

**TRAINING SEMINAR FOR CANDIDATE NETWORKS
APPLYING FOR THE "CULTURAL ROUTE OF THE COUNCIL OF EUROPE"
CERTIFICATION**

DATES	<i>Tuesday 14th May 2024</i> <i>(optional: advisory meeting on 15th May 2024)</i>
FORMAT	On-site participatory training seminar
VENUE	Neumunster Abbey, 28 rue Munster, L- 2160 Luxembourg (GRAND DUCHY OF LUXEMBOURG)
WORKING LANGUAGE	All the training modules and workshops will be held in English. Advisory meetings can be held in either English or French.
DURATION	1 full day (9 hours) Optional: individual advisory meetings on Day 2 (45 minutes each)
ORGANISER	European Institute of Cultural Routes (Technical Agency of the Cultural Routes of the Council of Europe programme)

• **PRELIMINARY AGENDA**

DAY 1 – TUESDAY 14TH MAY	
9:00 – 9:15	<p>Official opening <i>Mr. Claude Halsdorf, Vice President of the European Institute of Cultural Routes</i> <i>Mr. Stefano Dominioni, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes and Director of the European Institute of Cultural Routes</i></p>
9:15 – 10:00	<p>Module N° 1 – CONTEXT: THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE PROGRAMME <i>Mr. Stefano Dominioni, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes and Director of the European Institute of Cultural Routes</i></p> <ul style="list-style-type: none"> – The evolution of the Cultural Routes of the Council of Europe programme – Aims and philosophy of the Cultural Routes of the Council of Europe – The Enlarged Partial Agreement on Cultural Routes of the Council of Europe – The European Institute of Cultural Routes - Technical Agency of the Cultural Routes of the Council of Europe programme – Defining the Cultural Routes of the Council of Europe – The added value of the Cultural Routes of the Council of Europe certification – The Cultural Routes of the Council of Europe programme: highlights and events
10:00 – 10:45	<p>Module N°2: DEFINING A CULTURAL ROUTE <i>Mrs. Carolina Clark – Project Manager, European Institute of Cultural Routes</i></p> <ul style="list-style-type: none"> – Cultural Routes of the Council of Europe: the evolution of the definition – Certification criteria: Resolution CM Res(2023)2 – The five priority fields of action. – How to create a Cultural Route: project phases – The scientific dimension of Cultural Routes: scientific boards and networks of knowledge – Cultural Routes: economic impacts and sustainable development – The cultural context: fundamental resolutions and conventions at the European and international level <p>Discussion / Q&A session</p>
<i>10:45 – 11:15 – Coffee break</i>	
11:15 – 12:15	<p>Module n°3: TOOLS FOR THE GOVERNANCE OF CULTURAL ROUTES <i>Prof. Mike Robinson, Chair of Cultural Heritage, Nottingham Trent University, United Kingdom</i></p> <ul style="list-style-type: none"> – Models of governance (managing expectation, setting goals and articles of Association, selecting partners, route manager role) – Scientific dimension and criteria for the selection of network members – Development and management planning for Route sustainability – Fundraising and financial planning

	–
12:15 – 13:00	<p>Workshop: Cultural Routes of the Council of Europe: from theory to practice <i>Experiences from certified Cultural Routes of the Council of Europe</i></p> <p><i>Moderator:</i> CAROLINA CLARK, Project Manager, European Institute of Cultural Routes</p> <p><i>Guest speakers (online participation):</i></p> <ul style="list-style-type: none"> - 12:20 – 12:35: Victor Sorensen, Director, European Route of Jewish Heritage - 12:35 – 12:50: Stefanie Bischof, Manager, The Hansa <p>Discussion / Q&A session <i>Prof. Mike Robinson, Chair of Cultural Heritage, Nottingham Trent University, United Kingdom</i></p>
<i>13:00 – 14:30 - Lunch break</i>	
14:30 – 15:30	<p>Module N°4: CULTURAL ROUTES – SUSTAINABLE TOURISM, LOCAL DEVELOPMENT, COMMUNICATION AND BRANDING <i>Prof. Mike Robinson, Chair of Cultural Heritage, Nottingham Trent University, United Kingdom</i></p> <ul style="list-style-type: none"> – The relationship between Cultural Routes and tourism – Local development and community involvement – Storytelling – Cultural Routes audiences – Cultural Routes branding, communication strategies and tools
15:30 – 16:30	<p>Workshop: Cultural Routes of the Council of Europe: from theory to practice (II) <i>Experiences from certified Cultural Routes of the Council of Europe</i></p> <p><i>Moderator:</i> CAROLINA CLARK, Project Manager, European Institute of Cultural Routes</p> <p><i>Guest speakers (online participation):</i></p> <ul style="list-style-type: none"> - 15:35 – 15:50: Emanuela Panke, President, Iter Vitis Route - 15:50 – 16:05: Simone Zagrodnik, Director, European Route of Historic Thermal Towns <p>Discussion / Q&A session <i>Prof. Mike Robinson, Chair of Cultural Heritage, Nottingham Trent University, United Kingdom</i></p>
<i>16:30 – 17:00 - Coffee break</i>	

17:00 – 17:45	<p>Module N° 6 - ROADMAP TO THE "CULTURAL ROUTES OF THE COUNCIL OF EUROPE CERTIFICATION"</p> <p><i>Mr. Stefano Dominioni, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes and Director of the European Institute of Cultural Routes</i> <i>Mrs. Carolina Clark, Project Manager, European Institute of Cultural Routes</i></p> <ul style="list-style-type: none"> – Cultural Routes certification cycle – Project application, assessment, independent evaluation and certification by the Council of Europe – Preparation of applications for the "Cultural Routes of the Council of Europe" certification <p>Discussion / Q&A session</p>
17:45 – 18:00	<p>Conclusions and closing of the seminar</p> <p><i>Mr. Stefano Dominioni, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes and Director of the European Institute of Cultural Routes</i></p>

DAY 2 – OPTIONAL* WEDNESDAY 15TH MAY	
<p>Individual advisory meetings with each candidate route</p> <p><i>-Mr. Stefano DOMINIONI, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes and Director of the European Institute of Cultural Routes</i> <i>-Mrs. Carolina CLARK, Project Manager, European Institute of Cultural Routes</i></p> <p>Duration: 45 minutes per meeting</p> <p>Schedule:</p>	
<i>Morning</i>	
9:00 – 9:45	<i>Advisory meeting: The Routes of Masonic Architecture and Heritage</i>
9:45 – 10:30	<i>Advisory meeting: Singing Heritage Route</i>
10:45 – 11:30	<i>Advisory meeting: European Route of Historic Theatres</i>
<i>Afternoon</i>	
14:30 – 15:15	<i>Advisory meeting: Saint Francis' Ways</i>
15:15 – 16:00	<i>Advisory meeting: "Kazantzaki - Zorba" Cultural Route</i>
16:15 – 17:00	<i>Advisory meeting: The Way of the Holy Grail, the Route of Knowledge, the Path of Peace</i>

** The assignment of time slots for individual meetings will be on a first-come first-served basis. Participants who are not able to stay in Luxembourg for the second day can request an online meeting. The dates of online meetings will be communicated in due course.*