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

Expert report

EUROPEAN ROUTES OF THE EMPEROR CHARLES V

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1. Executive Summary guidelines

The European Routes of the Emperor Charles V is ruled by a cooperation Network. It currently gathers 67 members and 9 collaboration partners in 11 countries (7 European, 3 African and 1 American).

The Route brings together a broad collection of tangible and intangible assets related to the historic figure of the Emperor and his time. They constitute a rich and varied common legacy with a great educational and recreational potential. There is still a remarkable overrepresentation of Spanish institutions in the Network. The Network has recently included its first American member and, for the first time, a university has joined the Route as a full member.

During this evaluation cycle, several projects included in the initial application for the designation have been piloted with different degrees of success. Looking at the growth strategy of the Network, the Route should better design the prototypes of possible activities together with strategies to extend the initiatives to the whole Network. Up till now, the Route has not been very successful in mobilizing the resources, needs and expectations of members of the Network in different countries, apart from the individual contributions.

The area where the Network has performed best has been the enhancement of intangible cultural heritage and of the participatory governance of heritage, thus promoting the right to participate in cultural creation.

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**	
The Cultural Route implements the Guidelines for the Use of the Logo "Cultural Routes of the Council of Europe"	**X**	
Therefore the certification Cultural Route of the Council of Europe		
	Yes	**No**
Should be renewed	**X**	

2. Introduction

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The European Routes of the Emperor Charles V is ruled by a cooperation Network. It currently gathers 67 members and 9 collaboration partners in 11 countries (7 European, 3 African and 1 American). The Network is an association constituted and ruled under the Spanish rule and the management of the Route is also in Spain.

Most of the members are public bodies that represent small or medium municipal councils. Their common link is the tangible or intangible legacy that they preserve and recreate. The Routes celebrate and transmit the historic legacy of the Emperor Charles V.

The initial cooperation Network was Spanish, it started attracting some international partners and got the designation of Cultural Route in 2013. The historic assets of the members have an undoubtful potential to promote the values of the Council of Europe, as the dimension of Europe, humanistic values, conflict of cultures, exploration and many other topics that are relevant nowadays were emerging under the rule of Charles V. In that sense, the Route as a whole has a great educational potential and could be a useful tool to reflect on identity/s, migrations and conflicts. The diversity of the empire that Charles V built along his government has become an everyday reality to most of the citizens in Europe nowadays, no matter if they live in urban or rural areas.

The Network has been successful in bringing together agents that commemorate a common past and enhance participatory approaches to the governance of cultural heritage. Cultural heritage is not only a resource inherited from the past, but it is also a resource for the development of human rights (including the right to cultural participation of all the European citizens, no matter their origin and their personal condition) and a legacy to be kept alive and transmitted to future generations.

The Network develops theoretical and applied research, a task mainly done by the Scientific Committee, and implements cultural and tourist activities, which is done by members – not frequently on an international cooperative basis – or / joint with affiliated members.

For this evaluation period, there are two remarkable landmarks: first, the accession of the first American member, the city of Panamá, and the accession of the first university, the Universidad de Granada (Spain). This is an opportunity to build stronger links between the members and to promote the opportunities for bilateral and multilateral cooperation. On the other hand, given the characteristics of a big part of the members, this might also creates further challenges in terms of the governance of the Network and of the possibilities for successfully implementing pilot actions that can be somehow scalable to the Network as a whole.

3. Main Body Evaluation

3.1 Cultural Route Theme

The Cultural Route recovers and updates the historic figure of the Emperor Charles V. Building around the emerging values of the times of the rule of the Emperor, the Route tracks some military events and the travels of the Charles V across Europe. Many members of the Route perform historic festivals recreating some historic event of the life of Charles V.

The common cultural heritage is the value that articulates the Route and is kept alive by the involvement of not only cultural and tourist policy makers, but also of local communities. The cultural assets of the Route are the figure of the Emperor himself, together with the tangible assets inherited from those ages in the form of buildings and monuments, as well as all the intangible assets and traditions that enable to recreate how European people of different social groups and in different countries lived during those ages.

There are some material and inmaterial traces of the legacy of the Emperor that are already widely recognized in Europe. For instance, some of the finest examples of architecture of the period (as the Charles V Palace in Granada, Spain) and some of the best known historic events in Europe (as the Ommegang in Brussels, Belgium) are related to the theme of this Route. Actually, both the Patronato de la Alhambra y el Generalife and the Ommegang Association are members of the Network. Besides that reality of prominent heritage elements, there are many smaller places that preserve tangible and intangible cultural heritage related to the figure of the Emperor and that contribute to the preservation, recreation and transmission of that legacy. In that sense, the value of the assets of the Network as a whole exceeds the value of each element.

The theme of the Route is a heritage asset that offers a solid basis for youth cultural and educational exchanges, for innovative activities, and for the development of high quality and sustainable cultural tourism. It has been researched and developed by academics and experts from different regions of Europe and it is still an interesting topic for other scholars and for citizens in Europe, not only for those directly involved in the Network.

During the evaluation period, there were initiatives of international training developed by the Network in cooperation with the European and Iberoamerican Academy of Yuste Foundation, promoting the values of the Cultural Routes and the Council of Europe.

3.2 Fields of Action

3.2.1 Co-operation in research and development;

The Route offers a platform for cooperation in research of European historic heritage and for the development and transmission of European values. It also offers many possibilities for interdisciplinary research as to bring dispersed knowledge together to better understand the cultural consequences of the events around the rule of the Emperor Charles V from a contemporary perspective. The Network has identified a list of universities and research centres working on the theme (in Spain, Italy, Portugal, Belgium and Peru). This could improve in the years to come, because of the new membership of the University of Granada (Spain) and the potential entry in the close future of other universities that were founded by the Emperor and that are about to celebrate their fifth century in the following two decades. We would also like to highlight the cooperation between the Network and the European

University Miguel de Cervantes (Spain) to pilot a study on the socio-economic impact of some of the elements and celebrations of the Route in Spain.

The Scientific Committee is multidisciplinary, with a majority of members coming from Modern History departments and some from cultural management and cultural tourism. Academics and experts from several countries participate in the Scientific Committee. Since 2018 the composition is more balanced, as more scholars from countries others than Spain and Italy have been included). The presence of women in the Committee is 5/25.

The members of the Committee carry out research at the theoretical level though no joint contributions of impact are identified for this period.

This is the most elaborated action of the Network. However, the Cultural Itinerary is not only an international scientific project. The members of the committee could probably work closer with the members, making a further effort of dissemination of results in multiple areas. Several on going initiatives have been reported in this sense. Two have been identified during the analysis: on the one hand, there could be more practical research to be used as an education tool to enhance exchanges of young Europeans; on the other hand, the attempt to develop historic cartography has a great potential to become a tourist resource. The touristic maps available are not included in the current (2018) brochure of the Route. Hopefully, the agreement in Granada (2018) to develop historic cartography and to adapt it to the current one would be a successful initiative of applied research.

The members of the Network strive to research around their actions to recover intangible heritage, putting huge efforts to preserve the authenticity of the historic celebrations and to document every historic detail, sometimes without the active support or direct link to some member of the committee. This could be improved in the future if the Network established mediators between the members of the Network and the experts and academics of the Scientific Committee, offering, for instance, a short list of topics where each of the people of the Scientific Committee could help in scientific dissemination.

3.2.2 Enhancement of the memory, history and European heritage

The Route successfully contributes to the transmission of tangible and intangible dimensions of the European heritage. It promotes the values of the Council of Europe and the Cultural Routes brand.

The most relevant achievements common to members in several countries relate to intangible heritage linked with the period of the Emperor. Those members research, recreate and transmit traditions, crafts, celebrations, music and other manifestations of the common European intangible heritage. The activities thus meet the recommendations collected in international charters and conventions regarding cultural heritage, remarkably in line with the Faro Convention. Many activities offer the citizens the opportunity to actively take part in the preservation and transmission of intangible cultural heritage, also enforcing social cohesion. The cultural assets of the Route contribute to the socio-economic sustainable development of the territories. The Route develops opportunities for economic activity creation and for civic involvement of the citizens in rural destinations and middle-size cities across Europe.

The activities do not specifically identify, preserve or develop European heritage sites in industrial areas in the process of economic restructuring. Up to date it has not dealt with the heritage of ethnic or social minorities in Europe. However, given that there are additions to

the Network in Africa and in America, the Network as a whole could make a contribution to the better understanding and integration of migrants in Europe coming from those areas.

3.2.3 Cultural and educational exchanges of young Europeans

This expert thinks that this is the field were the Network performs worse currently. This was also identified in the previous evaluation and, according to the previous report, in the 2013 evaluation. The actions that appear in the activity reports do not provide evidence of youth exchanges promoted or organized by the Network. This is something that should be further developed by the Network as a whole. Some members have the capacity to perform their own exchanges of European young citizens / students, but most of the current members do not actively contribute to this line of action, which is a priority for the Council of Europe, neither do they benefit from it.

Some efforts of joint activities were identified in the previous evaluation period and in the initial application of the Network for the designation. Further efforts are described in the current working programme, as the Network has designed some cooperation programmes and applied to competitive grants in different programs of the European Union (Creative Europe –non successful - and Europe for Citizens – under review). The Route should try to promote smaller scale initiatives that do not require such an important external funding. This could be probably achieved by promoting bilateral cooperation among members of the Network that share some common need of characteristic (such as demographic structure, size, type of heritage…)

The heritage around the thematic of the Route is an educational asset that should be valorised by the members of the Network. The members could benefit of their inclusion in the Network and of the Council of Europe designation to promote exchanges and effectively implement pilot actions and extend them at a broader / different scale.

Though not explicitly recorded in the submitted working plan for the period 2019-2021, the inclusion of universities that were founded by the Emperor might open the possibility to enhance educational cooperation among higher education institutions of different countries and continents, all sharing the intangible legacy of the values and events linked to the Route (as the University of Granada in Spain). This shall also open the possibility to implement activities that involve educational institutions at various levels.

Cooperation among higher education institutions is somehow easier and universities could first establish their cooperative actions and then could invite other education institutions to join: vocational training centres working with heritage preservation and traditional crafts, primary and secondary education institutions, conservatories and music schools, adult literacy institutions...

3.2.4 Contemporary cultural and artistic practice

The thematic of the Route makes it difficult to fully contribute to this line of action and this has been quite unexplored during this evaluation cycle.

The artistic practice and the active cultural participation come from the intangible manifestations of its cultural heritage in at least three areas: performing arts, participatory historic festivals and gastronomy.

During the evaluation period, the Network has promoted the creation and performance of theatrical plays by contemporary authors and has programmed concerts of historic repertoire in a number of locations. Still, the number of members that have benefited from each of those initiatives has been somehow limited and has remained in very local areas, with no documented international tour or exchange of productions. The digital circulation of those contents as a cultural and educational resource could be a relatively easy way to implement an initiative to promote the circulation of those contemporary contents along different members of the Network.

The participatory historic festivals organization is the strongest link between members of the Network. It is remarkable how the local communities in some places in the Network contribute to the recreation of historic events. The historic heritage related to crafts, costumes and fashion and gastronomy are related to the transmission of traditional skills and the Route promotes that citizen and artist interact in innovative ways. International exchanges between volunteers could be promoted to ensure that younger generations find it also attractive to participate in these communitarian celebrations.

At the same time, the last actions during 2018 related to gastronomy bring contemporary creation and reinterpretation of the common legacy. In this sense, the most prominent action has been implemented in 2018 with the launch of Imperial Kitchens Spain and with its recognition as an innovative action in a regional context. The Network has identified gastronomy as an important resource linked with the cultural identity of the sites and that can become an important asset to attract visitors and to contribute to economic development.

Apart from the three aforementioned activities that relate historic cultural heritage of the Route to cultural participation and to creative industries, contemporary artistic creation (as visual arts) is not explicitly accounted for in the actions of the Network.

3.2.5 Cultural tourism and sustainable cultural development

Given the composition of the Network and the location of its members, cultural tourism and the Route can be a useful cultural asset to achieve sustainable cultural and socio-economic development. The activities do assist in the identity formation at the local, regional, national and European level (probably in that precise order, as many of the members of the Network are municipalities of small size – with the most prominent exception being Brussels, though only represented by the association that organizes the Ommergang).

The members use print, broadcast and social media to raise awareness of their cultural projects. Print media are collected at the member level, with remarkable initiatives from the management of the Network as the second edition of the guide printed in French and aimed at walkers. For broadcast, a documentary was shot in Spain "Los Caminos del Emperador" and is to be broadcasted. This was included in the reports for the years 2016, 2017 and 2018. No international efforts to broadcast audiovisual material related to the Network were done during this evaluation period, an action that could contribute to raise awareness of the Route at the European level. For social media, the Route has a multilingual website (see more below) and makes use of social Networks. However, it is doubtful that it makes use of the full potential of social Networks and digital analytics to track the effectiveness of those media in terms of raising awareness of the Network and of the values associated with its activities.

The Network promotes the dialogue between urban and rural realities across European, African and American places, mostly at the national level, but does not have a clear strategy

as to promote the dialogue between developed and disadvantaged regions, different parts of Europe, or majority/minority cultures.

For the evaluation period, the Network has had little activity outside Europe (with few exceptions, as the meeting and conferences in Tangier during 2018). This could be improved in the future. The enlargement of the Network to America, with the recent admission of the City of Panama and the presentation at the Headquarters of Organización de Estados Iberoamericanos para la Educación, la Cultura y la Ciencia in Madrid, creates new opportunities for cooperation and to raise awareness of the role of cultural heritage in the sustainable cultural development of the territories and their communities. The Network will succeed in convincing local policy makers about the potential of cultural heritage only if it is able to devise effective strategies of cultural sustainable development and if it can collect a solid body of evidence to prove the effectiveness and the positive effects in several dimensions.

The Network offers a way to diversity cultural products, services and activities. Often, it further brings the opportunity to overcome seasonality of tourists' arrival to the destinations. The fact that historic events are celebrated according to the remembrance of the dates in which they took place opens the possibility to create a more or less stable program round the year.

As many of the members are closely located (notably, the members in Italian and Spanish regions), they could further benefit from joint productions of events or itinerancies (as in the Otoñada Festival that is celebrated at the beginning of Fall).

The Network proposed the creation of a Tourism Product Club and includes its development in the working plan for the period 2019-2021. This initiative is still underdeveloped, as it was when assessed and evaluated negatively in the previous evaluation independent report. A lack of knowledge of the possibilities of the product club was detected in the field visit. Currently only two of the clubs are active: "Imperial Kitchen" with a limited geographical scope linked to the Vera in the region of Extremadura (Spain); "Imperial Agri-food Products" with a single member in the region of Castilla y León (Spain).

This is a very poor outcome and one would expect that the Network would have performed an evaluation of the project as to determine its feasibility in its current form. Probably, the atempt to give accession to the Tourism Product Club of the largest number possible of businesses (as writen in the working plan) is not the best way to deal with the problem and to contribute to develop and offer quality products transnationally.

The Network has succesfully developed partnerships with public and private organisations active in the fields of cultural heritage and tourism. As in other points of the evaluation, the documented efforts and results correspond mainly to Spain (partnerships with oficial regional and national agencies that promote tourism activities, with Paradores, and partnerships with touroperators and incoming services under the official label of Cultural Routes of Spain). At the local level, the Route has developed solid public – private partnerships with cultural associations and with agencies of local development. Given the importance of these sort of partnerships for sustainable cultural development, further collaborations at a bigger scale should be promoted in the forthcoming 3 years cycle.

Currently, there is not a common monitoring and information system on the outcomes and impact of the Route (in its members or as a whole). For instance, little is known about where visitors come from – to the website or to the locations at the Route. When available, the information shows that a huge amount of traffic comes from Spain (the country with the

members that promoted the Route). Thus, it is very difficult to assess how successful the Route is targeting different groups of visitors or even engaging citizens and cultural groups (no matter if they are local or not).

There is some unsophisticated analysis of website traffic and a track of the performance of the accounts in the social media that could be further complemented with website analytics, which are easy to implement and to interpret.

There is an on going collaborative research initiative with the Cultural Tourism Research Group of the European University Miguel de Cervantes (located in Valladolid, Spain). The socio-economic impact of the 2016 historic festival in Medina del Campo (Spain) was done and the methodology is to be implemented in "The Emperor's Route" in La Vera (Spain), and two other historic festivals "Corteo Storico" in San Severo (Italy), and "Ommegang" in Brussels (Belgium). Though not precisely detailed in the submitted information, the Route should be aware that the methodology of collection of data proposed in the pilot can be difficult to implement at a reasonable cost in any other place. In the future, the members could find it useful to have simple ways of collecting, analysing and interpreting the results associated with regular evaluations of the socio-economic outcomes and impacts of their activities.

The development of a methodology that can be shared in different countries can become a valuable management tools. That will help to define and implement indicators aimed to measure the impact of the activities of the Route. Currently, the Network does not centralize, nor analyses indicators.

3.3   Cultural Route Network

The Route is a nonprofit association created and ruled according to the Spanish law. Currently five countries that are members of the Enlarged Partial Agreement and 2 Council of Europe members but not in the Enlarged Partial Agreements, 3 countries in Africa and 1 in America take part in the Network. The whole conceptual framework is founded on a scientific basis and the thematic determines membership eligibility. The Network is financially sustainable though some members appear to be reluctant or late on the payment of their contributions according to the minutes of some meetings. It operates democratically and the economic and activity information is provided to the members on a regular basis at the meetings. It is remarkable the frequency of physical meetings (around 3 a year).

The Network follows the Statutes in order to establish conditions for membership, duties and rights of members as well as organizations. In this sense, it correctly specifies objectives and working methods, regions concerned (so it adapted to the admission of non-European members first in Africa and now in America). It specifies its partners and participating counties and fields of action involved (since the 2018 version also in the general brochure of the Route). The overall strategy of the Network in the short term is detailed in the submitted 3 years working plan for the period 2019-2021, but no clear strategy is defined for the long term. In line with the contents of 3.2.5 of this report, the fact that the Route does not define, monitor and evaluate the socio-economic outcomes and impact of the Network as a whole is a problem that makes it impossible to assess the effectiveness of that strategy and those actions as to achieve the objectives of the whole project.

The Network identifies potential participants and partners. A bright strategy has been the identification of universities that were founded under the rule of Emperor Charles V. This shall bring diversity (Europe and America) and could also contribute to fill the difficulties that

the Route has had since its constitution to design an implement successful strategies to promote the cultural exchanges among young Europeans. The 10 institutions that are to become members in the close future (and identified in the self-evaluation report submitted by the Network) could contribute to bring more geographical diversity to the Network. The current composition of the Network could pose some governance challenges in the future, making it more demanding for the management of the Route to meet their expectations and needs in terms of support to design and implement pilot activities or to adapt to different scales already tested activities.

The Network provides details of its financing (though it does not explicitly account for the direct expenditures of its members in many activities, nor does it account for some of the funding that those members collect in different ways). It also provide details of its operational plan, which is basically the list of decentralized activities of its members). There is an annual report and a proposed working plan for the period 2019-2021 which collects and systematizes the information coming from the agreements at the different meetings and assemblies of members and of the Scientific Committee.

This information was dully submitted to the Institute for this evaluation and is also freely available in their website.

3.3.1   Network extension since last evaluation

The predominance of Spanish members was highlighted in the previous evaluation period as one of the weakness of the cooperation Network. This has been further exacerbated during this period. Apparently the Network has been successful attracting members that are close to each other. Further efforts should be made as to increase the number of members or the geographical coverage of its members in the other European Countries.

This is partially offset by the composition of the Scientific Committee.

A positive step towards the enlargement of the Network and the development of the links between members is the opening of the Network to members in other continents. In this evaluation period, we can highlight the incorporation of the city of Panama.

Given the low level of activities of members in Africa, a bigger effort should be done to accompany new members in non-European countries when developing their cultural assets and programming their own activities or programmes in cooperation.

Another landmark has been the inclusion of the University of Granada and the contacts with other universities that were founded under the rule of Charles V.

3.3.2   Network extension in the three years to come

The Network management has reported that up to 10 institutions are currently in the process of accession or potentially interested: 8 of them are in Italy, there is one in Spain, and one in the Netherlands. Most of the members are small municipalities

Small organizations may further exacerbate the emerging problems of governance with members that do not fulfil their economic duties.

However, the Network should have a more pro-active attitude as to successfully incorporate other members in Europe and further use the status of "associate members" as to incorporate local producers and providers of services as to enhance public-private partnerships and international thematic cooperation out of the Scientific Committee. It is already previewed that agents that would contribute to the Tourist Product Clubs would become only affiliated members and would thus not increase the number of members. To cope with that, the Route as a whole should think about how to treat different affiliated members.

3.4 Communication tools

The Route has its own logo, and it dully follows the indications of the Council of Europe. The Route further developed its own typography and a style book to guide how to use it as well as the graphic identity. This was already identified as a tool difficult to be used by members in the previous evaluation report. In the visit field the expert knew that some members of the Network were not even aware of the existence of that resource. Probably the management of the Network should regularly brief the members about these topics and could provide them with ready to edit templates to be used in publications, press-releases, etc.

The Route promotes the usage of the logo on all the communication tools of the partners. However, it is quite vague and unclear what all communication tools means. One would think about communication tools related to the Route. The Route does not successfully monitor how the logo and even the information about the Route itself appear in the communication tools of its members (some of them inform that the Route has applied for the designation by the Council of Europe, probably not having updated those terms in the last 6 years).

The Route has a website. There is a full Spanish version, and French, English and Italian "clones". However, the information is not translated to each of those languages, so the experience can be really disappointing for the virtual visitor. One would say that currently there is a Spanish and an English version, though all the headlines / titles of the sections have been translated into those 4 languages.

Probably the development of an interactive chronological atlas (a projected cofounded by the Spanish Ministry of Culture) will improve the how the information is displayed in the website.

The Network has edited a new version of its brochure in 2018. The Logo of the Route is correctly used in this version. Currently there is an English version available and the Spanish version is forthcoming. With respect to the previous version, there are no direct references to the different Routes (for instance with no cartographic representation of them).

The Route edits a blog and manages profiles in the following social Networks: Facebook, twitter and YouTube. For the tourist part of the Route, it could also have an Instagram account, as tourists create and consume visual contents. A more precise targeting of the audiences at different social Networks could be easily done using data analytics. This would help the managers of the Route to better target and read different profiles in the market (which would be somehow known after the socio-economic impact analysis that is currently being implemented).

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

The Network uses correctly the Logo, according to the provided guidelines. As mentioned above, the information regarding the usage of all the graphic elements is available but not widely known and used by the members. The Route correctly uses the Logo in the website and in the brochure.

For the working period 2019-2021, with the objective to "strengthen the visibility of our members in each of their territories, the development of signalling unique to the Cooperation Network is considered." This would definitely contribute to the creation of a unified image of the Route. For instance, in Spain, nowadays the signaling is done by the regional governements, so two nearby places in two different Autonomous Communities may have absolutely different signalling. Anyway, there is a still por physical (in-place) signaling of the Route) and further efforts should be made with the website and the geo-localization system.

A reader of the travel guide "Petit Futé" 2018 Routes Culturels Espagne would find it really hard to follow the Route in Spain following the indications of the website or of the signalling.

The Route identifies elements of the cultural heritage related to the Emperor Charles V which are located in places that are not members of the Cooperation Network but that have a huge relevance in terms of their historic or artistics significance. The website and the last version of the brochure identifies, for instance, the location of World Heritage Sites designated by UNESCO (and many of them are absolutely unrelated to the thematic of this Route). It is not clear if the Route would like to extend the signalling to those places. It is difficult to assess the feasibility of this initiative as its expected cost in the following years is not clearly detailed in the 2019-2020-2021 expenditure forecasts (with only around 10000Eur under the title "Advertising materials"). In any case, QR and digital solutions could lessen the cost of the signaling, with cheaper production costs and bigger possibilities to update contents.

Some other initiatives regarding signalling will happen at a more local level. For instance, the Interpretation Centre in Laredo will be incorporated to the Route in Spring 2019, installing the new signalling there.

Summarizing, the application and usage of the Logo is correct and the main challenge remains to get some harmonized signalling of the elements of the Route.

4. Conclusions and Recommendations

The Network has a well-identified theme and brings together valuable tangible and intangible assets related to the historic legacy of the Emperor Charles V. The Route has a great potential to promote and transmit European cultural values to the current generations and to bring cultural and economic prosperity to its peoples by means of cultural exchanges and tourism.

One of the strongest areas of action is research about the cultural heritage (both tangible and intangible). Still, there could be better and un-centralized communication between the Scientific Committee and the members. The addition of universities of Caroline foundation to the Network might partially contribute to this field of action. The management and administration of the Network should probably provide better guidance about how to contribute and take benefit of the benefits arising from international cultural cooperation.

The Network effectively enhances the memory of the peoples of Europe and integrates the intangible and tangible dimensions of cultural heritage. By means of communitarian historic events in many of the locations of the Route, it promotes the possibilities of the citizens to access, preserve and recreate their common cultural heritage. More efforts could be made in the future as to promote the heritage of social or cultural minorities in Europe. The accession of African and American members has to enrich a practical research process about how the heritage that the Route celebrates and its remembrance can be reinterpreted in an inclusive way by/for the people living in those places. Moreover, it can be a resource to achieve culturally sustainable development as it integrates territories, heritage and communities.

The full educational potential of the Route (both in formal education and in informal exchange processes) is still to be unlocked. It should enhance the promotion of European values and better target youth interchanges of people and contents between members of the Network coming from different countries and from different socio-economic and cultural backgrounds. The Route has not successfully addressed this line of action and is waiting for external funding to start this type of cooperation. Rather than applying for big and complex projects, the Network could identify bilateral cooperation opportunities for members of the Network with similar needs. The incorporation of higher education institutions could help to contribute to this line of action and to bring together educational institutions from different countries and levels.

The opportunities for cultural participation, opportunities for contemporary creation in the performing arts and the development of gastronomy and social innovation initiatives by means of the promotion of public – private partnerships are some of the contributions of the Route to the development of contemporary cultural activity. The Route has identified an area where the Route has a great potential: gastronomy. They have a wide variety of products, of stories and of talent as to succeed in this area. This expert would recommend to leave all the other Tourist Product Clubs in a stand-by situation and focus on the Imperial Kitchens initiative. If this is correctly piloted and suitably designed as to be shared among members of the Network, scaled and reproduced in different locations, it could have a huge demonstrative effect.

The Route has created many language versions of the site but the contents in are not translated into some languages. There are also some errors and it is hard to find links to the Route website in the websites of the members. The Network could provide its members with updated and easy to edit information, so that they can update the general information of the Route in their individual websites.

Currently the website has a complex representation of sites. It shall focus on the feed of geo-referenced points in the Network. Many members in Spain are not represented and the information available is not normalized (the same happens with the individual register of each member in the printed brochure)

More signalling has to be displayed in place, it can be either traditionally produced means or digitally accessible contents.

The typography proposed by the Network and the stylebook with proposed usage is not widely known and used by the members. The Network members should be briefed regularly about how to use the whole graphic image or could, alternatively, be provided with editable templates of documents, press releases, brochures and programs.

The Network is still rather unbalanced in terms of the geographical distribution of its members (with many in Spain and little implementation in other European countries). From being rather Euro-Mediterranean (as pointed out in the previous evaluation report), it appears that the Route wants to become truly global, mimicking the extensions of the domains of the Emperor. However, the Spanish origin of the Network is still present and could create potential problems of governance if the existing structure is not adapted.

There should be more work on the scaling of initiatives as to make pilot initiatives easier to implement by "average" members of the Network (which are, in general, small municipalities). Otherwise, more centralization regarding the promotion of cooperation activities, promotion of the Route as a cultural asset should be required.

This applies to the development of systems to assess the socio-economic impact of the Route or to the development of cooperative actions to circulate contemporary creation (as performing arts) or to the better integration between the Scientific Committee and the individual members.

5. List of references

All documents required for the evaluation were duly submitted by the Cultural Route. However, the fact that they did not made full use of the template (DOC1_DOSSIER_EVALUATION_EN.PDF) and did not filled in many fields making reference to attached documents made it really difficult or impossible to identify aspects as the overall reach of the Route in terms of participants / people involved, field/s of action to which a precise activity contributes, or Network members involved.

In addition to the documents submitted to the Council of Europe, the expert reviewed the following documents during the field visits.

General brochure of the Network edited by the Network. Only English version available (Spanish coming soon, according to the General Manager), provided by the member of the Municipality of Medina de Pomar (Spain) who is in charge of the area of Culture.

Documents regarding activities organized by Municipality of Laredo (Spain): own edited brochures for the historic festivals, own edited brochures for tourism promotion and press clippings.
Information for the years 2016, 2017 and 2018 was provided by the Press Officer of the Municipality.
For the year 2016: brochure of the historic festival, of cultural activites around the festival, promotional material of historic dinner, published advertisements and press clippings.
For the year 2017: several brochures of the historic festival, or the cultural activities around the year, touristic map and promotional material, press clippings.
For the year 2018: brochures of the historic festival and of cultural activities (theatre, concerts), copies of press credentials, invitations to dinner, and promotional material; press clippings and professional publications for tour operators and visitors.

Documents regarding activities jointly organized with the Regional Government of Cantabria: Copy of the 2018 "Otoñada" programme.

Documents Activity report and presentation of Asociación Cultural El Palenque (Collaboration / Associate Partner of the Network) in Laredo (Spain)
"Los Recortables de Carlos V" (2013) edited by Asociación Cultural El Palenque.
"Vestirse tiene su Historia"(2017) edited by Asociación Cultural El Palenque.

Tourism brochure edited by the municipality of Limpias (Spain)

General documentation of the two last assembles of the Network, checked at the Municipality of Medina de Pomar (Spain).

Program of activities of Imperial Kitchen Spain (23 and 24 November 2018), checked at the Municipality of Medina de Pomar (Spain).

6. Expert field visit

Preliminary contact has made by phone with Mr. Quintín Correas (Managing Director of the Network). He, together with Mrs. Alicia López (in charge of the administration of the Network), agreed to contact the members of the Network and to accompany the expert in those visits. Unfortunately, due to serious personal matters, this was not possible.

Clarifying questions about the self-evaluation submitted by the Network (grid and report) were addressed in those mails and conversations.

The field visit was done in two consecutive days, covering up to 3 members of the Network (3 municipalities: Laredo, Limpias and Medina de Pomar) and 1 associate member (a cultural association: Asociación Cultural El Palenque in Laredo) in 2 Autonomous Communities in the North of Spain: Cantabria and Castilla y León.

19/12/2018

The first day, 19 December 2018, the expert visited the representatives of Laredo, Asociación Cultural El Palenque and Limpias (Spain).

Laredo:

> Meeting at the Town Hall with representatives of the Municipality (status: member)
> Mrs. M. Eugenia Steinmetz (Press Officer of the Municipality)
> Mrs. Rosalina López Visitación (Member of the local goverment in charge of Tourism)
> Mr. Juan Ramón López Visitación (Major)
> Interview at the City Hall. Examination of copies of brochures and promotional material, press-releases of the last 3 years.
>
> Visit to La Puebla with Mrs. M. Eugenia Steinmetz.
>
> Meeting with Asociación Cultural El Palenque (status: associate member).
> Visit to "Puerta de San Lorenzo" which hosts the Interpretation Centre of Charles V in Laredo.
> Visit to the interpretation centre. Meeting with 3 members of the association, Marian Riñones

Limpias:

> Meeting with Mrs. M. Mar Iglesias (Major) at the Town Hall.

20/12/2018

The second day, 20 December 2018, the expert travelled to Medina de Pomar (status: member)
Medina de Pomar:

> Meeting with three members of the Municipality: Mr. Isaac Angulo (Major), Mr. Jesús M. Díez (member of the municipal government in charge of Works and Services) and Mr. Ibán Junquera (member of the municipal government in charge of culture).
>
> Visit to Town Hall and Casa de Cultura. Visit to Alcázar de los Condestables.

7. Checklist

		COE CULTURAL ROUTES EVALUATION CHECK-LIST		
			Yes	No
		Does the theme of the Route		
		- represent a common value - historical, cultural, or heritage -to several European countries?	1	
		- offer a solid basis for		
		youth cultural and educational exchanges?	1	
3.1 THEME		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		
		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?	1	
3.2 FIELDS OF ACTION		**Does the scientific Committee**		
		work on its theme at the European level?	1	
		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 of 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	1	

3.2 FIELDS OF ACTION	cultural heritage and contemporary culture?		
	- 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?	1	
	- 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
	- develop partnerships with public and private organisations active in the field of tourism?	1	
	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

	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		
	- specify		
	its objectives and working methods?	1	
	the regions concerned by the project?	1	
	its partners and participating countries?	1	
	the fields of action involved?	1	
	the overall strategy of the network in the short- and long term?	1	
	- identify potential participants and partners in CoE member states and/or other world countries?	1	
	- provide details of its financing (financial reports and/or activity budgets)?	1	
	- provide details of its operational plan?	1	
3.3 NETWORK	**- append the basic text(s) confirming its legal status?**	1	
	Does the Route have its own logo?	1	
	Do all partners of the network use the logo on their communication tools?	1	
	Does the Route have its own dedicated website ?	1	
	Is it the website translated into English and French?	1	
	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?		
	if yes, are the brochures translated in English?	1	
	if yes, are the brochures translated in French?		1
	Is the title of "Cultural Route of the Council of Europe" present on all communication materials (including press releases, webpages, publications, etc.)?	1	
	Is the logo of the Council of Europe present on all communication materials ?	1	
3.4 COMMUNICATION TOOLS	Is the CoE logo used in accordance to the guidelines for its	1	

	use (size and position,...)?		
	Are the logos (Cultural Route + CoE) provided for all the members of the Route?	1	
	Does the Council of Europe logo appears on road signs/ boards indicating the cultural route?		1
	SCORE	**64**	**16**
Note :	Please insert 1 for every positive answer and 0 for a negative one. See your total score at the bottom of the column.		
* E.g. visual arts, the performing arts, creative crafts, architecture, music, literature, poetry or any other form of cultural expression			
**Particularly in terms of instruction for young Europeans in the relevant fields			
***Whether these fields include visual arts, performing arts, creative crafts, architecture, music, literature or any other field			