

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

Expert report

European Route of Industrial Heritage

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**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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1. Executive Summary

The European Route of Industrial Heritage (henceforth ERIH) main route consists of so-called Anchor Points, sites of exceptional historical importance in terms of industrial heritage that offer a high quality visitor experience, constituting examples of good practices in the field of cultural tourism. ERIH wants to promote regions, towns and sites showing its industrial history and heritage, as well as commercializing them as tourist attractions in the leisure and tourism sector. Research cooperation works well as does the involvement with cultural and artistic practice, since the representatives of different universities are ERIH members. Safeguarding and promotion of European memory, history and heritage, is one of the strengths of the ERIH network. In the field of cultural and educational activities of young Europeans, different projects are implemented at ERIH member sites (for example, the “Work it Out – Day of Industrial Culture 2018”, with the participation of 3,000 young people, 32 industrial heritage sites, 10 European countries).

Another of ERIH's strengths is its communication strategy, based on an excellent website (updated daily) – www.erih.net –, but also in a multitude of informative brochures, tourist maps, leaflets, great part of which is published by its member sites. On the ground, signposting and interpretation are excellent. It should be noted that ERIH member sites also have their own websites.

With regard to governance and finance, there is a legally recognized structure overseeing the management of the entire cultural offer: ERIH has a legal status, since February 2008, in the form of a registered association based on German law, listed under the name of ERIH – European Route of Industrial Heritage e.V. Its Board integrates elements from several European countries. ERIH National Representatives, as well as those responsible for the Anchor Points, ensure the quality of the offer of each member and safeguard the representativeness of the countries involved, as required by a transnational cultural route in order to fulfill the fields of action and the eligibility criteria of the Council of Europe. However, there's a need to strengthen the oversight work of its member sites, in particular by expanding the number of National Representatives.

Summary of the conclusions table		
According to Annex 2 – Check list		
	Yes	No
The theme complies with the eligibility criteria for themes, CM/Res(2013)67, I. List of eligibility criteria for themes.	X	
The Cultural Route complies with the criteria listed in CM/Res(2013)67, II. List of priority fields of action.	X	
The Cultural Route complies with the criteria for networks, as in CM/Res (2013)67, III. List of criteria for networks.	X	
Therefore the certification “Cultural Route of the Council of Europe”		
	Yes	No
Should be awarded	X	

2. Introduction

ERIH is a network of the most important industrial heritage sites in Europe, some of them World Heritage Sites. It is the common link between them all. From disused production plants to industrial landscape parks and interactive technology museums. ERIH also presents itself as the tourism information network of industrial heritage sites in Europe, presenting over 1,800 sites in 47 countries, including all member countries of the Council of Europe. The theme is one of clear relevance to the European values that are at the basis of the Cultural Routes.

Although already well established, ERIH is a project that is constantly expanding in the European territory, incorporating new member sites with some regularity, thus reflecting the progressive interest in industrial heritage and in industrial tourism which is now being felt everywhere.

The aims of ERIH fall into four broad categories: (i) the interpretation of the industrial heritage, showing the European links of industrialization and sharing its legacy across all the European countries, both from Western and Eastern Europe, as well as Northern and Southern Europe, and thus representing the diversity of European identity; (ii) promotion: using the potential of industrial heritage tourism for local or regional economic development, and to create an information platform for tourists, visitors and experts; (iii) research and knowledge: to contribute to the research on the European dimensions of technology, social and cultural history of the industrial age, present this knowledge to a broad general public and encourage the exchange of experience on an European level; and (iv) preservation: promote the preservation of industrial heritage sites, encourage industrial heritage sites to make a vital contribution in spatial planning by providing communities in transition with tangible evidence of their roots, and raise the awareness that industrial sites are precious parts of our European history, culture and identity.

The following evaluation was based upon:

- An in-depth analysis of the self-completion dossier and other documentation provided by ERIH (Statutes, Members list, General Assembly Reports, Financial information, Activities program, publications);
- The checklist provided by ERIH;
- Extensive analysis of the ERIH website and of the websites of its Anchor Points;
- Fact finding and observational field visit to six German Anchor Points included in ERIH;
- Observational field visit to other Anchor Points included in ERIH, namely in Portugal and Spain;
- Analysis of printed materials produced by ERIH (brochures, leaflets, tourist maps, publications) and by several of its member sites;
- Interviews and discussions with ERIH General Secretary and ERIH Board member and webmaster;
- Interviews and discussions with those responsible for other Anchor Points;
- Personal knowledge I have from ERIH (I have known ERIH practically since the beginning of its activity, followed its evolution and have participated in several of its initiatives).

3. Main Body Evaluation

3. 1. Cultural Route Theme

Industrialization has provoked one of the most important transformations in the history of mankind, first registering on the European continent and gradually expanding to other parts of the globe. Creating a cultural route based on the physical remains of this process is one of the best initiatives to reflect the contribution it has made to the formation of a European identity. Indeed, the progressive expansion of industry throughout the European continent in the last two centuries, the transmission of production processes, techniques and knowledge, the circulation of entrepreneurs, technicians and workers, have forged a culture of their own that can be observed and transmitted through the existing industrial heritage in various European countries. In this way, industrial heritage is not only a very strong theme for the creation of a cultural route, but is also probably one of the best ways to illustrate one of the fundamental components of European identity and to interpret the diversity of present-day Europe. It is clear that with these characteristics, and also because of its breadth, ERIH represents a common value - historical, cultural and heritage - for European countries.

Promoting specific exchanges with young people is not currently a direct activity of ERIH. Although some of its member sites develop such cultural and educational exchanges in an informal way, a more active policy in this field will be necessary.

With regard to innovative activities, ERIH has developed numerous initiatives such as the successful electronic dance performance “Work-it-Out - Day of Industrial Heritage”, which had its first edition in 2018 and from then on will be held every year on 1st of May. In its first edition, 3,000 young people participated throughout 32 industrial heritage sites and 10 European countries.

Through its 105 Anchor Points network in 16 countries, ERIH provides a solid foundation to increase the offer of cultural tourism products, from a sustainable development perspective. In this context, ERIH has carried out numerous initiatives, such as: (i) development of a pan-European portal, (ii) development of Regional Routes as a basis for tourist products/offers, (iii) contact to stakeholders (e.g. decision makers, public tourism organizations regional and local), and (iv) advising sites on tourism marketing, promotion, infrastructure for visitors etc.

With regard to the research of its theme - industrial heritage - ERIH has a remarkable scientific support. In addition to its Masterplan having formed the basis of the entire network, on the ERIH Board, as well as in the direction of numerous Anchor Points, innumerable academics and specialists participate, ensuring not only the quality of the tourism products offered, but also contributing to the research of the history and industrial heritage of the different countries. ERIH also has some of the world's leading specialists in industrial heritage, from different regions of Europe, such as Dr Barrie Trinder, who certifies all the scientific information that is presented on the website and in the main publications on this cultural route. In addition, ERIH holds a conference annually, in different Anchor Points in several countries. The last three were held in Porto 2016, Copenhagen 2017, Bologna 2018. In this conference multiple aspects related to industrial heritage are discussed, both from the point of view of tourism as well as that of route research (sites, themes, etc.).

It's clear that the European industrial heritage is an important and powerful theme for structuring a cultural route and ERIH has been fully realizing this objective, essentially meeting all the eligibility criteria. The ERIH network displays a dynamic character, constantly being renewed and updated, creating new initiatives and thus exploiting the enormous potential that the industrial heritage possesses.

3. 2. Fields of Action

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

Since its inception in 2001, with the creation of the Masterplan, ERIH devotes particular attention to research into European industrial heritage. Research was fundamental to the definition of quality criteria for the selection of the first Anchor Points and has been ongoing ever since. In addition, through the numerous projects that have been developed by its member sites spread throughout Europe, ERIH constitutes an excellent platform for co-operation in research and development of European cultural themes and values.

The theme of industrial history, as well as industrial heritage, has long been at the forefront of research in universities, both in Europe and on other continents. There is an immense bibliography published and the most varied studies on this subject continue to be carried out. Although ERIH benefits from this enormous knowledge capital, it has in its network, including in Board, representatives of different universities and also counts on the collaboration of renowned international experts in this area.

Each site of ERIH's object database is assigned to one or more Theme Routes. 13 Theme Routes (with 36 sub-categories) focus on specific questions relating to European industrial history and reveal potential links between radically different industrial monuments all over Europe. The result is a "circuit diagram" showing the connections between the main themes of European industrial heritage, and how these themes are representative of European values shared by several European cultures.

Although it does not formally have a Scientific Committee, different universities and disciplines are represented in its network, working at the European level. There is a set of universities and research centers involved in scientific works on the Route [(Universität des Saarlands (Saarbrücken, Germany), Hochschule der Technik (HTW) (Berlin, Germany), AGES (Laboratory of Social Geography) at the Department of History, Archaeology, Geography and Theatre of the University of Florence (Italy), Industrial Heritage in Erasmus Mundus Master at the Department of Historic Sciences, Geography and Antiquity (DiSSGEO), University of Padua (Italy), ETWIE Expertise Centrum voor Technisch, Wetenschappelijk en Industrieel Erfgoed (Belgium), Ironbridge Institute (United Kingdom) and Jagiellonian University (Poland)]. As can be seen in its publications and also on its website, ERIH's scientific staff has been investigating in an interdisciplinary way the industrial history of different European countries, both theoretical and practical. In the latter case analyzing, among other subjects, the current situation and the economic impact of this cultural route.

It should also be mentioned that since 2018, ERIH has implemented the Project “Industrial Heritage Barometer”. Therefore, in cooperation with the Regionalverband Ruhr, carried out a survey of industrial heritage sites in Europe. In 2018, 275 operators of industrial heritage sites were contacted, of which 80 participated in the survey. From now on the survey will be conducted annually.

As already mentioned, ERIH organizes an international scientific conference every year (also open to non-members), in which the themes related to the network (history, heritage, tourism) are discussed and deepened. ERIH also regularly organizes, in various Anchor Points, exhibitions, seminars and lectures, related to industrial heritage and industrial tourism, by experts from several European countries.

In the field of publishing and dissemination, the materials published by ERIH are of great quality and attractiveness. Just as examples, we mentioned the book “European Industrial Heritage: The International Story”, by Barrie Trinder (2nd edition, 2017), or the booklets with maps “Route der Industriekultur Berlin”, “Industrial Valleys”, “Saar-Lor-Lux Route of Industrial Heritage“ and “Valleys that changed the world”, all of them related to regional routes.

3. 2. 2. Enhancement of the memory, history and European heritage

The significance, importance and reach of 200 years of European industrialization are an indelible mark on the history, memory and landscape of the continent which finds in industrial heritage one of its best forms of representation. Industrialization, which progressively touched all the European countries, produced a physical and intangible heritage which, despite the specificities of the different regions, contributed to the formation of a cultural identity of its own. Through its networks of regional and thematic itineraries, ERIH explains the historical significance of the physical and intangible heritage of European industrialization, in its multiple diversity, as well as the remains that it left in its different regions. A good synthesis of this evidence is translated in the ERIH's book “European Industrial Heritage: The International Story”.

Due to their historical and patrimonial importance, sites and monuments that integrate ERIH are well protected through conservation policies of the countries in which they are located, which meet the needs of restoration, protection and enhancement, landscape and spatial planning. Charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS relating to heritage are also considered, once 13 ERIH Anchor Points are UNESCO's World Heritage Sites: Blegny Mine (Belgium), Le Bois du Cazier (Belgium), Fagus Factory (Germany), Zollverein Mine and Coking Plant (Germany), Voelklingen Iron Works (Germany), Norwegian Industrial Workers (Norway), Historic Silver Mine (Poland), Almadén Mining Park (Spain), Falun Mine (Sweden), Blaenavon Big Pit: National Coal Museum (United Kingdom), Cromford Mills (United Kingdom), New Lanark (United Kingdom), Iron Bridge (United Kingdom). ERIH is also member of the European Heritage Alliance 3.0 chaired by Europa Nostra.

Given its characteristics, industrial heritage is found both in rural and urban areas. Many of former industrial sites in rural areas have been recovered and reused, and the same occurs with former industrial regions, which are in the process of economic restructuring. This industrial heritage that is incorporated in the ERIH is enhanced and promoted through its website and

associated communication materials, as well as through the various activities that can be experienced by visitors.

With regard to the valuation of the intangible heritage of ethnic or social minorities in Europe, this is reflected in many of the sites and monuments that are part of ERIH, which are concerned to show that migration is an important part of the European industrialization. The expansion, and success, that ERIH has come to know since its inception, with the gradual incorporation of sites and monuments from all parts of Europe, very clearly shows the contribution it has made to a better understanding of the concept of cultural heritage - and of the industrial heritage -, as well as the importance of its preservation and sustainable development. It has been clear that ERIH raises awareness of the importance of industrial heritage and shows best-practice examples for sustainable re-use.

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

There is no great doubt that ERIH is an excellent platform for cultural and educational exchanges for young people in Europe. The participation of young people in ERIH's itineraries allows them to share experiences of great cultural and educational significance, which contribute to a better understanding of the concept of European citizenship.

ERIH has recently started (August 2018) the "Twinning of sites Project", which consists in exchange visits between member sites (exchange of staff – managerial, curatorial, front of house, tour guides, volunteers etc –, exchange of exhibitions and exchange of experience, skills and know-how, common marketing and activities), and several ERIH member sites carry out activities that encourage the social integration and exchanges of young people from different social backgrounds and regions of Europe.

ERIH also develops the Project "European Academy of Industrial Heritage", which seeks to respond to the problem that all sites in Europe require qualified staff; this is one of its main purposes, to enable the networking between people active in industrial heritage. ERIH develops co-operation activities involving educational institutions, such as cooperation with the University of Saarland.

As already mentioned, in 2018 during the European Year of Cultural Heritage, ERIH started a pan-European dance event entitled "Work-it-Out". On May 1st, more than 3,500 young Europeans started a dance at 32 sites in 10 countries. Special music based on Beethoven's "Ode to Joy" was composed by two 17-year-old musicians and a modern dance school developed the choreography. Through this common activity, young people from all over Europe exchanged their videos and dance photos on social media platforms.

The great potential that ERIH has as a platform for cultural and educational exchanges could however be much more and better explored, which requires a strategy approach to this action. ERIH can do this easily by mobilizing its member sites, providing effective cultural and educational exchanges for young Europeans.

3. 2. 4. Contemporary cultural and artistic practice

In general, it can be said that both ERIH and its member sites encourage activities and artistic projects which explore the links between industrial heritage and contemporary culture. ERIH publications (and those of its member sites), its newsletter, as well as its website, show numerous examples of innovative and creative practices in the cultural field.

Another of the examples is the project "Succession planning", recently presented. Noting that the first generation of industrial heritage makers (often former workers) retires, the project seeks to ensure that skills (handy crafts, skills, knowledge about machines and techniques) do not get lost, that is, how this knowledge and skills can be transferred to junior generations, thus ensuring succession. This project corresponds fully to the objective of developing activities which break down the barriers between professionals and non-professionals, particularly with respect to instruction for young Europeans.

ERIH and the member sites within its network carry out a number of important cultural and artistic activities, mainly at regional or national level, with a few being carried out at a European level. However, ERIH executes a regular exchange in the European Heritage Alliance 3.3, which is an informal European sectoral platform comprised of 49 European or international networks and organizations active in the wider field of cultural heritage. ERIH also participated as a member of the stakeholder committee of EYCH 2018 "Voice of culture".

Among the main events organized, the following stand out:

"Industriada", a great artistic and cultural festival performed yearly in Silesia. The event uses mainly the sites of the ERIH Regional Route Silesia as settings for a varied program. Factories, workshops, mines, breweries, fire stations, train depots, and museums of technology compete in offering steam days, special tours, workshops, shows, concerts, performances and any kind of cultural event, benefitting from the flair of industrial monuments. In 2018, a total of 44 sites in 25 cities are involved. Most of them are located in and around Katowice.

"ExtraSchicht", held annually in the Ruhr, involves practically all ERIH's Anchor Points in this region. It offers a lot of creative entertainment, a variety of hands-on activities and an assorted mix of highlights – from comedy and cabaret to live acts, acrobatics, street theatre, laser shows and fireworks. Most of these artistic activities and projects explore the links between industrial heritage and contemporary culture.

The above mentioned "Work-it-Out", a pan-European dance performance, held annually by ERIH in conjunction with numerous member sites, which in 2018 mobilized more than 3,500 young Europeans. It's one of the events that best promote the intercultural dialogue and multidisciplinary exchange in various European countries, establishing links between industrial heritage and contemporary culture.

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

ERIH itself does not create any tourist offer and also does not cooperate directly with tour operators. However, this cooperation is carried out by multiple ERIH member sites, at local or regional level, that maintain partnerships with public and private entities active in the field of tourism, providing information on this cultural route. In this sense, it can be said that ERIH is well engaged with the tourism sector.

In order to manage a tourism network with more than 1,800 sites in 47 countries - a somewhat complicated task - ERIH has opted for a solution that is both original and efficient. That is, ERIH is not managed as a whole, its management is decentralized, and this is responsibility of the Anchor Points or of the regional route promoters. Through Anchor Points it is possible to discover the industrial heritage of a region. One of the tasks of ERIH, through its headquarters in Meerbusch, is to act as a catalyst for the Route operation. ERIH is also geared towards the independent traveler, who can easily find all the information on its webpage and can create its own route through it.

In 2018, ERIH began a survey of the sites that make up its industrial tourism network, called "Industrial Heritage Barometer". This survey will be carried out annually, allowing it to monitor regularly the network situation and the development of its activity in the different regions of Europe, to listen to the needs, to correct any errors and to launch new initiatives. In this first survey, 275 operators of industrial heritage sites were contacted, of whom 80 participated. Although it's a small number, it should be noted that this is a first survey, and ERIH is expected to obtain a greater number of responses in the forthcoming years. However, the responses received are statistically significant enough to be evaluated. The main results of the 2018 survey can be found at the following URL: www.erih.net/service/erih-industrial-heritage-barometer. We highlight some of its conclusions, taken from the webpage:

"In 2018, numerous activities and measures were planned, in particular to increase the number of visitors and reach new target groups, to renew the permanent exhibitions and to organize temporary exhibitions. The most frequently mentioned individual measures include increased marketing efforts, the development of new, experience-oriented offers, a stronger customer orientation and better communication of the offer. Physical enhancements are designed and implemented at numerous locations. These include development plans, energy efficiency improvements and the enhancements to physical and intellectual accessibility".

ERIH regularly informs the media via press releases about news from the network and significant events at the Anchor Points, and also organizes press conferences on important topics. One of ERIH's concerns has been to raise the awareness of public opinion and policy makers to the need to safeguard industrial heritage as part of a sustainable development strategy. Among the various contacts made and the activities carried out in this regard are the traveling exhibition that has been presented in different places (not necessarily only Anchor Points) "Change with Impact". This exhibition shows the European links of industrialization and, thus, the industrial heritage between different European regions. At the same time, it illustrates the transformation of the European industrialized regions and gives an idea of the diversity of the continent's industrial heritage.

3. 3. Cultural Route Network

3. 3. 1. Network extension in the three years to come

In 2008 ERIH started with 17 founder members, so in ten years member numbers have increased considerably. Effectively, ERIH member numbers are steadily increasing, at the same time as it lost members, for example in Great Britain due to Brexit, but it is expected that member numbers will continue to increase. ERIH has a list of approximately 40 sites candidates to become Anchor Points, so that all in all, it's possible to have 150 Anchor Points over the next three years. But it is difficult to give a very strict forecast.

3. 4. Communication tools

3. 4. 1. Website

As the main promotion platform, the site presents the industrial heritage to the general public, encouraging people to visit the industrial monuments and to cross the regional routes. Large-scale information and a multitude of links to other sites, tourist offices and other organizations and initiatives help attract visitors. With comprehensive information on Europe's industrial history, the site can also be viewed as a database with the aim of providing a forum for exchanging experiences between experts and common people with a strong interest in the industrial heritage.

ERIH has an excellent website (<https://www.erih.net>), managed and financed by itself. The website has a good readability, pleasant and presenting an adequate hierarchy of contents. It also has good navigability, with links and contents easily accessible and clear. The same can be said about the speed of access. The website is simple and "light" (devoid of unnecessary animations, widgets, photos or illustrations) but the content is relevant and of a high quality. Website maintenance is constant and updated daily.

ERIH regularly informs via press releases on its website about news from the network and important events at the Anchor Points. Also through this site, ERIH publishes its newsletter, flyers, leaflets and brochures of regional routes (with the possibility of downloading in pdf form) and other materials, such as the papers presented at the conferences held in recent years. The interactivity is also very good, including a form to contact the ERIH office (allowing visitors to participate, giving suggestions, criticism, etc). Last but not least, it also has a good functionality that works seamlessly on all major browsers.

The website plays a key role, taking into account the scale of ERIH's network, and constitutes its main marketing tool (the websites of ERIH Anchor Points and site members, to which the interested visitor is referred via a link, are not considered here). It is also a very useful tool for the independent traveler, who can easily create his own route by having several options (they can choose between routes of various types: pan-European, national, regional or thematic). In 2018, the number of monthly visitors was 120,000. The only limitation that the website presents is relative to the languages used: English is the "lingua franca", and otherwise only German is available.

So far ERIH is only active on Facebook. ERIH does not use Twitter and this option should be considered.

3. 4. 2. Printed Materials

As already mentioned, ERIH promotion materials and information for visitors are well-designed: attractive, with useful information. A good deal of them offer practical maps with the itineraries of the routes. In addition to these, there are also hundreds of other printed materials published by its member sites in the different countries that make up the Route (edited in their respective national languages, but often also in English), which we will not analyze. We limit ourselves to ERIH's centrally published materials, which consist of leaflets, brochures, tourist maps on sites, Anchor Points and regional roadmaps. For some countries, such as Germany, private publishers also publish high quality guidebooks on the various sites and regional routes.

4. Conclusions and Recommendations

4.1. Co-operation in Research and Development

ERIH is based on a theme of great importance for the history and identity of Europe in the last two centuries: industrial heritage, that is, the industrialization and the material vestiges of this process. Through a historical narrative based on these material remains, a series of routes are developed along the entire European territory, from the Iberian Peninsula to European Russia. It also presents the possibility of thematic routes, regional or pan-European. Its offer and cultural tourism potential is very strong.

As far as research is concerned, ERIH has excellent support both from the members of its Board and from the industrial heritage specialists who collaborate with it. In addition, the staff of the different Anchor Points also has a good scientific support.

The ERIH website presents the results of research carried out on the Industrial Revolution in Europe, on the industrial history of European countries, on the history of the different industrial sectors, the history of important industrial sites, stories about the protagonists of industrialization in different European countries, such as the biographies of entrepreneurs, architects, engineers, inventors and other personalities who influenced the European industrial history. This information - continuously enriched with new contributions and updates - is an important database that is available to the visitor who is interested in knowing more in depth the route that will go. The book "European Industrial Heritage: The International Story", also updated in 2017, is a good summary of the research work developed within ERIH.

It is important to highlight the research carried out to evaluate the impact of the route, not only in quantitative terms, but also in a qualitative sense, through the Industrial Heritage Barometer. The only aspect that deserves to be highlighted in this area is the lack of a Scientific Committee, connected with the General Coordination of the Route, in order to advise and answer its future for development. In this way, the formal constitution of a Scientific Committee is recommended.

4. 2. Enhancement of the memory, history and European heritage

It is always possible and desirable to improve the presentation of European memory, history and heritage, but it must be said that the level achieved by ERIH in these areas is already quite satisfactory. It should also be pointed out that ERIH has a permanent activity in expansion and updating the European history and industrial heritage that it offers in its different communication tools.

The creation of Anchor Points was an excellent solution for an effective promotion of the industrial heritage at a regional level, allowing to respond not only to the demand of visitors of the Route, but also to safeguard the quality of the tourist offer.

However, some Anchor Points should be more active in supporting the development of Regional Routes in its surrounding region as an integral part of a European cross-border route. It is recommended to develop communication and interpretation strategies that meet this objective.

4. 3. Cultural and educational exchanges of young Europeans

The participation of young Europeans in cultural and educational activities developed by ERIH is very significant. The success of the "Work-it-Out" project is a clear example of this.

However, notwithstanding several ERIH member sites carrying out activities that encourage exchanges of young people from different social backgrounds and regions of Europe, it will therefore be necessary to examine the possibility of increasing such exchanges, in particular with the support of resources made available by European Union programs.

In summary, this report recommends that cultural and educational exchanges for young Europeans be stepped up through the different ERIH member sites.

4. 4. Contemporary cultural and artistic practice

ERIH and the member sites within its network carry out regularly a number of important cultural and artistic activities. As already mentioned, initiatives such as the cultural festival "Industriada" and "ExtraSchicht", the great cultural festival for the entire metropolis of the Ruhr, reflect the enormous potential that industrial heritage presents for the development of cultural and artistic activities.

We do not propose any specific recommendation in this area, as it is well represented in the work of ERIH and its member sites. However, it is generally agreed that it would be of great interest and useful that the numerous artistic and cultural initiatives carried out on the various ERIH member sites and Anchor Points be disseminated on its website, providing an understanding of the European dimension of this activity.

4. 5. Cultural tourism and sustainable cultural development

Given the magnitude of ERIH, the commercialisation of the tourism product "industrial heritage" could not be done as a whole, but only in a decentralised way. It is precisely through its member sites that regular action is developed with tour operators and tourism authorities in their regions and countries. Offers that can be booked via tourist boards or visitor centers at the sites are mostly promoted and created by the public tourism organizations or the member sites themselves.

ERIH's position in the cultural tourism market can be summarized on the principle that a "brand" should be a "seal of quality". The goal is to make visitors feel satisfied after visiting the sites that have attracted them or the routes they have chosen to go through. In defining its strategy for cultural tourism ERIH was inspired by the successful example of the route in the Ruhr (now part of ERIH and constituting one of its regional routes) and its concept of Network Marketing. The ERIH network encourages the development of joint marketing strategies and cross-border initiatives so that they can contribute to sustainable cultural development.

It will be very difficult to find an alternative to the way ERIH does tourist promotion. While it can always be improved, the current strategy has been successful. In this way, we only make a general recommendation, calling attention to the need to discuss the Route strategically in terms of its development, communications and marketing, seeking to attract the interest of tour operators to the offer based on their member sites and Anchor Points.

5. List of references

The analysis was carried out on the basis of the ERIH documents provided by the European Institute of Cultural Routes and the promotional material edited by ERIH. In addition to the ERIH website (<https://www.erih.net>), websites of various Anchor Points were also consulted.

All documents required for the evaluation had been duly submitted by ERIH.

6. Annex 1: Field visit programme

Attached separately.

7. Annex 2: Checklist

Attached separately.

List of the people met /interviewed on the field visit (name, role in the network):

- Essen. Zollverein Mine WHS (Portal of Industrial Heritage – main visitor centre for ERIH): Martina Sehlke, Zollverein Foundation, Head of Visitor Centre and Jürgen Bosarsky, Zollverein Foundation, Guide
- Oberhausen. Gasholder: Christiane Baum, ERIH Secretary General and Rainer Klenner, ERIH Board Member
- Duisburg. North Landscape Park (legal seat of the ERIH association): Angela Haupt, Landscape Park Management, Public Relations and Jule Isk, Landscape Park Management, trainee
- Waltrop. Henrichenburg Shiplift LWL Industrial Museum: Dr Harald Siebeneicker, Director Museum
- Dortmund. Zollern Colliery LWL Industrial Museum: Dr Anne Kugler-Mühlhofer, Director Museum, Norbert Tempel, Head of Technique Department and Restoration Workshop and Jana Golombek, Scientific Assistant
- Dortmund. Hansa Coking Plant: Dr Marita Pfeiffer, Industrial Monument Foundation, Head of Cultural Department and Jörn Schneider, Industrial Monument Foundation, Guide



Draft 14 January 2019

ERIH's application as a Cultural Route of the Council of Europe Evaluation by Prof. Dr José Manuel Lopes Cordeiro

Programme

Visit of ERIH Anchor Points and sites at the Ruhr Route of Industrial Heritage

Participants

Christiane Baum, ERIH Secretary General (0049 171 6437345 mobile)

Rainer Klenner, ERIH Board Member (0049 160 3427868 mobile)

Monday, 28 January 2019

18.35 h	Arrival at DUS Airport – pick-up by Christiane Baum	
19.30 h	Dinner with Dr. Walter Hauser, CEO LVR Rhenish Industrial Museum, Member of the ERIH Board Rainer Klenner, ERIH Webmaster, Member of the ERIH Board Christiane Baum, ERIH Secretary General	

Tuesday, 29 January 2019

09.00	Pick up at hotel NH Hotel Königsallee, Adersstraße 29-31, 40215 Düsseldorf Drive to Essen	46 km 60 min
10.00-14.00	Essen. Zollverein Mine WHS Welcome, interviews with Christiane Baum, Rainer Klenner Guided tour Lunch at "Kokerei-Café"	
14.00-14.20	Drive Essen – Oberhausen	20 km 20 min
14.20-15.30	Oberhausen. Gasholder Visit to Exhibition „The Call of the Mountains”	
15.30-15.40	Drive Oberhausen – Duisburg	9 km 10min
15.40	Duisburg. North Landscape Park Guided tour	
17.30-18.45	Dinner at „Hauptschalthaus Restaurant“	
18.45-19.30	Drive Duisburg - Düsseldorf	38 km 45 min

Wednesday, 30 January 2019

09.00	Pick up at hotel NH Hotel Königsallee, Adersstraße 29-31, 40215 Düsseldorf Drive Düsseldorf – Waltrop	80 km 60 min
10.00-11.30	Waltrop. Henrichenburg Shiplift LWL Industrial Museum Guided tour	



11.30-11.50	Drive Waltrop – Dortmund	15 km 20 min
11.50-15.00	Dortmund. Zollern Colliery LWL Industrial Museum Guided tour Lunch at “Pferdestall Restaurant”	
15.00-15.15	Drive in Dortmund	13 km 15 min
15.15-18.00	Dortmund. Hansa Coking Plant Guided tour Résumé	
18.00	Drive Dortmund – Düsseldorf Dinner (optional)	77 km 60 min





Essen. Zollverein Mine WHS

Zollverein is the meeting place for past, present and future. The past are the Ruhr Museum with its presentation of the exciting natural and cultural history of the Ruhr Region and the "Monument Path" which brings industrial history back to life. Zollverein was once the largest coal mine in Europe, the central point in the lives of 5,000 colliers and their families. Conveyor belts, shaking screens, the tipper house and the wagon run bear witness to the mutual interplay of men and machines. The present lives from the new uses to which the surface buildings have been put; buildings which have given Zollverein the reputation of being the "most beautiful coal mine in the world". Its simple Bauhaus facade is equally suitable for housing concerts, dance and theatre shows, not to speak of congresses, conferences and trade fairs. The future has already begun. Zollverein is being developed into an innovative meeting point for design and the arts. This is already reflected in the exhibitions of contemporary art in the neighbouring coking plant and the world's largest presentation of contemporary design in the colliery's redesigned boiler house. Zollverein is the living embodiment of high-power industrialisation and simultaneously a symbol of structural transformation in the Ruhrgebiet. In 2001 the pit was inscribed into the United Nations list of World Heritage Sites.

History

The history of the Zollverein pit and coking plant is full of individual records. The first pit was sunk in 1847. This was followed by three more before the end of the century. At the time it was the number one pit in the Ruhrgebiet. But it really became famous with the opening of the central shaft number XII in 1932. The yield of coal at Zollverein was 12,000 tons per day, by far the largest of any coal mine in Europe. In addition the surface buildings at shaft XII were the first to be constructed on the lines of a steel skeleton construction. The cube like buildings with their red brick walls and steel trelliswork not only looked good, they were extraordinarily practical. No wonder that they set the style for industrial architecture in the Ruhrgebiet. Between 1957 and 1961 the Zollverein plant was extended by the addition of a coking plant. And soon after that its 192 furnaces had to be increased to 304, making it the largest industrial plant of its kind in the world. But the gradual decline of the pit dragged down coke production accordingly. In 1986 most available coal supplies had been exhausted and the final shift descended the shaft at Zollverein on Xmas eve that year. The coking plant survived for another seven years. But around the same time began the amazing transformation of Zollverein to the most important monument of high-tech mining at the present time. Its inscription into the United Nations list of Cultural Heritage Sites is the best proof of this. The stylised image of the imposing twin pithead gear is well-known throughout Germany. A factory of the future has been established out of the former pit and coking plant. Here living industrial history is twinned with an economically powerful centre for design and the arts. For looking ahead to the future has a long tradition in the Ruhrgebiet. In this respect Zollverein is once again number one.





Oberhausen. Gasholder

Between 1988 and 1992 the citizens of Oberhausen were involved in a passionate dispute. The bone of contention was a gasometer belonging to the disused Good Hope steel mill. Bulldozers had been ordered onto the site to demolish it and then sent back again. Some people considered it to be a filthy eyesore, whilst others claimed it was an outstanding industrial monument. The conservationists finally won the day and Europe's largest gasometer was converted into the most unusual exhibition centre in the world. It has been a huge success. Exhibitions on industrial history, art installations, and live performances have all profited from the unique atmosphere within the construction. Once inside it is easy to see why. You are confronted by a gigantic circular empty shell with shining black walls made up of thousands and thousands of gas proof steel sheets. Looking up from the floor of this gigantic industrial cathedral the window openings in the roof resemble a distant ring of stars. A glass lift takes visitors up to the 117 metre high viewing platform from where there is a panoramic view of the surrounding industrial landscape of the Ruhrgebiet including an additional attraction right next door: the Oberhausen CentrO, one of the largest shopping malls in Europe.

History

There's no gas without heavy industry. Sometimes it works the other way round. There's no industry without gas. The best example of this is furnace gas. It is simultaneously produced in blast furnaces and used to drive them. Gas is also a valuable by-product of coking plants, for it can be used in chemical production. The problem is that the amount of gas available at any given time does not necessarily correspond to demand. So how can it best be stored? One large-scale answer was the gasometer in Oberhausen. When it went into operation on 5th May 1929 it set new records in Europe, records which still hold good today. Useable volume 347,000 cubic metres, height 17.5 metres, diameter 210 metres. This was only possible because of a new technique which dispensed with the amounts of water needed in previous more traditional gasometers. Here the gas was held in by a moveable disc floating like a oversize lid on the surface of the gas and rising and falling according to the amount of gas within. And where the disc slid up and down the inside walls of the gasometer there was a constant layer of creosote to prevent any gas leakage.

At the time the gasometer filled a vital gap in the industrial structure of the Good Hope mill. From now on it was possible to store the superfluous gas from their own blast furnaces and use it to fire their huge coking plant in Osterfeld. In turn the coking gas produced here was sold on at a profit to the chemical industry. This new technology was so successful that the costs of building Europe's largest gasometer were recovered within the space of a mere 18 months. It only became unprofitable with the irreversible decline in the coal industry and the arrival of cheap gas supplies from the North Sea.

In 1988 the Oberhausen gasometer was closed down. The moveable disc has been anchored to the walls of the building at a height of four and a half meters and now serves as one of several exhibition levels within the building. The first ever exhibition to be presented here, a multi-media show looking back on the two hundred years of industrial history in the Ruhrgebiet, attracted hundreds of thousands of visitors. Since then there have been many more highlights including spectacular artistic installations. They all underline the importance of the Oberhausen gasometer as a living industrial monument of European status.



Duisburg. North Landscape Park

“Clean and tidy and ready to be fired up once more”. That may be so. But blast furnace no. 5 on the site of the disused Thyssen ironworks will stay for ever cold. Because it is right in the middle of the North Duisburg Landscape Park. This 200 hectare area is a clear example of how nature and industrial heritage can match each other to perfection. On a site where workers were once pouring pig iron you can now find 28 kilometres of cycle paths and rambling trails running through a unique landscape park. If you like you can even book yourself an industrial guided tour, a torch-light tour, or an ecological ramble. There’s a lot more going on here. The old Gasometer can boast of housing one of the largest indoor diving centres in Europe. And on the ore bunker site the German Alpine Society maintains a challenging range of rock faces for would-be climbers. If you want to go even higher you can even try climbing the stairway to the top of the blast furnace. Children can enjoy themselves on a giant slide, stroll along a nature study trail or visit a farmyard. The steam blast house, the foundry and the 170 metre long central power station are popular showplaces for exotic, high-class events and artistic shows.

History

The northern part of Duisburg became a part of the Ruhr industrial area at a relatively late stage: around the mid 19th century when heavy industry was beginning to burst the limitations of the Ruhr valley. In 1901 August Thyssen commissioned the building of a blast furnace in the Duisburg suburb of Meiderich. Shortly before that he had bought up coal fields nearby for it is impossible to make iron without coal. From the start the five new furnaces were connected to an aerial railway which fed them continuously with coke from the neighbouring Friedrich Thyssen 4/8 coking plant. The driving force within the Meiderich ironworks was the monumental central power station, a genuine cathedral of industrial heritage. It contained ten high-power gas engines to drive the dynamos which supplied electricity to the works and the adjoining housing settlement. The steam blast house with its rounded windows and surrounding ornamental decorations shows the high value which was placed on external appearances at the time. Blast furnace no. 5, on the other hand, is a prime example of the late industrial era. It was built and put into operation in 1973 because its modern cooling system and wind heaters were able to meet strict environmental demands.

Two years later, on 4th April 1985, the Meiderich ironworks were closed down after 80 years of pig iron production. Blast furnace no. 5 was left “clean and tidy and ready to be fired up once more”. But overproduction on the European steel market banished any thoughts that it would ever be taken into production once again. What was to be done with this huge industrial site? A group of committed townfolk campaigned successfully for the ironworks to be preserved on the grounds of its value as an industrial monument. The Emscher Park International Building Exhibition took up the fight and from 1990 to 1999 a new type of park was created between the suburbs of Meiderich and Hamborn combining untamed vegetation, specially designed gardens and green areas, and disused industrial monuments. Since then the North Duisburg Landscape Park has been developing further every year.



Waltrop. Henrichenburg Shiplift LWL Industrial Museum

The powerful steel framework offers a truly imperial view, being flanked by elegant sandstone towers each of which is crowned by an ornamental globe, the whole construction majestically reflected in the waters of the Dortmund-Ems canal. Not surprisingly, it was Emperor Wilhelm II himself who personally opened the Henrichenburg ship lift in Waltrop in 1899. At that time the ship lift, today part of the Landschaftsverband (regional authority) of Westphalia-Lippe (LWL) Industrial Museum, was regarded as a technological masterpiece. The old engine house offers a short introduction to the technical part of the structure. After that the ship lift can be explored at three different levels. The trough into which the cargo boats were led is now accessible by foot, as is the level below containing the huge floats on which the trough was mounted. The best view of the majestic construction can be obtained from a platform stretching between two of the four towers at the top of the building. From here you can spot a cargo barge built in 1929 which is open for visitors and invites them to find out more about the everyday life and work of bargees and their families. There are more historical boats anchored on the upstream side, not to mention loading facilities and a historic vertical lift bridge. Children can join with Captain Henry and cabin-boy Jan in experimenting with a model of a ship lift or in loading ships like in times gone by.

History

More than 20.000 postcards were sent from Waltrop on the 11 August 1899. Probably all of them recount enthusiastically the festive inauguration of the Henrichenburg ship lift that same day. It must remain an open question what the visitor crowds did appreciate more: the guest of honour Wilhelm II or the first ship lift in the world for large barges. Within the strategy of the German emperor – "water is our future" – the industrial construction at Waltrop was of crucial importance. The concurrent opening of the Dortmund-Ems canal was not at all coincidental. In fact it sent a clear message to the public in favour of a second powerful transport system complementing the railway networks.

The technical specifications of the state-of-the-art ship lift were a sensation. It allowed to move cargo boats of up to 750 tons in weight which nearly meant a doubling of the performance of comparable constructions in England, France and Belgium. The 70-metre long and 8.80-metre wide trough only needed two and a half minutes to cover the 14 metres between upstream and downstream side of the canal. The exhibition in the old engine house shows visitors how this was done and explains, by means of working models, the theory and practice of raising ships using air-inflated submerged bodies. Moreover it gives an impression of the historical background to the construction.

Until today the Henrichenburg ship lift is a popular place. That's far from being self-evident. In 1962 a new ship lift was opened just up the road and the whole construction was threatened with demolition when it had to close down in 1970. It was only saved after a hard-fought grass-roots campaign which culminated, after complex restoration and reconstruction works, in the opening of the museum in 1992. Along with the neighbouring modern ship lift and two locks the museum offers vivid insights into inland waterways traffic and canal life during the last 100 years.





Dortmund. Zollern Colliery LWL Industrial Museum

Angle towers and gables with battlements, artistically ornate staircases, an imposing boulevard of lime and plane trees against the background of a palatial redbrick façade! Was this once supposed to be a colliery? Indeed it was. The original owners consciously set out to build a magnificent monument. The showpiece of the site is the engine house, a brilliantly sophisticated temple of technology with a lavish “Jugendstil” entrance. But despite the lovely facade it was still hard work behind the scenes and below the surface. Consequently the arduous lives and work of miners and their families is the primary theme of the exhibition at this, the central site of the Westphalian Industrial Museum. The one thing you cannot do here is travel underground. The pit has been filled in on safety grounds. Instead children can find an underground cellar full of labyrinthine passages, niches and caves where they can play at being miners. Adults too have their own programme of events including festivities, film evenings, concerts and lectures. And from here you are free to visit the seven other fascinating museum sites administered by the Westphalian Industrial Museum.

History

“A castle of labour”: this was the term used by the Gelsenkirchen Mining Company to describe the Zollern II/IV colliery in the Dortmund suburb of Bövinghausen. Their self-confidence was well-grounded. The new colliery was a clear demonstration that the company was now the largest mining enterprise in the Ruhrgebiet. Built from nothing in the space of just six years (1898-1904), this magnificent model plant was designed by renowned architects and equipped with the most up-to-date technology in order to put all competitors in the shade.

The colliery did indeed attract a great many visitors. Here they were able to admire the lavishly detailed architecture, part Jugendstil and part red-brick Gothic. They were dazzled by the engine house. This state-of-the art power house at the heart of the plant contained the first electrically-driven winding engines in the world.

It was not long, however, before the colliery suffered the typical career of technical monuments in the Ruhrgebiet. From a key building of its time to a small family pit; and then from a demolition object to a pioneer of industrial monument conservation in Germany. As early as 1969, a mere three years after its closure, Zollern II/IV was listed as the first technical building monument of international importance in Germany.

The site has been carefully restored and transformed into the Museum of Social and Cultural History of Mining in the Ruhr Area. It now bears witness to the structural transformation taking place in the area and, in this respect, remains a model plant. The museum concept also embraces the “Landwehr” housing settlement, a miners’ housing estate in garden-city style directly adjoining the colliery gates. The housing estate was created at the same time as the colliery and likewise planned as a model of its kind. After the colliery was shut down the housing estate was carefully renovated. Thanks to this it has largely been able to retain its original character. A guided tour provides information on the policies of the major mining company and the history of housing in the Ruhrgebiet.





Dortmund. Hansa Coking Plant

For outsiders the Hansa coking plant was a forbidden city for more than 60 years. Its roads and bridges were permeated with the smell of tar, its buildings and towers covered with layers of coal dust, day and night. Every ten minutes the endless batteries of coking ovens had to be emptied and refilled with coal. This was impossible without human intervention. Sweepers had to clean up the charging wagons and the roofs of the coking ovens which were so hot that you could fry sausages on them. Every shift lasted eight hours without a pause – an inferno. The workforce was a tight-knit society. They called themselves the Hansa crew. Nowadays one or two of the old workers take visitors through the plant. The furnaces have been cold for many years now and the black smoke has disappeared. Rusty reds and beech tree greens now dominate the sleeping industrial site interlaced - according to the season - with flowers and plants like fuchsias, rosebay willowherbs, common groundsel, summer lilacs and giant goldenrods. The path which leads from the once forbidden city to the new meadows is called the “Nature and Technology Adventure Trail”. For nature is resolutely re-conquering the old site. A round tour revives memories of both men and machines. The high points are the panorama view from the 40 metre high coal bunker and the engine house with its five huge old gas compressors and their rotating flywheels which have recently been overhauled.

The Hansa Coking Plant went into operation in 1927. At the time similar plants were springing up like mushrooms everywhere in the Ruhrgebiet as a result of the booming steel industry whose blast furnaces consumed huge amounts of coke. Hansa took its coal from the neighbouring collieries, processed it to coke at over 1000 degrees and delivered the finished product to the Dortmund Union iron and steel works. Even the waste gas produced by the coking process found its takers. Some of it went to coal chemical works and the rest was stored in the compressor houses to be fed into the gas network. The Hansa coking plant was closed in 1992. Since 1997 it has been the headquarters of the Foundation for the Preservation of Industrial Monuments and Historical Culture, a body which is responsible for twelve other industrial sites. Of these Hansa represents the period in which heavy industry in the Ruhrgebiet began to integrate its powers along fully-planned lines.



Industrial History of the Ruhr Region

Heavy industry means heavy labour. Nowhere in Europe is this so clear as in the Ruhrgebiet. The region is full of the history of coal, steel and people, exemplary pioneering achievements and countless victims. A history in which entrepreneurial audacity simultaneously resulted in appalling suffering and a proud sense of community, and the urban population was welded together by the common fate of poor living conditions, poisonous gases and pulmonary diseases. Now the clouds of smoke from factory chimneys have for the most part disappeared, leaving more industrial monuments in their wake than anywhere else in Europe. Pithead towers and engine houses, coking plants and blast furnace are living witnesses to the past which, in their new roles as attractive cultural and entertainment centres, also point forward to an exciting future.

The Ruhrgebiet has only really existed since the 1930s. The name was coined as a belated acknowledgement of the fact that the region had become a single entity. Previous to this people had never made any such connections. There was the area south of the Ruhr around Witten, Hattingen and Hagen. North of this, dotted along the ancient Hellweg trade route were Duisburg, Mülheim an der Ruhr, Essen, Bochum and Dortmund. Even further north the River Emscher connected Oberhausen, Gelsenkirchen, Herne and Castrop-Rauxel, not forgetting the nearby towns of Bottrop, Gladbeck and Recklinghausen. On the far eastern edge was Hamm, whilst Marl to the north was situated right on the border of Münsterland. The western border was marked by the River Rhine, Rheinberg, Moers and Kamp-Lintfort.

Everything within these borders seemed to be subject to an uncontrolled process of chaotic growth. Industrial plants, working-class housing estates, meadows, suburbs, roads and railways cut across one another to an unforeseeable degree. That said, nowadays the various parts of the Ruhrgebiet do not look at all the same. For the explosive periods of growth have left a variety of different traces. Coal was not only the fuel behind the unrestrained process of industrialisation, it was the essence of industrialisation. The woods around Duisburg, Essen and Witten were full of little pits at a very early period. Here, where the coal lay near the surface, mining was conducted in a very elementary fashion with no more than a handful of pit workers. Since it was only of average quality most of it was used by the local inhabitants for cooking and heating purposes, the remainder being sent by boat to Holland and the Upper Rhine. At the time the Ruhrgebiet was still an idyllic rural area.

The breakthrough came around 1830 when mines began to be sunk deep below the surface to get at the seams of coal along the Hellweg area. Powerful steam engines were needed to pump out the water from the galleries at the different levels. Production multiplied. In addition the local bituminous coal proved ideal for firing coking plants. This in turn promoted iron and steel making which had until then been held back by their dependence on limited supplies of expensive timber. In 1849 the first coke-fired blast furnace in the region went into operation in Essen.

Foreign capital was there from the start. A good example is the Altenberg zinc factory in Oberhausen which was set up in 1854 as a result of a Belgian initiative. Technical know-how also came from abroad - especially from England - via industrial espionage, the import of qualified workers and the relocation of complete business firms. The growth in the number of steelworks led to an ever-increasing demand for iron ore, at first from the nearby Sauerland region and the Lorraine, later from Sweden and Newfoundland. The Krupp concern even had its own fleet of ships to import ore from the north of Spain. Lime came from Wuppertal and Wülfrath, nickel from Silesia and New Caledonia, graphite from the Bavarian forest.

In the mid-19th century the Ruhrgebiet felt as if it had been hit by a gold rush. Industrial pioneers like Franz Haniel, Mathias Stinnes, Friedrich Krupp, and Friedrich Harkort built up whole empires within the space of a few years. The railways were primarily responsible for this explosive growth for they were simultaneously efficient and elementary means of transport and major consumers of iron and steel. The first major stretch of rail between Cologne and Minden was opened in 1847. By 1862 the whole of the Ruhrgebiet had been connected. The new technology led to the creation of pits and steelworks everywhere. Most of them produced coal to fire their own steelworks. This development in

turn heralded the creation of integrated works producing coal, iron and steel – and later chemical by-products – a feature which was to become characteristic for the Ruhrgebiet as a whole.

The massive growth of industrialisation created a voracious demand for workers and resulted in an upsurge of immigration on a hitherto unknown scale. In 1850 the population of Essen was around 9,000. By 1910 this had grown to 295,000. In the brief period between 1895 and 1913 the population of the Ruhrgebiet more than doubled from 1,500,000 to 3,300,000. The first immigrants were farm workers from Münsterland, East Westphalia and Hesse. After that the catchment area moved further east. Between 1910 and 1914 alone more than 800,000 people moved to the Ruhrgebiet from Poland and Masuria.

The chaotic development brought the towns and cities to the edge of collapse because of the lack of housing, roads and sanitary facilities. Factory owners tried to counter this by building housing estates exclusively for their workforce. They set up health insurance systems and introduced company stores in the hope of being able to damp down potential conflicts with social welfare programmes. Nonetheless the lack of housing was a constant theme. Around 1900 every second family was housing a lodger – single young men who had come to the Ruhrgebiet in search of work and who were delighted to find somewhere cheap to live.

Life was hard in the pits and foundries. The work was not only dangerous it was damaging to the health. The only compensation was that it was comparatively well-paid. Working together at close quarters in such circumstances encouraged a close-knit community spirit which was further strengthened by clubs, political activities and industrial conflicts.

The manufacture of armaments for the two World Wars strengthened the dominant status of heavy industry in the Ruhrgebiet and prevented the introduction of new technologies. In the long run this monoculture proved to be fatal. The last real major innovation in the Ruhrgebiet occurred in 1932 in the form of the gigantic shaft number XII on the site of the Zollverein Pit in Essen. When it was opened it was generally acknowledged as the most modern coal mine in the world. Its practical and flexible mix of redbrick and steel trellis work was a landmark in architectural history. Its closure in 1986 after long years of crisis heralded the end of the monopoly of coal and steel along the Rivers Ruhr and Emscher.

Industrialisation, the boom years, war devastation, reconstruction – the Ruhrgebiet was the power house of Germany for around 150 years. Now it is in search of a new identity. Structural transformation is the in-word. It has been a very painful process. This is no surprise given the fact that thousands and thousands of workers lost their jobs. But now people are slowly beginning to realise that their unique industrial heritage forms the potential basis for future developments. Where other regions boast of their churches, monasteries, castles and fortresses, the Ruhrgebiet can boast of its collieries, gasometers, foundries and steelworks. They are not only tourist attractions but also constitute an attractive environment for modern businesses as well as offering spectacular settings for culture and entertainment. A huge number of people in honorary societies and grass-roots initiatives have committed their energies to creating new roots in the old industrial plants. The Emscher Park International Building Exhibition (IBA) made a considerable contribution to the process of sustainable reconstruction between 1989 and 1999 Its aim was to design and implement forward-looking projects for the Emscher region, an area which had suffered most from the results of industrialisation and the economic crisis which accompanied its decline. The Ruhrgebiet continues to develop with similar new projects. Nonetheless it has remained true to its original nature - as a pioneering force in modern industrial society.

The Route of Industrial Heritage

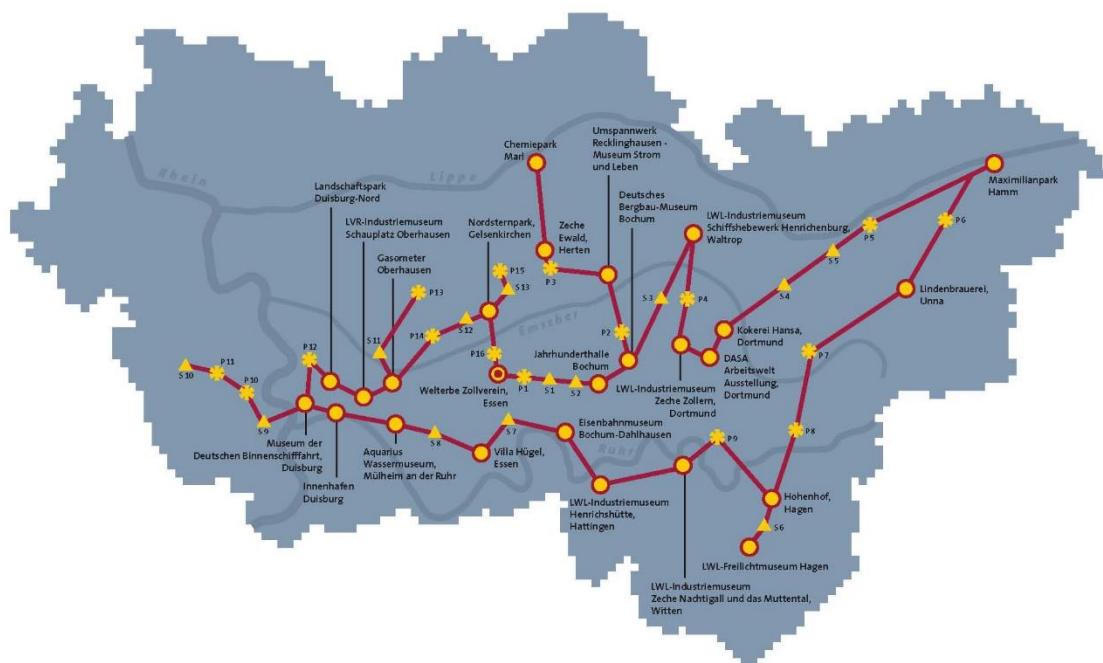
The regional tourist project entitled "The Route of Industrial Heritage", a ca. 400 km circular route around the Ruhrgebiet, opens up the region's industrial heritage to visitors.



25 so-called anchor points make up the core network of the Trail, including six important museums of technical and social history, many panorama points and a series of significant workers' settlements. Outside all the anchor points there are large conical yellow identification posts.

Around 1,500 signs on motorways and local roads point the way to these industrial and cultural highlights. The "Discovery Pass" introduces all the attractions in words and pictures.

This project is the responsibility of the Regional Association of the Ruhr (RVR). The "Portal der Industriekultur (Gate to Industrial Heritage)" is the main visitor centre for the Route and can be found at Zollverein Mine World Heritage Site in Essen.



- Ankerpunkte**
 - ▶ sind Erlebnisorte und Knotenpunkte für Informationen
- Besucherzentrum Ruhr Portal der Industriekultur**
- ERIH Ankerpunkte**
 - European Route of Industrial Heritage
 - ▶ Landschaftspark Duisburg-Nord
 - ▶ Gasometer Oberhausen
 - ▶ LWL-Industriemuseum Zeche Zollern
 - ▶ Welterbe Zollverein

- ▲ Bedeutende Siedlungen**
 - ▶ das Ruhrgebiet zu Hause
- Für die Sozialgeschichte des Ruhrgebiets und die städtebauliche Gegenwart sind die vielfältigen Siedlungen besonders aufschlussreich. Sie erlauben einen authentischen Einblick in das Leben der Region.

- S 1 Flöz Dickebank, Gelsenkirchen
- S 2 Dahlhauser Heide, Bochum
- S 3 Teutoburgia, Herne
- S 4 Alte Kolonie Eving, Dortmund
- S 5 Zithenstraße, Lünen
- S 6 Lange Riege, Hagen
- S 7 Altenhof II, Essen
- S 8 Margarethenhöhe, Essen
- S 9 Rheinpreußen, Duisburg
- S 10 Alt-Siedlung Friedrich-Heinrich, Kamp-Lintfort
- S 11 Eisenheim, Oberhausen
- S 12 Gartenstadt Welheim, Bottrop
- S 13 Schüngelberg, Gelsenkirchen

- ☀ Panoramen der Industrielandschaft**
 - ▶ bieten Überblicke
- Eine besondere touristische Attraktion bilden die herausragenden Aussichtspunkte einer Region. Hier im Revier kann man die typische industrielle Kulturlandschaft überblicken. Einige dieser Panoramen sind als neue Zeichen der Landmarken-Kunst gestaltet.

- P 1 Halde Rheinelle, Gelsenkirchen
- P 2 Tippelsberg, Bochum
- P 3 Landschaftspark Hoheward, Herten/Recklinghausen
- P 4 Halde Schwerin, Castrop-Rauxel
- P 5 Halde Großes Holz, Bergkamen
- P 6 Kissinger Höhe, Hamm
- P 7 Fernsehturm Florian, Dortmund
- P 8 Hohensyburg, Dortmund
- P 9 Berger-Denkmal auf dem Hohenstein, Witten
- P 10 Halde Rheinpreußen, Moers
- P 11 Halde Pattberg, Moers
- P 12 Alsumer Berg, Duisburg
- P 13 Halde Haniel, Bottrop/Oberhausen
- P 14 Tetraeder, Bottrop
- P 15 Halde Rungenberg, Gelsenkirchen
- P 16 Halde Schurenbach, Essen

	COE CULTURAL ROUTES EVALUATION CHECK-LIST			
3. 1. THEME	Does the theme of the Route	Yes	No	Note
	- represent a common value - historical, cultural, or heritage -to several European countries?	1		
	- offer a solid basis for			
	youth cultural and educational exchanges?	1		
	innovative activities?	1		
	cultural tourism products development?	1		
	Has the theme been researched/developed by academics/experts from different regions of Europe?	1		
	3.2.1. Co-operation in research and development			
3. 2. FIELDS OF ACTION	Does the Route			
	- offer a platform for co-operation in research and development of European cultural themes/values?	1		
	- play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1		
	- show how these themes are representative of European values shared by several European countries?	1		
	- illustrate the development of these values and the variety of forms they may take in Europe?	1		
	- have a network of universities and research center working on its theme at the European level?	1		
	- have a multidisciplinary scientific committee?	0		ERIH does not have a Scientific Committee
	Does the scientific Committee			
	work on its theme at the European level?	1		ERIH does not have a Scientific Committee but works on the theme at European level
	carry out research and analysis of the issues relevant to its theme and/or activities on:			
	- theoretical level?	1		
	- practical level?	1		
		3.2.2. Enhancement of the memory, history and European heritage		
	Do the Route activities (according with the theme)			

- take into account and explain the historical significance of tangible and intangible European heritage ?	1		
- promote the CoE values?	1		
- promote the CoE CRs brand?	1		
- work in conformity with international charters and conventions on cultural heritage preservation?	1		
- identify, preserve, and develop European heritage sites in rural destinations?	1		
- identify, preserve, and develop European heritage sites in industrial areas in the process of economic restructuring?	1		
- valorize the heritage of ethnic or social minorities in Europe?	1		
- contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	1		
- enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?	1		
- 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, ...)?	1		
3.2.3. Cultural and educational exchanges if young Europeans			
Are the youth exchanges (cultural and educational) planned to			
- develop a better understanding of the concept of European citizenship?	1		
- emphasize the value of new personal experience through visiting diverse places?	1		
- encourage social integration and exchanges of young people from different social backgrounds and regions of Europe?	1		
- offer collaborative opportunities for educational institutions at various levels?	1		
- place the emphasis on personal and real experiences through the use of places and contacts?	1		
- set up pilot schemes with several participating countries?	1		

- give rise to co-operation activities which involve educational institutions at various levels?	1		
3.2.4. Contemporary cultural and artistic practice			
Do the Route's cultural activities (contemporary cultural and artistic practice related)			
- promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?	1		
- encourage artistic projects that establish the links between cultural heritage and contemporary culture?	1		
- encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?	1		
- encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?***	1		
-encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe?	1		
- encourage activities and artistic projects which explore the links between heritage and contemporary culture?	1		
- highlight the most innovative and creative practices?	1		
- link these innovative and creative practices with the history of skills development?***	1		
3.2.5. Cultural tourism and sustainable cultural development			
Do the Route's activities (relevant to sustainable cultural tourism development)			
- assist in local, regional, national and/ or European identity formation?	1		
- actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?	1		
- promote dialogue between			
urban and rural communities and cultures?	1		
developed and disadvantaged regions?	1		
different parts (south, north, east, west) of Europe?	1		

	majority and minority (or native and immigrant) cultures?	1		
	- open possibilities for co-operation between Europe and other continents?	0		Only partially; not the main focus of ERIH's activity
	- draw decision makers' attention to the necessity of protecting heritage as part of sustainable development of the territory?	1		
	- aim to diversify of cultural product, service and activities offers?	1		
	- develop and offer quality cultural tourism products, services or activities transnationally?	1		ERIH members, not the network itself
	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?	1		
3. 3. NETWORK	Does the Route represent a network involving at least three Council of Europe's member states?	1		
	Was the theme of the network chosen and accepted by its members?	1		
	Was the conceptual framework for this network founded on a scientific basis?	1		
	Does the network involve several Council of Europe member states in all or part of its project(s)?	1		
	Is the network financially sustainable?	1		
	Does the network have a legal status (association, federation of associations, EEIG,...)?	1		
	Does the network operate democratically?	1		
	Does the network's programme			
	- specify			
	its objectives and methods?	1		
	the regions concerned by the project?	1		
	its partners and participating countries (current and potential)?	1		
	the fields of action involved?	1		
	the overall strategy of the programme in the short- and long term?	1		-
	- identify potential participants and partners in CoE member states and/or other world countries?	1		ERIH is mainly focused on Europe
	- provide details of its financing (financial reports and/or activity budgets)?	1		
- provide details of its operational plan?	1			
- append the basic te1x(s) confirming its legal	1			

	status?			
3. 4. COMMUNICATION TOOLS	Does the Route have its own logo?	1		
	Do all partners of the network use the logo on their communication tools?	1		The member sites we visited in the Ruhr all use the ERIH logo. I can not say if all the members of the network use it, although they should
	Does the Route have its own dedicated website ?	1		-
	Is it the website translated into English and French?	0		No French translation
	Is it the website translated into other languages?	1		
	Does the network use effectively social networks and web 2.0?	1		
	Does the network publish brochures on the Route?	1		
	if yes, are the brochures translated in English?	1		
	if yes, are the brochures translated in French?	0		
		SCORE	72	
<i>Note:</i>	<i>Is the title of "Cultural Route of the Council of Europe" present on all communication materials (including press releases, webpages, publications, etc.)?</i>			
	* 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			