

TRAINING SEMINAR
FOR CANDIDATE NETWORKS
APPLYING FOR THE "CULTURAL ROUTE OF THE COUNCIL OF EUROPE"
CERTIFICATION

DATES	19 and 20 June 2025
FORMAT	On-site training seminar
VENUE	Neumunster Abbey, 28 rue Munster, L- 2160 Luxembourg (GRAND DUCHY OF LUXEMBOURG)
WORKING LANGUAGE	All the training modules and workshops will be held in English. Bilateral Advisory meetings can be held in either English or French.
DURATION	1 full day - 8-9 hours – on 19 June; optional bilateral advisory meetings on 20 June (average of 45 minutes each)
ORGANISER	European Institute of Cultural Routes (Technical Agency of the Cultural Routes of the Council of Europe programme)

INTRODUCTION

Following the Council of Europe Committee of Ministers Resolution [CM_Res\(2023\)2](#), the certification "Cultural Route of the Council of Europe" may be granted to projects which deal with a theme that complies with the eligibility criteria in part I of the Resolution, involve priority actions as indicated in part II and are presented by a single network meeting the criteria in part III.

Every year, networks interested in applying for the "Cultural Route of the Council of Europe" certification can submit an application to the Secretariat of the Enlarged Partial Agreement on Cultural Routes (EPA). These applications shall reply to a set of questions developed by the EPA Secretariat, based on the criteria outlined in the rules for the award of the "Cultural Route of the Council of Europe" certification [Res(2023)2].

Applications, to be submitted before 31 July, will be subject to an evaluation cycle consisting of the following steps:

1. Preliminary review by the EPA Secretariat to verify the completeness of the evaluation file.
2. Examination of the evaluation files and preparation of an evaluation report by an independent expert.
3. Examination of independent expert reports by the EPA Secretariat, with the assistance of the European Institute of Cultural Routes.
4. Examination of the evaluation results and recommendations of the EPA Secretariat by the Bureau of the EPA Governing Board.
5. Examination of evaluation results and recommendations of the Bureau by the EPA Governing Board.
6. Final decision concerning the award of the "Cultural Route of the Council of Europe" certification by the EPA Governing Board.

In order to provide information and assistance to cultural routes projects prior to the submission of an application for certification, the Secretariat of the Cultural Routes programme organises a dedicated training seminar in Luxembourg.

OBJECTIVES

This seminar will provide an overview of the main characteristics of the Cultural Routes of the Council of Europe programme, serving as an essential reference for representatives of cultural routes willing to apply for the "Cultural Route of the Council of Europe" certification. It addresses aspects concerning the Cultural Routes certification cycle, certification criteria and preparation of applications for certification.

The aim of the seminar is to provide candidate routes' representatives with a comprehensive overview of the certification procedure and requirements, in order to facilitate the preparation of their applications.

EXPECTED RESULTS

At the end of the seminar, participants should:

- Have acquired a theoretical basis on the Cultural Routes of the Council of Europe programme and its methodology.
- Have acquired a thorough understanding of the Cultural Routes certification cycle, certification criteria and added value of the “Cultural Routes of the Council of Europe” certification.
- Have learnt how to prepare and submit an application for the “Cultural Routes of the Council of Europe” certification.
- Be able to identify and reflect upon network aspects to be strengthened before submission of an application.
- Have been able to exchange experiences with other participants and experts and clarify questions that they may have.

METHODOLOGY

The seminar will be delivered by representatives of the Secretariat of the Cultural Routes of the Council of Europe programme and experts and representatives of certified Cultural Routes.

The seminar will be structured around a series of modules in which theoretical principles will be presented in an accessible and simple way in order to illustrate how the Cultural Routes methodology is applied in practice. During the seminar, participants will have the opportunity to clarify any doubts regarding the submission of an application for certification in the framework of the 2025-2026 Certification Cycle.

PRELIMINARY AGENDA

DAY 1 – THURSDAY 19 TH JUNE	
9:00 – 9:15	Official opening Mr. Rui Gomes, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes and Director of the European Institute of Cultural Routes
9:15 – 10:00	Module N° 1 – CONTEXT: THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE PROGRAMME Mr. Rui Gomes, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes and Director of the European Institute of Cultural Routes <ul style="list-style-type: none">– The evolution of the Cultural Routes of the Council of Europe programme– Aims and philosophy of the Cultural Routes of the Council of Europe– The Enlarged Partial Agreement on Cultural Routes of the Council of Europe

	<ul style="list-style-type: none"> – The European Institute of Cultural Routes - Technical Agency of the Cultural Routes of the Council of Europe programme – Defining the Cultural Routes of the Council of Europe – The added value of the Cultural Routes of the Council of Europe certification – The Cultural Routes of the Council of Europe programme: highlights and events
10:00 – 10:45	<p>Module N°2: DEFINING A CULTURAL ROUTE</p> <p><i>Prof. Mike Robinson, Chair of Cultural Heritage, Nottingham Trent University, United Kingdom</i></p> <ul style="list-style-type: none"> – Cultural Routes of the Council of Europe: the evolution of the definition – Certification criteria: Resolution CM Res(2023)2 – The five priority fields of action. – How to create a Cultural Route: project phases – The scientific dimension of Cultural Routes: scientific boards and networks of knowledge – Cultural Routes: economic impacts and sustainable development – The cultural context: fundamental resolutions and conventions at the European and international level <p>Discussion / Q&A session <i>Prof. Mike Robinson, Chair of Cultural Heritage, Nottingham Trent University, United Kingdom</i></p>
10:45 – 11:15 – Coffee break	
11:15 – 12:15	<p>Module n°3: TOOLS FOR THE GOVERNANCE OF CULTURAL ROUTES</p> <p><i>Prof. Mike Robinson, Chair of Cultural Heritage, Nottingham Trent University, United Kingdom</i></p> <ul style="list-style-type: none"> – Models of governance (managing expectation, setting goals and articles of Association, selecting partners, route manager role) – Scientific dimension and criteria for the selection of network members – Development and management planning for Route sustainability – Fundraising and financial planning
12:15 – 13:00	<p>Workshop: Cultural Routes of the Council of Europe: from theory to practice – Sharing experiences and exchange with:</p> <ul style="list-style-type: none"> – SARA FERRARI (Phoenicians' Route) – MIGUEL RAMOS (European Routes of Emperor Charles V) <p>Discussion / Q&A session <i>Prof. Mike Robinson, Chair of Cultural Heritage, Nottingham Trent University, United Kingdom</i></p>
13:00 – 14:30 - Lunch break	
14:30 – 15:30	<p>Module N°4: CULTURAL ROUTES – SUSTAINABLE TOURISM, LOCAL DEVELOPMENT, COMMUNICATION AND BRANDING</p> <p><i>Prof. Mike Robinson, Chair of Cultural Heritage, Nottingham Trent University, United Kingdom</i></p>

	<ul style="list-style-type: none"> – The relationship between Cultural Routes and tourism – Local development and community involvement – Storytelling – Cultural Routes audiences – Cultural Routes branding, communication strategies and tools
15:30 – 16:30	<p>Module N° 5 - ROADMAP TO THE "CULTURAL ROUTES OF THE COUNCIL OF EUROPE CERTIFICATION"</p> <p>Mr. Rui Gomes, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes and Director of the European Institute of Cultural Routes</p> <ul style="list-style-type: none"> – Cultural Routes certification cycle – Project application, assessment, independent evaluation and certification by the Council of Europe – Preparation of applications for the "Cultural Routes of the Council of Europe" certification <p>Discussion / Q&A session Prof. Mike Robinson, Chair of Cultural Heritage, Nottingham Trent University, United Kingdom</p>
16:30 – 17:00 - Coffee break	
17:00 – 17:15	<p>Conclusions and closing of the seminar</p> <p>Mr. Rui Gomes, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes and Director of the European Institute of Cultural Routes</p>

DAY 2 – OPTIONAL* FRIDAY 20TH JUNE	
<p>Individual advisory meetings with each candidate route</p> <p>Duration: 45 minutes per meeting</p>	

* The assignment of time slots for individual meetings will be on a first-come first-served basis. Participants who are not able to stay in Luxembourg for the second day can request an online meeting. The dates of online meetings will be communicated in due course.