

EPACR (2026) Forum2

Luxembourg, 10 August 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

10:30-11:00 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
- 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

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
- 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

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
- ARman ATOYAN, Co-founder, ARLOOPA

- Hulé KECHICHIAN – General Director, Armenian Cultural Heritage Institute
- 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
- Evanthia PAPADOPOULOU, Head of the Department of Digital Applications and Innovative Services and Angeliki MONEDA, Head of the Department of Digital Governance, Archaeological Museum of Thessaloniki, Greece

Moderated by Linn PARAVYAN, creative industry and cultural policy strategist

13:00 Lunch

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

1. EDUCATIONAL POLICIES AND PROGRAMMES

Facilitator: Karen AYVAZIAN

Expert / resource person: Maria GRAVARI-BARBAS, Université Paris 1 Panthéon-Sorbonne

Speakers:

- Déborah JIMÉNEZ PEREDA, Ministry of Culture, **Spain** – “The National Heritage Education Plan: Programme for research and innovation in heritage education”
- Maija TREILE, National Library of **Latvia** – “The Latvian Cultural Canon: A National Framework for Cultural Literacy and Heritage Education”
- Eleonora BERTI, La Fédération française des Itinéraires culturels européens (**France**) – “Youth activities repository along the Cultural Routes in France”

2. CLASSROOM/FORMAL EDUCATION

Facilitator: Zara LAVCHYAN

Expert / resource person: Silvia DE ASCANIIS, Università della Svizzera italiana

Speakers:

- Michel LEGROS, **In the Footsteps of Robert Louis Stevenson** – “The Tremplin Project”
- Sergio FERRARO, **Aeneas Route** - “Through the Eyes of Young People” Erasmus Project
- Erika GIULIANI, **Réseau Art Nouveau Network** – “Bringing Art

Nouveau Heritage back to life – Summer School”

- Francisco SINGUL, **St James Way** – “Vexo Veo Xacobeo”

3. HANDS-ON HERITAGE EDUCATION/NON FORMAL EDUCATION

Facilitator: Nina GOGOLADZE

Expert / resource person: Jordi TRESSERRAS, Universitat de Barcelona

Speakers:

- Iryna STRASHNENKO, Ministry of Culture, **Ukraine** – “Cultural Heritage Education and Community Resilience in Ukraine”
- Marisa VÁZQUEZ DE ÁGREDOS PASCUAL, **European Route of Historic Pharmacies and Medicinal Gardens** – “POMPEII: INTERDISCIPLINARY PROSPECTING IN HISTORY, ARCHAEOLOGY AND HERITAGE”
- Marta RAKVIN, **Iron Age Danube Route** – “Situlae Festival - School Day at Marlof”
- **European Routes of Emperor Charles V**

4. CULTURE, ACCESSIBILITY, INCLUSION

Facilitator: Anna YEGHOYAN

Expert / resource person: Leonardo PORCELLONI, University of Genova.

Speakers:

- Martina JANOCHOVÁ, **Cyril and Methodius Route** – “Weekend on the Cyril and Methodius Route”
- Aleksandra GRBIĆ, **Romea Strata** - “Heritage and accessible hiking in Lithuania”

5. TOURISM AND EXCHANGES/LEARNING THROUGH TRAVEL

Facilitator: Mariana ȚURCAN

Expert / resource person: Mike ROBINSON, Nottingham Trent University

- Antonio BARONE, **Phoenicians’ Route** - “Intercultural Travel Project for Schools”
- Mateja JANČAR, **Women Writers Route** - “Ljubka’s Trail - A Cross-Border Literary Route of Poetry and Equality”
- **Routes of El Legado Andalusi** - “TOURITAGE Project. *Tourism-led Heritage Development*”
- Łucja ZAWADZKA, **European Route of Industrial Heritage** - “From the Miner’s Profession to Professional and Mining-related Sustainable Cultural Tourism – ERIH ON TOUR”

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

- Teodora KONACH, Consultant, Head of Professional Development, European Association of Research Managers and Administrators
- Julien VUILLEUMIER, Federal Office of Culture, Switzerland
- Xesc MAINZER, Vice-Chair, Advisory Council on Youth, Council of Europe
- Simone ZAGRODNIK, Executive Director, European Route of Historic Thermal Towns
- Gohar MNATSAKANYAN, President, Sevan Youth Club
- Zara ASLANYAN, Head of the Youth Policy Department, Ministry of Education, Science, Culture and Sports of the Republic of Armenia

Moderated by Carla MARTINS, Chair, University Network for Cultural Routes Studies

10:30 Break

11:00 *Session 3.2 - A stronger programme...*

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

- Aysegül YILMAZ, Cultural Routes Independent expert
- Stefanie BISCHOF, Manager, The Hansa
- Maija OINONEN, Executive Director, Alvar Aalto Route
- Sandra VUJINOVIC, Executive Manager, BSEC Organization of the Black Sea Economic Cooperation, Permanent International Secretariat (BSEC PERMIS)
- Tatjana HORVATIC, Head of the Department for Movable, Ethnographic and Intangible Cultural Heritage, Ministry of Culture and Media, Croatia
- Raphael CALLOU, Director General of Culture, OEI

- 12:15 Feedback from the breakout 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
- 14:30-16:30 Meeting of members of the University Network for Cultural Routes Studies
- 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 by JORDI MARTÍ GRAU, Secretary of State for Culture, Spain
 - 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).