

# First Routes4U meeting for the Baltic Sea Region (EUSBSR)

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

6-7 September 2018, Oslo, Norway

(Arts Council Norway, Mølleparken 2)

## PROGRAMME

### Thursday 6 September

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13.30  
– 13.45 *Registration of participants*

13.45  
– 14.30 **OFFICIAL OPENING**

- Kristin DANIELSEN, Director, Arts Council Norway
- Frida BLOMGREN, State Secretary, Ministry of Culture, Norway
- Alfredas JOMANTAS, Representative of Lithuania, Baltic Region Heritage Committee and Enlarged Partial Agreement on Cultural Routes of the Council of Europe

14.30  
– 15.00 **PLENARY SESSION | The Cultural Routes of the Council Of Europe and Routes4U Project**

- Stefano DOMINIONI, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes, Council of Europe. *"The Cultural Routes Programme of the Council of Europe : strengths of a 31-years long Programme"*
- Constanze METZGER, Routes4U Senior Project Officer, Council of Europe. *"Routes4U - Fostering regional development through transnational cultural routes, heritage policies and practices in EU Macro-regions "*
- Karen VARDEN, Arts Council Norway, *"EEA Grants Culture. Working Together for a Green, Competitive and Inclusive Europe"*

#### Routes4U Project

Funded  
by the European Union  
and the Council of Europe



EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Implemented  
by the Council of Europe

15.00 **PARALLEL WORKSHOP (PART 1/2)**

– 16.00

Workshop 1 | Regional development through cultural tourism (Room Vulkan)

*Participants will discuss cultural tourism as driver for growth, jobs and economic development in the Baltic Sea Region. They will formulate recommendations on how to tackle specific challenges in the Baltic Sea Region.*

- **Moderator:** Tomasz DUDA, Phd Lecturer and Tutor “Tourism geography, cultural tourism and tourism routes valorization”, Department of Tourism and Recreation, University of Szczecin

Workshop 2 | Social participation in the regionalization and Europeanization of cultural heritage (Room Spigerverket)

*Participants will discuss possibilities of cultural cooperation in the Baltic Sea Region. They will formulate recommendations on how to strengthen the role of civil society in promoting heritage as basis for common identity, as highlighted by the Council of Europe Faro Convention.*

- **Moderator:** Łucja PIEKARSKA - DURAJ, Assistant Professor, UNESCO Chair on Education about the Holocaust, Jagiellonian University

Workshop 3 | Marketing strategies for the promotion and visibility of cultural heritage (Room Hjula)

*Participants will discuss the challenges related to tourism management and marketing, and will formulate recommendations on visibility strategies, meant at increasing the visibility of cultural heritage in the Baltic Sea Region.*

- **Moderator:** Pellervo KOKKONEN, Director of Tourism Development, Savonlinna Development Services Ltd.

16.00

– 16.15 *Coffee break*

16.15 **PARALLEL WORKSHOPS (PART 2/2)**

– 17.30

17.30 **PLENARY SESSION | Workshops follow-up**

– 18.00

18.00 **EVENING PROGRAMME**

– 21.00

*Oslo City Tour along The Route of Saint Olav Ways.  
Dinner reception*

## Friday 7 September

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09.00

– 09.20

*Keynote speeches*

- Odd GODAL, EU Strategy for the Baltic Sea Region, DG REGIO, European Commission
- Marianne BERGER-MARJANOVIC, Chair, Enlarged Partial Agreement on Cultural Routes of the Council of Europe

09.20

– 10.15

### **PLENARY SESSION | The Cultural Routes crossing the Baltic Sea Region**

*Certified Cultural Routes of the Council of Europe: best practices and lessons learnt*

- Inger HARLEVI, The Hansa
- Hans MORTEN LØVRØD, The Routes of Saint Olav Ways
- Ea Stevns MATZON, The Viking Routes
- Wenche MADSEN ERIKSSON, The European Cemeteries Route
- Mats ROSÉN, The European Routes of Megalithic Culture

*Proposals for new "Cultural Routes of the Council of Europe", extension of existing certified Cultural Route and new themes for Cultural Routes*

- Michael CRAMER, The Iron Curtain Trail
- James SIMPSON, Saint Olav Waterways
- Tommi LINDH, Alvar Aalto Route of Modern Architecture

10.15

– 10.30

*Coffee break*

10.30

– 12.00

### **PLENARY SESSION | Fostering the Cultural Routes in the Baltic Sea Region, within Routes4U Project**

*The discussion will focus on the possibilities of strengthening and further expanding the existing certified Cultural Routes of the Council of Europe in the Baltic Sea Region. The session will moreover explore the potential of creating new Cultural Routes, which will contribute to foster regional development in the Baltic Sea Region.*

**Moderator:** Marianne LEHTIMÄKI, Regional expert on cultural heritage and routes; former Coordinator, Baltic Region Heritage Committee

12.00

– 13.00

### **CLOSING SESSION | Summarizing the results and future steps to be taken**

13.00

– 15.00

### **END OF THE MEETING AND SOCIAL PROGRAMME**

*Short Walk from Arts Council to Vår Frelzers Gravlund (Akersbakken 32).  
Pilgrim's lunch at the Pilgrim Centre of Oslo (Akersbakken 30).*



*Routes4U is a Joint Programme between the Council of Europe (Directorate General of Democracy, Enlarged Partial Agreement on Cultural Routes) and the European Union (European Commission, Directorate General for Regional and Urban Policies). The project aims to foster regional development through the Cultural Routes of the Council of Europe programme in the four EU macro-regions, according to the Faro Convention.*

[www.coe.int/routes4u](http://www.coe.int/routes4u)