

Council of Europe Cultural Routes Annual Advisory Forum

Aranjuez (Spain), 29-30 October 2015

Networking for culture and heritage: the Council of Europe's cultural routes - making transnational connections work

VENUE: HOTEL NH COLLECTION ARANJUEZ / PALACIO DE NUNCIO

WEDNESDAY, 28 OCTOBER 2015

16:00 – 19:00 Arrival and registration (NH HOTEL)

20:00 – 21:00 CONCERT CARLOS III THEATRE

21:00 – 23:00 RECEPTION CARLOS III THEATRE

THURSDAY, 29 OCTOBER 2015

08:30-09:00 Arrival and registration (NH HOTEL)

09:00 - 10:15 OPENING SPEECHES (NH HOTEL – EN/FR/ES)

- Miguel Ángel Recio Crespo. Director General of Fine Arts - Ministry of Education, Culture and Sport (Spain)
- Gabriella Battaini-Dragoni – Deputy Secretary-General of the Council of Europe
- Federico Palomera Güez. Ambassador. AECID. Ministry of Foreign Affairs and Cooperation (Spain)
- Paloma Sobrini - Director General of Cultural Heritage, Regional Government of Madrid
- Colette Flesch – President of the European Institute of Cultural Routes, Luxembourg

10:15 – 11:00 PLENARY SESSION: FROM BAKU TO ARANJUEZ - STATE OF PLAY SINCE THE 2014 FORUM (NH HOTEL – EN/FR/ES)

Follow-up to the Baku Declaration and Progress with the Enlarged Partial Agreement (EPA), new certifications, cooperation with other international organisations, introduction to the theme of the Forum

- Alfredas Jomantas – Chair of the Council of Europe Enlarged Partial Agreement on Cultural Routes (EPA)
- Penelope Denu – EPA Executive Secretary

11:00 - 11:30 Coffee break
[Press conference]

11:30 - 12:30 PLENARY SESSION: CULTURAL ROUTES – INTERNATIONAL COOPERATION (NH HOTEL – EN/FR/ES)

Current activities and future challenges in cultural routes development: presentations by the Council of Europe's partners from the European Union, UNWTO, UNESCO and the NCRS (Network of Council of Europe Cultural Routes Studies)

- Alla Peressolova – Director of the Silk Road programme, UNWTO
- Eric Philippart – Tourism Unit, DG-GROWTH, European Commission
- Pascual Sarvisé – Head of Unit of External Marketing of Tourism. Ministry of Industry and Tourism (Spain)
- Jordi Tresserras – University of Barcelona, NCRS

12:30 - 14:30 Lunch (Palacio de Nuncio)

14:30 - 16:00 PARALLEL WORKSHOPS (PALACIO DE NUNCIO)

The workshops will each include a keynote speech on the theme, presentations by cultural routes and other stakeholders and discussions with participants. A draft text will be proposed to the groups with a view to the adoption of a non-binding Declaration at the end of the Aranjuez Advisory Forum.

WORKSHOP 1: THE ROLE OF INTERNATIONAL ORGANISATIONS IN SUPPORTING TRANSNATIONAL CULTURAL ROUTES INITIATIVES (PALACIO DE NUNCIO – ES/EN/FR)

Moderator: Eladio Fernandez-Galliano – Head of the Democratic Initiatives Department, Council of Europe Directorate General of Democracy

Keynote speaker: Alla Peressolova – Head of the UNWTO Silk Road programme

Presentations:

- Federico Palomera Güz – Secretary General of the Spanish National Commission of Cooperation with UNESCO
- Paul Simons – President, Scientific Committee of the European Cultural Route of Thermal Towns: Experiences and ideas in combining UNESCO heritage and cultural routes
- Jacques Mattei – Director, European Federation of Napoleonic Cities: Strategies for international development of cultural routes
- Sonia Figueras – UNWTO THEMIS Foundation: joint training courses with the European Institute of Cultural Routes, recent experiences and future cooperation

WORKSHOP 2: EXPERIENCES IN TOURISM PROMOTION OF CULTURAL ROUTES (PALACIO DE NUNCIO – EN/FR)

Moderator: Mike Robinson – Professor of Cultural Heritage, Director, Ironbridge International Institute for Cultural Heritage, United Kingdom

Presentations:

- Berit Lånke – the Saint Olav Way: the importance of working with professionals: press tours, media and film
- Sandra Nauert – ATRIUM: Linguistic and cultural interpretation of the architecture of totalitarian regimes: communicating dissonant heritage
- Ramón Montes – the Prehistoric Rock Art Trail and sustainable Cultural Tourism

16:00 - 16:30 Coffee break

16:30 - 17:30 WORKSHOPS 1 AND 2 CONTINUED

Discussion and recommendations for shared good practices, partnerships and future action (work on the draft Aranjuez declaration)

19:00 DINNER AND RECEPTION IN CARLOS III CELLAR

FRIDAY, 30 OCTOBER

[8:15-9:15 restricted meeting of the European Institute for Cultural Routes and the Cultural Routes Task Force]

09:30 - 11:00 PARALLEL WORKSHOPS (NH HOTEL)

WORKSHOP 3: YOUTH AND THE CULTURAL ROUTES - YOUNG PEOPLE'S ROLE IN CULTURAL HERITAGE PRESERVATION AND HOW TO ENSURE INVOLVEMENT (NH HOTEL - EN/FR/ES)

Moderator: Denise de Roux – graduate Master 2 Tourism, IREST Paris 1 Panthéon Sorbonne

Keynote speech: Maria Agúndez – Spanish Ministry for Culture, Coordinator, World Programme of Heritage for Young people

Presentations:

- Cristina Sánchez Palomo – Cultural Routes Analysis Unit, Ministry of Culture, Spain
- Christin Prange (TRANSROMANICA), Daniel Falk & Lara Möller (Students at the Berlin Institute of Technology) - TRANSROMANICA Study Project: A travel app for the Romanesque Road
- Johanna Buchenauer (Huguenots and Waldesian trail), Elena Dubinina (Council of Europe), Alexander Mazurov (Near the Lighthouse blog) – Crossing routes, blogging Europe, the Council of Europe cultural routes blogging experience

WORKSHOP 4: DEMOCRACY AND CULTURAL ROUTES – CROSS-CUTTING PARTICIPATION AT LOCAL AND INTERNATIONAL LEVELS (NH HOTEL – EN/FR)

Moderator: Jordi Tresseras – LABPACT University of Barcelona

Keynote speech: Santiago Posteguillo, University Jaime I – Promoting cultural tourism through historic novels

Presentations:

- Denis Detling – European Association of History Educators - Euroclio
- Daniela Hauf – The European Route of Megalithic Culture: “Living Mesolithic - 6 weeks as a Hunter-Gatherer”
- Marianne Berger Marjanovic – Arts Council Norway, member of the EPA Bureau: the relationship between national and regional authorities and cultural routes
- Inger Harlevi – manager of the Hansa Cultural Route: the Council of Europe Cultural Routes Taskforce as a tool for communication

11:00 - 11:30 Coffee break

11:30 - 12:30 WORKSHOPS 3 AND 4 CONTINUED:

Discussion and recommendations for shared good practices and future action (work on the draft Aranjuez declaration)

12:30 – 12:45 Break

12:45 - 14:00 PLENARY SESSION (NH HOTEL – EN/FR/ES)

Moderator: *Penelope Denu – EPA Executive Secretary*

Conclusions of the workshops and adoption of the Aranjuez Declaration
Invitation to the 2016 Advisory Forum in Vilnius, Lithuania

Closing words:

- Eladio Fernández-Galliano – Head of the Democratic Initiatives Department, Council of Europe Directorate General of Democracy
- Marta Blanco Quesada – Director of TourSpain, Ministry of Industry and Tourism
- Cristina Moreno Moreno – Major of Aranjuez
- Francisco Millán Mon – MEP, Co-Chair of the European Parliament Intergroup on European Tourism Development, Cultural Heritage, Ways of St. James and other European Cultural Routes

14:00 - 15:30 CLOSING COCKTAIL (NH HOTEL)

16:00 - 18:00 VISIT OF THE ROYAL PALACE AND/OR GARDENS ARANJUEZ

[15:30-16:30: Restricted meeting of the Council of Europe Cultural Routes Task Force and all certified routes]
[Restricted meeting of the Federation of Saint James Ways]

SATURDAY, 31 OCTOBER

10:00 - 12:00 VISIT OF THE ROYAL PALACE AND/OR GARDENS ARANJUEZ (DEPENDING ON THE NUMBER OF PARTICIPANTS)