

MODULE II

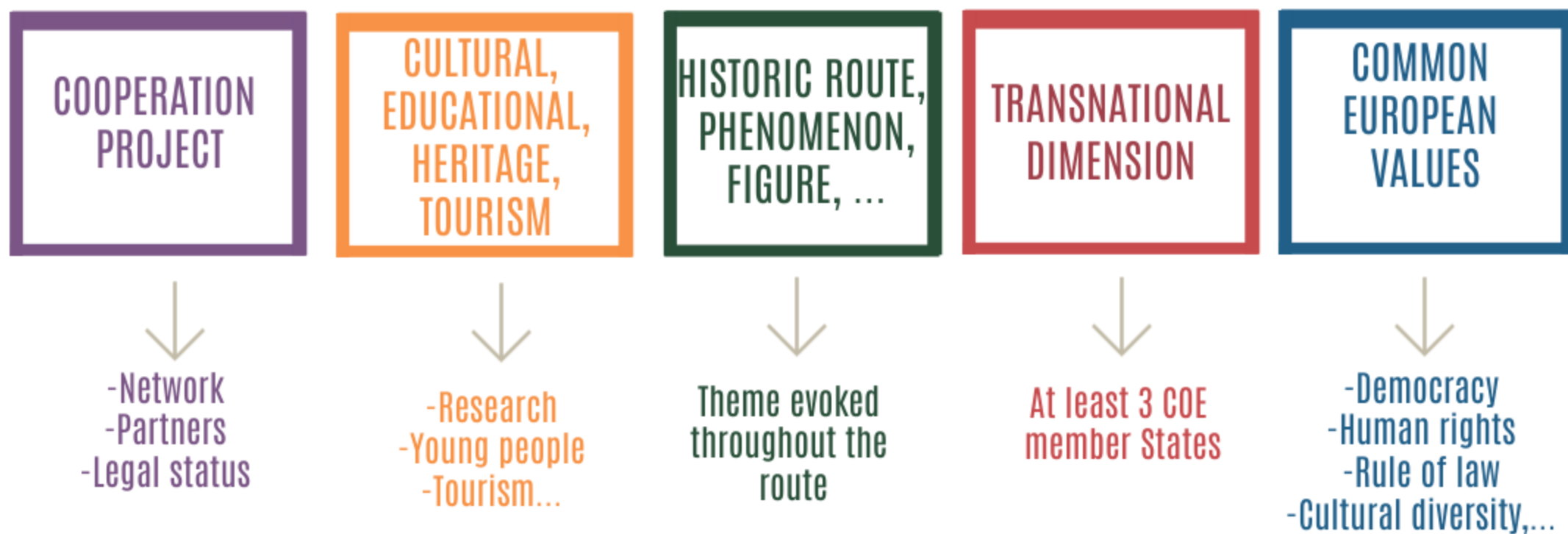
Cultural Routes of the Council of Europe: certification criteria and evaluation cycle



Cultural Routes of the Council of Europe: a DEFINITION

"A cultural, educational heritage and tourism co-operation project aiming at the development and promotion of an itinerary or a series of itineraries based on a historic route, a cultural concept, figure or phenomenon with a transnational importance and significance for the understanding and respect of common European values".

Annex - Resolution CM/Res(2013)66



Resolution CM RES(2023)2 revising the rules for the award of the "Cultural Route of the Council of Europe" certification

- List of eligibility criteria for themes
- List of priority fields of action
- List of criteria for networks

THEMES

ACTIONS

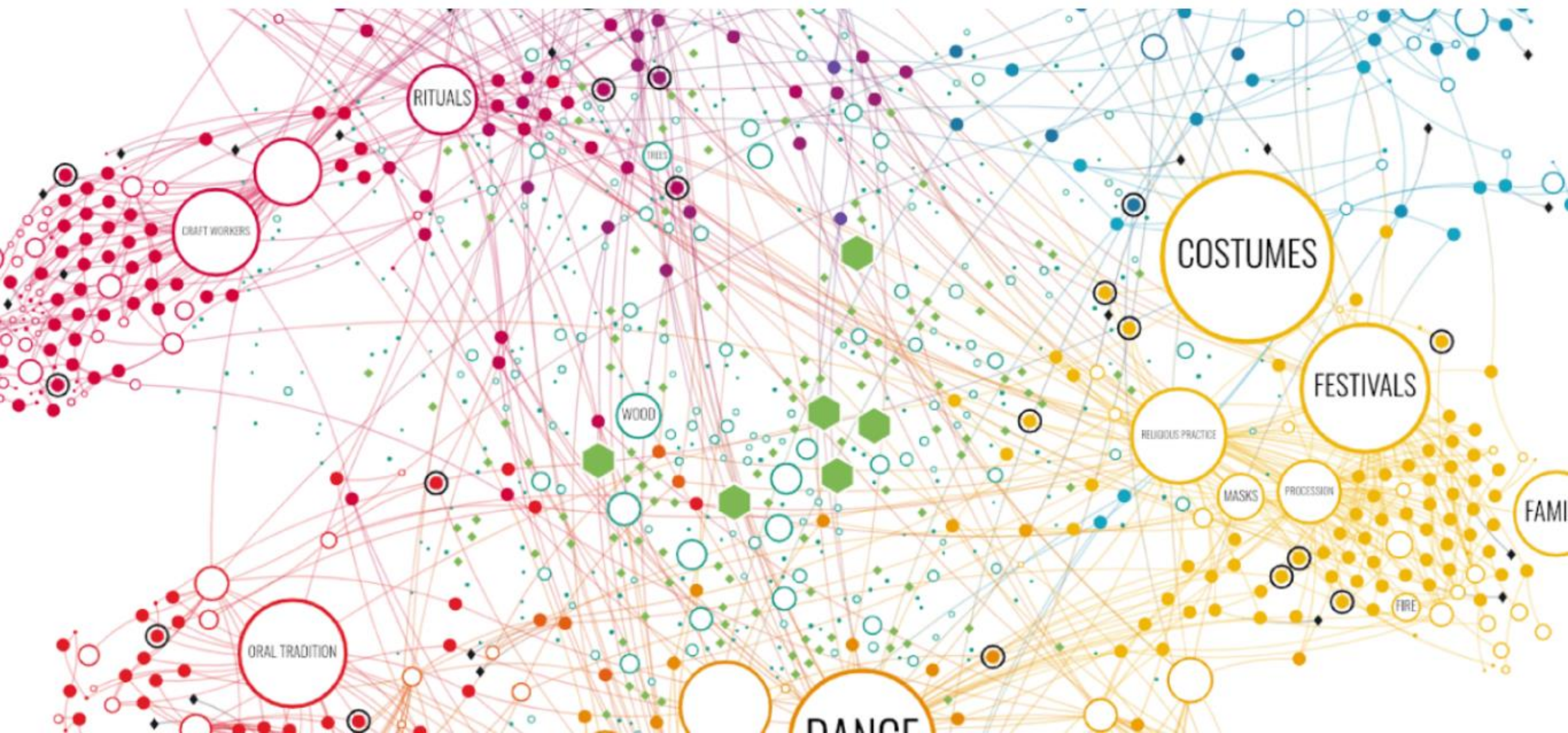
NETWORKS

5 STEPS FOR THE CREATION OF A CULTURAL ROUTE



- ✓ DEFINING A THEME
- ✓ IDENTIFYING HERITAGE ELEMENTS
- ✓ CREATING A EUROPEAN NETWORK WITH LEGAL STATUS
- ✓ CO-ORDINATING COMMON ACTIONS
- ✓ CREATING COMMON VISIBILITY

1) DEFINING A THEME



DEFINING A THEME

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du Conseil de l'Europe



ARCHITECTURE

GASTRONOMY

MUSIC &
DANCE

SPIRITUALITY

CULTURAL
EVENT

HISTORICAL
CHARACTER

ARTS &
CRAFTS

LANDSCAPE

DEFINING A THEME

Representative of
European Values

- HUMAN RIGHTS
- DEMOCRACY
- RULE OF LAW...



At least 3
Council of
Europe
member
States

DEFINING A THEME



RESEARCH

- Multidisciplinary
- International
- Consensus

DEFINING A THEME

ILLUSTRATIVE of
EUROPEAN MEMORY,
HISTORY & HERITAGE

CULTURAL AND
EDUCATIONAL
EXCHANGES FOR
YOUNG PEOPLE

CULTURAL TOURISM
& SUSTAINABLE
CULTURAL
DEVELOPMENT

TOURIST PRODUCTS -
PARTNERSHIP WITH
TOURIST AGENCIES
AND OPERATORS

DEFINING A THEME

WHAT IS THE STORY THAT YOU WANT TO TELL TO TRAVELERS
AND CITIZENS OF EUROPE?



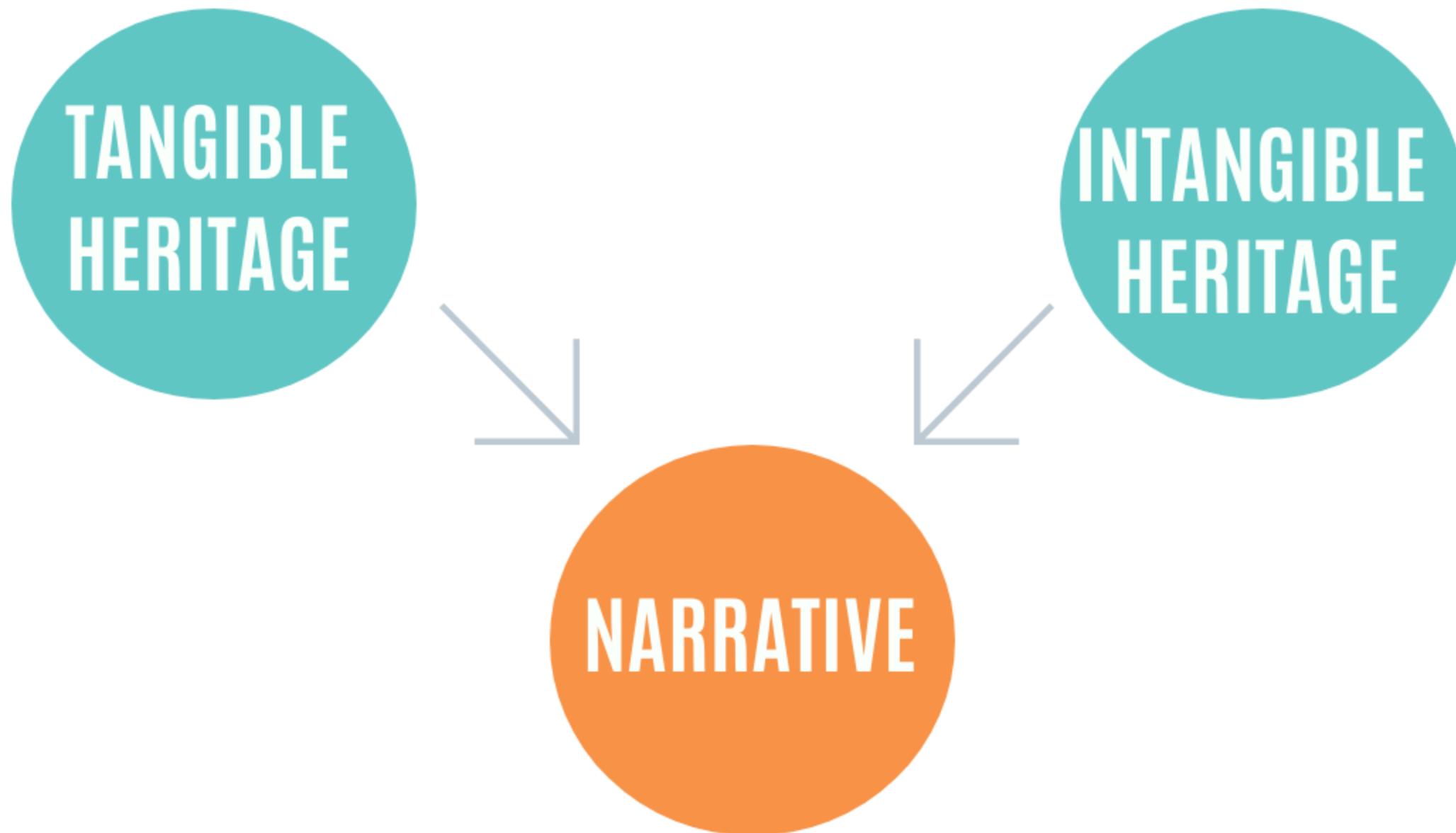
HOW IS THE THEME MANIFESTED IN THE DIFFERENT
COUNTRIES INVOLVED IN THE PROJECT?

HOW DOES THE THEME ALLOW A BETTER UNDERSTANDING
OF EUROPEAN HISTORY AND PRESENT-DAY EUROPE?

2) IDENTIFYING HERITAGE ELEMENTS



IDENTIFYING HERITAGE ELEMENTS



IDENTIFYING HERITAGE ELEMENTS

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European Routes of Jewish Heritage

Discover the fascinating Jewish heritage on a cultural route through countries, traditions and people

We think of the European Routes of Jewish Heritage as the right choice for those who want the ultimate heritage experience – and so does our project! Each Route tells a unique story, with its own defining characteristics, as distinctive as the proposal they create.

Our network consists of public bodies, medium-sized institutions, local Jewish communities, experts and volunteers that all aim to share their precious heritage with everyone that is interested in discovering a heritage that is part of European and non-European history.

We are excited to share our knowledge and insight. From art to buildings, traditions to practices and culture, we cannot wait for you to uncover all that represent the best of European Jewish culture.

The routes part of the network is the realisation of a dream: a community of people giving you the possibility to discover places that tell one of the less told stories of the European heritage.

TANGIBLE HERITAGE ELEMENTS:

- Art pieces
- Buildings
- Places,....



INTANGIBLE HERITAGE ELEMENTS:

- Traditions
- Practices
- Communities,...



STORIES THAT UNVEIL THE RICH AND DIVERSE JEWISH HERITAGE OF EUROPE

IDENTIFYING HERITAGE ELEMENTS

^ National routes

Immerse yourself in our national Jewish Heritage Routes

Our National Routes link people with sites, landscapes, stories and memories that have left their mark on European history and continue to influence Jewish life.

Jewish Heritage in Azerbaijan

NATIONAL ROUTE



Introduction

Jewish heritage in Azerbaijan is represented by several monuments in Baku, Quba, Oghuz, Ismayilli, and other parts of Azerbaijan. Many ruins of ancient synagogues have been found in different parts of the country.

Jews have lived in Azerbaijan for centuries, but their arrival in Baku dates to the 1830s. Later, the community grew rapidly during the Oil Boom, which enticed diverse people to the city in search of work and wealth.

Currently, there are six synagogues in Azerbaijan: two in Baku, two in Quba, and two in Oghuz. A new Jewish synagogue, which became one of the biggest synagogues in Europe opened in Baku on March 9, 2003. The main Jewish heritage sites that operate to date in Azerbaijan are the following: Synagogue of Ashkenazi Jews, Synagogue of Mountain Jews, "Alti Gumbaz" Synagogue Gilaki Synagogue, "Ashagi Mahalla" Synagogue, "Yukhari Mahalla" Synagogue, The Museum of Mountain Jews.



3) CREATING A EUROPEAN NETWORK



CRITERIA FOR NETWORKS

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network organization

Association / Federation of associations with a LEGAL STATUS

TRANSNATIONAL NETWORK
different actors (local and regional authorities, civil society organizations, cultural civil society, cultural associations, tourism operators ...)



DEMOCRATIC Governance



Financial viability (self-financed)

TYPE OF MEMBERS



- National and Regional Coordinator
- National Authority
- Regional Authority
- Local Authority
- Chamber of Commerce
- Cultural institution/NGO
- Museum Heritage Site
- Park/Natural site
- Tourism actor
- SME
- University/Research Center
- Natural person
- Others



EXAMPLE OF A MANAGEMENT MODEL: THE EUROPEAN ROUTE OF HISTORIC THERMAL TOWNS

Membership Situation

Today:
 50 Members in 18 European countries
 and
 2 International Partner (2 countries)

Key

- Capital City
- Member Towns
- Associate Members
- International Partner
- Great Spa Towns of Europe

America



THE EUROPEAN
 ROUTE OF
 HISTORIC
 THERMAL
 TOWNS

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EXAMPLE OF A MANAGEMENT MODEL: THE EUROPEAN ROUTE OF HISTORIC THERMAL TOWNS



Acqui Terme
Italy



Afyonkarahisar
Turkey



Associació de villes Termals de Catalunya
Spain



Bad Ems
Germany



Bad Homburg
Germany



Imereti Region
Georgia



Istiea Edipsos
Greece



Karlový Vary Region
Czech Republic



La Bourboule
France



Łądek-Zdrój
Poland



Bad Kissingen
Germany



Baden bei Wien
Austria



Baden-Baden
Germany



Bagnères-de-Bigorre
France



Bagnoles de l'Orne
France



Le Mont Dore
France



Lipik
Croatia



Loutra Pozar
Greece



Loutraki
Greece



Mondariz-Balneario
Spain



Băile Herculane
Romania



Bath
UK



Budapest Spas
Hungary



Caldas da Rainha
Portugal



Caldes de Montbui
Spain



Mondorf-les Bains
Luxembourg



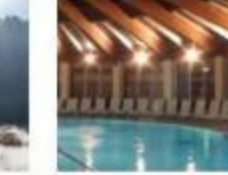
Montecatini Terme
Italy



Montegrotto Terme
Italy



Ourense
Spain



Province of Ourense
Spain



Castrocaro Terme
Italy



Châtel - Guyon
France



Chaves - Verim Eurocity
Eurocity



Clermont Auvergne Métropole
France



Daruvár
Croatia



Route des Villes d'Eaux
France



Royat - Chamalières
France



Salsomaggiore Terme
Italy



São Pedro do Sul
Portugal



Saratoga Spa State Park
United States of America

EXAMPLE OF A MANAGEMENT MODEL: THE EUROPEAN ROUTE OF HISTORIC THERMAL TOWNS

The European Historic Thermal Towns Association



EXAMPLE OF A MANAGEMENT MODEL: THE EUROPEAN ROUTE OF INDUSTRIAL HERITAGE

European Route of Industrial Heritage
www.erih.net

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HOME I WANT TO GO THERE! HOW IT STARTED ABOUT ERIH PROJECTS WHAT IS NEW? SERVICE

Discover your industrial heritage destination ...

Only Anchor Points.

Regional routes

Your Country?

More to discover: European Theme

EXAMPLE OF ORGANISATION BASED ON NODES / ANCHOR POINTS

- More than 100 anchor points
- 20 regional routes in 7 countries
- 14 European themed routes
- More than 1,850 industrial heritage sites in Europe

What is ERIH?



Anchor Points



Regional Routes



Europ. Theme Routes



COORDINATING COMMON ACTIONS



THE FIVE PRIORITY FIELDS OF ACTION

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COORDINATING COMMON ACTIONS

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1 - COOPERATION IN RESEARCH AND DEVELOPMENT

1 - COOPERATION IN RESEARCH AND DEVELOPMENT

- Conferences
- Congresses, symposium, forum, etc.
- Travelling exhibitions
- Best practices awards
- Best practices manuals
- Scientific publications
- Specialised / thematic publications
- Training / incubator programmes



COORDINATING COMMON ACTIONS

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2 - ENHANCEMENT OF MEMORY, HISTORY & EUROPEAN HERITAGE

2 - ENHANCEMENT OF MEMORY, HISTORY & EUROPEAN HERITAGE

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- Thematic festivals
- Thematic days
- Digital collections, tours, platforms, apps.
- Media campaigns
- Exhibitions
- Publications
- Guided visits



COORDINATING COMMON ACTIONS

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**3 - CULTURAL AND
EDUCATIONAL
EXCHANGES FOR
YOUNG EUROPEANS**

3 - CULTURAL AND EDUCATIONAL EXCHANGES FOR YOUNG EUROPEANS

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- Twinning schools
- Pedagogical projects at school
- Thematic educational games
- Learning kits
- Groups of young supporters of the route
- Summer camps
- Student exchanges
- Ambassadors programme



COORDINATING COMMON ACTIONS



4 - CONTEMPORARY
CULTURAL AND
ARTISTIC PRACTICE

4 - CONTEMPORARY CULTURAL AND ARTISTIC PRACTICE

- Dance competitions
- Historical reenactments
- Theatre performances
- Music performances / festivals
- Gastronomic activities
- Photography contests
- Handicrafts production / workshops



5 - CULTURAL TOURISM & SUSTAINABLE CULTURAL DEVELOPMENT

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- Participation in tourism fairs
- Development of tourist products and packages
- Cooperation agreements with tourist offices and tourism stakeholders
- Bloggers / influences / fam trips
- Organized pilgrimage / hiking trips
- Tourism guides, publications and apps.



CREATING COMMON VISIBILITY

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- LOGOS
- SIGNPOSTING
- PILGRIM PASSPORTS

VIA FRANCIGENA



EUROPEAN ASSOCIATION

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COUNCIL OF EUROPE



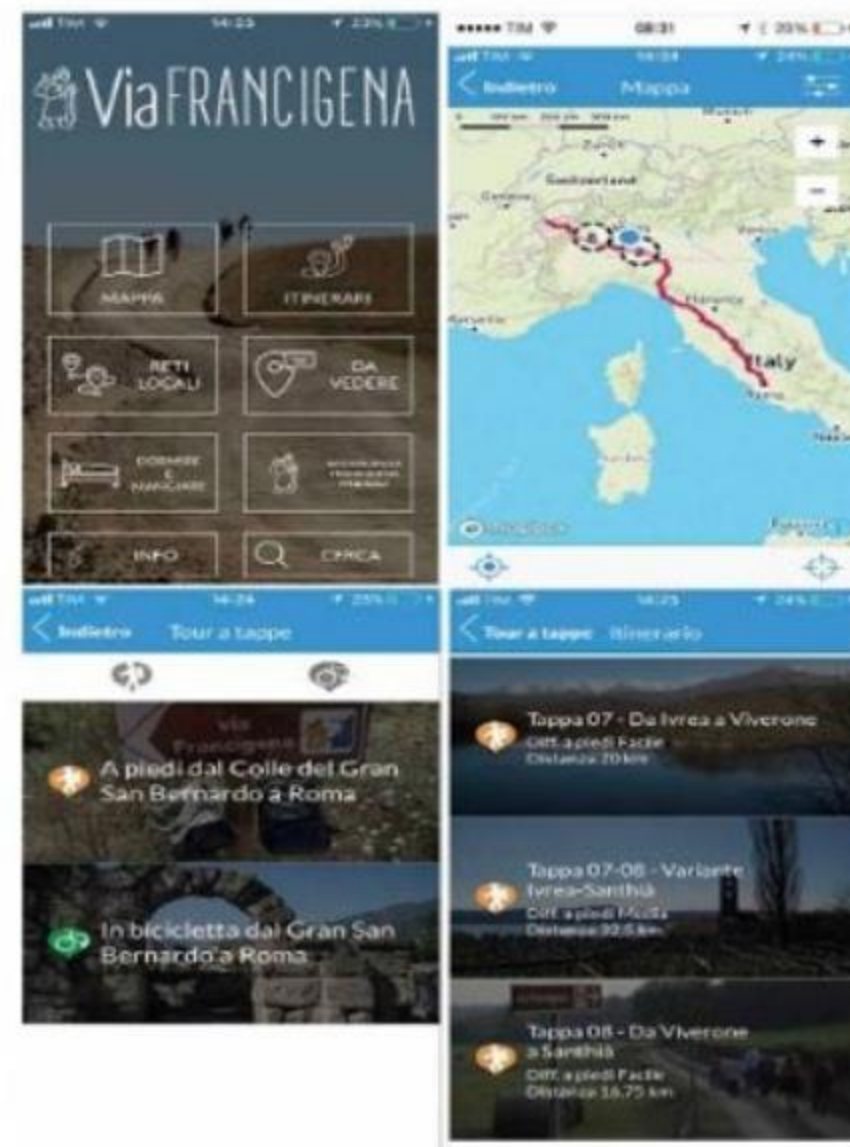
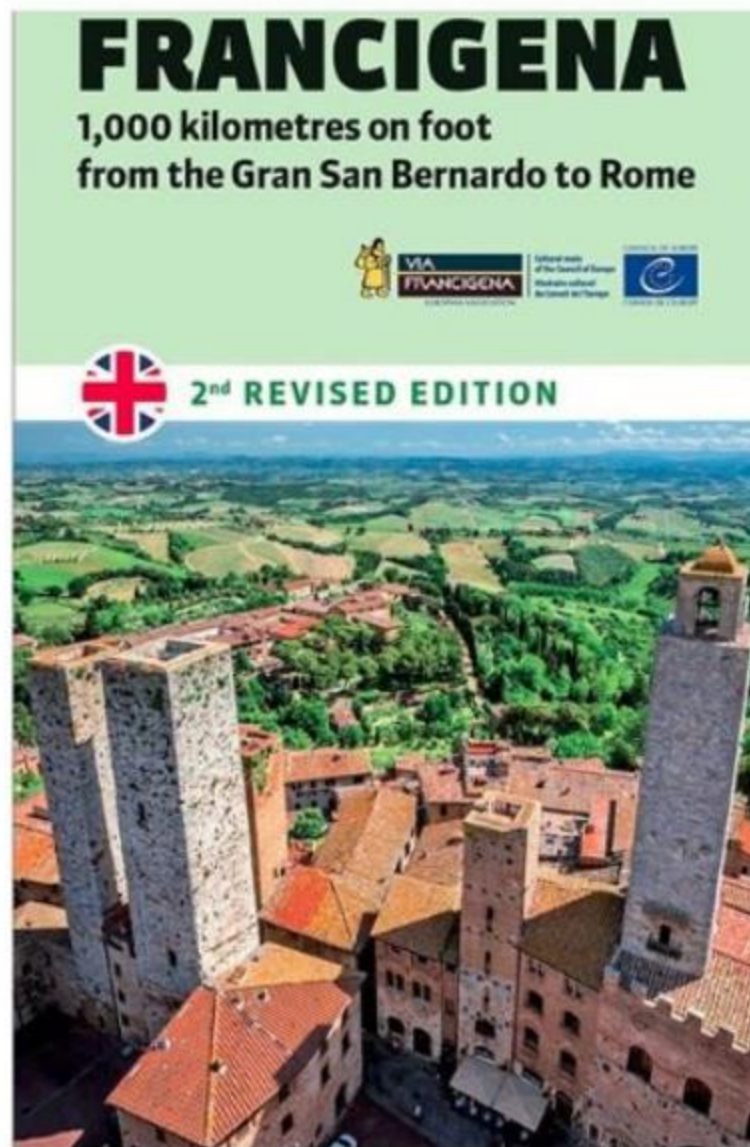
CONSEIL DE L'EUROPE



CREATING COMMON VISIBILITY

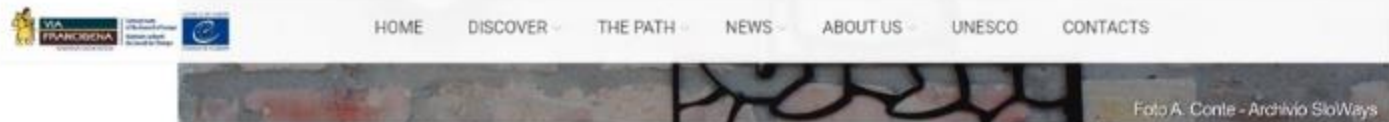
- WEBSITE
- SOCIAL MEDIA
- PRINTED COMMUNICATION MATERIALS
- TOOLKITS FOR EVENT ORGANIZATION
- NEWSLETTERS
- PRESS RELEASES
- VISIBILITY GOODIES (T-SHIRTS, PINS, FLAGS, HATS, ETC.)
- PRINTED AND DIGITAL MAPS
- DIGITAL APPS

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CREATING COMMON VISIBILITY

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Arriving at your destination at the end of a day's walk on the Via Francigena you receive a **special welcome**: a smile, a glass water; help to remove your backpack – **the human contact that adds an important element to the trip**. This applies both to **"pilgrim" accommodation**, and **private facilities**, which host those travelling on the Francigena at reduced prices.



Accommodation, restaurants and facilities - Visit Vie Francigene

Accommodation for pilgrims and tourists, restaurant and facilities, located along the route of the Via Francigena

[Read more](#)



Interactive Map

Have a look at position of the accommodations on the interactive map

[Read more](#)



How to become a network

Do you run an accommodation on the Via? Enter or be insert in the pdf that w

[Read](#)



It is possible to entrust the **organisation of the trip** to tour operators that arrange both guided tours and individual trips. In the latter case **the organisation** takes care of the reservation of **accommodating businesses**, the luggage transport from one stage to another, the long-distance support and the **supplying of maps and detailed descriptions**.



On foot

Walk for one or more days, with a backpack or with luggage transport

[Read all](#)



By bicycle

Individual trips with transport and rental services, group tours and excursions

[Read all](#)



The tour operators

Italian tour operators that work along the Via Francigena

[Read all](#)



Guides and Associations

The tour guides and the associations that offer excursions and trips

CREATING COMMON VISIBILITY

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GRAPHIC CHARTERS / GRAPHIC IDENTITY MANUALS



REGULATIONS FOR THE USE OF THE LOGO AND PROPRIETY BRANDING OF THE EUROPEAN ASSOCIATION OF THE VIE FRANCIGENE

Article 1.

USES AND OWNERSHIP OF THE LOGO AND BRAND "VIA FRANCIGENA"

1.1 The European Association of the Vie Francigene (henceforth AEFV) protects and promotes the official path of the Via Francigena, as certified by the "Programme of the Cultural Routes of the Council of Europe", and approved variations of the route, also as a tourism product; a European model of excellent quality and service.

To this end AEFV utilises the registered trademarks of the 'Figure of a pilgrim', henceforth referred to as 'Trademark', and the figure of the pilgrim next to the flag of the Council of Europe, to be referred to as the 'Logo', of which, AEFV is the legal owner.

1.2. The logo identifies all institutional activities of the AEFV; instead the purpose of the brand is to ensure adequate visibility of reception and hospitality services along the route, as well as any products, activities and services related to the needs of those engaged with the route (the consumers).

1.3. The logo:

- Permits the identification of any activities connected to the AEFV, as the carrier network of the Via Francigena for the Council of Europe;

And the trademark:

- Accompanies all products associated with the Via Francigena to create a system of quality;
- Enables immediate identification of products, services and activities related to the Via Francigena, as a guarantee of the social, ethical and environmental values which characterize it.

TIPOS DE LETRA

RUTAS DEL EMPERADOR CARLOS V

Garamond TC Bk BT

Rutas del Emperador Carlos V

Garamond Italic

RUTAS DEL EMPERADOR CARLOS V

Garamond Premier Pro Strid

En este lugar sitúa la notación o parte del séquito del emperador a su llegada al monasterio, en 1577, en especial a la guardia de corps imperial, que en esa villa había tenido alojamiento y lugares de esparcimiento.

Garamond 11 pt

RUTAS DEL EMPERADOR CARLOS V

Trebuchet MR Italic

En este lugar sitúa la notación o una parte del séquito del emperador a su llegada al monasterio, en 1577, en especial a la guardia de corps imperial, que en esta villa había tenido alojamiento y lugares de esparcimiento.

Helvetica 35 pt It 11 pt

Carolas Imperator
Carrus Vek

LOGOTIPOS



THE SCIENTIFIC DIMENSION

SCIENTIFIC COMMITTEE

- Multi-layered knowledge network
- Partners: academics, experts, researchers, professionals, etc.
- Multi- and interdisciplinary approach
- Creation of methodological instruments for data collection
- Establish criteria for the selection of members and of the heritage elements
- Innovation: themes, methodologies, approaches



RESOLUTIONS AND CONVENTIONS

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-  **European Cultural Convention (Paris, 1954)**
-  **Convention for the Protection of the Architectural Heritage of Europe (Granada, 1985)**
-  **European Convention on the Protection of the Archaeological Heritage (Revised) (Valletta, 1992).**
-  **European Landscape Convention (Florence, 2000)**
-  **Council of Europe Framework Convention on the Value of Cultural Heritage for Society (Faro, 2005)**

The screenshot shows the website for the Council of Europe's Culture and Cultural Heritage Standards. At the top, there is a dark blue header with the Council of Europe logo and the text '75 Culture and Cultural Heritage'. Below the header is a red navigation bar with links for Home, Newsroom, Culture, Cultural Heritage, Standards, Resources, and CDCPP. The main content area has a breadcrumb trail: 'You are here: Democracy and Human Dignity > Culture and Cultural Heritage > Standards'. The title of the page is 'Culture and Cultural Heritage Standards'. Below the title, there is a list of six conventions, each with a small image and text:

-  **European Cultural Convention**
Paris, 1954
-  **Convention on Offences relating to Cultural Property**
Nicosia, 2017
-  **Convention on the Value of Cultural Heritage for Society**
Faro, 2005
-  **Convention for the Protection of the Archaeological Heritage of Europe**
Valletta, 1992
-  **Convention for the Protection of the Architectural Heritage of Europe**
Granada, 1985

CULTURAL ROUTES: ECONOMIC IMPACTS AND SUSTAINABLE DEVELOPEMENT

AN INVITATION TO DISCOVER THE CULTURAL HERITAGE

THEY CONNECT PEOPLE AND TERRITORIES

THEY PROMOTE HERITAGE AND ENCOURAGE ITS SOCIAL
APPROPRIATION

THEY EMPHASIZE VALUES RELATED TO HUMAN RIGHTS, CULTURAL
DIVERSITY AND INTERCULTURAL DIALOGUE

THEY STRENGTHEN CULTURAL, SOCIAL AND ECONOMIC
EXCHANGES ACROSS BORDERS

THEY REVITALIZE TERRITORIES AND ECONOMY



SUMMARY: KEY ELEMENTS OF A CULTURAL ROUTE OF THE COUNCIL OF EUROPE

CRITERIA

THEME

ACTIVITES

NETWORK OF MEMBERS

MANAGEMENT

FEDERATION/
ASOCIACION

COMUNICACION

SCIENTIFIC
COMMITTEE

SELF-
FINANCING

AIMS

COMMON
VALUES

DEMOCRATIC
PATRICIPATION

HERITAGE,
MEMORY,
HISTORY

SUSTAINABLE
DEVELOPMENT

TRANSNATIONAL
COOPERATION

Thank you for your attention!

CULTURAL ROUTES OF THE COUNCIL OF EUROPE

www.coe.int/routes

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COUNCIL OF EUROPE



CONSEIL DE L'EUROPE