



Thursday 28 May, 14:00 - 15:30 (CEST)

DIRECTORATE GENERAL OF DEMOCRACY
ENLARGED PARTIAL AGREEMENT ON CULTURAL ROUTES (EPA)



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Webinar

With the Representatives of the 38 certified Cultural Routes,
the EPA Secretariat and the European Institute of Cultural Routes

Covid-19 and the Cultural Routes of the Council of Europe: Impacts and Responses



SURVEY OVERVIEW

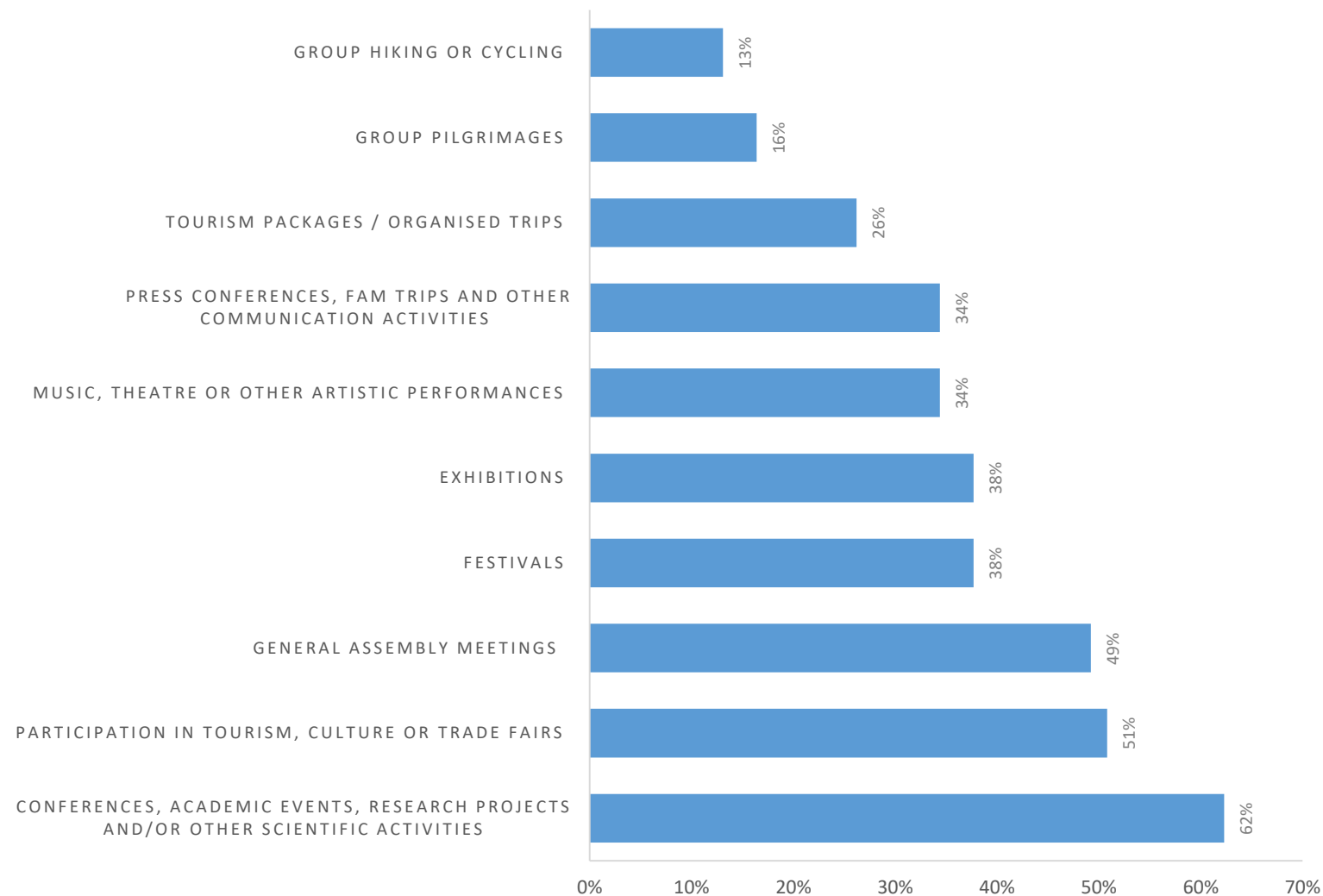
SURVEY → *“Covid-19 and the Cultural Routes of the Council of Europe: impacts and responses”*

OBJECTIVE → collect information on how the pandemic is affecting Cultural Routes activities, the challenges they are facing and the measures they are taking in order to tackle them

- 61 responses submitted
- 30 Cultural Routes participated
- 39,3% responses from network members
- 34% responses from managers, directors, executive secretaries
- 8,2% responses from presidents

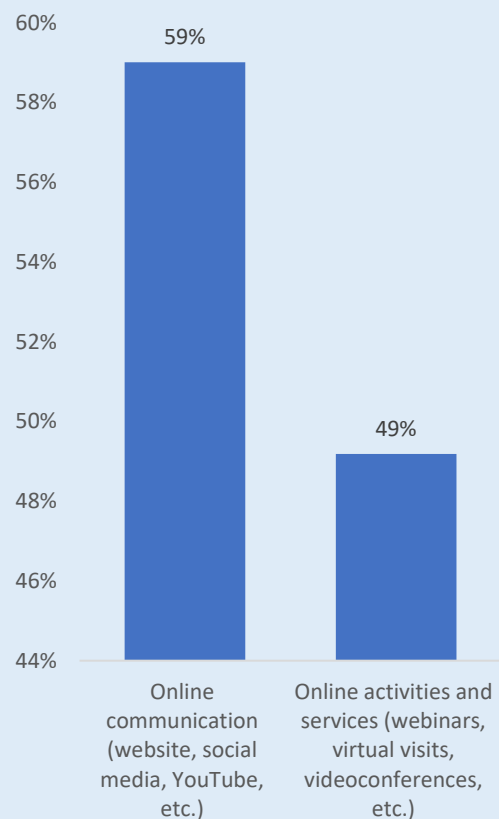
OBJECTIVE OF THE WEBINAR → Discuss the questionnaire’s results, assess the preliminary impacts of COVID-19 on the Cultural Routes and reflect on future measures to be taken.

TYPE OF ACTIVITIES CANCELLED

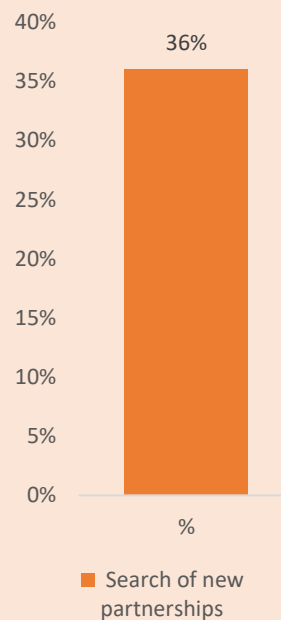


IMPACTS OF COVID-19 ON THE OVERALL WORK OF THE ROUTES

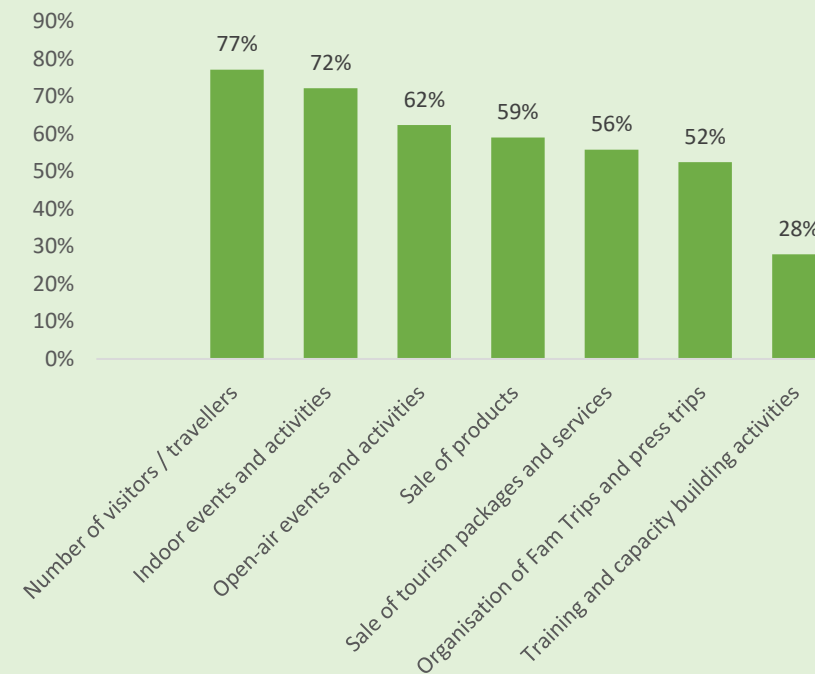
INCREASED ACTIVITIES



UNAFFECTED ACTIVITIES

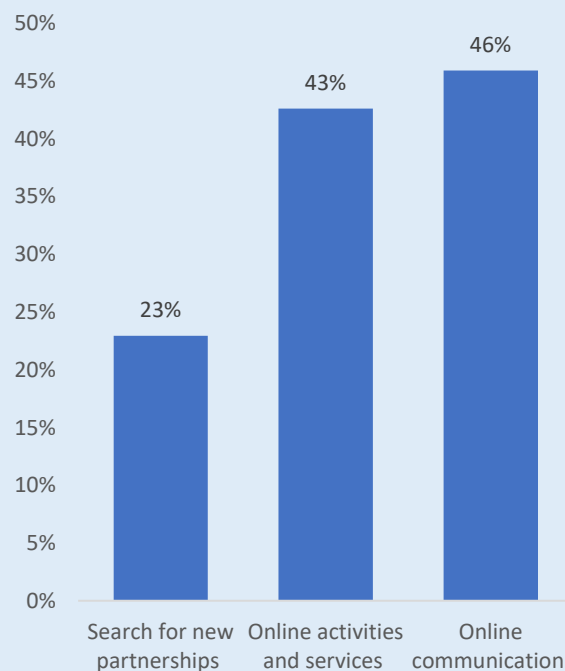


DECREASED ACTIVITIES

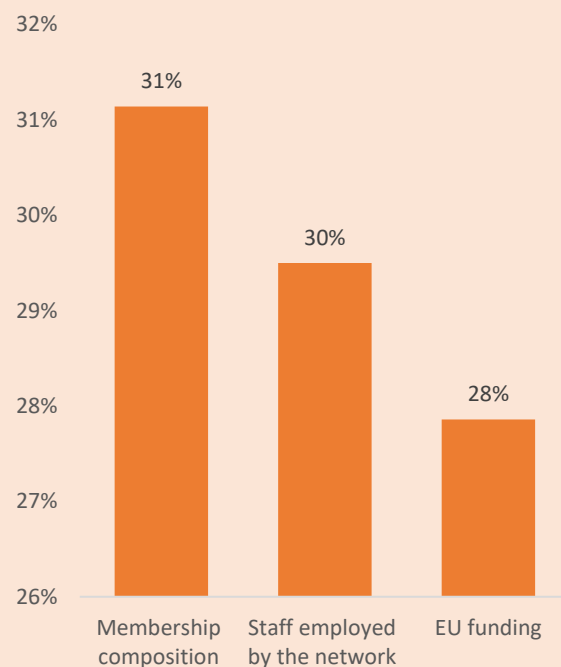


EXPECTED IMPACTS OF COVID-19 ON THE BUDGET AND FUNCTIONING OF THE ROUTES

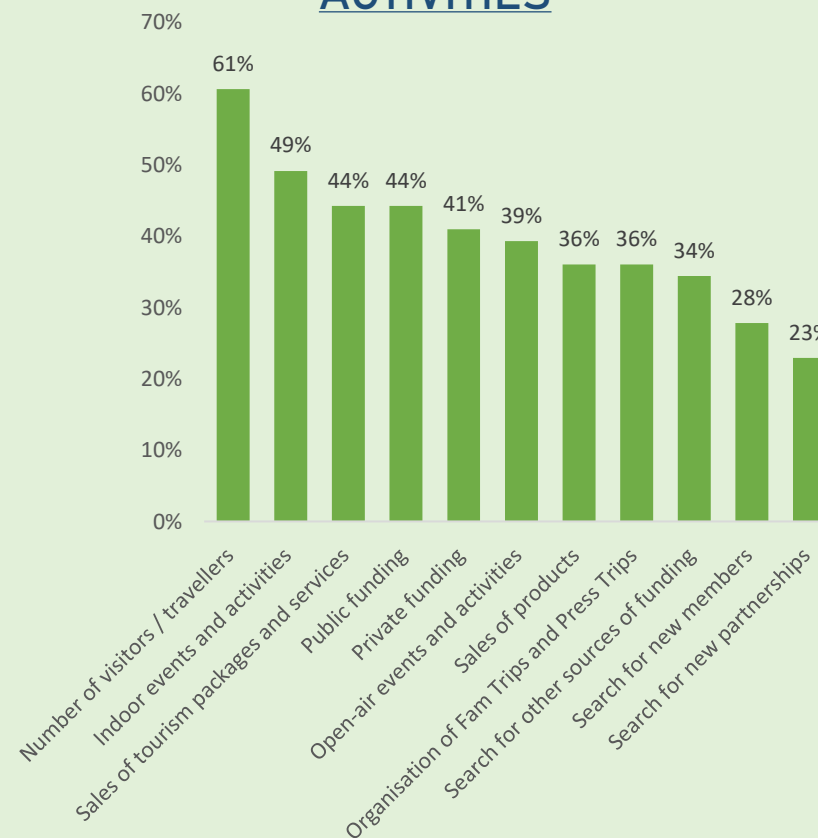
EXPECTED INCREASED ACTIVITIES



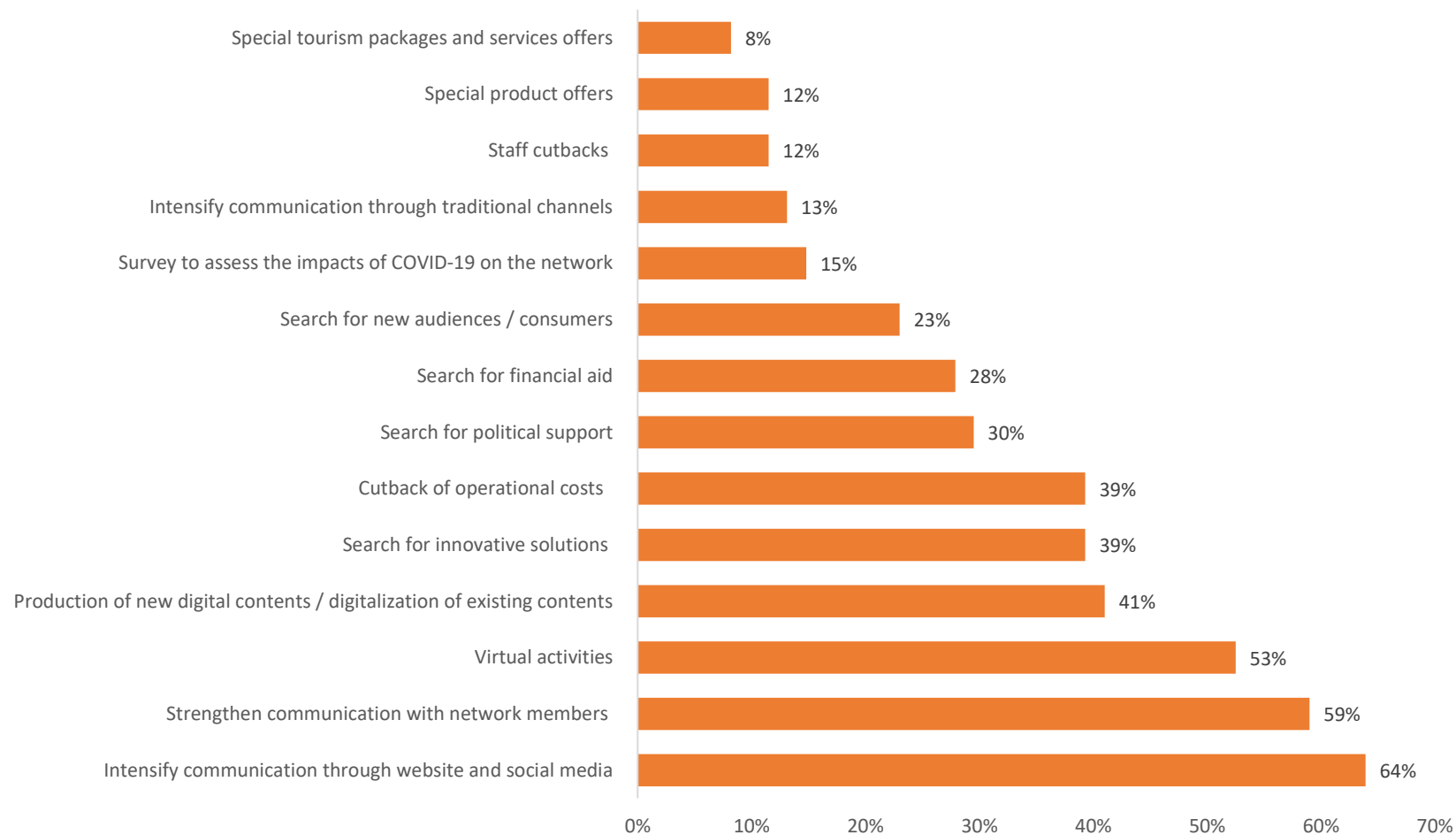
EXPECTED UNAFFECTED ACTIVITIES



EXPECTED DECREASED ACTIVITIES

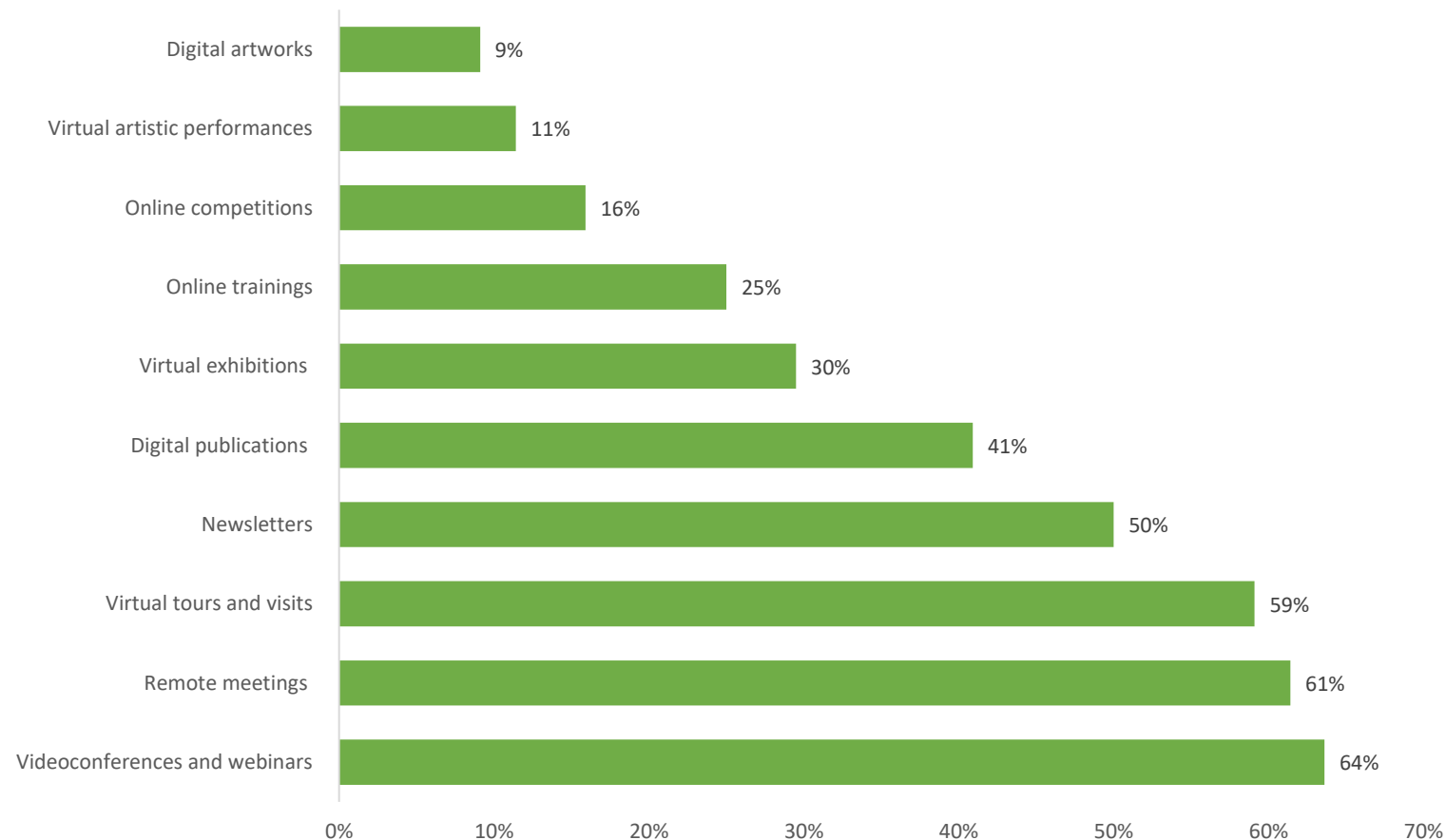
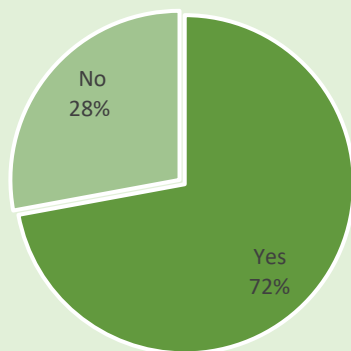


MEASURES TAKEN TO COUNTER THE IMMEDIATE EFFECTS OF COVID-19 ON NETWORKS ACTIVITIES



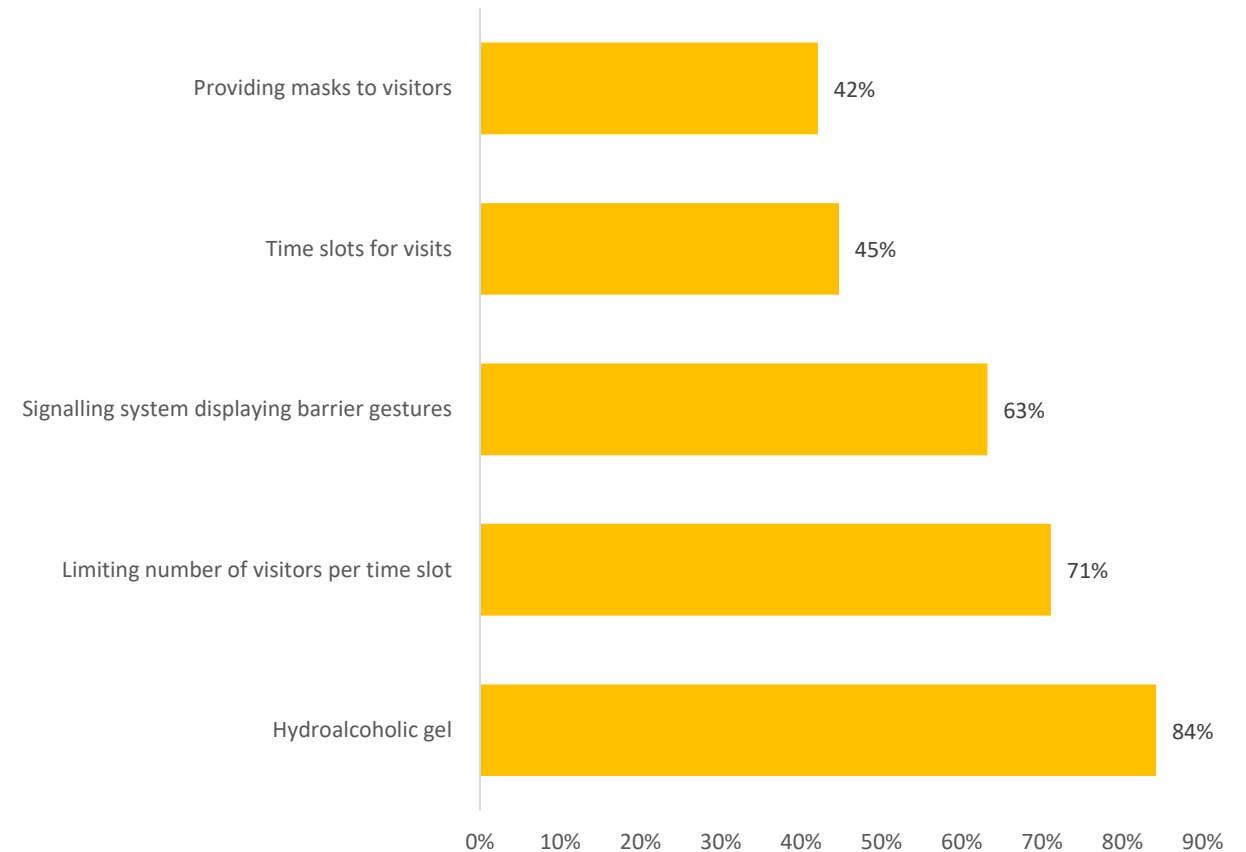
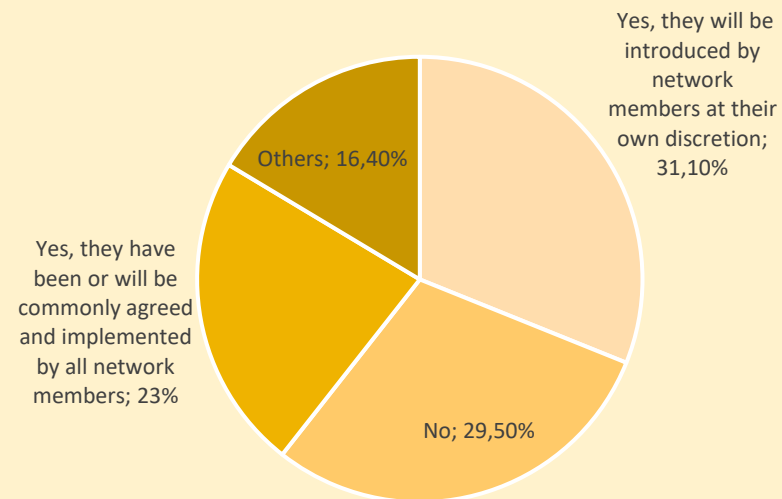
ALTERNATIVE ACTIVITIES OR SERVICES IMPLEMENTED

Has your Cultural Route
/institution considered
alternative activities or
services during the COVID-19
pandemic?

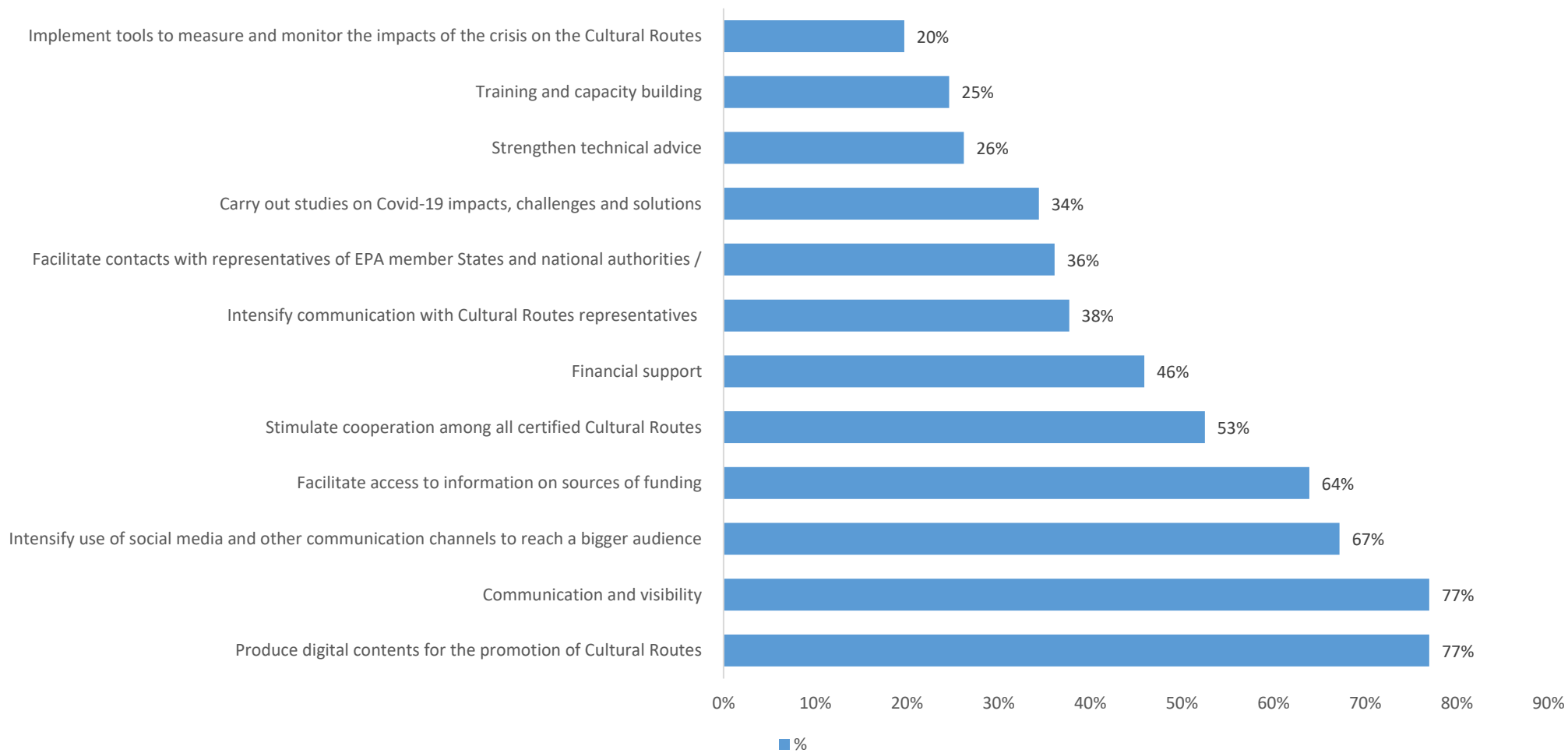


HEALTH MEASURES IMPLEMENTED

Have you considered introducing specific health measures in your institution / in the sites that integrate your network (museums, cultural centers, parks, monuments, etc.)?



MEASURES TO BE TAKEN BY THE EPA/EICR



MAIN CHALLENGES CULTURAL ROUTES ARE FACING DUE TO COVID-19

INTERNAL ORGANIZATION

- Adapting to digital formats
- Reorganisation of work (telework)
- Remain in contact with network members
- Hold the stock of members
- Maintaining the cohesion, teamwork and dynamism of the network

FINANCIAL

- Financial challenges (need for subsidies, financial aids, etc.)
- Unclear financial stability for 2021 onwards
- Reduced incomes

PUBLIC POLICIES

- Loss of support from local authorities to activities and events
- Need for public solutions for a safe and sustainable tourism
- Lack of precise rules from national governments

ACTIVITIES

- Travel restrictions: loss of visitors
- Remain in contact with the public
- Recovery of visitors' confidence
- Closing of service providers (accommodation, restaurants, etc.)
- Loss of public visibility
- Cancellation and postponement of activities
- Maintain activities and projects already underway

THE FUTURE OF THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE PROGRAMME

INNOVATION & ADAPTATION

- The pandemic will change the way we work and travel
- Opportunities for innovation
- Increased use of telework, virtual media and platforms→ videoconferences, webinars, virtual cultural visits, social networks, etc.
- Need for reorganization of plans, activities and products
- Invest on capacity-building for the actors involved in the route
- Reformulation of strategies
- Rethink how to make heritage accessible in this new context

PROXIMITY TOURISM

- Increase of proximity tourism and visits to “less-known” destinations
- Revival and development of slow tourism
- Increased interest in nature and heritage

THE FUTURE OF THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE PROGRAMME

SOLIDARITY & COOPERATION

- Increased opportunities for cooperation among network members → essential to ensure development and resilience
- Increased solidarity among members
- Enlarge the networks
- Need for common projects to federate energies and restore cohesion
- Common practices and initiatives, networking
- Facilitate information exchange and define joint and articulated strategies
- Work together (Cultural Routes + EPA + EICR)

VISIBILITY

- Need for increased promotion and communication (Local, regional, national and international level)
- Implementation of new communication channels and activities (online/digital)

THE FUTURE OF THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE PROGRAMME

PUBLIC AUTHORITIES

- Need for clear safety guidelines and sanitary measures for travellers, tourist establishments, cultural sites, etc.
- Need for financial aid (accommodation, institutions, local entrepreneurs, SMEs, non-profit organisations, support to local economies)
- Support of local, regional, national and international authorities by developing plans, policies, incentives
- Reopening of museums, cultural places, accommodation, restaurants and borders
- Facilitate the dialogue between Routes and the different political levels and the recognition of cultural routes as strategic tools for sustainable development
- Need for a long-term strategy based on a sustainability vision
- Facilitate contacts with representatives of EPA member States and national authorities
- Facilitate access to information on sources of funding

THE FUTURE OF THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE PROGRAMME

- *The future of the Programme seems “Difficult in the medium term but rather optimistic in the long term”*
- *“Now more than ever, there is a need for cooperation and collaboration between all routes of the Cultural Routes of the Council of Europe”*
- *“The challenges are real and tough but it's an opportunity to re-think and re-design on the basis of priorities such as sustainability, and the link between heritage, communities and tourism”*
- *“The work and cooperation between Routes can be a key to reflect together and seek collaborations between us to empower our networks”*
- *“This crisis demonstrates how important and crucial cooperation and support between different countries is. This programme has more than ever its place in ensuring this cohesion and cross-border link”*
- *“There are all the conditions for our Cultural Route to acquire greater effectiveness and become an ideal tool for the territories that will face the post Covid-19 phase”*

**Thank you very much for your
contributions!**



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe

