

Council of Europe Cultural Routes Annual Advisory Forum
The Innsbruck Forum 2013
Council of Europe Cultural Routes – Quo Vadis?
Cultural routes 2014 - 2024 Innsbruck, 21-22 November 2013

The Council of Europe's Cultural Routes Annual Advisory Forum will take place on 21 and 22 November in Innsbruck, at the invitation of Austria. The Forum provides an annual platform for stock-taking of the activities of the routes and for exploring topical issues related to the programme around thematic presentations, giving priority to exchanges and discussion. In December the Council of Europe's Partial Agreement on Cultural Routes (EPA) will reach the end of its three-year pilot phase. Participants at the Forum will therefore be asked to contribute their ideas to shaping the programme's future and defining new orientations.

Programme

Thursday 21 November

10 am: Reception and registration of participants

11 am: Opening speeches

- Herwig van STAA, President of the Regional Parliament of the Tyrol
- Martin EICHTINGER, Director General for Cultural Policy, Austrian Ministry for European and International Affairs
- Elisabeth UDOLF-STROBL, Director General for Tourism and Historic Objects, Austrian Ministry for Economy, Family and Youth
- Hanspeter HUBER, Director General for International and Religious Affairs, Austrian Ministry for Education, the Arts and Culture
- ELADIO FERNANDEZ-GALIANO, Democratic Initiatives Department, DG Democracy, Council of Europe

11.30 am: The Council of Europe's programme - State of play since the Colmar Forum 2012

Session introduced and chaired by Penelope DENU, EPA Executive Secretary, Director, European Institute of Cultural Routes

Progress of the Enlarged Partial Agreement on Cultural Routes (EPA)

- Elke ATZLER, Chair of the EPA Governing Board
- Antonio BARONE, elected representative of the cultural routes

Cooperation with the European Union

- Luisella PAVAN-WOOLFE, Ambassador, Head of the Delegation of the European Union to the Council of Europe
- Eric PHILIPPART, Tourism and Cultural Instruments Unit, DG Enterprise and Industry, European Commission

1 pm: Lunch at the Hofburg

2.15 pm: Presentation of the Hofburg

2.30-6 pm: Round tables: What does the Council of Europe's cultural routes programme mean to you and what should it mean in the future?

Speakers have been chosen to represent the different partners in the cultural routes programme. They will be asked to respond to two questions - what does the cultural routes programme mean to you and how do you see it in the future? The afternoon will be divided into two round table sessions and the floor will be opened during each one: participants will be invited to question the panelists, react to the presentations and discuss how to fulfill expectations for the cultural routes in the future.

Moderator: Daniela SCHILY, Project leader, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Round Table 1: established partnerships

Cultural routes

- Michel GAUDARD, President, European Federation of Cluniac Sites

Governments

- Philippe-Denis FÉE, French Ministry for Culture and Communication, EPA Bureau member
- Guy DOCKENDORF, Luxembourg Ministry for Culture, President, European Institute of Cultural Routes (EICR)

European Union

- Eric PHILIPPART, Tourism and Cultural Instruments Unit, DG Enterprise and Industry, European Commission

Universities

- Alessia MARIOTTI, University of Bologna, Rimini Campus, Member of the Cultural Routes Studies Network (CRSN)

Discussion

Round table 2: new partners

International organisations

- Peter JANECH, UNWTO, Officer, Regional Programme for Europe
- Omar VALDEZ, UNWTO, Themis Foundation
- Werner von TRÜTZSCHLER, ICOMOS

Candidate cultural routes

- Jacques MATTEI, Director, European Federation of Napoleonic Cities

Students

- Denise DE ROUX, Master I, IREST, University of Paris 1, Sorbonne (France)

Discussion

Evening: Dinner at the invitation of the Tyrol

Friday 22 November

8.45-9 am: Reception and coffee

9.15 am: Workshops on challenges and prospects

Each workshop will be moderated, with the participation of two or three keynote speakers followed by an open discussion. Results will be presented in the conclusions in plenary.

No. 1: Cultural routes (in English only)

Moderator: Paul SIMONS, European Historic Thermal Towns Association

Secretary: Eleonora BERTI, European Institute of Cultural Routes

Keynote speakers:

Peter DEBRINE, UNESCO

Maurizio DAVOLIO, European Alliance for Responsible Tourism and Hospitality - Earth Network

Werner von TRÜTZSCHLER, Scientific Committee for Cultural Routes, ICOMOS

- what certification means today (including other certification/labeling programmes)
- maintaining transnational cultural cooperation
- governance, ethics, sustainability (new codes of conduct and ethics)

Experiences:

Saint-James Ways : UNESCO label, Council of Europe Certification

José Luis MAESTRO, Director of competitiveness, Turismo de Galicia

A code of ethics for a Cultural Route of the Council of Europe : the example of the Huguenot and Waldensian trail

Davide ROSSO, Director, Fondazione Centro Culturale Valdese

No. 2: the Enlarged Partial Agreement (in English only)

Moderator: Alfredas JOMANTAS, Department of Cultural Heritage, Ministry for Culture, Lithuania

Secretary: Sorina CAPP, European Institute of Cultural Routes

Keynote speakers:

Eladio Fernandez-GALIANO, Democratic Initiatives Department, Council of Europe DG Democracy

Philippe-Denis FÉE, Ministry for Culture and Communication, France

Pilar BARRACA de RAMOS, Ministry for Culture, Spain

- Added value for countries joining the programme
- building close relations between national correspondents and cultural routes
- optimising dialogue and cooperation
- cooperation between the EPA and other related Council of Europe activities

Experiences and good practices in the member states of the Enlarged Partial Agreement

**No. 3: tourism and culture – ensuring the link between culture and tourism
(in English and French, with simultaneous translation)**

Moderator: Ann Margret HAUKNES, Norwegian centre of Expertise in Tourism

Secretary: Kristina KUJUNDZIC, Joint Program on Cultural Routes, EICR

Keynote speakers:

Berit LANKE, Saint Olav Ways

Omar VALDEZ, UNWTO – Themis Foundation

- promoting the cultural dimension
- new forms of tourism and their meaning
- tourism, education and culture
- tourism and employment

The role of educational activities and cultural tourism along the Viking Cultural Route

James MONCRIEFF, Viking Cultural Route (TBC)

Cultural Routes of Olive tree routes : the network as a tool in creating tourist products, promoting destination “Europe” and the engagement in responsible tourism issues.

Marinella KATSILIERI, Fondation Culturelle Routes de l'Olivier

The role of the Scientific committee in the creation of cultural and tourist activities along the Routes

Michel THOMAS-PENETTE, European Association of Historic Thermal Towns

12 noon: Lunch “Modern Innsbruck – on top of the roofs” at the Adlers Hotel on invitation of the Tyrolean Economic Chamber, Tourism Division

2 pm - 3.30 pm:

- Conclusions in plenary, adoption of a Declaration and close of the Forum

- Invitation to the 2014 Advisory Forum, Baku

3.45 pm: Farewell Cocktail “Traditional Innsbruck” in the Gothic Cellar, Hofburg