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

COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

EPA(2022)02
10 April 2022

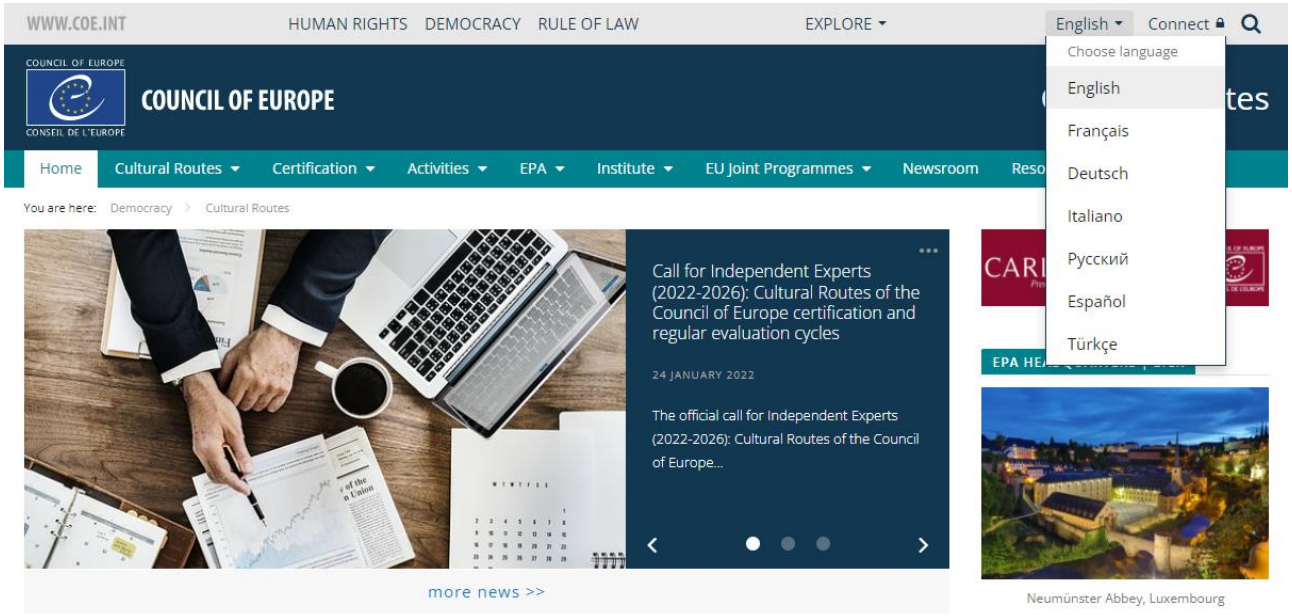
MEETING OF THE EPA GOVERNING BOARD
Thursday 05 May (09:00 – 17:00) and **Friday 06 May 2022** (09:00 – 15:50)

VISIBILITY AND COMMUNICATION STRATEGY

Programme Portal

Since April 2017, the **Council of Europe online portal** has a website dedicated to the programme, which provides extensive information on the EPA, the Cultural Routes programme and on the European Institute of Cultural Routes; the **Council of Europe portal section on Democracy - Democratic Governance**, has under the section "Culture and Cultural Heritage" a webpage dedicated to the Cultural Routes of the Council of Europe; the **Council of Europe portal section on Democracy – Sustainable Democratic Societies** links to the website dedicated to the Cultural Routes Programme;

- **7 website languages**: English, French, German, Italian, Russian, Spanish, Turkish



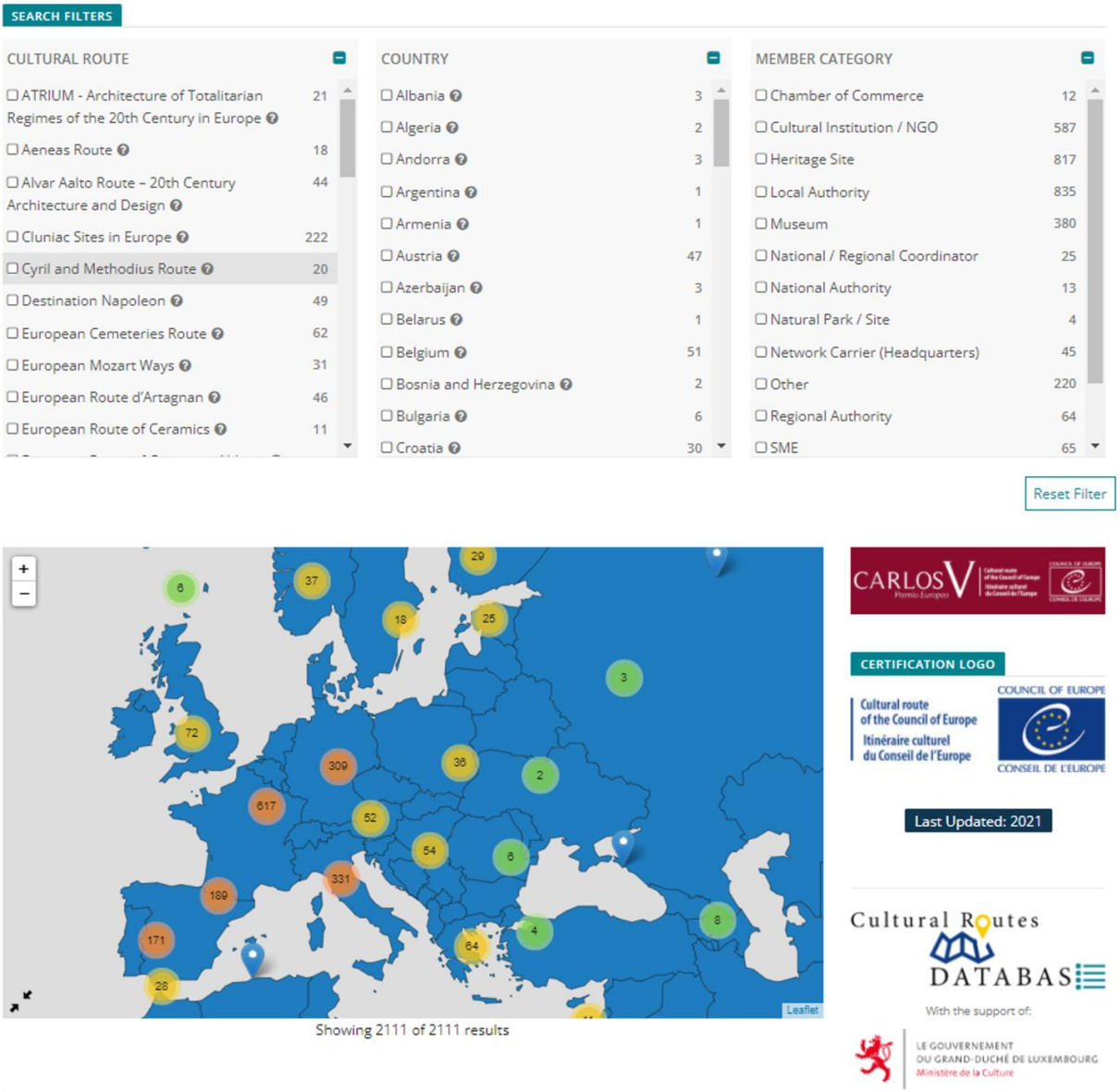
- **Cultural Routes Database**

Each year, the Cultural Routes of the Council of Europe Programme sees a growing number of network members. The certification cycles 2019-2020 and 2020-2021 saw a remarkable growth with the addition of **7 new certified Cultural Routes of the Council of Europe** and thus **300 new members** engaging in Route networks activities and in the Programme.

The **Cultural Routes Database** has now also been updated to include all the new network members of the 7 Cultural Routes of the Council of Europe certified in the framework of the 2019-2020 and 2020-2021 certification cycles:

The database is an online platform accessible to the public, that hosts a structured and extensive database together with an interactive map organizing **more than 3000 network members** of the **45 certified Cultural Routes of the Council of Europe. Network members** include national, local and regional authorities, cultural institutions and NGOs, tourism stakeholders, universities and research centres, SMEs, route Headquarters, as well as heritage sites and museums represented within the networks across the 47 member States of the Council of Europe and beyond.

Despite challenging times, the Cultural Routes Programme continues to garner interest and pursues its efforts to reach new audiences and to augment its visibility to promote knowledge and understanding of our shared European cultural identity.



- **Publications**
  - **Leaflets and brochures**

3 booklets available: 1 for member states, 1 for travellers and 1 for Cultural Routes, available in English and French, updated in 2021

Cultural Routes of the Council of Europe brochure: available in English, French, Armenian, Italian and Polish
Cultural Routes of the Council of Europe leaflets: available in English, French, German, Italian, Spanish (updated in 2021), Armenian, Catalan, Georgian, Greek, Hungarian, Latvian, Lithuanian, Polish, Romanian, Russian, Swedish, Turkish, Ukrainian

- **Country Mapping Documents**

Country Mapping documents for Montenegro and Poland published in 2021, also available are documents for Turkey and Georgia, available in English and French

- **Activity Reports**

- **Documents and Reports**

- **Newsletter**

6 newsletters published in 2021
Newsletter subscribers: 5700+

- **Visibility Products**

Press and media archive

15 000 – 19 000 average visitors monthly
from the programme portal monthly report

60% average bounce back rate
from the programme portal monthly report

28 posts
referring to the Cultural Routes of the Council of Europe in the international press

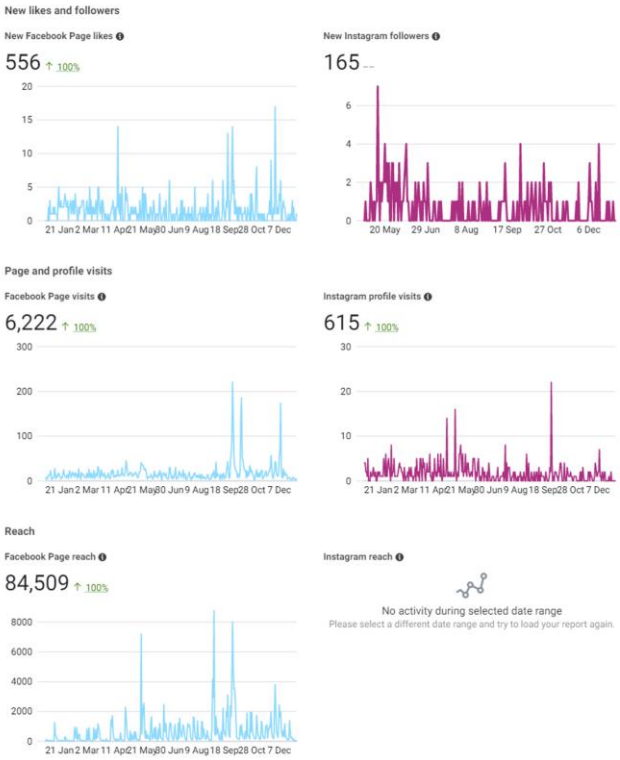
91 news posts
from the Cultural Routes of the Council of Europe programme on our website

164 news posts
from the Cultural Routes of the Council of Europe programme in Facebook

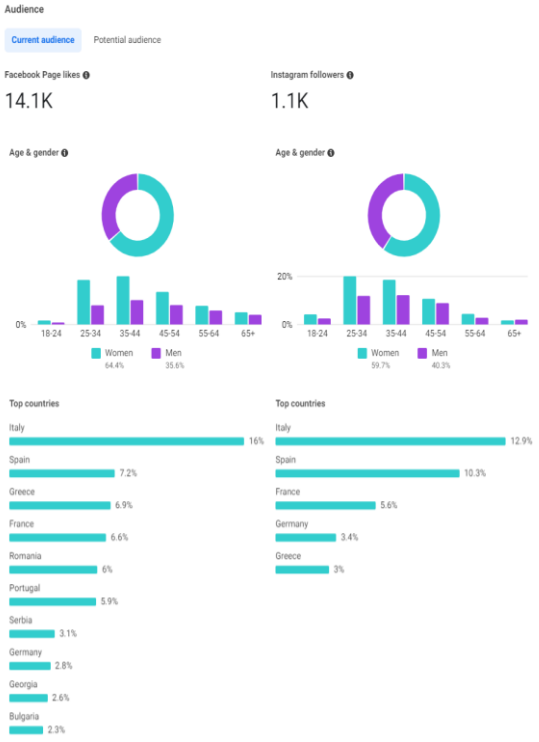
15,300+
Facebook followers

14,000+
Facebook page likes

2021 Facebook reach compared to 2020



Facebook Audience



Visibility and Communication Plan 2022

Programme Objectives

Communication Platforms

- Increase programme audience
    - Increase the audience base with stakeholders who don't already know about Cultural Routes programme
- Introduce new social media accounts (eg. LinkedIn, Instagram)
    - Drive relevant audience to the programme portal
    - Promote more content
- Establish the programme portal as an authority in the field

Publications

- Maintain Newsletter
- Publish Annual Report 2021
- Publish thematic and country mapping reports

Visibility Products

- 2022 calendar
- Brochures
- 2022 booklet for cultural routes, member States, travellers

Key Results

- Programme Portal
    - 150 new posts
    - 25 000 average visits

- Facebook
    - 15000 page likes
    - 200 new posts (events and activities)
    - 365 reposts from cultural routes network

- Instagram and LinkedIn
    - Active new accounts

Metric

- Programme Portal - Matomo Monthly Reports
- Facebook – Facebook Analytics