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 14.45 the European Union

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 15.15 **Baltic Sea Region**

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





Implemented by the Council of Europe

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

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 *18.00* Baltic Sea Region

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 22.00 at the Kettenbrücke

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 12.15 Alpine Region and in the Baltic Sea Region

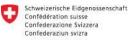
The representatives of the cultural routes projects will be trained on cultural routes branding and marketing

- 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





Federal Department of Home Affairs FDHA Federal Office of Culture FOC