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

Regular evaluation:

TRANSROMANICA – The Romanesque Routes of European Heritage

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

TRANSROMANICA – The Romanesque Routes of European Heritage

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TRANSROMANICA
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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.*

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1. Executive Summary

The TRANSROMANICA – The Romanesque Routes of European Heritage is a long-established Cultural Routes of the Council of Europe (COE) and it is developed and implemented by a lively network of members from 9 European countries coordinated through the association ‘TRANSROMANICA - The Romanesque Routes of European Heritage’.

The evaluation acknowledges that the Covid-19 pandemic, as well as the ongoing conflict in Ukraine, have caused challenges in implementing the recommendations made during the previous cycle of evaluation and that across Europe funding and cooperation priorities have significantly shifted in the past triennium.

The evaluation highlighted that the TRANSROMANICA is an active network of 15 members who are highly engaged in further developing the Cultural Route and good work is being carried out across the entire network with some differences in focus – some partners are more involved in research and scientific development, while others are more experienced in developing tourism products. Overall, the TRANSROMANICA appears to be based on a healthy cooperation between institutions and despite the limited financial resources a great deal of work is carried out across the network. Improvements in relation to communication, collaboration and engagement of youth should be made in the coming triennium to fill some of the gaps identified during the analysis.

This report summarizes the three-year evaluation of the Cultural Route (2019-2021). The evaluation took place in the second half of 2022, and it was based on the resources made available to by TRANSROMANICA e.V. through the Council of Europe and information collected and made available by the TRANSROMANICA network during the evaluation. These include (a) documents and annexes related to the self-evaluation process; (2) existing printed and digital literature; (3) interviews with members of the network representing institutions/associations in France, Germany, Portugal, and Serbia; (4) field visit to the Kaiserdom (Imperial Cathedral) in Königsutter, the Cathedral and the TRANSROMANICA Headquarter in Magdeburg; and finally (5) other digital communication channels (for example the TRANSROMANICA’s website, social media/Facebook).

The report provides a short analysis of the criteria for evaluation, the health of the network and its future perspectives. As a result, and in response to the strengths and challenges highlighted, the report offers a set of recommendations to reflect on possible measures to strengthen the network as well as existing and upcoming partnerships.

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

Around the year 1000, artists from all over Europe were inspired by Roman and early Christian traditions and architecture, giving birth to a new unique architectural style: the Romanesque. The Romanesque style incorporated local myths and legends to reinvent old traditions, thus reflecting the specific geographic characteristics of each region of medieval Europe over a period of 300 years.

The Romanesque architecture is characterized by the use of round arches, thick walls with small windows, cubiform capitals and symmetrical plans, which combine to give a harmonious appearance of simplicity. Magnificent cathedrals, peaceful monasteries and beautiful churches, dating back to medieval times are at the heart of the Cultural Route of the TRANSROMANICA.

The TRANSROMANICA is a remarkable example of shared European heritage which reminds us of the many exchanges that took place in medieval Europe despite the many challenges travelling posed during this period. The result of these travels and exchanges is today visible in the Romanesque style and language used in religious architecture of this time are a manifestation of a common architectural language of medieval urban and rural lives. The Romanesque style thus became the first common language of the old continent. This 'first' Europe, dating back to the Middle Ages, incorporated values which still unite the continent today while also providing ground for the establishment of regional specificities. The Romanesque is a chance to take stock of our shared values while also celebrating Europe's diversity and understanding between people and cultures.

This unique association of regional styles makes it possible to experience a variety of cultures, ranging from the Byzantine to the Western styles, including the influences of French and Mudéjar architecture and those of the successive Gothic style.

The cooperation along the TRANSROMANICA begun under an INTERREG IIIB CADSES project co-financed by the European Union from 2003 to 2006. Under this process the first 'Straße der Romanik' (translated as *Romanesque Route* and today applied in other countries, for example the *Rota do Românico* in Portugal) was launched and its success led to the initiation of the process of application for the certification as Cultural Route of COE. The 'TRANSROMANICA - The Romanesque Routes of European Heritage' was certified as a Cultural Route of the Council of Europe (COE) in 2007 and in the same year an officially registered association was established in Magdeburg under the name 'TRANSROMANICA - The Romanesque Routes of European Heritage e. V'. The association acts as manager and secretariat of the cultural route coordinating efforts and activities in cooperation with all network members.

The TRANSROMANICA currently involves 15 members across 9 countries (Austria, France, Germany, Italy, Portugal, Romania, Serbia, Slovakia, Spain) with a 16th member and country joining in early 2023 (Croatia).

3. Main Body Evaluation

3.1 Cultural Route Theme

3.1.1 Definition of the theme of the route

The 'TRANSROMANICA - The Romanesque Routes of European Heritage' was certified as a Cultural Route of the Council of Europe (COE) in 2007 and in the same year an officially registered association was established in Magdeburg under the name 'TRANSROMANICA - The Romanesque Routes of European Heritage e. V'.

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As a network, the TRANSROMANICA plays an active role in communicating the shared cultural heritage of the Romanesque and enhance the identification, research and promotion of this type of cultural heritage and communicate European history and art history, both playing a fundamental role in fostering the understanding of a shared European identity. Through communication, tourism itineraries, research and publications, the TRANSROMANICA recognizes the heritage value held by heritage sites of the Romanesque and through multi-national and multi-site cooperation, it offers a platform to discuss and advance knowledge on the role of the Romanesque in Europe as well as a platform for this knowledge to be distributed and disseminated through specialist events, educational events and capacity building.



Figure 01. Map showcasing the members of the Cultural Route of the TRANSROMANICA.

The TRANSROMANICA is a cultural route dedicated to the Romanesque period and it brings together examples of Romanesque art and architecture from across the European region. The Romanesque is an architectural style of medieval Europe which arose around the year 1000 and established an architectural language that spanned over the period of three centuries.

During this time, architects and artists from various parts of Europe developed and established a new language inspired by Roman and early Christian architecture and thinking. The widespread of Romanesque, inspired by classical myths and legends, is a clear indication of how the concept of “dark age” is misplaced when thinking of medieval Europe as the appearance of Romanesque throughout Europe and its many regional differences and peculiarities are a clear indication of the travels and exchanges that happened across the European region during this time and despite the many challenges and dangers of long travels. The Romanesque with its many local and regional artistic and architectural developments and modifications became symbols of an early medieval European identity and a large number of monasteries, cathedrals, abbeys, churches and places of pilgrimage were built using the language of the Romanesque during this time.

Under the theme ‘Unity in Diversity’, the TRANSROMANICA showcases how the Romanesque is a language that despite regional differences (people, traditions and culture) played a fundamental role in establishing a “first Europe” already in the Middle Ages as it became a common language that united the continent.

The sites and members included in the TRANSROMANICA today are all good examples of the Romanesque (some more than others, in some cases the connection with the Romanesque is today limited to the foundation of a building and are less visible in the overall architecture but it is still important) and there is a lot of interest in continue to consolidate the participation of existing sites and the inclusion of new members and examples of the Romanesque.

The TRANSROMANICA is active as a cultural route network but it also participate in other European programmes with partners from around Europe, for example ERASMUS+ and Horizon 2020 programmes. The role is active in finding new partnerships and means of engagement to continue to develop the network and benefit from EU funding opportunities and cooperation platforms.

The current membership of the TRANSROMANICA well reflects the thematic and geographical representation of Romanesque in Europe but in years to come there are opportunities to continue expand the network to reflect more and diverse expressions of the Romanesque (for example Scandinavian Romanesque) but also connect elements of the Romanesque across sites by identifying key missing sites in Europe as well as lesser known Romanesque sites with high local significance.

3.1.2 Historical and cultural context

The TRANSROMANICA is a cultural route focused on identifying, conserving, promoting and communicating the Romanesque heritage of Europe which developed around 1000 CE and developed across Europe for around 300 years. The definition of the TRANSROMANICA is rooted in scientific evidence and in the route there are several key researchers, universities and professionals involved with a specific expertise on Romanesque art and architecture.

This cultural route exemplifies a key period of middle age European history and it shed lights on the movement of people, skills, ideas during this period. It showcases an idea of early shared European values as the language of the Romanesque was widespread adopted in religious and monastic architecture all across Europe, with similar motifs and patters used kilometres afar.

3.1.3 Council of Europe values represented by the theme

The TRANSROMANICA with its widespread shared heritage and its architectural features connecting countries and regions across the Europe embodies key European values.

The TRANSROMANICA offers the chance to explore the roots of European identity through a shared architectural language that was widely adopted across Europe. The Romanesque is an architectural expression shared across Europe and the TRANSROMANICA showcases not only the widespread of this architectural and artistic form, but it also celebrates its diversities and regional exceptions. Romanesque heritage can be found in most European countries and even cities, and its language is still legible today as a shared European experience. As many of these sites are today still used today as places of spirituality, Romanesque sites continue to be treasured by communities of believers, pilgrims as well as researchers, heritage professionals, and wider society.

In this, the TRANSROMANICA is very active in communicating these shared values and in establishing meaningful cooperation across countries to further expand knowledge on the Romanesque as well as enhance the role these sites can play in fostering local sustainable development opportunities for example through employment, tourism development and local craftsmanship (for example in conservation work).

3.2 Fields of Action

Despite limited resources, the TRANSROMANICA is an active network and members actively contribute in the planning, development and implementation of actions to further knowledge, communication and promotion of Romanesque and the network itself.

Lastly, the 'TRANSROMANICA - The Romanesque Routes of European Heritage e.V.' acts democratically and the network is acts in compliance with human rights and in respecting freedom of speech and expression It acts in accordance with rules of law and in compliance with German national law in relation to officially registered associations. The TRANSROMANICA still satisfies all eligibility criteria of the Cultural Routes of COE programme.

TRANSROMANICA is also actively participating in statutory engagements of the Cultural Routes of COE:

- Cultural Routes of COE Training Academy in Gotland, Sweden (2019) and Sibiu, Romania (2019)
- Cultural Routes of COE Annual Advisory Forum in Kutaisi, Georgia (2021) and in Fontainebleau, France (2022)

3.2.1 Co-operation in research and development

Scientific research

- Inventory of the Romanesque Churches in South of Burgundy (France) by CEP: <https://www.cep.charolais-brionnais.net/stages-internationaux>.
- Cooperation with Tea Gudek Snajdar, Ph.D. student who began in 2022 researching Romanesque Heritage in Europe (foreseen to be completed in 2025)
- The TRANSROMANICA network enjoys a great wealth of scientific research and over the past triennium members of the network published several scientific work (publications, conference proceedings) and produced audio-visuals. These contribute to the dissemination of scientific research to both specialists and the wider public.
- Survey campaigns by the Centre international d'études des patrimoines (CEP) with the University of Ljubljana at the Church of Chapaize (2019) and the Church of

Clessé (2022); with the University of Budapest at the Church of Tournus Univestiy (2019, 2022); with the Xi'an University at the Church of Charlieu (2019)

EU projects

- Participation in the Horizon2020 IMPACTOUR project (<https://www.impactour.eu/>). Participation in workshops (Atlantic Session of IMPACTOUR – 04/2022; Rediscover Europe – 05/2021; Interactive Cultural Tourism Management – 07/2021; Vision for the future of Cultural Tourism in relation to Covid-19 – 11/2020), regional world café (with stakeholders from Saxony-Anhalt - 07/2021; with stakeholders from all IMPACTOUR project partners – 11/2021)
- Participation in INTERREG project MOMAr – Models for Management for Singular Rural Heritage (2020-2022) which focuses on improving policies and programmes addressing heritage in rural territories also providing strategic thinking for integrated use of natural and cultural resources and the participation of all actors involved (<https://projects2014-2020.interregeurope.eu/momar/>)
- Participation in the joint meeting of different Horizon2020 projects SmartCulTour, SPOT, INCULTUM, TExTOUR, Be.CULTOUR.

International conferences

- Congresses “Les Chemins du Roman – 30 années de et de mise en valeur des églises romanes en Bourgogne du Sud” (2022)
- “Tavola Rotonda: I dati della cultura Lombarda” (06/2022)
- International Conference “The Sardinian Romanesque in the network of European itineraries” (12/2021)
- Franco-German-Fortnight online event where the TRANSROMANICA association presented its route (10/2021)
- European Romanesque Center about Wachtenburg Castle (11/2020)
- Meeting of the Cultural Routes of the Council of Europe with the theme: Sustainable Drivers for the definition of post-COVID strategies (10/2020)
- INTERREG Information Events (2019-2021)
- Participation in several conferences about tourism, particularly from partners in Portugal. This includes the Ciclo de conferências Mestrado em Turismo, território e Patrimónios Universidade de Coimbra (05/2020); Ciclo de Conferências - Economia e Gestão: Oferta e Produtos Turísticos Universidade de Coimbra (11/2020) and other conferences and photographic exhibitions in Portugal.

Cultural Routes meetings and workshops

- Participation in workshop of the Cultural Routes of the COE: Sustainable Drivers for the definition of post-COVID strategies (10/2020); webinar “Cultural Routes Dialogues: Challenges and Opportunities post-Covid19” (11/2020)

Cooperation with local communities and actors

- Project “Heritage Carers” (<https://www.rotadoromanico.com/en/the-route/heritage-carers/>) along the Rota do Românico is an outstanding example of engagement within the TRANSROMANICA. Every October the Rota do Românico celebrates the “Heritage Carers Day”. The programme could be further explored to understand how more young people could be engaged in this effort of caring for heritage.

Research plays a key role in the development of the TRANSROMANICA and some members appear to be particularly engaged in participating in research projects and in developing research. It would be important to find ways to involve those partners that are currently less engaged in this action in the coming triennium to make sure capacities are developed across the entire network of the cultural route.

3.2.2 Enhancement of the memory, history and European heritage

a) TRANSROMANICA Award at the Romanesque Award Ceremony

The 1st edition of the TRANSROMANICA Award was held as part of the 27th edition of the Romanesque Award Ceremony of the Route of the Romanesque in Saxony-Anhalt. The award aims to honour outstanding work/commitment along the members of TRANSROMANICA.

The International TRANSROMANICA award was awarded to Mr Nuno Fonseca, president of the Rota do Românico (Portugal) for the project 'Heritage Carers' (already a winner of the storytelling competition of the European Heritage Days).

b) TRANSROMANICA Day on 9 May (Europe Day)

In 2021, TRANSROMANICA celebrated its first TRANSROMANICA Day with a series of short interview with representatives of sites and members of the network. These video interviews presented the TRANSROMANICA, its network and provided an overview of what members do and how they engage in the network. Despite the limited number of views on YouTube, it seems that this effort could have a meaningful impact if adequately coordinated and communicated, particularly through social media (both the official ones of TRANSROMANICA but also those of partners).

To enhance participation of all members of TRANSROMANICA in the celebration of TRANSROMANICA Day, the organization of this celebration could rotate among members and every year it could focus on a different site/member. A network-wide celebration could be established every 2-5 years to allow the TRANSROMANICA secretariat to coordinate actors and ensure that enough time is available to plan, develop, implement and communicate the event across the TRANSROMANICA network and Europe. This could also offer the opportunity to use this celebration as a promotion to reach out and engage with new prospective members.

c) Travelling exhibition on Cultural Routes of COE

In 2022, the secretariat of TRANSROMANICA organized a travelling roll-up exhibition which highlights 25 European Cultural Routes featuring themes of European history, heritage, art and architecture of the Cultural Routes of COE. This also includes the 9 routes that include German members and sites.

Between February and April 2022, the travelling exhibition was exhibited at the following locations:

- Benedictine Priory of St. Mary of Huysburg near Halberstadt
- Altmärkisches Museum in the Hanseatic city of Stendal
- Parish Church of St. Stephen in Osterwieck
- Wernigerode in the Harz mountains



Figure 02. Travelling exhibition in Hanseatic city of Stendal, Germany. Source: <https://www.transromanica.com/2022/02/22/cultural-routes-of-the-council-of-europe-in-saxony-anhalt/>



Figure 03. Travelling exhibition in the Benedictine Priory St. Mary's at the Huysburg, Germany. Source: <https://www.transromanica.com/2022/04/28/cultural-routes-of-the-council-of-europe-in-saxony-anhalt-4/>

d) Summer Academy in Königsutter Imperial Cathedral
Organized by the Stiftung Braunschweigischer Kulturbesitz (translated Braunschweig Heritage Foundation), the summer academy in Königsutter hosted sculpting workshops to provide training on traditional sculpting techniques, some of which have remained

unchanged over the past millennium. The workshop was open to all interested individuals, also those without prior knowledge of sculpting techniques and they are also provided with knowledge of the Romanesque architecture and art.

Along the sites of the TRANSROMANICA, visitors have the chance to learn about Romanesque heritage but also to gain a better insight into medieval Europe and elements of architecture and art that connected the region and created a feeling of a first European age. The network plays an essential role in communicating and interpreting Romanesque heritage as a vehicle to communicate European values and the common language of the Romanesque.

3.2.3 Cultural and educational exchanges for young Europeans

The TRANSROMANICA has developed several programmes for schools and young people to engage in learning more about the transromantic across its network:

- Workshops and activities at Königsutter Imperial Cathedral (<https://www.kaiserdom-macht-schule.de/>) and at Naumburg Cathedral (<https://www.naumburger-dom.de/en/kinderdombauhuetten-naumburger-dom-fuer-schulklassen/>) in Germany
- Educational workshop, projects and other educational services along the Rota do Românico in Portugal: <https://www.rotadoromanico.com/en/the-route/educational-service/>
- Programme “Inventory of Romanesque Churches in the South of Burgundy” (France) engages school classes and groups of young adults to participate in inventory sessions to learn more about the Romanesque (<https://www.cep.charolais-brionnais.net/stages-internationaux>)
- Survey campaigns by the Centre international d'études des patrimoines (CEP) with the University of Ljubljana at the Church of Chapaize (2019) and the Church of Clessé (2022); with the University of Budapest at the Church of Tournus Unvestiy (2019, 2022); with the Xi'an University at the Church of Charlieu (2019)

Note: the TRANSROMANICA secretariat listed the project “Heritage Carers” in this section but after a deeper analysis of the programme it does not seem to be an action targeting or primarily engaging with young people.

This is an action that needs deeper thinking and planning. At present young engagement activities are limited to workshops, visitations or more passive engagement means but there is high potential to find ways to meaningfully engage young people with Romanesque heritage and the TRANSROMANICA network.

Youth could play an active role in findings ways to communicate the efforts and work of the TRANSROMANICA but also providing new insights for tourism and opportunities of engagement. The TRANSROMANICA secretariat and the members of the network should explore cooperation with relevant university programmes (art history, heritage studies and management, tourism and cultural tourism, etc.) to establish shared projects (study projects, research projects) or internships that could support the development of TRANSROMANICA and its communication to the wider public, expanding on the experiences made by CEP in France. Through financing programmes like ERASMUS+ or cooperation with European Young Associations (European Heritage Volunteers, ESACH - European Students' Association for Cultural Heritage, ICOMOS Europe Network, COE's European Young Heritage Professionals Forum).

To support the work of the TRANSROMANICA secretariat, financing programmes and internal financing options to support the engagement of young professionals through internships/traineeships (best if recognised with a small payment) should be explored. Young professionals can provide essential support in coordination with members and in developing and implementing relevant communication and social media campaign that can reach a younger target group and the wider public.

To promote the TRANSROMANICA, youth programmes could be established – for example TRANSROMANICA Ambassadors, travel scholarship like the ‘Young Travelling Scholarships’ established by the Organization of World Heritage Cities (OWHC). These could empower young heritage and tourism practitioners/researchers to contribute to the communication and development of TRANSROMANICA with an eye on intergenerational communication and cooperation.

There is the potential to strengthen this key action of the TRANSROMANICA’s participation in the Cultural Routes of COE programme and cooperation with universities, youth associations, as well as European offices is highly recommended.

3.2.4 Contemporary cultural and artistic practice

- TRANSROMANICA Colouring Postcards. A set of hand drawn colouring postcards representing the highlight sites of TRANSROMANICA have been launched in 2021. Visitors are invited to colour their postcards and create a unique souvenir/memory of the site visited. These postcards are being sent to all sites of the TRANSROMANICA network.
This effort could be further enhanced with the use of hashtags and the invite to share the art/results on Instagram or other social media.
- Contemporary Design on Festive Costumes in Millstatt, Austria. Millstatt’s fashion designer Carolin Berger worked with Gexi Tostmann (garb business) to create historically-inspired festive costumes to celebrate the 950th anniversary of the foundation of Millstatt Abbey. <https://www.transromanica.com/about-the-time/contemporary-art-2/cultural-heritage-meets-contemporary-design-in-millstatt/>
- “Romanesque” Contemporary Art Exhibition organized by CEP in France (<https://www.cep.charolais-brionnais.net/exposition-romanesque>)
- Thietmars River Cruise from Merseburg to Magdeburg. Costumed river cruise re-enacting Bishop Thietmar of Merseburg’s sail on the rivers Saale and Elbe from Merseburg to Magdeburg. <https://www.transromanica.com/2019/02/18/thietmars-river-sail-re-live-the-journey-of-the-bishop/>
- Summer academy on sculpting techniques (see point d) in section 3.2.2)

- Participation in tourism specific fairs like ITB Berlin (2019, 2020), AR&PA (2019, 2020, 2021), BTL (2019), FITUR (2020, 2021)
- Renewal of TRANSROMANICA street signage in Saxony-Anhalt in accordance with the established “corporate identity”. This task is completed in cooperation with the support service of the Investitionsbank Saxony-Anhalt, municipalities and the Ministry of Economics of Saxony-Anhalt. Additionally, information boards were renewed at different locations in Saxony-Anhalt in the first half of 2021.
- Rollout of new signposts in Slovakia and Serbia.
- Preparation of tender and commissioning of Wi-Fi on 68 out of 88 sites of the Route of the Romanesque in Saxony-Anhalt, Germany (2019/2020)
- Magazine “Fascination Romanesque” shared regionally (in German) providing travel insights to discover Romanesque and TRANSROMANICA sites.

The format of blogs and vlogs is very interesting and should continue to be explored in cooperation with young content creators as well as with tourism/communication specialist who can advise the process. These could be paired with a network-wide communication strategy that should include clear communication and outreach objectives for internal and external communication (including communication with partners, potential new members, potential visitors, researchers and the wider public).

There seems to be interesting projects and programmes carried out in different countries by different members but there does not seem to be a continuous exchange of information between members concerning good practices and sharing experiences. It would be important to investigate the opportunity of creating an internal working group on ‘cultural and sustainable tourism’ to discuss the issue with all partners across different countries.

There seem to be interesting experiences being made in Portugal and Serbia where the institutions involved in the network appear to have a strong expertise in the field of tourism and they could share inspiring case studies with other members.

To strengthen the TRANSROMANICA, the matter of tourism should be also tackled network-wide also considering the establishment of a shared communication and marketing strategy.

Additionally, there are opportunities to connect local tour operators and tourist-related SMEs between different cities and countries using the shared base of the TRANSROMANICA. Cultural tourism is a large share of the market and recent studies. UNTWO have highlighted that ca. 40% of tourism globally is cultural tourism.

It would be important to use the General Assembly not only as a mean of sharing each other progresses but also to revise its role as a strategic body which should also look at planning future strategies on the basis of informed advice from the scientific committee. It is important to find ways to engage the participation of the tourism sector in the network and to look at this issue across the entire network.

3.3 Cultural Route Network

3.3.1 Overview of institutional /legal structure of the network

The TRANSROMANICA is officially registered in Germany as an officially registered non-profit association (‘eingetragener Verein’, also abbreviated with ‘e.V.’) under the name “TRANSROMANICA – The Romanesque Routes of European Heritage e.V.”. The association is hence required to comply to national laws concerning the non-profit sector and its financial compliance. The statutes of the organization were officially approved in September 2008 and some information provided in the official statutes seem to be somewhat outdated and might call for revision of the statutes to be later notarized after the approval by

the General Assembly. In regard to this, clarity should be made in regards to typologies of membership (there seems to be a disconnect between the information provided on the website and the statutes) and an update of the text provided in the preamble.

The TRANSROMANICA operated in a democratic and transparent manner through established bodies in charge of decision making (General Assembly, Executive Committee), and informing decision making (Scientific Committee) to allow for good and informed decisions to be taken.

The General Assembly meets annually (in online and hybrid forms) with the aim of bringing together the TRANSROMANICA members to reflect on the operation of the network, share their work, strategies and projects with one another. In the past three years, the assembly met mostly online due to the ongoing sanitary emergency of the Covid-19 pandemic.

- 4 September 2019 (Pavia, Italy)
- 14 September 2020 (online)
- 27 September 2021 (online)
- 20 September 2022 (hybrid, online and in Lousada, Portugal)

The executive committee is officially in charge of managing the officially registered non-profit organization (financial and legal compliance with the German system) and it consists of four representatives: a chairperson, a deputy chairperson, a treasurer, and a representative of the TRANSROMANICA Secretariat, which at present is mostly represented by the manager of the cultural route. These members are elected by the General Assembly every two years.

At present, all positions in the executive committee are covered by German members of the network but in the future, it would be important to explore ways to ensure a larger participation by members of other partners and countries. This could include the establishment of a rotating chairmanship, the exploration of alternative governance arrangements or the establishment of additional positions on the executive committee. This would ensure an adequate representativity of the network's membership and it could lead to an increased visibility across all countries of the network in the process of enlarging the TRANSROMANICA.

The scientific committee oversees providing technical and scientific advice to the executive committee. At present the scientific committee includes 6 members from Germany (3), France, Portugal, and Spain. The scientific committee is at present composed of members with a strong background and experience in archaeology, history and art history which provides the TRANSROMANICA with a solid scientific base. Additionally, the network is further supported through established cooperation and research channels with 9 universities in Germany (Martin-Luther-University, Hochschule Harz in Saxony-Anhalt), Hungary (Budapest Technical University), Italy (Università degli Studi di Pavia), Portugal (Universidade do Aveiro, Universidade do Coimbra, Universidade do Porto), Slovenia (University of Ljubljana) and China (Xi'an University of Architecture and Technology).

The

Lastly, the day-to-day management of the TRANSROMANICA is implemented through its permanent Secretariat located at the Headquarter. The secretariat is currently made of one person working full time for the management of the cultural route. Until 2021, the secretariat was made of two people the executive manager and its assistant. Considering the large amount of work carried out by the secretariat, there is the need to explore ways to provide additional human resources. This could be done through the designation of an assistant to the manager or through the establishment of internship and traineeship programs

3.3.2 Overview of the financial situation of the network

The financial situation of the TRANSROMANICA is overall stable with some fluctuation caused by the Covid-19 pandemic and in coming years the existing budget might be further complicated by the raising inflation in the European region.

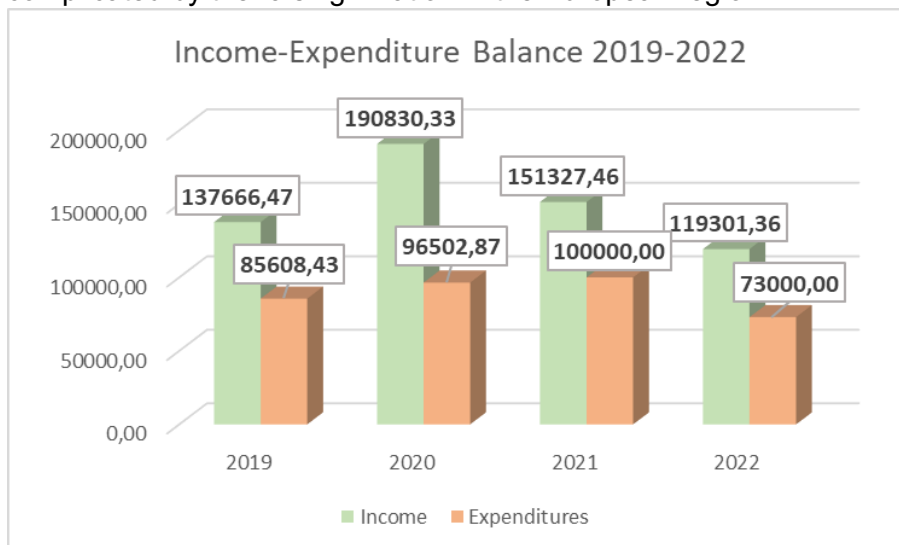


Figure 06. Balance of income and expenditure calculated on the basis of the information provided by TRANSROMANICA – The Romanesque Routes of European Heritage e.V.

In the past triennium, funding came predominantly from membership fees (between € 51.500,00 and € 60.500,00) and from the TRANSROMANICA's participation in the Horizon 2020 research project IMPACTOUR. Additional resources are provided by the State of Sachsen-Anhalt through the REGIO programme. It is important to highlight that funding from the Horizon 2020 and the REGIO programmes are tied to additional project deliverables.

The differentiation of member contributions appears to have been welcomed by the TRANSROMANICA members and the adjustments in financial contribution seem to have facilitate the participation (and in particular the fulfilment of the payment of the fee) of members and their institutions.

In terms of additional funding, the participation in the ERASMUS + Developing Cultural Routes for All (DECRA) project, the Horizon 2020 IMPACTOUR and the REGIO programme in Sachsen Anhalt have provided additional funding resources but this has been limited to only some of the members of the network and in most cases the funding available are tied to specific project deliverables and outcomes.

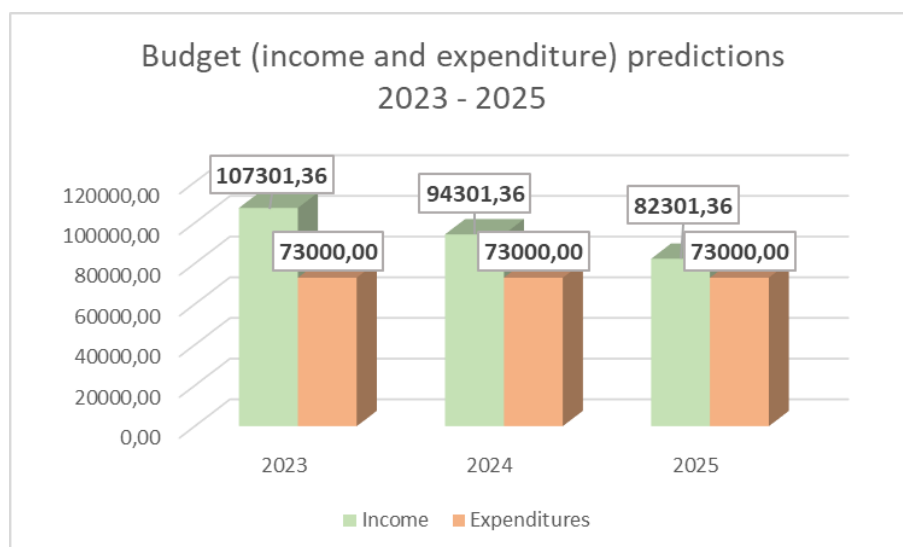


Figure 07. Budget predictions for 2023-2025. This is calculated on the basis of the information provided by TRANSROMANICA – The Romanesque Routes of European Heritage e.V.

Efforts in acquiring additional funds have been successful in the past but they seem to have been limited to only certain members and countries, in the future the TRANSROMANICA could consider activating an internal capacity building programme to enhance knowledge and skills for fundraising and EU project design which could lead to an additional influx of funding as well as the creation of tailored project proposals directly tackling challenges and issues faces by the members of the TRANSROMANICA.

3.3.3 Current composition of the network by country and type of member¹

Since its certification in 2007, the management of the TRANSROMANICA has been actively involved in the task of enlarging the network and the network counts today 15 members with a 16th member joining in January 2023.

At present the network is composed of 15 members: 6 network members (Ministry of Infrastructure and Digital Affairs of Saxony-Anhalt, Germany; Tourism Association of Saxony-Anhalt; Germany; VALSOUSA – Associação de Municípios do Vale do Sousa, Portugal; Ministry of Culture of the Slovak Republic, Slovakia; National Tourism Organisation of Serbia, Serbia; Deputation of Lugo / Ribeira Sacra, Spain), and 9 single site members (Municipality of Millstatt, Austria; Municipality of Maria Wörth, Austria; Centre International d'Etudes des Patrimoines Culturels en Charolais-Brionnais, France; Stiftung Braunschweigischer Kulturbesitz, Germany; Comune di Pavia, Italy; Polo Museale del Piemonte, Italy; Municipality of Alba Iulia, Romania; Junta de Castilla y León, Spain; Municipality of Zamora, Spain).

	Country	City	Member	Year	Type of membership
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¹ This section should also specify if the network has members in the Russian Federation and their nature (public, private, NGO, etc). It should also shade light on any decisions taken by the network following the cessation of membership of the Russian Federation from the Council of Europe and activities carried out by Russian network member since last year.

1	Austria	Millstatt am See	Municipality of Millstatt	2007	Single site member / Public institution
2	Austria	Reifnitz	Municipality of Maria Wörth	2007	Single site member / Public institution
(3)	Croatia*	Čazma	Municipal Museum Association	2023*	
4	France	Saint Christophe	Centre International d'Etudes des Patrimoines Culturels en Charolais-Brionnais	2007	Single site member / Association
5	Germany	Braunschweig	Stiftung Braunschweigischer Kulturbesitz	2017	Single site member / Foundation
6	Germany	Magdeburg	Ministry of Infrastructure and Digital Affairs of Saxony-Anhalt	2007	Network member / Public institution
7	Germany	Magdeburg	Tourism Association of Saxony-Anhalt	2007	Network member / Tourism Association
8	Italy	Pavia	Comune di Pavia	2013	Single site member / Public institution
9	Italy	Torino	Polo Museale del Piemonte	2016	Single site member / Public institution
10	Portugal	Lousada	VALSOUSA – Associação de Municípios do Vale do Sousa	2009	Network member / Municipality Association
11	Romania	Alba Iulia	Municipality of Alba Iulia	2013	Single site member / Public institution
12	Serbia	Belgrade	National Tourism Organisation of Serbia	2008	Network member / Public institution
13	Slovakia	Bratislava	Ministry of Culture of the Slovak Republic	2017	Network member / Public institution
14	Spain	Lugo	Deputation of Lugo / Ribeira Sacra	2021	Network member / Public institution
15	Spain	Valladolid	Junta de Castilla y León	2008	Single site member / Public institution

16	Spain	Zamora	Municipality of Zamora	2018	Single site member / Institution
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Table 01. List of Network members.

* Čazma, Croatia will officially join the network on 1 January 2023.

At present the membership to the network is divided into four typologies of membership:

(1) single sites: public and private organizations representing a single Romanesque building or ensemble of Romanesque Sites, town or limited area;

(2) small networks: public and private organizations representing up to 5 single Romanesque buildings, towns or limited areas in a geographic region;

(3) medium size networks: public and private organizations representing up to 60 single Romanesque buildings, towns or limited areas in a geographic region; and

(4) large networks: Public and private organizations representing up to 100 single - Romanesque buildings, towns or limited areas in a geographic region.

In 2019, at the General Assembly held in Pavia, the assembly decided in favour of a revision of the membership fees to allow for sites to sustain their fees and continue their membership, more information are available in section 3.3.2 of this report.

3.3.4 Network extension since last evaluation

The ongoing Covid-19 pandemic has posed a challenge in the efforts made by the management of TRANSROMANICA in enlarging the network and despite contacts having been established during the past triennium, the uncertainties brought on institutions, municipalities and associations by the sanitary emergency have posed serious challenges in securing commitments, both financially and politically.

Nevertheless, work has continued and discussions with new potential partners have been initiated (for example with the Municipality of Sibiu, Romania and the Municipality of Gotland in Sweden and) and new members have joined the network (Deputación de Lugo in Galicia, Spain) or will join the network at the start of 2023 (the Municipal Museum Association of the Parish Church of Saint Mary Magdalene, in Čazma, Croatia).

There are no new information concerning the possible addition of the Ministry of Civil Affairs of Bosnia and Herzegovina, which was mentioned in the previous cycle of evaluation (2015).

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

In January 2023, the TRANSROMANICA will welcome a new member the Municipal Museum Association of the Parish Church of Saint Mary Magdalene, in Čazma, Croatia. The TRANSROMANICA has continuously kept in touch with the Municipalities of Sibiu (Romania) and Gotland (Sweden) and they hope to welcome them as new members in the coming three years. However, due to the sanitary emergency and political changes their commitment is not yet fully secured.

The headquarter confirmed that this effort is ongoing and new discussions have either begun or are in the process of being initiated.

It is important to point out that enlargement is a key element of the TRANSROMANICA's certification as a Cultural Route, however, at present priority should be given to strengthening the existing network by reflecting on the partnership and what each partner

can offer and/or is looking for. Due to the ongoing pandemic, resources available for culture are in many countries extremely scarce and there is an opportunity to rethink existing governance arrangements to ensure more equal participation in decision-making. This could example include the establishment of a steering committee or the establishment of a rotating presidency of the TRANSROMANICA, which could also empower partners to attract/find new financial, technical and human resources.

3.4 Communication tools

The TRANSROMANICA uses several printed and digital communication channels and over the past three years significant work has been done in refreshing existing communication channels and exploring the use of social media more consistently.

a) Printed Communication

- TRANSROMANICA Sales Manual
- TRANSROMANICA Travel Magazine
- TRANSROMANICA Desk Calendar (2020, 2021, 2022, 2023 coming)
- Coloring postcards with drawn images of all sites included in the TRANSROMANICA (2021, updated in 2022)
- Brochure and postcards promoting TRANSROMANICA
- Scientific and other publications about TRANSROMANICA and sites that are part of this cultural route
- Features in magazines (annual issue of the "Fascination Romanesque" in Saxony Anhalt)
- Photo exhibition "Route of the Romanesque in Saxony Anhalt" (October 2019)

b) Digital Communication Channels

- TRANSROMANICA Website
- TRANSROMANICA Social media profiles (Facebook, Instagram, LinkedIn, YouTube)
- TRANSROMANICA Advent calendar in December (2021, 2022)
- TRANSROMANICA Blog
- Press coverage and articles in news and specialist press (local newspapers, Deutsche Stiftung Denkmalschutz, Evasoes Portugal, National Geographic Portugal, TSF Radio, Rota do Romanico, Visit Portugal)

c) Other (events, academies, etc)

- TRANSROMANICA Award for Outstanding Commitment
- TRANSROMANICA Day
- Lectures about the TRANSROMANICA and specialised networks (INTERREG Information events, Cultural Routes of Europe workshops)
- Development of TRANSROMANICA signage and signpost

The previous cycle of evaluation emphasized the need for a coordinated and strategic communication and marketing action but at present the progress on this matter appears to be limited. There is the need to revise existing communication (channels, formats, and content) to contribute meaningfully to the development of the TRANSROMANICA and enhance communication and marketing actions effectively.

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

Communication is established and channels exist across the network. Most partners are equipped with websites and social media and the TRANSROMANICA itself has an established websites and a set of social media channels.

The website is very comprehensive and there is a large amount of information available on it. However, there are also some challenges and there are opportunities to improve the website functionality and navigability. Firstly, it seems that there might be an update needed to update the platform and avoid the multiple warning signs on the top of the page (see Figure 08), this could also be an opportunity to refresh the design of the platform looking at a lighter outline and an easier navigation tree.

Additionally, there appear to be several “empty” or “work in progress page” which should remain unpublished until content is added and is accessible (for example the pages related to: ‘school projects’, ‘educational materials’, etc.).

Concerning social media, updates are regular, but the frequency and content displayed is outdated and the channels would benefit from a fresher approach with less repetitive posts (calendars, advent calendar) and a different approach to content creation with more information from partners and a catchier visual identity that could also contribute to the development of tourism products (especially via Instagram and Facebook ads, or by promoting the use of costumed geotags and hashtags).

It could be helpful to explore cooperation with universities and internship programmes to work with young and emerging professionals in establishing and implementing a dynamic communication strategy – this could be done through cooperation with universities in study projects and joint research, or through the establishment of an internship programme targeting emerging professionals with content creator and communication skills.

This could also include ambassadors’ programmes, travel vlog (using social media rather than blogs), internships at the headquarter (exploring financing mechanisms like ERASMUS + and national financing schemes).



Figure 08. Website of TRANSROMANICA. There is the need to update the CMS and potentially the entire platform. There appear to be technical issues and some of the navigation bar are difficult to access.



Figures 09 (left) and 10 (right). On the left the TRANSROMANICA banner inside the Königschluter cathedral and on the right a close up photo of the network and the logo.

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

The TRANSROMANICA has developed a brand guideline aligned with the Guidelines for the Use of the Logo of the Cultural Routes of the Council of Europe. The brand guidelines provide clear indication concerning the network’s identity (font, color, length and width ratio of the logo). It also provides examples of how the logo should and should not be used.

It is important to point out that an analysis of brochures and material prepared by several members of TRANSROMANICA highlighted that there is still an inconsistent use of the combination of the TRANSROMANICA and the COE logos.

On the other hand, the site visit offered the chance to see first-hand that some of the sites are not yet equipped with adequate information on the TRANSROMANICA and that it is not always made clear/visible on site. There is the need to strengthen on site communication and to enforce the correct use of the logos combination as it is clearly explained in the brand guideline developed by TRANSROMANICA.

4 Conclusions and Recommendations

CRITERIA		Recommendations previous evaluation 2018-2019	Has the route addressed the recommendation since the last evaluation?		Recommendations current evaluation 2022-2023
			YES	NO	
I. Cultural route theme		The theme is well defined and cannot be further expanded. The cooperation between different cultural routes can be a topic for further development. TRANSROMANICA already has experience in collaborating with other routes in special actions. This can be utilized in future, long-lasting cooperation on issues like joint project applications, improvement of joint tourism offer, development of joint tourism and cultural products, participation in joint events, etc. According to the route manager, this kind of work has already started with the Roman Emperors and the Danube Wine Route	X	<input type="checkbox"/>	The TRANSROMANICA secretariat works closely with partners in enhancing knowledge and understanding of Romanesque in Europe. Considering the challenges posed by the covid-19 pandemic and the limited chances for travel and exchange, the recommendation concerning cooperation on cooperation for research and with other Cultural Routes remains relevant and should be explored in the coming triennium.
			<input type="checkbox"/>	<input type="checkbox"/>	
II. Priority fields	Cooperation in research and development	The scientific advisory board should include tourism and marketing experts, researchers as well, to bring new aspects into their	X	<input type="checkbox"/>	This issue has been partially addressed but it should be further followed up in the coming triennium. The scientific board has been renewed in 2022 but at present there

of action		future research and scientific work			seems to be limited expertise in relation to tourism and tourism research. Some of the members of the board have experience in the field of tourism but representative of tourism agencies/faculties of tourism could benefit the work of the TRANSROMANICA.
			<input type="checkbox"/>	<input type="checkbox"/>	
	Enhancement of memory, history and European heritage		<input type="checkbox"/>	<input type="checkbox"/>	
			<input type="checkbox"/>	<input type="checkbox"/>	
	Cultural and educational exchanges for young Europeans	Children and youngsters should be targeted with new kinds of activities, where they can be involved in different actions (learning by doing) – there are good examples, as it was described in the previous chapters. A new type of pedagogical program may be developed, targeting primary and secondary schools, in cooperation with teachers and/or their organisations, to develop a kind of local historical studying material. Representatives of the network could participate in lessons (history, art) and have a few lectures on the Romanesque topic. A medieval tale-	X	<input type="checkbox"/>	Several sites have developed and are implementing programs for pupils and schools. It will be important in the coming triennium to explore meaningful engagement of youth in the work of the TRANSROMANICA exploring opportunities for university cooperation (study projects, master's theses, etc.), internships and traineeship (for example supporting the work of the secretariat at the TRANSROMANICA headquarter), ambassadors programmes and other structured volunteering opportunities.

		<p>writing competition can also be an attractive tool to involve young people, secondary or high school students.</p> <p>Youngsters can easily be targeted through mobile, smart applications, social media and other interactive tools, using the latest technology.</p>			
			<input type="checkbox"/>	<input type="checkbox"/>	
	Contemporary cultural and artistic practice	<p>Try to find ways to boost the cooperation of Romanesque heritage and contemporary arts, either by enlarging the number of involved institutions, museums, or proposing special events (contests, projects, activities, festivals) to contemporary artists (some examples: photo-contest for photographers, new performances at old locations, story-telling and writing related to sites, the works can be published in a book)</p>	<input type="checkbox"/>	X	<p>This recommendation has been partially addressed but it would benefit from a more consistent effort. Challenges in implementing this recommendation are potentially connected to the covid-19 pandemic and the many limitations with travels and joint cooperation. Nevertheless in the future it would be important to look at local associations, museums, cultural institutions and citizens' activities.</p>
			<input type="checkbox"/>	<input type="checkbox"/>	
	Cultural Tourism and Sustainable Cultural development	<p>In the field of development of tourism products, quite a few results have been reached. Developing further tourism products, the main aspects are: sustainability </p>	X	<input type="checkbox"/>	<p>The recommendation has been largely addressed but there are few elements that would still benefit from some thinking and implementation. The development of the sales manual together</p>

		cooperation connecting the offers of different product types like culture and gastronomy, culture and active tourism, culture and MICE ethic tourism inclusion of SMEs permanently build a network of interested tour operators. Keep on improving new packages according to the latest tourism trends.			<p>with the “Explore the TRANSROMANICA” section on the website and the contribution of travel blog and vlog has improved the visibility of the network. Additionally, the cooperation with national and regional tourism agencies has been strengthened in Austria, Germany, Portugal Serbia and Spain.</p> <p>There is the need to strengthen the branding of the TRANSROMANICA as a tourism destination through the establishment of a more coordinated and consistent communication and marketing action.</p> <p>Lastly, the participation in the IMPACTOUR Horizon 2020 project also contributes to provide essential research to further develop the TRANSROMANICA network through sustainable tourism opportunities and planning.</p>
III. Cultural Route Network		Try to find new members and enlarge the European route in other countries, especially in Central and Eastern Europe, where there are several, still “hidden” Romanesque monuments and attractions to further diversify and	X	<input type="checkbox"/>	<p>Work in ongoing and covid-19 has posed several challenges in the past years. Additionally, the current conflict in Ukraine also poses challenges when it comes to securing future commitments in the region.</p> <p>The TRANSROMANICA secretariat has secured a new member in</p>

	intensify the present offer			Croatia and has contacts with a new member from Romania and with Gotland in Sweden. However, due to the challenges posed by Covid-19 and the political uncertainties in Ukraine, some of the partners appear to be facing issues in securing funds for the participation in the work of Cultural Routes and the TRANSROMANICA in particular.
	Try to find the way and motivation tools for entrepreneurs, cultural, historical and tourism stakeholders to be able to become a member – full or sponsoring, but declared. As we can experience, it is not an easy task, especially when we want to make entrepreneurs pay for something, but by giving them some kind of exclusivity (e.g. in marketing tools or participation in special events) they can be motivated.	<input type="checkbox"/>	X	<p>The recommendation was in principle a little generic and difficult to tackle as a full package.</p> <p>The aspect of cultural entrepreneurship should be further explored by members locally. It would be important for the TRANSROMANICA secretariat to create and share a short brief about involving cultural entrepreneurs with clear information about the benefits of joining the network and providing ground for exclusive cooperation in tourism or event planning/implementation.</p>
	Marketing – brand-building is a very up-to-date topic according to the latest marketing trends and destination management strategies. (TRANSROMANICA is actively involved for instance in the Routes4U project, where this is one of	X	<input type="checkbox"/>	Partially adopted and implemented but there is room to enhance work under this theme. The deployment of new signposts and panels has been essential but in the future the TRANSROMANICA should work on a comprehensive marketing plan with annual plans and deliverables. This effort

	<p>the main activities.). Attention should be focused on the improvement of the existing brand, using the latest research results of the field. As routes can be viewed as special destinations, destination marketing methods can be useful.</p> <ul style="list-style-type: none"> • Marketing – elaboration of a medium-term marketing plan, with one-year action plans can be a motivating tool for a coordinated work of the network. 			should include onsite, online and social media marketing and communication.
Communication Tools	<p>A real, uniformed framework should be defined. Signalling at sights with joint corporate design and standards can communicate the heritage in a more comprehensive way, thus increasing the transnational recognition of the network</p>	X	<input type="checkbox"/>	<p>This recommendation has been acted on and the TRANSROMANICA has developed a manual for the use of the logo as well as a concept for the development of banners and information signage. The deployment of signposts and information panel has started in 2022 with deployments in Slovakia, Serbia and Germany.</p>
	<p>To avoid present deficiencies, the existing three documents should be united (the visibility guide of the CoE, the graphic charter and the signposting guidelines) into one visibility document and the General Assembly should</p>	X	<input type="checkbox"/>	<p>Improvements have been made and the documents provided appear to be clear. Compliance is not yet fully achieved but the TRANSROMANICA secretariat appears to be working towards a more consistent use of signage, signposts and logo.</p>

	debate on its acceptance. A monitoring system should also be applied, delegated this task to the route management, to be able to really coordinate the visibility and signposting activities of both the whole network and the members			
	Develop further the website into a tourism-friendly portal, increase its attractiveness with possibilities for immediate interactions and special events to participate. This can be carried out in the social media, too.		X	Improvements have been made but there is room for improvements and the creation of a communication plan with a foreseen update of the website and refresh of the social media channels is essential.

In addition to the above recommendations brought over by the previous cycle of evaluation, the evaluator would like to put forward the following recommendations for the coming triennium:

a) Explore new governance arrangements for the TRANSROMANICA

The TRANSROMANICA is a very active network but there appears to be an imbalance between the membership of the network and the representation on the network's decision-making bodies (executive board, secretariat). It would be important to enhance the representativity of the entire network by exploring alternative governance arrangements which might facilitate and empower the participation of other members for example by considering a rotating presidency, or the establishment of a representative steering committee. This would not only allow to enhance democracy and representation within the network, but it could allow members to access funding opportunities and enhance the visibility of the TRANSROMANICA in their respective regions and countries more easily.

b) Improve the communication and marketing strategy of the TRANSROMANICA

There is the need to become more strategic when dealing with communication and marketing. At present communication happens but it is not strategic nor up to date. The website would benefit from a content/design refresh and social media channels should be improved to create a more modern communication of the network (for example sharing daily/monthly calendar posts is relevant but it should not be the backbone of the TRANSROMANICA's communication strategy). This could be done in cooperation with young professionals and students with experience in content creation and social media communication.

A communication strategy should be built across the network and members should participate in sharing and reposting news and information, enhancing and showcasing the TRANSROMANICA inside their respective networks.

Internal communication could also be restructured, to move from email exchanges to consider a project coordination platform (for example a Teams or Slack channel).

Concerning marketing, please see the table above.

c) Stronger cooperation among TRANSROMANICA members to enhance the tourism offer of the network

Members of the TRANSROMANICA have made many experiences in relation to tourism, both at the levels of strategy and implementation. Members can learn from one another about successful projects and approaches and a short-term working group on tourism could be established to assess the state of the art of tourism offer across the TRANSROMANICA and to strategize future steps and actions.

The network should explore engaging the private sector (tour operators, tour agencies) closely and to offer opportunities to visit sites of the TRANSROMANICA as part of tourism product development actions. Participation in tourism fairs should continue but it would be important to enhance the participations in these events as TRANSROMANICA rather than as single sites.

d) Establish a TRANSROMANICA Capacity Building Strategy

To further enhance and develop the network of the TRANSROMANICA, new and key skillsets will need to be developed and enhanced. In the coming year, the secretariat should explore the definition of a capacity building strategy in consultation with all network members. The capacity building strategy should include:

- assessment of capacity building needs across the network, these could be related to communication, marketing, fundraising; project management or technical knowledge in relation to the Romanesque;
- map of knowledge/skills existing within the network, this includes the identification of good practices and interesting work across the TRANSROMANICA;
- establish relevant working groups across the network (for example strategic planning, fundraising, thematic groups, etc.);
- identification of training and capacity building priorities and implement specific trainings and courses to enhance key skillsets across the network (EU project design, fundraising, communication, etc.);
- an action plan with defined objectives and deliverables.

e) Explore the meaningful integration of young people in the work of the TRANSROMANICA

Exchanges and participation of youth is an essential action across EU programmes and there is the need for the TRANSROMANICA to engage young people, and particularly young and emerging professionals, in a meaningful manner. The secretariat and all network members should explore the possibility of setting up internships, traineeships, collaborations with universities and youth associations within the framework of the network. Young people should be engaged actively in working with institutions involved in the network and in promoting the TRANSROMANICA and its European values across younger generations and regions of Europe.

5 List of references

Reports submitted by the TRANSROMANICA

- Documentation connected to the regular 3-year evaluation of certification cycle 2022-2023. These include the self-evaluation form and 12 comprehensive appendixes.
- Links provided in the self-evaluation, particularly regarding activities implemented by the TRANSROMANICA and its network (section 4.1 and 4.2), and tourism products (section 4.5.c)

Other relevant reports

- Expert report submitted as part of the Evaluation Cycle 2018-2019 of the Council of Europe.

Online resources directly associated with the TRANSROMANICA

- COE official page of TRANSROMANICA: <https://www.coe.int/en/web/cultural-routes/transromanica-the-romanesque-routes-of-european-heritage>
- Official website of the TRANSROMANICA: <https://www.transromanica.com/>
- Facebook page of the TRANSROMANICA: www.facebook.com/transromanica
- Instagram profile of the TRANSROMANICA: www.instagram.com/transromanica
- LinkedIn profile of the TRANSROMANICA: www.linkedin.com/company/transromanica
- YouTube Channel of the TRANSROMANICA: www.youtube.com/TRANSROMANICA

Selected online resources indirectly associated with the TRANSROMANICA

- Impactour - IMproving Sustainable Development Policies and Practices to access, diversify and foster Cultural TOURism in European regions and areas: <https://www.impactour.eu/>
- Website of the Rota do Românico: <https://www.rotadoromanico.com/en/>
- Website of the Straße der Romanik: <https://www.strassederromanik.de/>

Interviews (Annex 1)

Site visit (Annex 1)

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

The present evaluation of the TRANSROMANICA included interviews with 5 representatives of the cultural route from 4 countries (France, Germany, Portugal and Serbia). The five representatives cover a diverse range of roles within the network and this allowed to better understand what are the outstanding issues identified by members as well as it offered the evaluator the chance to better understand the current governance arrangement applied for the management of the TRANSROMANICA and to better understand the resources available to managers/representatives in their respective countries and regions.

INTERVIEWS

Date	Name	Country	Institution
06.12.2022	Annemarie Schmidt	Germany	TRANSROMANICA e.V. Magdeburg, Germany
16.11.2022	Smiljana Novičić	Serbia	National Tourism Organization of Serbia Belgrade, Serbia
23.11.2022	Duarte Pinheiro	Portugal	Associação de Municípios do Vale do Sousa Lousada, Portugal
23.11.2022 06.12.2022	Norbert Funke	Germany	Stadt Königslutter am Elm Stiftung Braunschweigischer Kulturbesitz Königslutter, Germany
05.12.2022	Hannelore Pepke	France	Dijon, France

Table 02. List of interviews carried out during the evaluation.

Interviews were conducted online and covered a range of topics including current management structure and governance arrangements, existing and future priorities, challenges and need for improvements, scientific and technical development of the cultural route, participation in research, youth engagement and communication. Interviews were essential to understand the wide range of intellectual and technical resources available inside the network and to reflect on what can be improved in the coming future.

An interview with Miroslav Kaňa could not be scheduled due to the late reply of the interviewee and conflicting dates in regard to the evaluator's availability between the end of November and the beginning of December 2022.

SITE VISIT TO KÖNIGSLUTTER AND MAGDEBURG [6 DECEMBER 2022]

The site visit to Königslutter and Madgeburg in Germany on 6 December 2022 (from 09:00 to 16:00).

Programme Overview

08:45 Meeting in Magdeburg with Annemarie Schmidt

10:15 Arrival in Königslutter and visit of the Kaiserdom

12:30 Coffee break with Annemarie Schmidt and Norbert Funke

13:30 Travel to Madgeburg

14:30 Visit of the Madgeburg Cathedral

15:00 Visit of the TRANSROMANICA Headquarter
16:00 End of the site visit



Figure 11. Site visit as part of the current evaluation cycle. The site visit took place on 6 December 2022 at the Imperial Cathedral of Königslutter. From left: Nicole Franceschini, Dr. Norbert Funke (Stadt Königslutter am Elm und Stiftung Braunschweigischer Kulturbesitz), and Annemarie Schmidt (managing director).

** Due to the weather conditions, it was not possible to visit Quedlingburg as it was originally planned. However, this allowed for a visit to the TRANSROMANICA Headquarter which offered the chance to learn more about future commitments and interests.*

7 Annex 2: Expert assessment checklist

EXPERT ASSESSMENT CHECK-LIST						
QUESTIONS			Yes	No	Comments (if any)	
3.1 THEME		1	Does the theme of the Route represent a common value (historical, cultural, or heritage) to several European countries?	1	0	
		2	Does the theme of the route offer a solid basis for youth cultural and educational exchanges?	1	0	
		3	Does the theme of the route offer a solid basis for innovative activities?	1	0	
		4	Does the theme of the route offer a solid basis for cultural tourism products development?	1	0	
		5	Has the theme been researched/developed by academics/experts from different regions of Europe?	1	0	
3.2 FIELDS OF ACTION	3.2.1 Co-operation in research and development	6	Does the Route offer a platform for co-operation in research and development of European cultural themes/values?	1	0	
		7	Does the Route play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1	0	
		8	Does the Route show how these themes are representative of European values shared by several European countries?	1	0	
		9	Does the Route illustrate the development of these values and the variety of forms they may take in Europe?	1	0	

		10	Does the Route have a network of universities and research center working on its theme at the European level?	1	0	This element could be further expanded seeking for cooperation with additional institutes but also considering new means of cooperation (shared research, study projects, structured internships, etc.)
		11	Does the Route have a multidisciplinary Scientific Committee?	1	0	Generally yes but the aspect of multidisciplinary should be further enhanced to seek for expertise in the fields of heritage management and tourism.
		12	Does the Scientific Committee work on its theme at the European level?	1	0	
		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	0	
		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	0	
	3.2.2 Enhancement of the memory, history and European	15	Do the Route activities take into account and explain the historical significance of tangible and intangible European heritage ?	1	0	
		16	Do the Route activities promote the values of the Council of Europe?	1	0	
		17	Do the Route activities promote the brand of the Cultural Routes of the Council of Europe?	1	0	
		18	Does the route work in conformity with international charters and conventions on cultural heritage preservation?	1	0	
		19	Do the Route activities identify, preserve and develop European heritage sites in rural destinations?	1	0	

		20	Do the Route activities identify, preserve and develop European heritage sites in industrial areas in the process of economic restructuring?	0	1	
		21	Do the Route activities valorize the heritage of ethnic or social minorities in Europe?	0	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	0	
		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	0	
		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	0	This element is indirectly uptaken but there is the potential to improve the work of the TRANSROMANICA on promoting other declarations/chargers within its work.
	3.2.3 Cultural and educational exchanges	25	Are the youth exchanges (cultural and educational) planned to develop a better understanding of the concept of European citizenship?	1	0	
		26	Are the youth exchanges (cultural and educational) planned to emphasize the value of new personal experience through visiting diverse places?	0	1	There is the need to take major action in addressing youth exchanges and opportunities of engagement for young and emerging professionals from the fields of art history, tourism, heritage management, marketing and communication, etc.

		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?	0	1	
		28	Are the youth exchanges (cultural and educational) planned to offer collaborative opportunities for educational institutions at various levels?	0	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?	0	1	
		30	Are the youth exchanges (cultural and educational) planned to set up pilot schemes with several participating countries?	0	1	
		31	Are the youth exchanges (cultural and educational) planned to give rise to co-operation activities which involve educational institutions at various levels?	0	1	
	3.2.4 Contemporary cultural and artistic	32	Do the Route's cultural activities promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?	1	0	
		33	Do the Route's cultural activities encourage artistic projects that establish links between cultural heritage and contemporary culture?	1	0	
		34	Do the Route's cultural activities encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?	1	0	

		35	Do the Route's cultural activities encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?**	1	0	The TRANSROMANICA has some excellent examples (summer school in Königslutter, "Heritage Carers" project) which could be showcased to other Cultural Routes.
		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?	0	1	
		37	Do the Route's cultural activities encourage activities and artistic projects which explore the links between heritage and contemporary culture?	1	0	
		38	Do the Route's cultural activities highlight the most innovative and creative practices?	1	0	
		39	Do the Route's cultural activities link these innovative and creative practices with the history of skills development?***	0	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	0	
		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	0	This element should be improved, particularly the content of awareness raising actions and the overall communication strategy and infrastructure in place.
		42	Do the Route's activities promote dialogue between urban and rural communities and cultures?	0	1	
		43	Do the Route's activities promote dialogue between developed and disadvantaged regions?	1	0	

		44	Do the Route's activities promote dialogue between different regions (south, north, east, west) of Europe?	1	0	
		45	Do the Route's activities promote dialogue between majority and minority (or native and immigrant) cultures?	0	1	
		46	Do the Route's activities open possibilities for co-operation between Europe and other continents?	0	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	0	
		48	Do the Route's activities aim to diversify cultural product, service and activities offers?	1	0	There is the need to further develop tourism products and diversify the proposal looking at ways to connect the Romanesque with other local experiences (gastronomy, art, etc.)
		49	Do the Route's activities develop and offer quality cultural tourism products, services or activities transnationally?	1	0	
		50	Do the Route's activities develop partnerships with public and private organisations active in the field of tourism?	0	1	This should be further explored as a possibility to enhance the tourism appeal of the TRANSROMANICA.
		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?	0	1	
		52	Does the Route represent a network involving at least three Council of Europe's member states?	1	0	
		53	Was the theme of the route chosen and accepted by the network members?	1	0	
3.3 NETWORK		54	Was the conceptual framework of the route	1	0	

		founded on a scientific basis?			
55	Does the network involve several Council of Europe member states in all or part of its projects?	1	0		
56	Is the network financially sustainable?	1	0		
57	Does the network have a legal status (association, federation of associations, EEIG,...)?	1	0		
58	Does the network operate democratically?	1	0		
59	Does the network specify its objectives and working methods?	1	0		
60	Does the network specify the regions concerned by the project?	1	0		
61	Does the network specify its partners and participating countries?	1	0		
62	Does the network specify the fields of action involved?	1	0		
63	Does the network specify its overall strategy in the short and long term?	1	0	The documents shared with the evaluator together (particular minutes of the General Assembly) with interviews and the resources available online outline that the network is thinking strategically, however, improvements should be made and a medium- and long-term strategy should be detailed and approved by the General Assembly. This should be based on existing strategies of TRANSROMANICA, strategies in place at partner institutions and interviews with network members and representatives of potential future partners (for example the private sector, to understand what is appealing and what should be improved in the TRANSROMANICA)	

3.4 COMMUNICATION TOOLS		64	Does the network identify potential participants and partners in Council of Europe member states and/or other world countries?	1	0	
		65	Does the network provide details of its financing (financial reports and/or activity budgets)?	1	0	
		66	Does the network provide details of its operational plan?	1	0	Through the documents presented by the TRANSROMANICA secretariat, it is clear that an operational plan exist (with an overview of future activities), however, if a strategic plan is established, this could also contain annual action plans to be shared with all members.
		67	Does the network append the basic text(s) confirming its legal status?	1	0	
		68	Does the Route have its own logo?	1	0	
		69	Do all partners of the network use the logo on their communication tools?	1	0	
		70	Does the Route have its own dedicated website ?	1	0	
		71	Is it the website available in English and French?	0	1	The website is available mostly in English. Resources available in French are limited.
		72	Is it the website available in other languages?	0	1	
		73	Does the network use effectively social networks and web 2.0?	1	0	The network uses social media but the effectiveness of the social media strategy should be improve.
		74	Does the network publish brochures on the Route?	1	0	
		75	If yes, are the brochures available in English?	1	0	
		76	If yes, are the brochures available in French?	0	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	0	
		78	Is the certification logo present on all communication materials?	1	0	
		79	Is the certification logo used in accordance to the guidelines for its use (size and position,...)?	1	0	
		80	Are the logos (Cultural Route + certification logo) provided to all the members of the Route?	1	0	
		81	Does the Council of Europe certification logo appear on road signs/ boards indicating the cultural route?	1	0	
SCORE			63	18		

8 Annex 3: List of acronyms, figures and tables

ACRONYMS

CEP	Centre international d'études des patrimoines
COE	Council of Europe
EU	European Union
TRANSROMANICA	TRANSROMANICA -

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