

EPACR (2026) Forum2

Luxembourg, 15 July 2026

ROUTES THROUGH TIME AND CULTURES **EDUCATION FOR SUSTAINABLE HERITAGE**

The 15th Advisory Forum on
Cultural Routes of the Council of Europe

Yerevan, Armenia
23-25 September 2026

DRAFT

PROGRAMME

Sectoral
meetings and
'B2B'

Thematic sessions
Education and Sustainable
Heritage

Sessions on the
Cultural Routes
programme

EXPLORING CULTURE AND HERITAGE OF ARMENIA

TUESDAY, 22 September

16:00-18:30 INFORMAL MEETING OF THE GOVERNING BOARD of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe

19:00 Dinner

WEDNESDAY, 23 September

08:30-12:30 Registration of Participants

09:00-12:00 Meeting of representatives of Cultural Routes of the Council of Europe

10:30-12:00 Meeting of members of the University Network for Cultural Routes Studies

10:30-11:00 Break

11:00-15:30 CULTURAL PROGRAMME IN YEREVAN

12:00-14:00 Lunch

15:00 PRESS CONFERENCE

16:00 **OFFICIAL OPENING** OF THE FORUM, with

- TIGRAN AVINYAN, Mayor of Yerevan
- ZHANNA ANDREASYAN, Minister of Education, Science, Culture and Sport of the Republic of Armenia
- PETRA BAYR, President of the Parliamentary Assembly of the Council of Europe
- SERGIO ORTEGA MUÑOZ, Chair of the Governing Board of the Enlarged Partial Agreement on Cultural Routes

16:30 **Opening speech** on EDUCATION AND HERITAGE

16:45 **HIGH-LEVEL DIALOGUE SESSION** on the role of Education for Sustainable Heritage, with:

- ZHANNA ANDREASYAN, Minister of Education, Science, Culture and Sport of the Republic of Armenia
- ALESSANDRO GIULI, Minister of Culture of Italy
- LINA MENDONI, Minister of Culture of Greece
- CATHERINE PÉGARD, Minister of Culture of France
- MEHMET NURI ERSOY, Minister of Culture and Tourism of Türkiye

- PETRA BAYR, President of the Parliamentary Assembly of the Council of Europe

Moderated by MARIA GRAVARI BARBAS, Paris 1 Panthéon-Sorbonne University

18:30 Ceremony to mark the certification of new Cultural Routes of the Council of Europe

- European Paganini Route
- The Singing Route
- Via Querinissima

19:00-22:00 Welcome reception and dinner

THURSDAY, 24 SEPTEMBER

08:30 Registration of Participants (*continued*)

09:00 **INTRODUCTION** TO THE FORUM

09:10 **ARMENIA'S JOURNEY** in the Enlarged Partial Agreement on Cultural Routes of the Council of Europe, by ASTGHIK MARABYAN, Head of the Department on Cultural Heritage, Ministry of Education, Science, Culture and Sport of the Republic of Armenia

09:30 **Thematic Session 1: STRENGTHENING CULTURAL AND EDUCATIONAL ECOSYSTEMS THROUGH THE CULTURAL ROUTES**

Opened by LUSINE GEVORGYAN, Chairperson of the Tourism Committee of the Republic of Armenia

With:

- ALFRED KOCHARYAN, Deputy Minister of Education, Science, Culture and Sport, Republic of Armenia
- ANDRIES GRYFFROY, Committee on Culture, Science, Education and Media, Parliamentary Assembly of the Council of Europe
- SUSANNE SCHNUTTGEN, Chief of the Capacity Building and Heritage Policy Unit, Living Heritage Entity, UNESCO
- WENCKE MADERBACHER, ICOM, Head of the education department at the Moesgaard Museum
- OLEKSANDR BUTSENKO, Director, Development Centre 'Democracy through Culture'
- LEVAN KHARATISHVILI, Dean of the School of Arts and Cultural

Heritage, New Vision University & Former Deputy Minister, Georgia

- VARDAN AZATYAN, Armenia Academy of Fine Arts

Moderated by SEDA GRIGORYAN, Cultural Heritage and Community Engagement Expert

10:45 Break

11:15 **Thematic Session 2: ENHANCING EDUCATION FOR HERITAGE THROUGH DIGITAL TOOLS: OPPORTUNITIES AND CHALLENGES**, with :

- LORENA ALDANA, Head of External Relations and Advocacy, Europeana Foundation
- FREYA SALWAY, Head of the Lab, Google Arts & Culture
- MARIE LOU PAPA ZIAN, Founding CEO, TUMO Center for Creative Technologies
- ATRIUM – “Engage young people in the co-creation of physical and digital experiences of awareness of the dissonant heritage”
- LICIA CALVI, Ass. Professor Digital Transformation of Museums, Breda University of Applied Sciences, Netherlands
- ANASTASIA GADOLOU, General Director of the Archaeological Museum of Thessaloniki, Greece

13:00 Lunch

14:30 **Break-up sessions - EDUCATION FOR SUSTAINABLE HERITAGE IN PRACTICE**

1. EDUCATIONAL POLICIES AND PROGRAMMES
2. CLASSROOM/FORMAL EDUCATION
3. HANDS-ON HERITAGE EDUCATION/NON FORMAL EDUCATION
4. CULTURE, ACCESSIBILITY, INCLUSION
5. TOURISM AND EXCHANGES/LEARNING THROUGH TRAVEL

20:00 CULTURAL EVENT AND DINNER

FRIDAY, 25 SEPTEMBER

09:00 General introduction of Thematic session 3

09:15 **Thematic session 3: TOWARDS A BETTER AND STRONGER PROGRAMME | WHAT TO CELEBRATE AND WHAT TO CREATE?**

Exploring perspectives for development of the programme on its 40th anniversary

Session 3.1 - A better programme...

BETTER REPRESENTATIVENESS OF CULTURAL ROUTES | YOUTH PARTICIPATION

10:30 Break

Session 3.2 - A stronger programme...

SUSTAINABILITY, CULTURAL HERITAGE AND TOURISM | STANDARDS FOR EDUCATION ON SUSTAINABLE HERITAGE

12:15 Feedback from the break-up sessions on Education for Sustainable Heritage in Practice

12:30 PRESENTATION OF CANDIDATE ROUTES FOR CERTIFICATION

13:00 Lunch

14:30 **"B2B" SESSIONS** - EPA Governing Board Members/International Organisations and Representatives of Cultural Routes

16:30 Break

17:00 CONCLUSIONS AND RECOMMENDATIONS OF THE FORUM

17:30 **CLOSING SESSION**

- Renewal of Certifications for Cultural Routes in 2026
- Presentation of the 2027 Advisory Forum
- Closing remarks
 - Foundation for Cultural Development
 - Council of Europe
 - Ministry of Education, Culture, Youth and Sport of Armenia

20:00-23:00 GALA DINNER and Awarding of Inspiring Practices by Cultural Routes

SATURDAY, 26 SEPTEMBER

- Departure of participants
- CULTURAL TOURISM PROGRAMME (optional and by pre-booking).