority stipulated in Article 20. d of the Statute of the Council of Europe, following consultation of EPA members which are not members of the Council of Europe, authorise the EPA to invite other international intergovernmental organisations, the representative of the Council of Europe Cultural Routes, NGOs or other bodies who contribute to EPA's objectives, to participate in its work, without the right to vote.

2.7 The Parliamentary Assembly, the Congress of Local and Regional Authorities of the Council of Europe and the Conference of INGOs, may participate in the work of the EPA in accordance with Article 3.5 below.

Article 3 – Governing Board

3.1 The Governing Board of the EPA shall be composed of one representative appointed by each member of the EPA.

3.2 A member of the relevant intergovernmental committee¹⁰ to which the Governing Board reports on its decisions, shall be invited to participate in its meetings, in order to facilitate this committee's consultative role concerning decisions on certification provided for in Resolution [CM/Res\(2013\)67](#). The modalities of the consultation are the subject of a provision of the Rules of Procedure of the Governing Board.

3.3 The Governing Board shall elect from among its members a Bureau comprised of a chair, one vice-chair, three other members, for a term of office of two years, renewable only once.

3.4 The Governing Board shall:

- be responsible for the general implementation of the tasks conferred to the EPA;
- award the Council of Europe Cultural Route certification in accordance with Resolution [CM/Res\(2013\)67-rev](#) the rules for the award of the "Cultural Route of the Council of Europe" certification;
- adopt the draft annual programme of activities of the EPA and submit it, in conformity with the Financial Regulations of the Council of Europe, to the Secretary General of the Council of Europe relating to the elaboration of the draft annual budget, prior to its transmission to the Statutory Committee;
- decide on projects consistent with the Council of Europe's political priorities;
- oversee relations with the European Cultural Routes Institute in order to ensure the consistency between its actions and the EPA programme of activities;
- monitor the implementation of the programme of activities;
- adopt and transmit an annual activity report to the Committee of Ministers.

3.5 The Governing Board shall meet once a year. It may invite representatives of the relevant Council of Europe bodies to attend its meetings, without voting rights, according to the items on its agenda.

3.6 The Governing Board may assign operational tasks to its Bureau by a two thirds majority. The Bureau shall be convened by the chair of the Governing Board at least once a year.

3.7 The Governing Board shall adopt its decisions by a two-thirds majority of the votes cast, with each member having one vote. Procedural matters shall be settled by a majority of the votes cast. In all other matters, the Governing Board shall adopt its own rules of procedure and any other arrangements for the implementation of its activities.

Article 4 – Statutory Committee

4.1 The Statutory Committee shall be composed of the representatives on the Committee of Ministers of the member States of the Council of Europe which are participating in the EPA and of representatives specifically designated to that effect by the non-member States participating in the EPA. The Statutory Committee shall apply, *mutatis mutandis*, the rules of procedure of the Committee of Ministers.

¹⁰ At the time of adoption of this resolution, this committee is the Steering Committee for Culture, Heritage and Landscape (CDCPP).

4.2 The Statutory Committee shall determine every year the total of members' compulsory contributions to the EPA and the scale of contributions according to which that total shall be apportioned between the participating States; as a general rule, that scale shall conform to the criteria for the determination of the scale of contributions to the General Budget of the Council of Europe.

4.3 The Statutory Committee shall adopt, every year, the budget of the EPA on expenditure relating to the implementation of the programme of activities and common secretariat expenditure.

4.4 The Statutory Committee shall approve, every year, the annual accounts of the EPA, which shall be drawn up by the Secretary General of the Council of Europe in accordance with the Financial Regulations of the Council of Europe and submitted to the Statutory Committee accompanied by the report of the External Auditor, as provided for in the Financial Regulations. In order to give discharge to the Secretary General in respect of his or her management for the financial year in question, the Statutory Committee shall transmit to the Committee of Ministers the annual accounts, together with its approval or any comments along with the comments submitted by the Governing Board and the report drawn up by the External Auditor, as provided for in the Financial Regulations.

Article 5 – Cultural Routes Advisory Forum

5.1 A meeting of representatives of cultural routes operators, networks, international heritage and tourism organisations and platforms, local and regional authorities, civil society organisations, Chambers of Commerce, foundations and other donor organisations, professional organisations in the field of tourism, heritage and culture or other relevant bodies will take place annually in the form of a Cultural Routes Advisory Forum.

5.2 Participation in the Forum will take place upon invitation or registration accepted by the Secretariat of the EPA.

5.3 The Forum will discuss trends and challenges in relation to cultural routes and provide a platform for the exchange of experience, review of progress with the implementation of cultural routes, debates on new professional practice, the launch of new initiatives and the development of partnerships.

Article 6 – Budget

6.1 The EPA resources shall comprise:

- annual contributions from each member joining the EPA;
- any other payment, donation or bequest, subject to the provisions of paragraph 6.3 below.

The EPA may receive contributions by the European Union.

6.2 Expenditure related to the implementation of the programme of activities and common secretariat expenditure shall be covered by the partial agreement budget funded by the members of the EPA. The expenditure for the seat of the EPA, as well as that related to the staff and operational costs of the European Cultural Routes Institute, shall appear in the accounts of the EPA as an information item.

6.3 The EPA may also receive voluntary and other contributions connected with the work of the agreement, subject to the authorisation of the Governing Board prior to their acceptance. These contributions shall be paid into a special account, opened under the terms of Article 4.2 of the Financial Regulations of the Council of Europe, monitored by the Governing Board and shall be earmarked for the objectives and tasks specified, provided that they are consistent with the aims of the statute.

6.4 The EPA assets shall be acquired and held on behalf of the Council of Europe and shall benefit as such from the privileges and immunities applicable to the Council's assets under existing agreements.

6.5 Travel and subsistence expenses of persons attending meetings of the Governing Board and its Bureau and, where appropriate, of the Statutory Committee shall be borne by the State or the organisation concerned.

6.6 The travel and subsistence expenses of persons attending the Cultural Routes Advisory Forum shall be paid by the participants, unless otherwise decided by the Governing Board on the basis of special purpose allocations specified in the operational budget of the EPA.

6.7 The Financial Regulations of the Council of Europe shall apply, *mutatis mutandis*, to the adoption and management of the EPA budget.

Article 7 – Secretariat

7.1 The Secretariat of the EPA, headed by an Executive Secretary, shall be provided by the Secretary General of the Council of Europe.

7.2 The Executive Secretary may call on institutions and independent experts in the areas concerned by the programme.

7.3 The seat of the EPA is located in Luxembourg, in the premises of the European Cultural Routes Institute, by courtesy of the Government of Luxembourg.

Article 8 – Amendments

The Committee of Ministers, in its composition restricted to the representatives of the States members of the EPA and after consultation with EPA members that are not members of the Council of Europe, may adopt amendments to this statute by the majority provided for under Article 20.d of the Statute of the Council of Europe.

Article 9 – Withdrawal

9.1 Any member may withdraw from the EPA by means of a declaration sent to the Secretary General of the Council of Europe.

9.2 The Secretary General shall acknowledge receipt of the declaration and so inform the members of the EPA.

9.3 By analogy with Article 7 of the Statute of the Council of Europe, withdrawal shall take effect:

- at the end of the financial year in which it is notified, if such notification is given before 1 June of that financial year;
- at the end of the following financial year, if notification of withdrawal is given on or after 1 June of the financial year.

9.4 In accordance with Article 18 of the Council of Europe's Financial Regulations, the Governing Board shall examine the financial consequences of the withdrawal of a member and shall make the appropriate arrangements.

9.5 The Secretary General shall immediately inform the member concerned of the consequences of its withdrawal.

**Resolution [CM/Res\(2013\)67](#)
revising the rules for the award of the “Cultural Route of the Council of Europe” certification**

*(Adopted by the Committee of Ministers on 18 December 2013
at the 1187bis meeting of the Ministers’ Deputies)*

The Committee of Ministers, under the terms of Article 15.b of the Statute of the Council of Europe,

Considering that the aim of the Council of Europe is to achieve a greater unity between its members and that this aim may be pursued through joint action in the cultural field;

Considering that the main aims of European cultural co-operation are to promote the European identity in its unity and its diversity; to preserve the diversity of Europe’s cultures; to encourage intercultural dialogue and to facilitate conflict prevention and reconciliation;

Considering that highlighting the influences, exchanges and developments which have formed the European identity can facilitate awareness of a European citizenship based on the sharing of common values;

Considering that it is essential for younger generations to acquire this awareness of a European identity and citizenship and the common values on which they are based;

Considering that in order to uphold these common values and make them more tangible, it is necessary to promote an understanding of Europe's history on the basis of its physical, intangible and natural heritage, so as to bring out the links which unite its various cultures and regions;

Noting that the identification of European values and a common European cultural heritage may be achieved via cultural routes tracing the history of peoples, migrations, and the spread of the major European currents of civilisation in the fields of philosophy, religion, culture, the arts, science, technology and trade;

Aware that such routes lend themselves to long-term European co-operation programmes in the fields of research, heritage enhancement, culture and the arts, cultural and educational youth exchanges, cultural tourism in Europe and sustainable cultural development;

Considering that such co-operation mobilises and brings together a large number of individuals, organisations, institutions and structures in Europe, and thereby contributes to the process of European construction;

Considering that in order to provide an intellectual and technical support to this co-operation, which requires considerable human and financial resources, a formal operational framework should be established enabling the reaffirmation of fundamental values, the qualitative and quantitative assessment of implementation, training of actors and a coherent communication;

Considering that such a framework enables common objectives to be pursued and guarantees the quality of the initiatives undertaken;

Considering Resolution [CM/Res\(2013\)66](#) confirming the establishment of the Enlarged Partial Agreement on Cultural Routes (hereafter “EPA”);

Having regard to the objectives and activities of the EPA,

Adopts this resolution which annuls and replaces Resolution [CM/Res\(2010\)52](#) of 8 December 2010 on the rules for the award of the “Cultural Route of the Council of Europe” certification;

Adopts the rules for the award of the “Cultural Route of the Council of Europe” certification which are appended to this resolution.

Appendix to Resolution [CM/Res\(2013\)67](#)

Rules

The certification “Cultural Routes of the Council of Europe” may be granted to projects which deal with a theme that complies with the eligibility criteria in part I below, involve priority actions as indicated in part II and are presented by a single network meeting the criteria in part III.

I. List of eligibility criteria for themes

Themes must satisfy all of the following criteria:

1. the theme must be representative of European values and common to at least three countries of Europe;
2. the theme must be researched and developed by groups of multidisciplinary experts from different regions of Europe so as to ensure that the activities and projects which illustrate it are based on consensus;
3. the theme must be illustrative of European memory, history and heritage and contribute to an interpretation of the diversity of present-day Europe;
4. the theme must lend itself to cultural and educational exchanges for young people and hence be in line with the Council of Europe's ideas and concerns in these fields;
5. the theme must permit the development of initiatives and exemplary and innovative projects in the field of cultural tourism and sustainable cultural development;
6. the theme must lend itself to the development of tourist products in partnership with tourist agencies and operators aimed at different publics, including school groups.

II. List of priority fields of action

The projects must pertain to the following priority fields of action, while fulfilling the criteria enumerated below for each field of action:

1. *Co-operation in research and development*

In this field of action, the projects must:

- play a unifying role around major European themes, enabling dispersed knowledge to be brought together;
- show how these themes are representative of European values shared by several European cultures;
- illustrate the development of these values and the variety of forms they may take in Europe;
- lend themselves to research and interdisciplinary analysis on both a theoretical and a practical level.

2. *Enhancement of memory, history and European heritage*

In this field of action, the projects must:

- enhance physical and intangible heritages, explain their historical significance and highlight their similarities in the different regions of Europe;
- 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;
- identify and enhance European heritage sites and areas other than the monuments and sites generally exploited by tourism, in particular in rural areas, but also in industrial areas in the process of economic restructuring;
- take account of the physical and intangible heritage of ethnic or social minorities in Europe;
- contribute through appropriate training, to raising awareness among decision makers, practitioners and the general public of the complex concept of heritage, the necessity to protect, interpret and communicate it as a means for sustainable development, and the challenges and opportunities it represents for the future of Europe.

3. *Cultural and educational exchanges for young Europeans*

In this field of action, the projects must:

- include the organisation of activities with groups of young people in order to promote in-depth exchanges aimed at developing the concept of European citizenship, enriched by its diversity;
- place the emphasis on personal and real experiences through the use of places and contacts;
- encourage decompartmentalisation by organising exchanges of young people from different social backgrounds and regions of Europe;
- constitute pilot schemes with a limited number of participating countries and be provided with sufficient resources for meaningful assessment in order to generate prototypes that can serve as reference models;
- give rise to co-operation activities which involve educational institutions at various levels.

4. *Contemporary cultural and artistic practice*

In this field of action, the projects must:

- give rise to debate and exchange, in a multidisciplinary and intercultural perspective, between the various cultural and artistic expressions and sensibilities of the different countries of Europe;
- encourage activities and artistic projects which explore the links between heritage and contemporary culture;
- highlight, in contemporary cultural and artistic practice, the most innovative practices in terms of creativity, and link them with the history of skills development, whether they belong to the field of the visual arts, the performing arts, creative crafts, architecture, music, literature or any other form of cultural expression;
- give rise to networks and activities which break down the barriers between professionals and non-professionals, particularly as regards instruction for young Europeans in the relevant fields.

5. *Cultural tourism and sustainable cultural development*

In this field of action, the projects must:

- take account of local, regional, national and European identities;
- actively involve print and broadcast media and make full use of the potential of electronic media in order to raise awareness of the cultural objectives of the projects;
- promote dialogue between urban and rural cultures, between regions in the south, north, east and west of Europe, and between developed and disadvantaged regions;
- promote dialogue and understanding between majority and minority, native and immigrant cultures;
- open up possibilities for co-operation between Europe and other continents through the special affinities between certain regions;
- concern themselves, in the field of cultural tourism, with raising public awareness, drawing decision makers' attention to the necessity of protecting heritage as part of sustainable development of the territory and seek to diversify both supply and demand, with a view to fostering the development of quality tourism with a European dimension;
- seek partnerships with public and private organisations active in the field of tourism in order to develop tourist products and tools targeting all potential publics.

III. **List of criteria for networks**

Project initiators shall form multidisciplinary networks located in several Council of Europe member States. Such networks must:

- present a conceptual framework based on research carried out into the theme chosen and accepted by the different network partners;
- involve several Council of Europe member States through all or part of their project(s), without excluding activities of a bilateral nature;
- plan to involve as large a number as possible of States Parties to the European Cultural Convention (ETS No. 18) as well as, where appropriate, other States;
- ensure that the projects proposed are financially and organisationally viable;
- have a legal status, either in the form of an association or a federation of associations;
- operate democratically.

In support of the presentation of their projects, networks must:

- offer a comprehensive programme and specify its objectives, methods, partners, participating countries (current and envisaged) and the overall development of the programme in the medium and long term;
- demonstrate how their activities relate to the five priority fields of action in Part II of the Appendix to Resolution [CM/Res\(2013\)67](#) (research and development, enhancement of memory, history and heritage, cultural and educational exchanges for young Europeans, contemporary cultural and artistic practice, cultural tourism and sustainable cultural development);
- identify, in the various member countries of the Council of Europe, the main initiators, participants and other potential partners likely to form a network; specify, where appropriate, at international level, other partner organisations;
- specify the regions concerned by the project;
- provide details of their financing and operational plan;
- append the basic text(s) relating to their legal status;
- define and implement indicators aimed to measure the impact of the activities of cultural routes.

IV. Certification

1. The certification "Cultural Route of the Council of Europe" is awarded by the Governing Board of the EPA in consultation with the relevant intergovernmental committee. It can, if necessary, seek advice from one or more expert consultants. The Governing Board may consult, if considered necessary, other pertinent committees or bodies of the Council of Europe.

In case of a negative opinion by the intergovernmental committee concerned, the agreement of the Committee of Ministers will be required for the award of the certification.

Projects and themes which help to achieve the Council of Europe political priority objectives are particularly encouraged.

2. Following the award of the certification, the entire mention "Cultural Route of the Council of Europe" and the logo of the Council of Europe must be placed on all communication material, including press releases.

A manual with recommendations (or vade mecum) will be provided to networks.

Whenever possible, the certification accompanied by the Council of Europe logo must appear on road signs and boards indicating the cultural route.

3. Evaluation of networks responsible for projects having received the certification "Cultural Route of the Council of Europe".

In addition to an annual programme of activities and an annual report submitted to the European Institute of Cultural Routes, networks must submit every three years a report enabling the Governing Board of the EPA to evaluate their activities in order to ascertain whether they continue to satisfy the criteria in parts I, II, III and IV.2 above.

If the Governing Board of the EPA finds the compliance with parts I, II, III and IV.2 above unsatisfactory it will issue a recommendation in order to ensure this compliance. If the recommendation is not followed within a year, the Governing Board of the EPA may decide on the withdrawal of the certification after consultation of the relevant intergovernmental committee.

In case the intergovernmental committee concerned is of the opinion that the certification should not be withdrawn, the agreement of the Committee of Ministers will be required for the withdrawal of the certification.

The Governing Board of the EPA decides on the practical modalities of application of this resolution. It adopts rules of procedure to this effect.