

2022/23 ENG

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

Regular evaluation:

EUROPEAN ROUTES OF EMPEROR CHARLES V

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

“Cooperation Network of the European Routes of Emperor Charles V”

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ITINERA
CAROLUS V
IMPERATOR

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



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

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 the 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. Annex 1: Expert field visit and interviews with network management and network members
6. Annex 2: Expert assessment checklist
7. Annex 3: List of acronyms, figures and tables
8. List of references

1. Executive Summary:

The "Cooperation Network of the European Routes of Emperor Charles V" is a route built on the cultural and political legacy of the Emperor. His figure is known for being the heir-grandson of 4 European dynasties. "Charles V inherited a vast and very heterogeneous territory, and is considered by most historians to be the first Europeanist in history." ⁱ

The Network was declared a European Cultural Route in 2007; during these 15 years, we can see a positive evolution. It has 77 members, represented by 24 countries, most of which are research centers, universities, public bodies, and small municipalities.

It has a budget that guarantees its stability and continuity. "Cooperation Network of the European Routes of Emperor Charles V" participate in important European cultural, tourism, youth, and gastronomy programs.

"The Network has succeeded in bringing together actors commemorating an intersection of the past and promoting participatory approaches to the governance of cultural heritage." ⁱⁱ

They are prominent in cultural tourism, European heritage, research for development, and young Europeans. The theme of Contemporary Culture and Artistic Practices still needs to find its way.

As a Network, its European members know each other, and there is a positive atmosphere of Cooperation. It remains to develop intelligent strategies for projects in Latin America and Africa.

The communication tools have advanced positively; they have a website and an active presence on Digital Social Networks. A leap forward remains to be made in the field of digitalization. In this way, it is guaranteed to reach the younger generations and ensure its permanence.

In these times of climate and energy crisis, a product of our way of life, it remains to reflect on what it can contribute.

We can affirm that it is a Route with a solid commitment to work that represents the Council of Europe's values and has a long way to go. It is an excellent example of hard work, intelligence, and perseverance.

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.

The "Cooperation Network of the Routes of Emperor Charles V," also known as the "Route of Charles V", was created on April 25, 2007, in Medina de Pomar (Burgos-Spain).

It is a network that promotes the knowledge of the political and cultural legacy of the Emperor and his time. "It develops a wide work in the construction of a vast cultural and touristic program around the figure and work of Charles of Habsburg." ⁱⁱⁱ

"... the objective of the defense and promotion of the tourist, historical-cultural and economic resources of the European Routes of Charles V. It currently brings together more than 80 cities and historical sites, along the itineraries of Charles of Habsburg, between 1517 and 1557." It is a non-profit Civil Association since July 5, 2013. ^{iv}

Since 2015, it has been certified as a Cultural Route of the Council of Europe. As a Cultural Route of the Council of Europe, it promotes the knowledge of the political and cultural legacy of the Emperor and his time: "Emperor Charles V, together with the many countries that were part of his state, forged a distinctive European identity, uniting different regions and countries under the same regulations and values. Its heritage allows us to understand today's Europe better." ^v

The nature of its members "are cities, municipalities, institutions, and related organizations. In addition, there is the "Collaborating Members" figure, which has the same duties and rights." ^{vi}

Seventy-seven members conform to the Cooperation Network of the Routes of Emperor Charles V. Among them, 54 are Spanish, 17 are from the rest of Europe, three are from America, and three are from Africa. Among its members are representatives of municipalities, civil associations, research institutes, and universities.

Its organizational structure operates through a Board of Directors presided by a President, Vice-President, Secretary, Treasurer, and vocals. ^{vii}

Those responsible for the management to date is Miguel Ángel Martín Ramos, President, as Quintín Correas, managing director; Alicia López García, tourism technician. Vice-President Rosa Nicoletta Tomassone, Centro Culturale Internazionale Luigi Einaudi (Italy), Frédérique Honoré. Coudenberg Palace of Charles V in Brussels (Belgium).

The Technical Office is in Cuacos, Yuste, Spain.

3.- Main Body Evaluation

3.1 Cultural Route Theme

3.1.1 Definition of the theme of the route:

The theme of the Routes of Emperor Charles V is defined through the Emperor and his legacy. Based on the places, historical, civil and military events through which his reign took place, a Cooperation Network is conformed to remember his legacy and promote the values of the Council of Europe.

"The Council of Europe Cultural Routes are an invitation to travel and discover Europe's rich and diverse heritage, linking people and places in shared history and heritage networks. They put into practice the values of the Council of Europe: human rights, cultural diversity, intercultural dialogue, and mutual exchanges across borders.

" viii

This Cultural Route was declared in 2015; it has evolved favorably since then; the theme of the Emperor and his legacy has given it immediate recognition.

"Emperor Charles V, together with the many countries that were part of his state, forged a distinctive European identity, uniting different regions and countries under the same regulations and values. His legacy allows us to understand the Europe of today better. " ix

3.1.2 Historical and cultural context:

A brief account of the historical and cultural context during the reign of Charles V is an exciting exercise. His life and work were extensive, and choosing the most relevant events was challenging.

Charles V (born in 1500 in Ghent, Belgium, and died in 1558 in Yuste, Spain) is the heir of four dynasties: Hapsburg by his grandfather Maximilian I, Bogoña by his grandmother Mary of Burgundy, Aragonese by his grandfather Ferdinand the Catholic, and Castellana by Isabella the Catholic.

« It is well known that Charles of Habsburg is an important political, cultural and historical reference for many central European countries (Germany, Austria, the Netherlands, Belgium, Luxembourg...) but also for southern Europe (Spain, Portugal, Italy, Malta and North Africa). His presence and political heritage can be found in the numerous historical sites and cultural manifestations that keep the memory of this pan-European sovereign from the 16th century alive. His journeys through the continent are remembered as a symbol of unity for different regions and nations. » x

We can quickly understand him through his titles and possessions: Charles I of Spain and V of the Holy Roman Empire, from 1530, ruled the territories of Castile, Aragon, Navarre, Naples and Sicily, Sardinia, Valencia, Majorca, principality of Catalonia and the regions of the West Indies.

Charles V received a Renaissance education based on the humanities and religion with his Flemish-cosmopolitan origin.

"His heritage is to be found in the many historical sites and cultural manifestations that keep alive the memory of this pan-European sovereign of the 16th century. " ^{xi}

« During the reign of Charles V, more than 200 municipalities were founded in Europe, North Africa, the Mediterranean, and America. Various institutions were also created to promote the study and foster governance. » ^{xii}

A transcendental event was the expedition between 1519-22 and the maritime expedition led by Ferdinand Magellan and Juan Sebastian Elcano that completed the first circumnavigation of the earth.

After his death, his territories were divided among his son Philip II, king of the crowns of Castile and Aragon, Milan, and Naples. His brother Ferdinand I Archduke of Austria, king of Hungary and Bohemia. These events deeply marked European history, and from this moment on, these territories would never again be under the same government.

« His presence and political heritage can be found in the numerous historical sites and cultural manifestations that keep the memory of this pan-European sovereign from the 16th century alive. » ^{xiii}

3.1.3 Council of Europe values represented by the theme:

The values of the Council of Europe are present in this Cooperation Network. "Human rights, cultural diversity, intercultural dialogue, and mutual exchanges across borders." These values stand out, especially in our current political crisis in 2022. ^{xiv}

In these times, it is important to remember the "European Cultural Convention" text: Paris 19/12/1954. "The purpose of this Convention is to develop mutual understanding between the peoples of Europe and mutual appreciation of their cultural diversity, to safeguard European culture, to promote national contributions to the intersection of Europe's common cultural heritage while respecting the same fundamental values and to encourage, in particular, the study of the languages, history and civilization of the Parties to the Convention. The Convention contributes to concerted action by encouraging cultural activities of European interest." ^{xv}

Similarly, the Resolution of the Committee of Ministers CM/Res(2013)66, the objective of the APA is as follows: The Enlarged Partial Agreement on Cultural Routes of the Council of Europe (APA) established in 2010 "seeks to reinforce the potential of Cultural Routes for cultural cooperation, sustainable territorial development, and social cohesion, with a particular focus on themes of symbolic importance for European unity, history, culture, and values as well as for the discovery of lesser-known destinations."

"Emperor Charles V, together with the many countries that were part of his state, forged an unprecedented European identity, uniting different regions and countries under the same rules and values. His legacy allows us to better understand today's Europe." ^{xvi}

The Charles V Cooperation Network has demonstrated how, through a shared legacy, it is possible to develop projects that promote development and social cohesion and generate tools to face the challenges of the third millennium.

The Charles V Cooperation Network mobilizes and brings together many people, organizations, institutions, and structures in Europe and is present in America and Africa.

"The cultural diversity of the empire that Charles V built throughout his reign has become an everyday reality for most citizens of Europe today." ^{xvii}

3.2 Fields of Action:

3.2.1 Co-operation in research and development:

Research and development cooperation are carried out through the Scientific Committee, chaired by Mr. Alain Servantie, a specialist in Modern History from Belgium. The Scientific Committee is constituted of 21 representatives from all the European countries present in the network.

"The Scientific Committee has been working since 2007 in various fields of research on the figure of Emperor Charles V: his historical, political, and social life and the historical and artistic heritage preserved in the cities located along the Itineraries through Europe, as well as their potential exploitation from a tourist point of view. Over the years, the Scientific Committee has strengthened its role and its leading role in the development of activities along the Routes of Charles V". ^{xviii}

The Scientific Committee organizes forums with its members twice a year, changing the venue for each edition. In recent years, due to the health crisis, they are held online and annually. The specific topics to be worked on at these annual meetings are decided.

There is research work between network members located in different regions of Europe: the European and Ibero-American Academy of Yuste Foundation, the University of Granada, the University of Extremadura in Spain, and the Luigi Einaudi Cultural Center in Italy. All of these institutions enjoy solid prestige in the area.

A cooperation agreement signed with the Organization of Ibero-American States will provide a solid support for the development of joint projects.

Likewise, the participation of some Latin American universities could broaden the future research field.

The cooperation network has excellent potential for transversal work that could be formalized in the future through the joint participation of universities and municipalities.

European projects in which they participate:

EUROPEAN PROJECTS ^{xix}

- Erasmus+ KA105: Let's cook our heritage, let's cook our future
- Erasmus+ KA105: Circular Cultural Tourism
- Creative Europe: European Cultural Routes as key actors in the promotion of European cultural heritage (WalkEUR)
- Erasmus+ KA204: FAB Routes, Digital Skill to promote EU Cultural Routes.

- Erasmus +KA1 "Objective: volunteering"

"Objective: Volunteering" is a youth exchange developed under the Key Action KA1 of the Erasmus+ programme. The project will take place in the town of Villalar de los Comuneros (Valladolid, Castilla y León, Spain) during the month of March 2022 in a safe, inclusive and friendly environment conducive to non-formal learning and intercultural exchange.

3.2.2 Enhancement of the memory, history and European heritage.

"The promotion and enhancement of European history and cultural heritage is, without a doubt, a field of action of great importance for the project." ^{xx}

The figure of Charles V represents the last emperor who ruled vast territories in Europe, America, and Africa. For this reason, he is a well-known and familiar figure, especially in the European field.

"The Charles V Route connects many different cultural landscapes (coastal and inland), which are essential to understand the modern history of Europe and help to show the different dialectical relationships that, over the centuries, have existed between culture and nature."

The Cooperation Network of the European Charles V Routes (CNCV), carries out "Historical Recreations" in several European cities to commemorate special events related to Charles V.

"An example of this are the recreations that are carried out with great historical rigor by the territories of the Routes, to promote and enhance the historical memory of the life of the Emperor Charles V." ^{xxi}

A representative example is the historical re-enactment of the feast offered on June 2, 1549, by the Magistrate of Brussels in honor of Emperor Charles V, Duke of Brabant, his son Philip, Infante of Spain, and his sisters on the Grand Place in Brussels. This event takes place with more than 1400 participants in the city of Brussels. ^{xxii}

It was listed by Unesco as an Intangible Heritage on December 11, 2019. Ommegang means "walk around" Every year, on July 2; this event takes place with more than 1400 participants in Brussels.

"Europe preserves many historical sites and cultural manifestations that keep alive the memory of this sixteenth-century pan-European sovereign. His travels throughout the continent are remembered as a symbol of unity for different regions and nations."

European history and art are also present through the tangible and intangible properties declared by UNESCO. At the regional level, there is also the intergovernmental declaration of the European Heritage Label. On its website, there is a direct link that allows you to locate them in a friendly way through an interactive map." ^{xxiii}

The CNCV, participates in several European innovation and development projects. Especially in the areas of tourism, gastronomy, art, and youth. These projects are also an excellent opportunity for exchanges with other European cooperation networks.

3.2.3 Cultural and educational exchanges for young Europeans.

Young people are the future; therefore, promoting cultural and educational exchange is one of the most powerful tools to consolidate the end with integral, global, and diverse citizens.

In the projects developed by the Network, we can observe a clear vocation for integrating young people. In its 2022-24 operational programs, educational exchange and training projects for young people are already defined.

Quoting a paragraph from the evaluator of the previous cycle: "The heritage around the theme of the Route is an educational asset that the members of the Network should value" ^{xxiv}

"The Routes of Emperor Charles V are illustrative of European cultural memory and heritage and contribute to interpreting the diversity of today's Europe. Renaissance culture and pan-European feeling are the basis of this project in a multidisciplinary way, in the form of educational and cultural exchanges - especially for young people - in line with the philosophy and concerns of the Council of Europe in this field." ^{xxv}

The Cooperation Network of Charles V, CNCV, participates in European projects to be implemented between 2022 and 2024, specifically focused on the inclusion of young people, such as Erasmus+, KA2: Project Youth4Culture and Erasmus + KA1 project.

As a specific example, they present the pilot project carried out in the Institute of Jarandilla de la Vera (Cáceres-Spain) ^{xxvi}

The development publishing project for children is another case to mention, for example, "Charles V and La Vera", which is provided as an annex to this evaluation.

It is noted that the significant development of the European projects will take place between 2022 and 2024. Therefore, it is suggested to define a publishing strategy and its implementation for the next five years.

Including new technologies that are easy to implement, such as QR codes and other user-friendly formats, can facilitate their integration and training.

3.2.4 Contemporary cultural and artistic practice:

When we refer to contemporary cultural or artistic practices, we refer to techniques developed since the 20th century. Therefore, this point appears outside the immediate context of the Cooperation Network.

The document (*) indicates that we should see the Annual Report, Annex 4. However, we did not find any direct reference to it.

Victoria Ateca's evaluation "indicates that contemporary artistic creation (such as visual arts) is not explicitly contemplated in the Network's actions".

Indeed, this activity is not in its definition nor in the general or specific objectives.

In some paragraphs, historical festivals, equestrian events, or gastronomic events are included in this topic. However, these events are framed in the direction of Cultural Tourism.

"Contemporary cultural and artistic practice, In this field of action, the projects must:
- give rise to debate and exchange, in a multidisciplinary and intercultural perspective, between the various cultural and artistic expressions and sensibilities of the different countries of Europe;" (*) CMRes (2013) 67E

I suggest reflecting on this topic within the Scientific Committee and analyzing its relevance for the Network. It is possible to ally with a contemporary art museum or a video or art installation contest on the "Legacy of Charles V in the 21st century".

3.2.5 Cultural tourism and sustainable cultural development.

Cultural tourism and sustainable cultural development are among the most ambitious objectives of the Council of Europe. This point is one of the main strengths of the RCCV.

Concerning the criteria established in the Resolution of the Council of Europe: CMRes (2013) 67E.

"5. Cultural tourism and sustainable cultural development. In this field of action, projects shall. - promote dialogue between urban and rural cultures, between the regions of southern, northern, eastern and western Europe, and between developed and disadvantaged areas;" (*) Council of Europe Resolution: CMRes (2013) 67E.

"... are concerned, in the field of cultural tourism, with raising public awareness, drawing the attention of political decision-makers to the need to protect heritage in the context of the sustainable development of the territory and seeking to diversify both supply and demand, to encourage the development of quality tourism with a European dimension;" Council of Europe Resolution: CMRes (2013) 67E.

As an outstanding example of the RCCV we have the agreement signed with the Secretary of State for Tourism of the Government of Spain and the attendance to international fairs to promote tourism products.

Another important initiative is the "Carlos V" Tourism Product Club. This is a "Club of Excellence in Hospitality, Handicrafts, and Agri-food" made up of 6 quality seals: Imperial Accommodations, Imperial Cuisines, Imperial Handicrafts, Agri-food Products, Associated Establishments and Museums or Interpretation Centers. Part of the promotion and graphic image of the project has been developed. It has already been implemented in some premises. For example, in Medina del Campo we dined in one of the restaurants with this seal of gastronomic distinction.

"One recent projects is the one signed with the National Associations of Equestrian Tourism of Spain and Portugal to carry out joint projects between Spain and Portugal."

European projects with the theme of sustainable tourism where the RCCV participates; for example, Erasmus+ KA105: Let's cook our heritage, let's cook our future, Erasmus+KA105: Circular Cultural Tourism, Creative Europe: European

Cultural Routes as key players in the promotion of European cultural heritage (WalkeUR).

Cities, municipalities, or events related to Charles V have been identified to investigate or celebrate some tourist or cultural events. An example of this is the Historical Festivals that are celebrated in many cities.

Especially relevant is the one represented by the association that organizes the Ommergang in the city of Brussels, a UNESCO Intangible Heritage.

3.3 Cultural Route Network:

The Cultural Itineraries Program of the Council of Europe certified the Route of Charles V in 2015. It has seven years of experience and has survived the social and economic crisis, which meant the pandemic.

Resolution CM/Res (2013)66 confirms establishing the Enhanced Partial Agreement on Cultural Routes (EPA).

It reads: Having regard to the success of the Council of Europe's Cultural Routes Programme, based on Resolutions CM/Res (2010)52 and CM/Res (2010)53 on the Council of Europe's Cultural Routes, which have become an essential tool for raising awareness of shared European heritage as a cornerstone of European citizenship, a means of improving the quality of life and a source of social, economic and cultural development."

The Charles V Cooperation Network stands out within the Network for its constancy and recognition.

Proof of this is the "Charles V European Award" proposed by a jury composed of renowned personalities.

The Charles V European Award represents the spirit of building a united Europe.

"Countries crossed or including a network member (in alphabetical order): Spain, Germany, Italy, France, Portugal. Countries involved in the Scientific Committee (in alphabetical order): Spain, Germany, Italy, France, Portugal, Luxemburg, Austria." ^{xxvii}

Therefore, the Cooperation Network of the Routes of Charles V represents a successful experience contributing to European social and cultural cohesion. Likewise, we can confirm that it complies with the requirements in the Partial Agreement indicated in the resolutions mentioned above.

3.3.1 Overview of institutional /legal structure of the network

The Cooperation Network of the Routes of Charles V has legal personality as a non-profit Civil Association, since July 5, 2013. It was registered in the National Registry of Associations of Madrid, Spain.

It has held 8 General Assemblies since 2020. Some articles of its statutes have been modified according to compliance with current legal regulations. They are attached to the evaluation.

3.3.2 Overview of the financial situation of the Network: working with an external consultant to manage the financial situation of the Network.

According to the data provided, the Network's financial situation is in good health. It covers its basic operating costs and receives resources from European Funds for project implementation.

Its permanent staff includes an external consultant who manages the projects with European funds. The RCCV has generated a positive result in 2022 income of more than 96,000 Euros and guaranteed funding until 2024. (*X) COOPERATION NETWORK 2022 Expenditure Forecast.

Applying for European projects requires dedication, perseverance, and networking, so accessing these projects is a positive formula.

The annual cost of these personnel represents a favorable balance since their yearly fee is 96,000.

The following is the expected income for 2022-24. Cooperation Network of Charles V Routes 2019, 2020, 2021. List of annual accounts (Balance Sheet). You can see in the table in point 8. "Cooperation Network of Charles V Routes 2019, 2022, 2021. List of annual accounts (Balance Sheet).

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

At the time of this evaluation, the Network is made up of 77 members from 13 countries. Spanish members (54), other European members (17), African members (3) and American members (3).

The universities or research centers are (5) Including those who have applied for membership for the General Assembly to be held in Medina del Campo.

New members such as Talavera de la Reina, the Cantabrian Rural Association Saja Nansa, the Costureras de Medina del Campo Cultural Association and the San Marcos University of Lima, Peru, join other American members such as the city of Panama and the Foundation of the Chronicle of the City of Veracruz.

We quote a comment from the evaluator of the previous Cycle: "A brilliant strategy has been the identification of the universities that were founded under the mandate of Emperor Charles V". ^{xxviii}

Conclusions and recommendations to promote the incorporation of other small non-Spanish municipalities. Similarly, to develop themes of intersection between universities and municipalities.

The participation of organizations with different vocations in the same platform, in my opinion, gives it a very positive strength. This characteristic makes it a little slower at the operational level, but it also gives it efficiency for the development of cross-cutting projects.

This characteristic makes it robust and efficient to fulfill its mission.

The title of the Network clearly indicates its vocation, Cooperation Network; the participation of members that have a very different mandate working for the same objective.

3.3.4 Network extension since last evaluation

In relation to the total number of members, we can observe in the evaluation of the 2018-19 Cycle, the Network was constituted by 67 members in 11 countries.

A remarkable increase in membership is evident since its last evaluation, at the time of writing the Cooperation Network is composed of members from 10 countries. The presence of 16 additional members in total is a positive aspect that highlights the favorable evolution and the respect that the Network has earned.

Likewise, the entry of universities and the participation of high-level organizations such as the Yuste Foundation, give the network the basis to continue with the development and consolidation of the network.

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

Network expansion strategy for the next three years:

The expansion of the Network, is guided under 3 strategies, the entry of new members, especially Universities, the participation of Ibero-American cities founded during the Reign of Charles V and the participation in European programs that provide economic resources.

The members in the process of joining the network and/or potentially interested in joining in 2022, will be approved during the next General Assembly to be held in Medina del Campo (*) November 5, 2022.

- 1.- University of San Marcos, Lima Perú.
- 2.- Universidad Autónoma de México, Mexico D.F.
- 3.- City of Bergues, Bergues France.
- 4.- City of Granada, Granada Spain
- 5.- City of Veracruz, Veracruz, Mexico.
- 6.- Universidad de Cristóbal Colón, Veracruz Mexico

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.)

In relation to the communication tools developed by the Network, a favorable evolution can be noted with respect to the previous evaluation.

The web page, a basic tool that existed previously, is in 4 languages. It is well positioned, because when you click on it, it takes you directly to the Web, and it does so in the first position (you have to pay for this function).

Its main tab is determined by 7 well identified main points, the first one being the **Charles V** Cooperation Network.

There are also tabs with information about members, groups, activities, points of interest, tourism and Carlos V. It is remarkable its connection with the Unesco World Heritage sites, the direct links to the different social networks.

In particular, the Tourism tab takes us directly to another page where the main tourist products are described in a very friendly way. ^{xxix}

In relation to the presence in Social Networks we can see that there is a person on the staff, with the role of Community Manager.

The favorable evolution in the social networks can be seen in the results of the attached statistics. It is possible to compare numbers for several years and observe improvements Social Networking Statistics.

Publications and other communication materials: delivered as annexes we can highlight those delivered as support to the evaluation.

Cartography Update: A Tourist Map has been designed describing the Routes of Charles V in Spain, indicating cities and towns.

Tourist brochures A6- Road Trips, in English.

Verona Travel: Circuits in Spain and Portugal, in English.

Emperor's Routes Graphic Identity Manual.

Logo Manual for the Routes of Charles V.

Official brochure

Image of the Turist product club

Didactic publications for children: Carlos V and La Vera, in Spanish.

Indirect publications with partners such as the Yuste Foundation and others at national and regional level.

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

In order to verify the correct compliance with the guidelines for the use of the logo according to the Regulations of the Cultural Routes Partial Agreement: "Guidelines for the use of the Logo "Cultural Route of the Council of Europe" November 2019", the following is indicated:

"The logo must be prominently displayed next to the Cultural Routes of the Council of Europe own logo on all information material produced (print, video, digital, online, etc.) in accordance with the general requirements on the use of the Council of Europe logo. Colour and black-and- white versions can be sent upon request by the EPA Secretariat. Position of the "Cultural Route of the Council of Europe" logo to be displayed next to the Cultural Route own logo..."

The following documents, promotional material and digital publications have been reviewed:

The official website: Routes of the Emperor - *Itinerary Charles V (itineracarolusv.eu)*, the logo of the Itinerary and the logo of the Council of Europe are present on the header of the main page, but they are of different sizes. On the last page, next to the contact information, they appear in the same size.

The banner of the General Assembly, held in November 2022, in Medina del Campo, it was observed that the logos are positioned in shape, design and size according to the indicated regulations.

In the material located as an annex in the "Regular Evaluation", under the name "Direct Publications": "The Emperor who meditated in La Vera". Compliance with the guidelines for the use of the logo, in terms of form, design and size is observed.

4. Conclusions and Recommendations:

Regarding the theme of the Cultural Route of the "Network of Cooperation of Charles V" RCCV, we can affirm the information available in the digital social networks and the information gathered during the field visit that it is solid and consistent theme.

The figure of Emperor Charles V is recognized at the European and international levels. The historical, civil, and military events that happened during his reign undoubtedly left a mark on the European continent.

As stated on the website of the Institute of Cultural Routes, "his figure contributed to forging the European identity." In his figure are recognized the Belgians, Germans, Spaniards, Flemish, Italians, and others.

As for the strength of the theme outside Europe, I recommend defining a strategy that should be adapted to each destination. Even within Ibero-America, there are different profiles that must be treated in a specific way.

In relation to theme II, "Fields of action", encompasses 5 points that were developed in the body of the evaluation; we can mention the first point: "Cooperation and research for development," is a work that is developed mainly through a Scientific Committee.

The bases of the functioning of this Committee are explained in the body of the evaluation. It is essential to highlight the presence of some members of the Network with a solid background in the area of research, for example, the European and Ibero-American Academy of Yuste Foundation and other Universities.

This Network offers an opportune space to demonstrate how the research thought from specialized centers can provide practical tools to support practical fieldwork, recreations, dissemination, or other projects.

I also suggest introducing the topic of Sustainable Development and Climate Change as issues to be addressed from the academic field and practical work.

The contribution to the cross-cutting work that the Scientific Committee can provide should be thought of in the long term and undoubtedly offers positive results.

In order to develop this type of work, additional incentives should be provided, and the workload of each member of the Network should increase considerably.

In relation to the "Valorization of European memory, history, and heritage", we can observe that the European feeling is very strong in the Network.

The figure of the European Emperor is a powerful tool that can contribute to European social and territorial cohesion.

Historical re-enactments are the most popular and require an essential logistical effort on the part of the Network. In the same way, the tangible and intangible assets declared by Unesco are also present in some maps and tourist documents.

It is suggested to incorporate small municipalities through some cultural assets of the time. This action promotes decentralization and offers tools for the development of weaker municipalities.

In relation to European cultural and educational exchanges for young Europeans, we can mention that in the previous evaluation, this point was very poorly rated. However, we can say the positive progress in the subject.

Participation in European programs such as Erasmus+ and other tourism and heritage networks. This gives immediate access to similar networks and programs. The most important results are expected in 2024.

The presence of educational programs in Spanish schools is not yet as strong as required. Publications for children are an essential step forward but require additional impetus. Specifically, I suggest developing friendly topics or games based on digitization.

Contemporary culture and artistic practice, as mentioned in the body of the evaluation, are not mentioned in any of the objectives or goals of the RCCV.

The character of the Network has a profile more related to history and territorial cohesion than to contemporary artistic creation.

I suggest that the feasibility of this topic be analyzed at the next general assembly and evaluate the viability of dedicating time and resources.

Cultural tourism and sustainable cultural development:

Cultural tourism is undoubtedly one of the main strengths of the RCCV. It is explicitly mentioned in the Resolution of the Council of Europe: CMRes (2013) 67E.

RCCV has at least 5 European projects and other projects that have to do with "tourism products," described in the evaluation body. It also has direct involvement with tourism promotion agencies in some of the partner countries.

The historical recreations are undoubtedly one of the most important of the continent, Ommergang, in Brussels, with Unesco recognition.

What is not clearly observed in the projects is the term sustainable cultural development, "Sustainability, with the criteria of sustainable development of the UN," that is to say, that minimizes the impact on the environment and local culture and contributes to generating income for the local population. I suggest evaluating this topic in terms of the European projects, which will end in 2024.

By way of reflection, to close this topic, I would like to mention the climate and energy crisis that significantly affects Europe but which we are experiencing all over the planet. To seriously reflect on what the RCCV can contribute to this issue for the next period.

Concerning the recommendations and conclusions on criterion III, Network of Cultural Routes, we can affirm that after seven years of receiving its certification as a Cultural Route of the Council of Europe, it is one of the most consolidated.

It has a budget that guarantees its economic sustainability for the next three years.

After the difficult times during the confinement and the pandemic, they have managed to keep the management up to date. Membership has increased compared to the last evaluation.

It is still observed that the majority of the members are Spanish, 17 (see table). This is a strength. Most of these members are small municipalities or villages along one of the two routes the emperor traveled through this region. From the Cantabrian Sea to the center of Spain when he came from the Low Countries (*) see Maps. In other words, these towns conform to the end of a maritime route from the Low Countries to Spain.

This great variety of municipalities of different conditions and sizes offers innovative opportunities for rural development or areas at risk of depopulation.

In the same way, the project to consolidate a relationship with Ibero-America is beginning to yield results, Fundación de la Crónica de la Ciudad de Veracruz. Veracruz, Universidad de San Marcos de Lima, as well as Panama City, belong to the Network. It is necessary to define medium-term objectives and strategies.

In my opinion, it is convenient to legally define the options for financing programs in this region. Each country has different regulations, and it is usually a complex legal and operational issue.

We can say that the use of Communication tools has been an issue that has improved remarkably. Since the previous evaluation, it has its own Identity and the use of the Identity follows the indications of the Council of Europe.

The web page (*) is a tool that offers basic information and links for those who are interested, it is available in 4 languages. The name of the Official website is not easy to find and, in the search that I made from my computer in Spain, it does not appear in a favorable position (this position must be paid to Google) <https://www.itineracarolusv.eu/>
The information that appears in social networks is very active and has a consolidated history. The RCCV has an interesting variety of tourist brochures and information about the Route. In the places where I was, Guadalupe and Medina del Campo, I didn't observe informative devices about the Route.

The previous evaluation suggested implementing a system of indicators and monitoring. This recommendation is still valid.

As a final recommendation, I suggest adapting the physical information to the digital one. Apps, QR codes, and links to Google Maps are standard tools used at these times.

Finally, we can conclude that the Carlos European Routes Cooperation Network is an example of success, the result of perseverance, creativity and hard work.

There is still a long way to go, but it is an example that can be disseminated as an example for the rest of the world.

Criteria	Recommendations Previous evaluation 2018-19	Has the route addressed the recommend ation since the last evaluation?		Recommendations Current evaluation 2022-2023
		YES	NO	
Cultural Route Network	<p>Further efforts should be made as to increase the number of members or the geographical coverage of its members in the other European Countries.</p> <p>The Network was constituted by 67 members in 11 countries.</p> <p>One of the strongest fields of action is cultural heritage research. The incorporation of the universities of the Caroline Foundation into the Network could partially contribute to this field of action.</p>	<p>X</p> <p>X</p>		<p>As for the large presence of a large number of Spanish members, we can see that these are small municipalities. They are the final part of a Maritime Route of some of the Emperor's voyages from Flanders to Spain. It can be a good example to promote territorial cohesion and improve areas at risk of depopulation.</p> <p>The Network is made up of 77 members from 13 countries.</p> <p>We can observe new members, especially from European and Latin American universities.</p>
Cooperati on in research and developm ent	<p>Improve a better and un-centralized communication between the Scientific Committee and the members.</p> <p>The management and administration of the Network should probably provide better guidance about how to contribute and take benefit of the opportunities arising from international cultural cooperation.</p>	<p>X</p> <p>X</p>		<p>I observed that the Scientific Committee has held a large number of meetings and has expanded its membership. Despite the difficulties caused by the pandemic.</p> <p>We have noted that the RCCV is involved in many projects with European funding until 2024.</p>
Cultural and Educationa l Exchanges of Young Europeans	<p>Create cultural and educational exchanges for young people.</p> <p>The full educational potential of the Route (both in formal education and in informal exchange processes) is still to be unlocked. The Network could identify bilateral cooperation opportunities for members of the Network with similar needs. The incorporation of higher</p>	<p>X</p>		<p>There are pilot programs in some schools in Spain and other educational publications for children.</p> <p>Promoting digitization and new partnerships in educational programs can be a great leap forward.</p>

	education institutions could help to contribute to this line of action and to bring together educational institutions from different countries and levels.			
Contemporary culture and artistic practice	This expert would recommend leaving all other Tourism Product Clubs on stand-by and focusing on the Imperial Kitchens initiative.	X		<p>In the previous evaluation, the development of gastronomic initiatives was included in the development of contemporary creative activities.</p> <p>We can see that the corporate image of the tourism products are very advanced. We even dined in a restaurant with this distinction in Medina del Campo.</p> <p>I suggest that the feasibility of this topic be analyzed at the next general assembly and evaluate the viability of dedicating time and resources.</p>
Cultural tourism and sustainable cultural development.	Given the composition of the Network and the location of its members, cultural tourism and the Route can be a useful cultural asset to achieve sustainable cultural and socio-economic development.	X		<p>European projects currently underway and due to end in 2024 include some of these elements.</p> <p>Promote projects with a clear definition of "Sustainable development" according to UN criteria "that minimizes the impact on the environment, culture and contributes to generating income for the local population."</p> <p>The climate and energy crisis that significantly affects Europe but that we are experiencing all over the planet. To reflect on what the RCCV can contribute to this issue for the next period.</p>
Communication tools	<p>Create a website common to the Cultural Route members.</p> <p>The Network could provide its members with updated and easy to edit information, so that they can update the general information of the Route in their individual websites.</p>	X		<p>The web page is a tool that offers basic information and links for those who are interested, it is available in 4 languages. They have links to easily communicate to other related programs.</p> <p>Significant improvements could be made by including a database on the Emperor and his era to support further research on the subject.</p>

7. Annex 1: Expert field visit and interviews

Field visit of the expert and interviews with the management and members of the network. The field visit took place in Medina del Campo between Friday, November 4 and Sunday, November 6, 2022.

The reason for the visit was the celebration of the General Assembly of the Cooperation network and the "historical recreation" with the parade of the passage of Charles V through the town.

Friday, November 4 was the arrival night. Saturday was the visit to the Castillo de la Mota and the Assembly was held. Sunday was the Historical Festival.

It was decided to conduct informal interviews at this time. The objective was to get to know the human quality of the people.

The president of the network, Miguel Angel Martin, was present. Also present was the manager or director of the network Quintin Correias,

Members of the network from at least 3 different countries: Italy: Rosa Tomasone, Belgium: Sophia Buchard, and from Spain Carlos Belloso and Pilar Gutierrez, Deputy Mayor of San Vicente de la Barca.

It is important to note that Miguel Angel Martin resides permanently in Brussels, an excellent bridge between the network and the decision-making places.

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	
		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 Co-operation in memory, culture and 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	1	

			Council of Europe?			
		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?		1	
		21	Do the Route activities valorize the heritage of ethnic or social minorities in Europe?		1	
	3.2.3 Cultural and educational exchanges of young Europeans	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	
		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	1		

development			various levels?			
		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		
	3.2.4 Contemporary cultural and artistic practice	31	Are the youth exchanges (cultural and educational) planned to give rise to co-operation activities which involve educational institutions at various levels?	1		
		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		
		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?		1	
		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?	1		
	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		
	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		
	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		
	SCORE		65	16	

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

Table 1:

Table 2:

9. List of references.

ⁱ Document 1 Certification Cycle 2022-2023. Type of evaluation: regular 3-year evaluation. Historical and cultural context.

ⁱⁱ Victoria Ateca. Cultural Routes of the Council of Europe. Evaluation Cycle 2018-2019. Expert report

ⁱⁱⁱ Cooperation Network of the Carlos V Routes, 05.12.2022 <http://www.itineracarolusv.eu/red-de-cooperacion-rutas-carlos-v/>

^{iv} Estatutos de la Red de Cooperación de las Rutas Europeas del Emperador Carlos V.

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- ^v Cooperation Network of the Carlos V Routes, 05.12.2022 <https://www.coe.int/es/web/cultural-routes/the-european-routes-of-emperor-charles-v>
- ^{vi} Title IV, Article 11. Statutes of the Cooperation Network of the Routes of Emperor Charles V.
- ^{vii} Estatutos de la Red de Cooperación de las Rutas Europeas del Emperador Carlos V.
- ^{viii} European Routes of Carlos V. Cultural Routes.About. 04.12.2022. <https://www.coe.int/es/web/cultural-routes/about>
- ^{ix} European Routes of Carlos V. Cultural Routes.About. 03.12.2022. <https://www.coe.int/es/web/cultural-routes/the-european-routes-of-emperor-charles-v>
- ^x Description. Certification form - Cultural Routes of the Council of Europe Certification Cycle 2022-2023
- ^{xi} Certification form - Council of Europe Cultural Routes Certification cycle 2022-2023. Description.
- ^{xii} Certification form - Cultural Routes of the Council of Europe Certification Cycle 2022-2023. Definition of the cultural route.
- ^{xiii} Certification form - Cultural Routes of the Council of Europe Certification Cycle 2022-2023. Description.
- ^{xiv} European Routes of Carlos V. Cultural Routes. Who we are. 05.12.2022. <https://www.coe.int/es/web/about-us/who-we-are>
- ^{xv} European Routes of Carlos V. Cultural Routes. Convention. 08.12.2022. <https://www.coe.int/en/web/conventions/full-list?module=treaty-detail&treatynum=018>
- ^{xvi} European Routes of Carlos V. Cultural Routes. <https://www.coe.int/es/web/cultural-routes/the-european-routes-of-emperor-charles-v>
- ^{xvii} Victoria Ateca. Cultural Routes of the Council of Europe. Evaluation Cycle 2018-2019. Expert report
- ^{xviii} Certification form - Council of Europe Cultural Routes Certification cycle 2022-2023.
- ^{xix} Action Plan of Cultural Routes of Emperor Charles V for 2022-2024 Period
- ^{xx} Document 1, Certification cycle 2022-2023 Type of evaluation: Regular 3-Year Evaluation
- ^{xxi} Document 1, Certification cycle 2022-2023 Type of evaluation: Regular 3-Year Evaluation
- ^{xxii} <http://www.ommegang.be/>
- ^{xxiii} Document 1, Certification cycle 2022-2023 Type of evaluation: Regular 3-Year Evaluation 3.1.
- EUROPEAN VALUES
- ^{xxiv} Victoria Ateca. Cultural Routes of the Council of Europe. Evaluation Cycle 2018-2019. Expert report
- ^{xxv} Certification form - Council of Europe Cultural Routes Certification cycle 2022-2023 3.4. Youth participation.
- ^{xxvi} Action Plan of Cultural Routes of Emperor Charles V for the 2022-2024 Period.
- ^{xxvii} Document 1 Certification Cycle 2022-2023.Type of evaluation: regular 3-year evaluation. Point H.
- ^{xxviii} Victoria Ateca. Cultural Routes of the Council of Europe. Evaluation Cycle 2018-2019. Expert report
- ^{xxix} European Routes of Carlos V. Quienes somos. 08.12.2022 <https://www.theroutesofcharlesv.com>