

RESILIENT AND SUSTAINABLE ROUTES INNOVATING OUT OF CRISIS

WEDNESDAY, 29 SEPTEMBER

09:00 - 11:00 CET Meetin
(11.00 - 13.00 GET) (closed

13:00 - 15:00 CET (15.00 - 17.00 GET)

15:00 - 16:00 CET (17.00 - 18.00 GET)

16:00 - 17:00 CET (18.00 - 19.00 GET)

09:00 - 11:00 CET

Meeting of the EPA Governing Board (closed meeting for Member States only) Interpretation English/French

Meeting of the certified Cultural Routes of the Council of Europe (closed meeting by invitation only) Interpretation English/French

Meeting of the members of the University Network for Cultural Routes studies (closed meeting by invitation only)

Speed networking between EPA Member States and certified Cultural Routes of the Council of Europe (by invitation only)

THURSDAY, 30 SEPTEMBER

Interpretation will be provided in English/French/Georgian

OPENING SESSION 10th Annual Advisory Forum

Welcoming speeches

Kakha SIKHARULIDZE, First Deputy Minister of Culture, Sport and Youth of Georgia Zviad SHALAMBERIDZE, Governor of the Imereti Region, Georgia Davit EREMEISHVILI, Acting Mayor of the Municipality of Kutaisi, Georgia Ambassador Irakli GIVIASHVILI, Permanent Representative of Georgia to the Council of Europe

Snežana SAMARDŽIĆ-MARKOVIĆ, Director General of Democracy, Council of Europe Julien VUILLEUMIER, Chair of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe, Federal Office of Culture, Switzerland









Accession Ceremony for Member States who joined the EPA in 2020 and 2021

- Elene NEGUSSIE, Department for Cultural Environment, Swedish National Heritage Board, Sweden
- Svitlana FOMENKO, Deputy Minister of Culture and Information Policy of Ukraine for European Integration, Ministry of Culture of Ukraine

Certification Ceremony for Cultural Routes of the Council of Europe certified in 2020 and 2021

- Jaume DULSAT, President, European Route of Historic Gardens (2020)
- Flavio FOIETTA, President, Via Romea Germanica (2020)
- Giovanni CAFIERO, Aeneas Route (2021)
- Heli LEINONKOSKI and Noora KIILI, President, and Manager, Alvar Aalto Route 20th Century Architecture and Design (2021)
- Lubomír TRAUB, President, Cyril and Methodius Route (2021)
- Corinne FORCE, President, European Route d'Artagnan (2021)
- Sanjin MIHELIĆ, President, Iron Age Danube Route (2021)

Introduction to the 10th Annual Advisory Forum on Cultural Routes

Stefano DOMINIONI, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes, Council of Europe

SESSION MODERATORS

- Stefano DOMINIONI, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes, Council of Europe
- Ragnar SIIL, Director of Creativity Lab, Estonia

13:00 - 15:00 CET

SESSION 1

Resilient Cultural Routes: Impact and recovery

The ongoing pandemic has had an enormous impact on everybody and everywhere, and the cultural heritage sector has been particularly vulnerable. In addition to Covid-related impacts, there are many other global trends that are changing the landscape in which the Cultural Routes are operating in. This session will look into how and to what extent have the Cultural Routes been influenced by the crisis, how does the outlook for recovery look like in coming years, and what are the key future trends that impact the future of cultural heritage and cultural tourism.

Opening remarks

Mariam KVRIVISHVILI, Deputy Minister of Economy and Sustainable Development of Georgia

KEYNOTE SPEECH

Pier Luigi SACCO, Head of the OECD Venice Office on Culture and Local Development

Speakers

Anne GRADY, Principal Officer Cultural Policy Unit, DG EAC, European Commission Nicholas YATROMANOLAKIS, Deputy Minister of Culture and Sports, Greece Bruno FAVEL, Head of the Department of European and International Affairs at the General Directorate of Heritage, Ministry of Culture of France

Sergio ORTEGA MUÑOZ, Head of the Heritage Protection and European Programmes Service, Ministry of Culture and Sport of Spain

Luca BRUSCHI, Director, Via Francigena, Cultural Route of the Council of Europe Ambassador Lazăr COMĂNESCU, Secretary General, Permanent International Secretariat, Organization of the Black Sea Economic Cooperation (BSEC PERMIS)

Presentation of Best Practices of a certified Cultural Route of the Council of Europe

- VIA REGIA
- Prehistoric Rock Art Trails
- TRANSROMANICA The Romanesque Routes of European Heritage

Presentation of certified Cultural Routes of the Council of Europe crossing Georgia

- Iter Vitis Route
- European Route of Historic Thermal Towns

Live discussion, Q&A session and Conclusions

FRIDAY, 1 OCTOBER

Interpretation will be provided in English/French/Georgian

09:00 - 11:00 CET

SESSION 2

Innovative Cultural Routes: Digital and user-centered

In order to be resilient in the 21st century, the Cultural Routes need to be creative, agile, inquisitive and innovative. This relates to new operating models, new audiences, new technologies, and new products and services. We are seeing a growing importance of technologicalinnovations and the digital shift, which accelerated significantly during the crisis. However, with an increasing dependence on technology, people are even more valuing unplugged physical experiences. This session will look into new approaches to business models, service design, and how to use technologies (including virtual reality, mixed reality, audio-visual solutions, artificial intelligence, etc.) to engage the audiences and enhance the experience, while still offering unique, real time and real life participation.

KEYNOTE SPEECH

Lorenzo CANTONI, Director of the Institute of Digital Technologies for Communication, Universita della Svizzera Italiana, Switzerland

Speakers

Mona HESS, Lead of the Chair of Digital Technologies in Heritage Conservation, University of Bamberg, Germany

Eithne OWENS, Creative Director, Event, United Kingdom

Hendrik SÖDERLUND, Founder of Every Place has a Story, Ericsson, Sweden

Stefanie BISCHOF, Manager, The Hansa, Cultural Route of the Council of Europe

Natalia ARMIJO VELASCO, Director General of Culture, Organisation of Ibero-American States (OEI)

Efi KALAMPOUKIDOU, President of European Federation of Tourist Guide Associations (FEG)

Presentation of Best Practices of a certified Cultural Route of the Council of Europe

- European Cemeteries Route
- European Route of Jewish Heritage
- ATRIUM Architecture of Totalitarian Regimes of the 20th Century in Europe's Urban Memory
- Roman Emperors and Danube Wine Route
- Liberation Route Europe
- Saint Martin of Tours Route
- Via Charlemagne

Presentation of certified Cultural Routes of the Council of Europe crossing Georgia

• European Route of Jewish Heritage

Live discussion, Q&A session and Conclusions

13:00 - 15:00 CET

SESSION 3

Sustainable Cultural Routes: Inclusive and responsible

The Cultural Routes and individual sites have a significant cultural, education and economic value. But more than that, they play an important role in contributing to UN Sustainable Development Goals 2030, in particular through supporting quality education, reducing inequalities, sustainable cities and communities, responsible consumption and production, climate action, good health and well-being, gender equality and much more. The session will look into innovative ways the Cultural Routes can take to encourage sustainable development and increase their positive impact on communities, society and environment.

KEYNOTE SPEECHES

Mechtild RÖSSLER, Former Director of UNESCO World Heritage Centre Maria GRAVARI-BARBAS, Professor at Université Paris 1 Panthéon-Sorbonne and Director of the EIREST, UNESCO Chair "Tourism, Culture, Development", France

Speakers

Diane DODD, President, International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT), Spain

Francesc PLA and Jovana POZNAN, Directorate of Democratic Participation, Culture and Cultural Heritage Division, Council of Europe

Meltem ÖNHON, EPA Bureau member and Expert, General Directorate of Promotion, Ministry of Culture and Tourism of Turkey

Tatjana HORVATIĆ, Head of Movable, Ethnographic and Intangible Cultural Heritage Office, Directorate for the Protection of Cultural Heritage, Ministry of Culture and Media of the Republic of Croatia, and Vlasta KLARIĆ, EUSAIR Facility Point Thematic Expert and TSG Pillar 4 Deputy Coordinator, Ministry of Tourism and Sports of Croatia

Miguel Ángel MARTÍN RAMOS, President, European Routes of Emperor Charles V, Cultural Route of the Council of Europe

Boris MIĆIĆ, President of European Ramblers Association (ERA)

Presentation of Best Practices of a certified Cultural Route of the Council of Europe

- Phoenician's Route
- Route of Saint Olav Ways
- European Route of Historic Thermal Towns
- Viking Route

Presentation of certified Cultural Routes of the Council of Europe crossing Georgia

- Prehistoric Rock Art Trails
- European Route of Historic Gardens

Live discussion, Q&A session and Conclusions

15:30 - 16:30 CET

(17.30 - 18.30 GET)

CLOSING CEREMONY

Presentation of the Kutaisi Roadmap

Presentation of the 2022 Cultural Routes Advisory Forum in Chania (Crete), Greece

Introduction by the Greek Ministry of Culture and Sports, the Chania local authorities and presentation by Vasilis STATHAKIS, Historic Cafés Route

Forum conclusions

Julien VUILLEUMIER, Chair of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe, Federal Office of Culture, Switzerland

PANELS DESCRIPTION

Thursday, 30 September

OFFICIAL OPENING OF THE 10th ANNUAL ADVISORY FORUM

Welcoming speeches



Kakha SIKHARULIDZE First Deputy Minister of Culture, Sport and Youth of Georgia



Zviad SHALAMBERIDZEGovernor of the Imereti
Region, Georgia



Davit EREMEISHVILI Acting Mayor of the Municipality of Kutaisi, Georgia



Amb. Irakli GIVIASHVILI Permanent Representative of Georgia to the Council of Europe



Snežana SAMARDŽIĆ-MARKOVIĆ Director General of Democracy, Council of Europe



Julien
VUILLEUMIER
Chair of the Enlarged
Partial Agreement on
Cultural Routes, Council
of Europe, Federal Office
of Culture, Switzerland

Introduction to the 10th Annual Advisory Forum on Cultural Routes



Stefano
DOMINIONI
Executive Secretary,
Enlarged Partial
Agreement on Cultural
Routes, Council of Europe;
Director, European
Institute of Cultural Routes

Thursday, 30 September

ACCESSION CEREMONY FOR MEMBER STATES WHO JOINED THE EPA IN 2020 AND 2021



Elene NEGUSSIE
Department for Cultural
Environment, Swedish
National Heritage Board,

Sweden



Svitlana FOMENKO
Deputy Minister of
Culture and Information
Policy of Ukraine for
European Integration,
Ministry of Culture of
Ukraine

Thursday, 30 September





CERTIFICATION CEREMONY FOR CULTURAL ROUTES OF THE COUNCIL OF EUROPE CERTIFIED IN 2020 AND 2021



Jaune DULSAT President, European Route of Historic Gardens (2020)



Flavio FOIETTA President, Via Romea Germanica (2021)



ALVAR AALTO ROUTE 20th Century Architecture and Design

Giovanni CAFIERO President, Aeneas Route

Heli LEINONKOSKI President, and Noora KIILI Manager, Alvar Aalto Route - 20th Century Architecture and Design (2021)



Lubomír TRAUBPresident, Cyril and
Methodius Route (2021)



Corinne FORCE Vice-President and Manager, European Route d'Artagnan (2021)



Sanjin MIHELIĆ President, Iron Age Danube Route (2021)

Thursday, 30 September Friday,

1 October



Stefano
DOMINIONI
Executive Secretary,
Enlarged Partial
Agreement on Cultural
Routes, Council of Europe;
Director, European
Institute of Cultural Routes



Ragnar SIIL Director of Creativity Lab, Estonia

Thursday, 30 September

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Opening remarks



Mariam KVRIVISHVILI Deputy Minister of Economy and Sustainable Development of Georgia

Keynote speech



Pier Luigi SACCO
Head of the OECD Venice
Office on Culture and
Local Development

Speakers



Anne GRADY
Principal Officer, Cultural
Policy Unit, DG EAC,
European Commission
Union



Nicholas YATROMANOLAKIS Deputy Minister of Culture and Sports, Greece



Sergio ORTEGA MUÑOZ Head of the Heritage Protection and European Programmes Service, Ministry of Culture and Sport of Spain



Bruno FAVEL
Head of the Department
of European and
International Affairs at
the General Directorate
of Heritage, Ministry of
Culture of France



Luca BRUSCHIDirector, Via Francigena,
Cultural Route of the
Council of Europe



Amb. Lazăr
COMĂNESCU
Secretary General,
Permanent International
Secretariat, Organization
of the Black Sea Economic
Cooperation (BSEC
PERMIS)

Cultural route of the Council of Europe

Friday, 1 October

SESSION 2

Innovative Cultural Routes: Digital and user-centered

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Keynote speech



Lorenzo CANTONI
Director of the Institute
of Digital Technologies
for Communication,
Universita della Svizzera
Italiana, Switzerland

Speakers



Mona HESS Lead of the Chair of Digital Technologies in Heritage Conservation, University of Bamberg, Germany



Eithne OWENSCreative Director, Event,
United Kingdom



Hendrik SÖDERLUND Founder of Every Place has a Story, Ericsson, Sweden



Stefanie BISCHOFManager, The Hansa,
Cultural Route of the
Council of Europe



Natalia ARMIJO VELASCO Director General of Culture, Organisation of Ibero-American States (OEI)



Efi KALAMPOUKIDOU President of European Federation of Tourist Guide Associations (FEG)

Friday, 1 October

SESSION 3

Sustainable Cultural Routes: Inclusive and responsible

The Cultural Routes and individual sites have a significant cultural, education and economic value. But more than that, they play an important role in contributing to UN Sustainable Development Goals 2030, in particular through supporting quality education, reducing inequalities, sustainable cities and communities, responsible consumption and production, climate action, good health and well-being, gender equality and much more. The session will look into innovative ways the Cultural Routes can take to encourage sustainable development and increase their positive impact on communities, society and environment.

Keynote speeches



Mechtild RÖSSLER Former Director of UNESCO World Heritage Centre



Maria GRAVARI-BARBAS Professor at Université Paris 1 Panthéon-Sorbonne and Director of the EIREST

Speakers



Diane DODDPresident, International
Institute of Gastronomy,
Culture, Arts and Tourism
(IGCAT), Spain



Francesc PLA
Directorate of Democratic
Participation, Culture and
Cultural Heritage Division,
Council of Europe



Jovana POZNAN
Directorate of Democratic
Participation, Culture and
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Meltem ÖNHON
EPA Bureau Member
and Expert, General
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Ministry of Culture and
Tourism of Turkey



Tatjana HORVATIĆ
Head of Movable,
Ethnographic and
Intangible Cultural
Heritage Office,
Directorate for the
Protection of Cultural
Heritage, Ministry of
Culture and Media of
Croatia



Vlasta KLARIĆ EUSAIR Facility Point Thematic Expert and TSG Pillar 4 Deputy Coordinator, Ministry of Tourism and Sports of Croatia



Miguel Ángel MARTÍN RAMOS President, European Routes of Emperor Charles V, Cultural Route of the Council of Europe



Boris MIĆIĆPresident of European
Ramblers Association
(ERA)

Friday, 1 October

CLOSING CEREMONY

Forum conclusions



Julien **VUILLEUMIER** Chair of the Enlarged Partial Agreement on Cultural Routes, Council of Europe

Itinéraire culturel du Conseil de l'Europe



CERTIFIED CULTURAL ROUTES OF THE COUNCIL OF EUROPE

(by year of certification)

1987	Santiago de Compostela Pilgrim Routes
1991	The Hansa
1993	Viking Route
1994	Via Francigena
1997	Routes of El legado andalusí
2003	Phoenicians' Route
2004	Pyrenean Iron Route
2004	European Mozart Ways
2004	European Route of Jewish Heritage
2005	Saint Martin of Tours Route
2005	Cluniac Sites in Europe
2005	Routes of the Olive Tree
2005	VIA REGIA
2007	TRANSROMANICA - The Romanesque Routes of European Heritage
2009	Iter Vitis Route
2010	European Route of Cistercian Abbeys
2010	European Cemeteries Route
2010	Prehistoric Rock Art Trails
2010	European Route of Historical Thermal Towns
2010	Route of Saint Olav Ways
2012	European Route of Ceramics
2013	European Route of Megalithic Culture
2013	Huguenot and Waldensian Trail
2014	ATRIUM - Architecture of Totalitarian Regimes of the 20th Century in Europe's
	Urban Memory
2014	Réseau Art Nouveau Network
2014	Via Habsburg
2015	Roman Emperors and Danube Wine Route
2015	European Routes of Emperor Charles V
2015	Destination Napoleon
2015	In the Footsteps of Robert Louis Stevenson
2016	Fortified Towns of the Grande Region
2018	Impressionisms Routes
2018	Via Charlemagne
2019	European Route of Industrial Heritage
2019	Iron Curtain Trail
2019	Le Corbusier Destinations: Architectural Promenades
2019	Liberation Route Europe
2019	Routes of Reformation
2020	European Route of Historic Gardens
2020	Via Romea Germanica
2021	Alver Aslto Pouts 20th Century Architecture and Design
2021	Alvar Aalto Route - 20th Century Architecture and Design
2021	Cyril and Methodius Route
2021	European Route d'Artagnan
2021	Iron Age Danube Route





ENLARGED PARTIAL AGREEMENT ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE (EPA)

Established in 2010, the Enlarged Partial Agreement on Cultural Routes (EPA) follows the Council of Europe's policy guidelines, decides the programme strategy and awards "Council of Europe Cultural Route" certification. It is open to member and non-member States of the Council of Europe aiming at providing political support for national, regional and local initiatives to promote European citizenship through cultural heritage and sustainable tourism. The Secretariat of the EPA is located at the European Institute of Cultural Routes in Luxembourg.

Member States:

(in alphabetical order)

Andorra (2012)

Armenia (2015)

Austria (2011)

Azerbaijan (2011)

Bosnia and Herzegovina (2016)

Bulgaria (2011)

Croatia (2016)

Cyprus (2011)

Finland (2018)

France (2011)

Georgia (2016)

Germany (2013)

Greece (2011)

Holy See (2018)

Hungary (2013)

Italy (2011)

Latvia (2019)

Lithuania (2012)

Luxembourg (2011)

Monaco (2013)

Montenegro (2011)

Norway (2011)

Poland (2017)

Portugal (2011)

Romania (2013)

Russian Federation (2011)

San Marino (2017)

Serbia (2012)

Slovak Republic (2014)

Slovenia (2011)

Spain (2011)

Sweden (2020)

Switzerland (2013)

Turkey (2018)

Ukraine (2021)

International Organisations:

(in alphabetical order)

Observers with the EPA:

European Union - EEAS (European

External Action Service)

OECD (Organisation for Economic

Co-operation and Development)

UNESCO (United Nations Educational, Scientific and Cultural Organization)

UNWTO (United Nations World

Tourism Organization)

Participative Status with the EPA:

BSEC (Organization of the Black Sea

Economic Cooperation)

OEI (Organization of Ibero-American

States)

International NGOs:

(in alphabetical order)

Participative Status with the EPA:

ERA (European Ramblers' Association)

FEG (European Federation of Tourist

Guides Association)



Member of the Enlarged Partial Agreement on Cultural Routes since 2016

Ministry of Culture, Sport and Youth Sport Sanapiro Street 4 GE-0105 Tbilisi

Permanent Representation of Georgia to the Council of Europe 6 rue Jean Hermann FR-67000 Strasbourg

Cultural Routes of the Council of Europe with network members in Georgia

European Route of Jewish Heritage (2004)

Cultural institutions and other NGOs:

• Isreali House

Iter Vitis Route (2009)

Tourism stakeholders:

• Wine Tourism Association (ღვინის ტურიზმის ასოციაცია)

Prehistoric Rock Art Trails (2010)

National, regional and local authorities:

 Georgian National Agency for Cultural Heritage Preservation (კულტურული მემკვიდრეობის დაცვის ეროვნული სააგენტო)

European Route of Historic Thermal Towns (2010)

National, regional and local authorities:

• The State Representative's Administration in Imereti (იმერეთში სახელმწიფო რწმუნებულის ადმინისტრაცია)

European Route of Historic Gardens (2020)

National, regional and local authorities:

 Georgian National Agency for Cultural Heritage Preservation (კულტურული მემკვიდრეობის დაცვის ეროვნული სააგენტო)



CONTACT INFORMATION

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Cindy BLESER, Communication Officer, European Institute of Cultural Routes email: cindy.bleser[at]culture-routes.lu

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Oliver QUINN, Intern, EPA on Cultural Routes, Council of Europe email: oliver.quinn[at]culture-routes.lu

Enlarged Partial Agreement on Cultural Routes, Council of Europe European Institute of Cultural Routes

Abbaye de Neumünster 28, rue Münster, L-2160 Luxembourg Grand-Duché de Luxembourg

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