

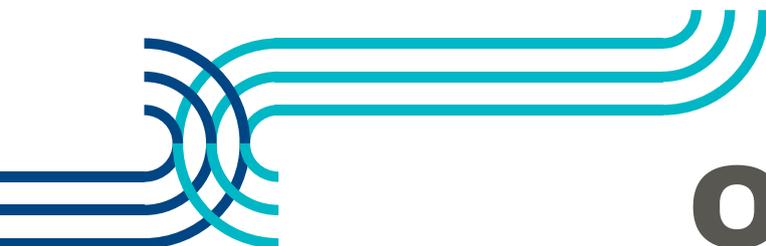
# EXECUTIVE REPORT

## CULTURAL ROUTES OF THE COUNCIL OF EUROPE AND IBERO-AMERICA

### SUMMARY

ORGANISATION OF IBERO-AMERICAN STATES FOR EDUCATION, SCIENCE AND CULTURE (OEI) WITH THE EUROPEAN INSTITUTE OF CULTURAL ROUTES (EICR)

April 2021



**OEI**



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





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## FOREWORD

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The Organisation of Ibero-American States for Education, Science and Culture (OEI) recognises the importance of the Council of Europe's Cultural Routes and Itineraries Programme as a model of cooperation and a valuable resource for raising awareness of common history and values, for strengthening the sense of belonging to the territory, for protecting and safeguarding memory and heritage as a uniting force and as a resource for the future.

In this regard, the collaboration established between the OEI and the European Institute of Cultural Routes (EICR) is also an incentive to raise awareness of the history and cultural heritage shared between Europe and Ibero-America, to promote educational activities, networking and partnerships, and to promote cross-border development through a sustainable approach which is consistent with the Ibero-American Cultural Charter (ICC) and the Sustainable Development Goals (SDGs).

This initiative allows the joint construction of new models of partnership between different sectors and encourages the participation of governments, organisations, entities and people involved in design, management, local development and sustainable tourism surrounding stories based on tangible or intangible cultural heritage, history, culture, landscape, facts, social and cultural movements.

The executive report that we present here includes initiatives developed by the OEI over recent decades which indicate the potential that collaboration with the EICR offers in strengthening bi-regional cooperation, in reinforcing the citizen dimension, in the social appropriation of heritage, and in the promotion and creation of links between territories in the Ibero-American and European spheres.

The document summarizes a proposed action plan in the framework of the agreement signed between the OEI and the EICR in 2018 and the mandate of the XIX Ibero-American Conference on Culture held in Guatemala that same year, supporting the proposed collaboration and guiding strategies and actions associated with inclusive cultural, educational, social and economic development, environmental sustainability, coexistence and social cohesion.

I would like to thank the people who, from various sides and from so many entities, have contributed to advancing this initiative in various ways over the last few years; a collaboration which, during a pandemic, makes more sense than ever in its generation of social and cultural undertakings and its promotion of territorial cohesion.

The challenge is enormous and we therefore need to redouble our efforts to invest more in cultural heritage, seeing it also as an opportunity for cultural tourism and for the development of Ibero-American routes, both of which will require international cooperation, public investment and the generation of synergies and alliances.

We thus take steps along this shared path that fosters greater awareness and understanding of the links between heritage, education, language, culture, memory, tourism and development. We will thus seek a form of collaboration that acts as a bridge for intercultural and institutional dialogue, as a guide to better knowledge and better understanding of cultural identities, and as a means of ensuring a closer approach to the cultural diversities of our territories.



**Mariano Jabonero**

Secretary General  
Organisation of Ibero-American States for  
Education, Science and Culture (OEI)



<b>Project</b>	Report on cultural routes and itineraries in Ibero-America and proposal for a Euro-Ibero-American action plan.
<b>Proposed by</b>	Directorate General for Culture of the Organisation of Ibero-American States for Education, Science and Culture (OEI) and the European Institute of Cultural Routes (Technical Agency of the Cultural Routes Programme of the Council of Europe).
<b>Setting</b>	Cooperation agreement and mandate of the Ibero-American Conference of Ministers of Culture held on 3 and 4 May 2018 in La Antigua (Guatemala).
<b>Dates</b>	August - December 2020
<b>Coordination</b>	<p>General Directorate of Culture          Organisation of Ibero-American States for Education, Science and Culture (OEI)          Bravo Murillo, 38          28015 Madrid, Spain</p> <p>European Institute of Cultural Routes (EICR)          Abbey of Neumünster          Bâtiment Robert Bruch          28, rue Münster, L-2160 Luxembourg          Grand Duchy of Luxembourg</p>
<b>International Consultant</b>	<p>Dr. Jordi Tresserras Juan          Director of the Heritage and Cultural Tourism Laboratory          Universitat de Barcelona and President of the IBERTUR Network          Montalegre, 6          08001 Barcelona, Spain</p>

*“ The opinions expressed in this report by an independent expert are those of the author and do not commit the Organization of Ibero-American States for Education, Science and Culture (OEI) or the European Institute of Cultural Routes (EICR).”*



*Mountains in Potosí, Bolivia © Viagens e Caminhos / Shutterstock*

## INTRODUCTION

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The Organisation of Ibero-American States for Education, Science and Culture, in response to the mandate received at the XIX Ibero-American Conference of Ministers of Culture, held on 3 and 4 May 2018 in La Antigua (Guatemala), in relation to the field of cultural routes and itineraries and the organisation's willingness to work on this, as envisaged in its programme budget, has worked on the area of cultural routes and itineraries, developing the collaboration agreement signed between the Organisation of Ibero-American States for Education, Science and Culture (OEI) and the European Institute of Cultural Routes (EICR) - Technical Agency of the Cultural Routes Programme of the Council of Europe (18 January 2018) - which identified the potential lines of collaboration between the two institutions.

With the aim of understanding the situation of cultural routes and itineraries in the Ibero-American and European sphere, and in order to continue advancing the collaboration between the two institutions, a Report on cultural routes and itineraries in Ibero-America has been developed, from which three results have been obtained: an inventory and diagnosis of existing and potential cultural routes in Ibero-America, the map of key actors in the region, and a Euro-Latin American

action and cooperation plan which seeks to promote the extension and creation of new cultural routes and itineraries, collaboration in research activities, and the development of new itineraries, programmes and projects. Cultural routes and itineraries enhance the value of local natural and cultural heritage - both tangible and intangible - and use heritage as an engine to improve people's quality of life and the sustainable development of territories. Therefore, routes and itineraries have a socio-cultural, educational, and economic dimension, and they represent the potential for the development of knowledge and innovation, as well as for the linking of citizens with the territory, landscapes, and heritage.

These initiatives also allow for interaction and collaboration with public actors (curators and heritage managers, public promotion entities, bodies responsible for culture and tourism at different levels of management of the territory, etc.) and with private actors (entrepreneurs, promoters and companies, strengthening the basic productive fabric, consolidating the cultural and creative industries with special attention to crafts, gastronomy, trade, etc.), offering opportunities for sustainable development (socio-cultural, environmental and economic) and local development.



*Iter Vitis, Río Duero en Portugal © hermitis / Shutterstock*

## **1. THE ORGANISATION OF IBERO-AMERICAN STATES FOR EDUCATION, SCIENCE AND CULTURE**

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**The Organisation of Ibero-American States for Education, Science and Culture (OEI) is a governmental international organization for cooperation among Ibero-American countries in the field of education, science, technology and culture in the context of comprehensive development, democracy and regional integration.**

The Member States of the OEI are Andorra, Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Equatorial Guinea, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Portugal, Spain, Uruguay, and Venezuela. The headquarters of its General Secretariat is in Madrid, Spain, and it has Regional Offices in Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Portugal, and Uruguay.

The OEI has been working on education, science and culture in Ibero-America for more than 70 years. In order to carry out the principles upon which it was founded and in order to fulfil its obligations in accordance with the Statutes, it established the

following general purposes:

- To contribute to strengthening knowledge, mutual understanding, integration, solidarity and peace among Ibero-American peoples through education, science, technology and culture.
- To promote the development of education and culture as a valid and viable alternative for the construction of peace, by preparing human beings for the responsible exercise of freedom, solidarity and the defence of human rights, as well as to support the changes that will make a more just society for Ibero-America possible.
- To collaborate permanently in the transmission and exchange of the experiences of economic, political and cultural integration produced in

the European and Latin American countries, which constitute the two areas of influence of the Organisation, as well as in any other aspect that could be useful for the development of the countries.

- To collaborate with Member States in the objective of ensuring that education systems fulfil a tripartite mission: humanistic - developing the ethical, integral, and harmonious formation of new generations; democratizing, - assuring equality of educational opportunities and social equity; and productive - preparing for working life and favouring labour insertion.
- To collaborate in the dissemination of a culture which, without forgetting the idiosyncrasies and peculiarities of the different countries, incorporates the codes of modernity in order to assimilate the global advances of science and technology, revaluing its own cultural identity and taking advantage of the responses that arise from its accumulation.
- To facilitate the relationship between science, technology and society in Latin American countries, analysing the implications of scientific-technical development from a social perspective and increasing the appreciation and understanding of its effects among all citizens.
- To promote the linkage of education, science, technology and culture plans with socio-economic plans and processes aimed at human development and the equitable distribution of cultural, technological and scientific products. To promote and implement programmes of horizontal co-operation between Member States themselves and between them and States/institutions in other regions.
- To contribute to the dissemination of the Spanish and Portuguese languages and to the improvement of teaching methods and techniques, as well as to their conservation and preservation among cultural minorities living in other countries. At the same time, to promote bilingual education in order to preserve the multicultural identity of the peoples of Ibero-America, expressed in the multilingualism of their culture.

The General Secretariat of the OEI boosted momentum by creating in 2018 a Directorate General for Culture and in 2021 a specific area for Heritage and Cultural Routes that will support this work in the coming years. This framework will provide opportunity to strengthen collaboration through the OEI national offices and to promote the bridging role of the OEI as a link for cooperation

between Latin America and Europe.

[More information](#)



### **1.1. The OEI and the cultural routes and itineraries in iberoamerica.** **Background and current situation.**

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The OEI has been working to support cultural routes and itineraries in Ibero-America, understanding this task as an opportunity to reinforce the value of natural and cultural heritage (tangible and intangible) and using it as a backbone to contribute to well-being, people's quality of life, and the sustainable development of territories.

The cultural routes and itineraries address various axes of sustainability and contribute to strengthening several dimensions:

socio-cultural: promotion of interculturality, sustainable management of heritage, revaluation of local culture and empowerment of citizens, etc.

economic: generation of basic productive material, consolidation of cultural and creative industries, knowledge, education and innovation.

In the field of inter-institutional collaboration, the routes offer a valuable opportunity for development work and for cooperation, since they involve various public and private actors, and of different levels of territorial management, who are involved in local management.

The OEI approaches this task taking into consideration its track record and experience in this area, which has allowed it to consolidate its commitment to this line of work through the following actions:

The VI Ibero-American Conference on Culture, held in Santo Domingo, Dominican Republic, on 3 and 4 October 2002, had cultural tourism as its central theme, highlighting the role of cultural routes and itineraries among the proposals for transnational

cooperation. Among the proposed initiatives, two specific references to the study's object of work were included:

Research and publication of thematic Ibero-American historical-cultural routes.

Research and publication of various thematic historical and cultural routes, among which we could include: the Sugar Cane Route, the Route of the migrations from Spain and Portugal to the Ibero-American Continent and the Inca Route.

Among these proposals, it is worth mentioning the Inca Route, which later led to the inscription of Qhapac Ñan – Andean Road System on the UNESCO World Heritage List, promoted jointly by Argentina, Bolivia, Chile, Colombia, Ecuador and Peru.

At the III Ibero-American Conference on Tourism (Santa Cruz de la Sierra, Bolivia, 11-12 September 2003), the Decalogue on Tourism for Ibero-America was presented, with a specific point dedicated to the subject, specifically the seventh, entitled «Tourism Revitalization of Cultural Heritage», where emphasis is placed on

*“Promoting the revitalization of tourism surrounding tangible and intangible cultural heritage as the most efficient means of achieving the valuation and conservation of the historical, monumental, architectural, handicraft and folkloric resources of our peoples. In this context, bilateral and/or multilateral programmes should be established in order to promote the supply of tourism products and an Ibero-American cultural image, stimulating the creation of interregional cultural routes and circuits.”*

At the 13th Ibero-American Summit in Santa Cruz de la Sierra (November 2003), declarations of great significance for the development of cultural tourism in Ibero-America also took place:

*“We, the Heads of State and/or Government of the Ibero-American countries, reaffirm our firm conviction that it is essential to implement cultural policies that generate conditions for greater social integration based on interculturality. We reiterate the close link between cultural diversity and development and, in this regard, support the decision of the 32nd General Conference of UNESCO to begin negotiations for the adoption of the International Convention on Cultural Diversity. We express our strongest support for multinational cultural development and integration projects such as the Qhapaq*

*Ñan-Andean Road, the Mayan Route and the Slave Route, in order to contribute to their protection and enhancement with the help of public and private cooperation, both regional and international”.*

As a follow-up to the Decalogue resulting from the Santa Cruz de la Sierra Summit, specific mention is again made of support for the Qhapaq Ñan-Andean Route. Specifically, in point 13 of the Córdoba Declaration, made in the framework of the VIII Ibero-American Conference on Culture (Córdoba, Spain, 13 and 14 June 2005) where it is specified:

*“We note the importance of the Qhapaq Ñan Andean Route project as an element of regional integration for the conservation and enhancement of the archaeological sites associated with it, the preservation of cultural diversity and the improvement of the living conditions of the local communities and indigenous populations in the surrounding area. In this regard, the framework programme on heritage between the Organisation of Ibero-American States and the Ministry of Culture of Spain provides support for the preparation of the Qhapaq Ñan dossier for inscription on the World Heritage List. It is financed by the General Directorate of Fine Arts and Cultural Heritage through the extra-budgetary fund allocated to UNESCO”.*

The OEI, through its National Regional Office in Argentina, promoted a line of work in this area that contributed to the development of projects such as the Quebrada de Humahuaca, the Qhapaq Ñan, as well as the Camino del Gaucho project.

In the framework of the International Year for People of African Descent 2011 proposed by the United Nations, the Caribbean Cultural Corridor project was launched at the meeting of Ministers and High Authorities of Culture of Central America and the Dominican Republic (San José, Costa Rica, 24 January 2011) organized by the Ministry of Culture and Youth of Costa Rica, the Central American Educational and Cultural Coordination of the Central American Integration System (CECC-SICA) and the OEI.

The initiative aimed to identify and revitalize the value of the historical heritage and multicultural legacy of the peoples of the Central American Caribbean Coast and the Dominican Republic, contributing to the integration and the socio-

economic and cultural development of the region.

Afro-descendant culture was to be the focus of the activity of the first stage, with the participation of other Caribbean populations being added later. The project was developed starting from 2012 using funding from the AECID.

The OEI national offices in Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua, and Panama were responsible for establishing national commissions and there were a number of nodes that allowed for the exchange of experiences, but a route as such was not consolidated and the development of a joint tourism initiative is pending.

The XVIII Ibero-American Conference on Culture held in Cartagena de Indias, Colombia from 19 to 20 May 2016 gave a boost to the process of cultural cooperation in networks that had been initiated years earlier through the Euro-American Campuses for Cultural Cooperation.

These events paid special attention for a decade to the issue of cooperation and cultural heritage and supported the creation of networks such as the Sustainable Cultural Heritage and Tourism Network (IBERTUR), the Network of Ibero-American Cities for Culture (Interlocal), and the Cultural Training and Management Network (Iberformat), many of them with the support of the AECID.

Throughout this period, support materials and resources for the classroom were produced, such as the publications edited by the OEI in Peru with the support of the National Institute of Culture of that country, the edition of a Manual of Good Practices in Sustainable Cultural Tourism, developed by the University of Barcelona (UB)-Labpatc and the OEI in collaboration with the Ministry of Culture and Youth of Costa Rica, the Ministry of Culture of Colombia and CONACULTA of Mexico.

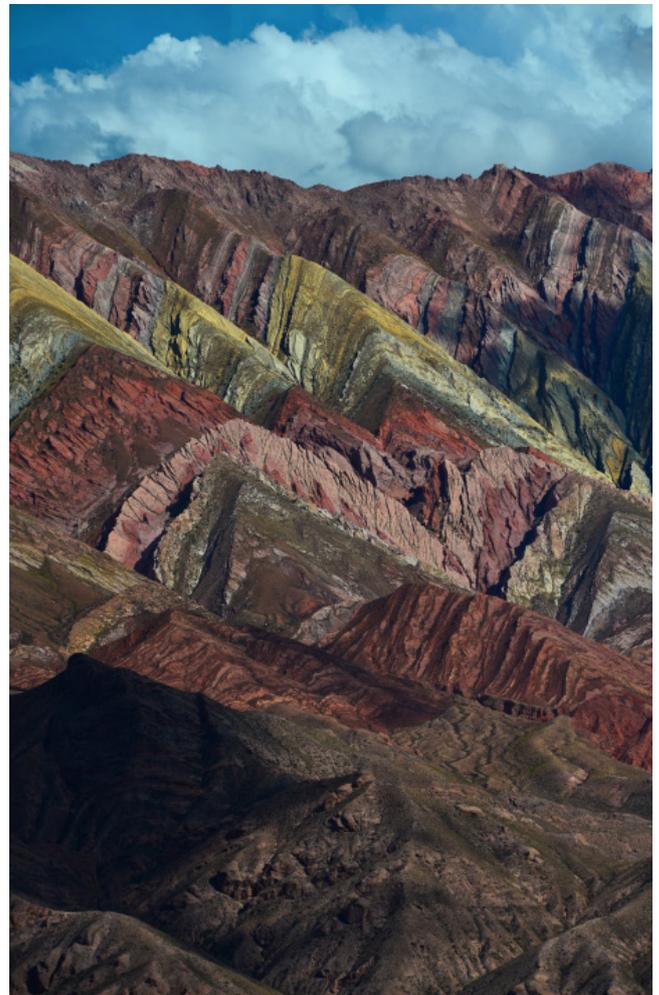
Subsequently, during 2016 and 2017, institutional contacts were made to promote alliances with entities wishing to join projects in this field with a transnational and territorially extended dimension.

Likewise, in this framework, connection with the European space was promoted, as has been the case of the Culture Line of the EULAC-Focus Project that left recommendations regarding collaboration with the Cultural Routes programme that the EICR oversees.

It should be noted that for more than two decades the OEI has been working from its headquarters and national offices on actions to support the

dissemination and promotion of cultural heritage, strengthening the capacities of professionals involved in the field, as well as the institutions working in this area.

In this framework, seminars, courses and training sessions have been held in the field of tangible and intangible cultural heritage, developing teaching materials for the classroom, exchanging models, methodologies, knowledge and experiences in the field. The activities sought to foster collaboration with ministries of culture in the region, cultural cooperation institutions and agencies, local institutions and governments, associations, foundations and networks in the field.



*Humahuaca Ravine, Argentina © Pedro Carrilho / Shutterstock*

## 1.2. OEI-EICR Cooperation

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Based on the shared interest and the potential for cooperation, relations between the OEI and the European Institute of Cultural Routes (EICR), a technical institution founded in 1998 by the Council of Europe and the Grand Duchy of Luxembourg, were promoted in the framework of the 5th Annual Advisory Forum on Cultural Routes organised by the Spanish Ministry of Culture (Aranjuez, 28-30 October 2015) where the first contacts were established. In this framework, the OEI was invited to attend the 7th Annual Advisory Forum of the Cultural Routes Programme (Lucca, Italy, 27-29 September 2017), organised in the framework of the 30th Anniversary of the Cultural Routes Programme of the Council of Europe, presenting there the potential of joint collaboration.

This allowed progress to be made in the signing of the collaboration agreement between the two institutions which was signed on 18 January 2018, with the objective to:

- Carry out cooperation programmes and projects
- Promote the extension of cultural routes certified by the Council of Europe to Ibero-American States
- Promote the establishment of new cultural routes in Ibero-America
- Map out cultural routes in Ibero-American States
- Promote participation in cultural events
- Promote the extension of the University Research Network on Cultural Routes to Latin American universities.

The XIX Ibero-American Conference on Culture, held in La Antigua, Guatemala, 3-4 May 2018, was key to the promotion and development of the agreement between the OEI and the EICR, as it was agreed:

*“17. To mandate the OEI to advance in the collaboration with the European Institute of Cultural Routes of the Council of Europe, to develop a Euro-Ibero-American cooperation action plan within the framework of the signed agreement, in order to promote the extension of Cultural Routes and Itineraries certified by the Council of Europe and to collaborate in research activities and the development of new itineraries, programmes and projects*

*that allow the achievement of the jointly established objectives”.*

In the same year, the OEI was invited to present the progress and potential lines of cooperation in this field at the 8th Advisory Forum on Cultural Routes «Cultural routes of the Council of Europe: connecting cultural values, heritage sites and citizens: strategies and synergies from a global perspective», Görlitz, Germany, 26-28 September 2018.

In this framework, the Enlarged Partial Agreement on Cultural Routes (EPA) elaborated, with the approval of its governing bodies and Member States, a Road Map identifying the organizations and entities with which it would establish its strategic programming for the coming years at the international level. The OEI was one of the identified institutions, alongside ICOMOS and UNESCO.

The 9th Annual Advisory Forum on Cultural Routes (Sibiu, Romania, 2-4 October 2019), organised by the Council of Europe's Enlarged Partial Agreement, in cooperation with the Romanian Ministry of Tourism, was also attended by the OEI.



Temple of the Great Jaguar in Tikal, Guatemala © Leonid Andronov / Shutterstock

## Related Ibero-American actions

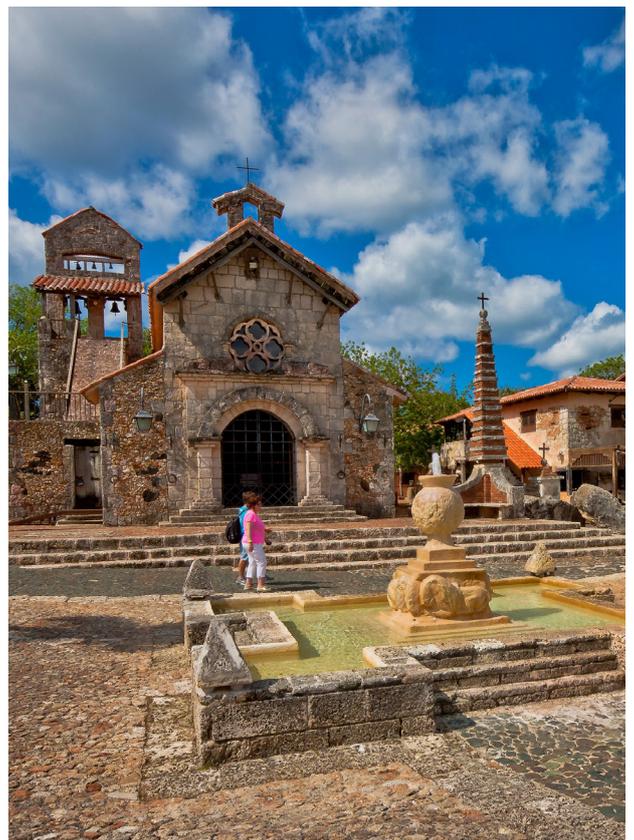
The theme of cultural routes and itineraries is of interest and is very topical in Ibero-America, as can be seen in two activities recently organised in a virtual capacity on the subject:

- **International Seminar on Cultural Itineraries. Perspectives on the Tenth Anniversary of the Camino Real de Tierra Adentro, as a World Heritage Site. Zacatecas, Mexico. October 12-14, 2020.** Organized by the National Institute of Anthropology and History, the Colegio de Michoacán A.C., the Colegio de San Luis A.C., the Faculty of Economic Sciences of the National University of La Plata, the Factor Cultura Program, the UNESCO Office in Mexico and the Regional Institute of World Heritage in Zacatecas, in coordination and with the support of the Ministry of Culture and the Ministry of Public Education of the United Mexican States, the Ministry of Culture and Sport of Spain, the Ministry of Culture of Argentina, the Ministry of Culture of the Dominican Republic, and the Ministry of Culture of the Republic of Panama. The reason for their meeting was the tenth anniversary of the Camino Real de Tierra Adentro, whose Mexican section was inscribed on the UNESCO World Heritage List as a cultural route, exchanging experiences at the Euro-American level with special attention to cases such as the Qhapaq Ñan - with a look at the experience of Argentina and Peru -, the Columbus Route in the Dominican Republic, the Caminos Reales in Panama and the Caminos Reales between Mexico and the United States of America.
- **VII Ibero-American Congress of Culture. Mexico. 4-8 November 2020.** Organized by the Secretariat of Culture of Mexico, the Ibero-American General Secretariat (SEGIB) and the Organisation of Ibero-American States for Science, Education and Culture (OEI). This event provided an opportunity to reflect on the relationship between culture and sustainable development, as well as the implications, trends, challenges and opportunities for rethinking this link through cultural policies. It constituted a privileged forum for dialogue between the cultural sector and civil society.

The initiative on cultural routes and itineraries in Ibero-America promoted by the OEI and the EICR was raised at the intervention of Mariano Jabonero, Secretary General of the OEI, and during the round table dedicated to one of the six axes of debate (axis five on the Environmental Dimension of Culture for Sustainable

Development), in which cultural routes and itineraries were taken as a clear example of an initiative that generates development from the biocultural landscape.

The conclusions of this congress will contribute to the Ibero-American Strategy for Culture and Sustainable Development (EICDS), which will be welcomed at the XXVII Ibero-American Summit of Heads of State and Government to be held in April 2021 in Andorra.



Altos de Chavón, Dominican Republic © samewll / Shutterstock



Prehistoric rock art trails, Côa Valley, Guarda, Portugal. © Juan Carlos Munoz / Shutterstock

## 2. THE CULTURAL ROUTES PROGRAMME OF THE COUNCIL OF EUROPE AND THE EUROPEAN INSTITUTE OF CULTURAL ROUTES.

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**The Council of Europe is the continent's main human rights organisation. It is composed of 47 member states, including all the members of the European Union. The member states of the Council of Europe have signed the European Convention on Human Rights, a treaty designed to protect human rights, democracy and the rule of law.**

Since its inception, the Council of Europe has been aware of the importance of cultural heritage in achieving greater unity among Europeans. One of its most innovative initiatives was the launch in 1987 of the Council of Europe's Cultural Routes Programme, aimed at highlighting the richness and diversity of European cultures and making shared European cultural identities a tangible reality across political and ideological divides.

By way of a journey through space and time, these Cultural Routes demonstrate how the heritage and cultures of different and distant regions of Europe contribute to building a shared cultural heritage.

The cultural routes preserve and enhance the natural and cultural heritage as a factor for the improvement of the environment and constitute a source of cultural, social and economic development. They work in favour of cultural tourism with an optimal protection of cultural heritage and

sustainable development.

The core values of this initiative are based on the following pillars:

- Human rights: based on the principles of non-discrimination and equality, the aim is to promote freedom of expression, information and equality, maximizing educational and cultural potential. Cultural Routes promote cultural cooperation as a tool for raising awareness and building and reinforcing cultural identities, fostering dialogue between diverse communities and cultures, and contributing to coexistence and social cohesion.
- Democracy and cultural diversity: diversity is a key pillar in the project and its positive effects depend on the exercise of cultural democracy: access to culture for all, participation, reinforcement of cultural diversity and equal consideration of

cultural «differences». The great diversity of themes and destinations of the cultural routes shows how many cultures coexist in a democratic society and emphasizes the importance of fair and equitable access to cultural resources and activities to encourage participation in cultural life.

- Mutual understanding and cross-border exchanges: the initiative places special emphasis on cooperation between localities, regions and countries at all levels of society, which requires an understanding of cultural diversity and common history. In this area, culture and education are essential factors that facilitate mutual understanding and trust between people.

The Cultural Routes form a network that gives rise to the emergence of synergies between national, regional and local authorities, and are also an important associative and economic fabric. They are a means of strengthening cooperation and citizen participation, of raising awareness of diversity and commonalities among Europeans, of promoting education in values and of fostering mutual understanding and social cohesion.

The uniqueness of the Cultural Routes programme lies in its governance model, whereby each cultural route is managed autonomously by a legally constituted association made up of local and regional authorities, museums and institutions, with its own governing bodies, legal statutes and financial resources. The management of the project is based on a decentralized framework through networks and with the participation of different areas and actors representing at least 3 countries of the Council of Europe.

The routes are renowned for their enhancement of heritage through joint activities in the fields of cooperation in research and development; enhancement of memory, history and heritage; cultural and educational exchanges for young people; contemporary artistic and cultural practices; cultural tourism and sustainable cultural development.

Over the past 33 years, the programme has grown steadily. The Cultural Routes have expanded in number, now numbering 45 certified routes, reaching a total of more than 3,000 members; and in geographical reach, with growing presence in more than 60 countries in Europe and beyond.

The Programme's success in promoting European values, respect for identities and diversity,

intercultural dialogue and cross-border exchanges was recognised in 2019 with the Charles V Award bestowed by His Majesty the King of Spain. This prestigious award - granted for the first time to a European programme - honours individuals, organisations, projects or initiatives that contribute to the enhancement of Europe's cultural and historic values.

Today the Council of Europe's Cultural Routes encourage European citizens to re-explore their heritage, connecting community actions in wider networks and promoting their visibility and access to visitors from all over the world. While some routes highlight arts, architecture, history and civilisations, others are dedicated to landscapes, crafts and religious heritage. All of them are intended to act as a channel for intercultural dialogue and the promotion of a better understanding of European cultural identity.

The Cultural Routes allow for the establishment of cooperation links between territories, favouring integration and openness towards other geographical horizons. This unique model offers opportunities for transnational cultural cooperation not only within the European continent but also with other regions such as Latin America.

[More information](#)



## **2.1. The European Institute of Cultural Routes (Technical Agency of the Council of Europe's Cultural Routes Programme)**

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The European Institute of Cultural Routes (EICR) was created in 1998 in the framework of a political agreement between the Council of Europe and the Grand Duchy of Luxembourg as a technical agency to support and advise the Council of Europe's Cultural Routes programme. Its headquarters are located in the Abbey of Neumünster, in the «Grund» district of Luxembourg.

Its main role is to support the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA) in the coordination of the certification cycles of cultural routes. Each year, new cultural route networks apply for certification and undergo a

rigorous evaluation process to determine whether they qualify for the «Cultural Route of the Council of Europe» certification. Moreover, certified Cultural Routes undergo a regular triennial evaluation to determine whether they meet the certification criteria.

Among its activities, the EICR organizes an annual Cultural Routes Training Academy dedicated to Cultural Routes managers and it contributes to the organisation of the Annual Advisory Forum on Cultural Routes, organized by the Enlarged Partial Agreement on Cultural Routes (EPA) in close collaboration with one of its Member States.

Among the main activities of the EICR are:

- Evaluation: Provide support to the EPA in the coordination of the certification cycles of the Cultural Routes.
- Provide support to new Cultural Routes networks: provide technical assistance to Cultural Routes networks on the Cultural Routes methodology, certification criteria and the preparation of certification applications.
- Provide support to certified Cultural Routes: provide technical assistance to Cultural Routes of the Council of Europe on organisational, governance, management and day-to-day operational aspects.
- Archives: Hosting a documentation centre specialising in the Cultural Routes of the Council of Europe, which welcomes researchers and university students every year.
- Capacity building: Provide tailored training to representatives and stakeholders of certified and candidate Cultural Routes in order to strengthen professional capacities for the effective design, implementation and management of the routes.
- Research: Coordinate a University Network of Studies on Cultural Routes, which currently brings together some fifteen academic institutions from all over Europe and aims to promote academic research on this topic.
- Visibility: To give visibility to the Council of Europe's Cultural Routes program through participation in international events, exhibitions, fairs and conferences.

## 2.2. The Enlarged Partial Agreement on Cultural Routes of the Council of Europe

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In 2010, the Committee of Ministers of the Council of Europe established an Enlarged Partial Agreement on Cultural Routes (EPA) to enable closer cooperation between States particularly interested in the development of Cultural Routes.

The EPA ensures the development, implementation, evaluation and promotion of Cultural Routes, which put into practice a holistic understanding of cultural heritage from a European and transnational perspective.

The EPA aims to strengthen the potential of Cultural Routes for cultural cooperation, sustainable territorial development and social cohesion, paying special attention to themes of symbolic importance for European unity, history, culture and values and the discovery of lesser-known destinations.

The Programme currently enjoys the cooperation of its 35 Member States, regional and local authorities, as well as various international organizations, including the European Union, OECD, UNESCO and UNWTO.

The EPA on Cultural Routes follows the policy guidelines of the Council of Europe, decides on the orientation of the programme and awards the



San Francisco Church, Mexico © Jose Covarrubias / Shutterstock



[More information](#)

“Cultural Route of the Council of Europe” certification.

It is made up of two statutory bodies:

- The EPA Board of Directors is composed of representatives of the Ministries of the Member States and awards the “Cultural Route of the Council of Europe” certification. The Congress of Local and Regional Authorities of the Council of Europe, the European Parliament, the European Commission, the UNWTO, UNESCO and the OECD participate in its work.
- The EPA Statutory Committee is composed of representatives of the Ministries of Foreign Affairs of the Member States and adopts the annual budget of the EPA.

[More information](#)



Within the framework of the Network, the Institute set up an internship programme for students from member universities, in close cooperation with the managers of the Cultural Routes of the Council of Europe and the universities.

Students have the option to do part of their internship at the EICR (Luxembourg) and in various places that are part of the Cultural Routes of the Council of Europe, depending on their fields of research and the opportunities available at the time of the internship.

[More information](#)



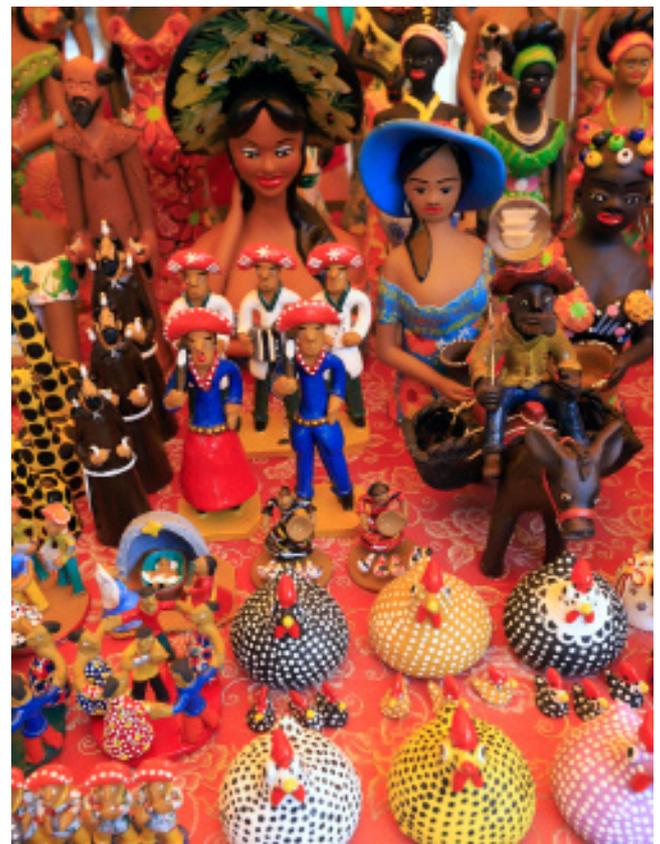
### 2.3. University Network of Studies on Cultural Routes

The University Network of Studies on Cultural Routes is a network of universities interested in the study of the Cultural Routes of the Council of Europe.

Its objectives are to encourage the development of research related to the Cultural Routes of the Council of Europe, to motivate students to carry out their academic research on the subject, to apply for European grants in conjunction with the European Institute of Cultural Routes (EICR), to participate in the annual programme of activities of the EICR, and to provide scientific advice where necessary.

The network includes universities specialising in different disciplines including heritage management, urban redevelopment, tourism, tourism economics, tourism geography, local development, sociology, and many others.

The University Network for Cultural Routes Studies is also a platform for exchange and mobility for students and researchers, thus ensuring a permanent interaction between the European Institute of Cultural Routes (EICR), the universities, and the certified Cultural Routes.



Clay figures of popular characters, Brazil © casa.da.photo / Shutterstock



*Routes of the Olive tree, oil mill Mallorca, Spain © trabantos / Shutterstock*

### 3. SWOT ANALYSIS OF CULTURAL ROUTES AND ITINERARIES IN IBEROAMERICA

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This section presents a SWOT analysis which functions as a summary and schematic presentation of the strong and weak points (strengths and weaknesses) of the Cultural Routes and Itineraries in Ibero-America, the opportunities that are presented, and the threats that could affect their development as a transnational project.

#### Strengths

- The OEI's more than 70 years of experience in cultural cooperation in Ibero-America and the mandate of the XIX Ibero-American Conference on Culture, held in La Antigua, Guatemala, 3-4 May 2018.
- The experience of more than 30 years of the Council of Europe's Cultural Routes program and the existence of the European Institute of Cultural Routes as a coordinating body.
- Andorra, Spain, and Portugal have certified routes.
- The Camino de Santiago, the Quebrada de Humahuaca, the Qhapaq Ñan and the Camino Real de Tierra Adentro are inscribed on UNESCO's World Heritage List.

- The routes certified by the Council of Europe in Spain, the Camino de Santiago and the Qhapaq Ñan have management units and plans.
- Alliances between culture and tourism as evidenced in the case of Spain and Portugal.
- Joint models of marketing initiatives, such as the alliances between Turespaña and the route management units creating the brand «Cultural Routes of Spain».

#### Weaknesses

- The previous inexistence of a networking project on cultural routes and itineraries in Ibero-America.
- Lack of coordination among existing initiatives in

the region.

- In Latin America, with the exception of the Camino de Santiago, there is little visibility of cultural routes and itineraries as generators of development, with little discussion regarding the business fabric and especially tourism.

- Most of the routes lack structure and management plans, have scarce human resources and a need for further qualification, especially in issues related to management, conservation (especially preventive conservation by the community), guided tours and the creation of tourist experiences, the creation of associated products and services (accommodation, catering, cultural and creative industries, ...).

- Strong dependence on development cooperation funds from the routes and scarcity of exclusively Ibero-American funds (compared to Europe).

- Lack of permanent training programs on the subject, with special emphasis on capacity building for communities both in preservation and monitoring tasks on heritage conservation, and in management to generate development, especially through cultural industries and sustainable tourism (community tourism, community guides, ...).

- There is limited research on the subject and there is no understanding of the current state of affairs or a list of the investigative work carried out in the last 10 years.

- There is no Ibero-American equivalent of the EICR's University Network..

## **Opportunities**

- The framework collaboration agreement in force between the OEI and the EICR on cultural routes and itineraries, which is scheduled to be updated January 2021, including the conclusions of this study and the Euro-Ibero American action plan.

- Existing and /or potential transnational cultural routes and itineraries in all Ibero-American countries.

- Sources of funding from international organizations, development banks and cooperation agencies that promote transnational projects that generate cooperation, contribute to regional development and support the fulfilment of the SDGs and the 2030 Agenda (see Annex 1).

- Existence of experiences and good practices of co-management with local communities in conservation and development processes.

- Interest in strengthening and developing public-private governance for cultural routes and itineraries with spaces for community participation, especially in indigenous populations.

- Development of tourist products and promotion of the Euro-Iberoamerican cultural routes.

- Development of a joint brand/image that strengthens the shared Ibero-American identity and culture.

- Traveller demand for authentic cultural experiences.

- Use of new technologies for coordination and dissemination among communities and visitors, and for the promotion of Euro-Ibero-American routes with limited human or financial resources.

- Need for Euro-Ibero-American coordination to overcome the current fragmentation between existing and/or potential routes.

- Demand from the coordination teams of the major routes (training, technical assistance, management and planning, promotion and marketing).

## **Threats**

- Lack of coordination and existence of multiple routes with weak formal and institutional entities competing for common objectives.

- Difficulty in building and maintaining interaction between the initiatives of cultural routes and itineraries in Ibero-America.

- Excessive dependence on international funds for the creation/maintenance of transnational cultural routes and itineraries.

- Lack of coordination between the authorities of culture and tourism and disconnection with the private sector for the generation of development with verifiable indicators, in the region.

- Scarce presence of community tourism initiatives linked to cultural routes and itineraries on promotional and marketing platforms.



## 4. COMPARATIVE ANALYSIS OF CULTURAL ROUTES AND ITINERARIES IN IBERO-AMERICA

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This section presents a comparative analysis of four variables: themes, typologies, territorial distribution and management models.

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### Themes of the routes

- Artistic (Prehistoric Rock Art Trails, Impressionism Routes, Réseau Art Nouveau Network, ...)
  - Gastronomic (Iter Vitis – Wine Routes, Routes of the Olive Tree, ...).
  - Historical / Commercial (Camino Real de Tierra Adentro)
  - Works of artists (Le Corbusier, ...)
  - Heritage (European Route of Jewish Heritage, European Network of Historic Gardens, ...)
  - Historical characters (Charles V, Magellan/Elcano, ...)
  - Religious / Pilgrimage (Camino de Santiago)
- 

### Typologies

- Nodal thematic networks (European Route of Jewish Heritage, Ibero-American Network of Cemeteries, ...)
  - Territorial networks (Iter Vitis - Wine Routes, ...)
  - Continuous linear routes (Camino de Santiago, Qhapaq Ñan - Andean Road System, Camino Real de Tierra Adentro, ...).
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### Territorial distribution

- Linear (Camino de Santiago)
  - Urban areas (Réseau Art Nouveau Network)
  - Rural areas (Iter Vitis - Wine Routes, Transrománica, ...)
- 

### Management models

- National governments assembled with a rotating pro-tempore secretariat (Qhapaq-Ñan - Andean Road System).
- International Federation / Association with NGO status (most of the European Cultural Routes) made up of public administrations, organised private sector and other third sector organisations.
- Public Foundation (Legado Andalusi).
- Private foundations with support from the business sector (Estrada Real).
- Management outsourced to a non-governmental organisation (Ruta del Hierro in the Pyrenees).
- Management outsourced to a company (Ruta Mariana).

For effective and efficient management it is essential to have a permanent secretariat, a long-term strategy, and an annual program of activities, as well as a scientific committee or advisory board, with the presence of universities and academic centres, and a programme of alliances with an organised private sector and third sector in order to generate entrepreneurship and sustainable development.

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PLAZA DE LA INDEPENDENCIA  
CALLE DE...

## 5. IDENTIFICATION OF NEEDS ON THE PART OF THE AGENTS INVOLVED

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This section identifies the main needs identified through contact with national actors and the people responsible for the routes themselves, with a special focus on capacity building and technical assistance.

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<b>Capacity building</b>	<p>Key issues:</p> <ul style="list-style-type: none"><li>- Public-private governance, management models and strategic allies.</li><li>- Agenda 2030 and SDGs applied to the routes.</li><li>- Community participation and co-management models.</li><li>- Cultural and tourism entrepreneurship and management by local communities.</li><li>- Community-based heritage preservation and preventive conservation.</li><li>- A creative economy and territorial development.</li><li>- Community guides.</li><li>- Community-based cultural tourism</li></ul>
<b>Technical assistance</b>	<ul style="list-style-type: none"><li>- Strengthening of existing projects.</li><li>- Support for new initiatives.</li><li>- Elaboration of plans according to the needs of the community and territory.</li><li>- Co-creation of cultural, educational and touristic experiences.</li><li>- Safe destinations.</li></ul>
<b>Financial support</b>	<ul style="list-style-type: none"><li>- Identification of funding sources.</li><li>- Articulation of joint projects.</li><li>- Post Covid-19 economic recovery</li></ul>
<b>Legal support</b>	<ul style="list-style-type: none"><li>- Legal advice on community management models.</li><li>- Legal protection of the designs of handicraft productions.</li></ul>
<b>Exchange of experiences and good practices</b>	<ul style="list-style-type: none"><li>- Community co-management.</li><li>- Entrepreneurship and a creative economy.</li><li>- Community-based cultural tourism.</li></ul>
<b>Joint digital platform</b>	<ul style="list-style-type: none"><li>- With private access for cooperation between route projects</li><li>- With public access for the promotion and marketing of products and services.</li></ul>

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Palace of Catalan Music , Barcelona, Spain. © Damir Khabirov / Shutterstock

## 6. CONCLUSIONS

By way of conclusion and in order to incorporate this analysis into the action plan proposal, the following lines of work are proposed:

Lines of work	Proposals
Extension of existing cultural routes and itineraries to Ibero-America	<p>To expand the Ibero-American nodes of the current Cultural Routes of the Council of Europe, already accredited, which may have a common focus in a country of the Ibero-American region.</p> <p>Of the existing routes certified by the Council of Europe, the ones we identified that would be easiest to replicate and extend to nodes in America, as part of the first stage, are:</p> <ul style="list-style-type: none"> <li>- Santiago de Compostela Pilgrim Routes (1987)</li> <li>- Ibero-American Mudejar and Baroque Itinerary of the Routes of the Andalusian Legacy (1997)</li> <li>- Iter vitis – Wine Route (2009)</li> <li>- Réseau Art Nouveau Network (2014)</li> <li>- European Cemeteries Route (2010)</li> <li>- European Route of Prehistoric Rock Art Trails (2010)</li> <li>- European Route of Jewish Heritage (2004)</li> <li>- European Routes of Emperor Charles V (2015)</li> </ul>

Lines of work	Proposals
Capacity building for the management of cultural routes and itineraries	<p>For the strengthening of existing transnational routes:</p> <ul style="list-style-type: none"> <li>- The Jesuit Route in South America (Argentina, Bolivia, Brazil, Chile, Paraguay and Uruguay)</li> <li>- Caminos reales, cattle and transhumance routes: Caminho dos Tropeiros (Brazil and Uruguay), Camino Real de Guatemala a Chiapas (Guatemala and Mexico), Camino Real de Tierra Adentro (Mexico), Estrada Real (Brazil), Ruta Colón (Dominican Republic), Ruta Colonial y de los Volcanes (Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama...).</li> <li>- Qhapaq Ñan - Andean Road System (Argentina, Bolivia, Chile, Colombia and Ecuador)</li> <li>- World Network of Magellanic Cities (Argentina, Brazil, Chile, Portugal and Spain)</li> </ul> <p>For the proposed creation ex novo, in a first phase, considering that they have coordinating bodies:</p> <ul style="list-style-type: none"> <li>- Charming Latin American villages</li> <li>- International Network of Indian Municipalities and Postcolonial European Heritage</li> <li>- Ibero-American Archaeological Routes</li> <li>- Cultural routes of indigenous peoples</li> <li>- Ibero-American Gastronomic Routes</li> <li>- The Ibero-American Route of Alexander von Humboldt and Aimé Bonpland</li> <li>- Ibero-American Literary Routes</li> <li>- Historic trains and greenways</li> </ul>
	<p>To enhance the network by adding Ibero-American centres and universities with programmes on the subject that will subsequently contribute to extending it to other interested centres:</p> <ul style="list-style-type: none"> <li>- Instituto Brasileiro de Desenvolvimento e Sustentabilidade - IABS (Brazil)</li> <li>- Institute of Anthropology and History (Mexico)</li> <li>- Institute of Anthropology and Latin American Thought (Argentina)</li> <li>- Pontifical Catholic University of Peru (Peru)</li> <li>- Universidad Central de Chile (Chile)</li> <li>- Universidad de Buenos Aires (Argentina)</li> <li>- University of Nariño (Colombia)</li> <li>- University of Santiago de Compostela - Grupo Compostela (Spain)</li> <li>- Externado de Colombia University (Colombia)</li> <li>- Interamerican University of Puerto Rico (Puerto Rico)</li> <li>- National University of La Plata (Argentina)</li> <li>- ORT University (Uruguay)</li> <li>- Universidad Politécnica Estatal del Carchi (Ecuador)</li> <li>- Technological University of Havana «José Antonio Echeverría» - CUJAE (Cuba)</li> <li>- Tres de Febrero University (Argentina)</li> <li>- University of Algarve (Portugal)</li> <li>- University of Andorra (Andorra)</li> <li>- University of Barcelona (Spain)</li> </ul>
University Research Network of Cultural Routes to Ibero-American Universities	



European Route of Jewish Heritage, Synagogue in Toledo, Spain. © SaraGlop / Shutterstock

## 7. PROPOSED PLAN OF ACTION

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**This proposal for a «Euro-Ibero-American action plan on cultural routes and itineraries» presents expected objectives, actions to be implemented, expected results, evaluation indicators, and responsible persons. It also identifies an approximate budget necessary to promote the extension of cultural routes in Ibero-America and the strengthening of existing and potential Ibero-American routes.**

It should be noted that the OEI and the EICR are willing to continue working together on this initiative and to this end are coordinating actions to obtain the necessary funds and external support for its promotion and implementation. The execution of the actions included in this proposed plan of action will depend on obtaining the necessary support and funds to provide coverage and support for the actions identified.

The proposed plan of action is proposed with 3 years in mind, and for this a budget has been outlined for each of the proposed blocks and possible ways of seeking funding are suggested. The full or partial implementation of the actions of this proposal will depend on the achievement of economic support for each of the cases. For this

reason it has been budgeted in its entirety and by blocks to facilitate the search for external funding that may be involved in just some objectives and actions, or in its entirety.

### **Mission and vision**

The proposed action plan's **mission** is to contribute to the improvement in the quality of life of people and the sustainable development of territories, from the socio-cultural, environmental and economic dimensions, through the enhancement and sustainable management of local natural and cultural heritage, both tangible and intangible, articulated in routes and cultural itineraries, in Latin America

## Vision:

To promote a project aimed at promoting the development and consolidation of cultural routes and itineraries in Ibero-America, coordinated by the Organisation of Ibero-American States for Education, Science and Culture (OEI), in collaboration with the European Institute of Cultural Routes (EICR), which will start out from heritage (natural, cultural, tangible and intangible) and the endogenous experiences of the region, and will be based on experience, methodologies and proven tools, and will include knowledge transfer, exchange of experiences and good practices, capacity-building through training and technical assistance, and the promotion of transnational cooperation.

## Objectives

**O.1. To promote the consolidation and creation of new cultural routes and itineraries in Ibero-America within the framework of the agreement between the Organisation of Ibero-American States and the European Institute of Cultural Routes, with three lines of action, in which levels of work are adapted according to the state of evolution and assemblage identified in each of the routes.**

Extension of already existing cultural routes and itineraries in Europe, which also have a common focus in a country of Ibero-America. Consisting of the extension of Ibero-American nodes of the currently certified Cultural Routes of the Council of Europe, which may have a common focus in a country of the Ibero-American region. Of the existing routes certified by the European Institute of Cultural Routes of the Council of Europe, those that were identified in the diagnosis that would be easiest to replicate and extend to nodes in Ibero-America, as part of the first stage, are:

- **Santiago de Compostela Pilgrim Routes (1987).** In addition to the European routes, sections which fulfil the criteria of being 100 or 200km long in order to gain formal recognition as a stage of the Compostela - if it is to be done on foot, on horseback, or by bike - have been recognised. They already exist in Argentina, Brazil, Portugal and Spain, and are underway in Mexico and Puerto Rico. In Ibero-America, there are several associations of friends of the Camino de Santiago in most countries, as well as universities that are members of the Compostela Group of Universities.

- **Itinerary of the Ibero-American Mudejar and Baroque of the Routes of the Andalusian Legacy (1997).** There are resources in Colombia, Cuba,

Dominican Republic, Ecuador, Mexico, Paraguay, Peru and Venezuela. In the case of Mexico, an agreement was signed with CONACULTA, today the Ministry of Culture, for its development in the country.

- **Iter vitis - Routes of the vineyards (2009).** Several countries are enhancing their wine-growing landscapes and wineries, setting up wine routes, as is the case in Argentina, Bolivia, Brazil, Chile, Colombia, Mexico, Peru and Uruguay.

- **Réseau Art Nouveau Network (2014),** resources in Argentina, Mexico, Uruguay, etc. have been identified.

- **European Cemeteries Route (2010).** This a case exhibiting the generation of synergies and exchange of experiences and good practices. The Ibero-American Network of Cemeteries carried out this transfer in the years prior to the formulation of the European candidacy, including a joint meeting organized in Barcelona in 2009. This initiative could resume collaboration.

- **European Route of Jewish Heritage (2004).** They have contacts with existing initiatives especially in Argentina, Brazil, Chile, Dominican Republic, Mexico, Peru, Uruguay and Venezuela.

- **European Routes of Emperor Charles V (2015).** Already present in Mexico, Panama and Peru, there are many Ibero-American cities, which were founded in the time of Charles V, between 1516 and 1558, as well as the administrative organisations through the viceroalties with their administrative centres and a network of roads based on previous routes and others of new creation that are known as «royal roads», there are initiatives in all countries, especially highlighting Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Portugal, Spain, Uruguay and Venezuela.

There are other routes with the potential for further expansion such as the Routes of the Olive Tree (2005), Prehistoric Rock Art Trails (2010), European Route of Historic Thermal Towns (2010), European Route of Ceramics (2012), ATRIUM (Architecture of Totalitarian Regimes in Urban Memory) (2014), Destination Napoleon (2015), Impressionism Routes (2018), European Route of Industrial Heritage (2019) or the European Route of Historic Gardens (2020).

**Consolidation of management capacities for cultural routes and itineraries in Ibero-America.**

In addition to the cultural routes and itineraries

identified in the previous block, regarding the extension of routes that are already working in Europe and can be extended to Ibero-America, it is necessary to advance in the strengthening of the management capacities of transnational cultural routes and itineraries existing in Ibero-America. Among those identified as having the greatest potential, we highlight the following:

- **The Jesuit Route in South America** (Argentina, Bolivia, Brazil, Chile, Paraguay and Uruguay)

- **Caminos reales, livestock and transhumance routes: Caminho dos Tropeiros** (Brazil and Uruguay), Camino Real de Guatemala a Chiapas (Guatemala and Mexico), Camino Real de Tierra Adentro (Mexico), Estrada Real (Brazil), Ruta Colón (Dominican Republic), Ruta Colonial y de los Volcanes (Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama).

- **Qhapaq Ñan – Andean Road System** (Argentina, Bolivia, Chile, Colombia and Ecuador)

- **World Network of Magellanic Cities** (Argentina, Brazil, Chile, Spain and Portugal)

Support for the creation of new cultural routes and itineraries, which do not yet exist, that value the cultural heritage of Ibero-America and their presence and support in the construction of European culture. We identify in this block, for example, potential routes of gastronomy and food products that came from Ibero-America to Europe through the Iberian Peninsula, such as the cocoa route; the route of the Indianos, the name given to the people who brought the Ibero-American cultural and architectural influence on their return to the Iberian Peninsula (samples of this architectural style, generally eclectic, can also be found in Argentina, Chile, Cuba, as well as in Spain: in Spanish Autonomous Communities such as Andalucía, Asturias, Baleares, Cantabria, Cataluña, Comunidad Valenciana, Galicia, etc.); routes linked to the words of Ibero-America and their influence on literature in Spanish and Portuguese; or the creation of the Ibero-American Route of Alexander von Humboldt which could be linked with the same Route made by his travel companion Aimé Bonpland, forming a Humboldt-Bonpland route, which has been implemented in Argentina and Paraguay, and can be extended to Brazil and Uruguay.

It should be noted that, based on the diagnosis carried out, it has been suggested that actions could be carried out within a first group of pilot countries in Ibero-America, since several have stood out

for their work on transnational cultural routes and itineraries such as: Andorra, Argentina, Brazil, Chile, Colombia, Guatemala, Mexico, Paraguay, Peru, Portugal and Spain, as well as others that are implementing national projects that could be assembled in transnational initiatives such as Costa Rica, Cuba, Dominican Republic, Panama and Uruguay.

### **Main actions with potential to be carried out:**

**A.1.1.** Implementation of a capacity-building programme for the management of cultural routes and itineraries through the construction of a training programme (possibly face-to-face training and training through a virtual platform), complemented by technical assistance.

**A.1.2.** Creation of a joint steering committee for the Cultural Routes and Itineraries project to foster international and transnational cooperation, coordinated by the OEI and the EICR.

**A.1.3.** Organisation of an annual Ibero-American forum on cultural routes (like the one held by the Cultural Routes Programme of the Council of Europe) to deal with issues of common interest and the exchange of experiences and good practices, bringing together the main political, managerial and academic agents of cultural routes and itineraries.

**A.1.4** Conducting feasibility studies on transnational cultural routes in Ibero-America. Based on the identification of priority routes, experts will be hired to analyse and diagnose in depth the current state of the route and provide a preliminary roadmap containing a concrete proposal of activities and steps to be followed to support the development of each route.

**A.1.5.** Conducting sessions for the exchange of experiences and good practices between European and Latin American routes in the framework of the Training Academy and the Annual Advisory Forum on Cultural Routes organised annually by the EICR.

**O.2. To promote the extension of the University Network of Studies on Cultural Routes to Ibero-American universities and to foster the development of research activities and projects and the incorporation of the subject matter in their curricula.**

### **Main actions:**

**A.2.1.** Extension of the University Network of Studies on Cultural Routes to Latin American universities, setting up its own working group.

**A.2.2.** Promotion of research actions and projects.

**A.2.3.** Incorporation of the subject matter into the research and study plans of the universities involved.

**A.2.4.** Creation of a Euro-Latin American internship programme

### **O.3. Ibero-American Chair of Cultural Routes and Itineraries**

To contribute to the improvement of the opportunities for sustainable development of the territories through the management of knowledge in the field of cultural routes and itineraries, facilitating experiences, methodologies and tools that allow for improving the capacities of the entities, organisms and personnel of the territories for the decision-making, creation and management of cultural routes and itineraries, through the research, diffusion and transfer of knowledge in the study of cultural routes and itineraries.

### **Main actions:**

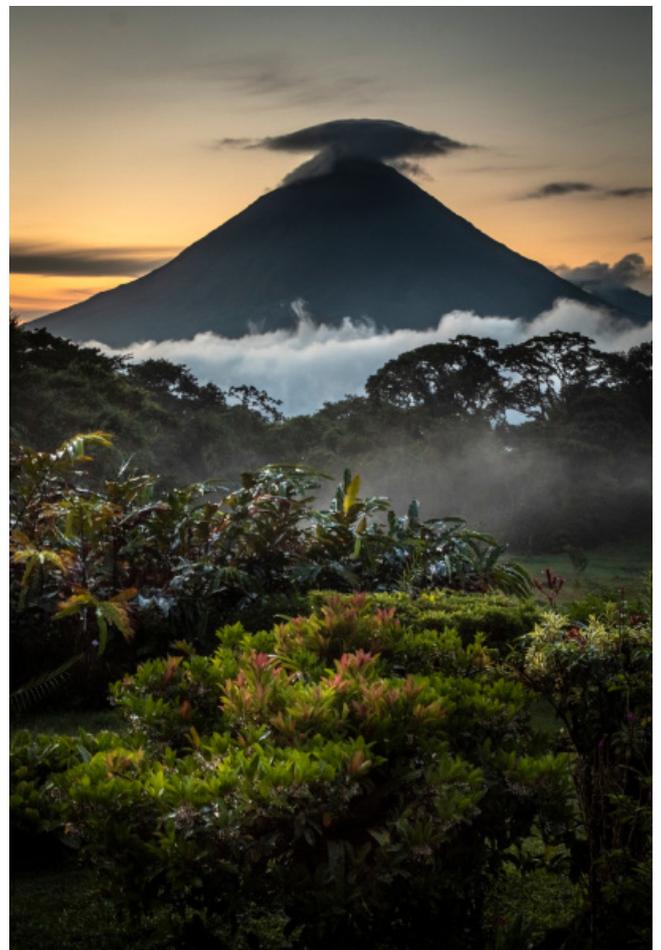
**A.3.1.** Creation of the Chair

**A.3.2.** Elaboration of the Chair's annual action plan

**A3.3.** Documentary review of background and identification of areas of knowledge linked to the cultural and educational routes and itineraries of the OEI, the EICR and the Xunta de Galicia, which has the international example of a Cultural Route, the Santiago de Compostela Pilgrim Routes, (certified as a Cultural Route of the Council of Europe, in 1987).

**A3.4.** Design of data collection tools

**A.3.5.** Collection, processing and systematisation of data



*Arenal Volcano, Costa Rica © LuisGomez / Shutterstock*

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