

2021/22 ENG

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

Regular evaluation:
EUROPEAN CEMETERIES ROUTE

Independent expert report

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



Cultural Routes of the Council of Europe Evaluation Cycle 2021-2022

Independent expert report

The European Cemeteries Route

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

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1. Executive Summary

The European Cemeteries Route was founded by the Association of Significant Cemeteries in Europe (ASCE) and has been a certified member of the Cultural Routes of the Council of Europe since 2010. The Route Headquarters is located in Maribor, Slovenia.

The methodology used for the regular evaluation of the Route includes a detailed analysis of the received documentation and publications of the route, an analysis of internet sources and the route website, as well as presence on social networks. Regular online communication was established with the route management and individual members during the evaluation process, followed by a field visit to the headquarters in Maribor.

The theme of the cultural route is unique and representative of European memory, history and heritage. The Route offers a solid basis for the development of youth cultural and educational exchanges, innovative activities and cultural tourism products. There are no geographical limits to the theme of this route, as it is present in the whole of Europe and the world. The network of route members currently connects 21 countries and 69 members within them. The route management is clearly defined and led by a democratic decision-making process.

Recommendations from the previous evaluation (the 2017-2018 cycle) have been partially implemented, while this evaluation period noted deficiencies relating to the following criteria: Cooperation in Research and Development, Cultural Tourism and Sustainable Cultural Development, Cultural Route Network and Communication Tools.

In this context it is recommended that the European Cemeteries Route:

- strengthens the network of universities among members of the route, in order to show in their multidisciplinary approach greater activity in regards to international collaboration and innovative projects;
- strengthens its multidisciplinary profile as well as the number of representatives of the tourism sector among its members;
- increases the number of Scientific Board members from different scientific fields;
- shows greater initiative/encouragement in efforts by the management to enable other sources for funding the route through EU projects and other sources of funding, in the context of increased visibility for the route.

The use of the European Cemeteries Route logo is recommended for all network members. The aims and activities of the network continue to correspond with CM/Res(2013)67. Therefore, the recommendation for recertification as a “Cultural Route of the Council of Europe” should be awarded.

Expert summary conclusions	Yes	No
The theme complies with criteria listed in Resolution CM/Res(2013)67, I. List of eligibility criteria for themes.	✓	
The Cultural Route complies with the criteria for actions listed in Resolution CM/Res(2013)67, II. List of priority fields of action.	✓	
The Cultural Route complies with the criteria for networks listed in Resolution CM/Res (2013)67, III. List of criteria for networks.	✓	
The Cultural Route implements the Guidelines for the Use of the Logo “Cultural Route of the Council of Europe”	✓	

2. Introduction

The European Cemeteries Route has been a certified member of the Cultural Routes of the Council of Europe since 2010. It was founded and is managed by the Association of Significant Cemeteries in Europe (ASCE) and follows many of its objectives. ASCE is a global non-profit network comprising public and private organisations that care for cemeteries which are considered to be of historic or artistic importance in Europe. The Association was founded in 2001 in Bologna and has experienced an important growth in the last years to now become the largest association of cemeteries in Europe. ASCE provides a basis for sharing experiences and developing common projects to bring awareness of the association among institutions at the national and European level.

The aims of the Association are (Article 4 of the ASCE Charter):

- Promoting European cemeteries as very important cultural heritage;
- Co-operating to protect, restore and ensure ongoing care and maintenance to cemeteries raising European citizens' awareness of the importance of significant cemeteries;
- Share experience and best practices;
- Work together on joint projects;
- Increase the awareness of the importance of significant cemeteries among National and European institutions;
- Foster and call the attention of Universities;
- Promote the necessary legal frame work for the best management of cemeteries;
- Call the attention of media and tourist publishing and literature;
- Foster the adoption of technological innovation.

The mission and values of the European Cemeteries Route of the Council of Europe are in synergy with the core of ASCE and at the same time, opening the access to cemeteries to tourists encourages the restoration of funerary landscape and provides an itinerary that not only offers a route for a visit, but also a tool for knowledge and continued research.

The network currently consists of 69 members in 21 countries, comprising only cemeteries in 66 municipalities/cities. There are 3 members currently in the process of acceding to the network, from Romania, Portugal and Hungary. The European Cemeteries Route is present in 15 member States of the Enlarged Partial Agreement (EPA): Austria, Bosnia and Herzegovina, Croatia, France, Germany, Greece, Italy, Norway, Poland, Portugal, Serbia, Slovenia, Spain, Sweden; and 6 non-member States: Belgium, Denmark, Estonia, Ireland, the Netherlands and the United Kingdom. The European Cemeteries Route is present in all four EU macroregions: the Adriatic and Ionian region, the Alpine region, the Baltic Sea region and the Danube region.

The European Cemeteries Route is managed by the ASCE Association which is a non-profit organisation with a clear European and global character (Article 1 of its Charter). The bodies of the Association are: the General Assembly, the Steering Committee, the President with a Secretariat (Article 6 of the Charter). However, the documents provided in the recertification process note that in addition to the listed managing structures, the Network also has a Manager and a Scientific Committee. The seat of the Association is in Bologna, Italy (Article 2 of the Charter). The Headquarters of the Association is based in Maribor, Slovenia.

During the previous three-year period which is the subject of this evaluation, the Network regularly organized Annual General Meetings, and despite the Covid-19 pandemic, continued to implement projects and activities begun in the previous period, in order to keep in line with criteria of the CM/Res (2013)67 Resolution.

3. Main Body Evaluation

3.1 Cultural Route Theme

3.1.1 Definition of the theme of the route

The theme of the cultural route is unique and representative of European memory, history and heritage. The fundamental mission of the route is raising awareness on and understanding the significance of European cemeteries which are not only individual entities and heritage sites in areas where they are located, but also represent testaments to the historical, cultural, social, architectural and artistic development of Europe in general. The slogan “Their story. Our story” weaved into every presentation of the route, clearly entails that the route deals not only with history but that the theme of the route represents “Stories of life” and our everyday environment. In this context, activities of the Network focus on the tourist promotion of cemeteries, organization of numerous events and exhibitions, as well as the research and scientific contribution to representing this type of heritage.

Cemeteries can often be said to be open-air museums uniting history, arts and crafts, architecture and nature, which makes them unique tourism destinations worth a visit.

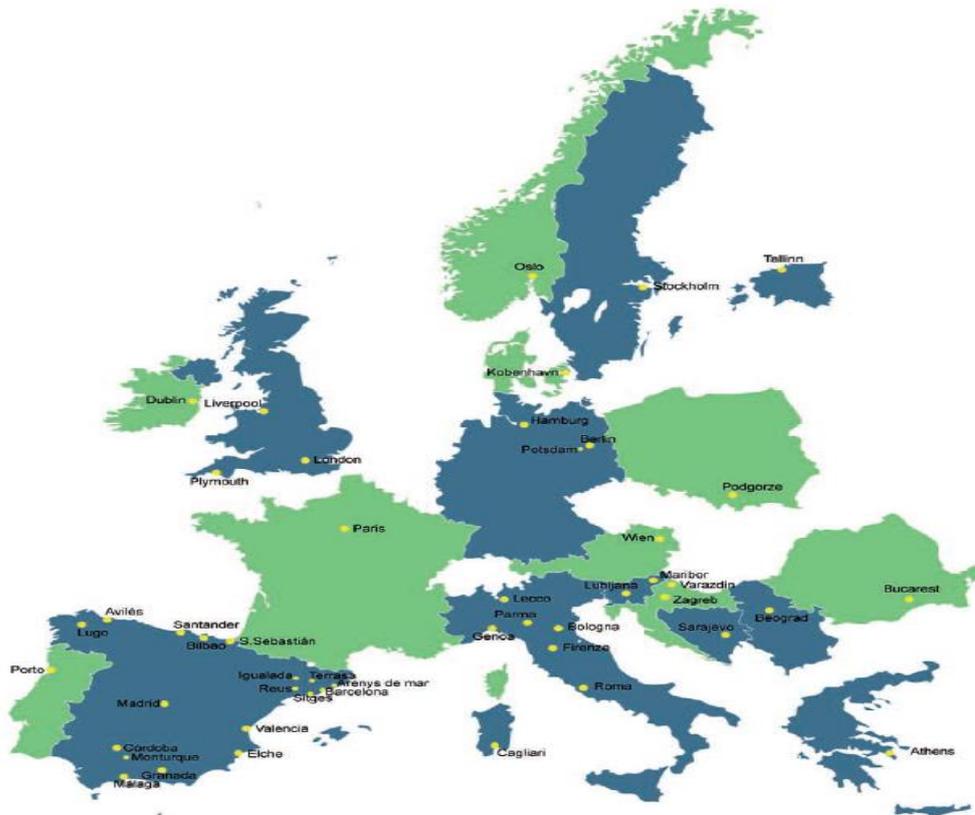
In encompassing various themes, cemeteries raise awareness on tangible heritage and provide better understanding of local, national and European history, as well as the intangible aspect of heritage and culture.

The Route offers a solid basis for the development of youth cultural and educational exchanges, innovative activities, and cultural tourism products (visible through projects continued from the previous evaluation period such as the Symbols Project, the ARTour app, Tourism product development class, Schools on cemeteries etc.).

The subject of the route does not depend on a specific geographical area, as it is present in all parts of Europe and the world in general. The publication “European Cemeteries Route” published by ASCE notes that «The Route is not an itinerary but an offer of a wide number of cemeteries open to the public. It is an effort to restore, maintain and promote the most significant and singular cemeteries in Europe. Cemeteries are part of the destination we visit and a “must do” to get to know in depth those cities and towns».

The European Cemeteries Route is currently present in 21 countries and its members are represented only through their cemeteries. The geographic area varies regarding the number and type of members, and there is great potential for increasing the number of members per country, as well as including different types of members.

Figure 1: Geographical distribution of the European Cemeteries Route



3.1.2 Historical and cultural context

As it has been explained in documentation provided for this evaluation, ASCE has been working in the historical and cultural context for the past twenty years i.e., since its foundation. Members of the Association have been working together on activities and the common mission of preserving and promoting the cultural heritage of cemeteries. Historical delineation of the route through the time frame, and the historical period to which the theme pertains completely justify the existence of the route. Events such as those organized through collaboration with schools, cultural institutions and tourist professionals, have opened up a new role of cemeteries and started changing the cemeteries' image.

For example, significant events such as exhibitions, musical and theatre events, the Week of Discovering European Cemeteries, together with other projects, merged into an initiative to emphasize and promote the European characteristics and values. Cemeteries today can be seen as open-air museums.

Figure 2: Route slogan: “Their story. Our story”



Leading idea and slogan “Their story. Our story” which is the main theme of the route, clearly illustrates the historical and cultural context.

The definition of the theme is based on scientific research by multidisciplinary experts from different regions of Europe.

The association (ASCE) website contains a bibliography i.e., list of academic papers on the topic of cemeteries (not on the cultural route itself). These academic research pages include a bibliography and biographies of academics that list cemeteries as a core research interest¹. The website also serves as an invitation to scientists and researchers from different social sciences with an interest in researching cemeteries, to join the virtual network.

ASCE also regularly organizes its Annual Conferences. This main ASCE event is held at the end of September or beginning of October, and consists of three segments: the Annual General Meeting of members, where the most important projects and activities of ASCE are presented, along with financial and administrative reports; a conference which consists of presentations on a specific theme arranged by the editorial board; a guided tour of a significant cemetery where participants can discover the particularly important monuments, events or stories that have shaped the cultural heritage of a particular town or city and Europe in general.

In the preceding three-year period, Annual Conferences focused on the following subjects:

Figure 3: ASCE Association Annual Conferences Overview

2018	Innsbruck, Austria	Ideas and possibilities for development on our cultural heritage
2019	Ghent, Belgium	Shared use and reuse of cemeteries
2020	Vienna, Austria	Shorter online AGM meeting due to COVID-19
2021	Budapest, Hungary	Cemetourism: Cemeteries with stories to tell

¹ The European Cemetery Research Network
<https://www.significantcemeteries.org/p/research.html#Bibliography> (Accessed 11th October 2021)

3.1.3 Council of Europe values represented by the theme

The theme of the Route is relevant to European history, memory and heritage, and these common values are shared by all European countries. The documentation received under this evaluation clearly identifies the way in which the subject is representative of the values of the Council of Europe. Cemeteries are spaces of equality where any minority group or otherwise suppressed group has its story preserved, visible, noted and expressed. The diversity of cultures (present, hidden or vanished) is still visible in cemeteries because these are long preserved records of history. Visitors of the cemeteries are gathering insight into the importance of preventing hate speech and freedom of expression. Cemeteries are places to celebrate the uniqueness of human existence and intercultural dialogue, and can facilitate conflict prevention and reconciliation.

The theme of the European Cemeteries Route complies with criteria established in Resolution CM/Res(2013)67.

(1) Due to the universal character of cemeteries, which goes beyond modern borders, this heritage touches on many different themes and can be included in transmitting various messages, with the aim of promoting European identity, unity and diversity. The theme is very diversely represented in European countries and related to other cultural routes. It is connected to different historical periods and represents cultural progress throughout Europe. Heritage elements are similar in all countries of Europe and beyond.

(2) The European cemetery research network consists of a large multidisciplinary scientific community across Europe. This is visible in the themes of the annual ASCE meetings. Cemeteries have been the focus of archaeological, philological, anthropological and historical, sociological, psychological, architectural and tourism research for a long time in all European countries.

(3) The theme is illustrative of European memory, history and heritage, and contributes to the interpretation of diversity in present-day Europe. It is important for the understanding of European history. Due to the intense growth of cities, authorities are trying to find new spaces (very close to the cemeteries). Members of the Route and ASCE are promoting values of the cemeteries not just as mourning places, but rather as parks and open green spaces that may offer cities an improved quality of life.

(4) The theme lends itself useful to cultural and educational exchanges for young people. Through educational activities, guided tours, exhibitions and storytelling, members of the Route are actively implementing on the ground the principles and values expressed in the conventions of the Council of Europe.

(5) The theme also enables the development of initiatives, exemplary and innovative projects in the field of cultural tourism and sustainable cultural development (the ARTour platform, the Symbols Project which fosters youth exchange through educational and artistic activities).

(6) Cemeteries of different kinds are already strongly integrated in the tourist offer of many countries/cities. A new approach fostered by the ASCE is to comprehend this kind of heritage, not only as individual objects or sites, but also as a part of whole landscapes with their natural environment. Therefore, the Route places great emphasis on exciting experiences beyond cemeteries, which serve as starting points for the exploration of the country's history, culture, tourism etc.

3.2 Fields of Action

3.2.1 Co-operation in research and development

Each year the ASCE organizes a conference attended by experts and scientists from various scientific fields. Each conference has a particular theme viewed through different multidisciplinary approaches (history, management, information technology, architecture, symbolism, education, tourism, landscape, ecology and other cemeteries relevant issues). These conferences are always followed by the Annual General Meeting.

During the evaluation period, conferences were held in member countries: Austria (2018), Belgium (2019), Austria (2020), Hungary (2021). There are no written records on the conclusions and recommendations from these conferences.

Conference topics are always defined in advance and in the preceding period have been presented through debates/presentations on the following: Ideas and possibilities for development on our cultural heritage (2018), Shared use and reuse of cemeteries (2019), Cemeturism: Cemeteries with stories to tell (2021).

The organizing structure of the Route consists of the network Scientific Committee, with three members in the field of architecture (Romania), history (UK) and art history (Greece). The Scientific Committee is made up from different individuals but it is not clear whether these members are representatives of universities or other academic and research institutions. The provided documentation (the chapter containing the List of Universities and research centres involved in scientific work on the Route) explains as follows:

“Members of the route cooperate with local universities and research centres depending on the occasion of project. The list was never centrally collected or data about contacts obtained. Thus, this table would require a lot of effort to asses.”

Within the context of how the cultural route functions and develops, this is not a satisfactory answer and one can only conclude that the route does not have an adequately organized Scientific Committee, as it merely complies with the form, but does not provide the necessary content.

Although ASCE (not the European Cemeteries Route, the Cultural Route of the Council of Europe) organizes scientific research activities as evidenced by the webpage, it is clear that these are not activities relating to cooperation and research within the Route/network theme, but individual works by scientists in multidisciplinary fields, researching and publishing works regardless of the particular theme of the route.

This leads to the recommendation it is necessary to establish a network of universities for route members, so that through their work on the route theme and a multidisciplinary approach, they may prove existing collaboration in terms of international cooperation and research. A network of universities among members would surely also contribute to the development of scientific research projects of the network, which are at the moment lacking as an important indicator of functioning as a Cultural Route of the Council of Europe. The collaboration between universities can be easily established, first through the ERASMUS program and other programs of collaboration in Europe, which might raise the visibility of the route in a wider European context as well as create common ground for sharing experiences. Furthermore, scientific research and networks should not be disconnected from local and regional professional and business networks, collaboration with which can be invaluable. In

order to achieve this collaboration, the establishment of a clear collaborative project with a research agenda is necessary.

There is no analysis of direct and indirect publications related to the route. The provided explanation is that ASCE and the European Cemeteries Route are not a direct publisher and all publishing is done by members in partnership with ASCE. The Route does not collect or keep a record of indirect publications by its members. It is however one of its important current projects, to assemble such a list in the future.

3.2.2 Enhancement of the memory, history and European heritage

The theme is representative of European memory, history and heritage through the names, symbols, architecture, art, landscapes, feelings and cultures represented in each cemetery.

Activities carried out by the network contribute to the enhancement of tangible and intangible heritage, interpret their historical significance, and highlight their similarities in the different regions of Europe. The following projects can serve as examples:

- SYMBOLS, a joint project by 6 partners across Europe. The general aim is to strengthen the knowledge and public awareness of cemeteries and funerary arts as an important part of European cultural heritage and memory, the transnational circulation of cultural and creative works and the transnational mobility of cultural and creative actors, artists in particular.
- Week of discovering European cemeteries. On this occasion, The Monumental Cemetery of Turin organised an online conference “The enhancement of cemeteries in Italy and Europe as places dedicated to collective memory”

Figure 4: Poster for the conference «The enhancement of cemeteries in Italy and Europe as places dedicated to collective memory»



- Stories – the gathering and publishing of specific stories on the cemeteries with emphasis on the story format

- 20 years of ASCE – preparation of a dedicated almanac for the 20th anniversary, consisting of specific articles and contributions highlighting the Diversity of European cemeteries (2021)
- Photo book «Crossroads of Diversity» (2021).

The European Cemeteries Route takes account of and promotes 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.

The route refers to the European Landscape Convention (Florence, 2000) and the European Convention on the Role of Cultural Heritage for Society (Faro, 2005)

Besides these thematically linked conventions and recommendations, the European Cemeteries Route supports Article 9 (Freedom of thought, conscience and religion) of the European Human Rights convention, by underlining religious diversity in Europe throughout history, and Article 14 (Prohibition of discrimination), by setting high standards and non-discrimination measures in the partnership. Since the cemetery heritage is present in all countries of the EU and beyond, the European Cemeteries Route contributes to the shared cultural heritage of Europe.

The Route is strongly inclusive of minorities, since it communicates not only the heritage of the modern state, but the heritage and history of a geographical area in which different modern states evolved.

3.2.3 Cultural and educational exchanges for young Europeans

The European Cemeteries Route implements some of the successful formats for Youth inclusion and members of the Route offer various education programs for primary schools as well as secondary, colleges, high schools and universities. Throughout field research and presentations, young Europeans are discovering their own history and at the same time the history of Europe in general. For example, Schools on cemeteries (cultural programmes to help children learn about society and culture, Cultural days for schools (local project at ASCE and European Cemeteries Route presidency, serving as a catalyst of ideas for other members on how to engage with schools and pupils), Tourism product development lecture and class at the University of Bydgoszcz (Poland). These types of activities should be improved and implemented more frequently and in all countries that are members of the route. The documentation notes that "...due to the lack of any EU funded projects, no exchanges were organised or done by ASCE and European Cemeteries Route itself". Establishing a university network would help improve such activities for the route.

3.2.4 Contemporary cultural and artistic practice

This Route refers to cemeteries as places of life, and environments that, as urban spaces, are directly linked to the history and culture of the community they belong to and where we will find many of our reference points. The significance of the European Cemeteries Route resides in its multicultural diversity, which is mainly given by the interaction among its members rather than the simple value of its individual components.

Many cultural activities of the Route promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries.

Enhancement of contemporary cultural and artistic practice is not a formulated goal in the statute of the association. However, cultural activities of the Route encourage innovative cultural practice and contemporary art practice. At the moment most innovations are developed in the digital field and the cultural activities not only highlight but co-create innovative practices (ARTour application).

It is however clear that the network plans to create “new value” for the route topic and its cultural and artistic expression.

The network therefore aims to analyse creative aspects of cemeteries. The basic challenges and responsibilities relate to the need to adjust to the requirements of new visitors.

Cemeteries must be seen as interesting and valuable. The main challenges in providing this relate to the following: the relationship between tradition and an alternative context, analogue and digital, how cemeteries support environmental protection and are an important part of our daily lives.

Activities through which the Route uses contemporary cultural and artistic practices are the following: exhibitions, concerts, guided tours, seminars, workshops.

These are some of the events organized during the current evaluation cycle:

- Workshops on storytelling and interpretation as part of the Symbols project;
- Photo book “Let’s remember together”, a digital journey dedicated to all the guardians of European cemeteries (virtual, 2020);
- Photo exhibition SunCemet – catching light in the moment of unique peacefulness speaks its own story about European cemeteries (Slovenia, virtual, 2020, <https://online.fliphtml5.com/ialuo/bcijw/#p=1>);
- Photo book “Crossroads of diversity”, 37 photographs from 32 cities in 15 countries. Images of cemeteries that are distinctive and unique, but still speak the same language, the language of diversity (virtual, 2021).

The City of Maribor, as the presiding member of ASCE, decided to highlight the diversity and interconnectedness of European cemeteries even more. A selection of 20 photos from the 37 that were part of the Crossroads of Diversity photo book, were subsequently presented on posters at the Pobrežje and Dobrava cemeteries in Maribor, Slovenia. Each day during the WDEC 2021, visitors to cemeteries in Maribor could find out more about one of Europe's amazing and unique cemeteries, representing a crossroads of diversity;

Figure 5: Poster exhibition «Crossroads of diversity»



- European cemeteries video “library”, a page with a selection of videos from member cemeteries (virtual);
- ARTour platform.

Figure 6: The meaning of cemeteries changes – Project Symbols – SunCemet photo exhibition



3.2.5 Cultural tourism and sustainable cultural development.

Activities of the European Cemeteries Route are completely relevant to sustainable cultural tourism development, as is indicated in the Charter of the ASCE association (Article 4) and contribute to the formation of local, regional, national and European identity, as they follow a joint international Strategy, national action plans and local revitalisation plans. The specific purpose of the route is the focus on the tourism aspect and promotional projects on cultural tourism.

The aim of the Route is to preserve, promote, raise awareness and educate on the heritage of European cemeteries by presenting these cemeteries to tourists. Cemeteries are spaces that celebrate the uniqueness of human existence, which is why cemetery tourism is above all a self-conscious tourism.

Various tourism products are made within cemeteries and all require partnerships with other actors in tourism. Many cemeteries offer tour guiding and work with tour operators, regional tourism offices, schools, and tourism guide associations.

Most of the members' cities tourism offices include their cemeteries in their promotional material. Depending on the particular material, the route is presented to a lesser or higher degree.

However, the management of the route is not familiar with the catalogues of tour operators who have included the products related to the route theme. Numerous cemeteries are surely included in tour operators' programs and catalogues as part of their offer.

Also, some cemeteries (Vienna, Dublin) have built special museums, spaces and coffee shops for visitors, thus expanding their offer to include more tourism products.

The Route's activities on all levels have been shared in a series of publications and promotional films. An application has been developed, the website is active and the Route has a presence in the social media (Facebook, Instagram).

Good practice examples confirming activities in the context of cultural tourism and sustainable cultural development, are visible in the following projects:

- LOCAL GUIDES «Their story. Our story. Explained by cemeteries guiding experts»

Figure 7: Tourist guiding through the cemetery

The European Cemeteries Route started the project in 2018 by creating a list of local guides to be published on their website and related to the cemeteries where they work. The Route promotes tour guides through advertising, social media channels and other tools. Local guides are invited to become bloggers and partners of the route, sharing their experience and insights on cemetery tourism. (<https://cemeteriesroute.eu/projects/local-guides.aspx>)



Currently there is no data on the number of tourist guides certified (registered) for tour guiding through cemeteries. A list of certified guides is currently being assembled.

- EUROPEAN CEMETERIES TOURS – a project organized in Croatia in 2020 as a guided tour in the form of a tourist itinerary through cities and cemeteries in Zagreb, Rijeka and Zadar. Twenty members of the route participated in the organization, and 45 people took the tour. Part of the European Cemeteries Tour was dedicated to the exchange of know-how on cemetery tourism, management and relevant topics. The workshop program was a part of the arrangement between the route management and host. The management of the Route provided support in preparing, providing workshop materials and speakers, produced promotional materials and tools,

promoted the tour among members and interested target groups (journalists, bloggers etc.), and promoted the tour and destination in European institutions.²

- During the regular annual events titled «WEEK OF DISCOVERING EUROPEAN CEMETERIES (WDEC)» organized by the cultural route, despite Covid-19 most members managed to organize guided tours and events on various topics such as:
 - "Cemeteries: full of love", Westerveld cemetery & Crematorium (Driehuis, Netherlands) and Moscowa Cemetery & Crematorium (Arnhem, Netherlands) offered a very special walk ... "After all, our beautiful memorial parks are very suitable for a walk, either alone or in a small group. We provide a map and description so that everyone can discover for themselves that our cemeteries are also 'full of love'." ...
 - WDEC 2020 in Karlovac, Croatia - the Week of discovering European cemeteries held at the beginning of June in Karlovac, offered free tours of the Catholic Cemetery Dubovac under the expert guidance of the tourist guide. The tour of the cemetery, which in 2020 marked its 200th anniversary, was organised jointly by the company "Zelenilo" and the Tourist Board of the City of Karlovac. The tourist route titled "Cultural and artistic route", through the Catholic Cemetery Dubovac, which is a member of ASCE since 2014, attracted 50 visitors who listened with great attention to many interesting facts about the Karlovac cemetery.
 - WDEC 2021 at the Old Cemetery of Podgorze - guided walk titled "Microcosm of grief – history of the Old Cemetery of Podgorze in the works of Wojciech Weiss."
 - 20 years of ASCE, 20 days of WDEC – In 2021, ASCE is celebrating 20 years since the founding of ASCE and in honour of this important anniversary, the Week of discovering European Cemeteries ran for 20 days, from 28 May to 16 June 2021. The central theme was the emphasis on diversity of cemeteries in all its forms and on this basis, an international project Crossroads of Diversity was carried out, in which the diversity of cemeteries across Europe was presented through interesting photos in an online photo book.
- CEMETERY TOURISM STUDY – In 2021 the publication "Cemetery Tourism Study" was created for the needs of the pilot project of the Municipality of Kotor entitled "Rediscover,

² Unfortunately, due to the severe times and unpredictable developments of the spreading virus, the tour was cancelled in May 2020. However, this is a very promising project which the route management plans to implement during the following period and introduce it to other members of the route.

expose and exploit the concealed Jewish heritage of the Danube region” with the purpose of rediscovering the forgotten Jewish cultural heritage in the Danube region. Numerous cultural institutions from Montenegro and other countries participated in preparing the publication. The aim of the study was to discover the model for valorisation in the future, through the prism of cultural practice and tourism.

- The Route management developed the ARTour application which helps attract more visitors and can have an economic impact on the territories included. The application was developed in 2012. Its purpose was not only to explore cemeteries on an interactive map with smart notifications, but also to offer additional information for tourists (sightseeing, information on restaurants...). There are no statistical data on the number of beneficiaries, due to limitations imposed by GDPR rules.

Members of the route are only cemeteries, there is a lack of stakeholders from the tourism sector such as DMO, DMC, tour operators, as well as municipalities, tourism offices at the regional and local level, academic communities and research centres, etc. Furthermore, there are only three members in the Scientific Board (field of research: architecture, history, art history), and the ASCE Association and the European Cemeteries Route should make additional efforts on these issues to strengthen its multidisciplinary profile as well as the number of representatives of the tourism sector among its members.

Open possibilities for cooperation between Europe and other continents through the special affinities between certain regions are not visible, but are planned.

3.3 Cultural Route Network

3.3.1 Overview of institutional/legal structure of the network

The European Cemeteries Route is a project of the Association of Significant Cemeteries of Europe (ASCE) and has been a certified member of the Cultural Routes of the Council of Europe since 2010. The Headquarters of the Route is situated in Maribor, Slovenia.

The ASCE is a non-profit association, registered in Bologna, Italy (2001). It is an organization which enables members to benefit from having: a network, meetings, interaction, communication, common projects, information (Article 4, ASCE Charter).

The network specifies its objectives and working methods. The vision and mission are clearly defined by the Charter of the association (Article 4).

Due to different interests in the work and projects of ASCE, there are different types of membership:

- Research organisations that find interest in cemeteries and the ASCE gain much added value in cooperation from research to sharing best practices or participating in EU projects
- Cemetery Management Organisations - organizations which own (City councils), or manage (Cemetery management companies) the cemeteries, or work with cemeteries in active projects (guided tours, friends of the cemetery). They have the most important impact on the preservation of cemeteries. Therefore, they represent the type of members with the most rights and obligations.

Figure 8: Membership Rights and Obligations

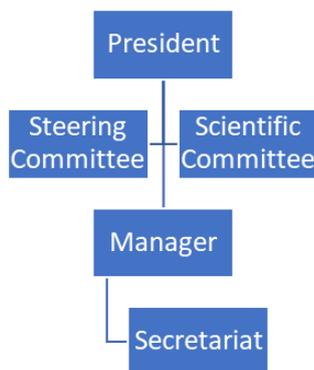
Rights	Research Organization	Cemetery Management Organization
Administration Priority Response		
AGM and conference participation		
EU projects involvement		
Use ASCE insignia at offices		
Voting		
Propose Steering Committee members		
Propose president		
Propose Significant Cemeteries		
Obligations	Research Organization	Cemetery Management Organization
Annual fee payment		
Research and Restoration projects participation		
Active administrative contact available		
ASCE promotion participation		
ASCE projects participation		

The Association operates democratically and consists of a General Assembly, Steering Committee, the President and Secretariat.

The European Cemeteries Routes´ network governance is composed of: President, Steering Committee (8 members from 8 different countries), Scientific Committee (3 members), Manager of the Cultural Route and Secretariat.

The Route has no board of directors and there is no staff directly employed by the network.

Figure 9: Network organisational chart



General Assembly meetings are held regularly.

Most daily activities are carried out by European Cemeteries Route management. Thus European cemeteries route management performs following activities:

- Membership management
 - Exchanging information with members

- Helping membership with various activities
- Cooperation with Institute of cultural routes and other cultural routes
 - Responding to various requests and cooperation proposals
 - Exchanging information
 - Cooperation in the events and activities within the Cultural routes programme
 - National and international projects cooperation
- Communication plans and activities
 - Maintenance of website and other digital communication tools and channels (mobile applications)
 - Developing and adapting various communication materials
 - Performing communication activities
- Projects
 - Preparing and updating projects activities
 - Exchanging information and content on projects
 - Providing instructions and other information required for members to cooperate in the projects

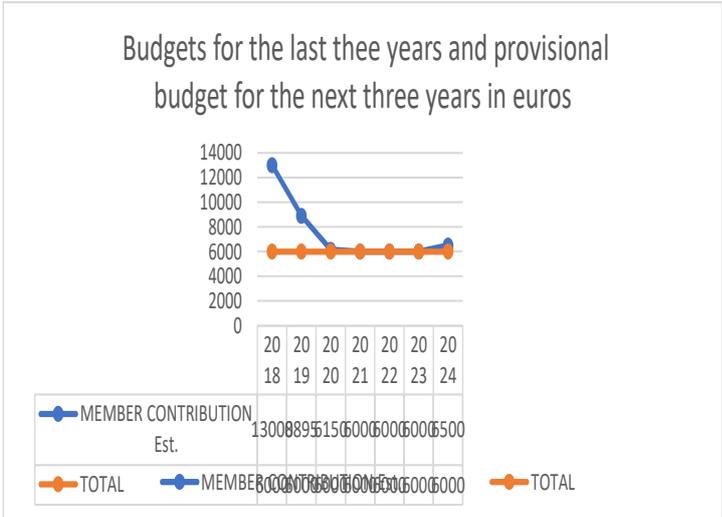
The Route has been funded exclusively through membership fees, and special fees for ASCE members who wish to join the Route. Only the fees of the Route members can be used for the Route management development. There has been no success in applying for additional EU funds and it is recommended to continue with these efforts.

The annual membership fee is 150€ and ASCE membership or partnership is required for becoming a route member. With the membership fee paid, the network provides the following benefits:

- the use of Cemeteries route insignia and marketing materials at the cemetery and offices;
- cemetery listed at route website and all European Cemeteries route marketing materials;
- receiving and exchanging the know-how on cultural and cemetery tourism with other professionals at the network's events;
- the use of photos and other artistic materials;
- community user account for the ARTour mobile learning platform to create their own routes through the cemetery (in the value of 299€);
- participation in networks projects;
- participation at route and ASCE events.

The delivered budgetary documents and financial forecast relate this financial flow:

Figure 10: The European Cemeteries Route provisional budget for the following period (2022-2024) and budget documents for the previous three years (2018-2021)

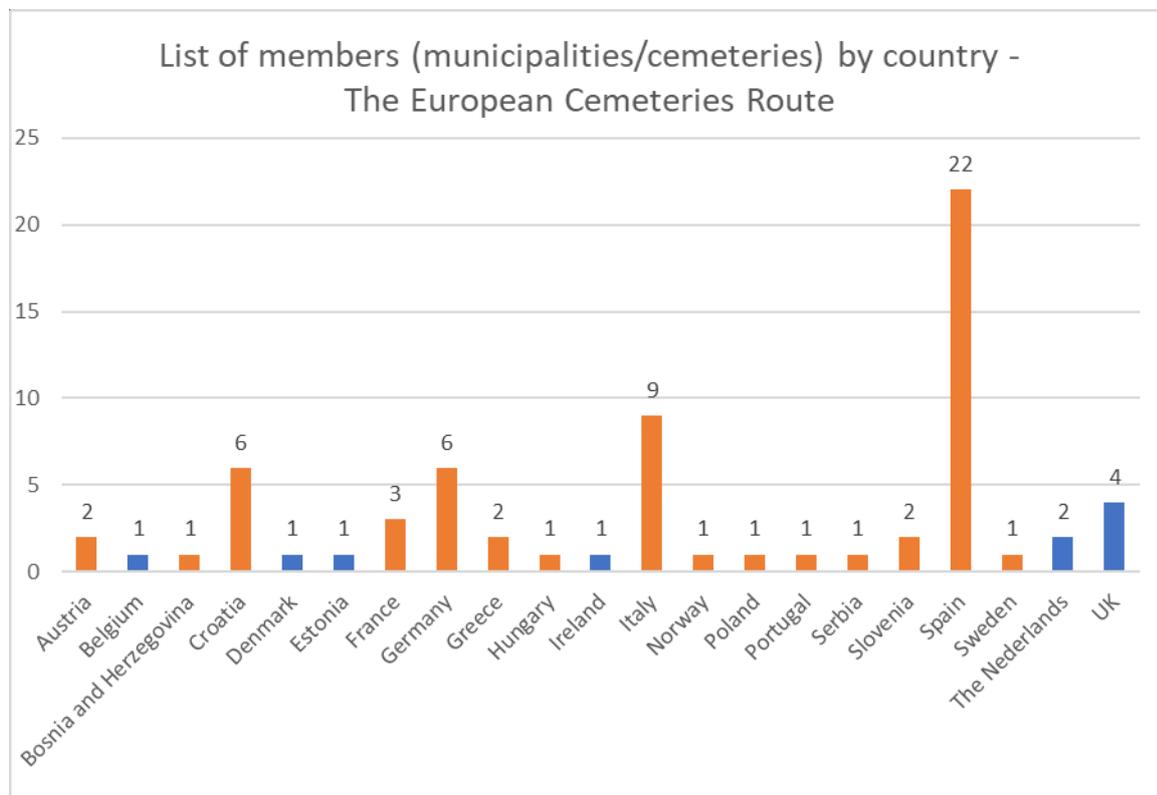


During conversations with the management of the route, it has been explained that the financial flow for the following period is enough to cover the planned activities of the route. There are no costs for renting office space or for employees.

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

The Route represents an extensive network in 21 countries. The route currently has 69 members in 21 countries comprising only cemeteries in 66 municipalities/cities. There are 3 members in the process of acceding to the network from Romania (Municipality of Timisoara), Portugal (Municipality of Lisbon) and Hungary (The National Heritage Institute). The European Cemeteries Route is present in 15 member States of the Enlarged Partial Agreement (EPA) and 6 non-members States of the Enlarged Partial Agreement (EPA). The European Cemeteries Route is present in all four EU macro-regions: the Adriatic and Ionian Region, the Alpine Region, the Baltic Sea Region and The Danube Region.

Figure 11: List of members by member States of EPA and non-members of EPA involved in the Route



Although the network is present in a great number of countries, it is clear that in 50% of the countries, members are limited to one cemetery or city. The greatest number of network members is in 4 countries: Spain (22), Italy (9), Germany (6) and Croatia (6).

Coordinating route members is implemented by members of the Steering Committee, with the criteria of being familiar with the language and country.

Criteria for the selection of network members and membership categories:

- organization has to be a member of ASCE (recognition of a significant cemetery is not required);
- the cemetery is public and available for visits without limitations on religious, cultural, national, gender or other discriminating factors;
- cemeteries can actively work at the cemetery (perform guided walks, events or other activities within legal limits of the country);
- the cemetery can identify at least 5 important points which are interesting for visitors due to the personal story of the deceased, the artistic, historical or architectural point of view;
- preparing descriptions in English, and photos of at least 5 points at the cemetery that include a personal story and not just historical or other facts;
- the cemetery has the organisational and financial ability to:
 - produce marketing materials for promoting the route (insignia for entries, flyers and/or brochures, postcards),
 - cooperate on at least 1 of the network's projects,
 - participate in at least 1 of the network's annual events every 3 years,

- communicate their work over the network's channels (website...) - prepare articles or other content.

3.3.3 Network extension since last evaluation

In comparison with the previous evaluation period (evaluation cycle 2017-2018) when members consisted of 78 cemeteries in 63 cities, today there is a 10% decrease in the membership (69 cemeteries in 66 municipalities), while the number of countries in which the network is present has remained the same (21 countries). Conversations with the route management relate the decrease in the number of members to inactive members and not paying the membership fee.

Members in the process of acceding to the network are cemeteries in Portugal (Lisbon), Hungary (Budapest) and Romania (Timisoara). For the route management, new members represent a form of promotion, and there are hopes to increase the number of members in countries where the route is presented only through one member.

3.3.4 Strategy for the network extension in the three years to come

There is no specific action plan for a three-year period. Documents relating to planned activities during the next three years note that the 2021-2023 period will have these continued activities:

- Annual General Meetings,
- Conferences,
- Continuing work on existing projects,
- Integrating communications into new social media,
- Adaption of a mobile app,
- Cooperation with other routes on the "Cultural crossroads" project
- New digital media exhibition and materials,
- Retry of European Cemeteries Tour,
- Tighter integration of members into the concepts of cultural routes development.

There is no action plan for a network extension in the three years to come, and the budget projection for the following period lists the source of route funding only through membership fees.

During the meeting with the route management at the headquarters in Maribor, the following explanation was given on future activities and projects: development of new projects, "Military cemeteries integration", "Info points projects".

3.4 Communication tools

3.4.1 Current state of communication tools developed by the network (graphic charter, communication materials, logo, communication channels, signposting, maps, etc.)

The European Cemeteries Route of the Council of Europe has a clear, comprehensive and coherent communication strategy applied by all network members. All members of the route are also members of ASCE. Websites for route members usually have the route logo (The European Cemeteries Route) and the ASCE logo. It is recommended that the route

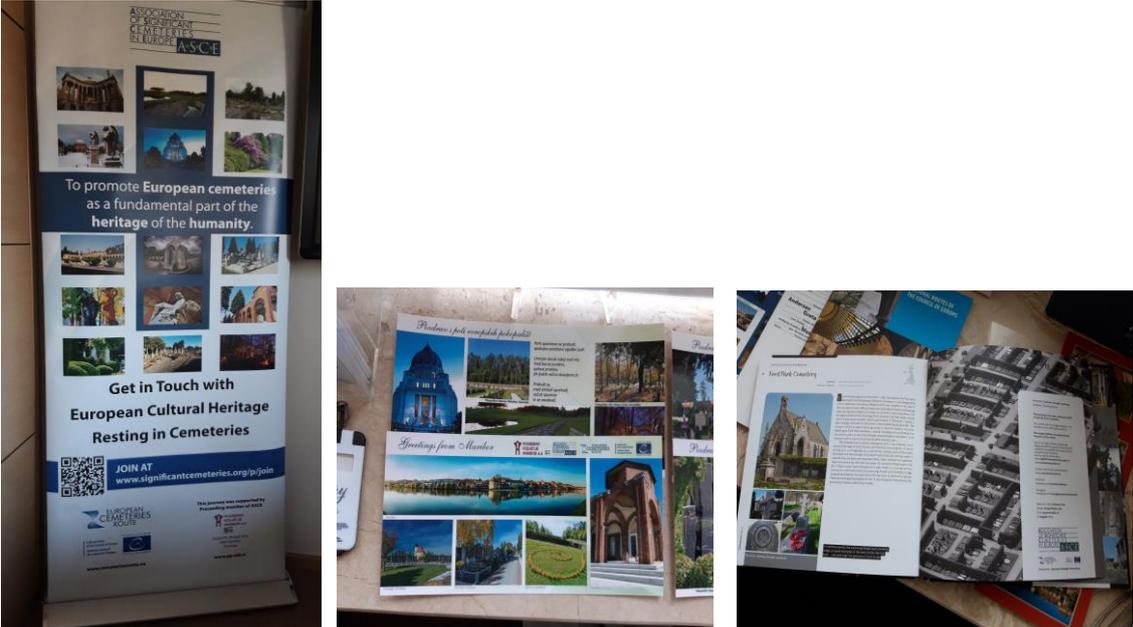
management stipulates and encourages the necessary inclusion of the logo for those members who still do not have it.

Figure 12: Logo of the European Cemeteries Route & logo ASCE



Analysis of offline and online communication materials such as publications and advertisements for events and activities, has determined the visibility of the Cultural Route of Council of Europe.

Figure 13: Offline communication materials



The network has developed a graphic charter for the visibility of the route in the form of basic instructions and graphical design files for the network and the Route (European Cemeteries Route insignia and ASCE insignia)

The European Cemeteries Route has its own webpage <https://cemeteriesroute.eu/european-cemeteries-route.aspx> available only in English and it is recommended to make it available in other languages as well.

The website of the route is linked to the ASCE webpage as well: <https://www.significantcemeteries.org/>

The website is clearly presented, interesting, dynamic and regularly updated with all relevant information for current and future members of the route and the general public. It has sections providing information on the following topics: members, cemeteries routes, news, projects, about, become member.

The network also has dedicated social media accounts on Facebook and Instagram, also in English. These are periodically updated depending on route activities, sharing links to website posts, resharing of ASCE and members' posts, photos. It is however recommended to make the use of social networks more frequent, dynamic and interesting for the general public thus raising awareness of the public on the Route.

The network is present on YouTube with the video on a European Cemeteries Route best practice case – working with schools. The video was part of the 10th Cultural Routes Annual Advisory Forum in 2021. (<https://www.coe.int/en/web/cultural-routes/2021-kutaisi-forum#%22105408297%22>) explaining the approach to schools and children in teaching them on cultural heritage through cemeteries

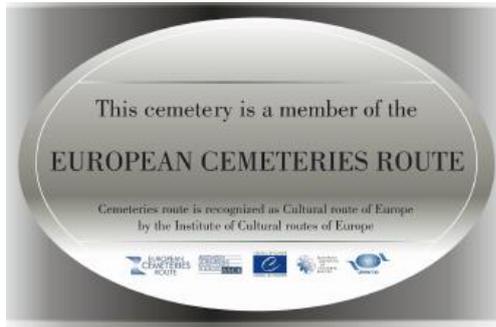
There is dedicated visibility material including brochures, leaflets, posters, a list of tour guides etc. with clarity of their contents and their consistency with the communication strategy. It is all available on the following link <https://cemeteriesroute.eu/about-cemeteries-route/marketing-materials.aspx>. Also, all materials are available in open formats for members to reuse in their language. All members are invited to download and print and then disseminate the communication materials to the public at their locations (cemeteries, information centres...). Materials are used at any events organized.

The European Cemeteries Route does not have a dedicated printed cartography but there is an interactive digital map (<https://cemeteriesroute.eu/map.aspx>).

The network webpage also offers subscription to a newsletter. It is necessary to sign up in order to receive it, while the only newsletter directly visible on the website is an issue from 2011. This is certainly useful for the route in order to keep a record on the number of subscribers, but since the newsletter is a public and periodic source of news, it is recommended to consider easier ways to provide news on the activities of the Route.

A signposting system indicating the sites, paths, buildings that are part of the cultural route is mostly in place. However, depending on the member and specifics of the cemetery, these posts are more or less visible and properly prepared. Posting may be specific to the architecture and there are various implementations. General guidelines on how to keep them are communicated to all members. An example is given on the following photo:

Figure 14: Signposting the European Cemeteries Route



3.4.2 Compliance with the Guidelines for the Use of the Logo “Cultural Routes of the Council of Europe”

The logo of the route is prominently displayed next to the Cultural Routes of the Council of Europe logo on almost all information material produced (print, video, digital, online), in accordance with the general requirements on the use of the Council of Europe logo.

The official link to the Council of Europe Cultural Routes website <https://www.coe.int/en/web/cultural-routes> is not displayed on all information materials produced, together with the Cultural Route Council of Europe logo.

The official webpage of the route has very detailed and clear instructions for all members on how to use the logo for all types of promotional material.

However, the review of webpages of route members has revealed that some members do not follow these i.e., the logo is not used correctly.

4. Conclusions and Recommendations

Conclusions and recommendations are given in narrative form for each criterion.

I. Eligibility criteria for themes

The theme of the European Cemeteries Route, a Cultural Route of the Council of Europe, complies with criteria established in Resolution CM/Res(2013)67. The theme of the cultural route is unique and representative of European memory, history and heritage. The main mission of the route is raising awareness and increased understanding of the significance of European cemeteries which are not only entities and heritage of areas in which they are located, but also testify to the historical, cultural, social, architectural and artistic development of European countries. The slogan «Their story. Our story» woven into every presentation of the route, clearly reveals the route does not deal merely with history but that its theme represents «Stories of life» and our everyday world. The subject of the route cannot be limited geographically as it is generally present all over the world.

Therefore, in this context no additional recommendations can be provided for these criteria.

II. Priority fields of action

(1) Co-operation in research and development

The Route offers a platform for co-operation in the research and development of European cultural themes. The European cemetery research network has a large multidisciplinary scientific community across Europe. This is visible in the themes of the annual Meeting of the ASCE. The research and cooperation however do not relate directly to the theme of the route and network, these are merely individual works by scientists in multidisciplinary fields, publishing papers regardless of the specific cultural route of the Council of Europe.

- It is recommended to establish a network of universities among route members, to work within the scope of the route theme and through a multidisciplinary approach ensure international cooperation and research. A network of universities would surely contribute to the development of scientific and research projects for the network, which are currently lacking. Furthermore, cooperation among universities through various EU programmes might improve the visibility of the route in a wider European context, creating common ground for sharing experience. Furthermore, scientific research and networks should not be disconnected from local and regional professional and business networks, collaboration with which can be invaluable. In order to achieve this collaboration, the establishment of a clear collaborative project with research agenda is necessary.

(2) Enhancement of memory, history and European heritage

The theme is representative of European memory, history and European heritage throughout the names, symbols, architecture, art, landscapes and culture represented in each cemetery. Activities implemented by the network contribute to the enhancement of tangible and

intangible heritage, explain their historical significance, and highlight their similarities in the different regions of Europe.

No additional recommendations can be provided for these criteria.

(3) Cultural and educational exchanges for young Europeans

The Route promotes the engagement of young people and stimulates in-depth exchanges aimed at developing the concept of European citizenship, while also placing an emphasis on personal and real experience through the use of places and contacts. Through educational activities, guided tours, exhibitions and storytelling, members of the Route are actively implementing on the ground the principles and values expressed in the conventions of the Council of Europe. Although activities are successfully implemented in these areas, as has already been noted, a cooperation among universities (ERASMUS and similar EU programs) would encourage greater mobility of students/researchers/scientists/experts, exchange of knowledge and good practices as well as new projects in the context of cultural and educational exchange of cultural routes of the Council of Europe.

No additional recommendations can be provided for these criteria.

(4) Contemporary cultural and artistic practice

The Route's cultural activities promote intercultural dialogue and multidisciplinary exchange. The enhancement of contemporary cultural and artistic practice is not a formulated goal in the Statute of the Association. However, cultural activities of the Route encourage more innovative cultural practices and less contemporary art practice. At the moment most innovations are developed in the digital field and the cultural activities not only highlight but co-create innovative practices. It is clear that through its existing projects the network plans for the establishment of "added value" on the route theme and its cultural and artistic contribution.

No additional recommendations can be provided for these criteria.

(5) Cultural tourism and sustainable development

Activities of the European Cemeteries Route are completely relevant to sustainable cultural tourism development and assist in local, regional, national and European identity formation since they follow a joint international Strategy, national action plans and local revitalisation plans. Cemeteries are spaces to celebrate the uniqueness of human existence, which is why cemetery tourism is above all a self-conscious tourism.

- The fact is that the members of the route are all cemeteries, there is a lack of stakeholders from the tourism sector such as DMO, DMC, tour operators, as well as municipalities, tourism offices at the regional and local level, academic communities and research centres, etc. The European Cemeteries Route should make additional efforts on these issues and strengthen its multidisciplinary profile as well as the number of representatives of the tourism sector among its members.

III. Criteria for networks

The European Cemeteries Route has a good institutional/legal structure of the network. It is clear that it is a project by the Association of Significant Cemeteries of Europe. All decisions relating to the network are managed in a democratic way.

Geographically it is represented in 21 countries. Analysis of the geographical scope of the route reveals that in spite of passing through a great number of countries, the route is present in only 5 countries: Spain (22 members), Italy (9 members), Germany (6 members), Croatia (6 members), UK (4 members) and France (3 members), while in the remaining 16 countries there are only one to two members.

- It is recommended to increase the number of members in countries which currently have only one route member.
- Conversations with members reveal that they are not well acquainted with activities and significance of the Cultural Route of the Council of Europe (social inclusion, cultural cooperation, economic development). The benefits of ASCE membership are often confused with the benefits and responsibilities of membership within the cultural route and it is therefore recommended to organize more workshops for members of the route. The Route should consider organizing trainings and raising awareness on the importance of a shared cultural heritage with the view of contributing to the development of cultural tourism and heritage interpretation.
- Seeing that the route theme has common ground with other certified cultural routes of the Council of Europe, it is recommended to encourage cooperation with other certified cultural routes. This would increase visibility, openness and networking activities of the route

Regular activities are defined in the Association Statute and the manner of carrying out day to day activities has been explained in an interview with the management.

The organization of the route clearly lists managing bodies. The precise responsibilities of the Steering Committee remain unclear – how often it convenes (whether there are meeting agenda, minutes, conclusions...). Also, the Scientific Committee does not have many members and is not highly multidisciplinary.

- It is recommended to increase the number of members in the Scientific Committee and have different scientific fields (the route currently has three members from the fields of architecture, history and art history).
- It is recommended to establish a network of universities. Universities and research centres are not involved in the scientific work of the Route
- The network does not specify its overall strategy in the short term and long term for each group of activities. It is strongly recommended to provide a more detailed plan for the future.
- Although it has been explained that the current funding for the route is satisfactory, stronger initiative/encouragement is needed by the management to ensure other sources of funding for the route, through EU funded projects and other sources.

- The Route has solid communication tools but needs improvement (especially social media which needs to be more dynamic and up to date)
- Encourage members of the network to use the Route logo on their webpages as well as signs/boards at the entrances of all cemeteries on the Route

Following the recommendations given by an external expert for the 2017-2018 Evaluation Cycle, the conclusion is that most recommendations have been accepted.

Here we list recommendations from the previous evaluation cycle (2017-2018) with comments on their adoption in the 2020-2021 evaluation cycle:

1. All the cemeteries of the network use the logo of the Route on their websites to raise awareness of the Route

partially adopted recommendation

2. The Route has a stronger presence in the social media to attract more visitors

partially adopted recommendation, posts on Facebook and Instagram are periodic, post activity is not dynamic

3. Members of the network place the “European Cemeteries Route – Council of Europe sign/board at the entrances of all cemeteries to increase visibility and to inform about the existence of the Route

partially adopted recommendation, additional management efforts are needed

4. There is a discrete sign in all cemeteries informing visitors of the existence of the ARTour application. The use of the application could introduce random cemetery visitors to the European Cemeteries Route, its goals and its activities

partially adopted recommendation

Summary of recommendations as well as those given by the expert during the previous evaluation of the route:

CRITERIA		Recommendations previous evaluation 2017-2018	Has the route addressed the recommendation since the last evaluation?		Recommendations current evaluation 2021-2022
			YES	NO	
I. Cultural route theme		/	<input type="checkbox"/>	<input type="checkbox"/>	/
		/	<input type="checkbox"/>	<input type="checkbox"/>	/
II. Priority fields of action	Cooperation in research and development	/	<input type="checkbox"/>	<input type="checkbox"/>	Establish a network of universities among route members, to work within the route theme and use a multidisciplinary approach to provide activities in terms of international cooperation and research.
		/	<input type="checkbox"/>	<input type="checkbox"/>	
	Enhancement of memory, history and European heritage	/	<input type="checkbox"/>	<input type="checkbox"/>	
		/	<input type="checkbox"/>	<input type="checkbox"/>	
	Cultural and educational exchanges for young Europeans	/	<input type="checkbox"/>	<input type="checkbox"/>	
		/	<input type="checkbox"/>	<input type="checkbox"/>	
	Contemporary cultural and artistic practice	/	<input type="checkbox"/>	<input type="checkbox"/>	
		/	<input type="checkbox"/>	<input type="checkbox"/>	
	Cultural Tourism and Sustainable Cultural development	/	<input type="checkbox"/>	<input type="checkbox"/>	Strengthen its multidisciplinary profile as well as the number of representatives of the tourism sector among its members.
	III. Cultural Route Network	/	<input type="checkbox"/>	<input type="checkbox"/>	Increase the number of members in countries which currently have only one route

				<p>member.</p> <p>Organize more workshops for route members on the subject of Cultural Routes of the Council of Europe</p> <p>Encourage cooperation with other certified cultural routes.</p>
	/	<input type="checkbox"/>	<input type="checkbox"/>	<p>Increase the number of members in the Scientific Board to include various academic disciplines</p> <p>Establish a network of universities. Universities and research centres are not involved in the scientific work of the Route</p>
	/	<input type="checkbox"/>	<input type="checkbox"/>	<p>The network does not specify its overall strategy in the short term and long term for each group of activities. It is strongly recommended to provide a more detailed plan for the future.</p> <p>Greater initiative/input by the management to ensure other sources of funding through EU funded projects and other sources.</p>
Communication Tools	There is a discrete sign in all cemeteries informing visitors of the existence of the ARTour app. The use of the application could	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The Route has solid communication tools but needs improvement (especially for the social media to be more dynamic and up to date, the website to be available in other

	<p>introduce random cemetery visitors to the European Cemeteries Route, its goals and its activities. (not adopted)</p> <p>The Route has a stronger presence in the social media to attract more visitors (partially adopted)</p>			<p>languages, not only English)</p>
	<p>All the cemeteries of the network use the logo of the Route on their websites to raise awareness of the Route (partially adopted)</p> <p>Members of the network place the “European Cemeteries Route – Council of Europe road sign/board at the entrances of all cemeteries to increase visibility and to inform about the existence of the Route (partially adopted)</p>	<p><input checked="" type="checkbox"/></p>	<p><input type="checkbox"/></p>	<p>Encourage members of the network to use the Route logo on their webpages and a sign/board at the entrances for all cemeteries in members of the Route</p>

5. List of references

All documents required for the evaluation have been duly submitted by the European Cemeteries Route. The analysis was carried out on the basis of the documents provided by the European Institute of Cultural Routes, online meetings and a field visit.

1. Appendix – Members -European Cemeteries Route 2221-7-21
2. Appendix – 3-year programme of activities forecast
3. Letter “A” ASCE CHARTER
4. Appendix – Provisional budgets for the next three years and budget documents for the last three years
5. Document 1 – Regular 3-year evaluation – European Cemeteries Route 2021-07-21
6. Document 3 – Declaration of Honour
7. Website: <https://cemeteriesroute.eu/european-cemeteries-route.aspx> ;
8. Website ASCE: <https://www.significantcemeteries.org/>
9. Instagram <https://www.instagram.com/europeancemeteriesroute/>
10. Facebook <https://www.facebook.com/CemeteriesRoute>
11. The European Cemetery Research Network
<https://www.significantcemeteries.org/p/research.html#Bibliography>
12. Previous evaluation report – cycle 2017-2018 by SAMARA Evangelia- Antonia, PhD
13. ARtour. Learn by moving. Available at
<https://ar-tour.com/about-mobile-learning-platform/mobile-app-features.aspx>

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

Online interviews with the network management and members:

Name	Role within the network	Email address	Date
VRBAN, Dušan	Manager of the European Cemeteries Route	admin@significantcemeteries.org	08/10/2021 09/11/2021
PURGAR, Gordana	The Dubovac Catholic Cemetery, Karlovac, Croatia (Member of the European Cemeteries Route)	Gordana.purgar@zelenilo.hr	22/11/2021

Expert field visit:

Friday, November 19, 2021. – Maribor, Slovenia

10h00 Arrival at the Headquarter in Maribor. Meeting and interview with:

Mrs Lidija Pliberšek, the network's president
Mr Dušan VRBAN, the network's manager
Mrs Metka Debevc, the network's treasures

13h00 Visit to the Cemetery Pobrežje, Maribor

14h30 Working lunch

Figure 15: Photos from the field visit – Maribor, Slovenia



7. Annex 2: Expert assessment checklist

EXPERT ASSESSMENT CHECK-LIST - EUROPEAN CEMETERIES ROUTE					
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	1	

		development of these values and the variety of forms they may take in Europe?			
	10	Does the Route have a network of universities and research center working on its theme at the European level?		0	
	11	Does the Route have a multidisciplinary Scientific Committee?	1		
	12	Does the Scientific Committee work on its theme at the European level?		0	
	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?		0	
3.2.2 Enhancement of the memory, history and	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	1		

			and conventions on cultural heritage preservation?			
		19	Do the Route activities identify, preserve and develop European heritage sites in rural destinations?	1		
		20	Do the Route activities identify, preserve and develop European heritage sites in industrial areas in the process of economic restructuring?	1		
		21	Do the Route activities valorize the heritage of ethnic or social minorities in Europe?	1		
		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	1		

		heritage restoration, protection and enhancement, landscape and spatial planning (European Cultural Convention, Faro convention, European Landscape Convention, World Heritage Convention, ...)?			
3.2.3 Cultural and 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 from different social backgrounds and regions of Europe?		0	
	28	Are the youth exchanges (cultural and educational) planned to offer collaborative opportunities for educational institutions at various levels?		0	
	29	Are the youth exchanges (cultural and educational) planned to place the emphasis on personal and real experiences	1		

		through the use of places and contacts?			
	30	Are the youth exchanges (cultural and educational) planned to set up pilot schemes with several participating countries?		0	
	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	1		

			networks creation?*			
		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 most innovative and creative practices?	1		
		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	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		
		43	Do the Route's activities promote dialogue between developed and disadvantaged regions?	1		
		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		
		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?		0	
		50	Do the Route's	1		

			activities develop partnerships with public and private organisations active in the field of tourism?			
		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		
3.3 NETWORK		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 by the 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	1		

		concerned by the project?			
	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?		0	
	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?		0	
	67	Does the network append the basic text(s) confirming its legal status?	1		
3.4 COMMUNICATION TOOLS	68	Does the Route have its own logo?	1		
	69	Do all partners of the network use the logo on their communication tools?		0	
	70	Does the Route have its own dedicated website ?	1		
	71	Is it the website available in English and French?		0	only English
	72	Is it the website available in other languages?		0	
	73	Does the network use effectively social networks and web 2.0?	1		

For certified Cultural Routes of the Council of Europe only	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?		0	
	77	Is the title of "Cultural Route of the Council of Europe" present on all communication materials (including press releases, webpages, publications, etc.)?	1		
	78	Is the certification logo present on all communication materials?	1		
	79	Is the certification logo used in accordance to the guidelines for its use (size and position,...)?	1		
	80	Are the logos (Cultural Route + certification logo) provided to all the members of the Route?	1		
	81	Does the Council of Europe certification logo appear on road signs/ boards indicating the cultural route?	1		
	SCORE			68	0

8. Annex 3: List of acronyms, list of figures, tables and additional documents

Figures and tables:

Figure 1: Geographical distribution of the European Cemeteries Route

Figure 2: Route slogan: “Their story. Our story”

Figure 3: ASCE Association Annual Conferences Overview

Figure 4: Poster for the conference «The enhancement of cemeteries in Italy and Europe as places dedicated to collective memory»

Figure 5: Poster exhibition «Crossroads of diversity»

Figure 6: The meaning of cemeteries changes – Project Symbols – SunCemet photo exhibition

Figure 7: Tourist guiding through the cemetery

Figure 8: Membership Rights and Obligations

Figure 9: Network organisational chart

Figure 10: The European Cemeteries Route provisional budget for the following period (2022-2024) and budget documents for the previous three years (2018-2021)

Figure 11: List of members by member States of EPA and non-members of EPA involved in the Route

Figure 12: Logo of the European Cemeteries Route & logo ASCE

Figure 13: Offline communication materials

Figure 14: Signposting the European Cemeteries Route

Figure 15: Photos from the field visit – Maribor, Slovenia