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

Expert Report

"OLIVE TREE ROUTES"

Maria Gravari-Barbas
Université Paris 1 Panthéon-Sorbonne

ΤΗΣ ΕΛΙΑΣ
ΟΙ ΔΡΟΜΟΙ
THE ROUTES OF THE OLIVE TREE

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

COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

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1. **Guidelines Executive Summary**

The analysis of the recent performance of the network, mainly in response to the remarks made June 26, 2019 in the letter from Ms Birgitta Ringbeck, Chair of the EPA Governing Board shows the real progress that have been made over the past months.

The evaluator considered in its assessment that it occurs only a few months after receipt of the above recommendations, and only a year after the previous assessment.

The evaluator, however, cautions that:
   i)   Efforts need to be consolidated in the coming months and years. The situation is delicate on several points, in particular the consolidation of the Route and partnerships and their real involvement and the establishment of new governance.
   ii)   Efforts must also be made in terms of transparency, particularly regarding the network of partners
   iii) It is also necessary (for the purpose of transparency mentioned above, but also pure enhance value, visibility and communication of road projects) to put in place a rigorous system of reporting for all network activities. The road is currently failing in terms of reporting.

2. Introduction

The Cultural Foundation of the Olive Tree Route was founded in 2003. The Route Oliver was certified Cultural Route of the Council of Europe in 2005. According to the revised statutes of the Foundation "The Routes of the Olive Tree" (2019), which is leading the network, the main tasks of the Foundation are:

> *1. promote the symbolism of the olive tree and its cultural heritage both tangible and intangible, element of connection between Europe and the Mediterranean since prehistoric times and part of southern cultural heritage of Europe*
> *2. contribute to the sustainable and integrated development of the olive-growing regions, through innovative proposals for thematic and cultural tourism*
> *3. promote, internationally, historically proven benefits of olive products and the role of the olive tree in the arts, customs, traditions and evolution of communities and local economies since ancient times.*
> *4. promote and publicize internationally the Mediterranean and the Greek nutrition through innovative and sustainable ideas, and promote the Mediterranean as a destination gourmet*
> *5. participate in the formulation and implementation of innovative proposals of cultural tourism for all target groups, in cooperation with the actors and stakeholders of tourism for the benefit of local sustainable development.*
> *6. contribute to the dissemination of related expertise through educational programs and information activities*
> *7. enhancing intercultural dialogue, in favor of local sustainable development in the Euro-Mediterranean region at large.*

As defined, the main tasks of the Foundation highlights a profoundly European heritage, the olive, and the values symbolized by the tree: a heritage both tangible and intangible, with a message of peace and intercultural dialogue; the values of the Mediterranean landscape; human values embodied by the work of the Mediterranean populations who got from this tree, since antiquity, their livelihoods.

The merits of a Route of the Olive Tree among the routes of the Council of Europe is obvious. This has not been questionned in previous assessments. However, the evaluations conducted in 2015 and 2018 have pointed to several shortcomings in terms of operation and management of the Road and in terms of implementation and influence of the implemented actions.

The evaluation of the Route conducted in 2015 by Giuseppe SETTANI could not be based on a set of necessary documents that should have been provided by the Foundation (e.g. the list of full members contacts). The evaluation highlighted a number of shortcomings such as the non-involvement of the Scientific Committee and its members in the definition and development of the theme of the Route strategy; a faulty operational involvement of all countries and members; and non-compliance with resolution CM / Res (2013) 67. The report concluded that the performance of the Routes of the Olive Tree was not in accordance with the certification criteria.
The evaluation conducted in 2018 by Pierre FRUSTIER certainly found several improvements made in previous years. But she found out that the route only partially met the certification criteria. It therefore proposed to maintain the certification but to ask the Routes of the Olive Tree to make profound changes.
Based on the evaluations of previous periods, outstanding evaluation was requested in 2019-2020 referred to by the present text. The evaluation took place on 31 January and 1 February 2020 (see program of the visit in annex).
It took into account the latest changes in governance set up by the network.

The analysis of the recent performance of the network, mainly in response to the remarks made June 26, 2019 in the letter from Ms Birgitta Ringbeck, Chair of the EPA Governing Board:

- Establish a revolving governance and encourage the emergence of national groups able to stimulate their respective territories.
- Intensify the promotion of itinerary and the recruitment of players in the Adriatic and Ionian region.
- Strengthen ties with members and enable them to fully implement the list of priority actions of the Cultural Routes of the Council of Europe.
- Renew the Scientific Committee with academic stakeholders in office who can invest in research projects, respond to calls for proposals, seminars or conferences and publish their work.
- Innovate in the development of activities related to the five priority areas.
- Establish local walking tours and cycling between the different members of the European network that promote "slow tourism" rather than fossil fuels.
- Improving the use of digital tools.

shows the real advances that have been made over the past months.

The evaluator considered in its assessment that it occurs only a few months after receipt of the above recommendations, and only a year after the previous assessment.

The evaluator, however, cautions that:
iv) Efforts need to be consolidated in the coming months and years. The situation is delicate on several points, in particular the consolidation of the Routes and partnerships and their real involvement and the establishment of new governance.
v) Efforts must also be made in terms of transparency, particularly regarding the network of partners
vi) It is also necessary (for the purpose of transparency mentioned above, but also pure enhance value, visibility and communication of Route projects) to put in place a rigorous system of reporting for all network activities. The Route is currently failing in terms of reporting.

3. Body evaluation

3.1. Theme of the Route

The theme of the Routes of the Olive Tree is undeniably a common European value (historical, cultural and heritage in several European countries). It provides a priori an excellent base for cultural and educational exchanges for young people, for innovative activities, and the development of cultural tourism products.

Moreover, the theme has been studied extensively by academics and experts from different parts of Europe. A particularly extensive bibliography exists on the key role of the olive tree as landscaping and structuring the Mediterranean Basin, and as a heritage marker of European values. A very significant number of publications also focus on the role of the olive tree and its products in the diet of Mediterranean peoples and the role it can play as unifying and as an identity element.

The more accurate analysis of actions of the Cultural Route of the Olive Tree shows that several actions related to cultural exchange and education for young people, for innovative activities, and for the development of cultural tourism products have been introduced. Although these actions should be highlighted and encouraged, it appears that the Routes of the Olive Tree can (and should) go much further in their implementation.

3.2. List of priorities for action

Several actions are mentioned in a large annex (Annex 4) of 114 pages. Hundreds of actions (such as the "Charter of Civilization and the Cultural Heritage of Olivier integral part of European cultural heritage," or virtual library of Olivier) are fundamental for the development and scientific legitimacy of the network. But for lack of sufficient evidence it is difficult to assess their effective range qualitatively and quantitatively. Thus, for certain activities such as territorial diagnosis on "Circular economy in Olivier lands. Diagnosis and proposals "activity carried out in 2018, the number of participants is" to be defined ".

Annex 4 presents 12 actions for cooperation in research and development which are a priori of great interest - such as those related to the reception of migrants. However, the involvement of the Scientific Committee in the design, monitoring and recovery (scientific, educational, communicational) of such shares is not mentioned.

In general, it is highly recommended to improve the reporting of network shares (for example, a listing by action allowing one hand to keep track of this activity for the Foundation's archives and other to provide the material necessary for their assessment. As such, pictures in the large Annex 4 that do not have a legend are not useful, and are even counter-productive.

> Previous evaluations cited lack of balance of the activities. It is clear that the problem still persists. Yet this holds the legitimacy and credibility of the network.

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3.2.1 Cooperation in research and development

The Scientific Committee was renewed in September 2019. It is thus too early to judge the actions. Meeting reports from previous meetings show that the participation of members of the SC was low (3 to 4 members attended the SC meetings in 2017 and 2018) compared to the importance of members and guests of the office of the Foundation and the Executive Director. It is strongly hoped that participation of the SC is more important and structuring in the coming months.

Former SC included 7 members from 5 countries. The new includes 13 members from 10 countries represented (three French members, one Portuguese, one Lebanese, one Moroccan, one Albanian, 2 Greek, 1 Slovenian, 1 Italian, 1 Tunisian, Spanish 1), which is very positive. Only three members of the former SC are part of the new.

The new CS introduces 3 categories of members: Academic stationed; Young professionals / PhD: The honorary members. The schedule does not allow to see which categories belong to each of the current members. It should be clarified.

The SC renewal is positive, but it should be remembered that it must play an effective role, active and pulsing. But it has not yet met and neither, on the day of writing this report, scheduled date for the next meeting (face-to-face or by Skype). It is very urgent to provide, 4 months after its establishment, the meetings necessary for its effective involvement. Moreover, due to the fact that an initial meeting has not yet taken place, the SC has not yet a president.

It is strongly hoped that the Scientific Committee will put in place some measures mentioned in the meeting reports of previous meetings, such as collaboration with training programmes.

The project of the e-library, essential scientific device of the Road, does not seem to improve. Clearly it is necessary to have at this stage expertise in document scanning and indexing. These skills are not available internally to the Foundation. It is therefore necessary to seriously think about possible ways to carry out this project. Its opening is scheduled for the current year, but the conditions necessary for this do not seem to exist.

The documents produced for the evaluation also mention a list of 17 partner universities. The list, not handed in the file, was sent after application of the evaluator. It mentions 18 higher education institutions in Greece, Spain, Slovenia, Morocco, Croatia, Turkey, Albania, Portugal and Italy. Collaboration with universities is often limited to a cooperation agreement not translated into action. Yet it is possible to imagine these activities with universities, such as summer schools, likely to create a sustainable and active network. If a summer school was rotating, organized within these universities on interdisciplinary themes, this could give a major boost to the network.

Moreover, the foundation often receives trainees[1] that produce their internship briefs on topics of great interest. We should reflect on the value of these works, possibly on the Network's website.

Real progress has been made (renewal and internationalization of the SC) which show that the governance of the network is fully aware of the issues. It remains to implement these actions. The time was not sufficient to get them started, but this evaluation reveals a fragility not only due to the fact of their non-implementation, but also to the fact that strategic thinking has not yet been fully completed.

3.2.2 Enhancement of the memory, history and European heritage

Seven (7) activities are listed on this theme (Appendix 4). Many are particularly important and crucial for the future of the road, such as, for example, approaches and meetings set up in the framework of UNESCO's intangible heritage. In December 2019, and thanks to the actions of the Foundation, the "Civilization of the Olive and Oil" (Πολιτισμός της Ελιάς και του Ελαιόλαδου) was entered in the register of national intangible property in Greece.

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[1]For example, the dissertation study Audrey Guittard, conducted under the direction of Marinella Katsilieri and Pascal CHEVALIER, at Université Paul Valéry Montpellier (September 2018) Title: From waste to resource for sustainable biomass management after the production of olive oil in Messinia. Circular economy in the land of olive, territorial diagnosis of the value of olive biomass.

Similarly to the above actions in terms of research and development, lack of reporting do not assess these activities or to see the real involvement of the Olive Tree Route in activities that are driven by other partners. Non-captioned pictures made in the report are, again, counterproductive.

3.2.3 Cultural exchanges and education of young Europeans

Six (6) activities are listed on this theme. Some are particularly interesting, innovative, and may be outside of their own cultural, communicational asset to the route, such as, for example, the initiative comics on migration crisis involving young people. It is recalled here the necessity of reporting every action, which would enable to make the difference between activities conceived and carried out by the network and others where the network simply takes part (such as the presence of the Route to the "job dating "organized by IREST, University Paris 1 Panthéon-Sorbonne to meet the Institute's students with structures that recruit trainees).

It is advisable to add the reception of trainees and the trainer role the Foundation plays in this area. In 2020 several students will be welcomed and will work on several major projects for the Foundation (see Appendix).

3.2.4 cultural and contemporary artistic practices

Five (5) activities are presented. Among these is that the comic books mentioned above seems the most original. The lack of listings for these activities or programs, brochures etc. makes it difficult, if not impossible to evaluate their qualitative impact.

> For all the above activities it is proposed to present both a summary table (with the following entries: Coordination, Members involved; Location; number of participants, date), and also to submit a more detailed presentation sheet with programmes and other information. It is necessary to explicitly present the role of the Foundation and the network in these activities often organized by other actors. The photographic documents should be submitted dated, sourced and accompanied by a caption. It is also especially necessary to clarify the use of the logo.

3.2.5 Cultural tourism and sustainable cultural development

Eight (8) activities are mentioned in the period between 2016 and 2019, only two for 2019 (organized by other partners).

However, the Foundation has made with its partners an important working definition of cycle paths and networks of hiking trails. These were requested in previous evaluations. Their design represents a step forward compared to the previous evaluations, including in France and Italy.

However, the documents on hiking and cycling routes are not very operational as such: the points of interest offered are not sufficiently presented and they are often disconnected from maps that are supposed to accompany them. It would produce true guides - routes with points of interest and associated breakpoints, and uploading not PDFs (which are of little use in the state), but rather interactive itineraries, with links to points of interest, restaurants and accommodation. There is currently a disconnection between the PDF prepared by Visorando, maps and points of interest. It is therefore necessary to examine the question of routes in a more systematic, precise and operational manner.

The partnership with Clio mentioned in 2018 did not materialize. The main problem has been the difficulty of identifying a local partner (incoming agency), to set up a tripartite partnership (the Foundation, Clio and the local agency). The Foundation says not wanting to work with

tour operators, which could be understandable for a TO with a purely commercial approach, rather less for a TO recognized in the field of cultural tourism.

The establishment of routes (bicycle, pedestrian, hiking) also raises the question of signage that implies substantial infrastructure that the Foundation is not currently able to finance.

> The Foundation has made a real effort to design pedestrian and bicycle routes, according to the decision of the SC in June 2017 and at the request of the evaluation of 2018. This effort is commendable. Now it should be enhanced to make it more visible and more operational. A tourist route is not an exercise in style, but a road that is truly appropriate for tourists and it is against this objective that it can be evaluated.

3.3 Route Network

The number, the evolution and geographical spread of the network members were critically observed by the two previous evaluations. In 2015, the network stated 128 members. In 2018, the network stated 42 institutional members. With individual members the total number stood at 137. The reduction was explained by the Arab crisis and mainly concerned the members of the Southern part of the Mediterranean.

In 2019-2020 the network has undertaken major changes in the titles and counting of members. These are divided into two main categories, institutions and individuals.

Among the first there are 13 honorary members; 37 supporters and associated members; 16 founders; 27 ordinary members (total = 93). Among the latter include: 30 "companions", 30 "founders" (natural persons) and 33 ordinary members (natural persons) (total = 93).

This redefinition of the categories of members has been accompanied by a new policy in terms of membership. It enabled in particular to simplify the membership of associate members (which are the points of interest). The previous Rules of Procedure of the Foundation implied a visit at the Foundation headquarters for candidates to membership. The GA of September 2019 decided to delete this clause. Now the tour is done only if deemed necessary and in this case it is the Foundation that supports the costs. Moreover, a membership fee is no longer required. This has encouraged new members to join (supporters and associates). Thus, 27 of the 37 members (supporters and associates) joined in 2019.

Instead of a membership fee, members are requested to organise an event annually. This feature can be very useful if the Foundation is able to monitor and effectively centralise the information. This however seems unlikely today, given the difficulties that the Foundation faces for monitoring and reporting in general.

The positive results in terms of increased membership is also accompanied by a positive development in terms of geographical distribution. The proportion of institutional members in Greece is about 36%, compared with the proportion of 48% in 2018. Diversification is particularly noticeable in Croatia and Slovenia. New members in Northern Macedonia and Albania contribute to a better distribution of the Route in the North of the Mediterranean. A presence of members in the southern rim of the Mediterranean countries remains even after the Arab Spring.

It is also necessary to continue the work of listing and transparency of members, institutional and individual.

Table: Distribution of institutional members by country
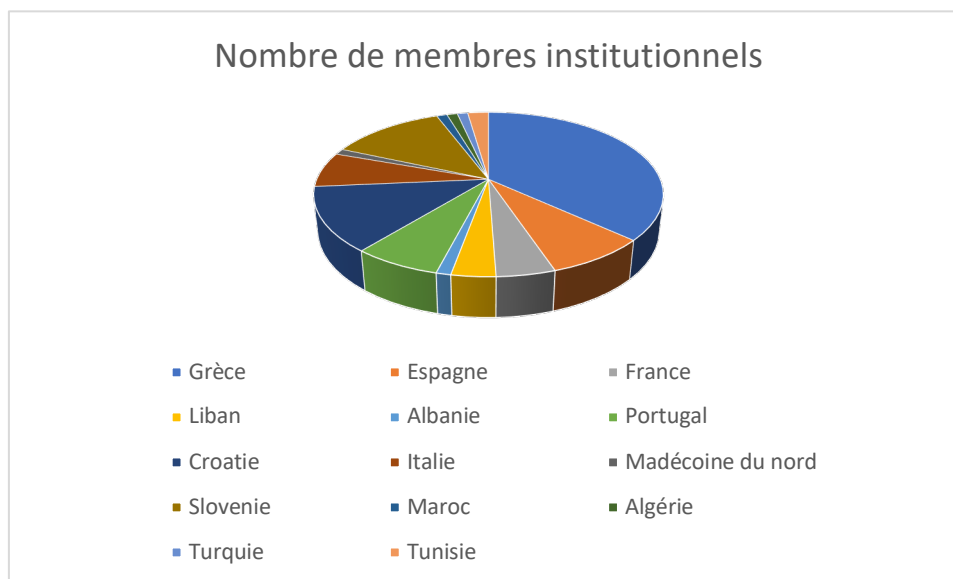
The Foundation has also made considerable efforts in terms of governance. Previous evaluations had pointed to the excessive duration (10 years) of the appointment of the Director, thus pointing to irregularities in terms of democratic governance; an amendment of the articles made obsolete the meeting. The Foundation has made several efforts to regularise this situation. The GA of September 2019 introduced several changes very helpful. It also allowed the election of a French President (Edward de Lombrie).

The new statutes grant the title of "Mediterranean coordinator" to some partners in order to better develop the Route in their countries.

These significant achievements must not however hide the difficulties of the network in terms of animation of the network.

In terms of funding, the network has a continuous increase in its budget (62KE 2017; 77 K € in 2018, 102KE in 2019. The 2020 budget mentions € 292k of which most (212KE) must supply the organisation of activities such as the e-library, exhibitions and other activities announced. The incomes are presented in large masses (30% of European projects, 25% of contributions to the network or rental spaces; 25% of sponsors and 20% of contributions in kind). in the state, the feasibility of a budget of € 292k in 2020 (a tripling of revenue compared to 2019) is not verifiable.

The issue of a lack of strategy had been pointed by previous evaluations. It is clear that the Foundation has responded to these criticisms and has followed the advice of the evaluators. A 2020-2023 action plan has outlined the general course of action. It seeks to address all issues identified as weak. The path taken is positive but remains fragile. It is important to continue and accelerate efforts in the coming years in order to consolidate the initiated developments. The Foundation announces indeed a particularly wide field of action and ambitious considering the environment in which it operates has little to not changed. How then ensure their implementation?

3.4. Route communication tools

The Network has made substantial efforts in terms of communication. The logo "The Routes of the Olive Tree" now appears in all communication materials (website, external communication documents, premises, etc.).

3.4.1. Use of the logo by partners

There are still major weaknesses in the use of the logo by partners. Most websites listed as partners do not present the logo. Worse, the logo does not appear on sites of close partners identified as points of interest within a radius of a few kilometres of the headquarters of the Foundation, nor do they appear on the proposed routes. The 2018 evaluation mentioned as positive the establishment of a special data "remarkable sites" around Kalamata, with a placard respecting the network graphic. Unfortunately, the remarkable sites visited during the evaluation visit near Kalamata did not have this rating and placard.

The Foundation is currently considering a "kit" of communication (signage with the logo that could be given to points of interest in order to facilitate the adoption of the visibility strategy, which is indeed a cost for members). It will be key to closely monitor the impact of these initiatives.

3.4.2. Network Website

The Foundation has an internet website (https://olivetreeroute.gr/). It is available in three languages (French, English, Greek). The website is well designed, meets the graphic charter and is easy to use. However, the site map should be reviewed occasionally[2]

Following the previous evaluation, several improvements and updates were made to the website: recent and future activities are mentioned. The tab "Agenda" requested by the previous evaluation has been added. The most recent event listed on this page (last consultation on February 7, 2020) is January 24, which suggests that no event is planned for the coming months. Moreover, very few past events presented on the agenda include clickable links to connect to the main sites.

In contrast, the second recommendation of the 2018 evaluation, that is to say, the presentation of the list of partners with their logos, complete with hyperlinks leading to the sites of members - and vice versa among partners, has not yet been established. However, following the remarks made on point 3.3. of the present report, this insures the credibility of the Network. This point seems crucial to any future evaluation.

Furthermore, the presented online map of the network should probably avoid the term "Member countries in unstainable situation" for countries like Egypt or Algeria ...

More generally, the website reflects the difficulties mentioned for other aspects of the evaluation, particularly a non-hierarchical presentation of the action, which does not highlight the flagship actions of the Foundation and Route, and it is not always possible to deepen the different activities.

3.4.3. social Networking

The Route of the Olive Tree is present on Facebook (https://www.facebook.com/OliveTreeRoutes/). The remarks of the last assessment have been taken into account. The FB page is active and fed regularly with network activities and more generally topics of interest related to the Road.

3.4.4. Publication of brochures

In French and English

3.4.5. Mention the title Cultural Route of the Council of Europe on all email communication media and 3.4.6. Using the Council of Europe logo

These points are met by the network.

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[2]Clicking on "who we are" for example in the footer gear, you find on the pages "routes"; the agenda does not include events of "new listings", etc.

3.4.7. Supply logo to all members

The Foundation provides the logo to partners, but they use it very little. As mentioned above, the Foundation is considering ways to facilitate the appropriation of the logo. This is a crucial point to monitor very closely in the coming years.

3.4.8. Council of Europe logo presentation on the signs to the cultural itinerary

The cultural itinerary lack of appropriate signage. When signs do exist (eg in the rating of the headquarters of the Foundation), the CoE logo is present.

4. Conclusions and Recommendations

criteria		recommendations Assessment 2014-2015	Recommendations Assessment 2018-2019	Outstanding Assessment 2019-2020 Follow these recommendations and new recommendations
I. the cultural route Theme				RAS
II. Priorities for Action	***Cooperation in research and development***	Lack of involvement of the Scientific Committee. Lack of involvement of universities and research centers. Lack of innovation on the activities.	Renew the Scientific Committee with academic stakeholders in office who can get involved in research projects, respond to tenders, organize seminars and conferences and publish their work.	-Involve quickly the new SC in the Route's activities. -Develop an action plan for collaboration with universities. -Better enhance research students and trainees welcomed to the Foundation or by partners. -Give priority to the launch and development of the e-library.
	Enhancement of the memory, history and European heritage			-Rely on recent writing of the Civilization of the Olive Tree on the Greek national registry to implement enhancement of activities with other countries. Porter approaches for listing on Intangible Heritage Roads list of UNESCO. -Consider and build partnerships with other cultural Routes of the UNESCO (e.g. Silk). -Better connect Route to major European texts and conventions (Landscape Charter; Faro Convention).

	Cultural exchanges and education of young Europeans	Lack of innovation on the activities.		-Continue in the implementation of innovative actions such as working on comics.
	contemporary practice of culture and arts	Lack of innovation on the activities.		-Ask artistic advice "professional" about the reception of artists in residences set up by the Foundation to ensure a high artistic production. Possibly to use a known curator who organize volunteer artistic residences.
	Cultural Tourism and sustainable cultural development	Lack of innovation on the activities.	Establish walking and cycling routes that value local "slow tourism" at the expense of fossil fuels. The new premises of the Foundation are located on land that was a former campsite and where persist equipment	-Operationalise proposed circuits to convert to real tourist routes, easy to own and use by tourists. The proposed routes are interesting, we must now turn, an intellectual exercise in true "tourism product."
III. the cultural route network		Low participation of member countries Difficulty to access the list of members. Lack of consistency with the Cultural Routes Program.	Set up the rotating governance and encourage the emergence of national groups able to lead their respective territories. To take advantage of already existing dynamics, consider relying on structures that work: French Federation of olive cities (France) or AEMO (Spain).	More progress is made on this point. It should now -Ensure effective participation of existing members -Improve very significantly reporting, both in terms of activities organized by the Foundation and those organized by partners -Ensure full transparency: upload the list of partners with their links.
		Lack of statistical data.	Rely on the European project Routes4U to intensify the promotion of the route and the recruitment of players in the space Adriatic / Ionian.	Same advice as for the previous evaluations. Efforts have been made, but they remain largely to be consolidated.
		Lack of democratic process.	It is urgent to strengthen ties with members and make them adopt the spirit of cultural routes of the Council of Europe use the logo, links to the other members on the websites.	Several efforts have been made, for example with the establishment of the rotating presidency. It is now necessary to ensure that the new governance really works. It is the legitimacy and sustainability of the network. -A real and necessary effort must be made at the distribution of the

			logo among partners coupled with a monitoring work regarding the effective use of the logo by partners.
Communication tools	No graphic. Lack of research and development of materials on this website.	Digital tools should be used more acute. It is vital that the route of the olive put online activities more regularly, those of the Foundation as those of members. The creation of an online diary will be a plus for any visitor curious events around the olive tree. The opening of the virtual library will be a first concrete step.	Several efforts have been made at the website and social networks and are to be welcomed. It should further improve the website and ensure the perfect update.

5. List of References

The references section should contain only the list of documents provided by the Cultural Route and analysed by the expert.

Please indicate whether all the required documents for the evaluation were submitted by the Cultural Route.

5.1. Documents submitted for evaluation:

Form évaluation_final_2019
Development strategy
Annexe_02 "Bearer Network"
Annex 03 "Financial Information"
Appendix 4 "Priority Areas of Action"
Appendix 5 "Scientific Committee"
Appendix 6 "Communication Tools"
Appendix 7 "Publications and Visibility
List of members (agencies)
List of members (individuals)

5.2. additional documents following request evaluator

-Charter of Civilization and Cultural Heritage of the Olive Tree
-List of 2019 registered members
-list of registered former members SC
End -Memory studies Manuela Paproki
End of Study Memory of Audrey Guitard
-Results from action to extend the cultural route "Routes of the Olive Tree" to EUSAIR 3 Member States (Croatia, Slovenia, Greece), from the start of the project Routes4U GRANT (June 2019) to November 2019
-recap of tasks to be conducted by trainees in 2020
-Lists partner universities
-Decision registration of the Civilization of olive and oil on the register of the Intangible Heritage UNESCO (Greece)

5.3. Websites consulted

All functional sites included in the list of institutional members.

6. Visit Program in the field

This section must include the date and the program the field visit, a list of places visited, and a list of people met / interviewed per expert (name, role in the network).

Friday, January 31, 2020
10: 00 Start of evaluation workday at the headquarters of the Foundation «the Olive Tree Routes".
- Essentially bilateral discussion with Mrs Marinella Katsilieri.
-Meeting with the Foundation staff
- Visit the Foundation's headquarters (offices and guest rooms)
14: 00-14: 30 Lunch on site
14: 30 -18: 00 Visit to a part of the route proposed in Messinia (Kambos and Kitries).
21: 00 Diner in downtown (Mrs. Marinella Katsilieri Mr. Gioros Katsibokis and other network partners)

Saturday, 1 February 2020
10: 00 From Kalamata to Old Messina
10: 45 -13: 15 Site Tour
13: 30 Lunch Mavromati
15: 00 After visiting Old Messina
17: 15 Departure for Kalamata

7. Appendix 2: Checklist for assessment to the expert

<table>
<tr><td></td><td>EXPERT ASSESSMENT CHECK-LIST</td><td></td><td></td><td></td></tr>
<tr><td rowspan="7">3.1 THEME</td><td>Does the theme of the Route</td><td>Yes</td><td>No</td><td>Note</td></tr>
<tr><td>- represent a common value - historical, cultural, or heritage -to several European countries?</td><td>1</td><td></td><td></td></tr>
<tr><td>- offer a solid basis for</td><td></td><td></td><td></td></tr>
<tr><td>youth cultural and educational exchanges?</td><td>1</td><td></td><td></td></tr>
<tr><td>innovative activities?</td><td>1</td><td></td><td></td></tr>
<tr><td>cultural tourism products development?</td><td>1</td><td></td><td></td></tr>
<tr><td>Has the theme been researched/developed by academics/experts from different regions of Europe?</td><td>1</td><td></td><td></td></tr>
<tr><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td rowspan="3">3.2 FIELDS OF ACTION</td><td>3.2.1 Co-operation in research and development</td><td></td><td></td><td></td></tr>
<tr><td>Does the Route</td><td></td><td></td><td></td></tr>
<tr><td>- offer a platform for co-operation in research and development of European cultural themes/values?</td><td>1</td><td></td><td>Yes, but this is really very modest in view of the extraordinary potential of this theme. There is a real need to encourage much more research and cooperation between academics, researchers and experts working on this issue.</td></tr>
</table>

- play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1		Yes, and the implementation of the e-library can represent an important federating project. However, this project now seems to be encountering inherent difficulties for its implementation and it is not certain that it will see the light of day in the short term.
- 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	A network is mentioned but it is not
- have a multidisciplinary scientific committee?	1		Yes, a new SC was installed in 2019. However, it has not yet been reunited.
Does the scientific Committee			
work on its theme at the European level?		1	Not specified yet.
carry out research and analysis of the issues relevant to its theme and/or activities on:			
- theoretical level?	1		Yes, but this needs to be federated. The next meeting of the SC, the appointment of its President and the impulse for joint actions must be made as soon as possible.
- practical level?	1		Yes, such as activities related to the circular

				economy
	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		Yes, several activities (exhibitions, group workshops) are organized for this purpose.
	- promote the CoE values?	1		Yes, particularly with regard to multiculturalism and the integration of weaker populations.
	- promote the CoE CRs brand?		1	There has been some progress since the last evaluation. However, the logo is still not systematically used. Several partners do not integrate it, including in the vicinity of the Foundation.
	- work in conformity with international charters and conventions on cultural heritage preservation?		1	The work in progress for the recognition of the Olive Tree as an intangible heritage of UNESCO will allow to strengthen this pint which for the moment is not very explicit in the dossier. The dossier also mentions the project of the "CHARTER OF CIVILISATION

			AND CULTURAL HERITAGE OF THE OLIVE TREE, INTEGRATING PART OF THE EUROPEAN CULTURAL HERITAGE", which was given to the evaluator after her request.
- identify, preserve, and develop European heritage sites in rural destinations?	1		Yes, by valorising local products. This point, however, needs to be clarified.
- identify, preserve, and develop European heritage sites in industrial areas in the process of economic restructuring?		1	No information on this point
- valorize the heritage of ethnic or social minorities in Europe?		1	No information on this point
- contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	1		Yes, the main objective of the Route is the recognition of the heritage of the Olive Tree, both as natural and cultural heritage, as well as associated values.
- 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		The recent documents submitted by the Route raise awareness of the European Charters and in particular the European Landscape Charter.
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	This is not explicit in the dossier: not sufficiently valued or structuring enough.
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		yes, with the networks of, for example, comic book artists…
- encourage artistic projects that establish the links between cultural heritage and contemporary culture?	1		Yes, with the project of artistic residences for example.
- encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?		1	No details on this point
- 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	No details on this point
	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		Yes, the culture of the Olive Tree being strongly connected to the local identity and the work of local societies, while connecting these identities to the great European identity and belonging.
	- actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?	1		La Route has made real efforts over the last few months in terms of the website and social networks such as FB
	- promote dialogue between			
	urban and rural communities and cultures?	1		Yes, many activities take place in a rural context and involve urban populations.
	developed and disadvantaged regions?	1		Yes, actions take place in different regions
3.2 FIELDS OF ACTION	different parts (south, north, east, west) of Europe?	1		The culture of the Olive Tree and the associated actions have a definite tropism towards the Mediterranean periphery but the Route precisely connects the northern and

				southern shores of the Mediterranean.
	majority and minority (or native and immigrant) cultures?	1		Some activities are aimed at raising awareness of immigration issues. Other activities have been organized with the participation of refugee populations.
	- open possibilities for co-operation between Europe and other continents?	1		Yes, given the extent of the network in the Mediterranean region.
	- draw decision makers' attention to the necessity of protecting heritage as part of sustainable development of the territory?		1	No details on this point
	- aim to diversify of cultural product, service and activities offers?	1		Yes, through the promotion of local and regional products and local itineraries.
	- develop and offer quality cultural tourism products, services or activities transnationally?		1	This point is developing and progress has been made in recent months. But it is still a fragile point.
	- 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	The almost obvious legitimacy of a Route of the Olive Tree, which imposes itself by its evocative force and imagination, makes the Route immediately intelligible. A more systematic and scientifically based conceptualisation has undoubtedly not been carried out.
	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		The network has potential and resources. While not very fragile, its financial health is not very robust.
	Does the network have a legal status (association, federation of associations, EEIG,...)?	1		
	Does the network operate democratically?	1		Important changes have been made to the statutes to better organize the governance of the network.
	Does the network			
	- specify			
	its objectives and working methods?		1	Progress has been made in recent months. They remain to be consolidated.
	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		Here, too, progress has been announced. The time frame is far too short to judge the results. It is necessary to continue efforts during this period.
	- identify potential participants and partners in CoE member states and/or other world countries?	1		
	- provide details of its financing (financial reports and/or activity budgets)?	1		The very significant increase in the budget in 2020 raises questions.
	- provide details of its operational plan?	1		
	- append the basic text(s) confirming its legal status?	1		
	Does the Route have its own logo?	1		
	Do all partners of the network use the logo on their communication tools?		1	
	Does the Route have its own dedicated website ?	1		
	Is it the website translated into English and French?	1		
	Is it the website translated into other languages?	1		
	Does the network use effectively social networks and web 2.0?	1		
	Does the network publish brochures on the Route?	1		
	if yes, are the brochures translated in English?	1		
	if yes, are the brochures translated in French?	1		
	Is the title of "Cultural Route of the Council of Europe" present on all communication materials (including press releases, webpages, publications, etc.)?	1		
3.4 COMMUNICATION TOOLS	Is the logo of the Council of Europe present on all communication materials ?	1		Yes, for documents originating from the Foundation.
	Is the CoE logo used in accordance to the guidelines for its use (size and position,...)?	1		
	Are the logos (Cultural Route + CoE) provided for all the members of the Route?		1	It's hard to say. In any case, they are not used by all members.

	Does the Council of Europe logo appears on road signs/ boards indicating the cultural route?		1	Yes, for the Foundation offices. Unfortunately very few otherwise, due to the lack of appropriate signage.
	SCORE	63	18	

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ANNEX

Missions trainees recruited in 2020

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Camille Burini, student M2 Management and Enhancement Tourist Heritage, IREST, University Paris 1 Panthéon-Sorbonne (February 5 to May 5, 2020)
Missions:
1. Participation in the general management of all aspects linked to the Cultural Route of the Council of Europe
    1. monitoring of ongoing projects (end Routes4U in Croatia and Slovenia, branding, etc.)
    2. administrative dimension (followed by the secretariat)
2. Support for network expansion
    1. POI preliminary research and Member
    2. networking
    3. Administrative monitoring of recruitment
3. Animation and valuation
    1. monitoring and development of current projects
    2. programming projects in the second half of 2020
    3. design and proposal in event projects

Florian D'Ingeo, student M1 Development and Planning Tourist Territories, IREST, University Paris 1 Panthéon-Sorbonne (21 May to 30 August 2020), internship research and professional.
Missions:
1. Support to ongoing projects
    • Development of walking routes
    • Census natural points of interest
    • cartography
2. Territorial Marketing
    • Help branding for macro Adriatic and Ionian region
    • Proposed deliverables and / or projects based natural heritage and landscape dimension
    • Creating sound sensory routes
3. Mission to be confirmed if development of an activity with Mallorca. Development of the Business "recovery of olive landscapes"
    • Writing the theoretical framework of the activity
    • Establishment of specifications
    • Research partnerships for implementation
    4. Personal research on the structure of supply in the Peloponnese for oleotourism (More details from April)

Rémi Carrier Faure, M2 Public law and international careers of the University of Law in Clermont-Ferrand (13 April to 14 August 2020) internship.
Missions:
1. International Development Assistance
    • Development of the regional & national
    • Preliminary research on French and international legal rules
    • Establishment of specifications
    • Research partnerships for implementation
2. Participation in all aspects linked to the Cultural Route of the Council of Europe
    1. monitoring of ongoing projects (end Routes4U in Croatia and Slovenia, branding, etc.)
    2. administrative dimension (followed secretariat)