

How to ensure long-term (financial) sustainability for Cultural Routes?

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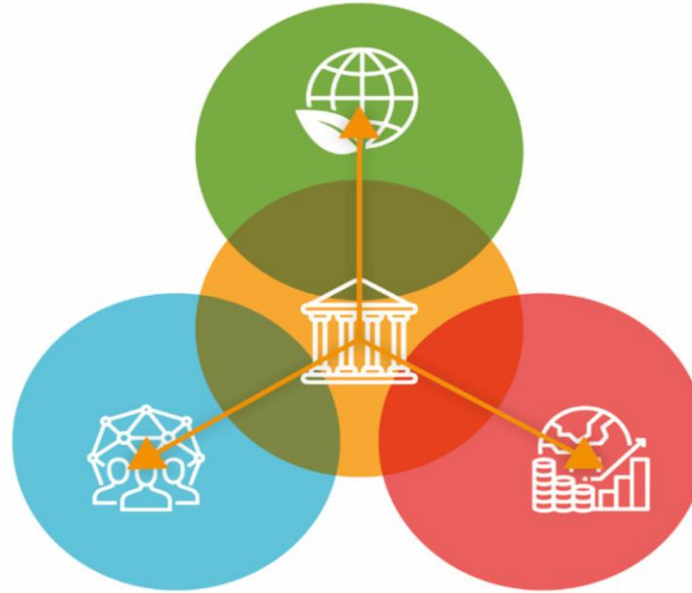
The three roles of culture in sustainable development:

CULTURE IN SUSTAINABLE DEVELOPMENT



Culture added as
a fourth pillar

CULTURE FOR SUSTAINABLE DEVELOPMENT



Culture mediating between
the three pillars

CULTURE AS SUSTAINABLE DEVELOPMENT



Culture as the foundation
of sustainable development

● Culture ● Society ● Environment ● Economy



Three prerequisites for (financial) sustainability

- **Strong governance**
- **Ownership & commitment**
- **Organisational capacity**

Strong governance

- Policy development
- Organisational development
- Multilevel governance
- Multi-actor governance



Policy development

What do we do and why?

- Goals: What shall we reach?
- Vision: Where do we want to go?
- Incentives: budgeting decisions
- Evidence: Are things working?

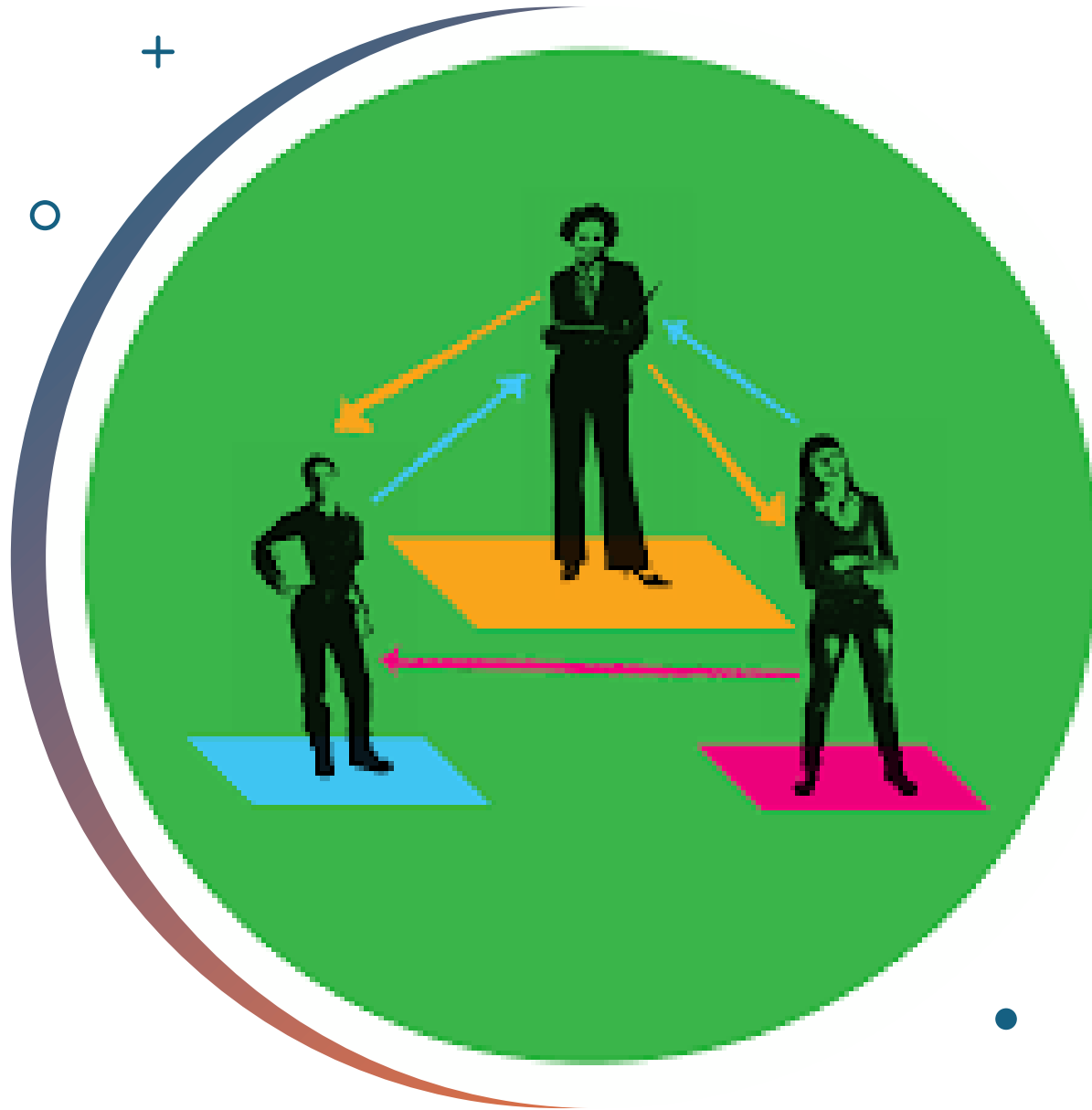


Organisational development

Who we are and how do we do things?

- Purpose: Why do we exist?
- Culture: What are our values and principles?
- Capacity for having normative discussions about sustainability goals





Multilevel governance

What is our voice in multi-level governance?

- National, regional, local: Who is where in multilevel governance?
- International: Where are we seen and heard?
- Networking: Exchange learning and advocacy



Multi-actor governance

Who is involved and how?

- Stakeholders: What does everybody bring to the table?
- Relationships: How do we organize ourselves?
- Capacity building: ecosystem leadership



Ownership & commitment



Ownership & commitment

TAKE

Take the lead on ensuring collaboration and cooperation across different participants

DEVELOP

Develop and build sustainable partnerships, expertise, capacity, and knowledge

LEVERAGE

Leverage the digitalization and new knowledge creation

FOSTER

Foster new financial instruments that would sustain relevance

TRANSLATE

Translate local, national, and international frameworks, principles, and standards into practical and implementable guidance and actions

FACILITATE

Facilitate the dialogue on culture as a foundation of sustainable development

Organisational capacity

- **Economic: Cost and benefit**
- **Legal: governance, risk, and compliance**
- **Ethical: sustainability and responsibility**
- **Philanthropic: Shared values**





Ensuring financial sustainability

- Diversify funding sources
- Develop (corporate) partnerships
- Build new partnerships
- Ensure „the seat at the table“
- Community ownership for building relevance

Roundtable discussion



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Panelists

CATARINA OLIVEIRA, *Ministry of Culture, Representative of Portugal to the EPA on Cultural Routes of the Council of Europe*

SERGIO ORTEGA MUÑOZ, *Ministry of Culture, Chair of the EPA Governing Board, Representative of Spain to the EPA on Cultural Routes of the Council of Europe*

VICTOR SORENSEN, *Director, European Association for the Preservation and Promotion of Jewish Culture and Heritage*

Moderator

TINA ŠEGOTA, *Faculty of Tourism, University of Maribor, Slovenia*



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