

Routes4U Project

Funded
by the European Union
and the Council of Europe



COUNCIL OF EUROPE



Implemented
by the Council of Europe

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Routes4U Joint Programme – Second Steering Committee meeting 2 July 2019 28, Rue Münster, L-2160 Luxembourg Abbey of Neumünster, Salle Dune

Information on Routes4U-Grants

Grants for exemplary actions, Four calls for proposal, one for each macro-region (EUSAIR, EUSALP, EUSBSR and EUSDR) were published to award small grants to support good practices of the Cultural Routes of the Council of Europe and to help enhancing the common identity within the macro-regions. Six proposals were awarded a grant of maximum 10.000€ each:

- 1. The European Route of Jewish Heritage** develops a **Jewish Heritage Incubator program** in order to extend the Cultural Route and further promote the Jewish Heritage in the **Danube Region**. The project entails the research on and inventory of sites and destinations at the national level, for the development of Cultural Route in Austria, Slovenia, Bosnia, Croatia, Serbia, Czech Republic, Bulgaria, Hungary and Romania.
- 2. The Hansa** implements a project connecting four countries of the **Baltic Sea Region** (Estonia, Latvia, Germany and Sweden) through history, culture, storytelling (historic as well as now living persons), development of local and countryside eating products. The project put into practice the concept of **"from the farm to the table"**, bringing to life the living Hanseatic heritage.
- 3. The Roman Emperors and Danube Wine Route** increases **regional investments in the tourism sector** by extending the Cultural Route to integrate new Roman archaeological sites from Slovenia and Austria, in the **Danube Region**. This will extend the touristic offer, and pave the way to further engage local-business stakeholders along the Route.
- 4. The Phoenicians' Route** develops a **Cultural Routes Card** in line with the overall branding strategy **for the Adriatic and Ionian Region**. The card contributes to develop new tourism products and services along the Cultural Route of the Council of Europe and to increase its competitiveness in terms of tourism offer.
- 5. The Routes of the Olive Tree** develop a **touristic itinerary and an interactive map** with new points of interests, extending the network of the Cultural Route in at least three countries of the Adriatic and Ionian Region. The project entails the creation of a brand name/logo, in order to increase the visibility of the products and services linked to the Olive Tree, and the creation of Info-Points to provide the local community with information about the Cultural Route.



Enlarged Partial Agreement on Cultural Routes
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6. Via Francigena develops **signposting and information panels** as well as a **Pilgrim passport** which provides discounts and offers for travelling along the Cultural Route **in the area of the Alpine Region**. The project creates tourist packages dedicated to the discovery of the Via Francigena within the Alpine Region.

Seven new calls for proposal for seven mini-grants were launched in June 2019. They will be awarded for the implementation of the Routes4U-branding strategy, more specific the creation of local tourism products and services as well as the creation of a Cultural Routes Card.

Guidelines on funding and certification

A **mini-guide on how to apply for funding** is accessible on Routes4U website. It provides useful information, guidelines, advices and a step-by-step checking-list, to prepare a successful proposal.

In parallel, Routes4U established a **cooperation with EuroAccess**. In this framework, Routes4U website integrates EuroAccess Macro-Regions: an online information and search tool on EU-funding available in the Adriatic-Ionian, Alpine, Baltic Sea and Danube Region. At the same time, EuroAccess webpage integrated a page on Routes4U funding opportunities (mini-grants).

Representatives of EuroAccess participated at Routes4U-workshop for the Danube Region (Bucharest, November 2018) and provided advices on funding opportunities. Furthermore, an online-information session was organized on how to prepare a successful proposal.

Guidelines on the certification "Cultural Route of the Council of Europe" were developed and disseminated online. These guidelines provide information on how to prepare the application as well as on procedural aspects concerning the certification cycle.