

Cultural Routes
of the Council of Europe
Itinéraires culturels
du Conseil de l'Europe



COUNCIL OF EUROPE
**CULTURAL ROUTES OF
THE COUNCIL OF EUROPE**

13th ANNUAL ADVISORY FORUM

Visegrád, Hungary, 25-27 September 2024



EUROPEAN
INSTITUTE
OF
CULTURAL
ROUTES



INTANGIBLE
CULTURAL
HERITAGE
IN HUNGARY



CULTURAL ROUTES OF
THE COUNCIL OF EUROPE
IN HUNGARY



VISEGRÁD

INTRODUCTION TO THE 13TH ANNUAL ADVISORY FORUM



PRESENTER

Mr. Tamás SZEGEDY - KLOSKA,
Head of the Scientific Secretary Department,
Hungarian Open Air Museum

INTRODUCTION TO THE 13TH ANNUAL ADVISORY FORUM



WELCOMING REMARKS

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

GENERAL SESSION 1: ENCOURAGING YOUTH ENGAGEMENT IN HERITAGE ALONG THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE



MODERATOR

Mr. Bálint MOLNÁR,
Executive Director, European Youth Centre
Budapest, Council of Europe

GENERAL SESSION 1: ENCOURAGING YOUTH ENGAGEMENT ALONG THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE



SPEAKER

Mr. Manel SANCHEZ GARCIA,
Director, European Youth Card Association

GENERAL SESSION 1: ENCOURAGING YOUTH ENGAGEMENT ALONG THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE



SPEAKER

Mr. Rachid HAMDAOUI,
Representative, The Hansa Route

13th Annual Advisory Forum on The Cultural Routes of the Council of Europe

General Session I:

Encouraging youth engagement along the Cultural Routes of the Council of Europe



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



26th September 2024, Visegrád

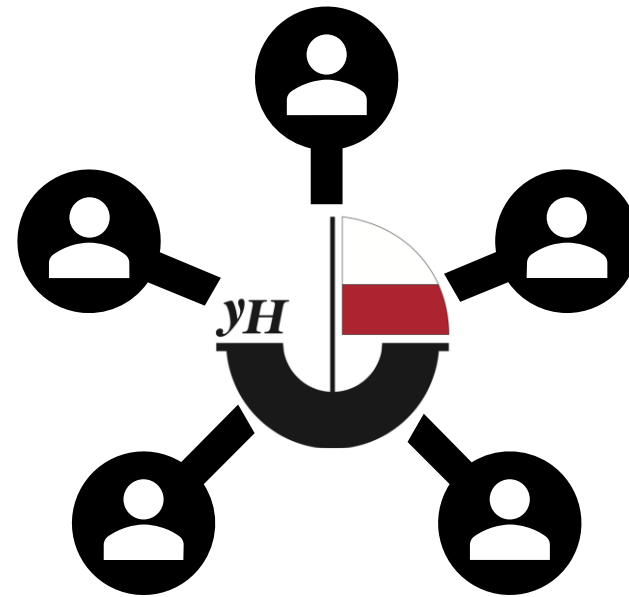
Rachid Hamdaoui

youthHansa

The three key elements of encouraging young people within our network

Working and Cooperating internationally/transculturally

Discovering the Hanseatic League practically



Giving young people a broad audience

youthHansa

The three key elements of encouraging young people within our network

Working and Cooperating internationally/transculturally

Hansa Breakfast

Diversity which Connects

Regional youthHansa communities

The Peace of Harderwijk

Hansa Novel

International Hanseatic Day

youthHansa Day in Deventer

MiniHansetag

youthHansa Day in Oldenzaal

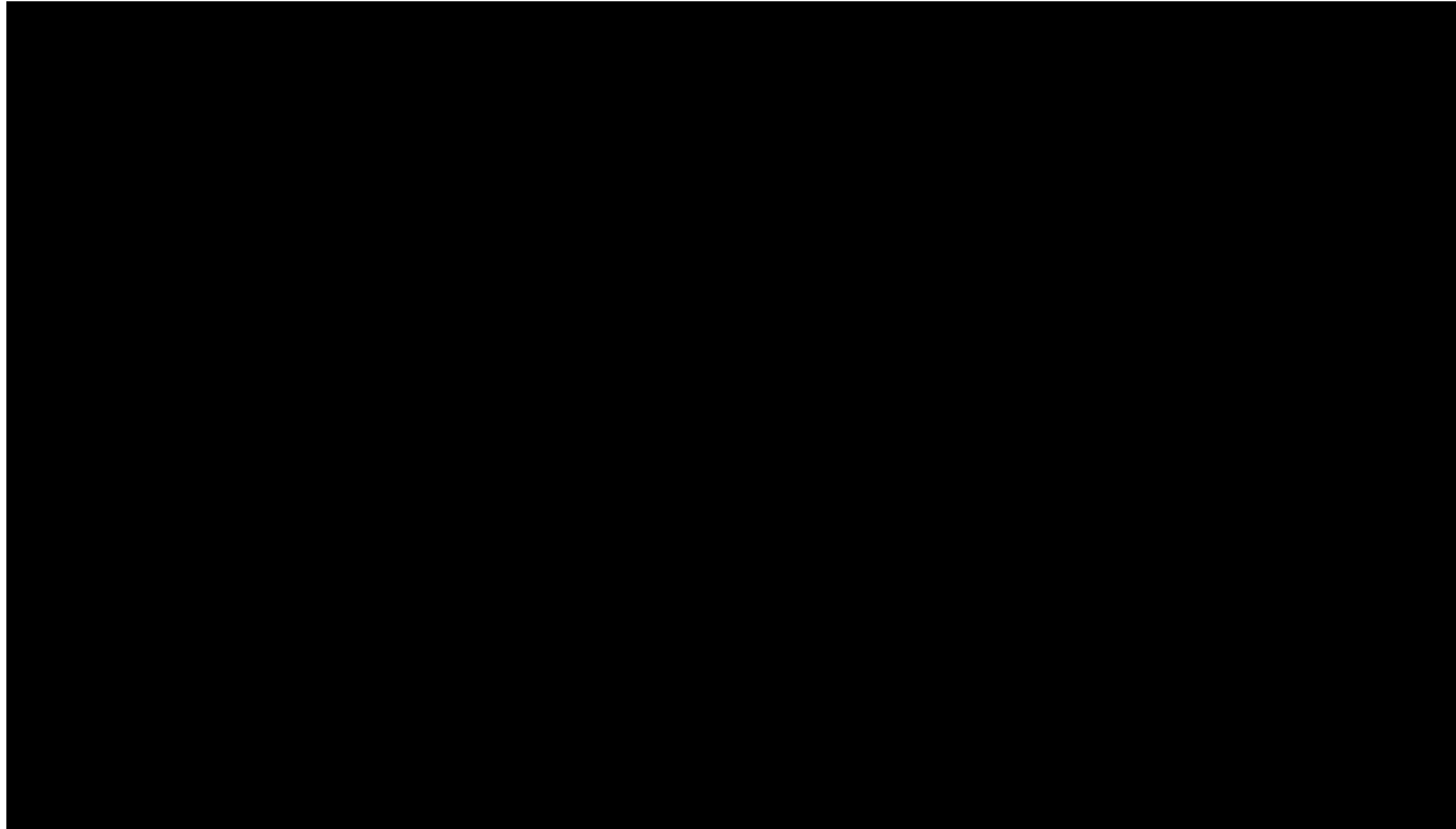
...

Discovering the Hanseatic League practically

Giving young people a broad audience

youthHansa

The Peace of Harderwijk



youthHansa

Thank you for the attention!

Visit our Website!



E-Mail:

youthHansa@outlook.com

youthHansa

Follow us on Instagram!



@YOUTHANSA_INTERNATIONAL

GENERAL SESSION 1: ENCOURAGING YOUTH ENGAGEMENT ALONG THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE



SPEAKER

Mr. Miguel Ángel MARTÍN RAMOS,
President, European Routes of Emperor Charles V

13th Cultural Routes of the Council of Europe Annual Advisory Forum: GENERAL SESSION 1:
Encouraging youth engagement along the Cultural Routes of the Council of Europe

THE ROUTES OF CHARLES V

Youth4Culture Project: *Encouraging active youth participation in European cultural heritage promotion*



Miguel Angel Martín Ramos. 26th September, 2024. Visegrád, Hungary



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



Funded by
the European Union



Youth4Culture Project: *Encouraging active youth participation in European cultural heritage promotion*

- **Partners: Charles V Cultural Route, The Ceramics Route, The Jewish Heritage Route and The Olive Tree Route, all of which are cultural itineraries of the Council of Europe.**

The YOUTH4CULTURE project aimed to explore new strategies and working methods to encourage the civic participation of young people in the promotion and valorization of European cultural heritage as a sustainable resource for entrepreneurship and sustainable development.

In this field, the project launched several activities to promote the exchange of good practices, the generation of ideas, the training of skills and working methods of young workers and their professional development to enable them to define new initiatives related to youth participation, the promotion of European cultural heritage and the social inclusion of young people.



Cultural route
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Itinéraire culturel
du Conseil de l'Europe



Funded by
the European Union



Youth4Culture Project: *Encouraging active youth participation in European cultural heritage promotion*

The project partners have worked on:

- Improving the working methods of youth workers to promote the civic participation of young people and the revaluation of European Cultural Heritage;
- Updating the professional competences of youth workers who support youth entrepreneurship in cultural enterprises;
- Explore best practices to adapt them to different European contexts in relation to civic engagement, cultural promotion and youth;
- Improve the efficiency and impact of European Cultural Routes.



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



Youth4Culture Project: *Encouraging active youth participation in European cultural heritage promotion*



The Routes of Emperor
CHARLES V
COOPERATION NETWORK
Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe

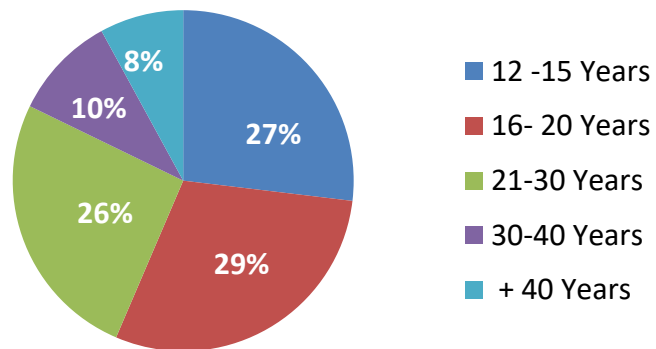


Funded by
the European Union

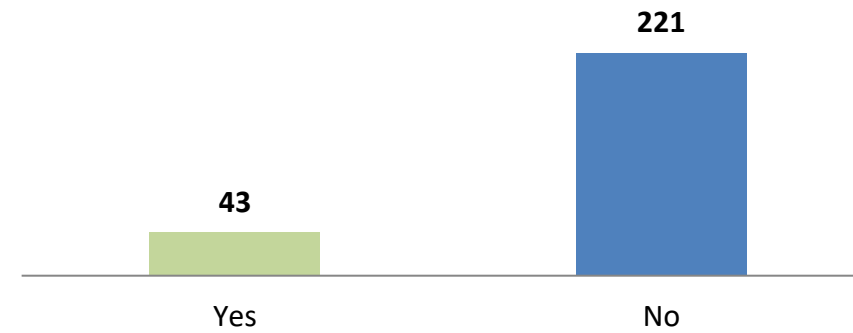


The Survey Summary: 264 participants

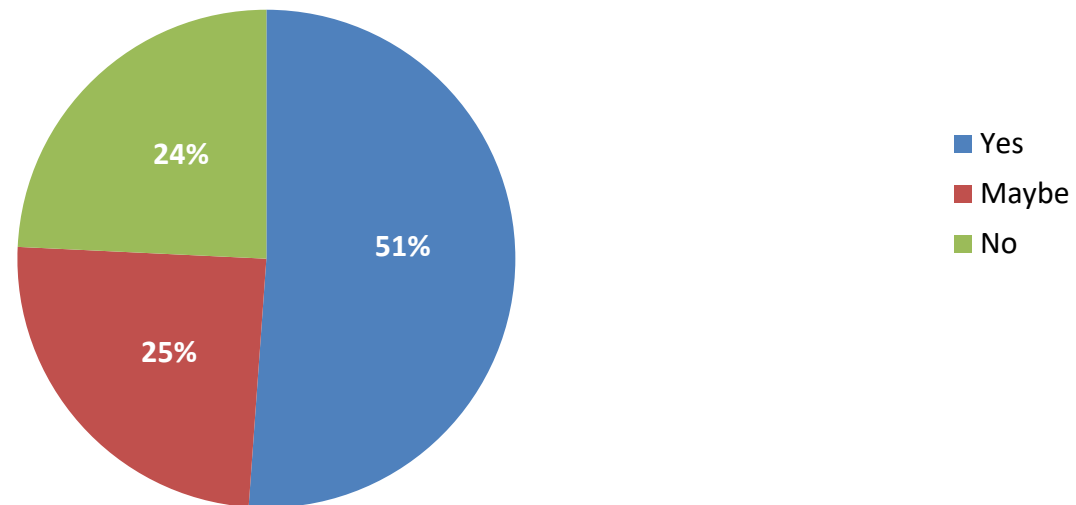
Ages of participants



Do you know what a Cultural Route of the Council of Europe is?



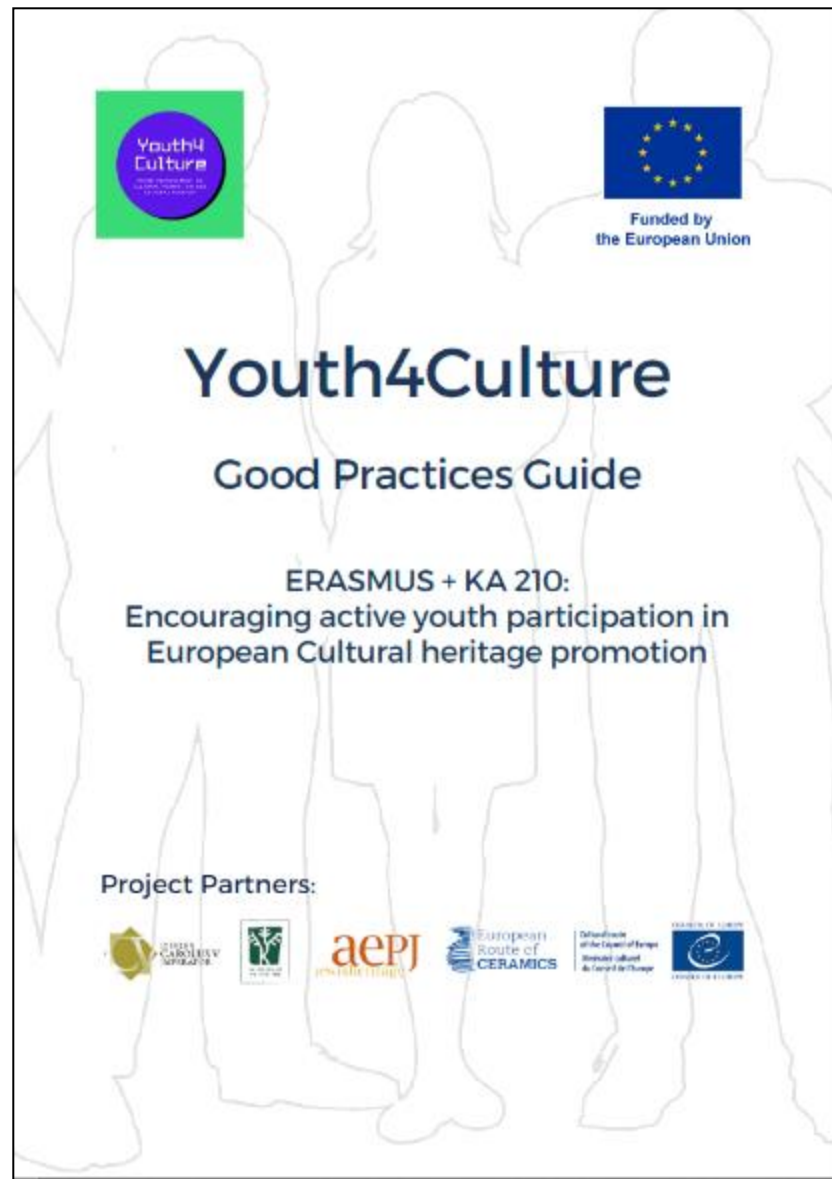
Now that you are aware of the term "Cultural Route of the Council of Europe", would you be interested to learn more about them or getting involved in any way?



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



Dissemination Materials



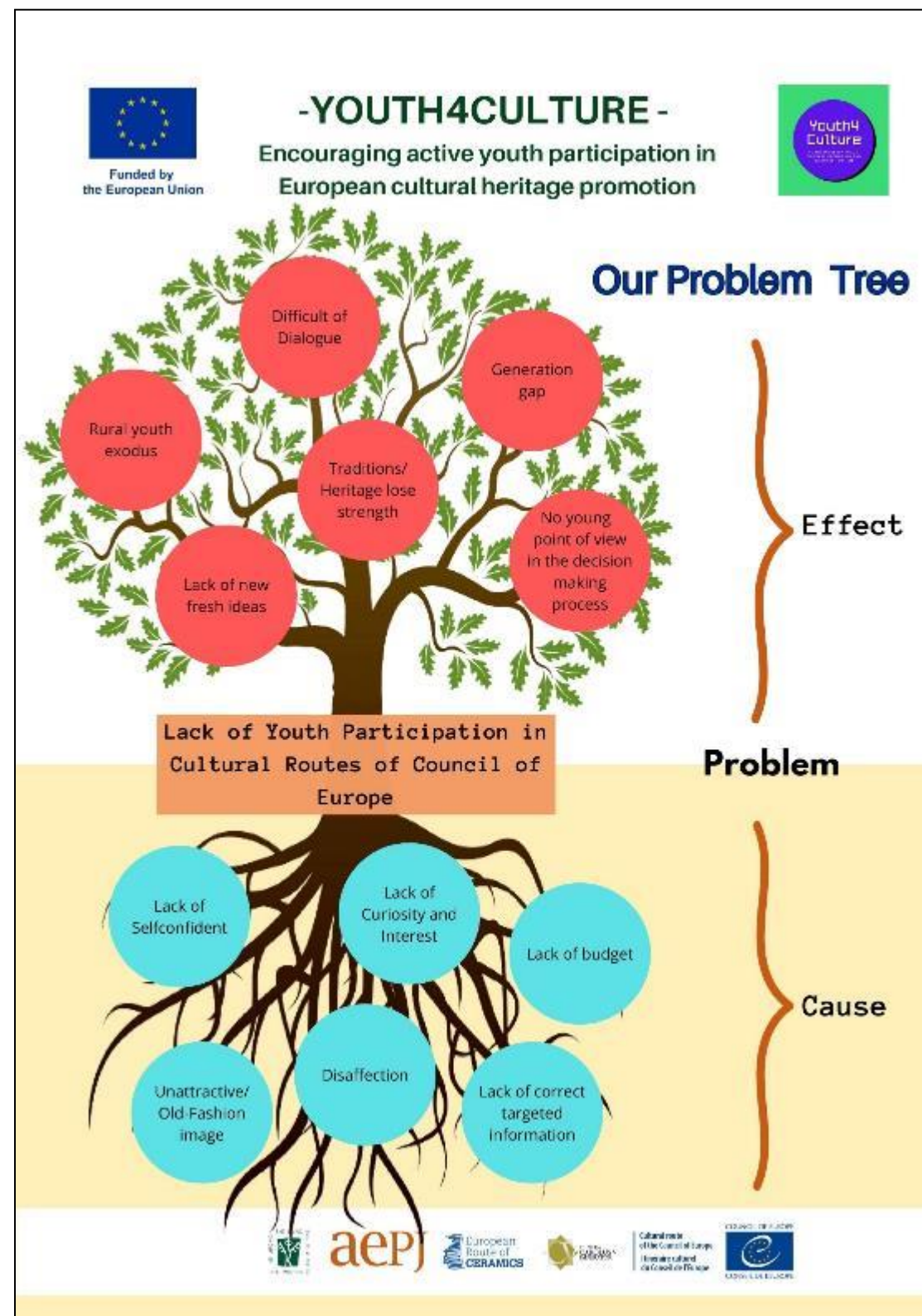
Good Practices Guide



Infographic about Good Practices



Dissemination Materials



Problem Tree Infographic



Thanks for your attention !

More Information:

<https://www.itineracarolusv.eu/youth4culture/>

<https://www.facebook.com/profile.php?id=100087840213249>



GENERAL SESSION 1: ENCOURAGING YOUTH ENGAGEMENT ALONG THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE



SPEAKER

Mr. Jacopo BORDIGNON,
Programme Analyst, Regional Department for
Europe, UN Tourism

13th Cultural Routes of the Council of Europe Annual Advisory Forum

*Visegrád, Hungary
25-27 September 2024
UN Tourism*

*Mr. Jacopo Bordignon,
Programme Analyst Regional Department for Europe
jbordignon@unwto.org*



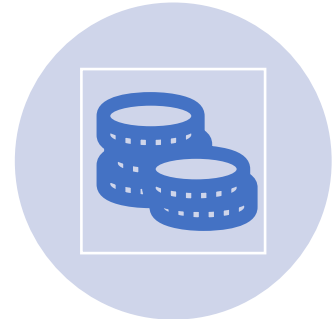
UN Tourism

UNITED NATIONS
WORLD TOURISM ORGANIZATION

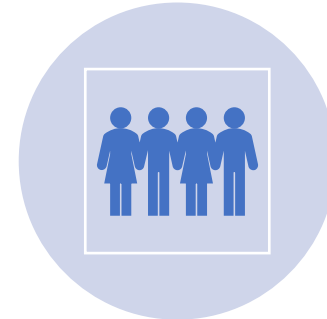




Major Challenges in Tourism



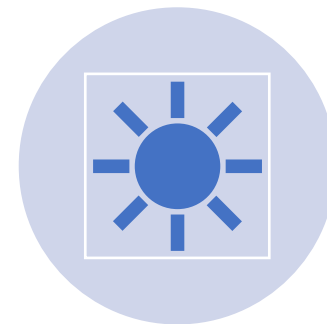
Generating added-value
Tourism products



Staff shortages



Sustainability & Economic
Growth



Seasonality

Education as the Key for Youth Development in Tourism

in 2018, youth travel (including travellers between the ages of 15 and 29) represented **23% of international tourist arrivals** and generated USD 333 billion in tourism receipts (WYSE).

Tourism is a major global employer: **prior to the pandemic, an estimated 1 in 10 jobs** worldwide was directly or indirectly related to tourism.

If offered an opportunity, adequate education, and support, youth may feel empowered to **actively engage in the decision-making processes** and participate in shaping the future of tourism.



ABOUT GYTS

The Global Youth Tourism Summit (GYTS) is a platform, developed by the World Tourism Organization (UNWTO), that aims to empower youth to take active part in decision-making processes in the tourism sector.

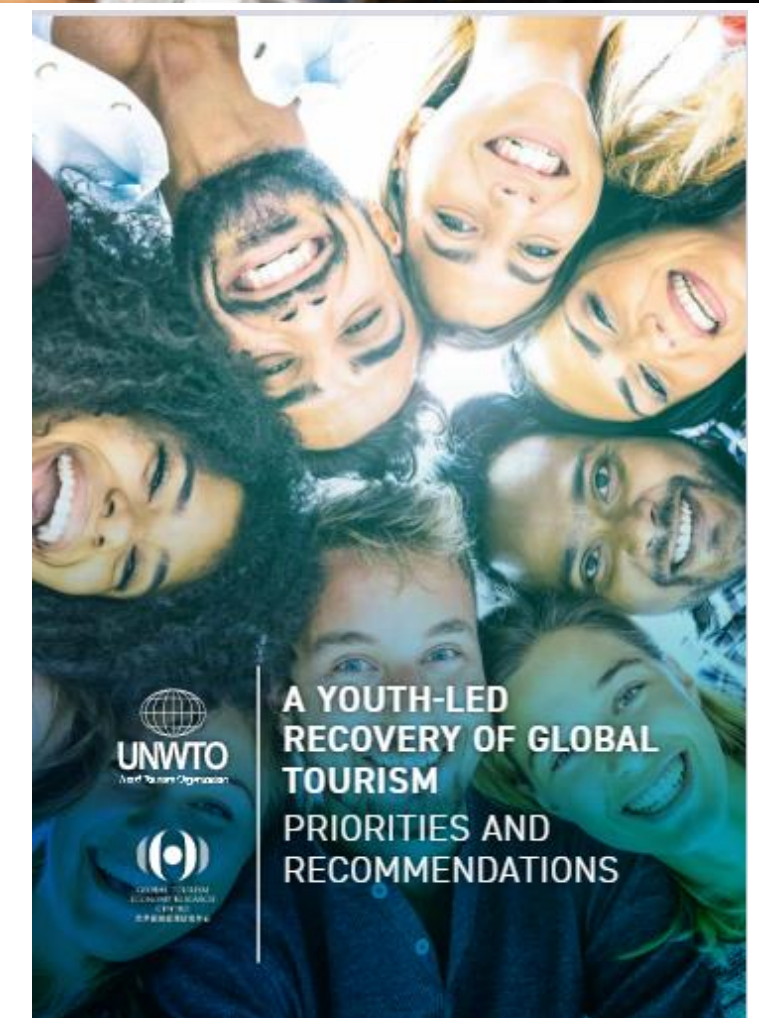
The GYTS platform includes a series of international events, workshops and other educational initiatives, that give children and youth an opportunity to learn, share and discuss ideas, and to shape their visions for the future of sustainable tourism within the 2030 Agenda for Sustainable Development.

"You have the talent, energy and ideals to prevent conflicts, defend human rights, secure and realize the 2030 Agenda for Sustainable Development."

Guterres
Secretary-General

"Children and youth have a say in the actions we take today, that will shape the tourism – and the world we live in tomorrow."

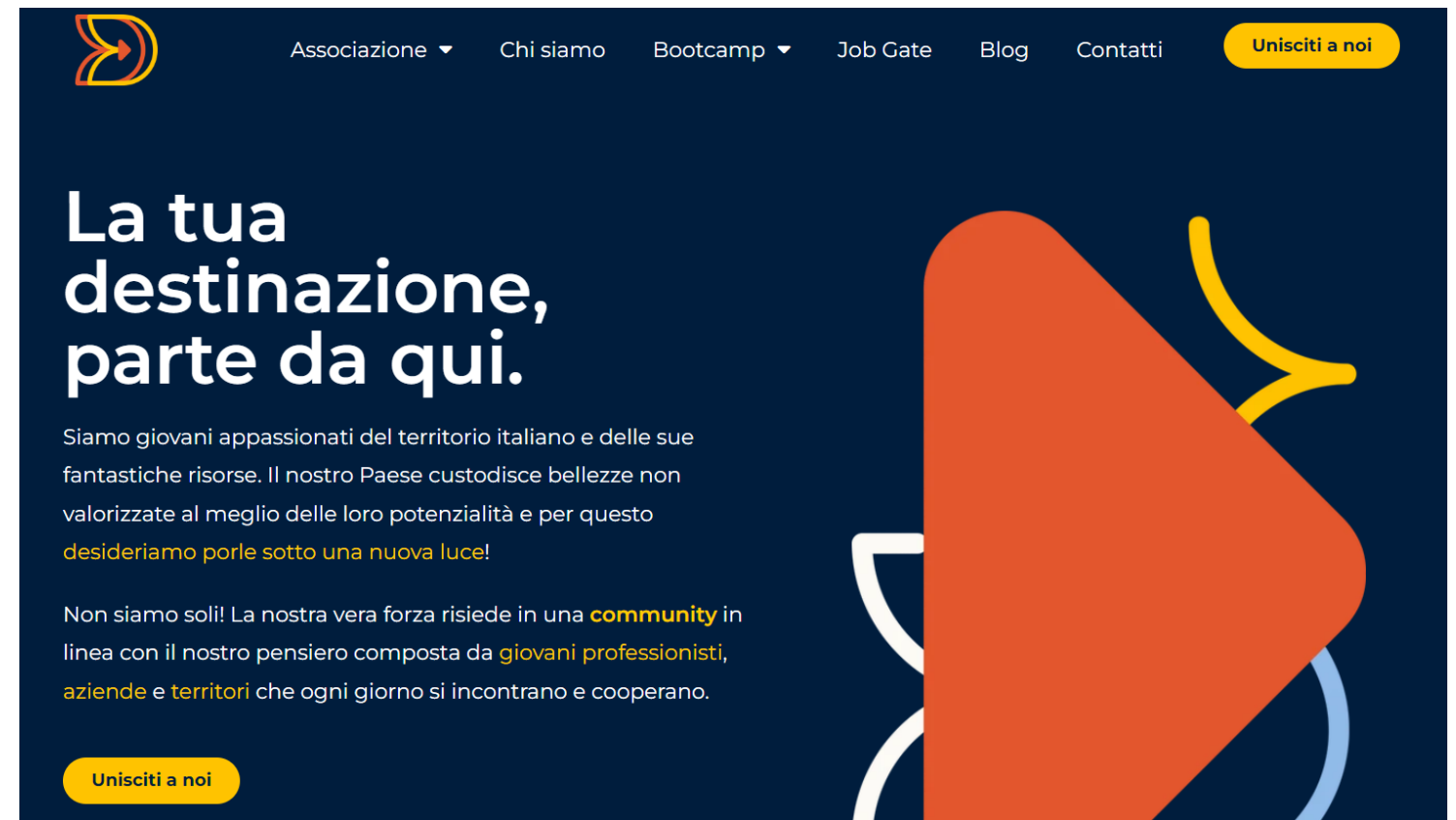
Zurab Poshakhia
UNWTO Secretary-General



Example from former UN Tourism Student League Participant (Destinaction - Italy)

[DESTINATION - DestinAction](#)

[UN Tourism Students' League \(unwto.org\)](http://unwto.org)



The screenshot shows the top navigation bar of the DestinAction website. It features a logo on the left, followed by menu items: "Associazione", "Chi siamo", "Bootcamp", "Job Gate", "Blog", and "Contatti". A yellow button labeled "Unisciti a noi" is positioned on the right. Below the navigation bar is a large hero section with a dark blue background and a large orange play button graphic on the right. The main heading reads "La tua destinazione, parte da qui." Below this, there are two paragraphs of text in Italian, with some words highlighted in yellow. A second "Unisciti a noi" button is located at the bottom left of the hero section.

Associazione ▾ Chi siamo Bootcamp ▾ Job Gate Blog Contatti [Unisciti a noi](#)

La tua destinazione, parte da qui.

Siamo giovani appassionati del territorio italiano e delle sue fantastiche risorse. Il nostro Paese custodisce bellezze non valorizzate al meglio delle loro potenzialità e per questo **desideriamo porle sotto una nuova luce!**

Non siamo soli! La nostra vera forza risiede in una **community** in linea con il nostro pensiero composta da **giovani professionisti**, **aziende** e **territori** che ogni giorno si incontrano e cooperano.

[Unisciti a noi](#)



This section displays two logos for the Students League, each associated with a country. The left logo is for Switzerland, featuring a stylized mountain peak with a red cross on a white square. Below it, the text reads "SWITZERLAND" and "STUDENTS LEAGUE | UNWTO World Tourism Organization". The right logo is for Bosnia and Herzegovina, featuring a stylized mountain peak with a yellow and blue flag. Below it, the text reads "BOSNIA AND HERZEGOVINA" and "STUDENTS LEAGUE | UNWTO World Tourism Organization".

SWITZERLAND
STUDENTS LEAGUE | UNWTO
World Tourism Organization

SWITZERLAND
Launch 14 Sept. 2022
Deadline registration: 04 Oct. 2022

BOSNIA AND HERZEGOVINA
STUDENTS LEAGUE | UNWTO
World Tourism Organization

BOSNIA & HERZEGOVINA
Launch 20 Mar. 2023
Deadline Registration: 30 Apr. 2023

What UN Tourism has to offer?

- **Assessments of country's tourism** labor market, skills gap, and training needs.
- **Evaluating effectiveness of existing hospitality and tourism management** training programs (i.e. HR Assessment in Uzbekistan)
- **Assessment of digital marketing strategies of Member States**, especially tools used by youth (engagement with “Influencers trips” as part of public communication campaign)
- **UN Tourism Thematic Office for Silk Road** in Samarkand, Uzbekistan, to be opened with strong focus on youth in tourism
 - “Silk Roads Youth Research Grant”
 - “Silk Road Tourism Ambassadors”

Thank you

jbordignon@unwto.org

rdeu@unwto.org



UN Tourism

UNITED NATIONS
WORLD TOURISM ORGANIZATION

GENERAL SESSION 1: ENCOURAGING YOUTH ENGAGEMENT ALONG THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE



SPEAKER

Dr. Diane DODD,
President, International Institute of Gastronomy,
Culture, Arts and Tourism, Spain

CULTURAL ROUTES OF THE COUNCIL OF EUROPE 13th ANNUAL ADVISORY FORUM



<https://youtu.be/mLcFwll2Zhg>

CULTURAL ROUTES OF THE COUNCIL OF EUROPE 13th ANNUAL ADVISORY FORUM



GENERAL SESSION 1: ENCOURAGING YOUTH ENGAGEMENT ALONG THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE



SPEAKER

Mr. Gábor MÓCZÁR,
General Director, National Heritage Institute,
Hungary, representative, European Cemeteries
Route



The National Pedagogy of Memory Programme

Connecting schools and public education
to historical cemeteries and memorials



**National Heritage
Institute**



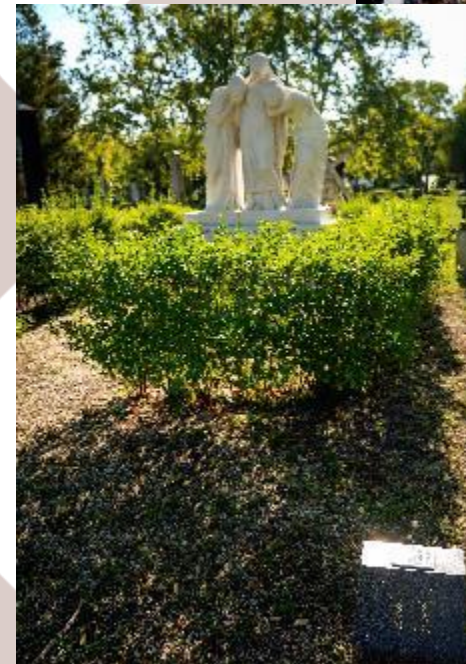


MAIN GOALS:

- **achieve a young generation with stronger European and Hungarian identity**
- **strengthening the links with historic venues, events and personality through on-site positive and creative experience**
- **emotional community with key figures and locations of our historic past**



The National Pedagogy of Memory Programme





The National Pedagogy
of Memory Programme

- **target group:** young people aged 12-18
- **purpose:** strengthening the sense of European and national identity and belonging
- **experiential knowledge transfer outside school**
- developed **3-phase program packages** based on in-depth education





We believe that as a result their **interest in history grows stronger**, furthermore their **national and European identity is shaped** through a **strong emotional bond** based on personal experiences.





The National Pedagogy
of Memory Programme

Thank you for your kind attention!

Gábor Móczár

General Director / National Heritage Institute of Hungary



GENERAL SESSION 1: ENCOURAGING YOUTH ENGAGEMENT ALONG THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE



SPEAKER

Mrs. Lidija PLIBERSEK,
President, European Cemeteries Route

Reimagining Cemeteries: A Space for Learning, nature and Discovery



Cemetery as a classroom.

Beyond place of mourning!

Goal: Introduce importance of preserving and promoting heritage of cemeteries to young people.



Reimagining Cemeteries: A Space for Learning, nature and Discovery



Becoming part of the formal school program

Reimagining Cemeteries: A Space for Learning, nature and Discovery

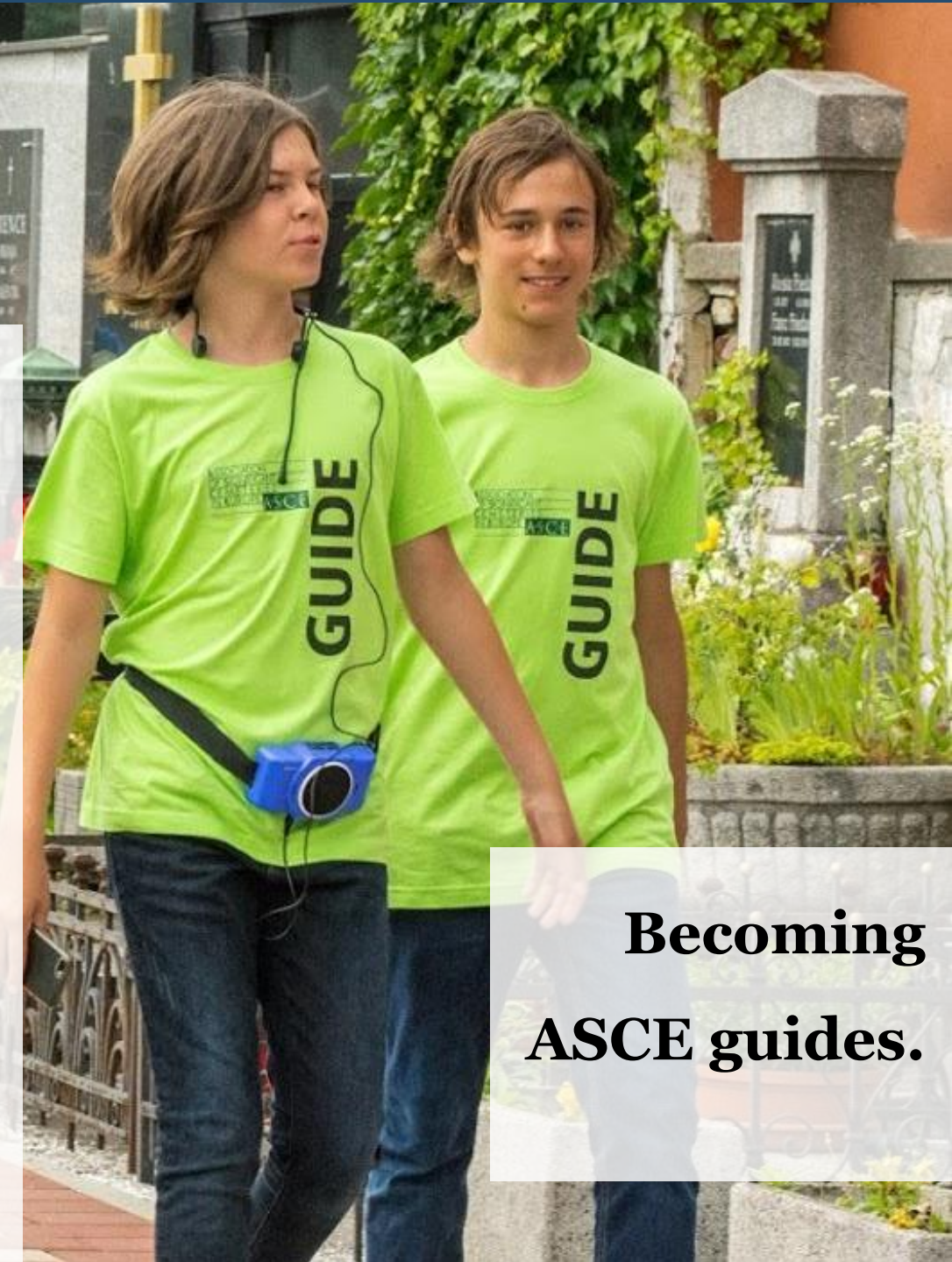


MARIBOR

Turning students into tourists guides:

- Learning about the cemeteries in the cultural day visit
- Researching on their own
- Presenting their findings to schoolmates
- preparing **documentary exhibitions**

children prepare and execute **guided walk** about **history of the town, their people and habits/culture through time.**



**Becoming
ASCE guides.**

Reimagining Cemeteries: A Space for Learning, nature and Discovery



VIENNA

Engaging Youth through Nature and Creativity: Cemetery nature for kids

- getting to know lots of wild herbs, bushes and trees in a playful way
- Which plants are edible, which are used as medicine, as a fragrance or even for making clothes
- A conclusion picnic!



Reimagining Cemeteries: A Space for Learning, nature and Discovery



The future of playful learning in cemeteries

A dynamic space where they can engage in learning and play

Balance between life and learning

Respect and care for heritage



Cultural Routes
of the Council of Europe
Itinéraires culturels
du Conseil de l'Europe



CULTURAL ROUTES OF
THE COUNCIL OF EUROPE

13th ANNUAL ADVISORY FORUM

COFFEE BREAK

Visegrád, Hungary, 25-27 September 2024

10:45-11:15



EUROPEAN
INSTITUTE
OF
CULTURAL
ROUTES



CULTURAL ROUTES OF
THE COUNCIL OF EUROPE
IN HUNGARY



VISEGRÁD

PANEL DISCUSSIONS: INTERGENERATIONAL TRANSMISSION OF TRADITIONAL PRACTICES AND KNOW-HOW



MODERATOR

Mrs. Widad BRIMO,

Youth Delegate of Hungary to the United Nation,
University of Szeged, Hungary

PANEL DISCUSSIONS: INTERGENERATIONAL TRANSMISSION OF TRADITIONAL PRACTICES AND KNOW-HOW



SPEAKER

Mrs. Sara ÁLVAREZ GÓMEZ,
President, Spanish EPA Network of Rural Youth
Organisations



EXCUMI



BRIGADA DE SALVAMENTO MSP









Festival de
SAMHAIN
SABADO 28 OCT
ROBURIO, LACIANA



PANEL DISCUSSIONS: INTERGENERATIONAL TRANSMISSION OF TRADITIONAL PRACTICES AND KNOW-HOW



SPEAKER

Dr. Bert LUDWIG,
Director, European Heritage Volunteers

EUROPEAN HERITAGE VOLUNTEERS



TRAINING COURSES AND VOLUNTEERING PROJECTS



European Heritage Training Courses and European Heritage Volunteers Projects are formats of non-formal heritage education and voluntary engagement for cultural heritage. They allow emerging heritage professionals from around the world to engage in the rescue, conservation, restoration, or revitalisation of significant heritage sites at international, national, or regional levels while simultaneously expanding their theoretical knowledge and practical skills.

What We Do:

- **Practical Conservation:** Participants engage in activities such as documentation, conservation, restoration, and maintenance of heritage sites, using traditional techniques and materials.
- **Educational Component:** The courses and projects offer in-depth theoretical knowledge, including lectures and site visits, covering the historical, cultural, and technical aspects of heritage conservation.
- **Cultural Exchange:** The interdisciplinary and international nature of the training courses and volunteering projects fosters dialogue and exchange between participants from diverse countries and cultural backgrounds.
- **Community Involvement:** Local communities benefit from the revitalisation of their heritage and gain the opportunity to engage in cultural exchange, strengthening their connection to their own cultural identity while building relationships with international participants

THE IMPACTS AND BENEFITS OF THE PROGRAMME



European Heritage Training Courses and European Heritage Volunteers Projects aim to bridge theory and practice in heritage conservation. They provide participants with hands-on experience while contributing to the conservation and revitalisation of cultural heritage sites across Europe. Each course and project is tailored to the specific needs of the heritage site, ensuring a balance between practical work and educational content.

Impact for Participants:

- Acquiring hands-on skills in heritage conservation techniques.
- Gaining practical experience to complement academic education.
- Building professional networks with heritage experts and peers across Europe.
- Developing intercultural understanding through collaboration with international participants.

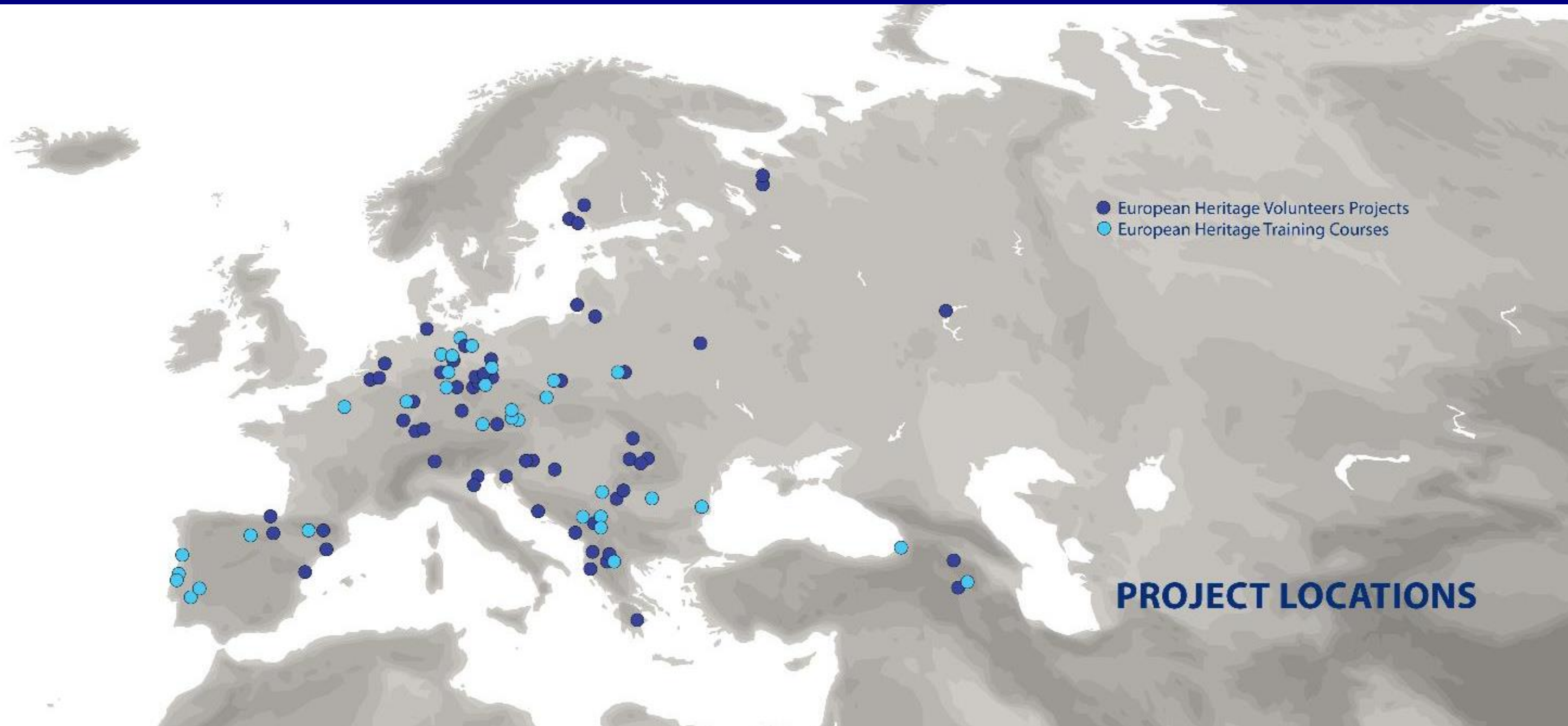
Benefits for Sites and Communities:

- Immediate conservation and maintenance support for heritage sites.
- Increased visibility and awareness of the cultural significance of local heritage.
- Empowerment of all generations in local communities through engagement with the planning and implementation of the course or project.
- Strengthened cultural identity and heritage appreciation, fostering long-term sustainability of the engagement for cultural heritage.

CONNECTIONS CREATED BY THE PROGRAMME



- The programme bridges theoretical knowledge of emerging heritage professionals in academic settings with hands-on experiences and the practical application of traditional skills at particular heritage sites.
- It facilitates a two-way exchange between future heritage practitioners from predominantly urban environments and engagement at heritage sites in rural areas, along with local communities and traditional craftsmen, benefiting both sides and broadening perspectives.
- The programme contributes to the transfer of knowledge across generations, enabling young professionals to appreciate and valorise craftspeople, traditional crafts and their practical experiences.
- The programme fosters collaboration among various stakeholders at heritage sites, bringing together in a common effort national, regional and local authorities with heritage practitioners, community leaders and heritage activists.
- With its international scope, the programme promotes a diverse dialogue on heritage conservation, creating a platform for cross-cultural and transboundary exchange of heritage-related knowledge, skills, and traditional techniques.



European Heritage Volunteers
c/o Klassik Stiftung Weimar Abt. Gärten
Burgplatz 4
99423 Weimar • Germany

Web: www.heritagevolunteers.eu
Mail: info@heritagevolunteers.eu
Phone: +49 – (0) 172 – 77 46 913

Facebook.com/europeanheritagevolunteers
Instagram: europeanheritagevolunteers
www.youtube.com/c/EuropeanHeritageVolunteers
LinkedIn: European Heritage Volunteers

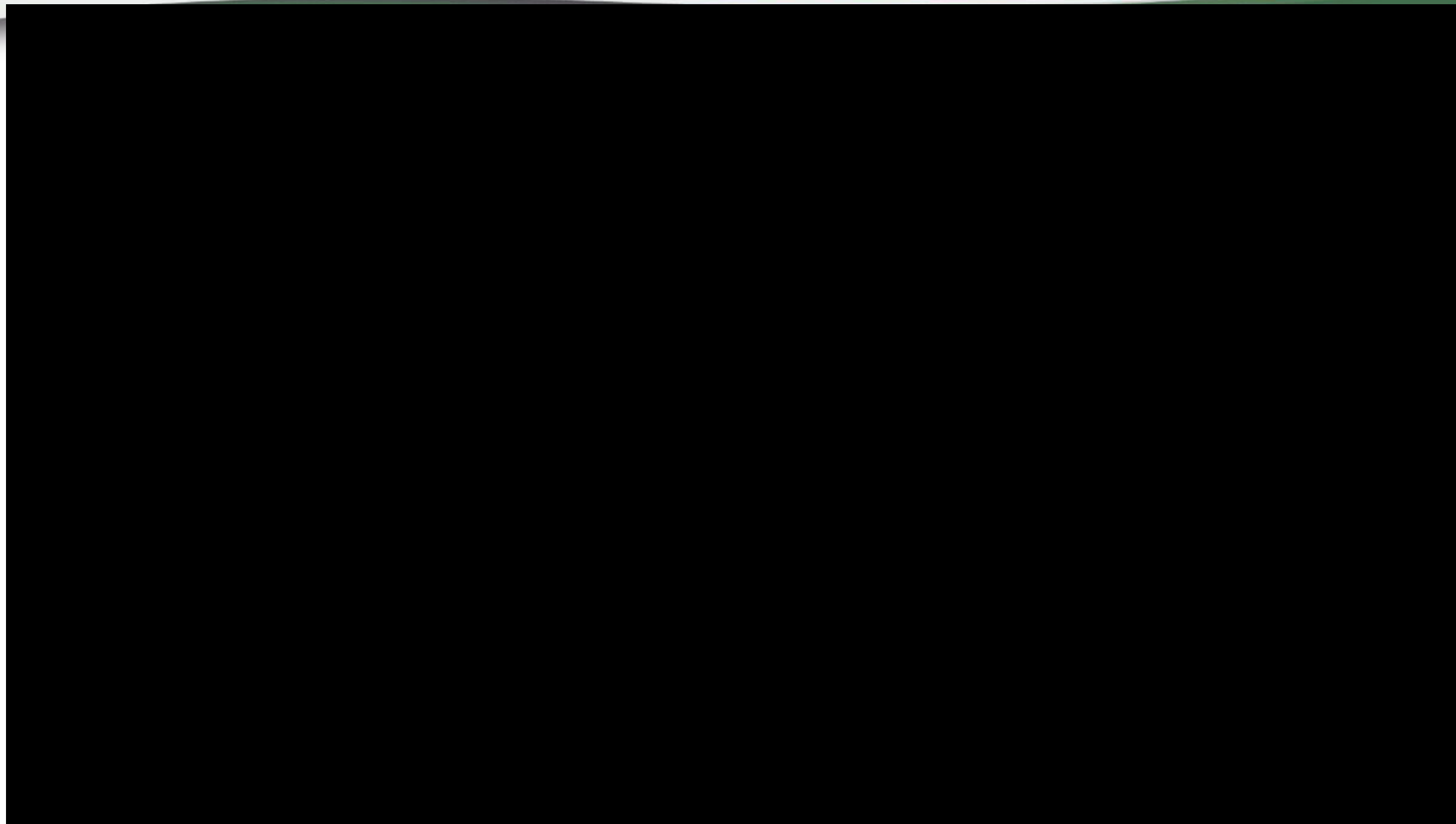
PANEL DISCUSSIONS: INTERGENERATIONAL TRANSMISSION OF TRADITIONAL PRACTICES AND KNOW-HOW



SPEAKER

Mrs. Martina JANOCHOVÁ,
Manager, Cyril and Methodius Route

CULTURAL ROUTES OF THE COUNCIL OF EUROPE 13th ANNUAL ADVISORY FORUM



CULTURAL ROUTES OF THE COUNCIL OF EUROPE 13th ANNUAL ADVISORY FORUM



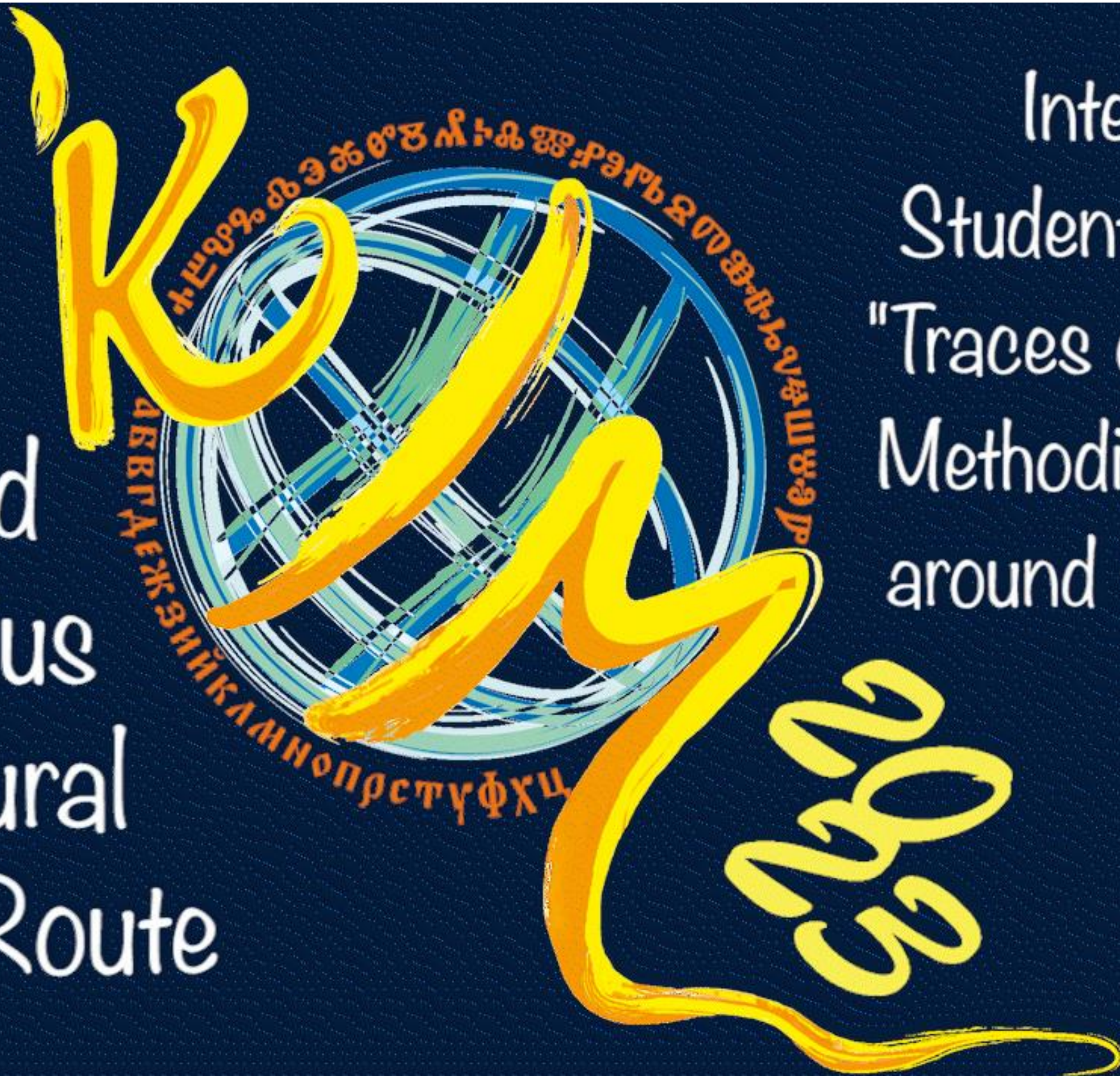
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CULTURAL ROUTES OF THE COUNCIL OF EUROPE 13th ANNUAL ADVISORY FORUM



Cyril and
Methodius
Cultural
Route



International
Student Contest
"Traces of Cyrillo-
Methodian deeds
around the world"



2023
Jubilee
celebration

1,160 years
Slavic
script
creation

1160

Glagolitic
Alphabet,
Great Moravia,
IX c.

Ɱ Ᵽ Ɽ
ⱥ ⱦ Ⱨ ⱨ
Ⱪ ⱪ Ⱬ ⱬ
Ɑ Ɱ Ɐ Ɒ ⱱ
Ⱳ ⱳ ⱴ Ⱶ ⱶ
ⱷ ⱸ ⱹ ⱺ ⱻ
ⱼ ⱽ Ȿ



Cyrillic alphabet,
First Bulgarian Empire,
X c.

А Б В Г Д Е
Ж З И К Л М
Н О П Р С Т У
Ф Х Ц Ч Ш
Щ Ъ Ы Ю Я

participants

142

age

6-18



Austria

Bulgaria

Cyprus

Germany

Italy

Moldova

Spain

Türkiye

United Kingdom

USA

Children's
curiosity,
talent and
imagination
sought traces of
Cyril and Methodius'
work on different
continents to present
artefacts and cultural
phenomena that are located
or take place in the city or country
where the participant lives.



Collection
of kids' art,
essays,
research
projects

Cyrillo-Methodian
Research Center,
BULGARIA

PANEL DISCUSSIONS: INTERGENERATIONAL TRANSMISSION OF TRADITIONAL PRACTICES AND KNOW-HOW



SPEAKER

Mrs. Enikő VARGA-VÉGVÁRI,

Youth Policy Expert, General Youth Department, Ministry
of Culture and Innovation, Hungary

Participation of the Hungarian youth

presentation

**Ministry of Culture and Innovation
Deputy Secretariat for Youth Affairs
Youth Department**

26th September, 2024

Participation regarding to the National Youth Strategy

National Youth Strategy states that young people and their communities and organizations are a key force for social cohesion in settlements, regions and at the national level. They are equal participants and shapers of decisions about them.



Participation and active citizenship

Definitions and realities of youth policy

National Student Parliament (Országos Diákparlament) has an important role in representing the recommendations of the students.

The local student council cooperates in providing an opinion on questions regarding student's policy (forming an opinion, making recommendations, taking commitment)

- **Umbrella organizations**
- **International representation**
- **European Union, COE, EYCA, CEI**

- **strengthening student advocacy systems**
- **providing student welfare services**
- **even more suitable for more effective advocacy and democracy tasks**



Thank you for your attention!

eniko.vegvari@kim.gov.hu

PANEL DISCUSSIONS: INTERGENERATIONAL TRANSMISSION OF TRADITIONAL PRACTICES AND KNOW-HOW



SPEAKER

Mrs. Sharon SULTANA,

Senior Manager, Archaeology and Natural History,
Malta, member of the EPA Governing Board

MALTA Crafts Foundation

Promotion
Education &
Innovation



tberfil



Traditional Maltese Musical Instrument
making
lż-żaqq



Silver making by hammering
technique



MCF Meets



Ganutell,
leather punching and binding,
and ceramic making





Silver filigree making

Traditional weaving

Ceramic workshops

Macramé

Investing in our children



PANEL DISCUSSIONS: INTERGENERATIONAL TRANSMISSION OF TRADITIONAL PRACTICES AND KNOW-HOW



SPEAKER

Mr. Xesc MAINZER,
Advisory Council on Youth, Council of Europe

Cultural Routes
of the Council of Europe
Itinéraires culturels
du Conseil de l'Europe



CULTURAL ROUTES OF
THE COUNCIL OF EUROPE

13th ANNUAL ADVISORY FORUM

LUNCH

Visegrád, Hungary, 25-27 September 2024

13:00-14:15



EUROPEAN
INSTITUTE
OF
CULTURAL
ROUTES



CULTURAL ROUTES OF
THE COUNCIL OF EUROPE
IN HUNGARY



VISEGRÁD