

# First Routes4U conference for the Danube Region (EUSDR)

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

6 November 2018. Bucharest, Romania.

Hotel Marshal Garden

50 B, Dorobantilor Boulevard, District 1. 010574, Bucharest. Romania

## PROGRAMME

8.30 *Registration of participants*

9.00 **OPENING**

- CHIRILĂ Virgil-Alin, State Secretary, Romanian Ministry of Regional Development and Public Administration
- TENEA Diana, General Director, Ministry of Regional Development and Public Administration, Romanian Priority Area Coordinator for Priority Area 3, EUSDR
- DOMINIONI Stefano, Executive Secretary, Enlarged Partial Agreement (EPA) on Cultural Routes, Council of Europe. *"The Cultural Routes of the Council of Europe: connecting citizens through heritage since 1987"*
- SIRAKOV Lyubomir, Bulgarian Coordinator for Priority Area 3, EUSDR *"PA 3 of the EUSDR: To promote culture and tourism, people to people contacts"*
- ONIDA Marco, Coordinator Danube Strategy, DG REGIO, European Commission

9:45 **ROUTES4U PRESENTATION**

- METZGER Constanze, Routes4U Senior Project Officer, Enlarged Partial Agreement on Cultural Routes, Council of Europe. *"Routes4U - Fostering regional development through transnational cultural routes, heritage policies and practices in the EU Macro-regions"*

10.00 **PARALLEL WORKSHOPS** (part 1/2)

**Workshop 1** | Sustainable development through cultural tourism: building prosperity in the Danube Region

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

- RADIĆ Darja, Lecturer on Tourism and destination marketing, micro-economics and entrepreneurship, Manager at PROVOBIS Business Consulting

**Workshop 2** | Participative and transnational story-telling: cultural heritage for connecting the Danube Region

*Participants will discuss possibilities of cultural cooperation in the Danube 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.*

- VUKANOVIĆ Miloš, Deputy Director of the National Museum of Montenegro, Program coordinator of the Association of History Educators of Montenegro

**Workshop 3** | Marketing strategies for the promotion and visibility of heritage in the Danube Region

*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 Danube Region and at promoting it as a cultural tourism brand.*

- NAGY Katalin, Master Lecturer on tourism, University of Miskolc, Faculty of Economics,

## Marketing and Tourism Institute

11.30 *Coffee break*

11.45 **PARALLEL WORKSHOPS** (part 2/2)

13.00 *Networking lunch*

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

*Presentation of the main topics and issues discussed during the parallel workshops.  
Recommendations on the implementation of the Routes4U Project.*

- RADIĆ Darja, Lecturer on Tourism and destination marketing, micro-economics and entrepreneurship, Manager at PROVOBIS Business Consulting
- VUKANOVIĆ Miloš, Deputy Director of the National Museum of Montenegro, Program coordinator of the Association of History Educators of Montenegro
- NAGY Katalin, Master Lecturer on tourism, University of Miskolc, Faculty of Economics, Marketing and Tourism Institute

14.30 **PANEL DISCUSSION | Fostering the Cultural Routes in the Danube Region, within Routes4U Project** (part 1/2)

*Discussion on priorities and possible extensions in the Danube Region.  
Best practices and lessons learnt from the Cultural Routes of the Council of Europe:*

- DANGULEA Iulia, Iter Vitis
- PACHER Elisabeth, Danube Culture Platform (*proposals for cultural routes*)
- POP Andreea, European Cemeteries Route
- BONIS Sebastian, Réseau Art Nouveau Network
- PLAMENAC Gordana, Roman Emperors and Danube Wine Route
- LESER Christin, TRANSROMANICA – the Romanesque Routes of European Heritage

15.45 *Coffee break*

16.00 **PANEL DISCUSSION** (part 2/2)

*Presentation of project and new themes of Cultural Routes in the Danube Region.  
Proposals in view of certification or extension of existing certified Cultural Route.*

- ILIESCU Iuliana, Danube Women Stories
- HIRSCH Petr, European Cultural Route of Saints Cyril and Methodius
- CRESNAR Matija, Iron Age Danube
- DERVISKADIC Snjezana, RCC Triple P project
- GRAF Manuela, Tesla Ways
- BAUMGARTNER Andreas, Via Memoria Mauthausen

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

-18.00

*Definition of Routes4U priorities regarding the Cultural Routes of the Council of Europe programme in the Danube Region.*

- DOMINIONI Stefano, Executive Secretary, EPA on Cultural Routes, Council of Europe.
- COZMA Irina, Romanian Secretariat for Priority Area 3, EUSDR
- SIRAKOV Lyubomir, Bulgarian Coordinator for Priority Area 3, EUSDR

18.00  
-21.00

*Networking dinner and social programme*