

## THE REPUBLIC OF MOLDOVA IN THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE

A seminar for partners and stakeholders in the Republic of Moldova  
involved in or interested by the programme of Cultural Routes of the  
Council of Europe

Chişinău, Republic of Moldova

**15-17 April 2026**

**DRAFT  
CONCEPT NOTE**



Organised by the Ministry of Culture of the Republic of Moldova, the National Tourism Office and the Enlarged Partial Agreement on Cultural Routes of the Council of Europe in cooperation with the European Institute of Cultural Routes, within the programme of the Presidency of the Republic of Moldova of the Committee of Ministers of the Council of Europe

## THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE

The [Council of Europe](#) is the continent's leading human rights organisation. It comprises 46 member States, including all the members of the European Union. All Council of Europe member States have signed the [European Convention on Human Rights](#), a treaty designed to protect human rights, democracy and the rule of law.

The [Cultural Routes of the Council of Europe](#) programme was launched in 1987 to demonstrate, through journeys across space and time, how the heritage of different countries in Europe contributes to a shared cultural heritage. The programme serves as a platform for intercultural dialogue and promotes better knowledge and understanding of European cultural identity, while safeguarding and enhancing natural and cultural heritage as a source of cultural, social and local development.

In 2010, the [Enlarged Partial Agreement on Cultural Routes \(EPA\)](#) of the Council of Europe was established to strengthen the programme politically and financially. The EPA, based on criteria established by Committee of Ministers Resolution CM/Res(2023)2, awards the "Cultural Route of the Council of Europe" certification during meetings of its Governing Board.

A Cultural Route is a cultural, educational, heritage and tourism cooperation project designed to develop and promote an itinerary or series of itineraries based on a historic route, a cultural concept, figure, or phenomenon of transnational importance, contributing to the understanding and respect of shared European values.

Today, there are [49 certified Cultural Routes of the Council of Europe](#), connecting cultural and heritage actors across the continent. Three of these routes have [members in the Republic of Moldova](#).

### **THE SEMINAR** *THE REPUBLIC OF MOLDOVA AND THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE*

The Republic of Moldova joined the Council of Europe in 1995 and the EPA on Cultural Routes in 2023. While relatively young in the programme, the Republic of Moldova's heritage is deeply connected with the cultural values and history of the rest of Europe and as such is connected with many cultural routes, even those that are not yet formally represented in the country. The [Moldovan Presidency of the Committee of Ministers of the Council of Europe](#) (November 2025 – May 2026) provides a unique opportunity to raise the visibility of the Cultural Routes programme in the country, and to strengthen the activities of the programme of the presidency on culture and heritage.

By bringing together national stakeholders in the name of cooperation and mutual understanding in the field of heritage, the seminar will embody the ambition of the Ministry of Culture to preserve and promote the national cultural heritage for future generations.

This seminar will serve as a platform for cultural and heritage stakeholders in the Republic of Moldova to become more familiar with the Cultural Routes of the Council of Europe programme and to contribute to its development in the country. Similar national seminars have been held successfully in the framework of other Presidencies, including [Malta \(2025\)](#).

## Objectives

The seminar aims to enhance the visibility and engagement of the Cultural Routes of the Council of Europe in the Republic of Moldova. Its main objectives are:

- To provide information and an overview of the main characteristics of the Cultural Routes of the Council of Europe to various stakeholders concerned with cultural heritage in the Republic of Moldova.
- To strengthen participants' capacity to establish and maintain collaborative relationships with national and international partners to support transnational cultural routes.
- To identify opportunities and challenges for the development of new cultural routes and the extension of certified one in the country.
- To facilitate contacts between Cultural Routes and Moldovan stakeholders to encourage membership or cooperation with existing networks.
- To link Moldovan cultural and heritage initiatives with the priorities of the Moldovan Presidency of the Committee of Ministers of the Council of Europe.

## Participants

The seminar will bring together:

- Representatives of national and local authorities, non-governmental organisations, cultural institutions, academic institutions, tourism operators and other professionals in the Republic of Moldova concerned with the programme of Cultural Routes of the Council of Europe (to be invited by the Ministry of Culture).
- Moldovan members or partners of existing Cultural Routes of the Council of Europe (to be invited by the Ministry of Culture).
- Representatives of networks of certified Cultural Routes of the Council of Europe with presence in the Republic of Moldova or interest in developing it (to be invited by the Council of Europe).
- Officials and representatives of the Enlarged Partial Agreement (EPA) on Cultural Routes of the Council of Europe (to be invited by the Council of Europe).

## ESSENTIAL INFORMATION

**Dates** 15–17 April 2026

**Venue** Asconi Winery, near Chişinău, Republic of Moldova

### Working languages

English and Romanian with simultaneous interpretation.

### Travel expenses

Travel expenses to and from Chişinău should be covered by the sending route, network or participant. In exceptional cases, the European Institute of Cultural Routes may be able to cover a limited number of travel tickets upon request.

### Accommodation and meals

Accommodation will be provided or paid for by the EPA/European Institute of Cultural Routes.

All meals and visits included in the seminar programme will be covered by the hosting partners in the framework of the Presidency of the Republic of Moldova of the Committee of Ministers of the Council of Europe.

- Registration procedure and deadline: TBC.

## DRAFT PROGRAMME

The seminar will be split into three segments.

The first will provide context about the Cultural Routes programme and its presence and relevance for Moldova. Further discussions will address communication strategies, branding, audiences and sustainable tourism.

In the second part, testimonies and examples from representatives of certified Cultural Routes will illustrate the benefits of joining or creating a cultural route.

The third part will be dedicated to facilitating the meeting between local stakeholders and representatives of Cultural Routes in view of furthering cooperation, participation and extension of existing routes in Moldova.

The daily programme presented below is meant to illustrate the flow of the seminar. Adjustments to times and contents should be expected.

### Wednesday, 15 April

Arrival of foreign participants and guests  
Networking activity

### Thursday, 16 April - 📍 Asconi Winery

The second day of the seminar aims to deepen institutional dialogue, strengthen partnerships, and create practical cooperation mechanisms between Moldovan stakeholders and representatives of the Council of Europe Cultural Routes Programme. The setting at Asconi Winery symbolically highlights Moldova's strong viticultural identity and its relevance within European cultural networks.

09:00 **Registration**

09:30 **Opening session**, with:

- Representative of the Ministry of Culture of the Republic of Moldova (TBC)
- Representative of the Ministry of Foreign Affairs of Moldova
- Rui Gomes, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes, Council of Europe

10:00 **The Republic of Moldova – Identity, Heritage and European Cultural Connectivity**, keynote presentation highlighting:

- Moldova's historical and cultural identity
- Key heritage assets
- Cultural tourism potential in relation to Cultural Routes

- 10:25 **The Cultural Routes of the Council of Europe** – definition, mission and functioning of the programme, presentation by the EPA Secretariat
- 10:45 Break
- 11:15 **Presentation of certified Cultural Routes in Moldova**
- Iter Vitis Route – Moldova Wine Route
  - European Route of Historic Cafés
  - European Route of Jewish Heritage
  - European Fairy Tale Route
- 12:15 Strategic Reflection: **How can Moldova scale up its role from participant to proactive partner?**
- 13:00 Lunch Break
- 14:30 **Expanding Horizons** – Introduction of Cultural Routes not yet joined by Moldova
- 15:30 Interactive session about developing cultural routes in Moldova
- 18:00 Evaluation and closing of the seminar
- 18:30 Guided tour of Asconi Winery
- 20:00 Official dinner
- 22:00 Departure to the hotel

#### **Thursday, 17 April**

- Morning: Optional cultural/touristic programme in Chişinău
- Afternoon: Departure of participants