

Cultural Routes of the Council of Europe Evaluation Cycle 2019-2020

Expert report

Iter Vitis Route

Dr. Diane Dodd / IGCAT



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

1. Executive Summary

The Iter Vitis Cultural Route (IVCR) is illustrative of European memory, history and heritage given that it has in its origins the role of agricultural landscape, traditions and built heritage linked to European wine production.

IVCR is organised as a Federation of national and geographically grouped associations engaging in its membership public, private, third sector and knowledge institutes. Nationally or geographically consolidated associations include Iter Vitis France, Iter Vitis Italy, Iter Vitis Spain, Iter Vitis Portugal and Iter Vitis Balkans and there are plans already underway for expansion. The IVCR Federation Board, consists of 10 representatives from 8 countries and the governance is democratic with an AGM celebrated annually.

Since the last evaluation, IVCR has built a quality shared website space - itervitis.eu that compliments national initiatives in this regard. There is still uneven use of the logo within national networks and it is recommended they each place the IVCR logo on their homepages with a link to the shared website. IterVitis Italy and IterVitis France could share good practises given that their websites are more consolidated and available in different languages. All national bodies need to be encouraged to share more information on the itervitis.eu website (given it has very recently been developed, the expectation is that they will do this).

IVCR members have developed cultural and educational activities in recent years, for example 7 students from Georgia took part in a week-long internship in Iter Vitis Italy.

IVCR Federation has developed an Award to encourage good practises and IterVitis Portugal received the Award in 2019 for a state of the art interpretation centre that includes a research and study room dedicated to Iter Vitis.

Another improvement could be in the use of the “Iter Vitis I Council of Europe” logo on signage and there is still some work to go to improve this aspect. It is my recommendation that Iter Vitis France (who has excellent CR signage) make a webinar or toolkit to show and encourage other members to use the logos correctly. Cooperation in research is happening in abundance and it is recognised that many private archives can be accessed by a good and consolidated approach to membership. In this regard it would be the appropriate for the Federation to agree the criteria by which private operators are signalled out and included as points of interest on the CRs. Criteria could include, for example, the availability of an archive of historical importance and interest to professionals and academics, a landscape preserving the characteristics of the traditions and built heritage of relevance to the history of wine making, someone available to receive the visitors and tell the story. Quality on the CRs will need to be maintained and therefore establishing a criteria early will be important, especially as the network grows.

As a final reflection, the Iter Vitis Cultural Route Federation has created a structure that is able to deliver the demanding task of highlighting Europe’s rich wine making heritage. It is doing so in a professional manner that reflects the quality and visibility that the Council of Europe would expect. The educational, scientific and administrative work that the Federation has achieved thus far is commendable.

1. Introduction

The Iter Vitis Cultural Route (IVCR) is illustrative of European memory, history and heritage given that it has in its origins the role of agricultural landscape, traditions and built heritage linked to wine production. IVCR represents human values by highlighting tangible and intangible heritage, food, customs and traditions of European citizens and neighbouring 3rd countries (such as Tunisia and Israel). Public and private partners from 17 countries have been collaborating in this endeavour since its beginnings in 2007 when it was first registered as an association. At this time, some consolidated associations of partners were also registered at a national level and they received certification in 2009. Later it was decided to create a Federation of Iter Vitis Cultural Routes and this was formally constructed in 2016.

IVCR includes in its membership public, private, third sector and knowledge institutes and therefore is a Federation of national and geographically grouped associations (thereby engaging with as many relevant stakeholders as possible at a national level). The nationally or geographically arranged associations include Iter Vitis France, Iter Vitis Italy, Iter Vitis Spain, Iter Vitis Portugal and Iter Vitis Balkans. This governance system works well and Iter Vitis Caucases and Iter Vitis Adriatic Ionian are also soon to be registered. All these partners plus interests parties from other countries (for example Tunisia and Israel) are all working together successfully towards a more solid branding and signage concept, as this was one of the recommendations from the previous evaluation. It is expected that in the coming years, good practise will be rolled out amongst all members, as the Federation's network is further consolidated and expanded.

IVCR holds a General Assembly (GA) each year and these meetings have served to reinforce, share and build consensus on European history related to wine production. The most recent GA held in Croatia (15 November 2019) elected a new IVCR Federation Board, consisting of 10 representatives from 8 countries. The statutes of the Federation are registered in Italy. The occasion of the GA created the opportunity for an international conference (15-16 November) bringing together wine experts, partners and academics from nine countries to share and verify historical and educational materials.

IVCR members have also developed many excellent cultural and educational activities in recent years, with some specifically designed to include young people, including both an exchange and internship programme. IVCR acknowledges the importance of encouraging young people to consider rural life as an appealing lifestyle choice and support contemporary interpretations of rural living.

European wine landscapes evoke strong branding opportunities to attract wine lovers, making this a very interesting cultural route from a tourism perspective. IVCR partners are currently developing bookable educational and cultural tours and some are already highlighted on their shared website space - itervitis.eu. In addition to this, two national associations (Iter Vitis Italy and Iter Vitis France) have well-designed websites with additional material. The shared domain itervitis.eu was only recently activated and so, the expectation is that more content will be added shortly. The website is beautifully designed, clear and represents well the Federation and the Council of Europe certification is both visible and explained. However, the visibility of IterVitis on national members own websites is more haphazard and it is an ongoing recommendation that members be trained on how to use and apply the « Iter Vitis I Council of Europe » logo, especially in relation to signage. With the introduction of a shared dedicated domain to the IVCR Federation, it will be very easy for members to add the logo to their websites and link to this page.

On the subject of signage, IterVitis France lead with good signage and it is my recommendation they prepare a webinar or tool kit with examples to show the other partners good practise in signage methods. In order to highlight points of interest on the CRs clear criteria will need to be developed to ensure the quality and values of the network are maintained as the Federation grows.

IVCR clearly provides opportunities for cross-marketing initiatives and merchandising. A beautiful ceramic tile has been developed to present to new members. IVCR has also developed an Award that is set to engage more partners, promote IVCR branding and extending IVCR's presence in social media.

3. Main Body Evaluation

3.1 Cultural Route Theme

The Iter Vitis Cultural Route (IVCR) presents the history, memory, landscape and current living-heritage related to the cultivation of grapes for winemaking in Europe. Domestication of vines has its origins in the fourth millennium BC and therefore provides a rich context for studying European history. The cultural traditions evoked through wine cultivation and its economic, cultural and social impact can be seen to form an important part of European identity. The wine story stretches across Europe (including the Caucasus), and provides a huge diversity of interlinked stories related to the spread and salvaging of grape varieties, cultivation techniques, *vinification*, storage, buildings and transport. Winemaking has influenced European lifestyles and contributed to myths, symbols, building design, furniture and crafts. It is synonymous with open air life and walking routes through agricultural landscapes offering huge potential for cultural, rural, sustainable and responsible tourism.

3.2 Fields of Action

IVCR act according to the Enlarged Partial Agreement and develop joint actions as described in the following sections:

3.2.1 Co-operation in research and development

The science and history of wine production is closely linked with European identity through customs, traditions, built and intangible heritage. The generosity of Europe in sharing its vines with other continents was its salvation when wine production was wiped out in the late 19th Century. Europe remains indebted to academic research that is supporting the recuperation of ancient varieties of grape. Current shared research projects include: Wine and Religion; Vineyards and Archaeology; History of Viticulture Oenology and, Vineyards and Tourism.

Wine and Religion: this involves research into the connection between religious routes and wine routes such as Fatima and Saint James (Santiago de Compostelo),; Saint-Martins de Tours. This is a shared research by (Iter Vitis Portugal, Iter Vitis Italy and Iter Vitis Croatia. This is particularly interesting because it shows how the Iter Vitis Cultural Route connects with other cultural routes giving added value to both.

Vineyards and Archaeology: this research explores the Selinunte Archaeological Park of Sicily and the introduction of an experimental vineyard with ancient Tunisian and Greek vines. This project is financed by the EU and includes Iter Vitis members from Italy and Tunisia.

History Viticulture Oenology: this research is studying the indigenous grape varieties of Sardinia (dating back 3000 years) and cataloguing of 15,000 ancient vine seeds coming from archaeological excavations found in the Nuragic site of Sa Osa (Cabras): This research is being directed by the Super-intendency and the University of Cagliari in cooperation with Città del Vino and Iter Vitis Italy. Also, members of the University of Milan are involved. This research is important for understanding further the Nuragic civilization and are the remains of the oldest vine cultivation ever found in the western Mediterranean area.

Vineyards and Tourism: this research looks into urban developments of viti-cultural territories for urban tourism, such as museums and cultural heritage interpretation centres spread across Europe. This research project was launched in 2019 and discussed both in Ponte-de Lima and in Croatia. Initially, the project was launched by Iter Vitis France and Iter Vitis Portugal but at the GA in November all Board members agreed to contribute as it will also extend and strengthen partnerships in the network.

Iter Vitis Portugal has already signed a protocol with Dinastia Vivanco (Rioja, Spain) to share information but also to share historical pieces related to vineyards. This agreement also includes exchanges of wine enthusiasts and historian.

In conclusion, IVCR can be said to be researched and documented by leading experts and verified by local universities. Universities participating as partners in the projects are from 13 countries including: Luxembourg University, IREST University Paris Sorbonne, LABPACT University of Barcelona, CAST University of Bologna, Ironbridge Institute Birmingham University, INTOUR Bedfordshire University, IPAC University of Laval Quebec, Haifa University, University of Champollion Albi, University of Bordeaux-Montaigne, University of Bourgogne Chair UNESCO Culture and Tradition of Wine, University of Limoges, EM Business School Strasbourg.

Academic associates to Iter Vitis do not pay a membership fee but rather contribute with publications, research and training. In addition to this, in a less formal capacity academic experts contribute to the network, for example the international conference in Croatia included academic contributions from University of Maribor, University of Zagreb as well as

leading expert institutes such as the Croatian Agency for Agriculture and Food. Desk research reveals that national activities nearly always include academic input.

It is notable that the interpretation centre in Ponte de Lima has a dedicated Iter Vitis research/study room and it is hoped that this model will be replicated in other interpretation centres belonging to Iter Vitis CRs.

3.2.2 Enhancement of the memory, history and European heritage;

The principle tools for distribution of the *Iter Vitis Cultural Route* are events, exchanges, brochures, websites, facebook, publications and signage on the routes. All the Iter Vitis members are very active with local events and activities. Evidence from the events, show the correct display of the "Iter Vitis I Council of Europe" label and suggest good quality events that strongly represent the values of the Council of Europe. Notably, the Iter Vitis Award provides criteria to ensure that good practises with regards to enhancement of memory, history and European heritage are aspired to and is further described below.

European Iter Vitis Award

In order to reward local initiatives in each European country member of the Iter Vitis network, the European Federation "Iter Vitis, the Ways of the Vine in Europe", launched the Award which aims to reveal local action that highlights wine heritage.

This Iter Vitis Annual Award supports wine tourism, by rewarding initiatives and innovation in wine tourism. The aim is for the visitor to discover how nature and human work created wine landscapes, and introducing archaeological, historical, social and cultural knowledge to the experience. Therefore the Award includes candidates from museums, libraries dedicated to wine and vine, regular events such as concerts, poetry readings, art exhibitions etc. The initiatives can come from public or private organizations as long as they put into place projects to promote the terroir or the appellation. Projects awarded must incorporate an environmentally friendly approach, benefit the local economy and be positive for society.

Three areas are explored:

Environment (preservation, heritage recognition ...)

Education (mediation, transmission of knowledge, responsible consumption.)

Accessibility (promote wine tourism for all)

European Award winner 2019

A special Awards Ceremony took place in Brussels with all members and, a special meeting took place in Ponte de Lima whereby representatives from Iter Vitis France on behalf of Iter Vitis Federation presented the European Iter Vitis Award to the winner: the Municipality of Ponte de Lima, awarded for its promotion and support of the Vinho Verde appellation through the Interpretation Center / Museum (IPPC).

The Award was attended by Victor Mendes, Mayor of Ponte de Lima and his deputies, as well as representatives of the Association AMPV (Association of Wine Municipalities of Portugal) and José Arruda, President Iter Vitis Portugal. Speakers included Fernando Seara President of the group of Portuguese wine museums and Celestino Lores, representing the St. James Cultural Route in Portugal. During the meeting Iter Vitis France and Iter Vitis Portugal signed a memorandum of cooperation.

Two members have developed interpretation centers, one in Sambuca di Sicilia and more recently Iter Vitis Portugal has pioneered a state of the art Iter Vitis interpretation centre in Ponte de Lima (Minho). This centre has not only raised the level and expectation in the network for its design and presentation of the IVCR but it has also been strategically placed to be on the pathway of pilgrims using the Santiago de Compostela pilgrim route.

The interpretation centre in Ponte de Lima was opened in March 2016 and became part of the IterVitis Portugal network in March 2018. They immediately created a room dedicated to IterVitis which showcases academic and historical documentation. The centre uses the most contemporary technology to explain the heritage and history of the region and it is appealing to both tourists as well as having an educational outreach – including regular workshops for children and /or professionals. The “Iter Vitis I Council of Europe” logo is displayed at the entrance and in a room dedicated to Iter Vitis. It is hoped that this interpretation centre will lead the way for other museums of wine in the network to also host a room or space dedicated to Iter Vitis.

3.2.3 Cultural and educational exchanges for young Europeans;

Some partners on the Iter Vitis Cultural Routes have developed new opportunity to encourage the participation and exchange of young Europeans for example in 2019:

Iter Vitis internship for Georgian students

With the support of the Iter Vitis Federation and the Ministry of Education, Science, Culture and Sport of Georgia, selected Georgian students participate in an internship program in Italian wineries, members of Iter Vitis Italy. On June 22, 2019, students from several Georgian Universities presented reports at an international conference "Wine as a Resource for Social Economic Development and the Identity of Country." The conference was organized under the auspices of the Iter Vitis Federation with the support of the Ministry of Education, Science, Culture and Sport of Georgia, the Georgian Technical University and Regional Center for Consulting and New Professions. A jury of representatives composed from the participating institutions identified 7 leading students who received as a prize the opportunity to take part in a week-long internship at the interpretation centre for Iter Vitis Italy.

3.2.4 Contemporary cultural and artistic practice;

The Iter Vitis Cultural Route has a strong historical grounding (both tangible and intangible) and it is also a contemporary reality. For example, in the interpretation centre in Ponte de Lima they hold temporary artistic exhibitions and Jazz evenings to raise awareness about the specific wine related developments of the region. Because of its strong member base it has plenty potential for cross-marketing and transfer of artistic goods (although this will take more time to develop). The association does not list cultural or artistic products created by the partners but a beautiful ceramic tile has been produced to welcome new members.

Other merchandising goods include Books (Portugal), Post Cards, Moleskine (Italy) and wine bottles. This is an area for further development and there is an interest to use the Iter Vitis brand for merchandising but there is a need to do this in partnership and therefore it will be something for future development.

The partners of the International Association of the *Iter Vitis Cultural Route* will also be involved in a project to collect digital photo material of regional “terroirs” of the *Iter Vitis Cultural Route* network, so as to build a ‘visual journey’ across Europe. So far, Iter Vitis France has started with a short movie and is developing a travel catalogue.

In discussion with the Ponte de Lima interpretation centre the idea emerged to use photos from the archives to decorate the auberge or local restaurants and ultimately to attract people to the centre.

3.2.5 Cultural tourism and sustainable cultural development.

Viticulture can be seen to preserve landscapes of many European Regions and it is the landscape, in particular, that represents an important factor for the discovery of a territory as it is a very attractive element. The interests of visitors from outside of Europe will be considered and linkages developed to encourage visitors to leave urban areas and visit rural landmarks.

IVCR therefore aims to promote cultural routes with European significance in all its national member countries. In doing so it aims to strengthen rural, sustainable and responsible tourism by raising awareness about the significance of landscape for biodiversity and economic and social sustainability.

The aim of the network is to develop actions to prevent erosion or disappearance of wine landscapes and represents a new perspective on travel in Europe. It contributes to and improves the supply of Eno-tourism by promoting the diversity of landscape and winemaking of European terroirs.

The interpretation centre in Ponte de Lima receives already 5,000 independent visitors per year and so the potential is enormous. The centre has also received significant numbers of Japanese, US and Canadian sommeliers that also indicates that this type of activity will drive sustainable, quality and balanced tourism.

Cristiana Frietes from the Interpretation centre in Ponte de Lima noted the potential of creating an IterVitis component in current festivals of Vinho Verde. Two important festivals are held yearly and include workshops and presentations that could easily have an international component and highlight the values of the IterVitis Cultural Route.

The main tool for promotion is the website: **Iter Vitis.eu**

IVCR recently launched this new user-friendly website. Each national and geographical member is responsible for providing information on CRs of relevance that take into account cultural, historical as well as scenic points of interest for visitors. As most wine tours are private initiatives, they are mentioned but they are not the focus of the itinerary. The assumption is that visitors will also take wine tours but the importance of the CRs is to point out historical landmarks or quirky aspects of lifestyles on vineyards (myths, symbols etc.). The aim is to link Iter Vitis landscapes with various forms of rural tourism: walks, horse-riding, cycling, photography, gastronomy, cooking classes, wine pairings, craft workshops, conservation, harvest, kosher and other educational activities. A catalogue has been developed and now this information is being transferred onto the itervitis.eu website. For example, the interpretation centre in Ponte de Lima is developing a route that links IterVitis landmarks to the Santiago de Compostelo Cultural Route, promoting both potential visits to private wine producers and the interpretation centre that has been strategically placed on the Santiago route. There is a great deal to be developed here and each partner with manage this differently and come under different pressures from private owners. It is therefore my strong recommendation that clear criteria be established for which nodes or points of interest on the CRs can be included and, when they are approved they should commit to providing clear signage. The monitoring of this will need to be managed locally but it is in the federations interest to establish a guide for certification.

IVCR is now a consolidated Federation and the new website will benefit from the development of further routes and shared merchandising. It is recommended therefore that a new strategic plan with clear criteria be devised for the next five years that could also serve as a guide to deepen membership commitment.

It should not be underestimated that each *Iter Vitis Cultural Route* is an exemplary collaboration in the field of cultural tourism and sustainable cultural development because by its very nature it requires strong relationships with local winery cooperatives, hotels and restaurants, wine and or history museums, vocational schools and academic experts. Cultural routes linked to food and wine sector are by their very nature a slow form of sustainable, tourism benefiting wider regions.

1.3 Cultural Route Network

The statutes of the Iter Vitis Cultural Route Federation establishes that a General Assembly is held once a year (normally hosted by new members). The most recent General Assembly took place on 15 November 2019 in Croatia, where a new board for the Federation was elected. The new board is:

President : Emmanuelle Panke (Israel/ Iter Vitis Italy)

Treasurer : Gregorio Sparacino (Iter Vitis Italy)

Manager : Dubravka Davidovic (Iter Vitis Croatia)

Members : Didier Cujives (Iter Vitis France), Julio Grande (Iter Vitis Spain), Jose Arruda (Iter Vitis Portugal), Violeta Jankova (Northern Macedonia), Calogero Impastato (Iter Vitis Italy), Mohammed Ben Cheik (Tunisia) and Dijana Katica (Iter Vitis Croatia).

Amongst the members websites there are two that stand-out as examples of good practise – one hosted by IterVitis Italy not (itervitis.eu) and one hosted by the French partners Iter Vitis France (itervisit.fr). The former is available in three languages and includes information about the wider federation's activities, the latter is in two languages, but the local language is prevalent, and it mainly contains information about Iter Vitis France. Both display clearly the logo of the Council of Europe and European Institute of Cultural Routes.

IterVitis Portugal includes 79 public municipal members and have a website called ampv.pt. The other partner websites do not have sufficient information about Iter Vitis as they are often institutional websites rather than dedicated domains. Therefore, there is still much to do to ensure visibility of the title on member association websites. The Itervits.eu domain has only recently started operating and so it is a recommendation that all partners be obliged to include the "Iter Vitis | Council of Europe" logo on their homepages with a link to itervitis.eu. This could be achieved by stipulating this action as a criterion for membership approval in future.

The Iter Vitis Cultural Route takes advantage of international conferences and seminars to further discussion and awareness on the important of agricultural heritage of wine growing areas. In the previous evaluation only Iter Vitis Italy, Iter Vitis France and Iter Vitis Spain provided strong evidence of activities and events related to IterVitis in the form of brochures and leaflets. Therefore, it is satisfying to see that activities within and throughout the membership has grown extensively and the quality of the work achieved so far to consolidated the federation is impressive.

1.3.1 Network extension since last evaluation

The Iter Vitis Cultural Route has consolidated as well as extended. By this, it is meant that national associations have grown and developed to include more members and more activities. This is an ongoing task and the membership reach is vast. Since the last evaluation, two new national associations have also been formed officially, these are Iter Vitis Spain and Iter Vitis Croatia. Given the task of including private, public, third sector and knowledge institutions, it is evident that criteria for membership will help the national membership. Monitoring and establishing official nodes or points of interest will probably need to be further devolved to active municipalities or regional authorities and therefore some guidance would be beneficial alongside clear criteria both to select the nodes or point of interest to include and how to provide signage and signposts. In this regard Iter Vitis France has already an excellent model and should be encouraged to share their good practise with the other members.

3.3.2 Network extension in the three years to come

There are plans to develop two new geographically grouped association. One will be called Iter Vitis Adriatic Ionian. The other will be Iter Vitis Caucasus with the inclusion of Georgia and Azerbaijan. The Caucasus extend beyond Europe but are the cradle of the viticulture in Europe and collaborations are already underway with student, professional and stakeholder exchanges.

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 more consolidated members comply perfectly on event materials, websites and signage however further improvements could be made. It seems there is lack of knowledge about when and when not to use of the “Iter Vitis | Council of Europe” logo on signage. It is my recommendation that Iter Vitis France (who has excellent CR signage) make a webinar or toolkit to show and encourage other members to use the logos correctly. Clear criteria need also to be applied.

4. Conclusions and Recommendations

The *Iter Vitis Cultural Route* is of enormous importance for the understanding of Europe’s history and heritage, for supporting sustainable, responsible and rural tourism, for keeping European cultural traditions and lifestyles alive and contributing to preserving landscapes and biodiversity.

The *Iter Vitis Cultural Route* has formed a solid federal governance model that allows regular contact and support for each other’s activities including local meetings and conferences. The structure provides a European framework for the partners work and gives added-value to projects/products/tourism offers provided by the partners.

The networking capacity of the *Iter Vitis Cultural Route* has been demonstrated through events in Croatia, Spain, Portugal, France, Italy and Russia. The IterVitis.eu is a consolidated space offering concrete tours and an explanation about the work of the whole federation. It will be of benefit to all the members when they link to this page and provide content.

It is clear that this *Cultural Route* has created an equitable environment for decision-making and should be proud of the work that they have achieved so far but should go further to

ensure that partners provide more visibility on their websites and on their cultural routes and through better signage (good example from Iter Vitis France) and better use of the Council of Europe title and logo on websites and in publicity materials. To do this it is recommended that criteria and guidelines are established.

More could be done in terms of cross-marketing and branding on the *Iter Vitis Cultural Route* both on partner websites and in publicity materials. The accreditation of being ‘*Cultural Route of the Council of Europe*’ needs to be seen as a valuable asset and a way to create mutually beneficial links between the partners. Another improvement could be in the use of the “*Iter Vitis I Council of Europe*” logo on signage and there is still some work to go to improve this aspect. It is my recommendation that Iter Vitis France (who has excellent CR signage) make a webinar or toolkit to show and encourage other members to use the logos correctly.

Cooperation in research is happening in abundance and it is recognised that many private archives can be accessed by a good and consolidated approach to membership. In this regard it would be the appropriate for the Federation to agree the criteria by which national associations work with local municipalities and regional authorities to select and highlights points of interest. This is of particular importance when dealing with private operators. Criteria could include for example, the availability of an archive of historical importance and interest to professionals and academics, a landscape preserving the characteristics of the traditions and built heritage of relevance to the history of wine making. In the case that they are open to visitors as hotels or hospitality services then they should have someone available to receive the visitor and tell the story. Quality on the CRs needs to be maintained and therefore establishing a criteria and system for monitoring will be important, especially as the network grows.

As a final reflection, the *Iter Vitis Cultural Route* Federation has created a structure that is able to deliver the demanding task of highlighting Europe’s rich wine making heritage. It is doing so in a professional manner that reflects the quality and visibility that the Council of Europe would expect. The educational, scientific and administrative work that the Federation has achieved thus far is commendable.

CRITERIA		Recommendations previous evaluation 2015-2016	Has the route addressed the recommendation since the last evaluation?		Recommendations current evaluation 2019-2020
			YES	NO	
I. Cultural route theme		-	<input type="checkbox"/>	<input type="checkbox"/>	-
		-	<input type="checkbox"/>	<input type="checkbox"/>	-
II. Priority fields of	Cooperation in research and development	More	X	<input type="checkbox"/>	-
	Enhancement of memory, history and European	Better website	x	<input type="checkbox"/>	Continue to add content to the shared website (itervitis.eu) and

action	heritage				ensure the logo with a link is added to all member websites
		This recommendation is new.	<input type="checkbox"/>	<input type="checkbox"/>	Develop strict criteria for assigning the IterVitis Council of Europe logo to private establishments and/or landmarks and create a system to work with local authorities in this regard.
	Cultural and educational exchanges for young Europeans	More	X	<input type="checkbox"/>	Continue with internships and student visits and develop more cross border visits.
			<input type="checkbox"/>	<input type="checkbox"/>	
	Contemporary cultural and artistic practice		<input type="checkbox"/>	<input type="checkbox"/>	
		More merchandising	<input type="checkbox"/>	<input type="checkbox"/>	Shared merchandising could be further explored using the IterVitis logo.
Cultural Tourism and Sustainable Cultural development	More defined routes	x	<input type="checkbox"/>	Improvement could still be made by providing clear criteria for the selection of private and public points of interest that can be highlighted on the CRs	
III. Cultural Route Network	Better governance	X	<input type="checkbox"/>	Federation model has been put into place and is excellent.	
		<input type="checkbox"/>	<input type="checkbox"/>		
		<input type="checkbox"/>	<input type="checkbox"/>		
Communication Tools	-	X	<input type="checkbox"/>	This needs further improvements with	

				better signage throughout the route – it is recommended to use Iter Vitis France as a model
		<input type="checkbox"/>	<input type="checkbox"/>	

5. List of references

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

ITER VITIS Application Form (DOC_1_DOSSIER_EVALUATION_EN_2019-2020_locked1709 (2).docx.pdf)

ITER VITIS FEDERATION STATUTES (Federation Europeenne Iter Vitis Firmato 12 set 2mila15.pdf)

ITER VITIS Members List (ITER VITIS MEMBERS.xlsx)

ITER VITIS Award Criteria

ITER VITIS Tourist Product Catalogue

ITER VITIS 2016 Madrid Meeting Report (EUROPEAN ITER VITIS madrid.docx)

ITER VITIS 2017 Torgiano Meeting Report (FEDERAZIONE EUROPEA ITER VITIS Verbale Torgiano 24 giugno 2017.pdf)

ITER VITIS 2018 Rome Meeting Report (ITER VITIS GENERAL ASSEMBLY ROME.pdf)

ITER VITIS 2016 Accounts (ITER VITIS CONSUNTIVO 2016.pdf)

ITER VITIS 2017 Accounts (Iter Vitis Consuntivo 2017.pdf)

ITER VITIS 2018 Accounts (consuntivo 2018.pdf)

ITER VITIS Budget 2019 (previsional budget 2019 20202021.pdf)

ITER VITIS ACTIVITIES 2019 2020.pdf

In addition Iter Vitis submitted a file of activities from each of the national members with extensive evidence from each partner.

From the previous evaluation

0_DOSSIER_EVALUATION_FR_2015.doc

1_CR_EVALUATION_GRID.xlt

2_nouveau statut.doc

3_ITER VITIS membres.pdf

4_Plan_strategie_2016-19.doc

5_Consuntivo 2015 al 30 settembre 2015.pdf ; Iter Vitis consuntivo 2012.pdf; Iter Vitis consuntivo 2013.pdf; Iter Vitis Consuntivo 2014 .pdf

6_Plan_budgetaire_2016.pdf

7_Plan_budgetaire_2016-19.pdf

8_draft MOU_Iter Vitis.pdf

Prot intesa CERVIM-ITER VITIS.doc

Protocollo ADI ITER VITIS 1.pdf

Protocollo ADI ITER VITIS 2.pdf

Protocollo ADI ITER VITIS 3.pdf

Activities Iter Vitis in 2013_EN ok.DOC

Interviewed

Emanuela Panke _ ITER VITIS FEDERATION newly elected President (12 January 2016 and 16 November 2019)

Viviane Coursieres _ ITER VITIS FRANCE (16 November 2019)
Dijana Katica _ ITER VITIS CROATIA(16 November 2019)
Karmele Gomez _ ITER VITIS SPAIN (16 November 2019)
Cristiana Freitas_ ITER VITIS PORTUGAL (11 December 2019)
Sara Ferreira_ Interpretation and Promotion Center of Vinho Verde, Ponte de Lima (11 December 2019)
Sandrina Sousa, Interpretation and Promotion Center of Vinho Verde, Ponte de Lima (11 December 2019)
Joao Fernandes, Interpretation and Promotion Center of Vinho Verde, Ponte de Lima (11 December 2019)
Quinta da Freiria, Ponte de Lima (11 December 2019)
Francisco de Calhieros, ADRIL (Associação do Desenvolvimento Rural Integrado do Lima) (11 December 2019 and 12 December 2019)
Mariana Fernandes (Comunidade Intermunicipal do Alto Minho – CIM Alto Minho – Minho Inovação Technician) (12 December 2019)
Sandra Fernandes, (Comunidade Intermunicipal do Alto Minho – CIM Alto Minho – Planning Department) (12 December 2019)
Joana Santos (Escola Superior de Turismo e Gestao – Instituto Politecnico de Viana do Castelo - Teacher)

6. Annex 1: Expert field visit

ITER VITIS PORTUGAL

11 December 2019, Ponte de Lima

13.00h Received by and accompanied on the visit by Cristina Frietas, Coordinator of IterVitis Portugal and archivist at the Ponte de Lima, Interpretation Centre

13.00h Lunch meeting with Francisco de Calheiros, ADRIL and Cristiana Frietas

14.30h Visit to the Iter Vitis Interpretation Centre in Ponte de Lima and meetings with Sara Ferreira, Sandrina Sousa and Joao Fernandes

16.00h Visit to Quinta da Freiria and interview with the owner

15.00h Visit to the Aubergue of Ponte de Lima and interview with the coordinator

17.00h Visit to Paco Calheiros and interview with the owner.

12 December 2019, Viana do Costelo

09.00h Meeting with Francisco de Calheiros, ADRIL and Cristiana Frietas

11.30h Meeting with Mariana Fernandes (Comunidade Intermunicipal do Alto Minho – CIM Alto Minho – Minho Inovação Technician) and Sandra Fernandes, (Comunidade Intermunicipal do Alto Minho – CIM Alto Minho – Planning Department) (12 December 2019)

13.30h Meeting with Joana Santos (Escola Superior de Turismo e Gestao – Instituto Politecnico de Viana do Castelo - Teacher)

7. Annex 2: Expert assessment checklist

EXPERT ASSESSMENT 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:	1	
	- 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 between heritage and contemporary culture?	1
- highlight the most innovative and creative practices?	1
- link these innovative and creative practices with the history of skills	1

	development?***		
	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	
3.2 FIELDS OF ACTION	- 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	
	3.3 NETWORK	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	
the regions concerned by the project?		1	
its partners and participating countries?	1		
the fields of action involved?	1		

