12 TRAINING ACADEMY
ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

COOPERATION AND CULTURAL ROUTES

TORRES VEDRAS, PORTUGAL, 11-13 JUNE 2025

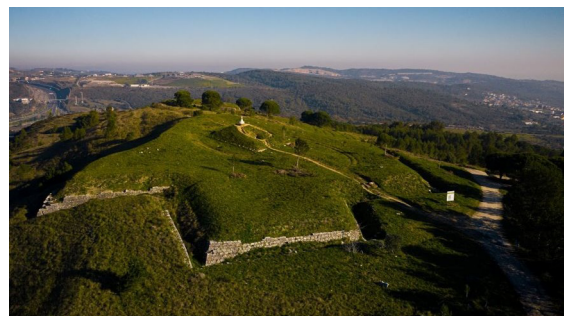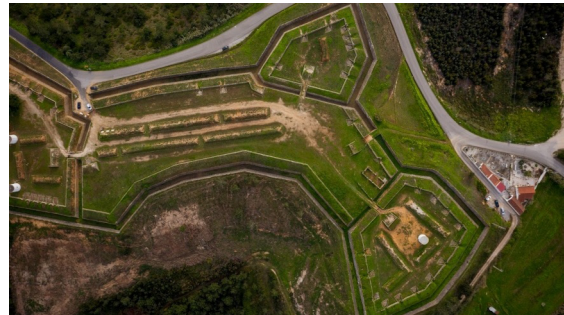## PRELIMINARY PROGRAMME

12 TRAINING ACADEMY
ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

The 12th edition of the Training Academy on Cultural Routes will take place in Torres Vedras, Arruda dos Vinhos and Vila Franca de Xira, Portugal, from 11 to 13 June 2025, organised by the European Institute of Cultural Routes (EICR) and the European Federation of Napoleonic Cities, carrier network of the Destination Napoleon (Cultural Route of the Council of Europe since 2015) and the European Federation Iter Vitis, carrier network of the Iter Vitis Route (Cultural Route of the Council of Europe since 2009) in cooperation with the Rota Histórica das Linhas de Torres, Association of Portuguese Wine Municipalities (AMPV) and the Torres Vedras Municipality.

The 2025 edition of the Training Academy will be dedicated to "Cooperation and Cultural Routes". The event will be held in English.

Despite being an invitation-only event, the proceedings of the Training Academy will be disseminated on the Cultural Routes of the Council of Europe website following the event for all interested stakeholders.

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Setting the Stage for Collaboration and Sustainability
WEDNESDAY,11 June   Venue: Torres Vedras, Theatre   Language: English

- DAY 1 -

09:00 – 10:30   Plenary Session 1: The Future of Cultural Routes Cooperation

Welcome & Opening Remarks (Council of Europe, Local Authorities)

Keynote Speech: The Role of Cultural Routes in Strengthening European Heritage and Sustainability

Panel Discussion: Synergies & Strategic Alliances Among Cultural Routes
- Cross-route collaborations: success stories
- Sustainable tourism and climate-conscious approaches
- Overcoming challenges in building partnerships

10:30 – 11:00   Networking Coffee Break

11:00 – 13:00   Workshop Series 1

Workshop 1: Strengthening Partnerships within Cultural Routes
- Case studies of effective partnerships
- Practical strategies for inter-route cooperation
- Defining a roadmap for joint initiatives

Workshop 2: Funding Opportunities for Cultural Routes -
- Overview of EU and national funding programs (Creative Europe, Interreg, Horizon Europe)
- Identifying the right funding sources
- Interactive case study on a successful grant application

13:00 – 14:30   Networking Lunch

14:30 – 16:30   Workshop Series 2

Workshop 3: Visibility & Marketing Strategies for Cultural Routes -
- Branding and digital storytelling for Cultural Routes
- Social media engagement and best practices
- Tools for cross-promotion between routes

Workshop 4: Innovation & Digitalization in Cultural Heritage interpretation
- Leveraging digital platforms for engagement (QR codes, AR/VR experiences)
- Real-time surveys and interactive whiteboards in route management
- Strategies for hybrid and digital heritage interpretation and storytelling
- Role of Museums

16:30 – 17:00   Coffee Break & Peer-to-Peer Exchange

17:00 – 19:30   Interactive Field Trip

How to build the story telling, learn landscape reading tools with concrete examples , learn theatre methods of building a tour , how to create a unique experience

19:30   Dinner

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- DAY 2 -

Capacity Building and Practical Solutions
TUESDAY, 12 June   Venue: Arruda dos Vinhos (travel by coach from Torres Vedras) Language: English

09:00 – 10:30   **Plenary Session 2: The Business of Cultural Routes**

Keynote Speech: How to Ensure Long-term Financial Sustainability in Cultural Routes

Roundtable Discussion:
- Business models for Cultural Routes
- Public-private partnerships
- Monetization strategies beyond funding

10:30 – 11:00   *Networking Coffee Break*

11:00 – 13:00   **Workshop Series 3**

Workshop 5: Project Development & Hands-on Training
- Structuring a collaborative project proposal
- Hands-on session: drafting a concept note
- Developing evaluation KPIs for route success

13:00 – 14:30   *Networking Lunch*

14:30 – 16:30   **Workshop Series 4**

Workshop 6: Sustainability & Climate Action in Cultural Routes - representative of Vila Franca de Xira team of geographers
- Green tourism strategies
- How to integrate climate-resilient practices in Cultural Routes
- Measuring and reducing the environmental footprint of tourism initiatives

16:30 – 17:00   *Coffee Break*

17:00 – 18:30   **Interactive Field Trip and meeting with Portuguese Cultural Routes representatives**

How to strength links with Ibero America to create the thematic cross oceanic routes the experience of Ametur

Culinary Class on conventual pastry by Portuguese Historical Café Route

18:30   *Dinner*

Finalizing Strategies and Defining Next Steps

FRIDAY, 13 June   Venue: Vila Franca de Xira (travel by coach from Torres Vedras)   Language: English

- DAY3 -

09:30 – 11:00   **Workshop Series 5**

Workshop 7: Governance & Policy Advocacy for Cultural Routes
- Strengthening the role of Cultural Routes in regional and national policies
- Engaging with public institutions and lobbying strategies
- Managing governance structures effectively

11:00 – 11:30   *Coffee Break*

11:30 – 12:30   **Presentation of the MEDRoutes Interreg MED Project**

12:30 – 13:30   **Closing Session & Certification Ceremony**

- Summary of key takeaways
- Next steps for Cultural Routes collaboration
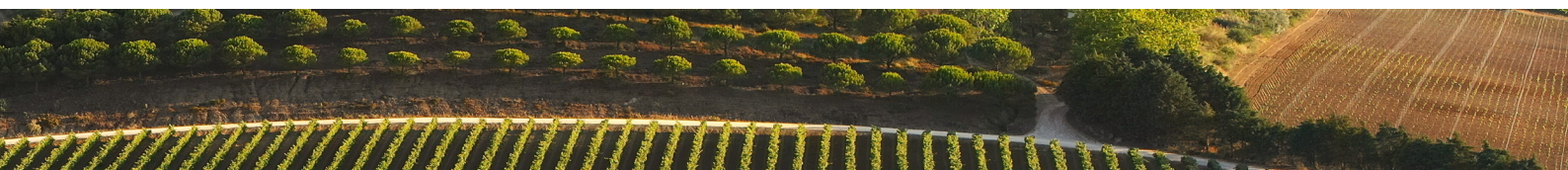- Certificate distribution

13:30   *Lunch and field trip hosted by MEDRoutes project*

Optional visits on demand
SATURDAY, 14 June   Language: English

- DAY 4 -

- **Visit to Coimbra to discover the Historic Cafés Route**
- **Visit to Porto to discover the Wow Museum and the Porto Wineries**
- **Cultural Tour of Lisbon**