

Evaluation Cycle 2017-2018 Council of Europe Cultural Routes

European route of historic thermal towns

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Cultural route
of the Council of Europe
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The opinions expressed in this independent expert report are those of the author, and do not engage the Council of Europe's Enlarged Partial Agreement on Cultural Routes nor the European Institute of Cultural Routes.

The European route of historic thermal towns is very illustrative of the European cultural routes, given that this network is a witness to an ancient European history, however still alive and expanding itself. The route has been certified in 2010, and complies with its objectives and its eligibility criteria (themes and network). The European Historic Thermal Towns Association (EHTTA) is the organisation responsible for its management and for its activities. It gathers around forty members from 13 different countries (See lists P.14)

The European route of historical thermal towns has been very active since its very beginnings, taking into consideration the scarcity of its resources in terms of budget and staff, and it does not cease to grow despite the difficulties inherent in every non-profit organisation. As a matter of fact, this Network was able successfully to pursue without further subsidies some projects initiated by European funding, such as the SOURCE Project.

It should be noted that the survey undertaken by the United Nations World Tourism Organization (UNWTO) describes it as exemplary in its Handbook on Marketing Transnational Tourism Themes and Routes (page 32 of the UNWTO Handbook).

Its projects, sometimes multidisciplinary, prove to be original and concern all types of clientele, from school children to researchers, including mere tourists expecting high-quality cultural recreation, but accessible to all.

This Network has expanded throughout Europe, due to the historical therapeutic use of hot springs that dates back to the Antiquity. Nowadays, its range is extending towards more distant countries such as China and Brazil, two important emitting countries for European tourism: China (a country ranked first on a global scale in 2017 in terms of tourism expenditures) and Brazil, very keen on European culture, with an important recovery of tourism consumption in 2017.

The partner cities that have been visited, Enghien-les-Bains and Vichy, are particularly dynamic, as will be demonstrated in Chapter 6.

The interactions with the persons in charge of the Network have been excellent. All of the requested additional information have been submitted.

Some recommendations will however be made in Chapter 4.

Summary of the conclusions:

The theme still complies with the eligibility criteria for themes listed in CM/Res(2013)67, I.

The Cultural Route still complies with the eligibility criteria for themes listed in CM/Res(2013)67, II.

The Cultural Route still complies with the eligibility criteria for themes listed in CM/Res (2013)67, III.

2. Introduction

The European Historic Thermal Towns Association (EHTTA) is a follow-up to the European programme *Thermae Europae*, which aimed at preserving and promoting thermal heritage. It has led to the "European Cultural Route of historical thermal towns", created in 2009 in Brussels and certified in 2010.

This Network is representative of the Cultural Routes of the Council of Europe because it tells us one of the stories of the European continent as a whole, from north to south and from east to west, from ancient times up to the present day, throughout all stages of the construction of Europe.

Thermal towns are also traditional places of encounter and intercultural dialogue. They represent a display of European identity in its unity and its diversity.

They are multidisciplinary by their very nature and make it possible to develop, for a wide variety of audiences, the three mainstays of a sustainable cultural tourism, based on both memory and contemporary creation.

3. Main Body Evaluation

3.1 Cultural Route Theme

The European route of historical thermal towns creates a network of cities, many of whom were already known during Roman times, therefore attesting of an era in which the actual administrative boundaries did not exist. Several have impressive ruins of baths and of dedicated constructions around which regional architectural testimonies of all successive eras were built. The history of the thermal baths is closely tied to that of all great empires from Orense to Bursa.

They have undergone a true “renaissance” during the 18th and 19th centuries, due to the discovery of their therapeutic virtues. The arrival of the railway will accelerate this movement, as the political and cultural elite will want to travel to Europa's spas, creating centres of cultural exchange.

This new clientele will give birth to the development of prestigious hotels around the thermal baths, as well as to the development of beautiful housing estates for the first enthusiasts; their needs for leisure and cultural activities will result in the construction of gastronomic restaurant, casinos, theatres and opera houses, often more highly frequented than the thermal baths... Not to mention the parks, landscaped gardens and covered promenades for fashionable walks.

Furthermore, the local culture in each of these cities has added its own personal touch to this common base, which is a perfect illustration of the European culture: a history both common and diverse, respecting its identities and keen on promoting intercultural dialogue.

Each of these cities has its own urban personality, its own architectural style and its own thermal traditions (bathing and/or drinking of the thermal waters), built upon common roots. The most famous ones are Baden-Baden, Bath, Budapest, Karlovy Vary, Spa and Vichy.

The continuous flow of visitors made these cities become the first "cafés of Europe", where members of all levels of society could meet and exchange ideas in a place where “civilised” conduct was ensured.

Their success, which never vanished despite the ups and downs and continues to increase nowadays with the progress of thermal medicine, provided for the maintenance of this natural heritage, both constructed and immaterial, from which it draws its richness.

Moreover, this network offers tourist destinations that are perfectly in line with the new trends of international tourism: the need for authenticity, for cultural and multi-sensory experiences, as well as a concern for health and well-being.

The following chapters will describe the initiatives undertaken by this Network to identify, to protect and to promote this heritage in order to "narrate" this European story.

3.2 Fields of Action

The past years have been dedicated to the analysis of the strengths and weaknesses of historic European thermal towns, to the structuring of the Network, to the choice of communication tools and of common resources, to the choice of programmes and European calls for tenders, and to the definition of objectives for the years to come.

EHTTA's objectives:

Promoting the attractiveness of thermal towns in order to contribute to cultural and tourism economies,

Obtaining recognition by the European institutions so as to receive funds to enhance and promote thermal culture within Europe,

Enhancing the exchange of experiences and the sharing of good practices between the member cities,

Promoting and developing research about questions related to history, art and thermal cultural heritage,

Create a European tourism product so as to promote thermal towns as a destination in Europe by marketing the European cultural route.

Priority actions for the next three years (they will be set out below):

The celebration of 2018 European Year of Cultural Heritage.

The participation in the Year of EU-China Tourism in 2018.

The participation in World Water Day on March, 22nd.

The participation in Global Wellness Day on June, 11th.

The ongoing implementation of the thermal Atlas of Europe.

The development of the Cafés of Europe.

The creation of new educational tools for school children.

The enrichment of the website's contents and its translation in several languages.

The increase of interventions through the media and through social networks.

The publication of an electronic newsletter.

The intensification of the cooperation with the European Spas Association.

The intensification of actions within the European Heritage Alliance 3.3

The contacting of other European Cultural Routes.

The search for new members.

The renewal of the Network's participation to exhibitions and specialised fairs.

The updating of the booklet and of the website.

The continuation of the Festivals and of the Cafés of Europe.

The creation of a "European Thermal Pass".

And the European fundraising to achieve these objectives.

3.2.1 Co-operation in research and development

In terms of external cooperation:

The Network has been involved in European and international research studies such as:

"Health tourism in the EU", by the European Parliament, published in July 2017.

"Therapeutical landscapes" with Icomos Germany.

"The great spas of Europe" UNESCO project dossier.

"The Handbook on Marketing Transnational Tourism Themes and Routes" by the UNWTO.

It is intensifying its cooperation with the European Spas Association (ESPA), the most important private sector organisation involved in Spas in Europe, within the framework of a Memorandum of Understanding signed in November 2017.

It intends to intensify its action within the European Heritage Alliance 3.3 and to establish contacts with other European Routes.

It participates, through some of its members, to the active endeavours in order to get a UNESCO classification for the "Great Spas of Europe".

It has initiated cooperation, in March 2017, with China Hot Springs Tourism Association (CHTA) in order to promote the sustainable development of thermal tourism and to improve the quality of services by a common action and exchange of good practices.

In terms of internal cooperation:

All members of the Network convene twice a year during General Assemblies.

Study visits are organised for the partner cities to discover mutually their touristic and heritage treasures and to exchange good practices of preservation, promotion and entertainment.

The implementation of the thermal Atlas of Europe and the organisation of the Cafés of Europe (detailed in the following pages) are the result of collective research works.

3.2.2 Enhancement of the memory, history and European heritage.

The Network's three most important achievements in this field are the Atlas, the Cafés of Europe and the International Thermal Heritage Resource Centre in Vichy.

- The thermal Atlas of Europe is a very ambitious project that will make it possible to chart and to document all European thermal towns and resources (material and immaterial heritage) so as to create a Geographic Information System (GIS). It draws upon the work undertaken by the spa towns in Massif Central.

This procedure will be offering an inventory of the European thermal heritage and, even further, will enable the identification of the sites that have been abandoned or that are in very poor conditions, due to the lack of means to maintain them, which is often the case in remote rural areas. According to initial estimates, there would be around 150 thermal towns and 1400 thermal spas.

Works have started with the Network's own funds. The coming years should allow for the inclusion of new sites and areas. The aim is to establish a comprehensive database that will be made available to researchers and to the general public. A European funding request has therefore been submitted. The answer will be given in March 2018. 11 towns have responded to the call for submission of a dossier.

- The "Cafés of Europe" have been created in 2013 in the framework of a two-year European project entitled "Sources of culture", but they were able to live on beyond these two years. These free events are open to everyone interested in the origins and the future of the common culture of European thermal towns.

It consists of a series of European meetings such as debates and round tables for the enhancement of thermal towns' cultural and tourism heritage. This initiative is based on EHTTA's awareness of the future guidelines of the European Union, on its ambition to promote Europe as a fully-fledged tourist destination and on its will to anticipate the consequences related to the "Health Without Borders" Directive.

The other challenge for this programme is to encourage the inhabitants of these cities to invent, through contact with elected representatives, with artists and with professionals of tourism, heritage and culture, new paths of knowledge, of appropriation and of access to this heritage, emphasising the key assets of their thermal heritage.

- The "International Thermal Heritage Resource Centre" of Vichy has been created on behalf of the EHTTA. It is located in the multimedia library Valéry Larbaud.

It already contains considerable resources, currently in the process of being digitised: 700 publications from the 18th and 19th centuries coming from the former Medical Science Library, 800 volumes from regional funds concerned with thermal heritage, 8000 postcards of the Cousseau collection representing several French spa resorts. This Centre organises exhibitions and participates to scientific workshops. The multimedia library offers numerous activities for school children.

- The Network also initiated a research on historical topics that have not been discussed until now, namely the evolution of thermal activities under totalitarian regimes and during the colonial era.
- Furthermore, the towns hold their own events, such as historical celebrations, exhibitions and seminars, regularly organised for example in Montecatini, Vichy, Orense, Enghien, in the Spa Towns of the Massif Central...

3.2.3 Cultural and educational exchanges of young Europeans

Each thermal town holds open houses or cultural events for youth of all ages on the occasion of the Network's major events, such as the World Water Day and the Cafés of Europe, or when they hold a General Assembly meeting.

They also offer individual activities on the occasion of events unique to each town. For example, every year during spring, Vichy pays tribute to its Pygmalion during the major historical celebration "Vichy celebrates Napoleon III".

In Enghien, the new Centre of arts (which will be addressed on p. 12) is working very closely with school groups. Every year, Groupe Lucien Barrière organises very attractive concerts for all types of audience: open-air and cost-free, with a floating stage on the lake located on the edge of the thermal baths and of the Casino (the only one of its kind in Europe).

In Vichy, the multimedia library Valéry Larbaud (museum and library) has a considerable fund of volumes and documents concerning thermal cures, as well as numerous activities for school children and for students around its exhibitions.

However, all of its actions concern only the youth of the cities where they are being organised.

There is very limited exchange of students or interns between the thermal towns that are members of the Network.

One exception: the youth coming from all over the world to study French at the "Cavilam-Alliance française" of Vichy discover the European thermal activities on this occasion. And they are numerous, as it is the 2nd Alliance Française in France and the 10th worldwide, with 4 000 students from 120 nationalities, 800 teachers undergoing training every year and 15 000 registered for their MOOC, one of the most popular in the world.

3.2.4 Contemporary cultural and artistic practice.

The Network's towns organise cultural events, either within the framework of "Festivals", intending to promote and coordinate festivals and exhibitions, or within their own local programmes.

This illustrates that thermal towns are not only museum towns, but also hubs of contemporary creation of all means of expression, and that their cultural activities are designed for a very broad target audience, including the younger ones.

These past three years, Bath, Salsomaggiore, Loutra Pozar, Wiesbaden, Vichy and Montecatini have organised some.

Enghien has adopted a highly original approach, built for the long term: its new Centre of Arts specialised in digital writing has become a worldwide resource hub for digital creation, which allowed for the city to become a "City of Digital Arts", recognised by UNESCO as "Creative City" in 2013.

It is the smallest town in the world to undertake a flagship digital project, embodied in the Centre of Arts over the last decade, on an international scale. It is a multidisciplinary place intended for the realisation of live performances, exhibitions, publications, audiovisual productions and support to contemporary creation, through its programme of artistic residencies and its international biennial of digital arts "Bains numériques" (Digital Baths): architectural mapping, holography, Streaming and telepresence, floating stage...

The Centre of Arts has become a gathering place for digital creation of any kind, allowing for the development of an international cooperation and new partnerships, for example with the Academy of Sciences in 2014 and with the economic sphere in 2015 for the opening of a start-up incubator "Numeric Lab".

Not to mention the workshops, from preschool to high school.

3.2.5 Cultural tourism and sustainable cultural development

By its very nature, this cultural route is deeply attached to the requirement of sustainability.

Indeed, for a thermal town, the quality of water goes beyond mere requirements: it is a symbol of purity, health and wellness, if not spirituality, ever since the beginning of thermal cures in Celtic and Roman times. It is therefore necessarily related to the protection of the environment in which the sources appear.

Therefore, the "integrated conservation" promoted by the Council of Europe is a natural procedure for all thermal towns, and all matters related to sustainability is in their DNA. It is reflected in all of their activities, including the cultural ones.

On the occasion of a Heritage fair in Paris, the Network recalled that the sustainable development of a thermal town is traditionally based on three fundamental principles:

- Social equilibrium and the implementation of an inclusive well-being policy, for the visitors as well as for the inhabitants (and for all types of audience).
- The protection of the environment in a spirit of environmental responsibility and public/private partnerships.
- The promotion of cultural tourism, integrating the protection and the enhancement of an outstanding built, natural and immaterial heritage.

That is what the Network does.

3.3 Cultural Route Network

In 2018, the Network is composed of 41 members.

The 27 Member Cities:

ACQUI TERME (Italy) BAD HOMBURG (Germany) BADEN BADEN (Germany) BAGNOLES DE L'ORNE (France) BATH (England) CALDAS DE LA RAINHA (Portugal)
CHATEL-GUYON (France) CHIANCIANO TERME (Italy) DARUVAR (Croatia)
ENGHIEN-LES-BAINS (France) KAVALA (Greece) LA BOURBOULE (France)
LE MONT-DORE (France) LUCHON (France) LOUTRAKI PERACHORA (Greece)
LOUTRA POZAR (Greece) MONDARIZ BALNEARIO (Spain)
MONTECATINI TERME (Italy) MONTEGROTTO TERME (Italy)
OURENSE (Spain) PAMMUKALE (Turkey) ROYAT-CHAMALIERES (France)
SALSOMAGGIORE TERME (Italy) SPA (Belgium) SAO PEDRO DO SUL (Portugal)
VICHY (France) WIESBADEN (Germany)

The 13 associate Members:

ANCOT (Italy) BUDAPEST SPAS (Hungary)
CHAVES-VERIN EURO TERRITORY (Portugal-Spain) FTCF (France)
GOVERNORSHIP OF BURSA (Turkey) HELLENIC ASSOCIATION (Greece)
IMERETI REGION (Georgia) KARLOVY VARY REGION (Czech Republic)
MINISTRY OF CULTURE IN AZERBAIJAN (Azerbaijan) REGION OF GALICIA (Spain)
PROVINCE OF OURENSE (Spain) ROUTE DES VILLES D'EAUX DU MASSIF CENTRAL
(France) KISLOVODSK (Russia)

The international member:

POCOS DE CALDAS (Brazil)

From the 2017 list were removed until further notice, as they stated that they were not able to pay their subscription fees for 2017 and 2018:

Fiuggi (Italy) / Montegrotto Terme (Italy) / Distretto turistico di Selinunte (Italy)

They may be reinstated, but only if the subscription fees of 2017 are paid.

Luchon usually pays its subscription fees in March of the following year, and has therefore been maintained on the list.

In 2018 have been added 5 new members, validated at the General Assembly in Loutraki:

- Mondariz Balneario
- Pammukale
- the region Emereti
- Kislovodsk
- Pocos de Caldas

Clermont-Auvergne Métropole, for example, has submitted an official request to become an associate member, but the members are added on the list (and taken into account in the budget) only when validated at the General Assembly and after paying their first subscription fees. This is why Clermont-Auvergne Métropole will not appear on the 2018 list.

3.4 Communication tools

The Network has a website that will soon be updated and improved, and will, theoretically, be available in two languages (it is currently only in English).

A brochure narrates its history, describes its main projects and introduces its founding members. It shall soon be updated as well, so as to include the presentation of the new members, a priori in two languages.

The Media kit is a support made available to the Members for an online distribution. It is the only document available in several languages (in English, Italian and Spanish).

The annual major events, such as World Water Day and Global Wellness Day, provide many opportunities for the Network to be mentioned in the specialised press and on social media.

As the Network organises two General Assemblies a year, it doubles the communication opportunities through press conferences, each time in a different country.

The Network's communication also goes through fairs and specialised media.

In the two member cities I visited, the affiliation to the Network is clearly indicated in the entrance of the Tourist Office, on a plaque in Vichy and on an interactive terminal on the facade in Enghien. In the two cities, its flyers and brochures are exposed inside the Office, on a display. The Network's and the Cultural Routes of the Council of Europe's logos are visible in the Office, as well as on the booklets of the events organised as part of the Network's activities.

4. Conclusions and Recommendations

The European route of historical thermal towns still complies with the eligibility and evaluation criteria of the Resolution CM/Res(2013)67 (I, II and III), apart from enhancing the heritage of ethnic minorities. It is actively involved and carries out very interesting projects; however, certain recommendations can be made:

- One of the criteria not properly fulfilled is the youth exchange. It exists, but is too limited. Yet all touristic cities hire interns during peak seasons. It would therefore be interesting to hire young persons who would be working in several thermal towns during their internship. These "interns exchanges" could be promoted by the entire Network, while awaiting Erasmus+.

- The Network's budget is weakened by its limitation to the subscription fees of its members; several European funding requests have been submitted. It is to be hoped that some of them come to fruition, as their actual resources, financial and human, would not allow them to carry out their projects in a satisfactory manner.

Moreover, for lack of sufficient human means, the permanent employees of the Network were not able, for example, to deal personally with the examination of numerous membership requests, and had to "subcontract" this work to Crecente Asociados. This should not occur again, as the persons in charge of the Network shall be the ones undertaking this work, theoretically. On the other hand, it was also a "good investment" that will improve their financial capacity.

- Another insufficiently developed sector is the involvement of the press and the media, "to increase awareness of the projects' cultural purposes". Considerable work is being made, aimed at the press that is specialised in the thermal sector; however, the press review sheds light on the very limited presence of the media and of the cultural press.

The European Year of Cultural Heritage should represent an opportunity to communicate with these audiences and make it indispensable to improve and update the communication supports as soon as practicable, including the translations.

Translation is indeed a major problem, as the website and nearly all documents are only available in English. Moreover, the rare translated documents are only in Spanish or in Italian, yet one third of the Network's thermal towns are French: consequently, a major part of their public, rarely English speakers, do not have access to this communication. Everything should be in English and in French, as it is in the Institute.

- It would be advisable that the Thermal Towns would undertake reciprocal promotion, so as to bring more life to these notions of Routes and of dialogue between cultures. For example, a display or a shelf could be dedicated to the Network in every Tourist Office, with its future bilingual brochure and all of the flyers that the other towns would be ready to send. This "reciprocal promotion" could also appear on the interactive terminals. It could be centred on their excellent "Thermal Pass" project.

5. List of references

The Network's brochure

"Cultural route of the Council of Europe" regular 3-year evaluation form cycle 2017-2018
Action plan. European route of historical thermal towns 2013 to 2017
Doc EHTTA self-assessment
3-year programme of forecast activities
Atlas brochure
Thermal Atlas of Europe
Contract signed Creative Europe call – atlas
International Heritage Fair: Eco-friendly tourism and Sustainable development
"Wellness & Heritage" destinations: the European thermal Pass (Thermal'pass)
A EHTTA legal entity
EHTTA statute
Lists of the network members
EHTTA General Assembly. Bath. March 2015. Minutes
EHTTA General Assembly. Bursa. October 2015. Minutes
EHTTA Extraordinary General Assembly. Caldas da Rainha. May 2017. Minutes
A EHTTA 2017 prov Budget
A EHTTA 2018 prov Budget
A EHTTA 2019 prov Budget
Contract with Crecente Asociados
Website number of monthly visitors
Abandoned heritage annex 6.1 b) annex_2016_salsomaggiore_abandonedheritage
Ehtta fees 2017
Ehtta fees 2018
French-Chinese cooperation charter
EHTTA Membership benefits
Source Project
UNWTO. Handbook on marketing transnational tourism themes and routes.

Several *PowerPoints* and videos to present the Network, such as:

The 2016 edition of Italia dimensione 2000

The thermal heritage. annex 6.1 b) annex_2017_Brussels

Thermal towns and pilgrimage ways in the framework of the European Cultural Routes

Atlas 2016. Salsomaggiore pilot project for the European year of Cultural Heritage 2018

The numerous flyers of the cultural activities proposed by the member cities of the Network, via email and, on-site, the ones of Vichy and Enghien, and their various publications about these cities and the visited institutions.

All required documents have been sent by the Cultural Route, and the questions asked via email concerning these documents have all obtained satisfactory answers by Marion Vasingle, financial Manager of the EHTTA and responsible for the European Cooperation of the Route des Villes d'Eaux du Massif central.

6. Field visit programme

The two visited towns are Vichy and Enghien-les-Bains.

The programmes have been very well organised by Marion Vansingle, although with a short time limit, due to the end-of-year festive season.

The programmes alternated between visits and meetings:

Enghien-les-Bains:

Its sulphurous waters have not been known before 1766, and it is only in 1823 that it becomes a thermal resort, when Louis XVIII discovers "by accident" that his leg ulcer healed after walking in this water during a hunting expedition...

Visit of the thermal bath district with the historic and current thermal establishments, of the Tourist Office and of the Centre of Arts.

List of the persons encountered:

Michel Playe, President of the Tourist Office

Charlotte Broyart, Tourist Office and in charge of communication at EHTTA

Jennifer Portefaix, Cultural action Director at the Centre of Arts

Victoria Chavez, in charge of the strategic development of the Centre of Arts

Coline Pessereau, in charge of the thermal resources, Groupe Barrière

Odile Locquet, Deputy Director of the Thermal baths, Groupe Barrière

Laurent Balmier, Director General of the Casino, Groupe Barrière

Patrick Seguin, Casino, Groupe Barrière

Bruno Cagnon, Casino, Groupe Barrière

Vichy

Vichy has been known since the Antiquity for its springs.

Visit of the thermal bath district with the historic and current thermal establishments, of the Casino, the Opera, the parks, the neighbourhood of luxurious housing estates (Napoleon III's house and the ones of the "VIPs" of this era and of the following ones), the Tourist Office, the multimedia library Valéry Larbaud, the river Allier banks, magnificently restored recently, in an exemplary sustainable initiative.

Bernard Kajdan, Vice-President of the EHTTA and Deputy Mayor.

Christian Corne, Honorary President of the EHTTA

Paulette Avril, Treasurer of the EHTTA

Anke Matthys, Technical Representative of Vichy at the EHTTA

Philippe Gendre, in charge of the Tourist Office

Frédéric Aguilera, Mayor of Vichy

Yves-Jean Bignon, Councillor for Thermalism and in charge of the UNESCO application form

Isabelle Minard, Director of the multimedia library Valéry Larbaud

Fabienne Gelin, in charge of the heritage funds of the multimedia library Valéry Larbaud

Oliver Ortiz, in charge of the International Relations of Cavilam – Alliance Française

7. Checklist

COE CULTURAL ROUTES EVALUATION CHECK-LIST				
	Yes	No	Note	
3.1 THEME	Does the theme of the Route			
	- represent a common value - historical, cultural, or heritage - to several European countries?	X		
	- offer a solid basis for youth cultural and educational exchanges?			
		X	X	Le nombre d'échanges de jeunes européens est faible actuellement mais cet itinéraire a un très gros potentiel d'échanges de jeunes européens dès que Erasmus+ existera vraiment,
	innovative activities?	X		
	cultural tourism products development?	X		
	Has the theme been researched/developed by academics/experts from different regions of Europe?	X		
3.2 FIELDS OF ACTION	3.2.1 Co-operation in research and development			
	Does the Route			
	- offer a platform for co-operation in research and development of European cultural themes/values?	X		
	- play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	X		
	- show how these themes are representative of European values shared by several European countries?	X		
	- illustrate the development of these values and the variety of forms they may take in Europe?	X		
	- have a network of universities and research center working on its theme at the European level?	X		
	- have a multidisciplinary scientific committee?		X	Le Comité scientifique est très actif mais il n'est pas pluridisciplinaire, il n'est composé que de spécialistes de l'architecture et de l'urbanisme,
	Does the scientific Committee			
	work on its theme at the European level?	X		
	carry out research and analysis of the issues relevant to its theme and/or activities on:			
	- theoretical level?	X		
	- practical level?	X		
	3.2.2 Enhancement of the memory, history and European heritage			
	Do the Route activities (according with the theme)			
	- take into account and explain the historical significance of tangible and intangible European heritage?	X		
	- promote the CoE values?	X		
	- promote the CoE CRs brand?	X		
	- work in conformity with international charters and conventions on cultural heritage preservation?	X		
	- identify, preserve, and develop European heritage sites in rural destinations?	X		
	- identify, preserve, and develop European heritage sites in industrial areas in the process of economic restructuring?		X	Non car ses sites ne sont pas situés dans ce type de régions, Non car ni la thématique ni la localisation des sites ne pourraient permettre ce type de démarches,
	- valorize the heritage of ethnic or social minorities in Europe?		X	
	- contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	X		
	- enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?	X		
	- take account of and promote the charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS relating to heritage restoration, protection and enhancement, landscape and spatial planning (European Cultural Convention, Faro convention, European Landscape Convention, World Heritage Convention, ...)?	X		
	3.2.3 Cultural and educational exchanges of young Europeans			
	Are the youth exchanges (cultural and educational) planned to			
	- develop a better understanding of the concept of European citizenship?			
	- emphasize the value of new personal experience through visiting diverse places?			
	- encourage social integration and exchanges of young people from different social backgrounds and regions of Europe?			
	- offer collaborative opportunities for educational institutions at various levels?			
	- place the emphasis on personal and real experiences through the use of places and contacts?			
	- set up pilots schemes with several participating countries?			
	- give rise to co-operation activities which involve educational institutions at various levels?			
	3.2.4 Contemporary cultural and artistic practice			
	Do the Route's cultural activities (contemporary cultural and artistic practice related)			
	- promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?	X		
	- encourage artistic projects that establish the links between cultural heritage and contemporary culture?	X		
	- encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?	X		
	- encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?***	X		
- encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe?	X			
- encourage activities and artistic projects which explore the links between heritage and contemporary culture?	X			
- highlight the most innovative and creative practices?	X			
- link these innovative and creative practices with the history of skills development?***	X			

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3.2 FIELDS OF ACTION	3.2.5 Cultural tourism and sustainable cultural development		
	Do the Route's activities (relevant to sustainable cultural tourism development)		
	- assist in local, regional, national and/ or European identity formation?	X	
	- actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?	X	
	- promote dialogue between		
	urban and rural communities and cultures?	X	
	developed and disadvantaged regions?	X	
	different parts (south, north, east, west) of Europe?	X	
	majority and minority (or native and immigrant) cultures?	X	
	- open possibilities for co-operation between Europe and other continents?	X	
	- draw decision makers' attention to the necessity of protecting heritage as part of sustainable development of the territory?	X	
	- aim to diversify of cultural product, service and activities offers?	X	
	- develop and offer quality cultural tourism products, services or activities transnationally?	X	
	- develop partnerships with public and private organisations active in the field of tourism?	X	
	Did the network prepare and use tools all along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?	X	
3.3 NETWORK	Does the Route represent a network involving at least three Council of Europe's member states?	X	
	Was the theme of the network chosen and accepted by its members?	X	
	Was the conceptual framework for this network founded on a scientific basis?	X	
	Does the network involve several Council of Europe member states in all or part of its project(s)?	X	
	Is the network financially sustainable?	X	
	Does the network have a legal status (association, federation of associations, EEIG,...)?	X	
	Does the network operate democratically?	X	
	Does the network		
	- specify		
	its objectives and working methods?	X	
	the regions concerned by the project?	X	
	its partners and participating countries?	X	
	the fields of action involved?	X	
	the overall strategy of the network in the short- and long term?	X	
	- identify potential participants and partners in CoE member states and/or other world countries?	X	
- provide details of its financing (financial reports and/or activity budgets)?	X		
- provide details of its operational plan?	X		
- append the basic text(s) confirming its legal status?	X		
3.4 COMMUNICATION TOOLS	Does the Route have its own logo?	X	
	Do all partners of the network use the logo on their communication tools?	X	
	Does the Route have its own dedicated website ?	X	
	Is it the website translated into English and French?		X
	Is it the website translated into other languages?		X
	Does the network use effectively social networks and web 2.0?	X	
	Does the network publish brochures on the Route?	X	
	if yes, are the brochures translated in English?	X	
	if yes, are the brochures translated in French?		X
	For Certified Cultural Routes only:		
	Is the title of "Cultural Route of the Council of Europe" present on all communication materials (including press releases, webpages, publications, etc.)?		
	Is the logo of the Council of Europe present on all communication materials ?		
	Is the CoE logo used in accordance to the guidelines for its use (size and position,...)?		
	Are the logos (Cultural Route + CoE) provided for all the members of the Route?		
	Does the Council of Europe logo appears on road signs/ boards indicating the cultural route?		
	SCORE	63	7 "abstentions" et 2 "votes blancs", voir commentaires ci-dessus
Note: Please insert 1 for every positive answer and 0 for a negative one. See your total score at the bottom of the column.			