



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



# European Route of Ceramics



## Towards new touristic products within the European Route of Ceramics

### Summary

The project aims at improving the skills of the members of the EU Routes of Ceramics in the creation and development of new touristic products.

It includes the realization of a cycle of webinars about sustainable tourism linked to cultural heritage, presenting both theoretical and successful experiences. The first webinar was held last 30 November and was dedicated to the combination of ceramics and food.

The second one will explore the possibilities of touristic products linked to the cultural heritage, while the third one will be dedicated to digital tools for the promotion of the Route.

Webinars are free and open to the representatives of the members of the Route, local operators, museums, associations and all stakeholders who can be active in the realization of future touristic products.

Around 100 participants from different EU countries attended the webinar.

#### More information:

<https://www.romagnatech.eu/2020/11/09/cultural-and-sustainable-tourism-a-guide-to-create-tourism-products-november-30-2020/>

### Main objectives

- Improvement of skills of the members of the Route
- Involvement of local stakeholders of all members, giving the chance to actively participate in the life of the European Route of Ceramics
- Development of new touristic products

### Main outcomes

Creation of new touristic products at Route level, combining different touristic aspects (ceramics, food, bike, walk, etc...)

### Fields of action

- Co-operation in research and development
  - Enhancement of memory, history and European heritage
  - Cultural and educational exchanges for young Europeans
  - Contemporary cultural and artistic practice
- Cultural tourism and sustainable cultural development

### Type of Best practice

Conference

### Contact information

**Address:** Piazza del Popolo 31,  
48018 Faenza, Italy

[europeanrouteofceramics@comune.faeza.ra.it](mailto:europeanrouteofceramics@comune.faeza.ra.it)

[www.olivetreeroute.org](http://www.olivetreeroute.org)

### Date and Venue

September 2020 – early 2021  
Online

### General Assembly Meeting

5 March 2020  
Online

16 December 2020  
Online