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

Regular evaluation:

IN THE FOOTSTEPS OF ROBERT LOUIS STEVENSON

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

In the footsteps of Robert Louis Stevenson

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**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.*

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1. Executive Summary

The latest evaluation report of the Cultural Route "In the footsteps of Robert Louis Stevenson" conducted by the expert Monsterrat Crivillers Simon with reference to the period 2016/2018 has indicated a number of territorial malfunctions that need to be re-examined in order to allow for the continued development of the network. The expert suggests:

- The setting up of a scientific committee aiming at establishing the actions of the network and promoting the development of the theme on a scientific basis;
- The creation of products around Stevenson's figure in order to ensure the financial profitability of the network;
- Improvements in the promotion and visibility of the network;
- Expanding partnerships, strengthening existing collaborations and increasing exchanges;
- The promotion of exchanges between cultural routes.

Throughout this evaluation, field visits, analysis of audiovisual material, participation in the General Assembly meeting in 2022¹, as well as interviews with stakeholders indicate that the recommendations made have been seriously taken into account, thus framing a series of concrete and effective actions. Despite the difficulties experienced during the last triennium linked to both the Covid19 pandemic and the network's internal financial constraints, remarkable progress has been made, particularly in terms of building scientific partnerships. Communication and visibility of the network remain a challenge, but one that was seriously discussed during the General Assembly and for which provisions were adopted. Exchanges have visibly broadened, but they have not taken all the directions indicated in the previous evaluation. There are, however, other aspects to consider, and other strands of work emerge from our analysis of the network's performance. We therefore suggest:

- Reinforcing the coherence between the Route and the values supported by the Council of Europe in the framework of the Cultural Routes policy;
- Product development in connection with Stevenson. The recommendation was made in the previous evaluation report, but the problem persists.
- The promotion of actions to disseminate knowledge about Stevenson in schools, colleges and high schools. The recommendation is addressed to the whole network, and in particular to the Edinburgh group.
- The reinforcement of social inclusion and disability actions on certain sections of the Route, notably in Fontainebleau, the Highlands, the Northern Canals and Edinburgh.
- The dissemination of the Route and the integration of communication actions concerning the Cultural Route.
- Efforts to promote a regional grassroots dialogue to mobilise the mayors of the towns and villages along the Route.
- The resumption of links with the city of Bad Homburg and the strengthening of the partnership with Belgium, in particular the city of Brussels.
- Negotiation on the membership of the commune of Hyères and development of the partnership with Menton in France.
- Maintaining links with the territory by getting closer to local actors; a suggestion addressed to groups in the UK, especially in the Highlands.

This report will deliver in a few pages the solutions provided by the network in order to respond to Mrs Simon's recommendations and will indicate the current difficulties, as well as the aspects to be improved within the framework of the projects carried out by the network.

¹ The last General Assembly of the Stevenson network took place in the towns of Longueil-Annel and Thourotte in the Oise department in France between 28 and 30 October 2022.

However, two forewords are essential for its reading. Firstly, it is essential to take into account the impacts caused by the Covid19 pandemic on actors and territories linked to collective activities, but particularly those of an associative nature. Secondly, it should be pointed out that most of the malfunctions indicated in this report were identified by the members of the network, who seriously discussed them during the last General Assembly.

A third point is important. The absence of information on the towns of Chatillon-sur-Loire and Bad Hombourg, as well as on the Royal Nautical Club of Brussels, is due to the difficulty of establishing contact with the network's referent in each of these territories. However, Chatillon-sur-Loire sent a representative to the 2022 General Assembly and the town of Bad Hombourg transferred the annual fee to the Route's treasury at the time this report was concluded.

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

As a means of disseminating knowledge, literature is an instrument for the transmission of values by excellence. When properly mobilised, this literary heritage can be placed at the service of a powerful system of territorial and cross-border cooperation. The Cultural Route "In the footsteps of Robert Louis Stevenson" is essentially based on this dual approach (values - literary heritage).

As a travel writer, Robert Louis Stevenson's many journeys throughout Europe and elsewhere were sharpened by a dreamy and adventurous spirit. It was in this spirit that Stevenson did not hesitate to move away from his native land, Scotland. Seduced and inspired by the forest of Fontainebleau, which he visited on many occasions, notably to go to Grez-sur-Loing, Stevenson wrote "Treasure Forest" and "The Treasure of Franchard". It was at an artists' colony in the Fontainebleau region - more precisely at Grez-sur-Loing - that he met Fanny Osbourne, a Californian painter, and did not hesitate to leave for the New World to find her. Stevenson lived with her for the rest of his short life. Fanny's return to the United States threw Stevenson into a state of deep distress and before crossing the ocean to America, he decided to go to the Cévennes, which he crossed in the company of his donkey and companion, but also of his luggage carrier, named *Modest Inn*, which became "Modestine". While these adventures may at first glance seem like a dream setting, not everything is rosy for the writer. The numerous journeys are also imposed by his fragile health. Stevenson was constantly on the lookout for places to soothe these discomforts. He ended his days on the Pacific island of Samoa, where he found some relief.

The European network "In the footsteps of Robert Louis Stevenson", which was certified as a Cultural Route by the Council of Europe in 2015, is thus constantly evolving around this fascinatingly unique character.

By bringing together a group of cultural and tourist partners, this network is responsible for promoting the natural and cultural heritage of the territories crossed by the writer in different

countries. Carried out at different territorial levels, various actions are dedicated to the structuring of this heritage offer.

The European network "In the footsteps of Robert Louis Stevenson" was born from a model of federation of associations and partners who were singularly interested in the work and life of Robert Louis Stevenson (RLS) at different territorial levels in Europe. The result of this meeting is a network animated by the grouping of actors where each one brings the territory to life based on the interpretation of a work or a period of the life of the Scottish writer. The federated associations are located in five European countries, namely in the United Kingdom by the city of Edinburgh, the Lothian region, the Highlands in Scotland and the city of Bristol in England; in Belgium in Brussels and in the province of Hainaut; in France, on the canals of the North between Maubeuge and Pontoise, in Chatillon-sur-Loire, in the country of Fontainebleau, in the Cévennes and since December 2022 in Menton; in Germany in Bad-Hombourg; in Switzerland with the recent integration of the enlarged municipality of Davos in September 2022. Negotiations are underway for the city of Hyères to join, with the cities of Paris and Clermont-Ferrand also likely to join the route in the future.

The aim of the association is to maintain and develop the Cultural Route in accordance with the certification criteria laid down by the Council of Europe. To this end, the members of the association undertake, according to their own specificities, to pursue all activities enabling: i) the identification and promotion of the cultural and natural heritage of Europe travelled by Robert Louis Stevenson; ii) the dissemination of Stevenson, as a storyteller and ambassador of the territories involved; iii) the co-ordination and animation of the network of actors working to promote the character, his life and his work and to participate in the pooling of cultural resources; iv) the promotion of the European cultural tourism projects and the territories concerned by these actions.

Main Body evaluation

3.1 Cultural Route Theme

3.1.1. Definition of the theme of the Route

On the basis of the documents made available by the European Institute of Cultural Routes, as well as the network's presentation and dissemination materials, this analysis considers that the theme of the Cultural Route perfectly meets the certification criteria of the Cultural Routes of the Council of Europe policy. If this character brings an extraordinary regard on the European literary heritage through his travels and descriptions, the values transmitted in his books and travel accounts are no less expressive. Whether it is through his rejection of colonialist approaches or his aversion to the slave regime, Stevenson's life trajectory bears witness to and propagates, more than a century after the publication of his main works, humanist values that are essential to reinforce today.

The educational, entertaining and artistic value of Stevenson's works is obvious. A true representative of a shared literature, his works and travel stories have been translated into various languages and have become best-sellers adapted to the theatre and the cinema. The work of the Scottish writer inspires various artistic manifestations, which are even exploited within the streaming platforms².

The impact of the author's work and life on his time and on the history of European literature is the subject of research and scientific development in academic centres around the world. Napier University in Edinburgh, which is responsible for the publication of the periodical *Stevenson Studies*, which regularly reports on this work and on the theses devoted to this author, is one of the main centres of research into Stevenson's work and life. Incidentally, the

² The opening song of the Netflix TV series "Outlander" is an adaptation of the poem "Sing me a song of a lad that is gone" by Robert Louis Stevenson.

Centre for Literature and Writing at Napier University holds the largest archive of Robert Louis Stevenson's letters and works held by a British university. This important university centre provides a framework for scientific cooperation within an informal network of universities and researchers, whose names of Linda Dryden, Jean-Pierre Naugrette, Nathalie Jaeck, Lesley Graham are the most mentioned. The English literature departments of the universities of Bordeaux, Paris and Milan devote a significant part of their research to the writers Doyle Melville, Joseph Conrad and Robert Louis Stevenson.

Robert Louis Stevenson's literature and his travels create a real culture of connection between the territories that witnessed his stay or that served as a setting for his characters. The theme of the cultural route makes it possible to correlate literature, heritage and movement and thus becomes a link between peoples.

3.1.2. Historical and cultural context

The European network "In the footsteps of Robert Louis Stevenson" was built on a model that differs from the majority of associations in the fact that it was initially involuntary. Not inspired by the centralized determination of a group of actors to organize themselves around a common objective, the idea of creating a network was born out of a proposal from the EICR wishing to highlight a route of a literary nature, which were few at the time. Invited to develop this network, the association "Sur les chemins de RLS", located in the Cévennes where the Stevenson Trail is very popular, began exchanges with other associations, private groups and charities, leading to the creation of the European association and network "In the footsteps of Robert Louis Stevenson" in 2013.

Through informal exchanges between the Cévennes association and private groups interested in Robert Louis Stevenson in the United Kingdom, the latter joined the network. In Grez-sur-Loing, the association "Artistes du bout du monde", whose aim is to make known the international artistic colony that arrived in the town from 1860 onwards, used a path that Stevenson crossed from Barbizon to Grez. At the time, British artists went to Barbizon, which was the best known colony, but settled in Grez in search of a waterway and more affordable prices. The association developed walks and maintained links with the Cévennes group in particular, but also with those settled in the UK. In Grez, the actors who were grouped around the association "Artistes du bout du monde" took steps to create an association linked to Robert Louis Stevenson which was later named "Robert Louis Stevenson de Barbizon à Grez". In Edinburgh, the Robert Louis Stevenson Club formed in the early 20th century was interested in reviving Stevenson's work and life. Also in the Lothian region of Scotland, the *Coastal Communities* Museum in North Berwick showcased the construction of a lighthouse by the Stevenson brothers, as well as the writer's memoirs of spending his summer holidays in the town as a child. In Bristol, the philanthropic Long John Silver Trust carried out social and tourism activities around Treasure Island. At the time before the creation of the association, informal exchanges between Bristol, the Cévennes and Edinburgh were already taking place. The creation of the association however resulted in a formalisation of these exchanges and in giving them an administrative consistency. The first partners decided to set up an association under French law with its head office in Fontainebleau, symbolising the middle of the Stevenson territory. The next step was to look for new partners interested in developing the theme and ready to collaborate in the framework of a European network.

The territorial associations "Sur les Chemins de RLS" (Cévennes) and "RLS de Barbizon à Grez" (Fontainebleau), the philanthropic organisation "Long John Silver Trust" (Bristol), the "Robert Louis Stevenson Club Edinburgh", the town of North Berwick, the Royal Nautical Club of Brussels, as well as Michel Legros (France) joined the network in 2013. In 2015, the association "On the Northern Canals - in the wake of Robert Louis Stevenson" joined the network. In 2016, exchanges with the town of Chatillon-sur-Loire led to its membership and in 2017 the network saw the arrival of two new members, Ian Logan (Highlands) and the town of

Bad Homburg (Germany). The enlarged municipality of Davos completed the list of members of this European network with its integration in 2022.

With the major objective of developing knowledge about the life and work of Robert Louis Stevenson, the network is based on an approach of respect for human rights and the world conventions for the protection of heritage.

3.1.3. Council of Europe values represented by the theme

Built around journeys that bring a rich heritage to life, the Cultural Route promotes democratic values and tolerance, support for minorities, understanding between peoples and the education of young Europeans. These principles therefore inspire the idealisation of various tourist and cultural activities. These values are also in line with those of the European institutions, since they provide a sustainable dimension to the social and economic development of the territories, as also advocated by the Faro Convention.

Through his writings and travels in Europe, America and the South Pacific, Stevenson emphasised mutual support, empathy, otherness, respect and benevolence, all aspects advocated by any intercultural dialogue project. Through a committed literature, at a certain stage of his life, Stevenson will harshly criticise colonialism; he will highlight the consequences of these practices in the colonised countries. Thus, more than a century after his death, Stevenson is at the origin of projects of social regrouping and territorial cooperation around the values supported in the convention of human rights.

If Stevenson is in itself an eminent representative of these humanitarian values, the concept of Cultural Routes promoted within the Cultural Routes of the Council of Europe programme allows them to be realised on a regional scale. The connection between several territorial associations interested in Stevenson and the Cultural Routes of the Council of Europe programme gives life to a project rich in territorial scope and potential for promoting exchanges between Europeans. The Cultural Route is thus at the head of a cross-border cooperation project in the field of literary, cultural, architectural and natural heritage, as well as in environmental protection. Proportionally, the route also meets a number of criteria present in the ICOMOS Charter of Cultural Routes, notably the *"testimony of interactive movements of people and of continuous and reciprocal multidimensional exchanges of goods, ideas, knowledge and values over significant periods of time between peoples, countries, regions or continents"*.

As a major pedagogical tool, the Cultural Route is a source of inspiration for educational actions for young people and children. Through its democratic character in accordance with the precepts of the European Convention on Human Rights, the territorial policy also highlights the inclusion of people in fragile social situations or with disabilities. However, these educational and inclusive components are recurrent in some territories along the route and absent in others. In Bristol and the Cevennes we will see a range of activities that promote human rights and respect for others; in the Scottish Highlands the activities are inspired by the enhancement of the human being, particularly in socially fragile situations. It will therefore be advisable to emphasise these important aspects of creating a cultural route which is also a device for promoting social exchange.

It is also worth noting the potential for sustainable economic development of the areas where the route is located. This major interest can be seen from two angles. Firstly, through the tourist activities that are part of a humanitarian, responsible and solidarity-based approach, guidelines that integrate the Council of Europe's directives for the framing of Cultural Routes. Secondly, through the pooling of actions and therefore of European cooperation, despite the difficulties brought about by both the associative model and, above all, by the health crisis.

3.2 Fields of Action

Dynamism is a hallmark of this network, which carries out a variety of activities throughout the year. The model adopted is based on the individual implementation of tourist and cultural

actions for which the associations mobilise a real system of local cooperation. A number of joint actions are carried out, but individual actions prevail. Similarly, the local associations adopt coherent communication strategies, but the lack of an overall strategy for the dissemination of the route is therefore a major shortcoming.

3.2.1 Cooperation in research and development

Aiming at the enrichment and further development of the cultural routes, the scientific dimension of these entities is an essential matter of the certification policy carried by the EICR. In this respect, the previous evaluation report of the network identified the inexistence of a scientific committee or cooperation in research capable of advancing the cultural route on more solid knowledge systems. Although the creation of a scientific committee is not yet a reality, important progress in this area has been made and is reflected in the rapprochement between the European network and a network of academics. The General Assembly will highlight the expressive participation of the European network members in the colloquium "Stevenson and Pleasure"³ organised between 16 and 18 June 2022 around the English Language Department of the University of Bordeaux in France. This research centre is currently at the head of an informal university network of researchers in the field of English literature, including those interested in the work of Robert Louis Stevenson. On the occasion of the colloquium, some forty researchers from all over the world gathered around the theme of the colloquium. This informal university network, which meets every two years to exchange their research work, brings together universities in France, the United Kingdom, Italy, Germany and the United States. At that time, the European network "In the footsteps of R. L. Stevenson" took charge of the presentation of the exhibition, "Journey with Stevenson", which consisted of 15 panels, the introduction of the network and one of the interventions during the colloquium.

Although the approximation was delayed by the Covid-19 pandemic due to the cancellation of the colloquium initially planned for 2020, the participation of the European network in this event allowed for concrete and fruitful exchanges within the framework of a future scientific cooperation. Represented by 8 members from four Stevenson territories at this colloquium - Edinburgh, Bristol, Cévennes and Fontainebleau -, the network sought to give concrete form to this partnership, which will therefore be established by the first quarter of 2023. An agreement will be signed with the Department of English Literature of the University of Bordeaux under the leadership of the teacher-researcher Nathalie Jaeck. The agreement must include some essential elements, notably

- The rapprochement with researchers from universities in Italy and Germany, which should make it possible to consolidate the presence of the Route in Germany and to build it in Italy.
- The concretisation of a scientific partnership with the Department of English Literature of the University of Bordeaux which will focus on the following points:

1/ hosting and support for Masters and PhD students carrying out research on the territories of the Stevenson route;

2/ use of the Stevenson Route in scientific research, i.e. the Route must be adopted as a field of study;

3/ joint participation in literary events, the first of which would be the festival "L'étonnant Voyageur" (the surprising traveller) to be held in Saint Malo.

4/ analysis and participation in the reflection on the different actions and animations conducted by the Cultural Route.

³ Information about the conference can be found at <https://www.u-bordeaux-montaigne.fr/fr/actualites/recherche/stevenson-et-le-plaisir.html>. Accessed on 16/11/2022

5/ preparation of a manual for teachers on the educational use of Stevenson's work. This will be a joint project that will make the wealth of Stevenson's works available for teaching in primary, middle and high schools.

In principle, and unless there are changes in the above-mentioned provisions, the agreement seems to be fruitful for the development of the network and could, indeed, play the role of a scientific committee since it is based on a stable academic network that has been researching the work of Robert Louis Stevenson for 20 years. It seems to us essential to focus on the effectiveness of the scientific partnership rather than focusing on the creation of a committee for protocol purposes, but which might not make a real contribution to the development of the network. In this context, the proposal to replace the Scientific Committee by a dynamic academic network appears, at least in principle, more effective. The objective of the Scientific Committee being the *"development of research insofar as it encourages, promotes and guides the latter through interactions between academics, professionals and qualified associations. Through an interdisciplinary approach"*, this rapprochement seems more than relevant, but quite strategic. It might be worth mentioning the good practice award given by the Council of Europe to the "In the Footsteps of RLS" network at the Advisory Forum of Cultural Routes in Greece this year 2022 in relation to this academic partnership.

Also in the context of academic networking, ongoing conversations between Nottingham University professor Mike Robinson and the head of the Edinburgh group aim to discuss the evolution of the Cultural Route in the UK. Whilst unclear and still informal, the negotiations herald a new prospect of academic openness in the UK following the retirement of Linda Dryden. The participation of the network members in the colloquium "Stevenson and Pleasure" also opened up possibilities for the creation of a scientific partnership in Italy through exchanges with the Italian researchers Richard Ambrosini, Richard Dury, Mafalda Cipollone and Lucio de Capitani. The rapprochement with the researcher Marina d'Amato attached to the University of Rome and president of the Cultural Route *"European Fairy Tale route"* seeks to set up a future collaborative framework on the theme of tales. It has also been possible to establish contact with a researcher from the University of Bochum in Germany, with a view to strengthening the Route in that country. Incidentally, the next colloquium of the university network will take place at the University of Bochum.

3.2.2. Enhancement of the memory, history and European heritage

The non-monumental nature is undoubtedly the essential aspect of the heritage promoted within the Cultural Route "In the footsteps of RLS". Its essence is thus heuristic, literary. The written testimonies framed by a permanent movement are also transmitters of history. They immortalise the memories of a bygone era, they allow us to travel back to a time when all seemed to pass more slowly. They also speak to us of the essence of the places we travel through, the identity of the people we meet, the richness of the landscapes of a diverse Europe, but united by a common historical and heritage link.

The European network "In the footsteps of RLS" is working hard to promote this literary heritage, as can be seen in the activities to promote Stevenson's work. Some initiatives are worth noting, in particular the creation of the board game "L'Aréthuse", the dissemination of Stevenson's literature in partnership with the Médiathèques du Département du Nord, the exhibition "Travel with Stevenson" in 16 panels translated into English, French and German. We will have the opportunity to discuss these actions in more detail in the next few pages of this document.

However, the visual dimension of the territory could be better exploited in certain territories, as is the case in Fontainebleau where the field visit took place. It seems to us that the situation is similar in the territories of the Northern Canals where cultural activities are frequent, but the territorial anchoring of the network is still weak. This is to say that sites related to Stevenson or landscape markers that go back to the writer are not easily found. In the Highlands, on the

Stevenson Way, the trails stretch along a virtual path, therefore, not marked, the association of the walks with Stevenson by landscape marks not being verified. These are therefore aspects to be improved within the limits of the possibilities of these associations, since they have no control over land use. This is particularly the case in Fontainebleau where the installation of signs is limited by the ONF due to the presence of the forest. In the United Kingdom, financial constraints certainly remain an obstacle to trail signage. Specificities concerning the local partners mobilised and the budget available per local association or within the framework of the network itself can play an important role in these actions to anchor the route in the territory. We also consider that a more effective development of the material heritage related to Stevenson could be interesting and allow the diversification of the tourist offer linked to the Route. The physical recognition of this heritage is all the more necessary in the northern territories where the material aspect seems to us to be to a certain extent hidden by the cultural activities⁴. It is also possible that the absence of a digital tool capable of presenting them to the public produces this effect of invisibility.

It is clear that the European network has great potential for the development of a European heritage based on territorial complementarity. However, the analyses carried out on the communication tools, in particular the brochures and websites, do not highlight these cooperation capacities. Similarly, the interviews with the members of the network, as well as the participation of the evaluator in the GA, confirm that an effort to connect activities on a regional scale is necessary.

In the case of a Cultural Route, the complementary nature of the cultural and natural aspects is an essential asset to be highlighted. With the emphasis on the holistic essence of the Route, it seems to us that it is essential to invest the network in a more integrated interpretation of this Stevenson heritage. As a discontinuous territory, however, it is important to be aware of the challenges of translating it into regional bases. In this respect, the redesign of the website in a more integrated format seems to us to be a first step towards this integration. The "Carrefour d'itinéraires" (routes crossroads) project would, in our opinion, be another action towards the regional complementarity of the Stevenson territories and the promotion of European heritage. Funded by the French Ministry of Culture, the European network is responsible for identifying artistic Routes that can be crossed or connected to the "In the footsteps of Robert Louis Stevenson" route. The aim is not only to find new traces of Robert Louis Stevenson's passage, but also to enrich the European Route through the contribution of other artists. The project therefore seeks to link existing routes within the framework of a European tourist offer, in particular known and signposted main hiking routes. At present, the Stevenson route crosses France from the Belgian border to Pontoise, from Barbizon to Chatillon sur Loire and from Puy en Velay to Ales. The members of the network have therefore taken on the task of investigating the possibilities of linking Chatillon sur Loire and Le Puy en Velay, by identifying not only the places where Stevenson passed through, but also the associations and teams that are developing paths and memories of writers. The budget granted by the Ministry must be spent within the next 6 months, which is why we can expect results for these actions by April 2023 at the latest. As deliverables of this project we can list :

- A website and graphic charter that can be transposed to the network's other tools (brochure, social networks)
- Stevenson exhibition of 16 panels in German in two copies.
- 4 pages for local authorities and tourist offices presenting the current network and its development potential
- Reissue of the network brochure incorporating the various changes
- Establishing links with the town of Hyères

⁴ We did not carry out any visits to this site. We rely on the information acquired from the presentation brochures and online search engines.

The network hopes to use the visibility of the Cultural Route of the Council of Europe "brand" to strengthen the support of stakeholders for this group of routes. The potential here is interesting and could contribute to filling the gaps identified in the dissemination and promotion of European heritage through the Stevenson route.

It will therefore be a question of responding to the directives of the Council of Europe, which certainly put forward a shared approach in the framework of social exchanges, but which are also based on a territorial approach. The drive for territorial integration goes hand in hand with the Faro Convention which insists on the integrated, interdependent and dialogical aspect of heritage. In the framework of a Cultural Route, the regional character of heritage is an asset to be highlighted.

3.2.3. Cultural and educational exchanges for young Europeans

Literature and education are clearly connected tools for training and personal development. The relationship is recognised and put into practice by the network, which directs several actions to the education of European children and young people. Frequent in the majority of territories, a significant number of these activities were highlighted in the previous evaluation report. Slowed down by the Covid19 pandemic, educational activities gradually resumed from 2021 onwards, to regain momentum in 2022.

A major project carried out by the association "Sur les Canaux du Nord - dans les sillages de RLS" in partnership with the "Fédération de tourisme de la province du Hainaut" in Belgium, "L'Aréthuse", a board game about Stevenson's canoe trip on the rivers of the North, was financed by funds from the INTERREG project for interregional cooperation between France and European countries. This inter-generational board game promotes dialogue between different age groups while at the same time raising awareness of Stevenson's journey along the northern rivers⁵ in the 19th century. A total of 1,000 copies of the game have been produced, 600 of which are intended for distribution in France and 400 in Belgium. Distributed in 2021 among the members of the European network "In the footsteps of RLS" in France, at the time of the GA, groups in the UK were also able to receive copies of the board game. Arethusa will be distributed during 2022 to libraries and media libraries, prefectures and sub-prefectures, associations, tourist offices and marinas of the territories involved. Stocks are reserved for the European Stevenson Association's exhibition and for the distribution of the game. Still within the framework of the educational actions overseen by the association "Sur les canaux du Nord", the collaboration with the media libraries of the Département du Nord gave life to the professional day "Robert Louis Stevenson and the territory" carried out on 20 October 2022 and aimed at an intergenerational public.

In Bristol, educational activities are directed at young people aged 16 and over with learning difficulties. The focus is on the development of trails based on the book *Treasure Island*. Contact with these young people is made through PROPS (*Supporting adults with learning disabilities*), a non-profit organisation with the aim of stimulating the progressive independence of people with learning disabilities. In the Highlands, walks are based on the book "Kidnapping" where a rich and realistic description provides a lot of information about real facts and places. The idea is to take young people and children from disadvantaged neighbourhoods, with social integration difficulties or with deviant behaviour, on a route through the countryside. With no tracks or markers to indicate a specific route, these young people are invited to immerse themselves in the wilderness of deepest Scotland. The Covid19 pandemic has had a major impact on these actions, which now appear with reduced frequency. The obstacles encountered are also of a financial nature, linked to the lack of subsidies and the challenges

⁵ Arethusa is a board game based on Robert Louis Stevenson's travels on the northern rivers. Officially launched in 2020, its distribution planned for 2021 has been postponed to 2022 due to the Covid19 pandemic.

of converting the activity into a tourist enterprise. We will come back to the tourism aspect of the activity in the dedicated section.

In the Cévennes, various educational activities are carried out in partnership with local actors. These actions are carried out, among others, through the cooperation of the European network and the local association "Le relais de l'Espinasse", which groups together several structures. The one we are interested in is the "Epi de mains" which dedicates part of its actions to exchanges between young Europeans. In 2022, a joint action between the European network and the association "Epi des mains" found financial support from the Erasmus+ Programme for the realisation of the project "*Itinerancy in the heart of the Cévennes National Park, meeting Nature and Culture on the Stevenson path*". The project, organised around a 3-week stay on the "GR70 from Puy-en-Velay to Alès", is proposed to a group of 23 young Europeans from three countries - Italy, Spain and France - with the aim of promoting exchanges and knowledge of the Stevenson route. The project is being carried out in tripartite collaboration, with the "*Europalmente*" association managing the project in Italy, the "*Entrejuegos*" association in Spain, and the "*Epi de Mains*" association in France, mentioned above. Focused on the discovery of nature and culture while roaming, the project will be a privileged opportunity to discover local and European history, the environment, the economy and culture of the territory through the life and work of Stevenson. It is planned that the activity will be carried out in the company of a donkey. The educational initiative should result in the production of a documentary film by the young people in question, who will be accompanied by mountain guides and audio-visual specialists. It is planned to be implemented in the summer of 2023.

In terms of social inclusion, the association "Sur les chemins de RLS" offers activities in the Cévennes that meet the needs of people with disabilities. The digitisation of the GR70 is, in this respect, a major action. The result of a partnership between the "Yvoir" association, the "Cévennes National Park" and the "Sur les chemins de RLS" association, the initiative makes the GR 70 route accessible to blind people through the "Openway" application. Based on an in-depth study of the route and extensive geolocation work⁶ of the route and tourist infrastructures, this spatial analysis will determine the precise conditions and characteristics of the terrain. As an extension of the social inclusion actions, the association has acquired two escargolines for use by people with reduced mobility. The reception and support for refugees, mentioned in the last evaluation report, did not come to fruition and the actions were therefore abandoned.

As for the Fontainebleau group, it carries out actions oriented towards singing, particularly around a children's choir, and rides with donkeys. The latter are provided by the association in partnership with the Bacotte donkey farm in Bois-le-Rois. Planned for the beginning of 2023, the group will set up a literary club based in Fontainebleau where the association will seek to promote the literature of Robert Louis Stevenson. As part of the resumption of activities in the post-pandemic period, in November 2021 a treasure hunt activity was proposed to children in fragile social situations by the associations "RLS de Barbizon à Grez" and "Bulle technologique". Called "Stevenson Treasure Hunt and the Dream Artifact", it was a staging of characters from Stevenson's books. Before the pandemic, a number of other fun activities aimed at children were carried out in Fontainebleau and remain interesting formulas to be repeated in the future, in particular: storytelling walks where the group combines walking with breaks for reading Stevenson's children's poems; musical evenings with the performance of songs inspired by Stevenson's poems; the staging of works or extracts from works based on plays, the projection of films, etc. In 2021, during the last film evenings, the films "Antoinette dans les Cévennes" and "EO" were shown. The evening around the first film will be repeated in early 2023 in Château-Landon.

As far as the Highlands and Edinburgh groups are concerned, it seems to us that these actions are currently taking place at a slower pace. It would therefore be desirable for the next

⁶ Spatial coordinates were collected every 50 metres, which allows for accuracy in diagnostics and therefore of field conditions.

evaluation cycle that both groups offer youth-oriented actions, but also try to include people in conditions of social distress or living with disabilities.

The educational value of the activities mentioned is undeniable. However, we consider that other possibilities should be explored. We are aware that the barrier measures and other precautions adopted because of the pandemic have clearly limited the access of groups and associations working in schools and colleges. In future years it may be worthwhile to promote exchanges in these institutions. The walks associated with painting, carried out in Fontainebleau in 2018, is a very interesting formula given its success at the time.

3.2.4. Contemporary cultural and artistic practice

The network supports and cooperates in a variety of cultural and artistic activities. The major result of these collaborations is the publication of the photographic book *"An Inland Voyage. Un voyage sur le fil du rêve"* published by Light Motiv with photographs by Quentin Pruvost and texts by Hervé Leroy and Jean-Philippe Mailliez in 2022. Inspired by Stevenson's journey by canoe through the rivers of the North, the book seeks to tell a visual story of these journeys. Stevenson gave few descriptions of the places he visited or crossed during this journey. The photographers were interested in this journey from a perspective of discovery of the territory that Stevenson would have perceived. A series of cultural activities complement the publication of the book, including exhibitions, photographic workshops - run by the photographers themselves - and writing workshops - held in partnership with writers. Literary workshops for the inhabitants and schoolchildren of the town of Aniche in the Nord department of France have already been agreed. Other actions for the dissemination of the book concern the "readings-shows" formula which will take place in Hon-Hergies, Landrecies and Ors located in the Nord department in the Hauts-de-France region. Readings will also take place during the "Bibliothèques en Fête" festival organised by the Communauté de Communes Pays de Mormal, also in the Nord department. The cooperation of the European network in the publication of this book was possible thanks to the great efforts of the association "Sur les Canaux du Nord - dans le sillage de RLS". The first edition of the photographic book, with 900 copies translated into French and English, is already available for purchase.

Also in the area of book publishing support, in 2021 Merchiston Publishing, which is run by Napier University, will publish *"Fortunate voyager: a celebration of Robert Louis Stevenson"* in direct collaboration with the Edinburgh-based RLS Club. The book will provide readers with a collection of essays on Stevenson's lasting influence on society. The network is also supporting the publication of the book *"From Wulfstan to Colton. Severing the sinews of slavery in Bristol"*, written by Marc Steeds and Roger Ball, on the history of slavery in Bristol.

In 2008, on the occasion of the 130th anniversary of Stevenson's passage through the Cévennes region, the association "Sur les chemins de RLS" created the exhibition "Travelling with Stevenson", the first version of which was translated into French and English. The collection, which at the time consisted of 15 photographic panels⁷, was enriched in 2022 by a sixteenth panel, which added episodes from Stevenson's life in England, Germany and Switzerland to the collection. The translation of the exhibition into German should make it possible to ensure more concrete relations with the extended municipality of Davos and to resume or strengthen relations with the town of Bad Homburg in Germany. Designed to circulate free of charge among the members of the network, but not exclusively, the photographic panels have been exhibited by the Médiathèques départementales du Nord in Hauts-de-France, by the towns of Mèze, Florac and Le Vigan in Occitanie, etc.

The association also tries to facilitate the work of artists interested in Robert Louis Stevenson in the field of music. This is the case with the project that links the composition of songs inspired

⁷ These photographic panels describe Robert Louis Stevenson's life from birth, including his illness, literary vocation, legal training, break with family life in Scotland, stays in France and the United States, and life in Samoa, where he later died.

by sixteen poems by Robert Louis Stevenson with the creation of a children's choir in the town of Grez-sur-Loing in the Fontainebleau region. The German-born composer Sebastian Zint has handed over the scores, which will be performed by some fifty schoolchildren in a choir. The event was planned in 2019 to take place in 2020, but the pandemic led to its cancellation. An event will be organised in 2023 to perform the compositions in front of the public.

The joint purchase of two "perissoires" (a type of canoe) in the image of the canoe used by Stevenson on the rivers of the North by the associations "RLS de Barbizon à Grez" and "Artistes du bout du monde" is also an initiative to be highlighted. The two "perissoires" will be used for the exhibition in museums and local associations to allow a visual reference to the fact that Stevenson acquired his canoes in the Grez region. The first exhibition is currently taking place at the Château de Nemours.

Participation in the event "*Surprising Traveller. International Book and Film Festival*", a major cultural event that takes place annually in Saint-Malo in Brittany, is also on the agenda. The network hopes to have the collaboration of the academics it met in Bordeaux and will propose a joint participation in the festival.

3.2.5. Cultural tourism and sustainable cultural development

The tourism dimension is present in an irregular manner in the different territories that integrate the network. It is combined with cultural actions that may have a dual cultural-tourist dimension. In the Cévennes, the "GR70 from Puy-en-Velay to Alès", a hiking route renowned in France and Europe, is a factor of dynamism and economic development for the region it crosses. The sustainable tourism approach takes on several formats. Hiking tours with various variants are carried out. The association "Sur les Chemins de RLS" has established itself as a catalyst for tourism initiatives dedicated to the development of the region. Whether on an individual level - through the perception of the inhabitants - or on a collective level through the creation and maintenance of services and jobs, the economic contribution of the GR70 is obvious. This observation has been made in the economic impact studies commissioned by the association "Sur les Chemins de RLS" and reaffirmed in the study carried out by the Comité de Massif, which covers the Massif Central region. According to the first study, the GR generates an economic impact of 3500 million euros per year for the region. These social impacts on a local scale should also be noted, as it crosses a predominantly rural France, notably included in the diagonal of the void. This geographical area is marked by a certain economic ostracism in connection with the decline of agriculture, the departure of young people and the ageing of the population. A new economic impact study is planned for 2023 and will be all the more important as it will include the consequences of the health crisis on the economic panorama of the GR70. In Fontainebleau, a large number of activities are organised by the association "RLS de Barbizon à Grez" and keep alive the memories of Stevenson's passage through the region. In the aftermath, when the precautions fade, the association tries to relaunch family walking programmes in less frequented places, in small groups, respecting barrier gestures and social distance. The group offers walks on four paths and in the form of territorial lineaments. The walks are inspired by Stevenson's travels to Barbizon, Grez-sur-Loing and other neighbouring villages such as Moret-sur-Loing. The schedule of walks is available on the website of the association "RLS de Barbizon à Grez". These walks can be made profitable by paying the registration fee.

In the North of France and on the border with Belgium, the closure of the Sambre Canal is inspiring a planning of activities associated with "fluvial" tourism, i.e., encompassing a range of tourist and leisure activities that can take place around rivers and canals. The association "Sur les Canaux du Nord- dans le sillage de RLS" is working on a schedule of activities linked to tourism on the margins of the recently reopened Sambre canal. This will involve setting up cycle paths and walking routes, although the project is not yet clearly defined. In 2023, the association intends to work on finding partners interested in exploring this route. In addition to the "river" approach, there is also a huge project for regional planning and development based

on revitalising the Sambre for tourism. While the project is in the discussion phase with Voies Navigables de France (VNF, navigable waterways of France), the sub-prefecture of the Nord department has called on the association "Sur les Canaux du Nord - dans le sillage de RLS" to explain to a group of 150 mayors the territorial scope and possible economic benefits of a project of this scale. The current difficulties of the project concern in particular the complex territorial governance of the canal, which involves negotiations at several administrative levels, namely the VNF, the municipalities and the inter-municipalities. The project is in the phase of reclaiming the canal territory. As a result, the conclusion of negotiations will not be immediate. In the United Kingdom, the network's actions in the territory are split between a tourism vocation and a psycho-social component, the latter concerning in particular the education of disadvantaged young people or the inclusion of people with disabilities. Moreover, there are difficulties in transforming the activities proposed by the network into a tourist enterprise, since their implementation and dissemination depend on personal funds or voluntary work. Despite the obstacles, in the Highlands, an interesting concept connects tourists with wilderness through immersion in the landscape of deep Scotland. Here, however, the great difficulty lies in communicating the route, which remains little known to the public. The barrier in communication is once again imposed by the financial aspects of a limited budget carried by only one of the members of the European network. Territorial marketing is therefore a tool that was put forward at the last General Assembly when a commission was set up to take charge of the network's communication aspects in the direction of a large external audience. In this respect, the redesign of the website of the cultural route, which will bring together the tourist products proposed by all the members of the network, can be an advantage. However, the search for partnerships is essential, particularly in the context of a formula that could be successful given that in Scotland walks are very popular.

In Bristol, urban walks organised in stages around the old docks present a port route that follows the main places described in the book. The group also promotes activities linked to both "Green City" and the painful memories of slavery, since Bristol was a phase city of the slave trade. The urban itinerary is enriched by a boat trip proposed in collaboration with the non-profit organisation "*Bristol Ferry Boats*". Other actions of territorial cooperation allow the development of tourist activities connecting the trails to the visits of the museums, notably the Museum of the Empire. A project for the acquisition of the large goods storage premises in the Bristol docks was underway with Bristol City Council for the creation of a museum of the memories of slavery. However, difficulties in the dialogue prevented its conclusion as the management of the municipality changed during the negotiations. This year, 2022, through the members of the Bristol European Network, a first approach was made to the Slavery Museum in Bordeaux in order to negotiate interpretative support and thus possible cooperation for the creation of a similar museum in Bristol.

What remains clear, however, is that each group or association carries out activities individually and the question is *how to go up in generality and avoid these activities being treated as isolated events?* It would be interesting to offer a more global view of these activities by presenting them under an integrated background. This could be possible through a quick presentation of the context of the creation of these activities when the audience allows it, but also through the new website of the network.

In the field of innovation, the digitisation of the "GR70 from Puy-en-Velay to Alès" and the "Carrefour d'itinéraires" (routes crossroads) project mentioned earlier should be taken into account. The latter will seek to refocus a broad tourist offer and promote a cooperation project with the municipalities crossed by these routes.

Apart from the urban, forest and mountain walks, etc., the development of cultural products related to Stevenson remains an aspect to be taken up by the network. One of these products is the Modestine wine, which is a Gamay produced by the union of Ardèche cooperatives with no direct connection to the European network, but which gives it a financial advantage, even if only symbolic. While it brings visibility to Stevenson's character, the sales benefits for the Cultural Route come from the difference between a lower purchase price and a slightly higher

selling price. Another product exploited is the Stevenson rosebush created in 2017 and focused on two essential and still relevant aspects: placing a plant in front of the partners' buildings and offering it for sale to individuals. The Edinburgh group markets audio trails and the Cévennes group also offers postcards. However, the monetary value of these products remains symbolic.

3.3. Cultural Route Network

The description of this network could not be started without mentioning the impacts of the health crisis on associative life in general. The previous years, in particular 2020, were marked by the Covid19 pandemic which had a violent impact on the world of cultural activities. Associative life has been violently hit. For some associations that give life to the Cultural Route "In the footsteps of RLS", the resumption of activities was unquestionably linked to the existence of the European network. During the interview with the vice-president of the Cultural Route, the structuring of the network emerged as the driving force behind the continuity of activities after the difficult period of the pandemic, which could have led to a dispersion of members. The existence of the network therefore justified the associates to get back to work and reintegrate themselves into the activities.

It is worth mentioning the territorial cohesion that links the partners of the Stevenson territories along the Cultural Route. In the Fontainebleau region - which we had the opportunity to visit and then to discuss with the actors in the area - some local associations work together to carry out various activities. Within the framework of the animation of this Stevenson territory, an important partnership exists with the association "Artistes du bout du monde" in Grez-sur-Loing and with heritage associations of the neighbouring villages.

The oldest of the associations integrating the network is the association "Sur les chemins de Robert Louis Stevenson" created in 1994 in the Cévennes region. The group is in charge of managing a real framework of territorial cooperation based on the networking of a group of about 200 partners between travel agencies, accommodation facilities, donkey and mountain bike hire companies, etc. The youngest of the associations is "Sur les Canaux du Nord - dans le sillage de RLS" which manages a large geographical territory, but a small network of 20 very heterogeneous partners on both sides of the French-Belgian border. Although the association is very recent, formed 20 years after the association "Sur les chemins de RLS" in the Cévennes, the work carried out by the group is intensive and the contributions to the territories are promising. The actions around the tourist revitalisation of the Sambre canal will mark the evolution of the association's territorial governance in the coming years.

These collaborations are less observable in the UK where the network is very often supported individually, by private donations or by voluntary actions. Cooperative activities with Napier University seem to operate at a slower pace.

The network members meet at least 4 times a year between the General Assembly and the Administrative Councils, the latter organised by video conference. The last GA took place in October 2022. The next board meeting will take place in January 2023 and will focus on the progress of the three commissions created during the 2022 GA⁸, on the evolution of the "carrefour d'itinéraires" (routes crossroads) project and on the concretisation of the scientific partnership with the network of academics concentrated around the University of Bordeaux.

3.3.1. Overview of institutional /legal structure of the network

The non-profit association with the title "In the footsteps of Robert Louis Stevenson. European Stevenson Network" is governed by the French law of 1 July 1901 and the decree of 16 August 1901. The associations and organisations that make up the network are governed by other

⁸ Dissemination and Accessibility Committee, Sustainability Committee and Cooperation Committee.

legal frameworks, notably in Scotland, Belgium, England, Germany and since 2022 in Switzerland.

At the last General Assembly, Laura Servat from the Communauté de Communes des Deux Vallées in France was elected as the new president of the network, replacing Christian Brochier, president of the association "Sur les chemins de RLS" based in the Cévennes.

With regard to the configuration of collective action, there are remarkable institutional differences between members in France and the UK. In France, collective action is facilitated by an administrative framework more favourable to associative life. The same is true for access to public funds for cultural activities. As for the United Kingdom, the economic system is based on neo-liberalism, which is why difficulties are imposed on non-profit cultural projects. The associative dimension is not present and access to public funds is unlikely. The absence of public subsidies emphasises the charitable nature of the actions carried out by the members of the network. For example, the website of the Long John Silver Trust in Bristol is run by PROPS volunteers.

3.3.2. Overview of the financial situation of the network

The General Assembly, which marks the resumption of post-pandemic activities, will start with words of enthusiasm from the former president of the European network, Christian Brochier, for whom *"the network ends the year 2022 with a stronger heart"*. This revival is supported by the funding granted by the French Ministry of Culture, which, in the context of the post-pandemic revival of tourism, is contributing to the development of the Cultural Routes of the Council of Europe crossing the French territory. The sum of around 18,000 euros will be directed towards three main areas: 1/ Restoring and reinforcing the digital visibility of the Route by restructuring the network's official website; 2/ Promoting the structuring of the Carrefour d'itinéraires ("routes crossroads") project; 3/ Printing the exhibition "Travelling with Stevenson" in German in two copies.

The health crisis came at a time when the network was considering joint actions that could benefit from European funds, however the associative actions have been blurred. The hope placed in funding, particularly European funding, is explained by the need for external contributions to the network, which in the years 2019, 2020 and 2021 has operated on a fairly modest budget. Under normal conditions, *"the association has resources from : all the subscriptions paid annually by the active members, subsidies granted by local authorities and public bodies, private support granted by legal entities under private law, donations under the conditions set by law, sums from activities, within the limits of legal or regulatory provisions, income from goods and securities belonging to the association, sums received in return for the services it provides, in relation to the execution of any action specified in the means of action, as well as any other resource authorised by the legislative and regulatory texts, necessary for the development of the association and in accordance with its general objectives"*⁹. With the exception of the year 2020 when the membership fees agreed upon were abolished due to the Covid 19 pandemic, the financial statements for the last three years indicate this source as the main means of continuing the network's activities.

The report for the period 01/01/2021 to 31/12/2021 shows a rather rudimentary financial framework based almost entirely on membership fees (2200 euros). There are very simple outgoings for website hosting, insurance payments and graphic printing. With the exception of the year 2020, which was marked by the health crisis, the expenditure resulting from actions carried out between 01/01/2019 and 31/12/2019 does not differ significantly from what is observed in 2021. Thus, while the envelope is tight, it is also in line with the symbolic expenditure made by the network during these periods. The modest outflow of money explains and justifies an accumulated liquidity of 5698.86 in 2021 which will be used to complete the budget granted by the French Ministry of Culture for the redesign of the website, the

⁹ As evidenced by the document containing the updated legal statutes of the network.

development of the "carrefour d'itinéraires" (routes crossroads) project and the translation of the exhibition "Travelling with Stevenson" into German.

With the exception of the sale of chestnuts, which is discriminated against in the 2019 budget, the reports do not clearly break down the income from the marketing of cultural products related to the figure of Robert Louis Stevenson. However, we checked the sale of certain products such as the Modestine wine and the Stevenson rose. Although these actions do not bring in significant sums, it would be interesting if they were included in the budget. Here, it should be noted that these actions are led by local associations. The analytical cross-referencing of the annual financial statements for the period between 2019 and 2021 and the activities carried out by the associations invites us to question the limits between the budget intended for the network on the one hand, and that intended for the associations on the other. It should not be overlooked that all of the actions carried out in the service of the European Cultural Route are idealised and above all carried out by associations, since the Cultural Route "In the footsteps of RLS" follows a federative model of these organisations. Perhaps a more holistic - and therefore more complex - view should be taken in drawing up these assessments. As indicated in the November 2021 finance report, the network has not been able to fully cover the expenses of the board members in 2019 and 2021. However, following the same framework of ideas outlined in the previous paragraph, if we take into account all the actions carried out, the significant participation in number of members at the GA in 2022, the permanent investment of the associations in favour of the route, it seems obvious to us that essential aspects of the economic functioning of the network escape the annual financial report. For example, the meetings via Zoom are financed by the members of the associations. Similarly, the premises where the events are held are used free of charge, thanks to the work of an association that is committed to this task. It is also remarkable that inter-municipalities, such as the Communauté de Communes des Deux Vallées, accept that their civil servants give their time to the Stevenson association. It is also remarkable that travel and meals during the activities are paid for individually. In addition, the cost of hosting and updating websites, particularly in the United Kingdom, is covered by the members of the network. Thus, private participation, i.e., individual expenses that are therefore essential for the functioning of the network, are not taken into account in the financial report. Thus, despite the shortage of resources during the last triennium, the network has functioned thanks to frequent and significant personal commitment. Although this associative aspect and personal commitment is difficult to quantify, it would be important to find ways of accounting for it¹⁰.

It would perhaps be interesting to take into account the funding that is not directly granted to the network, but intended for specific projects carried out by the federated associations. This is notably the case of the project held within the framework of the Erasmus+ programme headed by the Cévennes association and which has earmarked an amount of 18,288.00 for the mobility of young Europeans. 28,570.00 was granted to the association "Sur les canaux du Nord - dans le sillage de RLS" and to the "Fédération du tourisme de la province du Hainaut" for the creation of the board game "L'Aréthuse". These are projects that have a direct impact on the Cultural Route.

As for the year 2022, it seems to be starting out on a more optimistic basis in terms of resource allocation. The budget of 18,000 euros granted to the Cultural Route by the French Ministry of Culture has allowed the hiring of a part-time employee for a period of 6 months. In principle, the hired employee will be in charge of mapping the existing walking routes and in connection with writers or artists. In a second phase, the employee will carry out research into potential partnerships interested in this territorial connection.

¹⁰ The Brain group (Brazilians for the Development of Science) has created a system for calculating aspects that are difficult to quantify, such as personal investment in a project, and which are not normally accounted for when a project is carried out. This information can be of interest when making the next financial statement.

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

The territorial governance of the "In the footsteps of Robert Louis Stevenson" Cultural Route is complex due to the diversity of its members, who include associations, towns, partners linked to the tourist, cultural and artistic sectors, sports clubs, museums, scientists, etc. The previous evaluation report indicated a larger membership in France. The situation has remained unchanged since then. The European network currently has twelve members in five countries: in the United Kingdom - in Edinburgh, in the Highlands and in Bristol - in Belgium - in Brussels and in the province of Hainaut - in France - on the northern canals between Maubeuge and Pontoise, in Chatillon-sur-Loire, in the area of Fontainebleau, in the Cévennes and since December 2022 in Menton - in Germany - in Bad-Homburg; and more recently in Switzerland with the integration of the enlarged municipality of Davos. In addition to the associations and territories mentioned above, the Stevenson network has opened up to individual memberships as well as to local authorities.

In the context of the composition of the network it will however be important to question the participation of the Royal Nautical Club of Brussels, which no longer responds to the network's attempts to contact. Until the conclusion of this report the Club had not paid the agreed annual fee to the treasury of the Route.

3.3.4. Network extension since last evaluation

The health crisis occurred at a time when the network was developing by welcoming new members, in particular with the town of Bad Homburg in Germany. Distanced from the collective actions of the Route since the resumption of post-pandemic activities, the Bad Homburg network referent did not respond to any of our requests for contact. Similarly, no representative participated in the GA in 2022. While the city has not been actively involved in recent actions, the annual membership fee was paid in November 2022, indicating a still living interest in joining the network. Recent information from December 2022 indicates that negotiations with the city are gradually being resumed. New attempts to connect with Bad Homburg are necessary to avoid the city being sidelined in future activities. In this respect, the translation of the exhibition "Journey with Stevenson" into German is clearly an added value for Bad Homburg and therefore a strategic element to be mobilised by the network in this framework of resuming relations.

The GA meeting in 2022 was reinforced by the extensive participation of the European network members. The event took place in the presence of about thirty people divided between associations, individual members and artists. The meeting was attended by representatives from the Highlands, Bristol, Edinburgh and Lothian region, North Canals, Cévennes, Fontainebleau and Châtillon-sur-Loire. The GA did not count with the participation of the extended municipality of Davos as at that time the membership agreement had just been concluded. The tourism federation of the province of Hainaut in Belgium was represented by the cross-border association "On the northern canals - in the wake of RLS". The next General Assembly, scheduled for 2023, will take place in Brussels. This will be an initiative to renew relations with the city.

Despite the difficulties in mobilising the network in Germany and Belgium, an important action of expansion of the Route has taken place with the integration of the enlarged municipality of Davos in Switzerland where a significant work around the writer Thomas Mann and his work "The Magic Mountain" is being carried out. As the integration of the municipality into the network is recent, the modalities of this partnership have not yet been determined. However, the perspective is based on the exploration of the character of Robert Louis Stevenson, similar to what is currently being done with Thomas Mann. The placement of a Stevenson rose in Davos is also planned for the coming months. As mentioned earlier, the city of Menton joined the network in December 2022.

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

The intentions to expand the partnerships to the Netherlands and England as indicated in the previous evaluation report were not mentioned by the network members during the interviews. The question being raised, the subject of a territorial integration of these countries into the European network does not seem to be on the agenda for the immediate future. The same is true for the integration of transcontinental territories in the United States and in the Island of Samoa. However, an interest in an academic partnership with Italy emerged during the participation of network members in the "Stevenson and pleasure" conference in Bordeaux in 2022. While the modalities of such a cooperation are still unclear, the idea of a close collaboration with the country in the years to come is received with enthusiasm by the whole network.

More concrete are the actions to develop the network in the South of France by integrating the cities of Menton and Hyères located respectively in the departments of Alpes-Maritimes and Var in the Provence-Alpes-Côtes-d'Azur region. The prospects and openings are interesting, particularly with the town of Menton where exchanges were concluded in December 2022. The British community in Menton and the member of the network in Edinburgh have organised a first meeting in 2022. The interest in integrating the town into the Cultural Route is justified by the historical traces of Stevenson's passage, as well as by the presence of visual markings in the town where a Stevenson urban route is already delimited. The concreteness given by history and affirmed in the landscape suggests important projects in the years to come.

Hyères also presents itself as a territory for future expansion. *"I have only been happy once, and that was in Hyères"*, Stevenson said of the town where he settled from 1882 to 1884 with Fanny Osbourne. The house where the couple lived stands out in the landscape with a plaque in reference to this passage affixed to the façade. The book *"Hyères et Stevenson"* written by Jean-Luc Pouliquen, the first version of which was published in 2015, attests to the importance of the town in Stevenson's work and life. Landscape markings in reference to the writer can also be found in the town, notably signs. The year 2023 will therefore be a period of intensified efforts to create an urban Route inspired by Stevenson in Hyères.

Paris and Clermont-Ferrand are also likely to become part of the route in the future. Both cities become a future lead in the integration of the Stevenson route into a wider European network, particularly with the evolution of the "routes crossroads" project. It is as a result of the actions of the project that other partnerships will eventually take shape in a clearer and more effective way.

Exchanges with the Santiago de Compostela Pilgrim Routes, the Huguenot and Waldensian Trail, as well as with the European Route of Historic Thermal Towns were not indicated at the time of the interviews with the president and vice-president of the network. A possibility of cooperation between routes exists, however, with the *"European Fairy Tale Route"* network under the leadership of Marina d'Amato, who is attached to the University of Rome and is president of this Cultural Route.

3.4. Communication tools

Various communication tools aim to give visibility to the actions carried out by the Cultural Route. These include a common logo, a brochure presenting the Cultural Route for promotional purposes, a website and Facebook page dedicated to the project, electronic newsletters, exhibitions translated into French, English and soon into German, and conferences. The dissemination of the Cultural Route to the general public remains a major challenge for the stakeholders in the coming years. The individualisation of the actions promoted by the associations and territories opens up to isolated interpretations, a situation to be avoided in the framework of a cultural route.

Until recently, the construction of a dynamic and integrated website capable of disseminating the actions of the European network was not seen as an essential aspect to be developed,

since each member operates its own digital tools. The same applies to the updating of the website, which during the pandemic was not a priority. It should be noted that the European network's website assumes a rigid and fixed formula, whereas those of the Cévennes and Fontainebleau associations or private tools - often the case in the UK - ensured a wealth of regularly updated information. As a result, a plethora of information on the same subject is made available to the public in a disconnected manner due to the absence of a mechanism that concentrates the multiple existing sources. The creation of a more dynamic website, but above all one that shows the territorial integration of the network, is therefore necessary both for information to the public and for information intended for the members of the network itself. The budgetary constraints were imposed until the funding granted to the Route by the French Ministry of Culture in 2022, a budget partly directed towards the redesign of the website. Planned for the first half of 2023, the revitalisation of the digital tool will be able to partially fill the gaps. The integration of information remains an aspect to be verified during the next evaluation of the route.

In summary, as far as individual communication is concerned, a large number of mechanisms exist and, as we proposed in point 3.3.2 in the context of a re-evaluation of the financial balance sheets, we consider it important not to fragment the associations and the network at the risk of offering a partial interpretation and therefore contradicting the concept of the Cultural Route supported by the Council of Europe.

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 communication strategy is based on two essential pillars: digital and physical visual or distribution media.

A. Digital tools

In the UK, digital tools are the focus of members' efforts. These are mainly websites, often supported by individual initiatives in which the partners personally bear the costs. The exception to this rule is the site proposed by the Coastal Communities Museum in North Berwick. Individual initiatives are maintained by network members in Edinburgh¹¹ and in the Highlands¹². In terms of network communication in Bristol¹³, the website run by the Long John Silver Trust is maintained by a group of volunteers linked to the charity PROPS. Following the retirement of Linda Dryden from the University of Napier, the website dedicated to the writer¹⁴ by the Institution does not seem to be updated anymore. It is likely that the last update was in 2021.

In Bristol, the Long John Silver Trust has been offering a smartphone app called "*Get the Treasure Island Trail App*" for tourists since 2016. The device works as a virtual guide that the tourist takes through the eight locations of the *Bristol Treasure Island Trail*. The app offers a range of information about each location that makes up the trail, as well as extracts from Robert Louis Stevenson's story. The tool gained popularity during the pandemic when the Bristol docks were highly valued as a space for physical activity and relaxation. However, the network's actions were temporarily halted due to health precautions that prohibited gatherings. Similarly, the association "On the paths of RLS" maintains a mobile application created in 2019 and downloaded by more than 1000 people at the time of the conclusion of this document. Free of charge, the device brings together the information needed to prepare and carry out the

¹¹ Website supported by Edinburgh: <https://www.mrrls.com>. Website hosted by the Coastal Communities Museum in North Berwick: www.coastalmuseum.org. Accessed on 01/11/2022

¹² Website supported by the Highlands: <https://stevensonway.org.uk/>. Accessed on 01/11/2022.

¹³ Website supported by Bristol: <https://www.longjohnsilvertrust.co.uk/>. Accessed on 02/11/2022

¹⁴ Website supported by Napier University: <https://robert-louis-stevenson.org/>

hike on the GR70, namely: a map containing the route of the path, cultural sites and tourist facilities, as well as a section dedicated to the history of the Scottish writer.

It is also worth mentioning the good performance of the territorial marketing apparatus available to French associations. This is notably the case for the Cévennes group where the seniority of the association has enabled it to accumulate a certain amount of experience and dissemination material. However, it is still necessary for the association "Sur les canaux du nord - dans le sillage de RLS" to create a website to give visibility to the group's actions. The association currently has a Facebook page that is very little updated. The silence on digital media can give a false impression of a certain lethargy, whereas on the contrary, the association is at the forefront of very dynamic and large-scale projects for the future of the Cultural Route.

B. Material tools

→ Physical supports for public distribution

Material communication is also an aspect explored by the network, but it more often concerns the territorial associations than the Cultural Route itself. In Fontainebleau, the group makes use of leaflets which describe and visually indicate the path of four routes called "stages" proposed by the association "RLS de Barbizon à Grez". The leaflets highlight the relationship between hiking, impressionism and philosophy in direct relation to the artistic character of the region. Also available in digital form on the association's website, the printed leaflets are distributed by local town halls and tourist offices in Fontainebleau and Barbizon. These leaflets are of remarkable visual quality and could highlight the material heritage that bears witness to Stevenson's passage through the region. While a number of images appear on these media, it is impossible to identify the locations displayed. The enhancement of this heritage would therefore be an aspect to be taken up again.

The "Artists from the ends of the earth" association is also making available to the public a brochure produced in cooperation with the Seine-et-Marne tourist office. The tourist offices in Fontainebleau and Barbizon are also selling copies of the book "*La forêt au trésor de Fontainebleau*" published by Editions Pôles d'images. The work brings together four texts by Robert Louis Stevenson in their original and translated versions. A fifty-page booklet describes the Cévennes region in detail. Bad Homburg also has a two-page brochure about Stevenson's visit to the town. The same applies to the Northern Canals area, which offers physical materials containing descriptions of the activities.

Within the framework of the Cultural Route itself, a brochure presents the writer's trajectory in relation to the territories that belong to the network. The brochure also presents the values of the cultural route and seeks to convey an idea of cooperation based on the numerous photographic records of the members.

→ Landscape tools that mark the presence of the route

Visual communication tools based on landscape markers are also present along Stevenson territories. The testimonies and archives we have seen indicate that the Cévennes is the best signposted Stevenson territory. Between street names and esplanades, statues, murals and signs, the writer's passage is recurrently recalled. In the Fontainebleau region, these visual markings are less present, but a certain number of references to Stevenson can be spotted. In Barbizon, the writer's name appears on the façade of the Hôtel du Bas-Bréau, formerly the Hôtel Siron, where Stevenson stayed when he arrived in the region. A large number of signs indicating tourist services and local attractions throughout the town. No mention of the cultural route "In the footsteps of Robert Louis Stevenson" is however verified. The light design of these signs makes it possible to add a reference to the Cultural Route of the Council of Europe. However, financial and administrative aspects may prove to be an obstacle. The regional outlets of the approach could be interesting. It would be an opportunity to suggest to the tourist

who stays in Barbizon that they also get to know Grez-sur-Loing, where Stevenson met Fanny Osbourne, and Moret-sur-Loing, where he sought to have a barge built¹⁵.

In Grez-sur-Loing, at least three landscape references to Robert Louis Stevenson can be found in the landscape. These include a totem pole and two panels placed side by side which refer to the Stevenson Cultural Route. A plaque has also been placed in Moret-sur-Loing, a neighbouring town to Grez. The Robert Louis Stevenson garden at the Médiathèque of the town of Ecuelles, which takes its name from the writer, has been given a Stevenson rosebush accompanied by a leaflet containing references to the Cultural Route.

An action planned for 2023 is directed towards the more extensive placement of "Stevenson rose plaques". This will go some way to filling the gaps in a poorly performing visual strategy in the region. These plaques, idealised in marble, will bear references to the association "RLS de Barbizon à Grez" and the inscription "Cultural Route of the Council of Europe". A QR code will be visible to allow access to information from local associations and the European network. These visual devices are now displayed in front of important tourist points, town and village halls and buildings used as headquarters for partners' activities. The evolution of the landscape marking strategy is also being extended to private individuals who, by purchasing the rosebush, will be able to obtain the plaque provided it is placed in a place visible to the public. The initiative thus has the double advantage of allowing a financial return to the network through sales and ensuring a progression of territorial marking actions through the tracing of rose bushes. The positive aspect of this initiative is the territorialization of the Route in the Fontainebleau region, where there is a real problem with signage, particularly in the forest, where a certain number of signs exist.

The analysis of the media used by the network in the dissemination of the Cultural Route indicates a large number of devices maintained by the associations on the scale of the territories managed. However, the same analysis indicates the need to develop a common communication strategy for all members. While it is true that the partners use the logo of the Cultural Route as well as that of the Council of Europe in the media, it is also evident that the associations communicate their actions in a sectorised manner. A certain logic characterises the approach, since these territories are also managed individually. However, one should not ignore the federative model adopted by this European network since its creation. This integrating nature is therefore sufficient reason for tourism, cultural and social communication to take account of the wider scale of the route. The risk of an individualised approach lies in the loss of the European identity of the cultural route. Sensitive to the problem, some measures were adopted by the network at the GA meeting: 1/ the redesign of the website by a webmaster who will show the federating aspect of the actions; 2/ the creation of a communication and visibility committee which will have to devote itself to the dissemination of the Stevenson Route, as well as the "Cultural Route of the Council of Europe" brand.

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

Each association that joins the European network "In the footsteps of RLS" has its own logo. While specific to each territory and its associative management, they follow a standardised logic that facilitates the identification of the different members. The harmonisation of the visual identity thus makes it possible to establish a coherent network as a harmonious territorial whole. These aspects include the choice of colours and fonts which thus meet the criterion of common visibility as set out in the EICR guidelines. In addition to the individual logos, the Cultural Route "In the footsteps of RLS" has a visual identity as a network. This follows the

¹⁵Unable to pay for the construction of the barge, he abandoned the idea.

design logic adopted by the associations while maintaining a visual connection with the logo displayed by the Council of Europe.

The labelling as a Cultural Route, accompanied by the Council of Europe logo, is explored in all the digital communication tools or physical dissemination material maintained by the network. The same applies to compliance with the guidelines for the use of the device in the activities carried out. It is thus reproduced in its original form and in its entirety. With the exception of the website of the University of Napier and the association "On the Paths of RLS", where the logo only appears on the home page, the digital tools respect this directive. The latter two give a section in the digital tool to the label. It would therefore be advisable for these organisations to present the network's logo and its labelling as a Cultural Route of the Council of Europe on the home page of the website in an easily identifiable way. The directive is respected by the association "RLS de Barbizon à Grez" but the graphic and visual quality, as well as the size of the logo presented, are aspects to be improved.

The majority of the digital tools carried by the partners use the Council of Europe label on several occasions. In a similar way, the provisions are respected in the installation of road signs and panels indicating the existence of the Cultural Route. The route-specific logo and that displayed by the Council of Europe appear side by side in all dedicated territorial marketing material.

4 Conclusions and recommendations

A. What about the recommendations made in the evaluation report for the period 2016 - 2018?

Most of the recommendations made in the previous evaluation report have been met. Suggestions included consolidating the work already undertaken, developing the network, setting up a scientific committee and developing a commercial strategy based on the sale of Stevenson-related products. It is possible to see that the work of a strong group is serious and that even in the difficult context of a health crisis, they have been able to remain active.

Since the last regular evaluation, the network has been working on the promotion of the Stevenson theme and heritage. The permanent dedication of the partners to the most diverse cultural, social, educational and humanitarian activities is undeniable. These activities perfectly meet the criteria established as priorities in the framework of the Cultural Routes of the Council of Europe certification. The network's activities seem to be more strongly concentrated in France where the conditions for the existence of associations are more favourable. We thus find a less associative framework in the United Kingdom where these activities are carried out by private actors or charities. The actions are also very individualised and the main difficulties are linked to the absence of a budget that allows the organisation and dissemination of the proposed activities.

A serious approach seeks to build a scientific partnership that meets the demands of the network in terms of scientific research on the theme and the development of European values. Coherent and realistic, this partnership is a tool for strategic collaboration as it is based on a network of universities that have been conducting research on the work of Robert Louis Stevenson for 20 years.

Benchmarking would be advisable, however, as it would allow us to look for successful initiatives elsewhere that could be exported to other territories. We are thinking in particular of initiatives such as the pilgrim's passport on the Santiago de Compostela Pilgrim Routes, but also of certification at the conclusion of a stage or a route. On social networks, calls for the publication of images are also popular, especially in the context of competitions. These competitions stimulate tourists to share photos and allow the implementation of a territorial marketing strategy at low cost.

The enthusiasm around the tourism dimension is unmatched along the route and can be explained by the historical and heritage aspects of the territories. It should be noted that

tourism activities are a priority in the Cévennes, while cultural and social actions associated with the cultural route are more frequent in the UK. The Fontainebleau region can wear this double hat, but the leisure activities are rather linked to forest walks. It is difficult to say whether Stevenson-related tourism could start in the region without the intervention of the "RLS de Barbizon à Grez" association. Some territories reflect cultural, tourist and social dynamics at the same time. This is the case of the Cévennes once again, and Bristol in proportion.

The funding from the Ministry of Culture gives a new lease of life to the network, which will focus in 2023 on strengthening the European values promoted by the route and on seeking new partnerships. The integration of the enlarged municipality of Davos represents an important expansion movement. Other more concrete initiatives are underway with the towns of Hyères and Menton in France. The latter joined the network at the time of the conclusion of the document. However, it will be necessary to ensure that the partnership evolves in the coming years. While exchanges have recently resumed with the city of Bad Homburg, it is necessary to insist on its participation in the network's activities. It would also be important to resume relations with Brussels. In this respect, the network hopes to expand cooperation through the realisation of the GA to be held in the city in 2023.

B. Recommendations and aspects to be reassessed in the next evaluation

If at the end of our evaluation of the Cultural Route, a certain number of territorial weaknesses appear, it is important to specify that for most of these failures remedial actions are underway. It is therefore appropriate to highlight the diagnostic capacities of the network members in the context of the shortcomings that we will indicate.

These are priority aspects to be reassessed in a future report:

- The reinforcement of a coherence between the route and the values supported by the Council of Europe in the framework of the Cultural Routes policy;
- The development of cultural products in connection with Stevenson. This was described in the previous report.
- Strengthening the dissemination of knowledge about Stevenson in an educational context. The recommendation is directed at the whole network, but particularly at the Edinburgh group.
- The affirmation of actions aimed at a public with disabilities, notably in Fontainebleau, in the Highlands, in the Northern Canals and in Edinburgh.
- Strengthening the dissemination of the Route, as well as greater integration in communication actions.
- Investment in a regional grassroots dialogue to mobilise the town halls of the towns and villages along the route.
- The resumption of links with the town of Bad Homburg and with Belgium, particularly in the city of Brussels where the Royal Club no longer responds to the network's contacts.
- The persistence of actions in the sense of establishing partnerships with the commune of Hyères and to advance it to Menton in France.
- Strengthening the links with the territory through a rapprochement with local actors; orientation directed at groups in the United Kingdom, particularly in the Highlands.

We are, however, aware of the budgets needed to implement these actions. However, we are sensitive to the financial difficulties experienced by groups that operate on a purely associative model and that do not benefit from subsidies. For this reason, we are prioritising five of these recommendations, namely: 1/ the promotion of shared European values; 2/ the creation of Stevenson products which could become a source of money for the network; 3/ the introduction of a literary culture through Stevenson's works to a young public; 4/ actions to expand the network to Hyères and its development in Menton; and 5/ the resumption of relations with the towns of Bad Hombourg and Brussels.

As an essential element of this performance analysis, the contributions of the Cultural Route to the reinforcement of European values through a common literary heritage are, in our opinion, the greatest failing of this territory. This is an aspect that should not be neglected and should be emphasised in all future activities.

The investments in the field indicate a major difficulty in making the link between an isolated literary heritage and the notion of a shared European heritage. Although the associations and partners have important contributions to make on the theme, and are well aware of the link with the so-called local heritage and its integration into the European heritage, in reality this linkage does not occur. This is because the associations favour different lines of work according to their history and their references to Stevenson. The approach is logical and would not be problematic if it went back to the scale of the valorisation of a shared European heritage. We must not lose sight of the fact that a Route "refers to a value greater than the sum of the elements that constitute it and give it meaning". Therefore, the network's efforts in the coming years must focus on the route's main objective. The strategy of connecting the artistic and literary routes seems to be making progress in the propagation of a common shared heritage, but the question remains for the European network itself. The potential of the Cultural Route is visible in this respect. The challenge of a more effective enhancement of European values is recognised within the network, which has led to the creation of two commissions; the first of which will promote territorial cooperation and the second of which aims to fill the existing gaps in the enhancement of the cultural route and the European values that link these territories. This is therefore one of the aspects to be taken into account and re-evaluated in the next three-year period.

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>		Not applicable	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Not applicable
<i>II. Priority fields of action</i>	<i>Cooperation in research and development</i>	Creation of a scientific committee	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Partnership with a university network in progress.
	<i>Enhancement of memory, history and European heritage</i>	Not applicable	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Linking local activities to the promotion of a European identity.
	<i>Cultural and educational exchanges for young Europeans</i>	Not applicable	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Promotion of educational actions by: Edinburgh in particular.
	<i>Contemporary cultural and artistic practice</i>	Not applicable	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Not applicable

	Cultural tourism and sustainable cultural development	The creation of products around the character of Stevenson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	We also suggest the creation of these products.
III. Cultural Route Network		Expanding partnerships, strengthening existing collaborations and amplifying	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Resume relations with Bad Homburg and Belgium; develop the partnership with Menton; move forward with the accession of Hyères.
Communication tools		Improvements in the promotion and visibility of the network.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Integrate information shared by individual members and disseminate the Route

5. List of references

5.1. References provided by the European Institute of Cultural Routes

Regular triennial evaluation file

- Up-to-date legal statutes of the network
- Updated list of network members
- Reports of the ordinary general meetings of the last three years - Minutes of the ordinary general meetings of the last three years
- Operating budget 2019 and 2020
- 2021 operating budget
- Provisional budget plan 2022
- Three-year forward budget plan
- Three-year business plan
- Summary of the annexes to the certification dossier
- 2022 certification file
- Evaluation report for the period 2016 - 2018

5.2. List of documents provided by private associations and groups

- Presentation brochure of the "In the footsteps of Robert Louis Stevenson" network
- Presentation brochure of the association "On the northern canals in the wake of RLS".
- Presentation brochures of the association "RLS de Barbizon à Grez"
- Presentation brochure of the association "On the Road to RLS".
- Presentation brochure of the network in Bad Homburg
- Presentation brochure of the exhibition "Travelling with Stevenson".
- Presentation brochure of the symposium "Stevenson and pleasure".
- Leaflets of the walks proposed by the association "RLS de Barbizon à Grez".
- Description of the photographic book "*An Inland Voyage. A journey on the edge of a dream*".
- Presentation sheet for the board game Arethusa
- List of partners to receive a copy of Arethusa in France and Belgium
- List of speakers at the "Stevenson and pleasure" conference
- File "Stevenson in the street"
- The "Treasure Forest of Fontainebleau" book
- Book "*From Wulfstan to Colton. Severing the sinews of slavery in Bristol*".

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

The field visit took place in two stages. The first took place at the time of the General Assembly meeting in the area managed by the association "On the northern canals - in the wake of Robert Louis Stevenson" and the second, a month later, in the Fontainebleau region. The activities carried out follow the following chronological order.

⇒ **28/10/2022:** participation in the General Assembly meeting in Longueil-Annel and Thourotte.

The agenda :

- Presentation of the territories' actions
- Presentation of the activity report
- Presentation of the financial report

⇒ **29/10/2022:** Participation in the General Assembly meeting in Thourotte.

The agenda :

- Presentation of the moral report
- Network status update and internal rules
- Presentation of the action plan for 2023
- Election of the Administrative Council
- Exchanges and questions

⇒ **25/11/2022: Field visit**

Places visited :

Barbizon : guided tour by Marie Rosalie Ienna, vice-president of the association "RLS de Barbizon à Grez".

Grez-sur-Loing: meeting with members of local associations and all the partners of the network "In the footsteps of RLS"; guided tour of the residence "Hôtel Chevillon Artistes et Chercheurs" where Stevenson lived with Fanny Osbourne; visit of the Stevenson panels and totem

Ecuelles: Médiathèque Marina Tsvetaieva where the garden named after Stevenson has been given a rosebush and a presentation leaflet.

Moret-sur-Loing: visit the plaque indicating Robert Louis Stevenson's passage through the region, as well as the Council of Europe cultural route

List of people met/interviewed by the expert

- Martin White - representative of Edinburgh RLS Club
- Mark Steeds - representative of the Long John Silver Trust
- Fiona Steeds - representative of the Long John Silver Trust
- Ian Logan - Stevenson Way representative in the Highlands
- Ian Fuller - Treasurer of the European network "In the footsteps of Robert Louis Stevenson"
- Christian Brochier - former president of the European network "In the footsteps of Robert Louis Stevenson"; president of the association "Sur les chemins de RLS".
- Michel Legros - vice-president of the European network "In the footsteps of Robert Louis Stevenson"; president of the network "RLS de Barbizon à Grez".

- Marie Rosalie Ienna - vice president of the network "RLS de Barbizon à Grez"
- Laura Servat - President of the European network "In the footsteps of Robert Louis Stevenson"
- Sébastien Delcroix - President of the association "Sur les canaux du Nord - dans le sillage de RLS"
- Sylvie Anthony - secretary of the association "Sur les canaux du Nord - dans le sillage de RLS"
- Jean-Paul Battin - member of the association "RLS de Barbizon à Grez"
- Isolde Duvaud - member of the association "RLS de Barbizon à Grez"
- Geneviève Dumant - member of the association "RLS de Barbizon à Grez"
- Philippe Petit - member of the association "RLS de Barbizon à Grez"
- Pierre Soudais - Councillor, President of Barbizon-Cultures
- Quentin Pruvost - photographer
- Leslie Graham - Associate Researcher at the University of Bordeaux
- Pierre Maury - member of the association "RLS de Barbizon à Grez" and of the Association des amis de la forêt de Fontainebleau
- Catherine Maury - member of the association "RLS de Barbizon à Grez" and of the Association des amis de la forêt de Fontainebleau
- Nelly Leray - President of the association "Artists from the ends of the earth"

7. Annex 2: Expert assessment checklist

CHECKLIST FOR EXPERT ASSESSMENT						
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		There is a real need to emphasise this in the UK.	
	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?		0	The product mix offered for sale is limited. This is an aspect to be developed in the future.	
	5	Has the theme been researched/developed by academics/experts from different regions of Europe?	1		An informal academic network is interested in the topic.	
3.2 FIELDS OF ACTION	3.2.1 Cooperation in research and development	6	Does the Route offer a platform for co-operation in research and development of European cultural themes/values?		0	A proposal for cooperation with an informal network of universities is underway.
		7	Does the Route play a unifying role around major European themes, enabling dispersed knowledge to be brought together?		0	Many individual activities, but efforts to connect are needed.
		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		A wide variety of activities are offered throughout the Stevenson territory. The work to be done would therefore be to connect them.
		10	Does the Route have a network of universities and research center working on its theme at the European level?	1		An agreement with an informal university network is taking shape.
		11	Does the Route have a multidisciplinary Scientific Committee?		0	An agreement with a multidisciplinary university network is taking shape.
		12	Does the Scientific Committee work on its theme at the European level?		0	The conditions of the partnership with the university network are still to be determined.

		13	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the theoretical level?		0	The conditions of the partnership with the university network are still to be determined.
		14	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the practical level?		0	The conditions of the partnership with the university network are still to be determined.
	3.2.2 Promoting European memory, history 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 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?	1		
		21	Do the Route activities valorize the heritage of ethnic or social minorities in Europe?	1		
		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		Yes, but efforts are needed in the context of the valorisation of the material heritage resulting from Stevenson's travels.

		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 exchanges of young Europeans	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?		0	One aspect to be developed would therefore be more effective action within schools.
		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		One aspect to be developed would therefore be more effective action within schools.
	3.2.4 Contemporary cultural	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 Cultural tourism and sustainable cultural development	40	Do the Route's activities (relevant to sustainable cultural tourism development) assist in local, regional, national and/ or European identity formation?	1	Yes, with the exception of the formation of a European identity. But this would also require strengthening the regional dialogue basis of the route.
		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	Yes, with the exception of broadcasting.
		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		A number of Stevenson products exist, but the mix should be developed.
		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		Initiatives that are not uniform, as the attendance is not the same.
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		The volunteer and private funding model is essential. The amount of membership fees	

				would not be sufficient to carry out the activities.
		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		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

For certified Cultural Routes of the Council of Europe only	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	Highlight the logo on the homepage: "In the footsteps of RLS"; place it at the top of the homepage: "RLS from Barbizon to Grez" and Stevenson Way; improve its visual quality: "RLS from Barbizon to Grez".
	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		73	0

Note: Please insert 1 for each positive answer and 0 for a negative answer. See your total score at the bottom of the column.

*For example: visual arts, performing arts, creative crafts, architecture, music, literature, poetry or any other form of cultural expression

** Notably in terms of education for young Europeans in the relevant fields

*** Whether these fields include visual arts, performing arts, creative crafts, architecture, music, literature or any other field

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

GA - General Assembly

EICR - European Institute of Cultural Routes

OFN – National Forestry Office of France

PROPS - *Supporting adults with learning disabilities.*

RLS - Robert Louis Stevenson