

EPA(2022)05
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)

2022 Annual Advisory Forum Preparation

I. INTRODUCTION

The Committee of Ministers Resolution Res(2013)66 confirming the establishment of the Enlarged Partial Agreement on Cultural Routes has maintained the previous provision relating to the organisation of an annual "Advisory Forum", which makes this event the most important and significant of the Cultural Routes programme of activities as it is the single specific activity referred to in the EPA statutory texts:

"Article 4 – Cultural Routes Advisory Forum

4.1. A meeting of representatives of Cultural Routes operators, networks, international heritage and tourism organisations and platforms, local and regional authorities, civil society organisations, Chambers of Commerce, foundations and other donor organisations, professional organisations in the field of tourism, heritage and culture or other relevant bodies will take place annually in the form of a Cultural Routes Advisory Forum

4.2. Participation in the forum will take place upon invitation or registration accepted by the Secretariat of the EPA.

4.3. The forum will discuss trends and challenges in relation to Cultural Routes and provide a platform for the exchange of experience, review of progress with the implementation of Cultural Routes, debates on new professional practice, the launch of new initiatives and the development of partnerships."

In addition to the formal presentations and debates, the Forum always provides an opportunity for the networks managing and implementing Council of Europe cultural routes across Europe to meet and exchange with representatives at all levels of public authority, from local and regional government to foreign and specialised ministries, as well as other international organisations working in the field and tourism professionals.

II. THE 2022 CHANIA ANNUAL ADVISORY FORUM

At its meeting from 18-19 April 2018, and then later confirmed in October 2021, the Governing Board agreed that Greece will host the 2022 Annual Advisory Forum on Cultural Routes. The Forum, which will take place from 5-7 October in Chania on the island of Crete, is being organised in cooperation with the Route of the Historic Cafés. The proposed theme of the Forum is '**Cultural Routes of the Council of Europe: Safeguarding European Values, Heritage and Dialogue**'.

A. Past Forum themes

The 2021 **Kutaisi Forum, "Resilient and Sustainable Cultural Routes"**, offered an opportunity to interrogate how the Cultural Routes were equipped to deal with crisis. There was a natural focus on the COVID-19 pandemic and an exploration of how the Cultural Routes had recovered from its effects. However, panel sessions also explored how the Routes were preparing themselves in accordance with an increasingly digitalised world and how the Routes were contributing to calls for a more sustainable future. Speakers included representatives from UNESCO, OECD, UNWTO, BSEC, OEI, EPA member States, certified Cultural Routes, and other stakeholders in the fields of cultural heritage and cultural tourism. An accession ceremony took place to welcome both Ukraine and Sweden to the Enlarged Partial Agreement. There was also a certification ceremony to celebrate the 7 Cultural Routes which gained certification in 2020 and 2021 (European Route of Historic Gardens; Via Romea Germanica; Aeneas Route; Alvar Aalto Route; Cyril and Methodius Route; European Route d'Artagnan; Iron Age Danube Route). Throughout the forum there were sessions recognising the Best Practices of the Cultural Routes of the Council of Europe and presentations of the Cultural Routes crossing Georgia.

The 2019 **Sibiu Forum, "Cultural Tourism for Cultural Routes"**, was the opportunity to reflect on the importance of Cultural and Sustainable Tourism for the Cultural Routes of the Council of Europe Programme. Keynote speakers included UNWTO and EEAS (European Union External Action Services), ICOMOS, OEI and UNESCO as well as EPA member States, certified Cultural Routes and stakeholders in the field of Tourism. Almost 200 participants from more than 20 countries took part in the event. An accession ceremony took place

to welcome Latvia to the Enlarged Partial Agreement on Cultural Routes of the Council of Europe. A certification Ceremony celebrated the 5 certified Cultural Routes of the Council of Europe for 2019 (European Route of Industrial Heritage; Iron Curtain Trail; Routes of Reformation; Liberation Route Europe; Le Corbusier Destinations: architectural promenades). A Best Practices Award Ceremony on the theme of the Forum, Cultural Tourism, for activities implemented by certified Cultural Routes of the Council of Europe during the year 2018 was put into place and will become a repeating feature for each Forum.

The 2018 **Görlitz Forum** "***Cultural Routes of the Council of Europe connecting cultural values, heritage sites and citizens: strategies and synergies in a global perspective***" was the opportunity to consider potential synergies between the Cultural Routes of the Council of Europe programme and other International Organisations cultural programmes (UNESCO World Heritage sites, UNESCO World Heritage Journeys, European Heritage Label, European Heritage Days, European Capital Cities of Culture) against the background of the 2018 European Year of Cultural Heritage. The Görlitz Forum aimed to provide strategies for stronger collaborations between existing international programmes working towards strengthened perspectives on European and global cultural heritage promotion and preservation.

The 2017 **Lucca Forum** "***30 years of Cultural Routes of the Council of Europe: Building dialogue and sustainable development through European values and heritage***" saw the celebration of the 30th Anniversary of the Cultural Routes of the Council of Europe programme in Lucca, Italy. Hence, this Forum edition examined the history and achievements of the 30 year of the programme, focusing on the values they promote: human rights, cultural diversity, intercultural dialogue, promotion of cultural heritage and mutual exchanges. The Lucca Forum provided the impetus for developing a strategy and future objectives of the programme for years to come.

The 2016 **Vilnius Forum** explored the theme of "***Expanding the Cultural Routes of the Council of Europe: challenges and opportunities***". The Forum's conclusions from the exchanges held during the two thematic workshops was incorporated in the "Vilnius Roadmap" (see part III. of the document), which sets out guidelines for future reference for the different stakeholders of the Cultural Routes of the Council of Europe programme.

The 2015 **Aranjuez Forum** was entitled "***Networking for culture and heritage: the Council of Europe's cultural routes - making transnational connections work***". The four subjects of the workshop were the role of international organisations in supporting transnational cultural routes initiatives, tourism promotion of cultural routes, young people's role and involvement and democracy and cultural routes – cross-cutting participation at local and international levels.

The 2014 **Baku Forum** was entitled "***Council of Europe cultural routes: cultural tourism for intercultural dialogue and social stability***". The theme was divided into four sub-themes which were discussed in workshops, which produced new proposals for action set out in the Baku Declaration (Cultural routes as vectors for intercultural dialogue, drivers for sustainable social and economic development, educational tools for understanding past conflicts, easing tensions and promoting peaceful cohabitation and guardians of Europe's memory and living history).

B. Date and structure of the Forum (see Appendix)

The Forum will be held in Chania, from 5-7 October. The first day will involve an opening ceremony and the welcoming of participants by the high authorities of Greece, by representatives from the "Historic Route of Cafés", and by senior figures of the Council of Europe. The opening session of the Forum will be the opportunity to welcome new EPA Member States, newly certified Cultural Routes, and to present awards on the theme of the Forum to Cultural Routes.

Plenary sessions on the theme of the Forum will be an opportunity to welcome International Organisations, Certified Cultural Routes of the Council of Europe, EPA member States, and Academicians.

The 11th edition of the Annual Advisory Forum on Cultural Routes will be the opportunity to implement new opportunities, such as a large area dedicated to stands for Member States, International organisations, certified

Cultural Routes and candidates for certification. These stands will facilitate networking opportunities between stakeholders, while also being an opportunity to display brochures and visuals on local, regional and national/international heritage on Cultural Routes and shared European heritage.

C. Organisation of the Forum

The Forum is a priority activity throughout the year for the EPA Secretariat, with increased focus from March. The co-organisation of the Forum involves close cooperation with the host country (Greece), and other co-organisers of the event. Preparatory meetings have been held since September 2021 and an Organisation Agreement between the parties was signed at an official ceremony on 14 October 2021.

a) Best Practices Awards to Cultural Routes on the theme of the Forum

In 2019, an award ceremony for Best Practices was introduced to celebrate Routes which had demonstrated exemplary initiatives relating to the Forum's theme (Cultural Tourism). This was continued at 10th Forum, with 16 Cultural Routes gaining recognition for their exemplary work in recovering from crisis (VIA REGIA, Prehistoric Rock Art Trails, TRANSROMANICA, European Route of Historic Gardens, Phoenicians' Route, Route of Saint Olav Ways, European Route of Historic Thermal Towns, Viking Route, European Cemeteries Route, European Route of Jewish Heritage, ATRIUM, Roman Emperors and Danube Wine Route, Liberation Route Europe, Saint Martin of Tours Route, Via Charlemagne, and Destination Napoleon).

The 2022 Forum theme will again offer an opportunity to award Routes the Best Practice Awards. The selection process for Best Practices is as follows: the submissions are collected by the Secretariat and compiled in a table. Governing Board members will be sent the practices prior to the Annual Forum and will be asked to vote for their preferred initiative. Awardees will be placed in the Forum's programme and will receive the award during the opening ceremony of the Forum.

b) Matching event between member States and Cultural routes

A dedicated member States/Cultural routes matching event will be organised in the framework of the 2022 Annual Advisory Forum. The aim of this event is to encourage member States and certified Cultural Routes to discuss potential extensions by jointly identifying sites of mutual interest and relevant people to contact.

c) Stands for Member States and Cultural Routes

Each year, Cultural Routes and networks interested in the "Cultural Route of the Council of Europe" certification are given the opportunity to present visibility material on stands around the Forum venue. This year, the EPA Secretariat in partnership with the Forum organisers would like to offer Member States the opportunity to present visibility material of national importance to other member States, Cultural Routes and Forum guests in general.

Interested member States will be invited to express their wish to have a stand during Forum registration.

Cultural Routes of the Council of Europe will also have the possibility to display their information and photos through a dedicated exhibit.

III. FUTURE ANNUAL ADVISORY FORUM HOSTS

In 2019 and 2020, Poland and Hungary expressed interest in hosting future Annual Advisory Forums. Poland will be hosting the 2023 edition of the Forum. Hungary will need to confirm their readiness to host the 2024 edition of the Forum by written confirmation to the EPA Chair prior to the EPA Governing Board meeting of 2023.

APPENDIX 1: DRAFT AGENDA CHANIA FORUM (5-7 OCTOBER 2022)

**CULTURAL ROUTES OF THE COUNCIL OF EUROPE
11th ANNUAL ADVISORY FORUM**

“Cultural Routes of the Council of Europe:
Safeguarding European Values, Dialogue, and Heritage” (working title).

**5-7 October 2022
Chania, Greece**

DRAFT 10.4.2022

www.coe.int/routes

WEDNESDAY, 5 OCTOBER 2022

Historic Café Kipos, Chania, Crete

Morning **City and Archaeological Museum visit (registration necessary)**

Minoa Palace Hotel, Chania, Crete

10:30-12:30 **Meeting of the Representatives of the member States of the EPA Governing Board (by invitation only)**

11:30-12:30 **Meeting of the Representatives of the certified "Cultural Routes of the Council of Europe" (by invitation only)**

11:30-12:30 **Meeting of the members of the University Network for Cultural Routes studies, TBC (by invitation only)**

12:30-14:00 **Networking Lunch**

14:00-17:00 **Registration of participants**

Minoa Palace Hotel, Chania, Crete

18:00 – 20:00 OFFICIAL OPENING OF THE ANNUAL ADVISORY FORUM

Welcoming remarks

Mr Panagiotis Simandirakis, Mayor of Chania, Municipality of Chania

Mr Stavros Arnaoutakis, Governor, Region of Crete

Mr. Bjørn Berge, Deputy Secretary General, Council of Europe

Mr Panayiotis Beglitis, Ambassador, Permanent Representative of Greece to the Council of Europe

Mr George Didascalou, Secretary General of Culture, Hellenic Ministry of Culture and Sport, Greece

Accession Ceremony for new member States of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe in 2020 and 2021

Presented by Mr. Bjørn Berge, Deputy Secretary General, Council of Europe

Certification Ceremony for Cultural Routes of the Council of Europe certified in 2022

Awarded by Julien Vuilleumer (Switzerland), Chair, Governing Board EPA

High-Level Segment: Cultural Routes of the Council of Europe: Safeguarding European Values, Heritage, and Dialogue

Moderator:

Stathis Kalyvas, Gladstone Professor of Government (TBC)

Speakers:

Margaritis Schinas, Vice-President of the European Commission (TBC)

Lina Mendoni, Minister, Hellenic Ministry of Culture and Sport, Greece

Dora Bakoyannis, Parliamentary Assembly of the Council of Europe (TBC)

Amb. Patrick Engelberg, Chair of the Statutory Committee, EPA Cultural Routes, Council of Europe

Ernesto Ottone R., Assistant Director-General for Culture, UNESCO

Sneška Quaedvlieg-Mihailović, Secretary General, Europa Nostra

20:30-22:30 **Gala Dinner**

Award Ceremony "Best Practices of the Cultural Routes of the Council of Europe"*Awarded by :**Julien Vuilleumer (Switzerland), Chair, Governing Board EPA***THURSDAY, 6 OCTOBER 2022***Minoa Palace Hotel, Chania, Crete***08:30 Registration of participants (continued)****09:00-09:30 Gathering and morning coffee****09:30-09:40 INTRODUCTION to XI ANNUAL ADVISORY FORUM***Stefano Dominioni, Executive Secretary, EPA Secretariat, Council of Europe***09:40-11:10 GENERAL SESSION 1:
PROMOTING EUROPEAN VALUES THROUGH INTERCULTURAL DIALOGUE*****Moderator:****Konstantinos Filis, Director of Research at the Institute of International Relations of Panteion University (TBC)****Speakers***

- *Nicholas Yatromanolakis, Secretary General, Contemporary Culture, Ministry of Culture, Greece*
- *Anna Diamantopoulou, former European Commissioner for Employment, Social Affairs and Equal Opportunities (TBC)*
- *Dimitris Kairidis, Member of the Greek delegation at the Parliamentary Assembly of the Council of Europe, Vice President - Committee on Legal Affairs and Human Rights (TBC)*
- *Representative of European Cultural Parliament*
- *Konstantinos Koukas, Mayor of Mykonos, Head of Greek Delegation to the Congress of Local and Regional Authorities of the Council of Europe (TBC)*
- *Melina Daskalakis, President of the City of Athens Reception and Solidarity Centre (TBC)*
- *Rector of University of Crete (TBC)*
- *Representative of Center for Hellenic Studies in Greece (Harvard University)*
- *2 EPA Governing Board member State (high ranked officer)*

11:10-11:30 Coffee break**11:30-12:30 THEMATIC SESSION 1 – Cultural Routes of the Council of Europe: Flash info**

- Routes of Olive Tree
- Aeneas Route
- Impressionisms Route
- Phoenicians' Route
- ATRIUM
- Le Corbusier Destinations
- European Route of Historic Gardens

12:30-13:00 SPECIAL SESSION - European Cultural Center of Delphi: History of ECCD & the Delphic Festivals**13:00-15:00 Networking lunch****15:00-16:30 GENERAL SESSION 2:
SAFEGUARDING HERITAGE THROUGH DEMOCRATIC PARTICIPATION*****Moderator:****Victoria Hislop, Author (TBC)*

Speakers

- Themis Christophidou, Director General, DGEAC, European Commission (TBC)
- Representative from UNESCO
- Chair or Vice-Chair of CDCPP, Council of Europe
- Representative from the Greek Ministry of Culture
- Stavros Benos, President of Diazoma, Greece (TBC)
- Representative from European Capital of Culture - Eleusis 2023
- Thodoris Tzoumas, Mayor of Skiathos, ASCE Steering Committee (TBC)
- Representative of Piraeus Bank Group, Cultural Foundation
- Representative of Mediterranean Agronomic Institute of Chania
- 2 EPA Governing Board member State (high ranked officer)

16:30-17:00 Networking coffee break

17:00-18:00 THEMATIC SESSION 2 – Cultural Routes of the Council of Europe: Flash info

- Cyril & Methodius Route
- European Route of Jewish Heritage
- European Route of Ceramics
- Iron Curtain Trail
- European Route of Megalithic Culture
- Art Nouveau Network
- European Mozart Ways

18:30-19:00 SPECIAL SESSION 1 – BSEC: Cultural Routes in the Black Sea region

20:00-22:00 Dinner

FRIDAY, 7 OCTOBER 2022

Minoa Palace Hotel, Chania, Crete

09:00-09:30 Gathering and morning coffee

**09:30-11:00 GENERAL SESSION 3:
FOSTERING CREATIVE INDUSTRIES, INNOVATIVE TECHNOLOGIES, AND SUSTAINABLE LOCAL COMMUNITIES**

Moderator:

Konstantinos Derisziotis, Journalist & Publisher of MONEY&TOURISM magazine (TBC)

Speakers

- Angela Gkerekou, President of the Greek National Tourism Organisation
- Panagiota Dionyssopoulou – Greek Ministry of Tourism
- Representative of Regional Department of Europe, UNWTO
- Steve Vranakis - ECD Google Creative Lab,
- Representative of Europa Nostra network member - Elliniki Etairia
- Representative of University of Piraeus, Department of Tourism Studies – member of Cultural Routes University Network
- Gelina Harlaftis, Director of Institute for Mediterranean Studies (TBC)
- Representative of Androidus Project Tank
- 2 EPA Governing Board member State - (high ranked officer)

11:00-11:45 Coffee break

11:45-12:45 THEMATIC SESSION 3- Cultural Routes of the Council of Europe: Flash info

- European Route of Industrial Heritage
- European Cemeteries Route
- European Route of Historical Thermal Towns
- Prehistoric Rock Art Trails
- Destination Napoleon

- Iter Vitis Route

12:45-13:15 SPECIAL SESSION 2: Fundraising for Cultural Routes

- *Representative from World Bank / European Bank of Investment / CoE Development Bank)*
- *Representative from European Commission (DG-EAC/DG-REGIO/DG-GROW/EEAS/other)*
- *Presentation of Vademecum on Sources of Funding (EICR representative)*

13:15-15:00 Networking lunch

15:00-16:00 B2B SESSIONS - EPA GOVERNING BOARD MEMBERS / CULTURAL ROUTES

16:00 – 16:30 SPECIAL SESSION 3: Presentation of candidate Routes

16:30 – 17:00 CLOSING CEREMONY

**Presentation of the 2023 Annual Advisory Forum
Adoption of the Chania Declaration**

**17:00 – 18:30 Historic Café Kipos, Chania
Cretan Tasting – The ritual of Greek Coffee**

20:30 Dinner and evening programme

SIDE-EVENTS (PERMANENT EXHIBITS DISPLAYED DURING THE FORUM)

EXHIBIT 1: GREECE AND ITS CULTURAL ROUTES: FROM ANTIQUITY TO THE PRESENT –

RRF PROJECTS: CULTURAL ROUTES AT EMBLEMATIC ARCHAEOLOGICAL SITES

EXHIBIT 2: THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE CROSSING GREECE

EXHIBIT 3: CULTURAL ROUTE PROJECTS INTERESTED IN THE CERTIFICATION "CULTURAL ROUTES OF THE COUNCIL OF EUROPE"

SATURDAY, 8 OCTOBER 2022 – OPTIONAL DAY

Optional cultural programme (TBC)

Details and registration requirements to follow.

Additional fees required for the optional cultural programme may apply.

APPENDIX 2: ORGANISATION AGREEMENT ON ANNUAL ADVISORY FORUM

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



ANNUAL ADVISORY FORUM ON THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE

ORGANISATION AGREEMENT

Between the secretariat of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA)

And the **co-financers** of the 2022 Forum:

The Region of Crete

The Municipality of Chania

The Chamber of Industry and Commerce of Chania

Along with the **co-organisers** of the 2022 Forum

The Hellenic Ministry of Culture and Sports

The Hellenic Ministry of Tourism

The Greek National Tourism Organization

&

The Historic Cafes Route

FOR THE HOLDING OF THE 11TH ANNUAL ADVISORY FORUM OF THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE

To be held in Chania, Greece, on 5-7 October 2022

FOREWORD

The Advisory Forum is the annual meeting of representatives of EPA Member States and Observers, Cultural Routes of the Council of Europe networks and operators, international heritage and tourism organizations and platforms, local and regional authorities, civil society organizations, chambers of commerce, foundations and other donor organizations and professional organizations in the field of tourism, heritage and culture. The Annual Advisory Forum is the most important and significant event of the Cultural Routes programme of activities.

The 2020 Advisory Forum will be held in Chania (Greece) on 5-7 October 2022.

The co-organization of the Forum will involve close cooperation between the EPA and the host country, in particular the **co-financers** of the 2022 Forum: The Region of Crete, the Municipality of Chania, the Chamber of Commerce of Chania, along with the **co-organisers** of the 2022 Forum the Hellenic Ministry of Culture and Sports, The Hellenic Ministry of Tourism, The Greek National Tourism Organization and the Historic Cafes Route, (to be referred to in this agreement as "The Hosts").



EPA on Cultural Routes
Council of Europe
28, rue Münster
L-2160 Luxembourg

Mail ► stefano.dominioni@coe.int
Tel ► + 352 24 12 50
Site ► www.coe.int/routes

www.coe.int

The object of this agreement between the EPA Secretariat and the Hosts (to be referred to in this agreement as "The parties") is to define the scope, modalities and responsibilities of each institution in the preparation, coordination and management of the 2022 Annual Advisory Forum. The forum will also receive support from the Municipality of Platanias and the Municipality of Kissamos.

ART. 1 ORGANISATION, FACILITIES AND SERVICES

GENERAL COORDINATION OF ACTIVITIES

The Parties agree to establish a "Steering committee" composed of the EPA Secretariat, a national coordinator selected by the hosts and at least one representative selected among the **Co-financers** of the 2022 Forum: the Region of Crete, the Municipality of Chania, the Chamber of Commerce of Chania, along with the **co-organizers** of the 2022 Forum: the Hellenic Ministry of Culture and Sports, The Hellenic Ministry of Tourism, The Greek National Tourism Organization and the Historic Cafes Route. It is recommended that the hosts establish a **local secretariat** for the coordination of all activities related to the organisation of the Forum in Chania. The hosts are invited to provide adequate human resources to match those of the Council of Europe, on the basis of an agreement on shared responsibilities.

A specific section of the tasks of the Steering committee shall be devoted to the preparation of a programme of events to be held during the Annual Advisory Forum of the Cultural Routes Programme.

1. CONTRIBUTION OF THE COUNCIL OF EUROPE

The Council of Europe will cover the following items:

1.1 PROGRAMME

The Council of Europe (EPA) will provide; according to a preliminary programme to be agreed upon with the hosts

- Intellectual content of the Forum
 - o Programme
 - o List of Speakers
 - o Concept note
 - o Bio-sketches of speakers
 - o Side meeting programme
 - A preliminary programme will be prepared by 15 February 2022, including topics of thematic sessions and proposed names of keynote speakers for review by the EPA Bureau at their February meeting
 - An advance programme will be presented during the Governing Board April meeting on 28-29 April
 - A Final programme will be prepared by 30 April 2022
- The concept note shall be ready for 31 March 2022.

1.2. INVITATIONS

The Council of Europe (EPA) will provide, according to a preliminary invitation letter to be agreed upon with the host:

- A draft invitation letter
- An online guest list including EPA Member States, EPA Observers, certified Cultural Routes, candidate networks to certification, experts with the programme, University Network Members, International Organisations.
- An online registration form for Forum participants. Registration deadline: 30 June 2022.

Invitation letters will be co-signed by the Hosts (5 representatives) and the EPA. Invitations will be sent by the EPA Secretariat no later than 15 May 2022.

1.3. PARTICIPATION

1. The Council of Europe will ensure the coordination of the Forum with the designated people from the host
2. The Council of Europe will ensure the presence of 5 Secretariat members during the duration of the Forum
3. The Council of Europe will cover the travel and accommodation costs of keynote speakers as identified in the Forum programme. All other speakers and all participants will cover the costs of their travel and accommodation.

1.4 COMMUNICATION

Printed material:

- The Council of Europe (EPA) will send up to 500 pens, notepads and programme folders to be placed in the Forum bag (see 2.4 COMMUNICATION)
- The Council of Europe will send generic roll-ups and publications of the Organisation as well as a selection of Cultural Routes roll-ups

Internet/Website:

- The website of the Council of Europe will provide visibility to the event with a dedicated webpage featuring draft programme, concept note, practical information, concept note, and registration form/link
- The EPA website will relay information on the Forum on a regular basis including on EPA social media

Media and Press:

- Visibility will also be given by the Council of Europe during the event through press release, interviews, publication of news.

The Council of Europe (EPA) will send all communication material (PDF) to be translated into the national language and printed locally upon request by the Hosts (see 2.4 COMMUNICATION)

2. CONTRIBUTION OF THE HOSTS

The hosts will cover the following items:

2.1 PROGRAMME

The Hosts will provide, in close collaboration with the Council of Europe (EPA)

- Pre-Forum visit at least 6 months prior to the Forum opening covering accommodation (2 nights) for up to two EPA Secretariat representatives for on-site visit to discuss with the Forum logistics, programme and events,
- Feedback on a preliminary programme by 15 February 2022
- Preparation of the cultural programme of the Forum in coordination with the EPA Secretariat. Where possible, the cultural programme should be linked to the Cultural Routes of the Council of Europe crossing Greece.
- Liaison with the interpreters¹ (delivery of all documentation produced in the context of the Forum prior to the Forum for adequate preparation).

2.2 INVITATIONS

¹ It is to be noted that interpretation costs for interpretation in Greek, French and English (and host country's language if necessary) will be covered by the host. See 2.5 LOGISTICS/C.INTERPRETATION

The Hosts will, in close collaboration with the Council of Europe (EPA):

- Review the invitation proposal submitted by the Secretariat and make any changes by 30 April
- Sign all letters or provide the Secretariat with the electronic signature of the person/people signing on behalf of the Hosts and institutional logos in digital format (high resolution) no later than 1 May 2022
- Agree on the information to be collected through the online registration form prepared and collected by the EPA Secretariat, including transfer and accommodation, dietary preferences, no later than 30 March 2022.
- Provide the EPA Secretariat with at least one contact person to be copied in each email sending an invitation. The same reference person/people will be the contact person/people for guests with logistic questions

2.3 PARTICIPATION

The Hosts will:

- Cover travel (from and to Strasbourg/Luxembourg) and accommodation costs of up to 5 EPA Secretariat members (up to 5 nights on site). Travel arrangements will have to be made in close collaboration with the EPA Secretariat.
- Block around 400 hotel rooms from various hotel categories for all nights at walking distance of the Forum venue to be proposed to the participants. Registered participants will be responsible for making their own hotel registration.
- Prepare a practical information leaflet including: hotel information, travel recommendations to the Forum location, local weather, visa requirements etc.
- Put in place special arrangement for VIP guests (transfer to and from airport/train station/port, booking of seats during dinners/lunch/Forum sessions, arrange for personalised accompaniment from local staff, etc.)

2.4 COMMUNICATION

The Hosts will, in close collaboration with the Council of Europe (EPA):

- Regular communication on the event on official national, regional and local channels. Those communication may be reused by the Council of Europe
- Provide the Council of Europe with 7-10 high resolution pictures in landscape format of the location of the Forum to promote the event through news posted on the website (copyright information included)
- Contact the national and local press prior to the event to inform them about the Forum, and organise a joint press conference between the highest national authorities (Ministry level) and the Council of Europe on the opening day of the Forum.
- Prepare a press release to be circulated before the Forum
- Contract a photographer and a cameraman to report on the event and make pictures of the event available online to the Forum participants after the event
- If required, translate and print all Cultural Routes of the Council of Europe communication material into national language (minimum 100 copies of the brochure and 100 copies of the leaflet)
- Print a minimum of 3 roll-ups dedicated to the event to be placed in front of the main meeting room, behind the speakers, in the catering room/spaces displaying Council of Europe and Hosts logos
- Have at least 2 plasma screens or similar for screening promotional video spots in the coffee break area
- Have at least one large poster for the event in the main meeting room
- Design and produce a Forum participants' bag in which communication material, practical information, programme and goodies (pens, bloc notes, etc.) will be put. There should be as many bags as Forum participants. The bag should bear the Cultural Routes of the Council of Europe logo and should preferably be made in Europe with sustainable sources.
- Provide up to 500 lanyards and badges for each Forum participant. Lanyards should, if possible, bear the logos of the Council of Europe and the host.

2.5 LOGISTICS

A. MEETING ROOMS AND MEDIA PRODUCTION

All sessions of the Forum programme (Opening ceremony, plenary sessions, workshops, side-meetings) should be held in the same conference hall, with a minimum seating capacity of 400 seats. All meeting rooms and spaces should be accessible to people with reduced mobility. All meeting rooms should be easily accessible from the main hotels pre-booked for the Forum participants.

The Council of Europe approved the Minoan Palace Hotel Conference Centre since the Director General of the Council of Europe (DGII Democracy), Mrs. Snezana Markovic, visited, examined and approved the venue, in July 2019. Additional Conference locations will include the Mikis Theodorakis Theater and its Annexes, Chania.

The Hosts will make available:

- One plenary room available on both Forum days containing:
 - o Seating capacity of at least 400 people
 - o Podium or stage with 6-8 armchairs and low coffee tables
 - o One lectern with laptop connected for video projection
 - o Water, glasses and name plates in front of each speaker
 - o High speed Wi-Fi accessible to all participants
 - o Open public space in front of the plenary room to accommodate the coffee breaks and for displaying separately Cultural Routes of the Council of Europe and networks candidate to certification communication material and at least 4 tables for displaying Council of Europe brochures.
 - o A dedicated area of the open public space to accommodate stalls for Cultural Routes of the Council of Europe and EPA Member States to display their activities (upon registration)
 - o Reserved seating (front row(s)) for VIP guests, including EPA Member States with Country names, International Organisations and Cultural Routes of the Council of Europe representatives.
 - o Interpretation booths and all related interpretation equipment
 - o Technical assistance (at least one technician for the whole duration of the speeches) to solve any technical problem that may arise and in charge of displaying presentations, videos and any other materials on the main screen
 - o Audience assistance (at least 3 helpers) to help circulate microphones during Question and Answer time, to distribute and help participants with the interpretation equipment (headphones), to help participants with directions (workshop rooms, toilets, coffee breaks, other), to support EPA Secretariat with any request they may have, to support speakers and VIP guests with any requirements they may have.
 - o A media company will ensure professional video equipment with recording and broadcasting system to provide video editing and live streaming of the various Forum session presentations utilising a dedicated on-line platform (such as Zoom) to allow for interaction with on-line registered participants.
- At least one registration space for participants to sign up and collect their badge and Forum bag containing:
 - o All lanyards and badges of participants, duly organised
 - o Space for at least 6 people to welcome participants simultaneously
 - o Cloak room and lost and found room
 - o Instructions for seating readily available, in particular for VIP guests
 - o Registration assistance (at least 3 helpers)
- Two workshop sessions rooms available on both Forum days containing:
 - o Seating capacity of at least 200 people
 - o Podium or stage with 6 armchairs and low coffee tables
 - o One lectern with a laptop connected to video projection
 - o High speed Wi-Fi accessible to all participants

- o Interpretation booths and all related interpretation equipment
 - o Technical assistance (at least one technician for the whole duration of the speeches) to solve any technical problem that may arise
 - o Audience assistance (at least 3 helpers) to help circulate microphones during Question and Answer time, to distribute and help participants with the interpretation equipment (headphones), to help participants with directions (workshop rooms, toilets, coffee breaks, other), to support EPA Secretariat with any request they may have, to support speakers and VIP guests with any requirements they may have.
- Two side meeting rooms available on all Forum days containing:
 - o Seating capacity of at least 60 people
 - o Chairs placed in U or square shape
 - o High speed Wi-Fi accessible to all participants
 - o One computer connected to video projection
 - o Technical assistance on hand in case of any problem with the technical equipment
- One VIP meeting room available on both Forum days containing:
 - o 8-10 armchairs
 - o Coffee table with bottle water and glasses
 - o Refreshments (fruits, other)
 - o High speed internet
 - o A few communication material (generic Council of Europe material, Cultural Routes generic material, national and local brochures, one event roll-up)
- One secretariat office room available for all Forum days containing:
 - o Seating capacity of 5-6
 - o Internet access
 - o Computer connected to a printer (at least one medium-speed duplex photocopier)
 - o Office supplies
- One room for the press available on both Forum days containing:
 - o Seating capacity of 8-10 people
 - o High speed Wi-Fi
 - o Working stations connected to printers
 - o One quiet space for interviews (TV, radio) equipped with at least one roll-up of the event/generic roll-up from the Cultural Routes programme or the Council of Europe

B. CATERING

The Hosts will ensure the catering for the following:

- One lunch for up to 60 people on the lunch of the first day (5 October). This lunch will be only opened to EPA Member States and Observers
- One opening gala dinner for up to 500 people (5 October)
- One working lunch and dinner for up to 500 people (6 October)
- One lunch (Gastronomy Festival) and a closing dinner for up to 500 people (7 October)
- At least 4 coffee breaks (morning of the 5 October at the occasion of the side meetings, afternoon of the 5 October during registration and prior to the opening ceremony, morning and afternoon of the 6 October and 7 October morning, during Forum sessions). Coffee breaks should accommodate up to 500 people (5, 6 and 7 October)

Food allergies, intolerances and dietary preferences collected in the registration form should be taken into account when booking the event's catering.

C. INTERPRETATION

The Hosts will cover all costs linked to the interpretation of the event, more precisely:

- Interpreters costs (staff) for the whole duration of the Forum sessions (opening session) and second day (all day including workshops) in Greek, English and French.

- Costs linked to the renting of interpretation material (interpretation booths, microphones, headphones, recording of all interventions).

Liaison with the interpreters will be made by the host. All material produced for the Forum (presentations, speeches and documents) will be given by the EPA Secretariat to the interpreters in advance for optimal preparation. A shared online space where interpreters can collect the material can be put in place by the EPA Secretariat.

D. ACCOMMODATION AND TRANSFER

As described in 2.3 PARTICIPATION, the Hosts will book and cover the costs of travel from Strasbourg/Luxembourg to the Forum venue and 5 rooms at the Forum location for the Secretariat for the whole duration of the Forum (this might include arrivals 2 to 3 days prior to the Forum). The booking of accommodation will have to be made in close contact with the Secretariat (accommodation type, duration of stay, name of people)

As described in 2.3 PARTICIPATION, the Hosts will block around 400 hotel rooms in the direct vicinity of the Forum venue. The hotel rooms should be from various hotel categories for all nights of the Forum.

The Hosts shall insure the organisation of a shuttle to and from the Airport/train station/port for all Secretariat and VIP guests (up to 50 people + Secretariat). Liaison with participants regarding their arrival and departure time shall be made directly through the registration form.

Transportation for all side events and cultural events shall be organised by the Hosts.

Should any part of the main Forum moments (opening or closing dinner, other) be in another venue than the main venue and require transfer, the Hosts shall organise transportation for all guests.

The Hosts shall recruit assistants to welcome VIP guests, and shall give their contact number to VIP guests to be easily reachable.

E. CONTACT PEOPLE

The contact person for the EPA secretariat shall be Stefano DOMINIONI, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (stefano.dominioni@coe.int, tel: +352 24 12 50) and Marie SAUTIN, Executive Assistant, EPA on Cultural Routes of the Council of Europe (marie.sautin@coe.int tel: +352 24 12 50 34)

The contact persons for the Hosts will be as follows: Marianthi ANASTASIADOU Head of the International Relations Department of Directorate of International Relations and European Union Hellenic Ministry of Culture & Sports Tel.: (0030) 210 3251779 6946154032 E-mail: manastasiadou@culture.gr; Fotis VLACHOS, Hellenic Ministry of Culture & Sports Directorate of International Relations and EU Tel: (+30) 2103810421, 6949075629 Fax: (+30) 2103220181 E-mail: fvlachos@culture.gr; Maria MYSTAKIDOU, Historic Cafes Routes, email: mariamystakidou@gmail.com Tel: (+30) 697 729 3283.

ART.2 ADDITIONAL REQUIREMENTS

Any additional requirement which was not foreseen in the present agreement shall be discussed by both parties to find an adequate solution.

ART.3 SETTLEMENT OF DISPUTES

Any disputes or disagreements with respect to the interpretation or implementation of the present Agreement shall be resolved amicably by good faith negotiations between the Parties.

ART.4 INSURANCE

ART.5 TERMINATION

This Agreement is valid from the date of signature till the end of Forum activities and financial reporting

ART.6 AMENDMENTS


Any amendment to this Agreement or to any Annex hereto shall be effected by mutual agreement of the parties through an appropriate supplementary letter of agreement.

ART.7 PRIVILEGES AND IMMUNITIES

Nothing in or relating to this Agreement shall be deemed to represent a waiver of the Privileges and Immunities of the Council of Europe.

Done in Chania, Herakleion, Athens and Luxembourg in English. Being English an official language of the Council of Europe, the English version takes precedence in the event of a conflict between the present version and a possible translation.

For the Hosts

The Co financers of the 2022 Forum		
Region of Crete Vice-Governor of the Region of Crete Mr. Nikolaos KALOGERIS  Chania, /10/2021	Municipality of Chania Deputy Mayor for Culture and Tourism Mr. Giannis GIANNAKAKIS  Chania, /10/2021	Chamber of Industry and Commerce of Chania President of the Chamber of Industry and Commerce of Chania Mr. Andonis ROKAKIS  Chania, /10/2021
The co organizers of the 2022 Forum		
Hellenic Ministry of Culture and Sports Secretary General  Mr Georges DIDASKALOU Athens, /10/2021		Hellenic Ministry of Tourism Director General of Tourism Policy Dr. Panagiota DIONYSOPOULOU PANAGIOTA DIONYSOPOULOU 15.10.2021 14:06 Athens, /10/2021
Greek National Tourism Organisation (EOT) Secretary General Mr. Dimitris Fragakis  Chania, /10/2021		Historic Cafes Route Founder and President Mr. Vasilis STATHAKIS  Chania, /10/2021

For the Council of Europe
Council of Europe, Directorate General of Democracy
Executive Secretary, Enlarged Partial Agreement on Cultural Routes

Mr Stefano DOMINIONI


Luxembourg, 14/10/2021