

CULTURAL ROUTES OF THE COUNCIL OF EUROPE

HUMAN RIGHTS,
DEMOCRACY
AND THE RULE OF LAW

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

DROITS DE L'HOMME,
DÉMOCRATIE
ET ÉTAT DE DROIT

Communication strategy of the Cultural Routes of the Council of Europe programme

THE INSTITUTIONAL SET-UP



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



TARGET STAKEHOLDERS AND AUDIENCES

- Council of Europe bodies and institutions
- European Union and international organisations
- EPA member states
- Cultural Routes of the Council of Europe
- International NGOs and other organisations
- Academic and research institutions
- Tourism sector
- Specialised public

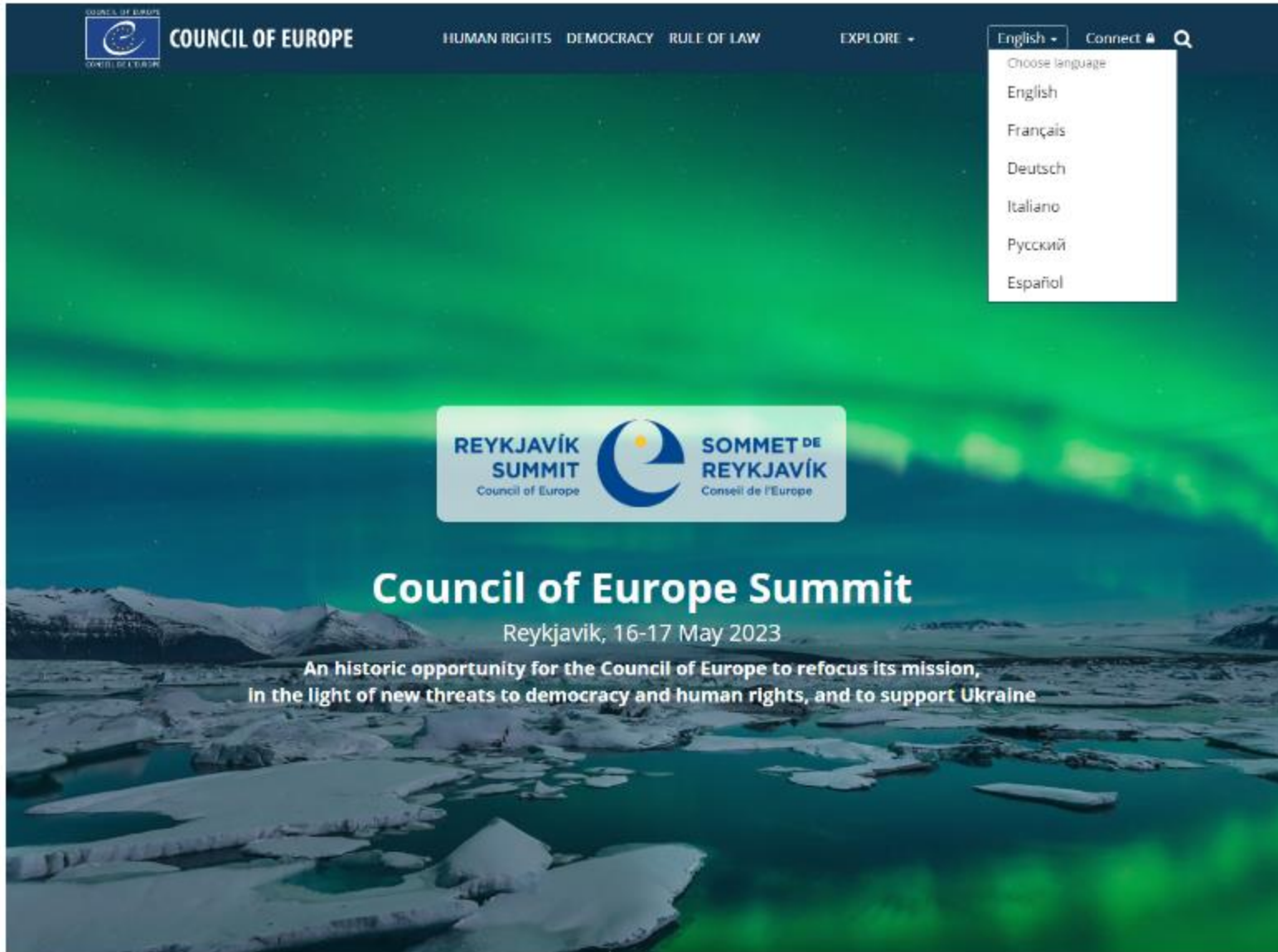


Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



INSTITUTIONAL COMMUNICATION AND VISIBILITY STRATEGY

Council of Europe webpage



Cultural Routes of the Council of Europe webpage

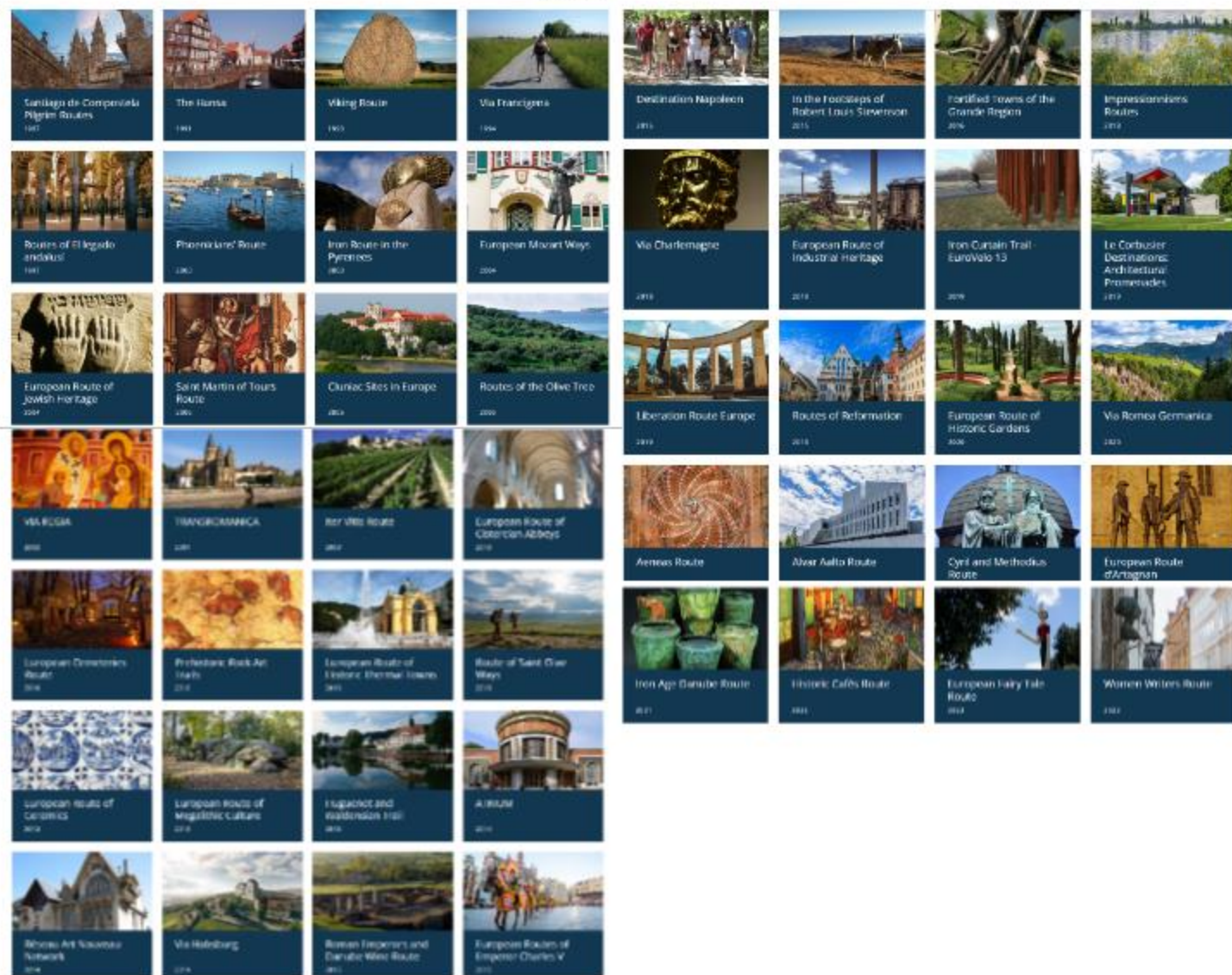


INSTITUTIONAL COMMUNICATION AND VISIBILITY STRATEGY

Cultural routes webpage

Explore all Cultural Routes by theme

In 2022, we count 48 Cultural Routes of the Council of Europe, with very different themes that illustrate European memory, history and heritage and contribute to an interpretation of the diversity of present-day Europe.



Cultural routes of the Council of Europe database

CULTURAL ROUTE	COUNTRY	MEMBER CATEGORY
<input type="checkbox"/> Aeneas Route	<input type="checkbox"/> Albania	<input type="checkbox"/> Chamber of Commerce
<input type="checkbox"/> Alvar Aalto Route - 20th Century Architecture and Design	<input type="checkbox"/> Algeria	<input type="checkbox"/> Cultural Institution / NGO
<input type="checkbox"/> ATRIUM - Architecture of Totalitarian Regimes of the 20th Century in Europe	<input type="checkbox"/> Andorra	<input type="checkbox"/> Heritage Site
<input type="checkbox"/> Cluniac Sites in Europe	<input type="checkbox"/> Argentina	<input type="checkbox"/> Local Authority
<input type="checkbox"/> Cyril and Methodius Route	<input type="checkbox"/> Armenia	<input type="checkbox"/> Museum
<input type="checkbox"/> Destination Napoleon	<input type="checkbox"/> Austria	<input type="checkbox"/> National / Regional Coordinator
<input type="checkbox"/> European Cervantes Route	<input type="checkbox"/> Azerbaijan	<input type="checkbox"/> National Authority
<input type="checkbox"/> European Fairy Tale Route	<input type="checkbox"/> Belarus	<input type="checkbox"/> Natural Park / Site
<input type="checkbox"/> European Mozart Ways	<input type="checkbox"/> Belgium	<input type="checkbox"/> Network Corner (Headquarters)
<input type="checkbox"/> European Route of Artagnan	<input type="checkbox"/> Bosnia and Herzegovina	<input type="checkbox"/> Other
<input type="checkbox"/> European Route of Ceramics	<input type="checkbox"/> Bulgaria	<input type="checkbox"/> Regional Authority
	<input type="checkbox"/> Croatia	<input type="checkbox"/> SME



Showing 2394 of 2394 results



Last Updated: 2021



INSTITUTIONAL COMMUNICATION AND VISIBILITY STRATEGY

Newsroom and promotional videos in various languages

The screenshot shows the Council of Europe website's newsroom for Cultural Routes. The header includes the Council of Europe logo and navigation links like 'Home', 'Cultural Routes', 'Certification', 'Activities', 'EPA', 'Institute', 'Newsroom', 'EU Joint Programmes', 'Resources', and 'Contacts'. The main content area features three news items:

- Luxembourg: National Coordination meeting on the Cultural Routes of the Council of Europe** (12 MAY 2023). The text states that on May 12th, 2023, the Ministry of Culture, the Ministry of Economy, and the Ministry of Foreign and European Affairs of Luxembourg organized a national coordination meeting for the representatives of the 9 certified Cultural Routes of the Council of Europe crossing the Grand Duchy.
- EPA : the EPA Governing Board holds its annual meeting in Luxembourg** (10-11 MAY 2023). The text mentions that the EPA Governing Board is holding its annual meeting on 10-11 May 2023 in Luxembourg, composed of 38 member States and one Observer State.
- Luxembourg: the Post of the Grand-Duchy of Luxembourg launches a stamp to commemorate the 25th anniversary of the European Institute of Cultural Routes** (10 MAY 2023). The text notes that on 10 May 2023, during the EPA Governing Board meeting, the Post Philately of the Grand-Duchy of Luxembourg presented a stamp commemorating the 25th anniversary of the European Institute of Cultural Routes.

On the right side, there is a 'CERTIFICATION LOGO' section with the Council of Europe logo and a list of news years from 2016 to 2023.

This block contains three promotional video thumbnails:

- 30TH ANNIVERSARY OF THE PROGRAMME**: A video titled 'NEW VIDEO of The Cultural Routes' featuring a map of Europe with the text '> 30 CERTIFIED CULTURAL ROUTE' and a red play button.
- NEUES VIDEO der Kulturrouten des ...**: A video titled '> 30 ZERTEILTE KULTURROUTEN' with a red play button over a map of Europe.
- Video homenaje a los Itinerarios Culturales del Consejo de Europa**: A video showing a view of a cathedral through an archway, with the Council of Europe logo and 'CARLOS V' branding.

INSTITUTIONAL COMMUNICATION AND VISIBILITY STRATEGY

Notebook, pens, mugs, totebags, calendars...



Annual activity report



Newsletters every year with 6000+ subscribers



Brochures, leaflets



Publications: country mapping documents, vademecum, OEI report...

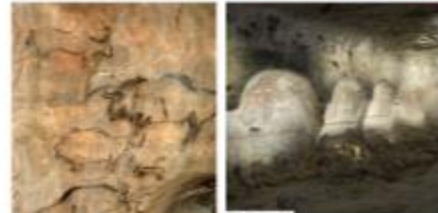


INSTITUTIONAL COMMUNICATION AND VISIBILITY STRATEGY

Roll-ups available for Cultural Routes to print



THE PREHISTORIC ROCK ART TRAIL
LES CHEMINS DE L'ART RUPESTRE PRÉHISTORIQUE



facebook and social media pages



Best Practices database

INSTITUTIONAL VISIBILITY AMONG COUNCIL OF EUROPE BODIES AND INSTITUTIONS

Committee of Ministers of the Council of Europe Presidencies



Congress of Local and Regional Authorities of the Council of Europe



Parliamentary Assembly of the Council of Europe



European Youth Card Association



European Heritage Days
Journées européennes
du patrimoine

European Heritage Days 2024:
Heritage of Routes, Networks
and connections

INSTITUTIONAL VISIBILITY AMONG THE EUROPEAN UNION AND INTERNATIONAL ORGANISATIONS



Fostering regional development through Culture: Routes4U Project



European Parliament



Collaboration with UNWTO, UNESCO, OEI, BSEC



Preliminary Conclusions from the World Experts Meeting on Cultural Tourism



Organization of Ibero-American States (OEI)

Joint report on the Cultural Routes of the Council of Europe and Ibero-America - SUMMARY

EICR/OEI, 2021

Available in Spanish

Available in Portuguese

Available in English



In Conference of Rectors from the Black Sea Region

BSUN 2021 Congress

Universities Role in Solving Complex Challenges

October 13-15, 2021

American University of Armenia



INSTITUTIONAL VISIBILITY AMONG THE EUROPEAN UNION AND INTERNATIONAL ORGANISATIONS

European Travel Commission



You are here: Democracy and Human Dignity > Cultural Routes > Newsroom > The ETC launches an online gallery showcasing the Cultural Routes of the Council of Europe

Cultural Routes: newsroom

The ETC launches an online gallery showcasing the Cultural Routes of the Council of Europe

BRUSSELS | 18 MARCH 2024



©shutterstock

The European Travel Commission (ETC) has recently issued an exciting addition to their Visit Europe website: a [gallery showcasing the Cultural Routes of the Council of Europe](#). As a non-profit organisation dedicated to promoting Europe as a tourist destination in long-haul markets, ETC's latest webpage aims to highlight the rich cultural heritage offered by these iconic Routes.

The gallery includes a foreword by Mr. Stefano DOMINIONI, the Executive Secretary of the Cultural Routes of the Council of Europe Programme and proposes an interactive map featuring the different routes. Ten of the most renowned Cultural Routes of the Council of Europe are showcased in the gallery, including the [Santiago de Compostela Pilgrim Routes](#), the [Hansa](#), [Vikings Route](#), [Via Francigena](#), [Iter Vitis Route](#), [Prehistoric Rock Arts Trails](#), [European Routes of Emperor Charles V](#), [Impressionisms Routes](#), and [Alvar Aalto Route](#).



In 1987, the Council of Europe established the first Cultural Route of the Council of Europe, which is now one of 47 fascinating trails. These carefully constructed signposting itineraries encourage travellers to discover the richness and diversity of European heritage through transnational cultural routes. Since the first route was inaugurated over 35 years ago, the "Cultural Routes of the Council of Europe" label has come to represent Europe's most culturally rich, thoughtfully designed historical routes. Known worldwide, these Routes are a model for intercultural dialogue, local development, and sustainable cultural tourism. We invite you to begin your journey and explore all the [cultural routes in Europe!](#)

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.



1/10

SAINT JAMES WAY

The first Cultural Route to be inaugurated in 1987, the Camino de Santiago, symbolizes the principles of the Council of Europe: the freedom to come and go, solidarity, and community. Reflecting more than 1000 years of European history, the Camino de Santiago is pilgrims' path to the Cathedral of Compostela. According to legend, the purpose is to reach the remains of Saint James, Apostle of Christ. Following the Saint James Way is not only a walk but an internal journey of reflection and overcoming that is impossible to ignore.

INSTITUTIONAL VISIBILITY AMONG THE EUROPEAN UNION AND INTERNATIONAL ORGANISATIONS

Routes4U project

ONGOING ACTIVITIES



Guidelines



Grants and funding



Research



Macro-regional priorities



Cultural Routes Mapping



Routes4Youth



Tourism and SMEs



Branding strategy



E-learning



Best practices database



Workshops

Routes4U Consultation on Cultural Routes in the Baltic Sea Region (EUSBSR)

Creation of new cultural routes and strengthening of certified Cultural Routes

26-27 MARCH 2019 | HELSINKI, FINLAND



The Routes4U consultation on Cultural Routes in the Baltic Sea Region (EUSBSR) took place the 26 and 27 of March 2019 in Helsinki, Finland.

Participants discussed about certified Cultural Routes to be strengthen and new projects to be developed, such as "Maritime Heritage/Traces of Ice Age" and "Modern Movement". Those Cultural Routes should promote and protect the rich heritage of the Baltic Sea Region,

contributing to cultural tourism and transnational cooperation.

Around 70 participants, representatives from European Institutions, Cultural Routes of the Council of Europe networks and stakeholders from the cultural and tourism field at national and macro-regional level in the Baltic Sea Region, attended the meeting.

The event was organised within the framework of the Finnish Presidency of the Committee of Ministers of the Council of Europe.



SURVEY

Have you attended the meeting?

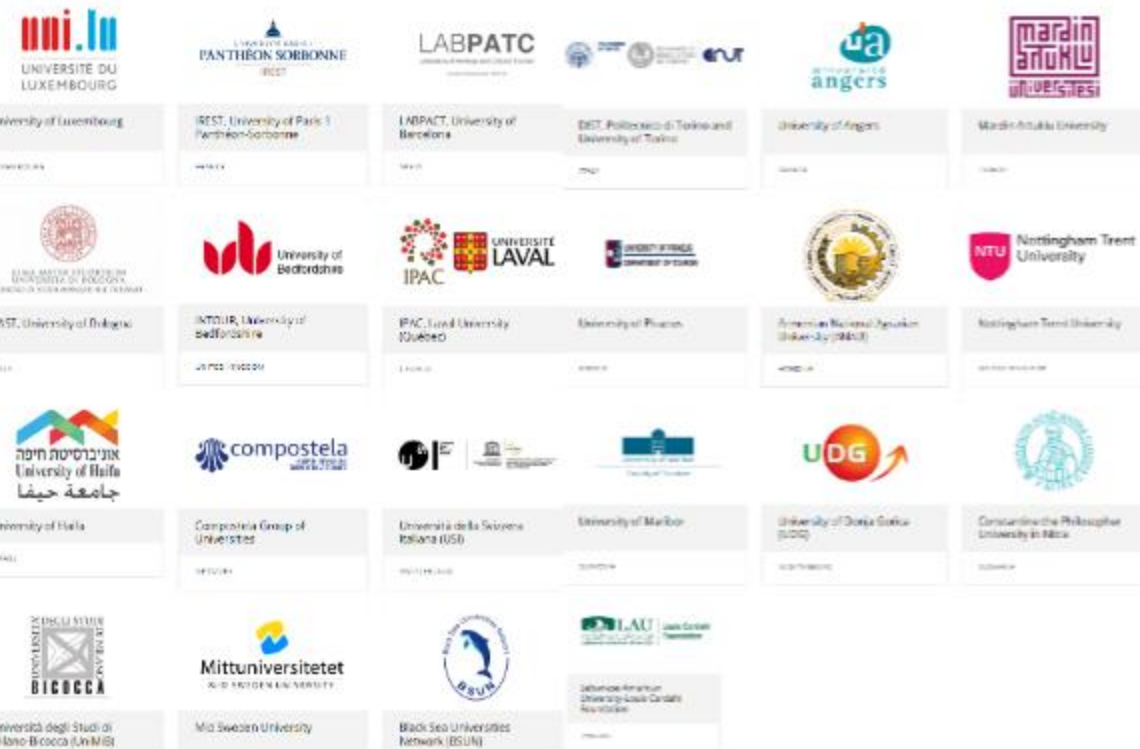
[Share your opinion >>](#)

VENUE

KORJAAMO CULTURE FACTORY
TÖÖLÖNKATU 51 A-B
00250 HELSINKI, FINLAND

ACADEMIC AND RESEARCH INSTITUTIONS

Cultural Routes University Network



Organisers:
European Institute of Cultural Routes
in cooperation with the
University Network for Cultural Routes Studies

Doctoral seminar and research grants



Cultural Routes of the Council of Europe crossing the United Kingdom: Workshop at Nottingham Trent University

14 JUNE 2022

On 13-14 June, the Secretariat of the Enlarged Partial Agreement on Cultural Routes took part in a two-day workshop on "Cultural Routes of the Council of Europe in the United Kingdom: Opportunities and Challenges" at Nottingham Trent University (NTU), UK. It was organised by the Nottingham Trent...



Cultural Routes: newsroom



Report on the "Cultural Routes of the Council of Europe and Iberoamerica" presented at the Tourism Fair FITUR 2022 in Madrid

14 JANUARY 2022



TOURISM SECTOR



France : Presence of the Council of Europe at the International Heritage Fair 2018

25-28 OCTOBER 2018 | PARIS, FRANCE

At the occasion of the International Heritage Fair in Paris, France (25-28 October 2018), the European Institute of Cultural Routes (EICR), the Secretariat of the Enlarged Partial Agreement on Cultural Routes and European Heritage Days co-hosted a stand visited by over 20,000 Salon visitors. The...



Croatia: Cultural Routes of the Council of Europe presented at the International Tourism Fair PLACE2GO in Zagreb

10 APRIL 2022

On 8-10 April, as part of the 9th edition of the International Tourism Fair PLACE2GO in Zagreb, the Ministry of Culture and Media of the Republic of Croatia organized the presentation of the Cultural Routes of the Council of Europe. The programme was represented by Ms. Tatjana Horvatić,...



ITB
BERLIN

The World's
Leading
Travel Trade
Show®



ITB BERLIN 2017: Participation at UNWTO Silk Road Ministerial Meeting and Presentation of the Cultural Routes Programme

8-9 MARCH 2017 | BERLIN, GERMANY

The Cultural Routes of the Council of Europe attended the Berlin International Tourism Fair on 8-9 March. On 8 March, Stefano Dominioni was invited to take part in the UNWTO Silk Road Ministerial Conference, opened by Secretary General Taleb Rifal. In the framework of the Memorandum of...



EUROPEAN
TRAVEL
COMMISSION

eurail



SPECIALISED PUBLIC

Magazines



Air France Magazine promotes the Cultural Routes of the Council of Europe

APRIL 2019 | FRANCE

The April 2019 edition of Air France Magazine dedicated a page to the Cultural Routes of the Council of Europe Programme. The article, entitled 'Journeys through time and space' highlights the role of Cultural Routes to discover the rich and diverse heritage of Europe as well as the contribution...

Press releases

Press Release

Directorate of Communication
Ref: 957a10
Tel. +33 3 88 41 25 60
Fax +33 3 88 41 39 11
Internet: www.coe.int
e-mail: pressunit@coe.int



47 member States

- Albania
- Andorra
- Armenia
- Austria
- Azerbaijan
- Belgium
- Bosnia and Herzegovina
- Bulgaria

A new impetus for the Council of Europe Cultural Routes

Strasbourg, 10.12.2020 - The [Council of Europe Cultural Routes](#) initiative has been given a new impetus by the decision to create an Enlarged Partial Agreement¹. The Agreement will allow Council of Europe member states, as well as other interested countries, to join efforts in developing thematic trans-national cultural routes as tools for cultural co-operation, quality tourism and regional development. The new structure will increase the resources available for the setting up and promotion of cultural routes and thus enhance their visibility and their social, cultural and economic impact.

Press Release - National & International Policy

UNWTO and the Council of Europe to Promote Cultural Routes

United Nations World Tourism Organization (UNWTO) and the Council of Europe will work together to develop the opportunities tourism offers to local communities and to enhance the tourist experience along the European region's Cultural Routes.



UNWTO
2 min read - 23 November 2020



AOSTA - 5 Aprile 2019
Ultima modifica: 26 Agosto 2019 12:26



Gli Itinerari culturali del Consiglio d'Europa per promuovere le eccellenze valdostane

La Valle d'Aosta punta a inscrivere l'Area megalitica di Saint-Marlin-de-Carlsheim nella Via europea del Megalitico e a creare un nuovo itinerario legato al patrimonio alimentare alpino. Se ne è parlato il 2 e 3 aprile al Forte di Bard.



International press articles

26 | Πολιτισμός

ΜΕΒΛΑΝΤΕ ΠΟΛΙΤΙΣΤΙΚΗΣ ΔΙΑΦΩΜΙΣΤΗΣ ΤΟΥ ΣΥΜΒΟΥΛΙΟΥ ΤΗΣ ΕΥΡΩΠΗΣ Νέες δυνατότητες ανάπτυξης για τα Χανιά

Επισκέφθηκε από την εκλεγμένη αντιπρόεδρο στο Δ.Σ. Μαργαρίτα Λαϊλάκη... Η εκπαιδευτική ομάδα του σχολείου... Η Μαργαρίτα Λαϊλάκη, αντιπρόεδρος του Συμβουλίου της Ευρώπης, επισκέφτηκε τα Χανιά...



Θετικός ο απολογισμός του Διεθνούς Φόρουμ



Μετά από 3 ημέρες πενήντα εργασιακών ημερών και 328 συζητήσεις το 11ο Διεθνές Επιχειρηματικό Διαλόγισμα των Σερβίων της Ευρώπης και διεξήχθη στα Χανιά, 5-7 Οκτωβρίου 2022 ολοκληρώθηκε με επιτυχή έκβαση. Η νέα φιλοφρονήση του Σημαντικού Διαλόγου... Ο απολογισμός είναι θετικός... Η Μαργαρίτα Λαϊλάκη, αντιπρόεδρος του Συμβουλίου της Ευρώπης, επισκέφτηκε τα Χανιά...

SPECIALISED PUBLIC

- Presence in tourism fairs, exhibitions, conferences and events.
- Website and Facebook account.
- Institutional communication materials (brochures, videos, etc.)
- Press articles published by the international press and travel magazines.

Cultural Routes: newsroom

EICR: Europe Day in Esch-sur-Alzette, European Capital of Culture 2022, Luxembourg

ESCH-SUR-ALZETTE, LUXEMBOURG | 9 MAY 2022



Cultural Routes: newsroom

Cultural Routes of the Council of Europe promoted at the European Heritage Label Awards

14 JUNE 2022



Luxembourg: the Post of the Grand-Duchy of Luxembourg launches a stamp to commemorate the 25th anniversary of the European Institute of Cultural Routes

LUXEMBOURG | 18 MAY 2022



CULTURAL ROUTES OF THE COUNCIL OF EUROPE

Certification ceremonies












Cultural Routes: newsroom

Certification Ceremony held during the Annual Advisory Forum in Chania, Greece: European Fairy Tale Route, Historic Cafés Route and Women Writers Route








CHANIA, CRETE, GREECE | 5 OCTOBER 2022



Annual advisory forum

 <p>13th Cultural Routes Annual Advisory Forum Visegrád, Hungary</p> <p>20-27 SEPTEMBER 2024</p>	 <p>12th Cultural Routes Annual Advisory Forum Łódź, Poland</p> <p>20-22 SEPTEMBER 2023</p>	 <p>11th Cultural Routes Annual Advisory Forum Chania, Crete, Greece</p> <p>01-07 OCTOBER 2022</p>
 <p>10th Cultural Routes Annual Advisory Forum Kutaisi, Georgia (Online)</p> <p>26 SEPTEMBER - 1 OCTOBER 2021</p>	 <p>9th Cultural Routes Annual Advisory Forum Sibiu, Romania</p> <p>24 OCTOBER 2019</p>	 <p>8th Cultural Routes Annual Advisory Forum Götting, Germany</p> <p>24-30 SEPTEMBER 2018</p>
 <p>7th Cultural Routes Annual Advisory Forum Lucca, Italy</p> <p>27-29 SEPTEMBER 2017</p>	 <p>6th Cultural Routes Annual Advisory Forum Vilnius, Lithuania</p> <p>24-27 OCTOBER 2016</p>	 <p>5th Cultural Routes Annual Advisory Forum Aranjuez, Spain</p> <p>29-30 OCTOBER 2016</p>
 <p>4th Cultural Routes Annual Advisory Forum Baku, Azerbaijan</p> <p>20-21 OCTOBER 2014</p>	 <p>3rd Cultural Routes Annual Advisory Forum Innsbruck, Austria</p> <p>21-22 NOVEMBER 2013</p>	

Training Academy

 <p>11th Training Academy on Cultural Routes Brindisi, Italy</p> <p>07 JUNE 2021</p>	 <p>10th Training Academy on Cultural Routes Périgueux-Monégias, France</p> <p>02 MAY - 07 JUNE 2020</p>	 <p>9th Training Academy on Cultural Routes Fontainebleau, France</p> <p>21 MAY - 26 JUNE 2020</p>
 <p>8th Training Academy on Cultural Routes Väby, Sweden</p> <p>04-17 JUNE 2019</p>	 <p>7th Training Academy on Cultural Routes Real Monasterio de Yuste, Spain</p> <p>10-19 JUNE 2018</p>	 <p>6th Training Academy on Cultural Routes Alba Iulia, Romania</p> <p>21 MAY - 1 JUNE 2017</p>
 <p>5th Training Academy on Cultural Routes Strasbourg, France</p> <p>20 - 24 JUNE 2016</p>		

CULTURAL ROUTES OF THE COUNCIL OF EUROPE

Best practices awards & database



BEST PRACTICES
Cultural Routes of the Council of Europe

Cultural route
of the Council of Europe
Itinerario culturale
du Conseil de l'Europe

Aeneas Route

A.R.I.S.T.E. (Aeneas Route Information System for Tourism and Education)

Summary

A.R.I.S.T.E. is a digital platform conceived in order to give a digital dimension to the archaeological heritage linked to the legend of Aeneas and which represent the main destinations of Aeneas Route. The purpose of the platform is to find a common solution to the need of ensure a more democratic access to the cultural goods and the need of digitise the cultural heritage for conservation and protection purposes.

For the users A.R.I.S.T.E. represents an alternative solution of travel creating different ways to experience the historical and archaeological sites belonging to the countries crossed by the route. At the moment, the users can visit virtually the archaeological sites of Antandros (Türkiye) and Lavinium (Italy), (which are respectively the starting and the arrival point of the route and sites of Ida Mountain National Park (Türkiye) and Colosseum Archaeological Park (Rome). The platform has also educative purposes as it is possible to find several downloadable in-depth materials concerning the legend of Aeneas, the characters of the myth, the Aeneid of Virgil, the places of the legend.

More information:
<http://plasma.com/ariste/en/>
<http://ariste.aeneasroute.org>
https://www.repubblica.it/cultura/2022/01/25/news/7_caminno_di_aeneas_riconosciuto_itinerario_culturale_dal_consiglio_d_europa-335163888/#...text=1&2Proprio%20la%20Cuma%20e%20nel%20corso_tur%20a%20roma%20d%20Aeneas

Main objectives

Disseminating the cultural and archaeological heritage of the places of Aeneas Route throughout innovative techniques of digitalisation and 360° Photos for virtual tours in order to reach the highest number of people for touristic and educational purposes.

Fields of action

- Co-operation in research and development
- Enhancement of memory, history and European heritage
- Cultural and educational exchanges for young Europeans
- Contemporary cultural and artistic practice
- Cultural tourism and sustainable cultural development

Type of Best practice

Digital content

Contact information

Address: Via San Francesco di Sales, 90, IT-00165 Rome, Italy
info@vitorioroma.it
www.aeneasroute.org

Date and Venue

January-June 2022
Online

General Assembly Meeting

3 October 2022
Rome, Italy

VISIBILITY GUIDELINES FOR THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE



Iter Vitis and Phoenicians' Route Award



Via Francigena pilgrim passport



The Hansa website

TRANSROMANICA DAY 2021
9 MAY 2021

What is TRANSROMANICA? - Let's explore it together!



Transromanica Day 2021



European Route of Historic Gardens website

EPA MEMBER STATES



13 member states in 2011 ; 41 in 2024

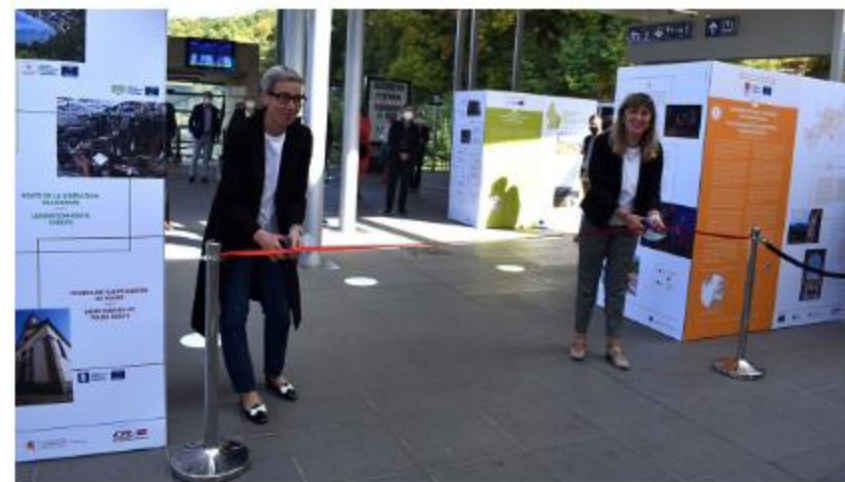


Annual Advisory Forum



Involvement of EPA Member states in the Cultural Routes Programme

- 2023 Łódź Forum
- 2022 Chania Forum
- 2021 Kutaisi Forum
- 2019 Sibiu Forum
- 2018 Görlitz Forum
- 2017 Lucca Forum
- 2016 Vilnius Forum
- 2015 Aranjuez Forum
- 2014 Baku Forum
- 2013 Innsbruck Forum



VISIBILITY THROUGH EPA MEMBER STATES ACTIVITIES AND COOPERATION

Country-mapping documents



Cultural Routes Country Mapping Document for Montenegro (2021)

COUNCIL OF EUROPE, 2021

Available in [English](#)

Available in [French](#)



Cultural Routes Country Mapping Document for Poland (2021)

COUNCIL OF EUROPE, 2021

Available in [English](#)

Available in [French](#)



Cultural Routes Country Mapping Document for Turkey (2020)

COUNCIL OF EUROPE, 2020

Available in [English](#)

Available in [French](#)



Cultural Routes Country Mapping Document for Georgia (2019)

COUNCIL OF EUROPE, 2019

Available in [English](#)

Available in [French](#)

VISIBILITY THROUGH EPA MEMBER STATES ACTIVITIES AND COOPERATION

National coordination meetings

2022



2023 Annual Advisory Forum: Preparatory visit to Łódź, Poland

25-27 OCTOBER 2022 | ŁÓDŹ, POLAND

On 25-27 October, Mr. Stefano DOMINIONI, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes (EPA) and Director, European Institute of Cultural Routes visited Łódź, Poland in preparation for the 12th Annual Advisory Forum on Cultural Routes of the Council of Europe to be held...



Italy: Conference "Cultural Routes of the Council of Europe crossing Italy: a European heritage"

18 FEBRUARY 2022

On 18th February, the Secretariat of the Cultural Routes of the Council of Europe programme attended the International Conference "Cultural Routes of the Council of Europe crossing Italy: a European heritage", organized by the Italian Presidency of the Committee of Ministers of the Council of...



Spain: Meeting with cultural routes crossing Spain, Ministry of Culture and Sports and Cultural Routes of the Council of Europe

18 JANUARY 2022

On 18 January, the Secretariat of the Cultural Routes of the Council of Europe programme attended the national coordination meeting for Cultural Routes crossing Spain. The meeting, "Cultural Routes: strengthening, consolidation, dissemination and alliances", was organized by the Ministry of...

Spain: 3rd Encounter of Managers of Cultural Routes of the Council of Europe

CANTABRIA, SPAIN | 8-9 MAY 2024



VISIBILITY THROUGH EPA MEMBER STATES ACTIVITIES AND COOPERATION

COMMITTEE OF MINISTERS OF THE COUNCIL OF EUROPE PRESIDENCIES



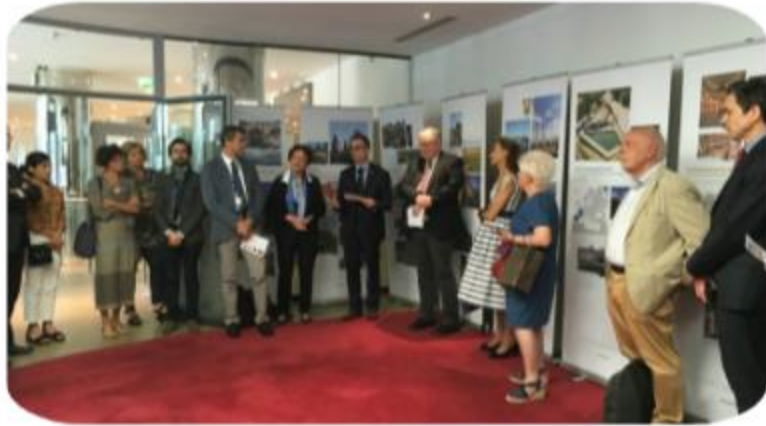
To come :

Liechtenstein : 15 November 2023 - May 2024
Luxembourg : November 2024 - May 2025
Republic of Moldova : November 2025 - May 2026

Lithuania : May - November 2024
Malta : May - November 2025
Monaco : May - November 2026

VISIBILITY THROUGH EPA MEMBER STATES ACTIVITIES AND COOPERATION

Exhibitions



France: Exhibition on the Cultural Routes of the Council of Europe (June 17th-July 17th 2019)



Croatia: 20 - 30 September 2021, Zagreb, Exhibition "Cultural Routes of the Council of Europe" in Zagreb



Luxembourg: 2020, The Cultural Routes of the Council of Europe exhibition



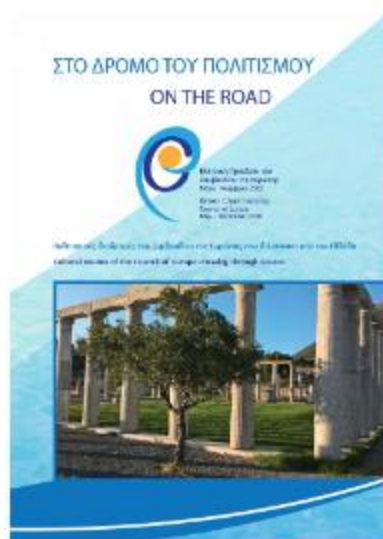
Italy: 24 November 2021, Strasbourg (France) Official opening of the Exhibition "Cultural Routes of the Council of Europe in Italy: a European heritage"

VISIBILITY THROUGH EPA MEMBER STATES ACTIVITIES AND COOPERATION

Publications and communication tools



Croatia: Online Brochure Cultural Routes of the Council of Europe issued in Croatian and English (2020)



Greece: November 2020 Bilingual brochure entitled "On the road. Cultural Routes of the Council of Europe crossing through Greece"



The interactive map of the Cultural Routes of the Council of Europe

This map shows all the routes certified in France by the Council of Europe. Detailed sheets allow you to discover these exceptional places and share them on social networks.

[Open the map in full screen ->](#)

[View and download the dataset on data.culture.gouv.fr](https://data.culture.gouv.fr)

France: Autumn 2022, online, Design of an interactive digital map on the Cultural Routes of the Council of Europe crossing France



Germany: September 2020 New 2020 Brochure on Cultural Routes of the Council of Europe



France: 30 May 2022, Publication of a bilingual brochure on the "30 Cultural Routes of the Council of Europe in France - 1987-2022"



Spain: April 2023, launch of Cultural Routes App

VISIBILITY THROUGH EPA MEMBER STATES ACTIVITIES AND COOPERATION

NATIONAL AND REGIONAL CAPACITY BUILDING ACTIVITIES

Meetings, seminars and conferences



Azerbaijan: Baku National Advisory meeting on "The potential of Cultural Routes for Azerbaijan" (2020)



Finland: 9th-10th March 2020, Nurmes, Finland «A Route to Regeneration» - Seminar on Cultural Routes



Austria: 22 Sept. 2020, Kick-off conference of the "Transdanube.Travel.Stories" European project featuring five Cultural Routes of the Council of Europe



Croatia: Cycling Tourism and Cultural Routes - online workshop

2 OCTOBER 2020

On 2 October 2020 the EU Strategy for the Adriatic and Ionian Region (EUSAIR) - Thematic Pillar 2 (Transport) and Thematic Pillar 4 (Tourism) hosted an online workshop under the headline "Cycling Tourism and Cultural Routes". The Workshop was supported by EU Strategy for the Danube Region (EUSDR)...



Italy: Cultural Routes of the Council of Europe - an integrated model for sustainable territorial development

7 OCTOBER 2021

On 7 October, in the framework of LuBeC - Lucca Beni Culturali (Lucca, Italy), the Italian ministry of Culture and Fondazione Scuola dei beni e delle attività culturali (FSBAC) jointly organised the meeting "Cultural Routes of the Council of Europe: an integrated model for sustainable territorial development".

VISIBILITY THROUGH EPA MEMBER STATES ACTIVITIES AND COOPERATION

PROMOTION OF CULTURAL ROUTES AT NATIONAL LEVEL National and regional routes



Romania: April 2020, Bihor County, RO, The Route of the Wooden Churches in Bihor County has been recognized as the first Cultural Route in Romania



Georgia: 18 June 2020: Two new certified "Cultural Routes of Georgia" and Memorandum of Understanding with the National Tourism Administration



Lebanon: 17th November 2022, The Minister of Tourism presents the "Wine Tourism Lebanon" Initiative with the participation of "Iter Vitis", Cultural Route of the Council of Europe

Uitm
2021

27th UKRAINE INTERNATIONAL
TRAVEL MARKET

5-6 October 2021
Ukraine, Kyiv, IEC

Ukraine: Cultural Routes of the Council of Europe programme presented at "Ukraine International Travel Market 2021"

VISIBILITY THROUGH EPA MEMBER STATES ACTIVITIES AND COOPERATION

LITHUANIA

Cultural Routes: newsroom

A Europe rich in history, heritage and values: the Cultural Routes Advisory Forum 2016 in Vilnius

VILNIUS, LITHUANIA | 26-27 OCTOBER 2016



Cultural Routes Annual Advisory Forum in Vilnius (2016)

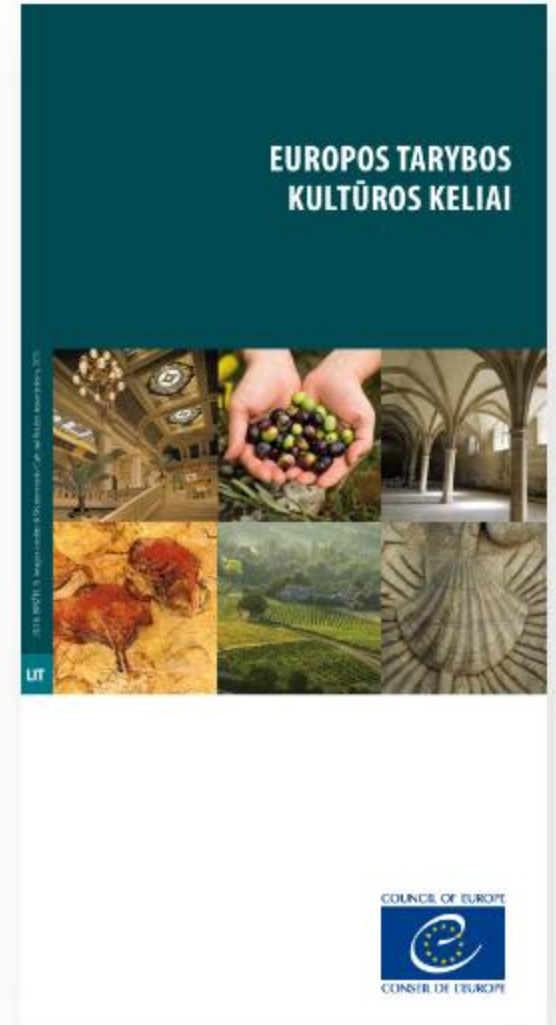
Cultural Routes: newsroom

Lithuania: Conference and Workshops on "The Concept of Development of Cultural Routes in Lithuania"

KAUNAS AND VILNIUS, LITHUANIA | 12 NOVEMBER 2019



Conference on Cultural Routes (2019)



Cultural Routes leaflet in Lithuanian

Thank you for your attention!

CULTURAL ROUTES OF THE COUNCIL OF EUROPE

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