

2024/25 ENG

Enlarged Partial Agreement on Cultural Routes of the Council of Europe Certification cycle 2024-2025

Regular Evaluation: **EUROPEAN MOZART WAYS** 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 2024-2025

Independent expert report

European Mozart Ways

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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

This report is a certification evaluation of the European Mozart Ways. It is based on field visits, exchange and documents provided by the Route's Management and on a desk review of the network using information provided by the European Institute of Cultural Routes, internet research, and interviews with representatives of the members. Based on the submitted dossier and additional documents, and having conducted field visits and interviews, the evaluation has concluded that the European Mozart Ways comply with all the thematic criteria for certification as a Cultural Route of the Council of Europe.

The European Mozart Ways (EMW) are a distinguished Cultural Route of the Council of Europe, celebrating the life and legacy of Wolfgang Amadeus Mozart as a unifying figure in European cultural history. Connecting over 200 sites across 11 European countries, the network highlights Mozart's transformative travels and their contributions to his personal and artistic development. Through its activities, EMW highlights Mozart's significance as the first "European musical traveller" and his enduring relevance to modern cultural and societal values.

The EMW theme is uniquely positioned as the only Council of Europe Cultural Route dedicated to a musician. It reflects core European values such as cultural diversity, democracy, and intercultural dialogue. The theme's historical and cultural depth resonates with contemporary audiences while fostering a shared understanding of Europe's cultural heritage.

The EMW network is inclusive and well-structured, fostering collaboration among its members. Strengthening member engagement, expanding to underrepresented regions, and increasing capacity-building efforts are key recommendations for future growth.

The EMW has established strong partnerships with academic institutions like the Mozarteum Foundation and other universities, resulting in valuable publications and research. However, there is potential to broaden collaborations across additional disciplines and regions.

By preserving and promoting over 200 Mozart-related sites, the EMW effectively enhances European cultural memory. Efforts to increase the visibility of smaller and lesser-known sites remain an opportunity for growth.

Youth-focused initiatives, such as the "Young Ambassadors of the EMW," successfully engage young people in Mozart's legacy and European values. Digital expansion and inclusivity remain areas for further enhancement.

The EMW integrates modern creativity into its framework through innovative projects like the "Mozart songbook" for children. There is potential to further promote contemporary artistic practices inspired by Mozart's life and work.

The EMW effectively supports cultural tourism through thematic itineraries and partnerships, benefiting smaller cities and local economies. Continued emphasis on sustainability and eco-friendly tourism practices is recommended.

The EMW employs diverse communication tools, including travel maps, guidebooks, and digital platforms. While effective, there is scope for improvement in digital engagement, social media outreach, and the development of multilingual resources to enhance global accessibility.

Recommendations overview:

- Expand thematic content and integrate contemporary artistic interpretations of Mozart’s legacy.
- Broaden research collaborations across more regions and disciplines, emphasising interdisciplinary approaches.
- Enhance the visibility and accessibility of lesser-known sites and smaller cities within the network.
- Strengthen youth engagement through interactive digital formats and inclusive outreach programs.
- Promote sustainable tourism initiatives that align with local community priorities and environmental goals.
- Develop systematic strategies for recruiting new members and building stronger connections across the network.
- Invest in upgraded communication tools, including a comprehensive multilingual website and creative social media campaigns.

Conclusion

The European Mozart Ways represent a unique and impactful Cultural Route that bridges historical preservation with contemporary innovation. By addressing the outlined recommendations, the EMW can further its mission of celebrating Mozart’s legacy while fostering cultural exchange, education, and sustainable development. These efforts will ensure that the Route continues to serve as a vital platform for European values and heritage, enriching communities and audiences across the continent.

Based on the submitted dossier and supporting documents, and after having conducted evaluation meetings with the Management and representatives of the Route I hereby confirm that:

Criteria	Excellent	Very good	Satisfactory	Poor	Unsatisfactory	Assessment
<i>Compliance with the eligibility criteria for themes listed in Resolution CM/Res(2023)2, I. List of eligibility criteria for themes.</i>	X					Excellent
<i>Compliance with the eligibility criteria for actions listed in Resolution CM/Res(2023)2, II. List of priority fields of action.</i>	X					Excellent
<i>Compliance with the eligibility criteria for networks listed in Resolution CM/Res(2023)2, III. List of criteria for networks.</i>		X				Very good
<i>The Cultural Route implements the Guidelines for the Use of the Logo “Cultural Route of the Council of Europe”</i>		X				Very good

2. Introduction

This report has been undertaken as part of the evaluation process of the European Mozart Ways.

The European Mozart Ways (VOIES EUROPÉENNES DE MOZART) presents and promotes the tangible and intangible cultural heritage of the life and artistic journey of Wolfgang Amadeus Mozart.

The European Mozart Ways (EMW) is a network connecting cities, regions, and institutions across 11 European countries. These locations were significant in the life and artistic journey of Wolfgang Amadeus Mozart, whose extensive travels spanned over 10 years, 2 months, and 8 days of his short life. The network focuses on reviving Mozart's spirit and the meaningful traces he left behind, celebrating his individual and musical development as one of European culture's most iconic figures.

Mozart's extensive travels significantly influenced his artistic identity, providing opportunities for education, inspiration, and collaboration with scholars and musicians. The EMW connects over 200 sites, including cities, towns, estates, palaces, and other significant landmarks, offering a thematic link between Mozart's life and the shared European heritage. The Route consists of 32 members in 11 countries: Austria, Belgium, Czech Republic, France, Germany, Italy, The Netherlands, Slovakia, Switzerland, Ukraine, and United Kingdom. These locations reflect the profound impact of Mozart's experiences and interactions during his journeys, both on his music and his personal development.

Formally established in Salzburg in 2002, as an association under Austrian law, the EMW promotes cultural and artistic exchange, education, and sustainable tourism. Headquartered in Salzburg, Austria, with a second operational office in Milan, Italy, the network is presided over by Maria Majno, who has led the association since 2006. Together with its members, the EMW continues to pursue innovative projects, such as the ERASMUS+-funded NEXT ROUTES initiative, which enhances digital skills and cultural engagement among its members. Through a combination of youth-focused programs, cross-border collaboration, and cultural tourism, the EMW creates a dynamic pathway for preserving and promoting Mozart's legacy as a "Child of Europe."

The association is a non-profit organisation dedicated to promoting the legacy of Wolfgang Amadeus Mozart as a European cultural figure. It aims to document and highlight his historical travels, foster public interest and knowledge about him, and strengthen cooperation among European cities and institutions linked to Mozart. Through collaborative projects and unified initiatives, the association seeks to make Mozart's works and related cultural heritage accessible while maintaining a balance between historical and contemporary perspectives.

The network embodies Mozart's unique status as the first "European musical traveller," highlighting his relevance to today's European identity and priorities. By supporting member activities and fostering collaborations, the EMW strengthens the joint productivity of a rich and eclectic heritage, combining historical preservation with forward-looking cultural practices.

After conducting evaluation meetings, field visits and desk research, it is being concluded that the EMW shows clear compliance with all of the thematic criteria for certification as a Cultural Route of the Council of Europe.

3. Main Body Evaluation

The evaluation of the EMW has involved a thorough review of the network's theme, activities and management in line with certification requirements of the Resolution CM/Res(2023)2 for the award of the 'Cultural Routes of the Council of Europe'. Material and dossier submitted by the network, direct contact with the Management and the Secretariat of the Route, information provided by the European Institute of Cultural Routes, meetings with the Route's Management and members, field visits and internet-based desk research have been used to further inform this evaluation.

3.1 Cultural Route Theme

The theme of the Route is well-defined, clear and holistic, considering different and multiple aspects of W. A. Mozart's legacy, his artistic production, historical, cultural and social aspects of his work and travels, from both tangible and intangible perspectives.

The European Mozart Ways focuses on the life and travels of Wolfgang Amadeus Mozart, a cultural pioneer whose journeys defined his artistic achievements. The Route emphasises Mozart's significance as a European figure who transcended borders, creating a shared cultural narrative. By preserving historical sites and linking them through thematic itineraries, the EMW ensures that his legacy remains accessible to a global audience.

Mozart's travels covered major cultural and political centres of 18th-century Europe, including Vienna, Salzburg, Augsburg, Mannheim, Paris, Bologna, and Milan. These journeys were pivotal in shaping his artistic genius, exposing him to diverse musical styles and cultural influences. Through the EMW, this narrative is reconstructed and celebrated, offering insights into the historical significance of his life and works.

The network frames Mozart as a unifying symbol of European cultural identity, showcasing his journey as both a historical figure and a cultural traveller. This theme provides a foundation for exploring artistic heritage, cultural diversity, and the transformative impact of travel on personal and artistic growth.

The theme offers multiple frameworks and concepts for cooperation, interaction, scientific and research work, youth involvement, local communities' empowerment and alternative and traditional touristic offers.

The Route emphasises Mozart's role in connecting disparate regions through music, bridging cultural and linguistic barriers. His travels were not only a journey of personal development but also a representation of the interconnectedness of Europe's cultural landscape.

The EMW aligns with the Council of Europe's values of cultural diversity, intercultural dialogue, and mutual understanding. By showcasing Mozart as a symbol of European identity, the network promotes inclusivity and respect for shared heritage.

The European Mozart Ways align with several significant international conventions, reflecting their commitment to cultural exchange, heritage preservation, and human rights. Most of the national states involved in the EMW uphold the principles of the European Human Rights Convention, reinforcing the Route's dedication to shared European values. Similarly, the European Cultural Convention underpins the network, uniting 11 European countries in a

vibrant cultural exchange. Through art and education, the Route fosters mutual understanding and celebrates the diversity of European cultures.

A strong commitment to fostering cultural rights and citizen's participation is declared by the Route. Through the intangible assets connected to music and musical production, the theme allows for a broader, more sustainable and community-oriented cultural and touristic offer, in line with the 2005 Faro Convention and the 2000 European Landscape Convention.

The Faro Convention, ratified by Austria and Switzerland, highlights the role of Mozart's legacy in enhancing cultural dialogue and human development. Mozart's journeys also intersect with UNESCO's heritage initiatives, with iconic sites like Salzburg, Vienna, and Schloss Schönbrunn recognised as World Cultural Heritage locations. Moreover, the Route embraces the safeguarding of intangible cultural heritage, as all member states are parties to this convention. Notably, traditional crafts and practices – such as violin and organ craftsmanship, the art of horn playing, and opera singing – are inscribed on UNESCO's Intangible Cultural Heritage List, exemplifying the Route's dedication to preserving and celebrating Europe's rich musical traditions.

Thus, the theme is in accordance with all of the eligibility criteria defined in Resolution CM/Res(2023)2 of the Council of Europe.

3.2 Fields of Action

In this section, the EMW have been evaluated against the priority fields of action that are defined under Resolution CM/Res(2023)2 of the Council of Europe. The sub-sections look at the extent the Route addresses the list of priority fields individually and provide important highlights.

3.2.1 Co-operation in research and development

The EMW collaborates with leading academic institutions, including the Mozarteum Foundation in Salzburg, Mozarteum University, and several Italian universities. These partnerships have led to significant research initiatives, such as digitising Mozart's letters and developing musicological insights into his works. The Scientific Advisory Board plays an active role in designing thematic projects and publications, ensuring that historical and musicological research remains a cornerstone of the Route.

The members of the European Mozart Ways have been host to an array of enriching cultural and academic events, spotlighting Mozart's enduring legacy and influence across Europe.

On March 12, 2021, the Orchestra di Padova e del Veneto was involved in 2 lectures in Padova, Italy. The first, *Aspettando Mozart*, delved into the anticipation and influence of Mozart's works, while the second, *Mozart, il quartetto di Lodi*, explored the maestro's time in Padova and the musical dialogue of his quartets. Both events drew over 200 attendees, offering a unique blend of historical insight and musical appreciation.

In January 2022, St. Gilgen, Austria hosted the symposium *Wonderchild's*. This event, partially streamed for a broader audience, focused on prodigious talents and the special needs of gifted children, highlighting Mozart's own extraordinary childhood and the challenges faced by prodigies. Over 100 attendees participated in this exchange.

On September 27, 2022, during the Cremona Musica fair, University of Pavia organised a symposium on music tourism. This well-attended event, with over 300 participants, examined the relationship between cultural heritage, music, and tourism, emphasising the role of iconic musical figures like Mozart in shaping cultural tourism.

The following year, in May 2023, the REMA (Early Music in Europe) General Assembly convened at the Centro di Musica Antica Ghislieri in Pavia. Gathering over 100 professionals, this assembly provided a platform for the discussion of early music and collaboration among Europe's leading cultural institutions.

Each of these events exemplifies the European Mozart Ways' dedication to fostering a deeper understanding of Mozart's life, works, and enduring cultural impact through scholarly discourse and public engagement.

These initiatives prove a good understanding of the possible engagement in scientific, research and development projects. The Route is also committed to foster specifically the research opportunities and training for early career researchers and young professionals.

All these activities are coherent, sound and valuable, however, to develop them in a more sustainable way, a better organised and clearly structured Scientific Committee is needed. Two countries are listed as involved so far in the work of the Scientific Committee: Austria and Italy. The Route should consider strengthening the main axe of a potential scientific cooperation (by identifying and engaging the best suited partners) and planning activities on a regular basis between the already involved research centres, universities and museums, and other interested members. New emerging synergies between diverse research settings and organisations could foster joint scientific and research collaboration and activities. The theme of the network provides also opportunities for inter- and transdisciplinary research. This path of research development could be taken into consideration as well.

Moreover, the EMW are potentially a knowledgeable partner for the University Network for Cultural Routes Studies.

3.2.2 Enhancement of the memory, history and European heritage

The well-developed theme of the Route allows engagement in multiple and diverse actions: concerts, summer schools, workshops, presentations and laboratories, artistic performances, exhibitions, guided tours, activities for children, and many others.

By preserving over 200 Mozart-related sites, the EMW enhances Europe's cultural memory. Projects like the thematic travel itineraries and guidebooks make these sites accessible to a wide audience, while ongoing research connects historical narratives with modern cultural practices. Key landmarks such as the historic cities of Salzburg and Vienna, as well as smaller towns like Zell im Wiesental, demonstrate the Route's capacity to preserve and promote European heritage.

The European Mozart Ways foster a vibrant cultural and educational network through an impressive array of activities that celebrate Mozart's legacy and connect audiences across Europe. These events encompass festivals, concerts, museum exhibitions, academic gatherings, and digital initiatives, highlighting Mozart's timeless impact on music and culture. Some of the reported initiatives are discussed more in detail in this section.

Festivals and Concerts:

Mozart's enduring legacy is celebrated annually with events like *Mozart Woche* in Salzburg, Austria, drawing over 10,000 attendees to honor his birthday. Festivals such as the *Deutsches Mozartfest* in Augsburg, *Schwetzingen Mozartfest*, and *Mannheimer Sommer* in Germany further showcase his influence through diverse performances. Italy hosts the *Bella Musica Orchestra* on tours along the European Mozart Ways, while performances at Munich's Bayrische Staatsoper and Gärtnerplatztheater draw tens of thousands of opera enthusiasts year-round.

Special Exhibitions:

Exhibitions like *TRIAS der Wiener Klassik* and *Mozart & Frauen* at Vienna's Mozarthaus provide in-depth insights into Mozart's connections with contemporaries and his personal life. The Mozarthaus in Vienna hosts *Mozart bei Tisch*, a new exhibition that opened in May 2024. In Salzburg, *Che bello - Mozart in Verona* commemorates Mozart's Italian connections.

Competitions and Educational Events:

The Salzburg Mozart Competition, held in February 2023, attracted over 400 participants, emphasising talent and artistry in Mozart's compositions. The Amadeo Choir, performing in Padova and Salzburg, and the Singing Classroom event, exemplify initiatives that engage young audiences and performers in Mozart's music.

Digital Initiatives:

The European Mozart Ways extends its reach through digital projects, such as the "Second" and "Third Italian Journey" travel reports, and a video trilogy exploring Mozart's death, legacy, and reflections on his life.

Museums and Heritage Walks:

Key landmarks like Mozart's Birth house and Residence in Salzburg welcome thousands of weekly visitors, while Vienna's Mozarthaus and St. Gilgen's Mozarthaus connect audiences with Mozart's personal and professional life. Walking tours, such as Salzburg's *City Walk in Mozart's Footsteps* and the *Mozart Way at the Dom Quartier*, offer experiences into his world.

Commemorations and Historical Celebrations:

The 300th birthday of Mozart's mother was honoured in 2021 with various celebrations in St. Gilgen, Austria. The annual *Nannerlfest* in July pays homage to Mozart's talented sister.

Cultural Exchange and Education:

The European Mozart Ways also promote exchanges among young Europeans, exemplified by the *Bella Musica Orchestra* and workshops across its network, fostering connections between heritage, education, and youth.

Collectively, these activities underline the European Mozart Ways' commitment to cultural exchange, educational enrichment, and the celebration of Mozart's profound legacy across generations and borders.

However, this very lively and interesting framework of highly compatible touristic and educational attractions in the partner sites require a more coordinated planning on the Route level, as many of the events occur simultaneously. A more detailed and coordinated events calendar on the Route level would reinforce and foster further cooperation. A recommended good practice could be a regular, joint event for the whole Route, organised in one of the partner sites and presenting the whole network. Such an activity could reinforce the overall

visibility and promotion for each member in turn and for the whole Route. Similar recommendations were mentioned in the previous evaluation period.

A joint, regular event for the whole Route, showing the different partners unified under one main theme, that could annually be approached from a different perspective, could be the central activity of the network, allowing to present and coordinate different aspects of the Route's work and engagement in different fields: touristic activities, research and development, youth and artistic actions.

The Route implemented some of the suggestions from the last evaluation and established new cooperation and developed new initiatives. These efforts are even more valuable in the light of the recent pandemic situation. For the future growth and better visibility of the Route's activities it would be highly recommended to engage in facilitating and coordinating a regular joint event, unifying all members and a better planned, thematic calendar for the members' activities.

3.2.3 Cultural and educational exchanges for young Europeans

Engaging and educating young generation in the fields of the shared European heritage is one of the main aims of the Cultural Route's programme of the Council of Europe.

Youth engagement is a central pillar of the EMW. Initiatives such as the *Young Mozart Ways* project and the *Mozart Class* introduce children and young people to Mozart's life and works. These programs combine creative and educational activities, fostering cross-cultural exchanges and mutual understanding. By engaging directly with artists, educators, and musicologists, young participants develop a deeper appreciation of Mozart's legacy and European cultural identity.

The European Mozart Ways actively address younger generations through a diverse array of educational and cultural programs. These initiatives, ranging from music workshops to creative competitions, emphasise the importance of Mozart's legacy in inspiring and educating children and youth across Europe.

Some initiatives are highly relevant and could be seen as a beginning of long-term activities to strengthen a sustainable youth engagement within the Route. Key events are discussed further in this section.

Children and Youth Programmes:

The *Klangkarton* programme in Salzburg, organised by the Mozarteum Foundation, has attracted over 1,500 participants annually since 2021. This initiative introduces children and youth to music through interactive and creative experiences. Similarly, the Mozarteum's *Mozarts Welt* programme, engaging over 500 young participants each year, offers insights into Mozart's life and works through educational activities.

Youth-oriented Concerts and Tours:

The *Young Ambassadors of European Mozart Ways* projects highlight youth engagement in music. In 2023, the Amadeo Choir performed in Padova and Salzburg, with over 300 attendees celebrating the connection between young voices and Mozart's music. The Bella Musica chamber orchestra has conducted annual tours to Italy since 2021, captivating over 2,000 attendees with their performances.

In 2023, the Ukrainian Youth Orchestra brought Mozart's music to audiences in Germany, Italy, and France through a series of concerts, reaching over 1,000 people. Additionally, the Youth Orchestra Theresia performed across Italy, Germany, Slovenia, and France, fostering young talent and cross-cultural musical exchange.

Educational Workshops and Projects:

The European Youth Orchestra Academy in Mannheim offered orchestra workshops and concerts during the summers of 2022 and 2023, with over 400 participants gaining hands-on experience in classical music performance. Salzburg's *Singendes Klassenzimmer* (Singing Classroom) project culminated in a final event in May 2023, with 1,500 children presenting their musical achievements.

Creative and Artistic Engagements:

The Mozarthaus Vienna hosted *Mozart's instrument catfish*, a creative painting competition from August to November 2023, encouraging young participants to explore their artistic talents while engaging with Mozart's legacy.

Community-based Programmes:

Frankfurt's Bürgerstiftung im Holzhausenschlösschen offers year-round programs for children and youth, engaging over 1,500 participants in music and cultural education, fostering a connection to classical music and community enrichment.

These initiatives illustrate the European Mozart Ways' dedication to inspiring young Europeans by connecting them to Mozart's life, music, and cultural heritage through education, performance, and creativity.

In the opinion of the evaluator, specifically one of the listed initiatives has a potential to expand over the whole Cultural Routes Programme, as a best practice and a unifying event incorporating most of the themes and shared values of the existing Routes – the Bella Musica chamber orchestra.

Bella Musica is a distinguished chamber ensemble affiliated with the Mozarteum University Salzburg, connecting young musical talents from various nations. Each year, participants engage in an orchestral camp to study and rehearse works by Mozart and other composers. These preparations culminate in a concert tour along the European Mozart Routes, allowing the ensemble to perform in historically significant venues across Europe.

Bella Musica comprises students from leading European music institutions, including the Mozarteum University Salzburg, Conservatorio Santa Cecilia in Rome, Conservatorio San Pietro a Majella in Naples, and Conservatorio Claudio Monteverdi in Bolzano. Under the artistic direction of Stefan David Hummel, the ensemble exemplifies the spirit of European collaboration and cultural exchange, embodying the legacy of Mozart's own European journeys.

In 2024, the Bella Musica tour featured a remarkable highlight: for the first time, the ensemble had the privilege of performing with W. A. Mozart's original violin, crafted by P. A. Dalla Costa in 1764. This unique opportunity was made possible through a collaboration with the Mozarteum Foundation, which provided the historic instrument for select concerts.

The Route is very active in this field of action, engaging different age groups in diverse and meaningful activities, that foster not only the theme of the Route, but also cultural education, international youth exchange and cooperation and support for youth's creativity.

The initiatives presented in the dossier and in the supporting materials strengthen the overall very good impression of the Route's involvement in this fields of action. A more long-term oriented suggestion would be to build upon this meaningful involvement and consider fostering a youth organisation connected to the Route.

3.2.4 Contemporary cultural and artistic practice

Most of the initiatives connected to youth involvement represent also the goals in this field of action.

The EMW integrates contemporary art and culture into its framework, supporting innovative projects like the "Mozart songbook" for children. This approach bridges historical preservation with modern creativity, ensuring that Mozart's legacy remains relevant to future generations.

Moreover, the EMW network is active in a series of festivals and concerts that celebrate both classical and contemporary music, fostering cultural exchange and artistic innovation across Europe. Selected initiatives are:

Dialogues Festival organised by the Mozarteum Foundation is an interdisciplinary event that bridges classical compositions with modern interpretations. From June 16 to 18, 2023, under the theme "Mozart meets Modernity," the festival featured contemporary music alongside Mozart's works, offering new concert formats and unique collaborations within the Mozarteum's venues.

Salzburg Festival – a cornerstone of Salzburg's cultural scene, the Salzburg Festival presents a rich array of concerts and operas each summer. In July and August 2022, the festival attracted over 500,000 attendees, with world-class performances that highlight the city's musical heritage.

Limina Festival hosted by the Mozarteum University is dedicated to contemporary music, promoting international collaboration among composers and students. In November 2024, the festival featured a diverse program, including a portrait concert of composer Katharina Rosenberger and performances of selected electro-acoustic works, fostering networks for young musicians.

The Nationaltheater Mannheim's *Mannheimer Sommer* is an interdisciplinary festival that explores themes through music and theater. From June 16 to 26, 2022, the festival focused on ecological crises, presenting innovative performances at the Nationaltheater Mannheim and the Schwetzingen Palace and Park.

Aspekte Salzburg is a music festival organised by the Mozarteum University, dedicated to contemporary compositions. Held annually in the spring of 2021, 2022, and 2023, the festival featured programmes that highlighted young interpreters and new music, aiming to make contemporary music accessible and engaging.

These events exemplify the European Mozart Ways' commitment to celebrating musical heritage while embracing contemporary artistic expressions, fostering a dynamic cultural landscape across Europe.

The Route's involvement in this field of action has been strengthened since the last evaluation report. Some new activities emerged and are being conceptualised recently, creating strong synergies between the involvement of the youth and fostering creative and artistic actions.

3.2.5 Cultural tourism and sustainable cultural development

The development of sustainable tourism experiences is a major commitment of the network, as one of the main goals of the Route is to actively promote cultural and sustainable tourism.

The EMW supports sustainable cultural tourism through thematic travel routes and partnerships with tour operators. These initiatives highlight lesser-known Mozart sites, such as Zell im Wiesental, contributing to local economies and cultural preservation. By emphasising sustainability, the Route ensures that cultural tourism benefits both visitors and host communities.

The European Mozart Ways enrich cultural tourism and education through thoughtfully curated materials, exhibitions, and interactive experiences, making Mozart's life and travels accessible to a broad audience.

Printed and digital materials include:

- *Mozart Connects Info Card* available in German and English, this card highlights key Mozart-related festivals, museums, and houses in Austria, Germany, and Italy. With an edition of 3,000 pieces since 2019, it serves as an engaging guide to Mozart's world.
- *Travelling Map*: a double-sided map offers travel suggestions along the European Mozart Ways, featuring a network overview and Mozart-related highlights in different countries. Available in German and English, 7,000 copies have been in use since 2019.
- *Digital Travelling Exhibition* with a reworked, eight-page format that includes concise information on Mozart's travels, a short biography, and the cultural contexts of 17 historic journeys. Printed in German, English, and Italian, 4,000 copies have been distributed since 2019.

Tours and Guided Experiences:

- *City Walks in Mozart's Footsteps*: Tourism Salzburg offers guided walking tours that explore Mozart's historic sites, drawing over 200 participants annually from 2021 to 2023.
- *Mozart Guided Tours*: offered in Salzburg, Munich, and Vienna, these tours have attracted over 350 participants each year during the same period, enriching visitors' understanding of Mozart's life and work.
- *Cycling Tours*:
 - *Mit dem Rad unterwegs auf Mozarts Spuren*: a cycle tour in Augsburg, Germany, that engages over 100 participants annually (2021–2024).
 - *Mozart-Radweg*: spanning over Salzburg Province and Bavaria, this cycling route attracts over 120 participants annually, linking significant Mozart-related locations through partnerships with regional tourism offices.

Online Packages and Partnerships:

Digital packages and information are available through collaborations with Salzburg Tourism GmbH, Munich Tourism, Schwetzingen Tourism, and Zeller-Bergland Tourism, enhancing accessibility for travellers seeking tailored Mozart-themed experiences.

These resources and initiatives blend historical education with modern tourism, allowing visitors to engage with Mozart's legacy in innovative and meaningful ways, whether through

printed guides, immersive tours, or digital tools. As they mostly involve Austrian and German partners, the Management of the network could take the lead in embedding these activities into the Route's touristic offer and foster similar packages within the network.

3.3 Cultural Route Network

The European Mozart Way (EMW) is an international connecting network sites across 11 European countries that Mozart visited during his lifetime. It brings together cultural organisations, academic institutions, local authorities, and tourism stakeholders to commemorate Mozart's extraordinary musical legacy and its significance to European heritage. Founded in 2002, the network was initiated by the Province of Salzburg in preparation for the 250th anniversary of Mozart's birth, with Austria, Italy, Germany, the United Kingdom, and the Czech Republic being the most active centers due to their strong connections to Mozart's biography.

The association operates as an independent, non-profit organisation, exclusively pursuing charitable purposes under applicable tax laws. Its main objectives include:

1. Promoting Mozart's European Legacy: enhancing understanding of Wolfgang Amadeus Mozart as a European figure, documenting his historical travels, and fostering public interest and knowledge about him. The association aims to highlight Mozart's travel routes as culturally and historically significant, making them accessible to the public.
2. Encouraging Regional Cooperation: strengthening collaboration among European cities and regions where Mozart visited, stayed, or passed through, particularly in the artistic, cultural, educational, and scientific fields. This includes promoting joint projects among members and increasing public access to Mozart's works and related contemporary art, using a unified corporate design to emphasise the shared cultural heritage.
3. Balanced Regional Project Promotion: supporting cooperative and balanced joint projects among members, considering both historical and contemporary perspectives. The association seeks to unify and highlight authentic Mozart-related locations and initiatives.

The EMW emphasises scientific and cultural collaboration, as well as the transmission of knowledge and skills to younger generations. Under the leadership of President Maria Majno and General Secretary Gerhard Spitz, communication within the network has remained transparent and inspiring, fostering active participation. However, the network has experienced limited growth in recent years. Strategic efforts are recommended to engage potential members in new countries, such as Denmark, as highlighted in the previous evaluation report.

3.4 Communication tools

The EMW employs a range of tools, including travel maps, guidebooks, digital platforms, and social media. Recent innovations, such as the Bella Musica promotional videos, enhance the Route's visibility and educational outreach.

The website is well-designed, graphically sound, user-friendly, with an intuitive layout and functionality. It highlights the main activities of the Route, with a map presenting the members. The logo is correctly presented on the member's websites, in line with the visibility charter distributed by the coordinators. It is suggested to invite the newest members to better position

the logo on their websites (e.g. on the landing page). A section with strictly touristic offers and bookable packages on the website is still missing, which is a significant shortcoming, however the Route recognised it as an important area for improvement and is strongly committed to develop relevant cooperation in the nearest future.

A digital map is available on the website, as well as printed cartography.

The Facebook page (European Mozart Ways) reached 883 followers and received 843 likes (14.12.2024). Posts are published in English, with a much higher activity recently. Content-wise it presents the activities of the Route members and recent actions within the EU-funded projects. It offers a calendar of events and corporate activities. The initiatives in cooperation with other cultural routes are very visible alongside with some more general news from the world of music. The Instagram account 'european_mozart_way' with 195 (14.12.2024) followers is covering similar topics as does the Facebook page. A more target-oriented approach could be advisable – a better identification of followers will allow a more nuanced communication and promotion, that would not simply double the Facebook page. This, in turn, could cluster the communication into three main information bundles: promotional, inspirational, informative-educational.

Many promotional materials, including brochures, postcards, roll-up posters were prepared and distributed by the coordinators to members since 2019. These materials are being disseminated through tourist information offices and museums, during international events, etc.

The signposting is visible in some of the visited sites, displaying correctly the EMW logo, according to the guidelines of the Council of Europe. Nevertheless, some members should be encouraged by the Route's Management to put more attention to the signposting and its visibility.

In the context of the communication tools, a recent initiative is worth mentioning as it might enhance and inform the communication and dissemination efforts of the Route: the *Next Routes* project, co-financed by the European Union's Erasmus+ programme, aiming to enhance the digital and creative competencies of staff within certified Cultural Routes of the Council of Europe. By integrating innovative gamification strategies, the project seeks to modernise the management and dissemination of cultural heritage content, making it more engaging and accessible to the public. The project brings together five certified Cultural Routes: the Phoenicians' Route, the European Route of Jewish Heritage, the European Mozart Ways, the Route of the Olive Tree, and ATRIUM – Architecture of Totalitarian Regimes of the 20th Century in Europe's Urban Memory. The project's key objectives are:

- Digital Transition Support: equipping Cultural Routes personnel with advanced digital skills to effectively navigate and contribute to the evolving digital landscape.
- Innovative Content Delivery: exploring gamification techniques to present cultural heritage in a captivating manner, thereby increasing public interest and participation.

By fostering collaboration among diverse Cultural Routes and integrating modern digital strategies, "Next Routes" aspires to make Europe's rich cultural heritage more engaging and accessible to a global audience.

It was concluded that the communication tools complied with the specific Guidelines for the Use of the Logo "Cultural Routes of the Council of Europe".

4 Conclusions and Recommendations

During this evaluation period, it is concluded, that the European Mozart Ways are an active and competent member of the Cultural Routes of the Council of Europe programme, with a solid shared historic and cultural foundation. The Route embraces the Council of Europe core values to promote European identity in its unity and diversity. It has mostly responded to the recommendations made during the previous evaluation cycles and is showing continuous strong evidence of an active cooperation and a proven commitment to a sustainable growth in the future.

The EMW has a very good network dynamic between the partners, and a wider, European scope is already in place. The Route has 32 members in 11 countries. The coordinators are very active and committed to the Route's further development and to attracting external funding, which was highly and positively commented by the members of the Route. The project-based work cannot replace a more sustainable development of the network, however, it serves as a platform for sharing experiences, mutual learning and knowledge exchange, and also – for attracting new members.

After conducting the evaluation meetings, field visits, and additional internet research on the member sites activities, it was assessed that the network clearly satisfies the criteria for themes by representing European values, illustrating European memory, history and heritage and contributing to the interpretation of the diversity of present-day Europe.

In the priority fields of action, the Route fulfils the needed requirements – the overall impression is very good, with some fields that still need some further consideration and improvement.

The Route fulfils all the criteria enumerated below:

I. Cultural Route Theme

The theme of the European Mozart Ways (EMW) is compelling and distinctive, as it centers on W.A. Mozart, a pivotal figure in European culture and a symbol of European cultural identity. The Route effectively links Mozart's life and work with broader themes of shared European heritage, cultural exchange, and artistic inspiration. By emphasising Mozart as the first "European musical traveller," the theme resonates with the Council of Europe's core values, including cultural diversity, democracy, and intercultural dialogue.

Recommendations:

1. Develop additional thematic content that highlights Mozart's influence on contemporary music and culture, emphasising his relevance today.
2. Expand partnerships with cultural institutions and artists to explore innovative ways of representing Mozart's legacy, such as digital exhibitions, immersive experiences, or contemporary artistic interpretations.
3. Further integrate underrepresented perspectives, such as local community narratives from smaller sites on the Route, to enhance the inclusivity and diversity of the theme.

II. Priority Fields of Action

1. Cooperation in research and development

The EMW has established strong collaborations with leading research institutions, including the Mozarteum Foundation and universities. These partnerships have led to valuable outputs, such as publications, musicological research, and thematic projects. However, there is potential to broaden the scope of research to include interdisciplinary studies that connect musicology with tourism, sustainability, and education.

Recommendations:

1. Strengthen cooperation with research centers in additional member countries to ensure geographic and disciplinary diversity.
2. Encourage joint publications and conferences that explore the intersection of music, cultural heritage, and contemporary societal challenges.
3. Leverage digital tools to disseminate research findings more widely, making them accessible to non-academic audiences.

2. Enhancement of memory, history, and European heritage

The EMW excels in preserving and promoting the memory of Mozart's life and work through the identification and conservation of over 200 sites. These efforts are complemented by thematic travel routes, educational materials, and digital resources. However, smaller sites and less visited regions could benefit from greater attention and support.

Recommendations:

1. Develop targeted programmes to increase the visibility and accessibility of lesser-known sites, particularly in smaller cities and towns.
2. Provide training and resources for local stakeholders to enhance their capacity to preserve and interpret Mozart-related heritage.
3. Explore opportunities for transnational projects that highlight shared historical narratives beyond Mozart's individual journey.

3. Cultural and educational exchanges for young Europeans

Youth engagement is a cornerstone of the EMW's activities, with successful programs like the "Young Ambassadors of the EMW" and the "Mozart Class". These initiatives foster cultural appreciation and cross-border dialogue among young people.

Recommendations:

1. Expand youth programmes to include digital and interactive formats, such as gamified learning experiences and virtual exchanges.
2. Collaborate with schools and universities to integrate EMW materials into curricula.
3. Prioritise outreach to underserved youth populations, ensuring that programmes are accessible to a diverse audience.

4. Contemporary cultural and artistic practice

The EMW supports contemporary cultural expression through collaborations with artists, composers, and educators. Projects like the "Mozart songbook" for children demonstrate the Route's commitment to creative innovation. However, there is room to further integrate contemporary artistic practices into the network's activities.

Recommendations:

1. Facilitate residencies and commissions for contemporary artists to create works inspired by Mozart's life and travels.
2. Establish an annual festival or event that combines historical music with contemporary interpretations, fostering dialogue between past and present.
3. Use digital platforms to showcase new artistic works, increasing their visibility and reach.

5. Cultural tourism and sustainable cultural development

The EMW effectively promotes cultural tourism through its travel routes, partnerships with tour operators, and thematic itineraries. These efforts contribute to the local economies of smaller cities and towns while preserving their cultural heritage.

Recommendations:

1. Develop eco-friendly tourism initiatives, such as carbon-neutral travel packages or partnerships with sustainable tourism operators.

2. Create multilingual digital guides and itineraries to make the Route more accessible to international visitors.
3. Collaborate with local communities to ensure that tourism development aligns with their needs and priorities.

III. Cultural Route Network

The EMW network is well-structured and inclusive, with members from diverse countries and institutions. The association fosters collaboration through democratic processes, annual assemblies, and working groups. However, there is potential to strengthen the network by addressing gaps in member representation and engagement.

Recommendations:

1. Develop a systematic mapping process to identify and recruit new members, particularly in underrepresented regions.
2. Provide capacity-building programmes for members to enhance their engagement and contributions to the network.
3. Foster stronger connections among members through regular communication, shared projects, and collaborative platforms.

IV. Communication tools

The EMW employs a variety of communication tools, including travel maps, guidebooks, social media, and digital platforms. These tools effectively promote the Route and its activities, but there is scope for enhancing their impact and reach.

Recommendations:

1. Expand social media engagement to reach younger audiences, using creative formats like short videos and interactive content.
2. Develop multilingual materials to ensure accessibility for a global audience.
3. Monitor and evaluate the effectiveness of communication strategies to identify areas for improvement and innovation.

Conclusion

The European Mozart Ways represent a unique and impactful Cultural Route that bridges historical preservation with contemporary innovation. By addressing the outlined recommendations, the EMW can further its mission of celebrating Mozart's legacy while fostering cultural exchange, education, and sustainable development. These efforts will ensure that the Route continues to serve as a vital platform for European values and heritage, enriching communities and audiences across the continent.

Based on the research undertaken for this evaluation it is concluded that the EMW shows a clear compliance with all of the thematic criteria for certification as a Cultural Route of the Council of Europe.

CRITERIA	Recommendations previous evaluation 2020-2021	Has the route addressed the recommendation since the last evaluation?		Recommendations current evaluation 2024-2025	
		YES	NO		
I. Cultural route theme	For consideration, the role of the EMW as coordinator of themes and activities. It is important to build on anniversaries.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Develop additional thematic content that highlights Mozart's influence on contemporary music and culture, emphasising his relevance today.	
	To consider - extending the network to include new partners from Mozart's places of influence and his family in Europe and beyond.	<input type="checkbox"/>	<input type="checkbox"/>	Expand partnerships with cultural institutions and artists to explore innovative ways of representing Mozart's legacy, such as digital exhibitions, immersive experiences, or contemporary artistic interpretations.	
II. Priority fields of action	Cooperation in research and development	Expanding the circle of research partners of the route and taking advantage of the university research network EICR.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Strengthen cooperation with research centres in additional member countries to ensure geographic and disciplinary diversity.
			<input type="checkbox"/>	<input type="checkbox"/>	Leverage digital tools to disseminate research findings more widely, making them

					accessible to non-academic audiences.
	Enhancement of memory, history and European heritage	Cooperation with other routes.			Develop targeted programs to increase the visibility and accessibility of lesser-known sites, particularly in smaller cities and towns and provide training and resources for local stakeholders to enhance their capacity to preserve and interpret Mozart-related heritage.
			<input checked="" type="checkbox"/>	<input type="checkbox"/>	
			<input type="checkbox"/>	<input type="checkbox"/>	Explore opportunities for transnational projects that highlight shared historical narratives beyond Mozart's individual journey.
	Cultural and educational exchanges for young Europeans		<input type="checkbox"/>	<input type="checkbox"/>	Collaborate with schools and universities to integrate EMW materials into curricula.
			<input type="checkbox"/>	<input type="checkbox"/>	Prioritise outreach to underserved youth populations, ensuring that programmes are accessible to a diverse audience.
	Contemporary cultural and artistic practice		<input type="checkbox"/>	<input type="checkbox"/>	Facilitate residencies and commissions for contemporary artists to create

					works inspired by Mozart's life and travels.
			<input type="checkbox"/>	<input type="checkbox"/>	Establish an annual festival or event that combines historical music with contemporary interpretations, fostering dialogue between past and present.
	Cultural Tourism and Sustainable Cultural development	Extending of memberships long-term short-term strategies.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Develop eco-friendly tourism initiatives, such as carbon-neutral travel packages or partnerships with sustainable tourism operators.
III. Cultural Route Network		Securing the financial viability of the Association.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Develop a systematic mapping process to identify and recruit new members, particularly in underrepresented regions.
			<input type="checkbox"/>	<input type="checkbox"/>	Provide capacity-building programs for members to enhance their engagement and contributions to the network.
			<input type="checkbox"/>	<input type="checkbox"/>	Foster stronger connections among members through regular communication, shared projects, and collaborative platforms.
Communication Tools			<input type="checkbox"/>	<input type="checkbox"/>	Expand social media engagement to reach younger audiences, using

				creative formats like short videos and interactive content.
		<input type="checkbox"/>	<input type="checkbox"/>	Develop multilingual materials to ensure accessibility for a global audience.

5 List of references

References provided by the European Mozart Ways and checked by the evaluator include the following:

- Bylaws European Mozart Ways – Europäische Mozart-Wege
- Members List
- Minutes (2021 - 2023)
- 3-year programme of activities
- 3-year budget summary forecast
- Projects of the members (presentations, images, leaflets, etc.)
- Supporting images and videos
- Other supporting documents

All documents had been duly submitted by the network.

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

Field visits and interviews

23/10/2024	Salzburg, Austria	<p>Meeting with the Manager of the Route and the Secretary General to the Network's Secretariat, Mr. Gerhard Spitz and Mr. Ulrich Leisinger – a member of the Scientific Committee and the treasurer of the Route and Mr. Stefan David Hummel, the second deputy president of the Route.</p> <p>Visit to the Mozart Residence (Mozart-Wohnhaus) and Mozarteum University.</p>
25-26/11/2024	Milan, Italy	<p>Meetings and field visits to several Mozart related sites in Milan with the President of the Route, Ms. Maria Majno.</p> <p>Meeting with Ms. Rosa Cafiero, a representative of a member university of the Route.</p> <p>Guided tour with Mr. Matteo Marni, a doctoral candidate affiliated to one of the member universities.</p> <p>Meeting with Ms. Susanna Bucher, representative of ICONS, a member of the Route.</p>
16/10/2024	Vienna, Austria	Individual visit to Mozarthaus.
15-17/11/2024	Prague, Czech Republic	Individual visit to selected sites.

7 Annex 2: Expert assessment checklist

EXPERT ASSESSMENT CHECK-LIST					
		QUESTIONS	Yes	No	Comments (if any)
3.1 THEME	1	Does the theme of the Route represent a common value (historical, cultural, or heritage) to several European countries?	1		
	2	Does the theme of the route offer a solid basis for youth cultural and educational exchanges?	1		
	3	Does the theme of the route offer a solid basis for innovative activities?	1		
	4	Does the theme of the route offer a solid basis for cultural tourism products development?	1		
	5	Has the theme been researched/developed by academics/experts from different regions of Europe?	1		
3.2 FIELDS OF ACTION	3.2.1 Co-operation in research and development	6	Does the Route offer a platform for co-operation in research and development of European cultural themes/values?	1	
		7	Does the Route play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1	
		8	Does the Route show how these themes are representative of European values shared by several European countries?	1	
		9	Does the Route illustrate the development of these values and the variety of forms they may take in Europe?	1	
		10	Does the Route have a network of universities and research center working on its theme at the European level?	1	
		11	Does the Route have a multidisciplinary Scientific Committee?	1	
		12	Does the Scientific Committee work on its theme at the European level?	1	
		13	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the theoretical level?	1	
	14	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the practical level?	1		
	3.2.2 Enhancement of the memory, history and	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	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 organisations active in the field of tourism?	1		
		51	Did the network prepare and use tools along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?		1	
3.3 NETWORK		52	Does the Route represent a network involving at least three Council of Europe's member states?	1		
		53	Was the theme of the route chosen and accepted by the network members?	1		

		54 Was the conceptual framework of the route founded on a scientific basis?	1	
		55 Does the network involve several Council of Europe member states in all or part of its projects?	1	
		56 Is the network financially sustainable?	1	
		57 Does the network have a legal status (association, federation of associations, EEIG,...)?	1	
		58 Does the network operate democratically?	1	
		59 Does the network specify its objectives and working methods?	1	
		60 Does the network specify the regions concerned by the project?	1	
		61 Does the network specify its partners and participating countries?	1	
		62 Does the network specify the fields of action involved?	1	
		63 Does the network specify its overall strategy in the short and long term?	1	
		64 Does the network identify potential participants and partners in Council of Europe member states and/or other world countries?	1	
		65 Does the network provide details of its financing (financial reports and/or activity budgets)?	1	
		66 Does the network provide details of its operational plan?	1	
		67 Does the network append the basic text(s) confirming its legal status?	1	
3.4 COMMUNICATION TOOLS		68 Does the Route have its own logo?	1	
		69 Do all partners of the network use the logo on their communication tools?	1	
		70 Does the Route have its own dedicated website ?	1	
		71 Is it the website available in English and French?		1
		72 Is it the website available in other languages?	1	
		73 Does the network use effectively social networks and web 2.0?	1	
		74 Does the network publish brochures on the Route?	1	
		75 If yes, are the brochures available in English?	1	
		76 If yes, are the brochures available in French?		1
		For certified Cultural Routes of the Council of		
	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			72	9