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# Enlarged Partial Agreement on Cultural Routes of the Council of Europe Certification cycle 2021-2022

## Candidate route: **THE CHOCOLATE WAY**

Independent expert report

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





## **Cultural Routes of the Council of Europe Certification Cycle 2021-2022**

### **Independent Expert report**

## **The Chocolate Way**

Dr. Diane Dodd  
d.dodd@igcat.org  
0034 655 90 15 80

*\*The opinions expressed in this independent expert report are those of the author, and do not engage the Enlarged Partial Agreement on Cultural Routes of the Council of Europe.*

## TABLE OF CONTENTS

1.	Executive Summary (1 page)	p. 5
2.	Introduction (1 page)	p. 6
3.	Main Body Evaluation (15-20 pages)	p. 7
3.1	Cultural Route Theme	p. 7
	3.1.1 Definition of the theme of the route	
	3.1.2 Historical and cultural context	
	3.1.3 Council of Europe values represented by the theme	
3.2	Fields of Action	p. 9
	3.2.1 Co-operation in research and development	
	3.2.2 Enhancement of the memory, history and European heritage	
	3.2.3 Cultural and educational exchanges for young Europeans	
	3.2.4 Contemporary cultural and artistic practice	
	3.2.5 Cultural tourism and sustainable cultural development	
3.3	Cultural Route Network	p.14
	3.3.1 Overview of institutional /legal structure of the network	
	3.3.2 Current composition of the network by country and type of member	
	3.3.3 Strategy for the network extension in the three years to come	
3.4	Communication tools	p. 16
	3.4.1 Current state of communication tools developed by the network (graphic charter, communication materials, logo, communication channels, signposting, maps, etc.)	
4.	Conclusions and Recommendations (2-3 pages)	p. 17
5.	List of references	p. 20
6.	Annex 1: Expert field visit with network management	p. 22
7.	Annex 2: Expert assessment checklist	p. 23
8.	Annex 3: Additional documents.	P. 29

## 1. Executive Summary (1 page)

The history of chocolate since its arrival from the new world in the form of cacao, its transformation into chocolate in Europe in the 15<sup>th</sup> Century and then its expansion across the continent provides a valuable insight into European values, lifestyles, medicines, cuisine, symbols, design, furniture and crafts. Therefore, this Cultural Route can be said to be illustrative of European memory, history and heritage.

Important and lasting ties have been developed between and beyond European countries reinforcing the movement of different civilisations and regrettably this was not always an ethical trade. The most significant argument for why the Council of Europe should support this cultural route lies in its potential to highlight human rights through the ethical manifesto that partners on this route in 10 countries have signed. The Chocolate Way manifesto carries a strong message about fair trade and ethical practises in cocoa trade relations (particularly with Latin America and Africa) and thus sends a clear message from Europe that it aims to correct past wrongs and nurture human rights across the world.

In addition, the Chocolate Way meets additional criteria for selection for example in the field of education. Scientific research, development of arts and culture, promotion of European heritage and development of balanced and sustainable tourism.

The members of the itinerary supplied evidence of literally hundreds of events and activities that have been developed both independently and increasingly in collaboration with one another. Joint projects would most certainly be increased if they receive certification from the Council of Europe as this would provide the validation and attract financial investment.

In terms of governance, the international association has registered statutes with board members representing 8 partner countries. In total 10 countries are represented throughout the membership and during the Annual General Assembly. The minutes, reports and the accounts of the association are legal and transparent.

This evaluation concludes that the Chocolate Way satisfies the criteria described in Resolutions (2013)66 and (2013)67 on Cultural Routes of the Council of Europe. Given the significant efforts and achievements thus far plus, the high quality of the work and exceptional relevance to the cultural routes programme objectives, it is recommended that the chocolate Route be accredited as a Cultural Route of the Council of Europe.

Expert summary conclusions		
	Yes	No
The theme complies with the eligibility criteria for themes listed in Resolution CM/Res(2013)67, <b>I. List of eligibility criteria for themes.</b>	YES	
The Cultural Route complies with the criteria for actions listed in Resolution CM/Res(2013)67, <b>II. List of priority fields of action.</b>	YES	
The Cultural Route complies with the criteria for networks listed in Resolution CM/Res (2013)67, <b>III. List of criteria for networks.</b>	YES	

## 2. Introduction (1 page)

*The Chocolate way* is an educational endeavour focussing on the ethical, cultural and sustainability legacy of chocolate's creation and expansion in Europe. The Chocolate Way connects cities across Europe where the art of chocolate making/ trade has made a considerable intangible or tangible mark on its history and heritage. The history of chocolate from its arrival from the new world in the form of cacao and then its transformation into chocolate (in a Monastery in Zaragoza, Spain in the 15<sup>th</sup> Century) and then its expansion across Europe provides a valuable insight into European values, lifestyles, medicines, cuisine, symbols, design, furniture and crafts. Therefore, this Cultural Route can be said to be illustrative of European memory, history and heritage. Furthermore, the appeal of chocolate as one of the most popular confectionary throughout the continent, together with its historical significance, provides a strong opportunity for sustainable tourism and diversified merchandising.

The main aims of the route are to

- promote and connect the historic European districts of high quality chocolate;
- rediscover and promote the tradition, culture and value of chocolate;
- support ethical practices in the high-quality chocolate supply chain.

The international non-profit association The Chocolate Way, was established in Perugia, Italy on 22 July 2013 with the main headquarters based in Modica, Sicily. The evaluator visited the headquarters on 23-24 October 2021 to meet the partners and secretariat. The President of the network and the President of the Scientific Committee also joined these meetings. The headquarters is based in the Chocolate Museum in the heart of Modica and provides local as well as international events, a library, impressive exhibition, publications and merchandise.

The Association's steering committee is represented by members from four countries :

SURNAME	Name	Since (year)	Contact information (email, phone number)	Country
SCIVOLETTO	Antonino	2019	<a href="mailto:ninoscivoletto@gmail.com">ninoscivoletto@gmail.com</a> , +39 3395375489	Italy
CHRISTY	Martin	2019	<a href="mailto:martin@seventypercent.com">martin@seventypercent.com</a> , +44 2079657491	United Kingdom
DELLA VECCHIA	Mirco	2019	<a href="mailto:info@mircodellavecchia.it">info@mircodellavecchia.it</a> , +39 06/441881	Italy
GUILLERMOU	Dominique	2019	<a href="mailto:dominiqueguillermou@gmail.com">dominiqueguillermou@gmail.com</a> , 0494985790	France
MONCUNILL GALLO	Federico	2019	<a href="mailto:dpto.certificacion@ijjona.com">dpto.certificacion@ijjona.com</a> , 965612446	Spain

Further members represent Switzerland, Croatia, Azerbaijan, Israel, Georgia, Greece, and Germany. The Association also maintains ties outside Europe with Mexico, Ecuador and the USA. With the inclusion of the European Network of Chocolate Museums as honorary members, the association can be said to extend to the following countries: Portugal, Belgium, Austria, Hungary Russia.

The Chocolate Way's website is of high quality and is available in 9 languages including English, French, Italian, German, Spanish, Portuguese, Russian and Arabic.

The partnership is strong but will undoubtedly be stronger if certification is provided as this will give the Chocolate Way more international visibility, credibility and attract financial support for the development of shared projects and signposting.

### **3. Main Body Evaluation (15-20 pages)**

#### **3.1 Cultural Route Theme**

The Chocolate Way Association promotes and supports the craftsmanship, culture and history of chocolate in Europe, honouring the European role in the development of modern chocolate as a much-loved consumer food.

The history of chocolate from its arrival from the new world in the form of cacao and then its transformation into chocolate (in a Monastery in Zaragoza, Spain in the 15<sup>th</sup> Century) and then its expansion across Europe provides a valuable insight into European values, lifestyles, medicines, cuisine, symbols, design, furniture and crafts. Therefore, this Cultural Route can be said to be illustrative of European memory, history and heritage. Furthermore, the appeal of chocolate as one of the most popular confectionary throughout the continent, together with its historical significance, provides a strong opportunity for sustainable tourism and diversified merchandising.

The rich and evocative appeal of chocolate as one of the most popular confectionary throughout the continent is useful as

- a) a tool to understand social, cultural and economic impacts in Europe dating back to the XV century;
- b) a line of research on the innovative use of chocolate in medicine and wellness tourism;
- c) an advocate for fair trade, ethical practises and human rights.

In line with the above, the cultural route has developed education projects and scientific research as well as digital technology tools to expand knowledge and using the theme of chocolate effectively.

#### **3.1.2 Historical and Cultural Context**

Cocoa, deriving from Mesoamerican civilisations, arrived in Europe by sea, on wooden crafted boats when Europe began to expand its dominance around the world. On arrival in Europe it was transformed to suit European palettes from a bitter Mesoamerican beverage, with the addition of sugar into chocolate. Initially chocolate found its role in the form of medicine for aristocratic families however, it quickly became popular. This led to the birth of the art of chocolate making and it began to be used in aristocratic and ecclesiastic ceremonies. The industrial revolution transformed the use of chocolate into a daily consumable product across the continent.

The Chocolate Way connects cities across Europe where the art of chocolate making/ trade has made a considerable intangible or tangible mark on its history and heritage. The history of chocolate from its arrival from the new world in the form of cacao and then its transformation into chocolate (in a Monastery in Zaragoza, Spain in the 15<sup>th</sup> Century) and then its expansion across Europe provides a valuable insight into European values, lifestyles, medicines, cuisine, symbols, design, furniture and crafts. Therefore, this Cultural Route can be said to be illustrative of European memory, history and heritage. Furthermore, the appeal of chocolate as one of the most popular confectionary throughout the continent, together with its historical significance, provides a strong opportunity for sustainable tourism and diversified merchandising.

### 3.1.3 Council of Europe values represented by the theme

*The Chocolate way* is an educational endeavour focussing on the ethical, cultural and sustainability legacy of chocolate's creation and expansion in Europe. Partners on the route have committed to highlight fundamental values related to ethical trade, human dignity, cultural diversity, European identity, dialogue and exchange across and beyond Europe's borders.

The cultural route connects very well to the human rights values enshrined by the Council of Europe. The Chocolate way's extra-European partnerships, with Mexico in particular, highlights the focuses on ethical production that respects working conditions and condemns child labour. This is indeed the most significant argument for why the Council of Europe should support this cultural route lies in its potential to highlight human rights through the ethical manifesto that partners on this route in 10 countries have already signed.

Important and lasting ties have been developed between and beyond European countries reinforcing the movement of different civilisations and regrettably this was not always an ethical trade. The Chocolate Way manifesto carries a strong message about fair trade and ethical practises in cocoa trade relations (particularly with Latin America and Africa) and thus sends a clear message from Europe that it aims to correct past wrongs and nurture human rights across the world.

In this sense, the Chocolate Way is raising awareness about the sustainability of cocoa, the prosperity of cocoa farmers around the world and aims to trigger compliance with ethical practices to eliminate exploitation, deforestation and child labour. The goal of The Chocolate Way is to translate the ethics of the cocoa supply chain in a cultural- tourism strategy whereby responsible travellers learn about social, ethical and environmental values in Europe.

The network created an online petition that citizens and visitors in Europe can sign: <https://www.change.org/p/consumers-from-cocoa-to-bars-and-pralines-support-the-chocolate-made-with-love-and-respect>



### 3.2 Fields of Action

Activities of the *Chocolate Way* network correspond to guidelines of the Enlarged Partial Agreement and include: a) cooperation in Research and Development particularly in the fields of history, medicine and wellness research; b) Enhancement of Memory, History and European Heritage with communication actions and the inclusion of the European Network of Chocolate Museums; Cultural and Educational Exchanges for young Europeans with activities for youth exchanges between partners in the network; Contemporary Cultural and Artistic Practices with steps to protect the artistic dimension of the itinerary through chocolate sculpture and art competitions; Cultural Tourism and Sustainable Cultural development with wellness sector of tourism.

These areas are highlighted in the following sections:

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

The Chocolate Way has convened a Scientific Committee representing three countries (Spain, Italy and Mexico) including:

Prof. Grazia Dormiente, President of the Scientific Committee  
Prof. Vincenzo Russo, Neuromarketing, IULM, University of Milan  
Prof. Filippo Grasso, Sciences of Tourism, University of Messina  
Prof. Alexis Verdú Iborra, Food Technology, University of Alicante  
Prof. Gian Carlo di Renzo, President of ISCHOM – University of Perugia  
Prof. Giorgio Calabrese, Food and Human Nutrition, University of Turin

Prof. Massimo De Giuseppe, Historian, IULM University of Milan  
Prof. Roberta Garibaldi, University of Bergamo  
Prof. Clementina Battcock, Instituto Nacional de Antropología e Historia-Messico

In addition, the Chocolate Way has taken in part in three European funded research projects, the European Sweets Itineraries (described in chapter 3.2.3), Chieli Project (described in chapter 3.2.2) and Iper-ICT project (described in chapter 3.2.2). These funded projects have allowed collaboration with international experts from the following institutions: for ESI Project, the countries of Portugal, Spain and Italy; for Chieli Project, The Chocolate Way, I viaggi dell'Elefante Tour Operator, Municipality of Perugia, Municipality of Le Castellet, Musée Les Secrets du Chocolat, Panelite LV (Belgium), Ibertur University; for Iper-ICT Project, Italian Chamber of Commerce for Spain, PREDIF, Italian Chamber of Commerce for Portugal, BTS (Blended Training Service), Università dei Sapori, Holloko (Hungary).

Another innovative research project is already moving forward is with the IULM University of Milan and a series of Mexican institutions (Instituto Nacional de Antropología e Historia, Dirección General de Memoria histórica y cultural de la Presidencia de la República, Secretaría de Desarrollo Rural) for the production of a film and a documentary with interviews on the history of cocoa and chocolate between the Americas and Europe. This project also contemplates a travelling exhibition in Milan, Mexico City and various other locations across The Chocolate Way Network.

In addition, as a medicinal property, chocolate is well-related to wellness and the medicinal benefits of chocolate are being investigated by Gian Carlo Di Renzo – Professor at University of Perugia and President of ISCHOM – and Giorgio Calabrese – Professor at University of

Turin, both components of TCW Scientific Committee and whose studies are included in the Application Dossier.

*The Chocolate way* can be said to be researched and documented by leading experts and many books have been published that document historical links to the movement of chocolate.

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

The theme of chocolate represents an important aspect of European intangible heritages, traditions, customs, history. It is a product that has always fascinated peoples of different continents in its consumption and therefore it is a useful theme to enhance people's understanding of European history and lifestyles. As part of the promotion of cultural heritage the Chocolate Way Association has partnered in three important European Projects that aim to valorise European memory through the expansion of chocolate in the continent.

The Chocolate Way Association received a EU funding (27,276€) for a two-year project, working with partners from Spain, Portugal and Hungary. The project aims to exploit the nano-learning methodology, (a Nano Learning program is an exercise program designed to allow a participant to learn a certain topic in a ten-minute time span through the use of electronic media and without interaction with an instructor in real time), in order to update the skills of professionals working in tourism and cultural heritage and to enable them to promote the EU cultural heritage using ICT according to the principles of accessible tourism.

The principle on which the project is based is the improvement of existing professional profiles, to improve their performance in the promotion of cultural heritage according to the principles of accessible tourism. The project focuses on the management of cultural sites and gastronomy as two essential components of cultural heritage and to attract tourists through different experiences closely linked to culture and customs (for example participation in culinary workshops, fairs, local events, etc ...).

The Chocolate Way Association was also a partner in the CHIELI project, co-funded by the COSME program with the aim to build a new European tourism product centered on the production of high-quality businesses that make up the European high-quality chocolate itinerary. Partners in this project included institutions connected to chocolate from France, Belgium, Germany, Spain and the United Kingdom. The project gave the opportunity to design a new European chocolate itinerary, representative of high product quality, cultural and touristic value, creativity and identity heritage linked the production of chocolate and the sustainable development of tourist services. Communication activities started on 29 September during EXPO Milano 2015 at the European Week of Food Tourism of the European Commission (EXPO conference center). This project concluded in July 2016 but the legacy of the project is still alive with local authorities, entrepreneurs, local stakeholders continuing to promote the European itinerary and establish periodic work plans to plan future activities.

The use of technology is particularly inspiring: Módica chocolate is the first PGI chocolate in Europe and now identifiable through an APP that the Italian government has created to support traditional and natural food production. This best practise could be shared with the other members of the itinerary and indeed other traditional food producers that Europe needs to protect and value as a matter of priority.

### 3.2.3 Cultural and educational exchanges for young Europeans

The *Chocolate Way* is an opportunity to encourage participation, exchange and study projects for young Europeans. Educational activities carried out by different partners include training, workshops and courses designed for young Europeans to learn more about their heritage. Many activities are promoted through the Chocolate Museums for local schools, citizens and international visitors.

A significant joint project of the partners is called "Floating bridges. A history of cocoa between Mexico, the Americas and Italy." This will be a documentary-film and travelling exhibition that will be completed by the end of 2021 and has included the involvement of younger generations. The promoters have included in the exhibition, titled *The Forgotten Tree*, an immersive-experiential path aimed at middle and high school children that will lead them to learn about the history, forms and origins of cocoa. At the same time, the exhibition will have a targeted path for people with disabilities (both blind and partially sighted, and deaf), specially designed by the Euresis research center that works with the different offices of the IULM University. Within the context of this project, publications are contemplated: a research volume, a visually didactic photographic publication and a book aimed at children – all of which will link the history of cocoa and chocolate.

Another example of youth involvement is an agreement that has been signed between The Chocolate Way and the Hostelry School of Modica. This is a pilot for future agreements in other partner territories to share the notion of safeguarding high-quality and ethical chocolate production among future young chefs.

The Chocolate Way was also partner in the European Sweets Itineraries projects that aimed to train students to travel responsibly. The wider goals of the project were to stimulate competitiveness of the tourism sector in Europe, improve educational tours prepared for other schools, as well as for professionals, from all over Europe; map the areas around the confectionery producers, respecting the environmental characteristics of the territories involved and all with the learning objective of training young sustainable tourists to respect the heritage and the environment of a territory. The project created responsible business models and favorable framework for SME cooperation with the participation of chambers of commerce in Portugal, Spain and Italy. The project facilitated transnational mobility of young people within the EU and improved specific educational tours for young people in all aspects including transport, accommodation and entertainment value.

Other activities related to youth exchanges included a bilateral exchange of Spanish and Belgium students to research chocolate; MasterChoc Junior Expo held in 2014 and 2015 and The hosting of Erasmus Students in Modica (Italy).

#### 3.2.4 Contemporary and artistic practice

In Modica, each year there is a chocolate sculpting competition and many of the works of art made from chocolate are displayed in the Chocolate Museum. The Chocolate sculptures award take place during Chocomodica exhibition which is a huge festival of chocolate promoted by the city of Modica. The art and sculpture competition has the very real potential of becoming an international competition. During the same festival, Chocfumetti (for children to design chocolate packaging), CineClok (a competition to award young film producers) and Choco Jazz (linking music to chocolate) are celebrated.

Aside from this, the linkages to literature is strong. For example the famous Italian writer Leonardo Sciascia wrote about the chocolate of Modica and Alicante and compared the two (IN: *La Contea di Modica – The County of Modica* 1983). The European chocolate culture is also evident in the literature: think of the book by the English writer Roald Dahl, *Charlie and the Chocolate Factory* (1964) made famous by the American movie industry.

Promotional items such as the famous Menier advertisements, chocolate factories such as the famous Alimenterium Nestlé in Vevey in Switzerland, classification as Historical Monuments in France and UNESCO classification of Chokolaterie de Noisiel amongst consumer items such as cups and then gastronomy derived from chocolate. Chocolate is clearly part of Europe's heritage today.

UK partners of the Chocolate Way have set up the International Chocolate Awards, as an independent competition recognising excellence in fine chocolate making and in the products made with fine chocolate. The Awards were founded in 2012 and the jury is drawn from Chocolate Way experts. Competitions are held in a growing number of countries and regions around the world, including Italy, the UK, USA, Germany, Scandinavia, Belgium and other locations. Winners of the regional competitions are judged together at the World Final, which celebrates the best entries of the year.

It is clear that more could be done to stimulate the links between cities that have a strong chocolate tradition and the accreditation of the Council of Europe would be an incentive to strengthen this aspect.

### 3.2.5 Cultural tourism and sustainable cultural development

The Chocolate way aims to promote pan-European routes based on chosen themes and in collaboration with its partners. In doing so it may strengthen the supply of domestic tourism and possibly raise interest in tourists visiting from outside of Europe to both learn and visit new places of interest away from the cities.

As regards current tourism packages, the Spanish partners offer:

- SPA Circuit in Aladinia (CALPE) Alicante y Las Puertas del Indiano - Tratamiento corporal de chocolaterapia, a wellness package.
- Villajoyosa package, a tour including visits to the facilities and to the Museum of the Chocolate, followed by a tour by the municipality.
- Chocolate Value is an action in collaboration with the Department of tourism of the city of Villajoyosa aimed to train tourist guides in the province of Alicante. This is organised so that other municipalities know first-hand the offer of leisure and culture of Villajoyosa and was attended by 30 tourist guide.
- Museum of the Chocolates Valor, located in a typical farmhouse of the 19th century and which has become one of the tourist attractions of the province of Alicante that attracts every year approximately 70,000 people.
- Route of the Trades, which is ideal for visitors staying both in Benidorm and in Alicante-Playa San Juan. It features traditional crafts and trades that have survived the passage of time and adapted to new market demands by combining quality and authenticity.
- The Toy Valley itinerary takes visitors to sites where popular Alicante sweets are made, is not only entertaining for families travelling with children, but is also a fascinating trip down memory lane for people wanting to revisit their childhood love of toys and watch turrón, ice cream and chocolates being made in the traditional way.

As regards current tourism packages, the Italian partners in Modica offer:

- A tour of the **Museum of the Modica Chocolate\***, the first PGI European chocolate, that includes a visit of the "static" part, where you can learn about the origins of the

chocolate cultivation and production (from Mexico to Modica, from the cocoa beans to the *metate* manufacture), admire the precious chocolate sculptures made by national artists, among which you will find a wonderful chocolate miniature of Italy with the monuments of the capital cities (Rome, Milan, Palermo etc..) and be informed on how chocolate reached Modica through the famous archive of the noble Grimaldi Family of Monaco, whose members were also living in Modica (today, Modica is indeed twinned with Monaco). The second part of the museum is the “dynamic” one, where you will find an expert who manufactures the chocolate of Modica through the ancient *metate*, by melting the cocoa mass and the sugar, together with traditional flavours like vanilla or cinnamon, and creating the famous trapezoidal bars. At the end of the tour, there is a tasting of freshly made chocolate.

As regards current tourism packages, the German partners offer:

- ChocolART Tour in various modules. Including tastings and visits at the Chocolate festival in Tübingen.

Cultural and wellness tourism linked to chocolate is by its nature a slow form of sustainable, tourism benefiting wider regions. The Chocolate Route should consider using a passport system to encourage cross-marketing (whereby visitors can collect stamps at all the nodes on the cultural route). The potential is huge and would be possible if certification is granted.

The following public organisations dedicated to tourism have included the Chocolate Way in promotional material and may be encouraged to do so again and/ more prominently if the Cultural Route is accredited by the Council of Europe: Ayuntamiento De Jijona; Ayuntamiento De Villajoyosa; Cámara De Comercio De Alicante; Patronato De Turismo Costa Blanca – Alicante; Cdt – Alicante (Tourist Center); Cdt – Valencia(Tourist Center); Oficina De Turismo De Villajoyosa; Oficina De Turismo De Jijona; Universidad De Alicante; Universidad De Elche; Mairie Du Castellet; Chamber Of Commerce Of Perugia; Chamber Of Commerce Of Gran Sasso; Chamber Of Commerce Of Turin; Chamber Of Commerce Of Cuneo; Chamber Of Commerce Of South-East Sicily; Unioncamere; Seventy %; Tübingen Erleben Gmbh; Consejo Regulador De Las Indicaciones Geográficas Protegidas; Asociación De Fabricantes De Turrón, Derivados Y Chocolate De La Comunidad Valenciana; Consorzio Del Cioccolato Di Modica Igp; University Of Perugia; University Of Alessandria; University Of Messina; Iulm University Of Milan; University Of Bologna; University Of Turin; Ischom.

### 3.3 Cultural Route Network

#### 3.3.1 Overview of institutional/legal structure of the network

The international non-profit association The Chocolate Way, was established in Perugia, Italy on 22 July 2013 with the main headquarters based in Modica, Sicily. The evaluator visited the headquarters on 23-24 October 2021 to meet the partners and secretariat. The President of the network and the President of the Scientific Committee also joined these meetings. The headquarters is based in the Chocolate Museum in the heart of Modica and provides local as well as international events, a library, impressive exhibition, publications and merchandise.

The Association's steering committee is represented by members from four countries :

SURNAME	Name	Since (year)	Contact information (email, phone number)	Country
SCIVOLETTO	Antonino	2019	<a href="mailto:ninoscivoletto@gmail.com">ninoscivoletto@gmail.com</a> , +39 3395375489	Italy
CHRISTY	Martin	2019	<a href="mailto:martin@seventypercent.com">martin@seventypercent.com</a> , +44 2079657491	United Kingdom
DELLA VECCHIA	Mirco	2019	<a href="mailto:info@mircodellavecchia.it">info@mircodellavecchia.it</a> , +39 06/441881	Italy
GUILLERMOU	Dominique	2019	<a href="mailto:dominiqueguillermou@gmail.com">dominiqueguillermou@gmail.com</a> , 0494985790	France
MONCUNILL GALLO	Federico	2019	<a href="mailto:dpto.certificacion@ijona.com">dpto.certificacion@ijona.com</a> , 965612446	Spain

Further members represent Switzerland, Croatia, Azerbaijan, Israel, Georgia, Greece, and Germany. The Association also maintains ties outside Europe with Mexico, Ecuador and the USA. With the inclusion of the European Network of Chocolate Museums as honorary members, the association can be said to extend to the following countries: Portugal, Belgium, Austria, Hungary Russia.

The Statute of association for the Chocolate Way establishes that a General Assembly is held once a year. The last General Assembly took place on 21th July 2020 in Italy (online), where the strategic plan for the next 3 years was agreed.

The "Chocolate Way" Association intends to pursue the following objectives:

- enhance and protect the European artistic, historical and cultural heritage linked to cocoa and chocolate, highlighting both the role that chocolate has played over the centuries and the current one;
- promote the production of artisanal chocolate as a symbol of European identity, also through the dissemination of knowledge of the craft and traditional techniques;
- promote responsible tourism locally and training for those who live in the historic centers of cities by involving them in enhancing the tradition and culture of chocolate and making known the historic cafes, laboratories, ancient factories, museums and dedicated monuments, part of the landscape urban of the cities involved;
- contribute to the construction of a common European citizenship and, more generally, to improve the dissemination of the European image and cultural identity;
- promote and support cooperation projects with cocoa producing countries to ensure better sustainability of the entire chocolate supply chain.

The partnership is strong but will undoubtedly be stronger if certification is provided as this will give the Chocolate Way more international visibility, credibility and attract financial support for the development of shared projects and signposting.

### 3.3.2 Current composition of the network by country and type of member

The current composition of the members ranges from expert connoisseurs of chocolate, private business, public museums, chambers of commerce, tourism departments of cities and universities/research institutes. While the network might be considered to be over-represented by institutions and individuals in Modica this has also been its strength and has ensured the resilience of the network throughout Covid and beyond.

The Association's founders have two paid posts, one since 2016 and a second one since 2020 to further the international collaborations and projects amongst the members.

### 3.3.3 Strategy for the network extension in the three years to come

The network would benefit from a membership fee paying system that allows consideration for the different types of membership and ensures more ownership is felt by all the partners.

EU funding has allowed partnerships to expand and for the network to explore more possibilities for collaboration. The Council of Europe label would help the network significantly to unite and strengthen collaboration. It would be an incentive and possibly attract more public financing from local authorities that would see benefits from taking part in an internationally acclaimed project.

If the Council of Europe approved the Chocolate Way, the role of cities in promoting chocolate history could be extended by inviting the Mayors and local authorities to more actively participate.

### 3.4 Communication Tools

#### 3.4.1 Website

The Chocolate Way's website is of high quality and is available in 9 languages including English, French, Italian, German, Spanish, Portuguese, Russian and Arabic.

#### 3.4.2 Communication materials

32 quality of event leaflets and brochures/posters were presented as evidence of activities and these were largely dominated by those in Italy however there has been significant effort to develop new partnerships and collaborations across borders despite not have the certification yet. The evaluator was left convinced that more activities will be developed once certification provides a framework for the collaboration.

#### 3.4.3 Logo

The Chocolate way has a logo but it is not always visible on partner websites (only partners from 3 countries have the logo visible on their homepages) however, the expert more would need to be done to ensure maximum visibility in the event that the cultural route is accredited.

#### 3.4.4 Signposting

Until accreditation is given this question could not be fully assessed. Signposting and branding of the Chocolate Museum and Chocolate Way was evident in Modica. The current Mayor assured that a budget will be found for extensive signposting in the city if or when the Council of Europe approve the cultural route.



#### **4. Conclusions and recommendations (2-3 pages)**

*The Chocolate way* is an educational and cultural endeavour with an ethical and sustainability angle that can be exploited for local and international tourism purposes. Furthermore, because of chocolate's creation and expansion in Europe during renaissance, colonialist and industrial periods it provides a backdrop to understand lifestyles, art and socio-economic developments.

The Chocolate Way connects cities across Europe where the art of chocolate making/ trade has made a considerable intangible or tangible mark on its history and heritage. On this point the partnerships in the network are not always consistent and the newly appointed secretariat will need to ensure that each node on the route values the label and is proactive more proactive in creating a wider eco-system to promote chocolate in each city. In this sense, Modica is exemplary as a city that has assumed the responsibility of promoting the intangible and tangible benefits of chocolate heritage for the city.

The appeal of chocolate as one of the most popular confectionary throughout the continent, together with its historical significance, provides a strong opportunity for sustainable tourism and diversified merchandising as well as a strong connecting point between cities sharing this passion for the sweet confectionary.

The headquarters at the Chocolate Museum in the heart of Modica provides a great role model for other cities in terms of information, historical references, events, library, exhibition, publications and merchandise.

Representation on the steering committee and in the membership is sufficient as a starting point and it is expected that members from additional countries will become more active with the accreditation. It would be interesting to set up ties with the municipalities where the European Network of Chocolate Museums exist i.e. Portugal, Belgium, Austria, Hungary Russia and to add to these.

The ties the Association maintains outside Europe with Mexico, Ecuador and the USA are also very interesting especially given the Ethical Manifesto which advocates for fair trade, ethical practises and human rights. This manifesto has been signed already by 10 countries but it has great potential to be signed by millions of people. It sends a clear message from Europe that it aims to correct past wrongs and nurture human rights across the world. In this sense, the Chocolate Way is raising awareness about the sustainability of cocoa, the prosperity of cocoa farmers around the world and aims to trigger compliance with ethical practices to eliminate exploitation, deforestation and child labour.

The Chocolate Way's website is of high quality and is available in 9 languages including English, French, Italian, German, Spanish, Portuguese, Russian and Arabic.

The partnership is strong but will undoubtedly be stronger if certification is provided as this will give the Chocolate Way more international visibility, credibility and attract financial support for the development of shared projects, sustainable tourism, educational projects, merchandising and signposting.

The Chocolate Way has convened a Scientific Committee representing three countries (Spain, Italy and Mexico) and this needs to be expanded to include at least the most

recognised counties for chocolate making (Belgium, France and Switzerland). Again, this is likely to be achieved if accreditation is given.

The Chocolate Way has been successful at attracting finance from the European Union and thus could potentially extend its research projects in the future very easily. Certainly, the planned production of a film and a documentary by the end of 2021 will provide a great deal of exposure.

The use of technology is particularly inspiring and again Módica has proven again that it should be leading this project. It has achieved the first PGI chocolate in Europe, now identifiable through an APP that the Italian government has created to support traditional and natural food production. This best practise needs to be shared with the other members of the itinerary.

It will be great to see more youth exchanges such as the Spanish and Belgium students exchange and to encourage young producers to become influencers for future generations of chocolatiers.

The chocolate sculpting competition in Modica is exceptional and should be converted into an international competition involving all the international partners.

UK partners of the Chocolate Way have set up the International Chocolate Awards and this should be promoted as part of the Chocolate Way and vice-versa. .

It is clear that more could be done to stimulate the links between cities that have a strong chocolate tradition and the accreditation of the Council of Europe would be an incentive to strengthen this aspect.

The Chocolate Way promotes routes based on the chocolate theme but the whole network needs to promote one another as a pan-European route through the website and through their own websites. Cultural and wellness tourism linked to chocolate is by its nature a slow form of sustainable, tourism benefiting wider regions. The Chocolate Route should consider using a passport system to encourage cross-marketing (whereby visitors can collect stamps at all the nodes on the cultural route). The potential is huge and would be possible if certification is granted.

The partnership is strong but will undoubtedly be stronger if certification is provided as this will give the Chocolate Way more international visibility, credibility and attract financial support for the development of shared projects and signposting.

The current composition of the members ranges from expert connoisseurs of chocolate, private business, public museums, chambers of commerce, tourism departments of cities and universities/research institutes. While the network might be considered to be over-represented by institutions and individuals in Italy this has also been its strength and has ensured the resilience of the network throughout Covid and beyond.

The Association's founders have now created two paid posts to further the international collaborations and projects amongst the members. The network should consider different types of membership and ensures more ownership is felt by all the partners.

EU funding has allowed partnerships to expand and for the network to explore more possibilities for collaboration. The Council of Europe label would help the network

significantly to unite and strengthen collaboration. It would be an incentive and possibly attract more public financing from local authorities that would see benefits from taking part in an internationally acclaimed project. If the Council of Europe approved the Chocolate Way, the role of cities in promoting chocolate history could be extended by inviting the Mayors and local authorities to more actively participate.

The Chocolate Way's website is of high quality and is available in 9 languages including English, French, Italian, German, Spanish, Portuguese, Russian and Arabic.

<b>CRITERIA</b>		<b>Fulfilment of certification criteria by the candidate network</b>
<b><i>I. Cultural route theme</i></b>		The theme is relevant.
<b><i>II. Priority fields of action</i></b>	<b><i>Cooperation in research and development</i></b>	There is cooperation on research and development.
	<b><i>Enhancement of memory, history and European heritage</i></b>	There is evidence of enhancement of memory, history and European heritage.
	<b><i>Cultural and educational exchanges for young Europeans</i></b>	Yes, there are cultural exchanges amongst young people and this could be enhanced further if accreditation is given.
	<b><i>Contemporary cultural and artistic practice</i></b>	Yes there are artistic practices and these could be enhanced further if accreditation is given.
	<b><i>Cultural Tourism and Sustainable Cultural development</i></b>	There are countless examples of local tourist offers across Europe and with accreditation they would be able to offer a passport of experiences across Europe.
<b><i>III. Cultural Route Network</i></b>		Complies with all legal requirements.
<b><i>Communication Tools</i></b>		The website is exceptional.

## 5. List of references

The References section should contain the list of documents provided by the candidate cultural route and any additional documentation or information sources analysed by the expert (if applicable).

Please indicate if all documents required for the evaluation had been duly submitted by the candidate route.

### ONLINE REFERENCES

Website: [thechocolateway.eu](http://thechocolateway.eu) (in English, French, Italian, Arabic, German, Portuguese, Russian, Spanish)

Facebook: <https://www.facebook.com/The-Chocolate-Way-201710393314581>

Twitter: [https://twitter.com/way\\_chocolate](https://twitter.com/way_chocolate)

LinkedIn: <https://www.linkedin.com/in/presidente-tcw-652116218>

Instagram: [https://www.instagram.com/the\\_chocolate\\_way/](https://www.instagram.com/the_chocolate_way/)

Fondazione La Fabbrica di Cioccolato	Museum, Tourism Stakeholder	Switzerland	<a href="http://www.chocfact.ch">www.chocfact.ch</a> (accessed 20 November 2021)	Giovanni Casella Piazza	<a href="mailto:g.casella@chocfact.ch">g.casella@chocfact.ch</a>	+4179 396 0568
Fondazione Loreto Aprutino	Museum, Tourism Stakeholder	Italy	<a href="http://www.museicivicoalorettoaprutino.it/">www.museicivicoalorettoaprutino.it/</a> (accessed 20 November 2021)	Vincenzo De Pompeis	<a href="mailto:Info@museicivicoalorettoaprutino.it">Info@museicivicoalorettoaprutino.it</a>	+39 0858291589
Amadria Park	Tourism Stakeholder	Croatia	<a href="http://www.amadriapark.com">www.amadriapark.com</a> (accessed 20 November 2021)	Ivana Sarajlic	<a href="mailto:info@amadriapark.com">info@amadriapark.com</a>	+385 51278007
Ganja Confectionery OISC	SME	Azerbaijan	Not contacted	Etrif Deahirli	<a href="mailto:virtuo22005@yahoo.com">virtuo22005@yahoo.com</a>	+55 6372040
MoltoBen	tour operator	Israel	<a href="http://www.moltoben.co.il">www.moltoben.co.il</a> (accessed 20 November 2021)	Benny Ben Israel	<a href="mailto:benny@moltoben.co.il">benny@moltoben.co.il</a>	077-4668540
Museo del Cioccolato di Modica	Museum	Italy	<a href="https://museocioccolatomodica.business.site/">https://museocioccolatomodica.business.site/</a> The logo is clearly visible on the homepage	Giovanni Frasca, Piero Puglisi	<a href="mailto:museocioccolatomodica@gmail.com">museocioccolatomodica@gmail.com</a>	+39 3474612771
Unioncamere	Union of Chambers of Commerce	Italy	<a href="http://www.unioncamere.gov.it">www.unioncamere.gov.it</a> (accessed 20 November 2021)	Amedeo Del Principe	<a href="mailto:amedeo.delprincipe@unioncamere.it">amedeo.delprincipe@unioncamere.it</a> , presidenza@unioncamere.it	+39 347 7829322; +39 06 47041
Asociación de Fabricantes de Turrón Derivados y Chocolate de la Comunidad Valenciana	Other	Spain	<a href="http://www.industriaxixona.com">www.industriaxixona.com</a> (accessed 20 November 2021)	Federico Moncunill Gallo, Alexis Verdú	<a href="mailto:aeiturron@tdc.es">aeiturron@tdc.es</a> , secretario@jijona.com	+34 661813266; +34 96561030
Consorzio di Tutela del Cioccolato di Modica	Other	Italy	<a href="http://www.cioccolatodimodica.it">www.cioccolatodimodica.it</a> (accessed 20 November 2021) The logo is clearly visible on the homepage	Antonino Scivoletto	<a href="mailto:direttore@cioccolatodimodica.eu">direttore@cioccolatodimodica.eu</a> , <a href="mailto:consorzio@cioccolatodimodica.eu">consorzio@cioccolatodimodica.eu</a>	+39 391 7391318, +39 3395375489
Consejo Regulador de las Indicaciones Geográficas Protegidas	Other	Spain	<a href="https://ijjona.com/quienes-somos/">https://ijjona.com/quienes-somos/</a> (accessed 20 November 2021) The logo is clearly visible on the homepage	Federico Moncunill Gallo, Alexis Verdú	<a href="mailto:dpto.certificacion@ijjona.com">dpto.certificacion@ijjona.com</a>	+34 965612446
Laboratorio Chimico Camera di Commercio di Torino	Chamber of Commerce	Italy	<a href="http://www.lab-to.camcom.it">www.lab-to.camcom.it</a> (accessed 20 November 2021)	Paolo Vittone	<a href="mailto:paolo.vittone@lab-to.camcom.it">paolo.vittone@lab-to.camcom.it</a>	+39 335 5338513; +39 0116700111
Seventy%	Other	England	<a href="http://www.seventypercent.com">www.seventypercent.com</a>	Martin Christy	<a href="mailto:martin@sev">martin@sev</a>	+44

			<a href="https://www.chocolatetastinginstitute.org/">https://www.chocolatetastinginstitute.org/</a> (accessed 20 November 2021)		entypercent.com	7958943653; +44 2079657491
CNA Agroalimentare	Other	Italy	<a href="http://www.cna.it">www.cna.it</a> (accessed 20 November 2021)	Mirco Della Vecchia/Gabriele Rotini	<a href="mailto:info@mircodellavecchia.it">info@mircodellavecchia.it</a> , <a href="mailto:rotini@cna.it">rotini@cna.it</a>	+39 3478935303; +39 06441881
Tübingen Erleben GMBH	Tourism Stakeholder	Germany	<a href="http://www.chocolart.de">www.chocolart.de</a> (accessed 20 November 2021) The logo is clearly visible on the homepage	Sofia Roussou	<a href="mailto:sofia.rousso@tuebingen-erleben.de">sofia.rousso@tuebingen-erleben.de</a>	+49 1728171265; +49 70712570069
Camera di Commercio di Cuneo	Chamber of Commerce	Italy	<a href="http://www.cn.camcom.it">www.cn.camcom.it</a> (accessed 20 November 2021)	Patrizia Dalmasso	<a href="mailto:pdalmasso@cna-to.it">pdalmasso@cna-to.it</a> , <a href="mailto:presidenza@cn.camcom.it">presidenza@cn.camcom.it</a>	+39 3487417645; +39 0171/318.709
Camera di Commercio dell'Umbria	Chamber of Commerce	Italy	<a href="https://www.umbria.camcom.it/">https://www.umbria.camcom.it/</a> (accessed 20 November 2021)	Giorgio Mencaroni	<a href="mailto:presidente.pg@umbria.camcom.it">presidente.pg@umbria.camcom.it</a> , <a href="mailto:amelia.argenziano@umbria.camcom.it">amelia.argenziano@umbria.camcom.it</a> , <a href="mailto:adria.cristofani@umbria.camcom.it">adria.cristofani@umbria.camcom.it</a>	+39 3386280546; +39 075/57481
Mairie du Castellet	Local Authority	France	<a href="http://www.ville-lecastellet.fr">www.ville-lecastellet.fr</a> (accessed 20 November 2021)	Dominique Guillerrou	<a href="mailto:dominiqueguillerrou@gmail.com">dominiqueguillerrou@gmail.com</a>	+33 0630619190; +33 0494985790
Camera di Commercio del Gran Sasso d'Italia	Chamber of Commerce	Italy	<a href="http://www.cciaa-aq.it/pagina1920_camera-di-commercio-del-gran-sasso-ditalia.html">http://www.cciaa-aq.it/pagina1920_camera-di-commercio-del-gran-sasso-ditalia.html</a> (accessed 20 November 2021)	Antonella Ballone	<a href="mailto:presidente@gransasso.camcom.it">presidente@gransasso.camcom.it</a>	+39 0861 335240
ISCHOM	Research Center	Italy	<a href="http://www.mcascentificevents.eu">www.mcascentificevents.eu</a> (accessed 20 November 2021)	Gian Carlo Di Renzo	<a href="mailto:giancarlo.direnzo@unipg.it">giancarlo.direnzo@unipg.it</a>	+39 3386408423; +39 02 34934404
Camera di Commercio del Sud Est Sicilia	Chamber of Commerce	Italy	<a href="https://ctrgrs.camcom.gov.it/">https://ctrgrs.camcom.gov.it/</a> (accessed 20 November 2021)	Pietro Agen	<a href="mailto:presidente@ctrgrs.camcom.it">presidente@ctrgrs.camcom.it</a> , <a href="mailto:rosario.condorelli@ctrgrs.camcom.it">rosario.condorelli@ctrgrs.camcom.it</a>	+39 3428578855; +39 095/7361225

## 6. Annex 1: Expert field visit and/or online interviews with the network management and members

<b>Cultural Routes of the Council of Europe</b> <b>2021-2022 Certification Cycle</b>	
<b>Independent expert</b>	<u>Dr. Diane Dodd</u>
<b>Cultural route under evaluation</b>	The Chocolate Way
<b>Country where the field visit will take place</b>	Italy
<b>Cities / sites visited</b>	<p><u>Antonino Scivoletto</u>, President of The Chocolate Way</p> <p><u>Prof. Grazia Dormiente</u>, President of the Scientific Committee of The Chocolate Way</p> <p>Chocolate Museum of <u>Modica</u>  <u>Piero Puglisi</u> – Assistance with museum operator</p> <p><u>"Dammusu ro ciucculattanu"</u> – animated workhouse of 18th-century chocolate processing - <u>Gianni Frasca</u></p> <p>Modern laboratory of <u>Modica</u> PGI chocolate production  <u>Daniele Giurdanella</u></p> <p>Enterprise <u>Nacré (Frigintini)</u>  <u>Vincenzo Ganci</u> -</p> <p>CET Regional Department of Agriculture –  <u>Dario Cartabellotta</u>, General Director of the Regional Department of Agriculture.</p>
<b>Date of the field visit</b>	23, 24, 25 October
<b>Means of transport used to arrive at the destination (plane, train, car, etc.)</b>	<p>Flight Barcelona- <u>Catalania</u></p> <p>Flight Palermo – Rome - Barcelona</p>
<b>Has the visit been arranged in coordination with the management of the route?</b>	Yes

## 7. Annex 2: Expert assessment checklist

EXPERT ASSESSMENT CHECK-LIST					
QUESTIONS			Yes	No	Comments (if any)
3.1 THEME	1	Does the theme of the Route represent a common value (historical, cultural, or heritage) to several European countries?	1		
	2	Does the theme of the route offer a solid basis for youth cultural and educational exchanges?	1		
	3	Does the theme of the route offer a solid basis for innovative activities?	1		
	4	Does the theme of the route offer a solid basis for cultural tourism products development?	1		
	5	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	6	Does the Route offer a platform for co-operation in research and development of European cultural themes/values?	1	
		7	Does the Route play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1	
		8	Does the Route show how these themes are representative of European values shared by several European countries?	1	
		9	Does the Route illustrate the development of these values and the variety of forms they may take in Europe?	1	
		10	Does the Route have a network of universities and research center working on its theme at the European level?	1	
		11	Does the Route have a multidisciplinary Scientific Committee?	1	
		12	Does the Scientific Committee work on its theme at the European level?	1	Through EU funded projects
		13	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the theoretical level?	1	
		14	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the practical level?	1	
	V, history	15	Do the Route activities take into account and explain the historical significance of tangible and intangible European heritage ?	1	

		16	Do the Route activities promote the values of the Council of Europe?	1		
		17	Do the Route activities promote the brand of the Cultural Routes of the Council of Europe?	1		
		18	Does the route work in conformity with international charters and conventions on cultural heritage preservation?	1		
		19	Do the Route activities identify, preserve and develop European heritage sites in rural destinations?	1		Small cities are included in the route
		20	Do the Route activities identify, preserve and develop European heritage sites in industrial areas in the process of economic restructuring?	1	1	I can't comment - although arguably many of the cities with a chocolate museum have preserved heritage site
		21	Do the Route activities valorize the heritage of ethnic or social minorities in Europe?	1	1	It is not its goal but the link with Africa and the Americas is favourable
		22	Do the Route activities contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	1		
		23	Do the Route activities enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?	1		
		24	Do the Route activities 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		
	educational exchanges of young Europeans	25	Are the youth exchanges (cultural and educational) planned to develop a better understanding of the concept of European citizenship?	1		
		26	Are the youth exchanges (cultural and educational) planned to emphasize the value of new personal experience through visiting diverse places?	1		
		27	Are the youth exchanges (cultural and educational) planned to encourage social integration and exchanges of young people	1	1	Again, it is not the goal but there is no reason children from



		from different social backgrounds and regions of Europe?			different social groups would be excluded.
	28	Are the youth exchanges (cultural and educational) planned to offer collaborative opportunities for educational institutions at various levels?	1		
	29	Are the youth exchanges (cultural and educational) planned to place the emphasis on personal and real experiences through the use of places and contacts?	1		
	30	Are the youth exchanges (cultural and educational) planned to set up pilot schemes with several participating countries?	1	1	Evidence is based on past EU funded projects that include exchanges but there is no reason why future funded projects would not also have exchanges included.
	31	Are the youth exchanges (cultural and educational) planned to give rise to co-operation activities which involve educational institutions at various levels?	1		
3.2.4 Contemporary cultural and artistic practice	32	Do the Route's cultural activities promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?	1		
	33	Do the Route's cultural activities encourage artistic projects that establish links between cultural heritage and contemporary culture?	1		
	34	Do the Route's cultural activities encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?	1		
	35	Do the Route's cultural activities encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?**	1		
	36	Do the Route's cultural activities encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe?	1		
	37	Do the Route's cultural activities encourage activities and artistic projects which explore the links between heritage and contemporary culture?	1		
	38	Do the Route's cultural activities highlight the	1		

3.3 NETWORK			most innovative and creative practices?			
		39	Do the Route's cultural activities link these innovative and creative practices with the history of skills development?***	1		
	3.2.5 Cultural tourism and sustainable cultural development	40	Do the Route's activities (relevant to sustainable cultural tourism development) assist in local, regional, national and/ or European identity formation?	1		
		41	Do the Route's activities (relevant to sustainable cultural tourism development) actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?	1		
		42	Do the Route's activities promote dialogue between urban and rural communities and cultures?	1	1	It is not its goal but no reason why it wouldn't
		43	Do the Route's activities promote dialogue between developed and disadvantaged regions?	1	1	It is not its goal but no reason why it wouldn't
		44	Do the Route's activities promote dialogue between different regions (south, north, east, west) of Europe?	1		
		45	Do the Route's activities promote dialogue between majority and minority (or native and immigrant) cultures?	1	1	It is not its goal but no reason why it wouldn't
		46	Do the Route's activities open possibilities for co-operation between Europe and other continents?	1		
		47	Do the Route's activities draw decision makers' attention to the necessity of protecting heritage as part of the sustainable development of the territory?	1		
		48	Do the Route's activities aim to diversify cultural product, service and activities offers?	1		
		49	Do the Route's activities develop and offer quality cultural tourism products, services or activities transnationally?	1		
		50	Do the Route's activities develop partnerships with public and private organisations active in the field of tourism?	1		
		51	Did the network prepare and use tools along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?	1		
		52	Does the Route represent a network involving at least three Council of Europe's member states?	1		
		53	Was the theme of the route chosen and accepted bythe network members?	1		

	54	Was the conceptual framework of the route founded on a scientific basis?	1		
	55	Does the network involve several Council of Europe member states in all or part of its projects?	1		
	56	Is the network financially sustainable?	1		
	57	Does the network have a legal status (association, federation of associations, EEIG,...)?	1		
	58	Does the network operate democratically?	1		
	59	Does the network specify its objectives and working methods?	1		
	60	Does the network specify the regions concerned by the project?	1		
	61	Does the network specify its partners and participating countries?	1		
	62	Does the network specify the fields of action involved?	1		
	63	Does the network specify its overall strategy in the short and long term?	1		
	64	Does the network identify potential participants and partners in Council of Europe member states and/or other world countries?	1		
	65	Does the network provide details of its financing (financial reports and/or activity budgets)?	1		
	66	Does the network provide details of its operational plan?	1		
	67	Does the network append the basic text(s) confirming its legal status?	1		
	68	Does the Route have its own logo?	1		
3.4 COMMUNICATION TOOLS	69	Do all partners of the network use the logo on their communication tools?	1	1	This aspect needs to be improved and will surely be implemented more easily if accreditation is given
	70	Does the Route have its own dedicated website ?	1		
	71	Is it the website available in English and French?	1		
	72	Is it the website available in other languages?	1		
	73	Does the network use effectively social networks and web 2.0?	1		
	74	Does the network publish brochures on the Route?	1		
	75	If yes, are the brochures available in English?	1		
	76	If yes, are the brochures available in French?	1		

For certified Cultural Routes of the Council of Europe only	77	Is the title of “Cultural Route of the Council of Europe” present on all communication materials (including press releases, webpages, publications, etc.)?		1	No because the route has not be accredited yet
	78	Is the certification logo present on all communication materials?		1	No because the route has not be accredited yet
	79	Is the certification logo used in accordance to the guidelines for its use (size and position,...)?		1	No because the route has not be accredited yet
	80	Are the logos (Cultural Route + certification logo) provided to all the members of the Route?		1	No because the route has not be accredited yet
	81	Does the Council of Europe certification logo appear on road signs/ boards indicating the cultural route?		1	No because the route has not be accredited yet
SCORE			76	13	

## 8. Annex 3: Additional documents/references

*(Last accessed 5 December 2021)*

<https://www.thechocolateway.eu/incontro-consultivo-con-il-programma-degli-itinerari-culturali-del-consiglio-deuropa/>

<https://alicanteplaza.es/ruta-europea-del-chocolate-marca-y-mimo-institucional?fbclid=IwAR1sXHbS3E231exMEOh5F3sD6kq5mB27cHvoBaZRdwtpT9uydip7IIFDXQ8>

<https://www.facebook.com/thechocolatewayAssociation/videos/913080909538303>

<https://www.thechocolateway.eu/cioccolato-attrattore-culturale-e-turistico-in-europa-the-chocolate-way-operativo-il-comitato-scientifico/>

<https://www.facebook.com/TurronesJijona/photos/a.285560664807101/4362497990446661/>

<https://www.qualivita.it/news/the-chocolate-way-si-candida-quale-itinerario-culturale-europeo/>

<https://www.foodaffairs.it/2021/03/22/the-chocolate-way-si-candida-quale-itinerario-culturale-europeo/>  
<https://www.rivistadiagricultura.org/news/the-chocolate-way-si-candida-quale-itinerario-culturale-europeo/>  
<https://www.radiortm.it/2021/03/21/the-chocolate-way-si-candida-quale-itinerario-culturale-europeo/>

<http://247.libero.it/rfocus/44963407/1/modica-the-chocolate-way-si-candida-quale-itinerario-culturale-europeo/>

[https://www.foodaffairs.it/2020/07/24/the-chocolate-way-completata-la-costituzione-degli-organi-esecutivi-della-associazione/?fbclid=IwAR3m4cxkknkMe2HWQBLJAG9abpZUjm5\\_OT3WeKB7wNOeIXh7rDCOqc5AvGU](https://www.foodaffairs.it/2020/07/24/the-chocolate-way-completata-la-costituzione-degli-organi-esecutivi-della-associazione/?fbclid=IwAR3m4cxkknkMe2HWQBLJAG9abpZUjm5_OT3WeKB7wNOeIXh7rDCOqc5AvGU)

<https://www.qualivita.it/news/the-chocolate-way-costituito-il-board-del-network-europeo-dei-distretti-storici-del-cioccolato/?fbclid=IwAR31Hv2TjiAbxyoww60Rdw4pPqU17ioCTPPIF4EPfSFxL8PptquQw650mog>

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