



Honorary Patronage  
of the President of the Republic of Poland  
Andrzej Duda



# 12<sup>th</sup> CULTURAL ROUTES OF THE COUNCIL OF EUROPE ANNUAL ADVISORY FORUM

Łódź, Poland, 20<sup>th</sup> - 22<sup>nd</sup> September 2023



Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



Ministry of Culture and National Heritage  
Republic of Poland



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Łódź, Poland, 20<sup>th</sup> - 22<sup>nd</sup> September 2023



Honorary Patronage of the President of the Republic of Poland Andrzej Duda

## CULTURAL ROUTES LODZ FORUM



Meetmaps App



Cultural route of the Council of Europe Itinéraire culturel du Conseil de l'Europe



Ministry of Culture and National Heritage Republic of Poland

# INTRODUCTION TO THE 12TH ANNUAL ADVISORY FORUM



## ***WELCOMING REMARKS***

*Mr. Stefano DOMINIONI, Executive Secretary, Enlarged Partial Agreement on Cultural Routes, Council of Europe*

# KEYNOTE SPEECH

## Post-industrial heritage and its role in shaping European cultural identity



### **KEYNOTE SPEAKER**

*Prof. Dr. Meinrad Maria GREWENIG, President, European Route of  
Industrial Heritage, Cultural Route of the Council of Europe*

# GENERAL SESSION 1: Preserving and Revitalising Post-Industrial Heritage



## **MODERATOR**

*Mr. Piotr MICHAŁOWSKI, Co-Chairman of the European Network of Cultural Centres, Poland*

# GENERAL SESSION 1: Preserving and Revitalising Post-Industrial Heritage



***SPEAKER***

*Prof. Piotr GERBER, President, Polish Committee of the International  
Committee for the Conservation of the Industrial Heritage*

# GENERAL SESSION 1: Preserving and Revitalising Post-Industrial Heritage



***SPEAKER***

*Dr. Adam HAJDUGA, Vice-President, European Route of Industrial Heritage, Deputy Director, Metallurgy Museum in Chorzów, Poland*



European Route  
of Industrial Heritage



# Industrial heritage – challenges



PhD Adam Hajduga, ERIH Vice President





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# Strategic challenges

# Current challenges



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# Strategic challenges – responsibility

**GLOBAL WARMING** – a phenomenon linked to the Industrial Revolution and a problematic issue for industrial heritage sites

**CLIMATE CRISIS** – the Industrial Revolution's Environmental Impact: massive use of natural resources like wood, cotton and fossil fuels (coal, oil, natural gas) and metal ores, etc. Carbon emissions grew at an accelerating rate first with steam engines and then with internal combustion engines – the most important inventions of the industrial revolution. Pollution of air, water and soil, the destruction of ecosystems and landscapes. Environmental destruction.



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# Strategic challenges – a complex story

## The dark sides of the Industrial Revolution:

slave labour and colonialism

poverty of the workers

forced labourers

in the long term – postcolonialism?

+ other consequences of running processes:

atomic age

An era of unprecedented growth contributes to unsustainable consumption that wastes natural resources and destroys the natural environment.



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# Current challenges

**Financing** – one of the most complex issues, both for adaptation and maintenance

Highly reliant on public sector support – Lane et al. pointed out (2013: 26, 96) that "(...) most industrial heritage site management is undertaken by non-profit, local government or state agencies, and often by volunteers rather than paid labour. Funds come largely from the public sector. The aim is normally to conserve, not to make money".

"Public sector support **seems likely to shrink**, as rival demands in the health, educational and age related benefits sector grows" (Lane et al. 2013: 96).

Source of quotations: Lane, B.; Weston, R.; Davies, N.; Kastenholz, E.; Lima, J.; Majewski, J. (2013) *Industrial Heritage and Agri/Rural tourism in Europe*. Study. European Parliament, Directorate-General for Internal Policies. Policy Department B: Structural and Cohesion Policies, on-line [https://www.europarl.europa.eu/RegData/etudes/etudes/join/2013/495840/IPOL-TRAN\\_ET\(2013\)495840\\_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/etudes/join/2013/495840/IPOL-TRAN_ET(2013)495840_EN.pdf) [access date: 2023/09/15]



European Route  
of Industrial Heritage



# Current challenges

## Financing – maintenance – the Tourism Area Life Cycle (TALC)

"This concept, originating from Richard Butler in the 1980s, is a strong and valid influence on tourism planning. It explains that tourism destinations, like all consumer products, have a period of discovery, growth, maturity and then decline (unless regeneration measures are taken). **Each destination brand needs to be refreshed after circa 25/30 years**, sometimes earlier, if it is to avoid decline. (...) It sends a strong warning of potential problems to all destinations (...) (Butler, 2006)" (Lane et al. 2013: 18).

Source of quotations: Butler, R. (Ed.) (2006) *The Tourism Area Life Cycle: Volume 1 – Applications and Modifications*, Clevedon, Channel View Publications. Butler, R. (Ed.) (2006) *The Tourism Area Life Cycle: Volume 2 – Conceptual and Theoretical Issues*, Clevedon, Channel View Publications. Source of quotation: Lane, B.; Weston, R.; Davies, N.; Kastenholz, E.; Lima, J.; Majewski, J. (2013) op. cit.



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# Current challenges

## Quality of jobs in the sector:

Jobs which are created at post-industrial sites are more likely to be **minimum wage** rather than industrial manufacturing jobs are.

Even if former workers will be able to get new positions in the reused sites "(...) it is not guaranteed that those jobs will enable them to enjoy the standard of living that their manufacturing jobs once allowed" (Xie 2015: 51).

Source of quotation: Xie, P.F. (2015) Industrial Heritage Tourism. Tourism and Cultural Change: 43, Channel View Publications, Bristol, Buffalo, Toronto.

Usually jobs in tourism can be slightly "(...) **precarious in terms of job security** (e.g. seasonal influences and part-time work) (Hudson, 1994)" (Hospers 2002: 402).

Source of quotation: Hospers, G.-J. (2002) Industrial Heritage Tourism and Regional Restructuring in the European Union. European Planning Studies, 10:3, pp. 397-404, on-line <https://www.tandfonline.com/doi/abs/10.1080/09654310220121112> [access date: 2023/09/15].





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# Current challenges

## Quality of jobs in the sector:

**Low wages in the cultural sector are causing a flight of skilled and professional staff to other sectors of the economy.**

**Progressive shortage of skilled technical staff – servicing and maintaining historic machinery and equipment requires specialists. There are fewer and fewer of them as they retire and training new staff is difficult.**



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# Current challenges

## In the field of tourism:

**Changing people's mentality** – industrial heritage tourism is a niche of cultural tourism. The public's underestimation of the importance and attractiveness of industrial heritage.

**Explaining and highlighting the role, significance and symbolism of industrial monuments in the development of civilization is of key strategic importance. Industrial monuments are as sublime as palaces and castles.**





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# In the field of tourism:

**Unprofessional approach to tourism** – lack of partnership between tourism agencies and industrial heritage sites, communication between sites and the tourism sector in need of improvement, poor image of industrial heritage sites as tourist attractions, site managers (museums) more interested in preserving their collections than in the tourist offer (Lane et al. 2013: 96).

**High competition in the leisure industries sector** – industrial heritage sites adapted for tourism and culture purposes compete with any of the players in this sector. So the sector "face great competition from resurgent professionally managed resorts, from city tourism and from long-haul competition from low cost and exotic competition across the world" (Lane et al. 2013: 96).



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# THANK VERY MUCH FOR YOU ATTENTION



 Co-funded by  
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Contact: Adam Hajduga, e-mail: [poland@erih.net](mailto:poland@erih.net)

# GENERAL SESSION 1: Preserving and Revitalising Post-Industrial Heritage



***SPEAKER***

*Mr. Jan GODŁOWSKI, Director, Cracow Saltworks Museum in Wieliczka,  
Poland*



**Once upon a time...**

**industrial landscape, Upper Silesia, Poland**



**Post-industrial relics left behind  
and blended into a new reality.**

**?**

**conservation versus revitalisation**

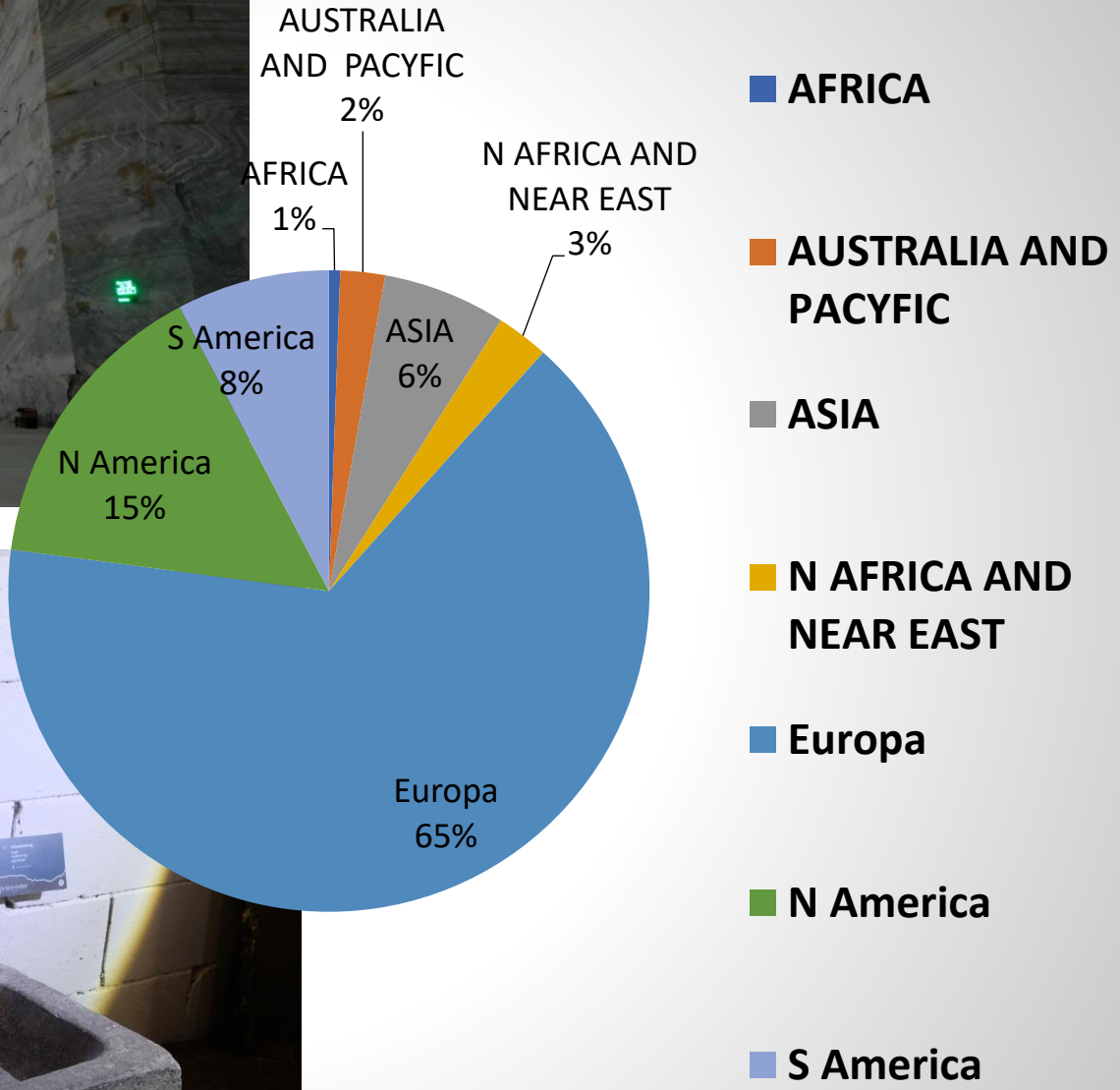


**Esch-sur-Alzette, Luxembourg**



Salt Mine,  
Slanic Prahova, Romania

## Underground Tourist Mines



Slate Mine,  
Schiferstollen, Recht, Belgium

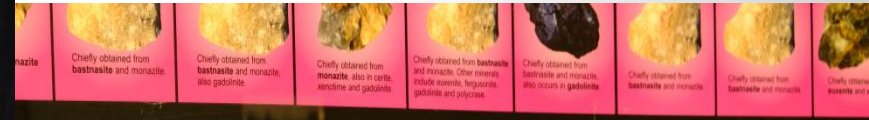
Your House Comes from a Mine  
 so does your car, the roads you  
 drive it on, the fuel you put in  
 it, this building, your computer,  
 iPods, televisions (everything  
 that uses electricity) and almost  
 everything else you use in life.

U.S. Reliance on Foreign  
 Sources of Minerals

**Did you know?**

**Do you have this in your mind?**

**Would you share this  
 knowledge with others?**



94 Plutonium Pu	95 Americium Am	96 Curium Cm	97 Berkelium Bk	98 Californium Cf	99 Einsteinium Es	100 Fermium Fm	101 Mendelevium Md	102 Nobelium No	103 Lawrencium Lr
Obtained by particle bombardment of uranium	Obtained by particle bombardment of plutonium	Obtained by particle bombardment of plutonium	Obtained by particle bombardment of plutonium	Obtained by particle bombardment of plutonium	Obtained by particle bombardment of plutonium	Obtained by particle bombardment of plutonium	First obtained by particle bombardment of einsteinium	Related to berkelium, obtained with heavy ion beams	Obtained by bombarding californium with heavy ion beams

**Everything Is Made From Something  
 and that Something is our Natural Resources**

**... most are contained within our rock and mineral resources**

**„NATIONAL MINING HALL OF FAME  
 AND MUSEUM”,  
 LEADVILLE, COLORADO, USA**

# GENERAL SESSION 1: Preserving and Revitalising Post-Industrial Heritage



***SPEAKER***

*Mrs. Łucja ZAWADZKA, Deputy Director, Coal Mining Museum in Zabrze,  
Poland*



# GENERAL SESSION 1: Preserving and Revitalising Post-Industrial Heritage



***SPEAKER***

*Prof. Massimo PREITE, Board member, European Route of Industrial Heritage, Italy*



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**THE 12<sup>TH</sup> ANNUAL ADVISORY FORUM OF THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE**

**"Cultural Routes – Social and Creative Dimensions of Cultural Heritage  
in a Post-Industrial Context"**

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**GENERAL SESSION 1:**

**Preserving and Revitalizing Post-Industrial Heritage**

Massimo Preite

Board member and Italian representative of  
the European Route of Industrial Heritage



European  
Route  
of Industrial  
Heritage



[www.erih.net](http://www.erih.net)

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## Structural Funds 1986 – 1993 Key objectives:

- Job creation,
- Social Housing,
- Stimulate economic growth in regions experiencing industrial decline

## Liverpool City Centre Regeneration 1994-1999

- Liverpool One shopping centre
- Albert Dock



## Roubaix (Lille Metropole Communauté Urbaine)

- Euralille
- Lille Europe
- Archives du Monde du Travail, La Condition publique



## IBA Emscher Park 1989 – 1999 Key objectives:



Ecological restoration of the river Emscher system



Reconstruction of landscape



New forms of houses and housing

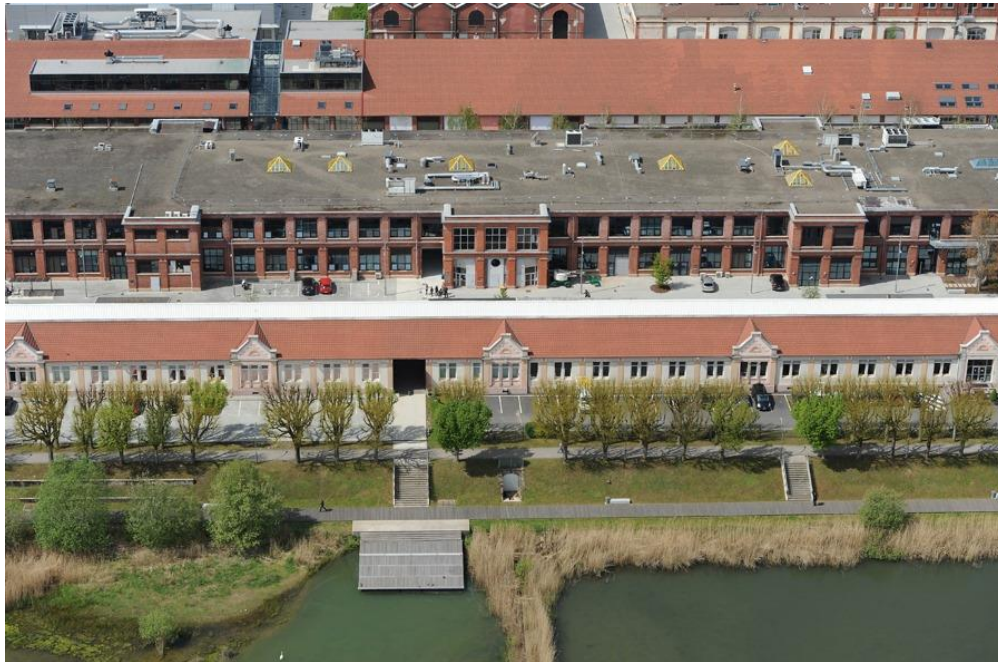


Industrial cultural heritage as national treasure

2000 – 2010  
Research and Innovation



22@ District (Barcellona) 2000 – 2013 >



Techn'hom (Belfort) 2000 - 2014



Belval (Luxembourg) 2002 - 2020

2004  
Enlargement of European Union: Poland

Silesian Museum Katowice, 2015 >



< Manufaktura, Lodz, 2006



EC1 Power Plant, Lodz, 2010 >

## MAIN ISSUES

- Governance
- Participation
- Inclusion
- Green transition

# Industrial heritage and green transition

Natur Park Schöneberger Südgelände, Berlin, 1999



< PARCO DORA, Torino, 2012)



Lingotto Roof, Torino, 2023



Thank you for your attention

# GENERAL SESSION 1: Preserving and Revitalising Post-Industrial Heritage



***SPEAKER***

*Mr. François MOYSE, President, European Association for the Preservation of Jewish Heritage and Culture, Cultural Route of the Council of Europe*

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# Association Européenne pour la préservation et la promotion de la culture et du patrimoine juifs

## European Association for the Preservation and Promotion of Jewish Culture and Heritage

*Plateforme pour développer des initiatives culturelles et des programmes éducatifs sur le patrimoine juif en Europe. Canal pour le dialogue interculturel en favorisant une meilleure connaissance et compréhension de l'histoire européenne, une sensibilisation à la diversité culturelle et un renforcement de l'identité culturelle des citoyens européens*

***Platform for developing cultural initiatives and educational programs on Jewish heritage in Europe. A channel for intercultural dialogue, promoting better knowledge and understanding of European history, raising awareness of cultural diversity and strengthening the cultural identity of European citizens.***

aepj  
jewishheritage

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Regional Routes of Jewish  
Heritage in France



Jewish Heritage in  
Azerbaijan



Jewish Heritage Cultural  
Routes in Georgia



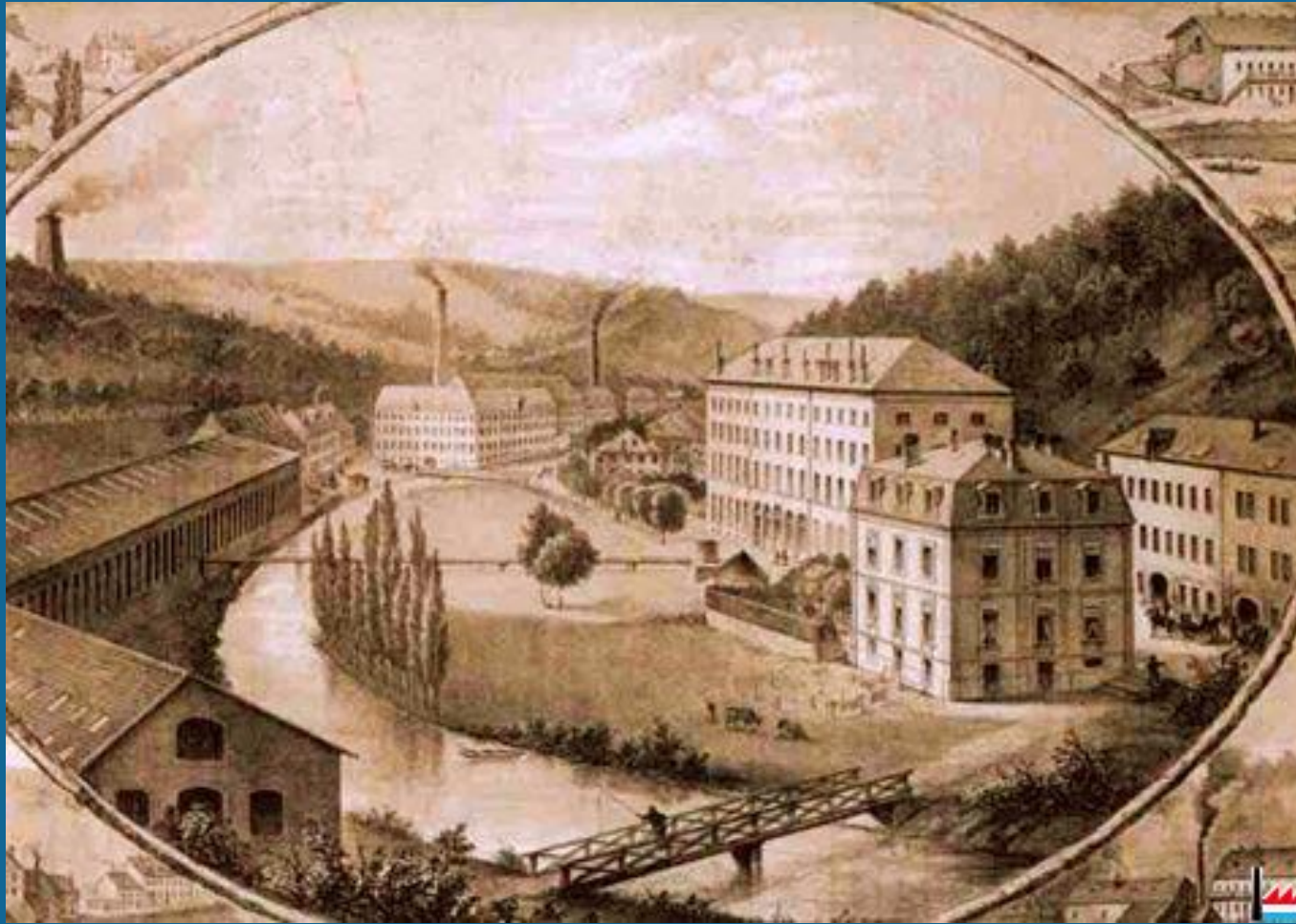
Jewish Heritage Route in  
Italy



Palaces, Villas and  
Country Houses



The Catalan Route



Exemple de Patrimoine Industriel Juif – Circuit Godchaux Luxembourg

Example of Industrial Jewish Heritage – Circuit Godchaux Luxembourg

# Lodz

Exemple de Patrimoine Juif Industriel :  
Example of Jewish Industrial Heritage :

*A Lodz tout est possible (Sholem Alechem)*  
*In Lodz everything is possible (Sholem Alechem)*



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## Réflexions / reflections

- Contribution des Juifs à la société civile - Contribution of Jews to civil society
  - Histoire/ patrimoine commun - Common history/heritage
- Défi de sauvegarder ces endroits / Challenge to safeguard these places
  - Ghetto et synagogue Lodz / ghetto & synagogue Lodz

Marian Tursky: *Je veux que les personnes qui viennent au musée...sentent le vide [par rapport à la présence pendant un millénaire des Juifs en Pologne] (à propos du Musée de l'Histoire des Juifs Polonais à Varsovie).*

Marian Tursky: *I want people who come to the museum...to feel this vacuum [of the fact that for a thousand years Jews in Poland lived there] (about the Museum of the History of Polish Jews in Warsaw).*

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# COFFEE BREAK

## 10:30 – 11:00



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Ministry of Culture and National Heritage  
Republic of Poland



# THEMATIC SESSION

## Recommendations on Post-Conflict and Post-Disaster Recovery and Reconstruction – Conclusions for the Cultural Routes



### **MODERATOR**

*Mrs. Katarzyna ZALASIŃSKA, Director, National Institute of Cultural  
Heritage, Poland*

# THEMATIC SESSION

## Recommendations on Post-Conflict and Post-Disaster Recovery and Reconstruction



***SPEAKER***

*Mr. Krzysztof ZYMAN, Executive Secretary, EUR-OPA Major Hazard Agreement, Council of Europe*



## EUROPEAN AND MEDITERRANEAN MAJOR HAZARDS AGREEMENT

- Created in **1987** by the Council of Europe to ensure better prevention, preparedness and management of major natural/technological disasters.
- To reinforce multi-disciplinary co-operation between member States.
- Three level of action:
  - **Political** guidelines and priorities are defined by the competent Ministers and Permanent Correspondents of 22 member States
  - Permanent structure for multinational and pluri-disciplinary **scientific and technical** co-operation : 25 Specialised centres
  - **Worldwide strategy**: partner of the UN International Strategy for Disaster Risk Reduction and the European Commission to organise the European Forum and to promote a global approach to risk

## PRIORITIES

- 1. Using scientific and technological knowledge to better assess evolving risks and adapt accordingly the resilience strategies**

*First Sendai Priority*

- 2. Developing cooperation among all decision-makers to better define authorities' adequate role in Disaster Risk Reduction**

*Second Sendai Priority*

- 3. Promoting risk culture among population**

*Fourth Sendai Priority*

- 4. Fostering active participation of the population in DRR**

*Third Sendai Priority*



## CULTURAL HERITAGE

[Recommendation CM/Rec\(2018\)3](#) of the Committee of Ministers to member States on cultural heritage facing climate change: increasing resilience and promoting adaptation

[International Conference](#) on “Culture against disasters”:  
Protecting cultural landscape as prevention of natural disasters

[Projects](#) of EUR-OPA Scientific Centres



# THEMATIC SESSION

## Recommendations on Post-Conflict and Post-Disaster Recovery and Reconstruction



### ***SPEAKER***

*Mrs. Meltem ÖNHON, Expert, Ministry of Culture and Tourism of Türkiye,  
EPA Governing Board Vice Chair*



# Post-Conflict & Post-Disaster Recovery & Reconstruction

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- *Assess and prioritize damaged sites*
- *Preservation of Cultural Heritage*
- *Infrastructure Improvements*
- *Environmental conservation*
- *Establish partnerships with local communities and stakeholders*
- *International collaboration and cultural diplomacy*
- *Promotion and Marketing*
- *Resilience and preparedness*
- *Sustainable Development*



# Sustainable Tourism Program



**Türkiye sets an example in the field of sustainable tourism.**

- cooperation agreement signed with GSTC
- road map to be followed in sustainable tourism and accelerated its global sustainability practices.
- Sustainable Tourism Program was established to restructure the tourism industry with a sustainable transformation (destinations, tour operators, and especially accommodation facilities),
- Carried out in stages, the first phase of the Program will be completed this year; the second phase will be completed in 2025, and the third phase will be completed in 2030, with all international standards met.



## Safe Tourism Program

'Safe Tourism Certification Programme' defines a series of criteria assessed by independent audit firms regarding accommodation, transportation, food and beverage, congress and art facilities, theme parks and maritime tourism.

# Highlights in Sustainable Tourism

According to the World Tourism Organization 2022 Barometer, **Türkiye** is the **4th Most Visited Country** in the world.



**17** cultural & **2** mixed UNESCO World Heritage Sites



**84** Cultural and Natural Heritage Values in the Tentative List



**22** towns in the cittaslow network



**9** certified cultural routes of the Council of Europe



**Taraklı** District of Sakarya 2021 "**Best Rural Tourism Destination**" award by UNWTO



**Mustafapaşa, in Cappadocia** 2021 "**Best Rural Tourism Destination**" award by the UNWTO



**Bitez, Bodrum** 2021 "World's 100 Sustainable Tourism Destinations" by Green Destinations



**191** cycling routes  
**47** bicycle friendly hotels



**Türkiye Green Tourism Program**  
Approved by **GSTC** in **2022**



# Cultural Routes of the Council of Europe (Crossing Türkiye)



- European Routes of Jewish Heritage
- Routes of the Olive Tree
- European Route of Ceramics
- European Route of Historic Thermal Towns
- European Route of Industrial Heritage
- Iron Curtain Trail
- European Route of Megalithic Culture
- Aeneas Route
- Historic Cafes Route

THANK YOU



# THEMATIC SESSION

## Recommendations on Post-Conflict and Post-Disaster Recovery and Reconstruction



***SPEAKER***

*Prof. Wojciech FAŁKOWSKI, Director of the Royal Castle in Warsaw, Poland*

# Recovery and Reconstruction: The case of the Royal Castle in Warsaw

Speaker: prof. Wojciech Fałkowski  
Director of The Royal Castle in Warsaw





















**WARSAW** RECOMMANDATION DE VARSOVIE SUR LE  
RELEVEMENT ET LA RECONSTRUCTION  
DU PATRIMOINE CULTUREL

**RECOMMENDATION  
ON RECOVERY  
AND RECONSTRUCTION  
OF CULTURAL  
HERITAGE** REKOMENDACJA WARSZAWSKA  
W SPRAWIE ODBUDOWY I REKONSTRUKCJI  
DZIEDZICTWA KULTUROWEGO

THE CHALLENGES  
OF WORLD  
HERITAGE  
RECOVERY

INTERNATIONAL CONFERENCE ON RECONSTRUCTION  
THE ROYAL CASTLE / WARSAW / POLAND 6-8 MAY 2018



# THEMATIC SESSION

## Recommendations on Post-Conflict and Post-Disaster Recovery and Reconstruction



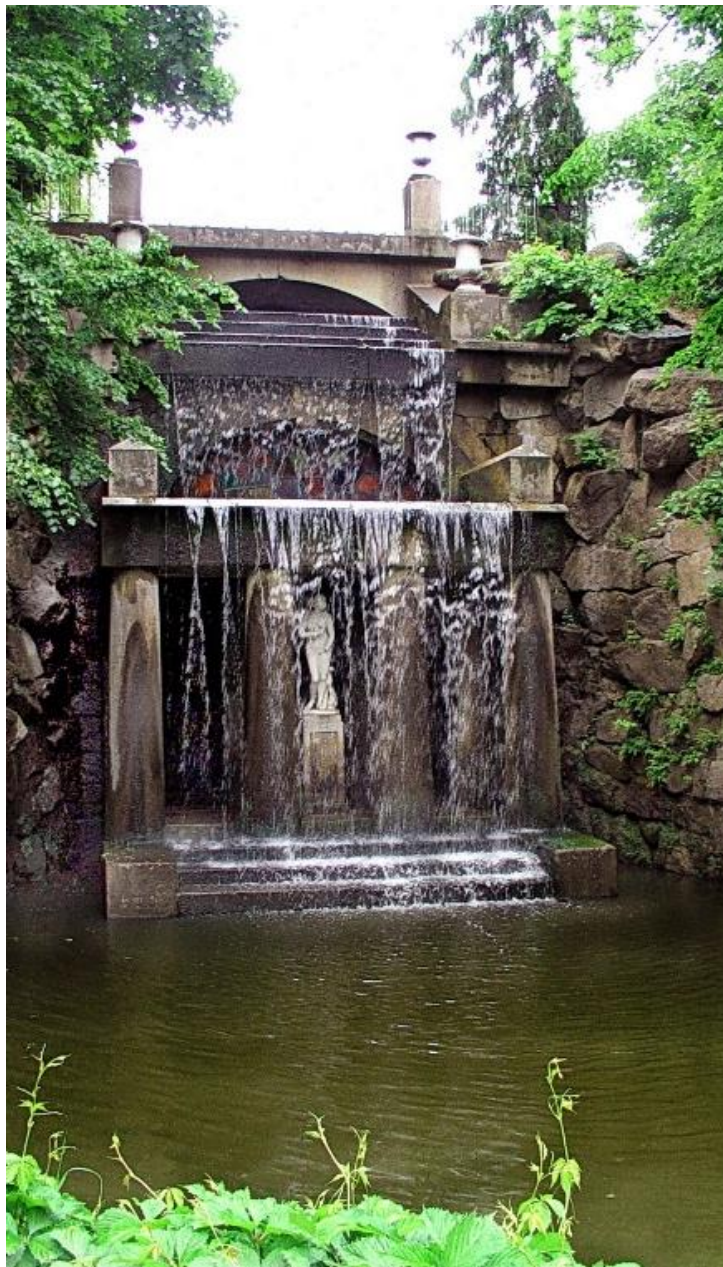
### ***SPEAKER***

*Mrs. Iryna DENYSKO, Senior Researcher, PhD, National Dendrological Park «Softyivka», Network member of the European Route of Historic Gardens*





Despite the fact that the city of Uman was attacked beginning from the very first day of the full-scale russian invasion (24.02.2022), the staff of the National Dendrological Park “Sofiyivka” NAS of Ukraine did not stop their work even for one day.

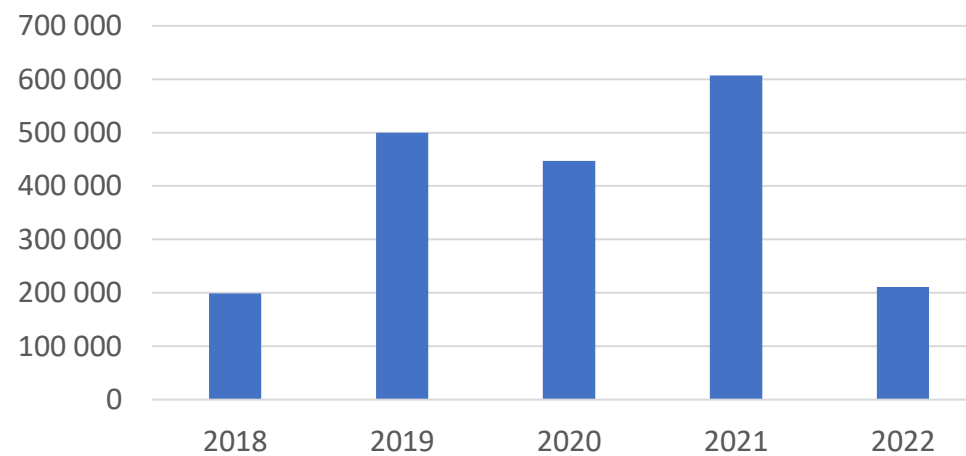


European Route of  
Historic Gardens  
Itinerario Europeo dei Giardini Storici  
Itinerario Europeo de Jardines Históricos  
Itinéraire Européen des Jardins Historiques

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Number of visitors, people





European Route of  
Historic Gardens  
Itinerario Europeo del Jardines Históricas  
Itinéraire Européen des Jardins Historiques

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In 2022, the “Sofiyivka” team reconstructed the heating supply system. Thanks to the help of patrons, “Sofiyivka” received diesel generators to provide electricity for repair works and maintaining the climatic regime of the premises.



European Route of Historic Gardens  
 Itinerario Europeo de Jardines Históricos  
 Itinéraire Européen des Jardins Historiques

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Currently, "Sofiyivka" is a center of psychological rehabilitation for military personnel and population.



- The conclusions from the experience of “Sofiyivka”:
- a compulsory prerequisite for ensuring the functioning of the institution in conditions of wartime is **the preservation of qualified personnel** capable of responding to the challenges posed by the constantly changing situation;
  - the administration must take measures for **the safety of visitors** (up to the termination of access to facilities), regardless of the unpopular and adverse economic consequences for the institution;
  - efforts should be made **to diversify sources of energy supply** to maintain the facility in good condition, ensure accommodation conditions in hotels and prevent loss of the collections;
  - **contacts with non-governmental and volunteer organizations, international foundations and patrons** should be maintained in every possible way, with the aim of supporting and preserving the institution.

# THEMATIC SESSION

## Recommendations on Post-Conflict and Post-Disaster Recovery and Reconstruction



### ***SPEAKER***

*Mrs. Olga MEZERIDOU, International Relations Advisor, the Olive Tree Routes Foundation, Cultural Route of the Council of Europe*

# The Routes of the Olive Tree

## Cultural route of the Council of Europe

**Speaker: Mrs Olga MEZERIDOU FAUOVA**

International relations consultant

“Routes of the Olive Tree” Cultural Foundation, Greece

**Presentation’s designs Yorgos ZIROS**

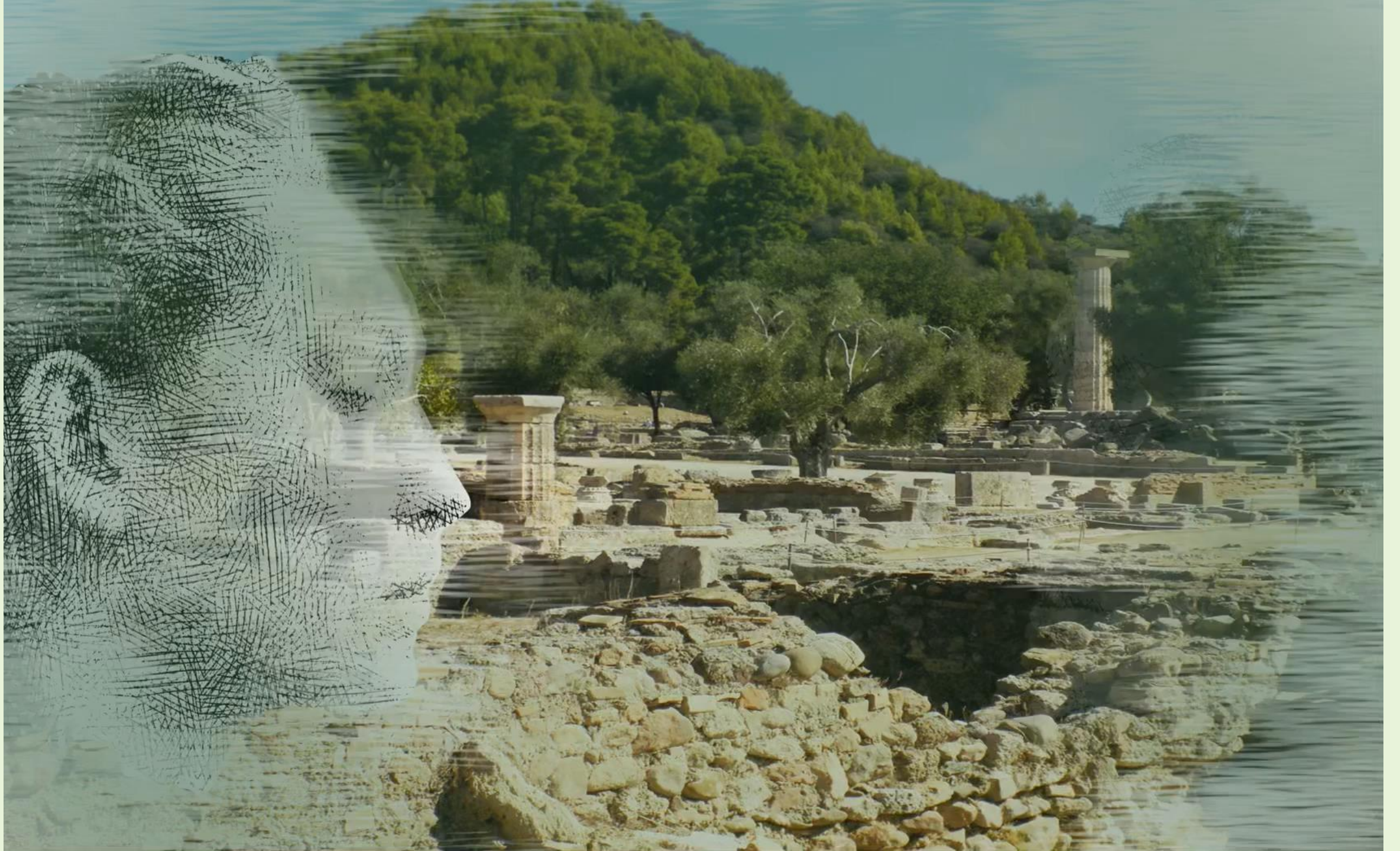


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Painted by Yorgos Ziros  
for the Routes of the Olive Tree



Painted by Yorgos Ziros  
for the Routes of the Olive Tree



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Painted by Yorgos Ziros  
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# The Routes of the Olive Tree

## Cultural route of the Council of Europe



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# LUNCH

## 13:00 – 14:30



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Ministry of Culture and National Heritage  
Republic of Poland



## GENERAL SESSION 2

# New approaches for participation in cultural heritage: Example of Cultural Routes of the Council of Europe



### **MODERATOR**

*Mr. Peter DEBRINE, Sustainable tourism expert, UNESCO World Heritage Centre, Paris*

## GENERAL SESSION 2

# New approaches for participation in cultural heritage: Example of Cultural Routes of the Council of Europe



***SPEAKER***

*Mr. Maciej KRONENBERG, President of REGIO, Poland*

## GENERAL SESSION 2

# New approaches for participation in cultural heritage: Example of Cultural Routes of the Council of Europe



***SPEAKER***

*Mr. Adam KOWALSKI, Director Metallurgy Museum in Chorzów, Poland*

# FOR THE NEW STORY- 2 CASES



# What do we have but empty shell...



**...or worn out boots?**



# Reinventing the plot or tear it up and start again



# Call me the mill





# The 4th of May



FLORIANFEST  
DZIEŃ HUTNIKA  
07.05.2022





# ODDZIAŁ OD/NOWA

# THE OTHER STORY – FRANZ SHAFT IN RUDA



# THE 4TH NATURE – NEW HERITAGE?



Projekt „**Rewitalizacja i udostępnienie przemysłowego Dziedzictwa Górnego Śląska**” został dofinansowany w ramach Programu Operacyjnego Infrastruktura i Środowisko na lata 2014-2020, PRIORYTET: VIII Ochrona dziedzictwa kulturowego i rozwój zasobów kultury, DZIAŁANIE: 8.1 Ochrona dziedzictwa kulturowego i rozwój zasobów kultury w partnerstwie z Muzeum Górnictwa Węglowego w Zabrzu – liderem projektu.

Wartość dofinansowania wynosi: 67 026 372,92 zł  
(w tym MGW w Zabrzu: 51 983 556,15 zł,  
Muzeum Hutnictwa w Chorzowie: 15 042 816,77 zł).



Projekt pn. "Rewitalizacja i udostępnienie przemysłowego Dziedzictwa Górnego Śląska" w ramach którego realizowano budowę Muzeum Hutnictwa w Chorzowie jest współfinansowany przez Unię Europejską z Europejskiego Funduszu Rozwoju Regionalnego w ramach Programu Operacyjnego Infrastruktura i Środowisko na lata 2014-2020 Priorytet VIII Ochrona dziedzictwa kulturowego i rozwój zasobów kultury, Działanie 8.1 Ochrona dziedzictwa kulturowego i rozwój zasobów kultury



MUZEUM  
HUTNICTWA  
W CHORZOWIE

CHORZÓW



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[muzeumhutnictwa.pl](http://muzeumhutnictwa.pl)

**THANK YOU**

## GENERAL SESSION 2

# New approaches for participation in cultural heritage: Example of Cultural Routes of the Council of Europe



### ***SPEAKER***

*Dr. Jarosław KLAŚ, Director of the C. K. Norwid Cultural Centre in Krakow, Poland*

- Holistic approach: culture and nature, material and non-material
- Heritage interpretation in practice:

“To understand through interpretation, to appreciate through understanding, to protect through appreciation”  
[F. Tilden]





- Balance: locals and guests
- Engaging various stakeholders in activities and collaborating with them
- Direct contact
- Community networking



- Generating knowledge and providing experience
- Collaborate with experts and be passionate



- Be aware that:

The process takes time

Looped problem: you have to start solving to solve it



- initiative => activities/projects => cultural routes => activities/projects
- ATRIUM (Architecture of Totalitarian Regimes in Europe's Urban Memory) => 2024
- ERIH (European Route of Industrial Heritage) => ?



## GENERAL SESSION 2

# New approaches for participation in cultural heritage: Example of Cultural Routes of the Council of Europe



***SPEAKER***

*Mr. Gerhard ERMISCHER, First Vice-President, European Ramblers Association*

## GENERAL SESSION 2

# New approaches for participation in cultural heritage: Example of Cultural Routes of the Council of Europe



### ***SPEAKER***

*Mrs. Emanuela PANKE, President, Iter Vitis Route, Cultural Route of the Council of Europe*



## ITER VITIS CULTURAL ROUTE OF THE COUNCIL OF EUROPE

# Economic, social , political sustainability: challenges and goals

*Emanuela Panke*

*Annual Forum of Cultural Routes of the Council of  
Europe Łódź October 2023*



Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe





## OUR CHALLENGES

- Protect the material and immaterial heritage linked to European viticulture and make it a unique tool for sharing values and facilitating intercultural dialogue
- Enhance its local characteristics contributing to a common European identity in support of the economy of local communities especially in countries recovering from conflicts or with important political problems social.



# Intercultural dialogue and cross border initiatives

UKRAINE



MOLDOVA



HERZEGOVINA



LEBANON



# Archeology and archeobotany

ROME



THESSALONIKI



HERAKLION



CALABRIA



# Heritage and digitalisation



A vessel brought from about five miles



A vessel from Corinth



Commercial amphora



# Membership and sustainability criterias



- born in 2007
- certified in 2009
- 24 countries crossed

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## GENERAL SESSION 2

# New approaches for participation in cultural heritage: Example of Cultural Routes of the Council of Europe



### ***SPEAKER***

*Mr. Miguel Angel MARTÍN RAMOS, President, European Routes of Charles V, Cultural Route of the Council of Europe, Head of Delegation in Brussels of the Yuste Foundation*

# “Routes of Emperor Charles V”

- CULTURAL ROUTE OF THE COUNCIL OF EUROPE -

*Youth participation and intergenerational activities in cultural itineraries*



Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



Miguel Angel Martín Ramos. Presidnet of the Cooperation Network of the Routes of Emperor Charles V – Head of Brussels Delegation of the Yuste Foundation

Lodz, Poland, 21<sup>ST</sup> September 2023



# ¡Toma la calle!

Proyecto intergeneracional  
(alumnado 3º ESO y mayores del Aula Intergeneracional)

IES Jaranda (Jarandilla de la Vera, Cáceres)



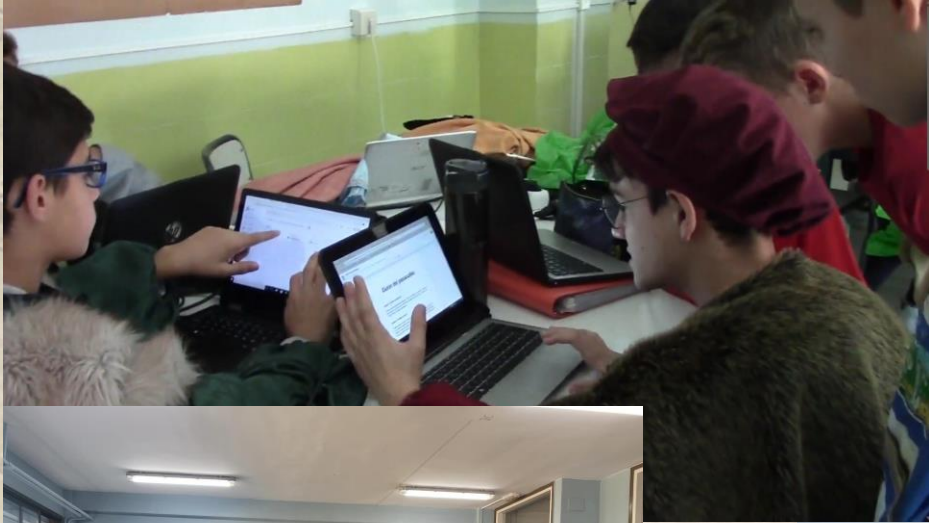
<https://www.youtube.com/watch?v=vK7uj7C1oSQ>

## El emperador Carlos V en La Vera

COOPERATION NETWORK OF ROUTES OF CHARLES V - 4/7



-  1 **La casa de las muñecas de Garganta la Olla**  
6:51  
COOPERATION NETWORK OF ROUTES OF C...
-  2 **Adiós a las armas de los alabarderos del emperador Carlos V**  
11:09  
COOPERATION NETWORK OF ROUTES OF C...
-  3 **Las hermanas del emperador Carlos V llegan a La Vera**  
5:56  
COOPERATION NETWORK OF ROUTES OF C...
-  4 **Los cómicos de La Vera en la época del emperador Carlos V**  
3:44  
COOPERATION NETWORK OF ROUTES OF C...
-  5 **Damas a la moda en la época del emperador Carlos V**  
5:54  
COOPERATION NETWORK OF ROUTES OF C...
-  6 **Arriba y abajo las doncellas a destajo**  
3:27  
COOPERATION NETWORK OF ROUTES OF C...
-  7 **Rumores de la Corte**  
6:25  
COOPERATION NETWORK OF ROUTES OF C...





## Link with the Global Development Goals and Agenda 2030

**3** SALUD  
Y BIENESTAR



**4** EDUCACIÓN  
DE CALIDAD



**8** TRABAJO DECENTE  
Y CRECIMIENTO  
ECONÓMICO



**11** CIUDADES Y  
COMUNIDADES  
SOSTENIBLES



## **Social need addressed by the project**

- **Support for older people intergenerationality and intergenerational education.**
- **Creativity, innovation, risk.**
- **Social and civic participation and values of Europeanism.**
  - **Staging, dramatisation.**
- **Local development and the demographic challenge**
- **Conservación, puesta en valor y difusión del patrimonio**
- **Participation in the organisation, design and implementation of the activities that made up the programme of the Route "The Arrival of Charles V in Jarandilla de la Vera".**

## **Educational needs of the boys and girls who develop the project.**

**Intergenerationality**

**Initiative and entrepreneurship**

**Investigación**

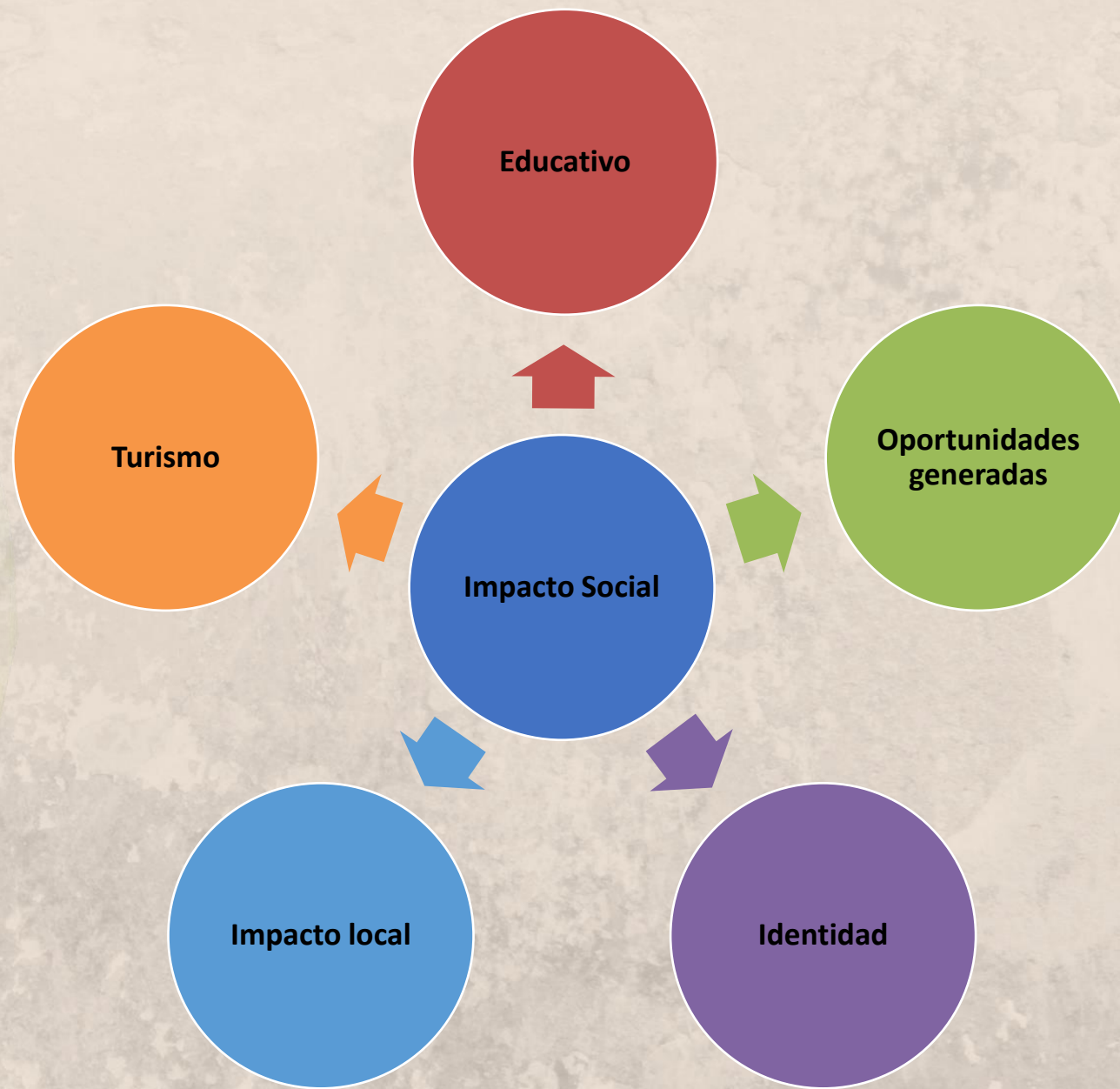
**Social and citizen participation**

**Creativity, innovation, risk**

**Staging, dramatisation**



# IMPACT





Thank you very much for your attention

More information:

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## GENERAL SESSION 2

# New approaches for participation in cultural heritage: Example of Cultural Routes of the Council of Europe



### ***SPEAKER***

*Mrs. Benedetta DIAMANTI, Director, European Route of Ceramics,  
Cultural Route of the Council of Europe*



 European  
Route of  
**CERAMICS**

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[www.europeanrouteofceramics.eu](http://www.europeanrouteofceramics.eu)

  [@europeanrouteofceramics](https://www.instagram.com/europeanrouteofceramics)

# EEA - European Economic Area Grants - Call 2020

## Financial Framework 2014 – 2021, Culture Programme Action 1 "Improving the management of cultural heritage"

### PROJECT TITLE:

**Poland and Norway on the European Route of Ceramics: inclusion of Bolesławiec and Porsgrunn into the international cooperation network of cities with ceramics traditions / *Polska i Norwegia na Europejskim Szlaku Ceramiki: włączenie Bolesławca i Porsgrunn do międzynarodowej sieci współpracy miast o tradycjach ceramicznych***

Total budget: 4 217 539 Eur

EEA Grant and country's budget: 3 500 000 Eur





## Boleslawiec Ceramics Museum

Before renovation



Current condition



Visualisation of the building after renovation

Adaptation of a 19th century palace for the new facility of the Museum of Ceramics in Bolesławiec

"Poland and Norway on the European Route of Ceramics: inclusion of Bolesławiec and Porsgrunn into the international cooperation network of cities with ceramic traditions"

## GENERAL SESSION 2

# New approaches for participation in cultural heritage: Example of Cultural Routes of the Council of Europe



### ***SPEAKER***

*Mrs. Anna BOBER-TUBAJ, Director, Boleslawiec Ceramics Museum, network member of the European Route of Ceramics*

## Boleslawiec Ceramics Museum

Before renovation



Current condition

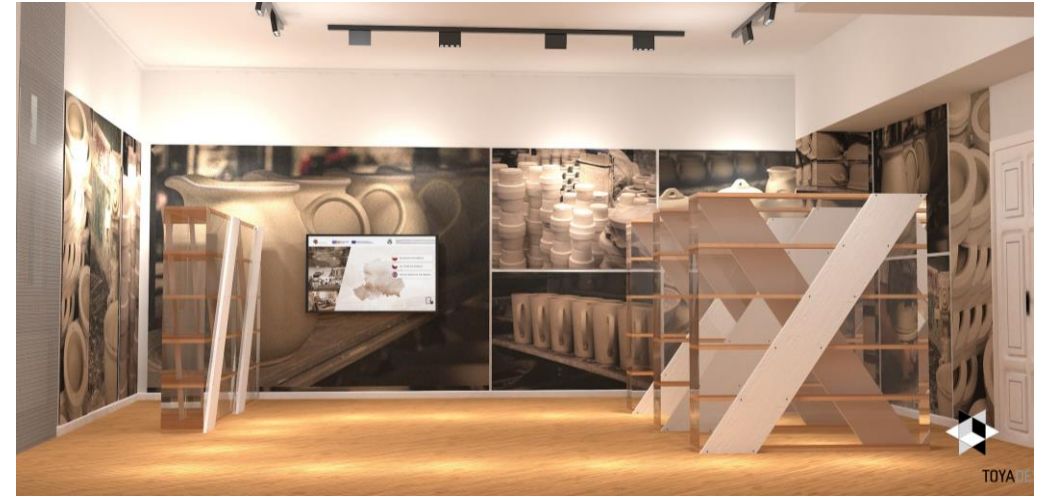


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"Poland and Norway on the European Route of Ceramics: inclusion of Bolesławiec and Porsgrunn into the international cooperation network of cities with ceramic traditions"

## Boleslawiec Ceramics Museum



Centre of Old Pottery Techniques within the framework of the project "Centers of old crafts on the Via Fabrilis trail," / „Centra dawnych rzemioł na szlaku Via Fabrilis”



## Boleslawiec Ceramics Museum



exhibition in Rome



exhibition in Faenza



exhibition in Vienna



exhibition in Porsgrunn

Exhibitions presenting Polish, Norwegian and Austrian ceramic heritage carried out as part of the European Route of Ceramics



# 12<sup>th</sup> CULTURAL ROUTES OF THE COUNCIL OF EUROPE ANNUAL ADVISORY FORUM

Łódź, Poland, 20<sup>th</sup> - 22<sup>nd</sup> September 2023



Honorary Patronage  
of the President of the Republic of Poland  
Andrzej Duda

# COFFEE BREAK

## 15:30 – 16:00



Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



Ministry of Culture and National Heritage  
Republic of Poland



12<sup>th</sup> CULTURAL ROUTES  
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Honorary Patronage  
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Andrzej Duda

**17:10**

**BUS TRANSPORTATION:** FROM THE EC1 TO THE CENTRAL  
MUSEUM OF TEXTILES

**18:00-21:30**

**CULTURAL EVENTS** AT ŁÓDŹ CITY CULTURE PARK AND THE  
CENTRAL MUSEUM OF TEXTILES IN ŁÓDŹ  
**DINNER** AT THE INVITATION OF THE MAYOR OF ŁÓDŹ MRS  
HANNA ZDANOWSKA

**21:30**

**BUS TRANSPORTATION** TO THE HOTELS' MEETING  
POINTS



Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



Ministry of Culture and National Heritage  
Republic of Poland