

Cultural Routes of the Council of Europe Evaluation Cycle 2018-2019

Expert report

IN THE FOOTSTEPS OF ROBERT LOUIS STEVENSON

Montserrat Crivillers Simon

Research associate at the EIREST, University Paris 1 Panthéon-Sorbonne
Mail: mcrivi@gmail.com
Phone: 06 65 97 86 93



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



**The opinions expressed in this independent expert report are those of the author, and do not engage the Enlarged Partial Agreement on Cultural Routes of the Council of Europe.*

TABLE OF CONTENTS

1.	Executive Summary	3
2.	Introduction.....	4
3.	Main Body Evaluation.....	5
3.1	Cultural Route Theme.....	5
3.2	Fields of Action.....	6
3.2.1	Co-operation in research and development.....	6
3.2.2	Enhancement of the memory, history and European heritage	7
3.2.3	Cultural and educational exchanges of young Europeans	9
3.2.4	Contemporary cultural and artistic practice	9
3.2.5	Cultural tourism and sustainable cultural development	10
3.3	Cultural Route Network.....	11
3.3.1	Network extension since last evaluation.....	11
3.3.2	Network extension in the three years to come	12
3.4	Communication tools	12
3.4.1	Compliance with the Guidelines for the Use of the Logo “Cultural Routes of the Council of Europe”	12
4.	Conclusions and recommendations.....	14
5.	List of references.....	16
6.	Annex 1: Field visit programme.....	17
7.	Annex 2: Checklist	19

1. Executive Summary

The theme of the Network complies with the eligibility criteria for themes. The Cultural Route complies with the priority fields of action and with the criteria for Networks. Furthermore, the Cultural Route implements the Guidelines for the Use of the Logo “Cultural Routes of the Council of Europe”.

The certification « Cultural Route of the Council of Europe » should therefore be renewed.

Summary of the Conclusions		
According to Annex 2 – Check list,		
	Yes	No
The theme complies with the eligibility criteria for themes, CM/Res(2013)67, I. List of eligibility criteria for themes.	X	
The Cultural Route complies with the criteria listed in CM/Res(2013)67, II. List of priority fields of action, CM/Res(2013)67.	X	
The Cultural Route complies with the criteria for Networks, as in CM/Res (2013)67, III. List of criteria for Networks.	X	
The Cultural Route implements the Guidelines for the Use of the Logo “Cultural Routes of the Council of Europe”	X	
Therefore the certification “Cultural Route of the Council of Europe”		
	Yes	No
Should be renewed	X	

2. Introduction

Each territory of the European network "*In the footsteps of Robert Louis Stevenson*" has seen the writer or the heroes of his books pass by. The network brings together many public and private actors; it wishes to present the humanist values that Stevenson has embodied through his life and literature, which are in line with the values defended by the Council of Europe. In most of the places crossed by Stevenson, associations have been created to commemorate the writer's passing, to promote a gentle tourism in which encounters and the discovery of countries prevail over haste, and to combine physical and cultural activities aiming at the enhancement of the territories. The association "Sur le Chemin de R. L. Stevenson" created in 1994 has been the leader of the European network project all along, being involved in its development since 2009. The association also disposes of all the archives concerning the life of the network. This European network was officially constituted as an association in November 2013 and was awarded the label of Cultural Route of the Council of Europe in 2015. The network is now composed of structures working on territorial development through the theme of Stevenson in France, in Belgium, in the United Kingdom and in Germany.

In most of the places where Stevenson travelled, the traces of his passing are perennial. They are based on the fantasy of novels that speak of hidden treasures, pirate battles or towns and villages that preserve the memory of encounters. Some of these memories have developed considerably, as in the Cévennes, in the South of France, around donkeys and hiking; others have sought to bring to life stories of pirates or treasure hunters, as in Bristol; some have undertaken canoe trips from Belgium to northern France. Currently, the European network includes the following territories in a total of four countries:

Edinburgh and the Lothian region of Scotland, the writer's native land: Robert Louis Stevenson was born in Edinburgh in 1850. In the city, you can visit the places of his youth that were a source of inspiration for several of his works. In Germany, the city of Bad Homburg is a destination near the city of Frankfurt. Stevenson went there with his parents in July 1862.

From 1875, Stevenson left Scotland, discovered the Fontainebleau region and its forest, frequented the Barbizon artists' colony and walked the path that led him South, to Châtillon-sur-Loire. The Association "Robert Louis Stevenson, from Barbizon to Grez" developed two hiking trails. In 1876, Stevenson and his friend Walter Simpson embarked on a canoe trip on the Scheldt, Sambre and Oise rivers connecting Antwerp (Belgium) with Pontoise (France). *An Inland Voyage*, published in 1878, tells the story of the writer's journey on the canals and rivers of the North. The Association "Sur les canaux du Nord - In the wake of Robert Louis Stevenson" has set itself the objective of raising awareness, among residents and among tourism and cultural stakeholders, of the initiatives to be undertaken to enhance the path of Stevenson's canoe trip. In 1878, Robert Louis Stevenson crossed the Cévennes with a donkey named Modestine. The "Stevenson Path" or GR70 was marked out by the French Hiking Federation in 1992 and can now be walked through from Le Puy-en-Velay (43) to Alès (30), 272 km through a wide variety of landscapes of low mountain range, accessible to all. Since 1994, the association "Sur le Chemin de R. L. Stevenson" and its partners have been striving for the economic development of the territory by breathing life into the GR70, while respecting nature and heritage. In 1883, Stevenson published his novel *Treasure Island*, which became very well known: the city of Bristol was the home of the main character, Long John Silver. Lastly, the Highlands in Scotland are at the heart of the book *Kidnapped* published in 1886.

3. Main Body Evaluation

3.1 Cultural Route Theme

The Cultural Route theme represents a common value (historical, cultural or heritage) in several European countries, as Stevenson has travelled in Europe (United Kingdom, France, Netherlands, Germany, Belgium, Italy) and in territories colonized by Europeans such as the South Pacific. His stories are rooted in the history of European nations, their landscapes, architecture, customs and traditions.

Robert Louis Stevenson is ranked 26th among the most translated authors in the world. The emblematic values of his life and work are tolerance, peace, respect for minorities and anti-colonialism. The Cultural Route is representative of cultural cooperation between Europeans through the mediation of literary, cultural, architectural and natural heritage. It helps to protect the natural environment and to transmit heritage and values. It makes culture and heritage places accessible to all. The network also promotes this heritage through tourism, generating a responsible economic, social and cultural development in the areas concerned.

The network provides a solid foundation for cultural and educational exchanges for the youth, as Stevenson's novels and especially *Treasure Island* are studied regularly in the final years of the primary cycle and in the early years of middle school. Several school exchanges between classes from different countries have already taken place around the work and life of R. L. Stevenson, namely between French and Scottish children on the path developed in Scotland on the basis of Stevenson's novel, *Kidnapped*. The Cultural Route also organized sport trips for young people in social difficulty, events for young people with physical disabilities and initiated cooperation with associations for blind persons.

The Cultural Route offers exemplary and innovative projects and initiatives in the fields of cultural tourism and sustainable development, bringing together cultural, physical and tourist activities from northern Scotland to southern France. In terms of environment, the Stevenson Group in Bristol has developed many activities connecting the association, the theme of "Green City" and the practice of urban hiking. In France, the Fontainebleau Group has had the French Federation of European Cultural Routes adopt a text to support refugees crossing European countries, recommending benevolence, support and welcoming. The theme of the Cultural Route is at the origin of alternative tourism and sustainable development initiatives through donkey treks (Cévennes, Fontainebleau and Highlands), trail development, waterways and cycle paths as well as walking routes (Hainault in Belgium, departments of Aisne and Oise in France).

The theme allows for the development of cultural tourism products: Stevenson's paths include, without this being a continuous route, a thousand kilometers, some of which are covered on foot because of the attractiveness of their landscapes, such as the Cévennes in France and the Highlands in Scotland. Others are covered rather by bicycle, from Belgium to northern France, especially when Stevenson's paths overlap with the EuroVelo routes. Other paths, particularly in the Fontainebleau region, emphasize the links between painting (landscaping and pre-Impressionism) and walking ways (Barbizon, Grez-sur-Ling, Moret, etc.) or, in the North, between historical monuments (the fortified churches of Thiérache) and trails. The urban paths developed in Bristol that make it possible to discover the city are combining Stevenson's story, urban discovery and ecology. Travel agencies offer hiking products (with or without donkeys) for sports enthusiasts, for families with children, etc.

The theme is subject to research and development on the author's work and life, on his impact on his time and on the history of European and world literature. The work is led by

Napier University in Edinburgh, which publishes the journal *Stevenson Studies* and is the leader of an important network of Universities and researchers (Linda Dryden, Jean-Pierre Naugrette, etc.). The University departments of English literature (Bordeaux, Paris, Milan, etc.) devote a significant part of their work to authors such as Doyle Melville, Joseph Conrad and Robert Louis Stevenson. The journal *Stevenson Studies* regularly reports on this work and on the thesis devoted to this author.

3.2 Fields of Action

3.2.1 Co-operation in research and development

The European network does not have a specific platform for co-operation in research and development of European cultural values and themes, but the members of the network strive to promote human values, the importance of encounter and exchanges between citizen, and the acceptance of others through welcoming refugees in Fontainebleau, the promotion of peace in the Cévennes and recalling the memory of the suffering of slavery in Bristol.

In parallel to the European network "In the footsteps of Robert Louis Stevenson", there is an academic network led by scholars, mainly in the field of English-language literature, whose works are published in the *Stevenson Studies* and are the subject of a meeting every two years (Edinburgh, 2018 - Bordeaux 2020). The Stevenson Biennale is a gathering of academics from all over the world who have worked on the Scottish writer and who meet every two years to present their work.

Apart from the activities implemented by the European network, the literary life around Robert Louis Stevenson is developing in two directions. The first is literary and consists of numerous reprints of Stevenson's works with or without new translations and the publication of texts related to the writer's biography. The second direction consists more in academic works of literary analysis. It is conducted mainly by the University of Edinburgh and is transcribed in the Journal of *Stevenson Studies*. At Napier University in Edinburgh, the Ernest Mehew Robert Louis Stevenson collection is available for consultation and includes nearly 4,000 pieces collected over 60 years by Dr. Ernest James Mehew, the publisher of Stevenson's letters. Professor Linda Dryden in Scotland and Professor Jean-Pierre Naugrette are among the leaders of this academic work, also developing in other Universities in Europe, in Australia and in the United States.

Given the abundance and intellectual interest of this work, the European network has so far chosen not to create a Scientific Council, but to build links with these partners. The Cultural Route exchanges with this academic network, particularly during General Assemblies. In addition, Alexandra Lapierre, the author of a biography of Fanny Stevenson, as well as the professors Jean-Pierre Naugrette and Linda Dryden, are regularly asked to share their information on the state of knowledge and research about Robert Louis Stevenson. However, the outgrowth of these exchanges requires a more institutional organisation including representatives of the network and, above all, the economic and tourism dimension of this institutional structure will have to be strengthened.

The last three years that followed the award of the Council of Europe label were intended for the various members of the network to learn how to work together in order to gather sometimes distant points of view, and each team was faced with the necessary reconfigurations to enhance collective work and its own development in the new context of a European Cultural Route. The members of the network had chosen for this first stage not to create a Scientific Council, but to come closer to the academics working on R. L. Stevenson

in Europe. In the second stage, which will start in 2019, the network will formalize these exchanges. The General Assembly of Noyon in November 2018 recorded an evolution of collective reflection by recognizing the interest of a Scientific Council; its establishment should make it possible to support the network in its development phase. During this General Assembly, the themes to be addressed by the Council, the work to be organised and the timetable to be set have been defined. In the development phase of the network, which is opening up with the new member countries and the expansion of activities and products, five themes were discussed as options to be worked on by the Scientific Council:

- The cultural products based on Stevenson's works. The activities and derived products based on Stevenson's life and work are countless: movies, musicals, comic books, novels, new biographies, etc. Faced with such dispersion that includes very different products and objects, sometimes of unequal quality, an external perspective would help to analyse the interest of these productions.
- Monitoring the work of the academic network and the connections with this network. The Cultural Route devoted attention to the activities of the University network during the General Assemblies in Fontainebleau and Edinburgh. From then on, the network considers that these moments of exchange should be formalized by creating a regular connection between the two networks. This would allow the network to benefit from the contributions of literary research on this writer and to provide the academic network with a testimony of the writer's living traces.
- Stevenson's values, European values. When the European network was created, its members reflected a lot on the convergence between the human values promoted by the writer during his life and the values of the network, those they defend and seek to promote in their activities. The members of its different teams have very up-to-date reflections on these themes: accessibility, promotion of peace in the Cévennes, approach towards refugees in the Fontainebleau region, slavery in Bristol, ecological transition also in Bristol and in the northern territories.
- Cultural network, tourism and local social development. The network is crossed by a double perspective. The first one is cultural and focuses on the literary work of a writer. The second one is economic and makes culture the support for economic and social development. The bonds of friendship and the desire to develop a shared activity have made it possible to cope with the tensions created by this dichotomy. However, in a development stage, these assets may find their limits and more academic reflections on the least bad management will be necessary in the coming periods.
- Childhood, adolescence and education. The network's associations develop many activities intended for children and adolescents, particularly adolescents with social difficulties. This theme should be the subject of exchanges with professionals in the field of special education and more generally with training professionals.

3.2.2 Enhancement of the memory, history and European heritage

The projects are representative of the European memory, history and heritage through narratives rooted in the history of European nations, their landscapes, architectures, customs and traditions. Each partner territory organizes its own activities around the writer; the activities of the Cultural Route take into account the historical significance of the European tangible and intangible heritage. They relate to the European literary heritage, including in its darkest aspects, for example the criticisms made by the writer in his texts *In the South Seas*

about the pre-colonialist practices of the various European nations. On a purely literary level, Stevenson has contributed to the renewal of the novel in Europe and throughout the world. The Cultural Route places a strong emphasis on knowledge of other cultures, human rights and the importance of respect for the Other. In their actions, the members of the network try to promote a humanism that promotes peace and trust in others.

The Cultural Route's activities operate in accordance with the international Charters and conventions on the preservation of cultural heritage. The importance given to education, the interest in the sustainable and responsible economic development of the territories in which the network is located and the agreement on a broad interpretation of heritage, considered as global and not only as a succession of monuments, are in accordance with the criteria defined by the Faro Convention. The Route is not based on the existence of a monumental heritage, but on texts and stories.

The Cultural Route develops European heritage sites in rural destinations, as a large part of its activities take place in rural areas. In the Highlands territory, hikes and expeditions are proposed in the Scottish hills and in wilderness areas; the Stevenson Trail is expanding as a long-distance wilderness hiking path in Scotland. In the Belgian zone of Thiérache and Aisne, the actors of the territory combine local visits and animation of the territories. In the region of Fontainebleau, in Chatillon-sur-Loire, two hiking trails were developed; in the Cévennes, the Stevenson GR70 trail from Le Puy-en-Velay to Alès crosses very varied landscapes of low mountain range. The network is also developing European heritage sites in industrial areas undergoing economic restructuring, as is the case with the Bristol group working on port activities in the city, which has long been a crossroads of slavery. The charity "Long John Silver Trust" is offering to explore the city around the old Bristol docks through an interpretive trail and audio application called "Treasure Island". Under study is the creation of an interpretation centre "Warehouse of the Abolition of Slavery" to explore Bristol's literary, reformist and slavery past.

The network is very active in creating activities to integrate people with disabilities and people from disadvantaged backgrounds. The hero of the novel *Treasure Island* is a disabled man, Long John Silver, whose portrait depicted by Stevenson influenced the modern iconography of the pirate. He has a parrot on his shoulder; he is one-eyed, has lost a leg and uses a crutch to move around. Many of the heroes in Stevenson's novels belong to disadvantaged backgrounds. In the Cévennes, the network is working with an association devoted to visually impaired people on a project to digitise the entire hiking trail and to raise awareness among accommodation providers about the facilities needed to accommodate them. Actions for people with reduced mobility have also been set up in this region in 2018, on the occasion of the 140th anniversary of the writer's trip: they were able to participate in a day-long walk around the village of La Volpilière thanks to the loan of "l'Escargoline", a three-wheeled carriage pulled by a donkey. This activity has two objectives: the first one is to welcome and facilitate access to hiking for people with reduced mobility; the second one is mediation by the animal. The donkey is always ready to help, it is a companion for hiking and a good means of communication with people with disabilities.

The activities implemented by the Cultural Route contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and of its sustainable development. In this sense, the Stevenson associations of northern France and of the Franco-Belgian border are taking part in a major local movement to reopen the canal used by R. L. Stevenson from Antwerp to Pontoire; the Sambre-Oise junction, which had been closed until now, will reopen in 2020, promoting the region's economic development and promoting sustainable tourism.

3.2.3 Cultural and educational exchanges of young Europeans

The network does a lot of work in favour of cultural and educational exchanges of young Europeans; several of its actions specifically concern the young public. The main objective is to increase awareness of the figure of Robert Louis Stevenson and of the network's territories among children and teenagers. The very frequent welcoming in the Scottish Highlands and in the Cévennes and its ongoing development in the Fontainebleau region are focused, among others, on this objective, but also on social and cultural diversity. Indeed, in the footsteps of the novel *Kidnapped*, the Scottish group of the European network accompanies disadvantaged young people (14-22 years old) on walks and expeditions of varying duration in the Scottish hills and wilderness areas, in order to offer them a challenge that will help them grow as individuals. The city of Bristol organizes activities around *Treasure Island* such as readings, activities for disadvantaged youth and treasure hunts. In the area of Fontainebleau, on the banks of the Loire, treasure hunts and school activities are also part of the association's programme.

In the Cévennes, throughout the 2017-2018 school year, students in two classes of the middle school's last grade worked on an interdisciplinary practical training. This consists, based on a theme chosen by the school, in allowing students to work together in different disciplines and to deepen their knowledge through a project. In Florac, Stevenson's theme has been chosen, as his work and his trace left in the region make it possible to handle in a practical way the different subjects to be studied. The information collected on the story, cartography, heritage, environment, fauna and flora were brought together in digital files that were used to prepare an exhibition. Encounters were also part of the programme. Invited by the teachers, some volunteers from the association "Sur le chemin de R. L. Stevenson" intervened in both classes. In parallel, students from an institute in Catalonia also studied the author. They came to meet their counterparts from Florac. Eventually, in order to live a common experience, a three-day hike led the middle school students to follow in the writer's footsteps before the summer holidays.

On the canals of northern France, the Tourism Federation of the Province of Hainaut and the association "Sur les canaux du nord, dans le sillage de R. L. Stevenson" have signed an agreement formalising the creation of a game that aims to enhance the cross-border discovery of the heritage and of the writer. The new game, called *The Arethusa*, consists of a deck of cards. It should arouse curiosity and should allow the discovery of local heritage on one of the routes followed by the writer, from Antwerp to Conflans-Sainte-Honorine via Pont-sur-Sambre, along the waterways, including the Sambre and Oise rivers. The game will be distributed primarily to middle schools in Belgium and northern France that are located along the route followed by R. L. Stevenson. It will be an entertaining and pedagogical tool aimed at raising awareness among young people about literature and the discovery of local heritage.

3.2.4 Contemporary cultural and artistic practice

The Route's cultural activities promote intercultural dialogue and multidisciplinary exchanges between different artistic expressions in European countries. The European network supports the creation of comic books such as *Travels with a Donkey in the Cévennes* by Juliette Levejac. The Network also fosters the artistic projects establishing links between cultural heritage and contemporary culture. In this sense, there is currently a project with the contemporary plastic artist Mira Sanders around *An Inland Voyage*: she presents a set of installations, drawings and videos. In contemporary cultural and artistic practice, for several years, Vitrine 02, one of the network's member sites in northern France and on the Franco-

Belgian border, has hosted contemporary artists in residence in order to develop projects related to Stevenson's work. This activity is currently suspended. In general, Vitrine 02 promotes the creation of visual works of art in Thiérache and introduces the inhabitants to contemporary art.

Innovative cultural and contemporary artistic practices related to the history of skills development will be explored in the three main meetings of 2019-2021 in Bad Homburg, Le Puy-en-Velay and Bristol. The General Assembly in Bad Homburg in 2019 will be linked to a general public event within a Poetry and Literature Festival. It will include songs of Stevenson performed by a German choir around *A Child's Garden of Verses*, as well as music by Mozart played by a chamber orchestra and the evocation of Friedrich Holderlin, J.W. Goethe. Exhibitions and visits will also take place. In general, the network fosters collaboration between culture enthusiasts and professionals through the promotion of activities such as songs and music based on Stevenson's work in France and soon in Germany. Several teams develop projects around music both as a creation and as an animation.

Our field visit to the Cévennes included the visit of three exhibitions in Florac, Mende and Bouchet-Saint-Nicols, which shows the interest of the European network in developing cultural activities. To this must be added the exhibition established in 2008 by the association "Sur le chemin de Robert Louis Stevenson" in the framework of the 130th anniversary of Stevenson's trip to the Cévennes. An exhibition dedicated to the hiking path is also planned, the purpose of which is to create an innovative way of promoting all the territories crossed by the path by presenting today's heritage and realities.

3.2.5 Cultural tourism and sustainable cultural development

Tourism development is fundamental within the Cultural Route. Indeed, a whole activity has been developed around Stevenson's path through the Cévennes, whose main actors have created the association "Sur le chemin de Robert Louis Stevenson" in 1994. The path aims at ensuring the promotion of the GR while working to maintain its quality, at creating a network of nearly 200 economic, tourist and cultural service providers (accommodation, restaurants, holiday organisers, donkey rental companies, transport operators of people and luggage, cultural sites and stakeholders, traders, producers and craftsmen) located near the path and at accompanying hikers in the preparation of their excursions.

The socio-economic study of the clientele of the Stevenson path GR70 across the Cévennes counted 6626 people walking on this path in 2016. A more precise investigation concerning their expenses made it possible to quantify the overall generated economic benefits to around €3,500,000, i.e. an average daily expenditure per person of €58.50 and an average of €531.55 per stay. We can measure the importance that this represents for a deserted territory, marked by a continuous agricultural and demographic decline for more than a century and whose development must rely on tourism. It can be stated that more than 150 jobs in the area are created or maintained in this way.

In addition, the type of tourism development that is generated is respectful of nature; its negative impact on the environment is very low, almost zero, given the permanent maintenance of the trails by the hikers or by the communities and tourism stakeholders of the path. This type of territorial development is not as threatening as mass tourism can be. It even has virtues for the local population insofar as it encourages the reopening of local businesses and the maintenance of public services. The less developed structures of the network are working in this direction. This is the case, for example, of "Sur les canaux du

nord de la France" where the territory plans to make the story of *An Inland Voyage* a real tourist showcase. The association aims to promote this discovery and to foster tourist, cultural and sports projects on the whole or on part of the journey completed by the writer. Several tourism and cultural events animate this route; waterways and cycling routes as well as walking routes have been developed in Hainault (Belgium) and in the Aisne and Oise departments in France. In addition to the Cévennes trails, other hikes with donkeys have also been developed in Fontainebleau (France) and in the Highlands (Scotland).

Moreover, the activities of the European Route actively rely on the main means of raising awareness of their cultural projects through extensive use of the local press, of a website, network brochures, frequent radio and television broadcasts and a weekly newsletter. The network's activities also promote dialogue between urban and rural communities and cultures, and between disadvantaged regions, particularly in hyper-rural areas in the Cévennes, where urban hikers meet residents and rural cultural tourism providers with mutual benefits. The various members of the network engage in intercultural dialogue with foreign visitors, mostly Germans, but also Dutch, French when it comes to the members of the United Kingdom, and Australians, among others. Connections and support are also emerging within the framework of local programmes of refugee welcoming and works on the memory of slavery.

The network opens up opportunities for cooperation between Europe and other continents. Indeed, several areas of work currently seem suitable, for example connections with the United States where Stevenson's presence is the subject of activities similar to the European Route (museums, etc.), and with the Pacific Islands (Tahiti-Samoa area) where academics work on Stevenson. Ultimately, the territory of Fontainebleau and more generally the Seine-et-Marne region are developing connections with the Province of Yunnan in China where hiking practices are developing very significantly.

The activities of the Cultural Route draw the attention of decision-makers to the need to protect heritage in the context of sustainable development of the territory at local level or in the context of Cultural Routes brought together, in France for example within the framework of the French Federation of European Cultural Routes. The president of the Lozère Departmental Council describes Stevenson's path as the "driving force of the territory's tourism development". The European network develops partnerships with public and private organisations that are active in the tourism sector, connections with departmental and local tourist offices and, in some territories, travel agencies are members of the local association, as is the case in the Cévennes region.

In conclusion, the European network prepares and uses tools along the Route to increase the number of visitors and the economic impact of the Route on the territories crossed. The strengthening of existing paths, campaigns to promote old paths, the creation of events, for example the 140th anniversary of Stevenson's travel in the Cévennes, are tools to increase tourism activity and their economic impact on the territories.

3.3 Cultural Route Network

3.3.1 Network extension since last evaluation

The Cultural Route is a network involving at least three Council of Europe member states. In 2015, three countries were involved in the network: France, the United Kingdom and

Belgium, joined by Germany in 2017. The construction of the European network is not the result of the will of a few people building a project, but of the grouping of about twenty associations spread over different territories working together and for which taking part in the European project has made it possible to reinforce their visibility. The basis of the network is the discovery, through associations and individuals interested in Stevenson, of the similarity of their projects and the interest of working together. The association is governed by the French law of 1901 and the headquarters are located in Fontainebleau, France.

An annual general meeting provides the opportunity to compare and exchange information on territorial practices and to define work objectives. Each territory is represented. The functioning of the association is based on consensus and decisions are taken by democratic vote. Over the years, exchanges have become more dynamic and visibility has increased. The paths have expanded; a thousand kilometers can now be covered in the footsteps of the writer. Each territory has found in this boost an opportunity for its own development.

3.3.2 Network extension in the three years to come

A new stage will be reached in 2019, with cultural events for the general public in France, Germany and the United Kingdom. The network being built and recognized, its members are now looking to expand it and have therefore successfully extended it to Germany, the next step being Switzerland, where the city of Davos remembers the writer's presence.

The European network is prompted by the sharing and the connection that unites each territory to the others. The network carries out communication actions and creates products with the aim of promoting the cultural, natural and culinary heritage. Thanks to close collaboration between local actors and partners, they present these products for sale in several structures of the network. The earned profit helps to strengthen the network's finances. For the time being, the network operates with the contributions of its members, but it is starting to promote these products such as the "Robert Louis Stevenson" rosebush or the "Stevenson" whisky chestnuts.

Finally, the network wishes to expand, at first in Europe where the writer's traces are numerous and very much alive, in Switzerland as well as in Italy and in the Netherlands. Not to mention the strong traces left by Stevenson in the United States and in the Pacific Islands. The objectives and working methods, the regions concerned by the project, the partners and participating countries, the fields of action involved and the overall strategy of the network in the short and long term are specified by the network.

3.4 Communication tools

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

The European Route has its own logo and all the partners of the network use it on their communication tools. It complies with the visibility rules related to the certification label "Cultural Route of the Council of Europe" and the general conditions for the use of the Council of Europe logo, with a certification logo well placed alongside their own logo. Information on the main objectives of the Cultural Routes of the Council of Europe programme can be found on the communication material of the certified Route. In the network's new brochure, available in English and in French and presented at the last General Assembly in November 2018 in Noyon (France), reference is made to the fact that the network reflects the values promoted by the Council of Europe.

The Cultural Route has a dedicated website, but the European network has also favoured the development of websites by territory. The website is translated into English, French and German. The logo is displayed in a prominent place in accordance with the general conditions for the use of the Council of Europe logo. The title appears at the top of the home page, in order to be visible when you access the website. The home page includes the words "Cultural Route of the Council of Europe". The network uses social networks and Web 2.0 in a moderate way at the central level, but more strongly in the various sites.

No external signposting has been established due to a choice made by the Governing Board. The European network considers that the richness of the Cultural Route is above all the diversity of the structures that are part of it and that each structure is capable of providing an excellent level of information on the activities and composition of the network. Each structure distributes the brochure of the European network during its daily activities but also during events.

4. Conclusions and recommendations

The network was created in November 2013 by bringing together associations or groups spread over different European territories; the association "In the footsteps of Robert Louis Stevenson" received in 2015 the label of Cultural Route of the Council of Europe. This recognition, bringing more visibility, has boosted the network, allowing for new encounters, sharing experiences with other Routes and opening up to new perspectives. The recommendations received during the previous evaluation cycle were taken very seriously by the members of the network and reflection processes as well as actions were carried out in this regard. It is now necessary to consolidate the work undertaken and to think about the development of the network in a new three-year phase.

For example in the field of action which refers to cooperation in research and development, following the recommendation to strengthen the academic dimension: at the General Assembly on 16 November 2018, consideration was given to the establishment of a Scientific Council for the network, as the European Cultural Route does not have a specific platform for cooperation in research and development on European cultural values and themes. At this General Assembly were defined the topics to be discussed by the Council. The consolidation of a Scientific Committee would make it possible to work jointly with the actors of the territory, because their networks of knowledge can benefit the territorial economies. The importance of the Scientific Committee is also underlined by the avoidance of conflicts between territories, because if an association requests to be included in the Route, this must be done on the basis of criteria attested in advance by the Scientific Committee.

In terms of enhancing European memory, history and heritage, the network's projects promote tangible and intangible heritage. The network deals with the European literary heritage, because the Route is not based on the existence of a monumental heritage, but on texts and stories. The network is expanding in rural destinations and is very active in creating actions to integrate people with disabilities and people from disadvantaged backgrounds. The network also does a lot of work for the cultural and educational exchanges of young Europeans and several of its actions specifically concern the young public. The Route aims to raise awareness among young Europeans of the figure of Robert Louis Stevenson and of the network's territories. Finally, concerning the field of action on contemporary cultural and artistic practice, it remains to be seen, in the activities planned in the network's next meetings, whether it succeeds in achieving a multidisciplinary and intercultural perspective between the various cultural and artistic expressions of the different European countries.

In the field of action of the cultural and sustainable development tourism projects, it should be underlined that the development of tourism within the Cultural Route is one of its founding features, as it is one of the priorities of the association "Sur le chemin de Robert Louis Stevenson" across the Cévennes. This association, created in 1994, is the driving force behind the European network; the networking that was implemented in the different territories and countries crossed by Stevenson has also helped members to develop tourism products that enable territorial development. These network routes show the different relationships that are established between the different structures of the network and whether being part of the network helps less developed structures to acquire more visibility.

Networking allows sites with a widely recognized value to help other less well-known sites. When the stakeholders of a destination work in a coordinated way, they can establish a real brand of the territory. That is to say, the tourist will not only visit a labelled site, but if the label has been able to give it a singularity, he will want to visit other places that share the same theme. The association "Sur le chemin de Robert Louis Stevenson" shares its knowledge with other territories that are part of the network and we can see how they are starting to

develop. This is the case, for example, of "Sur les canaux du nord de la France" where the territory plans to make the story of "An Inland Voyage" a real tourist showcase. The association has begun to promote this discovery and to stimulate tourist, cultural and sports projects on the whole or on part of the writer's journey in canoe from Belgium to northern France.

Another recommendation received during the previous evaluation was to increase the number of partners in Belgium and to ensure that the ongoing project with the city of Davos (Switzerland) where Stevenson also lived would bring a fourth country to this Cultural Route. The network has been strengthened by a fourth country, Germany, in 2017, with the city of Bad Homburg, but not yet with Switzerland. The network's objectives for 2019 include further development of the network with new contacts in Davos (Switzerland) and the invitation of the partners to the association's General Assembly in Bad Homburg as well as the resumption of contacts with Hyères (France). At the same time, the members of the European network aim to explore several development options in Bournemouth (England) and in Menton, Dieppe and Pontoise (France). They also want to promote actions in the main capitals concerned by Stevenson, Brussels - going beyond the partnership with the Royal Nautical Club, the only partner in this territory -, Paris and London. In 2021, the network plans to include new members in the association among the potential partners that are already known, to approach and establish contacts with other members namely in Belgium, Italy and the Netherlands, and to conduct transatlantic (United States) and transpacific (Samoa) research to deepen the contacts. It remains to be seen how these projects are implemented over the next three years.

Expanding exchanges was another of the recommendations. The members of the network have planned to cooperate in 2020 with the Santiago de Compostela Pilgrim Routes and the Huguenot and Waldensian Trail, and in 2021 with the network of Historic Thermal Towns. The next evaluation will need to analyse how these exchanges have developed. The network has improved communication to ensure the visibility of the network, but it would be important to continue this development in order to have, as far as possible, the same logo of the Cultural Route with the inclusion of the Council of Europe logo for the whole network in all communication material.

To conclude, the network has changed over the past three years, its members have established formal rules and have considered developments with very limited financial resources. One of the recommendations for the network was to supply its own budget in order to strengthen the network's finances. In this sense, the network has started to present products related to the Route for sale in several structures of the network. There is a real effort from the network members to increase the budget for the development of the European Route.

5. List of references

- Regular three-year evaluation dossier
- Self-assessment grid
- Sworn statement
- Updated legal statutes of the network
- Updated list of the network members
- List of the members of the Governing Board/ 2018-2020 mandate
- Minutes of the General Assembly 2015
- Minutes of the General Assembly 2016
- Minutes of the General Assembly 2017
- General Assembly of 16 November 2017. Towards the establishment of a Scientific Council for the network « In the footsteps of Robert Louis Stevenson »
- Financial report November 2015
- Financial report November 2016
- Treasurer's report, November 2017, covering the period from 22/11/2016 to 31/10/2017
- Provisional budget 2018
- Three-year provisional budget plan
- Activity report November 2014 – November 2015
- Activity report November 2016 – November 2017
- Three-year activity programme

All the documents required for evaluation have been submitted by the Cultural Route.

6. Annex 1: Field visit programme

Locations visited and meetings with the operators that are member of the Network « In the Footsteps of Robert Louis Stevenson » in the Cévennes and with their partners.

Wednesday 12/12/2018

Locations visited:

Vialas

Visit of the donkey rental company Gentiâne S.A.S

Le Pont-de-Montvert

Visit of the association « Sur le chemin de R. L. Stevenson » and of the Cévennes guesthouse

Florac

House of the Cévennes National Park

Guest rooms and restaurant « Les Tables de la Fontaine »

Exhibition at the Florac Temple « Travel with Robert Louis Stevenson », presentation of the GR 70 carried out by the students of the last grade of the middle school Trois Vallées to celebrate the 140th anniversary of Stevenson's pilgrimage

Thursday 13/12/2018

Locations visited:

Mende

Departmental Council of the Lozère

Exhibition « On R. L. Stevenson's path, 140 years after »

Le Bouchet-Saint-Nicolas

Guest rooms, lodge and table d'hôte « L'Arrestadou »

Guest rooms and restaurant « Auberge Le Couvige »

Lodge and table d'hôte « La Retirade »

Exhibition Robert Louis Stevenson, Travels with a Donkey in the Cévennes

List of the persons met/interviewed by the expert:

Christian BROCHIER, President of the Network

Mickaël SCHUMM, Director of Gentiâne S.A.S

Barbara SACK, Project Officer of the association *Sur le chemin de R. L. Stevenson*

Juliette LÉVEJAC, illustrator and creator of the comic book *Travels with a Donkey in the Cévennes* (De Borée Ed.)

Anne CHRÉTIEN NOURRY, mountain guide involved in the animation of the path within the association *Sur le chemin de R. L. Stevenson* since its creation

Jean CAMUS, owner of the Cévennes guesthouse at Pont-de-Montvert

Alain LAGRAVE, « Carline-Presbytère » lodge

Anne LEGILE, Director of the Cévennes National Park

Denis DESSAINT, guest rooms and restaurant « Les Tables de la Fontaine »

Jean-Claude MOULIN, Departmental Council of the Lozère

Éric DEBENNE, Director of the Departmental Committee of Tourism in the Lozère

Éric CHAPTAL, hôtel restaurant « Les Sources » in Chasseradès
Lucile PANTEL, natural camping site « La Barette » in Finiels
Émilie VILLESÈCHE, guest rooms, lodge and table d'hôte « L'Arrestadou »
Émilie LHERBIER-CLAIR, lodge and table d'hôte « La Retirade »
Damien ROUSSET, « La malle postale », transport operator of people and luggage
Marie-Virginie CAMBRIELS, specialist in early music and passionate pilgrim

7. Annex 2: Checklist

COE CULTURAL ROUTES EVALUATION CHECK-LIST			
		Yes	No
3.1 THEME	Does the theme of the Route		
	- represent a common value - historical, cultural, or heritage -to several European countries?	1	
	- offer a solid basis for		
	youth cultural and educational exchanges?	1	
	innovative activities?	1	
	cultural tourism products development?	1	
	Has the theme been researched/developed by academics/experts from different regions of Europe?	1	
3.2 FIELDS OF ACTION	3.2.1 Co-operation in research and development		
	Does the Route		
	- offer a platform for co-operation in research and development of European cultural themes/values?	1	
	- play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1	
	- show how these themes are representative of European values shared by several European countries?	1	
	- illustrate the development of these values and the variety of forms they may take in Europe?	1	
	- have a network of universities and research center working on its theme at the European level?	1	
	- have a multidisciplinary scientific committee?		1
	Does the scientific Committee		
	work on its theme at the European level?	1	
	carry out research and analysis of the issues relevant to its theme and/or activities on:		
	- theoretical level?	1	
	- practical level?		1
	3.2.2 Enhancement of the memory, history and European heritage		
	Do the Route activities (according with the theme)		
	- take into account and explain the historical significance of tangible and intangible European heritage ?	1	
	- promote the CoE values?	1	
	- promote the CoE CRs brand?	1	
	- work in conformity with international charters and conventions on cultural heritage preservation?	1	
- identify, preserve, and develop European heritage sites in rural destinations?	1		

- identify, preserve, and develop European heritage sites in industrial areas in the process of economic restructuring?	1	
- valorize the heritage of ethnic or social minorities in Europe?	1	
- contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	1	
- enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?	1	
- take account of and promote the charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS relating to heritage restoration, protection and enhancement, landscape and spatial planning (European Cultural Convention, Faro convention, European Landscape Convention, World Heritage Convention, ...)?	1	
3.2.3 Cultural and educational exchanges of young Europeans		
Are the youth exchanges (cultural and educational) planned to		
- develop a better understanding of the concept of European citizenship?	1	
- emphasize the value of new personal experience through visiting diverse places?	1	
- encourage social integration and exchanges of young people from different social backgrounds and regions of Europe?	1	
- offer collaborative opportunities for educational institutions at various levels?	1	
- place the emphasis on personal and real experiences through the use of places and contacts?	1	
- set up pilot schemes with several participating countries?	1	
- give rise to co-operation activities which involve educational institutions at various levels?	1	
3.2.4 Contemporary cultural and artistic practice		
Do the Route's cultural activities (contemporary cultural and artistic practice related)		
- promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?	1	
- encourage artistic projects that establish the links between cultural heritage and contemporary culture?	1	
- encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?	1	
- encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?***	1	
-encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe?	1	
- encourage activities and artistic projects which explore the links	1	

	between heritage and contemporary culture?		
	- highlight the most innovative and creative practices?	1	
	- link these innovative and creative practices with the history of skills development?***	1	
	3.2.5 Cultural tourism and sustainable cultural development		
	Do the Route's activities (relevant to sustainable cultural tourism development)		
	- assist in local, regional, national and/ or European identity formation?	1	
	- actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?	1	
	- promote dialogue between		
	urban and rural communities and cultures?	1	
	developed and disadvantaged regions?	1	
	different parts (south, north, east, west) of Europe?	1	
	majority and minority (or native and immigrant) cultures?	1	
	- open possibilities for co-operation between Europe and other continents?	1	
	- draw decision makers' attention to the necessity of protecting heritage as part of sustainable development of the territory?	1	
	- aim to diversify of cultural product, service and activities offers?	1	
	- develop and offer quality cultural tourism products, services or activities transnationally?	1	
	- develop partnerships with public and private organisations active in the field of tourism?	1	
	Did the network prepare and use tools all along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?	1	
3.2 FIELDS OF ACTION			
	Does the Route represent a network involving at least three Council of Europe's member states?	1	
	Was the theme of the network chosen and accepted by its members?	1	
	Was the conceptual framework for this network founded on a scientific basis?	1	
	Does the network involve several Council of Europe member states in all or part of its project(s)?	1	
	Is the network financially sustainable?	1	
	Does the network have a legal status (association, federation of associations, EEIG,...)?	1	
	Does the network operate democratically?	1	
	Does the network		
	- specify		
	its objectives and working methods?	1	
3.3 NETWORK			

	the regions concerned by the project?	1	
	its partners and participating countries?	1	
	the fields of action involved?	1	
	the overall strategy of the network in the short- and long term?	1	
	- identify potential participants and partners in CoE member states and/or other world countries?	1	
	- provide details of its financing (financial reports and/or activity budgets)?	1	
	- provide details of its operational plan?	1	
	- append the basic text(s) confirming its legal status?	1	
3.4 COMMUNICATION TOOLS	Does the Route have its own logo?	1	
	Do all partners of the network use the logo on their communication tools?	1	
	Does the Route have its own dedicated website ?	1	
	Is it the website translated into English and French?	1	
	Is it the website translated into other languages?	1	
	Does the network use effectively social networks and web 2.0?	1	
	Does the network publish brochures on the Route?	1	
	if yes, are the brochures translated in English?	1	
	if yes, are the brochures translated in French?	1	
	Is the title of “Cultural Route of the Council of Europe” present on all communication materials (including press releases, webpages, publications, etc.)?	1	
	Is the logo of the Council of Europe present on all communication materials ?	1	
	Is the CoE logo used in accordance to the guidelines for its use (size and position,...)?	1	
	Are the logos (Cultural Route + CoE) provided for all the members of the Route?	1	
	Does the Council of Europe logo appears on road signs/ boards indicating the cultural route?		1
	SCORE	78	3

Note:	Please insert 1 for every positive answer and 0 for a negative one. See your total score at the bottom of the column.
* E.g. visual arts, the performing arts, creative crafts, architecture, music, literature, poetry or any other form of cultural expression	
**Particularly in terms of instruction for young Europeans in the relevant fields	
***Whether these fields include visual arts, performing arts, creative crafts, architecture, music, literature or any other field	