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

Expert report

IRON CURTAIN TRAIL

Dr Nikola Naumov
University of Northampton
nick.naumov@northampton.ac.uk
Contact Mobile Number: +44 746 211 7 666

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1. EXECUTIVE SUMMARY

The Iron Curtain Trail is a cycling route that stretches from the Barents Sea to the Black Sea coast, covering over 10, 400 kilometres in 20 countries, both EU (14) and non-EU (6) states (see Figure 1). The trail seeks to commemorate the political division of Europe to West and East before 1989 and promotes collective memory, cycling tourism, cultural and heritage tourism, and sustainable development. Initially developed as a soft mobility tourism product by Michael Cramer, MEP, in 2005, the Iron Curtain Trail has been in development for a number of years, largely as an initiative run and managed by the European Cyclists' Federation (ECF) – a non-governmental organisation based in Brussels, Belgium, which represents organisations in 40 countries with over 500, 000 active members.

Based on the submitted dossier and supporting documents and after having conducted an evaluation visit to multiple sites parts of the Route I hereby confirm that:

Summary of the conclusions table

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.	x	
The Cultural Route complies with the criteria for networks, as in CM/Res (2013)67, III. List of criteria for networks.	x	

Therefore the certification "Cultural Route of the Council of Europe"

	Yes	No
Should be awarded	x	

2. Introduction

The Iron Curtain Trail (ICT) is a cycling route that stretches from the Barents Sea to the Black Sea coast, covering over 10, 400 kilometres in 20 countries, both EU (14) and non-EU (6) states (see Figure 1). The trail seeks to commemorate the political division of Europe to West and East before 1989 and promotes collective memory, cycling tourism, cultural and heritage tourism, and sustainable development. Initially developed as a soft mobility tourism product by Michael Cramer, MEP, in 2005, the Iron Curtain Trail has been in development for a number of years, largely as an initiative run and managed by the European Cyclists' Federation (ECF) – a non-governmental organisation based in Brussels, Belgium, which represents organisations in 40 countries with over 500, 000 active members, driven by the idea to promote cycling tourism throughout Europe as a means of sustainable mobility and public well-being (ECF, 2019). ICT is essentially about remembrance of history, more specifically, reunification of Europe, but also includes the promotion of natural landscapes and biodiversity as it passes through some areas part of the European Green Belt initiative, an ecological network and living memorial landscape that seeks to harmonise human activities with natural environment.[1] ICT officially became a part of EuroVelo network, a European cycle route network which seeks to offer a sustainable Trans-European Network, in 2011 when it was designated as EuroVelo 13.

The purpose of this evaluation report is to assess the potential of The Iron Curtain Trail to become part of the Cultural Routes of the Council of Europe. Following Resolution CM/Res (2013)67/18 Dec 2013, this report evaluates the extent to which the Iron Curtain Train satisfies the eligibility criteria for themes, addresses the list of priority fields of action and responds to the list of criteria for networks.

Figure 1. The Iron Curtain Trail. Source: Cramer, 2008

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[1] Please see https://www.europeangreenbelt.org/

3. Main Body Evaluation

3.1 Cultural Route Theme

The proposed Route has a unique theme that seeks to promote a better understanding of the realities of the Iron Curtain but also the re-unification of Europe in the years after 1989. Although the history of Europe and its pre-1989 political division is well-documented, there is a need, particularly for Central and Eastern European states, of more initiatives to enable new generations to learn more about their own history and heritage. The theme is representative of European values and common to more than 20 countries as it promotes the history of Europe and particularly highlights the ideas of unification, political freedom and common heritage. The theme is illustrative of European memory, history and heritage and contributes to an interpretation of the unity of present-day Europe.

ICT provides many opportunities for youth cultural and educational exchange, including some very innovative activities. First, ECF has successfully promoted ICT as a part of an educational initiative supported by an EU project in Mecklenburg-Vorpommern (Germany). The initiative led by Michael Cramer was aimed at young Europeans and enabled them to explore the removed villages and memorials at the inner German border and listen to the oral histories about the Solidarność-movement and its impact on German history. Michael Cramer has also delivered presentations (Der Eiserne Vorhang – Die Seele Europas entdecken) to young groups at different locations in Europe about the history of the Iron Curtain and the importance to remember that history for the next generations. Second, ECF has taken a very innovative approach to provide an educational experience to younger Europeans by developing smartfone applications. For example, Iron Curtain stories presents oral histories of the people faced by the realities of the political division of Europe. The Iron Curtain Trail Experience App[2] (Eurovelo 13), one of their greatest achievements, is a smartphone application that provides an overview of the Iron Curtain Trail with links for further information for each country and region. The app, developed in the frame of the Iron Curtain Trail Experience (ICTE) project supported by the European Commission, includes a number of smart features particularly aimed at young people. For instance, there is feature that allows you to check to the points of interest and share them with friends. In addition, there is also a rewards system that allows you to record the number of points of interests visited, natural heritage sites and UNESCO World Heritage sites.

The Iron Curtain Trail provides many opportunities for the development of alternative forms of tourism, sustainable use of resources and institutional/business partnerships. First, the Route itself promote cycling tourism, an ever-growing form of alternative tourism that has the potential to bring many positive impacts to the local stakeholders (see Weston, Davies, Peeters & Eijgelaar, 2012, p.31) and stimulate interest to areas which are not currently on the tourism map. With the case of ICT, it is evident that the Route has been planned in cooperation with both public and private authorities, including a great number of small and medium enterprises. Cycling tours that include parts of ICT are promoted by Citybike (Estonia), Radlobby (Austria), Greenways (Czech Republic), Baltic Bike Travel (Lithuania) among others.

Second, ICT provides opportunities for cultural tourism development. Each section of the Route covers a great number of destinations with rich cultural and natural heritage. For

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[2] http://www.eurovelo13.com/news-items/press-release-official-launch-of-the-new-eurovelo-13-2013-iron-curtain-trail-app

example, the evaluation visit for this report included small towns and villages such as Sopron (Hungary), Mikulov (Czech Republic) and Retz (Austria) and the representatives of local businesses all shared the opinion that ICT has stimulated the development of the region and particular, its appeal as a tourism destination. For instance, ICT has brought an increased interest to the privately-owned Iron Curtain Museum in the small town of Fertőrákos (Hungary) and has brought many customers to the Tornácos Restaurant and Guest House (Hungary). In general, there is a great potential for tourism development in all parts of the Route and invaluable opportunities for trans-border tourism, including to small places which are not usually visited by a great number of tourists. According to the study of Weston, Davies, Peeters & Eijgelaar (2012), the potential demand and revenues for the Iron Curtain Trail has been estimated at 1 million holiday trips and 5.3 million-day trips and a total of €521 million in direct revenues annually. A key factor is that many regional economies could gain additional tourism in areas where economic development has been hampered for decades due to the Iron Curtain, a phenomenon known as 'Zonenrandgebiete' in Germany.

Third, ICT provides a platform for institutional collaboration and partnerships. As evident with the submitted dossier but also from the field visits, there is a strong partnership between ECF and some national, regional authorities and NGOs such as EkoPolis Foundation (Slovakia), Hungarian Cycling Alliance, Lithuanian Cyclists' Community, National Coordination for Development of Cycling Tourism within Ministry of Tourism (Croatia), Norwegian Public Roads Administration, EnverCevko (Turkey), Vidzeme Tourism Association (Latvia), Bulgarian Cycling Association, National Institute for Research and Development in Tourism (Romania). A particularly important and strategic is the partnership with the European Green Belt that assures how ICT embraces sustainability, sustainable use of resources and mobility.

The theme has been researched and developed by academics and experts from different regions of Europe. As evidenced in the submitted dossier (p.10), the trail has been developed in co-operation with University of Western Lancashire (UK), North Karelia University of Applied Sciences (Finland) and Vidzeme University of Applied Sciences (Latvia). ICT has also been analysed as a part of 'The European Cycle Route Network EuroVelo - Challenges and Opportunities for Sustainable Tourism' (Weston, Davies, Peeters & Eijgelaar, 2012). ICT has been presented at numerous conferences since its initial launch in 2005. Most recently, ECF and Michael Cramer in particular, organised the Iron Curtain Konferenz (4-5 May 2018) at the German federal parliament with the active participation of representatives of 20 European countries.[3] ICT was also discussed at the European Cultural Heritage Summit "Sharing Heritage-Sharing Values", 17-19 June 2018, where Michael Cramer delivered a keynote speech. ICT was also featured at the Biennale in Venice, under the motto "Unbuilding Walls".

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[3] See http://www.vidzeme.com/en/news/iron-curtain-trail-conference-in-berlin.html

3.2 Fields of Action

3.2.1 Co-operation in research and development

The idea for the Route emerged in 2005 when the European Parliament recognised the Iron Curtain Trail as a model project for sustainable tourism and asked the European Commission and the Member States to assist with its development. Since then, the Route has been a multinational project that linked most of the South-eastern European countries and facilitated a scientific cooperation and practical workshops related to local, regional mobility challenges and sustainable transport use.

The Route offers a great platform for co-operation in research and development. The initial Iron Curtain Project received support from the South East Europe Programme with a total budget of €1,403,441.05 (Iron Curtain Trail, 2019). The Route has a network of universities and research center working on its theme. University of Central Lancashire (UK) is the main research center while other partners include, North Karelia University of Applied Sciences (Finland) and Vidzeme University of Applied Sciences (Latvia). Members of these three institutions are now part of the scientific committee that carry out research and analysis of the issues relevant to its theme. The scientific collaboration is at a good level and there is a great potential for further research and development. It is important to note that ECF is also in good partnership relations with national tourism boards and regional authorities which is always great in terms of research at regional and national levels.

However, it is essential to recommend that more is needed to improve the co-operation in certain parts of the Route. Although it is evident that the Route includes partnerships in Bulgaria, Romania and Turkey, Eastern Europe in general needs a better focus and development, particularly in terms of resources available and publications in the local languages (e.g. Romanian, Turkish).

3.2.2 Enhancement of the memory, history and European heritage

This field of the action seems to be the strongest asset of the proposed Route. The Iron Curtain Trail focuses on the historical significance of the division of Europe and particularly the border between East and West. It seeks to promote an awareness of the value of tangible cultural heritage of that period but also to uncover the oral histories in an interactive and engaging way. The Route embraces the Council of Europe values to promote the European identity and its unity and diversity, encourage intercultural dialogue and facilitate conflict prevention and reconciliation. This is particularly in the context of the tangible heritage of the Iron Curtain, a subject that for years, has remained controversial in terms of the post-1989 interpretation of the recent past, the practices of the socialist/communist regimes and the repressions of the concentration camps. The Route also provides an engaging and meaning way for the young generations to acquire an awareness of the European identity and learn more about the common values on which it is based. As specified in the Resolution CM/Res(2013)67 the 'identification of European values and a common European cultural heritage may be achieved via cultural routes tracing the history of peoples…'. The Iron Curtain Trail does that as it traces a history of the Iron Curtain which essentially is a common heritage for Europe as a whole.

European memory, history and heritage are all represented in the Route and potential participants will have the opportunity not only to learn more about the recent and turbulent history of Europe but also to explore the places where there are still signs of the Iron Curtain. Numerous locations of the Route include visitor attractions, museums, landscapes and memorials of the recent past which is on one hand is a great potential for the enhancement of collective memory and historical knowledge but also an invaluable opportunity to learn history by participation as a part of a cycling tour. The active participation of Michael Cramer and other members of ECF in academic conferences, media events and scientific and journalistic publications confirm that the idea for promoting the shared history of Europe and the path from political division to unification of values is an essential element of the Iron Curtain Trail.

The Route is in conformity with many international charters and conventions on cultural heritage and preservation. First, various sections of the Route include 14 UNESCO World Heritage sites and promote an awareness of their 'outstanding universal value', thus facilitating an increased level of conservation and stimulating a sustainable tourism approach, following the guidelines of the World Heritage Convention (1972). Second, the route also promotes the value of cultural heritage of the Iron Curtain for the society (in that case European society), thus adhering to the principles of the Faro Convention (2005). Third, the route includes areas that are part of the Green Belt Initiative and promotes sustainable use of resources and preservation of landscapes, following the European Landscape Convention (2000).

3.2.3 Cultural and educational exchanges of young Europeans

The Route has the potential to provide a good platform for cultural and educational experiences of young Europeans. As previously outlined, there is a shared consensus that European heritage, identity, unity and diversity need to be promoted particularly for the young generations in order to emphasize historical roots, common values and unifications. ICT and particularly the idea of cycling, is an innovative and potentially engaging approach to stimulate young people to visit diverse historical sites and nature areas and learn more about history, culture, nature and heritage. The approach taken by ECF is mainly through the development of applications which is a sensible strategy for the current generation of tech-savvy young people who have constant access to mobile devices and Internet. Both apps already developed by ECF are very engaging and interesting, providing an add-on to any cycling and sightseeing tours and allowing the participants to share their experiences.

However, in my opinion, there is a need of a better focus on young people and engagement with local educational institutions, particularly in the parts of the Route that are not central (e.g Eastern Europe). I would suggest more collaborative approaches and work with local stakeholders, particularly in terms of social integration and exchange of young people from different social background and regions in Europe.

3.2.4 Contemporary cultural and artistic practice

The Route does not involve any contemporary cultural and artistic practices.

3.2.5 Cultural tourism and sustainable cultural development

One of the main goals of the Route is to actively promote alternative tourism and maximize economic impacts to the local regions and stakeholders involved. In addition to cycling tourism, cultural tourism is promoted at a good level and this promotion involves all major means to raise awareness of the culture and heritage of the visited destinations.

First, the developed part of the itinerary is well supplied by published materials such as maps, brochures, leaflets, posters, stickers with the logo of the Route (Eurovelo 13). These can be obtained locally at local visitor information centres and are available in different languages (mainly English and German; other languages available only at the local destinations, for example, Bulgarian leaflets for the Black Sea route and guides in Finnish for the northern part of the Route). A particularly good marketing and advertising idea are the jerseys available with the logo on the Route on their front.

Second, the Route is well popularised online. It has a dedicated webpage (www.ict13.eu) that contains many resources about the project such as history of the Route, publications, surveys and action plans, etc. There is also another site, www.eurovelo13.com, that is more for cyclists. It provides a link to the mobile application, information for each part of the Route, including cycle events and prints/guidebooks/maps. The site also include 'bookable offers' which are packages/tours offered by partner organisations.

Third, the Route has a good social media presence. The Facebook page currently has 1,217 members and include posts, videos and specific information about related events. It is updated regularly with posts appearing daily. The Twitter account is even more popular with almost 6,400 followers. Posts appear daily and the account is very well managed in terms of responses, sharing relevant information and stimulating interests.

Cultural tourism is also a good platform for facilitating a dialogue between urban and rural communities. It was evident from the evaluation visit that there is a good partnership between developed and disadvantaged regions (in the cases of Hungary and Czech Republic) where local businesses are supported by public authorities. Further, the development of the Route over the years since 2005 has suggested that the theme of the Route could successfully establish links between different parts of Europe, particularly developed countries in the West with a relatively underdeveloped Eastern Europe. There are good signs that this partnership is going to continue with some initiatives already in the pipeline. It is essential to note that the Central European part of the Route is very well developed but other parts in the north and south-east still need further development.

A particular good practice that has already emerged in some parts of the Route is the diversification of tourism resources and cultural tourism resources in particular. In the places near Austrian/Hungarian and Austrian/Czech Republic borders, there is sufficient evidence to suggest the development of new cycling tours, sightseeing tours and the opening of new small-scale visitor attractions. Small service-based businesses have also developed to cater for the needs of tourists.

The Route has a good number of tools along the trail to raise the number of visitors and maximize the economic impacts for the local stakeholders. The signage is visible and of a very good quality with clear signposting to places of interest and the distance to them. The website also includes links to tours and packages available for tourist consumption. Areas of improvement include more local initiatives for product development and perhaps educational workshops to train and coach local entrepreneurs for sustainable use of cultural resources. As noted in the report of Weston, Davies, Peeters & Eijgelaar, (2012), the Route has a huge

potential as an economic generator but its sustainable future requires carefully chosen and trained providers of services and products.

3.3 Network

ECF has a legal status in the form of a non-governmental association and operate democratically. It has a common structure with elected members, president and committee members.

The network of ECF clearly specify the objectives and working methods of the projects. All essential information is presented online on a dedicated website (www.ict13.eu), including the regions concerned by the project, partners included in the project as well as the participating countries. The overall idea and purpose of the route are well articulated but the long-term strategy is not detailly explained. The dossier, however, does not provide a list of potential partners although it is evident that all countries part of the Route have already participated/or declared an interest to participate.

3.3.1 Network extension in the three years to come

The dosser (p.11 and annexes) involves a comprehensive financial report that includes the operational budget (2017 and 2018) as well as projects financed in the last three years (incl. EU funding, national institutions, private sponsorships). The Route has already won significant funding from EU-South East Europe Programme, EU Competitiveness and Innovation Framework Programme (CIP). The enclosed ECF budget for the period 2017-2020 includes EU-funding, public financing, sponsorship and other contributions. All figures suggest a good balance between funding and sponsors, and this provides a solid argument of the future financing mechanism of the organisation. It is important to note that sponsorships and not the EU-funding, play the major part of the operational budget. Although the finances are clearly exhibited in the dossier, it would have been better if more details had been provided, for example, potential EU-funded initiatives to which the Route would be suitable or examples of where the sponsorship or public funding will come.

The plans for the next three years include further initiatives to promote the Route in regions outside Central Europe and develop/establish partnerships with regional authorities and NGOs (see Figure 2). There is a strong focus on promoting the cycling element of the Route but less attention is paid to its cultural tourism elements. It is recommended that ECF plans more activities to promote the heritage of the Iron Curtain as a tourism product and actively take part at special events (e.g. conferences to raise the awareness of its value). It is also recommended that further activities are planned in the Eastern part of the route as the main activities seem to be focused in Germany and the other Central European countries (with some parts of Scandinavia). It is particularly important to promote cycling tourism in places such as Eastern Europe where it is relatively underdeveloped not only as a form of alternative form of tourism but also as sustainable model of transportation.

3.4 Communication Tools

As mentioned in the previous sections, The Route has good communication tools. Its own logo is clearly presented in all communication channels, including social media networks and all signage at the visited destinations that relate to the Route had the logo on display. ECF has set up guidelines for signposting. The National EuroVelo Coordination Centres and Coordinators (network members) are responsible for applying these rules together with the relevant authorities.

The logo of the Route as well as the logo of ECF are presented in the official website (www.eurovelo13.com) that is available in English, French and German. Social media channels are well developed and supported at a good level (see section 3.2.5).

Date	Event	Location
05 Feb 2019	Event to commemorate the 30th Anniversary of the killing of Chris Geffroy (last victim of the Berlin Wall)	Belin, Germany
01 March 2019	Presentation of the Iron Curtain Trail with two cyclists	Ahrensburg, Germany
08 March 2019	Presentation at ITB Berlin	Berlin, Germany
30 March 2019	Presentation of the ICT at 'Historiske Dage' (hosted by DR-Danish Public broadcaster)	Copenhagen Denmark
04 April 2019	Book presentation at the House of European History	Brussels, Belgium
04 May 2019	ICT Tour with BUND SH	Lauenburg, Germany
May (date not specified)	ICT Tour Waldviertel	Waldviertel, Germany
June (dates not specified)	ICT Tours	Hesse, Germany
16 June 2019	Presentation of the ICT at VeloFrankfurt	Frankfurt, Germany
01 June 2019-7 Sep 2019	Saturday's Berliner Mauerstreizuge	Berlin, Germany
11 August 2019	Freedom-Camp at The Wall (young people event)	Berlin Germany
August (date not specified)	ICT Tour Ivalo-Kuusamo	Finland

Figure 2. ICT Promotion and Networking Events for 2019

4. Conclusions and Recommendations

Based on the submitted dossier and the supporting files and after having conducted an evaluation visit, it is concluded the Route complies to the eligibility criteria for a designation as Cultural Route.

The Route satisfied the criteria for themes by:

- representing European values of 20 countries of Europe
- been researched and developed by a group of multidisciplinary experts from different regions of Europe
- illustrating European memory, history and heritage and contributing to the interpretation of the diversity of present-day Europe
- facilitating cultural and educational exchanges for young people
- permitting the development of initiatives and exemplary and innovative projects in the field of cultural tourism and sustainable cultural tourism development
- facilitating the development of tourist products in partnership with tourist agencies and operators aimed at different publics, including school groups

It is recommended that the Route focuses its further development on providing more opportunities for cultural and educational exchanges and engaging more representatives of youth organisations and NGOs.

The Route pertains to the following priority of action, while fulfilling the criteria enumerated below:

- Co-operation in research and development: the Route's theme enables dispersed knowledge (about the Iron Curtain's history) to be brought together and represents European values shared by several European cultures.
- Enhancement of memory, history and European heritage: the Route enhances physical and intangible heritage of the Iron Curtain and promotes a shared understanding of the significance of the Iron Curtain and its heritage in different regions of Europe. The Route complies and promotes a number of charters and conventions (e.g. Faro Convention, World Heritage Convention, European Landscape Convention) while also enhances the conservation and preservation of European heritage sites in relatively underexplored rural and urban areas
- Cultural and educational exchanges for young Europeans: the Route promotes an engagement of young people and stimulates in-depth exchanges aimed at developing the concept of European citizenship while also placing an emphasis on personal and real experiences through real experiences through the use of places and contacts
- Cultural tourism and sustainable cultural development: the Route takes account of local, regional, national and European identities and actively involves various communication channels in order to make full use of the potential of electronic media in order to raise awareness of the cultural objectives of the project. The Route promotes a dialogue between developed and underdeveloped regions in various parts of Europe and open possibilities for co-operation in the field of cultural tourism, cycling tourism and other alternative forms of tourism

It is recommended that the Route takes further actions to provide appropriate training and raising awareness of the opportunities for cultural tourism development and public-private partnerships at national/regional levels. The Route does not comply with any contemporary

cultural and artistic practices which is largely due to the nature of the resources it promotes which do not cover anything related to cultural expressions and links between heritage and contemporary culture.

The Route satisfies the criteria for networks as it:

- presents a conceptual framework based on research carried out by a multidisciplinary team of experts
- involves several Council of Europe member States through all part of the project
- provides a financial plan and long-term strategy for development
- is managed by a non-governmental association with a legal status that operates democratically

5. List of references

Cramer, M. (2008). Iron Curtain Trail (map). A ride through European history. Brussels: The Greens/EFA

European Cyclists' Federation (2019). ECF-European Cyclists' Federation. Available at: http://www.eurovelo.com/en/ecf

Iron Curtain Trail (2019). About the project. Available at: http://www.ict13.eu/iron-curtain/about-the-project

Weston, R., Davies, N., Peeters, P. & Eijgelaar, E. (2012). The European Cycle Route Network EuroVelo -Challenges and Opportunities for Sustainable Tourism. Available at: http://www.europarl.europa.eu/RegData/etudes/etudes/join/2012/474569/IPOL-TRAN_ET(2012)474569_EN.pdf

I hereby confirm that all documents required for the evaluation had been duly submitted by the Cultural Route.

Appendix 1 Expert field visit

<u>Programme Site Visit Iron Curtain Trail</u>

1. Main participants:

Dr Nikola (Nick) Naumov (University of Northampton, United Kingdom), External Expert on behalf of Cultural Routes of the Council of Europe

Michael Cramer, MEP, Founder of Iron Curtain Trail

Philipp Cerny, Advisor to Michael Cramer & Project Manager Iron Curtain Trail

Ed Lancaster, European Cyclists' Federation, Senior Policy Officer – Cycling Tourism and Regional Policy

2. Local participants from partner organisations:

Dominik Hiller, Project Leader Cycle Tourism, Weinviertel Tourism GmbH, Austria.

Tibor Polgar, Strategic Director, West Pannon Regional and Economic Development Non-profit Ltd., Hungary

Máté Deák, Project manager of Amazon of Europe Bike Trail and Transdanube.Pearls project, West Pannon Regional and Economic Development Non-profit Ltd., Hungary

Béla Németh GYSEV: Managing several cycle related projects for the company

Viktor Sáros, Tourism service provider, Sopron region, Hungary. His company offers walking and cycling tours around Sopron and Neusiedler See (Fertő-tó).

Members of a local Pan-European Picnic foundation incl. the Chairman of the foundation.

Imre Csapó, Owner of the Iron Curtain Museum in Fertőrákos, Hungary. Former border-guard in the Sopron-region.

Employees of the Tornácos Restaurant: The Tornácos restaurant and guesthouse is one of the biggest service providers in this region, offering gastronomy experience and accommodation possibility for cycling tourists.

Itinerary and sites visited

<u>Day 1</u>

Arrival at Vienna Airport (Nick Naumov, Michael Cramer, Philipp Cerny). Accommodation. Initial meeting, overview of the planned itinerary. Overnight.
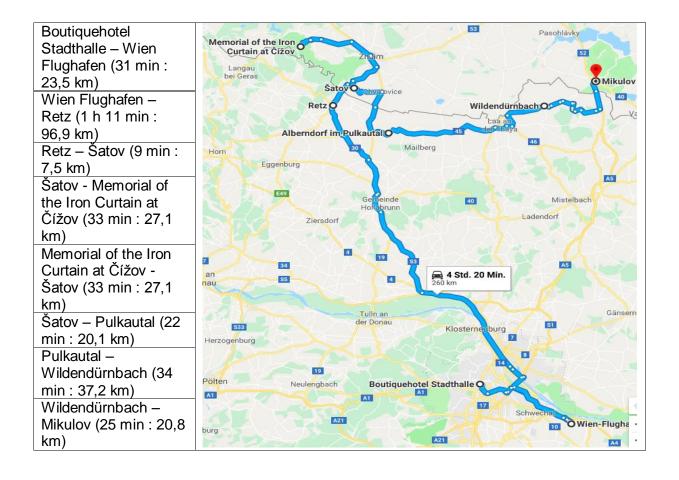
Day 2

9:30 a.m.	Pick-up Ed Lancaster & Dominik Hiller (Vienna Airport)	Vienna Airport
11.00	Presentation by Dominik Hiller: Weinviertel Tourism GmbH and the Iron Curtain Trail	Retz, Austria
12 p.m	Lunch at Restaurant Mährische Botschaft im Weinschlössl	Retz, Austria
1:45 p.m.	Visit of the Memorial of the Iron Curtain at Čížov	Čížov, Czech Republic
2:15 p.m.	Drive via Šatov (Bunker) and "Pulkautal" to Wildendürnbach and then to Mikulov. Several Visits on the route (presentation of signposting), Kellergasse Galgenberg in Wildendürnbach	
4:15 p.m.	Drive to Mikulov: Iron Curtain Memorial *(https://www.memoryandconscience.eu/2014/11/22/memorial-to-the-victims-of-the-iron-curtain-inaugurated-by-platform-member-in-the-czech-republic/)*	Mikulov, Czech Republic
4:45 p.m.	Drive to Sopron, Hungary	
6:45 p.m.	Arrival at Hotel Sopron	Sopron, Hungary

Day 3

9:30 a.m.	Departure hotel – meeting at the train station in Sopron	
10 a.m.	Meeting with Béla Németh from GYSEV train company (strategic partner of ECF, signposting ICT linked to public transport in the area)	Sopron Railway station, Hungary
afterwards	Short guided tour (strolling) in Sopron by Viktor Sáros (http://www.sopronikerekpar.hu/) about Sopron city and its history in the Iron Curtain era.	Sopron Railway station, Hungary
11 a.m.	Meeting representatives of the local Pan-European Piknik foundation, and visit the Pan-European Piknik remembrance site.	Pan-European Piknik remembrance site, HU
12 p.m.	Fertőrákos Iron Curtain Museum	Fertőrákos, HU
1.30 p.m.	Lunch at Hegykő, Restaurant 'Tornacos' (https://www.tornacos.hu/en/gastronomy.html#restaurant-tornacos) Meeting with the owner of the restaurant, short "presentation" about importance of cycling tourism in this region.	Hegykő, HU

2.30 p.m.	Hegykő ICT remembrance site: (http://www.hegykoikirandulas.hu/hegyko/vasfuggony_emlekhely.html)	Hegykő, HU
4.00 p.m.	Return to Sopron	Sopron, HU
Afterwards:	Coffee and time for open questions	Sopron, HU
6 p.m.	Transfer to Vienna Airport. End of the trip.	Vienna, AT

Day 2 Itinerary

Boutiquehotel Stadthalle – Wien Flughafen (31 min : 23,5 km)	
Wien Flughafen – Retz (1 h 11 min : 96,9 km)	
Retz – Šatov (9 min : 7,5 km)	
Šatov - Memorial of the Iron Curtain at Čížov (33 min : 27,1 km)	
Memorial of the Iron Curtain at Čížov - Šatov (33 min : 27,1 km)	
Šatov – Pulkautal (22 min : 20,1 km)	
Pulkautal – Wildendürnbach (34 min : 37,2 km)	
Wildendürnbach – Mikulov (25 min : 20,8 km)	

Day 3 Itinerary

COE CULTURAL ROUTES EVALUATION CHECK-LIST		
Does the theme of the Route	**Yes**	**No**
- represent a common value - historical, cultural, or heritage -to several European countries?	✓	
- offer a solid basis for		
youth cultural and educational exchanges?	✓	
innovative activities?	✓	
cultural tourism products development?	✓	
Has the theme been researched/developed by academics/experts from different regions of Europe?	✓	
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?	✓	
- play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	✓	
- show how these themes are representative of European values shared by several European countries?	✓	
- illustrate the development of these values and the variety of forms they may take in Europe?	✓	
- have a network of universities and research center working on its theme at the European level?	✓	
- have a multidisciplinary scientific committee?	✓	
Does the scientific Committee		
work on its theme at the European level?	✓	
carry out research and analysis of the issues relevant to its theme and/or activities on:		
- theoretical level?		✓
- practical level?	✓	
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 ?	✓	
- promote the CoE values?	✓	
- promote the CoE CRs brand?	✓	
- work in conformity with international charters and conventions on cultural heritage preservation?	✓	
- identify, preserve, and develop European heritage sites in rural destinations?	✓	
- identify, preserve, and develop European heritage sites in industrial areas in the process of economic restructuring?	✓	
- valorize the heritage of ethnic or social minorities in Europe?		✓
- contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	✓	
- enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?	✓	
- 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, ...)?	✓	
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?	✓	
- emphasize the value of new personal experience through visiting diverse places?	✓	
- encourage social integration and exchanges of young people from different social backgrounds and regions of Europe?		✓
- offer collaborative opportunities for educational institutions at various levels?	✓	
- place the emphasis on personal and real experiences through the use of places and contacts?	✓	
- set up pilot schemes with several participating countries?		✓
- give rise to co-operation activities which involve educational institutions at various levels?	✓	
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?		✓
- encourage artistic projects that establish the links between cultural heritage and contemporary culture?		✓
- encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?		✓
- encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?**		✓
-encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe?		✓
- encourage activities and artistic projects which explore the links between heritage and contemporary culture?		✓
- highlight the most innovative and creative practices?		✓
- link these innovative and creative practices with the history of skills development?***		✓

Left side vertical labels: **3.1 THEME** and **3.2 FIELDS OF ACTION**

Section	Question		
3.2 FIELDS OF ACTION	**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?	✓	
	- actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?	✓	
	- promote dialogue between		
	urban and rural communities and cultures?	✓	
	developed and disadvantaged regions?	✓	
	different parts (south, north, east, west) of Europe?	✓	
	majority and minority (or native and immigrant) cultures?		✓
	- open possibilities for co-operation between Europe and other continents?		✓
	- draw decision makers' attention to the necessity of protecting heritage as part of sustainable development of the territory?	✓	
	- aim to diversify of cultural product, service and activities offers?	✓	
	- develop and offer quality cultural tourism products, services or activities transnationally?	✓	
	- develop partnerships with public and private organisations active in the field of tourism?	✓	
	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?	✓	
3.3 NETWORK	Does the Route represent a network involving at least three Council of Europe's member states?	✓	
	Was the theme of the network chosen and accepted by its members?	✓	
	Was the conceptual framework for this network founded on a scientific basis?	✓	
	Does the network involve several Council of Europe member states in all or part of its project(s)?	✓	
	Is the network financially sustainable?	✓	
	Does the network have a legal status (association, federation of associations, EEIG,...)?	✓	
	Does the network operate democratically?	✓	
	Does the network		
	- specify		
	its objectives and working methods?	✓	
	the regions concerned by the project?	✓	
	its partners and participating countries?	✓	
	the fields of action involved?	✓	
	the overall strategy of the network in the short- and long term?	✓	
	- identify potential participants and partners in CoE member states and/or other world countries?	✓	
	- provide details of its financing (financial reports and/or activity budgets)?	✓	
	- provide details of its operational plan?	✓	
	- append the basic text(s) confirming its legal status?	✓	
3.4 COMMUNICATION TOOLS	Does the Route have its own logo?	✓	
	Do all partners of the network use the logo on their communication tools?	✓	
	Does the Route have its own dedicated website ?	✓	
	Is it the website translated into English and French?	✓	
	Is it the website translated into other languages?	✓	
	Does the network use effectively social networks and web 2.0?	✓	
	Does the network publish brochures on the Route?		
	if yes, are the brochures translated in English?	✓	
	if yes, are the brochures translated in French?		✓
	Is the title of "Cultural Route of the Council of Europe" present on all communication materials (including press releases, webpages, publications, etc.)?		✓
	Is the logo of the Council of Europe present on all communication materials ?	✓	
	Is the CoE logo used in accordance to the guidelines for its use (size and position,...)?	✓	
	Are the logos (Cultural Route + CoE) provided for all the members of the Route?		✓
	Does the Council of Europe logo appears on road signs/ boards indicating the cultural route?	✓	
	SCORE	**63**	**0**

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