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

Exceptional evaluation:  
**EUROPEAN ROUTE OF CERAMICS**

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**

European Route of Ceramics

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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

This report is a certification evaluation of the European Route of Ceramics. It is based on a desk review of the network using information provided by the European Institute of Cultural Routes, the Management of the Route, internet research, and interviews with representatives of the members. Based on the submitted dossier and additional documents, and having conducted online interviews, the evaluation has concluded that the European Route of Ceramics complies with all of the thematic criteria for certification as a Cultural Route of the Council of Europe. The Route emerged from administrative strata, as stated by the evaluation in 2015/2016 and repeated in the 2019/2020 evaluation, with the re-establishing of a new association in 2018, coordinated by the Italian partner – the Municipality of Faenza. Despite the challenges on the network level and the difficulties of the times of global pandemic, during this evaluation period, the Route has provided strong evidence of advancement and a credible commitment to future sustainable growth and development.

The Route has illustrated that it is involved in activities that conform to all fields of action, with some remarkably positive developments in the field of cultural and educational exchanges for young Europeans. It is managed by a non-governmental association with a legal status that operates democratically. The legal entity, established in 2018, provides a clear and comprehensive structure. The network has to date sixteen members in twelve countries. The Route is actively seeking to expand not only geographically, but also by enlarging the types of membership to cultural associations and private non-profit organization, etc.

The visibility of certification has greatly improved since the last evaluation and the Route has demonstrated a stronger web presence, introducing Facebook and Instagram channels. In addition, a visibility charter has been developed for the members.

The Route has implemented all main recommendations from the previous reports. Some areas for improvements are still identified, however, taking into consideration the short time between the last regular evaluation and the specific global situation, it is concluded that the European Route of Ceramics has greatly improved its activities in all fields of action and shows a better compliance with all of the thematic criteria for certification as a Cultural Route of the Council of Europe.

Based on the submitted dossier and supporting documents, and after having conducted evaluation meetings with the management and representatives of the Route I hereby confirm that:

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

## 2. Introduction

This report has been undertaken as part of the evaluation process of the European Route of Ceramics.

The European Route of Ceramics (Route Européenne de la Céramique) presents and promotes the tangible and intangible cultural heritage of ceramics. Traditions, social and cultural aspects of the communities linked to the production of ceramics are being presented along the territories of the members. The theme of the Route seeks to display, interpret and promote a diversity of actions and aspects connected to ceramics handicraft: as material and craftsmanship, as artworks - collected in museums or private collections, in outdoors installations or open-air museums, or as a part of the cultural landscape.

The Route has experienced some challenging developments since 2016 with two main changes - on network level (with the relaunch of the network in 2018 under the management of the Italian partner – the Municipality of Faenza) and on global level (with the ongoing pandemic situation). Nevertheless, those events have also created positive synergies that allowed the network to reunite and re-create itself. During the recent evaluation, the Route documented a stronger cooperation, very active involvement in multiple projects with external funding and considerable improvements in all main fields of action. Thus, this re-shaped network has provided strong evidence of advancement and a credible commitment to a future sustainable growth and development.

The European Route of Ceramics operates democratically, as an international association established in 2018, under Italian law, with an office in Faenza, Italy – the headquarters of the Route. The network is committed to pursuing main objectives such as: protecting, enhancing and promoting European cultural heritage, both tangible and intangible linked to ceramics; coordination between entities connected to ceramics 'in order to carry out initiatives to promote the study, knowledge and enhancement of the ceramics culture and tradition as well as the places and cultural itineraries of the Route'; collaboration with Universities and research centres; fostering cultural and educational exchange for young European citizens related directly to ceramics but also to cultural heritage and democratic values; strengthening cooperation and exchange with other Cultural Routes of the Council of Europe; harmonisation of promotion activities for ceramics 'enhancing the cultural and tourist vocation and promoting the commercialization of ceramics, contributing to the economical and social development of the local communities'; development of a sustainable and ethical tourism, strengthening the visibility of the Route on European and international level.

The Route consists of sixteen members in eleven countries (Austria, Azerbaijan, France, Germany, Italy, Norway, Poland, Portugal, Spain, Turkey and the Netherlands), with three potential new partners, two of which in countries not represented to date in the network, namely Greece and Latvia. Most of the partners are local authorities, with the exception of three museums and a Foundation involved. The network intends to accept mainly local and national authorities and museums as member organisations; however, an action plan for expanding the typology of members was adopted during the General Assembly N. 2/2021 (22.10.2021) in order to strengthen links to other key stakeholders.

After conducting the online evaluation meetings, it is being concluded that the European Route of Ceramics has greatly improved its activities in all fields of action and shows a better compliance with all of the thematic criteria for certification as a Cultural Route of the Council of Europe.

### 3. Main Body Evaluation

The evaluation of the European Route of Ceramics has involved a thorough review of the network's theme, activities and management in line with certification requirements of the Resolution CM/Res (2013)67 for the award of the 'Cultural Routes of the Council of Europe'. Material and dossier submitted by the network, direct contact with the Management and the Secretariat of the Route, information provided by the European Institute of Cultural Routes, online meetings and internet-based desk research has been used to further inform this evaluation.

#### 3.1 Cultural Route Theme

The theme of the Route is well-defined, clear and holistic, considering different and multiple aspects of the handicraft, the artistic production, historical, cultural and social aspects of ceramics from both tangible and intangible perspectives. Taking the material as a starting point, the Route aims at presenting diverse narratives and stories at the intersection of culture, heritage, economy, art and history. This, in turn, strengthens the inclusiveness of the network and fosters worldwide cooperation possibilities, as the handicraft and usage of ceramics is global and have many shared elements (technological developments, study of the material, stylistic innovation, etc.).

The theme offers multiple frameworks and concepts for cooperation, interaction, scientific and research work, youth involvement, local communities' empowerment and alternative and traditional touristic offers. It fosters transnational and even global narratives, concentrated along main characteristics of the ceramics, as historical and technological developments, cuisine and lifestyle, traditional knowledge and beliefs, artistic representations and motives, and many others.

The Route has well described and discussed the nuances of the theme and many opportunities for cooperation and further development are being recognised, by pursuing the main objectives (Art.3 of the Statute):

- a) to spread the knowledge of, protect and enhance the European cultural heritage, tangible and intangible, linked to ceramics;
- b) to coordinate and create synergies between the most important European entities connected to ceramics in the frame of the shared transnational route called the European Route of Ceramics (...);
- c) to carry out initiatives to promote the study, knowledge and enhancement of the ceramics culture and tradition as well as the places and cultural itineraries of the Route;
- d) to collaborate with Universities and Research Centres to investigate the issues related to ceramics;
- e) to promote, among European young citizens and especially in the educational system, the research and the cultural and educational exchange focused on the subject of the cultural Route;
- f) to promote the dialogue and the exchange of best practices with regards to the enhancement of the Route, with other Cultural Routes
- g) to host other "local itineraries" in the associative structure to enrich the original itinerary, increasing its value as a promoter of the common European identity;
- h) to establish and promote initiatives to strengthen the knowledge of ceramics in citizens by ascribing local identities within the consolidation of the common European identity;
- i) to harmonize the ceramics promotion activities, enhancing the cultural and tourist vocation and promoting the commercialization of ceramics;

j) to ensure the development of a sustainable and ethical tourism by promoting, within the relevant territorial bodies, the creation of adequate infrastructures and services for a better use of the routes, with a view to a sustainable tourism;

(...)

m) to build relations and realize projects for a cultural, touristic, economic and educational fruitful exchange with akin non-European entities (...).

The dossier highlights the main historical and technological developments of ceramics handicraft, arguing that 'the history of ceramics is rooted in the history of humankind and civilization, (...) always sharing a geographic anthropological element'. This shared story of humanity testifies for the evolution of art, technology and lifestyle worldwide. From the workshops of the local masters to a mass production, it has always been present in our daily life, granting ceramics a significant and dynamic role from a social, cultural, economic and historical perspective.

The Route recognises the importance of this shared history and gives inspirational examples of cultural and economic interconnectedness between members of the network (e.g. the development of the Majolica style in Europe, e.g. Italy, and afterwards in the Netherlands, France, Poland, Germany), discussing at the same time each country and each territories' unique style and characteristics. Historic rivalry and strive for innovation have continuously advanced the technology and shaped ceramics handicraft on local and nation level, that influenced the urban and socio-cultural development of these territories.

A strong commitment to fostering cultural rights and citizen's participation is declared by the Route, as '(T)he theme allows (...) to promote a wider understanding of the cultural heritage and its relationship with communities and society, and it addresses not only the economy, but also to human rights and democracy'. Through the intangible assets connected to the ceramics, the theme allows for a broader, more sustainable and community-oriented cultural and touristic offer, in line with the 2005 Faro Convention and the 2000 European Landscape Convention.

Thus, the theme is in accordance with all of the eligibility criteria defined in Resolution CM/Res (2013) 67 of the Council of Europe.

## 3.2 Fields of Action

In this section, the European Route of Ceramics has been evaluated against the priority fields of action that are defined under Resolution CM/Res (2013)67 of the Council of Europe. The sub-sections look at the extent the Route addresses the list of priority fields individually and provide important highlights.

### 3.2.1 Co-operation in research and development

The cooperation in research and development was identified as one of the main areas for improvement during the last evaluation period. As pointed out in the report, only two cities and three museums were listed as the Scientific Committee to the Route, it was also stated that no universities joined the network since 2012.

The network showed proven and active commitment to strengthen this filed of action in the last years. In 2020 University of Bologna joined the Scientific Committee of the European Route of Ceramics, with a representative of the Department of Industrial Chemistry,



headquartered in Faenza. In the same year, The Route, in cooperation with the University of Teramo, Department of Communication Sciences, General Sociology, applied for a PhD researcher position for the development of 'methodologies for analysis, planning and evaluation of advanced territorial marketing activities, aimed at the promotion of the territory, its identity features and (...) promotion the cultural historical and social heritage in the local communities'. The main goal of this initiative is to 'promote the development of a network of industrial research and technological transfer, based on the cooperation between the University of Teramo and the European Route of Ceramics'. The expected dissemination and communication strategies of the planned PhD will involve the use of open access channels and virtual visualisations (e.g. virtual itineraries). Worth mentioning is, that the pursue of this PhD project will take place in two member sites of the Route: Faenza and Bolesławiec.

In the 2020 another fruitful research and development cooperation has started – a cooperation between the Route and the RomagnaTech – Emilia-Romagna High Technology Network. The main axe of collaboration is situated within the topics of sustainable cultural tourism and cultural and creative industries from a perspective of ceramics handicraft. The Route and the Network organised jointly two webinars 'Cultural and Sustainable Tourism: a guide to create tourism products' (30.11.2020) and the 'Experiences and skills for the new wave of the Cultural and Creative sector' (14.06.2021), with a third one planned in 2021. Going beyond strictly academic research cooperation shows an excellent assessment of the expertise needed for integrating the ceramics into a wider perspective of cultural management and tourism.

These initiatives prove a good understanding of the possible engagement in scientific, research and development projects. The Route is willing to foster specifically the research opportunities and training for early career researchers and young professionals, to introduce a more digital-based techniques and methods for communication, management and promotion, and to bridge research and technology.

All those activities are coherent, sound and valuable, however to develop them in a more sustainable way, a better organised and clearly structured Scientific Committee is needed. Four countries are involved so far in the work of the Scientific Committee: France, Germany, Italy and the Netherlands. The Route should consider strengthening the main axe of a potential scientific cooperation (by identifying and engaging the best suited partners) and planning activities on a regular basis between the already involved research centres, universities and museums and other interested members. New emerging synergies between diverse research settings and organisations could foster joint scientific and research collaboration and activities. The theme of the network provides also opportunities for applied research, including cooperation with SMEs. This path of research development could be taken into consideration as well.

It is worth mentioning, that the bilateral knowledge transfer between the Route and the Committee, although not discussed in detail in the dossier, is very active and shows good dynamics. The Committee supports the Route in all main activities: evaluation of the dossier of the new members, development of the content for communication and promotional material, including the website, preparation of proposals and project for external funding. Perhaps, finalising the period of re-establishing the Route and setting some structures anew, would allow for a more regular and structured work of the Committee.

The Route has engaged in the last years in strengthening the cooperation in research and development, however this field of action still requires further improvements, with the most important areas being: the regular work basis; a framework for research and development

engagement, open to all members; greater visibility of the scientific, research activities; improving the track of publications related to the Route.

This field of action was assessed as improved and overall positive, with many new and highly valuable activities, such as trainings and a joint PhD programme for early career researchers and young professional, strategic cooperation with the RomagnaTech – Emilia-Romagna High Technology Network and involvement in digitalisation activities. Nevertheless, it still requires establishing a more structured framework for the work of the Scientific Committee on a regular basis. Such scientific support would further strengthen the Route's theme and could offer a conceptual framework, based on research carried out by a multidisciplinary team of experts for a sounder activity calendar and touristic offer on a Route's level.

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

The well-developed theme of the Route allows engagement in multiple and diverse actions: ceramic workshops, presentations and laboratories, artistic performances, market and fairs, exhibitions, guided tours, activities for children, and many others.

Each member of the Route has a rich annual calendar of activities, involving local artists and manufacturers, educators, technical professionals, potters.

The central events are listed in the dossier:

- Europäischer Keramikmarkt in Höhrgränzenhausen (organised yearly in June);
- Österreichischer Töpfermarkt, in Gmunden, (organised yearly, in the last weekend of August);
- Ceramics Market in Boleslawiec, (organised yearly in August);
- Argillà Italia in Faenza (biannually, in the first weekend of September);
- Toques et Porcelain in Limoges (biannually, in September);
- KeramikSymposium in Gmunden (organised every 3 years);
- International Ceramics Symposium in Sheki, Azerbaijan (first edition in 2019)
- Aveiro Ceramics Biennial (organised biannually).

These activities offer a very lively and interesting framework of highly compatible touristic and educational attractions in the partner sites, however many of them occur simultaneously. A more detailed and coordinated planning on the Route level would reinforce and foster further cooperation. A recommended good practice could be a regular, joint event for the whole Route, organised in one of the partner cities and presenting the whole network. Such an activity could reinforce the overall visibility and promotion for each member in turn and for the whole Route.

A more integrated annual framework for joint activities is needed, that helps building, maintaining or re-discovering the shared ceramic heritage of the whole network. A good starting point can be the most recent initiative WalkEur "European Cultural Routes as key actors in the promotion of European Cultural Heritage", co-financed by the Creative Europe Programme. The participation in the WalkEur project gives the European Route of Ceramics a possibility to engage with new communication techniques (e.g. the Storytelling) and to learn how to identify and implement tools for reaching wider audiences and digital and web-based strategies for promoting the access to cultural heritage.

In the last evaluation, a suggestion on setting up an annual action program in partner towns was raised. The network indeed organised activities between Faenza and Rijeka (Croatia) within the TWINS programme in 2019 (ceramic exhibition). A next step would be to plan a

joint, regular event for the whole Route, showing the different partners unified under one main theme, that could annually be approached from a different perspective. Such an event could be the central activity of the network, allowing to present and coordinate different aspects of network's work and engagement in different fields: touristic activities, research and development, youth and artistic actions.

During the last General Assembly meeting in October 22<sup>nd</sup> 2021 the Route discussed and set up a very ambitious plans for joint applications for external funding (e.g. within the Creative Europe, the European Territorial Cooperation, Erasmus+ programmes) for topics as 'Ceramics and Food' – tangible and intangible interconnectedness, traditions and technology; Valorization of open-air museum and ceramics museums – digital transition-virtual itineraries-digital network, etc. The Route is very successful in receiving additional funding, that significantly supports the cultural and educational activities. Especially the new members pointed out, how important the experience and support from the coordinators are, in order to develop joint project proposals.

The Route implemented the suggestions from the last evaluation and established new cooperation and developed new initiatives with great enthusiasm. These efforts are even more valuable in the light of the recent pandemic situation. For the future growth and better visibility of the Route's activities it would be highly recommended to engage in facilitating and coordinating a regular joint event, unifying all members and a better planned, thematic calendar for the members' activities.

### 3.2.3 Cultural and educational exchanges for young Europeans

Engaging and educating young generation in the fields of the shared European heritage is one of the main aims of the Cultural Route's programme of the Council of Europe.

Members of the Route are particularly active in this field of action, with diverse activities, tailored to different ages and groups: from kindergarten to primary and secondary schools, to high schools and universities. Guided tours, workshops, laboratories, presentations are often offered as extra-school creative activities or courses and are being very popular among children and young adolescents.

Some initiatives are highly relevant and could be seen as a beginning of long-term activities to strengthen a sustainable youth engagement within the Route.

Under the Erasmus+ Programme the project 'Ceramiccoop - Ceramic and Culture creating intercultural friendship and international cooperation' was launched. A main activity within the project is facilitating residence in Faenza for young artists interested and/or connected already to ceramics from project partners' countries (Israel, Latvia, Jordan) and open to participants from member countries of the Route. The programme was unfortunately postponed, however it will take place in Spring 2022.

Another initiative, co-financed by Erasmus+ Programme, are training sessions for young tour operators. Some very practical tasks are planned for this project, including field visits and interaction with local communities. These activities have been postponed as well, as contacts in person are crucial for the knowledge transfer and achieving the planned skills set.

In 2019 the Municipality of Faenza, in cooperation with the University of Ferrara and the Department of Economics of Tourism, at the University of Bologna, hosted two internships. This initiative opened the way for a more ceramics-oriented collaboration with the

Department of Communication Sciences of University of Teramo for the development of a joint PhD programme, that was approved by the Italian Ministry of Education, University and Research. The PhD candidate will be hosted in the academic year 2021-2022 in two members of the Route: Faenza and Bolesławiec.

A very good practice, that the Route's management seeks to expand to the whole network is the primary schools' pupils ceramic contest in Faenza. In the last edition it gathered more than 600 participants. In addition, the yearly contest has a different thematic topic, with 'Europe' as a theme in 2018. Unfortunately, due to the current dynamic situation, the contest didn't take place in the last two years. However, the idea was discussed during the second General Assembly this year, with a possible coordinated launch of a similar competition first on member's local and national levels and a final selection at the Route level.

Furthermore, another potential action was being presented during the General Assembly – the 'Ceramics in school' project, as a promotion of the Route, addressing European cultural heritage and democratic values in primary and secondary schools. The Route plans to involve graphic designers, artists, comic authors for a visualisation, as comic strips, of those core values and concepts, as well as for an introduction of the theme and members of the Route.

In addition, one initiative can be seen as a good practice, to be recommended to other routes and networks – the realisation of the Cultural Route's logo. In 2019 the new logo was developed in cooperation with a professional high school of Faenza and professional graphics. Interested students were involved during the entire school year in activities related to the Route, as a starting point for inspiration for the further work on the visual representation of the network. The best work was selected and further developed by a professional graphic designer. The new logo was officially launched at a press conference at the International Ceramic Museum in Faenza. The involvement of students in the work for the visual representation of the Route and its highly visible launch is definitely one of the best initiatives within this field of action.

The Route is very active in this field of action, engaging different age groups in diverse and meaningful activities, that foster not only the theme of the Route, but also cultural education, international youth exchange and cooperation and support for youth's creativity. The initiatives presented in the dossier and in the supporting materials strengthen the overall very good impression of the Route's involvement in this fields of action. A more long-term oriented suggestion would be to build upon this meaningful involvement, and consider fostering a youth organisation connected to the Route. Especially, taking into consideration the planned PhD programme, such a step could be feasible, by including it in the planned communication and outreach activities of the programme.

### 3.2.4 Contemporary cultural and artistic practice

The Route has implemented the recommendation from the last evaluation and a more coordinated approach to the artistic activities is being introduced. Most of the initiatives connect to youth involvement, they represent also the goals and tasks of this field of action.

The artistic residence programme in Faenza was launched by the project 'Ceramicoop - Ceramic and Culture creating intercultural friendship and international cooperation'. The programme is open to the project partners (Israel, Latvia, Jordan) and all members of the Route. Although it was postponed with the outspread of the COVID-19, some preliminary online meetings already took place. The young artists interested or already involved in ceramics handicraft will have the possibility to visit Faenza, foster international cooperation, gather new skills and experiences in 2022.

The Route presented and discussed during the General Assembly in October this year the initiative to introduce a ceramic contest for primary schools for all members, with the final stage at the Route level. Another action to promote the Route and engage with young audience is the planned project 'Ceramics in school' – presenting the theme, the partners and main activities through comic strips. Artists will be invited to participate, under consideration is whether to organise the selection as a contest as well.

All members are committed to the promotion of artistic practice of ceramic techniques – through educational activities, competitions, workshops, residencies. Many of those are integrated in the programmes of the fairs and markets organised regularly by the partners: the Europäischer Keramikmarkt in Höhrgrrenzhausen, the Österreichischer Töpfermarkt in Gmunden, the Ceramics Market in Bolesławiec, Argilla Italia in Faenza, Toques et Porcelain, in Limoges, Aveiro Ceramics Biennial.

Engagement with digitalization of the resources of members (valorization of open-air museum and ceramics museum) and on the Route level (digital strategies for promotion and communication, development of virtual itineraries) could be integrated into artistic activities. Involving e.g. digital humanists and visual artists could strengthen Route's visibility, expand and diversify communication and promotion channels, through inclusive and interactive online community building and participation, to implementing the most advance tools as augmented reality for touristic destination and museums (e.g. augmented reality gamification, augmented reality in the open air museums/urban areas, accessible through mobile phones etc.).

The Route's involvement in this field of action has been strengthened since the last evaluation report. Some new activities emerged and are being conceptualized recently, creating strong synergies between the involvement of the youth and fostering creative and artistic actions. It is expected, that with some more attention and the foreseen growing of the network, the embedding of contemporary cultural and artistic practices can easily transform into one of the main strengths of the network in the next years.

### 3.2.5 Cultural tourism and sustainable cultural development

The development of sustainable tourism experiences is a major commitment of the network, as one of the main goals of the Route is to actively promote cultural and sustainable tourism.

According to the association's statute (Art.3) the network will be responsible for the further development of:

- i) (...) the ceramics promotion activities, enhancing the cultural and tourist vocation and promoting the commercialization of ceramics, contributing to the economical and social development of the local communities;
- j) (...) a sustainable and ethical tourism by promoting, within the relevant territorial bodies, the creation of adequate infrastructures and services for a better use of the routes, with a view to a sustainable tourism(...).

All member sites are engaged in fostering ceramics' heritage through local, regional and national activities. The trans- and international programmes are not yet sufficiently developed, however, the very good network dynamic, proven during the evaluation interviews, should soon facilitate an effective cooperation in creating sustainable touristic offers.

Taking into consideration the documents and the interviews with partners, it is concluded, that the Route is engaged in many trainings and educational and promotional activities in order to prepare a relevant touristic offer on the Route level, as well as to strengthen and support members in developing their respective touristic products.

Representatives of the Route are involved in the WalkEur project, that provides skills and train-the-trainer activities in the fields of promotional and marketing tools, with an emphasis on digital and web-based methods. The 'Circular Cultural Tourism' project developed by the Route is directed to foster and strengthen the competences of young tour operators within the topic of sustainable tourism. The focus on the sustainability and tourism was also discussed and contextualised during the two webinars organised by the Route: "Cultural and Sustainable Tourism: a guide to create tourism products" (30.11.2020) and 'Experiences and skills for the new wave of the Cultural and Creative Sector' (14.06.2021).

The Route is actively involved in joint activities with other representatives of the Cultural Routes Programme – Les Chemins de la Vigne en Europe and the Phoenicians' Route. Main fields of cooperation are promotional activities oriented towards strengthening the visibility and the development of sustainable touristic offer.

The Route has engaged in improving this field of action, taking into consideration the recommendations from the previous evaluation. However, a well-developed, multiparter touristic offer is still missing. Bookable touristic packages are not available on the website, no clear itineraries are offered online or in other promotional materials.

Nevertheless, especially the Italian members, have already some touristic packages, that could be integrated directly to the Route's touristic offer, involving other partners: 'Emozioni Ceramiche – ceramic emotions' (ceramic workshops, Italian language courses for ceramics' professionals, visits to relevant cultural, historic and art institutions), 'Faenza Ceramic City and Palio del Niballo' (one day package: museum visit, ceramic workshops); 'Faenza ceramics and food'. Other members of the Route are actively offering walk or bike tours, as well as guided tours along the ceramic cities and ceramic museums. A better coordination and a more centralised visibility and promotion plan would strengthen these fragmented actions and could support a more Route-oriented narrative, linking all excising and rather dispersed initiatives.

Very relevant to the Route's theme is its global cooperation, established and cultivated for over a decade by some of the members (Faenza, Delft and Selb) with the Chinese City of Jingdezhen, the capital of Chinese porcelain handicraft and tradition, and host of the yearly Jingdezhen International Ceramics Fair. Representatives of the Route took part in Fairs in 2018 and 2019. The Route was also presented during the Global Tourism Economic Forum

in Macao in 2018 and in the Europe China Tourism Virtual Fair (27-28 November). In 2019 a presentation of the Route, accompanied by a ceramic exhibition and a workshop for touristic operators was organised in Moscow.

Establishing such a global cooperation is highly valuable and can prove very fruitful in years to come, however a bigger attention should be first given to the development of a solid framework for touristic cooperation with sound and diverse touristic packages within the Route. These products can be then further promoted to a global audience.

Suggestions for improvement related to this field of action were implemented by the Route in their newest activities, putting an emphasis on the training and learning, mutual exercises and sharing experiences with other certified Routes. It would be highly advisable to start working on a joint touristic offer for the network with touristic offers on both members and Route level. Some packages are mentioned in the dossier of the Route, however it is not clearly described what is their connection with the Route itself. As they mostly involve Italian partners, the management of the network could take the lead in embedding these activities into the Route's touristic offer and foster similar packages within the network.

### 3.3 Cultural Route Network

The European Route of Ceramics' legal entity was established in 2018 as an international non-profit association under Italian law, with the headquarters in Faenza, Italy. The Route connects sixteen sites in eleven countries. Some suggestions for improvement were identified during the last evaluation, most of them are consequently and progressively implemented by the Route.

The European Route of Ceramics pursues the following objectives according to the Article 3 of the Statute:

- a) to spread the knowledge of, protect and enhance the European cultural heritage, tangible and intangible, linked to ceramics;
- b) to coordinate and create synergies between the most important European entities connected to ceramics in the frame of the shared transnational route called the European Route of Ceramics (...);
- c) to carry out initiatives to promote the study, knowledge and enhancement of the ceramics culture and tradition as well as the places and cultural itineraries of the Route;
- d) to collaborate with Universities and Research Centres to investigate the issues related to ceramics;
- e) to promote, among European young citizens and especially in the educational system, the research and the cultural and educational exchange focused on the subject of the cultural Route;
- f) to promote the dialogue and the exchange of best practices with regards to the enhancement of the Route, with other Cultural Routes
- g) to host other "local itineraries" in the associative structure to enrich the original itinerary, increasing its value as a promoter of the common European identity;
- h) to establish and promote initiatives to strengthen the knowledge of ceramics in citizens by ascribing local identities within the consolidation of the common European identity;
- i) to harmonize the ceramics promotion activities, enhancing the cultural and tourist vocation and promoting the commercialization of ceramics;
- j) to ensure the development of a sustainable and ethical tourism by promoting, within the relevant territorial bodies, the creation of adequate infrastructures and services for a better use of the routes, with a view to a sustainable tourism;' (...).

For a better understanding of the current situation of the Route, the previous administrative and managerial developments have to be briefly mentioned. The European Route of Ceramics was first certified by the Council of Europe in 2012 and operated as 'Via Ceram' network. The Route was managed through an Association ('UNIC') and coordinated, for the first five years, by the City of Limoges. As the network was connected to a European project, after its completion and with some additional managerial changes within the coordinators' team – the Route was re-established in 2018 with a new legal entity, and the Municipality of Faenza as the coordinator.

The newly established association had fewer members as the UNIC. During the last evaluation four countries are mentioned (Italy, France, Germany, the Netherlands) as members of the Route. This year sixteen sites in twelve countries are listed, with Bolesławiec (Poland), Gmunden (Austria) and Telemark Museum (Norway) as the newest partners. In the next year(s) potential members to join the Route are: Region of South Aegean - Greece, Municipality of Talavera de la Reina - Spain and Municipality of Daugavpils - Latvia.

The network has expanded in the last years, as recommended in the previous evaluations, and already took action in order to diversify the members: still most of the partners are local authorities (cities and/or municipalities), however one foundation joined (the Iznik Foundation Tiles) and a (conglomerate) of museums in Norway (the Telemark Museum). In total eight of the members are representatives of local authorities, three are museums, one is a state authority/national tourism stakeholder and one is a non-profit foundation.

Another strong recommendation from the previous evaluations regarding the network addressed namely the categories of members (Art. 5 point 1 of the Statute). The Statute recognizes only two types of membership to date: 'funding member' and 'ordinary member'. Furthermore, exclusively public institutions fulfil the requirements of the 'ordinary membership' (Art. 5 point 4). The Route already addressed the recommendation for diversifying the types of membership and broadening the scope of potential partners to non-institutional organisations. Including other entities besides the public bodies and authorities and changing the typologies of memberships was discussed during the General Assembly in October this year, with a unanimous decision to grant membership to cultural associations and private non-profit organisations involved in education, art or ceramics and its heritage. The private, for-profit organisations are not being considered as eligible so far, as the Route is very active and successful in receiving external funding through EU funded programmes (Erasmus+, Creative Europe, European Territorial Co-operation, etc.). In most of these calls only non-profit associations may apply. Commercial partners and other interested parties, would be still invited to join as 'friends' of the Route (Art. 18 of the Statute). However, they do not have rights nor representation within the association.

The Secretariat will be responsible for drafting respective amendments and/or new articles and circulating them to the members. The final decision should be taken during the next General Assembly in 2022.

The last evaluation recommended a wider opening, to include also non-European members, as the Route has dynamic and active cooperation with global partners (e.g., Israel, China, South Korea, Japan). In the eyes of the evaluator, it would be advisable to first establish a sounder cooperation with concrete touristic offer and itineraries within the core network, and the potential partners in order to expand to a much wider cooperation.



Network sustainability was one of the areas for improvement, reported in the last evaluation. During the ongoing evaluation process, the lower membership (300€ year) rates were discussed with the representatives of the new members, and assessed as adjusted and more inclusive in regard to smaller partners specifically. In addition, the network has proved as a very active actor and partner for external funds (mostly EU funded programmes) for different fields and activities (e.g. Ceramicoop, Circular Cultural Tourism).

The Route responded to the critics from the last evaluation by expanding the network geographically and in terms of potential members. Both those actions were assessed very positively, as strengthening the cooperation and fostering involvement of multiple key stakeholders.

### 3.4 Communication tools

Communication tools are one of the areas with a visible and very positive improvement since the last evaluation. The Route uses relevant communication channels, such as a website, Facebook page and Instagram account. Some journal and magazine articles presenting the Route and selected partners and activities in particular were also attached to the dossier.

In line with the recommendation from the previous evaluation, the Route developed a visibility charter, for all the members. The charter presents the details on how the logo was created (cooperation between a professional high school in Faenza and professional graphics) and discusses in detail the rules and characteristics of its usage, highlighting possible applications on different communication tools. The Route prepares as well a corporate video for the website and social media channels of the Route and the partners.

The website (European Route of Ceramics) is well-designed, graphically sound with user-friendly and intuitive layout and functionality. It highlights the main activities of the Route, with a map presenting the members and each site. It includes a members-only section, offering access for the partners and their representatives. The logo is correctly presented on the member's websites, in line with the visibility charter distributed by the coordinators. It is suggested to invite the newest members to better position the logo on their websites (e.g. on the landing page).

A section with strictly touristic offers and bookable packages on the website is still missing, which is a significant shortcoming, however the Route recognised it as an important area for improvement and is strongly committed to develop relevant cooperation in the nearest future.

A digital map is available on the website, printed cartography is being developed as well.

One of the main areas of improvement identified during the last evaluation was to expand the communication and promotion channels to Facebook, Instagram, Twitter, etc. The Route implemented this recommendation successfully, by engaging mostly with Facebook page and Instagram account. The Facebook page (European Route of Ceramics) reached 2376 friends and received 2250 likes (29.11. 2021). Posts are published in English, usually 1 post per week in average, with a much higher activity recently. Content-wise it presents the activities of the Route members and recent actions within the EU-funded projects. It offers a calendar of events and corporate activities. The initiatives in cooperation with other cultural routes are very visible alongside with some more general news from the world of ceramics.

An interesting and very successful promotional action during the pandemic was the 'One-book-a-day' – reading tips on ceramics as art and handicraft (from novel, exhibitions catalogues, professional literature, scientific and academic works to books for children, etc.). The initiative reached much more viewers than the page itself over the two months of activity (March-April 2020). It could be considered to continue this initiative, by engaging more the partners (e.g., reading hints in different national languages) and to offer some more room for the users (friends of the Route and its members) to post their own suggestions.

The Instagram account '@europeanrouteofceramics' is covering similar topics as does the Facebook page. A more target-oriented approach could be advisable – a better identification of followers will allow a more nuanced communication and promotion, that would not simply double the Facebook page. The (specifically) targeted audiences for the Instagram could be for example three main groups: the tourists, the artists, ceramics professionals. This in turn could cluster the communication into three main information bundles: promotional, inspirational, informative-educational.

Brochures, postcards, roll-up posters were prepared and distributed by the coordinators to all members. These materials are being disseminated through the website and the social media channels of the Route and its members, via tourist information offices and museums, during international tradeshow and ceramics markets. On the occasion of international events and for promotional needs, the Route prepared brochures in Chinese and Russian. The Route is also included in a brochure presenting Cultural Routes with members in Germany (in German).

The signposting is visible at the entrance of offices or tourist information points, museums, it is displayed together along with the European Route of Ceramics logo, according to the guidelines of the Council of Europe

It was concluded that the communication tools complied with the specific Guidelines for the Use of the Logo "Cultural Routes of the Council of Europe.

Communication tools are an area of outstanding improvement of Route's activities since the last evaluation. The creation of the website seemed to be a shared responsibility and a unifying exercise for the members, that facilitated a better identification of possible areas for stronger cooperation and clarified the main goals and strategies for promotion. Worth mentioning is that the Scientific Committee was very much involved in the development of the website. Such an active commitment to strengthen the visibility of the network should be cultivated and expanded to members' institutional websites, for example by unifying the information posted by the partners. It is recommended to involve more with the YouTube channel, considering the most recent, digital events (e.g. the webinars).

## 4 Conclusions and Recommendations

During this evaluation period, it is concluded, that the European Route of Ceramics is an active and competent member of the Cultural Routes of the Council of Europe programme, with a solid shared historic and cultural foundation. The Route embraces the Council of Europe core values to promote European identity in its unity and diversity. It has largely responded to the critique and recommendations made during the previous evaluation cycles and has shown strong evidence of a better cooperation and a proven commitment to a sustainable growth in the future.

The European Route of Ceramics managed to overcome challenges related to the global pandemic situation and the internal change of management and structure. All of the recommendations from the previous evaluations were taken into account, most of them were successfully implemented. As a network that emerged from institutional strata and was re-established during the COVID-19 times, the enthusiasm of the Route's coordinators and members is worth mentioning alongside with the strong commitment to both the theme of the network and the general idea of cultural cooperation.

The European Route of Ceramics has a very good network dynamic between the partners, and a wider, European scope is already in place. The Route has sixteen members in eleven countries. Three new potential partners expressed their interest to join the Route, two of which from countries not yet involved in the network. The coordinators are very active and committed to the Route's further development. They are very successful in attracting external funding, which was highly and positively commented by the members of the Route. The project-based work not only contributes to the sustainability of the network – it serves as a platform for sharing experiences, mutual learning and knowledge exchange.

After conducting the online evaluation meetings and an additional internet research on the member sites activities, it was assessed that the network strongly satisfies the criteria for themes by: representing European values, illustrating European memory, history and heritage and contributing to the interpretation of the diversity of present-day Europe.

In the priority fields of action, the Route fulfils the needed requirements – the overall impression is very good, with some fields of actions that have been exceptionally improved, and some that would still need some further consideration and improvement.

The Route fulfils all the criteria enumerated below:

*Co-operation in research and development* has improved in the last years, with many new and highly valuable activities, such as trainings and a joint PhD programme for early career researchers and young professional, strategic cooperation with the RomagnaTech – Emilia-Romagna High Technology Network and involvement in digitalisation activities. Nevertheless, this field of action still requires further improvements, with the most important areas being: the regular work basis; a framework for research and development engagement, inclusive to other members; greater visibility of the scientific and research activities; improving the track of publications related to the Route.

*Enhancement of the memory, history and European heritage* is a natural outcome of many of the Route's activities. The member sites have developed attractions and projects that highlight the extent to which the heritage of ceramics has influenced the daily life, the technology and trade, the cultural, societal and economic exchange across the cities and countries and how those bounds shaped the common European heritage. As ceramic's legacy is spread worldwide, the Route has already established contacts and cooperation with global partners (China, Japan, South Korea, Israel, etc.). The heritage of ceramics is celebrated mostly through fairs and markets, in many of the members sites. However, those activities are mostly organised on the partner's local level – a more unified, Route-oriented narrative would be needed, firstly, to coordinate the rich calendar of yearly initiatives within

the network, and secondly – to design and develop a joint, regular event that would present the Route and all members unified under the main theme, approached from different perspectives (technology, design, usage, etc.). This would provide an illustration of how ceramic's legacy has contributed to the modern-day Europe and beyond.

*Cultural and educational exchanges for young Europeans* is of a special concern for the European Route of Ceramics and is one of its strongest fields of action. The Route is engaging with different age groups in diverse and meaningful activities, that foster not only the theme of the Route, but also cultural education, international youth exchange and cooperation and support for youth's creativity. At the members' level, all partners are very active within this field of action, offering activities, tailored to different ages and groups (from kindergarten to university): guided tours, workshops, laboratories, presentations, extra-school creative activities, etc. Given the success of the work in this area, it could be considered, to engage in developing a centralised and dedicated youth organisation within the network's main structure.

*Contemporary cultural and artistic practice* is present in the activities of all members, as a commitment to the promotion of artistic practice of ceramic techniques, through educational initiatives, competitions, workshops, residencies. On the Route's level, new activities have emerged and are being conceptualized, creating good synergies between the involvement of the youth and fostering creative and artistic actions. With the most recent engagement with the digitalization of the resources of members (valorization of open-air museum and ceramics museum) and on the Route level (digital strategies for promotion and communication, development of virtual itineraries) it is expected, that the embedding of contemporary cultural and artistic practices can easily transform into one of the main strengths of the network in the next years. A suggestion is made for further exploration of newest technologies and most advanced tools, such as augmented reality for touristic destination and museums (e.g., augmented reality gamification, augmented reality in the open-air museums/urban areas).

*Cultural tourism and sustainable cultural development* are one of the main goals of the Route. The network has made a clear commitment to fostering cooperation with tourist agencies and operators in order to create initiatives and innovative projects in the field of cultural and sustainable tourism. However, the touristic offer is still underdeveloped, as some important aspects of the Route's theme, e.g. the experience of the manufactories, laboratories (in form of workshops) or involvement in artistic happening and trainings (educational and training activities, happenings and outdoor and/or digital presentations, etc.) are not yet connected directly to the Route. Some very good examples on the members' level are presented in the dossier, however a more Route-oriented offer is not mentioned. Since most of the touristic packages are offered by the Italian partners, the management of the network could take the lead in embedding these activities into the Route's touristic offer and foster similar packages within the network. An excellent opportunity for a holistic exploration of the Route's richness would be diverse multi-packages, including the regional tangible and intangible aspects of ceramics, in their traditional and contemporary dimensions.

*Cultural Route network* connects sixteen sites in eleven countries. The Route's legal entity was established in 2018 as an international non-profit association under Italian law, with the headquarters in Faenza, Italy. The Route responded to the critics from the last evaluation by expanding the network geographically and in terms of possible members – by the ongoing diversification of the types of membership and broadening the scope of potential partners to non-institutional organisations.

*The communication tools* and the visibility of certification has greatly improved since the last evaluation and the Route has demonstrated a stronger web presence, introducing Facebook and Instagram channels. In addition, a visibility charter has been developed for the members. It is suggested to invite the newest members to better position the logo on their websites (e.g. on the landing page).

Based on the research undertaken for this evaluation it is concluded that the European Route of Ceramics has greatly improved its activities in all fields of action and shows a better compliance with all of the thematic criteria for certification as a Cultural Route of the Council of Europe.

CRITERIA		Recommendations previous evaluation 2019-2020	Has the route addressed the recommendation since the last evaluation?		Recommendations current evaluation 2021-2022
			YES	NO	
<b>I. Cultural route theme</b>		Strengthen the implementation of activities in line with the five priority fields of action.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	A more unified, Route-oriented narrative to coordinate the initiatives within the network, and to design and develop a joint, regular event on the Route's level
		Set up an annual action program in partner towns.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>II. Priority fields of action</b>	<b>Cooperation in research and development</b>	Set up a Scientific Committee with representatives from partner universities.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	A more coordinated working framework for the Scientific Committee with clear commitments to fostering tangible research and development input, such as conferences, symposia, workshops and publications.
		Foster cooperation in research and development by organizing scientific events.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	<b>Enhancement of memory, history and European heritage</b>	Spread good practices to all member towns.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	To design and develop a joint, regular (annual/biannual) event that would present the Route and all members

					unified under the main theme, approached from different perspectives (technology, design, usage, etc.).
		Implement innovative actions and develop international exchanges.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	<b>Cultural and educational exchanges for young Europeans</b>	Implement innovative actions and develop international exchanges.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Introducing a dedicated youth organisation within the network's main structure.
	<b>Contemporary cultural and artistic practice</b>	Implement innovative actions and develop international exchanges.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Spread good practices to all member towns (e.g., a more unified programme of artistic residences).
			<input type="checkbox"/>	<input type="checkbox"/>	Further exploration of technologies and advanced tools, such as augmented reality for touristic destination and museums, etc.
	<b>Cultural Tourism and Sustainable Cultural development</b>	Engage actors for the creation of touristic products and establish partnerships with tour operators.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Development of a more Route-oriented offer with bookable tourist packages
<b>III. Cultural Route Network</b>		Secure core funding for the sustainable functioning of the network.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		Expand and diversify the membership of the network.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

<b>Communication Tools</b>	Respect the guidelines for the use of the “Cultural Route of the Council of Europe” logo on all communication materials and tools.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Better positioning of the logo on the institutional websites of some of the newest partners (e.g. on the landing page).
	Improve the network’s visibility and communication tools.	<input checked="" type="checkbox"/>		
	Enrich the institutional website and the member’s website with updated contents.	<input checked="" type="checkbox"/>		
	Ensure that network members promote themselves as part of the route (use of the logo, website)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

## 5 List of references

References provided by the European Route of Ceramics and checked by the evaluator include the following:

Bylaws European Route of Ceramics – European Route of Ceramics Association

Members List

Minutes (2018 - 2021)

3-year programme of Activities forecast

3-year budget summary forecast

Projects of the members (presentations, images, leaflets, etc.)

Supporting images

Supporting materials – additional information on projects received from the Telemark Museum and the Municipality of Bolesławiec

Other supporting documents

All documents had been duly submitted by the network.



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

**Video Calls**

4/11/2021	Italy	Ms Benedetta Diamanti – Director of the European Route of Ceramics  Ms Elisabetta Di Martino – Technical Secretary of the European Route of Ceramics
17/11/2021	Norway	Ms Karolina Szawica – Representative of the Telemark Museum, Member of the Route
19/11/2021	Poland	Mr Krzysztof Hewak – Representative of the Municipality of Bolesławiec, Member of the Route
30/11/2021	Germany	Ms Jana Göbel – Representative of the Porzellanikon State Museum, Member of the Route, Representative of the Scientific Committee
1/12/2021	Austria	Ms Eva Fürtbauer – Representative of the Municipality of Gmunden, Member of the Route

## 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		A more formalised and regular framework for ist work is needed
		12	Does the Scientific Committee work on its theme at the European level?	1		
		13	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the theoretical level?		0	A better track of record of scientific and reserach publications related to the Route is needed
		14	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the practical	1		

		level?			
3.2.2 Enhancement of the memory, history and European heritage	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		
	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?		0	Was not clearly addressed in the dossier
	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		

		from different social backgrounds and regions of Europe?			
	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		
	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?		0	Some aspects are integrated within other ongoing projects and actions, however a more direct action is needed
	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 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		
	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?		0	Was not clearly addressed in the dossier
	46	x	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		Rather in a work-in-progress stage
	49	Do the Route's activities develop and offer quality cultural tourism products, services or activities transnationally?	1		Ongoing activities
	50	Do the Route's activities develop partnerships with public and private organisations active in the field of tourism?		0	Those partnerships are being planned
	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?		0	
	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	association
	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 For certified Cultural Routes of the Council of	69	Do all partners of the network use the logo on their communication tools?	1
70		Does the Route have its own dedicated website ?	1	
71		Is it the website available in English and French?	1	English
72		Is it the website available in other languages?		0
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?		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	1	

			<b>Route?</b>		
		<b>81</b>	<b>Does the Council of Europe certification logo appear on road signs/ boards indicating the cultural route?</b>	<b>1</b>	
<b>SCORE</b>				<b>73</b>	<b>0</b>