



# 7<sup>th</sup> CULTURAL ROUTES ADVISORY FORUM 2017

30 years of Cultural Routes of the Council of Europe:  
*Building dialogue and sustainable development through European values and heritage*  
27 - 29 September 2017, Lucca, Italy

## WEDNESDAY, 27 SEPTEMBER – PALAZZO DUCALE

Exhibitions and events on Cultural Routes open to the public (free entrance, 27-29 September, Real Collegio)

- 10:00 Lucca city guided tour (*meeting point: Palazzo Ducale main entrance*)
- 13:30 – 15:00 Registration of the participants - Palazzo Ducale**
- 14:00 – 15:00 Meeting of the Presidents of the Cultural Routes of the Council of Europe (*Room Academia I*)  
Meeting of the Managers of the Cultural Routes of the Council of Europe (*Room Academia II*)  
Meeting of the University Network of Cultural Routes Studies (*Room Giunta*)
- 15:00 – 15:30 Networking Café**
- 15:30 – 18:00 OFFICIAL OPENING OF THE VII ANNUAL ADVISORY FORUM**
- Welcoming remarks**  
Luca MENESINI, President, Lucca Province  
Alessandro TAMBELLINI, Mayor, City of Lucca  
Maria Laura SIMONETTI, Prefect, Lucca Province
- Opening statements**  
Gabriella BATTAINI-DRAGONI, Deputy Secretary General, Council of Europe  
Dario FRANCESCHINI, Minister of Cultural Heritage and Activities and Tourism, Italy (tbc)  
Monica BARNI, Vice-President, Tuscany Region  
Alfredas JOMANTAS, President, Governing Board, Enlarged Partial Agreement on Cultural Routes, Council of Europe (EPA)  
Barbara ZECHES, Vice-President, European Institute of Cultural Routes, Luxembourg
- Other statements**  
Andrea MARCUCCI, President, Senate Culture Commission, Italy  
Barbara TOCE, Vice-President, Congress of Local and Regional Authorities, Council of Europe  
Catherine LALUMIERE, Former Secretary General, Council of Europe (video-message)  
Carla DI FRANCESCO, Future Secretary General, Ministry of Cultural Heritage and Activities and Tourism, Italy  
Francesco PALUMBO, Director General of Tourism, Ministry of Cultural Heritage and Activities and Tourism, Italy  
Silvia COSTA, Member of the European Parliament, Former President of the Committee on Culture and Education  
Stefano CIUOFFO, Counsellor for Productive Activities, Credit, Tourism and Commerce, Tuscany Region
- Accession Ceremony for EPA Member States who joined the Partial Agreement during 2017**
- 19.30 – 21:00 DINNER FOR OFFICIALS AND REGISTERED PARTICIPANTS** (Palazzo Ducale)
- 21:00 – 23:00 CELEBRATION OF THE 30<sup>TH</sup> ANNIVERSARY OF THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE PROGRAMME** (Teatro del Giglio)  
Alfredas JOMANTAS, President, Governing Board, EPA on Cultural Routes, Council of Europe

**Awards ceremony** for the personalities who have marked the history of the Cultural Routes programme

### Cultural Routes of the Council of Europe 7<sup>th</sup> Advisory Forum

Organised by the Council of Europe Enlarged Partial Agreement on Cultural Routes, the Ministry of Cultural Heritage and Activities and Tourism of Italy, the Region Tuscany, the Province and City of Lucca, in cooperation with the European Institute of Cultural Routes, Luxembourg

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



**Ceremony** for the certified Cultural Route of the Council of Europe  
**Concert “Puccini Opera and Jazz”**

Overnight stay in Lucca and Montecatini Terme (transfer provided to Montecatini Terme)

## **THURSDAY, 28 SEPTEMBER – REAL COLLEGIO**

Exhibitions and events on Cultural Routes open to the public (free entrance, 27-29 September, Real Collegio)

**8:30 – 9:00** Registration of the participants – Real Collegio

### **9:00 – 10:30** PLENARY SESSION

#### **Keynote Speech**

Pier Luigi SACCO, Professor of Economy of Culture IULM University, Milan

#### **2018: European Year of Cultural Heritage and Cultural Routes of the Council of Europe**

Erminia SCIACCHITANO, Policy Officer, Culture, Heritage, Economy of Culture, DG for Education, Youth, Sport and Culture, European Commission

#### **Introduction to the Forum Workshops and Forum methodology**

Stefano DOMINIONI, Executive Secretary, EPA on Cultural Routes, Council of Europe. Director, European Institute of Cultural Routes

Eleonora BERTI, Council of Europe Cultural Routes Project Coordinator, European Institute of Cultural Routes

**10:30 – 11:00** Coffee break

### **11:00 – 12:45** WORKSHOPS 1 - 30 years of Cultural Routes history, values, and future perspectives

*The Cultural Routes programme was launched by the Council of Europe in 1987, with the objective of demonstrating, by means of a journey through space and time, how the heritage of the different countries and cultures of Europe contributes to a shared cultural heritage. Cultural Routes are grass-roots networks promoting the principles which underlie the work and values of the Council of Europe: human rights, cultural democracy, cultural diversity, mutual understanding and exchanges across boundaries. They also offer opportunities to tell Europe's history through the different standpoints of the networks. The session will explore the history of the programme, the challenges Cultural Routes are facing today and the strategies and perspectives for the coming years.*

#### **Moderators**

Mike ROBINSON, Director, Ironbridge Institute, University of Birmingham, United Kingdom

Stefano DOMINIONI, Executive Secretary, Enlarged Partial Agreement on Cultural Routes of the Council of Europe. Director, European Institute of Cultural Routes

#### **Speakers**

José Maria BALLESTER, Former Director of Culture, Cultural and Natural Heritage, Council of Europe

Raymond WEBER, Former Director General, Culture, Education, Youth and Sport, Council of Europe

Kimmo AULAKE, Chair of the Steering Committee for Culture, Heritage and Landscape (CDCPP), Council of Europe

Erna HENNICOT-SCHOEPGES, Former President, European Institute of Cultural Routes

Guy DOCKENDORF, Former President, European Institute of Cultural Routes

Colette FLESCHE, President, European Institute of Cultural Routes

Alfredas JOMANTAS, President, Governing Board, EPA on Cultural Routes, Council of Europe

Michel THOMAS-PENETTE, Former Director, European Institute of Cultural Routes

Ana Luiza THOMPSON-FLORES, Director, Regional Bureau for Science and Culture in Europe, UNESCO

Alessia MARIOTTI, Head of Center for Advanced Studies in Tourism, University of Bologna, Italy

Paolo CAUCCI VON SAUCKEN, Santiago de Compostela Scientific Committee

### Cultural Routes of the Council of Europe: Flash info

- *Santiago de Compostela Pilgrim Routes* (certified in 1987): Simone PETTIROSSI, «Assessment of the progress made and future perspectives»
- *Via Francigena* (certified in 1994): Ms. Velia COFFEY, «Values and political perspectives about the Programme»
- *Saint Martin of Tours Route* (certified in 2005): Antoine SELOSSE, «The Green Band and citizenship – Route of sharing»
- *European Route of Historical Thermal Towns* (certified in 2010): Paul SIMONS, «Thermal Atlas: thermal towns GIS database project»
- *Via Habsburg* (certified in 2014): Mr. Jean KLINKERT, «Multimedia project for the promotion of heritage»
- *Roman Emperors and Danube Wine Route* (certified in 2015): Vladan KREČKOVIĆ, «Interpretation of the cultural heritage along the Roman Emperors and the Danube Wine Route»
- *In the Footsteps of R. L. Stevenson* (certified in 2015): Christian BROCHIER, «Cultural Routes funding»

12:45 – 14:00

### Networking Lunch and degustation of local products

14:00 – 16:00

### WORKSHOPS 2 - Cultural heritage and sustainable tourism: democratic participation, local development and accessibility

*Cultural Routes of the Council of Europe offer a unique model linking cultural heritage and cultural tourism, active participation of civil society and cooperation between international organizations. They are tools to implement innovative projects and approaches to sustainable local development in a European perspective and to enhance exchanges of good practices across European Countries and regions and between Europe and other Continents.*

#### Moderators

Danièle KÜSS, Expert and Former Head of International Tourism Development, French Ministry of Foreign Affairs and International Development

Gavin BELL, Expert, sustainable tourism, Food Nature and Culture

#### Speakers

Prosper WANNER, Director of Hotel du Nord, Implementation of Faro Framework Convention of the Council of Europe

Yoel MANSFELD, Head, Center for Tourism Pilgrimage & Recreation Research, University of Haifa, Israel

Tim FAIRHURST, Head of Strategy and Policy, European Tourism Association (ETOA)

Alberto PERUZZINI, Director, Toscana Promozione Turistica

Isabel GARAÑA, Regional Director for Europe, UNWTO

Alberto DRAGONE, Cultural Routes specialist, European Alliance for Responsible Tourism and Hospitality (EARTH)

Frédéric BOUIX, President, International Federation of Equestrian Tourism (FITE) (tbc)

José Luis MAESTRO, Member of the Executive Committee, Network of European Regions for Competitive and Sustainable Tourism (NECSTouR)

Sara VITALI, Europe Business Development, Visit.org

Pietro SCIDURLO, President, Free Wheels Onlus

Nicholas MONTEMAGGI, Director of Marketing & Project Management, iambassador

Emma TAVERI, Co-founder, Destination Makers

### Cultural Routes of the Council of Europe: Flash info

- *The Hansa* (certified in 1991): Inger HARLEVI, «HANSA – sustainable development based on authenticity and common cultural heritage»
- *Viking Routes* (certified in 1993): Ea STEVNS MATZON, «The route projects in terms of sustainable tourism offer»
- *Route of Saint Olav Ways* (certified in 2010): Hans MORTEN LØVRØD, «Sustainable tourism along St Olav ways»
- *Huguenot and Waldesian Trail* (certified in 2013): Davide ROSSO, «Accessibility project»
- *ATRIUM, Architecture of totalitarian regimes of the 20th century* (certified in 2014): Elisa GIOVANNETTI, «ATRIUM and the social sustainability in the framework of the Faro convention»

16:00 – 16:30 Coffee break

**16:30 – 18:15 WORKSHOPS 3 - Promoting cultural diversity, intercultural dialogue and culture in international relations**  
*Routes have always been a place for encounters between cultures, traditions, heritage, languages and skills. Traveling and mobility still generate new spaces for dialogue today (Council of Europe White Paper on intercultural dialogue, 2008).*

*The Cultural Routes aim to “promote dialogue between urban and rural cultures, between regions in the south, north, east and west of Europe, and between developed and disadvantaged regions” and “promote dialogue and understanding between majority and minority, native and immigrant cultures” (Council of Europe Resolution CM/Res(2013)67), involving young people. Which role can the Council of Europe’s Cultural Routes play within today’s multicultural societies? How can the principles of dialogue help to structure coherent grass-roots projects across Europe’s diverse regions? How Cultural Routes can become tools for culture in international relations?*

#### Moderators

Peter BURNS, Director, INTOUR, University of Bedfordshire, United Kingdom

Eleonora BERTI, Council of Europe Cultural Routes Project Coordinator, European Institute of Cultural Routes

#### Speakers

Eladio FERNÁNDEZ-GALIANO, Head of Culture, Nature and Heritage Department, Council of Europe

Francisco MILLAN MON, Co-Chair of the Intergroup “Development of European Tourism, Cultural Heritage, Ways of Saint James and other European Cultural Routes”, European Parliament

Joanna MOULIOU NIESSLER, Policy Officer, Directorate-General for Regional and Urban Policy, European Commission

Alla PERESSOLOVA, Head of UNWTO Silk Road Programme, UNWTO

Monica GARCIA, Responsible of Cultural projects, OEI (Organization of Ibero-American States for Education, Science and Culture)

Werner VON TRÜTZSCHLER, ICOMOS, Scientific Committee Cultural Routes, ICOMOS

Ahmed A. EL-WAHED, Director, Academy for International Development – Middle East (AIDME)

Françoise GED, Director of the Contemporary’s China Architecture Observatory, Cité de l’Architecture et du Patrimoine

Min ZHANG, PhD Researcher, Faculty of Tourism and Geography, Universitat Rovira i Virgili, Spain

#### Cultural Routes of the Council of Europe: Flash info

- *The Route of El legado andalusí* (certified in 1997): Ana CARREÑO, “El legado andalusí: an intercultural project”
- *European Mozart Ways* (certified in 2004): Maria MAJNO, “The route as artistic, scientific, touristic and educational network”
- *Via Regia* (certified in 2005): Karline FISCHER, “Bridge between East and West Europe”
- *Routes of the Olive Tree* (certified in 2005): Zoe KAZAZAKI, “Activities of intercultural dialogue and sustainable tourism along the Routes of the Olive Tree”
- *Iter Vitis* (certified in 2009): Emanuela PANKE, “Route work with reference to cultural diplomacy”

19:30 Buffet dinner - Historical thermal building of Montecatini (transfer by bus)

Overnight stay in Lucca and Montecatini Terme (transfer provided Montecatini Terme and Lucca)

## FRIDAY, 29 SEPTEMBER – REAL COLLEGIO

Exhibitions and events on Cultural Routes open to the public (free entrance, 27-29 September, Real Collegio)

**9:00 – 10:30 SPECIAL SESSION I - Presentations from EPA Member States**

Moderator: Giuliana DE FRANCESCO, Head of Unit European multilateral relations, Ministry of Cultural Heritage and Activities and Tourism, Italy

Edin VELADZIC, Senior Adviser for European Integration and International Cultural Cooperation, Ministry of Civil Affairs of Bosnia and Herzegovina, "Cultural Routes in Bosnia and Herzegovina"  
Marianne LEHTIMÄKI, Cultural heritage expert, on behalf of the Ministry of Culture of Finland, "Cultural Routes in Finland"  
Levan KHARATISHVILI, Deputy Minister, Ministry of Culture and Monument Protection of Georgia, "Cultural Routes in Georgia"  
Giuliana DE FRANCESCO, Head of Unit European multilateral relations, Ministry of Cultural Heritage and Activities and Tourism, Italy, "Cultural Routes in Italy"  
Steliana COJOCARIU, Counselor, Ministry of Tourism of Romania, "Cultural Routes implemented in Romania and the Alector Project"  
Evgeniy RODIONOV (HANSA), Inna SVIDERSKAYA (Peter's Route) and Vadim DUDA – (Slavic Routes), on behalf of the Ministry of Culture of the Russian Federation, "Cultural Routes in the Russian Federation"

10:30 – 10:45

Coffee break

10:45 – 12:30

### SPECIAL SESSION II - Presentations from cultural routes projects

Moderator: Stefano DOMINIONI, Executive Secretary, EPA on Cultural Routes, Council of Europe. Director, European Institute of Cultural Routes

Georges LUCENET, Vice-President, *Impressionisms Route*  
Leslie MOZDZAN, Project Manager, *Le Corbusier Cultural Route*  
Apolónia RODRIGUES, Coordinator, *European Network of Places of Peace*  
Josette DURRIEU, President, *Euroviastella*  
Noël ORSAT, Manager, *Via Charlemagne*  
Rémi PRAUD, Deputy Director, *European Liberation Route*  
Martina JANOCHOVA, Director, *European Cultural Route of Saints Cyril and Methodius*  
Guy DOCKENDORF, President, *Via Memoria Mauthausen*  
Patrizia VEZZOSI, Manager, *Leonardo da Vinci Route*  
Jaume DULSAT, President, *European Network of Historic Gardens*  
Pier Francesco BERNACCHI, President, *European Fairy-Tale Route*  
Massimo PREITE, Board member, *European Route of Industrial Heritage*  
Frédéric BOUIX, President, *D'Artagnan Cultural Route (tbc)*  
Flavio FOIETTA and Michael WEISS, *Via Romea Germanica*  
Valérie ALANIECE and Marina BRESCIANI, *European Templars Route*  
Andrea NARDONE, *Route of knowledge*  
Tara Francesco BORGHESE and Giovanni CAFIERO, *Aeneas Route – Lavinium Foundation*  
Simone LONGHI, Director, *Via Lauretana*  
Roberto CIAMBETTI, President - Consiglio regionale del Veneto, *Via Querinissima*  
Ugo PICARELLI, Director, *Borsa Mediterranea del Turismo Archeologico*

09:00 – 12:00

### «CULTURAL ROUTES TRADE FAIR»: B2B

(for registered organizations and Cultural Routes of the Council of Europe representatives)

Introduction: Alberto D'ALESSANDRO, Lucca Forum Operational Coordinator

Coordinators: Tim FAIRHURST (Head of Strategy and Policy) and Fabrizio AJO (Country Representative – Italy), European Tourism Association (ETOA)



ETOA

Held in parallel with the Forum and organised by the European Institute of Cultural Routes in partnership with ETOA (European Tourism Association), the B2B networking event "Cultural Routes trade Fair" will be the opportunity for some twenty registered European companies and tourism organisations to meet and discuss possible joint ventures with the representatives of the 31 Cultural Routes of the Council of Europe.

Some of the tourism products presented by the Cultural Routes of the Council of Europe were developed during the Training Academy 2017 (Alba Iulia, Romania) and focused on the "Development of sustainable tourism products along the Cultural Routes of the Council of Europe".

12:30 – 13:00

## CLOSING SESSION

### Adoption of the 30th Anniversary Roadmap and conclusion of the Forum

Moderator: Eladio FERNÁNDEZ-GALIANO, Head of Culture, Nature and Heritage Department, Council of Europe

Alfredas JOMANTAS, President, Governing Board, EPA on Cultural Routes, Council of Europe

Stefano DOMINIONI, Executive Secretary, EPA on Cultural Routes, Council of Europe. Director, European Institute of Cultural Routes

### 2018 Annual Advisory Forum (Görlitz, Germany)

Ulrich MENKE, Head of the Department, Ministry of the Interior of Saxony, Germany

Siegfried DEINEGE, Lord Mayor of Görlitz, Germany

13:15

### Departure to explore the Cultural Routes in the Lucca Region (Collodi and Montecarlo)

14:00 – 15:00

Lunch in the Historic Garzoni Garden

15:00 – 17:00

Study visit in Collodi: Pinocchio Park and Historic Garzoni Garden - Cultural Routes Projects "European Fairy Tale Route" and "European Route of Historic Gardens"

17:30 – 18:30

Wine tasting in Montecarlo di Lucca

19:30

Arrival in Lucca/Montecatini. End of Forum

## SATURDAY, 30 SEPTEMBER – SUNDAY 1<sup>ST</sup> OCTOBER SIDE EVENTS



Guided tours (pre-registration necessary – subject to a fee).

More information: [http://culturalroutes2017.beniculturali.it/?page\\_id=499](http://culturalroutes2017.beniculturali.it/?page_id=499)

## ADDRESSES

### Palazzo Ducale (Wednesday 27 September)

Cortile Carrara, 1 – 55100 Lucca;

Tel: +39 0583 4171

E-mail: [info@palazzoducale.lucca.it](mailto:info@palazzoducale.lucca.it)

Website: <http://www.palazzoducale.lucca.it/>

### Teatro del Giglio (Social programme – Wednesday 27 September)

Piazza del Giglio, 13/15 – 55100 Lucca

Tel: +39 0583.46531

Website: <http://www.teatrodelgiglio.it/>

### Real Collegio (Thursday 28 - Friday 29 September)

Piazza del Collegio, 13 – 55100 Lucca

Tel. +39.0583.494543 / Mob. +39.3486043705

E-mail: [info@realcollegiolucca.it](mailto:info@realcollegiolucca.it)

Website: <http://www.realcollegiolucca.it/>

## CULTURAL ROUTES OF THE COUNCIL OF EUROPE

*(by year of certification)*

1987	Santiago de Compostela Pilgrim Routes
1991	The Hansa
1993	Vikings Route
1994	Via Francigena
1997	Routes of El legado andalusi
2003	Phoenicians' Route
2004	European Mozart Ways
2004	Pyrenean Iron Route
2004	European Route of Jewish Heritage
2005	Saint Martin of Tours Route
2005	Cluniac Sites in Europe
2005	Routes of the Olive Tree
2005	VIA REGIA
2007	TRANSROMANICA – The Romanesque Routes of European Heritage
2009	Iter Vitis Route
2010	European Route of Cistercian abbeys
2010	European Cemeteries Route
2010	Prehistoric Rock Art Trails
2010	European Route of Historical Thermal Towns
2010	Route of Saint Olav Ways
2012	European Route of Ceramics
2013	European Route of Megalithic Culture
2013	Huguenot and Waldensian trail
2014	ATRIUM - Architecture of totalitarian regimes of the 20th century
2014	Réseau Art Nouveau Network
2014	Via Habsburg
2015	Roman Emperors and Danube Wine Route
2015	European Routes of Emperor Charles V
2015	Destination Napoléon
2015	In the Footsteps of Robert Louis Stevenson
2016	Fortified towns of the Grande Region

## EPA ON CULTURAL ROUTES - MEMBER STATES

Established in 2010, the Enlarged Partial Agreement on Cultural Routes (EPA) follows the Council of Europe's policy guidelines, decides the programme strategy and awards the "Cultural Route of the Council of Europe" certification. It is open to member and non-member states of the Council of Europe, aiming at providing political support for national, regional and local initiatives to promote European citizenship through cultural heritage and sustainable tourism. The Secretariat of the EPA is located at the European Institute of Cultural Routes in Luxembourg.

*(by alphabetical order)*

13.09.2012	Andorra
01.04.2015	Armenia
01.01.2011	Austria
01.01.2011	Azerbaijan
16.06.2016	Bosnia and Herzegovina
01.01.2011	Bulgaria
09.06.2016	Croatia
01.01.2011	Cyprus
01.01.2018	Finland
01.01.2011	France
09.08.2016	Georgia
01.01.2013	Germany
01.01.2011	Greece
01.03.2013	Hungary
01.01.2011	Italy
08.06.2012	Lithuania
01.01.2011	Luxembourg
01.01.2013	Monaco
01.01.2011	Montenegro
16.02.2011	Norway
31.03.2017	Poland
01.01.2011	Portugal
31.05.2013	Romania
01.01.2011	Russian Federation
27.09.2017	San Marino
26.06.2012	Serbia
25.06.2014	Slovak Republic
01.01.2011	Slovenia
01.01.2011	Spain
30.01.2013	Switzerland

Cultural Routes of the Council of Europe: [www.coe.int/routes](http://www.coe.int/routes)

Facebook: [@CultureRoutes](https://www.facebook.com/CultureRoutes)

Twitter: [@CultureRoutes](https://twitter.com/CultureRoutes)

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