

EPACR (2026) Forum2

Luxembourg, 26 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

- 10:00-11:00 Bureau meeting
- 14:00-15:00 Informal Contact Group and Bureau meeting
- 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

Presented by Sergio ORTEGA MUÑOZ, Chair of the EPA Governing Board
Awarded by Rui GOMES, Executive Secretary, Enlarged Partial Agreement on Cultural Routes

- The European Paganini Route, introduced by Michele TRENTI, Manager
- The Singing Heritage Route, introduced by Sari KAASINEN, Chair, Kristjan RABA, Board member and Pekka HUTTU-HILTUNEN, Honorary Chair
- Via Querinissima, introduced by Luca ZAIA, President of the Veneto Regional Council, Italy, and Nicoletta MARTORANA, Director

19:00-22:00 Welcome reception and dinner

THURSDAY, 24 SEPTEMBER

08:30 Registration of Participants (*continued*)

09:00 **INTRODUCTION TO THE FORUM**

Rui GOMES, Executive Secretary, Enlarged Partial Agreement on Cultural Routes

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
- Erik ESCHWEILER-DIENEROWITZ, World Heritage Education Programme, UNESCO (TBC)
- 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, Georgia
- Nare SAHAKYAN, Head of the Boyajian Exhibition Hall, Armenian State Academy of Fine Arts (TBC)

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
- John Patrick LEECH, Scientific Committee member, 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
- Gevorg MANTHASYAN, Deputy Minister of High-Tech Industry, Armenia (TBC)

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 AYVAZYAN

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”
- 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”
- Quintin CORREAS, European Routes of Emperor Charles V – “Collaboration with the Jaradilla de la Vera Secondary School - historical reenactment”

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”
- Marina HAKOBYAN, National Gallery of Armenia - “DasArvest”

5. TOURISM AND EXCHANGES/LEARNING THROUGH TRAVEL

Facilitator: Mariana TURCAN

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

Moderated by Eszter CSONKA-TAKÁCS, Hungarian Open Air Museum, Hungary

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 Training Academy by Victor SORENSSEN, European Route of Jewish Heritage

- 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).