

# PROGRAMME



## Cultural Routes of the Council of Europe 2024 TRAINING ACADEMY

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



4 – 7 June 2024,  
Brindisi, Italy

Organised by:



EUROPEAN  
INSTITUTE  
OF  
CULTURAL  
ROUTES



VIA  
FRANCIGENA  
road to Rome

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



With the support of:



REGIONE PUGLIA



In cooperation with:



## Tuesday, June 4, 2024

### Arrival of the participants

16:00

18:00

Guided tour in English of the city of Brindisi, meeting point: Piazza Vittorio Emanuele II (also known in Brindisi as "Giardinetti", <https://maps.app.goo.gl/wFVUmUM6qPqv9CbFr7>). The tour is way to discover heritage sites of the 4 emblematic routes of the region – Via Francigena, Phoenicians' route, Via Appia, Cammino Materano:

- Archaeological Area of San Pietro degli Schiavoni (Via Appia)
- Temple of San Giovanni al Sepolcro (Via Francigena/ Cammino Materano)
- Church of San Paolo Eremita (Via Francigena)
- Roman Columns and Port (Via Appia-Francigena and Materano)
- Casa del Turista (Phoenicians' Route, Via Appia)
- Statio Peregrinorum of the Accademia degli Erranti

18:00

18:30

### Registration of participants

Statio Peregrinorum of the Accademia degli Erranti, in the Former Convent of the Pious Schools of the XVII century (Via Giovanni Tarantini, 35, 72100 Brindisi, <https://maps.app.goo.gl/G4Sh1U4j5hphPYn79> ).

19:45

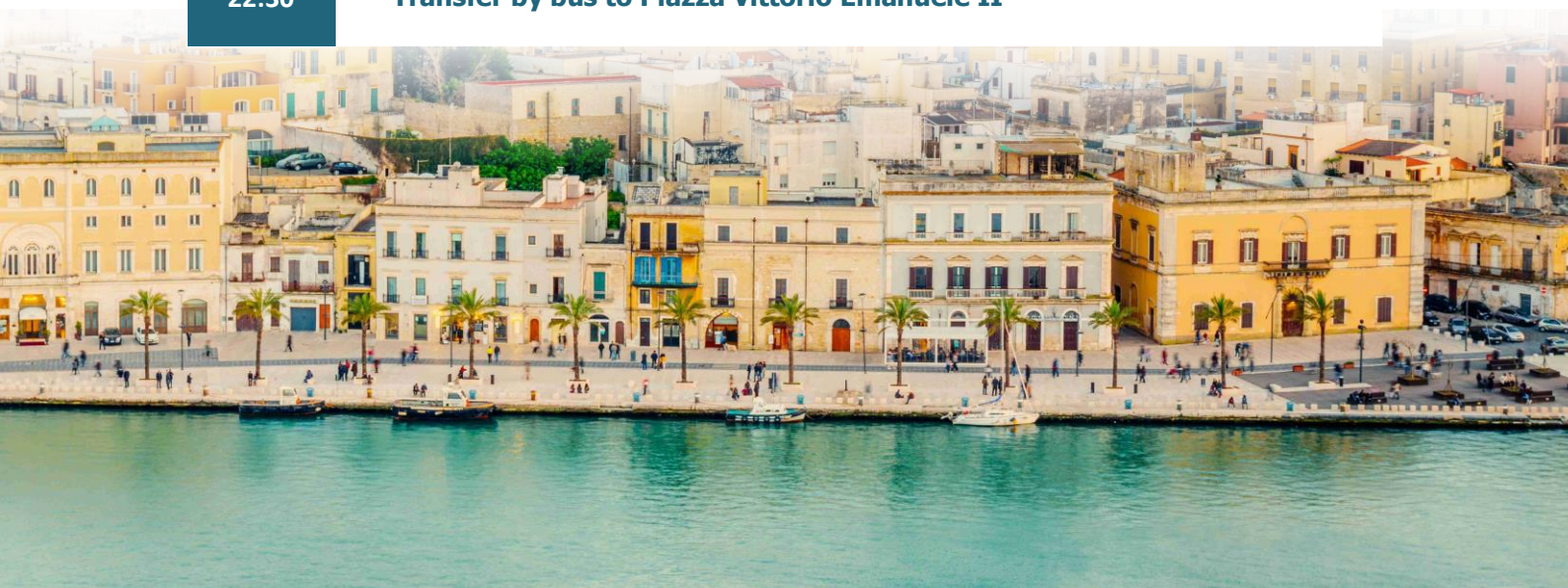
Meeting at Piazza Vittorio Emanuele II "Giardinetti" (Google Maps position: <https://maps.app.goo.gl/wFVUmUM6qPqv9CbFr7>).  
Transfer by private bus to Tenute Lu Spada restaurant.

20:30

Aperitif - dinner at the Tenute Lu Spada restaurant (Contrada lu, S.da per lo Spada, 72100 Brindisi, <https://maps.app.goo.gl/2WwQ2JCyAUf5xCfm8>) with wine offered by Tenute Lu Spada. Musical entertainment with Pizzica, typical local music and dance.

22:30

### Transfer by bus to Piazza Vittorio Emanuele II





# Wednesday, June 5, 2024

8:30

## Registration of participants

9:00

Statio Peregrinorum of the Accademia degli Erranti, in the Former Convent of the Pious Schools of the XVII century (Via Giovanni Tarantini, 35, 72100 Brindisi, <https://maps.app.goo.gl/G4Sh1U4j5hphPYn79>).

9:00

Morning working sessions at the Statio Peregrinorum of the Accademia degli Erranti.

-

Coffee Break available to participants

12:00

- **Session 1: Panel on the walking routes among the Cultural Routes of the Council of Europe**

*Keynote speaker, moderator: **Mr. David Ward Perkins**, Senior Associate of TEAM Tourism Consulting*

*Speakers:*

- *Ms. Elena Dubinina, European Projects and international relations, Via Francigena*
- *Mr. Ildefonso de la Campa Montenegro, President, European Federation of Saint James Way*
- *Mr. Hans Morten Løvrød, Manager, Route of Saint Olav Ways*
- *Ms. Martine Campagne, Manager, Saint-Martin of Tours Route*

- **Session 2: European Projects**

*Keynote speaker, moderator: **Mr. Luigi de Luca**, Department of Tourism, Cultural Economy, and Territorial Development, Apulia Region*

*Speakers:*

- *Ms. Anna Introna, EU Projects manager, Apulia Region*
- *Ms. Sara Ferrari, Manager, Phoenicians' Route*
- *Ms. Gordana Plamenac, Roman Emperors and Danube Wine Route*
- *Mr. Miguel Ángel Martín Ramos, President, European Routes of Emperor Charles V*

12:00

Light Lunch in the Cloister of the Former Convent of the Pious Schools (Google Maps Location: <https://maps.app.goo.gl/G4Sh1U4j5hphPYn79> )

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13:30

**Inauguration of the Training Academy at the "F. Ribezzo" Auditorium Museum** (Google Maps Position: <https://maps.app.goo.gl/hfPfbvMs2AHSrCUZ9>).

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15:00

Welcoming remarks:

- **Ms. Rosy Barretta**, President of the Association Brindisi e le Antiche strade
- **Mr. Giuseppe Marchionna**, Mayor of Brindisi
- **Mr. Gianfranco Lopane**, Tourism Councillor, Apulia Region
- **Ms. Viviana Matrangola**, Culture Councillor, Apulia Region
- **Mr. Aldo Patruno**, EAVF Vice President and Director of the Department of Tourism, Apulia Region



- **Ms. Maria Giusy Luprano**, Ministry of Culture of Italy, Representative to the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA)
- **Ms. Alessandra Priante**, President of ENIT Agenzia Nazionale del Turismo (video message - TBC)
- **Prof. Marco Leo Imperiale**, University researcher, Università del Salento
- **Mr. Stefano Dominioni**, Executive Secretary, Enlarged Partial Agreement on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes.  
*"Highlights of the Cultural Routes of the Council of Europe Programme"*

Afternoon working sessions at the Statio Peregrinorum of the Accademia degli Erranti.

15:00  
-  
18:00

Coffee Break available to participants

- **Session 3: Working Group on "Cooperation"**

*Keynote speaker: **Mr. Luca Bruschi**, Director, Via Francigena*

*Moderator: Ms. Inger Harlevi, Vice-President, The Hansa*

- *Mr. Victor Sorensen, Director, European Route of Jewish Heritage*
- *Ms. Eleonora Berti, Director, Destination Napoleon*
- *Ms. Ivana Juric, Roman Emperors and Danube Wine Route*
- *Ms. Annemarie Schmidt, Director, Transromanica*

- **Session 4: Panel on cooperation between Via Francigena members and key stakeholders**

*Keynote speaker, moderator: **Ms. Tullia Caballero**, Director, Sloways Operator*

- *Mr. Giorgio Rabajoli, Sales Director Italy, Ferrino & C. S.p.A*
- *Mr. Matteo Corrado, Founder CAMCO*
- *Mr. Marco Zucchetti, Senior Manager PR, Flixbus*
- *Mr. Valerio Barchi, Comics author and artist*

18:30

Guided tour of the "F. Ribezzo" Archaeological Museum

20:30

Street food dinner with wine offered by the Tenute Rubino wineries and local products by Azienda Calemone. Cloister of the Former Convent of the Pious Schools (Google Maps Location: <https://maps.app.goo.gl/G4Sh1U4j5hphPYn79>).





# Thursday, June 6, 2024

8:30

## Meeting between Cultural Routes representatives and the Secretariat of the Cultural Routes of the Council of Europe Programme

Statio Peregrinorum of the Accademia degli Erranti

9:30

*Mr. Stefano Dominioni, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes*

*Mr. Eladio Fernandez Galiano, Board of Directors member, European Institute of Cultural Routes*

*Ms. Carolina Clark, Project Manager, European Institute of Cultural Routes*

*Ms. Amélie Perdrieau, Assistant, Enlarged Partial Agreement on Cultural Routes of the Council of Europe*

*Ms. Crina Zugrav, Intern, European Institute of Cultural Routes*

- Presentation by the Secretariat of the Cultural Routes of the Council of Europe Programme: 2024 Programme of Activities
- Presentation of the 13<sup>th</sup> Cultural Routes Annual Advisory Forum, Ms. Eszter Csonka-Takács, Ministry of Culture of Hungary, Representative of Hungary to the EPA on Cultural Routes of the Council of Europe (video message)
- Presentation of the 2024 European Heritage Days "Routes, Networks and Connections", Sergei Bazarya, European Heritage Days Programme Manager, Council of Europe (video message)
- Presentation of the 3<sup>rd</sup> 2024 Cultural Routes International Academic Conference.
- Training Academy 2025 and 2026: Official Call for Proposals and presentations by Cultural Routes having manifested an interest in hosting upcoming editions.
- Cultural Routes Task force and 2024 work plan.
- Exchange of views with the Representatives of the Cultural Routes of the Council of Europe

9:30

14:00

Morning working sessions at the Statio Peregrinorum of the Accademia degli Erranti,

Coffee break available to participants

- **Session 5: Working Group on "Tourism"**

*Keynote speaker: Mr. Matteo Nardin, Marketing Project Manager, European Travel Commission*

*Moderator: Ms. Inger Harlevi, Vice-President, The Hansa*

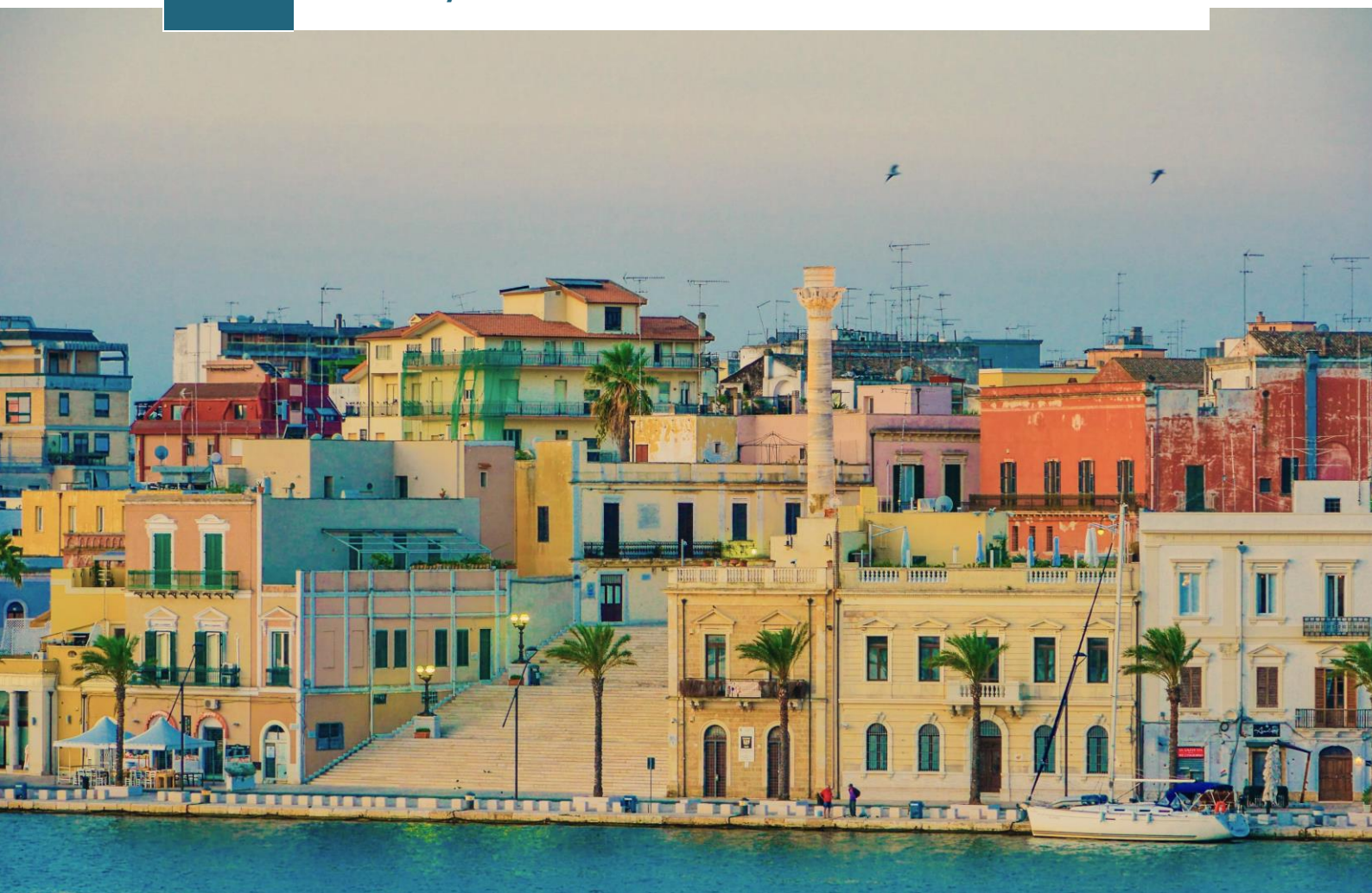
- *Mr. Miguel Ángel Martín Ramos, President, European Routes of Emperor Charles V*
- *Ms. Maija Oinonen, Manager, Alvar Aalto Route*
- *Mr. Pierre Bedouelle, President, Impressionisms Routes*
- *Ms. Catarina Chaves, Manager, Santiago de Compostela Pilgrim Routes*

- **Session 6: Working Group on "Sustainability"**

*Keynote speaker, moderator: Ms. Stefanie Bischof, Manager, The Hansa*

- *Mr. Angelofabio Attolico, Responsible Office for the walking routes in the Apulia Region*

	<ul style="list-style-type: none"> <li>- <i>Mr. Matteo Nardin, Marketing Project Manager, European Travel Commission</i></li> <li>- <i>Mr. Peter Backes, Board member, European Route of Industrial Heritage</i></li> <li>- <i>Ms. Pilar Gómez Bahamonde, Director of the Camino Lebaniego Foundation, Santiago de Compostela Pilgrim Routes</i></li> <li>- <i>Ms. Andreja Rihter, President, Women Writers Route</i></li> </ul>
<p>14:00 - 15:30</p>	<p><b>Light Lunch in the Cloister of the Former Convent of the Pious Schools</b></p>
<p>15:30 - 18:00</p>	<p>Afternoon working sessions at the Statio Peregrinorum of the Accademia degli Erranti</p> <ul style="list-style-type: none"> <li>• <b>Session 7: Meeting of the Cultural Routes</b></li> </ul> <p><b>Closing remarks</b></p> <ul style="list-style-type: none"> <li>- <i>"European Association of the Via Francigena Ways"</i></li> <li>- <i>Working Groups coordinators/ Representatives of the Cultural Routes Task Force.</i></li> <li>- <i>Mr. Eladio Fernandez Galiano, Board of Directors, European Institute of Cultural Routes</i></li> </ul>
<p>19:45</p>	<p>Meeting point Piazza Vittorio Emanuele II for bus transfer to the restaurant Il Porticciolo da Fabrizio Tregua (Google Maps position: <a href="https://maps.app.goo.gl/zfbZwt47K6scbvPd9">https://maps.app.goo.gl/zfbZwt47K6scbvPd9</a>, Via Dardanelli,</p> <p>Fish dinner with wine offered by Cantine Risveglio Agricolo. Musical entertainment. A wind jacket is recommended as the restaurant is situated directly by the sea.</p>
<p>22:30</p>	<p><b>Return by bus to the Piazza Vittorio Emanuele II</b></p>





# Friday, June 7, 2024

9:00

Walking tour along the Via Francigena with an English-speaking guide. Sportswear and comfortable shoes are recommended.

Meeting point at the Piazza Vittorio Emanuele II "Giardinetti". Transfers by shuttle bus.

The walk will have a length of about 4 km and will discover:

- Brindisi Coastal Tour
- Punta del Serrone
- Church of Santa Maria del Casale
- Alfonsino Castle

12:30

Return to the center at Giardini Vittorio Emanuele area

## Departure of the participants





EUROPEAN  
INSTITUTE  
OF  
CULTURAL  
ROUTES



VIA  
FRANCIGENA  
road to Rome

Cultural route  
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du Conseil de l'Europe



COUNCIL OF EUROPE  
CONSEIL DE L'EUROPE



REGIONE PUGLIA



Associazione  
Brindisi e  
le Antiche Strade

## **KEYNOTE SPEAKERS**

### **Session 1: Panel on the walking routes among the Cultural Routes of the Council of Europe**

#### **David WARD-PERKINS**

Over the last twenty years, his work has focused on the social and cultural benefits of responsible tourism development, in projects he has led throughout Europe and around the Mediterranean basin. A particular interest, since 2014, has been the impact of walking trails, cycling routes and other sustainable means of discovering culture and landscape. This has led to his involvement with a number of Cultural Routes of the Council of Europe.

His publications also focus on cultural issues, including food and agriculture, community engagement, nature-based tourism and sustainable mobility. He led the drafting of the UNWTO's Handbook on the Marketing of Transnational Themes and Routes; and is the principal author of 'Tourism Routes and Trails' (CABI, 2018).

### **Session 2: European Projects**

#### **Luigi DE LUCA**

After studying semiotics in Bologna, he focused his interests on cultural management. He has worked in theater, cinema, art, museums, libraries, and intercultural dialogue. His current efforts are dedicated to managing cultural heritage from a Euro-Mediterranean territorial cooperation perspective. He directs the Castromediano Museum in Lecce and coordinates the Museum and Library System of the Puglia Region. He is the author of several publications, including: "Culture is Not Enough: Against the Culture Industry for a Community Art" (2024); "The World Factory: Politics and Economics of Culture in the Age of Globalization" (2010); and "The Landing: An Opera for Migrant Humanity" (2013).

### **Session 3: Working Group on "Cooperation"**

#### **Luca BRUSCHI**

He has a Degree in Cultural Heritage Studies at University of Parma and a Master Degree in "Manager for tourism development". Since 2004, he has been in charge of the development of the Via Francigena route, working under the management, executive and the media departments. From 2011 to 2013, he worked in Luxembourg as Project Manager for the Joint Program 2011-2013 European Commission/Council of Europe on Cultural Routes. Since 2015 he is the director of the European Association of Via Francigena. Since 2017 he is in charge to coordinate the EAVF scientific working group for the nomination of the Via Francigena as a UNESCO World Heritage Site.

In 2022 he was appointed as an expert in the Permanent Committee for the Promotion of Tourism in Italy chaired by the Minister of Tourism and in 2023 he was appointed as an expert for the Italian Ministry of Foreign Affairs and international cooperation concerning the project "Roots and ancestral tourism". Besides being a Specialist in European project management, cultural heritage and tourism, he is also a freelance Journalist.

### **Session 4: Panel on cooperation between EAVF members and key stakeholders**

#### **Tullia CABALLERO**

Raised in the United Kingdom and Peru before relocating to Italy, her multicultural upbringing laid the foundation for a remarkable career. Graduating with a degree in interpretation and translation, Tullia's fluency in multiple languages and her passion for the great outdoors propelled her into the realm of adventure travel. Her expertise and understanding of Italy's natural landscapes were significantly enhanced during her time at the World Wildlife Fund in Italy where she developed wildlife and nature-based tours, and later, as the Italy product manager for a leading Dutch cycling and walking company.

In 1999, Tullia founded S-Cape Travel Italy. This has since become a leading expert in adventure travel. Known for its self-guided walking and cycling tours in Europe, as well as small active and experiential





groups in Italy. S-Cape Travel has a Travelife Certification, which is a reflection of its commitment to sustainable tourism practices. In 2016, Tullia's reach broadened when she acquired SloWays and established Italian Bike Tours. This channelled her energy to include cycling adventures alongside long-distance pilgrim and walking trails. In addition to her entrepreneurial achievements, Tullia serves as an ambassador and trainer for the Adventure Travel Trade Association. She is also a co-founder of ActiveItaly, a network dedicated to fostering Active and Sustainable Tourism within Italy.

## **Session 5: Working Group on "Tourism"**

### **Matteo NARDIN**

He is a dynamic marketing professional with a background in tourism, currently working as a Marketing Project Manager at the European Travel Commission.

He has gained international experience driving campaigns promoting European destinations across global markets, cooperating with Destination Management Organisations. Passionate about connecting cultures and showcasing the richness of places, he aims to bring a fresh perspective to the industry.