

2022/23 EN

Enlarged Partial Agreement on Cultural Routes of the Council of Europe Certification Cycle 2022-2023

Regular evaluation :

DESTINATION NAPOLEON

Independent expert report

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Cultural Routes of the Council of Europe Evaluation Cycle 2022-2023

Independent expert report

Destination Napoleon

Author's information:

Giovanna Rech

Dipartimento di Scienze Umane, Università di Verona (Italy)



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



**The opinions expressed in this independent expert's report are those of the author and do not engage the Enlarged Partial Agreement on Cultural Routes of the Council of Europe.*

TABLE OF CONTENTS

1. Executive Summary
2. Introduction
3. Main Body Evaluation
 - 3.1 Cultural Route Theme
 - 3.1.1 Definition of the theme of the route
 - 3.1.2 Historical and cultural context
 - 3.1.3 Council of Europe values represented by the theme
 - 3.2 Fields of Action
 - 3.2.1 Co-operation in research and development
 - 3.2.2 Enhancement of memory, history and European heritage
 - 3.2.3 Cultural and educational exchanges for young Europeans
 - 3.2.4 Contemporary cultural and artistic practice
 - 3.2.5 Cultural tourism and sustainable cultural development.
 - 3.3 Cultural Route Network
 - 3.3.1 Overview of institutional /legal structure of the network
 - 3.3.2 Overview of the financial situation of the network
 - 3.3.3 Current composition of the network by country and type of member
 - 3.3.4 Network extension since last evaluation
 - 3.3.5 Strategy for the network extension in the three years to come
 - 3.4 Communication tools
 - 3.4.1 Current state of communication tools developed by the network (graphic charter, communication materials, logo, communication channels, signposting, maps, etc.)
 - 3.4.2 Compliance with the Guidelines for the Use of the Logo “Cultural Routes of the Council of Europe”
4. Conclusions and Recommendations
5. List of references
6. Annex 1: Expert field visit and interviews with network management and network members
7. Annex 2: Expert assessment checklist
8. Annex 3: List of acronyms, figures and tables

1. Executive Summary

The Destination Napoleon Cultural Route is a network led by the European Federation of Napoleonic Cities (EFNC) which develops actions of knowledge and mediation of the history of Napoleon Bonaparte, of the period of his public life and of his undertakings throughout Europe. Certified in 2015, this Cultural Route is subject to regular evaluation, the favourable outcome of which was confirmed in 2018-2019. It thematises and develops not only the historical knowledge of this controversial historical figure but also his current legacy and what he represents for future generations in many European countries.

While highlighting the importance of the tangible and intangible heritage of Napoleonic works on European societies as a whole between the end of the 18th and the beginning of the 19th century, the Cultural Route's activities are also concerned by many sectors of social life that were influenced by Napoleon Bonaparte, such as territorial planning (architecture, urbanism and archaeological and memorial traces), law and legislature, as well as culture and cultural institutions. For all these reasons, the Route is highly representative of the common European memory, history and heritage and is likely to stimulate fruitful cultural and educational exchanges. Through encounters (of which tourism is a major example), this Cultural Route reaches not only young people and trainees, but also a very varied public, and the conditions are right for it to continue to increase its importance as a driving force for sustainable development, provided that it continues to involve the local communities who are the stakeholders in this work of enhancement.

The activities are supported by a very credible and strong scientific committee, which extends both nationally and internationally, and which has overseen the preparation of the commemoration of the bicentenary of Napoleon's death in 2021.

Since the previous regular evaluation, despite the unfavourable situation due to the pandemic and its mobility restrictions, the EFNC-Destination Napoleon has managed to respond to the recommendations received, to develop its relations with members and to broaden the base of partners with whom it collaborates and with the other Cultural Routes of the Council of Europe, thanks to the expertise and experiences of its former and new management team.

For the years to come, a number of issues arise: the bicentenary having raised public attention to the theme in general, we can surely expect a sort of return to more ordinary times when interest in Napoleon Bonaparte will pass through research work and means that are both reliable and affordable for the transmission of historical culture and its dissemination, which is also worth a look at English language, which is now predominant.

Secondly, there are institutional issues that affect:

- the change of Presidency: since September 2022, it is no longer held by its founder, Charles Bonaparte;
- regulation of internal structures and the status of members' and partners' affiliations.

In view of its strong scientific background and the European values that animate Destination Napoleon, the network could begin to explore, from the scientific point of view and in terms of its economic and tourist benefits, a specific line of work (census, directory) devoted to the theme of historical re-enactments linked to Napoleon Bonaparte.

On the basis of the criteria established by Resolution CM/Res (2013)67 for the award of the Certification by the Enlarged Partial Agreement (EPA) of the Council of Europe, the Destination Napoleon Cultural Route is fully satisfactory.

| Expert summary conclusions | Yes | No |
|--|------------|-----------|
| The theme complies with criteria listed in Resolution CM/Res(2013)67, I. List of eligibility criteria for themes. | X | |
| The Cultural Route complies with the criteria for actions listed in Resolution CM/Res(2013)67, II. List of priority fields of action. | X | |
| The Cultural Route complies with the criteria for networks listed in Resolution CM/Res (2013)67, III. List of criteria for networks. | X | |
| The Cultural Route implements the Guidelines for the Use of the Logo “Cultural Route of the Council of Europe” | X | |

2. Introduction

Destination Napoleon is a Cultural Route created by the European Federation of Napoleonic Cities (EFNC), which is an association under French Law 1901 founded in 2004 by Charles Bonaparte. Destination Napoleon was certified as a Cultural Route by the Council of Europe in 2015, and the application for this title has been renewed in 2019. The association's head office is located at the Ajaccio Town Hall (Corsica, France) and the presidency at the time of the application was held by Charles Bonaparte, who was succeeded in September 2022 by Vincent Chauvet, mayor of the town of Autun. The director of the network is Eleonora Berti and the coordinator is Denise de Roux, both of whom entered their respective roles during the period under evaluation.

This association arose from the desire of two French municipalities (La-Roche-sur-Yon and Ajaccio) to celebrate, in 2004, the bicentenary of remarkable events linked to Napoleon. With the aim of promoting a common heritage linked to Napoleonic undertakings, the representatives of seven municipalities located in France, Italy, Germany and Belgium signed a memorandum of understanding to "promote historical exchanges, the rehabilitation of the heritage of the Napoleonic era as well as its animation, its valorisation and any development project." (EFNC Statute, 2015, Preamble).

As it stands, the Cultural Route (hereafter CR) stretches from the West (in Portugal) to the East (in Poland) and crosses eleven different countries. Based on a well-known historical figure with a multi-faceted scope, the CR associates (at the time of submission of the application) 46 cities in 11 different countries in the European area and is present mainly in France, then in Italy (these two countries being also the founding members), Portugal, Croatia, Germany and Belgium. The majority of members are local administrative authorities (37), followed by cultural institutions/NGOs (7) and tourism stakeholders (2). There are actually 10 interested members in the process of joining and a large number of other potential members.

The complexity, richness and contradictions inherent in the figure of Napoleon Bonaparte draw on a worldwide notoriety, his influence being undeniable on the European continent. European history between the end of the 18th and the beginning of the 19th century was indeed strongly marked by Napoleon Bonaparte, whose deeds and actions contributed to the emergence of the idea of Europe. His impact on human society was not only moral but also physical, since the military campaigns he conducted throughout Europe left a deep mark on both the rural and urban landscape.

3. Main Body Evaluation

3.1 Cultural Route Theme

3.1.1 Definition of the theme of the Route

Destination Napoleon is a Cultural Route project which was labelled by the Council of Europe in 2015 and which develops around the theme of the historical figure of Napoleon Bonaparte, particularly around the period of his public life and his actions throughout Europe. This theme has an internal coherence due to the historical figure of Napoleon, which clearly defines the temporal and geographical extension of the Cultural Route, especially as it is based, upstream, on scientific work of solid credibility (see the Scientific Committee and the EFNC Team working on the Route).

Supported by the European Federation of Napoleonic Cities (hereafter EFNC), an association founded in France in 2004, the Route stretches from the West (in Portugal) to the East (in Poland) and currently crosses eleven different countries. Starting with a well-known historical figure and with a multi-faceted scope, the CR associates (at the time of submission of the file) 46 cities in 11 different countries of the European space and is - as one would expect - mainly present in France, then in Italy (these two countries being also the founding members), Portugal, Croatia, Germany and Belgium.

Like the notoriety of the figure of Napoleon Bonaparte, the CR covers the whole of continental Europe and has recently extended to the United Kingdom and, thanks to relations developed earlier with Ireland, to the city of Cork (to mention a non-continental European country) but also towards the Baltic countries, such as Lithuania with the cities of Vilnius and Kaunas (see 3.3.5 on the extension of the network), while over the years cultural and partnership relations (see 3.3.3) have been established with Russia and Georgia, heralding possible extensions further east.

The project thematizes and develops not only the historical knowledge of this important and sometimes controversial figure, but also his legacy, present, even today, in many European countries. While highlighting the importance of the tangible and intangible heritage of Napoleonic works on the whole of European societies between the end of the 18th and the beginning of the 19th century, the CR's project and activities concern all the sectors of social life where Napoleon Bonaparte had influences, which are still visible nowadays. In broad terms, these relate to spatial planning, which includes, first and foremost, architecture and town planning, but also the memorial traces on the land, law and the legislature, and culture and cultural institutions. It would be too long to give an exhaustive description here, justifying the tangible and intangible heritage inherent in this theme, as it would involve dealing with both the high imperial political places, the places of memory of battles and the places of military campaigns, which extend over several decades and concern all the European cities where the significant trace of Napoleon Bonaparte has been left.

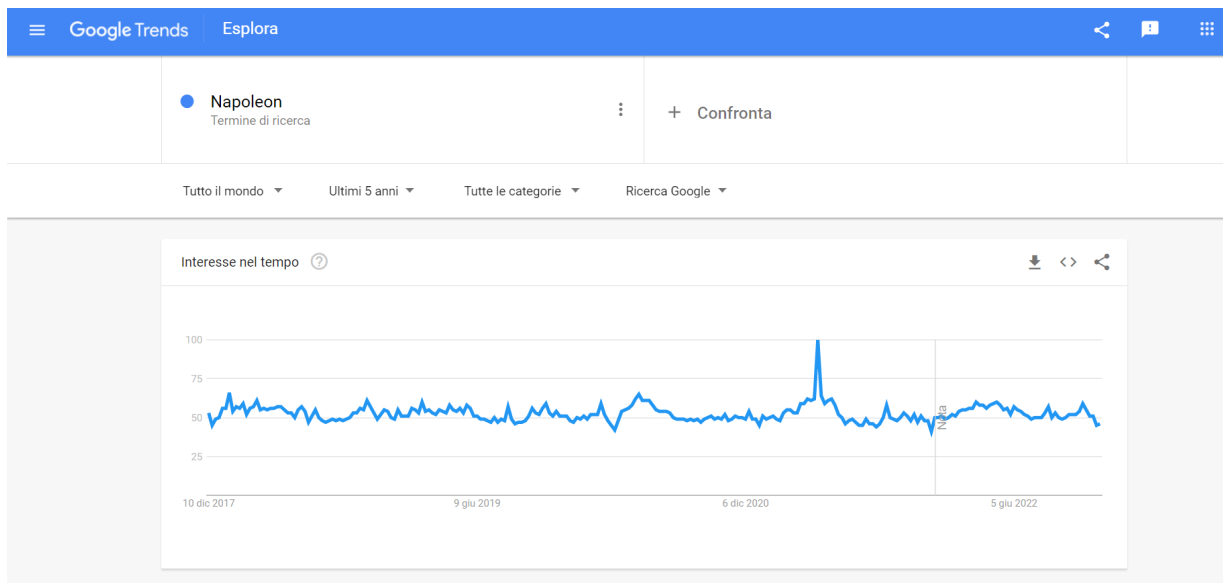
Through the work of historical knowledge and the cultural and scientific relations between the different types of actors (from the municipalities to the cultural associations and the actors of tourism), this project and, upstream, the EFNC Association contribute, with their narration, on the one hand and in a crossed way, to interpret the History of Napoleon with the support of a Scientific Committee; on the other hand, the events and actions set up by the network and its partners allow both the local communities and the visitors to appropriate these places which constitute a common heritage for the European citizens.

Destination Napoleon is a CR that works in a scientific but also participatory way around a historical theme that has been put into perspective to encourage cultural exchanges in which a varied public has participated (art lovers, general public, young people and schoolchildren, visitors and tourists).

3.1.2 Historical and cultural context

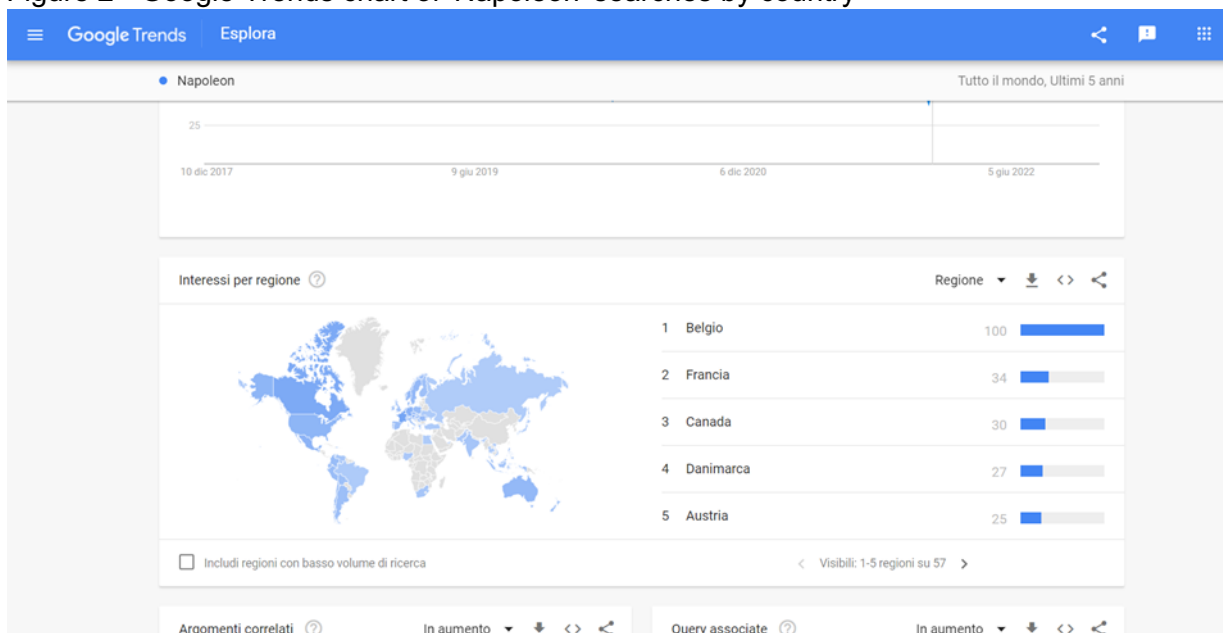
The historical and cultural context considered by the Route covers first of all the life of Napoleon Bonaparte, starting from a symbolic date, i.e. his birth in Corsica, in Ajaccio, in 1769, and ending in 1870, the date of the defeat of Sedan during the Prussian victory. While putting Napoleon's action into perspective through the values of the French Revolution, whose violence he would repel (see webinar 04.05.2021), this period certainly marked not only France, which experienced the Revolution and the fall of the Old Regime, but also the whole of Europe. In this context, the historical figure and his contributions would embody the aftermath of the Enlightenment and the ideals of freedom, equality and fraternity. The complexity, richness and contradictions inherent in a figure such as Napoleon Bonaparte are reflected in his worldwide fame (Fig. 1 and Fig. 2) and his influence on the European continent.

Figure 1 - Graph of the frequency of 'Napoleon' searches over the last five years



Source: Reviewer's search on Google Trends (04.12.2022)

Figure 2 - Google Trends chart of 'Napoleon' searches by country



Source: Reviewer's search on Google Trends (04.12.2022)

European history between the end of the 18th and the beginning of the 19th century was strongly marked by Napoleon Bonaparte whose undertakings contributed to the emergence of the idea of Europe. His impact on human society was not only moral but also physical, since the military campaigns he waged throughout Europe left a profound mark on the rural and urban landscape.

The theme of Destination Napoleon is mainly based on the scientific research that has shaped the EFNC's projects since its foundation, research that has been enriched by efforts in the field of interpreting this historical figure through his legacies in the fields of law, science, urban planning and diplomacy. Multidisciplinary experts from different European nations have contributed over the years and continue to collaborate to ensure that the European memory of Napoleon Bonaparte is truly shared, with respect for the different countries involved and from a perspective that aims for historical objectivity.

3.1.3 Council of Europe values represented by the theme

Destination Napoleon embodies European history, memory and heritage in a relevant way, especially as the founder of the EFNC is Charles Bonaparte, a descendant of Napoleon Bonaparte, who was its president until the General Assembly in 2022 - which therefore covers the date of submission of the application.

At the General Assembly of the EFNC in 2019, in his introduction as President, Charles Bonaparte explained that the Association supports the "role of historical and heritage culture in building a common future for the peoples of Europe on the basis of these fundamental values". The desire to bring together several dozen European cities marked by Napoleon's history is an opportunity to put certain historical events into perspective, the traces of which are both memorial, such as battles, and heritage, such as monuments.

In 2015, the certification of the Destination Napoleon project highlighted both the battle/military campaign themes and the overly chronological and historical approach to the themes of the Route, advising that they be treated in a balanced way. In my opinion, this point has been fully respected and, above all, it has required, particularly following the commemoration of the bicentenary of the death of Napoleon Bonaparte, which was disrupted by the pandemic, a cross-disciplinary effort that has probably given a decisive boost to the implementation of initiatives in the direction of digitisation, initiatives that have been set up by the Scientific Committee (webinar "Ludic tools for the transmission of history" - 10.05.21).

All this has allowed the scientific work of promoting and, to some extent, popularising the history of Napoleon Bonaparte and his works to reach a stage that can be defined as "pacification". Destination Napoleon's membership and recognition in the Cultural Route of the Council of Europe programme relates to a work that began in 2004 with the foundation of the EFNC and the personal journey of its founder. It can be said that this collective work (carried out by the cities that have joined in the past or are currently members, and by experts involved in the Association's projects over the years) has helped to consider, in the light of European values, the dissonances linked to the figure of a man who had received an education that led to a military career and who later became involved in civil reforms. On this point, the webinar in the form of cross-examinations between Charles Bonaparte and Jacques-Olivier Boudon, entitled *Héritage napoléonien, entre consensus et dissonance : comment assurer un récit Européen*, conducted by Jacques Morhan, former editor-in-chief at France 3 (see Appendix), also highlights Napoleonic choices that could, today, be problematic with regard to civil liberties, particularly with regard to the minimal role granted to women in the Civil Code, the revolutionary period and the re-establishment of slavery.

In short, the application to the CR of the Council of Europe was an opportunity for the network's supporters to put into place a historical perspective (cf. pt. 3.1.2) on the scale of Europe and through the potentially worldwide digitisation of Napoleon's character. In this commitment, there is both a strong personal commitment, that of the founder of the EFNC, and the coherent

support of the Association's Scientific Committee. From 2019-2020 onwards, it will be noted (see 3.2.1) that it is becoming increasingly consolidated as a tool for sustainable development through historical knowledge and communication with the younger generations and the general public, through a joint action that traces the history of the peoples and their mobility at the beginning of the nineteenth century, as well as the dissemination of the great European currents, particularly in the cultural, artistic and technical fields.

Finally, the current situation forces me to mention the difficulties associated with working on a theme that is very much part of a present plagued by the uncertainties of a war that is raging on our doorstep, the one between Ukraine and Russia, which is unfortunately continuing and causing a humanitarian disaster. As an evaluator, communication between people and commitment to the values underlying the Cultural Route of the Council of Europe project seem to me to be the best response to these current obstacles.

3.2 Fields of Action

3.2.1 Co-operation in research and development

The activities implemented by the CR since its certification and, in particular, during the evaluation period, refer to a reflection in the present on historical, artistic and archaeological data concerning the historical figure of Napoleon. A series of webinars organised during the Destination Napoleon Week and the bicentenary are available on the Association's YouTube channel (see Appendix) and the perspective they offer is further developed not only in several media interventions by the President of the EFNC-Destination Napoleon, Charles Bonaparte, but also on the occasion of the publication in March 2021 of his book *La liberté Bonaparte* (cf. pt. 3.1.3) (cf. Appendix Cycle of conferences "Napoleon è a Corsica: Storia è Memoria", "The modernity of Napoleon": conference by Charles Bonaparte Assemblea di Corsica).

Through these scientific contributions, the EFNC-Destination Napoleon is setting up a dynamic reflection that the members of the Scientific Committee (see below) are conducting with the scientific rigour that accompanies an update representing European values. In particular, at the 2019 General Assembly of the EFNC, in his introduction as President, Charles Bonaparte explained that the idea of the EFNC was to embody in the present a legacy that might, in other circumstances, prove potentially dissonant. He said: "What counts a few centuries later is not so much their work - in many ways outdated - but a vision, a method, an ability to imagine the future, a will, a courage, a pragmatism to meet the challenges of their time. These qualities remain examples for our time; they can be understood and shared by all."

Table 1 - Composition of the Scientific Committee of the Cultural Route

| First name Last name | Member since | Expertise/Specialisation | Institution | Country |
|---------------------------|--------------|---|---|---------|
| Jacques-Olivier BOUDON | 2015 | History of the French Revolution and the First Empire, history | Napoleon Institute, University of Paris 1 Sorbonne | France |
| Josip BELAMARIC | 2020 | Art historian | Institute of Art History in Split, Professor of the Department of Art History at the University of Split. | Croatia |
| Maria GRAVARI-BARBAS | 2020 | Geographer, expert in heritage, heritage development, cities and tourism. | University of Paris I - IREST | France |
| Luigi MASCILLI MIGLIORINI | 2015 | Modern history, expert on the Napoleonic period | Oriental University of Naples | Italy |

| | | | | |
|-----------------------|------|---|-----------------------------|---------|
| Roberto RACE | 2020 | Communication and political science | Self-employed | Italy |
| Michel THOMAS-PENETTE | 2020 | Expert of Cultural Routes and European cultural heritage | Self-employed | France |
| Charles BONAPARTE | 2015 | President (until October 2022) EFNC - Destination Napoleon | EFNC - Destination Napoleon | France |
| Eleonora BERTI | 2020 | Director EFNC - Destination Napoleon | EFNC - Destination Napoleon | Italy |
| Denise DE ROUX 2021 | 2021 | Coordinator EFNC - Destination Napoleon | EFNC - Destination Napoleon | Austria |

Source: "2022-2023_DOSSIER_CERTIFICATION_Document-1" file

The Scientific Committee of the CR is composed of experts from four different European countries. These university-level experts conduct their research in the field of history (especially modern and art history) and heritage, while the other experts have a qualification mainly linked to their professional background. The latter work more specifically in the field of cultural routes and their cultural and tourist enhancement and communication.

In terms of publications and professional profiles of the members of the Scientific Committee, the quality of the work is high and ensures that potential members and partners involved in the various projects are trained in the scientific aspects and in the logic and strategies of joining and belonging to a network that is certified as a CR (see the training provided to new members or the meetings with members per country). However, in terms of formal evaluation, we do not find explicit information about the agenda of the regular meetings of the group. It met twice for the preparation of the bicentenary 2021 and some of the members participated in the different initiatives together with part of the network.

The nationalities of the members of the Scientific Committee represent about a third of the member countries of the network, and on the scientific side, it seems to me that an even more differentiated opening would be possible, taking into account both the specificity of the theme and the most recent studies at the international level, which can also be found in English (see for example the collection at Palgrave [War, Culture and Society, 1750-1850](#)) and which the historians on the Committee are certainly much more familiar with than the evaluator.

During the period we are evaluating, the CR received funding for activities at both European and national level in France, the overall amount of which, although divided between the different actors, was considerable. Two INTERREG projects have involved the EFNC in the creation of content and in the monitoring of activities that highlight Napoleonic heritage traces at both tangible and intangible levels:

- The GRITACCESS project (2018-2021), which is part of the cross-border cooperation of the INTERREG maritime France-Italy programme, has led to the creation of a coordinated digital application that is likely to be of interest to other cities in the EFNC network and/or partner museums.
- The NAPOCTEP project (2019-2022), through INTERREG POCTEP, a cooperation project between Portugal and Spain, will extend to the cross-border level to retrace and highlight the routes taken by the armies that fought against Napoleon and by those that he guided. This project is part of a territorial cooperation project involving six Portuguese municipalities north of Lisbon. This project, which joined the EFNC in 2018 (see interview 06.12.2022), mainly concerns the countless military constructions for protection against Napoleonic invasions that are still scattered throughout Europe. Through a work of rediscovery, conservation and archaeological and historical enhancement, these front lines are the object of a territorial project of tourist

enhancement which has been underway for about twenty years and which is called "Rota Histórica das Linhas de Torres - Associação para o Desenvolvimento Turístico e Patrimonial das Linhas de Torres".

- In France, the Route has recently received a grant from the Ministry of Culture (2022-2023) in order to strengthen the involvement of the inhabitants of the cities that are members of the EFNC and of the partner museums, so that the Destination Napoleon Route is better known by tourists and the young public.

The Route has also been active in the field of cooperation between Cultural Routes: at the invitation of the President of the EFNC, on 27 October 2020, a meeting of the Cultural Routes of the Council of Europe discussed the development of a Manifesto for the post-Covid era aimed at elaborating a common strategy for Cultural Routes in the face of the consequences of the Covid-19 crisis. Destination Napoleon thus promoted the participation of a dozen other Cultural Routes - including: Via Francigena, the Hansa, TRANSROMANICA - The Romanesque Routes of European Heritage, Via Regia, In the footsteps of Robert Louis Stevenson, Follow the Vikings, Atrium European Cultural Route, Impressionisms Route, Liberation Route Europe, Route of Reformation (<https://www.destination-napoleon.eu/un-manifesto-pour-lapres-covid/>).

3.2.2 Enhancement of the memory, history and European heritage

The period evaluated is particularly important as it covers the commemoration of the bicentenary of the death of Napoleon Bonaparte. This anniversary was apprehended in particular with the idea to distance oneself from what is conceived as a celebration, while at the same time emphasising the characteristics that make Napoleon 'a modern'. The public speeches of the President of the EFNC are definitely in line with this, as are the initiatives put in place in this field, such as the launch in 2021 of a European Destination Napoleon Week: the first week of May will henceforth be the occasion to involve different member cities and territories in scientific, cultural or tourist initiatives with a view to increasing the visibility of the Napoleonic heritage and also with the aim of making the general public aware of the EFNC's activities.

The EFNC-Destination Napoleon has paid particular attention to the consideration and promotion of the charters, conventions, recommendations and work of the Council of Europe and UNESCO. In particular, it emphasises :

- the European Cultural Convention, both in initiatives such as the webinars organised in 2021 entitled *Museums and Cities of the Future: Digital Transition and the Use of New Technologies and Playful Tools for the Transmission of History* (for references see the list of references). Membership of the EFNC is doubled in importance as the Linhas de Torres Vedras Association received the Europa Nostra award in 2014 and, in the Portuguese national context, the sites have been classified as "national monuments";
- White Paper on Intercultural Dialogue: The EFNC highlights its contribution to intercultural dialogue through the initiatives that are proposed to the different actors and promoted throughout Europe.
- the UNESCO Convention concerning the protection of the World Heritage: although the EFNC does not work directly on this issue, it contributes to it through the basic objectives of the Association and through a number of members of the network who own properties inscribed on the World Heritage List.
- the European Landscape Convention, which is particularly suitable for enhancing the value of rural and extra-urban territories in the reading of battles and during historical re-enactments.

These themes are also communicated through the Facebook page, where the Route is involved in targeted communications on days such as Heritage and Earth Days, for example.

In addition to all the important issues involved in the many activities taking place during the period under evaluation, it is highly likely that the experience that has enabled the partnership with so many museums (73 in 14 different countries) could contribute, on the part of the Cultural Routes, to the debate on the definition, identity, and sustainability of museums (here we refer to ICOMOS). Further considerations follow in paragraph 3.2.5 concerning the implementation of the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (2003) and the Faro Convention on the Value of Cultural Heritage for Society (2005) of the Council of Europe.

3.2.3 Cultural and educational exchanges for young Europeans

The theme of the CR Destination Napoleon is particularly aimed at a young audience, especially school groups. In most cases, ministerial curricula include a section on Napoleon, his military campaigns and the wars of the early nineteenth century in their history teaching. The EFNC-Destination Napoleon targets this audience with the help of its members and partner museums.

In particular, pilot projects have been developed through the Centro Studi Residenze Reali Lombarde in three high schools in Lombardy and high school students are now involved in the translation of the texts of the *Europeana* virtual exhibition into Italian (interview with the director).

One of the only probably positive consequences of the two years of the pandemic is a decisive revival of digitisation and experiments in the field of new technologies. The teaching of history, and thus also of Napoleon, is benefiting from this through the reflection that the Scientific Committee has put in place during the webinar Playful tools for the transmission of history - 10.05.21.

Through playful tools, such as video games or role-playing games, we discover other eras and new ways of thinking in a setting that encourages imagination and learning. This allows new audiences to come into contact with history, as shown by the "Empire in Playmobil" exhibition at the Wellington Museum in Belgium, which is just one of several initiatives that have also involved families in laboratories intended for them (for these other initiatives, see the dossier). The EFNC was also involved in the steering committee of an Erasmus+ *ouRoute* project (2019-2022) which aimed to produce a toolkit for secondary school teachers to pass on the European heritage of the participating cities. The participating cities are in Portugal, Italy, Spain and Poland. This is a good practice that should be extended to other cities in the network.

Sociologically speaking, the category of "young people" is rather blurred; while the audience of young citizens most targeted by the CR is that of people in school and university education, an audience of young adults could also benefit from the continuing education and interpretation of the Napoleonic legacy throughout Europe through more tourism-like proposals (see 3.2.5).

3.2.4 Contemporary cultural and artistic practice

First of all, as a sociologist of culture, I believe that any Route that has received the recognition and certification of the Council of Europe contributes by its very existence to a contemporary practice of culture, while in the case of the arts, it is necessary to pay particular attention to the place of each Route.

In this perspective, during the period under evaluation, which covered the bicentenary of Napoleon's death, the CR Destination Napoleon generated a debate around the historical figure and what is often called the "Napoleon myth" in view of the popularity and infatuation that this figure generates among many enthusiasts (non-professional historians, lovers of military strategy, etc.). The activities of the EFNC have given rise to a specific and contemporary practice of culture and the arts, first of all through the commitment of the member cities and actors in this field (museums and cultural institutions), who have contributed to or organised exhibitions themselves: nine in total, distributed in France (4), Italy (2), Belgium (2)

and online. It is clear that the economic situation has favoured this profusion of activities and in the years to come, we do not expect to see such a wealth of events around the Route.

From the perspective of the opening sentence of this paragraph, it now seems to me that historical re-enactments can be considered both as a form of cultural memory, of valorization of territorial identities (Dei, 2017), and as a tool for teaching not only the history of historical events to an audience of all ages (González-González et al. 2022; Carretero et al, 2022; Yepremyan, 2021; Cook, 2004), but also the history of techniques, arts and crafts that have disappeared. Re-enactments are a historical phenomenon whose origins lie in remembrance, but which from the mid-twentieth century onwards have become living history experiences as well as spectacles. Destination Napoleon reflected on this theme in a scientific way during the webinar "The role of re-enactments in the transmission of the heritage of Napoleonic Europe" (03.05.21). While it is true that the public likes the scenic, playful and entertaining aspect of such experiences, the territorial actors often turn them into tourist attractions, which justifies the caution expressed in the two previous evaluations of the Cultural Route. For my part, it seems to me that the balance and scientific solidity of the network, as well as the European values that animate Destination Napoleon, appear to be a prerequisite for exploring, through its members, its very extensive network of partners, or for implementing, through a scientific project, a specific initiative dedicated to this theme through the means that the network considers most appropriate. Without any pretense of feasibility in the short term (i.e. in the three years that separate us from the next evaluation), it seems to me that such a sub-theme could be used by the EFNC-Destination Napoleon not only to get to know, identify and list Napoleonic historical re-enactments, but also to explore their historical credibility, ancillary practices and educational value. The value of such an initiative is also based on its potential for systematising knowledge in relation to the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (2003) and the Faro Convention on the Value of Cultural Heritage for Society of the Council of Europe (2005).

Among the members of Destination Napoleon, the Rota Histórica das Linhas de Torres has established a good practice in this field: the historical re-enactment they put on every two years is enriched by the invitation of a "cultural invader", i.e. the Rota welcomes performance groups, theatre groups, etc., who peacefully "invade" their host with their traditions and folkloric manifestations (interview 06.12.2022). This is in line with the values of cultural diversity and the encounter between peoples.

Finally, audiovisual products are an important vehicle for the understanding of historical facts, as demonstrated by two films on the Napoleonic age that are particularly valuable from the point of view of historical reliability: *Linhas de Wellington* (Portugal, 2012, 151') and the recent documentary *Napoleon - In the Name of Art* (Italia, 2012, 80'). The latter combine the promotion of historical culture and territories with the knowledge of art and sometimes involve the commitment of local communities in the narration of their memories and traditions, while constituting a dissemination and publicity that can also be finalized to the tourist valorization of places, monuments and cultural institutions.

3.2.5 Cultural tourism and sustainable cultural development

The membership of cities in the network is seen by the EFNC team as an opportunity for visibility within a sustainable cultural development project that concerns both the EFNC and its CR certification (zoom interview and telephone conversation). Since the nineteenth century, culture- and knowledge-based tourism has been a means of bringing together different people from a wide variety of backgrounds. This Cultural Route is mainly based on urban tours and, during and just after the pandemic, it suffered from the lesser presence or absence of visitors, although it should be remembered that the lockdown rules were not the same in the different member countries.

The idea of sustainability that is carried by the Presidency of Charles Bonaparte touches on both consumption patterns, economies and the challenges of the present with regard to "today,

a decarbonised economy, less energy-consuming consumption", which refers to the awareness of the importance of creating routes with less ecological impact.

The basic idea behind the involvement of the EFNC in tourism is, on the one hand, its economic significance, especially for the 'minor' cities, but also, on the other hand, the possibility of differentiating the tourist offer through secondary themes in places where tourism is (or rather was if we consider the years 2020 and 2021) flourishing.

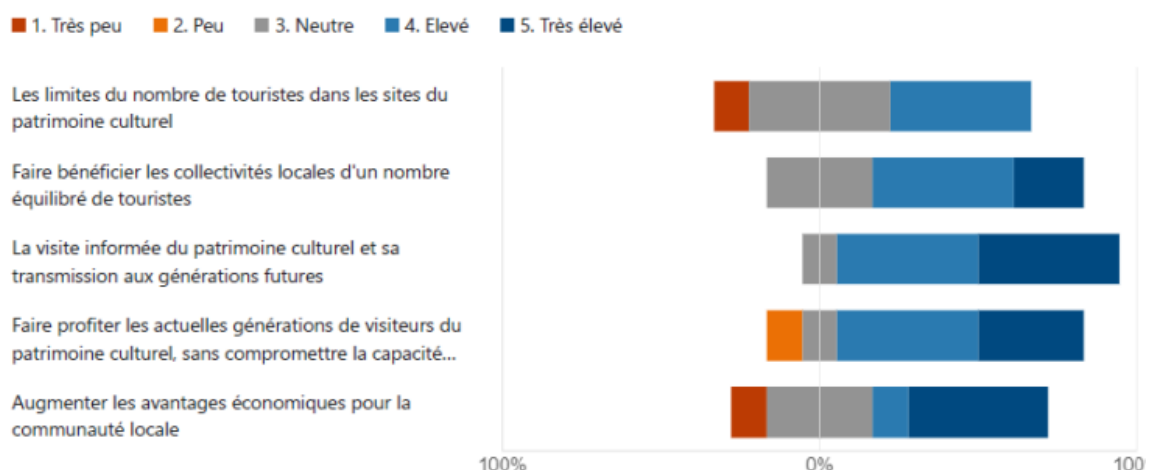
The themes developed by the network on a scientific level have given rise to numerous initiatives in the field of classical cultural tourism. This is the case of urban tours aimed at visiting cities (the recent accession of Plymouth fits into this framework) and visits specifically prepared for audiences with a "strong Napoleonic interest", as in the case of the Memorial to the Battle of Waterloo 1815 in Belgium. The Napoleon Bonaparte theme also lends itself to tourism in rural and less urbanised areas thanks to the complex but necessary references to military campaigns: in this sense, the network has worked on cross-border cartography between Portugal and Spain and on the urban tours of Ajaccio and Lucca in the framework of Franco-Italian collaboration. With regard to these tours, through the GRITACCESS project, a digital application "NApp" has been produced for the visit of Ajaccio (in four languages, including Corsican) and Lucca (in three languages).

With a view to a slow visit to discover the area using a means of transport with limited ecological impact, Pontivy Communauté proposes, in partnership with the intercommunité de Baud, Lorient et Auray Quiberon Terre Atlantique, the NAPOLEON EXPRESS train which operates during the summer months, from July to September.

I found that the network was very committed to the development of cultural tourism. Therefore, as I was unable to carry out a field visit, I proposed to the members of the network a short questionnaire focusing on the theme of cultural tourism (see Annexes 1 and 3). As things stand, the number of responses is modest (about one fifth of the members responded). However, I would like to draw attention here to the way in which sustainable cultural tourism is conceived (Fig. 3) and to the tourism products that the respondents intend to promote with regard to Destination Napoleon (Fig. 4):

Figure 3 - The idea of sustainable cultural tourism

4. De 1 (très peu) à 5 (très élevé), à votre avis, le tourisme culturel durable concerne :



Source: Evaluator's questionnaire to members of the EFNC-Destination Napoleon (N=9)

Translation:

From 1 (very low) to 5 (very high), in your opinion, sustainable cultural tourism concerns:

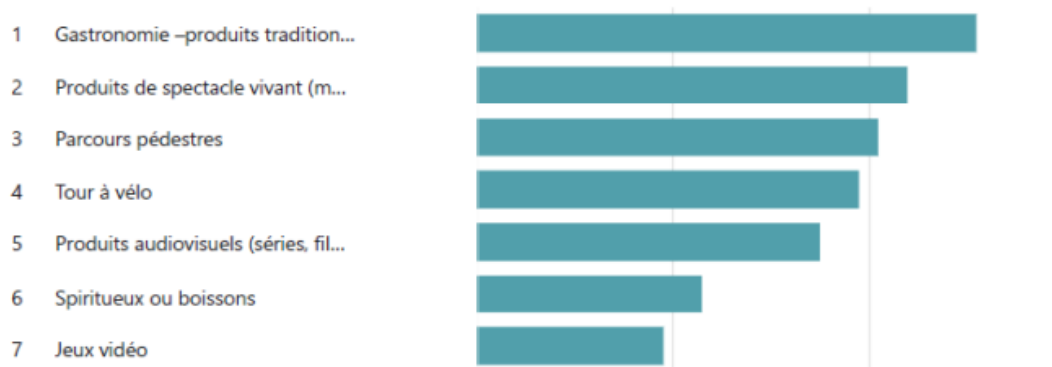
1. Very low 2. Low 3. Neutral 4. High 5. Very high

- The limits of the number of tourists in cultural heritage sites

- Bringing a balanced number of tourists to local communities
- The informed visit of the cultural heritage and its transmission to future generations
- To make the current generations of visitors enjoy the cultural heritage, without compromising the ability of future generations to know and benefit from cultural heritage
- Increase economic benefits to the local community

Figure 4 - Developing a product for visitors

5. Veuillez envisager le développement d'un produit destiné aux visiteurs lié à la Fédération européenne des cités napoléoniennes (soutenant l'itinéraire culturel Destination Napoleon du Conseil d'Europe). Pouvez-vous classer du plus probable (1) au moins probable (7)



Source: Evaluator's questionnaire to members of the EFNC-Destination Napoleon (N=9)

Translation:

Please consider developing a product for visitors related to the EFNC - Destination Napoleon. Can you rank from most likely (1) to least likely (7):

- 1 Gastronomy – traditional products*
- 2 Live performance products (music, theatre, historical re-enactments, etc.)*
- 3 Hiking trails*
- 4 Bike tours*
- 5 Audiovisual products (series, films, podcasts...)*
- 6 Spirits or beverages*
- 7 Video games*

Following on from the considerations contained in paragraph 3.2.3 concerning young people, the creation of tourism products specifically designed for a young adult audience could be an interesting approach. Members of the network are already working on this and it might be useful to devote more attention to the gastronomy, wine and beverage sector, which is an important tourism driver and has obvious commercial implications. The discovery of the products of gastronomy and culinary tradition and of beverages (wine or other spirits) also requires historical and anthropological knowledge that does not distort scientific rigour. Beyond these considerations, the attention of the CR is focused on the accessibility of the tours and their feasibility for audiences and visitors with reduced abilities. I believe that this attention to inclusiveness is important and that it is an opportunity to develop cultural development projects that aim at *socio-cultural* welfare.

3.3 Cultural Route Network

3.3.1 Overview of institutional /legal structure of the network

From an institutional and legal point of view, the Destination Napoleon project is supported by the European Federation of Napoleonic Cities. The network of the EFNC, and therefore of the Cultural Route, includes eleven Council of Europe member states, nine of which are members of the Enlarged Partial Agreement (EPA), namely (in alphabetical order): Croatia, France, Germany, Greece, Italy, Montenegro, Poland, Portugal and Spain. The other two Council of Europe member states in the EFNC are Belgium and the United Kingdom. Founded in 2004, the EFNC is an association with its headquarters in the Town Hall of Ajaccio (Corsica, France). As for its legal status, it is an association under the French law of 1901, i.e. it is a non-profit association which aims to create an agreement between two or more persons who pool their knowledge and activity in a permanent way (law 1^{er} July 1901). It coordinates, leads and manages the Destination Napoleon Cultural Route. It encourages meetings and scientific and cultural activities, promotes and supports conservation and restoration of Napoleonic heritage and develops actions to animate and enhance the heritage within the framework of exchanges. The statute of the EFNC association currently in force was approved on 25 October 2015 in Wavre (Belgium) during the general assembly. The first objective of the Association is to bring together sites that have been marked by Napoleonic history by grouping cities and administrative groupings at different levels: local, departmental, regional and, finally, national. It brings together public and private cultural institutions, such as museums or foundations, which contribute to the realisation of the association's projects.

Article 7 defines the administration of the Association, which depends on a Board of Directors composed of all the members of the EFNC. The members are divided into four categories, according to Article 6 (of which the following is a short overview):

1. Active members representing cities and communities;
2. public and private cultural institutions involved in the implementation of the projects;
3. associations duly mandated by a contributing city (as a mandated municipality);
4. Honorary members designated for services rendered to the association or to individuals (the latter pay an annual fee of approximately 20 euros).

The Board of Directors meets once a year at the invitation of the President of the Association in a General Assembly to prepare activity projects and to define the budget. Decisions are taken by majority vote, with the President having the casting vote in the event of a tie. Each year, the Board of Directors, meeting in General Assembly, elects a Bureau composed of the President, the Executive Vice-President, the Vice-Presidents by country, a Secretary General and a Treasurer.

Within the dossier, the management board that carries the Cultural Route is composed as follows

Table 2 - Composition of the CR Management Board

| First name Last name | Role in the Bureau | Board member since (if applicable) | Home institution or organisation | Country |
|-----------------------------------|----------------------------------|------------------------------------|----------------------------------|---------|
| Charles BONAPARTE | President (until September 2022) | Foundation | EFNC | France |
| Eleonora BERTI | Director | 2020 | EFNC | Italy |
| Denise DE ROUX | Coordinator | 2021 | EFNC | Austria |
| Nicolas BOUILLON | Secretary General | 2021 | City of Autun | France |
| In the process of being appointed | Treasurer | // | // | // |

Source: Dossier "2022-2023_DOSSIER_CERTIFICATION_Document-1

As shown in the table above, the EFNC-Destination Napoleon has undergone a change of Management and Coordination from 2020 onwards: Eleonora Berti has become Director, succeeding Jacques Mattei, and Denise de Roux has been Coordinator since 2021 (both are

salaried). The previous coordinator, Anja Schwind, is still employed as an accounting assistant. All three have a part-time contract.

At the beginning of this evaluation (in September 2022), the General Assembly of the EFNC, which elected the new president, took place in virtual form. I was invited to participate and was able to be present at the first session. Charles Bonaparte having decided not to be a candidate for his succession, the new President is Vincent Chauvet, Mayor of the city of Autun (France) since 2017, while Ana Umbelino, City Councillor of the city of Torres Vedras in Portugal, was elected Executive Vice-President.

The documents at my disposal do not explicitly mention the Local Steering Committees (art. 7 of the Statute, 2015), which seem to have been replaced, de facto, by the National Vice Presidents. It would be good to amend this aspect in the way that the statutory bodies of the EFNC Association consider most appropriate.

The Destination Napoleon website indicates that the vice-presidencies are assigned either to a member city of the EFNC or to a partner institution. Their function is to report on activities in their respective countries in the field of Napoleonic heritage, funding opportunities and European cooperation.

Since the founder of the EFNC and its president until 2022 was Charles Bonaparte, the change in the presidency of the EFNC is a major development which goes beyond the aims of this evaluation. I invite the statutory bodies of the association that will manage the next three years to give a suitable role to the founder of the EFNC, who was able to link, in a European perspective, the Napoleonic heritage, his personal and political life experiences and a vision of the contributions of Napoleon Bonaparte's history with a view to trusting in a future that can meet the challenges of the present.

3.3.2 Overview of the financial situation of the network

The sustainability and financial viability of the ordinary management of the network is based first and foremost on the membership fee, which is why the maintenance and expansion of the network (see section 3.3.3 to 3.3.5) is highly recommended, especially as this seems quite feasible given the large number of partners spread throughout Europe.

The budget documents show accounts on the assets side. Externally funded projects (EU, Ministry of Culture in France) contribute to the development of new projects, while confirming the strength of the network.

3.3.3 Current composition of the network by country and type of member

Over the years, the EFNC has developed a very extensive network that includes both the actual members of the network (who contribute through their annual membership) and a much wider network of partners who have developed more informal relationships with the EFNC over the years, made up of "contacts, projects and activities, which are a prelude to membership" (email from the management 01.12.2022). This paragraph aims to distinguish and analyse the role of these two entities.

a) Members

At the time of the submission of the dossier, the EFNC had 46 members, the majority of which were in France (13 members), followed by Portugal (7), Italy and Croatia (5 each), Germany and Belgium (4 each), Poland (3), Spain (2), Greece, Montenegro and the UK (1 each). For the sake of clarity, the following table (no. 1) of the composition of the EFNC distinguishes the different actors according to their typology:

Table 3 - EFNC members by country and category at the time of application

| Country | Actor of tourism | Local authority | Cultural institution/NGO | Total |
|---------|------------------|-----------------|--------------------------|-------|
|---------|------------------|-----------------|--------------------------|-------|

| | | | | |
|---------------------------|----------|-----------|----------|-----------|
| Germany | | 4 | | 4 |
| Belgium* | 1 | 3 | | 4 |
| Croatia | 1 | 4 | | 5 |
| Spain | | 2 | | 2 |
| France | | 12 | 1 | 13 |
| Greece | | 1 | | 1 |
| Italy | | 5 | | 5 |
| Montenegro | | 1 | | 1 |
| Poland | | 3 | | 3 |
| Portugal | | 1 | 6 | 7 |
| United Kingdom* | | 1 | | 1 |
| Total | 2 | 37 | 7 | 46 |
| * not a member of the EPA | | | | |

Source: Own elaboration from Excel sheet file 'b) 220715_EFNC_list-members-and-partners

This table highlights the fact that about 80% of the members are local authorities: this is fully in line with the history and objectives of the Cultural Route Association. However, despite its initial uniformity and as evidenced by the presence of cultural institutions/NGOs and tourism actors, the Route is capable of further differentiation.

On the EFNC website, the Napoleonic towns that are members are, in total, 51 (<https://www.destination-napoleon.eu/villes-napoleoniennes/>).

As I do not have a detailed record and based on the Regular Evaluation Report drafted in 2018-2019, it can be seen that the network has shrunk since the Expert stated in his executive summary that "it brings together some sixty cities in 13 European countries", whereas the 2014-2015 certification evaluation named fifty-five. In fact, the distinction between members and partners was not really introduced in the texts in question and based on the documents at my disposal, one is not in a position to draw up a reliable assessment.

It should also be taken into consideration that the actors mainly involved in the EFNC are local authorities and municipalities that have certainly been affected by the conjunctural period covered by this evaluation (2019-2022), i.e. the Covid-19 pandemic: they have experienced unprecedented upheavals in their priorities in terms of the management of ordinary and extraordinary activities.

b) Partners

The division between members and partners was set up by the EFNC at the very moment of the creation of the Federation (management email 01.12.2022) and continues to be visible on the website where the number of partner Napoleonic cities indicated is 52.

The network of partners is very extensive and includes 130 subjects from five different categories. It shows a strong vitality both in terms of projects (present, past and future) and in terms of potential members of the EFNC. With its 18 years of experience, the association knows how to make its activities bear fruit and to show the different directions in which it works, especially in the cultural field, with museum institutions (the Network of Napoleonic Museums includes more than half of the partners) and scientific field, with universities and research centres. The local authorities are rather numerous (more than a third of the total) and mainly located in France and Italy: this reflects, in fact, the theme of the Route and its territorial and temporal anchorage (in these countries, Napoleon's activity was very important in space and time).

Table 4 - EFNC partners by country and category at the time of submission of the dossier

| Country | Actor of tourism | Local authority | Cultural institution/NGO | Museum | University/Research Centre | Total |
|---------|------------------|-----------------|--------------------------|--------|----------------------------|-------|
|---------|------------------|-----------------|--------------------------|--------|----------------------------|-------|

| | | | | | | |
|----------------|----------|-----------|----------|-----------|----------|------------|
| Germany | | | | 2 | | 2 |
| Austria | | | | 1 | | 1 |
| Belgium | 1 | 2 | | 4 | | 7 |
| Croatia | | | | 1 | 1 | 2 |
| Spain | | 7 | | 3 | 1 | 11 |
| France | | 15 | 1 | 25 | 2 | 43 |
| Georgia | | | | 1 | | 1 |
| Greece | | 4 | | 1 | | 5 |
| Ireland | 1 | | | | | 1 |
| Italy | | 15 | | 12 | 3 | 30 |
| Luxembourg | | 1 | | | | 1 |
| Netherlands | | | 1 | | | 1 |
| Poland | | | | 16 | | 16 |
| Portugal | | 1 | | 1 | | 2 |
| United Kingdom | | | | 3 | | 3 |
| Russia | | | | 2 | | 2 |
| Slovenia | | | | 1 | | 1 |
| Czech Republic | | 1 | | | | 1 |
| Total | 2 | 46 | 2 | 73 | 7 | 130 |

Source: Own elaboration from Excel sheet file 'b) 220715_EFNC_list-members-and-partners

This brief analysis of the partners' network was intended to highlight their role, which deserves, within the EFNC association, some form of institutionalisation in order to recognise the value of the reciprocal commitment (a framework agreement, a memorandum of understanding). This is all the more important insofar as the financial viability of the project is at stake: the ordinary functioning of the association is ensured for the most part thanks to its members' contributions. Through the statutory bodies of the association (Board of Directors and General Assembly), it would be advisable to find a solution that would make it possible to define more formally the condition and possible duration of this condition of partners.

3.3.4 Network extension since last evaluation

Since the last evaluation, the network has grown to a total of 11 members, including 10 cities and one cultural association representing, in fact, the city of Paris.

In 2019: Petrinja in Croatia; the Souvenir Napoléonien association in Paris; the city of Plymouth in the United Kingdom.

In 2020, five cities joined the network, including three cities in Croatia, namely two Dalmatian cities, Brela and Milna, and one Istrian city, Mali Lošinj; two cities in Italy, both in Liguria, namely Finale Ligure and Sarzana.

In 2021, two cities joined the EFNC, one, Lucca, in Italy and the other, Herceg Novi, which is the first member city in Montenegro.

The new members are all important, and for singular reasons.

Table 5 - New memberships since the last evaluation (2018-2019) - chronological order

| Member | Year of membership | Type | City | Region | Country |
|------------------------|--------------------|--------------------------|----------|---------------|----------------|
| Petrinja | 2019 | Actor of tourism | Petrinja | Banija | Croatia |
| Napoleonic Remembrance | 2019 | Cultural institution/NGO | Paris | Île-de-France | France |
| Plymouth | 2019 | Local authority | Plymouth | Devon | United Kingdom |

| | | | | | |
|----------------|------|-----------------|----------------|----------------|------------|
| Brela | 2020 | Local authority | Brela | Dalmatia | Croatia |
| Mali Lošinj | 2020 | Local authority | Mali Lošinj | Istria | Croatia |
| Milna | 2020 | Local authority | Milna | Dalmatia | Croatia |
| Ligurian Final | 2020 | Local authority | Ligurian Final | Liguria | Italy |
| Sarzana | 2020 | Local authority | Sarzana | Liguria | Italy |
| Lucca | 2021 | Local authority | Lucca | Tuscany | Italy |
| Herceg Novi | 2022 | Local authority | Herceg Novi | Coastal region | Montenegro |

Source: Own elaboration from Excel sheet file 'b) 220715_EFNC_list-members-and-partners

The documents at my disposal do not allow me to draw a reliable balance sheet of the EFNC Association's disengagements. However, the previous report mentioned the Czech Republic, Belarus and Lithuania, which are indeed no longer present in the current network. Nevertheless, the Czech Republic is still a partner. The reasons for these withdrawals are not clear in the documents, but it is necessary to point out that the period covered by the evaluation includes, on the one hand, a change in the leadership of the supporting network, and on the other hand, the pandemic with a clear narrowing of activities across the board.

3.3.5 Strategy for the network extension in the three years to come

In its strategic plan for 2022-2025, the EFNC plans to increase the number of members, especially as it is estimated that there are around 500 significant Napoleonic sites in Europe, of which at least 100 are in France (interview 02.12.2022).

The minutes of the 2021 General Assembly (30.09.2021) also envisage strengthening cross-border routes to the Basque Country (FR, ES) and Andorra; Southern France; Switzerland and Northern Italy; the Adriatic (Friuli Venezia Giulia, Croatia, Montenegro); Germany and Poland. One notable absence is that of Austria.

The expansion of the EFNC network is highly desirable for a number of reasons, firstly political and cultural, and secondly economic and strategic:

- It would allow a wider sharing of the values carried by the network through the scientific knowledge it accumulates on Napoleon Bonaparte and the historical period of his public life. This perfectly embodies the values that are supported and encouraged by the Council of Europe and which are at the basis of Resolution CM/Res (2013)67, i.e. that which promotes closer union between its members through cultural action;
- The sustainability and economic viability of the management of the network is based first of all on the fees of its members (see 3.3.2) who, with their contributions, ensure the ordinary functioning of the team which manages and coordinates the Route. A further expansion would include the multiplication of potential sources of funding for single projects, through :
 - o European institutions, such as the cross-border cooperation of INTERREG projects from which the EFNC has already benefited (see 3.2.1) or the calls related to Creative Europe, to give just two examples
 - o national heritage institutions and tourism planning authorities at national, regional or local level.

The members in the process of joining the network and/or potentially interested in future membership under point b) of section 2.2 Network governance are 11 (2022-2023_DOSSIER_CERTIFICATION_Document-1), mainly located in Italy (4) and then in Lithuania (2). This group of future members is composed of authorities with administrative/legislative functions at regional, local or, indeed, national level (as in the case

of the Principality of Monaco, the Grand Duchy of Luxembourg and the Republic of San Marino).

Among the potential members of this group, some have been negotiating their membership for several years, which would be due to political reasons. In my opinion, at both the formal and practical levels, this is both an opportunity and a weakness: the opportunity for a significant expansion of the network and the weakness of devoting a certain amount of regular activity to projects that have not yet resulted in formal membership.

3.4 Communication tools

3.4.1 Current state of communication tools developed by the network (graphic charter, communication materials, logo, communication channels, signposting, maps, etc.)

The network's website is constantly updated and provides information in 5 languages: French, English, Italian, Spanish and German. The Route has a Facebook page, an Instagram account and a twitter account which are also updated periodically.

The website has developed several interactive maps, one series for the cities and one series for the Napoleonic tours. The city maps distinguish between member cities and partner cities: the map is easy to consult and offers a lot of information because it allows you to surf easily among the different places. Almost all the cities (or territories) have information, illustrated with images, about the city today and the historical Napoleonic event. There are 10 Napoleonic tours, reflecting the ten member countries of the EFNC (Montenegro has just joined the network) where Napoleonic places can be selected. This ensures a good visibility for the cities that have joined: each card refers to the institutional websites of the member cities.

Other communication supports have been developed for tourism purposes, for example the applications for the cities of Ajaccio and Lucca (see paragraph 3.2.5).

From the point of view of signage, as I was not able to carry out field visits, I can only base the evaluation on images found online or on the EFNC website and on the interview with the director. A signage strategy to be pursued in areas already rich in signs is under discussion: following the example of some trails, it would be possible to produce a plaque with the CR logo (and a QR code, for example).

A visibility kit is available on the website, which is a leaflet in PDF format in French, English, Spanish, Italian, Polish and Croatian. It would be desirable to have it also in Portuguese, given the importance of Portuguese members who are involved in several projects. On the same page, there are also the leaflets produced by the member cities (currently only Plymouth). If a new edition of the leaflet is planned (but I imagine that with the change of Presidency it will take some time), it is advised to add a QR code for the link to the website.

3.4.2 Compliance with the Guidelines for the Use of the Logo “Cultural Routes of the Council of Europe”

The CR has created a specific graphic charter which differs from the EFNC. Its logo is placed next to the Council of Europe's logo in all its documents and on communication materials when participating, for example, in different events related to tourism, CR or activities carried out by the network.

4. Conclusions and Recommendations

As this report shows, Destination Napoleon is fully compliant with the main criteria of Resolution CM/Res(2013)67, therefore the certification should be renewed.

I. List of eligibility criteria for themes

The three years that were regularly evaluated were very rich and, despite the pandemic, the network managed to work on the major event of the commemoration of the bicentenary of the death of Napoleon Bonaparte. Many cultural and scientific institutions, member cities and partners contributed to this event through initiatives that covered all the priorities for action of the Cultural Routes of the Council of Europe.

For the next three years, we should certainly not expect as much vivacity, but we can hope for a consolidation of some of the points highlighted in the report.

The recommendations have been given in the paragraphs above and are summarised below.

II. List of criteria for themes

3.2.1 Co-operation in research and development

In terms of formal evaluation, there is no explicit information about the agenda of the periodic meetings of the Scientific Committee.

The nationalities of the members of the Scientific Committee represent about a third of the member countries of the network and, on the scientific side, it seems to me that an even more differentiated opening should be envisaged, taking into account both the specificity of the theme and the most recent studies at the international level, which can also be found in English and with which the historians on the Committee are certainly much more familiar than the evaluator.

3.2.2 Enhancement of the memory, history and European heritage

The scientific solidity of the network and the European values that animate Destination Napoleon appear to be necessary preconditions for developing a specific initiative devoted to the theme of historical re-enactments linked to Napoleon Bonaparte. Without claiming to be feasible in the short term, laying the groundwork for such an initiative seems to me to be a step in the direction of highlighting knowledge with regard to the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (2003), as well as the Faro Convention on the Value of Cultural Heritage for Society (2005) of the Council of Europe.

Audiovisual products are an important vehicle for the understanding of historical facts and are valuable from the point of view of historical reliability, and they can also become a vehicle for territorial promotion.

3.2.5 Cultural tourism and sustainable cultural development

More attention should be paid to the gastronomy, wine and beverage sector, which is an important driving force for tourism and has obvious commercial implications. The discovery of the products of gastronomy and culinary and drinks tradition and (wine or other spirits) also requires historical and anthropological knowledge that does not distort scientific rigour.

The accessibility of the tours and their feasibility for visitors with reduced mobility deserve special attention, as this is in line with inclusiveness and the opportunity to develop cultural development projects that aim at the well-being of the person (*socio-cultural welfare*).

III. List of criteria for networks

3.3.1 Overview of institutional /legal structure of the network

The change of the Presidency of the EFNC in September 2022 is a major fact. I invite the statutory bodies of the Association to give the founder of the EFNC a suitable role in their management for the next three years.

3.3.3 Current composition of the network by country and type of member

The analysis of the network of members and partners highlights a situation that should be institutionalised. The role of the partners (who do not pay membership fees) deserves, within the EFNC association, a form of institutionalisation in order to recognise the value of the reciprocal commitment (a framework agreement, a memorandum of understanding). This is all the more important insofar as it affects the financial viability of the project: the ordinary functioning of the association is ensured in large part thanks to the membership fees. Through the statutory bodies of the association (Board of Directors and General Assembly), it would be advisable to find a solution that would make it possible to define more formally the condition and possible duration of this condition of partners.

3.3.5 Strategy for the network extension in the three years to come

Among the potential members, some have been negotiating membership for several years, which would be due to political reasons. In my view, at both the formal and practical levels, this is both an opportunity and a weakness: the opportunity for a potentially large expansion of the network and the weakness of devoting a certain amount of regular activity to projects that have not yet resulted in formal membership.

3.4.1 Current state of communication tools developed by the network (graphic charter, communication materials, logo, communication channels, signposting, maps, etc.)

Update the visibility kit leaflet following the election of the new EFNC president, add a QR code and translate into Portuguese.

Table 6 - Summary of recommendations and status of previous recommendations

| CRITERIA | | Recommendations Previous evaluation 2018-2019 | Has the route addressed the recommendation since the last evaluation? | | Recommendations current evaluation 2022-2023 |
|--------------------------------|---|---|---|--------------------------|--|
| | | | YES | NO | |
| <i>I. Cultural route theme</i> | | | <input type="checkbox"/> | <input type="checkbox"/> | |
| | | | <input type="checkbox"/> | <input type="checkbox"/> | |
| <i>II. Fields of action</i> | <i>Cooperation in research and development</i> | | <input type="checkbox"/> | <input type="checkbox"/> | Explain the agenda of the periodic meetings of the Scientific Committee. |
| | | | <input type="checkbox"/> | <input type="checkbox"/> | Even more differentiated opening of the Scientific Committee. |
| | <i>Enhancement of memory, history and European heritage</i> | | <input type="checkbox"/> | <input type="checkbox"/> | Consider and thematise historical re-enactments related to Napoleon Bonaparte. |

| | | | | | |
|------------------------------------|---|---|--------------------------|--------------------------|---|
| | | | <input type="checkbox"/> | <input type="checkbox"/> | |
| | Cultural and educational exchanges for young Europeans | | <input type="checkbox"/> | <input type="checkbox"/> | |
| | Contemporary cultural and artistic practice | Reinforcement of actions under this criterion | X | <input type="checkbox"/> | Promote audiovisual products. |
| | Cultural Tourism and Sustainable Cultural development | It would be useful to set up tools that would at least allow the number of visitors to be recorded and, although this is more complicated, the economic impact on the territories crossed by the Route. | X | <input type="checkbox"/> | To explore the potential of "derived" tourism products based on gastronomy, wine and beverages and culinary tradition. |
| | | | | | Consider and report on the accessibility of the routes and their feasibility for disabled people and visitors. |
| III. Cultural Route Network | | Better control of the budget for the next three years taking into account membership fees | X | <input type="checkbox"/> | Consideration of the role of the founder of the EFNC. |
| | | Encourage the participation of French cities that are part of the Napoleonic memory (like Fontainebleau or Compiègne). | X | <input type="checkbox"/> | The role of the partners (who do not pay membership fees) deserves, within the EFNC association, a form of institutionalisation in order to recognise the value of the reciprocal commitment. |
| | | Cooperation with other associations working on Napoleonic heritage, such as | X | <input type="checkbox"/> | |

| | | | | |
|----------------------------|--|---|--------------------------|---|
| | the Association Française des Villes Impériales (in progress), and other thematic route initiatives. This cooperation should be encouraged by the local steering committees established throughout Europe. | | | |
| Communication tools | Linking the Federation's website to the "Destination Napoleon" website. | X | <input type="checkbox"/> | Update the visibility kit leaflet following the election of the new EFNC President, add a QR code and translate into Portuguese |
| | Update some pages of the website (announcement of upcoming events in 2013 or 2014). | X | <input type="checkbox"/> | |
| | It would be advisable to ask each member city to write a text, even if it is brief, and to keep its own news. The Federation cannot do everything on its own. | X | | |

5. List of References

1. The dossier submitted by the Cultural Route Destination Napoleon :

- Certification dossier – Cultural Routes of Council of Europe Certification Cycle 2022-2023 (Document 1, Document 2, Document 3)
- Legal statutes (2015)
- The list of Network Members which also includes the list of Network Partners
- The Minutes of the General Assemblies of 2019, 2020 (which contains only the financial statement and the convocation) and 2021.
- Financial information
- Strategic plan 2022-2025
- The Network's self-evaluation
- The previous evaluation file (2018-2019)

2. Additional information

2.1 Cycle of webinars on YouTube channel in chronological order of recording :

- The role of re-enactments in the transmission of the heritage of Napoleonic Europe - 03.05.21; 63 visualizzazioni 25 mag 2021 <https://www.youtube.com/watch?v=vRvuhrlXWa4>
- Napoleonic heritage, between consensus and dissonance - 04.05.21 ; 45 visualizzazioni 25 mag 2021 https://www.youtube.com/watch?v=Q8SeNhSFQ_M
- Museums and cities of the future: digital transition and use of new technologies - 07.05.21 ; 57 visualizzazioni 25 mag 2021 - <https://www.youtube.com/watch?v=LX-4ChnGP9c>
- Playful tools for the transmission of history - 10.05.21 ; 33 visualizzazioni 25 mag 2021 - https://www.youtube.com/watch?v=CeRt_Z4BSbE
- Destination Napoleon and sustainable cultural tourism: European Napoleonic heritage challenges - 12.05.21; 36 visualizzazioni 25 mag 2021 <https://www.youtube.com/watch?v=5cSi0toNLzQ>

2.2. Audiovisuals viewed on Youtube

- Charles Bonaparte: "It is the idea of progress that I retain from Napoleon" - <https://www.youtube.com/watch?v=4wnVc5zKAAQ>
- The controversial legacy of Napoleon Bonaparte - C à Vous - 04/05/2021
- Avec ou#sans filtre - CHARLES BONAPARTE
- Entrevista a CHARLES BONAPARTE | Bicentenario de la muerte de Napoleón | Proyecto INTERREG NAPOCTEP
- Bicentenario Napoleone documentario di Serena Ucelli. Interviste a Charles Bonaparte e Roberto Race 28 visualizzazioni Trasmesso in anteprima il giorno 11 mag 2021 <https://youtu.be/wYd7Ss53mpA>
- "The modernity of Napoleon": conference by Charles Bonaparte, Assembly of Corsica in partnership with the Corsican delegation of the Napoleonic Memory - 05/05/2021 <https://youtu.be/WHvL4YrkR4I>

3. Bibliographic reference

Carretero, M.; Wagoner, B.; Perez-Manjarrez. E. (2022). Introduction. Approaching Historical Reenactments. In *Historical Reenactment. New Ways of Experiencing History*, Carretero, M.; Wagoner, B.; Perez-Manjarrez. E. (eds.), Berghan.

Cook, A. (2004). The Use and Abuse of Historical Reenactment: Thoughts on Recent Trends in Public History. *Criticism*, 46(3), 487-496. <http://www.jstor.org/stable/23127329>

Dei, F. (2017) Le rievocazioni storiche: tra feste identitarie ed eventi postmoderni. In *Rievocare il passato: memoria culturale e identità territoriali*. Dei, F.; Di Pasquale, C. (eds.). Pisa: Pisa university press.

González-González, J.-M.; Franco-Calvo J.-G.; Español-Solana, D. (2022). Educating in History: Thinking Historically through Historical Reenactment. *Social Sciences* 11: 256. <https://doi.org/10.3390/socsci11060256>

Yepremyan, T. (2021). Napoleonic paradigm of european integration: theory and history. *Napoleonica. The Journal*, 39, 35-53. <https://www.cairn.info/revue--2021-1-page-35.htm>

4. Websites

<http://www.napoleonbonaparte.eu/>

<https://camors.fr/fr/rb/1262666/le-napoleon-express>

<https://fondationnapoleon.org/en/activities-and-services/telling-history/napoleon-year-2021/>

<https://link.springer.com/series/14390>

<https://mincioedintorni.com/2017/10/26/mantova-si-riunisce-la-xiv-assemblea-della-federazione-europea-delle-citta-napoleoniche/#more-87596>

<https://napoleone21.eu/>

<https://slunj-rastoke.hr/en/history-slunj/>

<https://www.bing.com/maps?q=PLYMOUTH+NAPOLEON&FORM=HDRSC4>

<https://www.comune.sarzana.sp.it/eventi/details/1326-napoleon-festival.html>

<https://www.destination-napoleon.eu/>

<https://www.europeana.eu/it/exhibitions/napoleon-and-urbanism-in-the-19th-century/unfinished-projects-aachen>

<https://www.legifrance.gouv.fr/loda/id/JORFTEXT000000497458>

<https://www.livinghistoryarchive.com/>

<https://www.napoleon.org/jeunes-historiens/napodoc/la-bio-a-retenir-napoleon-bonaparte-du-general-a-lempereur-des-francais-1769-1821/>

<https://www.napoleonfestival.it/>

<https://www.nexodigital.it/napoleone-nel-nome-dellarte/>

<https://www.nypl.org/node/5648>

<https://www.rhlt.pt/en/>

<https://www.visit-corsica.com/it/Scoprire-la-Corsica/Le-nostre-ispirazioni/Esperienze-culturali/L-app-Napoleone>

<https://www.waterlooassociation.org.uk/2018/09/11/napoleon-at-plymouth/>

5. Other files consulted

- Evaluation of the Cultural Route of the Council of Europe Destination Napoleon, candidate for certification (2014-2015).

6. Annex 1: Expert field visit and interviews with the network management and members

1. Field visits

As communicated to Carolina Clark, personal problems of some seriousness prevented me from making the field visit planned for 5-7 December 2022 to Torres Vedras in Portugal. The date was close to the deadline for submission of the evaluation report, so it was impossible to reschedule the visit. The absence of this important feedback was made up for by an agreed zoom meeting with the technical staff who manage the "Rota Histórica das Linhas de Torres - Associação para o Desenvolvimento Turístico e Patrimonial das Linhas de Torres" on 6 December 2022. I met Marta Fortuna and Natália Calvo, who explained to me the history and objectives of this association between 6 municipalities along the Torres Vedras peninsular front line, about 30 km north of Lisbon.

2. Interviews

- The Presidency (Charles Bonaparte), Management (Eleonora Berti) and Coordination (Denise de Roux) of the Cultural Route Destination Napoleon invited me to their general meeting, which was held online on 22 and 23 September 2022. I was unable to attend the meeting on 22 September 2022 due to prior commitments and short notice. My role as an observer allowed me to get in touch with the network, to appreciate some of the projects underway and to get to know the EFNC team in its most transparent way.
- A zoom meeting with management and coordination was also held on 11 October 2022 to present their current projects and the outline of the topics that the evaluation would have paid most attention to.
- On 2 December 2022, an update phone call from the Directorate provided me with information on the progress of some of the projects only named in the file submitted last July.
- On 2 December, I had a telephone conversation with former EFNC President Charles Bonaparte to discuss sustainable tourism and his present (and future) role in the EFNC and Cultural Route Destination Napoleon as founder and President for 18 years.

3. Questionnaire for network members

One aspect that I paid a lot of attention to during the evaluation was sustainable cultural tourism and the possibilities of developing tourism products.

As a partial complement to the lack of a field visit, I therefore decided to create a short questionnaire (9 questions in total) on a google form that I distributed among the 46 members of the EFNC on 7 December 2022 and that could be filled in anonymously (based on the contacts provided by the Cultural Route in the Excel sheet)

So far, about one fifth of the members have responded. The still modest number of responses does not surprise me as the members of the network are mostly local authorities and the contact person often mentioned is the mayor. Nevertheless, these results, although not statistically representative, confirm the respondents' awareness of the importance of the Napoleon Bonaparte theme for the authority or grouping they represent, in relation to the European values promoted by the Cultural Route and the Council of Europe, their idea of sustainable cultural tourism. The perception of the number of tourists in their places and their opinion on the tourism products I considered gave me suggestions about the importance of tourism for the members who responded and the potential of commercial-cultural promotion. The text of the questionnaire prepared by the evaluator in three languages (French, English and Italian) is reproduced here.

3.1 Text of the questionnaire

Presentation

You are a member of the Destination Napoleon network supported by the European Federation of Napoleonic Cities, labelled a Cultural Route by the Council of Europe in 2015.

Every three years, the European Institute of Cultural Routes entrusts an independent expert with the task of assessing compliance with the values and criteria for membership of the Cultural Routes of the Council of Europe label. As I am unable to receive feedback from each of you, I would ask you to answer these few questions. Your answers are very important for my final report to be rich in suggestions and to be useful both to the management of the Cultural Route and to each of you.

The responses are collected anonymously and the results will only be used in an aggregated form to prepare the final report to the Council of Europe. If you are interested in the results of the survey or have any doubts, please do not hesitate to contact me.

Thank you for your help!

1. Please indicate your agreement with each of the following statements about your membership of the European Federation of Napoleonic Cities and Destination Napoleon (Cultural Route of Europe) from 1 (strongly disagree) to 5 (strongly agree). Our membership is an opportunity to :
 - Sharing the common heritage of Napoleonic memory
 - Promoting European cultural identity for our citizens
 - Create tourism opportunities (tourism products, tours, festivals and/or new jobs) for our city
 - Developing transnational cooperation
 - Promoting European cultural identity to external visitors
 - Passing on the memory and heritage of Napoleon to younger generations
 - Better understanding of the common European Napoleonic heritage
 - Stimulating contemporary cultural and artistic practices
 - Attracting more tourists to our city

2. From 1 (very small) to 5 (very high), how would you rate the number of tourists who visit your city each year?
 1 2 3 4 5

3. I would like to know what type of tourism your city receives. What is the probability that you will receive the following type of tourists on a scale of 1 (very unlikely) to 5 (very likely)?
 - Mass tourism/large groups/organised tourist groups
 - Cultural tourism
 - Heritage tourism
 - Tourism at the battlefields
 - Historical tourism
 - Outdoor/adventure tourism
 - Schools
 - Eco-tourism
 - Families
 - Couples/single travellers
 - Other

4. From 1 (very low) to 5 (very high), in your opinion, sustainable cultural tourism concerns :
 - Limits to tourist numbers at cultural heritage sites
 - Bringing a balanced number of tourists to local communities
 - Informed visitation of cultural heritage and its transmission to future generations
 - To enable current generations of visitors to enjoy cultural heritage, without compromising the ability of future generations to know and benefit from cultural heritage

- Increase economic benefits to the local community.
5. Please consider developing a visitor product linked to the European Federation of Napoleonic Cities (supporting the Council of Europe's Destination Napoleon cultural route). Please rank from most likely (1) to least likely (7)
- Gastronomy - traditional products
 - Audiovisual products (series, films, podcasts, etc.)
 - Hiking trails
 - Live performance products (music, theatre, historical re-enactments, etc.)
 - Video games
 - Spirits or drinks
 - Cycling route
6. In your opinion and in a few words, what is the uniqueness of the Napoleonic heritage in your city?
Free response
7. Any other suggestions?
Free response
8. You are a member of the European Federation of Napoleonic Cities as:
- Actor of tourism
 - Local authority
 - Cultural institution/NGO
9. You are in :
- Germany
 - Belgium
 - Croatia
 - Spain
 - France
 - Greece
 - Italy
 - Montenegro
 - Poland
 - Portugal
 - United Kingdom

7. Annex 2: Expert assessment checklist

| EXPERT ASSESSMENT CHECK-LIST | | | | | | |
|------------------------------|--|---|---|----|-------------------|--|
| QUESTIONS | | | Yes | No | Comments (if any) | |
| 3.1 THEME | 1 | Does the theme of the Route represent a common value (historical, cultural, or heritage) to several European countries? | 1 | | | |
| | 2 | Does the theme of the route offer a solid basis for youth cultural and educational exchanges? | 1 | | | |
| | 3 | Does the theme of the route offer a solid basis for innovative activities? | 1 | | | |
| | 4 | Does the theme of the route offer a solid basis for cultural tourism products development? | 1 | | | |
| | 5 | Has the theme been researched/developed by academics/experts from different regions of Europe? | 1 | | | |
| 3.2 FIELDS OF ACTION | 3.2.1 Co-operation in research and development | 6 | Does the Route offer a platform for co-operation in research and development of European cultural themes/values? | 1 | | |
| | | 7 | Does the Route play a unifying role around major European themes, enabling dispersed knowledge to be brought together? | 1 | | |
| | | 8 | Does the Route show how these themes are representative of European values shared by several European countries? | 1 | | |
| | | 9 | Does the Route illustrate the development of these values and the variety of forms they may take in Europe? | 1 | | |
| | | 10 | Does the Route have a network of universities and research center working on its theme at the European level? | 1 | | The route has a network of universities, but still a specific research centre. |
| | | 11 | Does the Route have a multidisciplinary Scientific Committee? | 1 | | |
| | | 12 | Does the Scientific Committee work on its theme at the European level? | 1 | | |
| | | 13 | Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the theoretical level? | 1 | | |
| | | 14 | Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the practical level? | 1 | | |

| | | | | |
|--|----|--|---|--|
| 3.2.2 Enhancement of the memory, history and European heritage | 15 | Do the Route activities take into account and explain the historical significance of tangible and intangible European heritage ? | 1 | |
| | 16 | Do the Route activities promote the values of the Council of Europe? | 1 | |
| | 17 | Do the Route activities promote the brand of the Cultural Routes of the Council of Europe? | 1 | |
| | 18 | Does the route work in conformity with international charters and conventions on cultural heritage preservation? | 1 | |
| | 19 | Do the Route activities identify, preserve and develop European heritage sites in rural destinations? | 1 | |
| | 20 | Do the Route activities identify, preserve and develop European heritage sites in industrial areas in the process of economic restructuring? | 0 | |
| | 21 | Do the Route activities valorize the heritage of ethnic or social minorities in Europe? | 0 | |
| | 22 | Do the Route activities contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development? | 1 | |
| | 23 | Do the Route activities enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe? | 1 | |
| | 24 | Do the Route activities 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 | 25 | Are the youth exchanges (cultural and educational) planned to develop a better understanding of the concept of European citizenship? | 1 | |
| | 26 | Are the youth exchanges (cultural and educational) planned to emphasize the value of new personal experience through visiting diverse places? | 1 | |
| | 27 | Are the youth exchanges (cultural and educational) planned to encourage social integration and exchanges of young people from different social backgrounds and regions of Europe? | 1 | |

| | | | | | |
|--|---|-------|---|---|---|
| | | 28 | Are the youth exchanges (cultural and educational) planned to offer collaborative opportunities for educational institutions at various levels? | 1 | |
| | | 29 | Are the youth exchanges (cultural and educational) planned to place the emphasis on personal and real experiences through the use of places and contacts? | 1 | |
| | | 30 | Are the youth exchanges (cultural and educational) planned to set up pilot schemes with several participating countries? | 1 | |
| | | 31 | Are the youth exchanges (cultural and educational) planned to give rise to co-operation activities which involve educational institutions at various levels? | 1 | |
| | 3.2.4 Contemporary cultural and artistic practice | 32 | Do the Route's cultural activities promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries? | 1 | |
| | | 33 | Do the Route's cultural activities encourage artistic projects that establish links between cultural heritage and contemporary culture? | 1 | |
| | | 34 | Do the Route's cultural activities encourage innovative cultural and contemporary art practices* connecting them with the history of skills development? | 1 | |
| | | 35 | Do the Route's cultural activities encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?** | 1 | |
| | | 36 | Do the Route's cultural activities encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe? | 1 | |
| | | 37 | Do the Route's cultural activities encourage activities and artistic projects which explore the links between heritage and contemporary culture? | 1 | |
| | | 38 | Do the Route's cultural activities highlight the most innovative and creative practices? | 1 | |
| | | 39 | Do the Route's cultural activities link these innovative and creative practices with the history of skills development?*** | 1 | |
| | | 3.2.5 | 40 | Do the Route's activities (relevant to sustainable cultural tourism development) assist in local, regional, national and/ or European identity formation? | 1 |

| | | | | | |
|--------------------|--|----|---|---|--|
| | | 41 | Do the Route's activities (relevant to sustainable cultural tourism development) actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media? | 1 | |
| | | 42 | Do the Route's activities promote dialogue between urban and rural communities and cultures? | 1 | |
| | | 43 | Do the Route's activities promote dialogue between developed and disadvantaged regions? | 1 | |
| | | 44 | Do the Route's activities promote dialogue between different regions (south, north, east, west) of Europe? | 1 | |
| | | 45 | Do the Route's activities promote dialogue between majority and minority (or native and immigrant) cultures? | 0 | |
| | | 46 | Do the Route's activities open possibilities for co-operation between Europe and other continents? | 1 | |
| | | 47 | Do the Route's activities draw decision makers' attention to the necessity of protecting heritage as part of the sustainable development of the territory? | 1 | |
| | | 48 | Do the Route's activities aim to diversify cultural product, service and activities offers? | 1 | |
| | | 49 | Do the Route's activities develop and offer quality cultural tourism products, services or activities transnationally? | 1 | |
| | | 50 | Do the Route's activities develop partnerships with public and private organisations active in the field of tourism? | 1 | |
| | | 51 | Did the network prepare and use tools along the route to raise the number of visitors and the economic impacts of the route on the territories crossed? | 1 | |
| 3.3 NETWORK | | 52 | Does the Route represent a network involving at least three Council of Europe's member states? | 1 | |
| | | 53 | Was the theme of the route chosen and accepted by the network members? | 1 | |
| | | 54 | Was the conceptual framework of the route founded on a scientific basis? | 1 | |
| | | 55 | Does the network involve several Council of Europe member states in all or part of its projects? | 1 | |
| | | 56 | Is the network financially sustainable? | 1 | |

| | | | | |
|-------------------------|---------------|--|--|--|
| | 57 | Does the network have a legal status (association, federation of associations, EEIG,...)? | 1 | |
| | 58 | Does the network operate democratically? | 1 | |
| | 59 | Does the network specify its objectives and working methods? | 1 | |
| | 60 | Does the network specify the regions concerned by the project? | 1 | |
| | 61 | Does the network specify its partners and participating countries? | 1 | |
| | 62 | Does the network specify the fields of action involved? | 1 | |
| | 63 | Does the network specify its overall strategy in the short and long term? | 1 | |
| | 64 | Does the network identify potential participants and partners in Council of Europe member states and/or other world countries? | 1 | |
| | 65 | Does the network provide details of its financing (financial reports and/or activity budgets)? | 1 | |
| | 66 | Does the network provide details of its operational plan? | 1 | |
| | 67 | Does the network append the basic text(s) confirming its legal status? | 1 | |
| 3.4 COMMUNICATION TOOLS | 68 | Does the Route have its own logo? | 1 | |
| | 69 | Do all partners of the network use the logo on their communication tools? | 0 | |
| | 70 | Does the Route have its own dedicated website ? | 1 | |
| | 71 | Is it the website available in English and French? | 1 | |
| | 72 | Is it the website available in other languages? | 1 | |
| | 73 | Does the network use effectively social networks and web 2.0? | 1 | |
| | 74 | Does the network publish brochures on the Route? | 1 | |
| | 75 | If yes, are the brochures available in English? | 1 | |
| | 76 | If yes, are the brochures available in French? | 1 | |
| | For certified | 77 | Is the title of "Cultural Route of the Council of Europe" present on all communication materials (including press releases, webpages, publications, etc.)? | 1 |
| 78 | | Is the certification logo present on all communication materials? | 1 | Considering the network holder. Not all members. |

| | | | | | |
|--------------|--|----|---|-----------|--|
| | | 79 | Is the certification logo used in accordance to the guidelines for its use (size and position,...)? | 1 | |
| | | 80 | Are the logos (Cultural Route + certification logo) provided to all the members of the Route? | 1 | |
| | | 81 | Does the Council of Europe certification logo appear on road signs/ boards indicating the cultural route? | 1 | I have not been able to verify this personally, but it is indicated in the CR self-assessment. |
| SCORE | | | | 77 | 4 |

8. Annex 3: List of acronyms, figures and tables

1. List of acronyms

EFNC = European Federation of Napoleonic Cities

CR = Cultural Route of the Council of Europe

2. List of tables

Table 1 - Composition of the Scientific Committee of the Cultural Route

Table 2 - Composition of the CR Management Board

Table 3 - EFNC members by country and category at the time of application

Table 4 - EFNC partners by country and category at the time of application

Table 5 - New memberships since the last evaluation (2018-2019) - chronological order

Table 6 - Summary of recommendations and status of previous recommendations

3. List of figures

Figure 1 - Graph of the frequency of 'Napoleon' searches over the last five years

Figure 2 - Google Trends chart of 'Napoleon' searches by country

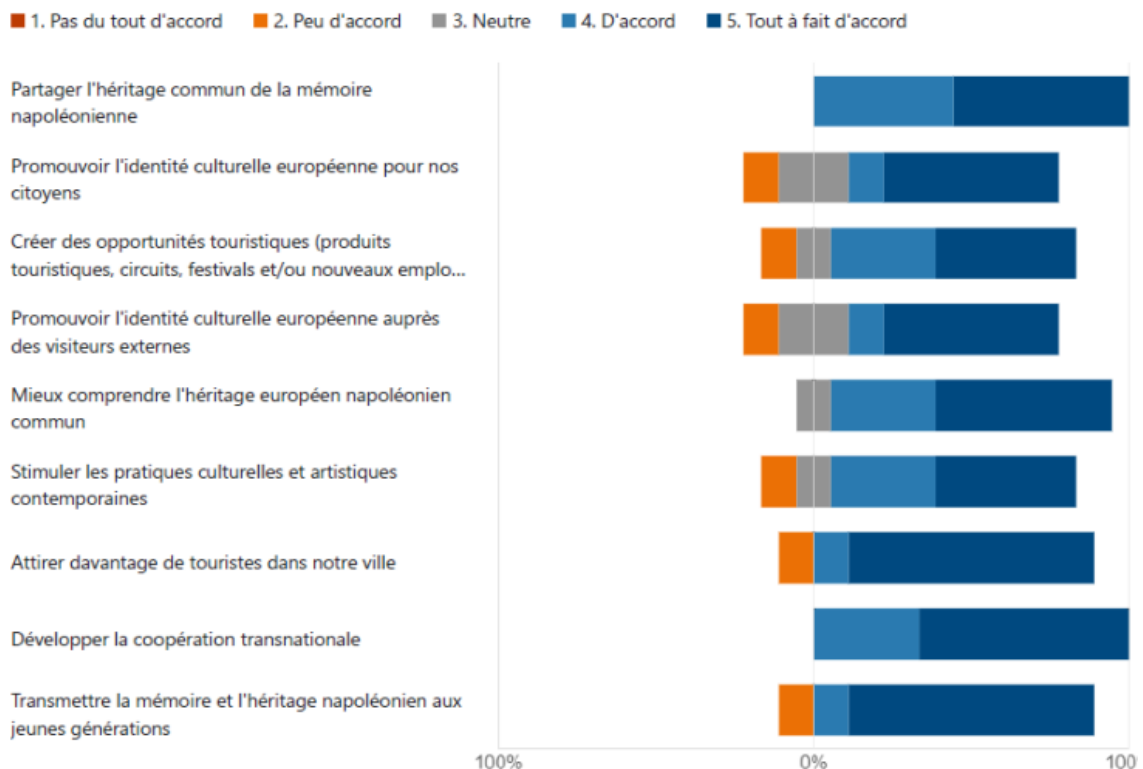
Figure 3 - The idea of sustainable cultural tourism

Figure 4 - Developing a product for visitors

4. Additional material

Questionnaire results tables (as of 9 December 2022)

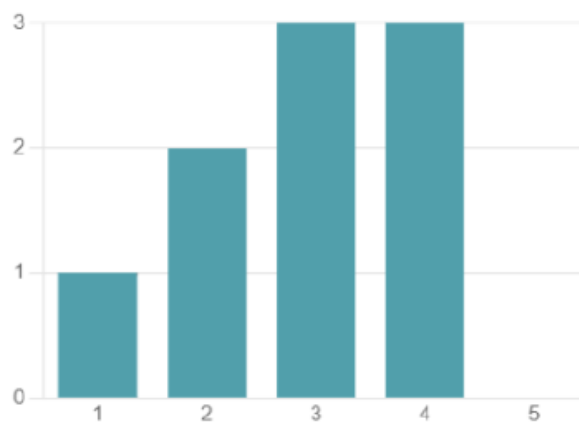
1. Veuillez indiquer votre accord avec chacune des affirmations suivantes concernant votre adhésion à la Fédération Européenne des Cités Napoléoniennes and Destination Napoleon (Itinéraire Culturel d'Europe) de 1 (pas du tout d'accord) à 5 (tout à fait d'accord). Notre adhésion est une opportunité pour :



Source: Evaluator's questionnaire to members of the EFNC-Destination Napoleon (N=9)

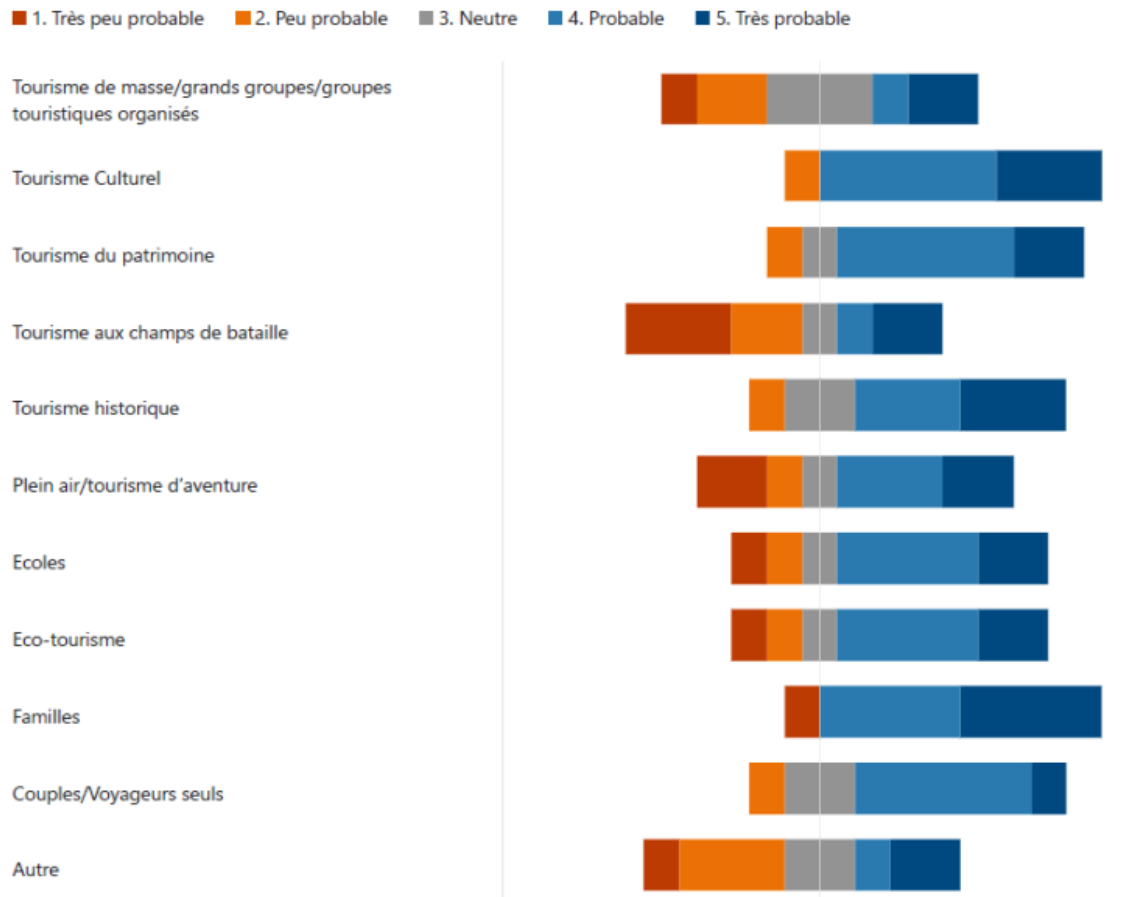
2. De 1 (très petit) à 5 (très élevé), que pensez-vous du nombre de touristes qui visitent votre ville chaque année ?

2.89
Valutazione media



Source: Evaluator's questionnaire to members of the EFNC-Destination Napoleon (N=9)

3. J'aimerais savoir quel type de tourisme reçoit votre ville. Quelle est la probabilité que vous receviez le type de touristes suivant sur une échelle de 1 (très peu probable) à 5 (très probable) ?



Source: Evaluator's questionnaire to members of the EFNC-Destination Napoleon (N=9)