

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

### Expert report

## LIBERATION ROUTE EUROPE

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*\*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.*

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## 1. EXECUTIVE SUMMARY

Liberation Route Europe (LRE) is a European cultural route, linking the main regions along the advance of the Western Allied Forces in the 1944-45 latter stages of World War II. In applying for certification as a Cultural Route of the Council of Europe, LRE is seeking validation of its work in developing a “continuously growing, international remembrance trail, connecting important milestones of modern European history”.

The main LRE route crosses from southern England across the Channel to Normandy and northern France, through Belgium, the Netherlands and northern Germany to Berlin. A separate sub-route travels up through Italy. The main LRE route across Northern Europe is well delineated, taking in the main remembrance sites and historical locations. The Italian route presents as a separate trail and seems less well integrated into the LRE narrative presented on the website, as are some sub- and branch routes.

LRE started as a Dutch regional tourism initiative in 2008 in the Arnhem-Nijmegen region. Most of the action to date has been implemented by a Dutch non-profit foundation (Stichting Liberation Route Europe / SLRE), which was established in February 2011 and is based in Utrecht. A second legal entity was set up in January 2018 – Liberation Route Europe aisbl. (LRE aisbl.) is a non-profit international association under Belgian law, with an office in Brussels, and is described as “a headquarter of LRE international organisation”.

The actions implemented by SLRE have developed a provincial Dutch tourism project, firstly into a national initiative and, since 2011-12, to become a large-scale European project. LRE now has a wide international scope, European participation, impressive track record and considerable ambition. The parent organisation (SLRE) is the employer of 15 permanent and contracted staff, it has 52 official members (plus travel trade members and associated partners) each paying a membership fee for agreed services and it has successfully completed two EU-funded projects, as project leader with EU partners.

The organisation has evolved a strong European multi-perspective narrative (formalised in the Magna Carta charter which prospective members must sign and respect) and it sees itself as a carrier of European values through the LRE project. A Historians Advisory Committee, with members from universities in six European countries meet annually to further develop the research, development and academic accreditation of the LRE narratives.

Nonetheless, making an objective evaluation analysis of the data presented in the application, SLRE retains a distinct Netherlands specificity and concentration of activity. 73% of official paid network members are from the NL, a majority of press and communications (61% of content items 2016-2018) is focused on NL media, the main strategic funding partner of SLRE is the vfonds (NL National Fund for Peace, Freedom and Veterans Care), also several partnership projects and tourism support products (audio spots, app) have been implemented almost exclusively in the Netherlands. Projections for membership fees income in 2019 and 2020 anticipate the same balance of membership, with approximately three-quarters of fees income coming from NL sources.

As the new legal structure LRE aisbl. in Brussels becomes established (it only recently completed its first year), a number of changes are planned to move some staff contracts from SLRE to LRE aisbl. Within the application data, there is an overall merging of the activities, budgets, responsibilities etc. of SLRE and LRE aisbl, both indeed working on the same unifying LRE project. However, at present, the membership contracts and fees income are under the SLRE umbrella (20% of SLRE income is projected to come from membership fees

in 2019). SLRE holds trademarks on the intellectual property created (visual branding, methodology) and has a contractual relationship with members and partners on how this is used. Major projects planned are also the responsibility of SLRE.

LRE is in a confident phase of growth and development, with a number of major initiatives planned for 2019-20. Over the next two years, as Europe marks the 75<sup>th</sup> anniversary of the end of WWII, SLRE plans a major campaign – ‘Europe Remembers 1944-45’, to encourage, inform and guide tourists in visiting remembrance sites in Europe. A special Rough Guide edition will be published ‘Travel the Liberation Route Europe’ through a cooperation between SLRE and Rough Guides. A new long distance Hiking Trail from London to Berlin, following the LRE route is to be inaugurated in 2020; a collaboration between SLRE and Studio Libeskind/Daniel Libeskind has resulted in a unique ‘Vectors’ design created by the renowned Polish-American architect. The Vectors will act as way-markers along the trail.

In the Conclusions and Recommendations chapter, specific evaluation comments, conclusions and recommendations are proposed for the three main criteria groups.

In terms of eligibility criteria for themes, priority fields of action and networks, as set out in CM/Res(2013)67, the Liberation Route Europe meets all elements on the checklist. It is therefore recommended that the certification “Cultural Route of the Council of Europe” is awarded.

<b>Summary of the conclusions table</b>		
<b>According to Annex 2 – Check list,</b>		
	<b>Yes</b>	<b>No</b>
The theme complies with the eligibility criteria for themes, CM/Res (2013)67, I. List of eligibility criteria for themes.	<b>Yes</b>	
The Cultural Route complies with the criteria listed in CM/Res (2013)67, II. List of priority fields of action.	<b>Yes</b>	
The Cultural Route complies with the criteria for networks, as in CM/Res (2013)67, III. List of criteria for networks.	<b>Yes</b>	
<b>Therefore the certification “Cultural Route of the Council of Europe”</b>		
	<b>Yes</b>	<b>No</b>
<b>Should be awarded</b>	<b>Yes</b>	

## 2. INTRODUCTION

Liberation Route Europe (LRE) is a European cultural route, linking the main regions along the advance of the Western Allied Forces in the 1944-45 latter stages of World War II. The route crosses from southern England across the Channel to Normandy and northern France, through Belgium, the Netherlands and northern Germany to Berlin. A separate sub-route, linked by the historical context, travels up through Italy, with other smaller branch routes in Europe. LRE is described as a “continuously growing, international remembrance trail, connecting important milestones of modern European history” and commemorating WWII heritage in Europe.

Its origins lie in a Dutch initiative started in 2008 in the Arnhem-Nijmegen region of the Netherlands, as a locally based project of the regional tourist board, aiming to reach wider audiences for a series of powerful WWII storylines. Collected by a young intern, these told the history of the region through personal, oral and family testimonies. The project aimed to keep 20<sup>th</sup> century European and local history alive for the younger generations. It developed education packages, mainly aimed at local primary schools, and installed a series of innovative information audio-spots, technologically ahead of their time.

The core messages of peace, freedom and democracy that underpinned the project helped the work quickly to gain traction in other provinces. With early validation and interest from local authorities across the Netherlands, in February 2011 the project acquired legal status as a Dutch non-profit foundation (Stichting Liberation Route Europe / SLRE).

Conscious of the European common history and the multi perspective stories embedded in its work, by 2011-12 SLRE began to draw in other European partners and regions, expanding the route represented by the network participants across European borders. It thus grew organically into a European network. For the European expansion of the Liberation Route Europe, SLRE has taken on a supervisory role as umbrella organisation, working in close collaboration with numerous international organisations. The current membership of the network remains strongly centred on the Netherlands (73% of Official Members), with smaller numbers in six other European countries plus USA.

The current state of play of Liberation Route Europe is that it is in a confident phase of growth and development, with a number of major initiatives planned for 2019-20. Several have progressed since the point of CoE application. A much increased visibility and activity programme can be anticipated for LRE, in particular over the next two years, as Europe marks the 75<sup>th</sup> anniversary of the end of WWII.

The candidate responsible network is Liberation Route Europe aisbl. (a Brussels-based, non-profit international association, registered January 2018 under Belgian law), created as “a headquarter of LRE international organisation”. However, the majority of activities presented in the application, operational budgets, annual reports, staffing, membership data etc. is implemented by the ‘parent body’, the NL foundation Stichting Liberation Route Europe (SLRE), a non-profit foundation registered February 2011 under NL law, based in Utrecht). There are linkages between the two bodies through Board representation.

The evaluation has not assessed any implications of this apparent technical discrepancy. One can view Liberation Route Europe as the unifying action, the European remembrance cultural route project, around which the two legal structures (LRE aisbl. and SLRE) converge.

### 3. EVALUATION

NOTE: the following acronyms are used

LRE	Liberation Route Europe (the unifying European remembrance route project)
SLRE	Stichting Liberation Route Europe (NL foundation, established Feb 2011, parent body, main implementation organisation – also translated in some documentation as Liberation Route Europe Foundation, LREF and LRE NL)
LRE aisbl.	Liberation Route Europe international association established under Belgian law, Jan 2018, 4 founding members including SLRE.

The evaluator was challenged initially to distinguish clearly between the different legal personalities of LRE, particularly since the SLRE appears under different translated names in some documentation (Stichting Liberation Route Europe, Liberation Route Europe Foundation, Liberation Route Netherlands, LRE NL, creating an impression of multiple legal bodies). The apparent technical discrepancy, whereby the application is submitted by one legal structure (LRE aisbl.), but the majority of organisational activity (network membership, financial data, staffing, activities undertaken to date and future plans, communications etc.) is implemented by the other interlinked legal structure (SLRE), the ‘parent organisation’, needs closer validation by the CoE.

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#### 3.1 Cultural Route Theme

The theme of Liberation Route Europe links 20<sup>th</sup> century history to the present day and aims to raise awareness of the importance of European values such as freedom, peace, democracy and non-discrimination. These values are enshrined in the LRE Magna Carta and Charter, which members must sign to be eligible to join the network. The theme fosters a considered, reflective, respectful multi-perspective view in commemorating the WWII heritage.

The name of the Liberation Route was chosen in the first phase of LRE development, a project initiated in 2008 in the Netherlands as a tourism promotion initiative in the Arnhem-Nijmegen area. The name resonates with the Dutch experience of WWII in the 1944-45 period and echoes how that period’s history is told in the Netherlands and in several other countries. The liberation route narrative has been reinforced among the public through popular Hollywood and European films over the years, focused on the actions of the Western Allied Forces in the period.

Nevertheless, there is sensitivity to the different experiences of war in other parts of Europe. Indeed ‘Ambiguous Liberation’ is one of the storylines featured on the LRE website, emphasising that the end of WWII may have brought liberation for some in Western Europe but it created harsh undemocratic conditions in Eastern Bloc countries such as Poland. On the field visit, one programme manager said that they tried to avoid over-using the ‘liberation’ word when talking about LRE in Germany, and sought more nuanced ways to focus on the historical perspectives and common values.

The LRE website explores the question: To what extent is there a standard European historical narrative? In the website section aimed at tour guides, it stresses that there is no

“standard” or “authorised” version of history. There are different interpretations of history. It states that LRE’s intention is to deliver a wider interpretation than that offered by nation states’ selective memories of the war, and provide an international response, by examining the complex heritage of the Second World War from multiple historical perspectives.

The theme of LRE complies with the eligibility criteria listed in the Appendix to CM/Res(2013)67:

1. It connects past and present-day history, and is representative of European values (respecting and spreading universal values of peace, freedom, democracy and reconciliation – as set out in the SLRE Charter). It crosses more than 3 countries of Europe (UK, France, Belgium, Netherlands, Germany, Poland, Italy);
2. The theme has been researched and developed by a group of historians from different European countries. Network members and other experts contribute to the development of activities and projects;
3. The theme is illustrative of European memory and 20<sup>th</sup> century history and heritage; the multi-perspective approach to selecting and writing personal biographies contributes to interpreting the diversity of present-day Europe;
4. The theme makes a strong contribution to cultural and educational exchanges for young people, particularly since this period of history is on the national curriculum of European countries (e.g. primary school level in NL);
5. The theme permits the development of initiatives and exemplary and innovative projects in the field of cultural tourism and sustainable cultural development, often in partnership with other organisations. This is well exemplified in the London-Berlin Hiking Trail planned for 2020 launch;
6. The theme has been used from the first iterations of the LRE to develop tourist products and promotions, aimed at different publics including schools groups, in partnership with tourism trade agencies and operators in Europe and North America.

## **3.2 Fields of Action**

### **3.2.1 Co-operation in research and development**

Since 2017, LRE has brought together a Historical Advisory Committee comprising eight historians from different universities in six European countries – DE, NL, PL, UK, FR, IT (1.2.f). They have developed the *Magna Carta* for LRE, which sets out the general historical context of WWII and the multi-perspective national contexts in which WWII took place, its aftermath and how that history is viewed today. The Committee meets annually to continue to expand this work in line with the needs and development of the network.

Named experts from eight other universities (1.2.g: in NL, FR, UK, BE, PL, CZ) are also involved in academic research inputs along the route. Some network members (e.g. museums on the route) have contributed to the extensive and balanced series of personal biographies and storylines, featured on the LRE website, of people from many different countries whose lives were touched by WWII.

This cooperation in research and development initiated by LRE is ongoing. It plays a unifying role around the theme of Europe's 1944-45 history, along the designated route. It shows how experiences of WWII Europe are representative of European values and underpin European cultures and societies today. It raises important questions about how relatively recent history is interpreted, taught, re-appraised and communicated today, illustrating the development of those values and the variety of forms they take in Europe.

### **3.2.2 Enhancement of the memory, history and European heritage**

LRE organised an exhibition 'Routes of Liberation: European legacies of the Second World War' in partnership with museums/heritage sites in Berlin, Caen, Gdansk and Groesbeek (NL). Inaugurated in 2014 at the European Parliament in Brussels, the exhibition toured through to 2016 to NL, DE, FR & PL, reaching 250.000 visitors.

The LRE has installed nearly 200 audio spots (marker points where location-specific audio information explaining the historical significance can be heard via an app). Almost all are in the Netherlands, with around ten in Germany/Belgium.

The partners and network members of LRE are the main implementers of any heritage restoration, protection and enhancement work, respecting the relevant international charters, conventions and recommendations. The installation of the Studio Libeskind designed Vectors for the London-Berlin Hiking Trail will be done to professional standards, following the necessary planning and heritage legislation.

The LRE route takes in both 'known' remembrance visitor attractions such as museums, cemeteries and battlefield sites, and less well visited locations, in both rural and urban settings. By following the route, visitors encounter some well-known areas of northern Europe, as well as towns, villages and provinces that are under-exploited for tourism. They also traverse former industrial areas of Europe.

Taking into account the heritage of ethnic and social minorities in Europe, the biographies featured on the LRE website include, for example, stories from 1940s Jewish communities in Netherlands, Poland and Germany, as well as perspectives of displaced people (Polish air crew in the UK, evacuated communities in the Netherlands).

The LRE Guide Network has selected a cohort of trained/accredited guides (e.g. International Guild of Battlefield Guides, UK Blue Badge holders) and provides additional resources such as training in the historical context of Liberation Route Europe, branding materials and promotion of the LRE guides to travel trade operators. This contributes to raising awareness among practitioners in the travel trade and their clients of the complex multi-perspective history and heritage of the LRE.

Awareness is also raised among volunteers and local people, either involved in network members' activities (e.g. museum volunteers) and for the forthcoming Hiking Trail route where it is planned that some segments will be locally managed.

### **3.2.3 Cultural and educational exchanges of young Europeans**

According to LRE website: 'The Liberation Route Europe Foundation is currently working on designing its own education strategy, including all the concrete projects and activities which will be implemented by the Foundation and its members.' LRE cooperates with specialised



tour operators to offer high quality school trips related to the history of the Second World War, providing targeted information on its website for teachers and schools.

SLRE was awarded an EU project grant 07.07.2017 by DGEAC under the Europe for Citizens Programme for 'History through their Eyes' project (EYES). The programme has taken place through 2018 with European partners and wide-ranging educational content. Four workshop/conferences took place in France, Germany, Netherlands and Belgium, reaching various groups of young Europeans, the final event attracting around 100 young Belgian students.

An exhibition has toured with a digital version online, telling the history of WWII as witnessed by 10 young Europeans. EYES workshops have aimed at a better understanding of WWII in different European countries: History through their Eyes and Map of the European memory themes aim to help school students to understand different European perspectives on WWII history.

### **3.2.4 Contemporary cultural and artistic practice**

SLRE sees itself as often taking an initiating role in fostering project development, and inspiring its members and partners to think about WWII heritage and commemoration in an innovative way. As a result some interesting partnerships and initiatives have taken place using contemporary cultural and artistic practice. Many are led by others, although SLRE is also an initiator of some projects.

For example:

- 2013-14 cooperation with Introdans (NL contemporary dance company). At every performance of their production 'Oorlog en Vrede' (War and Peace), a trailer featuring dance and animation of the LRE butterfly logo was shown, leading into the dance performance. Introdans also performed a duet to launch the LRE Routes of Liberation exhibition in 2014.
- Bridge to Liberation Experience, Arnhem: since 2016, SLRE works with organisers from the Bridge to Liberation Experience Foundation (Arnhem, NL) in the presentation of an annual contemporary remembrance outdoor concert (with music, visual effects, multi-perspective storytelling, historical period visuals) at a significant remembrance site, the John Frost Bridge in Arnhem. SLRE's role is to advise, inspire, contribute ideas etc.
- A virtual reality app has been developed in the Netherlands since 2016, with 3D images and virtual tour of museums and cemeteries on the LRE NL route.
- 2018 design cooperation with Daniel Libeskind/Studio Libeskind, initiated by SLRE. Libeskind has designed, through a pro bono arrangement with SLRE, a family of 'Vectors' markers for the LRE/Wandelnet London-Berlin hiking trail, to be launched in 2020. The Vectors add architecture/design as a discipline and element to the LRE work.
- Best practices in contemporary ways of remembrance, involving arts and culture, are shared through LRE international network to foster more of these modern ways of commemoration throughout Europe.

### **3.2.5 Cultural tourism and sustainable cultural development**

Cultural tourism and sustainable cultural development are promoted through the strategic organisational focus of SLRE on tourism promotion and products. SLRE employs a permanent Travel Trade Manager, has supported the LRE international Guide Network, develops tourism promotion opportunities (e.g. organisation of annual LRExpo in conjunction with the LREForum – 50 international tour operators exhibited in 2019 Forum in Brussels) and it targets press and communications to tourism markets.

SLRE offers its members a contact database of museum staff, historians, journalists, guides, tour operators, destination marketing organisations etc. It organises study trips for representatives of the WWII tourism sector. LRE invites travel journalists, bloggers and tour operators to Familiarization Trips (FAMTRIPS) through specific regions of the route to increase press coverage of tour options.

An LRE Tour and Travel Guide book is compiled and available online presenting a wide range of tour and travel packages and sites of interest along the historic route. The Tour and Travel Guide book covers UK, France, Belgium, Luxembourg, Netherlands, Germany, Poland and Italy. This includes some countries which have no representation in the LRE network of Official Members (e.g. Italy and Poland), but where LRE's travel trade partners are operational.

Recommended routes use different modes of transport, including bicycle and on foot to foster slower environmentally sustainable tourism. Individual and group options are available, as well as educational and school tours. The LRE Guide Network supports the promotion and employment of local accredited specialist guides, trained in LRE methodology and multi-perspective history, which also fosters sustainable cultural tourism.

SLRE has cooperated with the Dutch hiking organisation Wandelnet to create the Liberation Route Hiking Trail from London to Berlin, due to be launched in May 2020. A network of hiking specialists and historians was established to develop a detailed route based on existing trails, including WWII locations, tourism sites, accommodations and hiking information. The route will offer hundreds of remembrance sites to visit stretching over 3,000 kilometres and 5 countries. Branch routes rejoining the main route will be also created.

### **3.3 Cultural Route Network**

Since 2016, SLRE has been a membership organisation with three categories of membership: Official Members, Associated Partners and Travel Trade Partners. Each paying member has an individually tailored membership contract agreement with the network, setting out what is provided for the membership fee. Services offered to members include project management, remembrance strategy design and implementation, creation of audio spots, fundraising and exhibition development. Prospective members must comply with the LRE quality standards to be eligible to join the network, signing, respecting and complying with the LRE Charter.

The SLRE membership concept and structure thus reflects two important elements for the organisation. It has a strong customer/professional services orientation, where the network member is positioned as a client or service user (in keeping with the SLRE origins as a tourism promotion project). It is also aligned to a values-based eligibility (in keeping with the SLRE foundation's non-profit structure, objectives and statutes).

Official Members pay annual fees on a scale between Basic level @ 500€ and Gold level @ 10.000€ (2019-20 rates), depending on the range of SLRE services accessed. In addition, tailor-made agreements are drawn up for regional consortia (e.g. a group of members represented by a Region or City authority), with fees up to 30.000€ per annum. At the point of CoE Certification Application, SLRE had 52 Official Members, including several regional consortia. The majority of members are in the Netherlands: 73% are Dutch / 38 NL members, with seven other countries having 1-4 members each (in DE, BE, UK, FR, LU, CZ and USA).

Associated Partners are organisations that LRE is in contact with, who support the organisation but, due to financial constraints, are not yet able to join as a paying member. They also include organisations which have worked with LRE or will work with them on future projects. A list of 75 Associated Partners (30% in NL, with others in BE, FR, DE, IT, LU, PL, UK and Canada) is presented in the application, comprising mainly museums, regions and municipalities, academic institutions, tourism boards and others. Since submission of the CoE application, some have become paid members of LRE.

Reflecting its origins as a tourism authority initiative, the organisation has developed a solid relationship with the tourism industry, providing a range of supportive measures to develop remembrance tourism across the route. The Tour and Travel Guide spells out the relationship: SLRE ... “does not have a commercial purpose but operates as an intermediary between the travel trade industry and its members and partners”. Within the membership structure, there are currently 13 Travel Trade Partners with a paid membership, also signing the SLRE Charter. Travel Trade Partners come from various countries of Europe and North America. Acting as an intermediary between the travel trade and the LRE membership (regions, cities, museums, remembrance sites etc.), in some cases SLRE earns income from this relationship (one example was given by SLRE: where they organise tours in Europe on behalf of a New Orleans museum).

The LRE network membership (fees income, contractual agreements and obligations) is currently under the SLRE umbrella – around 20% of SLRE income is projected to come from membership fees in 2019. SLRE has trademarked the LRE brand and owns the intellectual copyrights of the LRE visual brand and methodology. Members’ responsibilities in the use of the LRE brand are set out in the network membership agreements. These contractual arrangements are also important in relation to two ‘Branch Routes’ (LRE sub-routes which have formed independent associations: LR Italy and LR Nordrhein-Westfalen). The branch routes in Italy and Germany pay annual fees to SLRE for use of intellectual property and other services.

Some other consultation work is undertaken by SLRE for which it earns income. The amounts are variable: 190.500€ in 2018 budget and 25.000€ in 2017.

LRE aisbl. currently has four founding members (SLRE - NL, The Normandy Region – FR, Bastogne War Museum – BE, Liberation Route North Rhine-Westphalia – DE). According to its statutes, the membership fees are a minimum of 500€ per annum.

### **3.3.1 Network extension in the three years to come**

In assessing the potential for network growth and extension in the next three years, it is important to note that LRE/SLRE has a number of major initiatives planned for 2019-20. These will mark a significant period for commemoration of the 75<sup>th</sup> anniversary of the end of

WWII in Europe. All projects have progressed since the point of CoE application, and much increased international visibility for LRE can be anticipated as a result:

- Europe Remembers 1944-45: a major project of SLRE through 2019 and 2020, to mark the 75<sup>th</sup> anniversary of the end of WWII. It is funded by vfonds (the Dutch National Fund for Peace, Freedom and Veterans Care), with partners in the Netherlands, Belgium and France, including founding members of LRE aisbl. The organisers, SLRE have “the ambition to coordinate, facilitate and organise an international awareness and remembrance tourism campaign to honour, remember, reflect, and inspire”. Europe Remembers has a dedicated website, featuring content from the LRE site (e.g. biographies, storylines, remembrance sites, tourism circuits), and where events can be registered. More than 300 remembrance and heritage sites, events and commemorations across Europe will be promoted and connected through Europe Remembers 1944-45. The campaign has the ambition to reach 25m+ potential visitors.
- A cooperation agreement has been announced between SLRE and Rough Guides to create a unique travel guide to commemorate 75 years of the liberation of Europe (announced October 2018, guide to be published July 2019).
- International Hiking Trail – SLRE has cooperated with the Dutch hiking organization Wandelnet to create the Liberation Route Hiking Trail from London to Berlin. Daniel Libeskind and SLRE announced in October 2018 a cooperation on the international hiking route from London to Berlin (almost 3,000 km, plus various branches), to feature ‘Vectors’ markers, designed by Studio Libeskind. The internationally renowned Polish-American architect has created a unique family of Vectors to act as way-markers along the route. Fundraising is underway by SLRE for the 3m€ project and the route is due to be inaugurated in May 2020. This new international long distance path is promoted as a cross-border monument to freedom, harmony and peace. It is presented as a new thematic historical long distance walking path and positioned by SLRE alongside the Camino de Santiago.

It is also notable that these important anniversary commemorations are likely to increase visitor numbers for network members. This reflects current trends in remembrance tourism. For example, the Airborne Museum Hartenstein (Field Visit) has seen a 20% increase in visitors over the past four years, with people coming from all over Europe and North America.

The LRE network membership can therefore be expected to expand in the next three years, particularly with increased visibility from the projected activities in 2019-2020. Membership is growing with seven in the process of joining (1.2.b) at the point of application, and some new members/regional consortia confirmed by the Project Manager at the point of evaluation.

All those met in the course of the evaluation stressed that LRE is a European project and a European network. SLRE has an important European Patron in Mr. Martin Schulz, former President of the European Parliament. The LRE aisbl. has an International Supervisory Board, including representatives from two of the four founding partners: SLRE Director (NL), NBTC Holland Marketing Business Development Director – also the LRE Founder (NL), a member of the German Bundestag (DE) and the Director of Tempora, a cultural and historical events/exhibitions company (BE).

The evaluator found that the objective reality is that LRE retains a core NL specificity, as a result of its network history, the geographical fulcrum of the network base and activity inputs,

the main funding sources of SLRE (as the major implementer of LRE activity), the main focus for press and communications (according to evidence in the application) and in particular through the overall balance of membership. As analysed above, 73% of official members are from the Netherlands, although the Associated Partners breakdown is more balanced.

This NL specificity is confirmed on the LRE website: “the Liberation Route Europe Foundation is a Dutch organisation, and as such, has put the Netherlands at the forefront of the development of the Liberation Route Europe”.

Since 2012 the NL foundation vfonds (National Fund for Peace, Freedom and Veterans Care), which co-finances Dutch initiatives on the themes of liberation, freedom and peace, has supported the work of SLRE through long term cooperation agreements. SLRE reports that, following discussions with vfonds on the European nature of its scope, values and objectives, the Fund agreed since 2013 that the vfonds funding could be spent more broadly outside the Netherlands. The SLRE offices are now hosted by the vfonds HQ in Utrecht.

An increased membership from other countries could be expected in future years, although this is not reflected in the projected income for SLRE 2019-2020, which continues the pattern of 74% membership fees from NL memberships and 26% fees income from ‘Memberships Europe’. The evaluator notes that the LRE membership fees may be rather high for some countries/potential partners – it was also mentioned by the Project Manager that financial constraints were one reason for some organisations to be ‘Associated Partners’.

Any perceived Netherlands-centric character of LRE might be counterbalanced by its engagement in future European partnership projects. In 2016, SLRE worked with international partners (NL, FR, BE, UK, DE, PL) to develop further the LRE as a European international project. This was done under an 18-month project, financially supported by the European Commission (DG GROWTH – Tourism, Emerging & Creative industries unit) for ‘LRENEXT: Liberation Route Europe, the Next Level, towards an international remembrance route and organisation’. The SLRE 2016 Annual Report describes how the international partners joined forces to further develop the LRE infrastructure, tourism offer, tangibility, historical content, guides, website and app. The 2018 EYES project described above (3.2.3) was also EU co-financed, by Europe for Citizens, with partners in NL, DE, FR and BE. In both cases, SLRE was the applicant and project leader, other EU partners mostly coming from the SLRE membership.

A major EU-funded Interreg remembrance tourism project ‘Land of Memory’ is currently underway over 2016-2021 in the Grande Region, led by IDELUX, Luxembourg, with partners in Luxembourg, Belgium, France and Germany (including at least one LRE member). The overall project budget is €9.9m, with EU Interreg contribution of €5.4m. This project has several comparable objectives to LRE, albeit within a distinct smaller geographical area, including: creation of a cross-border remembrance tourism destination in the Grande Region through the networking of remembrance sites; a joint coherent promotion of the shared cultural and historic heritage. Activities include the creation of a joint communications platform using storytelling techniques, creating educational material, training specialist guides, developing and promoting remembrance tourism circuits, marketing, communications etc. There are therefore considerable synergies between LRE and Land of Memory - a large-scale EU-funded European initiative, taking place within a significant timeframe (75<sup>th</sup> anniversary of end of WWII). SLRE reports that they were approached by the project coordinators to discuss potential cooperation. However, SLRE could not be official partners as they are based outside the Grande Region Interreg area – it is not known whether the option of being an Associated Partner was explored. There was another problematic issue for SLRE since the Land of Memory project deals with both WWI and WWII history and

remembrance (SLRE/LRE only focuses on WWII, specifically the period 1944-45). Although SLRE therefore is not involved in Land of Memory, it plans to cooperate as closely as possible and notes that several people from the project were due to attend the LRE Forum in Brussels in February 2019.

Future opportunities for EU funding of partnership projects can be anticipated, although LRE aisbl. needs to acquire the required financial capacity and organisational track record to lead and/or partner an EU application. In terms of the future plans for the two legal entities managing the LRE, the evaluator was informed of plans for the transition of some staff from SLRE contracts to become employees of the LRE aisbl. during 2019. The evaluation did not examine whether there are any plans for transfer of membership fees, service contracts with members, travel trade relationships, budget lines etc. from SLRE to LRE aisbl. in future.

Fundraising in the USA is planned as part of the SLRE activity in the projected budget for 2019-2020. The budgeted expenditure for the USA fundraising activity exceeds the expected income for both years in the budget, estimated costs being almost double the estimated income. SLRE explained that the projected 'Fundraising USA' income targets were deliberately modest and that indeed they hoped to recoup the costs and exceed the projected fundraising income targets.

### **3.4 Communication tools**

SLRE has three staff with inputs to communications activities (permanent Press and Communications Officer; fixed-contract Project and Communications Officer; external consultant Online Marketing Coordinator). It has built up an impressive array of communications tools, reaching specialist and general media in different formats in Europe and North America (including one widely circulated article in The New York Times, 25.10.18)

The LRE website receives 30,000 visitors per month, as documented in the application, and has two sections. The 'public-facing' side (<https://liberationroute.com/>) is in six languages (English, Dutch, French, German, Polish, Italian) and has a rich content offer (history, biographies, storylines, maps, detailed location info, options for travelling the LRE, information about LRE and SLRE). The linked B2B section (in English), also publicly accessible, (<https://b2b.liberationroute.com/>) has content aimed at press, members and travel trade business partners.

The Press Releases web section is informative but not particularly active (nine press releases listed in 2018). Direct engagement with press is organised by SLRE through regular press trips. In June 2018, a press trip to Normandy was announced, inviting participants. SLRE covered costs for travel and 3-night stay, planning for a group of 4-7 participants from various countries. A 'Europe Remembers 1944-45' press trip was organised in the Netherlands in September 2018, offering similar financial conditions and logistics.

A large number of direct and indirect publications are listed in the application addenda 5.1. Among the 157 press articles detailed for 2016-2018, 61% are in the NL press, followed by 12% in the German press and smaller numbers for UK, Italy, France, Greece, Canada and USA. It is notable that only 2 articles on LRE activities are listed for the French press, given the number of remembrance sites in Normandy and elsewhere in France.

Social media presence of LRE is well developed, with positive, interaction patterns. The Liberation Route Europe Facebook page was created in 2013 and has 23,646 followers. It

was used for live-streaming of the LRE Forum in February 2019 and is regularly updated. There is a good level of engagement with published content (shares, likes, comments).

The LRE Twitter account was set up in 2011. It has 2,687 followers and has published 2,021 tweets. SLRE is on LinkedIn (registered as Liberation Route Europe Foundation), with 487 followers. LRE also reaches users through Instagram (1,142 followers – good interaction levels of likes and comments on images posted).

Other communications tools include audio (radio & podcasts), audiovisual media, exhibition catalogue, the forthcoming cooperation publication between SLRE and Rough Guides to create a new Rough Guide 'Travel the Liberation Route Europe' (due out July 2019). Visibility material is produced for elements of the route (printed map for some LRE regions), members use LRE logo under agreements with SLRE, a mobile application links to audio spots and has an interactive map. A GIS map is being prepared for the long distance Hiking Trail.

Some of the partnership activities undertaken by LRE involve large audiences and visibility, even where LRE is not directly responsible for the communications strategy. For example, LRE contributed to the organisation of a large-scale cycle event 'Freedom Ride' in the Netherlands in 2016. The route crossed the Gelderland section of the LRE. The aim of the event was both to celebrate freedom as well as to raise awareness about what happened here during the Second World War. The 100<sup>th</sup> edition of the International Four Days Marches of Nijmegen took place in July 2016, the largest multiple-days walking event in the world with over 50,000 participants. The Four Days Marches and its festivities attract hundreds of thousands of visitors, with national and international media. For that edition, SLRE was asked to create a 100 Years Walking in Freedom visual representation and a dedicated app for visitors to enhance the historical, visual and audio info available to visitors and hikers. The annual Bridge to Liberation concert organised in Arnhem (with inputs from SLRE) attracts some 20,000 audience members to the free outdoor summer event.

Overall, the communications tools used by the LRE are professional and comprehensive.

## 4. CONCLUSIONS AND RECOMMENDATIONS

In terms of eligibility criteria for themes, priority fields of action and networks, as set out in CM/Res(2013)67, the Liberation Route Europe meets all elements on the checklist. It is recommended that the certification “Cultural Route of the Council of Europe” is awarded.

Evaluation comments, conclusions and recommendations for the three main criteria groups:

### 4.1 Eligibility criteria for themes

The main cartography of the LRE route is across Northern Europe, consistent with major remembrance sites and the designated 1944-45 timeline. The route on the LRE map across Italy is seen by SLRE as entirely compatible in terms of the historical context. Nevertheless, understanding the precise geography of the actual LRE route, and any connection points between the branches, poses some challenges for the user. The placement and connection of European sub-branch routes is not clear. The LRE involves some European countries without network members and not fully integrated into the main LRE narrative.

Recommendations:

- Ensure greater clarity of the LRE route/s on a map of Europe for user benefit
- Aim for greater consistency between network members representation and the countries represented by the tourism routes proposed

### 4.2 Priority fields of action

The priority fields of action are mostly well or adequately covered by the LRE activities.

On research and development cooperation, the interdisciplinary nature of the analysis is raised – whether the historians engaged in the Historical Advisory Committee and the other academic inputs are sufficiently diversified in their respective fields to meet the CoE criteria.

SLRE/LRE acts as an intermediary in many of its action areas, thus not necessarily directly responsible for several criteria listed in the CoE resolution CM(2013)67 (e.g. respect of charters, conventions, recommendations on heritage restoration, protection. It is noted that the SLRE Charter includes a clause on respecting the regulations in their country of origin, including regulations on re-enactment, historical weapons and historical military uniforms.

The LRE route crosses many rural, less well visited, disadvantaged areas of Europe, including areas marked by industrial decline. While LRE is not directly involved in the restoration of heritage sites, its members in these areas are using the leverage of LRE membership to enhance and improve tourism in the area.

SLRE promotes cultural and educational exchanges through designated tourism packages (an intermediary role). The EYES project enabled SLRE, with its partners, to work directly with young Europeans, developing a series of ‘History through their Eyes’ events and new storylines. It is hoped that SLRE will find ways to build on this work to strengthen the direct engagement with younger generations of Europeans (including those from diverse social and ethnic communities) and help inform their narratives about WWII history.

SLRE is not generally an initiator of contemporary cultural and artistic practice, although it has an adequate track record in partnering with/contributing ideas to some such activity. Where SLRE has initiated this practice is in the 2018 design commission by Studio Libeskind for the Hiking Trail Vectors. This is an innovative integration of contemporary design, hiking and remembrance tourism, offering scope for art and design press attention to LRE work.



In the Netherlands, SLRE has worked with several projects involving outdoor activities (cycling, hiking). Fostering an interaction between remembrance sites/routes and healthy sports/physical activities for participants of all ages makes a positive contribution to raising awareness. It is an original way to build public engagement on the LRE themes.

As stated, SLRE is most strongly operational in the field of tourism promotion (remembrance tourism – cultural tourism – heritage fields). Given the LRE theme, cooperation with North American specialist tour operators, veterans and remembrance tourists is well developed, as is exploration of US/Canada fundraising potential. Nonetheless, the projected budgets for 2019-20 are not fully explained for evaluation purposes: 100.000€ has been allocated in expenditure to raise a projected 60.000€ from Fundraising USA.

Recommendations:

- Consider whether to introduce a clause in the SLRE Charter code of conduct on heritage restoration and protection obligations
- Finalise and disseminate the SLRE education strategy; look for ways to build on the experience of EYES project to expand and deepen meaningful cultural and educational exchanges for young Europeans
- Ensure adequate planning and oversight of any fundraising missions outside Europe, to project a net income, taking into account all expenditure and staff costs

#### **4.3 Criteria for networks**

All those met on the evaluation field visit consistently asserted that LRE is not a ‘Dutch network’, and emphasised the European historical framework, common values and international network reach. Nevertheless, an objective analysis of the application data confirms a distinct NL bias, particularly given the 73% NL membership and specific NL activities undertaken. The projected income from NL members for 2019 and 2020 anticipates the same pattern (74% of membership fees income is expected to come from NL memberships, against projected 26% of membership fees from ‘Memberships Europe’).

In contrast, an objective analysis of the website content (storylines, biographies etc.) provides a more balanced European multi-perspective impression of the LRE, also reflected in the organisation’s Magna Carta. The LRE aisbl. has been planned for some years by SLRE; the international association was legally incorporated in January 2018, and is planned to act as the “HQ of LRE international organisation.

Recommendations:

- Develop a strategic approach to diversify the LRE/SLRE membership, in order to move away from the numerical and financial imbalance of NL memberships and aim for a more balanced and diverse European network membership.
- Consider whether the membership fees are set at an appropriate level for all targeted countries and potential members.
- Ensure full consistency of the name used in English for the Dutch SLRE (at present several variations were found in LRE documentation, creating the impression of multiple legal structures)
- Empower the LRE aisbl. to acquire the necessary financial and organisational capacity to position itself as an international partner/project leader for EU projects, building on the experience and track record of SLRE in the Netherlands.

## 5. LIST OF REFERENCES

### 5.1 Full Application package with addenda

1. Application Form
2. Self Assessment grid
3. Declaration of Honour
4. Addendum Application Form Document 1
5. Activities implemented by the network during the last 3 years (2016-2018)
6. Publications - Direct
7. Publications – Indirect
8. Liberation Route Europe – legal basis
  - 8a. Annex 1: Updated legal statutes of the network (in French – not signed) – aisbl.
  - 8b. Liberation Route Europe Foundation Charter
  - 8c. Magna Carta for Liberation Route Europe
  - 8d. Liberation Route Europe – legal statutes aisbl. (in NL), dated 18.01.2018
9. Annex: updated list of members of the network
10. Stichting Liberation Route Europe – budget 2018 (in NL)
11. Budget estimation 2019-2020
12. European Commission EACEA Europe for Citizens letter of grant award (07.07.2017)
13. Vfonds application for Europe Remembers 2018 (in NL, no date for application)
14. European Commission DG Internal Market, Industry, Entrepreneurship and SMEs – Cooperation projects to support transnational tourism based on European cultural and industrial heritage: letter of grant award (03.09.2015)
15. Stichting Liberation Route Europe Activity Plan 2018-2019-2020 (in NL)
16. 2016 Annual Report: Liberation Route Europe Foundation (in English)
17. 2017 Annual Report/Jaarverslag: Stichting Liberation Route Europe (in NL)
18. List of audiospots
19. Tour and Travel Guide 2017-2018

During the field visit several other documentation needs were identified and the LRE offices provided additional information, reviewed as part of the evaluation.

### 5.2 Additional documentation provided

1. Clarifications on membership numbers in different categories
2. Clarifications on staff employed (employer: Stichting Liberation Route Europe/ Stichting LR NL)
3. Map of LRE with inset of Italy map routes
4. Video: Trailer bij Oorlog&Vrede Introdans
5. Video: Aftermovie Bridge to Liberation Experience 2017 (documentation of Bridge to Liberation Experience foundation, Arnhem annual concert)
6. Membership offers 2019-2020
7. Europe Remembers (September 2018): powerpoint presentation of LRE, 2008 – 2019/20 plans
8. Clarifications and examples of LRE work in contemporary cultural and artistic practice

9. Stichting Liberation Route Europe statutes
10. Further clarifications on application were provided by email.

### **5.3 Documentation researched online reviewed as part of the evaluation**

1. 2019 LRE Forum (LREXPO, LRE Gala & LRE Conference) programme
2. Membership offers 2018
3. LRE Twitter account sample of posts
4. LRE Facebook account sample of posts
5. New York Times: *Following in the Footsteps of the Allies for D-Days 75<sup>th</sup> Anniversary* (25.10.2018) – link from LRE social media
6. Liberation Route Europe and Rough Guides Announce Cooperation (02.10.2018 – Press Release on LRE b2b webpages)
7. Liberation Route Europe Announces Unique International Trail Initiative to Mark 75 Years After WWII (17.10.2018 – Press Release on LRE b2b webpages)
8. vfonds – NL National Fund for Peace, Freedom and Veterans Care: <https://www.vfonds.nl/>
9. Europe Remembers 1944-45: <https://europe remembers.com/>
10. Land of Memory – Interreg project information online

## 6. ANNEX 1: Field visit programme

### **Cultural Routes of Council of Europe**

Visit Judith Staines January 23rd, 2019

#### **Program:**

9:15 Meet Peter Kruk (Programme Manager, LRE) in Arnhem

9:30 Visit the Airborne Museum Hartenstein (Welcome by Sarah Heijse, Museum Director)

10.45 Visit Airborne Cemetery Oosterbeek (with explanations by LRE guide Danny Frenken)

11:30 Visit to the John Frost Bridge (audiospot) and the information centre Airborne at the Bridge (with explanation about the battle by LRE guide Danny Frenken)

12:16 Train to Utrecht from Arnhem (arrival in Utrecht at 12.51)

13:10 Lunch with LRE Board

(Victoria van Krieken, LRE Chairwoman, Director LR Netherlands/SLRE and Juriaan de Mol, LRE Founder and Chairman LR Netherlands/SLRE)

14:30: Meeting with LRE Board at SLRE Utrecht office (Vredesbolwerk, Lucasbolwerk 10 Utrecht)

#### **Meetings with:**

Peter Kruk, Programme Manager, Liberation Route Europe Foundation (Arnhem)

Sarah Heijse, Director, Airborne Museum Hartenstein (Arnhem)

Danny Frenken, International Guild of Battlefield Guides, freelance guide for LRE (Arnhem)

Two volunteers, Airborne at the Bridge visitor centre (Arnhem)

Victoria Van Krieken, LRE Chairwoman, Director LR Netherlands/SLRE (Utrecht)

Juriaan de Mol, LRE founder, Chairman LR Netherlands/SLRE (Utrecht)

#### **Extensive email communication with:**

Ewelina Oksiuta, Project Manager, Liberation Route Europe (Brussels)

NOTE: For the field visit, a split day was proposed by LRE with an 'experience' morning in Arnhem and Oosterbeek, to visit flagship remembrance sites which are members of LRE network, followed by a 30 min train journey to Utrecht, lunch with LRE Board/SLRE staff and afternoon meetings at SLRE offices.

In the field visit planning, the evaluation expert stressed the need for adequate time to be provided for the meetings sessions, which were the main priority for the evaluation visit. The LRE Project Manager in Brussels confirmed this:

"We scheduled a site visit in the morning (from 9.30 AM to 12). The second part of the day will be dedicated to meeting with LRE Board (with a time to discuss and review our application). We think all will end around 4.30-5 PM in Utrecht. The site visit will help you to understand LRE's beginnings and organisation as well as one of our core project in the Netherlands – audiospots."

However, the field visit schedule was not fully implemented for various reasons. There was heavy snow which slowed traffic and therefore one element of morning programme (planned visit to audiospot Westerbouwing, Oosterbeek) was not possible in the time available.

On arrival in Utrecht, it took longer than the indicated 15 minutes due to snow/ice to walk from station to the restaurant meeting point; but it was closed. After some confusion (missed messages sent) the evaluator met with LRE Board members in another restaurant nearby. Some 40 minutes time was lost as a result.

After lunch, it emerged that the LRE Founder had another meeting immediately and the LRE Chairwoman had a meeting at 15.30h, allowing barely 45 minutes of LRE evaluation meeting time with one person, instead of anticipated 2-3 hours with both (scheduled to finish around 17h). Therefore the evaluation meeting time at LRE offices was inadequate and rushed.

Overall impression:

The morning session was extremely useful and well executed; the Programme Manager was very informative and provided valuable background info on the founding phase of LRE; the Airborne Museum opened early specially, the Director guided the visit and gave other useful feedback as an LRE network member; the LRE guide made a special journey to join and was most impressive; due to excellent planning and logistics, the snow was no major impediment.

In contrast, the afternoon session was rather poorly executed. There seemed to have been a miscommunication between the Brussels and Utrecht offices on timing and availability of LRE staff (meeting finished at 15.30h, not the planned 16.30 – 17.00h). The time allowed by LRE staff/board was inadequate, with a poor communication of other commitments (evaluator was only informed of changed schedule on return to office after lunch). As a result, it was not possible to get a balanced professional impression or to cover all agenda items in situ. A full evaluation overview of the LRE organisation and a complete discussion of its future plans were not available on the field visit Utrecht meeting. If the evaluator had known about the availability of the LRE Board members, the schedule would have been changed. Delays due to snow and misrouting to closed restaurant also contributed to a lack of time.

Throughout the planning and field visit day, the LRE Project Manager in Brussels remained in regular contact. She has been professional and responsive to all requests for clarifications and information, both before the visit and for follow-up to complete the evaluation inputs.

## 7. Annex 2: Checklist

COE CULTURAL ROUTES EVALUATION CHECK-LIST			
		Yes	No
3.1 THEME	Does the theme of the Route		
	- represent a common value - historical, cultural, or heritage -to several European countries?	1	
	- offer a solid basis for		
	youth cultural and educational exchanges?	1	
	innovative activities?	1	
	cultural tourism products development?	1	
	Has the theme been researched/developed by academics/experts from different regions of Europe?	1	
3.2 FIELDS OF ACTION	3.2.1 Co-operation in research and development		
	Does the Route		
	- offer a platform for co-operation in research and development of European cultural themes/values?	1	
	- play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1	
	- show how these themes are representative of European values shared by several European countries?	1	
	- illustrate the development of these values and the variety of forms they may take in Europe?	1	
	- have a network of universities and research center working on its theme at the European level?	1	
	- have a multidisciplinary scientific committee? = <b>HISTORIANS from different academic fields</b>	1	
	Does the scientific Committee		
	work on its theme at the European level?	1	
	carry out research and analysis of the issues relevant to its theme and/or activities on:		
	- theoretical level?	1	
	- practical level? <b>Not engaged in practical activity per se but produce materials of practical use to network members</b>	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	
<b>3.2.3 Cultural and educational exchanges of young Europeans</b>		
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	
<b>3.2.4 Contemporary cultural and artistic practice</b>		
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	

<b>3.2 FIELDS OF ACTION</b>	- 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 development?****	1	
	<b>3.2.5 Cultural tourism and sustainable cultural development</b>		
	<b>Do the Route's activities (relevant to sustainable cultural tourism development)</b>		
	- assist in local, regional, national and/ or European identity formation?	1	
	- actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?	1	
	- promote dialogue between		
	urban and rural communities and cultures?	1	
	developed and disadvantaged regions?	1	
	different parts (south, north, east, west) of Europe?	1	
	majority and minority (or native and immigrant) cultures?	1	
	- open possibilities for co-operation between Europe and other continents?	1	
	- draw decision makers' attention to the necessity of protecting heritage as part of sustainable development of the territory?	1	
	- aim to diversify of cultural product, service and activities offers?	1	
- develop and offer quality cultural tourism products, services or activities transnationally?	1		
- develop partnerships with public and private organisations active in the field of tourism?	1		
Did the network prepare and use tools all along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?	1		
<b>NETW</b>			
<b>ORK</b>	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	
	the overall strategy of the network in the short- and long term?	1	
	- identify potential participants and partners in CoE member states and/or other world countries?	1	
	- provide details of its financing (financial reports and/or activity budgets)? <b>For SLRE (Stichting Liberation Route Europe – NL)</b>	1	
	- provide details of its operational plan?	1	
	- append the basic text(s) confirming its legal status? <b>NB: 2 separate legally constituted organisations – see evaluation</b>	1	
<b>3.4 COMMUNICATION TOOLS</b>	Does the Route have its own logo?	1	
	Do all partners of the network use the logo on their communication tools?	1	
	Does the Route have its own dedicated website ?	1	
	Is it the website translated into English and French?	1	
	Is it the website translated into other languages?	1	
	Does the network use effectively social networks and web 2.0?	1	
	Does the network publish brochures on the Route?	1	
	if yes, are the brochures translated in English?	1	
	if yes, are the brochures translated in French?	1	

Is the title of “Cultural Route of the Council of Europe” present on all communication materials (including press releases, webpages, publications, etc.)? <b>N/A – not applicable prior to certification</b>		0
Is the logo of the Council of Europe present on all communication materials ? – <b>N/A – not applicable prior to certification</b>		0
Is the CoE logo used in accordance to the guidelines for its use (size and position,...)? <b>N/A – not applicable prior to certification</b>		0
Are the logos (Cultural Route + CoE) provided for all the members of the Route? <b>N/A – not applicable prior to certification</b>		0
Does the Council of Europe logo appears on road signs/ boards indicating the cultural route? <b>N/A – not applicable prior to certification</b>		0
	<b>SCORE</b>	<b>5</b>
	<b>77</b>	<b>N/A</b>

**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