

# THE 13<sup>TH</sup> ANNUAL ADVISORY FORUM ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

**Visegrád, Hungary  
25-27 September 2024**

**Draft concept note**

**“Transmission and innovation: Fostering youth participation  
along the Cultural Routes of the Council of Europe”**

**DRAFT: September 2024**

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## **Background to the 13th Annual Advisory Forum on Cultural Routes of the Council of Europe**

The 13th Annual Advisory Forum will be centred on the theme “Transmission and Innovation: Fostering Youth Participation along the Cultural Routes of the Council of Europe” and is scheduled to take place in Visegrád, Hungary, from 25-27 September 2024. This year's Forum aims to explore how cultural heritage can be a conduit for youth engagement, innovation, and the transmission of traditional practices to younger generations. By focusing on these elements, the forum seeks to emphasize the vital role of young people and families in preserving and invigorating Europe's rich cultural tapestry, while also recognising how the cultural heritage sector can learn from the innovative perspectives and fresh ideas of the youth.

In today's rapidly evolving societal landscape, engaging youth in cultural heritage activities, and reflecting on what they also bring to the table has become more crucial than ever. The Forum will address the ways in which the Cultural Routes of the Council of Europe can serve as platforms for youth participation, fostering a sense of ownership and connection to cultural heritage. The event will also highlight innovative approaches that leverage technology and creative methodologies to make cultural heritage more accessible and appealing to younger audiences. This theme resonates deeply as Europe continues to navigate the complexities of modern challenges, emphasizing the need for dynamic and inclusive cultural engagement strategies.

The geopolitical climate in Europe has significantly shifted following crises such as the war of Russian aggression against Ukraine, which has brought about profound changes and challenges. Wars are a threat to cultural heritage and cultural values in general, therefore steps towards reaching a just and fair peace treaty are extremely important. The Council of Europe has been at the forefront of responding to these crises, mobilising resources and initiatives to support cultural heritage amidst adversity. The Forum will also reflect on the resilience of cultural heritage and the role of youth in safeguarding and advancing European values.

The Forum will explore how traditional practices and know-how can be transmitted across generations through innovative and engaging methods. Intergenerational dialogue, including within families and local communities, is crucial for the preservation of cultural heritage, ensuring that the wisdom and skills of the past are not lost but rather adapted and renewed by the younger generations. By actively participating in family traditions and listening to stories and practices passed down through generations, youth develop a profound respect for their ancestry and cultural legacy. This transmission is crucial for maintaining cultural diversity and ensuring that cultural heritage continues to enrich the broader society. Moreover, social and cultural institutions serve as a fundamental custodian of cultural heritage, where traditions are transmitted to younger members, fostering a deep sense of belonging and identity. The discussions will delve into the challenges and opportunities presented by this transmission, focusing on successful case studies and strategies that have effectively

engaged youth in cultural heritage activities. By highlighting these efforts, the Forum aims to inspire new initiatives and collaborations that bridge the generational gap.

Moreover, the Forum will place a strong emphasis on the role of technology and creative innovation in enhancing youth participation and engagement. Digital tools, social media, and interactive experiences offer new avenues for making cultural heritage relevant and engaging for young people, as it is impossible today not to rely on new technologies where youth engagement is concerned. The Forum will showcase how these technologies can be harnessed to create immersive and educational experiences that capture the interest and imagination of the youth. By integrating these modern approaches with traditional cultural practices, the Forum seeks to demonstrate the potential for a vibrant and inclusive cultural heritage sector that resonates with the younger generation.

Through these discussions and exchanges, the 13th Annual Advisory Forum on Cultural Routes of the Council of Europe will underscore the critical role of youth participation in shaping the ongoing narrative of European cultural heritage. It will provide a vital platform for sharing best practices, learning from on-the-ground experiences, and fostering a collaborative approach to cultural heritage preservation and innovation. As Europe grapples with the rise of extremism, the continued war in Ukraine, and the escalating threat of global warming, the need for unity and collective reflection has never been greater. By looking to the past and learning from historical approaches, we can cultivate a constructive future. This Forum will highlight the resilience and adaptability of the Cultural Routes of the Council of Europe, emphasising their importance as vital links that connect our shared past, present, and future. With youth as our hope and guiding force, we strive towards a more cohesive and enlightened tomorrow.

# 13TH ANNUAL ADVISORY FORUM ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE – CONCEPT NOTE

## Session per session

### Day 1

Forum Keynote Speech: Transmission and Innovation: Fostering Youth Participation along the Cultural Routes of the Council of Europe

The keynote speech will set the stage for the Forum by exploring the critical intersection of transmission and innovation within the context of the Cultural Routes of the Council of Europe. This introductory speech aims to highlight the significance of engaging young people in cultural heritage preservation and innovation, while also hearing what they have to say in this matter. The keynote speaker will address the current challenges and opportunities in fostering youth participation, emphasising the role of new technologies and creative approaches in making cultural heritage more accessible and appealing to younger generations, thereby ensuring the sustainable preservation of our shared European cultural heritage. By illustrating successful case studies and offering a visionary perspective, this introductory speech will set the tone of the Forum and inspire creative thinking on how to involve younger generations in sustaining and evolving Europe's rich cultural legacy, while also ensuring we actively seek their input on shaping its future.

High-Level Dialogue: Shaping Tomorrow: Promoting European Values Among Young People

This high-level dialogue will convene influential policymakers, cultural leaders, and youth representatives to engage in a dialogue about the mutual exchange of European values through cultural engagement, highlighting the importance of listening to and learning from young perspectives. The exchanges will focus on how Cultural Routes can serve as a platform for promoting values such as democracy, human rights, and cultural diversity, core European values that are, today more than ever, important to share, discuss, and reflect on. Panellists will share insights on effective strategies for integrating these values into youth-focused cultural programmes. The dialogue will explore how initiatives integrating these values into youth-focused cultural programs can foster a more cohesive and inclusive Europe. Youth representatives will actively contribute their perspectives and ideas, enriching the discussion. Additionally, the dialogue will examine the potential impact of cross-cultural exchanges and collaborations in nurturing a sense of European identity and solidarity among young people.

## Day 2

### General Session 1: Encouraging Youth Engagement in heritage along the Cultural Routes of the Council of Europe

This session will delve into the various strategies and programs designed to enhance youth engagement along the Cultural Routes and other international cultural initiatives. It will provide an overview of current initiatives, highlighting successful projects and identifying key factors that contribute to their success. Participants will also reflect on transferable best practices, aiming to distil effective approaches that can be adopted by diverse stakeholders. Discussions will cover topics such as the use of digital tools to engage young audiences, the role of educational programmes in fostering interest in cultural heritage, and the benefits of involving youth in the planning and execution of Cultural Routes of the Council of Europe activities. Participants will gain a comprehensive understanding of the best practices and innovative approaches that can be employed to attract and sustain youth participation in cultural heritage activities.

### Panel Discussions: Intergenerational Transmission of Traditional Practices and Know-How

This panel discussion will emphasise the vital role of intergenerational dialogue in preserving traditional practices and knowledge. Experts from diverse cultural and academic backgrounds will convene to share their experiences and insights on how traditional skills and wisdom can be effectively passed down to younger generations. The session aims to foster a dynamic dialogue by actively encouraging youth perspectives and innovative approaches, facilitating a collaborative exchange of knowledge and ideas. Participants will explore strategies for revitalising and adapting traditional knowledge by integrating fresh insights from younger generations, thereby ensuring a vibrant continuum of cultural heritage. The discussion will address challenges in maintaining these traditions in the modern world and explore methods to make them relevant and appealing to today's youth. By showcasing successful examples of intergenerational collaboration, the panel aims to inspire new initiatives that bridge the gap between older and younger generations, ensuring the continuity and evolution of cultural heritage.

### Thematic Session: Innovative Approaches to Youth Participation in Cultural Heritage Activities: Challenges and Opportunities

In this thematic session, the focus will be on exploring innovative methods to enhance youth participation in cultural heritage activities. The session will address the challenges faced in engaging young people and discuss the opportunities that arise from adopting new approaches, while also considering the implications that can accompany these new approaches. Topics will include the use of social media and digital platforms to reach wider audiences, the development of interactive and immersive experiences, and the creation of youth-led initiatives that empower young people to take an active role in cultural heritage preservation. Case studies and

examples of successful projects will be presented, providing participants with practical ideas and inspiration for their own initiatives.

Workshops: Good Practices and Cultural Programme in the Hungarian Open Air Museum

The Hungarian Open Air Museum represents the way of life, folk architecture and material culture of different regions in late - 19th century and 20th century rural Hungary, with varied methods.

The Museum village's 75-hectare territory gives home to relocated original and reconstructed museum buildings with authentic interiors, as well as thematic exhibitions and live interpretations, also applying several other methods of interpretation in the buildings, complemented with the representation of tangible and intangible heritage.

The Hungarian Open Air museum aims at focusing on children and young people; whether they arrive with their family and take part in intergenerational learning or in a group. Methods include interactives, hands on, objects, Fun Spot for kids, thematic years, living history programmes, active venues, guided tours, publications for children, museum education programmes, museum outreach programmes, specific projects or heritage workshops.

Interactive workshops, organised in the Hungarian Open Air Museum, offer participants the chance to engage directly with successful initiatives, and good practices from various regions of Hungary. They will surely be inspired by these practices and their potential application in the interpretation of cultural routes.

## Day 3

### General Session 2: Successful Initiatives Related to Youth along the Cultural Routes of the Council of Europe

The second general session will provide an in-depth look at specific initiatives that have successfully engaged youth along the Cultural Routes. Presenters will share detailed case studies, highlighting the objectives, methods, and outcomes of their projects. The session will cover a range of initiatives, from small community-led efforts to large-scale international collaborations. By examining these examples, participants will learn about the diverse ways in which youth can be involved in cultural heritage activities and the positive impacts these initiatives can have on both the young participants and the broader community. The session will conclude with a discussion on the key lessons learned and how they can be applied to future projects.

Closing ceremony: The closing ceremony to be held in Budapest will mark significant milestones of the Cultural Routes of the Council of Europe programme, including the welcoming of new EPA member States and the designation of new Cultural Routes of the Council of Europe. It will reflect on the achievements and outcomes of activities implemented by Cultural Routes of the Council of Europe with the award ceremony of the "Best Practices of the Cultural Routes of the Council of Europe". Additionally, the ceremony will look ahead to forthcoming initiatives such as the 1<sup>st</sup> Academic Conference on Cultural Routes to be held in November in Santiago de Compostella, the 2025 Training Academy in Portugal or the 2025 Annual Advisory Forum in Türkiye. This moment will celebrate collaboration and highlight the ongoing commitment to promoting cultural heritage and fostering international cooperation through the Cultural Routes Programme.

## THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE PROGRAMME

### **The Cultural Routes of the Council of Europe Programme**

The [Cultural Routes of the Council of Europe Programme](#), launched in 1987, provides a framework for the development of thematic routes that demonstrate how the heritage of the different countries and cultures of Europe can contribute to a shared cultural heritage. The Cultural Routes embody the fundamental values of the Council of Europe: human rights, cultural democracy, cultural diversity and identity, dialogue, mutual exchange and enrichment across boundaries and centuries. Currently, the programme counts [48 certified Cultural Routes](#), bringing together more than 3,000 network members in over 60 countries in Europe and beyond.

The [Enlarged Partial Agreement on Cultural Routes of the Council of Europe](#) (EPA), was established in 2010 (Resolution CM/Res(2010)53), to enable closer co-operation between states particularly interested in the development of Cultural Routes. The EPA benefits from the cooperation of the [41 Member States](#) that have joined the initiative to date, as well as regional authorities, local communities, and international organisations such as the European Union, the OECD, UNESCO, and UN Tourism.

The [European Institute of Cultural Routes](#), based in Luxembourg and created in 1998 under a political agreement between the Council of Europe and the Grand Duchy of Luxembourg, is the technical agency of the programme.

### **The Programme in a few points:**

The promotion of cultural heritage, sustainable cultural development and intercultural dialogue are priority fields of action for the Cultural Routes. According to the Resolution [CM/Res\(2013\)66](#), confirming the establishment of the EPA, a Cultural Route is "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".

Their mission is to:

- raise "awareness of the shared European heritage as a cornerstone of European citizenship, a means of improving the quality of life and a source of social, economic and cultural development".
- be "tangible illustrations, through European trans-border itineraries, of the pluralism and diversity of European culture based on shared values, and as means for intercultural dialogue and understanding".
- promote European "identity and citizenship through knowledge and awareness of Europe's common heritage, and the development of cultural links and dialogue within Europe as well as with other countries and regions".
- contribute to reinforcing "cultural co-operation, sustainable territorial development and social cohesion, with a particular focus on themes of symbolic importance for European unity, history, culture and values and the discovery of less well-known destinations".
- foster "cross-border cultural co-operation and the development of sustainable cultural tourism which builds upon local knowledge, skills and heritage assets, promoting Europe – including lesser-known regions – as a destination offering a unique cultural experience".



## **The Council of Europe Conventions: safeguarding and promoting European cultural heritage**

Since its establishment, the Council of Europe recognised the importance of culture in laying the foundations for living together in mutual respect and tolerance. In that regard, the first Council of Europe's treaty following the [European Convention on Human Rights](#) was the ground-breaking [European Cultural Convention](#) of 1954, committing its member States to the safeguard of Europe's common heritage and encouraging the development of European cooperation in the cultural sector and the appreciation of our cultural diversity. Since then, the Council of Europe has provided a wide range of Conventions, guidelines and tools for the preservation and promotion of our shared cultural heritage. It is worth mentioning a few, including:

- The [Convention of the Protection of the Architectural heritage in Europe](#) adopted in 1985 in Granada, strengthens and encourages policies for the conservation and enhancement of Europe's heritage, while affirming the need for European solidarity with regard to heritage conservation.
- The [European Landscape Convention](#) (Florence, 2000), promoting the protection, management and planning of the landscapes, has been a tool with which Member States have been able to ensure the quality and diversity of their living environment. This ground-breaking treaty recognizes that a landscape, whether urban or rural, natural or human-made, reflects the culture, values and identity of communities, and places them at the heart of the landscape.
- The [Convention on the Value of Cultural Heritage for Society](#) (also known as the Faro Convention, 2005) marks the beginning of a new appreciation of cultural heritage. By recognizing the importance and value of heritage for society, its contribution to sustainable development and quality of life, the Faro Convention is based on the idea that knowledge of heritage and participation in cultural life are part of the rights of every citizen.

Furthermore, the Council of Europe has also addressed cultural heritage protection issues. The [Convention for the Protection of the Archaeological Heritage of Europe](#) (Valletta, 1992), replacing and updating the original London Convention of 1969, takes into account the changes in the nature of threats to the archaeological heritage by making the conservation and enhancement of archaeological heritage one of the goals of urban and regional planning policies.

More recently, the [Convention on Offences relating Cultural Property](#) (Nicosia, 2017) marks a new stage in the protection of heritage, providing a concrete criminal law instrument and fostering international cooperation to fight crimes against cultural heritage.

Thus, the Council of Europe understands the preservation of cultural and natural heritage not only as an end in itself, but as a means to promote intercultural dialogue, mutual understanding, and democratic participation.

## **Contact information**

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