

Routes4U meeting on Cultural Routes in the Danube Region and in the Adriatic and Ionian Region

“Fostering regional development through the Cultural Routes of the Council of Europe”

14-15 October 2019. Vienna, Austria.

(Federal Chancellery of Austria. Concordiaplatz 2, Vienna)

PROJECTS FOR CULTURAL ROUTES

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I. INTRODUCTION

How to become a certified "Cultural Route of the Council of Europe"

In the framework of the joint programme of the Council of Europe and the European Union **Routes4U**, projects for the development of new Cultural Routes for the EU Macro-regions are identified and then further developed with a view to their certification.

The certification "Cultural Route of the Council of Europe" is awarded to legally constituted networks, working on a European theme and implementing activities in at least three Council of Europe member states. The certification is a guarantee of excellence. It gives visibility to European initiatives that bring to life the values and principles of the Council of Europe, such as cultural diversity, intercultural dialogue and mutual exchanges across borders.

The Cultural Routes are grass-root European networks with a legal status (e.g. in the form of an association or a federation). These networks that operate in democratic structures ensure the transnational and participatory character of the Cultural Routes.

The Secretariat of the Enlarged Partial Agreement on Cultural Routes (EPA), with the support of the European Institute on Cultural Routes (EICR) checks if the files received are complete and coherent. In the case of missing information, the Cultural Routes managers might be requested to complete any missing documentation and clarify any practical issues.

According to Resolution CM/Res(2013)67, the files of all new candidates must be examined by an independent expert. Experts draft an evaluation report based on the criteria established by CM/Res Resolution (2013)67 and carry out a fact-finding field visit in one or more of the sites part of the candidate to the "Cultural Route of the Council of Europe" certification.

Bureau members of the EPA then discuss the evaluation and make a recommendation on certification that will be transmitted to the Governing Board of the EPA in advance of its annual meeting to take place in Luxembourg in April. During the meeting of the EPA Governing Board, the recommendations of the Bureau are discussed and a decision is taken on the certification of a new Cultural Route.

The development of a Cultural Route requires the following steps:

1. Defining a theme that is representative for European values;
2. Identifying heritage elements that can involve tangible (sites, monuments, etc.) and intangible elements (traditions, folklore, customs, etc.);
3. Creating a European network with legal status of at least three European countries that will be in charge of the Route;
4. Coordinating common activities in the main fields of activities;
5. Creating common visibility to ensure recognisability and coherence of the Cultural Route across Europe.

II. ELIGIBILITY CRITERIA FOR THEMES

In order to be considered eligible for certification, the theme must meet the following requirements:

1. be representative of European values and common to at least three countries of Europe;
2. be researched and developed by groups of multidisciplinary experts from different regions of Europe;
3. be illustrative of European memory, history and heritage and contribute to an interpretation of the diversity of present-day Europe;
4. present opportunities of cultural and educational exchanges for young people;

5. allow the development of initiatives and exemplary projects in the field of cultural tourism and sustainable cultural development;
6. lend itself to the development of tourism products in partnership with tourist agencies and operators.

III. PRIORITY FIELDS OF ACTION

The themes must pertain to the following fields of action¹ in order to be eligible:

1. Cooperation in research and development

In addition to showcasing the values that are shared by several European countries, the projects must play a unifying role and bring together dispersed knowledge about their theme. They need to illustrate the development of European values and their varied forms across Europe. The themes also need to lend themselves to research on both a theoretical and a practical level.

2. Enhancement of memory, history and European heritage

The projects must enhance tangible and intangible heritage, explain their historical significance, contribute to raising awareness on the concept of heritage and heritage protection, as well as being able to highlight similar heritage in different regions of Europe. They're also required to identify heritage sites and monuments that are not typically affected by tourism, which particularly includes rural areas.

3. Cultural and educational exchanges for young Europeans

These projects also need to be tailored towards young people by organizing activities and promoting exchanges that develop the concept of European citizenship. They need to encourage contacts between young people from different social and cultural backgrounds, with a focus on real and personal experiences and cooperation with educational institutions.

4. Contemporary cultural and artistic practice

The project's activities should, in a multidisciplinary and intercultural perspective, give rise to debate and exchange between different cultural and artistic expressions and highlight the most innovative and creative practices, whether they belong to the field of the visual arts, the performing arts, creative crafts, architecture, music, literature or any other form of cultural expression. At the same time, they should encourage activities which explore the links between heritage and contemporary culture.

5. Cultural tourism and sustainable cultural development

The project should sensitize its public to heritage protection and its impact on regional sustainable development. It should involve local, regional, national and international actors, such as public organisations and small and medium-sized enterprises. Furthermore, it should promote dialogue between urban and rural regions as well as open up possibilities for cooperation between Europe and other continents, with a view to fostering the development of quality tourism with a European dimension.

¹ According to CM/Res Resolution (2013)67.

IV. CRITERIA FOR NETWORKS

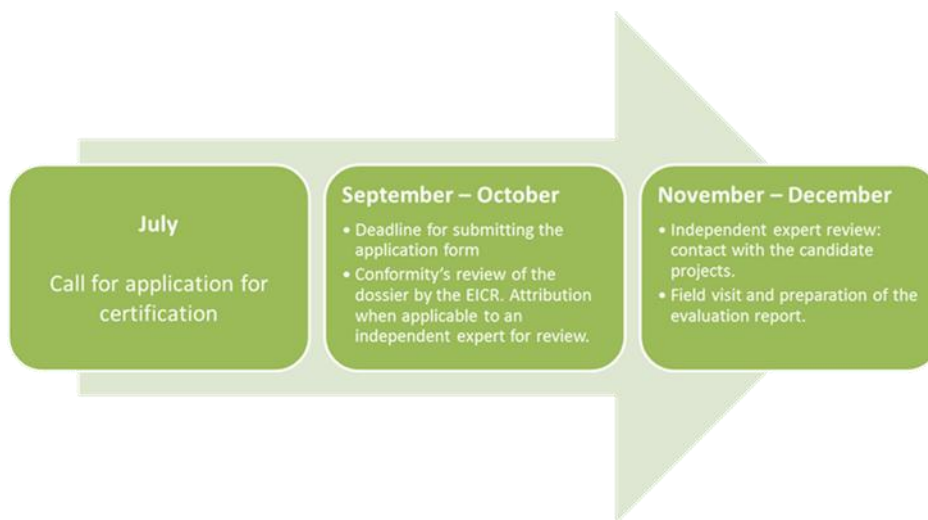
The multidisciplinary networks that are located in several member states in Europe must operate democratically and present a conceptual framework based on research carried out into the chosen theme by the different network partners. They need to ensure that the projects are financially and organisationally viable and that they have a legal status, either as an association or as a federation of associations.

Evaluation Grid that should serve as an orientation

Criteria	Has the route addressed the recommendation since the last evaluation?		Recommendations evaluation <i>year-year</i>
	YES	NO	
<i>Cultural Route Network</i>	<input type="checkbox"/>	<input type="checkbox"/>	
<i>Cultural Route Theme</i>	<input type="checkbox"/>	<input type="checkbox"/>	
<i>Cooperation in research and development</i>	<input type="checkbox"/>	<input type="checkbox"/>	
<i>Enhancement of Memory, History and European Heritage</i>	<input type="checkbox"/>	<input type="checkbox"/>	
<i>Cultural and Educational Exchanges of Young Europeans</i>	<input type="checkbox"/>	<input type="checkbox"/>	
<i>Contemporary Cultural and Artistic Practice</i>	<input type="checkbox"/>	<input type="checkbox"/>	
<i>Communication tools</i>	<input type="checkbox"/>	<input type="checkbox"/>	

V. CERTIFICATION CYCLE

The certification/evaluation cycle spans over a period of ten months and involves two main bodies as well as external experts. The European Institute of Cultural Routes (EICR), the technical agency set up as part of a political agreement between the Council of Europe and the Grand-Duchy of Luxembourg, carries out the first assessment of the application and the follow-up of the independent experts' reports. The Enlarged Partial Agreement on Cultural Routes (EPA) is composed of representatives of Ministries of Culture, Tourism and Foreign Affairs. The EPA takes the final decision on the award certification every year during its meeting in April.



YEAR 1 | July

- Call for application for certification "Cultural Route of the Council of Europe".

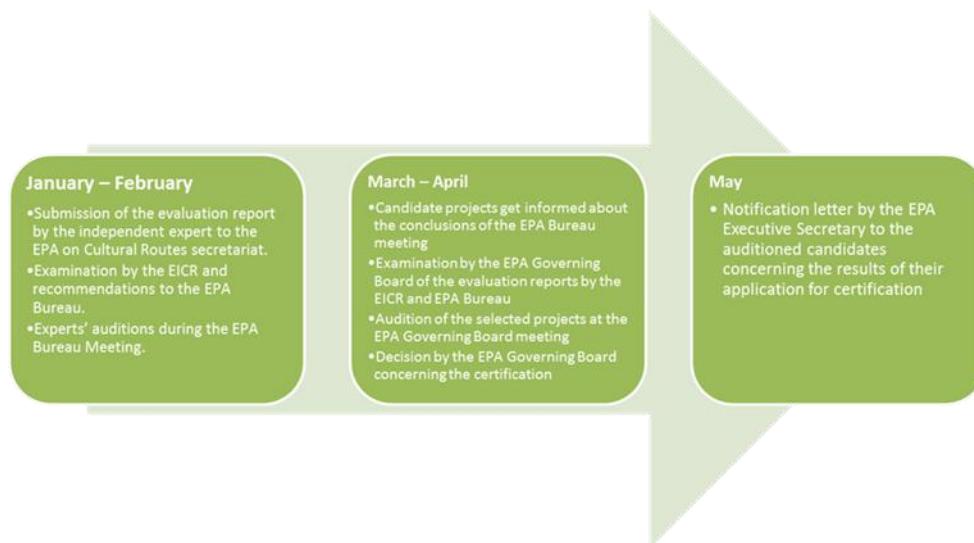
| September – October

- Deadline for submitting the application form for certification.
- The documents that need to be provided are the following:
 - The completed official application form
 - The completed self-assessment grid
 - Updated legal status of the network
 - Updated list of members of the network
 - Ordinary and extraordinary general assembly meeting reports of the past three years (if applicable)
 - Budget documents of the network
 - 3 year programme of foreseen activities
- Conformity's review of the dossier by the EICR. Attribution when applicable to an independent expert for review.

| November – December

- Independent expert review: contact with the candidate projects.
- Field visit and preparation of the evaluation report.
- Through the report, which is based on the Resolution CM/Res(2013)67 outlining the requirements for the award of the certification, the expert determines whether the project is coherent and fulfils the criteria of the Council of Europe.

- The expert is also asked to provide guidelines and recommendations based on the activities of the network in order to improve the plan of action.
- Submission of the evaluation report by the independent expert to the EPA on Cultural Routes Secretariat.



YEAR 2: Assessment by the EPA on Cultural Routes and certification award

| January – February

- Examination by the EICR and recommendations to the EPA Bureau.
- Experts' auditions during the EPA Bureau Meeting.

| March – April

- Communication to the candidate projects of the conclusions of the EPA Bureau meeting.
- Examination by the EPA Governing Board of the evaluation reports and the recommendations made by the EICR and EPA Bureau.
- Audition of the selected projects at the EPA Governing Board meeting.
- Decision by the EPA Governing Board concerning the certification.

| May

- Notification letter by the EPA Executive Secretary to the auditioned candidates concerning the results of their application for certification of their network as "Cultural Route of the Council of Europe".

CERTIFICATION

After the decision, if the certification is granted and the network approved, a ceremony is organised by the project co-ordinators and the Secretariat of the EPA on Cultural Routes. Each network organises the award ceremony at the same time as its annual ordinary meeting. It is an important moment also for the network. Thanks to the certification, the leading entity in charge of the new Cultural Route becomes the main interlocutor between the members of the Route network and the EPA and EICR.

Following the certification ceremony, all communication material published by the network must contain the line "Cultural Route of the Council of Europe" as well as the logo of the Council of Europe. The logo also needs to appear on road signs and boards that indicate the Cultural Route.

Once certified, each Cultural Route goes through an evaluation process every three years.

V. ROUTES4U PRIORITIES FOR CULTURAL ROUTES IN THE DANUBE REGION AND IN THE ADRIATIC AND IONIAN REGION

EUSDR:

- CYRIL AND METHODIUS ROUTE



Cyrlometodějská
stezka

The European Cultural Route of Saints Cyril and Methodius is an association of legal entities established in 2013². The association has a total of 15 members from three European countries: Czech Republic (6), Slovakia (8) and Greece (1).

The Saints Cyril and Methodius are also referred to as “apostles of the Slavs” as their missionary work has influenced the Slavic culture, e.g. they devised the first alphabet to transcribe Old Church Slavonic. They ascended the local culture through dialogue, listening and observing relationships. They organized local customs by adding their knowledge and creating new cultural rules that respect the autonomy of the local people.

The European Cultural Route of Saints Cyril and Methodius network’s activities support the **living legacy of Cyril and Methodius and their followers as well as values based on respect and a dialogue between people of different cultures and faiths**. The route connects significant places and institutions through cultural and pilgrimage trails and offers different cultural-educational events along them.

- IRON AGE DANUBE



The 2017-2019 project focused on **archaeological landscapes of the Early Iron Age, characterized by, e.g. fortified hilltop settlements and large tumulus cemeteries, from the era between roughly the 9th – 4th century BC (Hallstatt period)**. These very fragile, prehistoric landscapes in the Danube remain partly hidden and not well integrated into cultural

tourism³.

The project partnership builds on joint approaches for researching and managing complex (pre)historic landscapes and their integration into sustainable tourism, at present in five countries: Austria, Croatia, Hungary, Slovakia and Slovenia.

For this process, international camps are organized, linking research agendas with public events and new visitor programmes. The gathered knowledge is published in landscape studies, which are the basis for a new digital application with interactive visualizations and augmented reality features. With this application and small scale investments, visitors will experience the archaeological heritage of the Iron Age in an innovative way.

² Webpage of European Cultural Route of Saints Cyril and Methodius. Accessed on 24 October 2018 at: <http://www.cyril-methodius.eu/en/>

³ Iron Age Danube webpage. Accessed 23 October 2018 at: <http://www.interreg-danube.eu/approved-projects/iron-age-danube>

EUSAIR



- OLIVE TREE ROUTES

The "Routes of the Olive Tree" was certified as a Cultural Route of the Council of Europe in 2005. The Cultural Foundation "Route of the Olive Tree" is established in Kalamata, Greece. Since 2003, it acts as the lead partner of the network and is active in the Mediterranean basin.

Originally, the Route was designed as a "thematic cultural itinerary among olive tree lands of Greece" and the itinerary presented and promoted the role of olive oils through the organization of several events, meetings addressed mainly toward stakeholders, local institutions and citizen's community with the specific aim of

promoting the cultural heritage related to the olive tree.

The underlying theme of the Route is related to strengthening and disseminating the role of the olive tree both as a symbol of peace, intercultural dialogue and as a key factor for social-economic development of the olive oil producing regions.

The Cultural Route received a Routes4U-grant to develop a touristic itinerary and an interactive map with new points of interests and to extend the network in at least three countries of EUSAIR. Through the implementation of the grant, the Cultural Route creates a brand name/logo in order to facilitate the visibility of the products and services linked to the Olive Tree and develop Info-Points to provide the local community with the relevant information about the Cultural Route.

- ROMAN HERITAGE

No Roman Route exists so far that could encompass the Roman heritage in general in the Adriatic-Ionian Region.

Although the Cultural Routes of the Council of Europe, the Roman Emperors and Danube Wine Route, passes through several countries of the Adriatic-Ionian Region, its Steering and Scientific Committee argued that this Cultural Route could not be extended in the Adriatic-Ionian Region as one of its main theme is its relation to the Danube River. Therefore a study was conducted to research, track and demonstrate the richness of the Roman heritage in the Adriatic-Ionian Region and its importance for the Region. It contains an inventory of heritage sites and destinations in the Adriatic and Ionian Region.

On the basis of this inventory, a meeting of interested partners will discuss the creation of a network and the drafting of a proposal for certification.

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