

Routes4U meeting "Cultural Routes in the Alpine Region and in the Baltic Sea Region"

25-26 November 2019

Kultur & Kongresshaus Aarau, Schlossplatz 9, CH-5000 Aarau, Switzerland

PROGRAMME

DAY 1

13.30 – Registration of participants

13.45

13.45 – OPENING

14.15

- VITALI David, Federal Office of Culture, Switzerland, Head of Culture and Society Section
- AULNETTE Astrid, European Commission, Directorate General for Regional and Urban Policies
- RUFFER Rebeka, State Secretariat for Economic Affairs, Switzerland, tourism economy, scientific advisor

14.15 – PLENARY SESSION | ROUTES4U: Joint Programme between the Council of Europe and the European Union

14.45

The speakers will exchange on the cooperation between the Cultural Routes of the Council of Europe and the EU strategies for the macro-regions in the framework of Routes4U Joint Programme.

Moderator: VUILLEUMIER Julien, Federal Office of Culture, Switzerland

- METZGER Constanze, Council of Europe, Enlarged Partial Agreement on Cultural Routes, Routes4U Senior Project Officer
- MOSEDALE Jan, European Union Strategy for the Alpine Region, AG2 Economic development, Health tourism group

14.45 – PITCH SESSION | New projects of Cultural Routes in the Alpine Region and in the Baltic Sea Region

15.15

Moderators: VUILLEUMIER Julien, METZGER Constanze

- DIETACHMAIR Jakob, Via Alpina
- LUMINATI Cassiano, AlpFoodWays
- LINDH Tommi, Alvar Aalto route

15.15 – Coffee break

15.30

Routes4U Project

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe

15.30 – TRAINING 1 | Creation of new Cultural Routes: the certification and evaluation processes
16.30

The representatives of the cultural routes projects will be trained on the certification cycle, in accordance with the Council of Europe criteria and evaluation process.

Moderators: VITALI David, METZGER Constanze

- BELTRAMO Silvia, expert on Cultural Routes of the Council of Europe certification and evaluation and on heritage and cultural policies

16.30 – STAKEHOLDER'S MEETINGS: new projects for Cultural Routes in the Alpine and Baltic Sea Region
18.00

The representatives of the new cultural routes projects will discuss with their potential partners and members about the state of the art and next steps in view of the further development of their projects.

18.15 – Guided tour of the historical center of Aarau followed by a light aperitif and a dinner at the Kettenbrücke
22.00

DAY 2

09.00 – INTRODUCTION
09.15

09.15 – CONTINUATION STAKEHOLDER'S MEETINGS
10.45

The representatives of the new cultural routes projects will discuss with their potential partners and members about the state of the art and next steps in view of the further development of their projects.

10.45 – CONSULTATION REPORT | Results of the stakeholder's meeting
11.00

11.00 – Coffee break
11.15

11.15 – TRAINING 2 | Creation of a brand for the new project of Cultural Routes in the Alpine Region and in the Baltic Sea Region
12.15

The representatives of the cultural routes projects will be trained on cultural routes branding and marketing

- TAJTAKOVA Maria, Ph.D. in Arts Marketing, expert on consumer behaviour in the arts and culture, international cultural tourism and intercultural advertising

12.15 – CLOSING SESSION | Next steps to be taken
12.45

12.45 – Light Lunch
14.15