

***9th Advisory Forum of the Cultural Routes of
the Council of Europe
Sibiu-Romania, 2-4 October 2019***

***Cultural Routes and ways of promoting Cultural tourism:
Here come the Greeks (!)***

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Cultural Routes and Cultural tourism Hellenic Ministry's involvement in the field



The Directorate of International Relations and European Union (Department of International Relations), constitutes the *focal point in Greece*:

- **for Cultural Routes Programme of the Council of Europe.**
- **for the implementation of the UN Sustainable Development Goals (Agenda 2030)**

Greece participates in:

- **the *Governing Board* of the Enlarged Partial Agreement since the *EPA's* establishment (1.1.2011)**
- **EUSAIR (EU Strategy for the Adriatic Ionian Region): Together with the Ministry of Tourism, (*EUSAIR Thematic Steering Group of Pillar IV – Sustainable Tourism*)**

Some ideas for further evolution

*Exploring (urgently?) other ways of attracting new audiences:
The case of Cultural Tourism*

*First step: **Raising awareness***

IDEAS

*Second step: **active dissemination** of all **information** regarding **funding tools***

*Third step:
synergies and networking*

Awareness & Information – The Greek experience (up to now)

Awareness

For us, this can be achieved via:

- info-days and events (how original!!)***
- production of specific promotional material***
- interactive activities (or enhancing already existing ones) connecting CRs with local society***

Information

about funding mechanisms on pan-European level e.g.:

- Routes4U program***
- European Regional Development Fund (ERDF)***
- INTERREG / ADRION***
- Creative Europe program***
- Cosme (routes+ entrepreneurship)***
- Horizon 2020 (routes + innovation, and new technologies)***

Synergies and Networking (It's some Greek [Stakeholders] to me)

- *The case of the **Olive Tree Routes**, and*
- *The case of the **European Cemeteries Routes***

Some of the common actions we follow in both cases:

- Establishing a link between CRs and State Institutions as well as entities dealing with all relative aspects of Cultural Heritage
- Implementation of specifically designed educational programs
- Introducing stakeholders to entities dealing with the economic aspect of local/regional life



**Sorry, but I'm leaving for Chania,
See you there (next year)**

Best regards

George Kalamantis