

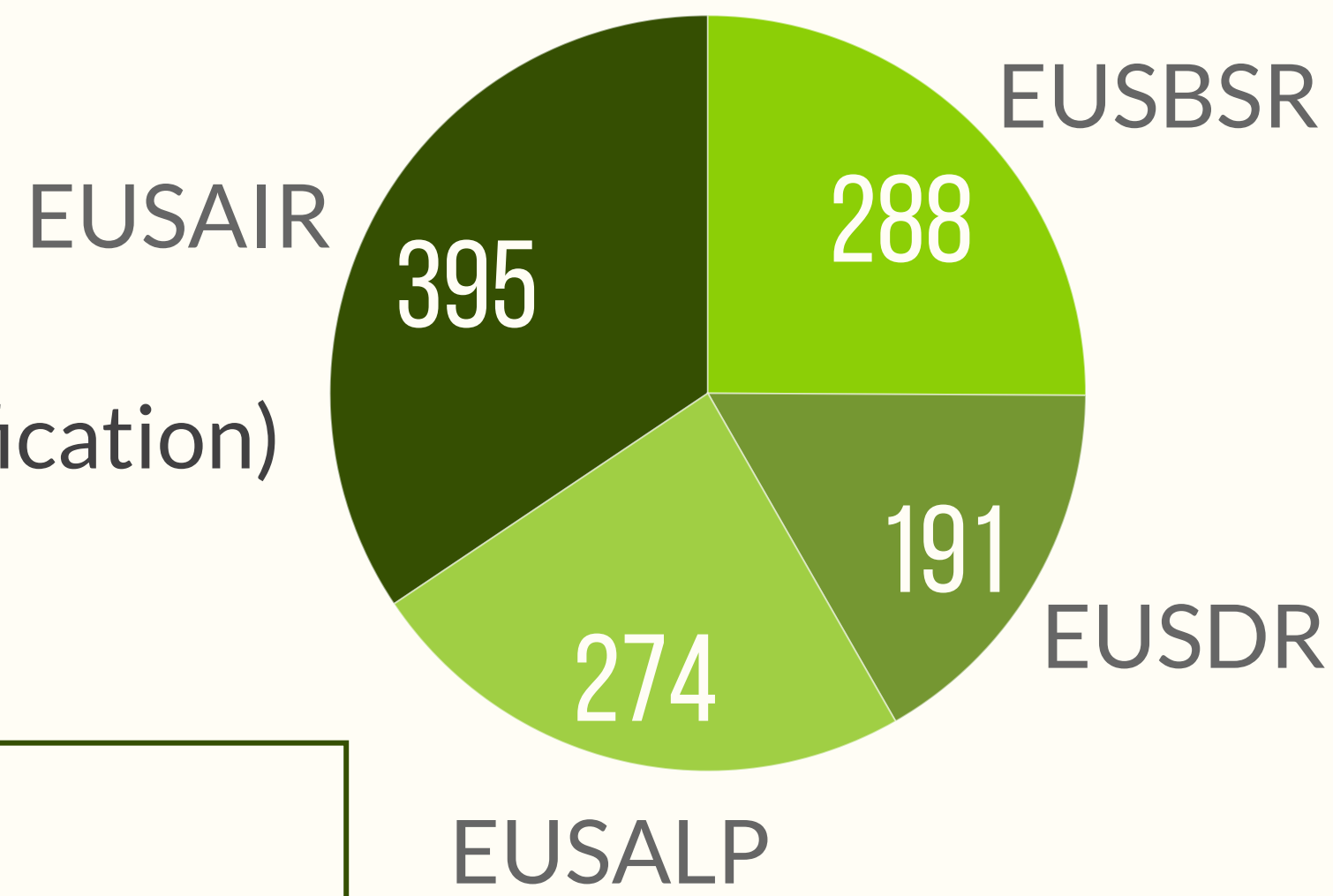
## REGIONAL DEVELOPMENT

**22** publications & studies on the macro-regions

- ▶ 4 roadmaps
- ▶ 4 studies on policies
- ▶ 4 studies on economic impact
- ▶ 4 feasibility studies
- ▶ 4 branding studies
- ▶ 2 guidelines (fundings, certification)

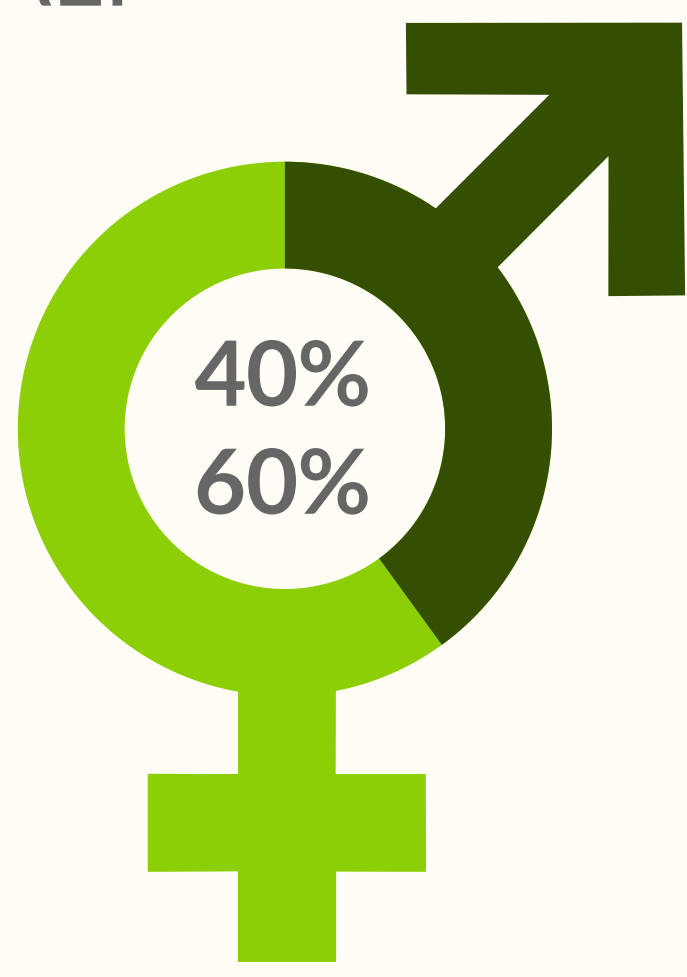
**1148**

Members of the Cultural Routes indexed in an **INTERACTIVE ONLINE MAP**



**15** WORKSHOP SESSIONS

**291** professionals trained



**5**

**E-LEARNING**  
MODULES



**254**

**USERS** for the  
1st **MODULE**

Routes4U

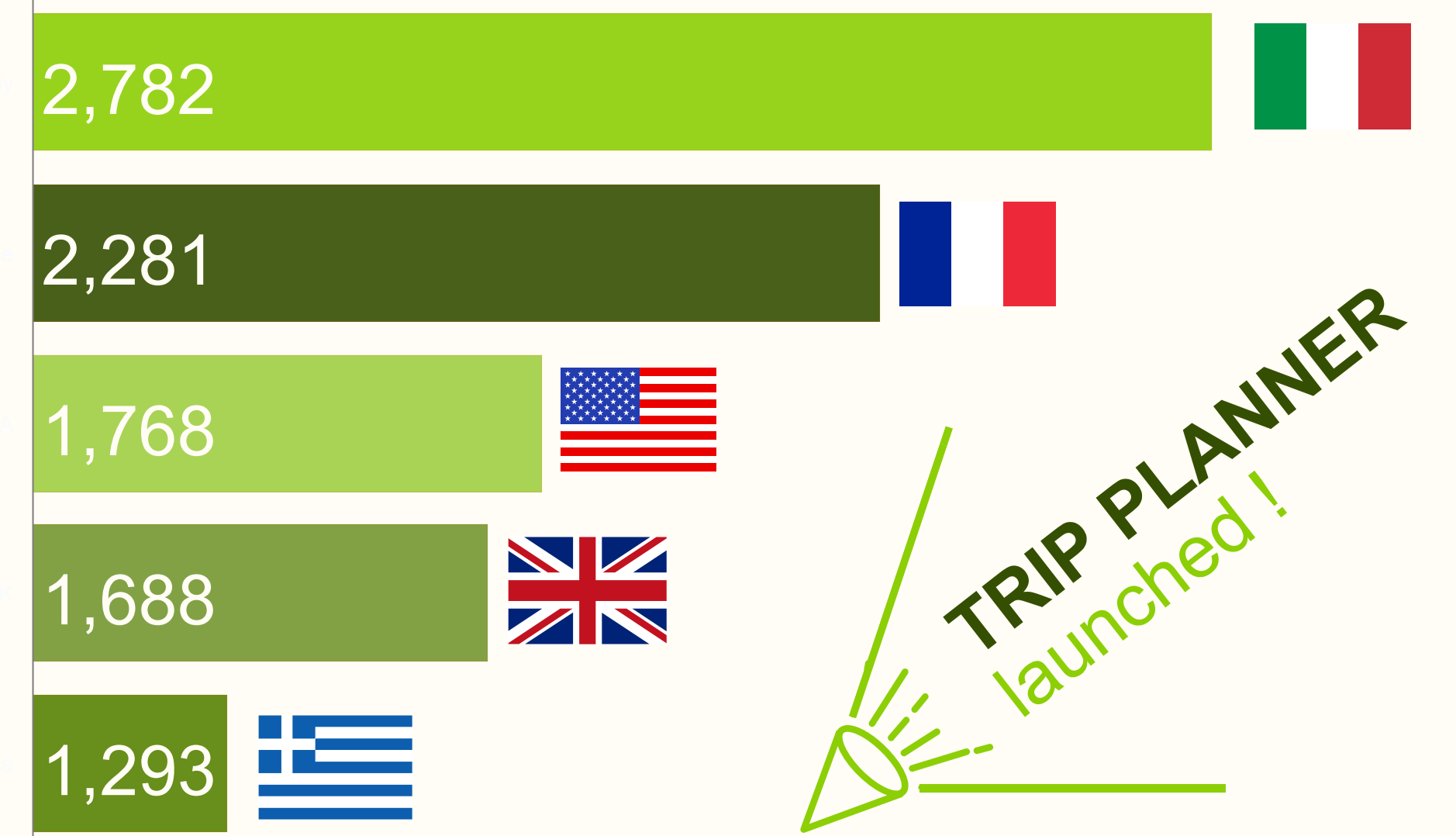
Cultural Routes of the Council of Europe in the Adriatic-Ionian, Alpine, Baltic Sea and Danube macro-regions

## RESULTS

## PROMOTION

**ROUTES4U WEBSITE** = **8** main pages + **17** subpages

**21,153**  
users



**TRIP PLANNER**  
launched!



**2683**

subscribers to the newsletter



**39** articles & reports



**30** video testimonials on the Routes4U channel



**64** Friday quizzes

**4113** interactions

**3489** users

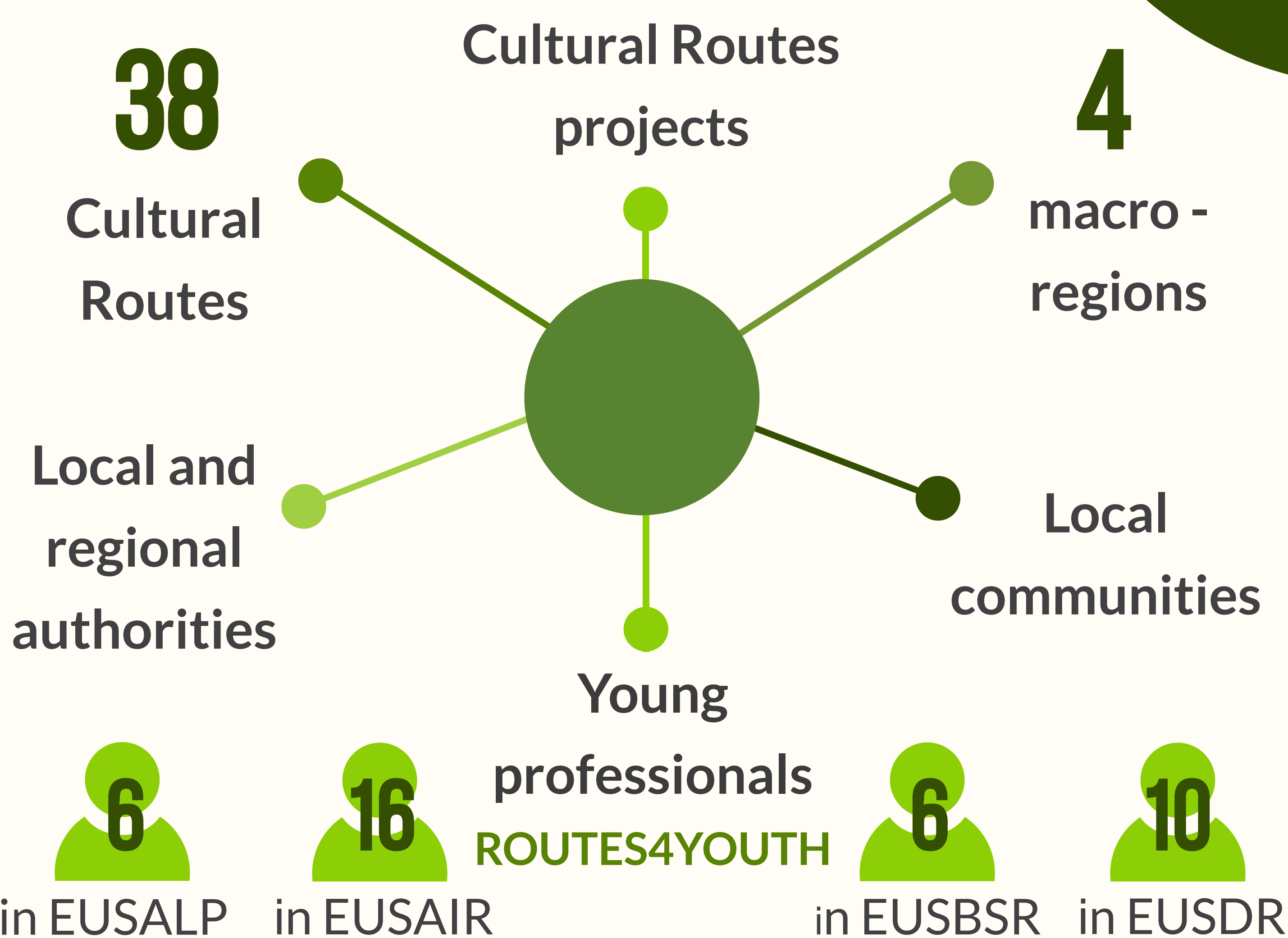


Photo competition

**87** photographers

**18** countries

## BENEFICIARIES



## COOPERATION



**TOURISM PROMOTION**

▶ **FAM TRIPs**

▶ **B2B events**



**POLITICAL AWARENESS**

**4** **SURVEYS** on national and transnational **POLICIES**



**FUNDINGS**

**6** **CULTURAL ROUTES** received a **GRANT**

**7** **NEW CALLS** published

## 8 PRIORITY THEMES IDENTIFIED

- ▶ Roman Heritage
- ▶ Routes of the Olive Tree
- ▶ Mountain heritage/Via Alpina
- ▶ Via Claudia Augusta
- ▶ Modern architecture/ Alvar Aalto
- ▶ Maritime heritage/ Ice Age
- ▶ Iron Age
- ▶ Cyril and Methodius Route

**2** **NEW CULTURAL ROUTES** CERTIFIED IN APRIL 2019

**Iron Curtain Trail**

**Routes of Reformation**