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

Regular Evaluation: EUROPEAN ROUTE OF MEGALITHIC CULTURE

Independent expert report

Cultural route of the Council of Europe Itinéraire culturel du Conseil de l'Europe







DIRECTORATE GENERAL OF DEMOCRACY AND HUMAN DIGNITY CULTURAL ROUTES





Cultural Routes of the Council of Europe Evaluation Cycle 2024-2025

Independent expert report

European Route of Megalithic Culture

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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

General overview of the evaluation

The evaluation has been conducted taking into account the parameters established by the Cultural Routes of the Council of Europe Programme (CRCEP). An exhaustive analysis of the documentation provided by the Technical Unit of European Route of Megalithic Culture-Megalithic Routes (ERMC), the official digital communication channels of the route and also other documents selected by the expert have been assessed (References see p.30). Moreover, 9 online meetings with members of the route (director, manager, scientific board and several members of the network) were carried out (Annex 1). In addition, the external expert has conducted a 2-day field visit to one of the members of the route in Lleida (Spain), with included visits to archaeological sites and museums and meetings with the local team responsible of the implementation of the route in the region (Annex 1).

The results of the evaluation of the last three years of activity are positive, confirming that the current state of development of the routes fulfils the criteria listed in Resolution CM/Res(2023)2 and the CRCEP (see table below in page 6).

 Achievements and improvements since the previous regular evaluation: Current state of development of the route

The Route has growth considerably since its certification in 2013. During the last three years some improvements have consolidated its progress:

- Election of new manager, renewal and increasement of members in the Scientific Committee.
- Improvement of the communication strategy via social networks and a new website.
- Incorporation of 7 new partners to the route, reaching the number of 12 countries in the network.
- Reinforcing a model of governance that let the network operate coordinately and democratically.
 - Main shortcomings to be addressed within the next five years

In order to continue the growth of the project in search of quality and excellence in the management and dissemination of the route, the evaluation also assesses some recommendations to be addressed within the next years. Taking into account the number of members and the budget, the route forms a small network, so in order to increase its operational capacity it is important to keep working in its expansion through new memberships and also to find more sources of funding to strength the financial and operational capacity. Consequently, some key actions to achieve these goals could be:

- (1) To Focus in the development of European projects and diversify fundings in order to consolidate a strong and sustainable budget for the next years, which will make viable the institutional project.
- (2) To enlarge the route, intensify scientific research and keep working in making the route well positioned for the general public.
- (3) To set quality standards and monitoring tools to measure the impacts and achieve consistency among members, routes and projects in order to promote and positioning the routes on a wide range (local, regional, national and transnational).
- (4) To intensify cultural and educational exchanges for young people and give rise to cooperation activities which involve educational institutions at various levels.
- (5) To strength the development of initiatives and innovative projects in the field of cultural tourism and sustainable cultural development.

Expert evaluation final scoring grid on whether the cultural route complies/does not comply with the criteria of Resolution CM/Res(2023)2:

Evaluation scoring:

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

2. Introduction

- Background information on the Cultural Route and its state of play
- Number and nature of the network members (including potential new future members), countries involved
- Name of the network responsible for the management of the Route and location of its headquarters
- Short description of the theme and main aims of the route

The European Route of Megalithic Culture is a transnational network which promotes and preserves this prehistoric heritage: the oldest surviving indigenous architecture of Europe.

The network was certified as a Cultural Route of the Council of Europe in 2013. Although, the original proposal stems from a first cultural and touristic route —"Road of Megalithic Culture"— implemented in northwest Germany in 2009, which connected 33 individual stations with a total of 76 megalithic buildings over a length of 330 kilometres. The success of this project led to the foundation of the Megalithic Routes Association aiming to establish the concept of the "Road of Megalithic Culture" throughout Europe. All this background was the germ of the network that exists today: Megalithic Routes e.V. This non-profit association, registered in Germany in 2012, has become the legal body of the network and coordinates the management and promotion of the activities, projects and sites related to the certified route.

The Association's headquarters is currently in Oldenburg (Germany), and is represented by Landesmuseum Natur und Mensch (State Museum of Nature and Man) through Dr Ursula WARNKE, current manager of ERMC. The network has a Board of Directors headed by Dr Rüdiger KELM (chairman of the network) and a Scientific Advisory Board of 7 representatives (see pages 16-17 at this report).

At the time of its certification, the network was composed of 9 partners from 4 different countries. Today, it comprises 45 partners of a very diverse nature (local, regional and national authorities, museums, local stakeholders, Natural/Geo-parks, etc.) and origin (12 countries, 10 of which are members of the Council of Europe). This growth has led to the inclusion of a very significant number of prehistoric sites destinations open to the public (archaeological sites, museums, interpretation centers, archaeological and cultural parks, etc.), thus becoming probably the largest European network of cultural and tourism destinations focused on prehistoric Megalithism.

The Megalithic phenomenon is a milestone in the prehistory of humanity because it symbolizes the origin of the settlement systems, including the fundamental social, economic and technological changes as well as collective and individual achievements and skills among prehistoric communities. Deeply rooted and common in the history of Europe, there is a strong connection between millennia-old monuments (still visible today) and the origins of stable settlement history together with initial impacts shaping the surrounding natural landscape. The goal of the Association Megalithic Routes is to link together the oldest monuments of Europe by cultural routes which not only lead to the Megalithic monuments but also highlight the manifold features of the surrounding landscape. For this reason, representatives of important European geoparks and nature parks are members of Megalithic Routes, in addition to specialist archaeological and tourism institutions. Therefore, ERMC is a project in which the boundaries between the natural and cultural sciences no longer exist. With this aim, the network carries out a wide range of activities related to the different areas that affect Megalithism and prehistory: heritage conservation; dissemination through the organization of informative activities and the creation of promotional materials; research and training through scientific meetings and exchange of experiences; and the commitment to sustainable and lowimpact tourism through the involvement of local agents.

3. Main Body Evaluation

3.1 Cultural Route Theme

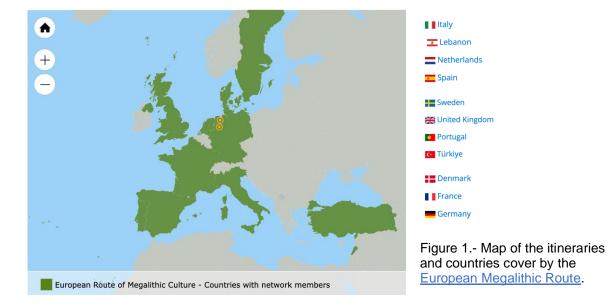
3.1.1 Definition of the theme of the route

The thematic core which defines the route is Megalithic Culture in its holistic meaning. Thus, the route focuses on the stone monuments, their surroundings and cultural landscapes and also covers their interpretation from a multidisciplinary approach.

The network affects all areas of cultural and natural heritage management, from research to dissemination. And the route pays special attention to the promotion of cultural tourism and the development of educational and research activities. Therefore, the idea of cultural landscape becomes one its thematic axis, as it is understood as a transversal concept that combines the traditional typologies of natural and cultural heritage, and stresses the relations between people and their environment –as recognized by the Convention. It is relevant to mention that, in addition to archaeological sites, the route includes museums and interpretation centers that preserve part of the archaeological material culture recovered at these sites, and also information regarding the formation of these cultural landscapes. And thus, the route allows the interpretation and dissemination of megalithic manifestations among diverse types of audiences.

The itineraries which conform the network cover a wide territorial scenario, becoming a transnational route with regional singularities. Territorially, the network extends from the Nordic countries to southern Europe, and from continental territories until Atlantic and Mediterranean regions, encompassing a representative part of the European continent (Fig.1).

Regarding the chronological spectrum, Megalithic route is mainly structured around prehistoric manifestation dated in the Neolithic times and Late Prehistory periods. In this sense, the starting point is the first architectural manifestations of humanity in Europe, which date back between 5000 BC and 2000 BC.



3.1.2 Historical and cultural context

The word «Megaliths» was coined in the mid-nineteenth century to define large stones used to construct prehistoric structures and monuments. It refers directly to its Greek etymology: "mega" (μ \'eγ α ς) for big/great and "lithos" (λ íθος) for stone. Thus, the concept megalith has become the keyword to refer to a wide variety of archaeological structures constructed mainly in the Neolithic and the Metal Ages periods, especially the Chalcolithic and the Bronze Age. In a timeline we can briefly highlight some milestones that will help us contextualize this cultural phenomenon:

- By 9000 BC, the earliest known megalithic structure was erected at Göbekli Tepe (Turkey) where decorated T-shaped pillars up to 6 m high were installed inside a walled sanctuary.
- By 5000 BC the tradition of raising great stone pillars monoliths or menhirs– was also practiced in Brittany (France).
- Between 5000 BC and 2000 BC, the tradition of megalithic tombs, alignments and circles, flourished in Europe.

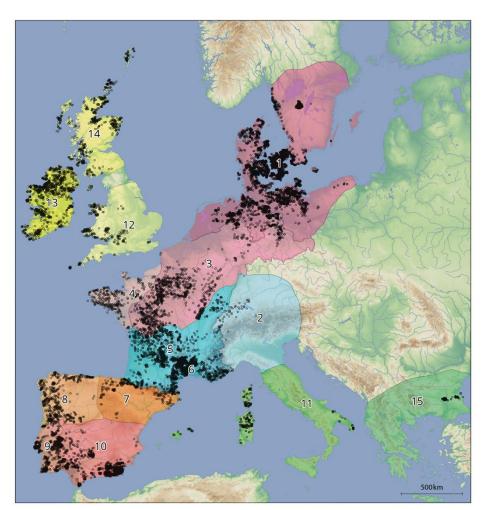


Figure 2.- Regional distribution of Megalithic sites in Europe (Müller *et alii*, 2023 fig.2).

Fig. 2. Geographically defined areas for the distribution of megalithic tombs in Europe: 1 Southern Scandinavia and the North-Central European Plain; 2 Circum-Alpine region; 3 Central German Upland Zone to Paris Basin; 4 Brittany and Normandy; 5 Parts of Central and Southern France; 6 Provence and Languedoc-Roussillon; 7 Basque Country and the Pyrenees; 8 Galicia and Northern Portugal; IX Southern Portugal; 10 Andalusia and neighbouring areas; 11 Mediterranean islands and Southern Italy; 12 Southern England and Wales; 13 Ireland; 14 Scotland and islands; 15 Southeast Europe (see text; graphics: R. Opitz/CAU).

These big stones were widely used by prehistoric

communities to build monuments, burial places and sanctuaries. Typology offers a variety of traditions: alignments, circles (cromlechs), and rectangles made with multiple megaliths; menhirs, dolmens, and passage graves with chambers. These are pioneering constructions which represent the oldest human built architecture in Europe. Many regional styles can be seen (Fig. 2), but in all areas research has discovered shared archaeological and cultural features, such as the conscious and precise selection of the materials, orientation of the structures, importance of the surrounding landscape, etc.), which let us define a broad phenomenon. Besides, these Megalithic cultures are related to the appearance of the first sedentary human settlements (the emergence of agriculture and villages) during the Neolithic period. Therefore, its existence and construction reflect large scale human impacts on the landscape and anthropic premeditated interventions in nature for the first time in Europe.

3.1.3 Council of Europe values represented by the theme

The route itself represents what the Cultural Routes Programme has underlined since its origins, that is: a route understood not only in the restricted sense of physical pathways, but used in a more conceptual and general sense, meaning a network of sites or geographical areas sharing a theme, taking different forms according to the identity of each site or area. Regarding this meaning the route fulfils some key objectives: to consider the possibilities of setting up networks for tourism connected with the cultural geography of Europe; to promote the major sites and crossroads of European civilisation as places of interest to tourists; and to raise awareness of European culture through travel. This is, therefore, a cultural, educational heritage and tourism co-operation project aiming at the development and promotion of a series of itineraries based on a cultural concept and phenomenon with a transnational importance and significance for the understanding and respect of common European values.

The route does not illustrate just a particular historical event, region or chronology, but human manifestations that conform a cultural phenomenon enriched by their cultural and stylistic differences and singularities throughout the European territories. Focusing on Late Prehistory, the theme of the route embodies what is the experience and the essence of being a human and live among a community. Behind the materiality of a monolith such as Er Grahnear (21 metres high, weighing 280 tonnes and decorated), the dolmens of Trigueros (a circle-like mound with a diameter of 75 metres) or the monuments of Seró (a menhir statue about 7 m.), there are human communities that work and live together to succeed and subsist as individuals and as a cultural group. These megalithic monuments represent the first efforts of human communities to tame nature and shape the natural environment. And indeed, they symbolise hard community work and effort, cooperation, group organization, feelings of belonging through heritage, identity and common memories of a group. And thus, embodies what means to be human. This statement fulfils one of the three main challenges of the Cultural Routes of the Council of Europe programme: "a challenge of identity, to prevent the search for identity through the routes from leading to the exclusion of others". Subsequently, the theme of these routes arises the question: can cultural itineraries about prehistoric cultures contribute to reflect on contemporary human topics and challenges?

The objectives of the Route, as well as the organizational structure of the network, are aligned with the principles expressed in the conventions of the Council of Europe and other international organizations. In the context the UN Declaration of Human Rights, which guarantees the right "freely to participate in the cultural life of the community" (art. 27), the present project defends and promotes the access to culture and heritage contributing to its enrichment and fostering the intercultural dialogue. In thus, the Association actions are linked to the principles expressed in the Convention on the value of Cultural Heritage for society (Faro convention, 2005), the UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage, the UNESCO Convention for the Safeguarding of the Intangible Cultural

Heritage and the "Declaration of Baku" (Advisory Forum of the program of Cultural Routes of Council of Europe, October 2014). Besides, it also promotes sustainability, access and the use of digital technology in the context of cultural heritage following the lines of the ICOMOS International Cultural Tourism Charter in reinforcing cultural heritage protection and community resilience through responsible and sustainable tourism management and assuming the key principles of the Sustainable Development Goals (SDGs). As will be seen throughout this report, the network shares a common commitment with the Council of Europe to promote tolerance, equality and human rights by encouraging international cooperation, encompassing education, science, and culture, as outlined in the UNESCO Declaration of the Principles of International Cultural Cooperation.

Megalithism is a legacy shared by an important part of the European territory, which becomes an outstanding cultural expression of our history, memory and common heritage. It reflects a shared past, with a wide territorial distribution and a long temporal continuity —which goes back millennia ago and are still present in our landscapes nowadays—making these heritage assets and cultural landscapes a resource with enormous potential to promote local cultures and identity diversity as a common feature of European cultural identity.

The ERMC assumes in its definition and management's principles that underline the key role of local communities in heritage processes, as well as the need to establish the appropriate strategies and mechanisms to generate sustainable development at an economic, social and cultural level, and, therefore, to improve the democratic dimension of cultural exchange and tourism.

3.2 Fields of Action

The different fields of actions have been evaluated according to the criteria established in Resolution CM/Res (2023)2. Trying to give special attention to both achievements and positive results as well as areas of "non-compliance" with the criteria and areas of improvement and possibility of improvement for the next years. One milestone to remark is the celebration in 2023 of the 10th anniversary of the certification of the route as a Cultural Route by the Council of Europe, what was materialized with a new logo, a commemoration audiovisual and as part of a new corporate identity the organisation of Megalithic Routes edited a new brochure.

3.2.1 Co-operation in research and development

Regarding this field of action, Megalithic Routes has consolidated positive results. Nowadays, the network has brought together a significant number of persons and institution devoted to the preservation, study and diffusion of part of the European Prehistoric Heritage. Through publications, scientific meetings and research and conservation activities the network tries to illustrate how the development of these cultural phenomenon and its variety of forms can be perceived in North, East, West and South Europe (see pages 57-77 of the Certification Form submitted by ERMC). A key factor in the development of scientific cooperation is the fact that many members of the Directors Board, the Advisory Board and the network are university scholars or professionals with research background in archaeology, geology, astronomy, cultural heritage management and tourism.

In addition, this co-operation among countries and the network members has focuses as well in the diffusion and dissemination of all this scientific knowledge to the society highlighting the fact that the theme represents values, memories and a common history shared by several European cultures and countries (see pages 35-37 of the Certification Form submitted by ERMC). People of different ages, cultural background and origins are the target audience of exhibitions, educational activities, diffusions programs, which through an interdisciplinary approach mix theory and practice in order to focus attention on the importance of Megalithic

Culture as an outstanding factor of development in European history and as a unifying cultural element in terms of public interest.

Some of the achievements regarding co-operation in research and development during these last three years are: 1- The effort and coordination of the Scientific Board of ERMC in order to bring together a consensus definition of "Megaliths" in 2022, which marks the criteria and scientific parameters of the theme¹. 2- The elaboration of a map of Megaliths in Europe by a scientific team coordinated by Prof. Johannes Müller (University of Kiel), chairman of the Scientific Board of ERMC, and the publication of a scientific paper in Journal of Neolithic Archaeology, which defined regional Megalithic cultures around Europe through more than 17.000 mapped sites (Müller et alii, 2023). 3- Participation of ERMC in several international meetings regarding prehistoric archaeology and megaliths: International Congress Prehistoric art and museums. Cultural diffussion and tourism management of the first art from the museums in Trigueros (Spain, November 2022); Il International Megalithic and Rock Art Congress in Trigueros (Spain, November 2023); World Neolithic Congress in Urfa (Turkey, November 2024) 4.- Collaboration in the publication of reference books on Megaliths in an international perspective: Megaliths of the World (Laporte et al. 2022) or Tumuli and Megaliths in Eurasia (Caninas et al. (Eds.) 2024).

3.2.2 Enhancement of the memory, history and European heritage

The ERMC enhances through its activities physical and intangible heritages related to Megalithic Cultures, explaining their historical significance and highlighting their similarities in the different regions of Europe. First, through the scientific study and the archaeological and historical inventory of the sites. And then, through the dissemination and public diffusion of this knowledge. It is crucial to point out that there are Megalithic sites distributed over the majority of European member states. Some of them are preserved and can be visited; others no longer exist, but the network works on its promotion through reconstructions, museum or interpretation sites as well. This fact, makes easier to promote and explain the importance of these prehistoric phenomena for local culture and local identity, but also to approach common European values and heritage as well. Furthermore, museums and educational institutions, such as schools and extracurricular centres, are encouraged to develop new possibilities for cross-border cooperation in the field of youth education and European exchange programmes for children and young people on the theme of "Megalithic Roots". From an educational point of view, landscape is a tool with great potential for holistic learning, covering a wide range of topics, from social and natural sciences to environmental awareness and collective responsibility.

Taking into account the fragile nature and remote origin of Megaliths, ERMC provides a special contribution to the protection of these monuments and landscape following conventions and recommendations such as Faro Convention, The Valetta Convention, the European Landscape Convention. The ERMC also promotes to society the need and importance of the protection and enhancement of heritage, the importance of cultural and natural heritage landscapes and the commitment to the sustainable development goals through cultural tourism and science. In addition, the nature of these heritage assets is linked to the landscapes and non-urban spaces, so the activities related to their dissemination also contribute to travel and

¹ The definition of Megaliths provided by the Scientific Advisory Board: "A megalith is one or many very large stone(s) that has been used by humans to construct a prehistoric structure or monument. Megaliths are a worldwide, time-transcending phenomenon. This includes standing stones, stone circles, alignments, megalithic tombs and megalithic buildings. Megaliths usually involve one or many very large stones – stones that, for all practical purposes, require cooperation for its movement and/or placement as part of a monument.

overnight stays and to offer tourism in rural areas, where heritage is a powerful agent of local development.

Regarding this field of action, one positive result during these last 3 years is the consolidation of the Day of Megalithic Culture. This action promoted by ERMC started in 2013. This activity fosters events celebrating the topic of Megalithic Culture and their manifestations during the last Sunday in April. From year to year a main theme is chosen to coordinate and define the activities propose by the members of the network. One of the goals are to unite members of the Megalithic Routes community, to promote its internationalization and to mobilize the general public to discover this heritage. The topics were in 2022 «Monument as archives of everyday life», 2023 «Megaliths – past and present»; 2024 «Megaliths as landmarks» and next year will be «Who were the architects?».



Figure 3.- Day of Megalithic Culture in several locations during last 3 years.

3.2.3 Cultural and educational exchanges for young Europeans

Main actions addressed to young Europeans are focus on activities which emphasis the visit *in situ* of heritage sites and cultural centers. Prehistory is one of the themes that general education curriculum offers in Europe, so Megalithic Culture is present in schools and high

schools. Therefore, visiting museums, megalithic monuments and archaeological sites is an enriching offer. The target focus is groups of young people in order to promote exchanges, so educational groups of students can meet other realities and other groups with cultural and social backgrounds beyond its own. This dissemination of prehistoric allows to know the local history in remote times and, at the same time, to explain through science how regional contacts and common cultural features in Europe are a reality from ancient times.

Activities organized by ERMC involve educational institutions at various levels (primary, secondary, university) looking for an intergenerational approach. Besides, they are always designed with a multidisciplinary approach so disciplines such as history, geology, archaeology, astronomy or anthropology are present. The sites and museums linked to the ERMC network implement important educational work, usually in coordination with the educational centers in the areas/regions where they are located. As an example, during the field visit to Lleida, Seró museum offered detail information about workshops, exhibitions, educational materials and exchanges with the local community that accompanied the visit of the museum and archaeological sites in the surrounding area. And through the online interviews conducted during the evaluation, all members reported favourably on their educational activities. For example, ERMC have developed, from 2022 to 2024, several educational experiences exchanging groups of young people: In 2024, Stone Age Park Dithmarschen (Germany) organized a practical evaluation in the museum with an international group of 20 students from University of Applied Sciences Heide (FHW). Comarca de Sobrarbe (Spain) and Hunebed centrum (Netherlands) have an annual school program addressed to school children. Seró Espai (Spain) co-organised the Educational Fair on Prehistory. Trigueros (Spain) organized an exhibition of drawings on megaliths of the cultural route, made by schoolchildren in Andalucia.

3.2.4 Contemporary cultural and artistic practice

ERMC network works in the development of actions regarding intercultural and artistic practices which promote the links between Megalithic heritage and contemporary culture. Some of them are encourage underneath the umbrella of the annual celebration on European Day of Megalithic Cultural, but other are developed regionally by members of the route.

Taking into account the premise "People value and preserve what they esteem and know", ERMC proposes that in order to make people esteem heritage, they need to know and understand it. Thus, only through knowledge and a sense of belonging people will value what has been taught and explained to them. Therefore, knowledge is approach not only in educational actions (public talks offered by adult education centers, guided tours, trips along the Megalithic Routes, books, press, publications and online) but also through cultural and artistic activities such as literature, poetry, music, plastic arts or any other form of cultural expression.

Some examples during these last years: an International Photography Contest on Megalithism in Geoparks open to citizens from France, Belgium, and Spain (Sobrarbe, 2024). Master classes and workshop on prehistoric technologies (such as sowing, pottery or archery) by scientists and artisans, organized by different partners of the network. Activities with the communities such as experimental workshops to perform the moving a menhir or plant ancient varieties of cereal with Neolithic tools with the aim of later harvesting it reconstructing Neolithic way of life (Seró Espai). Or activities with local artist: wall illustration of the menhir statues (several meters tall) in the museum of Seró.

Arts, music and literature are also themes to defines these actions: La Société Jersiaise and Jersey Heritage commemorating the 100th Anniversary of the Excavation of La Hougue Bie

Passage invited local artists and poets to respond to this historic occasion by creating an art installations. Seró holds the annual Prehistoric micro-stories Contest, with categories, children and adults. Barsebäck (Sweden) held a concert of Neolithic music.

3.2.5 Cultural tourism and sustainable cultural development

Through this field of action ERMC promotes megalithic monuments not just as local identities but as a phenomenon widespread across Europe. This approach allows new forms of cross-border visits committed to the principles of inclusive and environmentally sustainable tourism. In this regard, Megalithic Routes is concerned with raising public awareness, drawing decision makers' attention to the necessity of protecting heritage as part of sustainable development of the territory and seek to diversify both supply and demand, with a view to fostering the development of quality tourism with a European dimension.

Megalithic Routes is committed to the principles of low-impact tourism. The network gives priority to the use of existing roads and routes as well as to the promotion of mobility in tune with nature (hiking and cycling). Besides, ERMC fosters cultural and natural heritage as sustainable opportunity for tourism, considering that prehistoric heritage and natural environment can be a revulsive for local economies, especially taking into account the depopulation processes of the European rural areas. In addition, Göbekli Tepeand Şanliurfa Tourism Development in Turkey, along with Menjez Municipality (Lebanon) offer the gate to other Megalithic sites and partners in the Near East and Asia. Therefore, ERMC opens up possibilities for co-operation between Europe and other continents through the special affinities among these regions, where Megalithic heritage and cultures are also present.

There are currently megalithic sites declared World Heritage by UNESCO such as Stonehenge, the dolmens of Antequera or the Talaiotic island of Menorca, which are well-known destinations for cultural visitors, but which are not members of the ERMC. In this sense, the objective of Megalithic Routes is to give visibility to megalithic monuments, until now less known to the public, and to focus on sites that are less publicized, but deeply rooted in their local communities. And that is one of the reasons why the Megalithic Routes project is specialised in the mediation and tourist offer of sites in rural areas. However, the route is open to the participation of large archaeological sites and UNESCO sites.

A good example on fostering local development is, for instance the activities carried out at Seró Espai where cultural mediation, contemporary performances such as poetry and music are link to tasting of local products such as wine or beer. In addition, there the Route is included in the promotional materials of several public organisations dedicated to tourism in Germany, Jersey (UK), France, Spain or Sweden (see pages 50-52 of the Certification Form submitted by ERMC).

Megalithic Routes members are also working on the improvement of the traditional guiding elements like signposts and information panels and the development of innovative digitally based guiding and information tools. In this regard, digital cultural applications are used to bring prehistory to the present. Audio guides, QR codes and digital technologies allow different experiences and performances. For example, the project Digital Quiz Walk at Falbygdens Museum (Sweden) or the newly designed augmented reality app Megalith3D, at the Landesmuseum Natur und Mensch in Oldenburg (Germany).

3.3 Cultural Route Network

3.3.1 Overview of institutional /legal structure of the network

In April 2013 "The European Route of Megalithic Culture" was certified by the programme Cultural Routes by the Council of Europe. The network is managed by Megalithic Routes e.V., which is a non-profit association registered in the official Register of Associations in Germany

(id. VR201020). Its legal structure is defined since 2012 by the <u>Statutes of the Association</u>. The institutional headquarters are located at Oldenburg (Germany), having the *Landesmuseum Natur und Mensch* as the central management office. The project Megalithic Routes is under the auspices of Dr. Hans-Gert Pöttering, President of the European Parliament (retd.), who agreed to accept <u>the patronage of the network "Megalithic Routes"</u> in December 2012.

The organisational structure of the Association Megalithic Routes e.V. relies in 3 different bodies:

The General Meeting

Rules of governing the General Meeting are <u>available</u> at the institutional website of Megalithic Routes. It works democratically and with transparency. Every ordinary member has the right to vote in the General Meeting. The Meeting shall reach its decisions by a simple majority of ordinary members present, unless otherwise stated in the Articles of Association. The General Meeting shall be quorate. The General Meeting shall be convened when necessary, but at least once a year, in the form of an Annual General Meeting, by the Chairperson of the Board or his or her deputy. The Board determine the place, time and agenda of the meeting and alternate the location in north and south Europe to represent different countries and facilitate the attendance.

The Board of directors

Members of the Board are elected by the General Meeting for the period of three years. The Board is responsible for: the direction of the Association in accordance with the Articles of Association; drawing up the budget and overseeing the financial management. The Board suggests to the General Meeting the content positioning of the Association. If no mutually agreed solution is reached, the matter shall be referred to the General Meeting.

Current composition of the Board consists of 7 members (4 men and 3 women), representing 4 countries:

- The Chairperson (Dr. Rüdiger Kelm, Germany) and the Deputy Chairperson (Harrie Wolters, Netherlands), (joint representation of the association).
- The manager (Dr Ursula Warnke, Germany).
- The Keeper of the minutes (Mats Rosen, Sweden).
- The Treasurer (Conchi Benitez, Spain).
- Two cash auditors (Dr. Barbara Fritsch and Dr. Ulf Ickerodt, Germany).

Scientific Committee

The members of the Scientific Advisory Council are appointed by the Board. Current Scientific board consists of 7 members (6 men, 1 woman) representing 6 countries², who act with scientific competence and in accordance with the purpose of the Association:

- Chair for the Advisory and Scientific Council: Prof. Dr. Johannes Müller (Germany).
 Research Focus: archaeology
- Prof. Daan Raemaekers (Netherlands). Research Focus: archaeology
- Prof. Timothy Darvill (Great Britain). Research Focus: archaeology
- Dr Niels H. Andersen (Denmark). Research Focus: archaeology
- Dr Andreas Hänel (Germany). Research Focus: astronomy
- Dr Ánchel Belmonte Ribas (Spain). Research Focus: geology

² The institutional website offers other information on <u>9 members of the scientific committee</u>. In case it is not correct, it should be updated.

Dr Bettina Schulz Paulsson (Sweden). Research Focus: archaeology

The ERMC is a small organization with a limited financial budget. The network is self-managed by the Association, which assigns some of its members to specific management functions (communication, website and social networks; treasury; coordination of members, etc.). Members of the Association's bodies carry out their tasks on a voluntary basis. Megalithic Routes only has one person hired part-time as Office Manager to carry out administrative tasks at the headquarters—Bernhard Witte—. Besides, an external professional is required punctually for website technical management.

3.3.2 Overview of the financial situation of the network

The Association offers and provide detailed financial reports with proceeds and expenditures, offering transparency in its management. The funding has been permanent based on the contributions of the network members. The annual membership fee amount is determined in the Membership Fee Regulations by decision of the General Meeting and it is available at the institutional website. Currently, 32 entities contribute to annual fees that vary depending on the nature and status: Municipalities (fees are graded according to number of inhabitants from 300 euros to 1000 euros); specialised authorities/institutes/clubs/associations (fees are graded according to number of full-time permanently employed employees from 200 euros to 1000 euros). Besides, annual fees of 20 euros are paid by members who are natural persons. Honorary members are exempted from membership fees, according to the Association legal articles.

OPERATIONAL BUDGET (In	Euros)			
	2021	2022	2023	2024
Annual memberships fees	14.760€	11.860€	16.180€	17.940€
Other contributions	835,91€	0,00	0,00	0,00
Carryover from previous year	0,00	12.866,22€	20.339,77€	26.704,63€
TOTAL AMOUNT	15.595,91€	24.726,22€	36.519,77€	44.644,63€

Figure 4.- Operational budget in the last years (Source: Megalithic Routes Technical Unit).

Analysing the cash reports and financial plans from 2021 until 2024, it is clear that the Association has managed a positive balance from post-pandemic years with less activity and expenditures; what brought a carryover from 2021 until 2024 (Fig. 4). This annual surplus has permitted to manage an extraordinary annual budget for the Association, which exclusively is financially managed from the contributions of its members.

The financial situation of the network is modest, but stable. The forecast for the next years (2025-2027) will maintain the same structure (Fig. 5), and, thus, the financial solvency of the network and actions plans for the future seem to be financially and organizationally viable. Nevertheless, depending only in membership fees could limit the possibilities to carry out more actions and offers a weak financial sustainability. Therefore, it becomes crucial to increase sources of funding through private contributions or sponsors, products, public financing (subsidies and contracts) or funded projects by the EU, by governments of state members of the route, etc.

3-YEAR BUDGET FORECAST (In Euro	os)		
	2025	2026	2027
Expected Annual memberships fees	17.940€	18.940€	19.940€

Expected carryover from previous year considering proceeds and expeditures	25.000€	10.000€	n/a
TOTAL AMOUNT	42.940€	28.940€	19.940€

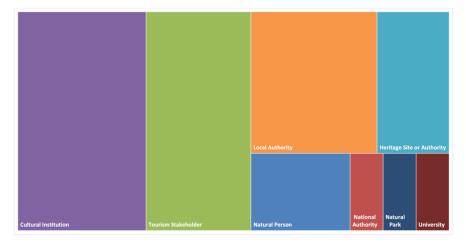
Figure 5.- Three Year budget forecast (Source: Megalithic Routes Technical Unit).

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

The ERMC serves as a platform for museums, geoparks, scientists and experts in tourism to underline the outstanding importance of the Megalithic Culture for European history, to rediscover and promote the tourism value of its monuments and thus improve their protection and diffusion as part of the common cultural heritage.

At the time of its certification, the network was composed of 9 members from 4 different countries. The network is now present in 12 countries: Australia, Denmark, France, Germany, Italy, Lebanon, Netherlands, Spain, Sweden, United Kingdom, Portugal and Turkey. Being 10 of them countries of the Council of Europe (Germany, Denmark, France, Italy, Portugal, Spain, Netherlands, Sweden, Turkey, UK).

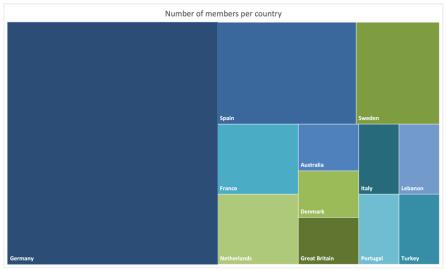
Currently, it is composed by 45 members. By its nature and status these members are grouped as follows (Fig. 6):



Cultural Institution: 11
Tourism Stakeholder: 9
Local Authority: 7
Heritage Site/Authority: 4
Natural person: 3
National Authority: 1
Natural Park: 1
University: 1

Figure 6.- Typology of members of the route. Treemap displaying data hierarchically in the form of nested rectangles (Own elaboration based on data submitted by Megalithic Routes Technical Unit).

By its locations, these 45 members are distributed as follows (Fig. 7):



Germany: 18 Spain: 5 Sweden: 3 France: 2 Netherlands: 2 Australia, Denmark, Italy, Lebanon, UK, Portugal and Turkey: 1 member each one.

Figure 7.- Number of members by country. Treemap displaying data hierarchically in the form of nested rectangles (Own elaboration based on data submitted by Megalithic Routes Technical Unit).

3.3.4 Network extension since last evaluation

The network has developed criteria for the selection of new members and the process is all explain and accessible at the institutional website, where they are available the information on membership fees regulation, the application document to be submitted by candidates and the details criteria for new members. After they apply for membership the Board discusses if they meet the criteria. After that the general assembly decides if they become a member or not.

Since last evaluation, the network has made an effort to increase its geographical representation, through the incorporation of new countries. From 2022 until 2024, Megalithic Routes Association has approved the inclusion of 7 new members:

- Australia: 1 new member in category "natural person" (John Paul Fischbach).
- Lebanon: 1 new member in category "local authority" (Menjez Municipality).
- Germany: 1 new member in category "natural person" (Daniela Hauf); another one in category "local authority" (City of Haldenleben).
- Portugal: 1 new member in category "cultural institution" (Associacao des Estudos do Alto Tejo).
- Spain: 1 new member in category "Tourism Stakeholder" (Trigueros)
- Turkey: 1 new member in category "Tourism Stakeholder" (Sanliurfa Tourism Development Inc.).

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

The strategy extension is focused specifically on organisations and individuals which:

- Are involved in some way with megaliths, e.g. museums, universities, tourist organisations, heritage institutes, archaeologists.
- Represent a region where a number of megalithic monuments remain in their original form.
- Organise cultural events and art projects which highlight the unique character of the respective megalithic tombs and are compatible with the preservation of historic monuments.

- Show commitment to take part in the annual meetings and support the network.
- Support the further growth and perfection of the network concept of Megalithic Routes and a touristic valorisation sensitive to the preservation of historic monuments.

Megalithic Routes understands diversity as the basis for articulating a complex and dense network, so one of its objectives for the coming years is to continue working on consolidating the route as a tool to understand and protect megalithic cultures as a common heritage.

The Association is very interested in continuing to grow and strengthen the network as a way of positioning and internationalization as well. In this sense, the participation of members of the Board and of the route in international conferences and scientific congresses is also a way to connect and meet new possible candidates and partners on Megalithic Cultures. Two recent ones have been: the International Congress of Rock Art and Megalithism in Trigueros, Spain (2023) and the World Neolithic Congress in Urfa, Turkey (2024).

These activities and contacts have made already possible the selection of potentially interested in members, namely:

Name	Type / Legal status	City	Country
Zugdidi Municipality	Municipality	Zugdidi	Georgia
Newgrange	Museum/Heritage Sites	Slane	Ireland
Kreismuseum Syke	Museum	Syke	Germany
Megalith Information Centres	Museum/Heritage Sites	Santiago de Alcántara	Spain
Diputación de Cáceres	Tourism Stakeholder	Cáceres	Spain

Despite the fact that the route has not developed a mapping of potential members, the Scientific Advisory Board has edited a very complete and comprehensive map of 17,409 published megalithic tombs, sorted by region (Fig. 2), which is a crucial document for identifying and applying for new potential memberships and mark scientific criteria (Müller *et alii*, 2023 fig.2).

3.4 Communication tools

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

The ERMC mainly uses its own website and the websites of its members to promote and communicate the work of the network. The language used for communication is generally English. Specific content is occasionally available in German or in the national languages of the network's member countries (Catalan, Dutch, Swedish, Portuguese, etc.). At this point it is important to remember that in order to facilitate the accessibility to the information, the content on the websites of ERMC members relating to the cultural route certified by the Council of Europe should be in English or French.

During these last 3 years, the work on communication tools reflects an effort and interest in pursuit of a better public positioning and a common graphic and communicative proposal among the members. This strategy is based on four main lines of action:

1- The network has designed and standardized some communication elements such as the logo, a sign for members, a certificate of membership, flyers, posters and roll-up banners to advertise the route, defining a Brand Style Guide. In addition, all these materials are offered to their members through its website, so they have access to download them: https://megalithicroutes.eu/de/downloads/



Figure 8.- Communication materials developed by the route for their members.

2- The renovation of the official website of the route

The current <u>institutional website</u> was released in 2022, when it was redesigned and restyled to fulfil the new necessities and commitments stablished by the new Direction and Management of the network. The website is available both in German and in English and offers interoperability (i.e., compatibility with other systems, devices and products) and ease of use (complete, clear and desktop and mobile friendly), including different type of information:

A. Megalithic Route section

- About us
 - Board of Directors
 - Scientific Board
 - Patron & Honorary Members
 - Application for Membership & Membership Fee Regulations
 - Criteria for New Members
 - Certificate of Registration
 - Rules governing the General Meetings
 - Articles of Association
- Members
 - An interactive map shows all the countries and members of the route
 - Contact info of members
- Downloads (Fig. 8-b).

- Yearly Events
 - International Day of Megalithic Culture
- B. Megalithic Europe section
 - About Megalithic
 - News
 - Tourist Guide
- C. Contact information Megalithic Routes e.V.
- D. Link to the social media channel in Facebook.

As a proposal of improvement, although the logo and the words "Cultural Route of the Council of Europe" are present in the website, it is recommended to include a clearly identifiable section in the content menu with a brief text explaining the relation of the Megalithic Routes with the Council of Europe and the meaning of the Cultural Routes Program, or at least include a link to the Cultural Route website's homepage: www.coe.int/routes. On this subject, after evaluating most of the websites of the members of the route, it is recommended to coordinate and inform all members of the network of the need to include this information in their institutional networks, as some members already do (Annex 8.3. Fig.13).

Some final observations:

- Taking into account that the Route has several social network channels (YouTube, Instagram), the website should offer the link to all of them instead of the Facebook group.
- The web offers a brochure on Megalithic Routes to download. This pdf about the route is very focused on Germany, Scandinavia, the Netherlands and England. During this evaluation, the expert has been informed that a new one is been edited, including more countries and new information. So as part of the improvement in communication strategy it is important to updated this document and offer it in the institutional website.
- Besides, for the future, taking into consideration, on the one hand, especially the languages spoken by members and collaborators (French, Italian, Portuguese, Spanish, etc.), and, on the other hand, the information of users and the assessment of other possible users and potential visitors, it might be enriching to have the institutional website translated, at least, in another language.
- 3- Implementation of new channels on social networks

As part of the communication strategy, the route already has 3 social media channels (Annex 8.3, Figures 10-13). The numbers of followers by November 2024 were:

Facebook, registered in 2014:

- o There is a community <u>Facebook group</u> with 1700 followers.
- There is an <u>institutional profile</u> with 746 followers, to advertise the certified route, its activities, members, etc.

Instagram, registered in 2022: @megalithic_routes

192 followers.

This profile mentions the certified route and shows logos, but it is not very active.

YouTube channel, registered in November 2023:

o 3 subscribers, 1video and 160 views.

It should be used mainly as a repository for presentations, exhibitions and activities of the network and also promotional videos of the routes such as the one is uploaded now (video commemorating the 10th anniversary of the certification of "Megalithic Routes" as a Cultural Route by the Council of Europe).

Wikipedia

It exists an entrance on Megalithic Routes available in English, German, French and Dutch. This is also a great platform to advertise the project. But the information offered should be updated and, if possible, translate also to Spanish, Italian, Portuguese as languages of countries members of the network.

Analysing the current communication strategy, some proposals to keep improving it for the next years can be pointed out: 1- To continue working in the implementation of the communication elements and signposting among all members. Coordinate and implement the use of logo and standardized communication materials among members (websites, social networks, press released, etc.). 2- Social networks and the website are managed and supervised by a member of the Board, although there is a hired professional who makes the technical updates. But, it is important to define a communication manager and professionalize the management of the networks, the website and public communication with a community manager. Some suggestions:

- An intense reactivation of social networks, the diversification of communication channels (both digital and printed materials) and a professional digital communication guideline can be key actions in order to work on the public positioning and the intergenerational engagement.
- It is recommended to use the same nick name on social networks @megalithic_routes is already active in Instagram— which makes it comfortable and appropriate in communicative terms for users and potential users to find it.
- In the future, social network channels should be used to share the institutional agenda of the network, cultural activities, projects, pictures of events and current news. A good future strategy would be to promote the use of social networks as a vehicle to generate a community of users is an important challenge to consolidate and promote internationalization. In addition, interaction with users can be encouraged with the use of hashtags, making posts in survey-question format; generate educational and historical content, etc. Digital posts in the institutional Facebook and Instagram should be published coordinately.
 - 4- Finally, the corporate identity of the network is also expressed through a signposting system (Annex 8.3 Fig.15).

These signs incorporate the logo of Megalithic Route, the logo of the Council of Europe and logos of local authorities and governments, and allow the introduction of a common identifying element in a network with very different sites in terms of landscape, heritage and cultural infrastructures. Actually, museum visited during fieldwork displayed the membership sign in a visible place, at the entrance of the building, and in printed materials.

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

After evaluating the different sources and materials related to communication purposes, it is confirmed that the logo is generally used and displayed satisfactorily in accordance with the general requirements stablished in the document "Guidelines for the use of the logo Cultural Route of the Council of Europe", both in printed and audio-visual materials, as well as in most

the websites, events and promotional items. The logo is reproduced in its original shape, colours and font and displayed in its entirety, without additions or alterations, separately from other logos.

Nevertheless, although the reproduction and display of logos is normative, especially among very active members of the network, some observations may be done to work on a better performance:

- It has been confirmed that some members of the route only display Megalithic Routes logo, but they do not accompany the logo of the route with the logo of Council of Europe. In this regard, the members of the route should include an explicit mention that they are part of a "Cultural Itinerary certified by the Council of Europe" or "Cultural Itinerary of the Council of Europe since 2013" on their websites, social networks and communication material. So the use of both logos in programmes, catalogues, brochures, printed materials and websites should be reinforced displaying both the route own logo and the Cultural Route of the Council of Europe logo.
- The official link to the Council of Europe Cultural Routes website: www.coe.int/routes and the information on the main objectives of the Cultural Routes of the Council of Europe programme should be included, to the extent possible on all communication material by all member of the certified route. It is important to advertise not only the ERMC, but also the program of Cultural Itineraries of the CoE as a brand and seal of prestige (see proposals for visibility on the institutional website).
- Some members need to updated the logo to the current one, as they still display the old one (Fig. 9), and this coexistence can lead to a miscommunication.



Figure 9.- Two logos are active among members of the network: Old logo (left). Current logo (right).

4. Conclusions and Recommendations

It can be concluded that the work of ERMC during these 3 last years has been effective, having largely achieved the objectives that had been proposed in their action plans and previous evaluation. However, there are still challenges and improvements for the future that need to be implemented, especially in relation to the consolidation of the network structure and the operability of the route beyond its local scenarios. It is important to highlight the need to consolidate the brand 'Megalithic Routes' through the internationalization via new members and new projects, the implementation of signposting of the routes and the improvement of the communication strategy to make visible the network. And perhaps the necessity of a technical unit with a professional and dedicated staff for the reinforcement of the network and the annual action plan with common objectives and activities.

So, taking into account the results of this evaluation, these conclusions provide some recommendations for each criterion assessed (Resolution CM/Res(2023)2):

I. List of eligibility criteria for themes

ERMC duly satisfies 5 of the 7 criteria. Two of the issues that should be strengthen and better developed in the future are:

- I.4. Promote more cultural and educational exchanges of young people. Not only at the local level (as is already done), but in a more cooperative way among the members of the network, through coordinated proposals.
- I.5. Implement more initiatives in the field of cultural tourism and sustainable development, especially through innovative projects and local authorities and tourism stakeholders.

II. List of priority fields of action

II.1. Co-operation in research and development

With no doubt, ERMC shows how Megalithic phenomena are representative of common values shared by several European cultures; enabling dispersed knowledge to be brought together and illustrating that diversity is part of the European cultural richness. Nevertheless, some recommendations can be proposed:

- To seek complicity with other certified routes that, due to their subject matter and affinity, could be twinning projects of ERMC. These contacts could facilitate to learn about different proposals for action and good practices³ in the management and the dissemination of other certified projects that address archaeological prehistoric and protohistoric heritage. There have been already some contacts with Prehistoric Rock Art Trails. But for instance, Phoenicians Route, Iron Age Danube Route or even Aeneas Route offer good examples and practices of the dissemination of cultural and archaeological heritage.
- Taking into account the wide dispersion of the megalithic phenomenon and its presence as a topic studied by Archaeology, ERMC could try to expand cooperation in research with universities, museums, scientific services as well as researchers who address Megalithism among their fields of study. Contacts with the European Association of Archaeologist or ICOMOS seem enriching.

II.2. Enhancement of memory, history and European heritage

As a proposal for future actions, the network should foster, through research and interdisciplinarity, the connection with other territories beyond Europe. It is undeniable that the route is representative of European history and heritage. However, from an archaeological point of view, it is possible to go beyond the current European borders and link Megalithism with prehistoric cultures (from the Middle Neolithic to the Iron Age) on North Africa, the Near

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³ To learn about good practices among the certified routes visit <u>Best Practices of the Cultural Routes of the Council</u> of Europe.

East and Asia. This inclusion of non-European neighbouring countries could be an opportunity to facilitate the identification of migrant groups. By doing so, the project would contribute to a more diverse and inclusive narrative, by focusing on a universal human experience that highlights similarities in different regions and cultures beyond the European ones. This recommendation focuses as well in the strengthening of the network's internationalization both in memberships and in activities.

II.3. Cultural and educational exchanges for young Europeans

The network dedicates a significant part of its activity to interacting with young people. In fact, most of the topics addressed by the route are included in the educational curricula of the Primary and Secondary levels. That is why the theme of this certified route is a privileged setting to complement the official educational programs from a transversal perspective. Some proposals of improvement in this theme:

- Constitute pilot schemes with a limited number of participating members, like the one named "The Spanish Model", provided them with some resources for meaningful assessment and then work in the generation of a prototypes that can serve as reference model for other members or routes.
- Proposals for the future also should focus on young Europeans with an educational level after the completion of secondary education. In this regard, ERMC could assess European Union Exchange programmes for young Europeans such as Erasmus and other university programmes (bachelor, master or doctorate students), which offer research, study and learning possibilities in several themes linked to the theme of the certified route and its management. This could lead to cooperative activities involving educational institutions of various levels, especially in universities, so that students can apply for internships, research programs and formation activities addressed to students in archaeology, tourism, museology, heritage management, etc.
- Linking young Europeans to the network not just as visitors and consumers, but as active agents involved in projects, activities and in the routes. ERMC could explore new opportunities and scenarios to bring young people via possible cooperation with associations, namely European Students' Association for Cultural Heritage, European Heritage Volunteers or COE's European Young Heritage Professionals Forum.

II.4. Contemporary cultural and artistic practice

The route can continue to expand its scope of action encouraging activities and artistic projects which explore the links between heritage and contemporary culture. A good chance can be found in some international annual events that can be a date to organised activities organised among partners of the network. Namely, UNESCO international days of "World Art", "Cultural Diversity for Dialogue and Development" or "Poetry" or "Youth" among others ephemerides. In addition, some members could also integrate these contemporary cultural and artistic practices in the celebration of ICOM International Museum Day, European Heritage Days or , which can offer themes and scenarios to collaborate and generate annual events that interconnects the members of the route and other institutions.

II.5. Cultural tourism and sustainable cultural development As proposals for improvement:

The ERMC should seek partnerships with public and private organisations active in the field of tourism in order to develop tourism products and tools aimed at all potential audiences. In this regard, the network should implement tools to measure the number of visitors to the sites along the route. Carrying out public studies in order to define user profiles, target audiences and new segments would be positive for managing the economic and tourist impact of this cultural route.

Cultural tourism regarding Megalithism should open up possibilities for co-operation between Europe and other continents. Consequently, the development of strategies in cultural branding,

marketing and digital skills are necessary: promotion of the route in specialised tourism fairs, presence in portals of tourism in regional and national sites and also in international tourism browsers would help to make it visible and consolidate touristic destinations.

As a future strategy, the use and development of other collaborative consumption platforms such as digital applications for mobiles or the use of other technologies should be considered in order to make the visit of the sites a holistic experience. In addition, ERMC, as a complement of print and broadcast media, should actively make full use of the potential of electronic media in order to raise awareness of the cultural resources and objectives of the route.

As an observation regarding signposting, due to the fact that many places linked to the routes are heritage assets which cannot be marked or altered, the use of ephemeral advertising displays (such as roll-ups, zipper-banners, fly-banners, etc) with the logos of ERMC and CoE and a minimum content necessary to promote the positioning of the route and improve its visibility among visitors could be a good communication practise. Likewise, the use of this type of ephemeral advertising and marketing materials is recommended during events, press conferences, seminars, ceremonies, inaugurations or any other type of formal event with media and public coverage, as well as at the headquarters or information points of the different places along the routes.

III. List of criteria for networks

The viability of the project lies in the need to ensure that it is financially and organisationally stable and sustainable. So, in order to facilitate and expand the activity of the network, it seems reasonable to look for other alternative ways of funding and try to obtain sponsors, funded projects through specific projects. Complementarily, the network and/or its members could seek public financing and government grants addressing specific needs or goals such as research, community development, environmental and heritage conservation or arts and culture.

- The network operates democratically, but it is necessary to ensure the widest membership among member States represented in its governing bodies and to strengthen the principles of territorial representativeness and gender parity.
- At the institutional level, ERMC should reinforce relationships with European and international organizations regarding Megalithism, Prehistoric and Archaeological Heritage and Cultural Tourism. Increasing the quality of management and the operational capacity of the network, deepen the development of projects and allowing them to continue to expand.
- To implement a strategic Communication Plan focusing in internationalization and cooperation of all members in order to promote and positioning the routes on a wide range (local, regional, national and transnational). Besides, it should be taken into consideration the design of a global communication strategy to be shared with all the members of the network. The aim of such a strategy could improve the communication of the mission, objectives, values and philosophy of the network, generating a proactive way of sharing and positioning the routes.
- ERMC as a network should try to coordinate a general plan of annual activities linked to all of its members, which represent the network. And then, promote that every member develops and define an independent plan of local activities regarding its possibilities and singularities. This could contribute to avoid the blurring of actions, and reinforce the image of the existence of a well organised and coordinated network.

At the end of this section, please include a summary of your recommendations as well as those given by the expert during the previous evaluation of the route, using the following template:

Recommendations	Has the route	Recommendations
previous evaluation	addressed the	current evaluation
2020-2021	recommendation	2024-2025

C	RITERIA		since the evaluate YES		
		Closer links with Prehistoric Trails of Rock Art Route	<u> </u>		Implement more initiatives in the field of cultural tourism
_	Cultural route heme	Efforts to become a World Heritage Site		\boxtimes	Promote more cultural and educational exchanges of young people
		"Megalithic Routes" as the new name of the association	\boxtimes		
	Cooperation in research and	Intensified cooperation with and within the Scientific Advisory Council			Consolidate the cooperation and research activities with other Cultural routes teams and countries
	development	Reaching agreement on a definition of megalithic culture			Deepen in a closer collaboration with European Universities at an institutional level
	Enhancement	No proposals			Strengthening of the internationalization both in memberships and in activities
	of memory, history and European heritage	No proposals			Focusing on a universal human experience that highlights similarities in different regions and cultures beyond the European ones
II. Priority fields of action	Cultural and educational exchanges for	Workshops for children and young people			Possible cooperation with associations, namely European Students' Association for Cultural Heritage, European Heritage Volunteers or COE's European Young Heritage Professionals Forum
	young Europeans	Cooperation with schools: more Outdoor-classes			Constitute pilot schemes and work in the generation of a prototypes that can serve as reference model for other members or routes
	Contemporary cultural and artistic practice	Programmes for the local population			Intensify the activities and actions regarding this theme among all members of the network

		Involve local artists and craftsmen	\boxtimes		Promoting local crafts and the associative movement
		No proposals			Highlight the links between heritage and contemporary culture following UNESCO and ICOM calendar
	Cultural Tourism and Sustainable Cultural development	Programmes for the local population			Promoting the use of new technologies in the management and dissemination of heritage
		Involve local Products and food			Evaluation of the impact of the route on the territory implementing public studies in museums and sites
,		Further recruitment of new members	\boxtimes		Increase network partners in Europe and beyond
	ultural Route Network	Recruitment of World Heritage Sites (WHS)		\boxtimes	Contact and cooperation with UNESCO Megalithic WHS
		Stabilise the budget	\boxtimes		Seek other alternative fundings
		Update and simplify the website	\boxtimes		Advertise not only the route but also the program of Cultural Itineraries of the CoE
Communication Tools		Creation of a map of members of Megalithic Routes and their Sites			Consolidate with effectiveness the Brand Style Guide of ERMC among all the network members
		No proposals			Professionalize the communication management and strategy (web, SSNN and press released)

5. List of references

To carry out this evaluation the external expert has analysed the following documentation, which was submitted by the Cultural Route Technical Unit as documents required for the evaluation (see 5.1). In addition, and according to the parameters established by the Cultural Routes of the Council of Europe programme, a review of other materials available online, especially on the network's website and social networks and some additional documentation or information sources has been implemented by the expert (see 5.2):

5.1. List of documents provided by the Cultural Route

- Certification form 2024-2025 (Document 1)
- SELF-ASSESSMENT GRID (Document 2)
- 2024-2025 CERTIFICATION CYCLE DECLARATION OF HONOUR (Document 3)
- STATUTES: Updated legal statutes of the network (Legal status registration [20.11.2012]; Articles of Association and Certificate of non-profit status).
- MEMBERS: List of members of the network [updated 2024], Affirmation of Membership and Criteria for new members of the Association Megalithic Routes e.V. [updated 2024].
- GENERAL ASSEMBLIES: General Assembly meeting reports from 2021, 2022, 2023 and 2024.
- FINANCIAL INFORMATION: Financial Plan 2022, 2023, 2024. Cash report and Cashbook 2021, 2022, 2023. Current operational budget for 2024. 3-year Budget forecast.
- ACTIVITIES: 3-year Programme of Activities forecast (2024, 2025, 2026).
- PREVIOUS EVALUATION REPORT Certification cycle 2021-2022 by W. Von Trützschler.
- Brand style guide made by the route (use of logo, colours, text fonts, writing paper, flyer, poster, roll-up banner).

5.2. Additional documentation or information sources analysed by the expert:

- Belmonte, C.; Bermúdez, X.; Moya, A.; Martínez, P. (2021): «Katalonien Die Menhire und Dolmen von Sero», a Kathedralen der Steinzeit. Stonehenge und die Megalithkulturen in Europa. Darmstadt: Wbg Theiss, p. 91-95.
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6. Annex 1: Field visit and interviews with the network management and members

The interviews were scheduled in coordination with the manager director of the certified route (Dr Ursula Warnke) and the approval of the interviewees. The aim of these meetings was to provide further elements to assess the network's compliance with the certification criteria. The online interviews online with 9 representatives and network members of the route were scheduled as follows:

- Individual meetings with member of the Board of Directors:
 - 1. Germany: Dr Rüdiger KELM (aoeza@gmx.de), network's president | October 22nd
 - 2. Germany: Dr Ursula WARNKE (<u>u.warnke@landesmuseen-ol.de</u>), network's manager | October 22nd
 - 3. Spain: Conchi Benítez (patrimonio@sobrarbe.com), network's treasurer | November 13th
- Members of the Scientific Committee from different countries:
 - Netherlands: Prof. Daan RAEMAEKERS (<u>d.c.m.raemaekers@rug.nl</u>) | October 22nd
 - 2. Spain: Dr. Ánchel BELMONTE (ajbelmonte@educa.aragon.es) | October 22nd
 - Sweden: Prof. Bettina SCHULZ PAULSEN (<u>bettina.schulz.paulsson@gu.se</u>) | December 10th
- Network members from different countries:
 - Portugal: Dr. João Caninas (<u>geral@emerita.pt</u>) Associação de Estudos do Alto Tejo | November 13th
 - 2. United Kingdom: Dr Hervé Duval-Gatignol (<u>Herve@societe.je</u>) Société Jersiaise | November 13th
 - 3. Spain: Cristina Belmonte (<u>info@seroespaitransmissor.cat</u>) Seró Espai Transmissor | November 13th

FIELD VISIT

A two-day field visit has conducted to one of the members of the route in Lleida (Spain): <u>Seró Espai Transmissor</u>. The visit was planned with the previous coordination with Rüdiger Kelm (president of the certified route), Ursula Warnke (manager director of the certified route) and Cristina Belmonte (contact person at Espai Seró Transmissor, member of the route in Spain). The external expert has met and interviewed with the technical coordinators of the route in the region (Xavier Bermúdez and Cristina Belmonte) and has visited museums and sites. Both the field visit and the interviews were scheduled in order to provide further elements to assess the network's compliance with the certification criteria.

Cultural Routes of the Council of Europe

2024-2025 Certification Cycle

FIELD VISIT FORM

Independent expert	Andrea Moreno Martín
Cultural route under evaluation	European Route of Megalithic Culture
Country where the field visit will take place	SPAIN
Cities / sites visited	Seró, Artesa de Segre, Ponts, Llanera, Riner & Solsona (Lleida province, Catalonia).
Date of the field visit	15th-17 th October 2024
Means of transport used to arrive at the destination (plane, train, car, etc.)	By Car (750km round trip) [No options of train or plane available]
Has the visit been arranged in coordination with the management of the route?	Yes, it has. People contacted for the coordination: Rüdiger Kelm (president of the certified route), Ursula Warnke (manager director of the certified route) and Cristina Belmonte (contact person at Espai Seró Transmissor, member of the route in Spain).
Description of the activities to be carried out during the trip (interviews, meetings, visits, participation in events, etc.)	 Visit of 2 institutions related to the route: Seró Espai Transmissor (Seró/Artesa de Segre), headquarters of the member of the route in this region. Museu Diocesà i Comarcal de Solsona, institution linked to the archaeological sites and materials that Seró center manages. Route by car through the surrounding area of Seró in order to visit in situ the megalithics sites link to Seró: Petroglyphs of Mas de n'Olives (Ponts), 2200-650BC. Dolmen de la Vila (Llanera), 2500BC Neolithic menhir Roc de la Mare de Déu (Riner), 5500-4200 BC. Neolithic menhir Pedrafita de Su (Su), 6000-5000BC. Neolithic menhir Estala de Través-Font de Planta (Riner), 6000-5500 BC. Meetings with: Xavier Bermúdez, archaeologist and technician in charge of Espai Seró along with Cristina Belmonte. Lidia Fàbregas, archaeologist and manager of Museu de Solsona.

7. Annex 2: Expert assessment checklist

Please note that although the final score obtained in the checklist may provide an indication of the compliance of the route with the certification criteria, the score has nevertheless a <u>non-binding character</u> as it must be confirmed with the documentary analysis and results of the field visit.

			QUESTIONS	Yes	No
		1	Does the theme of the Route represent a common value (historical, cultural, or heritage) to several European countries?	1	
	ME.	2	Does the theme of the route offer a solid basis for youth cultural and educational exchanges?	1	
	THEME	3	Does the theme of the route offer a solid basis for innovative activities?	1	
	3.7	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	
	P	6	Does the Route offer a platform for co-operation in research and development of European cultural themes/values?	1	
	h ar	7	Does the Route play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1	
	earc	8	Does the Route show how these themes are representative of European values shared by several European countries?	1	
	resc	9	Does the Route illustrate the development of these values and the variety of forms they may take in Europe?	1	
	3.2.1 Co-operation in research and development	10	Does the Route have a network of universities and research center working on its theme at the European level?	1	
	dev	11	Does the Route have a multidisciplinary Scientific Committee?	1	
	10 -0	12	Does the Scientific Committee work on its theme at the European level?	1	
	2.	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	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	
	7	15	Do the Route activities take into account and explain the historical significance of tangible and intangible European heritage?	1	
	anc	16	Do the Route activities promote the values of the Council of Europe?	1	
O	tory	17	Do the Route activities promote the brand of the Cultural Routes of the Council of Europe?	1	
ACTION	his	18	Does the route work in conformity with international charters and conventions on cultural heritage preservation?	1	
OF A	ory,	19	Do the Route activities identify, preserve and develop European heritage sites in rural destinations?	1	
	nem ritaç	20	Do the Route activities identify, preserve and develop European heritage sites in industrial areas in the process of economic restructuring?	1	
FIELDS	he n	21	Do the Route activities valorize the heritage of ethnic or social minorities in Europe?		0
3.2 F	ement of the memory, history and European heritage	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	
	hanc	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	
	3.2.2 En	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	
	Cultural and ducational nges of youn uropeans	26	Are the youth exchanges (cultural and educational) planned to emphasize the value of new personal experience through visiting diverse places?	1	
	3.2.3 ec exchal	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?		0
		31	Are the youth exchanges (cultural and educational) planned to give rise to co-operation activities which involve educational institutions at various levels?	1	
	artistic practice	32	Do the Route's cultural activities promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?	1	
	<u>5</u>	33	Do the Route's cultural activities encourage artistic projects that establish links between cultural heritage and contemporary culture?	1	
	and artist	34	Do the Route's cultural activities encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?	1	
	cultural a	35	Do the Route's cultural activities encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?	1	
	orary cu	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	
	ontemporary	37	Do the Route's cultural activities encourage activities and artistic projects which explore the links between heritage and contemporary culture?	1	
	4. Q	38	Do the Route's cultural activities highlight the most innovative and creative practices?	1	
	3.2	39	Do the Route's cultural activities link these innovative and creative practices with the history of skills development?	1	
	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	
	cultural	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	
	able	44	Do the Route's activities promote dialogue between different regions (south, north, east, west) of Europe?	1	
	sustain	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	
	tourism and	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	
	ouri	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?		0
	Cultural	50	Do the Route's activities develop partnerships with public and private organisations active in the field of tourism?	1	
	3.2.5 C	51	Did the network prepare and use tools along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?		0
3.3 VE	₹	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?		0
		72	Is it the website available in other languages?	1	
		73	Does the network use effectively social networks and web 2.0?		0
		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?		0
	certified Cultural ss 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	
	For	81	Does the Council of Europe certification logo appear on road signs/ boards indicating the cultural route?		0
			SCORE	73	0

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

8.1.- Figures and tables included in the report.

- Figure 1.- Map of the itineraries and countries cover by the European Megalithic Routes.
- Figure 2.- Regional distribution of megalithic sites in Europe.
- Figure 3.- Day of Megalithic Culture in several locations during last 3 years.
- Figure 4.- Operational budget in the last years.
- Figure 5.- Three Year budget forecast.
- Figure 6.- Typology of members of the route.
- Figure 7.- Number of members by country.
- Figure 8.- Some examples of communication materials developed by the route for their members.
- Figure 9.- Logos of the route.
- Figure 10.- Facebook Page profile.
- Figure 11.- Facebook community group.
- Figure 12.- Instagram institutional channel.
- Figure 13.- YouTube institutional channel.
- Figure 14.- Members webs showing logo and info on the certified route.
- Figure 15.- Example of Signposting in sites of Spain, Germany and Sweden.

8.2.- List of acronyms used throughout the report:

- CoE: Council of Europe
- CRCEP: Cultural Routes of the Council of Europe Programme
- EPA: Enlarged Partial Agreement
- ERMC: European Route of Megalithic Culture-Megalithic Routes
- UNESCO: United Nations Educational, Scientific and Cultural Organization.
- ICOMOS: International Council on Monuments and Sites.

8.3.- Additional elements such as maps, tables, pictures and graphics.



Figure 10.- Facebook Page profile (Screenshot by October 2024)

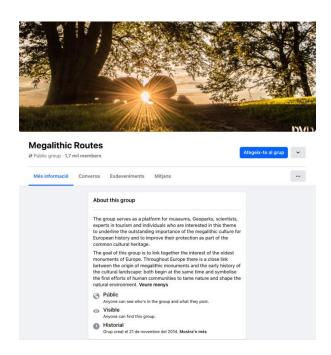


Figure 11.- Facebook community group (Screenshot by October 2024)

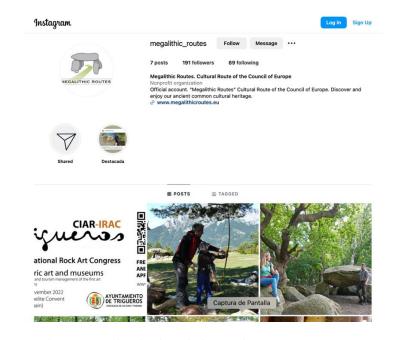


Figure 12.- Instagram institutional channel (Screenshot by October 2024)

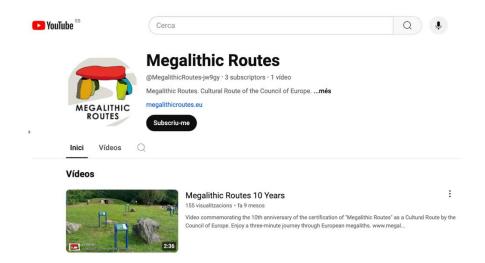


Figure 13.- YouTube institutional channel (Screenshot by October 2024)

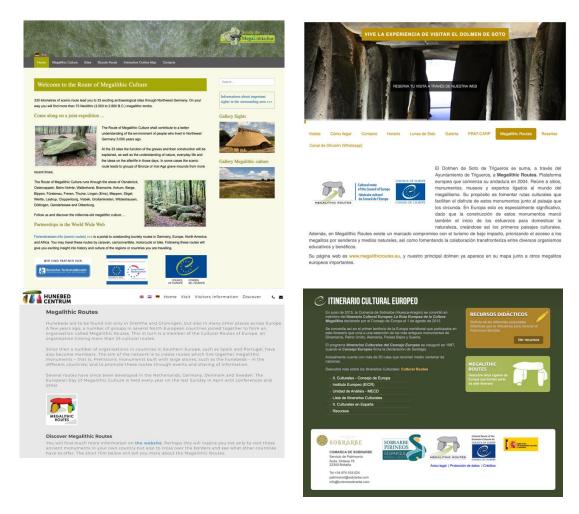


Figure 14.- Members' websites showing logo and info on the certified route.



Figure 15.- Examples of signposting installed at sites in Spain, Germany and Sweden.