

**ROUTES4U SEMINAR AT THE  
CULTURAL ROUTES OF THE COUNCIL OF EUROPE  
8TH ANNUAL ADVISORY FORUM  
Wednesday 26 September 2018  
Görlitz (Germany)  
14:00-15:00**

## **Background**

In 1987, the Council of Europe launched the Cultural Routes programme to promote and protect the heritage in Europe. The Cultural Routes of the Council of Europe are **transnational grass-roots networks**. They act as channels for intercultural dialogue and promote a better knowledge and understanding of European shared heritage and cultural diversity.

**33 networks certified "Cultural Route of the Council of Europe"**<sup>1</sup> provide a wealth of leisure and educational activities for all citizens across Europe and beyond. They cover a range of different themes, such as architecture, cultural landscape, gastronomy or major figures of European art, music and literature.

The certification "Cultural Route of the Council of Europe" is a **guarantee of excellence**. The networks implement activities and projects pertaining to **five main priority fields of action**: co-operation in research and development; enhancement of memory, history and European heritage; cultural and educational exchanges for young Europeans; contemporary cultural and artistic practice; cultural tourism and sustainable cultural development.

## **Routes4U Seminar at the 8<sup>th</sup> Annual Advisory Forum**

The seminar aims at providing a **platform for exchange** on the implementation of the joint programme of the Council of Europe and the European Union, making best use of the existing resources and expertise in the framework of the Cultural Routes programme.

More specific, the focus of the seminar will lay on the **certification of new Cultural Routes and the extension of certified Cultural Routes** in the Baltic Sea, the Danube, the Adriatic and Ionian and the Alpine Region. Participants will discuss **management needs of certified Cultural Routes** and **exchange on best practices and lessons learnt**.

The **objectives of the seminar** are:

1. To provide a platform for exchange between certified Cultural Routes and projects on effective management and funding opportunities in the framework of macroregional strategies of the European Commission;
2. To discuss specific needs with regards to new projects of cultural routes in view of the certification and the extension of certified Cultural Routes;
3. To exchange on and decide about possible joint activities on sustainable cultural tourism and regional development within the framework of Routes4U.

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<sup>1</sup> 33 certified Cultural Routes as of August 2018

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

## **Joint Programme Routes4U**

The Routes4U Project is the **Joint Programme between the Council of Europe** (EPA on Cultural Routes) and the **European Union** (DG REGIO). Launched in 2017, it aims at strengthening the **regional development** through the Cultural Routes of the Council of Europe in the Baltic Sea, the Danube, the Adriatic and Ionian and the Alpine Region.

It thus creates the link between two initiatives: The Cultural Routes of the Council of Europe on one hand and the macro-regional strategies of the European Commission on the other.

The **Baltic Sea, the Danube, the Adriatic and Ionian and the Alpine Region** encompass 27 countries with more than 340 million people. For each Macro-region, the European Commission has adopted a respective strategy: The EU Strategy for the Baltic Sea Region (2009), the Danube Region (2010), the Adriatic and Ionian Region (2014) and the Alpine Region (2015).



### **Adriatic and Ionian region (EUSAIR)**

**Countries involved:** Albania, Bosnia and Herzegovina, Croatia, Greece, Italy, Montenegro, Serbia and Slovenia.

**4 main objectives:** "Marine and Maritime Growth/Blue Growth", "Connecting the Region", "Environmental quality" and "Sustainable Tourism".



### **Alpine region (EUSALP)**

**Countries involved:** Austria, France, Germany, Italy, Liechtenstein, Slovenia and Switzerland.

**3 main objectives:** "Fair access to job opportunities / Building on the region's high competitiveness", "Sustainable internal and external / Accessibility for all" and "A more inclusive environmental framework for all / Renewable and reliable energy solutions for the future".



### **Baltic Sea region (EUSBSR)**

**Countries involved:** Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland and Sweden.

**3 main objectives:** "Save the sea", "Connect the region" and "Increase prosperity".



### **Danube region (EUSDR)**

**Countries involved:** Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Moldova, Montenegro, Ukraine, Serbia, Slovak Republic, Slovenia, Romania.

**4 main objectives:** "Connecting the region", "Protecting the environment", "Building prosperity" and "Strengthening the region".

**25 Cultural Routes of the Council of Europe** currently cross the Baltic Sea, the Danube, the Adriatic and Ionian and the Alpine Region:

ATRIUM | Cluniac Sites in Europe | The Hansa | Huguenot and Waldensian Trail | European Cemeteries Route | European Route of Charles V | European Route of Cistercian Abbeys | European Route of Historic Thermal Towns | European Route of Jewish Heritage | European Route of Megalithic Culture | European Mozart Ways | Destination Napoleon | Iter Vitis Route | Olive Tree Routes | Phoenicians' Route | Prehistoric Rock Art Trails | Réseau Art Nouveau Network | Roman Emperors and Danube Wine Route | Route of Saint Olav Ways | Saint Martin of Tours Route | Santiago de Compostela Pilgrim Routes | TRANSROMANICA | Via Francigena | Via Habsburg | Viking Routes

**Routes4U has the following objectives:**

#### REGIONAL DEVELOPMENT

It promotes innovative opportunities in the field of cultural industries and sustainable tourism. By doing so, it reinforces regional development in remote destinations and improves accessibility of cultural heritage in remote areas.



#### CULTURAL COOPERATION

It strengthens the cultural cooperation at the regional and transnational level, including different actors from the public and private sector as well as non-profit organisations.



#### SOCIAL COHESION

In line with the Faro Convention, Routes4U involves local citizens and their affinity with their region as essential for the cultural identity of the sites. Ownership of the project lies in the hands of the civil society in the four EU Macro-regions.



**Activities in the field of sustainable cultural tourism and regional development:**

- Cultural Routes digital platform to discover Cultural Routes landmark sites and organise a journey in the EU macro-regions;
- Cultural Routes card with discounts and advantages;
- Grant-System for exemplary actions of selected Cultural Routes of the Council of Europe. The activities will contribute to the macro-regional development and the further strengthening of the Cultural Routes network.

**Activities contributing to capacity building:**

- Trainings and e-learning modules for cultural routes networks, regional and local authorities;
- Assistance to cultural routes projects identified in the EU macro-regions in view of the certification "Cultural Route of the Council of Europe" and to certified Cultural Routes for their extension.

**Activities to develop good practices and guidelines:**

- Identification of practices and tools in use in the EU macro-regions;
- Proposal of trans-sectorial guidelines for the implementation of Cultural Routes of the Council of Europe;
- Knowledge exchange and information on best practices through the organisation of macro-regional workshops. The meetings will provide the opportunity to bring the relevant stakeholders of the EU macro-regions into contact with the Cultural Routes.