

MODULE N°6

ROADMAP FOR "CULTURAL ROUTES OF THE COUNCIL OF EUROPE" IN LITHUANIA

CULTURAL ROUTES CERTIFICATION CYCLE

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



CULTURAL ROUTES CERTIFICATION CYCLE

Cultural route
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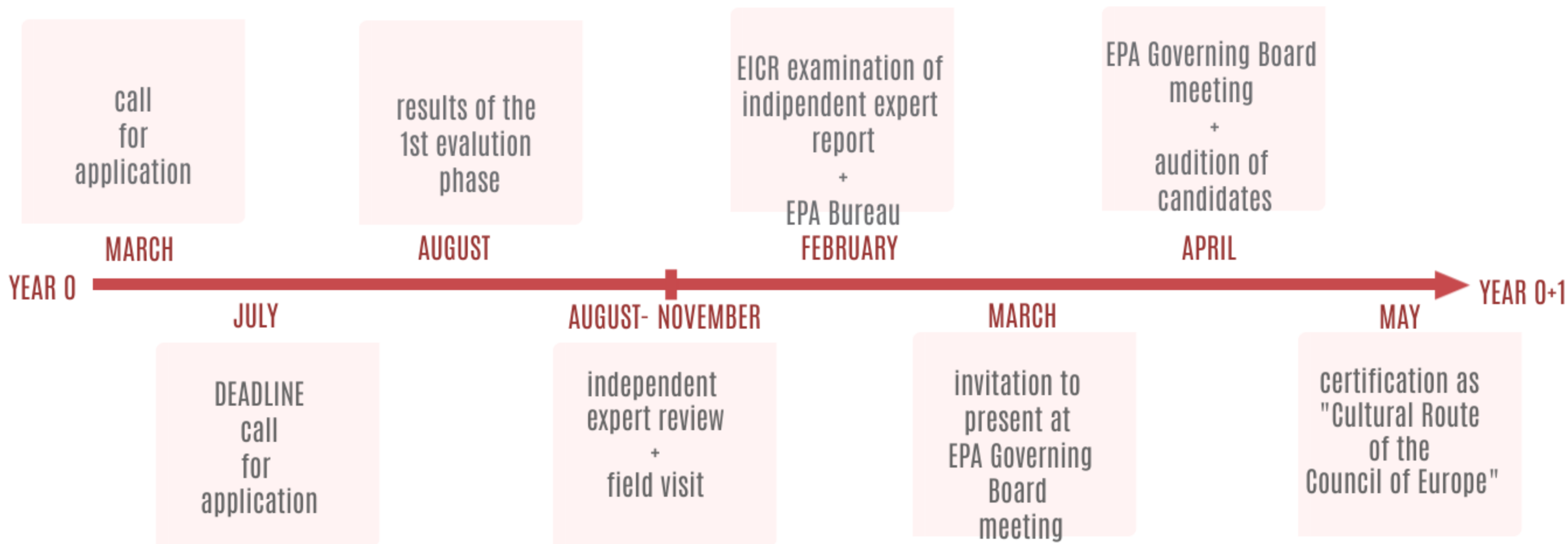
**APPLICATIONS FOR
"CULTURAL ROUTES
OF THE COUNCIL OF
EUROPE"
CERTIFICATION**

**REGULAR
EVALUATION OF
CERTIFIED
CULTURAL ROUTES
OF THE COUNCIL OF
EUROPE**

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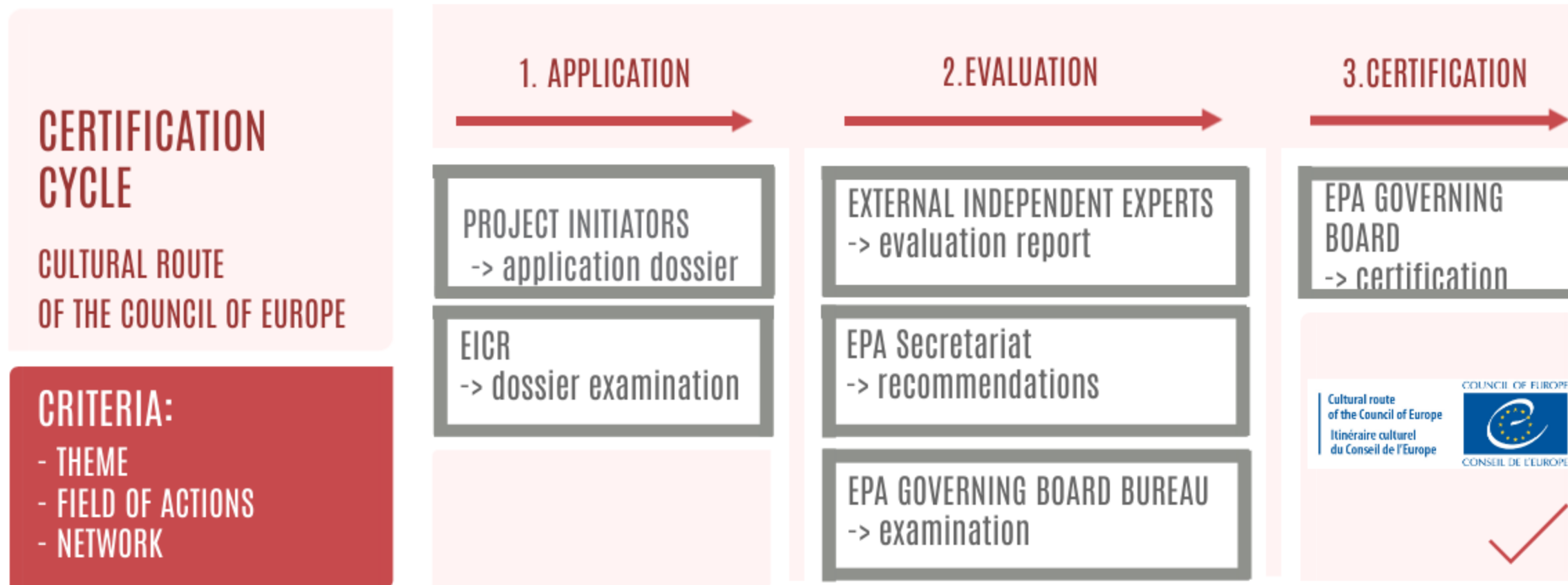


CULTURAL ROUTES CERTIFICATION CYCLE



CULTURAL ROUTES CERTIFICATION CYCLE

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EVALUATION CYCLE: STEP BY STEP

1



PRE-SUBMISSION OF APPLICATIONS

2

3

4



ADVISORY MEETINGS
(Luxembourg)



TRAINING ACADEMY &
TRAINING SEMINARS

EVALUATION CYCLE: STEP BY STEP

SUBMISSION OF APPLICATIONS

1

2

3

4



COUNCIL OF EUROPE Cultural Routes

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You are here: Democracy Cultural Routes Certification Evaluation cycles Application for certification

Application for certification
(2020-2021 cycle)

Each year, the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA) awards the certification "Cultural Route of the Council of Europe" to cultural route network applicants fulfilling the criteria set out in Council of Europe Committee of Ministers Resolution CM/Res(2013)67.

The necessary instructions and documents related to the application can be [downloaded here](#).

The submission of the complete application must be complemented by additional required documentation as stated in the certification form:

1. Certification form completed (Document 1);
2. Self-assessment grid completed (Document 2);
3. Declaration of Honour completed and signed (Document 3);

CERTIFICATION LOGO

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

Evaluation Reports

EVALUATION CYCLE: STEP BY STEP


DIGITAL EVALUATION FILE:

For the digital version of your evaluation file, please consider organizing your documents as follows:

➤ **MAIN FOLDER** (Title: "name of the Cultural Route")

Subfolders:

- **1_APPLICATION FORM** [Regular 3-year evaluation form (Document 1)]
 - **1.1_Annexes to the Application Form** (including any information that could not be inserted in Document 1)
- **2_STATUTES** (Information required in section "a")
- **3_MEMBERS** (Information required in section "b")
- **4_GENERAL ASSEMBLIES** (Information required in section "c" and "d")
- **5_FINANCIAL INFORMATION** (Information required in section "e")
- **6_ACTIVITIES** (Information required in section "f")
- **7_ADDITIONAL INFORMATION** (Including further information not corresponding to the any of the previous sections)



Name	Date modified	Type
1_APPLICATION FORM	09.09.19 15:58	File folder
2_STATUTES	09.09.19 15:58	File folder
3_MEMBERS	09.09.19 15:59	File folder
4_GENERAL ASSEMBLIES	09.09.19 15:59	File folder
5_FINANCIAL INFORMATION	09.09.19 15:59	File folder
6_ACTIVITIES	09.09.19 15:59	File folder
7_ADDITIONAL INFORMATION	09.09.19 15:59	File folder

Example of organization of the subfolders

1

2

3

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EVALUATION CYCLE: STEP BY STEP

EVALUATION PROCEDURE



SELECTION OF
INDEPENDENT EXPERTS

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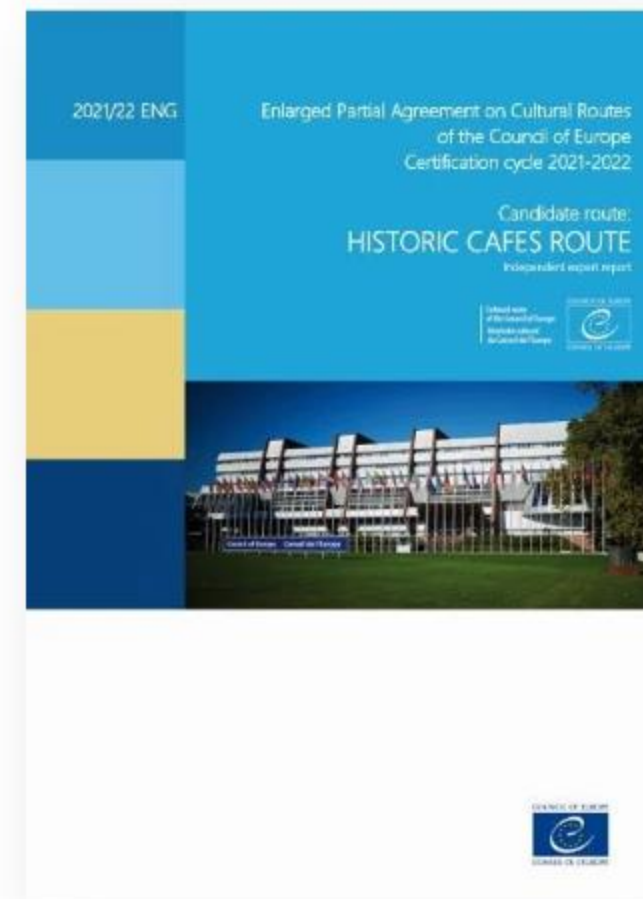


EVALUATION CYCLE: STEP BY STEP

EVALUATION PROCEDURE



FIELD VISIT



EVALUATION REPORT

1

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EVALUATION CYCLE: STEP BY STEP



Evaluation reports

Each year, in order to analyse the applications for certification and the regular evaluation of certified Cultural Routes of the Council of Europe, independent experts are contracted to evaluate the information submitted.

Those independent reports are important supporting documents that help the EPA Governing Board decide on the award or renewal of the "Cultural Route of the Council of Europe" certification.

Reports from previous evaluation cycles can be found below. It is to be noted that the opinions expressed in the reports are those of the independent experts, and do not engage the Council of Europe Enlarged Partial Agreement on Cultural Routes, nor the European Institute of Cultural Routes.



Past regular evaluations and reports

[Regular evaluation cycle 2018-2019](#)

[Regular evaluation cycle 2017-2018](#)

Past succesful applications and reports

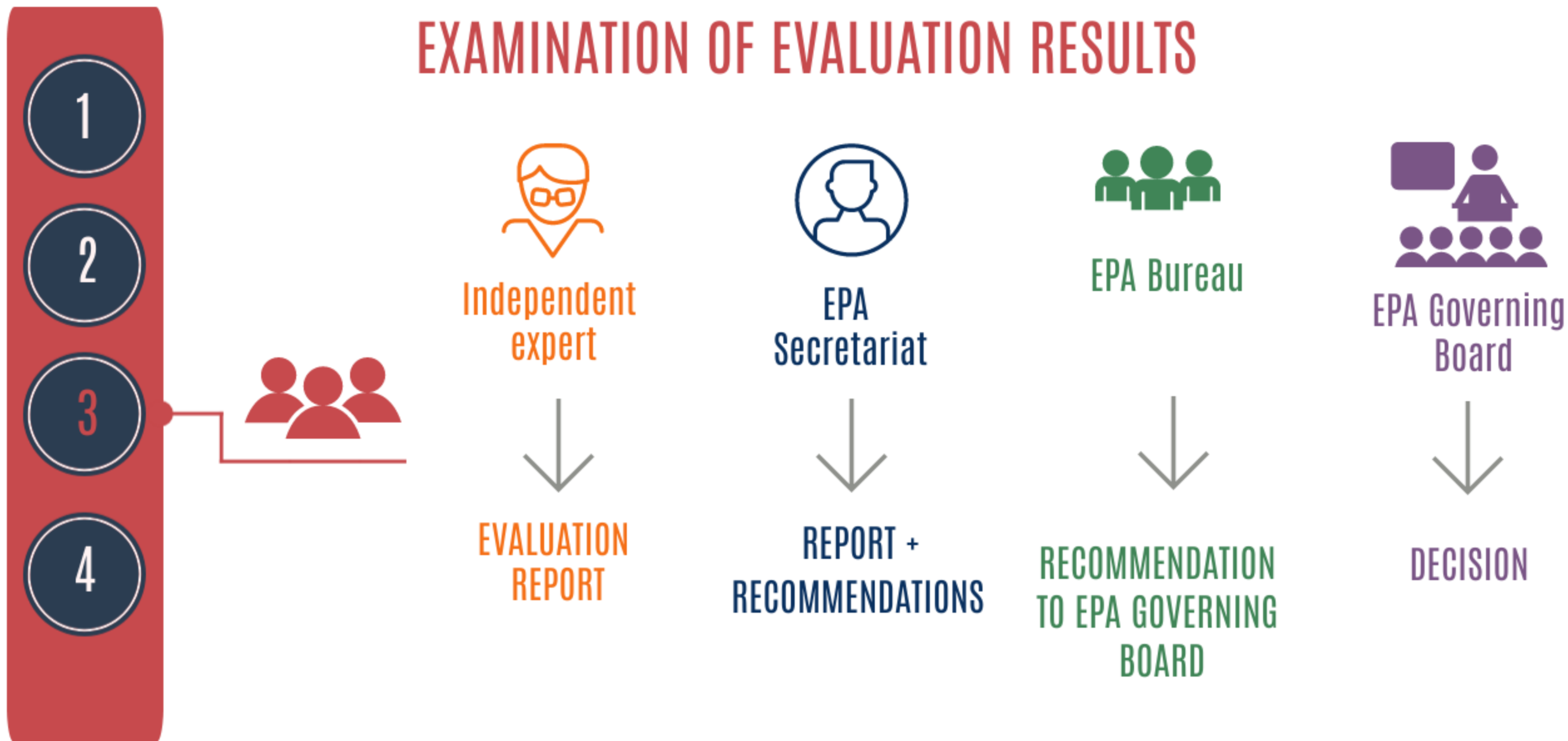
[Certification cycle 2018-2019](#)

[Certification cycle 2017-2018](#)



EVALUATION CYCLE: STEP BY STEP

EXAMINATION OF EVALUATION RESULTS



EVALUATION CYCLE: STEP BY STEP

EXAMINATION OF EVALUATION RESULTS

1

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BUREAU MEETING

Experts' audition



**EPA GOVERNING
BOARD MEETING**

Candidates' audition

EVALUATION CYCLE: STEP BY STEP

DECISION ON THE AWARD OF THE "CULTURAL ROUTE OF THE COUNCIL OF EUROPE" CERTIFICATION

1

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OFFICIAL CERTIFICATION
CEREMONY
Annual Advisory Forum



CERTIFICATION CEREMONY
Organized by the Cultural Route

BECOMING A MEMBER OF A CERTIFIED CULTURAL ROUTE OF THE COUNCIL OF EUROPE





























































































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6.4 New Cultural Routes network members in 2023

Each year, the Cultural Routes of the Council of Europe Programme sees a growing number of network members. According to the information submitted by some of the Culture Routes, despite the pandemic, at least **235 new members** joined the Route networks and thus the Programme. Some Routes even welcomed over a dozen new members.⁴

Cultural Routes of the Council of Europe	N° of new network members	Countries
Alvar Aalto Route	3	 Finland (3)
ATRIUM	3	 Serbia (1),  Greece (2)
Cluniac Sites in Europe	6	 France (5),  Italy (1)
Cyril and Methodius Route	9	 Czechia (2),  Slovakia (4),  North Macedonia (2),  Bulgaria (1)
Destination Napoleon	2	 France (1),  Italy (1)
European Cemeteries Route	3	 Portugal (1),  Croatia (1),  Greece (1)
European Fairytale Route	10	 Armenia (1),  France (1),  Greece (5),  Italy (1),  Morocco (1),  Poland (1)
European Mozart Ways	1	 Italy (1)

European Route of Ceramics	8	 Türkiye (1),  Italy (1),  Malta (1),  Slovakia (1),  Spain (1),  Croatia (1),  The Netherlands (1),  Greece (1)
European Route of Historic Gardens	6	 Hungary (2),  Italy (2),  Spain (2)
European Route of Historic Thermal Towns	12	 Italy (2),  Croatia (2),  France (2),  Ukraine (1),  Romania (1),  Germany (2),  Spain (1),  Austria (1)
European Route of Industrial Heritage	41	 Germany (6),  Luxembourg (2),  Austria (1),  Greece (3),  Spain (18),  Poland (2),  Italy (4),  France (1),  Croatia (1),  United Kingdom (1),  Slovenia (1),  Portugal (1)
European Route of Jewish Heritage	4	 Slovakia (1),  Armenia (1),  Germany (1),  Greece (1)
European Route of Megalithic Culture	4	 Germany (2),  Spain (1),  Lebanon (1)
European Routes of Emperor Charles V	1	 France (1)
Iron Age Danube Route	7	 Slovenia (5),  Romania (1),  Hungary (1)
Iron Route in the Pyrenees	2	 Spain (1),  France (1)
Iter Vitis	4	 Israel (1),  Georgia (1),  Greece (2)
Le Corbusier Destinations: Architectural Promenades	2	 France (2)
Liberation Route Europe	2	 France (1),  Poland (1)
Phoenicians' Route	16	 Croatia (1),  France (1),  Italy (10),  Portugal (1),  Slovenia (1),  Spain (2)
Prehistoric Rock Art Trails	3	 Armenia (1),  Spain (2)
Réseau Art Nouveau Network	4	 Belgium (2),  Spain (1),  Ukraine (1)
Routes of Reformation	1	 Romania (1)
Route of Saint Olav Ways	6	 Norway (5),  Estonia (1)
Routes of the Olive Tree	22	 Türkiye (1),  Italy (2),  Greece (2),  Tunisia (5),  France (6),  Italy (5),  Portugal (1)
Santiago de Compostela Pilgrim Routes	7	 Ukraine (1),  Croatia (3),  Italy (1),  France (1),  Spain (1)
Transhumance trails	11	 Italy (5),  Spain (3),  Portugal (1),  Georgia (1),  Colombia (1)
Via Francigena	24	 France (11),  Italy (11),  Switzerland (2)
Via Habsburg	8	 Hungary (1),  Montenegro (1),  Czechia (1),  Austria (3),  Germany (1)
Women Writers Route	3	 Slovenia (1),  Portugal (1),  Serbia (1)

BECOME A MEMBER

Why should you incorporate your historic garden to the ERHG?

Because you share our goals and the interest on the Programme of the [Cultural Routes of the Council of Europe](#), the oldest and most consolidated Cultural Tourism Programme of Europe, endorsed by the Ministries of Culture of the member states of the Council of Europe. Certification as a 'Cultural Route of the Council of Europe' provides many benefits, among others:

Quality assurance

The certification is a **quality label**, recognised across Europe by visitors, tourism operators and public authorities alike.

Visibility at the international level

The routes are represented at major international conferences and fairs, and network members are included in all [promotional and communication materials](#).

Networking

Access to a wide pool of international partners and experts in heritage management, research, cultural tourism development and promotion; national authorities, European stakeholders, international organisations and NGOs; partners of the Cultural Routes of the Council of Europe programme (EU, UNWTO, UNESCO, OECD, ETC, etc.)

Funding opportunities

When applying for funding (Interreg, Erasmus+, Horizon2020, Cosme, Europe for Citizens, etc), certification as a Cultural Route of the Council of Europe gives a guarantee of quality.

Advocacy

Cultural Routes operators enjoy greater access to European regional and local policy makers, including the European Parliament, the Parliamentary Assembly of the Council of Europe, and the Congress of Local and Regional authorities.

Adhesion process

The adhesion process follows these simple steps:

1. A [Letter of Adhesion](#) is sent to the ERHG association, together with an [information sheet](#) related to the candidate garden.
2. The ERHG [Scientific Committee](#) assesses the suitability of the candidate garden / institution to be a member of the ERHG association, based on criteria related to its authenticity, relevance, state of conservation, openness to the public and type of activities carried out, among others.
3. During the following ERHG General Assembly, all ERHG members **vote the acceptance** of the candidate garden / institution to be a member and the new member is included as full member (if so).
4. Upon acceptance as a new partner, a [Government Agreement](#) must be sent certifying the adhesion of the petitioner.

[ERHG Letter of Adhesion \(PDF\)](#)

[ERHG Requested Information \(PDF\)](#)



ANCIENT CIVILIZATIONS ON THE MEDITERRANEAN - CIVILISATIONS ANTIQUES DE LA MÉDITERRANÉE

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ABOUT US ▾ SMART WAYS ▾ RESEARCH ▾ RESOURCES ▾ NEWS CONTACT **EN** ENGLISH ▾



Reasons to join the Phoenicians' Route



With the "Cultural Route" certification, the Council of Europe encourages cooperation and exchange in the fields of culture, education and tourism. More than 40 Cultural Routes actually recognized within the Council of Europe Programme promote interculturality between populations and nations, not only in Europe. The Cultural Route "The Phoenicians' Route" is a vector of cultural, economic and social development on a Euro-Mediterranean scale, operating in 3 continents.

Joining the Phoenicians' Route means becoming part of a permanent network, made up of institutional, territorial and thematic bodies, universities, research centers and schools, non-profit organizations, places of culture and private operators from different sectors developing shared strategies in 12 Euro-Mediterranean countries. Geographically distant places are united by a common past, for the enhancement of all the cities and countries that are part of it, of their archaeological heritage, landscape and identity and their quality productions. A territorial marketing tool but also a selection of destinations and institutions of excellence that pursue common projects, programs and strategies.

The Phoenicians' Route offers its members the skills and opportunities offered by an international network existing for about twenty years. It favors the development of innovative activities, in particular by developing specific models, methodologies and tools such as Smart Ways and Heritage Interpretation Centers. The Phoenicians' Route works in direct contact with international organizations in the sector, national governments and regional authorities, local communities, following the G-Local approach, whereby what is local becomes global.

How to adhere

The interested organizations should:

- check the "Application Dossier";
- complete and submit the Application form (Annexes A and B)
- complete and submit the Annex C (in inglese), in which the candidate undertakes to carry out activities related to the priority fields of action of the Council of Europe, also indicating the criteria for each field of action.

The application should be submitted to the International Scientific Committee, which will express its opinion also indicating, in the event of a positive evaluation, which Confederation Network (territorial network / thematic network) the candidate may join.

For more information, please do not hesitate to contact us: info@fenici.net



E-questionnaire European Historic Thermal Towns Association

If you are representative of a historic thermal municipality/district/council area or region (hereinafter: area) and you want it to become a member of the European Historic Thermal Towns Association, please ask yourself these five questions:

1. Is it a historic thermal area situated in a country member of Council of Europe, dating back at least to the 19th century?
2. Does it provide natural mineral waters and its derivatives by specific facilities for its use, management and monitoring?
3. Does it possess a high quality architectural heritage dating back at least to the 19th century and beyond related to its thermal past and classified as Listed Monuments?
4. Does it possess a rich intangible heritage related to thermal history of the town and used for the town's promotion?
Does it maintain a tradition of cultural and artistic events and programmes?
5. Does it offer a quality accommodation (from hotels of 5* to 3* as the minimum) and a significant number of rooms available? Does it offer other tourist services?

If you have answered YES to all these questions, please fill and send the CONTACT FORM and we will give you more details about the recruitment protocol.

If you represent a thermal establishment, an association or other organisation in Europe, we suggest that you apply for an Associate membership.

If you are outside of Europe you can become an international partner.

In both cases please fill out the contact form and we will be in touch with further information.

MEMBERSHIP BENEFITS

NETWORKING



EUROPEAN DIMENSION



PROJECTS & INITIATIVES



COMMUNICATION



TOURISM PROMOTION



DEVELOPING A CULTURAL ROUTE: CHALLENGES & SUCCESS FACTORS

THEME



- A CLEAR AND PRECISE DEFINITION
- SHARED AND UNDERSTOOD BY ALL MEMBERS
- IDENTIFICATION OF HERITAGE ELEMENTS ON THE GROUND
- CREATING A NARRATIVE

ACTIVITIES



- ACTIVE INVOLVEMENT OF ALL PARTNERS + COOPERATION IN BILATERAL OR TRANSNATIONAL ACTIVITIES
- LINKS WITH LOCAL COMMUNITIES
- INITIATIVES THAT CAN BENEFIT OTHER PARTNERS
- SHARING KNOWLEDGE AND BEST PRACTICES
- ACT IN A TRANSNATIONAL AND COORDINATED MANNER

NETWORK



- CLEAR RULES, RESPONSIBILITIES AND RIGHTS
- CLEAR STRUCTURE / TRANSPARENCY / DEMOCRATIC FUNCTIONING
- CHOOSING THE RIGHT PARTNERS
- DEVELOPMENT STRATEGY
- POLITICAL SUPPORT / PUBLIC PLANNING
- THE KEY ROLE OF THE ROUTE MANAGER

DEVELOPING A CULTURAL ROUTE: CHALLENGES & SUCCESS FACTORS

COMMUNICATION



- COMMUNICATION STRATEGY SHARED AND APPLIED BY ALL STAKEHOLDERS
- INVESTING IN BRANDING AND PROMOTION
- EFFICIENT INTERNAL COMMUNICATION PROCEDURES
- EFFICIENT REPORTING SYSTEM

FUNDING



- DIVERSIFYING SOURCES OF FUNDING
- MEMBERSHIP FEES: CORE BUDGET
- EU-FUNDING: DESIRABLE BUT NOT THE ONLY SOURCE
- PROVISION OF COMMON FUNDS FOR THE MAIN ORDINARY ACTIVITIES + PROJECTS

IMPACTS



- POSITIVE ECONOMIC IMPACTS
- POSITIVE PERCEPTION OF THE VISITOR BY THE LOCAL COMMUNITY
- MANAGEMENT OF CARRYING CAPACITY
- VISITOR-LOCAL POPULATION CONTACTS
- HIGH LEVEL OF TRAVELER SATISFACTION

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