

EPA(2022)02  
10 April 2022

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

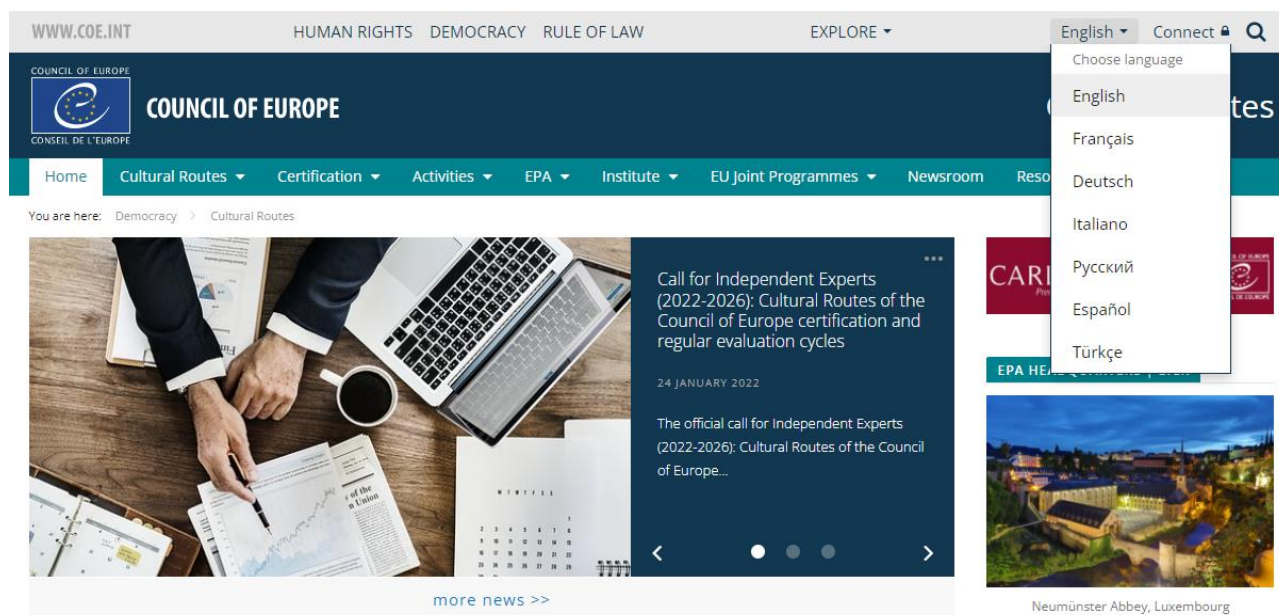
**VISIBILITY AND COMMUNICATION STRATEGY**

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## 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



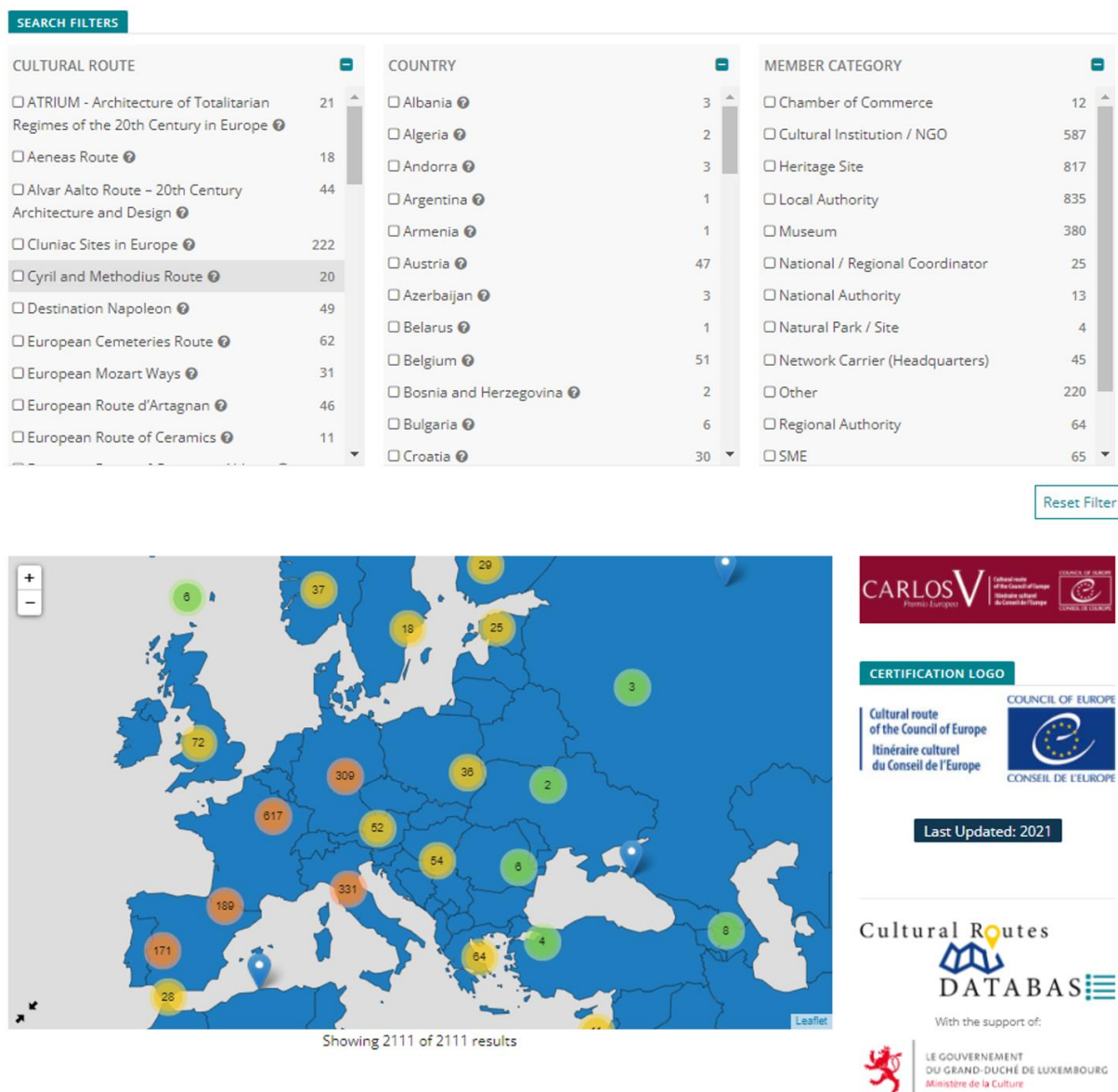
- **Cultural Routes Database**

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

| CULTURAL ROUTES COUNTRY MAPPING DOCUMENTS                             |   |   |  |
|---|---|---|--|
|   |   |   |  |
| <b>Cultural Routes Country Mapping Document for Montenegro (2021)</b> | <b>Cultural Routes Country Mapping Document for Poland (2021)</b> | <b>Cultural Routes Country Mapping Document for Turkey (2020)</b> | <b>Cultural Routes Country Mapping Document for Georgia (2019)</b> |
| COUNCIL OF EUROPE, 2021   | COUNCIL OF EUROPE, 2021   | COUNCIL OF EUROPE, 2020   | COUNCIL OF EUROPE, 2019  |
| Available in <a href="#">English</a>                                  | Available in <a href="#">English</a>                              | Available in <a href="#">English</a>                              | Available in <a href="#">English</a>                               |
| Available in <a href="#">French</a>                                   | Available in <a href="#">French</a>                               | Available in <a href="#">French</a>                               | Available in <a href="#">French</a>                                |

### ○ Activity Reports

| ACTIVITY REPORTS  |   |   |   |
|---|---|---|---|
|   |   |   |   |
| <b>Activity Report 2020</b>                                     | <b>Activity Report 2019</b>                                     | <b>Activity Report 2018</b>                                     | <b>Activity Report 2017</b>                                     |
| Cultural Routes of the Council of Europe Programme              | Cultural Routes of the Council of Europe Programme              | Cultural Routes of the Council of Europe Programme              | Cultural Routes of the Council of Europe Programme              |
| COUNCIL OF EUROPE / EUROPEAN INSTITUTE OF CULTURAL ROUTES, 2020 | COUNCIL OF EUROPE / EUROPEAN INSTITUTE OF CULTURAL ROUTES, 2019 | COUNCIL OF EUROPE / EUROPEAN INSTITUTE OF CULTURAL ROUTES, 2018 | COUNCIL OF EUROPE / EUROPEAN INSTITUTE OF CULTURAL ROUTES, 2017 |



## ○ Documents and Reports

| DOCUMENTS  | REPORTS   |
|--|---|
|  <p><b>Vademecum on Sources of Funding for the Cultural Routes of the Council of Europe (2019)</b></p> <p>EUROPEAN INSTITUTE OF CULTURAL ROUTES, 2019</p> |  <p><b>Impact of European Cultural Routes on SMEs' Innovation and Competitiveness</b></p> <p>COUNCIL OF EUROPE   CIP, 2011</p>   |
|  |  <p><b>Joint report on the Cultural Routes of the Council of Europe and Ibero-America - SUMMARY</b></p> <p>EICR/OEI, 2021</p> <p>Available in <a href="#">Spanish</a></p> <p>Available in <a href="#">Portuguese</a></p> |

## • Newsletter

6 newsletters published in 2021

Newsletter subscribers: 5700+

### NEWSLETTER 2021

|   |  |  |  |
|---|--|--|--|
|  <p>January-February</p> |  <p>March-April</p> |  <p>May-June</p> |  <p>September-October</p> |
|---|--|--|--|

## • 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

New likes and followers

New Facebook Page likes

556 ↑ 100%



Page and profile visits

Facebook Page visits

6,222 ↑ 100%



Reach

Facebook Page reach

84,509 ↑ 100%



New Instagram followers

165



Instagram profile visits

615 ↑ 100%



Instagram reach

No activity during selected date range  
Please select a different date range and try to load your report again.

## Facebook Audience

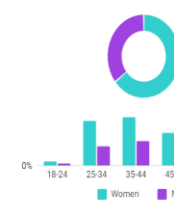
Audience

Current audience Potential audience

Facebook Page likes

14.1K

Age & gender



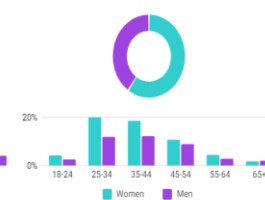
Top countries



Instagram followers

1.1K

Age & gender



Top countries



## 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