



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

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## KEYNOTE SPEECH

# Parliamentary Assembly of the Council of Europe (PACE) Report “Cultural Routes: a platform for intercultural dialogue”



### **KEYNOTE SPEAKER**

*Mr. Andries GRYFFROY, member of the Parliamentary Assembly of  
the Council of Europe (Belgium)*



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## GENERAL SESSION 3

# New trends in promoting the Cultural Routes of the Council of Europe programme



### **MODERATOR**

*Mr. Julien VUILLEUMIER, Scientific collaborator, Federal Office for  
Culture OFC, Switzerland, EPA Governing Board Council of Europe*



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# GENERAL SESSION 3

## New trends in promoting the Cultural Routes of the Council of Europe programme

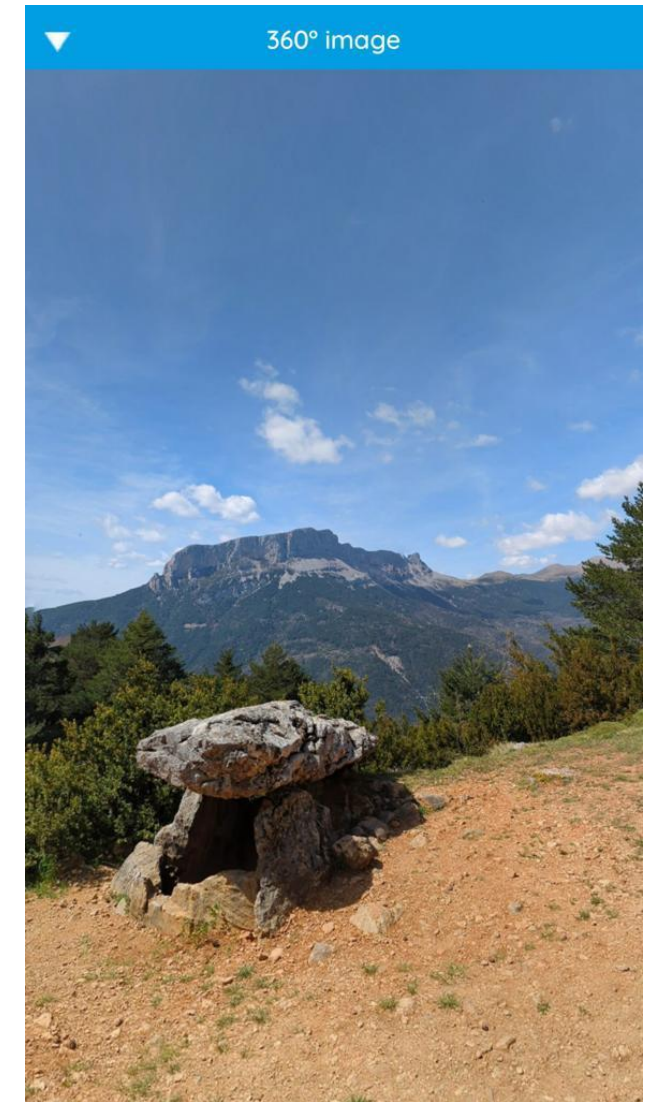


***SPEAKER***

*Mr. Sergio ORTEGA MUNOZ, Head of European Programs Service,  
Ministry of Culture and Sports of Spain, EPA Bureau member  
Council of Europe*

## Needs identified

- Promotion of knowledge, enhancement and visibility of the Cultural Routes program of the Council of Europe in Spain to bring it closer to citizens



## Measures taken

- Creation of an App for mobile devices that brings together all certified CR in Spain on the same platform
- Promotion of participatory and interactive tools linked to cultural heritage and new technologies







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# GENERAL SESSION 3 :

## New trends in promoting the Cultural Routes of the Council of Europe programme



***SPEAKER***

*Mr. Alfredas JOMANTAS, Head of Division of International Department  
of Cultural Heritage, Ministry of Culture of Lithuania, EPA Governing  
Board Council of Europe*



# Promoting Cultural Routes at national level

- Needs

- Increase knowledge of the Cultural Routes of the Council of Europe at National level
- Develop closer cross-sectorial cooperation – tourism, education, culture and heritage
- Further inform decision makers of the potential and added value of the Programme for the preservation and promotion of local heritage
- Expand the knowledge on the programme at macro-region level – Baltic Sea Region coordination

# Promoting Cultural Routes at national level

- Measures taken
  - Promotion of the programme during the Lithuanian Presidency of the Committee of Ministers of the Council of Europe (May-November 2024)
  - Request for a Country Mapping Document for Lithuania
  - Exhibition on the Cultural Routes crossing Lithuania
  - Training Seminar for decision makers and actors in the field of cultural heritage
  - Creation of a webpage on the programme
  - Promotion of the programme during the 2024 European Heritage Days

# Promoting Cultural Routes at national level

- Effects and impacts
  - Increase Programme visibility for the general public and local actors in the field of cultural tourism
  - Increase potential of the Programme through the implementation of the recommendations that will be made in the Country Mapping Document for Lithuania
  - Further develop cooperation at Macro-Regional level through the creating of a coordination group on the Cultural Routes of the Council of Europe programme of the Baltic Sea Region



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## New trends in promoting the Cultural Routes of the Council of Europe programme



***SPEAKER***

*Mrs. Astghik MARABYAN, Head of Department of Cultural Heritage,  
Ministry of Education, Science, Culture and Sport of Armenia, EPA  
Governing Board Council of Europe*

## PROMOTING CULTURAL ROUTES OF THE COUNCIL OF EUROPE PROGRAM THROUGH TRANSNATIONAL FRAMEWORKS: PRACTICING THE CULTURAL POTENTIAL OF THE BSEC REGION

**Astghik Marabyan**

Head of the Department of Cultural Heritage, the Ministry of Education, Science, Culture and Sport of Armenia  
EPA Governing Board Council of Europe

**... we reiterate the individual and collective responsibility, on behalf of future generations, to ensure the conservation, safeguarding and promotion of the entire cultural sector including cultural heritage, both tangible and intangible, as an ethical imperative, ensuring greater equity, geographical balance and representatively of heritage across all regions, as well as the promotion of cultural and creative industries, as fundamental dimensions to sustain cultural diversity and pluralism, the respect of which constitutes, today more than ever, a ferment of peace and a force for creativity and innovation to build a more sustainable world; ...**

**DECLARATION FOR CULTURE, MONDIACULT 2022**

# PROMOTION PERSPECTIVES

## Opportunities

- 12 Countries
- 26 Cultural Routes of the Council of Europe
- 24 Over-crossing Routes
- Diversity of cultural manifestations

## Recommendations

- Round-table forum/BSEC Working Group on Culture
- Network of Country Coordinators
- Exchanges of good practices, joint programs
- Regional Mapping Document

### THE LANDSCAPE OF CULTURAL ROUTES OF THE COUNCIL OF EUROPE IN THE BSEC REGION

European Route of Jewish Heritage	Routes of the Olive Tree	European Route of Historic Thermal Towns	European Route of Ceramics	Réseau Art Nouveau	European Route of Megalithic Culture	European Route of Industrial Heritage	Iron Curtain Trail - Eurovelo 13	Aeneas Route	Historic Cafés Route	Phoenicians' Route	ATRIUM	European Cemeteries Route	Iter Vitis Route	Prehistoric Rock Art Trails	European Route of Historic Gardens	TRANSROMANICA	Roman Emperors and Danube Wine Route	Impressionism Routes	Women Writers Route	European Mozart Ways	VIA REGIA	European Fairy Tale Route	Cyrl and Methodius Route	Destination Napoleon	Liberation Route Europe
	Greece	Greece				Greece	Greece	Greece	Greece	Greece		Greece	Greece		Greece			Greece		Greece		Greece	Greece	Greece	Greece
Georgia		Georgia											Georgia	Georgia	Georgia										
	Albania							Albania		Albania	Albania														
Armenia												Armenia	Armenia	Armenia				Armenia				Armenia			
Azerbaijan	Azerbaijan		Azerbaijan										Azerbaijan	Azerbaijan											
						Bulgaria						Bulgaria					Bulgaria		Bulgaria				Bulgaria		
													Moldova												
	North Macedonia												North Macedonia												
Romania				Romania					Romania		Romania	Romania	Romania			Romania	Romania								
Serbia				Serbia		Serbia	Serbia					Serbia				Serbia	Serbia		Serbia						
Ukraine					Ukraine	Ukraine							Ukraine								Ukraine	Ukraine			
Türkiye	Türkiye	Türkiye	Türkiye		Türkiye	Türkiye	Türkiye	Türkiye	Türkiye																

## Vision

Promotion of the Cultural Routes of the Council of Europe program through international frameworks

Strengthening co-operation in the field of culture within the BSEC and with international organizations

Celebrating the cultural diversity in the region

Enhanced bilateral and multilateral cooperation

Encouraging intercultural dialogue and mutual respect

Fostering sustainable development in the region

Shaping transnational cultural identity



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## New trends in promoting the Cultural Routes of the Council of Europe programme



***SPEAKER***

*Mrs. Olga WIŚNIEWSKA, Senior Advisor, Arts Council Norway, EPA  
Governing Board Council of Europe*





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## New trends in promoting the Cultural Routes of the Council of Europe programme



***SPEAKER***

*Prof. Mariela MODEVA, Advisor to the Minister, Ministry of Tourism,  
Bulgaria*



# 12<sup>th</sup> Cultural Routes Annual Advisory Forum

22 September 2022

Lodz, Poland



REPUBLIC OF BULGARIA  
Ministry of Tourism

# Bulgaria

## Member State of the Enlarged Partial Agreement on Cultural Routes since 2011

2014



2015



2019



BULGARIA

2021



2022



# Creating a brand new European Cultural Route from Flanders, Belgium to the Baldwin Tower in the city of Veliko Tarnovo, Bulgaria

## Objective

1

2

3

4

5

- ❖ establishing a **cooperation platform** between tourism stakeholders to support sustainable, culturally-aware and inclusive tourism based on transboundary partnership;
- ❖ **harnessing the collective potential of the shared cultural heritage**, and thus, in the long run, becoming a powerful marketing tool for the involved states;
- ❖ **giving a shared identity to cultural heritage** that has previously been promoted independently;
- ❖ **establishing the sites along the route as prime tourist destinations;**
- ❖ **expansion of the Cultural Routes network.**

The Latin Emperor Baldwin I was captured by the Bulgarian Tsar Kaloyan after the Battle of Edirne in 1205, and was imprisoned and died in a tower of the Tsarevets fortress of the medieval Bulgarian capital Veliko Tarnovo.

Tsar Kaloyan wrote to Pope Innocent III, reporting that Baldwin had died in prison.

1

2

3

4

5

1. What will be the thematic storyline of the route?
2. What are the core elements of cultural heritage (tangible and/or intangible heritage)? What are local, national and transnational dimensions of this cultural heritage?
3. Which countries can be integrated?
4. In which way is the theme represented or displayed in the involved countries and regions?
5. How can the theme allow a better understanding of the European history?



Source: Wikipedia



Source: standartnews.com

# The New Cultural Route

## Expected Results





**Presentation by Prof. Mariela Modeva, Advisor to the Bulgarian Minister of Tourism**

**E: [M.Modeva@tourism.government.bg](mailto:M.Modeva@tourism.government.bg)**

**T: +359 2 904 6 829**



REPUBLIC OF BULGARIA  
Ministry of Tourism



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# GENERAL SESSION 3

## New trends in promoting the Cultural Routes of the Council of Europe programme



### ***SPEAKER***

*Mrs. Ksenija KECA, Member of the Scientific Committee of the Phoenicians' Route, Cultural Routes Independent Expert, Libertas International University of Zagreb, Croatia*





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# LUNCH

## 13:00 – 14:30



INSTITUT  
EUROPÉEN  
DES  
ITINÉRAIRES  
CULTURELS



EUROPEAN  
INSTITUTE  
OF  
CULTURAL  
ROUTES

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



Ministry of Culture and National Heritage  
Republic of Poland



COUNCIL OF EUROPE  
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## ***SPECIAL SESSION***

# ***PRESENTATION OF OFFICIAL CANDIDATE NETWORKS TO THE 2023-2024 CERTIFICATION CYCLE OF "CULTURAL ROUTES OF THE COUNCIL OF EUROPE"***



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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**SPECIAL SESSION**

**PRESENTATION OF OFFICIAL CANDIDATE NETWORKS TO THE  
2023-2024 CERTIFICATION CYCLE OF "CULTURAL ROUTE OF  
THE COUNCIL OF EUROPE"**



***PRESENTED BY***

*Mrs. Luisa VÁZQUEZ DE ÁGREDOS PASCUAL, Director  
European Route of Historic Pharmacies and Medicinal  
Gardens*

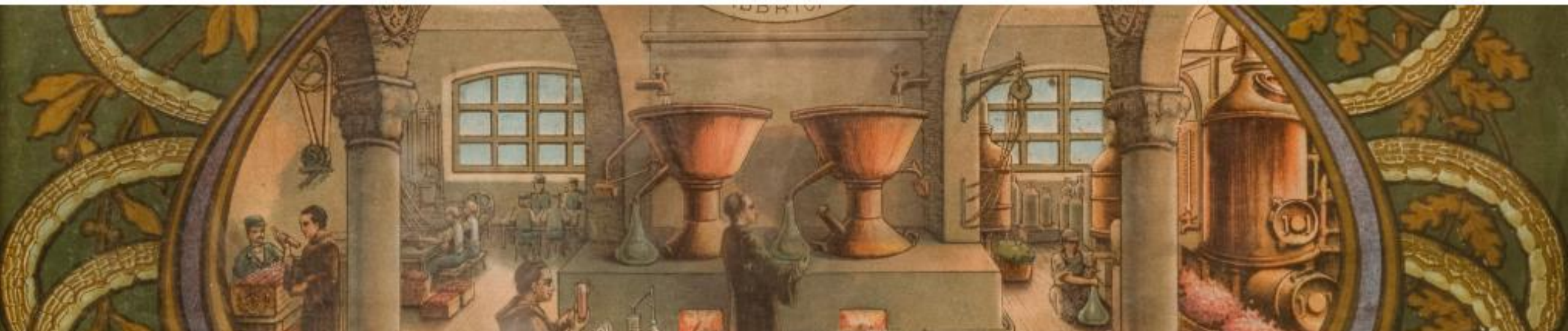
**Aromas**  
ITINERARIUM SALUTIS

**The European Route of  
HISTORIC PHARMACIES  
and MEDICINAL GARDENS**

**Presentation of the Cultural Route candidate network / 2023-2024 Certification Cycle**

*12th Cultural Routes of the Council of Europe Annual Advisory Forum*

20-22 September 2023 at the EC1 Łódź - City of Culture in Łódź, Poland.





# The theme complies with the eligibility criteria



**European  
values**



**European  
memory, history  
and heritage**



**Multidisciplinary  
research**



## The theme complies with the eligibility criteria



**Cultural and educational exchanges for young people**



**Cultural tourism and sustainable cultural development**



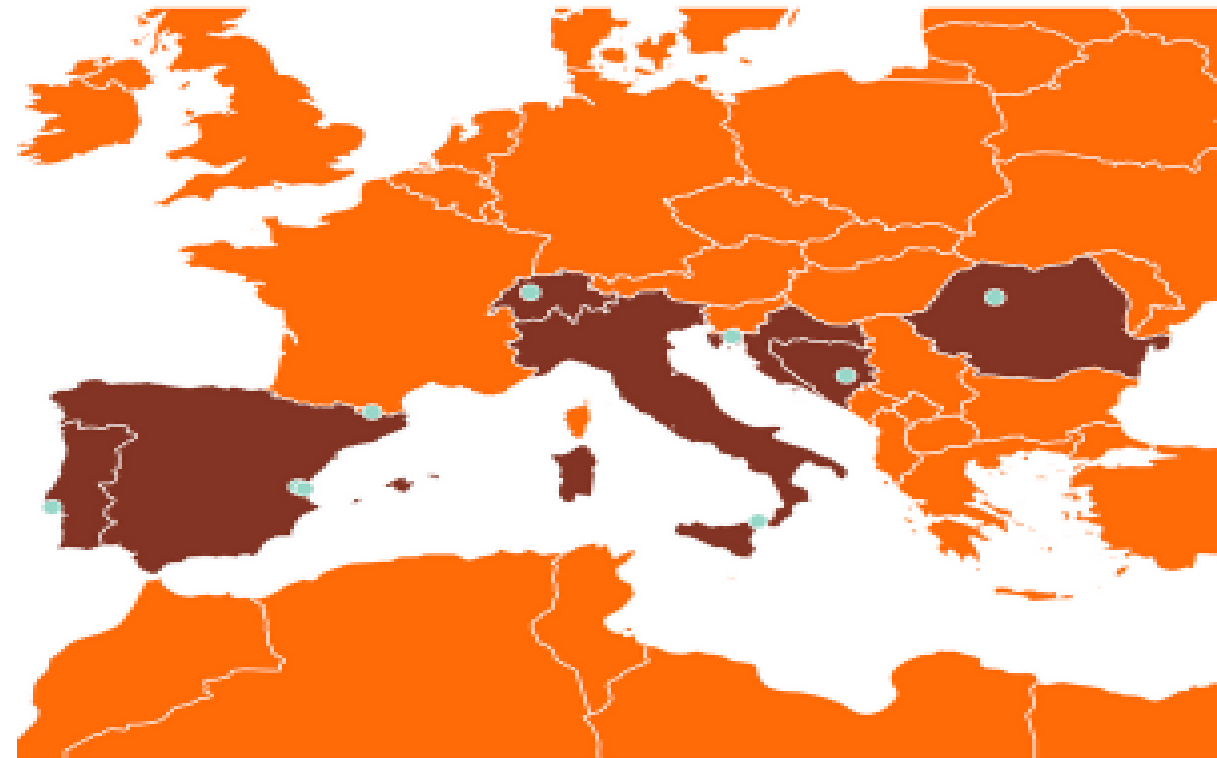
**Development of tourist products**



## Countries involved and network members: Bosnia and Herzegovina, Croatia, Italy, Portugal, Romania, Spain and Switzerland



Monastero Santa Cecilia in Trastevere



Member countries

Member cities



# Activities implemented by the network



## Co-operation in research and development.

International Seminar "The Hygeia Legacy. Pharmacy Museums and Collections in Europe Heritage, Identity and Memory"



## Contemporary cultural and artistic practice.

Workshop "Women and traditional knowledge of plants"



## Enhancement of memory, history and European heritage.

"Discover Pharmacy Museum"



## Cultural and educational exchanges for young Europeans.

I Round Table "Dialogue between young people and languages in the Mediterranean"



## Cultural tourism and sustainable cultural development

*Il Percorso dello Speziale* in Rome. Pilot experience.

# Communication tools

## Website



## Social network



# Communication tools

## Interactive map



HOME THE ASSOCIATION ▾ TRAVEL ▾ NEWS CONTACTS EVENTS English ▾



# Activities planned for the next three years



## NETWORK

International Seminar and Call for Membership.



## PROJECTS

Living Pharmacies (Interreg-SUDOE).

Rediscovering and Safeguarding HYGEIA's (in)Tangible Cultural Heritage at Mare Nostrum (Horizon Europe).



## INTERNATIONAL CONGRESSES

2nd International conference "Drugs and Colors in History: from the past to the present".

International Seminar "The Hygeia Legacy. Pharmacy Museums and Collections in Europe Heritage, Identity and Memory".



## REGIONAL AND LOCAL ROUTES

"The apothecary's route in Rome".

"Historic pharmacies and Valencian medicinal gardens: recovery and valorization of a unique cultural and natural legacy".



## EXHIBITIONS

BIOCULTURA. Traditional medicine and cultural worldview.

Historic valencian apothecaries. Heritage, memory, identity.

America. The First apothecary in Mainland. Its historical, scientific and economic value.



## MONITORING THE QUALITY OF THE ROUTE

Meetings with scientific and steering committees

Creation of the Aromas International and Interdisciplinary research network



## PUBLICATIONS

Drugs and Colors in History. *Revisiting historical traditions, pharmacies & workshops.*

BIOCULTURA. Traditional medicine and cultural worldview.



## IMPROVEMENT OF THE CULTURAL ROUTE

Creation of tourism products in partnership with tour operators.

Implementation of communication tools.

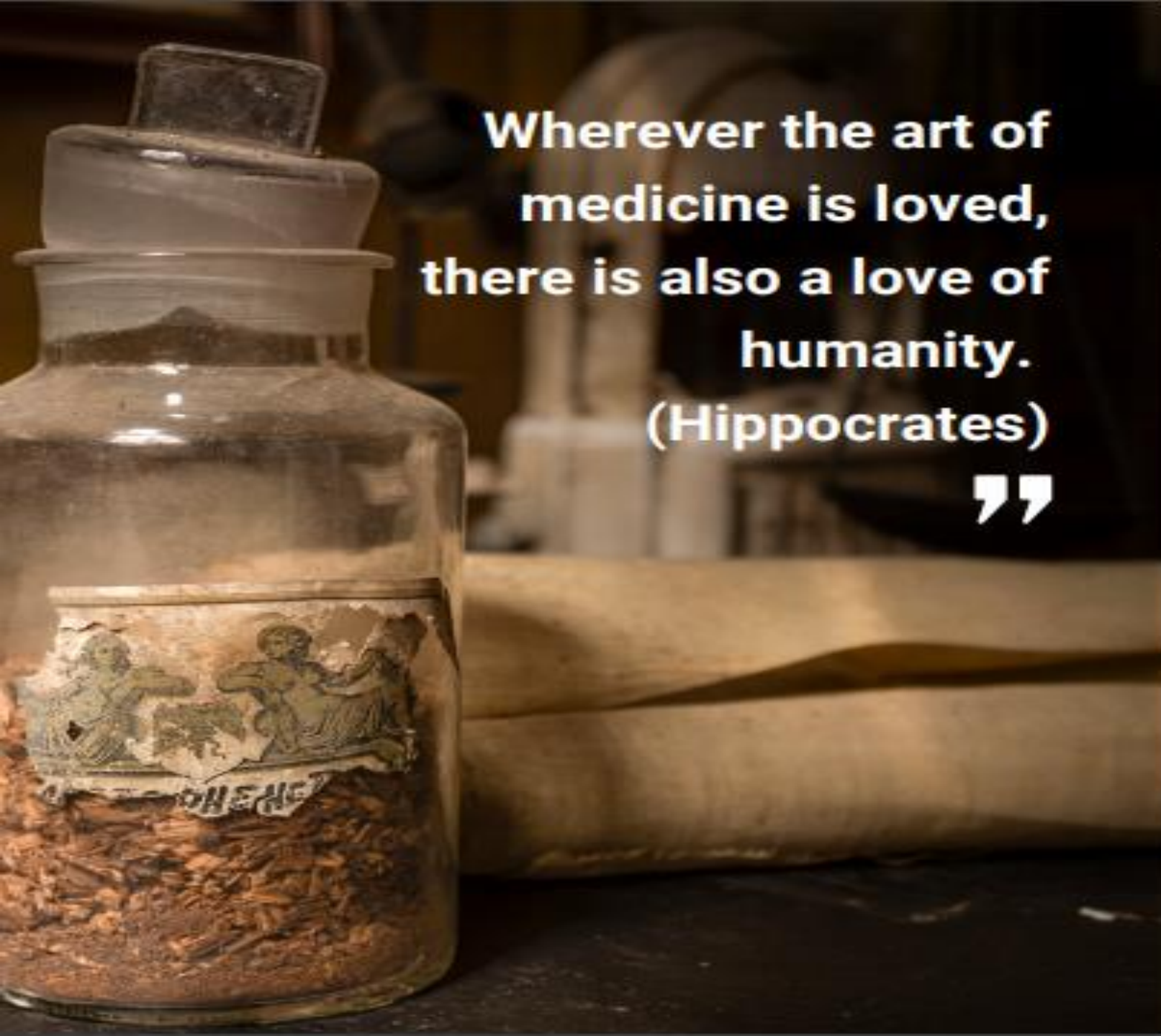
Implementation of touristic digital tools.



## YOUNG PEOPLE

Launching of the "Virtual Eden".

II Round Table "Dialogue between young people and languages in the Mediterranean"



Wherever the art of  
medicine is loved,  
there is also a love of  
humanity.  
(Hippocrates)



**2** *The European Route of*  
**HISTORICAL PHARMACIES**  
*and* **MEDICINAL GARDENS**

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## CONTACTS

### Headquarter

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Ibáñez, 28, 46010 Valencia, Spain

**Office phone:** +34963983668

**Email:** [director@aromassalutis.eu](mailto:director@aromassalutis.eu)

**Website:** [www.aromassalutis.eu](http://www.aromassalutis.eu)

**Social:** [@aromas.itinerarium.salutis](https://www.instagram.com/aromas.itinerarium.salutis)

**YouTube:** [@AromasSalutis](https://www.youtube.com/@AromasSalutis)



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**SPECIAL SESSION**

**PRESENTATION OF OFFICIAL CANDIDATE NETWORKS TO THE  
2023-2024 CERTIFICATION CYCLE OF "CULTURAL ROUTE OF  
THE COUNCIL OF EUROPE"**



***PRESENTED BY***

*Mr. Silvano GUERRINI, Manager  
Leonardo Da Vinci Route*



**International Association "Le Vie di Leonardo Da Vinci"**

**European Leonardo Da Vinci Ways**

**Voies Européennes de Leonardo Da Vinci**

## 1) A greeting with a phrase from Leonardo

*Parleransi li uomini di remotissimi paesi l'uno all'altro e risponderansi*

(Leonardo Da Vinci, Codice Atlantico, intorno al 1500)

*Men from very remote countries will speak to each other and respond*

(Leonardo Da Vinci, Codex Atlanticus, circa 1500)



## 2) The Logo of "Le Vie di Leonardo Da Vinci"

INTERNATIONAL ASSOCIATION

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LE VIE DI  
LEONARDO  
DA VINCI

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### 3) When was the Project born?

**2015**

**Birth of the Project**

**2021**

**Constitution of the International Association "Le Vie di Leonardo Da Vinci"**

**Vinci (Italy)**

**Amboise (France)**

**Vipava (Slovenia)**

**Istanbul (Türkiye)**

**Metropolitan City of Florence (Italy)**

**Savio Valley Union of Cesena (Italy)**

**Locarno (Switzerland)**



**Vinci** (Italy)



**Amboise** (France)



**Vipava** (Slovenia)



**Istanbul** (Türkiye)



**Metropolitan City of Florence (Italy)**



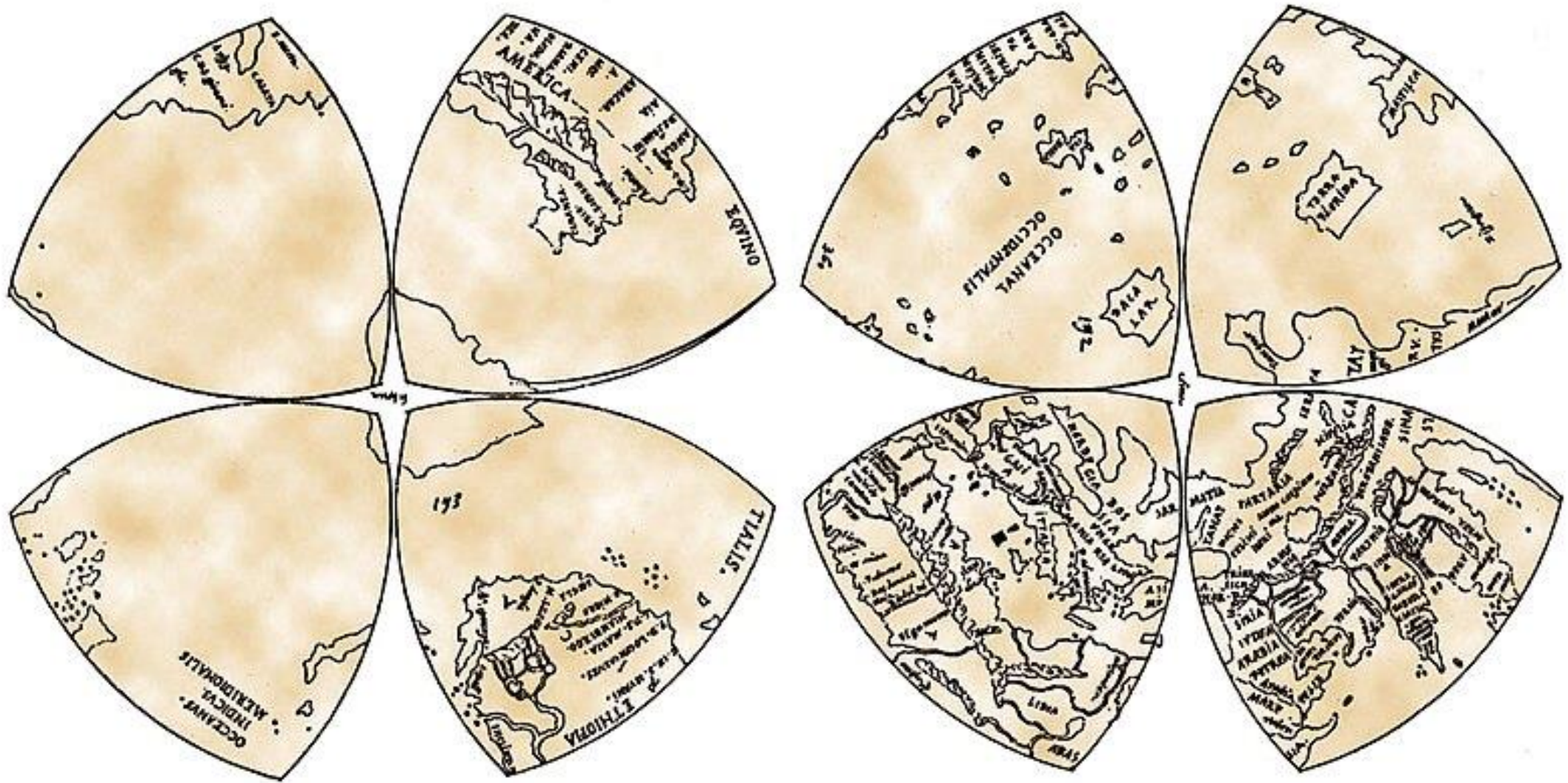
**Savio Valley Union of Cesena (Italy)**



**Locarno (Switzerland)**



Europe drawn by Leonardo, c. 1493



Leonardo da Vinci's Mappamundi, c. 1514

## European Leonardo Da Vinci Ways

Leonardo's journey from Rome to Amboise (1516): 1347 km



Leonardo's journey from Rome to Amboise (1516) projected onto the Geographical Table of the Gaules by Jean Boisseau (1645)



The places visited by Leonardo (Vinci, 1452 – Amboise, 1519)

## European and non-European nations with works by Leonardo to be involved

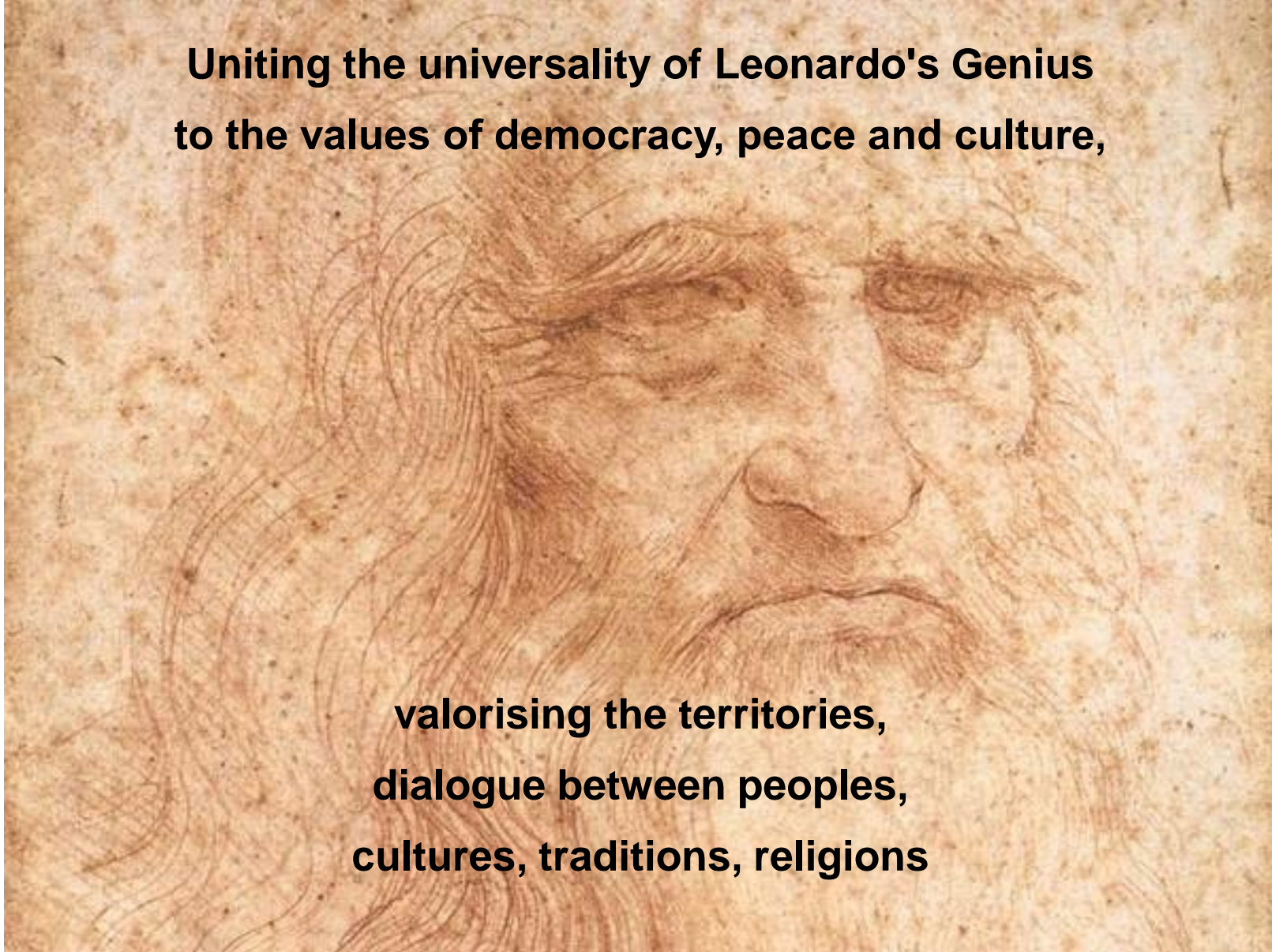
Nation	City	Connection with Leonardo
Austria 	Vienna, Albertina Palace	Drawing of St. Peter
Cyprus 	Lefkara, City	Leonardo's embroideries and drawings, Venice/Milan
Germany 	Monaco, Alte Pinakothek	Madonna of the Carnation
England 	London, National Gallery	St. Anne's cardboard
Liechtenstein 	now Washington, National Gallery of Art	Ginevra de' Benci
Holland 	Rotterdam, Boijmans-Van Beuningen Art Museum	Leda and the Swan
Poland 	Krakow, National Museum	Lady with an Ermine
Portugal 	Porto, Escola de Belas Artes	Bath drawing
Scotland 	Edinburgh, Scottish National Gallery	Madonna of the Yarnwinder
Spain 	Madrid, National Library of Spain.	2 Codexes with technology studies
U.S.A. 	Los Angeles, University of California Allentowen, Da Vinci Science Centre	Codex Leicester - Hammer Patron Charles C. Dent and Leonardo and The Horse
Switzerland 	Locarno, Visconti Castle	Leonardo's Rivellino
Hungary 	Budapest, Museum of Fine Arts	Sketches for the screaming warriors of the Battle of Anghiari
Vatican 	Rome, Belvedere in the Vatican Holy Spirit Hospital	Studies and projects from 1514 to 1516



## 5) The Objective

**Uniting the universality of Leonardo's Genius  
to the values of democracy, peace and culture,**

**valorising the territories,  
dialogue between peoples,  
cultures, traditions, religions**



## 6) The Projets

# European Leonardo Da Vinci Ways

Leonardo Da Vinci's journey from Rome to Amboise in 1516

Leonardo's journey told through stories, images, dances STORYTELLING

Leonardo's bicycle

From Pinocchio to Leonardo

Translation of the Video on Leonardo into  
English, French, Slovenian, Turkish

'Leonardo and the Soul of Water' school PROJECT

The App of Leonardo's 50 places

Leonardo's food

Photo contest 'LEONARDO and the Soul of Water'

Leonardo's wine

Exhibition of original themed works. Contemporary interpretation of Leonardo da Vinci.  
Asmalimescit Art Gallery in Istanbul - 'De Claricini Dornpacher Foundation' Udine

IMI Italian High School Of Istanbul

TOMTOM KAPTAN SOKAK, 3 - 34433 BEYOĞLU - ISTANBUL

ita-tur video translation; research on Leonardo; contemporary art exhibition

Cooperation with other European Cultural Routes

Getting to know the city by walking alongside Leonardo da Vinci – Union Of Municipalities Of Savio Valley by DMC  
Destination Management Company

## 7) The Site

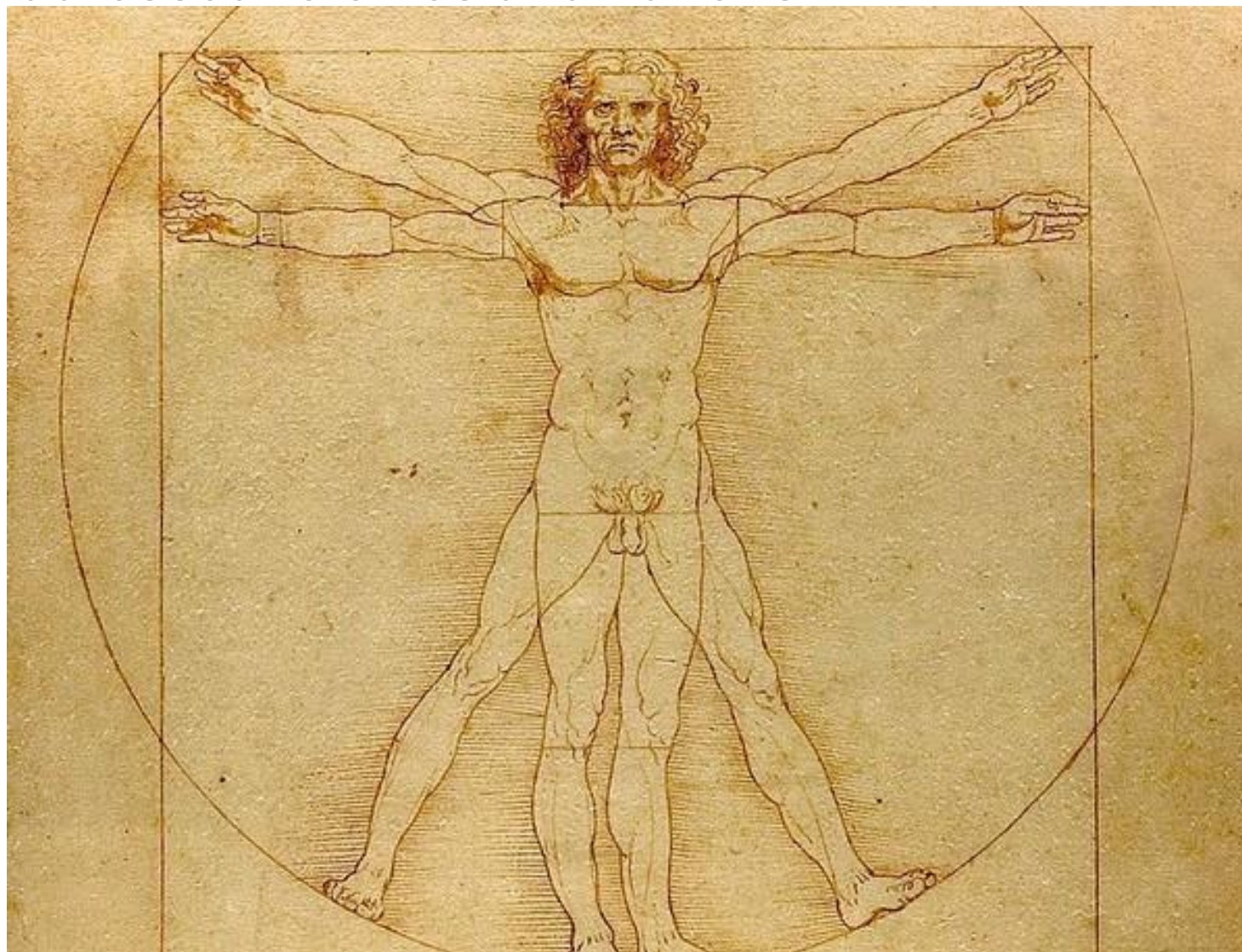


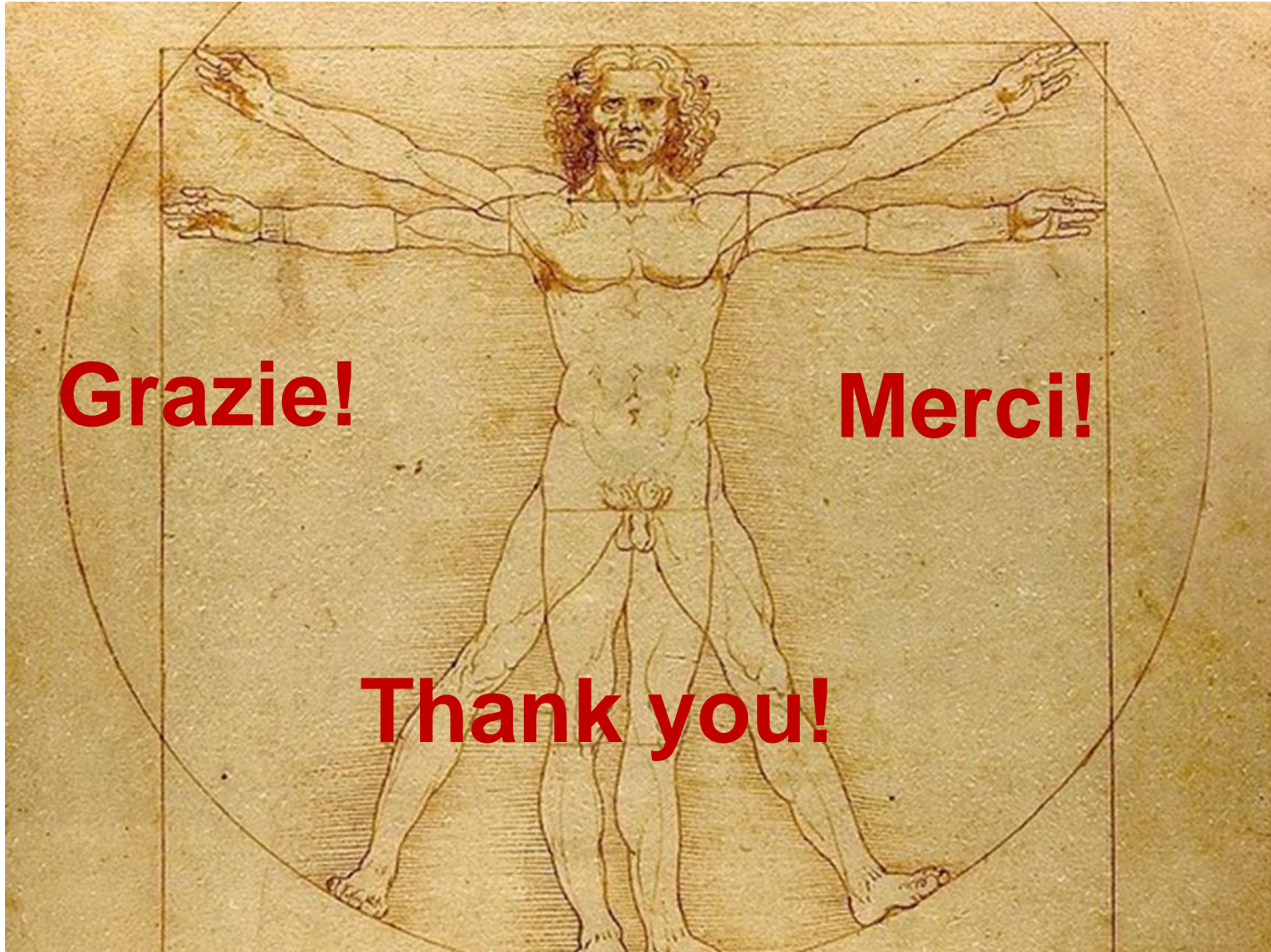
### European Leonardo Da Vinci Ways



<https://leviedileonardodavinci.com/>

**8) A hug with Leonardo's "L'Uomo Vitruviano" and an invitation to collaboration addressed to cities and nations**





**Grazie!**

**Merci!**

**Thank you!**



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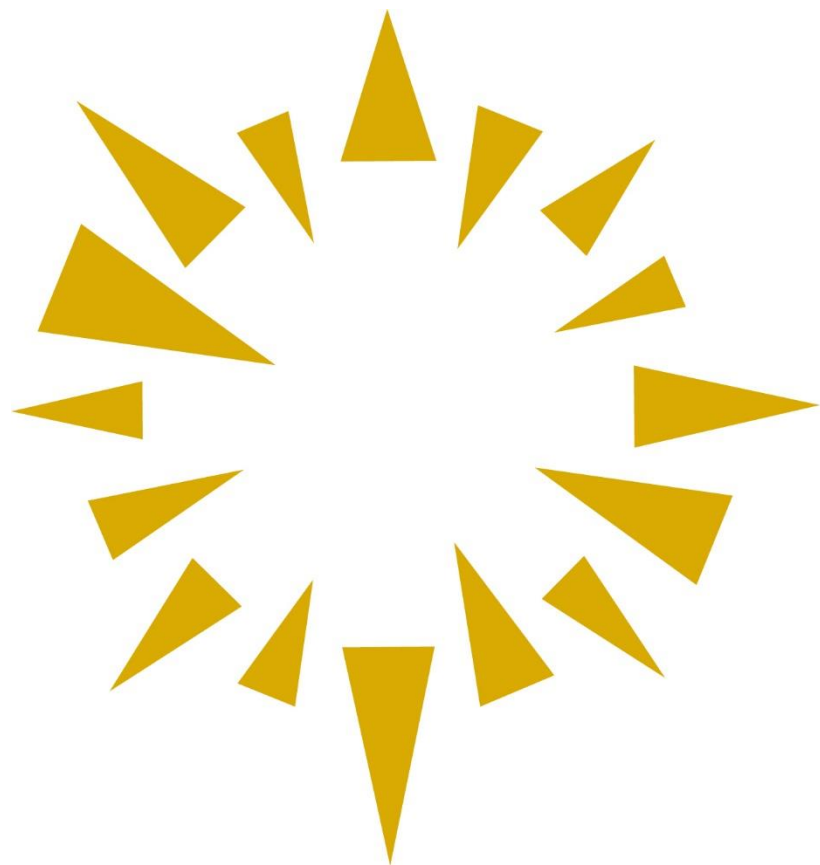
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***PRESENTED BY***

*Mrs. Encarnación GIRÁLDEZ, Manager*

*European Network of Holy Week and Easter Celebrations*



**EUROPEAN NETWORK OF HOLY WEEK  
AND EASTER CELEBRATIONS**  
RED EUROPEA DE CELEBRACIONES  
DE SEMANA SANTA Y PASCUA



**EUROPEAN NETWORK OF HOLY WEEK  
AND EASTER CELEBRATIONS**  
RED EUROPEA DE CELEBRACIONES  
DE SEMANA SANTA Y PASCUA

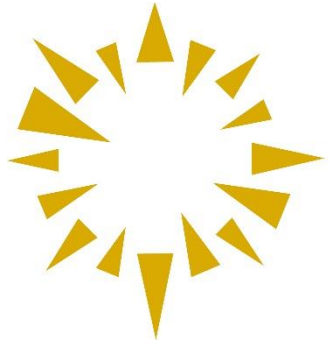
## A general overview of the Route's theme

- **Representative of European values**
  - Widely celebrated in most European countries
  - Facilitates intercultural dialogue, respect, participation and collaboration
  - Social participation generates cohesion as well as exchange
- **Researched and developed by groups of multidisciplinary experts from different regions of Europe**
  - Broadly researched in Europe
  - Approached by disciplines such as Anthropology, History, Art, Linguistics, Musicology, Technology, Literature, Touristic Research or Museology



Easter Week in Braga (Portugal)





**EUROPEAN NETWORK OF HOLY WEEK  
AND EASTER CELEBRATIONS**  
RED EUROPEA DE CELEBRACIONES  
DE SEMANA SANTA Y PASCUA

## A general overview of the Route's theme

- **Illustrative of European memory, history, heritage and the diversity of present-day Europe**
  - Christian tradition is one of the most consolidated cultural and social values of the continent
  - Holy Week and Easter celebrations are key elements of the local identity
  - Tangible and intangible heritage elements that coexist over time
- **Lends itself to cultural and educational exchanges for young people**
  - Children and youngsters play the main role in some traditions
  - Generational replacement



Easter Breads. Sicily (Italy)



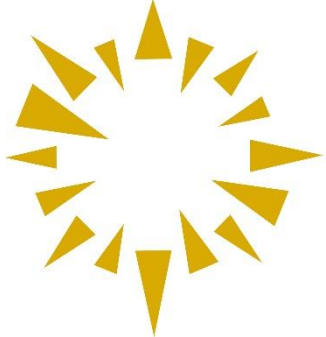
**EUROPEAN NETWORK OF HOLY WEEK  
AND EASTER CELEBRATIONS**  
RED EUROPEA DE CELEBRACIONES  
DE SEMANA SANTA Y PASCUA

## A general overview of the Route's theme

- **Facilitates the development of initiatives, exemplary and innovative projects in the field of cultural tourism and sustainable cultural development**
  - Sustainability to preserve this heritage
  - *Deseasonalise* with new types of activities
  - Models to contribute to generational change
- **Lends itself to the development of tourist products**
  - Schools and educational tourism opportunities
  - All year *deseasonalised* tourist offer
  - For students, families and seniors



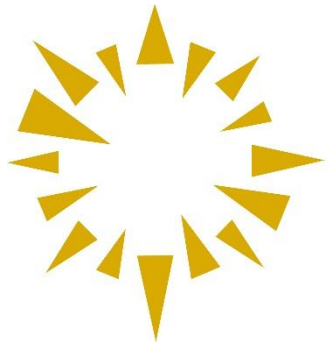
Mubbla. Museum of Embroideries. Lorca (Spain)



**EUROPEAN NETWORK OF HOLY WEEK  
AND EASTER CELEBRATIONS**  
RED EUROPEA DE CELEBRACIONES  
DE SEMANA SANTA Y PASCUA

## Countries involved and Network members





**EUROPEAN NETWORK OF HOLY WEEK  
AND EASTER CELEBRATIONS**  
RED EUROPEA DE CELEBRACIONES  
DE SEMANA SANTA Y PASCUA

## Activities implemented by the Network in the past three years

Cooperation in research and development

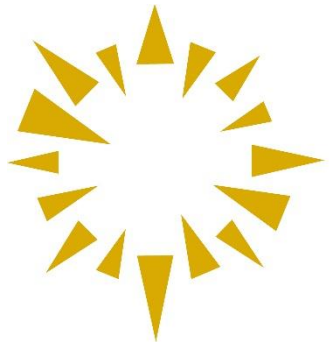


European Congress of the Network of Holy Week and Easter Celebrations. February 2023. Palermo, Italy

Enhancement of memory, history, and European heritage



Days of the European Network of Holy Week and Easter Celebrations. Concert of March Music. September 2022. Birgu, Malta



**EUROPEAN NETWORK OF HOLY WEEK  
AND EASTER CELEBRATIONS**  
RED EUROPEA DE CELEBRACIONES  
DE SEMANA SANTA Y PASCUA

## Activities implemented by the Network in the past three years

Cultural and educational exchanges for young Europeans

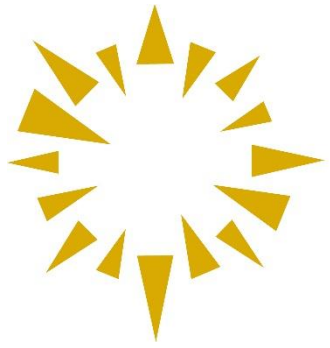


Youth Exchange program 'Paths4crafts'. May 2023. Andalusia, Spain

Contemporary cultural and artistic practice



Instagram Photo Contest 2023



**EUROPEAN NETWORK OF HOLY WEEK  
AND EASTER CELEBRATIONS**  
RED EUROPEA DE CELEBRACIONES  
DE SEMANA SANTA Y PASCUA

## Activities implemented by the Network in the past three years

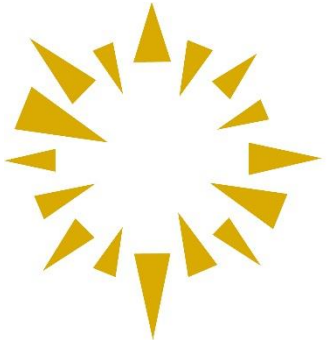
Cultural tourism and sustainable cultural development



Package tour brochure 2023-2024



International Meeting on Heritage and Cultural Routes in Ibero-America. October 2022. Quito, Ecuador



**EUROPEAN NETWORK OF HOLY WEEK  
AND EASTER CELEBRATIONS**  
RED EUROPEA DE CELEBRACIONES  
DE SEMANA SANTA Y PASCUA

## Communication Tools

### Websites

[www.holyweekeurope.com](http://www.holyweekeurope.com)

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

### Social Media

IG: holyweekeurope

FB: holyweekeurope

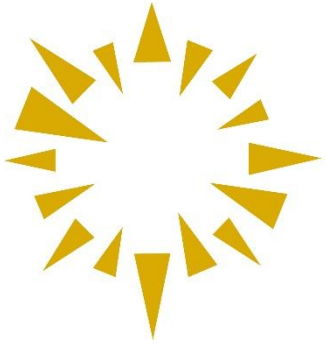
YouTube: European Network of Holy Week and Easter

LinkedIn: European Network of Holy Week and Easter  
Celebrations

### Blog

Press releases and contents

Publications and brochures



**EUROPEAN NETWORK OF HOLY WEEK  
AND EASTER CELEBRATIONS**  
RED EUROPEA DE CELEBRACIONES  
DE SEMANA SANTA Y PASCUA

## Activities planned for the next three years

### ➤ *Continue with*

Biennial European Congress  
Annual celebration of the Days of the Network  
Instagram Easter Week Photo Contest  
Biennial Forum of Confraternities  
Working Group with Museums  
Annual exchange of Young Europeans

### ➤ *Reinforce and start*

Strengthen marketing and promotion  
Promote Easter Week traditional and contemporary art  
Improve communication plans  
Implement new tools for study and research  
Implement sustainable and innovative strategies  
Incorporate new members

*Thank you for your attention*  
*Encarnación Giráldez*  
[info@holyweekeurope.com](mailto:info@holyweekeurope.com)





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

**SPECIAL SESSION**

**PRESENTATION OF OFFICIAL CANDIDATE NETWORKS TO THE  
2023-2024 CERTIFICATION CYCLE OF "CULTURAL ROUTE OF  
THE COUNCIL OF EUROPE"**



***PRESENTED BY***

*Dr. Michele TRENTI, Manager  
European Paganini Route*

# 12<sup>th</sup> ANNUAL ADVISORY FORUM

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



## **SPECIAL SESSION: PRESENTATION OF OFFICIAL CANDIDATE NETWORKS TO THE 2023-2024 CERTIFICATION CYCLE “CULTURAL ROUTE OF THE COUNCIL OF EUROPE”**

Friday 22nd September, 2023

14:30-15:20

Location: The EC1 Łódź – City of Culture, Machine Hall  
Łódź, Poland

**Dr. MICHELE TRENTI, Manager  
European Paganini Route**

Within the panorama of European culture, **Niccolò Paganini** played a decisive role, not only in the **field of music**, but also as an **expression of a historical era of great changes**, which led to the establishment of a **new European citizenship**, between the 18th and 19th centuries. Always in contact with other great composers and musicians of his time, in various European countries, performing in major theatres, he consolidated this vision of a unique European artist, whose fame is still very much alive today, an **inspiration for younger generations**, in and beyond the field of music.

# 1

## Introduction



**EUROPEAN**  
**PAGANINI**  
**ROUTE**



All of the journeys made by Paganini were documented on the basis of his correspondence and other **authentic documents**, as well as the concert programmes and can be followed by the travellers. In particular, the stages of his **memorable tour from 1828 to 1834, throughout Europe, spanning 9 countries, over 20,000 kilometres, performing over 400 concerts**, many for charity. By visiting these places, the contemporary traveller can follow artistic, cultural, educational and academic activities offered, theatres and historical centres in numerous European cities to experience and discover one of the most eclectic and brilliant musicians of all time.

# 2

## Heritage



EUROPEAN  
PAGANINI  
ROUTE



# 3

European  
*values*



European Paganini Route aims at **sharing the values of the Council of Europe**, especially **HUMAN RIGHTS** and **DEMOCRACY**. Established in many European countries, the Route preserves the cultural heritage around Niccolò Paganini, and also enhances **INTERCULTURAL DIALOGUE**. The places work together to share a European identity in artistic, touristic and educational projects and to promote the music, in all its forms, as an important means of human expression and also an accepted part of the cultural heritage of Europe: ***according to the Recommendation 929 (1981) adopted by the Parliamentary Assembly of the Council of Europe on 8 October 1981.***



**EUROPEAN**  
**PAGANINI**  
**ROUTE**



10 Countries

29 Network Members

Local Authorities  
 Chambers of Commerce  
 Cultural Institutions  
 Universities and Research Centres  
 Theatres  
 Museums  
 Tourism Stakeholders



**AUSTRIA**  
VIENNA

**BULGARIA**  
VARNA

**CYPRUS**  
PSEMATISMENOS

**FRANCE**  
BASTIA  
HYÈRES

**GERMANY**  
DESSAU  
FRANKFURT AM MEIN

**HUNGARY**  
DEBRECEN

**ITALY**  
CARRO  
GENOA  
LA SPEZIA  
PARMA  
SAVONA

**POLAND**  
TARNOGRÓD

**SPAIN**  
BARCELONA

**UNITED KINGDOM**  
LONDON  
CANTERBURY

# 4 Activities



## CO-OPERATION IN RESEARCH AND DEVELOPMENT

- Coordination of research activities by the International Scientific Committee;
- Creation of a database on Paganini and his time;
- Research of all European letters written by Paganini and creation of an epistolary (paper and online);
- Creation of a scientific publication dedicated to the European Paganini Route;

## ENHANCEMENT OF MEMORY, HISTORY AND EUROPEAN HERITAGE

- the creation of a network of places of memory allowing for an understanding of Paganini and his time (including theatres, museums and other places of memory related to the theme of the Route, creation of EPR Interpretation Centres)
- conferences, presentations and other dissemination initiatives on the themes of the Route.

## CULTURAL AND EDUCATIONAL EXCHANGES FOR YOUNG EUROPEANS

- exchange activities and intercultural dialogue among young people;
- didactic and heritage pedagogy activities;
- Erasmus+ Projects starting from the collaboration between members of Route: International Music Academy Orpheus Wien (Austria), Conservatories of Genoa and La Spezia (Italy), Conservatori Liceu Foundation (Spain)



# 4 Activities

## CONTEMPORARY CULTURAL AND ARTISTIC PRACTICES

### Festivals and Award

- Varna Summer International Music Festival (Bulgaria)
- Bastia Music Festival (France)
- Festival International de Musique de Hyères (France)
- Museums Konzerte (Germany)
- Paganini Genoa Festival (Italy) – Paganini International Prize
- Paganini Guitar Festival Parma (Italy)
- Paganini Festival Carro (Italy)

### Paganini Days

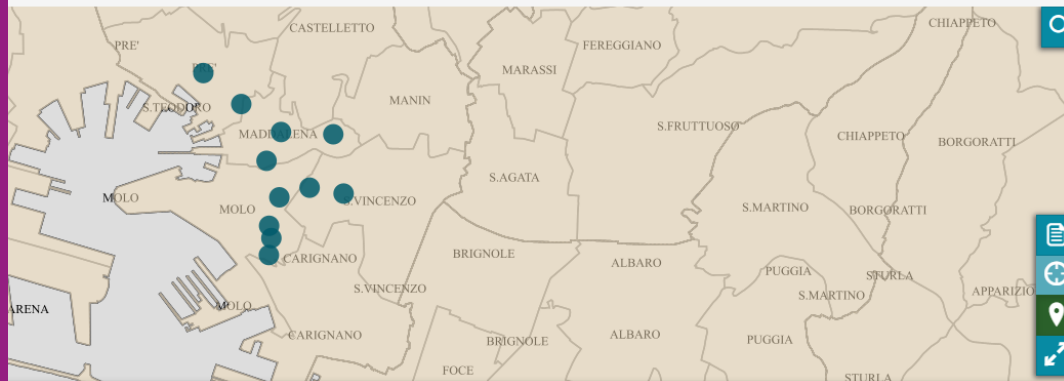
On 27 October (Paganini's birth date) and 27 May (Paganini's death date) each EPR member will organise initiatives linked to the themes of the Route



## CULTURAL TOURISM AND SUSTAINABLE CULTURAL DEVELOPMENT

- collaboration with tour operators and other travel decision makers
- event tourism, through collaboration with the network of festivals and other major events, promotion of an annual calendar with tourist proposals on the theme of the Route itself.

### THE GENOA OF PAGANINI: FOLLOW THE ITINERARY



EUROPEAN  
PAGANINI  
ROUTE

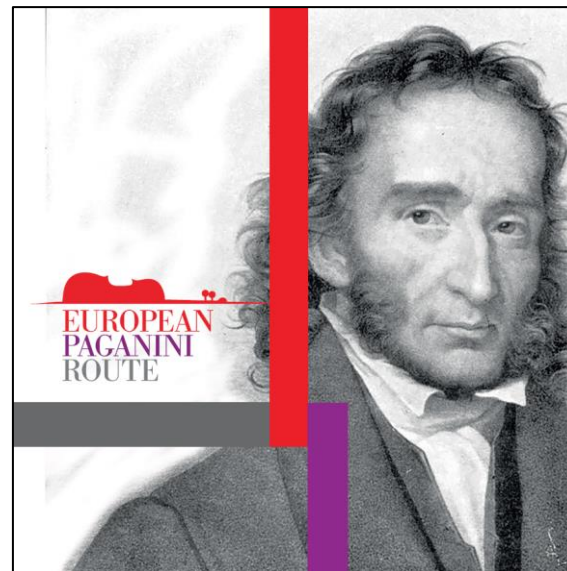


# Communication TOOLS developed by the Network

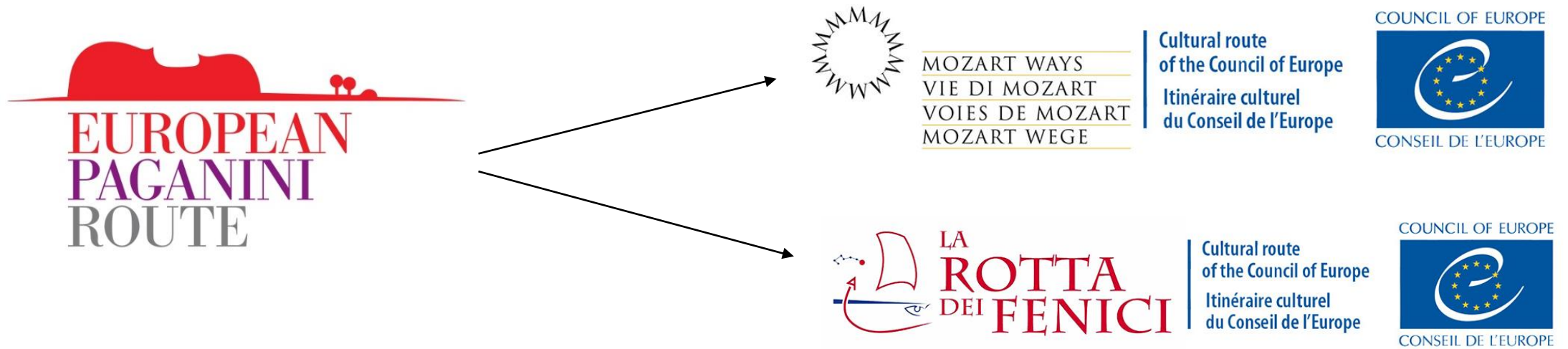
## SITO WEB



## BROCHURE



# COOPERATION AGREEMENT WITH



EPR Network is working to submit European projects



Creative Europe



Erasmus+



COUNCIL OF EUROPE  
CONSEIL DE L'EUROPE

# 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

## SPECIAL SESSION

# PRESENTATION OF OFFICIAL CANDIDATE NETWORKS TO THE 2023- 2024 CERTIFICATION CYCLE OF "CULTURAL ROUTE OF THE COUNCIL OF EUROPE"



***PRESENTED BY***

*Mrs. Nicoletta MARTORANA, Director, **Via Querinissima***



*Mr. Stefano AGNOLETTO, Director, **Via Querinissima  
Northern Europe***

# 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



Łódź, September 22, 2023

**Nicoletta Martorana and Stefano Agnoletto**



# Via Querinissima

*The adventure which unified Europe from South to North and vice-versa!*

1431 Pietro Querini, a Venetian merchant who did his businesses by **sea routes from Greece to Flanders**.

On one of his journey, he was shipwrecked in the **North Sea**, but fortunately survived and found a safe place on the island of **Røst in Lofoten**. The locals took in Querini and the rest of his crew and taught them their customs and traditions. In 1432, Pietro Querini **returned to Venice by land, crossing Europe** taking with him the «gold of the island»: the stockfish and the new routes.



# The Via Querinissima Association

*Spreading the values and ties represented by the history of Pietro Querini.*



## The Network:

- **5 countries:** Greece, Norway, Spain, Italy and Sweden
- **19 members** : public and private body and no profit association  
*Others are coming*

## The scientific Committee:

- **17 members:** Universities of Milan, Turin, Padua, Ancona, Venice, Harvard, Bødo, Santiago de Compostela, Oslo, Toulouse and Greece.

## Fields of research:

Hystory, Archeology, Architecture And Landscape Planning, Management of Culture and Tourism, Management and Political Science, Work Psychology, Information Technology

# Via Querinissima: Our Pillars

A combination of *past, present and future*. Different colours representing European values and history, research and scientific activities, through a sustainable approach.

## Sea

Development of the sea route discovering Europe by sea, raising awareness of tangible and intangible traditions, including fishing practices, enhancement of ports and their connection to cities.



## Sustainability

Coherence with policies dealing with environment, sea, climate, fisheries and promotion slow food and sustainable socio-cultural development and tourism.

## Culture

Diaries, historical maps as the Globe by Fra Mauro and the maritime map by Olao Magno, discovering museums and traditions along the route.

Enhancing European common history and rich identity.

Experiencing solidarity, welcoming, and intercultural dialogue.

# Via Querinissima and the other cultura

## Routes are a fundamental part of Pietro Querini story



✓ Santiago de Compostela

*Route of Muro Noia*

✓ Route of Saint Olaf Ways

- Via Francigena

- Via Romea e Germanica

*Themed itineraries routes and food trade:*

- The Hansa

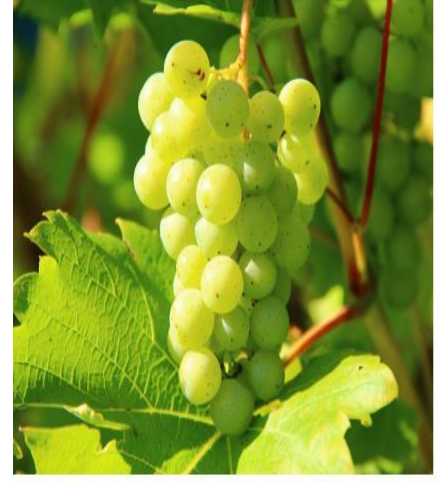
- Iter Vitis Route

- Routes of Olive Tree



Travelling in the footsteps  
of Pietro Querini, crossing  
the Council of Europe  
Cultural Routes.

Research, art and culture,  
school and education, food,  
sustainable tourism, cultural  
exchange, trade, territorial  
marketing, sport, living culture,  
and much more!

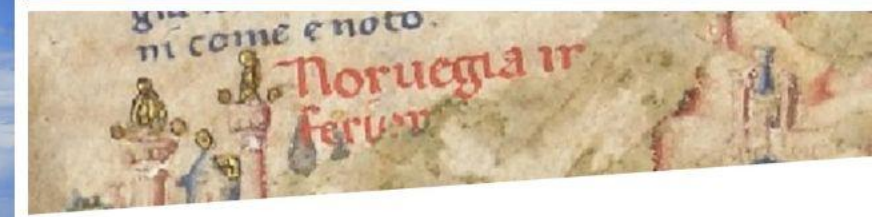




This has meant in recent years and continues to mean collaborations, projects and activities with:

- Research centres, museums and cultural institutions
- Universities and schools for inclusive projects for students and international exchanges
- Tourist, commercial, business and port locations along the cultural route
- Local micro itineraries in the places crossed by Pietro Querini
- Thematic itineraries and collaborations with other cultural routes crossed along the route





International Conference **Cultural encounters in 15<sup>th</sup> century Europe and beyond**

Dalhousie University, 27 March 2023



Nicoletta Martorana and Stefano Agnoletto

# What to expect on 2023/2024?

- Opera Querini from Røst to Venice, from 27 to 29 October at the Arsenal in Venice
- Querini days at Bodø 2024 – Bodø European Capital of culture
- Restoring the Diaries preserved in Marciana National Library
- Festivals and cultural events
- Books publications about story, history and culture
- European Orienteering Championship
- Master cooking for students



# What to expect from 2024?

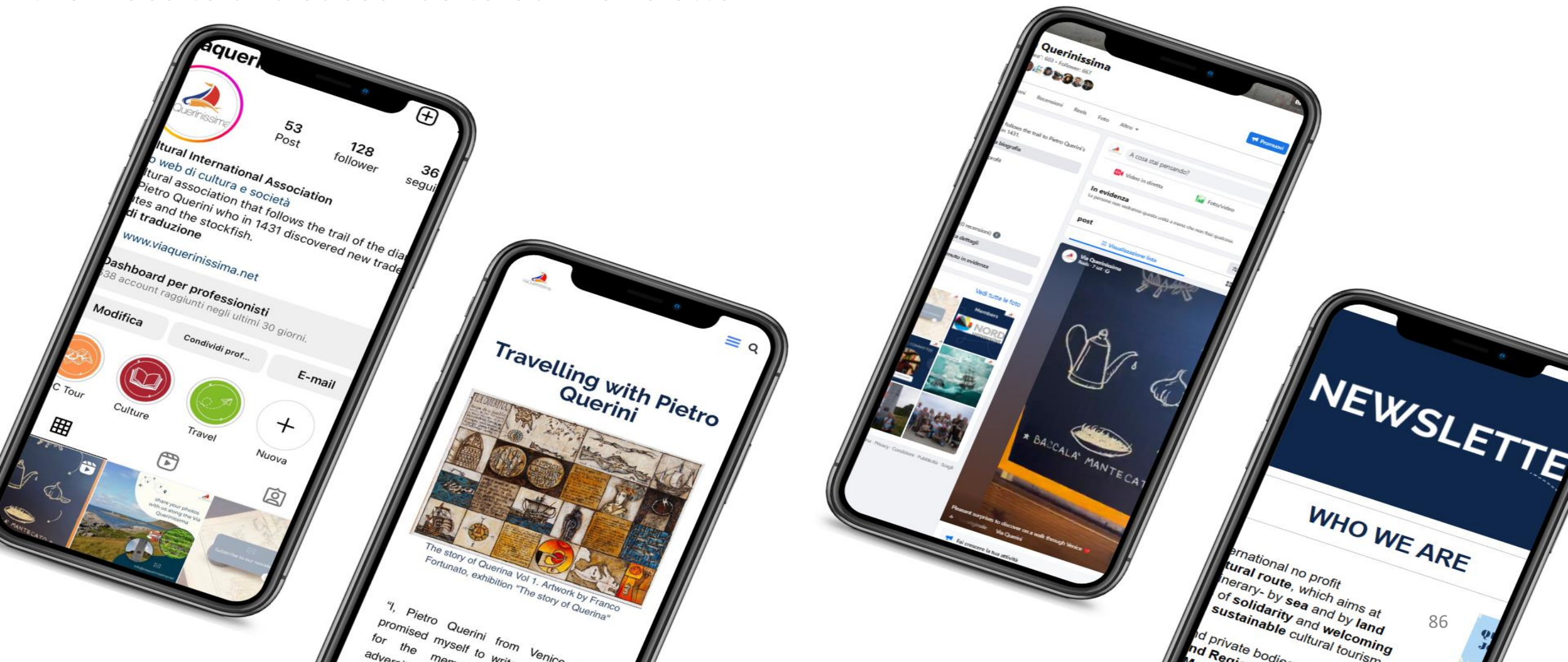
- **Researches**: conferences, seminars, courses with scientific partnership we want to **develop sustainability** from different perspectives such as territorial development, slow food and climate Exchange
- **Best practices** (eg: fishing tourism, educational projects, Querini corners in the libraries.....)
- Increase projects with **tour operators and ports**
- Develop common **activities with the cultural routes** that cross Via Querinissima.
- **Implementing** the route network
- **Micro-itineraries** programmes on Querini stages



# Let's spread Via Querinissima!



Keep up to date with the project, follow us on Facebook, Instagram, visit the website and subscribe to our newsletter





12<sup>th</sup> CULTURAL ROUTES  
OF THE COUNCIL OF EUROPE  
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Honorary Patronage  
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Andrzej Duda

# PANEL DISCUSSION

## Creative and Innovative practices of the Cultural Routes of the Council of Europe



### ***MODERATOR***

*Moderator: Prof. Mike ROBINSON, Chair of Cultural Heritage,  
Nottingham Trent University, United Kingdom*



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# PANEL DISCUSSION

## Creative and Innovative practices of the Cultural Routes of the Council of Europe



***SPEAKER***

*Mr. Sergei BAZARYA, Programme manager, European Heritage Days (EHD), Council of Europe*





European Heritage Days  
Journées européennes  
du patrimoine

# EUROPEAN HERITAGE DAYS

Continent's Favorite Heritage Festival highlighting Living  
Heritage



**Sergei Bazarya,**  
Programme Manager of the European Heritage Days  
Council of Europe

[sergei.bazarya@coe.int](mailto:sergei.bazarya@coe.int)

# Who We Are

Launched by the Council of Europe  
in 1985 in France

Since 1999- a joint initiative of the  
European Commission (27 states)  
and the Council of Europe  
(46 states) based in Strasbourg, France,  
permanent slogan: "Europe, a common  
heritage".

Over 50,000 events organised by the  
Coordinators for 20 mln visitors annually  
Europe

An estimated 100,000 items of EHD  
materials distributed (7 km of festive



46 Member States

Council of Europe

www.coe.int



COUNCIL OF EUROPE  
CONSEIL DE L'EUROPE

Map by Eurostat - version 2012  
© European Communities, 2012

# What we do



## AIMS

- Increase understanding of shared European values
- Encourage appreciation of traditional values
- Inspire new heritage conservation and education practices
- Invite Europe to respond to the social, political and economic challenges it faces



## THEMATIC APPROACH

- 2022 Sustainable Heritage
- 2023 Living Heritage
- 2024 Routes, Networks and Connections
- 2025 Architectural heritage



## ACTIVITIES

- European Heritage Days Stories (10 grants of up to 10,000 euros)
- Cross-frontier cooperation programmes (3 grants of up to 10,000 euros)
- European Heritage Label sites (3 grants of up to 14,500 euros)
- Young European Heritage Makers competition for children and young people



## GOOD PRACTICES

- Use of social media: targeting messages based on research of the audience ([EHD Website](#), Facebook and Instagram)
- Your participation: valued and active members of the society
- Community-based and cross-generational
- Heritage sites as hubs for cultural and social events
- Addressing modern challenges (sustainability, migration, conflicts)

# How can Cultural Routes capitalise on the EHD?

- Opening doors to the EHD events - opening doors to the EHD grants;
- Collection of materials: annual themes (10 brochures online), 101 ideas for activities, over 400 EHD stories;
- Visibility through established website and social media (Facebook, Instagram);
- Borrowing from each other: methodology of engaging public, social media practices, youth participation;
- Development of special interest themes: sustainability, youth, minorities etc.;
- Joining forces to develop funding opportunities;
- 2024 EHD Annual theme of Routes, Networks and Connections





European Heritage Days  
Journées européennes  
du patrimoine

# Thank you!

<https://www.europeanheritagedays.com/>



A JOINT ACTION OF THE COUNCIL OF EUROPE AND THE EUROPEAN UNION  
EUROPEANHERITAGEDAYS.COM



Sergei Bazarya,  
Programme Manager of the European Heritage Days  
Council of Europe

[sergei.bazarya@coe.int](mailto:sergei.bazarya@coe.int)



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# PANEL DISCUSSION

## Creative and Innovative practices of the Cultural Routes of the Council of Europe



***SPEAKER***

*Mrs. Simone ZAGRODNIK, Executive Director, European Route of Historic Thermal, Cultural Route of the Council of Europe*

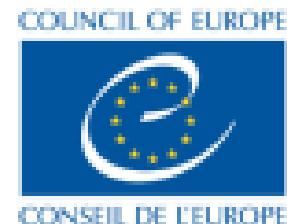
# Creative and Innovative practices of Cultural Routes of the Council of Europe

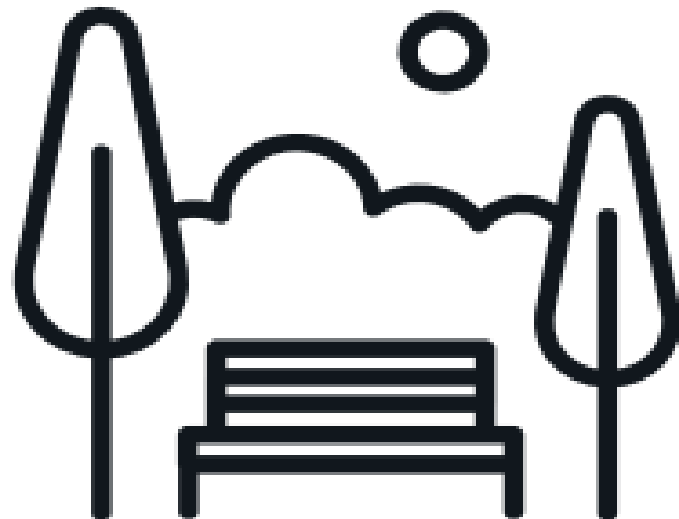
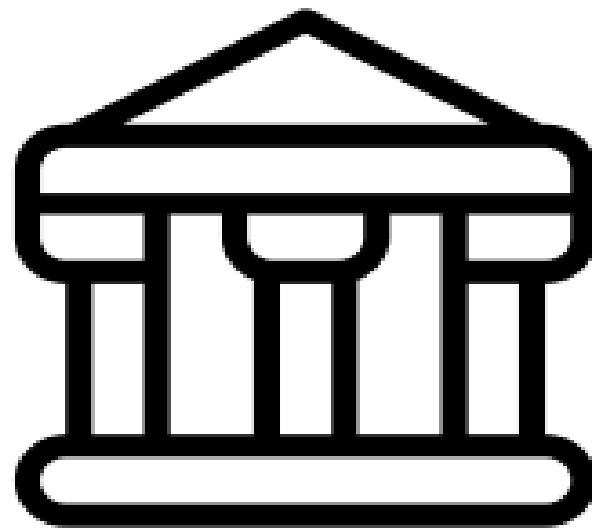
Simone Zagrodnik  
Executive Director



THE EUROPEAN  
ROUTE OF  
HISTORIC  
THERMAL  
TOWNS

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



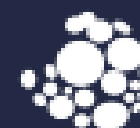


INHABITANTS

VISITORS

**PROTECT**

**PROMOTE**



THE EUROPEAN  
ROUTE OF  
HISTORIC  
THERMAL  
TOWNS

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



COUNCIL OF EUROPE

CONSEIL DE L'EUROPE



# Café of Europe

**Content** Present a certain topic of the hosting town, which connects it with other European thermal towns. Provide deeper knowledge and educate the audience.

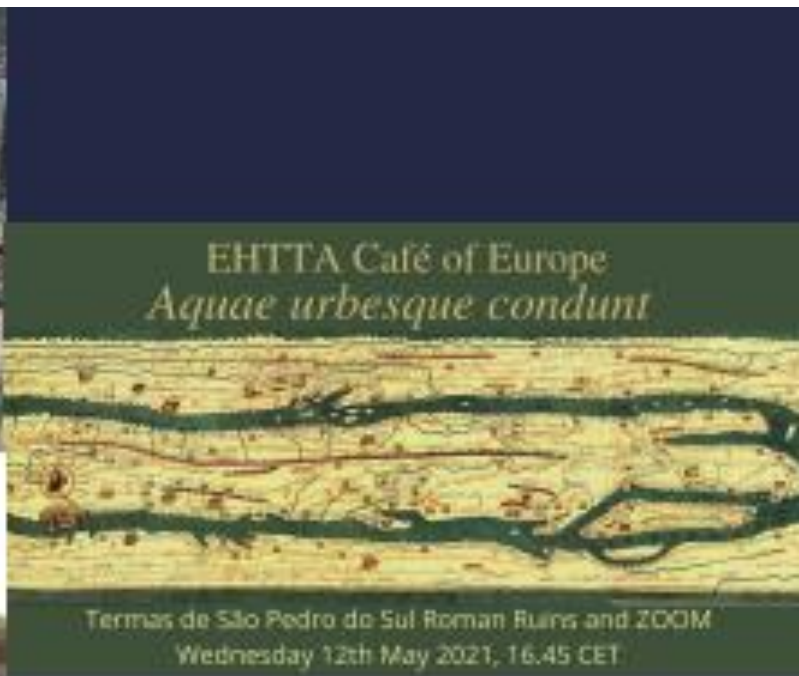
**Audience** local public; local and regional media

*SPA - a concept to be refined*

*Thermal Architecture*

*Therapeutic Landscapes*

*Music in Spa Towns*



THE EUROPEAN  
ROUTE OF  
HISTORIC  
THERMAL  
TOWNS

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



# European Thermal Heritage Day

## Audience

heritage experts, architects, university students and professors; interested local public; local and regional media  
all political levels (local to national, even European)

## Content

Scientific Committee invites member towns and external experts to discuss a specific topic by sharing research results and discussing challenges

**education about heritage**  
leads to  
**identification**  
leads to  
**authentic experience**



European Spa Heritage Conference  
Saratoga Springs (NY, USA)  
9 - 10 October 2024



THE EUROPEAN  
ROUTE OF  
HISTORIC  
THERMAL  
TOWNS

Cultural route  
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Itinéraire culturel  
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# PANEL DISCUSSION

## Creative and Innovative practices of the Cultural Routes of the Council of Europe



***SPEAKER***

*Mrs. Andreja RIHTER, President, Women Writers Route, Cultural  
Route of the Council of Europe*



Dr. Andreja Rihter, president of Women Writers Route

# Women Writers Route

12th Annual Advisory Forum on the Cultural Routes of the Council of Europe

20-22 September 2023

Łódź, Poland



Women  
Writers  
Route

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

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

[www.womenwriters.eu](http://www.womenwriters.eu)  
[info@womenwriters.eu](mailto:info@womenwriters.eu)

# WWR

→ is the 48th Cultural Route of the Council of Europe certified in 2022, the first one based in Slovenia

→ reveals life and creativity of women writers at the turn of the 19th and 20th century

→ discovers their life stories, literary creativity, linguistic diversity and their social struggle for equality and human rights

→ takes visitors to an exciting journey through real and imaginary spaces

→ includes heritage that creates experiences, training and knowledge

→ offers inspirational presentations, dynamic stories and wide range of activities and cultural exchanges

→ opens brand-new pages of the European cultural and democratic history

→ aims for more visibility, significance and reputation for women writers and their contribution to European culture and history of human rights and democracy

**Innovation,  
creativity,  
knowledge,  
imagination,  
courage**

municipalities

20 institutions and



WWR was awarded the Cultural Route of the Council of Europe Certificate at a Ceremony in the National Assembly of the Republic of Slovenia, Ljubljana, 2023 © Archive of WWR



WWR received Certificate of the Cultural Route of the Council of Europe in Chania, Crete, 2022 © Archive of WWR

# General activities

→ meetings, events, and coordination of the Association's activities (Programme Council, Management Board, Scientific Council),

→ cooperation with research institutions, universities and professionals (Scientific Council of 9 members from 8 countries, strong connections with universities from different countries: Sofia University „St. Kliment Orhidski“, University of Belgrade, University of Primorska, University of Nova Gorica),

→ promotional activities for cultural and tourism development (walks on the trail of women writers on March 8),

→ promoting cultural and study exchanges of young Europeans (CEEPUS),

→ publishing,

→ exhibitions

→ ...

**Innovation,  
creativity,  
knowledge,  
imagination,  
courage**



literary walk through Ljubljana entitled *Navigators of their Destiny*, 2022 © Archive of WWR



Exhibition *Paths, Ties and Discoveries* in the National Library of Serbia, Beograd, 2022 © Archive of WWR



Walk on the trail of women writers in Nova Gorica and Gorizia, 2023 © Archive of WWR

# Education and training

→ summer schools, seminars, conferences

- summer School *Intimacy in Women's Writing*,
- hosting 11th international seminar for translators of Slovenian literature,
- presentation at the 13th International Summer School of Museology,
- international conference on women writers at the beginning of the 20th century ...



International Conference on Women Writers at the Beginning of the 20th Century, Ljubljana 2019 © Archive of WWR



Summer School on Intimacy in Women's Writing in Villa Zlatica, Ljubljana 2022 © Archive of WWR



11th international seminar for translators of Slovenian literature, 2021 © Archive of WWR

# Connecting

→ European Capital of Culture (Novi Sad and Esch-sur-Alzette, 2022; collaboration agreement with the ECC Nova Gorica/Gorizia, 2025)

→ Local communities (among others for example Nova Gorica/Gorizia (SI/IT), Ogulin (CR), Tolmin (SI), Loški Potok (SI), Valjevo (SR), Novi Sad (SR))



Exhibition *The First Lady of Serbian Literature* in Novi Sad, 2022 © Archive of WWR



FSK signed an agreement with the European Capital of Culture Nova Gorica 2025, 2023 © Archive of WWR



Meeting in Esch-sur-Alzette, 2022 © Archive of WWR

**Innovation,  
creativity,  
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**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

# PANEL DISCUSSION

## Creative and Innovative practices of the Cultural Routes of the Council of Europe



***SPEAKER***

*Mr. Sami TAWFIK, Project Manager, Via Francigena, Cultural Route of the Council of Europe*



**PANEL DISCUSSION:**

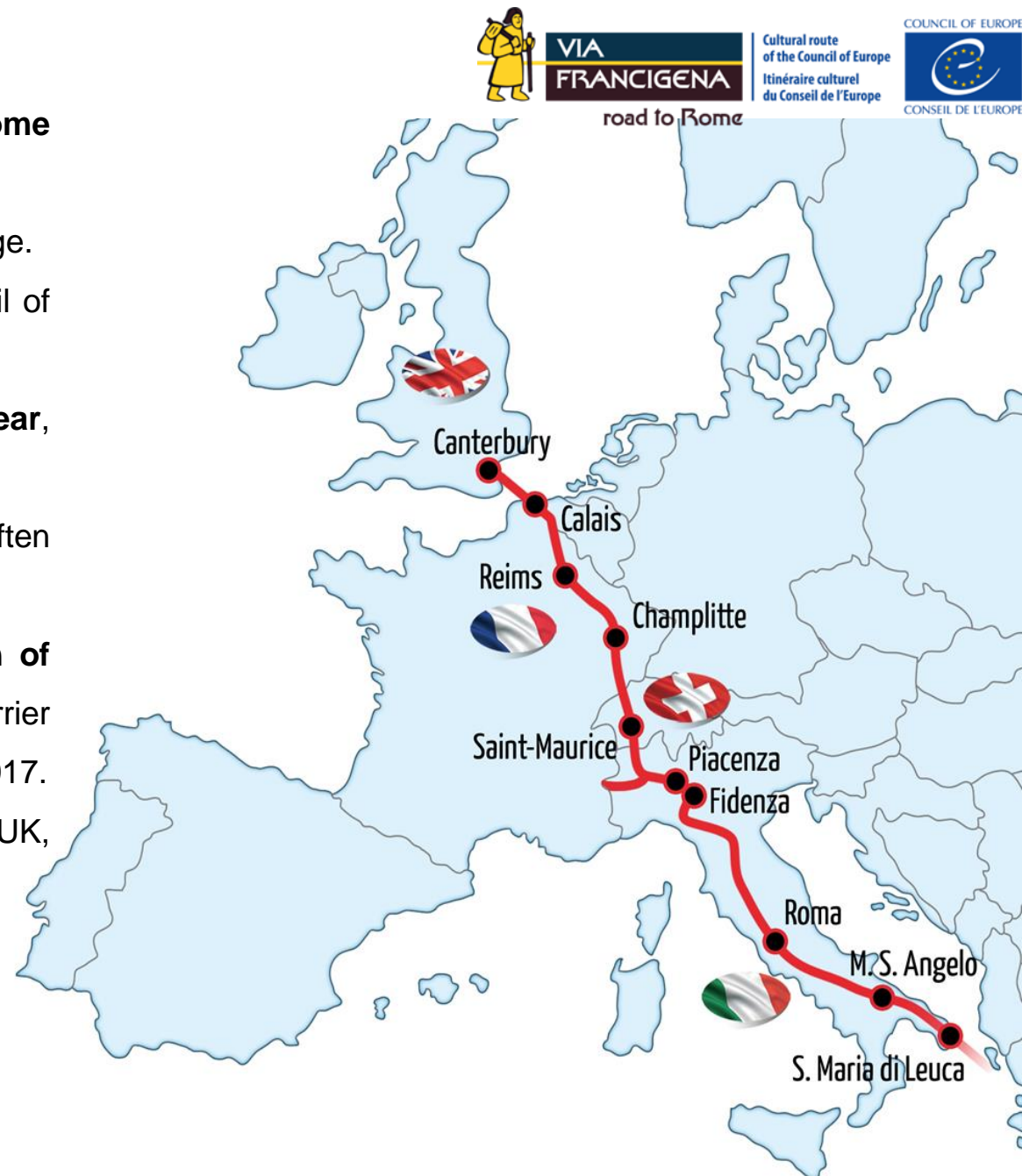
**"Creative and Innovative practices of Cultural Routes of the Council of Europe"**

**Cultural Routes of the Council of Europe Annual Advisory Forum  
20-22 September 2023.  
Łódź, Poland.**

**Sami Tawfik  
Associazione Europea Vie Francigene  
Francigena Service S.r.l.**

## Via Francigena:

- Pilgrimage route from **Canterbury to Rome and then to Santa Maria di Leuca**.
- **3.200 km** of tangible and intangible heritage.
- **Certified** as Cultural Route of the Council of Europe **since 1994**.
- Approximately **50.000 pilgrims each year**, coming from more than **40 Countries**.
- More than **700 municipalities crossed**, often located in rural areas.
- Managed by the **European Association of Via Francigena ways (EAVF)**, carrier network for the Council of Europe since 2017.
- **238 members**, in **five Countries** (UK, France, Switzerland, Italy, Vatican State)



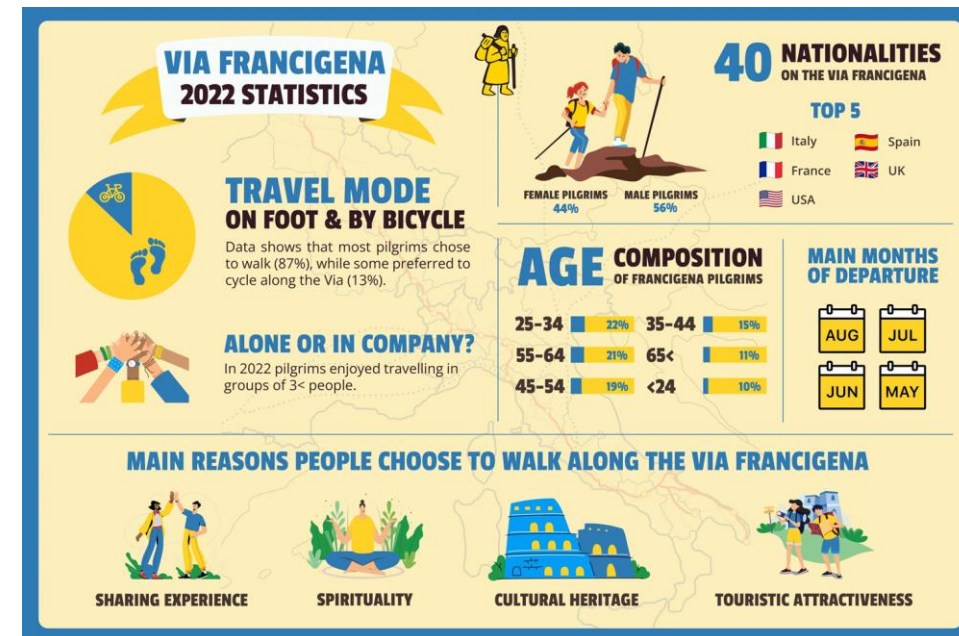
## "Road to Rome" Facebook Community

- +13.000 members.
- developed from the official VF Facebook page (+ 75.000 followers).
- platform, moderated by the EAVF's staff, for exchanging information on the route, places to visit, useful tips and route alerts.



## Data collection system

- State at present: Lack of statistical data on the route.
- Goal: collection of quantitative and qualitative data referring to the passage of pilgrims in the individual territories to foster medium-long term investments.



### Share your Route photo contest (2022-23)

- space for creativity and sharing of experiences
- +3.000 Photos collected



### Technological tools

- Official website rurallure.eu
- Official App
- Open database with more than 9.000 POI
- Walkers/pilgrims can create their own tailored itinerary, planning their trips according to their interests and learning more about the surrounding heritage.





European Association of Via Francigena ways  
[www.viefrancigene.org](http://www.viefrancigene.org)  
[sami.tawfik@viefrancigene.org](mailto:sami.tawfik@viefrancigene.org)





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## PANEL DISCUSSION

# Creative and Innovative practices of the Cultural Routes of the Council of Europe



### ***SPEAKER***

*Mr. Vitor Sá MARQUES, network member (Portugal), Historic Cafés Route, Cultural Route of the Council of Europe*

# Cafés Históricos: um encontro de ideias

## Historic Cafés: a meeting of ideas

### COIMBRA

Local: Café Santa Cruz

**20 e 21 maio '22**  
20th and 21th may '22

## CAFÉ SANTA CRUZ UM CAFÉ A CAMINHO DO CENTENÁRIO

A CAFÉ APPROACHING  
ITS CENTENARY

**ORGANIZAÇÃO / ORGANIZATION**  
Café Santa Cruz  
Associação dos Cafés com História de Portugal

**APÓSPONSORES**  
Vila Galé, mambo, JARDIM BOTÂNICO, UNIÃO FREGUESIAL COIMBRA, Turismo Centro Portugal, BEIRÃO, dualprint, CÂMARA MUNICIPAL COIMBRA












CULTURAL ROUTES OF THE COUNCIL OF EUROPE

## 12<sup>th</sup> ANNUAL ADVISORY FORUM

Łódź, Poland 20<sup>th</sup> - 22<sup>nd</sup> SEPTEMBER 2022



Member of

ASSOCIAZIONE CAFFÈ STORICI DI TORINO E DEL PIEMONTE

Historic Cafés Route

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

COUNCIL OF EUROPE  
CONSEIL DE L'EUROPE



**30/06 2023**  
GALLERIE D'ITALIA TORINO

HISTORIC CAFÉS ROUTE  
TORINO, 30/06/2023

## HISTORIC CAFÉS ROUTE

“TANGIBLE AND INTANGIBLE LIVING HERITAGE”

CON IL PATROCINIO DI



CON IL CONTRIBUTO DI



CON IL SUPPORTO DI



SI RINGRAZIA



INTESA SANBILO

WWW.CAFFESTORICIEU

Historic Cafés Route

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

COUNCIL OF EUROPE  
CONSEIL DE L'EUROPE







**Gli Itinerari Culturali del Consiglio d'Europa:  
 un patrimonio europeo**  
**The Cultural Routes of the Council of Europe:  
 a European heritage**



Presidency of Italy  
 Council of Europe  
 November 2021 - May 2022

Présidence de l'Italie  
 Conseil de l'Europe  
 Novembre 2021 - Mai 2022

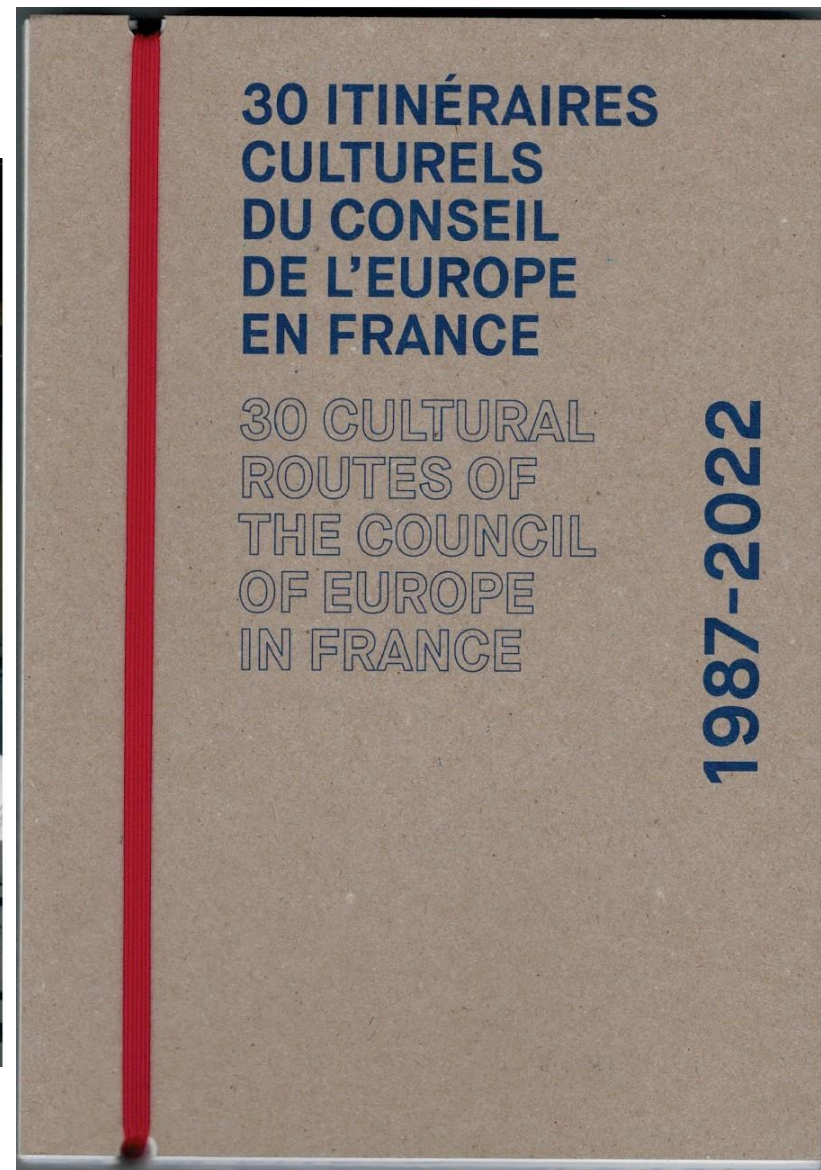


**CULTURAL ROUTES OF THE COUNCIL OF EUROPE:  
 CULTURAL HERITAGE, LANDSCAPE AND TOURISM WORKSHOP**

SCIENTIFIC COORDINATOR  
**SILVIA BELTRAMO**

**DIST TEACHING PROJECT 2022**

- LM48 PIANIFICAZIONE TERRITORIALE, URBANISTICA E PASAGGISTICO-AMBIENTALE
- MSC TERRITORIAL, URBAN, ENVIRONMENTAL AND LANDSCAPE PLANNING
- LM3 PROGETTAZIONE DELLE AREE VERDI E DEL PAESAGGIO
- LM80 GEOGRAFIA E SCIENZE TERRITORIALI
- LM56 ECONOMIA DELL'AMBIENTE, DELLA CULTURA E DEL TERRITORIO



# A NETWORK OF COFFEE-FLAVOURED STORIES



- Café Casino SANTIAGO
- Café Derby SANTIAGO
- Café Venecia SANTIAGO
- Café Cambala PORTOVEGA
- Café Moderno PORTOVEGA
- CaM de Catro a Catro VIGO
- Café Real BURGOS
- LIOS LIOS
- Confitearia Moderna LIOS
- Café del Centro LIOS
- Café La Sirena A CORUÑA
- Café La Terraza SADA
- Café Dindura OLON
- Café Inaia MELIÁ
- Café La Granja MELIÁ
- Café Oquendo SAN SEBASTIÁN
- Café Inaia PAMPLONA
- El Oro Café BARCELONA
- Café Els Catro Gats BARCELONA
- Café Zurich BARCELONA
- Café de L'Òpera BARCELONA
- Hercheteria Santa Catalina VALÈNCIA
- Café L'Esca MALLORCA
- Bar Bosch MALLORCA
- San Joan de S'Algo MALLORCA
- Café Central MALLORCA
- Café Hoyalty GAZ
- Confitearia La Campana SEVILLA
- Café Novelly SALAMANCA
- Café Lion D'Or VILLAGRÀ
- Café Espala BURGOS
- Café Conceptin SEGOVIA
- Café Central MADRID
- Café de Oriente MADRID
- Chocolatería San Ginés MADRID
- Café Gijón MADRID
- Café Comercial MADRID
- Café Moderno LOGROÑO
- Café de Lavanco ZARAGOZA
- Café El Real ZARAGOZA



**European Cultural Tourism Network**

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**Certificate of Award**

ECTN Awards

Destination of Sustainable Cultural Tourism

2020

**Transnational Thematic Tourism Products 1<sup>st</sup> Prize:**  
**Historic Cafés in the Iberian Peninsula**

by Associação dos Cafés com História de Portugal (Portuguese Historic Cafés Association), Spain and Portugal



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Andrzej Duda

# PANEL DISCUSSION

## Creative and Innovative practices of the Cultural Routes of the Council of Europe



***SPEAKER***

*Mr. Hans Morten LØVRØD, Director, Route of St. Olav Ways,  
Cultural Route of the Council of Europe*

# St. Olav Ways – logo for signposting... and branding



# Outdoor life merchandice and souvenirs



# Heritage, quality, identity



# Branding, co-branding and storytelling





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## CLOSING CEREMONY

17:00 – 18:00



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



Ministry of Culture and National Heritage  
Republic of Poland



## AWARD CEREMONY

# “Best practices of the Cultural Routes of the Council of Europe”



### **PRESENTED BY**

*Mrs. Urszula ŚLAZAK, Chair of the EPA Governing Board*



*Mrs. Meltem ÖNHON, Vice Chair of the EPA Governing Board  
Council of Europe*



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**PRESENTATION OF THE OUTCOMES OF THE 2023  
TRAINING ACADEMY  
“Prehistoric Rock Art Trails”, Dordogne, FRANCE, 30  
May - 2 June 2023**



***PRESENTED BY***

*Mrs. Inger HARLEVI, Vice Chair, The Hansa, Cultural Route of the  
Council of Europe*



# 10th Training Academy on Cultural Routes

Périgueux-Montignac and Les Eyzies de Tayac, Dordogne, France

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



INSTITUT  
EUROPEEN  
DES  
ITINERAIRES  
CULTURELS





## **Reports from the three working groups and workshops for further development**

- Sustainability
- Cooperation
- Visibility

### **Key note speeches**

By Professor Lorenzo Cantoni on Visibility and Communication

Presentation of the report on Cultural Tourism by Juan Carlos Baena UNWTO

# TOGETHER



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



# DIFFERENT TASKS – ONE COMMON DESIRE: THE DEVELOPMENT OF THE PROGRAM OF CULTURAL ROUTES

- EPA-members and their relations to the certified Cultural Routes to support the national dimension
- Dialogue at Training Academies and at Forums with the European Institute of Cultural Routes for exchange of ideas and desires
- Meeting in January between the EICR and the Task Force to discuss the respective perspectives for the coming year.

Thank you!





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# PRESENTATION OF THE 2024 TRAINING ACADEMY

## “Via Francigena”, Brindisi, ITALY 4-7 June 2024



**PRESENTED BY**

*Mrs. Elena DUBININA, European project coordinator, European Association of the Via Francigena ways (EAVF) Cultural Route of the Council of Europe*





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Andrzej Duda

# PRESENTATION OF THE 2024 ANNUAL ADVISORY FORUM : Visegrád, HUNGARY, 25- 27 September 2024



***PRESENTED BY***

*Mr. Máté VINCZE, Deputy State Secretary, State Secretariat for  
Culture, Ministry of Culture and Innovation, HUNGARY*



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of the President of the Republic of Poland  
Andrzej Duda

# PRESENTATION OF THE 2024 ANNUAL ADVISORY FORUM : Visegrád, HUNGARY, 25- 27 September 2024



***PRESENTED BY***

*Mrs. Eszter CSONKA-TAKÁCS, Director, Hungarian Open-Air  
Museum, Directorate of Intangible Cultural Heritage, HUNGARY,  
EPA Bureau member Council of Europe*



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of the President of the Republic of Poland  
Andrzej Duda

# PRESENTATION OF THE 2024 ANNUAL ADVISORY FORUM : Visegrád, HUNGARY, 25- 27 September 2024



***PRESENTED BY***

*Mr. Dénes EŐRY, Mayor of the City of Visegrád, HUNGARY*





# 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



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## **CLOSING REMARKS**



*Mrs. Urszula ŚLAZAK, Chair of the EPA Governing Board*



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**18:10**

**BUS TRANSPORTATION: FROM THE EC1 TO HOTEL VIENNA  
HOUSE ANDEL'S ŁÓDŹ**

**19:00-22:00**

**GALA DINNER AT THE HOTEL VIENNA HOUSE ANDEL'S  
ŁÓDŹ**

**22:00**

**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



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