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Enlarged Partial Agreement on Cultural Routes of the Council of Europe Certification cycle 2023-2024

Regular evaluation:

ITER VITIS ROUTE

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 2023-2024

Independent expert report

ITER VITIS ROUTE

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Cultural route
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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 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. Executive Summary

The regular evaluation of the Iter Vitis Cultural Route (IVCR) was undertaken on the bases of the evaluation file and supporting documentation that has been submitted, and both the online and the field visit evaluation meetings and interviews with various members and partners of the route.

The IVCR serves as a vivid representation of European memory, history, and heritage, tracing its roots back to the integral role played by agricultural landscapes, traditions, and architectural heritage in the context of European wine production. Structured as a Federation, the IVCR unites national and geographically aligned associations, fostering collaboration among diverse entities, including public institutions, private enterprises, third-sector organizations, and knowledge institutes. Among the consolidated associations are Iter Vitis France, Iter Vitis Italy, Iter Vitis Spain, Iter Vitis Portugal, and Iter Vitis Balkans, with ongoing plans for further expansion.

Since the last evaluation, IVCR has successfully updated a high-quality shared online space at itervitis.eu, complementing national initiatives in this realm. However, there remains an uneven usage of the IVCR logo within national networks. It is strongly recommended that each national body prominently feature the IVCR logo on their homepages, linking to the shared website to enhance overall visibility and cohesion.

Notably, IterVitis Italy and IterVitis France continue to stand out for their well-consolidated websites, available in multiple languages. Encouragingly, there could be more collaboration to share best practices, thereby fostering a more unified and accessible online presence.

To leverage the potential of the recently developed itervitis.eu website, all national bodies are encouraged to contribute more information. Given its recent development, the expectation is that these entities will increasingly populate the site with relevant content.

Highlighting the proactive engagement of IVCR members, there have been commendable cultural and educational activities in recent years.

It is noteworthy that the IVCR Federation has been awarded with the prestigious "Best Practice in Sustainable Tourism" award during 2023 EPA Annual Advisory Forum, recognizing remarkable achievement - the establishment of a scenic hiking path through the vineyards of Lugana. This achievement is the result of a successful collaboration with Wine Meridian, highlighting IVCR commitment to sustainable tourism and the preservation of the natural beauty of the region.

An additional area for enhancement lies in the utilization of the "Iter Vitis I Council of Europe" logo on signage, which still requires attention. It's advised that IterVitis Italy and IterVitis France, take the lead in organizing consultations, webinars or creating a toolkit. This initiative would showcase and encourage other members to incorporate the logos into their signage. Collaboration and knowledge-sharing in this domain will contribute to a more cohesive and visually unified representation of the Iter Vitis Cultural Route.

The realm of research collaboration is enhancing, with the recognition that a strategic approach to membership facilitates access to numerous private archives. To ensure a comprehensive approach, the Federation could establish criteria for identifying and including private operators as points of interest on the Cultural Routes. These criteria might encompass factors such as the presence of historically significant archives accessible to professionals and academics, a

landscape preserving traditions and built heritage relevant to the history of winemaking, and the availability of knowledgeable individuals to engage visitors and share compelling narratives. Establishing such criteria early on is crucial for maintaining quality as the network expands.

In a final reflection, the Iter Vitis Cultural Route Federation has successfully constructed a framework capable of addressing the demanding task of showcasing Europe's rich winemaking heritage. The Federation operates in a professional manner, aligning with the quality and visibility standards expected by the Council of Europe. Commendably, the educational, scientific, and administrative achievements of the Federation underscore its commitment to preserving and promoting Europe's diverse winemaking legacy.

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

IVCR serves as a testament to European memory, history, and heritage, rooted in its connection to agricultural landscapes, traditions, and built heritage associated with wine production. It encapsulates the essence of European identity by spotlighting both tangible and intangible aspects of heritage, encompassing food, customs, and traditions shared among European citizens and neighbouring countries like Tunisia and Israel.

Since its inception in 2007, the IVCR has brought together public and private partners from 22 countries in a collaborative effort. Initially established as an association, several partner associations at the national level received certification in 2009. Recognizing the need for a more unified approach, the decision to form the Federation of Iter Vitis Cultural Routes was made, and this formal structure was realized in 2016. The federation aims to consolidate and amplify the collective impact of diverse partners, fostering a richer understanding and appreciation of the shared cultural heritage that transcends national boundaries.

Currently, there are 26 members from 22 countries (2 members from the Russian Federation have been suspended from all activities in compliance with the CoE Resolution). The IVCR Federation Board comprises 9 representatives from 8 countries, showcasing a democratic governance model. This is further emphasized by the annual celebration of the Annual General Meeting (AGM), reinforcing transparency and participatory decision-making within the framework of the Iter Vitis Cultural Route.

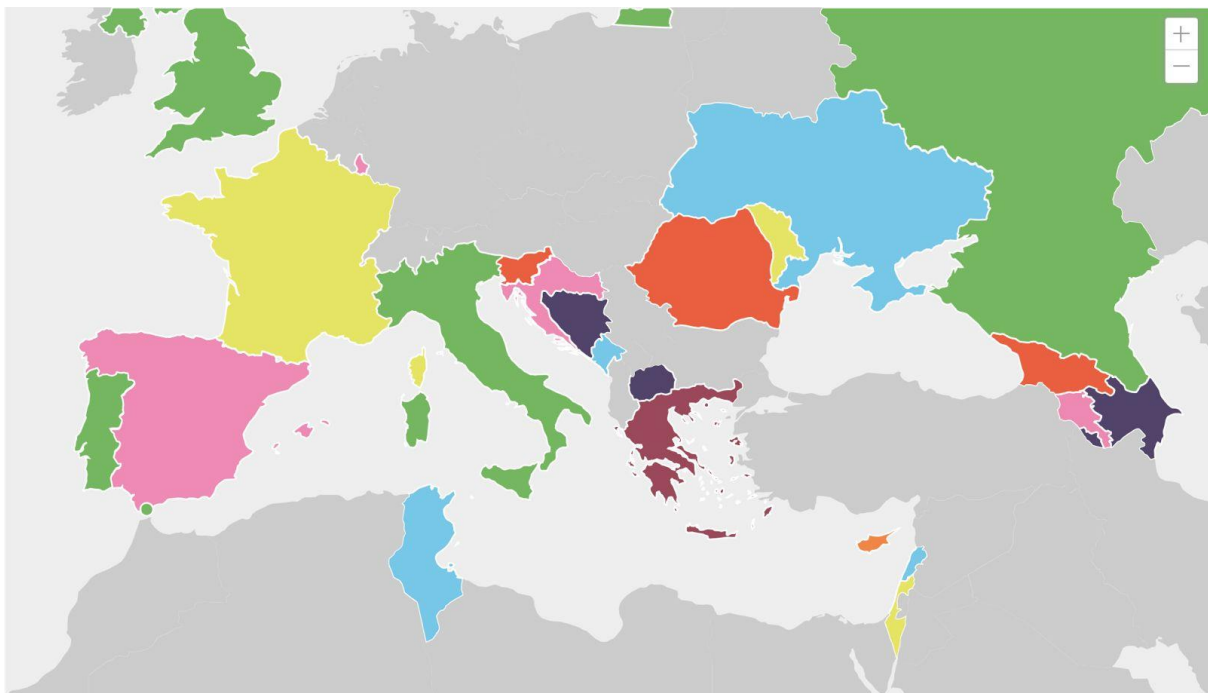


Fig. 1. Map of the Iter Vitis Route, source: <https://itervitis.eu/members/>

IVCR boasts a diverse membership, encompassing public, private, third sector, and knowledge institutes. It operates as a Federation, strategically structured to include national and geographically organized associations. This approach ensures comprehensive engagement with relevant stakeholders at the national level. Notable among these associations are Iter Vitis France, Iter Vitis Italy, Iter Vitis Spain, Iter Vitis Portugal, and Iter Vitis Balkans, forming a

governance system that has proven effective. Expanding on this success, registrations for Iter Vitis Caucasus and Iter Vitis Adriatic Ionian are underway.

This governance model facilitates collaboration among partners, including interested parties from countries such as Tunisia and Israel. Together, they are actively collaborating on the enhancement of a robust branding and signage concept, a pivotal aspect highlighted in previous evaluations. Anticipated in the coming years is the widespread adoption of best practices among all members. This evolution is expected to unfold as the Federation's network continues to consolidate and expand, creating a more cohesive and impactful presence across the Iter Vitis Cultural Route.

Annually, IVCR organizes its General Assembly (GA), a pivotal event aimed at strengthening, sharing, and fostering consensus on European history intertwined with wine production. The most recent GA, convened in Fronton, France on October 28, 2023, yielded decisions on various significant issues contributing to the effectiveness of IVCR.

Notably, during this assembly, the partnership with Iter Vitis was approved as the main collaborator for World Wine Tourism Day. Additionally, the endorsement of social media regulations and the use of the official logo were granted. Approval was also given for the signature of the agreement for the development of a network of wine museums, managed in collaboration with Iter Vitis France. The green light was given for the creation of a shared calendar encompassing all Iter Vitis member events for unified promotion.

Furthermore, participation in the Wine Cities Wine Contest 2024 was approved, as was the partnership with the Sunflowers Award. The organization of the Conference on Vine Archaeology by Iter Vitis was also approved, along with the planning of the Viticulture of Islands event by AMPV in Pico-Acores. Lastly, the organization of the next assembly and Iter Vitis Award in Azerbaijan received approval.

These decisions collectively served to enhance IVCR's influence and collaborative efforts in the realm of European history intertwined with the intricacies of wine production.

IVCR members have actively spearheaded numerous impactful cultural and educational initiatives in recent years, with a specific focus on engaging young people through initiatives such as exchange and internship programs. Recognizing the importance of fostering an appreciation for rural life among the youth, IVCR strives to present rural living as an appealing lifestyle choice through contemporary interpretations.

The scenic European wine landscapes offer robust branding opportunities, particularly in capturing the interest of wine enthusiasts. From a tourism perspective, the Iter Vitis Cultural Route emerges as a captivating cultural journey. IVCR partners are currently in the process of developing bookable educational and cultural tours, some of which are already featured on their shared website, itervitis.eu. Notably, Iter Vitis Italy and Iter Vitis France have well-designed individual websites, providing additional rich content.

Although the itervitis.eu domain was recently activated, expectations are high for an influx of content in the near future. The website stands out for its elegant design, clarity, and effective representation of the Federation. The Council of Europe certification is prominently displayed and explained. However, the visibility of IterVitis on the national members' own websites appears somewhat sporadic. Therefore, it remains an ongoing recommendation that members receive training on the correct utilization and application of the "Iter Vitis I Council of Europe" logo, particularly in the context of signage.

With the introduction of a dedicated shared domain for the IVCR Federation, members will find it convenient to incorporate the logo into their websites and establish a link to this centralized platform. This streamlined approach is expected to enhance the overall coherence and visibility of Iter Vitis across diverse national member websites.

In the realm of signage, IterVitis France and IterVitis Italy have demonstrated exemplary leadership with their effective signage practices. It is strongly recommended that they take the initiative to develop a webinar or toolkit, showcasing examples to guide other partners in adopting best practices for signage. This knowledge-sharing approach will contribute to the standardization of signage methods across the network.

To effectively highlight points of interest along the Cultural Routes (CRs), the development of clear criteria becomes imperative. These criteria will play a crucial role in maintaining the quality and values of the network, particularly as the Federation continues to expand and evolve.

IVCR presents promising opportunities for cross-marketing initiatives and merchandising. A visually appealing ceramic tile has been crafted as a presentation piece for new members, emphasizing the aesthetic and cultural elements of the network. Additionally, IVCR has innovatively introduced an Award, designed to actively engage more partners. This award not only promotes IVCR branding but also extends the presence of IVCR in social media channels, enhancing visibility and fostering a sense of community within the network. These initiatives collectively contribute to the continued growth and recognition of the Iter Vitis Cultural Route.

3. Main Body Evaluation

3.1 Cultural Route Theme

3.1.1 Definition of the theme of the route

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

IVCR encapsulates the narrative of grape cultivation for winemaking in Europe, weaving together the strands of history, memory, landscape, and the ongoing living heritage associated with this practice. The domestication of vines, tracing its roots back to the fourth millennium BC, furnishes a profound backdrop for exploring European history. The cultural tapestry woven through the cultivation of wine, with its economic, cultural, and social ramifications, emerges as a pivotal element of European identity.

This vinous journey spans the breadth of Europe, extending to the Caucasus, and unfolds a mosaic of interconnected tales surrounding the dissemination and preservation of grape varieties, cultivation methodologies, vinification processes, storage practices, architectural structures, and transportation modes. Winemaking, as a force, has shaped European lifestyles, leaving an indelible mark on myths, symbols, architectural designs, furniture, and artisanal crafts. It epitomizes an outdoor existence and beckons travellers along walking routes through agricultural landscapes, offering immense potential for cultural, rural, sustainable, and responsible tourism.

The culture of vines and wine is a vital part of Europe's tangible and intangible heritage, contributing to its rich history. The Iter Vitis Route acts as a common thread connecting regions from the Mediterranean to the Caucasus, united by a shared wine-making legacy. This cultural route showcases diverse viticultural landscapes and traditions, fostering sustainable enotourism experiences.

Iter Vitis not only preserves historical vines and vineyard culture but also promotes research, documentation, and environmental protection to safeguard biodiversity. It exemplifies a successful model that combines cultural heritage preservation with the creation of concrete, sustainable wine tourism products.

The route represents human values by highlighting the heritage, food, customs, and traditions of European citizens, creating a unique cultural bond from the Atlantic to the Caucasus and the Mediterranean to the Baltic. It facilitates a dialogue, sharing of knowledge, and the construction of a common promotion model, promoting both a shared identity and regional uniqueness.

Iter Vitis recognizes terroirs' cultural dimension, enriching the intersection of Tourism, Culture, and Viticulture. This cultural route contributes to the structuring of wine tourism, attracting visitors interested in the cultural and heritage aspects of vineyards and terroirs, fostering economic development.

The symbolic cultural "path" preserves and enhances a common cultural heritage, adapting to the evolving standards of tourist consumption. It offers a fresh perspective on the heritage of vines, wine, and spirits, providing new possibilities for cultural tourism development in wine-growing regions through a privileged relationship and sensory experience.

3.1.2 Historical and cultural context

The unparalleled tradition in European viticulture, coupled with the preservation of its corresponding ecological systems, underscores the economic, cultural, and tourist significance of the sector. This is intricately tied to the relationship between the winemaker, terroir, and appellation regulations, reflected in quality wine designations. Viticulture and the wine industry not only play a vital economic role in various European regions but also shape landscapes and enrich rural cultural life.

The essence of this theme harkens back to human memory, tracing Europe's history and cultural heritage from ancient civilizations to the present, encapsulated in the concept of Europe. A journey across Europe, following *Iter Vitis - The Paths of the Vine*, unveils a "global journey" connecting diverse landscapes from Georgia to Pico Island in the Azores, representing a cultural identity ingrained in the continent's history.

The landscapes of Gaillac and Banyuls in France, the terraced cultivation of the Amalfi Coast, the ancient grape varieties of Melissa and the Valle del Belice in Italy, the Aegean islands in Greece, the wine regions from Slovenia to Azerbaijan, and the vineyards of Spain and Portugal collectively showcase the richness of environments worth exploring. *Iter Vitis* not only unites these places but also represents the vine's millennial history, transcending geographical boundaries, leading to the discovery of ever-changing, evocative locales, rich in tangible and intangible heritage.

The significance of *Iter Vitis* as a Cultural Route of the Council of Europe lies in recognizing the rural landscape tied to wine production as a crucial element of European identity. The theme of the Rural Cultural Landscape fosters unity and diversity among European citizens, from the Atlantic to the Caucasus, Mediterranean to the Baltic, promoting intercultural dialogue through the appreciation of ethno-anthropological and technological differences.

The vineyard landscape, catalogued by UNESCO as a Cultural landscape, holds considerable importance for Europe. *Iter Vitis* emphasizes how wine production symbolizes Europe's identity globally and contributes to the construction of European citizenship across regions, peoples, and national identities. This itinerary champions the quality of life in rural territories as a model for the future, advocating for local development through integration, participation, and sustainability, aligning traditional landscape use with a tourist approach.

3.1.3 Council of Europe values represented by the theme

The *Iter Vitis* Cultural Route exemplifies the Council of Europe's values in various dimensions. Firstly, it connects vineyards and wine-related traditions across diverse regions, fostering unity and understanding among European cultures.

Secondly, it champions sustainable tourism and responsible travel practices, aligning seamlessly with the Council of Europe's principles of environmental protection and conservation.

Additionally, the Iter Vitis Cultural Route promotes social cohesion by facilitating interactions and knowledge exchange among local communities involved in viticulture and winemaking.

In summary, this cultural route embodies the Council of Europe's commitment to preserving and promoting Europe's cultural richness, fostering cooperation, respect, and sustainable development among member states.

Moreover, Iter Vitis Cultural Route represents the Council of Europe's values in key areas:

Heritage Preservation: Emphasizing the conservation of historical vineyards, winemaking techniques, and traditional practices to safeguard Europe's intangible cultural heritage.

Education and Awareness: Offering educational programs and workshops on viticulture, wine culture, and history to deepen understanding and appreciation of European traditions among locals and visitors.

Cultural Exchange: Encouraging cultural exchange and mutual understanding among participating countries through the shared appreciation of wine-related traditions, fostering peaceful relationships.

Inclusivity and Accessibility: Designed to be inclusive, welcoming people of all ages and backgrounds, making cultural experiences accessible to a diverse audience.

Economic Development: By promoting wine-related tourism, contributing to the economic development of rural and vineyard regions, supporting local communities, and ensuring sustainable growth.

Cross-Border Collaboration: Involving collaboration between multiple European countries, promoting cooperation and friendship, aligning with the Council of Europe's values of international dialogue and partnership.

Promotion of European Identity: Celebrating shared historical, cultural, and social bonds related to viticulture and wine, reinforcing a sense of European identity and unity.

3.2 Fields of Action

3.2.1 Co-operation in research and development

Archaeology has been a pivotal discipline for the Iter Vitis route, with significant advancements over the last two years. Notably, a study in Rome, following the inclusion of the Colosseum Archaeological Park, explores connections between Mediterranean archaeological sites, emphasizing ancient pressure vessels in Crete (with Ploigos) and Lebanon (with Jabal Moussa Biosphere, Saint Joseph University, Ministry of Culture, and 100% Lebanon). In Rome, an archaeological historical itinerary centered on viticulture and wine has been developed, offering an alternative tourist product with sustainability considerations.

The Lagos de Catzigares competition, promoted by the University of Cagliari, initiated a milestone repertoire across participating countries.

In the realm of the Economy of Tourism, collaboration with local universities and research centres in Moldova, Herzegovina, and Lebanon has significantly contributed to wine tourism

research in Europe. This effort extends beyond supporting the Italian report, providing a voice for other regions.

Ampelography has seen progress with the establishment of the garden of ancient Iter Vitis vines in the Locride. This has spurred collaborative reflection on classifying varieties from Iter Vitis countries, involving Sud Ouest France, Moldova's Istituto della Vite e del Vino, University of Milan, and University of Tbilisi.

Iter Vitis has played a pivotal role as a key collaborator in both the annual survey on wine tourism in Italy and the University of Bergamo's annual report on sustainable tourism.

3.2.2 Enhancement of the memory, history and European heritage

European viticulture stands as a unique tradition, intricately tied to the preservation of ecological systems, landscapes, and holds economic, cultural, and tourist significance. The close relationship between winemakers, terroir, and appellation regulations is evident in quality wine appellations, playing a crucial economic role in many European regions. Vineyards not only shape landscapes but are integral to rural cultural life, serving as a key tourist attraction.

This theme delves into the historical roots, dating back thousands of years, where viticulture has played a significant role in shaping European cultural identity and traditions. Wine, deeply intertwined with social, religious, and daily life, has left a lasting impact on art, literature, and folklore. Vineyards and winemaking facilities exhibit unique architecture reflecting historical development, becoming iconic symbols of European regions.

European viticulture preserves traditional winemaking techniques as part of intangible cultural heritage, contributing to a sense of continuity and belonging for communities in the industry. The vast array of grape varieties and wine styles, each linked to specific regions, highlights the rich tapestry of European heritage. From an economic and social perspective, viticulture has shaped the fortunes of many regions, influencing trade, commerce, and livelihoods, while fostering social interaction and cultural exchange.

Adapting to changing conditions, technological advancements, and consumer preferences, European viticulture reflects resilience and remains an integral part of European identity. It symbolizes a profound connection to European memory, history, and heritage, celebrated as a vital aspect of cultural heritage.

Iter Vitis, in collaboration with the Archaeological Museum of Thessaloniki, has pioneered the creation of the inaugural digital pathway within the framework of an archaeological museum, intricately linked to the archaeology of winemaking. The captivating "Wine Stories by Iter Vitis" experience is accessible by downloading the Museum on the Go application. A parallel immersive journey awaits visitors at the Archaeological Museum of Heraklion, where relevant information is easily navigated through dedicated signage.

In 2022, Iter Vitis, in collaboration with the European Jewish Heritage route, organized two important events in Israel during the European Jewish Heritage Day. One event delved into the rich history of Italian Kosher Wines in Italy, hosted by the Italian Institute of Culture. Simultaneously, another event, hosted by the Azerbaijan Tourism Board in Tel Aviv, explored the intricate connections between winemaking in the Caucasus and Jewish heritage.

Collaborating successfully with the Ceramic Route, Iter Vitis organized an enlightening talk in February 2022. The discussion delved into the historical use of ceramic vessels not only as tools for transporting wine but also as vessels for consuming wine over the centuries.

During April 2022, a compelling series of conferences unfolded in the Calabria Region-Armenian Valley, exploring the profound linkages between winemaking in the southern regions of Italy and Armenia, with a focus on ampelography and techniques.

Under the banner of "The Myth of Malvasia," a project funded by the Leader Program, Iter Vitis conducted an extensive study on the role of Malvasia from the Middle Ages to the 19th century across Europe, with a particular emphasis on the Balkanic and Adriatic regions. The study delved into the complex relationship between Venetian domination and the dissemination of Malvasia from Greece to the UK.

3.2.3 Cultural and educational exchanges for young Europeans

Iter Vitis undertook various activities to engage and educate young generations, promoting an appreciation for cultural heritage, sustainable practices, and the significance of viticulture among them. Notable initiatives included:

Iter Vitis organized educational workshops for school groups and young visitors, providing interactive sessions on viticulture, winemaking processes, and the cultural significance of wine. These workshops offered hands-on experiences, offering insights into the traditions and values associated with wine culture.

Over the last three years, in collaboration with projects CROSSDEV and RESTART MED!, Iter Vitis successfully involved young stakeholders in tailor-made mentorship programs, enhancing their knowledge and skills.

Iter Vitis facilitated cultural exchange programs, bringing together young people from different regions or countries to learn about each other's vineyard heritage, fostering mutual understanding and friendship. Notably, nine students from the GTU were hosted in the Domus Iter Vitis for a two-week program. In 2023, Iter Vitis replicated the same enriching activities for a group of 30 stakeholders from Portugal.

The project promoted sustainable practices, encouraging young generations to participate in activities such as vineyard clean-ups, tree planting, and learning about eco-friendly viticulture methods.

Recognizing the affinity of younger generations for digital platforms, Iter Vitis utilized social media, websites, and mobile apps to create engaging content, virtual tours, and educational resources related to wine culture and vineyard traditions.

Iter Vitis signed an agreement with GreenerEU 2050 to enhance the visibility of historical and cultural heritage through digitization and youth inclusion. Further details can be found at www.greenereu.com.

Iter Vitis France, in collaboration with Spain, Slovenia, and Italy, has taken the lead in an Erasmus project called Invino Expertise. This initiative is designed to train the younger generation in the specialized field of wine tourism and hospitality management. The project not

only focuses on enhancing skills but also facilitates the exchange of knowledge among the aspiring professionals in these sectors across four countries.

Additionally, Iter Vitis is actively involved in supporting a program for children at a Greek kindergarten in Larissa. This program serves as a pilot for similar initiatives in five different countries (Italy, Portugal, Moldova, Bosnia and Herzegovina, Croatia). The primary aim is to sensitize children to the cultural roots of winemaking throughout the centuries. The project, which involves the active participation of children in various phases of winemaking, also includes the study of the history and archaeology of vine and wine, fostering a deeper connection with the cultural identity of their respective countries. The project is on track to be certified under the Wine in Moderation program.

Furthermore, with the backing of the ENICBC Med project, Iter Vitis successfully inaugurated a library and coworking space for Mediterranean students at its headquarters in October 2022. This initiative not only provides a conducive environment for collaborative learning but also serves as a valuable resource hub for students in the region.

3.2.4 Contemporary cultural and artistic practice

Iter Vitis initiated a number of contemporary cultural and artistic practices, as evidenced by the events dedicated to nurturing and involving contemporary artists.

One notable initiative was the Cultural Route of Wines, a comprehensive program tailored for primary school and kindergarten students. This initiative immersed young minds in the intricate processes of winemaking and the various seasons of vine cultivation throughout their academic cycle. With a projected timeframe that extended from 2023 onward, this program was a collaborative effort with network members from Central Macedonia and was hosted in the city of Larissa.

Another creatively engaging project was Lo Gnomo delle Vigne, the first 3D comic designed to disseminate the rich history of winemaking among children. Utilizing advanced 3D technology and featuring the artistic expertise of Mauro Dossi, a Disney designer, this initiative was brought to life in Siena, Italy, on April 7, 2021. The Iter Vitis Federation played a crucial role in supporting this imaginative venture.

Lastly, the Festival de la Canção Rural stood as a testament to the commitment to celebrating and preserving the traditions of rural music and singing. This festival, hosted in Portugal during the years 2022-2023, was a collaborative effort with network members from AMPV. The festival provided a platform for the vibrant expressions of rural culture, particularly during the harvesting and various agricultural cycles.

In 2021, Iter Vitis designed a unique wine label to celebrate the Italian Presidency of the Committee of Ministers, serving as the official gift for all Ministers and Council of Europe ambassadors.

During the same year, Vartelj Winery in Moldova, a member of Iter Vitis Wine Routes, received the Iter Vitis Award for their innovative display projecting lights and images onto the winery's barrels, creatively teaching the history of wine.

Additionally, with support from the French Ministry of Culture, Iter Vitis established the first network of Wine Museums and Interpretation Centers.

3.2.5 Cultural tourism and sustainable cultural development.

Iter Vitis has implemented strategies and methodologies to enhance the quality of wine tourism, elevating it beyond traditional experiences. The success of wine tourism was increasingly linked to the protection and preservation of the wine-growing landscape. Without a preserved landscape, tourism success was unimaginable, a notion long understood by tourism professionals. The viticultural landscape served as an extraordinary means of communication, ensuring added value to the final product and creating a territorial mark. "The landscape of the vine is one of the few to return to a flavour before appealing to the view: the landscapes of the vine are polysensory" (Luginbuhl).

It is noteworthy that the IVCR Federation has been awarded with the prestigious "Best Practice in Sustainable Tourism" award during 2023 EPA Annual Advisory Forum, recognizing remarkable achievement - the establishment of a scenic hiking path through the vineyards of Lugana. This achievement is the result of a successful collaboration with Wine Meridian, highlighting IVCR commitment to sustainable tourism and the preservation of the natural beauty of the region.

Cultural tourism linked to the enogastronomic sector naturally aligned with slow, sustainable tourism, distinct from mass circuits. Iter Vitis inherited a heritage of tourism-cultural organization that, through the Wine Routes, ensured equitable resource use across all territories. In France, partnerships with tourist offices resulted in the development of tourist offers around vineyards and wine, integrating cultural aspects into the customer experience in various wine regions. This showcased the interaction between culture, viticulture, and tourism for European visitors. Additionally, solid partnerships were established with BITN (the tour operator of the Most Beautiful Villages of Italy Association) and Winerist.com, a major marketplace for wine tourism in the UK, USA, Canada, and Australia. Collaborations also extended to Israel with two tour operators and Wine Path, a French entity focused on wine tourism for the USA and Canada.

The project "Iter Vitis - The Paths of the Vine" prioritized actions to prevent the erosion or disappearance of these goods, emphasizing their valorisation. It introduced a fresh travel perspective, enhancing wine tourism by showcasing the diversity of oenological terroirs and European landscapes. Iter Vitis provided visitors with a broad selection of territories characterized by grape varieties and oenological, cultural, and religious goods and traditions. Notably, Langhe and Roero, and Champagne, identified by UNESCO, were partners in the project.

The Wine Cultural Landscape theme united European citizens, representing the continent's identity in its unity and diversity. Encouraging the defence of represented identities and intercultural dialogue, the project highlighted the ethno-anthropological and technological differences in wine production.

The vineyard landscape, catalogued by UNESCO as a cultural landscape, underscored how wine production symbolized Europe's identity globally. Iter Vitis proposed the quality of life in rural areas as a model for the future, contributing to local development through integration, participation, and sustainability. Training was provided to members to raise awareness of sustainable development, sharing knowledge of vineyard history to create experiential offerings, such as walking paths through vineyards and alternative tours of Rome. These efforts aligned with sustainable tourism experiences in Lebanon and Sicily under the Crossdev project (details in the summary tables).

Iter Vitis leveraged its expertise to help establish the first Herzegovinian Wine Route and the Wine Routes of Moldova, collaborating with local Tourism Boards. This collaborative effort is now underway with the Lebanese Ministry of Tourism.

In May 2023, Iter Vitis introduced the inaugural wine-themed tour of Rome, spanning from the Roman period to the Baroque era. Developed in partnership with a winery and a local guide association, the tour offers an innovative and sustainable cultural alternative to combat overtourism.

Additionally, in 2023, through a partnership with the European Travel Commission, Iter Vitis organized the annual EU travel commission familiarization trip for American and Canadian tour operators, held in France and Italy.

Iter Vitis serves as a partner in the International Wine Cities Contest, where not only the wine but also the municipality where the wine is produced is recognized. Moreover, Iter Vitis is a key collaborator in the annual World Tourism Day, celebrated on the second Sunday of November, alongside Ametour World Association of Wine Tourism and Recevin, the European Network of Wine Cities.

3.4 Cultural Route Network

3.4.1 Overview of institutional/legal structure of the network

Structured as a Federation, the IVCR unites national and geographically aligned associations, fostering collaboration among diverse entities, including public institutions, private enterprises, third-sector organizations, and knowledge institutes. Among the consolidated associations are Iter Vitis France, Iter Vitis Italy, Iter Vitis Spain, Iter Vitis Portugal, and Iter Vitis Balkans, with ongoing plans for further expansion.

The statutes of the Iter Vitis Cultural Route Federation dictate that a General Assembly is convened annually, typically hosted by new members. The most recent GA, convened in Fronton, France on October 28, 2023, yielded decisions on various significant issues contributing to the effectiveness of IVCR. It is noteworthy that during the previous General Assembly convened on October 20, 2022, in Santiago de Compostela, during which a new board for the Federation was elected. The newly proposed board was officially acknowledged and received unanimous approval. Emanuela Panke (Israel/Iter Vitis Italy) has been elected as the President, with Directors including Didier Cujives (Iter Vitis France), Jose Arruda (Iter Vitis Portugal), Gregorio Sparacino (Iter Vitis Italy), Lauria Do Pesos Gonzales Portela (Iter Vitis Spain), Dijana Katika (Iter Vitis Croatia), Yolla Chamoun (Iter Vitis Lebanon), and Violeta Jankova (Northern Macedonia). Sharifa Hasanova (Azerbaijan Tourism Board) assumed the role of Treasurer, and Diana Lazar (Manager of the Cultural Route, Moldova) serves as the General Secretary.

The Iter Vitis Cultural Route Federation operates without a Steering Committee at present. The Network's Secretariat comprises seven members, including Diana Lazar and Diana Barbas from Moldova, Viviane Coursieres from France, Elisabetta Giudrinetti from Italy, Kristina Babic from Croatia, Gregorio Sparacino from Italy, and Jose Maria de Juan Alonso from Spain.

The Scientific Committee, crucial to the Federation's academic endeavors, is comprised of 13 distinguished members from 10 different member states.

During the recent GA, a series of decisions were made, demonstrating Iter Vitis's strategic vision and commitment to fostering collaboration and growth.

The entry of Iter Vitis has received approval as the main partner in the prestigious international competition of the Cities of Wine. This non-onerous partnership signifies an important step towards expanding the global presence and engagement the route.

A new approach to the shared management of the website www.itervitis.eu was greenlit, reflecting dedication to optimizing operational efficiency and ensuring the platform serves as an effective hub for Iter Vitis-related information and activities.

In acknowledgment of the evolving landscape of communication, comprehensive social media regulations have been officially approved. These guidelines establish a framework for our online presence, promoting responsible and effective engagement across various platforms.

The official Iter Vitis city cartel has been formally approved, serving as a visual representation of identity and a cohesive symbol across our diverse initiatives.

Building upon the successful model of the French association, the creation of a network of wine museums has been approved. This initiative aims to foster collaboration, knowledge sharing, and the promotion of wine-related cultural heritage on an international scale.

Recognizing the strategic importance of regional representation, the establishment of an operational office in Chisinau to represent Iter Vitis Danube has been approved. This move enhances the capacity to connect with stakeholders in the Danube region and strengthens regional presence.

Furthermore, a proposal for a candidacy in an Erasmus project has been put forth, drawing inspiration from the successful French experience of INVINOEXPERTISE. This proposal underscores commitment to international cooperation and the exchange of expertise in the realm of wine culture and education.

Collectively, these decisions reflect Iter Vitis's dynamic and forward-thinking approach, positioning the organization for continued success and impact in the promotion of wine-related cultural initiatives.

3.4.2 Overview of the financial situation of the network

Since 2016, Iter Vitis, after transitioning into a Federation, replaced annual membership fees with a single-entry fee. National Associations oversee membership fees within their respective countries. The approach of engaging members through activities was deemed more effective than the former border.

National Associations and member countries individually cover their activity costs. Organizing a variety of activities annually, each country, Association, and member engages others based on a shared calendar released every October. The Iter Vitis Federation actively participates in EU-financed project calls to offset operational expenses. During the annual Assembly,

contributions from each country, considering financial, operational costs, and in-kind contributions, are determined.

If a country or National Association accesses European funds due to Iter Vitis membership, and the federation cannot participate, a portion of the budget is allocated to federation-related goods or activities. Costs for the Assembly, accompanied by an international conference, are borne by the host country, decided in the previous year's Assembly. Similarly, the Award costs follow the same process. In-kind contributions are distributed based on member proposals and availability (e.g., Italy provides headquarters, library, and wine shop; France manages museum networks; Moldova oversees social media and website management; Croatia handles printing materials).

Fig. 2. Actual revenues of 2020-2021-2022-2023

Revenues (In EUR)	2020	2021	2022	2023
Membership Fees	7 400	8 600	9 800	10 900
Funded Projects (EU...)	15 000	25 000	15 000	12 500
In-kind Contributions	5 000	5 000	10 000	0.00
Private Funds	0.00	0.00	0.00	1 200
Sponsors	0.00	0.00	0.00	3 000
Public Funding	0.00	0.00	0.00	8 000
Crowdfunding	0.00	0.00	0.00	17 000
By-Products	0.00	0.00	0.00	0.00
Other Contributions	0.00	0.00	0.00	0.00
TOTAL	27 400	38 600	34 800	51 700

In the last three years, the Iter Vitis Cultural Route Federation has successfully undertaken various projects, each contributing significantly to its diverse initiatives:

Crossdev:

Funding Source: European Union

Project Partners: Italy, Iter Vitis, Cisp Coop Culture (Lebanon), Jabal Moussa (Palestine), Ambraham Route (Jordan Trail)

Budget: €1,500,000

Garden of Vines (EU):

Funding Source: European Union

Project Partners: GAL (Italy, Portugal, Spain, Croatia, and Estonia)

Budget: €200,000

Restart Med! (EU):
 Funding Source: European Union
 Project Partners: Italy, Spain, Lebanon, Jordan, Tunisia
 Budget: €1,100,000

Transdanube Wine History (EU):
 Funding Source: European Union
 Project Partners: Croatia, Hungary, Serbia, Germany, Romania
 Budget: €1,820,926.66

USAID Development Project TURIZAM BiH (USA):
 Funding Source: United States Agency for International Development (USAID)
 Project Location: Bosnia and Herzegovina
 Budget: \$15 million USD

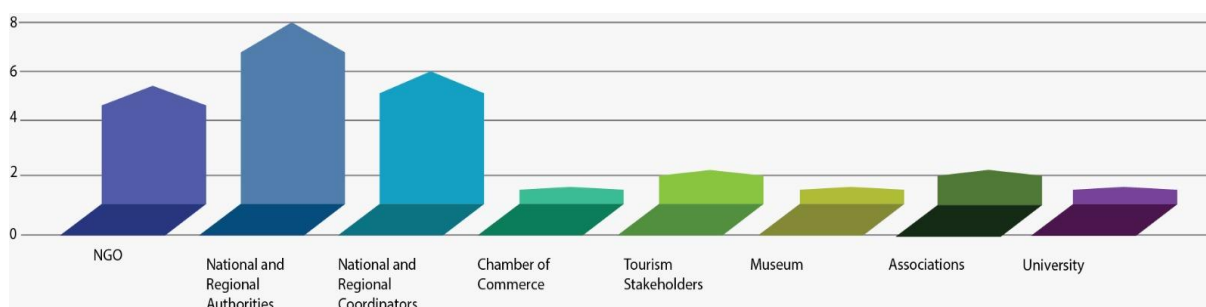
These projects represent a diverse range of collaborations, both within Europe and internationally, showcasing the Federation's commitment to fostering cultural exchange and heritage preservation.

3.4.3 Current composition of the network by country and type of member²

The Network currently comprises 28 members hailing from 23 countries, including Armenia, Azerbaijan, Bosnia Herzegovina, Croatia, Cyprus, France, Georgia, Greece (with 5 members), Israel, Italy, Lebanon, Luxembourg, Moldova, Montenegro, Portugal, Republic of North Macedonia, Romania, Slovenia, Spain, Tunisia, the UK, and Ukraine.

It is noteworthy that 2 members from the Russian Federation have been suspended from all activities in accordance with the resolution of the Council of Europe.

The Network's composition is rich and varied, encompassing 5 NGOs, 8 National and Regional Authorities, 6 National and Regional Coordinators, 1 Chamber of Commerce, 2 Tourism Stakeholders, 1 Museum, 2 Associations, and 1 University. This diversity underscores the inclusive and multifaceted nature of the Network, fostering collaboration and expertise across different sectors and entities.



² 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.

Fig. 3. Composition of the Network by type

3.4.4 Network extension since last evaluation

In the year 2020, the Network welcomed four new members: the Ministry of Education and Science (National Authority) from the Republic of Armenia, Antrim (Association) from Moldova, Zdruzenje Konzorcij Turizem v Zidanicah (Tourism Stakeholder) from Slovenia, and Iter Vitis Espana (National and Regional Coordinator) from Spain.

The subsequent year, 2021, saw the addition of Winerist (National and Regional Coordinator) from the United Kingdom as a new member to the network.

In 2022, the network expanded further with the inclusion of four new members: the Foreign Trade Chamber (Chamber of Commerce) from Bosnia Herzegovina, the Municipality of Naoussa (Local Authority) from Greece, the Municipality of Parnonas Malvasia Myth (Local Authority) from Greece, and Iter Vitis Lebanon - Université Saint Joseph (National and Regional Authority) from Lebanon.

As of 2023, the network continues to grow, with three new members joining: Ploigos (NGO) from Greece, the Archaeological Museum of Thessaloniki (Museum) from Greece, and Cluster Frumushika-Nova (NGO) from Ukraine. This ongoing expansion reflects the dynamic and diverse nature of the network's collaborative efforts.

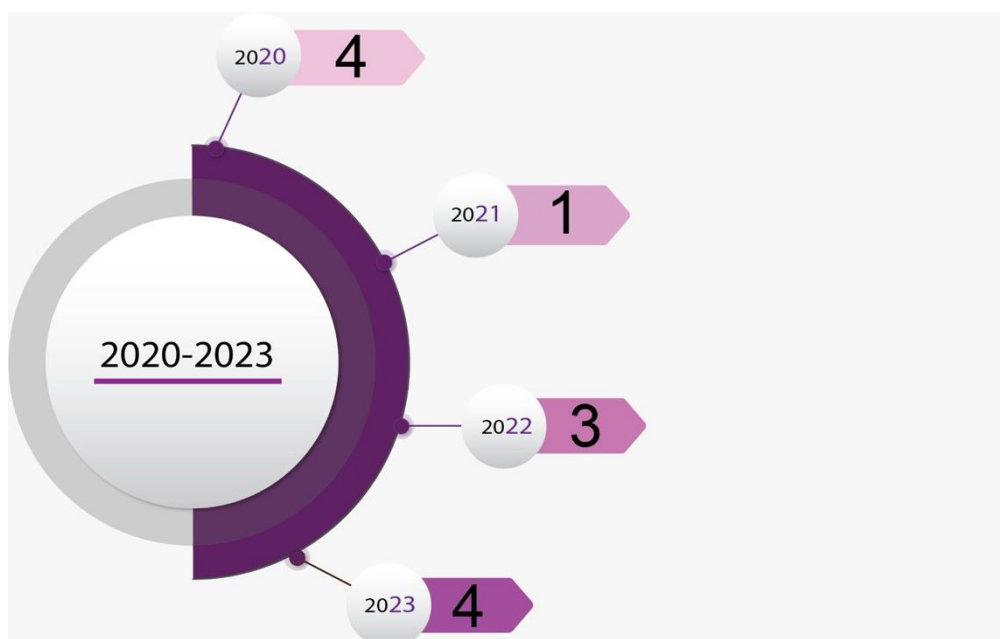


Fig. 4. Network Extension since 2020.

Following a period of two years of inactivity, a member's status is forfeited, contingent upon ratification by the Assembly. Instances of this occurrence in the past include the Institute of Tourist Studies in Malta, the National Association of Wine Cities in Italy, the Municipality of Zamora in Spain, and the Municipality of Aminteo in Greece.

Presently, the membership status of Tunisia is undergoing evaluation. After a lapse of three years of inactivity, excluding the pandemic period, Tunisia has submitted a proposal for the

enhancement of the Iter Vitis path through the ENICBC MED project. Furthermore, the membership status of Russia is presently suspended in accordance with directives from the European Union.

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

Currently, five organizations have expressed potential interest in becoming future members of the network. These include the Municipality of Zugdidi (local authority) in Georgia, the Ministry of Tourism (national authority) in Israel, the Ministry of Culture (national authority) in Serbia, the Ministry of Culture (national authority) in Turkey, and the Custody of Holy Land (national authority) in the Holy Land region. The prospect of their membership holds mutual benefits and has the potential to significantly enhance the value of the Route.

3.5 Communication tools

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

Website

The primary tool for promoting the Iter Vitis Cultural Route is its website, IterVitis.eu, which has recently undergone a significant upgrade to enhance user-friendliness. Each national and geographical member assumes the responsibility of contributing relevant information on Cultural Routes, considering cultural, historical, and scenic attractions for visitors. While private wine tours are acknowledged, the primary focus of the itinerary is on highlighting historical landmarks and unique aspects of vineyard lifestyles, such as myths and symbols.

The overarching goal is to connect Iter Vitis landscapes with diverse forms of rural tourism, ranging from walks, horse-riding, and cycling to photography, gastronomy, cooking classes, wine pairings, craft workshops, conservation, harvest activities, kosher events, and various educational activities. To consolidate this wealth of information, a comprehensive catalogue has been developed, and efforts are underway to transfer this valuable content onto the itervitis.eu website.

For instance, the interpretation centre in Ponte de Lima is developing a route that links Iter Vitis landmarks to the Santiago de Compostelo Cultural Route. This not only promotes potential visits to private wine producers but also highlights the strategically placed interpretation centre on the Santiago route. Considering the diverse initiatives within the network, it is crucial to establish clear criteria for including nodes or points of interest on the CRs. Approved entities should commit to providing clear signage, with local management overseeing monitoring, emphasizing the need for a guide for certification to ensure consistency.

A new approach to the shared management of the website www.itervitis.eu was greenlit, reflecting dedication to optimizing operational efficiency and ensuring the platform serves as an effective hub for Iter Vitis-related information and activities.

As IVCR has now evolved into a consolidated federation, the updated website will play a pivotal role in promoting further routes and shared merchandising. Hence, it is strongly recommended to devise a new strategic plan with clear criteria for the next five years, serving as a guide to deepen membership commitment.

It's essential to recognize that each Iter Vitis Cultural Route stands as an exemplary collaboration in the realm of cultural tourism and sustainable cultural development. This collaboration inherently necessitates robust relationships with local winery cooperatives, hotels, restaurants, wine and history museums, vocational schools, and academic experts. Cultural routes intertwined with the food and wine sector, by their very nature, represent a form of slow and sustainable tourism that extends its benefits to wider regions. The IVCR, through its unique approach, contributes significantly to the broader goals of cultural preservation and sustainable regional development.

It should be noted that other partner websites often lack sufficient information about Iter Vitis, serving primarily as institutional websites rather than dedicated domains. There is a pressing need to enhance visibility on member association websites. The Itervitis.eu domain, recently launched, underscores the recommendation that all partners include the "Iter Vitis | Council of Europe" logo on their homepages, linked to [itervitis.eu](https://www.itervitis.eu). This practice could be mandated as a criterion for future membership approval.

Social Media

IVCR proactively utilizes its social media platform to share information about major events and highlights. Stay updated with us on our Facebook page: <https://www.facebook.com/itervitis>

Recognizing the dynamic nature of communication, IVCR has officially endorsed comprehensive social media regulations. These guidelines serve as the blueprint for online presence, fostering responsible and impactful engagement across diverse platforms.

In line with commitment to excellence, IVCR has introduced an award designed to cultivate partnerships, enhance IVCR's brand, and expand footprint in the realm of social media.

While IVCR currently doesn't utilize Twitter, IVCR maintains an active presence on Instagram, providing weekly updates on the Iter Vitis Route.

Furthermore, IVCR extends its reach through a dedicated blog and LinkedIn profiles managed at the local level by various National Associations. These associations strategically leverage either the blog or LinkedIn, tailoring their approach based on the perceived effectiveness for the specific target audience in each country. This approach allows for a targeted engagement strategy across diverse social media channels.

Events and Promotional Materials

The Iter Vitis Cultural Route strategically utilizes international conferences and seminars to stimulate discussions and raise awareness about the significance of the agricultural heritage in wine-growing areas. In a notable improvement since the previous evaluation, Iter Vitis Italy, Iter Vitis France, and Iter Vitis Spain have demonstrated substantial evidence of activities and events related to IterVitis through brochures and leaflets. This marks a commendable evolution within the membership, reflecting impressive efforts to solidify the federation's standing.

The effective promotion of a cultural route necessitates a contextualization within the broader framework of the Council of Europe programme. In presenting Iter Vitis, each session includes a comprehensive overview of the program, highlighting key statistics and achievements. In countries where official adherence to the Enlarged Partial Agreement (EPA) is pending, such as Moldova and Israel, IVCR members actively engage with government authorities to raise awareness about the benefits of membership.

Furthermore, to consistently underscore IVCR commitment to the Council of Europe programme, all promotional materials related to Iter Vitis are accompanied by relevant information about the program. This ensures that IVCR communication tools and channels not only spotlight the unique attributes of cultural route but also emphasize its integral connection to the broader cultural initiatives endorsed by the Council of Europe.

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

The more consolidated members currently exhibit commendable compliance with event materials, websites, and signage standards. However, there is room for further improvement, particularly in the consistent and appropriate use of the “Iter Vitis | Council of Europe” logo on signage. It appears that there might be a lack of understanding among some members regarding the optimal situations for deploying the logo.

To address this issue, it’s advised that Iter Vitis France and IterVitis Italy, notable for their excellent Cultural Route (CR) signage, take the initiative to organize more consultations, webinars or create a toolkit. This educational resource can serve to showcase and encourage other members in the correct and effective utilization of the logos. Such interventions would not only provide practical guidance but also promote a shared understanding of the visual identity standards within the federation.

In parallel, the development and application of clear criteria for the usage of the logo are essential. This will ensure a unified and consistent approach across all members. Establishing guidelines and best practices will contribute to a cohesive visual representation of Iter Vitis and strengthen its identity within the Council of Europe framework. Regular updates and refresher sessions can be incorporated to facilitate ongoing education and adherence to the established standards.

4. Conclusions and Recommendations (2-3 pages)

I. Cultural Route Theme

The Iter Vitis Route fully aligns with all criteria stipulated in Resolution CM/Res(2013)67 by the Committee of Ministers of the Council of Europe. The Iter Vitis Cultural Route serves as a true embodiment of the values championed by the Council of Europe, reflecting a multifaceted commitment to cultural heritage, sustainability, education, and cooperation. Here's how the route aligns with and promotes these core values:

Heritage Preservation: By intricately weaving through historical vineyards, preserving traditional winemaking techniques, and upholding age-old practices, the Iter Vitis Cultural Route actively contributes to the safeguarding of Europe's intangible cultural heritage.

Education and Awareness: The route becomes a platform for knowledge dissemination through educational programs and workshops on viticulture, wine culture, and history. This initiative fosters a profound understanding and appreciation of European traditions among both local communities and visitors.

Cultural Exchange: Emphasizing shared appreciation for wine-related traditions, the route catalyses cultural exchange and mutual understanding among participating countries, nurturing peaceful and harmonious relationships.

Inclusivity and Accessibility: Designed with inclusivity in mind, the Iter Vitis Cultural Route welcomes people of all ages and backgrounds. This approach ensures that cultural experiences are accessible to a diverse audience, promoting a sense of unity through shared heritage.

Economic Development: By promoting wine-related tourism, the route becomes a catalyst for the economic development of rural and vineyard regions. This support not only bolsters local communities but also fosters sustainable growth in these areas.

Cross-Border Collaboration: The project is a testament to collaboration among multiple European countries, fostering cooperation and friendship. This collaborative spirit aligns seamlessly with the Council of Europe's values of international dialogue and partnership.

Promotion of European Identity: Celebrating shared historical, cultural, and social bonds related to viticulture and wine, the Iter Vitis Cultural Route reinforces a collective European identity. It becomes a living testament to the interconnectedness of European nations and the unity that emerges from shared experiences.

In essence, the Iter Vitis Cultural Route goes beyond being a mere geographical journey; it stands as a living testament to the Council of Europe's ideals, actively contributing to the preservation, promotion, and celebration of Europe's rich cultural tapestry.

II. Fields of Action

The Iter Vitis Cultural Route holds profound significance in unraveling Europe's history and heritage. It serves as a cornerstone for fostering sustainable, responsible, and rural tourism, playing a pivotal role in the preservation of European cultural traditions and lifestyles. Beyond this, the Cultural Route contributes significantly to landscape conservation and the protection of biodiversity.

This cultural journey has established a robust federal governance model, facilitating consistent communication and mutual support among its members. This framework extends beyond a mere administrative structure, fostering regular contact, local meetings, and conferences. It ensures a cohesive approach to collaborative endeavors, providing a European foundation that enhances the value of projects, products, and tourism offerings initiated by the partners. In essence, the Iter Vitis Cultural Route not only serves as a conduit for historical exploration but also as a dynamic platform for the collective advancement of shared cultural, environmental, and touristic objectives.

Given the points mentioned, the Route aligns with the priority of actions outlined in Resolution CM/Res(2013)67 by the Committee of Ministers of the Council of Europe. Nonetheless, to further optimize the effectiveness of the route, it is strongly advised to consider specific recommendations that have been developed. These recommendations are anticipated to

significantly elevate the overall functionality and impact of the route. Therefore, it is recommended that:

In the pursuit of enhancing memory, history, and European identity, a continuous effort should be made to add valuable content to the shared website (itervitis.eu). Simultaneously, ensuring the prominent display of the IterVitis logo, along with a link, on all member websites is essential to foster a cohesive online presence.

To uphold the credibility and exclusivity of the IterVitis|Council of Europe logo, it is recommended to develop stringent criteria for its assignment to private establishments and landmarks. Establishing a systematic approach to collaborate with local authorities in this context will ensure responsible and meaningful use of the logo, maintaining its significance.

For cultural and educational exchanges among young Europeans, the continuation of internships and student visits is advised. Moreover, there is an opportunity to further enrich these exchanges by developing more cross-border visits. This expansion will contribute to fostering a deeper understanding and appreciation of diverse European cultures.

In the realm of contemporary cultural and artistic practices, an avenue for growth lies in the promotion of more merchandising initiatives. Exploring shared merchandising opportunities, particularly utilizing the IterVitis logo, can amplify the visibility of cultural practices and contribute to sustaining cultural initiatives.

Regarding cultural tourism and sustainable cultural development, there is a need for more defined routes to offer visitors structured and immersive experiences. To enhance this aspect, it is recommended to provide clear criteria for selecting private and public points of interest along Cultural Routes (CRs). Collaborating closely with local authorities will ensure the responsible selection and highlighting of these points of interest, contributing to the sustainable development of cultural heritage.

III. Cultural Route Network

Iter Vitis has undeniably fostered an inclusive decision-making environment, achieving significant milestones that warrant pride. However, there is room for further advancement, particularly in ensuring increased visibility for partners on their websites, cultural routes, and through enhanced signage - emulating the commendable example set by Iter Vitis France and IterVitis Italy. A strategic and consistent utilization of the Council of Europe title and logo on websites and promotional materials is crucial, and to accomplish this, it is recommended to establish clear criteria and guidelines.

In terms of cross-marketing and branding, more efforts can be directed towards maximizing the potential of the Iter Vitis Cultural Route on partner websites and in promotional materials. The accreditation as the 'Cultural Route of the Council of Europe' should be leveraged as a valuable asset, fostering mutually beneficial partnerships among the members. Additionally, there is room for improvement in the use of the "Iter Vitis | Council of Europe" logo on signage, and it is recommended that Iter Vitis France, recognized for its excellent Cultural Route signage, leads a webinar or toolkit to guide and inspire other members in the correct usage of logos.

In the realm of research cooperation, the abundance of private archives accessible through a consolidated membership approach is acknowledged. Establishing criteria for national associations to collaborate with local municipalities and regional authorities in selecting and

highlighting points of interest is crucial. Criteria may include the availability of historically significant archives, a landscape preserving cultural traditions, and built heritage relevant to the history of winemaking. Ensuring quality on the Cultural Routes (CRs) necessitates the establishment of criteria and a monitoring system, especially as the network expands.

Over the years, Iter Vitis adopted different selection procedures compared to its initial stages. After 17 years since its foundation and 15 years from the first certification, the organization leaned towards considering candidates directly proposed by the government of the respective country, the Ministry of Tourism, or the Ministry of Culture. Procedures for country affiliation were initiated, aiming to identify potential key contacts. The strategy involved having a robust interlocutor for each country who would then assume the role of the lead partner, spearheading the formation of a national-level network.

Iter Vitis deliberately refrained from annexing entities that were deemed too small, as the objective was to avoid a fragmented membership that could complicate governance. Consequently, small municipalities or wineries were excluded from direct annexation. Instead, a certification system was developed for them. If these entities met specific criteria, they were certified as Iter Vitis stages, as outlined in the attachment. This approach, particularly in various emerging countries, served to positively stimulate stakeholders and elevate standards.

It is advisable to contemplate potential measures for members who have been inactive for a certain period or unresponsive to communications (e.g., temporary suspension, permanent suspension, etc.).

In reflection, the Iter Vitis Cultural Route Federation has successfully crafted a structure capable of effectively showcasing Europe's rich winemaking heritage. The professionalism displayed aligns with the quality and visibility expected by the Council of Europe. The commendable educational, scientific, and administrative achievements of the Federation underscore its commitment to preserving and promoting Europe's viticultural legacy.

Iter Vitis haven't developed a mapping of potential members; rather, its strategy focuses on completing geographical areas to enhance regional impact and area representativeness. Additionally, efforts were directed toward countries grappling with political problems, those marked by past conflicts, or those experiencing ongoing conflicts. The overarching goal was to improve the quality of the offerings and enhance the image of the territory. Collaborative initiatives with international NGOs, including USAID, GIZ, and CISP, played a vital role in achieving these objectives.

IV. Communication tools

Established members within Iter Vitis exhibit commendable adherence to guidelines related to event materials, websites, and signage. Nevertheless, there exists an opportunity for improvement in achieving a more consistent and informed application of the "Iter Vitis | Council of Europe" logo, especially in understanding when it is appropriate or not to use it on signage.

A noticeable gap in understanding the precise criteria for logo usage has been identified. To foster a unified and recognizable brand presence, it is crucial to ensure the correct display of the Iter Vitis stamp with the blue Council of Europe logo on websites and web pages.

To address this issue effectively, it is recommended that Iter Vitis France and IterVitis Italy, known for their exemplary compliance with Cultural Route signage, takes the lead in organizing consultations, webinars or developing a toolkit. This initiative seeks to enlighten and encourage

other members regarding the correct usage of logos. Furthermore, the toolkit or webinar should establish clear criteria, providing a comprehensive guide for all members to follow, thereby maintaining consistency and professionalism across the network.

In addition to logo usage concerns, attention should be directed towards inactive web and social pages of network members. It is advised to either reactivate inactive web and social pages or initiate the closure of any inactive platforms. This proactive approach will streamline the online presence, ensuring that active channels effectively represent the Iter Vitis Cultural Route.

CRITERIA		Recommendations previous evaluation 2019-2020	Has the route addressed the recommendation since the last evaluation?		Recommendations current evaluation 2023-2024
			YES	NO	
I. Cultural route theme			<input type="checkbox"/>	<input type="checkbox"/>	
			<input type="checkbox"/>	<input type="checkbox"/>	
II. Priority fields of action	Cooperation in research and development		<input type="checkbox"/>	<input type="checkbox"/>	
			<input type="checkbox"/>	<input type="checkbox"/>	
	Enhancement of memory, history and European heritage	Continue to add content to the shared website (itervitis.eu) and ensure the logo with a link is added to all member websites.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Progress has been achieved. However, further advancements are advised to fully implement this recommendation.
		Develop strict criteria for assigning the Iter Vitis and Council of Europe logo to private establishments and/or landmarks and create a system to work with local authorities in this regard.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Significant progress has been made. However, further progress is recommended to fully implement this recommendation.
	Cultural and educational exchanges for young Europeans	Continue with internships and student visits and develop more cross-border visits.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Substantial progress has been made in continuing internships and student visits, as well as initiating cross-border visits.

					However, further advancements are advisable to fully maximize the impact of these activities.
			<input type="checkbox"/>	<input type="checkbox"/>	
	Contemporary cultural and artistic practice	Shared merchandising could be further explored using the Iter Vitis logo.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The exploration of shared merchandising using the Iter Vitis logo has shown promise. It is advised to continue and further delve into this opportunity to leverage the brand for mutual benefit.
			<input type="checkbox"/>	<input type="checkbox"/>	
	Cultural Tourism and Sustainable Cultural development	Improvement could still be made by providing clear criteria for the selection of private and public points of interest that can be highlighted on the CRs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	This aspect needs to be further addressed to ensure a more systematic and transparent selection process.
III. Cultural Route Network		Federation model has been put into place and is excellent.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The implementation of the federation model has been successful and is deemed excellent.
			<input type="checkbox"/>	<input type="checkbox"/>	
			<input type="checkbox"/>	<input type="checkbox"/>	
Communication Tools		This needs further improvements with better signage throughout the route – it is recommended to use Iter Vitis France as a model.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	While progress has been made, there is a need for further improvement, particularly in enhancing signage throughout the route.
			<input type="checkbox"/>	<input type="checkbox"/>	

5. List of references

This report was prepared based on the documents provided by the “Iter Vitis Route” within the Evaluation File.

It is confirmed that all documents required for the evaluation has been duly submitted the Cultural Route.

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

Field visit to Moldova – Moldovan Iter Vitis Network

25 September 2023, Chisinau

10.30h – Visit to Asconi Winery in Chisinau and interview with the owner.

14.00h – Meeting with Emanuela Panke, President, Iter Vitis Federation

18.00h – Visit to with Purcari Chateau in Puhoi and interview with the representative of the Chateau.

26 September 2023, Chisinau

10.00h – Visit to Etcetera (family-owned winery) in Cromcaz and interview with the owner.

13.00h – Visit to Castel Mimi in Bulboaca and interview with the representative of the winery.

27 September 2023, Chisinau

09.00 – Participation in international symposium: ‘Emerging Resilient and Sustainable Amidst Challenges’, organized by the Ministry of Culture of Republic of Moldova within the frames of the World Tourism Day.

10.00h – Meeting with Diana Lazar, Secretary General of Moldovan Iter Vitis Network.

11.00h – Meeting with Elena Stepanov, Executive Director of National Inbound and Domestic Tourism Association of Moldova (ANTRIM).

12.00h – Meeting with Tatiana Lupascu, Workforce Development Consultant, National Inbound and Domestic Tourism Association of Moldova (ANTRIM).

14.00h – Meeting with Diana Isac, CEO and Founder winersit.com.

17.00h – Visit to the Cricova winery in Chisinau and interview with the representative of the winery.

18.00h - Meeting with Andrei Chistol, State Secretary, Ministry of Culture of the Republic of Moldova

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	

3.2.2 Enhancement of the memory, history and European heritage	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
	15	Do the Route activities take into account and explain the historical significance of tangible and intangible European heritage?	1
	16	Do the Route activities promote the values of the Council of Europe?	1
	17	Do the Route activities promote the brand of the Cultural Routes of the Council of Europe?	1
	18	Does the route work in conformity with international charters and conventions on cultural heritage preservation?	1
	19	Do the Route activities identify, preserve and develop European heritage sites in rural destinations?	1
	20	Do the Route activities identify, preserve and develop European heritage sites in industrial areas in the process of economic restructuring?	1
	21	Do the Route activities valorize the heritage of ethnic or social minorities in Europe?	1
	22	Do the Route activities contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	1
	23	Do the Route activities enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?	1
	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	
		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 organizations 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	
3.3 NETWORK		53	Was the theme of the route chosen and accepted by the network members?	1	
		54	Was the conceptual framework of the route founded on a scientific basis?	1	
		55	Does the network involve several Council of Europe member states in all or part of its projects?	1	
		56	Is the network financially sustainable?	1	
		57	Does the network have a legal status (association, federation of associations, EEIG...)?	1	
		58	Does the network operate democratically?	1	
		59	Does the network specify its objectives and working methods?	1	
		60	Does the network specify the regions concerned by the project?	1	
		61	Does the network specify its partners and participating countries?	1	
		62	Does the network specify the fields of action involved?	1	
		63	Does the network specify its overall strategy in the short and long term?	1	

		64	Does the network identify potential participants and partners in Council of Europe member states and/or other world countries?	1	
		65	Does the network provide details of its financing (financial reports and/or activity budgets)?	1	
		66	Does the network provide details of its operational plan?	1	
		67	Does the network append the basic text(s) confirming its legal status?	1	
3.4 COMMUNICATION TOOLS		68	Does the Route have its own logo?	1	
		69	Do all partners of the network use the logo on their communication tools?		1
		70	Does the Route have its own dedicated website?	1	
		71	Is it the website available in English and French?	1	
		72	Is it the website available in other languages?	1	
		73	Does the network use effectively social networks and web 2.0?	1	
		74	Does the network publish brochures on the Route?	1	
		75	If yes, are the brochures available in English?	1	
		76	If yes, are the brochures available in French?		1
	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 its use (size and position...)?	1	
		80	Are the logos (Cultural Route + certification logo) provided to all the members of the Route?	1	
		81	Does the Council of Europe certification logo appear on road signs/ boards indicating the cultural route?	1	
score				79	2

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

Fig. 1.	Map of the Iter Vitis Route – Iter Vitis
Fig. 2.	Actual revenues of 2020-2021-2022-2023
Fig. 3.	Composition of the Network by type
Fig. 4.	Network Extension since 2020

