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

Regular evaluation:  
***IRON CURTAIN TRAIL***

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

#### Iron Curtain Trail

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

## TABLE OF CONTENTS

1. Executive Summary .....	5
2. Introduction .....	6
3. Main Body Evaluation .....	8
3.1 Cultural Route Theme.....	8
3.1.1 Definition of the theme of the route .....	8
3.1.2 Historical and cultural context.....	8
3.1.3 Council of Europe values represented by the theme.....	9
3.2 Fields of Action .....	10
3.2.1 Co-operation in research and development .....	10
3.2.2 Enhancement of the memory, history and European heritage .....	11
3.2.3 Cultural and educational exchanges for young Europeans .....	13
3.2.4 Contemporary cultural and artistic practice .....	13
3.2.5 Cultural tourism and sustainable cultural development.....	14
3.3 Cultural Route Network.....	15
3.3.1 Overview of institutional /legal structure of the network.....	15
3.3.2 Overview of the financial situation of the network.....	16
3.3.3 Current composition of the network by country and type of member.....	17
3.3.4 Network extension since last evaluation .....	18
3.3.1 Strategy for the network extension in the three years to come .....	18
3.4 Communication tools .....	18
3.4.1 Current state of communication tools developed by the network .....	18
3.4.2 Compliance with the Guidelines for the Use of the Logo “Cultural Routes of the Council of Europe” .....	19
4. Conclusions and Recommendations .....	21
5. List of references.....	29
6. Annex 1: Expert field visit and interviews with the network management and members	30
7. Annex 2: Expert assessment checklist.....	32

## 1. Executive Summary

The regular evaluation of the Iron Curtain Trail was undertaken on the bases of the evaluation file and supporting documentation that has been submitted, and the online evaluation meetings and interviews with various members and partners of the route. It was not possible to undertake the site visit, instead the remote consultations were held using the online platforms, hereby, it should be noted, that the experience showed the advantages of such consultations, as it made possible to reach out the larger stakeholders and cover larger geographical area comparing the site visit, therefore it would be advisable to include the e-consultations alongside the site visits as regular.

The Barents Sea to the Black Sea shoreline is covered by the over 10,400-kilometer Iron Curtain Trail, which also passes through six non-EU and fourteen EU member nations. The path promotes collective memory, bicycle tourism, cultural and heritage tourism, and sustainable development, and attempts to memorialize the political division of Europe into the West and the East prior to 1989 and the re-unification of it. The Iron Curtain Trail has been in development for a number of years, primarily as a project run and managed by the European Cyclists' Federation (ECF), a non-governmental organization based in Brussels, Belgium, that represents organizations in 40 countries with over 500, 000 active members. The Iron Curtain Trail was first developed as a soft mobility tourism product by Michael Cramer, MEP, in 2005.

The evaluation process showed that the route is actively working with the partners for its development, some of the recommendations given within the previous evaluation report are addressed while few of them need more efforts. The engagement of youth and the promotion of the contemporary culture and artistic practice still remains a challenge, as revealed by the evaluation file as well as the interviews, further some topics were identified, regarding the management/governance of the network, and communications. Detailed conclusions and the relevant recommendations are given in section 4. Conclusions and Recommendations, of this report.

The Iron Curtain Trail successfully complies with all criteria defined by Resolution CM/Res(2013)67, of the Committee of Ministers of CoE:

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

Table 1. Expert summary conclusions

## 2. Introduction

The Iron Curtain Trail - Route EuroVelo13 is stretched from the Black Sea to the Barents Sea, which retraces the physical border- called the “Iron Curtain”, which forcibly divided Eastern and Western Europe for almost 50 years since WWII. The cyclable trail is about the remembrance of the history of the division and the reunification of Europe, connecting historic buildings, monuments, museums, and landmarks that remind us of the history of a divided Europe. Route also allows the linkages to the other cultural and natural heritage sites in the area, including UNESCO World Heritage Sites all along the former borderline, and promotes the natural landscapes and biodiversity as it passes through some areas part of the European Green Belt initiative, an ecological network and living memorial landscape that seeks to harmonize human activities with the natural environment. Moreover, the route promotes sustainable mobility offer in Europe.

The Iron Curtain Trail initially was developed as a soft mobility tourism product by Michael Cramer, MEP, in 2005, and has undergone development for many years, run and managed by the European Cyclists' Federation (ECF) – Brussels-based independent non-profit association, which represents more than 60 organizations in over 40 countries, with the mission to promote cycling tourism throughout Europe as a means of sustainable mobility and public well-being. Iron Curtain Trail officially became a part of the EuroVelo network, a European cycle route network that seeks to offer a sustainable Trans-European Network, in 2011 when it was designated as EuroVelo13 and it has been a “Cultural Route of the Council of Europe” since 2019.

As one of the longest EuroVelo route, the Iron Curtain Trail is stretched on more than 10 400 km through 20 countries (see fig.2) and has something to offer every type of cycle tourist, from the vineyards in southern Czechia and northern Austria to the mountainous border of Bulgaria and Greece; and from the bustling ports of the Baltic States to the stark beauty of Lapland.

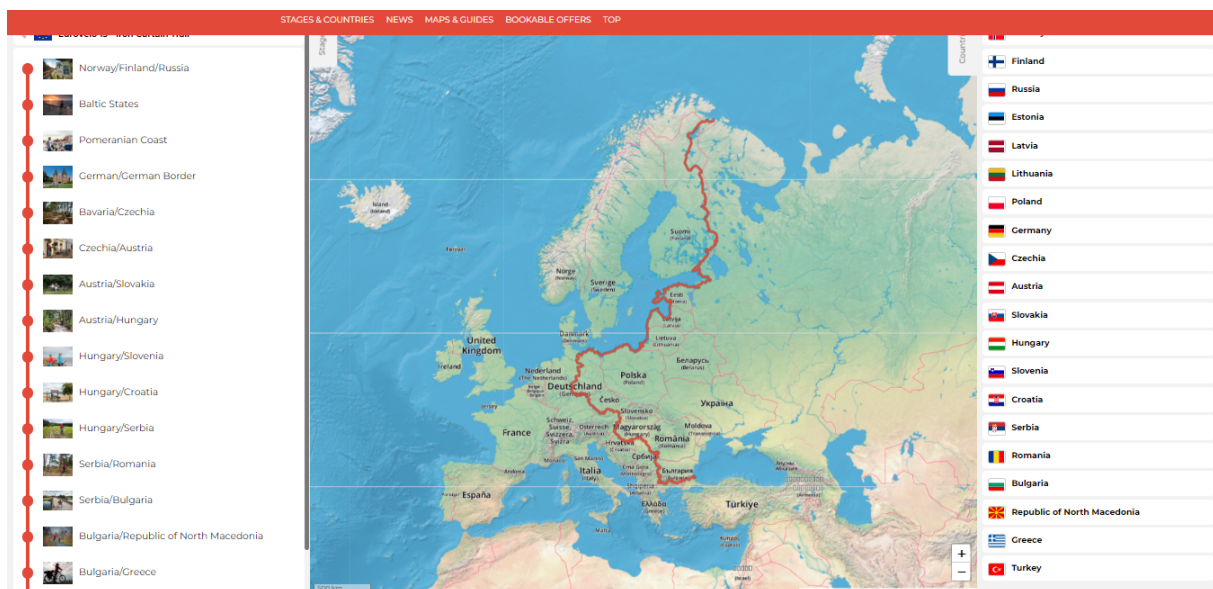


Fig. 2. Map of the Iron Curtain Trail - EuroVelo13, source: <https://en.eurovelo.com/ev13>

Numerous nations and regions in Europe are working on the route as part of the EuroVelo initiative (the European cycle route network), and many sections have already been finished and signposted. The route crosses the previous border frequently, stays as near to the

former border as feasible, avoids crowded highways, offers information on monuments and museums, and passes by numerous historical places.

The Iron Curtain Trail offers a unique opportunity to experience European history. The route connects numerous Cold War-related historical sites while traveling around the western edge of the former Warsaw Pact States in Europe. Along the route, travel companies arrange events for a wide audience, including young Europeans, as well as site visits with personal histories from the Cold War. Additionally, there are packages available for guided or unguided bicycle excursions, with a focus on environmentally friendly travel. Younger viewers get a specific smartphone app.

While the route is active in the different fields of action, the engagement of youth and the promotion of the contemporary culture and artistic practice still remains challenge, as revealed by the evaluation file as well as the interviews.

### **3. Main Body Evaluation**

#### **3.1 Cultural Route Theme**

##### **3.1.1 Definition of the theme of the route**

The theme of the Iron Curtain Trail successfully complies with all criteria defined by the Resolution CM/Res(2013)67, of the Committee of Ministers of CoE. The Iron Curtain Trail represents common European values, history, culture, and identity.

The unique theme of the Route aims to increase awareness of not only the realities of the Iron Curtain but also the reunification of Europe in the years following 1989. Even though the political divisions that existed in Europe prior to 1989 are well-documented, it is crucial to further assist new generations to learn more about this common history and to better understand the situation around the iron curtain and the importance of reunification and peace. The theme contributes to an interpretation of the unity of modern Europe and serves as an illustration of European memory, history, and heritage. It focuses particularly on the concepts of unification, political freedom, and shared heritage, promotes Europe's history, and therefore is representative of European values shared by 20 countries.

The Iron Curtain Trail - Route EuroVelo13 retraces the "Iron Curtain" which became a political and a physical border that stretched from the Barents Sea to the Black Sea, dividing Europe into East and West from the end of WWII until the end of the Cold War. Cycling the more than 10,400 kilometres of this long-distance route not only provides a live history lesson, but also serves as a prominent reminder of the peace and reunification after the fall of the "curtain". The route offers diverse attractions to every kind of cycle tourist, currently, the Iron Curtain Trail offers a unique experience-based offer across 20 countries, including 15 EU member states. It travels through numerous national parks and combines a wide range of unique landscapes that due to their location on the border and in former exclusion zones remained untouched. In addition, it connects memorials, museums, and open-air facilities that pay tribute to Europe's divided history and how it was overcome by peaceful revolutions in Central and Eastern Europe.

The route provides various opportunities for youth cultural and educational exchange, different institutions are organizing site visits and lectures on the Route related topics. Unfortunately, the COVID-19 pandemic and related restrictions limited the development of further activities. Further to facilitate exchanges between young people from different social backgrounds and regions in Europe, a new EuroVelo mobile app was launched in 2019, which includes the Iron Curtain Trail. The app offers various innovative features, such as a "check-in", sharing how much of the route you have completed with friends and family. However, it seems that more actions are needed to engage the wider young audience.

##### **3.1.2 Historical and cultural context**

The use of term "Iron Curtain" originally referred to fireproof curtains in theatres, later, in the early 20th century it became a metaphor for the efforts by the Soviet Union to isolate itself and its satellite states from open contact with the West and its allied states. The "Iron Curtain" symbolically, ideologically, and physically divided Europe for almost half a century. It later became a term for the 7,000 km long physical barrier of fences, walls, minefields, and watchtowers that divided the "east" and "west", including The Berlin Wall. Term's popularity

as a Cold War symbol is attributed to its use in a speech Winston Churchill gave on 5 March 1946, in Fulton, Missouri.

On the east side of the border were Poland, East Germany, Czechoslovakia, Hungary, Romania, Bulgaria, Albania, and the USSR; the iron curtain was demolished following the peaceful opposition in Poland, which continued into Hungary, East Germany, Bulgaria, and Czechoslovakia. Therefore the “Iron Curtain” severely impacted Europe, in particular the central and eastern European countries and their development.

The topic has been in the focus of various scientific research from different regions of Europe. The route has been developed in cooperation with the University of Western Lancashire (UK), North Karelia University of Applied Sciences (Finland), and Vidzeme University of Applied Sciences (Latvia), members of these universities, alongside the member of the European Cyclists’ Federation represents the scientific committee of the Route.

The Iron Curtain Trail's history traces back to the early 2000s when a 160 km long “Berlin Wall Trail” was initiated, which later was transferred to the national level as the 1,400 km long “German-German Border Trail” along the former Inner German border. In 2011, Iron Curtain Trail became a part of the EuroVelo network and was designated as EuroVelo 13. Over the years, the route has been part of numerous development projects co-financed by the European Union to further strengthen cross-border cooperation. Since 2019 it has been a “Cultural Route of the Council of Europe”.

The division and later reunification influenced the culture as well. There are many museums and interpretation places alongside the route, assisting visitors to better understand the recent history of Europe. In addition, particularly due to its isolation, unique habitats were able to emerge in the former border strip, which is today the European Green Belt.

### **3.1.3 Council of Europe values represented by the theme**

The freedom to explore numerous structures, monuments, museums, and attractions that serve as reminders of the history of the separation of Europe is provided by the Iron Curtain Trail, which allows tourists to experience a significant period of European history. The route plays an important role in preserving the memory of this peaceful revolution and bringing communities together along Europe's former physical and political boundary by following the former border, which, following a peaceful revolution in Central and Eastern Europe, is no longer a dividing line but a symbol of a shared, pan-European experience in a reunified Europe.

The project was first mentioned in the European Parliament's report on "New Prospects and New Challenges for Sustainable European Tourism" in the fall of 2005. Since then, the project has received support from a number of different EU institutions, strengthening cross-border cooperation between European nations. The route also extends outside the borders of the EU, making it an excellent example for all EPA participants.

The Iron Curtain Trail is primarily an initiative that fuses history, politics, the natural world, and culture. The Iron Curtain Trail reflects the European Human Rights Convention, the European Cultural Convention, the Faro Convention, the European Landscape Convention, and the White Paper on Intercultural Dialogue. The route itself is an ongoing cross-cultural conversation with partners from all throughout Europe. Visitors will naturally feel the Council of Europe's ideals because of the design of the site, which follows the borders between

adjacent countries and regions. When one sees the atrocities of this former inner-European border, the importance of the European Human Rights Convention is most evident.

One might classify the Iron Curtain Trail as a Cultural Heritage site in and of itself. Just because there are so many Cultural Heritage sites along the trail, it most surely satisfies the requirements of the Faro Convention. These mostly have to do with the previous split of Europe, but they also have other things to do. The route improves the visitor experience (less noise through green mobility and the potential to improve personal health) while supporting the environmental and economic sustainability of the sites by reducing pollutant emissions and extending visitor stays by encouraging cycling to UNESCO Cultural and Heritage sites.

The Iron Curtain Trail passes through places that are a part of the Green Belt, making the Green Belt Initiative, which was overseen by Mikhail Gorbachev, pertinent in terms of the European Landscape Convention.

## **3.2 Fields of Action**

### **3.2.1 Co-operation in research and development**

The Scientific Committee for the route has been appointed, composed of four members - one representative from the European Cyclists' Federation and three academics of different universities from the United Kingdom, Finland, and Latvia. The working/research area of all members of the scientific committee is tourism and cycling. The work of the scientific committee has been affected by the COVID-19 Pandemic, as stated in the certification form.

Three universities are involved in scientific work on the Route as follows: University of Western Lancashire, United Kingdom; Karelia University of Applied Science, Finland; Vidzeme University of Applied Science, Latvia. It is noteworthy, that none of the institutions are the members of the Route, therefore there are some informal exchanges beyond members of the Committee.

Several publications related to the Route were provided, which mainly cover the issues such as cycling and sustainable tourism.

Over the past few years, a number of conferences have been held on the subject of the Iron Curtain. The route has been discussed on various forums, including those for the EUROM conferences, the German Bundestag, the Platform for European Memory and Conscience, and others. The COVID-19 pandemic made it difficult to plan international gatherings, but a multidisciplinary digital conference was held in Slovenia in September 2021. The route was discussed during the EuroVelo and Cycling Tourism Conference in Barcelona, Spain, which was attended by more than 50 tourism professionals the next month. The Europe Direct Centers of Freiburg, Karlsruhe, Saarbrücken, and Ulm hosted an online conversation with the Iron Curtain Trail as its main topic in April 2021. At the 7th International Conference of the International Association of Cultural and Digital Tourism in 2020, the route was covered in expert panels in Greece.

Further, a free-to-use app, designed to help discover selected EuroVelo routes, including the Iron Curtain Trail was developed, the features of this application include a dedicated route overview, points of interest (POIs) like UNESCO sites, interactive maps, gamification system.

Considering the diversity of the theme and the scale of the route, it is advisable to include more academics representing different fields and countries as well, to ensure the wider scientific reflection of the Route theme.

The project application "Innovative participatory sustainable business model for cycling along the Iron Curtain Trail" was prepared and submitted for funding through the Interreg Europe program, with a requested budget of 2 676 000 Euro. The project includes 12 project partners and 11 associated partners within 8 countries from Poland to Croatia and 3000km of the route is involved. Results of the application are expected in December 2022.

The project has three main directions: Digital innovation; Environmental innovation and Social innovation. Following activities are suggested under these directions:

Digital Innovation	Environmental Innovation	Social Innovation
<ul style="list-style-type: none"> <li>• Creation of a single tourism product for EuroVelo13 – Iron Curtain Trail;</li> <li>• One-stop shop for booking, information, and management system;</li> <li>• New business model</li> </ul>	<ul style="list-style-type: none"> <li>• Environmental innovation;</li> <li>• Environmental footprint calculator;</li> <li>• Impact measurement system;</li> <li>• Valorization program;</li> </ul>	<ul style="list-style-type: none"> <li>• Mentoring and qualification program for SMEs;</li> <li>• Communications transferability plan;</li> <li>• Roadmap for sustainability;</li> </ul>

Table 3. Suggested activities within the project application "Innovative participatory sustainable business model for cycling along the Iron Curtain Trail"

It is recommended that the Scientific Committee also includes the members of the Route, also, in order to widen the focus of the route, it is recommended that the academics from different fields, such heritage, culture, history, etc are included. Further, more efforts are needed to increase the activities in the research field.

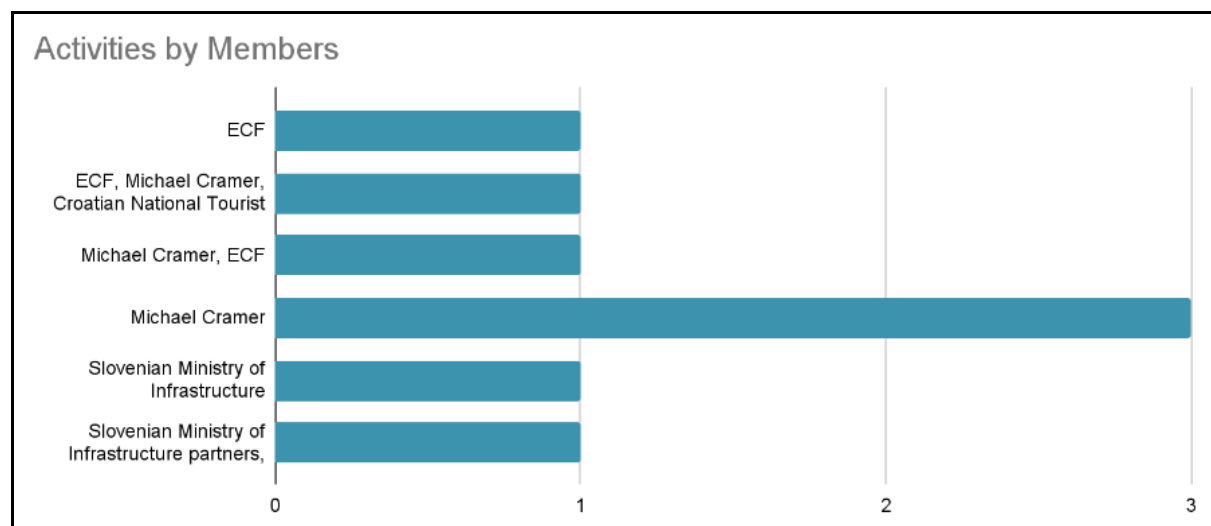


Fig. 4. Activities implemented under Cooperation in research and development by members

### 3.2.2 Enhancement of the memory, history and European heritage

The Iron Curtain Trail could be considered a Cultural Heritage resource itself. The Iron Curtain Trail invites us to retrace and experience the important period of history, the

separation and reunification of Europe. It is a ride through history, politics, nature, and culture, which illustrates how the continent has transformed from political division to unification of values.

The route itself is a permanent intercultural dialogue with partners from across Europe. Due to its layout – following the borders between neighbouring countries and regions – visitors will automatically experience the values of the Council of Europe. The relevance of the European Human Rights Convention becomes most clear when one witnesses the cruelties of this former inner-European border.

The relevant charters, conventions, recommendations, and work of the Council of Europe, UNESCO, and ICOMOS are being reflected, as The Route includes 14 UNESCO World Heritage sites, it also encourages cycling to other Cultural Routes of the Council of Europe within the same geographical area; the Route also promotes the common European culture of the Cold War period to the local society, thus reflecting the Faro Convention; the Green Belt Initiative, which is the part of the Iron Curtain Trail, advocate for the sustainable development and the use of resources, which reflects the European Landscape Convention.

Further, various lectures, presentations, and bicycle tours are being held by the members of the Route to promote and raise awareness of the common history and the heritage of Europe. In 2019 the project “On tracks of Iron Curtain – EuroVelo 13 by bike” was undertaken, which focused on the 30th anniversary of the fall of the Iron Curtain in borderland Czechia – Austria. Also, in 2021, the Határköpark outdoor exhibition space (an open-air museum) was established in the border zone next to the Szalafő settlement in Slovenia.

"Border (hi)stories", should also be noted, which reflects the history and present of the Hungarian-Austrian border region as a cultural and economic space, which is characterized by a diversity of identities and was affected by the division in the 20th century. The overall project goal is to improve and transfer the knowledge of the historical facts in the border region and to establish, intensify and secure the long-term cooperation between organizations that impart this knowledge.

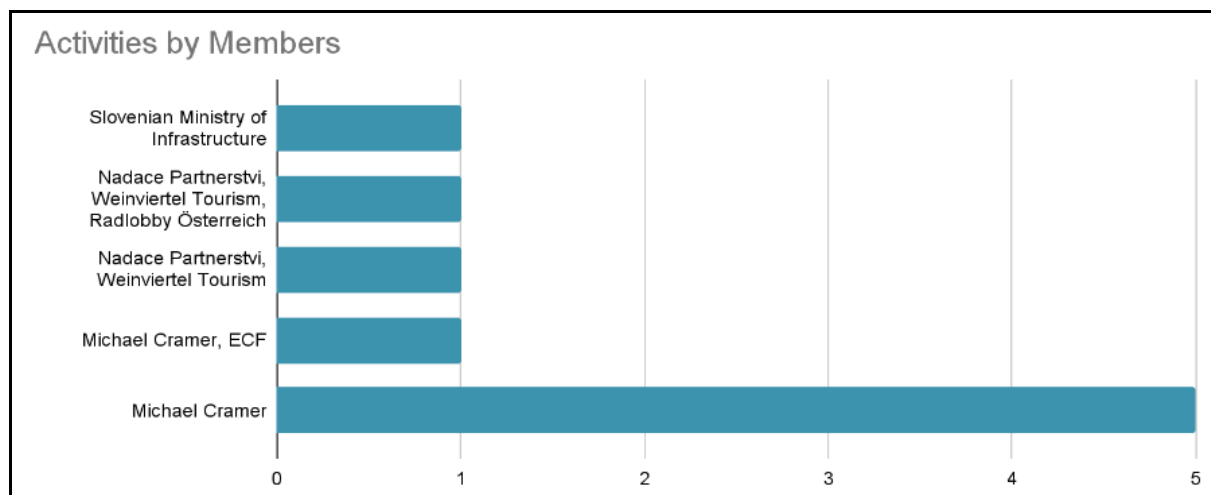


Fig. 5. Activities implemented under Enhancement of the memory, history and European heritage by members

### 3.2.3 Cultural and educational exchanges for young Europeans

Mainly only the lectures are provided for the youth by the members of the Route. Also, several site visits were organized in Mecklenburg-Vorpommern where young Europeans were able to explore the former inner German-German border with its removed villages, memorials, and nature sanctuaries. The idea of exploring historical sites through cycling to learn more about history, culture, nature, and heritage is very appealing to younger audiences, but unfortunately due to the COVID-19 Pandemic, the activity has been paused.

Further to facilitate exchanges between young people from different social backgrounds and regions in Europe, a new EuroVelo mobile app was launched in 2019, which includes the Iron Curtain Trail. The app features a gamification system whereby you can 'check in' to numerous points of interest that are linked to the theme of the route and share how much of the route you have completed with friends and family.

With her diploma thesis on the Iron Curtain Trail, landscaper Mégane Millet Lacombe, who graduated from the Higher National School of Landscape of Versailles in 2020, provides an inspiring personal experience (focused on the cross-border territory between Turkey and Bulgaria).

However, it seems that more actions focused on the youth are needed to engage them more, interviews also showed that this field of action is still challenging.

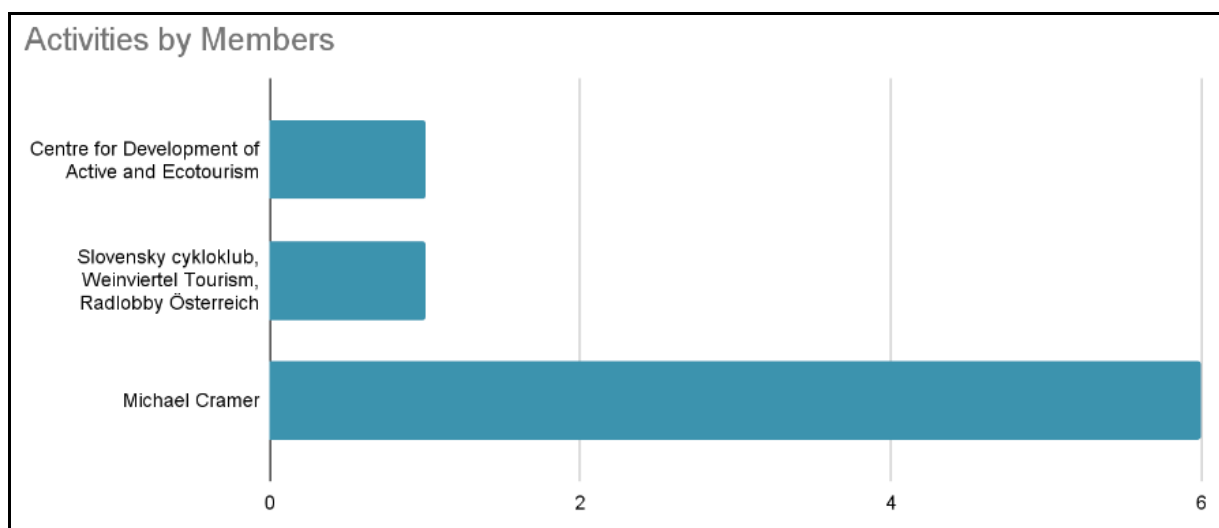


Fig. 6. Activities implemented under Cultural and educational exchanges for young Europeans by members

### 3.2.4 Contemporary cultural and artistic practice

There are not many contemporary cultural and artistic practices offered/promoted by the Route. Information provided within the file, included: interviews, public reading, and exhibitions organized by Cultural Routes of the Council of Europe.

Organization of the activities, aiming for the support and engagement of contemporary artists. This might also be helpful to draw the attention of youth.

### **3.2.5 Cultural tourism and sustainable cultural development.**

The Route directly promotes alternative tourism, alongside sustainable cultural development. On the former dividing borderline, it now connects European culture and history, and allows the visitors to get closer to the diverse cultural heritage both in tangible and intangible forms. Further, the cyclists are able to experience nature reserves, meadows, fields, and forests - magnificent landscapes and unique habitats that were emerged in the former border zone, and today is known as the European Green Belt, which ensures sustainable land use.

Promoting cycling as a sustainable mobility means, the Iron Curtain Trail greatly contributes to building a sustainable mobility offer in Europe. as provided in the certification form, in December 2021, a Memorandum of Understanding was signed between the European Cyclists' Federation and the United Nations World Tourism Organisation to promote active, sustainable and green travel, which in the future gives opportunity to the Route members to engage in the joint activities with the UNWTO to achieve common objectives like the Sustainable Development Goals.

The Route focuses on cooperation with small and medium-sized enterprises (SMEs), through regional tourism authorities. Some tour operators are even becoming members of the Route, e.g. 'Bike in Time' in Romania and 'Nature Travel' in Poland. As a result, various related services are being made available for visitors locally. Different tour operators along the Iron Curtain Trail offer packages for accompanied or self-guided cycling tours. The products range from bike rental to fully-fledged tour groups with cycling packages that are all-inclusive for one or more persons with overnight stays, possible luggage transfer, and well-prepared route guidance. Also, The publication materials such as maps, brochures, guides, etc. are available along the Iron Curtain Trail at the visitors' centres.

The Iron Curtain Trail is also included within the official EuroVelo mobile app developed by the European Cyclists' Federation with the input of the Route members. The app is available on both Android and iOS platforms with a built-in gamification system and offers useful and interesting information to users.

Further, to ensure diversification and to promote sustainable cultural tourism, the Route encourages and promotes visiting the UNESCO World Heritage sites located nearby the trail and also, cycling to other Cultural Routes of the Council of Europe within the same geographical area.

In 2021, the 400 km long Czech-Austrian-Slovak section of the Iron Curtain between Gmünd, Mikulov, and Bratislava was awarded at the Fiets en Wandelbeurs fair in Utrecht.

It's also noteworthy to note that Eco-Counter and the European Cyclists' Federation have been collaborating to develop a European usage barometer for EuroVelo routes. According to preliminary findings, EuroVelo routes had a steady growth in both weekday and weekend travel in the first quarter of 2022 compared to the same period in 2019. The Iron Curtain Trail will soon be a part of their expanding network of automatic bicycle counters, which is used to collect the data.

A study titled "The European Cycle Route Network EuroVelo - Challenges and Opportunities for Sustainable Tourism" was ordered by the European Parliament in 2012. According to this, the Iron Curtain Trail could potentially generate €521 million in direct annual income from 1 million vacation trips and 5.3 million day journeys. The study specifically drew attention to the fact that many regional economies could benefit from the increased tourism in places where economic growth has been constrained for years by the Iron Curtain, a situation termed in Germany as "Zonenrandgebiete." Although this was a stand-alone study, the methodology might be used again. The visits to the route are being evaluated using a variety of

technologies. For example, human and automatic counts along parts of the route in Hungary revealed record increases (+115%) in the number of cycling tourists in 2020 compared to 2019. Similar encouraging results are seen in Germany, according to ADFC's Bicycle Travel Analysis 2022 report.

Additionally, the EuroVelo Data Hub - automatic counter-based monitoring of route usage, which also contains data on route development and online statistics, was introduced by ECF in 2021 with the goal of gathering aggregated data about EuroVelo routes from multiple data sources and with the intention of assessing the network's economic impact using the ÉVA-VÉLO approach. The European Parliament created the model to determine prospective demand and earnings. ECF has supported this procedure over time, verified the approach, and encouraged usage of it by Iron Curtain Trail network members to assess local economic effects.

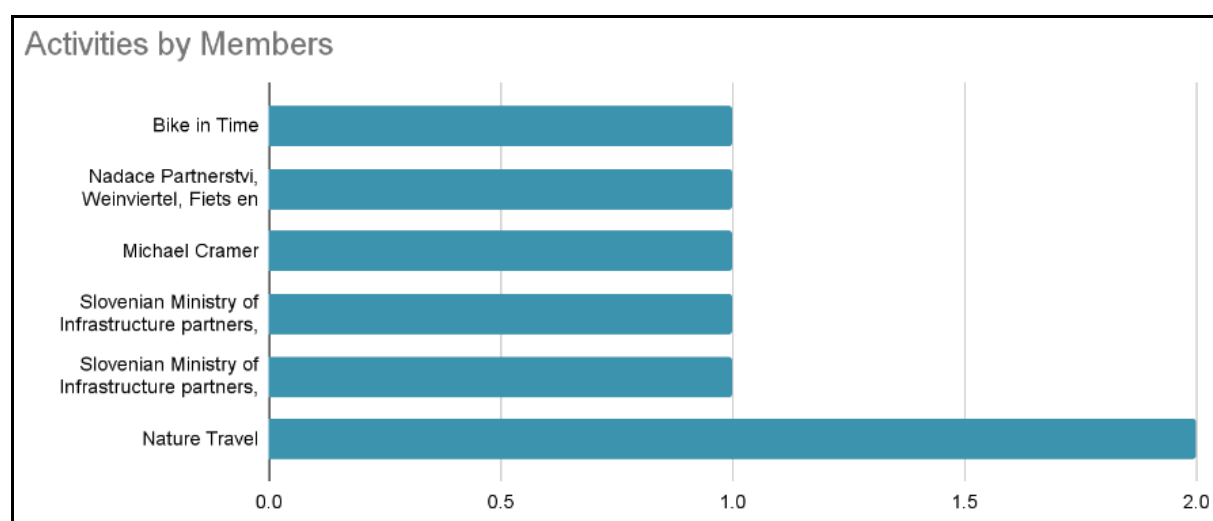


Fig. 7. Activities implemented under Cultural tourism and sustainable cultural development by members

### 3.3 Cultural Route Network

#### 3.3.1 Overview of institutional /legal structure of the network

The Route does not have its own governing/managing body and is governed by the European Cyclists' Federation, which is a non-governmental association, based in Brussels, Belgium. Association has a president, a board of directors (eight members from different countries), a steering committee (eight members from different countries and institutions), and members (60 member organizations in over 40 countries). At least one General Meeting is held annually.

As mentioned, Iron Curtain Trail - EuroVelo13 doesn't have its own governing/managing body yet, even though the discussions already started in 2021 about launching a Long-Term Management Agreement (LTMA) on EuroVelo 13-Iron Curtain Trail that would consist of having proper governance and official agreement on the route itself, unfortunately, due to the budgetary concerns, the negotiations in this regard is halted at the moment. To overcome the financial issue and launch the LTMA the project application "Innovative participatory sustainable business model for cycling along the Iron Curtain Trail" was prepared and

submitted for funding through the Interreg Europe program. Results of the application are expected in December 2022.



Fig. 8. Extract from the presentation, discussed at the e-meeting with the partners.

### 3.3.2 Overview of the financial situation of the network

Similar to the governing/managing body, the route does not have its own, separate finances. Thus, provided information within the evaluation file, is of European Cyclists Federation.

REVENUES (In EUR)	2021	2022	2023	2024
Member contributions	€ 269,000.00	€ 340,028.00	€ 360,000.00	€ 370,000.00
Funded projects (EU, ...)	€ 599,357.00	€ 582,702.00	€ 482,200.00	€ 386,000.00
Public funding (subsidies and contracts)	€ 217,082.00	€ 370,180.00	€ 397,180.00	€ 417,180.00
Sponsors	€ 575,000.00	€ 600,000.00	€ 700,000.00	€ 800,000.00
Private funds	0.00	0.00	0.00	0.00
Crowdfunding	0.00	0.00	0.00	0.00
By-Products	0.00	0.00	0.00	0.00
In-kind contributions	0.00	0.00	0.00	0.00
Other contributions	€ 58,482.00	€ 100,000.00	€ 100,000.00	€ 100,000.00
<b>TOTAL</b>	<b>€ 1,718,921.00</b>	<b>€ 2,021,630.00</b>	<b>€ 2,039,380.00</b>	<b>€ 2,073,180.00</b>

Fig. 9. Actual revenues of 2021-2022 and planned revenues of 2023-2024

In case the project application on "Innovative participatory sustainable business model for cycling along the Iron Curtain Trail" is successful, the Long Term Management Agreement (LTMA) would be launched, that would allow having a dedicated work plan and budget for the Route.

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

Currently the Network has 14 members from Belgium, Germany, Austria, Norway, Turkey, Lithuania, Czechia, Croatia, Serbia, Slovakia, Hungary, Greece, Finland, and Slovenia.

There are eight NGOs, three National Authorities, one National and Regional Coordinator, one Natural person, and one classified as other.

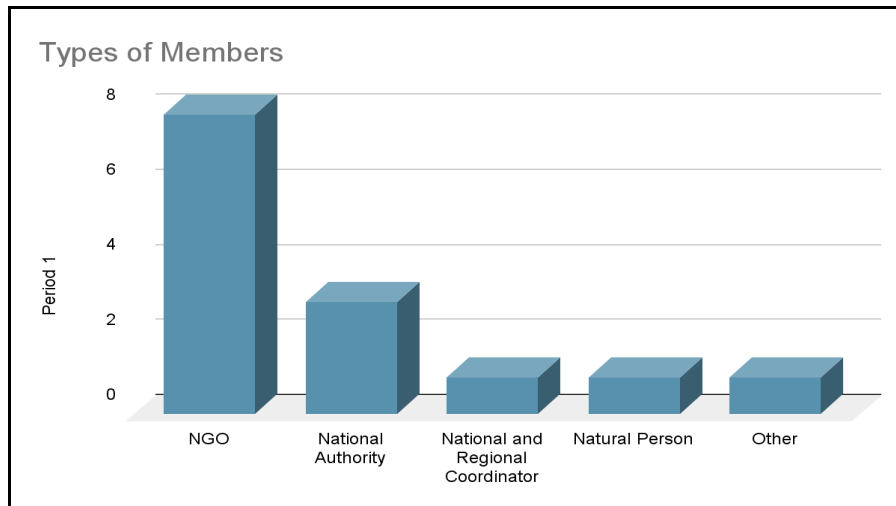


Fig. 10. Types of members

Therefore, it should be also mentioned that members are National EuroVelo Coordination Centres and Coordinators (NECC/Cs) - national organizations responsible for coordinating EuroVelo at the national level. The total number of such NECC/ of the whole EuroVelo network is 23, while mentioned 14 members are those along the route.<sup>1</sup>



Fig. 11. Left: NGOs by Country; Right: National Authorities by Country

It should also be noted, that the network does not have members from Russian Federation, even though the trail passes the territory of that country, therefore no decisions are made in this regard.

<sup>1</sup> please see for further information: <https://pro.eurovelo.com/organisation/national-coordinators>

### **3.3.4 Network extension since last evaluation**

In 2020 two new members joined the network: Slovenian Ministry of Infrastructure [Ministrstvo za infrastrukturo] - the National Authority of Slovenia and Finnish Center for Cycling Tourism [Pyörämatkailukeskus] - NGO from Finland.

Considering that before 2020 the network members did not include representatives from these two countries, this extension was important in order to have counterparties in these countries of the Route.

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

At the moment there are two potentially interested organizations to become members of the network in the future:

Vidzeme Tourism Association from Latvia, joining of which is important as there is no member from Latvia yet.

European Green Belt Initiative, an association based in Germany - joining this institution to the network seems interesting and promising, as one of the strong networks concerning the natural heritage and covering the same area as the Iron Curtain Trail. This membership would be mutual-beneficial and potentially would add value to the Route.

## **3.4 Communication tools**

### **3.4.1 Current state of communication tools developed by the network**

The route has well-developed communication tools that include websites, social pages, maps, brochures, signposting, etc.

#### **– Website:**

The route has a dedicated website (<https://en.eurovelo.com/ev13>) which is available in three languages: English, French, and German. It is well developed - the site has good readability, is pleasant to read, and presents an adequate hierarchy of contents. It is also easy to browse, with clear and easily accessible links and content. It is simple and easy to use for the average user. It provides information for each part of the Route, including cycle events and prints/guidebooks; the website also suggests “bookable offers” which are packages/tours offered by partner organizations. In 2021 almost 46,000 web sessions on EuroVelo13 website were assessed.

On the route's website, there is a fully interactive GIS map with an elevation graph that can be zoomed up to a 1 km scale (for route stages). It includes tourist attractions including UNESCO, cultural, and natural historic monuments, as well as villages and gastronomic treats. Along the route, distinctive Iron Curtain indicators are also displayed. It makes use of the 'Leaflet' JS framework and the OpenStreetMap base layer. This information can also be downloaded as GPX files, which are the best format for route planners.

#### **– Social media:**

The Route does not have its own social pages, but it has been promoted through Eurovelo social media pages Facebook, Instagram, and Twitter, in English. The special Facebook group has almost 50k members, where announcements, news, events, group discussions, and visual content are available are published daily; the Instagram page has over 14.5k followers where 2-3 posts are published weekly; the Twitter account has over 11k followers, where announcements, trends, live tweeting, news and events are published daily. Further, the EuroVelo YouTube account shares short animations and videos about the Iron Curtain Trail, events, conferences, and other routes.

– Mobile application:

In 2019 EuroVelo mobile app was launched, which also includes the Iron Curtain Trail. The app offers various innovative features, such as a “check-in”, sharing how much of the route you have completed with friends and family. The app is an innovative way to reach out to a wider audience.

– Printed promotional material:

Brochures, guidebooks, and leaflets, available in English and German languages, are usually spread at international fairs and conferences and Iron Curtain Trail-related events, trips, meetings, etc. they are also available with the national and local partners.

Printed EuroVelo Overview Map in scale 1:5,000,000 and Esterbauer guide map scale 1:120.000, 1:400.000 are also available.

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

The Iron Curtain Trail-EuroVelo13 web page clearly displays the logo of the Route and the logo of the Cultural Routes of the Council of Europe in accordance with the guidelines, while the official link to the Cultural Routes of the Council of Europe website is missing.

However, not all the printed material, digital documents mentioning the route, and the websites related to the route visited, use the logo of the Cultural Routes of the Council of Europe, while, the Logo of the Iron Curtain Trail or a logo of EuroVelo 13 is always present, which are almost the same, only with the difference of the written route title (fig. 12).



Fig. 12. Left: Logo of the Iron Curtain Trail; right: Logo of EuroVelo13

As for the signages, in many countries (Austria, Czechia, Hungary, Germany, Slovakia, Slovenia, Croatia, Serbia, and Romania) the signs were already placed before the certification of the route, which comply with European Cyclists' Federation's (ECF) guidelines on the signing of EuroVelo routes, which in most cases includes the logo of EuroVelo 13, which is similar to the logo of Route. As highlighted in the certification form, in general, due to the local regulations and the limited available space on the traffic signs, it is not always

possible to include both - route and Cultural Routes of the CoE logos on the signages, nevertheless, it emphasizes that efforts are being made to complete signposting across the remaining sections in Norway, Latvia, Lithuania, Greece, and Turkey soon in order to highlight the status of the Cultural Route on appropriate additional supports, such as informational boards, building facades, etc. along the trail.

## 4. Conclusions and Recommendations

### I. Cultural Route Theme

The Iron Curtain Trail successfully complies with all criteria defined by Resolution CM/Res(2013)67, of the Committee of Ministers of CoE. The Route represents common European values, history, culture, and identity:

1. Represents European values in 20 countries;
2. Is researched by multidisciplinary experts from different regions of Europe;
3. Is illustrative of European memory, history, and heritage and contribute to an interpretation of the diversity of present-day Europe, as it covers one of the most important events of the 20th century - the division and the re-unification of Europe;
4. Assists to cultural and educational exchanges for youth;
5. Permits the development of initiatives and exemplary and innovative projects in the field of cultural tourism and sustainable cultural development;
6. Assists in the development of tourist products in partnership with tourist agencies and operators aimed at different publics.

### II. Fields of Action

The Barents Sea to the Black Sea shoreline is covered by the over 10,400-kilometer Iron Curtain Trail, which also passes through six non-EU and fourteen EU member nations. The path promotes collective memory, bicycle tourism, cultural and heritage tourism, and sustainable development, and attempts to memorialize the political division of Europe into the West and the East prior to 1989 and the re-unification of it.

20 countries in Europe are working on the Iron Curtain Route as part of the EuroVelo initiative (the European cycle route network), and many sections have already been finished and signposted. The route crosses the former border between east and west Europe frequently, stays as near to it as feasible, avoids crowded highways, and offers a unique opportunity for visitors to experience European history. The route connects numerous Cold War-related historical sites while traveling around the western edge of the former Warsaw Pact States in Europe. Along the route, travel companies arrange events for a wide audience, including young Europeans, as well as site visits with personal histories from the Cold War. Additionally, there are packages available for guided or unguided bicycle excursions, with a focus on environmentally friendly travel. Younger viewers get a specific smartphone app.

The Iron Curtain Trail became a symbol of reconciliation, dialogue, and remembrance; The Route is based on international and intersectoral partnerships and promotes and contributes to sustainable tourism while offering cultural activities alongside the route.

Considering the aforementioned, the Route pertains to the priority of actions while fulfilling the criteria as set out in Resolution CM/Res(2013)67, of the Committee of Ministers of CoE.

However, some recommendations are developed, considering which would highly enhance the work of the route, it is recommended that:

- More, preferably every member country of the route is active in various activities of the fields of action;

- Active engagement in the events and activities organized by the Cultural Routes of the Council of Europe. Further, considering that The Iron Curtain Trail passes nearby the other Cultural Routes of the CoE it is advisable to establish cooperation (e.g. joint actions) with relevant routes, that would be mutually beneficial, and might also contribute to addressing other recommendations identified within this report (e.g. engagement of the youth, contemporary art, etc.)

#### Cooperation in research and development

- The Scientific Committee also includes the members of the Route; also, in order to widen the focus of the route, academics from different fields, such as heritage, culture, history, etc are included. Further, more efforts are needed to increase the activities in the research field.
- The activities with groups of young people are organized in order to promote in-depth exchanges aimed at developing the concept of European citizenship, enriched by its diversity;

#### Cultural and educational exchanges for young Europeans

- More actions focused on the youth are organized and supported, to encourage their participation.

#### Contemporary cultural and artistic practice

- Contemporary cultural and artistic practice is promoted through organizing diverse activities, aiming for the support and engagement of contemporary artists. This might also be helpful to draw the attention of youth.

### III. Cultural Route Network

The Route is managed by the European Cyclists' Federation, which is a non-governmental association, based in Brussels, Belgium. The Iron Curtain Trail does not have its own governing/managing, nor budget and finances.

- It is highly recommended to improve the network management and ensure the establishment of its own governing body, which will also include the members of the network and budget, maybe through launching a Long-Term Management Agreement (LTMA) on EuroVelo 13-Iron Curtain Trail, as suggested by the European Cyclists' Federation during the e-discussions.
- It is advisable to improve the internal communication between members, inter alia using remote communication means, in order to keep everyone updated regarding the ongoing activities and achievements; and to share the experiences and practices.

#### Communication tools

The Iron Curtain Trail-EuroVelo13 web page clearly displays the logo of the Route and the logo of the Cultural Routes of the Council of Europe in accordance with the guidelines, while the official link to the Cultural Routes of the Council of Europe website is missing. However, not all the printed material, digital documents mentioning the route, and the websites related to the route visited, use the logo of the Cultural Routes of the Council of Europe, while, the Logo of the Iron Curtain Trail or a logo of EuroVelo 13 is always present.

The Iron Curtain Trail is often referred to as Eurovelo13, moreover, the representatives of the route also expressed their desire to refer to the Route as EuroVelo 13-Iron Curtain Trail and not only Iron Curtain Trail.

- Therefore, it is advisable to discuss the possibility of the modification of the name, following all the procedures established by the Cultural Routes of the Council of Europe.
- it is also recommended that the route pays more attention to the use of the logo and follows more carefully follows the Guidelines for the Use of the Logo “Cultural Routes of the Council of Europe”.

CRITERIA		Recommendations previous evaluation 2018-2019	Has the route addressed the recommendation since the last evaluation?		Recommendations current evaluation 2022-2023
			YES	NO	
<b>I. Cultural route theme</b>			<input type="checkbox"/>	<input type="checkbox"/>	No specific recommendations in regard to the Cultural route theme.
		It is recommended that the Route focuses its further development on providing more opportunities for cultural and educational exchanges and engaging more representatives of youth organisations and NGOs.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	The recommendation of the previous evaluation remains, but within this report is mentioned under the Priority fields of action.
<b>II.</b>	<b>General recommendations</b>		<input type="checkbox"/>	<input type="checkbox"/>	More, preferably every member country of the route is active in various activities of the fields of action;
			<input type="checkbox"/>	<input type="checkbox"/>	Active engagement in the events and

<b>Priority fields of action</b>					activities organized by the Cultural Routes of the Council of Europe. Further, considering that The Iron Curtain Trail passes nearby the other Cultural Routes of the CoE it is advisable to establish cooperation (e.g. joint actions) with relevant routes, that would be mutually beneficial, and might also contribute to addressing other recommendations identified within this report (e.g. engagement of the youth, contemporary art, etc.)
	<b>Cooperation in research and development</b>	More is needed to improve the co-operation in certain parts of the Route. Although it is evident that the Route includes partnerships in Bulgaria, Romania and Turkey, Eastern Europe in general needs a better focus and development, particularly in terms of resources available and publications in the local languages (e.g. Romanian, Turkish). *	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>The cooperation is improved, the network now have members in 14 countries.</p> <p>Nevertheless, it is recommended that the Scientific Committee also includes the members of the Route; also, in order to widen the focus of the route, academics from different fields, such as heritage, culture, history, etc are included. Further, more efforts are needed to increase the activities in the</p>

					research field.
			<input type="checkbox"/>	<input type="checkbox"/>	It is recommended that the activities with groups of young people are organized in order to promote in-depth exchanges aimed at developing the concept of European citizenship, enriched by its diversity
	<b>Enhancement of memory, history and European heritage</b>		<input type="checkbox"/>	<input type="checkbox"/>	
			<input type="checkbox"/>	<input type="checkbox"/>	
	<b>Cultural and educational exchanges for young Europeans</b>	There is a need of a better focus on young people and engagement with local educational institutions, particularly in the parts of the Route that are not central (e.g Eastern Europe). I would suggest more collaborative approaches and work with local stakeholders, particularly in terms of social integration and exchange of young people from different social background and regions in Europe. *	<input type="checkbox"/>	<input checked="" type="checkbox"/>	It is recommended that more actions focused on the youth are organized and supported, to encourage their participation.
	<b>Contemporary cultural and</b>	The Route does not comply with any contemporary	<input type="checkbox"/>	<input checked="" type="checkbox"/>	It is recommended that contemporary cultural and artistic

	<b>artistic practice</b>	cultural and artistic practices which is largely due to the nature of the resources it promotes which do not cover anything related to cultural expressions and links between heritage and contemporary culture.			practice is promoted through organizing diverse activities, aiming for the support and engagement of contemporary artists. This might also be helpful to draw the attention of youth.
	<b>Cultural Tourism and Sustainable Cultural development</b>	It is recommended that the Route takes further actions to provide appropriate training and raising awareness of the opportunities for cultural tourism development and public-private partnerships at national/regional levels.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Well-addressed, no further recommendations
<b>III. Cultural Route Network</b>			<input type="checkbox"/>	<input type="checkbox"/>	It is highly recommended to improve the network management and ensure the establishment of its own governing body, which will also include the members of the network and budget, maybe through launching a Long-Term Management Agreement (LTMA) on EuroVelo 13-Iron Curtain Trail, as suggested by the European Cyclists' Federation

				during the e-discussions.
	Long-term strategy is not detailly explained. The dossier, however, does not provide a list of potential partners although it is evident that all countries part of the Route have already participated/or declared an interest to participate. *	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Well-addressed, no further recommendations.
	It would have been better if more details had been provided, for example, potential EU-funded initiatives to which the Route would be suitable or examples of where the sponsorship or public funding will come. *	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Well-addressed, no further recommendations
	It is recommended that ECF plans more activities to promote the heritage of the Iron Curtain as a tourism product and actively take part at special events (e.g. conferences to raise the awareness of its value). *	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Further, with the previous recommendation, it is advisable to improve the internal communication between members, inter alia using remote communication means, in order to keep everyone updated regarding the ongoing activities and achievements; and to share the experiences and practices.

<b>Communication Tools</b>		<input type="checkbox"/>	<input type="checkbox"/>	It is advisable to discuss the possibility of the modification of the name, following all the procedures established by the Cultural Routes of the Council of Europe.
		<input type="checkbox"/>	<input type="checkbox"/>	It is also recommended that the route pays more attention to the use of the logo and more carefully follows the Guidelines for the Use of the Logo "Cultural Routes of the Council of Europe".

Fig. 13. Summary of the recommendations

\* Within the previous report, some recommendations are given throughout the report, in particular the main body, but are not given in the chapter Conclusions and Recommendations. However, they have been acknowledged as an important point and are given within the above chart, marked with < \* >.

## 5. List of references

This report was prepared on the basis of the documents provided by the “Iron Curtain Trail” within the Evaluation File.

websites:

- European Cyclists’ Federation: <https://en.eurovelo.com/>
- Iron Curtain Trail -EuroVelo: <https://en.eurovelo.com/ev13>
- Border(hi)stories: <https://www.borderhistories.eu/>

Hereby, it is confirmed that all documents required for the evaluation had been duly submitted by Route.

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

Expert was not able to undertake the field visit; however, three meetings were held using online platforms:

On October 4, 2022 the first introductory and orientation online (Zoom) meeting was held with Ms. Jill Warren (Manager) and Ms. Agathe Daudibon (ECF and a contact person responsible for the evaluation dossier within the Network).

On November 9, 2022, the meeting with Austrian and Hungarian partners were held:

### Agenda:

10:00	<b>Welcome words, Tour de table, and reminder about the ongoing evaluation process by Levan Kharatishvili</b>
10:05	<b>Michael Hainitz, Weinviertel and EuroVelo 13-Iron Curtain Trail (+questions)</b> <i>Topic: How Wienviertel has been developing and promoting the EuroVelo 13-Iron Curtain Trail and its Cultural aspects?</i>
10:45	<b>Dominik Hiller, Weinviertel Tourismus, Cycle Route of the Year 2021 by Fiets &amp; Wandelbeurs (press release) (+questions)</b> <i>Topic: What brought the price of one section of the Iron Curtain Trail as Cycle Route of the Year 2021?</i>
11:00	<b>Bela Ceska, Csongrád-Csanád County: Introduction</b> <b>Antal Gertheis, Csongrád-Csanád and Bács-Kiskun county's section of EuroVelo 13-Iron Curtain Trail(+questions)</b> <i>Topic: How Csongrád-Csanád and Bács-Kiskun counties has been developing and promoting the EuroVelo 13-Iron Curtain Trail and its Cultural aspects?</i>
11:20	<b>Tibor Polgar, Westpannon Region, Hungary</b> <i>Topic: European projects and connections with other Cultural Routes, St Martin's Pilgrim Route</i> <b>András Vissi, Services providers along the EV13 (+questions)</b> <i>Topic: How services providers can take advantage of the route and convey to the host the Cultural aspects of the Route?</i> <b>Zoltán Ács, historian , Museum Savaria in Szombathely (+questions)</b> <i>Topic: How the Iron Curtain Trail is conveying the memory of History and bringing more visitors to EV 13? - presentation of the cross-border initiative Border(hi)stories (AT-HU Interreg). Museum Savaria in Szombathely</i>
11:55	<b>Conclusion of the meeting</b>

On November 15, 2022, the meeting with other partners were held:

**Agenda:**

10:00	<b>Michael Cramer, Former Member of the European Parliament, Germany</b> <i>Welcome words</i>
10:05	<b>Agathe Daudibon, EuroVelo Manager, ECF</b> <i>Welcome words</i>
10:10	<b>Levan Kharatishvili, Independent Expert of CoE</b> <i>Introduction</i>
10:20	<b>Ionut Maftei, Owner, guide and travel consultant at Bike in Time (Tour operator), Romania</b> <i>Presentation of a Private organisation along EuroVelo 13-Iron Curtain Trail (tour operator)</i>
10:40	<b>Henrik Duus, Norwegian Public Roads Administration</b> <i>Presentation of a public authority along EuroVelo 13-Iron Curtain Trail</i>
11:00	<b>Łukasz Magrian, General Manager, Pomorskie Tourism Board, Poland</b> <i>Presentation of a Tourism Board along EuroVelo 13-Iron Curtain Trail</i>
11:20	Break
11:25	<b>Adnan Cangir, Representative of ENVERÇEVKO National EuroVelo Coordinator for Türkiye</b> <i>Presentation of a cycling NGO along EuroVelo 13-Iron Curtain Trail</i>
11:45	<b>Richard Weston, Senior Research Fellow, University of Central Lancashire</b> <i>Presentation of the Scientific Committee of the EuroVelo 13-Iron Curtain Trail</i>
12:05	<b>Jessica Casagrande, EuroVelo &amp; Projects Assistant, ECF</b> <i>Current &amp; Future projects on EuroVelo 13-Iron Curtain Trail</i>
12:25	<b>Uwe Oberdiek, Chairman Grenzlandmuseum Bad Sachsa, Germany</b> <i>Presentation of a cultural body along EuroVelo 13-Iron Curtain Trail</i>
12:55	<b>Conclusion of the meeting</b>

## 7. Annex 2: Expert assessment checklist

3.2 FIELDS OF ACTION	3.1 THEME	1	Does the theme of the Route represent a common value (historical, cultural, or heritage) to several European countries?	1	
		2	Does the theme of the route offer a solid basis for youth cultural and educational exchanges?	1	
		3	Does the theme of the route offer a solid basis for innovative activities?	1	
		4	Does the theme of the route offer a solid basis for cultural tourism products development?	1	
		5	Has the theme been researched/developed by academics/experts from different regions of Europe?	1	
	3.2.1 Co-operation in research and development	6	Does the Route offer a platform for co-operation in research and development of European cultural themes/values?	1	
		7	Does the Route play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1	
		8	Does the Route show how these themes are representative of European values shared by several European countries?	1	
		9	Does the Route illustrate the development of these values and the variety of forms they may take in Europe?	1	
		10	Does the Route have a network of universities and research center working on its theme at the European level?		1
		11	Does the Route have a multidisciplinary Scientific Committee?	1	
		12	Does the Scientific Committee work on its theme at the European level?	1	
		13	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the theoretical level?		1
		14	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the practical level?		1
	3.2.2 Enhancement of the memory, history and European heritage	15	Do the Route activities take into account and explain the historical significance of tangible and intangible European heritage ?	1	
		16	Do the Route activities promote the values of the Council of Europe?	1	
		17	Do the Route activities promote the brand of the Cultural Routes of the Council of Europe?		1
		18	Does the route work in conformity with international charters	1	

			and conventions on cultural heritage preservation?		
		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	
		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?		1
		29	Are the youth exchanges (cultural and educational) planned to place the emphasis on personal and real experiences through the use of places and contacts?		1
		30	Are the youth exchanges (cultural and educational) planned to set up pilot schemes with several participating countries?		1
		31	Are the youth exchanges (cultural and educational) planned to give rise to co-operation activities which involve educational institutions at various levels?		1
	3.2.4 Contemporary cultural and artistic practice	32	Do the Route's cultural activities promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?		1
		33	Do the Route's cultural activities encourage artistic projects that establish links between cultural heritage and contemporary culture?	1	

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

3.4 COMMUNICATION TOOLS		53	Was the theme of the route chosen and accepted by the network members?	1	
		54	Was the conceptual framework of the route founded on a scientific basis?	1	
		55	Does the network involve several Council of Europe member states in all or part of its projects?	1	
		56	Is the network financially sustainable?	1	
		57	Does the network have a legal status (association, federation of associations, EEIG,...)?	1	
		58	Does the network operate democratically?	1	
		59	Does the network specify its objectives and working methods?	1	
		60	Does the network specify the regions concerned by the project?	1	
		61	Does the network specify its partners and participating countries?	1	
		62	Does the network specify the fields of action involved?	1	
		63	Does the network specify its overall strategy in the short and long term?	1	
		64	Does the network identify potential participants and partners in Council of Europe member states and/or other world countries?	1	
		65	Does the network provide details of its financing (financial reports and/or activity budgets)?	1	
		66	Does the network provide details of its operational plan?	1	
		67	Does the network append the basic text(s) confirming its legal status?	1	
		68	Does the Route have its own logo?	1	
		69	Do all partners of the network use the logo on their communication tools?	1	
		70	Does the Route have its own dedicated website ?	1	
		71	Is it the website available in English and French?	1	
		72	Is it the website available in other languages?	1	
		73	Does the network use effectively social networks and web 2.0?	1	
		74	Does the network publish brochures on the Route?	1	
		75	If yes, are the brochures available in English?	1	
		76	If yes, are the brochures available in French?		1
	For certified Cultural Routes of the Council of Europe only	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		1

			its use (size and position,...)?		
		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				58	23

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

Table 1.	Expert summary conclusions
Fig. 2.	Map of the Iron Curtain Trail - EvroVelo13
Table 3.	Suggested activities within the project application” Innovative participatory sustainable business model for cycling along the Iron Curtain Trail”
Fig. 4.	Activities implemented under Cooperation in research and development by members
Fig. 5.	Activities implemented under Enhancement of the memory, history and European heritage by members
Fig. 6.	Activities implemented under Cultural and educational exchanges for young Europeans by members
Fig. 7.	Activities implemented under Cultural tourism and sustainable cultural development by members
Fig. 8.	extract from the presentation, discussed on the E-meeting with the partners
Fig. 9.	Actual revenues of 2021-2022 and planned revenues of 2023-2024
Fig. 10.	Types of members
Fig. 11.	Left: NGOs by Country; Right: National Authorities by Country
Fig. 12.	Left: Logo of the Iron Curtain Trail; right: Logo of EuroVelo13
Table 13.	Summary of the recommendations