

# Cultural Routes of the Council of Europe Evaluation Cycle 2018-2019

## Expert report

### DESTINATION NAPOLEON

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



*\*The opinions expressed in this independent expert report are those of the author, and do not engage the Enlarged Partial Agreement on Cultural Routes of the Council of Europe.*

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This evaluation was carried out on the basis of the documents sent by the Cultural Route to the Institute (see the list in part 5), the elements found on the Internet, and the two field visits, to Ajaccio and Rueil-Malmaison (Annex 1).

## 1. Executive Summary

The Cultural Route « Destination Napoleon » was created by the European Federation of Napoleonic Cities (EFNC) in 2004. It joined the incubator of the Cultural Routes of the Council of Europe in 2013 and obtained the certification label in 2015.

It brings together some sixty cities in 13 European countries, from Portugal to Russia, Spain, France, Italy, Croatia, Greece, Belgium, Germany, Czech Republic, Poland, Belarus, Lithuania and soon England.

The Network is chaired by Charles Bonaparte and led by Jacques Mattei. Anja Schwind is in charge of coordination. In order to be able to cover this territory, which extends "from the Atlantic to the Urals", the Statutes have provided for Vice-Presidencies per country and for local Steering Committees. This decentralized governance makes it possible to develop many projects that are close to national and local realities while ensuring a European coherence. A Scientific Committee supports the local Steering Committees, chaired by Jacques-Olivier Boudon, Professor at the Sorbonne and President of the Napoleon Institute.

The "Destination Napoleon" Cultural Route was created to recall and promote the role played by this historical figure (1769 - 1821) in the European heritage, beyond the heritage evidences and political memories linked to the history of events, and in respect of regional approaches. Napoleon's contributions throughout Europe particularly relate to Law, Diplomacy, Sciences, Culture, Education, and more generally to all the Ideas of the Enlightenment that have shaped the European identity. It is a cultural network on the scale of the European Continent.

Moreover, the objective has not been to create a simple showcase of history but to participate in land use planning by promoting cultural and tourist development based on the worldwide reputation of this historical figure.

This approach is fully in line with the European construction because the sense of belonging of the Peoples cannot be shaped only in an economic or even political construction. It requires a recognition of common values and heritage, a shared memory.

	Yes	No
The theme still complies with the eligibility criteria for themes listed in CM/Res(2013)67, I. List of eligibility criteria for themes.	X	
The Cultural Route still complies with the eligibility criteria for themes, CM/Res(2013)67, II. List of priority fields of action, CM/Res(2013)67.	X	
The Cultural Route still complies with the eligibility criteria for themes listed in in CM/Res (2013)67, III. List of criteria for networks.	X	

**Therefore the certification « Cultural Route of the Council of Europe »**

	Yes	No
<b>Should be renewed</b>	X	

## 2. Introduction

The Cultural Route « Destination Napoleon » has been created by the European Federation of Napoleonic Cities (EFNC), an association under French law (Law 1901). It joined the Council of Europe's Cultural Routes incubator in 2013.

The Preamble to the Statutes approved at the General Assembly of 25 October 2015 in Wavre (Belgium) recalls the background of this initiative: "In 2004, the cities of La Roche-sur-Yon and Ajaccio celebrated the bicentennial of two significant events in history: the creation of La Roche-sur-Yon by the Imperial Decree of 25 May 1804 and the commemoration of the Emperor Napoleon by the city of Ajaccio on 4 December.

To extend these celebrations, the two cities suggested to associate Napoleonic cities whose history has been marked by Napoleonic influence. On 24 May 2004, representatives of the cities of Ajaccio (France), Balestrino (Italy), Jena (Germany), Ile d'Aix (France), Pontivy (France), Pultusk (Poland) and Waterloo (Belgium) met in La Roche-sur-Yon.

During this meeting, the principle of creating a Federation of Sites and Cities of Napoleonic History with the objective to "promote historical exchanges, the rehabilitation of the heritage of the Napoleonic era as well as its animation, enhancement and any development project" was agreed in the form of a memorandum of understanding.

The Route has been certified in 2015. It now brings together some sixty cities in 13 European countries "from the Atlantic to the Urals", from Portugal to Russia, Spain, France, Italy, Croatia, Greece, Belgium, Germany, Czech Republic, Poland, Belarus, Lithuania and soon England.

The Network is chaired by Charles Bonaparte and led by Jacques Mattei. Anja Schwind is in charge of coordination. The headquarters are located in the city hall of Ajaccio. One of the Deputy Mayors there is in charge of the "Napoleonic Heritage and relations with the Federation". An operational team under the direction of Sylvie Muraccioli, based in the city, manages the activities of the Cultural Route across Corsica and participates actively in all aspects of the Network's life.

In order to be able to cover such a large territory, the Statutes have provided for Vice-Presidencies per country and for local Steering Committees. The Vice-Presidency of France is double: Ajaccio and La Roche sur Yon; the Vice-Presidency of Germany: Jena; the Vice-Presidency of Belgium: Waterloo; the Vice-Presidency of Poland: Pultusk; the Vice-Presidency of Italy: the Province of Alessandria; the Vice-Presidency of Spain: Vitoria Gasteiz.

The local Steering Committees are responsible for leading the system at national and territorial level. They bring together representatives of cities, tourist offices and any public stakeholder (museums, Universities, research centres, etc...) or private stakeholder (associations, professionals in the field of tourism or culture) as well as officials from regional and national bodies. They define cultural and tourism strategies as well as the approaches and tools to be implemented. They are at the heart of the system because they guarantee the coherence of the project.

A Scientific Committee supports the local Steering Committees. It brings together historians and scientists, academics from the sector of culture, experts in territorial development and in tourism. It is chaired by Jacques-Olivier Boudon, Professor at the Sorbonne and President of the Napoleon Institute.

### 3. Main Body Evaluation

#### 3.1 Cultural Route Theme

The "Destination Napoleon" Cultural Route was created to recall and promote the role played by this historical figure (1769 - 1821) in the European heritage, beyond the heritage evidences and political memories linked to the history of events, and in respect of regional approaches.

Napoleon's contributions throughout Europe particularly relate to Law, Diplomacy, Sciences, Culture, Education, and more generally to all the ideas of the Enlightenment that have shaped the European identity. It is a cultural network on the scale of the European Continent.

Moreover, the objective has not been to create a simple showcase of history but to participate in land use planning by promoting cultural and tourist development based on the worldwide reputation of this historical figure.

Napoleon is indeed the second most consulted historical figure on Google after Jesus Christ. Three million visitors a year visit Europe's museums dedicated to him, and two million people are participating in the reconstitution of the bicentennials.

The Route seeks to connect, notably through exhibitions, artistic events, discovery tours and school and University exchanges, European cities whose history has been influenced by Napoleon.

#### 3. 2 Fields of Action

##### 3. 2. 1 Co-operation in research and development;

The Scientific Committee of the Route is chaired by the historian Jacques-Olivier Boudon, Professor at the Sorbonne and President of the Napoleon Institute.

It brings together academics from various disciplines who co-organize events and participate in conferences and seminars whose proceedings are published.

Work is also being carried out in partnership with the "Institut de Recherche sur les Imaginaires Napoléoniens" (IRINA).

The Federation provided Project Ownership Assistance to the University of Corsica as part of the Paoli-Napoleon Project, which made it possible to organise conferences and seminars with researchers from all over the world. The minutes are included in the documents sent to the Institute.

The Cultural Route provides technical assistance to member cities of the Network that wish for it concerning the enhancement of their heritage (including Napoleonic heritage). The aim is to help them put into practice their museum and/or educational space projects related to the theme.

A scoping study aiming to promote the city of Sartène in Corsica (France) was carried out with municipal funding of €30,000 in 2017 and 2018. It does not only concern Napoleonic heritage but also contributes greatly to its enhancement.

### 3.2.2. Enhancement of the memory, history and European heritage;

The values of the Revolution and of the Enlightenment, the ideals of Freedom, Equality and Fraternity, the sharing of scientific discoveries and new artistic expressions connect all European countries, even if they have been established in conflictual circumstances.

A certain idea of Europe was born at that time, sometimes in accordance, sometimes in opposition with the "little Corsican", but in all cases directly linked to the action of this emblematic historical figure.

And beyond that, the "Napoleonic myth" is also a source of inspiration and the subject of research works within the Federation.

The enhancement of Napoleonic heritage is therefore a very effective vector of European Memory, even if the prospects are necessarily different from one country to another.

And these discrepancies are not a handicap, quite the contrary; they are indeed carrying the foundations of the necessary reconciliation with our past in order to build a future of Peace.

A cruise in the Mediterranean "in the footsteps of Napoleon" will take place in June 2019, during which Jean Tulard and Jacques-Olivier Boudon will deliver speeches.

### 3. 2. 3 Cultural and educational exchanges of young Europeans;

The Federation has been called upon to facilitate linguistic exchanges between classes from different countries, beyond the purely Napoleonic theme, and it has welcomed interns within the framework of ERASMUS.

Cooperation is under way with the European Youth Card Organisation as it will offer a benefits card for young people.

The Cultural Route leads an ambitious project with the city of Jena, in partnership with Jena's Planetarium and with the Association 1806 Jena: creating a multimedia show about "Napoleon in Europe" for the Planetarium, based on the new Full-Dom technology and for young audiences. This show could then be broadcast in other European planetariums. The project is well under way.

### 3. 2. 4 Contemporary cultural and artistic practice;

On this subject I did not find any particular actions, which makes sense as it does not suit with the theme.

### 3. 2. 5 Cultural tourism and sustainable cultural development.

The Flyer boxes that are being produced display the heritage and the specific products of the Tourist Offices in this field (see 3.4 Communication tools).

The Cultural Route applies to European programmes that promote an integrated and sustainable development of the destinations involved in the Network.

The 250th anniversary of Napoleon's birth in 2019 (August 15) will mobilize tourism and culture professionals.

### 3.3 Cultural Route Network

#### 3.3.1 Network extension since last evaluation

In France: Paris, and in Corsica: Bastia, Boccognano, Calvi, Bonifacio, Sartène, La Maison Bonaparte.

In Belgium: Charleroi

In Spain: Fuentes de Onoro, Ciudad Rodrigo, Astorga

#### 3.3.2 Network extension in the three years to come

The Network plans to prompt European capitals following Paris' accession. The initial choice had been made to start with small cities but with a strong Napoleonic content.

### 3.4 Communication tools

The Federation promotes the Cultural Route by means of participation to international events, including those of the Institute, and by its presence at the two most important world Tourism Fairs: the ITB Berlin in the "Culture Lounge", and the FITUR in Madrid, on the "Basquetour" stand.

There, the Federation displays generic promotional tools, posters and brochures, and the first "flyer boxes" that are being produced for all cities that wish to do so.

It is a box presenting the Cultural Route in general, containing the individual flyers of the cities that wish for it. City by city, these flyers present their Napoleonic heritage as well as proposals for a stay.

Specific work was carried out this year with the Chinese Tour Operators as part of the ECTY 2018 to provide cities that asked for it with a specific offer. The leaflets are in Chinese. The Route has a WeChat account in China.

The Cultural Route has created a specific graphic charter (registered at the National Industrial Property Institute), different from the one of the Federation.

A specific website has been created: [www.destination-napoleon.eu](http://www.destination-napoleon.eu). It will promote the tourism activities of the Federation and the cities of the network, as well as the paths already existing in the countries.

The Cultural Route has created a digital laboratory, the D-Lab, which purpose is to formalize, through technology and on field, the various discovery trails along the Route. This will make it possible to develop an interactive map that will eventually be a real digital welcome platform allowing each potential visitor, wherever they are in the world, to virtually build their

"tailor-made" discovery path. The European Gritaccess programme will provide for the development of this ambitious project over three years.

The documents are presented at least in French and in English and, depending on the audience concerned, in Chinese, Spanish and Italian.

A signposting is being implemented to walk through the cities.

#### 3.4.1 Compliance with the Guidelines for the Use of the Logo "Cultural Routes of the Council of Europe"

The Cultural Route has created a specific graphic charter (registered at the National Industrial Property Institute), different from the one of the Federation. Its logo is displayed next to the Council of Europe logo on all of their documents and on their booths at international tourism fairs.

The Ajaccio Town Hall is considering the installation of new signs incorporating the logo of the Cultural Route and the Council of Europe logo while respecting the municipal graphic charter which is currently being finalised. The installation of digital eBeacons on the sites, coupled with a digital application, is planned.

At the Ajaccio Tourist Office, there is no flyer or other communication medium on the Napoleonic heritage of the city. During the visit, the only document on the displays mentioning the Emperor was a flyer about an exhibition that tells the story of Napoleon's life in Playmobil...

In Rueil-Malmaison there is no reference to the Cultural Route, neither outside the Napoleonic Buildings nor at the entrance of the Tourist Office, nor on the many flyers and documents on the displays dedicated to Napoleon and Josephine. The documents only include the Logo of the "Imperial Cities", an association created by the city in 2016 (following the creation of the "brand" in 2011).



#### 4. Conclusions and Recommendations

The "Destination Napoléon" Route benefits from an endless theme because it is very rich and without borders, and from an intrinsic notoriety, which is a double advantage for the future.

Its decentralized governance makes it possible to develop many projects that are close to national and local realities while ensuring a European coherence.

The projects are moving forward at a fast pace because the Federation had foreshadowed the current organization for several years and was therefore operational as soon as the Route was certified.

The search for European Funds (Gritaccess), sponsors (e. g. Orezza natural mineral water) and advisory activities for local authorities (Sartène) allowed for them to no longer be exclusively dependent on contributions and to consider ambitious projects.

The approach of this Route is fully in line with the European construction because the sense of belonging of the Peoples cannot be shaped only in an economic or even political construction. It requires a recognition of common values and heritage, a shared memory.

Some recommendations, however:

- Concerning the websites:

The "Destination Napoléon" site refers to the Federation's site, but not the other way around.

Some pages are not up to date (announcement of upcoming events in 2013 or 2014).

The pages concerning "Heritage" of cities only include 15 out of the 60 cities, and the "Circuits and Routes" are only 13.

The City of Rueil-Malmaison, for example, does a very large amount of work on this theme to enhance the memory, but this does not figure on the website.

It would therefore be desirable to ask each member city to write a text, even if brief, and to keep its own news section up to date. The Federation cannot do everything on its own.

- At this stage, there are no impact indicators. It would be useful to set up tools to at least record the number of visitors and, though this would be more complicated, the economic impacts on the territories crossed by the Route.

## 5. List of references

- The legal statutes
- The list of the members of the network
- The minutes of the General Assemblies of 2015, 2016 and 2017.
- The financial information
- The programme of activities (three-year Activity Plan)
- Maps, photos, brochures, etc...
- Printed publications (some of which were consulted during the field visits)
- The previous evaluation
- The Network's self-assessment
- The two websites (of the Federation and of the Cultural Route)
- The interviews during the field visits
- Google

6. Annex 1: Programme of the field visits

- I went to Ajaccio on November 27 (afternoon) and 28.

The Director of the Network, Jacques Mattei, showed me around to the main elements of the Napoleonic heritage of the city and introduced me to the Network and its projects. He answered all my questions.

He had organized a meeting at the Town Hall in the presence of the Deputy Mayor in charge of "Napoleonic Heritage and Relations with the Federation", Jean-Pierre Aresu, and Sylvie Muraccioli, who leads a team in charge of the life of the Cultural Route in Corsica and who actively participates in the life of the Network in general.

An appointment was scheduled with the Mayor on the morning of the 28th. He cancelled it half an hour before, but this allowed me to visit the Palais Fesch and its museum (outstanding) for a longer period of time.

- I went to Rueil-Malmaison on December 11.

I was received by Laurence Inçabi (contact of the Network in Rueil) at the Tourist Office she leads.

7. Annex 2: Checklist.

	<b>COE CULTURAL ROUTES EVALUATION CHECK-LIST</b>			
	<b>Does the theme of the Route</b>	<b>Yes</b>	<b>No</b>	<b>Notes</b>
<b>3.1 THEME</b>	- represent a common value - historical, cultural, or heritage -to several European countries?	X		
	- offer a solid basis for			
	youth cultural and educational exchanges?	X		
	innovative activities?	X		
	cultural tourism products development?	X		
	Has the theme been researched/developed by academics/experts from different regions of Europe?	X		
	<b>3.2.1 Co-operation in research and development</b>			
<b>3.2 FIELDS OF ACTION</b>	<b>Does the Route</b>			
	- offer a platform for co-operation in research and development of European cultural themes/values?	X		
	- play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	X		
	- show how these themes are representative of European values shared by several European countries?	X		
	- illustrate the development of these values and the variety of forms they may take in Europe?	X		
	- have a network of universities and research center working on its theme at the European level?	X		
	- have a multidisciplinary scientific committee?	X		
	<b>Does the scientific Committee</b>			
	work on its theme at the European level?	X		
	carry out research and analysis of the issues relevant to its theme and/or activities on:	X		

	- theoretical level?	X		
	- practical level?	X		
	<b>3.2.2 Enhancement of the memory, history and European heritage</b>			
	<b>Do the Route activities (according with the theme)</b>			
	- take into account and explain the historical significance of tangible and intangible European heritage ?	X		
	- promote the CoE values?	X		
	- promote the CoE CRs brand?	X		yes in the Network's international actions but not in the two cities I have been to.
	- work in conformity with international charters and conventions on cultural heritage preservation?	X		
	- identify, preserve, and develop European heritage sites in rural destinations?	X		
	- identify, preserve, and develop European heritage sites in industrial areas in the process of economic restructuring?			
	- valorize the heritage of ethnic or social minorities in Europe?			
	- contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	X		
	- enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?	X		
	- take account of and promote the charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS relating to heritage restoration, protection and enhancement, landscape and spatial planning (European Cultural Convention, Faro convention, European Landscape Convention, World Heritage Convention, ...)?	X		
	<b>3.2.3 Cultural and educational exchanges of young Europeans</b>			

Are the youth exchanges (cultural and educational) planned to			
- develop a better understanding of the concept of European citizenship?	X		
- emphasize the value of new personal experience through visiting diverse places?	X		
- encourage social integration and exchanges of young people from different social backgrounds and regions of Europe?	X		
- offer collaborative opportunities for educational institutions at various levels?	X		
- place the emphasis on personal and real experiences through the use of places and contacts?	X		
- set up pilot schemes with several participating countries?	X		
- give rise to co-operation activities which involve educational institutions at various levels?	X		
<b>3.2.4 Contemporary cultural and artistic practice</b>			
<b>Do the Route's cultural activities (contemporary cultural and artistic practice related)</b>			<b>I did not find any</b>
- promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?			
- encourage artistic projects that establish the links between cultural heritage and contemporary culture?			
- encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?			
- encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?***			
-encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe?			
- encourage activities and artistic projects which explore the links between heritage and contemporary culture?			
- highlight the most innovative and creative practices?			
- link these innovative and creative practices with the history of skills development?****			

<b>3.2 FIELDS OF ACTION</b>	<b>3.2.5 Cultural tourism and sustainable cultural development</b>			
	<b>Do the Route's activities (relevant to sustainable cultural tourism development)</b>			
	<b>- assist in local, regional, national and/ or European identity formation?</b>	<b>X</b>		
	<b>- actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?</b>	<b>X</b>		
	<b>- promote dialogue between</b>			
	<b>urban and rural communities and cultures?</b>	<b>X</b>		
	<b>developed and disadvantaged regions?</b>	<b>X</b>		
	<b>different parts (south, north, east, west) of Europe?</b>	<b>X</b>		
	<b>majority and minority (or native and immigrant) cultures?</b>	<b>X</b>		
	<b>- open possibilities for co-operation between Europe and other continents?</b>			
	<b>- draw decision makers' attention to the necessity of protecting heritage as part of sustainable development of the territory?</b>	<b>X</b>		
	<b>- aim to diversify of cultural product, service and activities offers?</b>	<b>X</b>		
	<b>- develop and offer quality cultural tourism products, services or activities transnationally?</b>	<b>X</b>		
	<b>- develop partnerships with public and private organisations active in the field of tourism?</b>	<b>x</b>		
	<b>Did the network prepare and use tools all along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?</b>	<b>x</b>		
<b>3.3 NETWORK</b>	<b>Does the Route represent a network involving at least three Council of Europe's member states?</b>	<b>X</b>		
	<b>Was the theme of the network chosen and accepted by its members?</b>	<b>X</b>		
	<b>Was the conceptual framework for this network founded on a scientific basis?</b>	<b>X</b>		
	<b>Does the network involve several Council of Europe member states in all or part of its project(s)?</b>	<b>X</b>		

	<b>Is the network financially sustainable?</b>	<b>X</b>		
	<b>Does the network have a legal status (association, federation of associations, EEIG,...)?</b>	<b>X</b>		
	<b>Does the network operate democratically?</b>	<b>X</b>		
	<b>Does the network</b>			
	<b>- specify</b>			
	<b>its objectives and working methods?</b>	<b>X</b>		
	<b>the regions concerned by the project?</b>	<b>X</b>		
	<b>its partners and participating countries?</b>	<b>X</b>		
	<b>the fields of action involved?</b>	<b>X</b>		
	<b>the overall strategy of the network in the short- and long term?</b>	<b>X</b>		
	<b>- identify potential participants and partners in CoE member states and/or other world countries?</b>	<b>X</b>		
	<b>- provide details of its financing (financial reports and/or activity budgets)?</b>	<b>X</b>		
	<b>- provide details of its operational plan?</b>	<b>X</b>		
	<b>- append the basic text(s) confirming its legal status?</b>	<b>X</b>		
<b>3.4 COMMUNICATION TOOLS</b>	<b>Does the Route have its own logo?</b>	<b>X</b>		
	<b>Do all partners of the network use the logo on their communication tools?</b>		<b>X</b>	
	<b>Does the Route have its own dedicated website ?</b>	<b>X</b>		
	<b>Is it the website translated into English and French?</b>			<b>Only partially</b>
	<b>Is it the website translated into other languages?</b>			<b>Only partially</b>
	<b>Does the network use effectively social networks and web 2.0?</b>	<b>X</b>		
	<b>Does the network publish brochures on the Route?</b>	<b>X</b>		
	<b>if yes, are the brochures translated in English?</b>	<b>X</b>		
	<b>if yes, are the brochures translated in French?</b>	<b>X</b>		



	<b>Is the title of “Cultural Route of the Council of Europe” present on all communication materials (including press releases, webpages, publications, etc.)?</b>	<b>X</b>		
	<b>Is the logo of the Council of Europe present on all communication materials ?</b>	<b>X</b>		
	<b>Is the CoE logo used in accordance to the guidelines for its use (size and position,...)?</b>	<b>X</b>		
	<b>Are the logos (Cultural Route + CoE) provided for all the members of the Route?</b>	<b>X</b>		
	<b>Does the Council of Europe logo appears on road signs/ boards indicating the cultural route?</b>			<b>It depends on the member cities</b>
	<b>SCORE</b>	<b>67</b>	<b>1</b>	
<b>Note:</b>	Please insert 1 for every positive answer and 0 for a negative one. See your total score at the bottom of the column.			
* E.g. visual arts, the performing arts, creative crafts, architecture, music, literature, poetry or any other form of cultural expression				
**Particularly in terms of instruction for young Europeans in the relevant fields				
***Whether these fields include visual arts, performing arts, creative crafts, architecture, music, literature or any other field				