

2021/22 ENG

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

Candidate Route:
**IN THE FOOTSTEPS OF ST PAUL, THE APOSTLE
OF THE NATIONS - CULTURAL ROUTE**

Independent expert report

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



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Certification Cycle 2021-2022**

Independent Expert report

**'In the Footsteps of St Paul, the Apostle of the Nations –
Cultural 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 report that follows is an assessment of 'In the Footsteps of Saint Paul, Apostle of the Nations – Cultural Route', a candidate for certification as a Cultural Route of the Council of Europe in the evaluation cycle 2021-22.

The theme of the Route is St Paul's journeys during his Missions to Europe and the legacy and values that these represent today.

An assessment that complies with rules as laid out by the Council of Europe was carried out between October and December 2021. This included a desk review of the submitted application folder and a field trip to the Route's Headquarters in Thessaloniki, site visits surrounding areas within the Region of Central Macedonia and online interviews with other members. Specific criteria were used for the purposes of evaluation, which pertain to three major thematic areas: the Route's theme, priority fields of action, and criteria for networks.

Research showed that the Route benefits from a very good basis for growth, especially in a European context, and with possible global recognition. St Paul is a figure who is internationally renowned and revered, and considered a preacher of universally accepted values. The geographic areas that the Route traverses are of unique cultural importance and natural beauty. It is initiated by a passionate and enthusiastic core team of partners, with long experience in the fields of cultural heritage and tourism development.

The Route's theme, however, should be the product of multidisciplinary, intercultural research. It should also be sufficiently conceptualised to correspond to the interests and life circumstances of the modern-day citizen. Moreover, the Route should present a greater number of, and more varied actions, particularly as regards visitors and the public at large. This would enable it to highlight cooperation in research and development; enhance memory, history and European heritage; and strongly support cultural tourism and sustainable cultural development. The network is good, but is limited in numbers, typology and reach. It is legally sound and financially viable, but should be more dynamically managed and enlarged.

In Conclusion, the Route has excellent potential for growth and expansion, if it deals effectively with its shortcomings, creating a strong core and diverse approaches and outputs.

Expert summary conclusions

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

2. Introduction

'In the Footsteps of St Paul, the Apostle of the Nations – Cultural Route' is a candidate Route for certification by the Council of Europe. Born out of an Interreg-II project entitled 'Cult-RInG' (2017-2020) it was recently crystallised as a stand-alone Cultural Route following an idea of the collaborating partners, who now form its network.

The Route focuses on St Paul's Missions to Europe to preach, following his conversion to the Christian faith. Through these, it aims to highlight European heritage and to represent European values. In particular, it is concerned with freedom, and the the Council of Europe's values: human rights, democracy and the rule of law. It also has as its objective to enhance cultural tourism and to support growth and sustainable development in the areas that it passes, and beyond.

Chronologically, the Route is positioned in the 1st century AD. However, its geographic reach, current and potential, covers areas rich in heritage, both tangible and intangible, deriving from all European history, from prehistory to contemporary creation of the present day.

The Route is governed by a newly created EGTC (European Grouping of Territorial Collaboration), bearing the same title. Its headquarters is in Thessaloniki, Greece. The initiative is a synergy of four partners from four Member States of the Council of Europe, namely Belgium (with an administrative/managerial entity only), Cyprus, Greece and Italy. The first is ECTN – European Cultural Tourism Network, and the remaining three are Regional authorities: Pafos Regional Board of Tourism, Central Macedonia Region and Lazio Region – Regional Tourism Agency.

The network wishes to expand to other areas, countries, and perhaps continents, with the possible inclusion of Turkey and Syria (if and when this becomes feasible). It also wishes to include different types of members, including municipal and religious authorities; hospitality organisations; tour operators; local cultural associations; museums; and research centres. Indicatively, approximately ten members are being negotiated immediate inclusion, and roughly another twenty may follow eventually.

Currently the route focuses on the passage of St Paul to Cyprus (1st Mission), and then twice to Greece (2nd and 3 Missions). In Greece, it is mainly the spots in the Region of Central Macedonia, and most particularly in Thessaloniki and Veria that are currently more clearly linked to the route, also via its visual identity. St Paul's journey to Rome is also included in the Route, with a part of the itinerary overlapping with the via Appia Antica Regina Viarium. A stop in Malta, where the alleged shipwreck took place may be added to that route. The culmination of the journey is in the Basilica Papale San Paolo Fuori le Mura.

What follows is the evaluation of the Route a candidate for certification. The report follows all requirements by the Council of Europe regarding the assessment of candidate Routes, highlighting the extent of their compliance with criteria for the theme, priority fields of action, the network, and communication tools. The report ends with a set of conclusions and recommendations, where necessary and applicable.

3. Main Body Evaluation

3.1 Cultural Route Theme

3.1.1 Definition of the theme of the Route

The Route focuses on St Paul's Missions in Europe in the 1st century AD, as these derive from the Acts of the Apostles and extant oral traditions. The legacy of the Missions and the values they represent are purported to be central to the theme, as the Route seeks to underline the European, and eventually global, dimension and importance of the preaching of St Paul, who is also known as 'Apostle to the Nations'. At the same time, the Route aims to highlight and combine the tangible and intangible European heritage that is found along, or is linked to, the itineraries of the St Paul's Missions and journeys referenced.

The theme is woven around various phases of St Paul's journey. Although it aims to gather all the above in a meaningful whole, it lacks an overarching conceptual direction that is also translated in the choices of Routes made. The first itinerary formally included in the Route - proverbial 'road to Damascus', refers to the time when St Paul converted to Christianity. This is used as a metaphor for any sudden change that can occur in a person's life and can lead to a sort of 'conversion'. However, this part of the Route cannot, currently, be implemented due to socio-political reasons. It, therefore, remains theoretical and reserved for future implementation.

The three Missions' itineraries, one to Cyprus and two to Greece are valued *per se*, as they are central to the establishment and evolution of Christianity and generally widely known. The linkage to important cultural heritage and areas of exceptional beauty in all three member countries, with sites to demonstrate is quite clear, but their notional linkage to the theme is less so. European values are indicated and discussed based on St Paul's Epistles, rather than the Route itself and what he may have taught at the places he passed. The Route's theme, therefore, becomes at this point more indirect and presupposes a robust level of information and interpretation offered to the visitors and interested parties for a holistic notional approach to be achieved.

3.1.2 Historical and cultural context

The definition of the theme is not currently based on specific scientific research and consensus by multidisciplinary experts from different regions of Europe. This concerns the Route overall, as research on various aspects of the Route has been undertaken locally, in each one of the member states. This includes a spectrum of approaches. Indicatively only, this ranges from ecclesiastical/theological conferences (Greece) through to publications regarding sustainable and walking tourism, or the history of wider historic Routes that involve parts of the current Route (i.e. via Appia Antica, Italy).

Any other research that may have taken place as part of the Interreg-II 'Cult-RInG' project does not formally appear to have been used as the basis for this Route. Overall, the existing local research has not been organised and critically appraised, and no new research has been undertaken with the particular theme of this Route as an autonomous cultural product. As it stands, the Route's context is based on specific mentions found in the Acts of the Apostles, and St Paul's epistles, as the formal narrative currently endorsed by the management of the Route.

It is chronologically placed in the 1st century A.D. It opts to focus on Paul's conversion (also known as 'The road to Damascus'); his three Missionary journeys – one to Cyprus and two to Greece; and his journey to Rome. It utilises specific passages of the Acts where the above are mentioned. It also includes the possible journey of the Apostle to Spain, after his Rome, journey, referencing Pope Clement I, John Chrysostom, Cyril of Jerusalem and the Muratorian Fragment. The Route's narrative is also complemented by oral, both lay and ecclesiastical, traditions regarding St Paul's itineraries and what occurred during them.

More specifically, according to Acts the following took place. First, the conversion of Paul was achieved on his way to Damascus (in Acts 9:1–9; Acts 22:6–11; and Acts 26:9–20). In 45 AD the two Apostles Paul and Barnabas accompanied by Mark travelled from Antioch to Silesia, and from there to Salamis on the eastern shore of Cyprus, and the largest port on the island at the time (Acts 13:5). From there, St Paul proceeded to Pafos, on the western side of the island. There, he converted the Roman Proconsul, rendering Cyprus the first place globally to be governed by a Christian. He then departed for Perga in Pamphylia (modern-day Antalya region of Turkey). While in Cyprus, he is thought to have been tortured, receiving 'forty bar one lashes' for his preaching.

The two Missions to Greece ensued. The 2nd Mission was from Jerusalem to Galatia, to Greece and back (Acts He is thought to have arrived in 49 A.D. in Neapoli (Kavala) and then to have proceeded to Philippi (also revisited in 57, 63 and 64 AD), Thessaloniki and Veria. The 3rd Mission (56-57 AD, Acts 20:14) was from Jerusalem to Greece via the islands of Chios and Mytilene, and on his return through the islands of Samos, Kos, and Rhodes.

St Paul's journey to Rome is considered to have been via Crete, and a shipwreck in Meliti (modern-day Malta or, according to others, the island of Kefallonia in Greece), Syracuse, Rhegium, Puteoli, Forum Appii and Tres Tabernae, culminating in 60 AD. St Paul is thought to have taught from there for two years, awaiting trial. (Acts 28:15). Finally, St Paul's possible journey from to Spain (Tarragona) is also included.

The context is enhanced with oral traditions, embraced and/or actively used by religious entities, local cultural societies, or both, depending on the contingencies involved. This refers to two kinds of points of interest. On the one hand, there are specific stops, marked in the Route and highlighted in a visible and tangible way – namely, a tribune, or steps. These are specific points where St Paul is believed to have preached, by both the Acts and tradition. On the other hand, places, which may have a tangible 'monument' related directly to St Paul's itinerary. In these, there could be ecclesiastical, as well as ethnographic value. For instance, a cave with a holy water spring is linked to another similar point of interest/stop in Halkidiki (Greece), via a legend relaying that the Apostle passed from one place to the other, through an imagined subterranean Route, while persecuted.

The cultural context of the Route is very important, albeit by virtue of the accumulation of heritage, tangible and intangible deriving from various historical eras and not only the chronology which the Route pertains to. The various branches of the Route pass, or will potentially pass if enlarged, through areas that offer a variety of cultural offerings and linkages to history.

Overall, the Route can be linked, both in a tangible and intangible way, to the Roman Empire. All areas that are currently verified as actively participating in the Route, in Cyprus, Greece and Italy were parts of the Roman Empire. Passing specific spots creates the opportunity to talk about these. Moreover, visitors can visit and see a host of other sites, monuments, both lay and ecclesiastical. The confirmed Route's stops are in places that are rich in UNESCO World Heritage Sites, such as Paphos, Rome, Thessaloniki and Veria. All

these cities also have a long history and material evidence ranging from prehistory to contemporary creation.

Finally, the historic multiculturalism of certain cities can be gleaned with the possibility, for instance in Thessaloniki, to visit Christian churches, Synagogues, Ottoman monuments, while also acquainting oneself with the contemporary multicultural demography of the city.

3.1.3 Council of Europe values represented by the theme

The theme aims to bring together several values, namely freedom, equality, dignity, human rights, democracy and the rule of law. These include the core values of the Council of Europe. The values derive from the Route management's reading and interpretation of excerpts of St Paul's Epistles, particularly these addressed to Galatians, Ephesians and Corinthians. Therefore, the theme itself tangentially represents these values, and it is mostly the linkage made by the Route management to St Paul as a figure, rather than his itineraries and Missions that does so. Moreover, as there is scientific debate regarding the dates of writing of these particular Pauline Epistles, it is not possible to link them directly to the Missions that are at the core of the Route's theme. Finally, as there is debate over the authorship of certain Epistles (i.e. Ephesians), it is not possible to necessarily link all this information to St Paul.

The importance of the theme for raising awareness of a European citizenship based on the sharing of common values is present. It is not particularly highlighted by the Route's documentation, other than in conjunction with the

In the application form it is not particularly clear how the theme contributes to interpreting and understanding the diversity of present-day Europe. However, during interviews and discussions with member representatives at the field visit, it became clear that their intention is to focus on the issue of diversity via two avenues. First, this will be pursued by underlining and further exploring the ways in which the triple identity of St Paul himself (a Jew, who was a converted Christian and a Roman citizen) enabled him to move along the Route and relate to different people.

Secondly, St Paul's Missions and itineraries followed will be used as the background to the highlighting of cultures being connected between them. This has been clearly indicated as an overarching approach to the theme and is accepted by all existing members. It is not, however, currently interwoven with the development of activities and communication of the Route, although the phrase 'Apostle of the Nations' is clearly linked to St Paul as a leading figure. It is often reiterated and used to indirectly signal plans to promote intercultural dialogue, facilitate conflict prevention and reconciliation through the Route, albeit still in an introductory way.

Implementation on the ground of principles and values expressed in the conventions of the Council of Europe and other international organisations was not detected in relation to the theme, although members have expressed their intention to develop it in the future. An example of how this approach might be achieved is the integration in the Route of monuments that have either been owned by and used by different groups, ethnic, religious and other over the course of history, and are related historically to the itinerary taken by St Paul and the stops he made. For instance, the modern-day synagogues of Thessaloniki and Veria, although not the original ones where he would have taught, will form part of the Route.

Likewise, in Veria, originally Christian churches that changed hands under Ottoman rule and became Christian again in the course of history will be included in the points of interest to

visit in parallel to the actual itinerary of St Paul. This approach, for instance, is endorsed by both regional and municipal authorities, and the Metropolitan of Veria. As such, such intentions, which will be inscribed in the Route are indicative of its potential to promote multiculturalism and inclusivity.

3.2 Fields of Action

The activities that the Route has so far offered as a unified entity are mostly related to the communication with stakeholders and raising awareness via conferences or informative events where existing and possible stakeholders. While these are related to the theme of the Route, they address the core members and interested parties, rather than the public at large. The network focuses rather on ample tourist offerings, both via the help of tourist offices and local guides.

Moreover, there are types of activities that are organised on a local level (even if occasionally drawing international interest), which are, however, part of other, sometimes long-established initiatives not centrally managed by the Route. An example are the 'Pauleia' events, a series of celebrations held every June since 1995 in the city of Veria (Greece), organised by the Holy Metropolis of Veria, Naousa and Kampania, and currently supported by the Municipality and the RCM. Similar celebratory events are organised elsewhere. The above, however, do not constitute activities that are centrally conceptualised, initiated and managed by the Route.

As part of the work plan for 2021-23 the network has announced the following activities:

1. Enlargement of Membership
2. Establishment of Local Routes
3. Events at EU Institutions (Committee of the Regions 2021, European Parliament 2022, European Economic & Social Committee 2023)
4. Events at Tourism Exhibitions (World Travel Market London, ITB Berlin, BIT Milano, Philoxenia Thessaloniki)
5. Youth Camp / Hiking (August – 2021 did not take place)
6. St Paul day celebration (29 June)
7. Annual Conference (May)
8. Sailing Flotila (September)
9. UNESCO/UNWTO Cultural Tourism Conference (December)

[NB 5, 7 and 8 do not appear to have taken place due to Covid-19]

Therefore, the list of activities envisaged for the achievement of the aims of the Route is rather limited.

3.2.1 Co-operation in research and development

The Route has so far presented a Scientific Committee comprising two members, namely Vasileios Demou, Consultant of the Very Reverend Metropolitan Georgios of the Holy Metropolis of Kitros, Katerini and Platamon; and Jordi Tresserras Juan, President of ICOMOS-Spain. The former discussed the possibility of contribution by the Holy Metropolis to the Route's aims. The latter, as transpires from a brief discussion with him, has collaborated with the network from the beginning, particularly advising on the possible extension of the Route to Tarragona in Spain.

As such, there is no robust Scientific Committee formed as yet, the purpose of which is to lead the dedicated interdisciplinary research of the Route, both on a theoretical and on a practical level and bring dispersed knowledge about the Route together.

During the field visit the Routes management and Greek member, and representatives of the other two members (online) indicated the need for the creation of a strong Scientific Committee, which they are in the process of researching and forming. They have already attracted the interest of some academics and researchers, with whom they are discussing a possible involvement, whether on a formal basis or on an informal advisory role. Among them are the Director of Research, National Council of Research, Rome (CNR), as well as named academics from the Tor Vergata University of Rome, Aristotle University of Thessaloniki and the Neapolis University Pafos. The Director of the European Center for Byzantine and Post-Byzantine Monuments (Thessaloniki), which has a solely European focus and carries out both research and conservation of monuments, has also expressed an interest for supporting the work of the Route.

In terms of the publications that appear on the application form, a possible misunderstanding has occurred during the preparation of the form on the applicants' part. This does not allow for a proper assessment to be conducted, as the requirements of the form do not match the provision made by applicants. The latter were asked, in the areas that they have replied, to provide direct and indirect publications of the network from the last three years. This referred to publications researched, managed and/or produced by the network itself, rather by outside authors who do not have a formal affiliation with the network. As this information has not been provided correctly, it is not possible to assess this point. During the field visit no other publications managed by the network were pointed at.

Outside the defined and central function of a Scientific Committee and its importance for the creation of activities that correspond to its multidisciplinary and intercultural character, there are instances where the current members are aware of, or have co-produced some research. This is not specifically focused on the Route itself, but could, if systemised, contribute towards an overarching research direction and its constituents.

For instance, the Lazio Region has utilised Archaeological research, research deriving from a Regional Observatory, or focusing on models of sustainability of Cultural Routes and new digital experiences, including Augmented Reality, working on its existing Routes, parts of which coincide with St Paul Footsteps. Pafos has been developing research for the last 15 years to establish exactly how St Paul's journey was related to the region. The Holy Metropolis of Veria, Naousa and Kampania has for the last 27 years held conferences with proceedings, relating to the life and work of St Paul. ECTN has called a 1st EGTC Annual Conference (2020), with an academic contribution and the discussion of good practices with other experienced Cultural Routes, of similar subjects (i.e., the Route of St Olav Ways). Discussions as part of an annual conference on how St Paul's life and work as a theme has influenced art and music are also expected to continue in the future.

Overall, the network members also maintain good relationships and exchange information on good practices and useful material with other CRs of the Council of Europe, including via their participation as members to CRs, such as the Iron Curtain Trail, Iter Vitis and Via Francigena. All this work and information has not been gathered, sifted through, systemised, highlighted and used constructively in a dedicated way to form a strong and developing research background for the Route. The creation of a robust Scientific Committee could, among other things, also help towards this direction.

3.2.2 Enhancement of the memory, history and European heritage

The limited variety of actions organised by the network does not enable an enhancement of the memory, history and European heritage in a dynamic way. The enhancement of physical, -and consequently, perhaps, intangible- heritage could be linked the fact that certain neglected sites, such as the tribune of St Paul in Lagina, Greece may be included in the network. The possible involvement of the European Center for Byzantine and Post-Byzantine Monuments could, potentially, aid towards this aim overall.

The network does not demonstrate how it takes account and promote the charters, conventions and recommendations of the Council of Europe, UNESCO and ICOMOS on heritage restoration, protection and enhancement, landscape and spatial planning.

The actions organised so far do not show how the network identifies and enhances European heritage sites other than the monuments and sites. An intention to do that, however, has been declared by the members, particularly as regards rural areas. They also take account of the physical and intangible heritage of ethnic minorities to some extent only.

Some good training initiatives towards raising awareness among decision makers, practitioners and the general public have been noted. In particular, the Cypriot member has clearly indicated the organisation of workshops addressed to hoteliers, tourist offices and the media. The Greek member has organised an informative session and pursues individual discussions with interested parties, while it works closely with the Association of Tour Guides in Thessaloniki.

3.2.3 Cultural and educational exchanges for young Europeans

The network has envisaged some activities for young Europeans, in the form of a Youth Camp and Hiking activities to be held every August. This year's edition was postponed due to Covid-19 and alternatives are being sought by members. The camps will be organised with the participation of YMCA.

Moreover, exchanges will be organised for students of the currently three participating countries of the network, between the cities of Pafos, Rome and Thessaloniki. There is not further detail provided for this point.

3.2.4 Contemporary cultural and artistic practice

There is some evidence that contemporary cultural and artistic practice is related to the Route, from the Greek member's side. In particular, during the field visit and a day trip to the city of Veria, which is central to the development of the Route, meetings were held with, among others, representatives of the Experimental Workshop of Vergina. This is a non-profit civil society, with the aim to disseminate culture through various project in Greece and above.

Among other things, it represents the work of the internationally renowned Greek artist and architect, Professor Efthymios Warlamis (1942-2016). The artist had created a series of works on St Paul, which were presented at an exhibition at the Museum of Byzantine Culture in Thessaloniki (2016). These works are to potentially be exhibited in a proposed new building/contemporary monument to St Paul along the Route, designed by the society. Moreover, members of the society, who are ex-students of the artist, have presented a portfolio of sketches and 3D renditions of proposed sculptures and objects to be used along

the Route between Thessaloniki and Veria as markers of distance, and places for rest and reflection (see also comments relating to mapping in this report).

Beyond these initiatives the Route overall does not appear to give rise to debate and exchange from an intercultural perspective between the various cultural and artistic expressions of the different countries of Europe.

The Route does not specifically lead activities and artistic projects which explore the links between heritage and contemporary culture. It, moreover, does not highlight innovative creative practices, linking them with the history of skills development. Equally, it does not demonstrate activities that enable it to organise networks and activities and abolish barriers between professionals and non-professionals.

3.2.5 Cultural tourism and sustainable cultural development

The limited number and remit of activities does not allow a full understanding of how the network may be taking account of local, regional, national and European identities, promoting dialogue between urban and rural cultures and different areas and between majority and minority, native and immigrant cultures.

The network intends to work closely with Turkey and Syria (when this becomes feasible) to collaborate on certain parts of the Route.

3.3 Cultural Route Network

3.3.1 Overview of institutional /legal structure of the network

The Route network currently comprises four members from four different countries, namely Belgium, Cyprus, Greece and Italy). As such, it corresponds to the criterion for at least three Council of Europe Member States. Members have a history of collaboration, as they have all participated in the Interreg-II 'Cult-RInG' project (2017-2020), which the idea of the current Route derived from.

The legal body established as responsible for the Route is a European Grouping of Territorial Cooperation (EGTC), homonymous to the Route. It was approved by the 4th meeting of the relevant members of the Region of Central Macedonia, on 22 May 2020, decision no: 23/2020. It is based on Greek law 4483/2017, articles 108-114, Art. 8 of Regulation (EC) No1082/2006 of the European Parliament and the Council on 5 July 2006. It was approved by the Ministry of Home Affairs, Department of International and European Relations. It is an entity governed by private law, serving public interest.

The EGTC was approved over any other Association or Grouping due to its elevated importance as an administrative formation, its recognition by the European Union and the flexibility it lends to the Region of Central Macedonia in administrative and financial matters.

It is presided by the Prefect, Mr. Apostolos Tzitzikostas, deputised by the Head of Tourism of the RCM, Mr Alexandros Thanos. All members participate in the administration as follows (according to the management): Vice-Chair (Italy), Treasurer (Cyprus), Secretary-General and Manager (Belgium). Here a small inconsistency is noted with regards to the Managing Committee-Steering Committee makeup (p.7 of the Statutes), as regards the following:

- there do not appear to be two Vice-Chairs, but one

- the Director is the same individual as the Secretary General

This inconsistency could be owing to the fact that the network is yet very small, with only four members. It is, however, an issue that for formal and also practical issues ought to receive attention and be resolved.

Memoranda of Understanding were signed among all members, regarding working towards a common aim in the context of the Cultural Route in question.

The application folder did not include information on the General Assemblies. During the field visit details of these were asked and acquired. Three General Assemblies have been held to-date: 18 March 2021, 28 June 2021 and 4 November 2021.

It is the intention of the management of the Route that GAs are held at least twice a year. It appears that internal communication is hitherto good, due to the previous collaboration history of the members. However, measures for effective communication and decision making have not been relayed by the Route.

The EGTC is active in seeking partnerships, although different methodologies are followed in each country to reflect the regional characteristics relating to raising awareness and coercion. The EGTC has not provided a model for coordination of common activities. On the contrary, rather, it plays a less active role on that. The day to day running of the network is, for the time being ensured by the individuals constituting the EGTC. However, there is no dedicated staff. The intention to grow the staff as needed, while the network grows, via postings and secondments and/or hires was made clear.

The financial viability of the network is, according to the EGTC, ensured regardless of its income generation. First, all four founding members have committed to paying their annual fee of 2000 each. Secondly, it was stressed during the field visit that the network has been inscribed in the strategies of all the three regions and will be protected financially, even in the case that its own means fail. It was not mentioned what percentage of the financing coming from the regions directly will be dedicated to the Route, and whether this will be in perpetuity. However, the management and the interviewed representatives reiterated that it will be ensured. The RCM is also expecting the approval of a Partnership Agreement for the Development Framework (PA), 2021-27, as part of European Structural Funds. They have indicated that they are willing to spend from there, too, although more details could not be provided at this stage.

Fees were decided at 2,000 for Regions and Municipalities. No decision has been made about other entities, however the management believes that the best strategy is to keep membership fees low, to attract as many members as possible. Categorisation of members has not yet been made.

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

These are also the Founding Members of the Route. More specifically, they are

- the European Cultural Tourism Network (ECTN, HQ Brussels, Belgium), an international association registered under Belgian Law.
- The Region of Central Macedonia (HQ Thessaloniki, Greece)
- Pafos Region (HQ Pafos, Cyprus)
- Agenzia Regionale del Turismo, Regione Lazio (HQ Rome, Italy)

The three last members are all public authorities.

The members were selected for two reasons: first, the three regions have rich material, tangible and intangible, related to the theme of the Route and can develop it very well. Secondly, all four of them, including the ECTN, which only participates from a coordinating/managerial point of view (i.e. without tangible or intangible heritage material they administer) had already collaborated on the Interreg II project, entitled 'Cult-Ring' (2017-2021), which this Route is largely based on. Regarding the membership categories, members are aware that currently the network is not typologically diverse. For this reason, and for diversifying the approaches, material and services offered by the Route they plan on eventually including other types of members, such as municipalities and other local authorities; religious authorities and entities; local cultural organisations; hospitality company owners, for instance restaurants and hotels; and tour operators. Moreover,

A standard procedure for the selection of network members does not currently exist. Moreover, no specific mapping of members exists currently to guide the strategy for their selection.

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

The current members know from previous experience and/or collaborations which members may be the best to be included in a first enlargement and have discussed this among them. The management of the Route has so far researched the availability and willingness of potential future members and either already has, or has promised to hold one-or-one meetings to inform them and discuss their potential involvement.

In particular, the Region of Central Macedonia and local stakeholders had met formally as part of the above project on the following occasions, during which the Route was discussed, among other issues (1st – 3rd Local Stakeholders Group Meeting -LSG, 21 December 2017, 22 June 2018 and 18 December 2018 respectively).

Moreover, on a local level the management of the Route organised a half-day information event, entitled 'The Cultural Route – In the Footsteps of St Paul'. Development and Prospects', on Thursday 2 December 2021, addressed to all municipalities of the Central Macedonia Region, Holy Metropolises, museums and organisations and actors that would be interested in participating, including the Region of Eastern Macedonia & Thrace, tourism professionals and professional associations. This coincided with the field visit and a widespread interest from a variety of stakeholders for participation in the network was verified.

Below is a list of potential members that are very likely, based on their expression of interest to join the network:

- Holy Metropolis of Kitros, Katerini and Platamon
- Holy Metropolis of Neapolis
- Holy Metropolis of Thessaloniki
- Holy Metropolis of Veria, Naousa and Kampania
- Association of Hoteliers of Thessaloniki
- Archaeological Museum of Thessaloniki
- Museum of Byzantine Culture, Thessaloniki

- Experimental Workshop of Vergina
- North Events (communication and consulting for the tourism industry)
- Trace Your Eco (outdoor activity organiser)
- Mount Athos Center
- Municipality of Thessaloniki
- Doxakis Tours
- Egnatia Motorway S.A.
- Association of Tourist Offices of Macedonia & Thrace

Other entities that are interested are the Ephorates of Antiquities of Thessaloniki City and of Serres, the Regional Development Office, Regional Tourist Directorate of Central Macedonia, and the Holy Synod of the Church of Greece. Moreover, the Regions of Eastern Macedonia & Thrace, Crete, Attica, Peloponnese and North Aegean have all expressed their interest in participating, as they all have identified and researched itineraries and monuments relating to St Paul's Missions in Greece.

The Route's management has not given specific information for immediate accession of new international members to the network.

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 Route does not benefit from a specific communication strategy developed by the network and applied by all network members.

The Route has a specially developed logo (Fig.1). The logic behind its creation was explained orally during discussions at the field visit. The visual chosen is a cropped image of a mosaic from Ravenna's Archbishop's Chapel (Cappella Arcivescovile), dated 494-519, sourced from Europeana (europeana.eu). No additional information has been provided on rights of usage of the image. This mosaic was chosen as characteristic of early Christian art standing at the crossroads of Western with Eastern Europe, thus trying to link two traditionally disparate European areas, not least in terms of religion. It has a specific font and colours that have been confirmed by the members as crystallised.

During the field visit the logo was found outside some, albeit not all, of the sites visited. This was as part of a larger sign that also incorporated a QR code, directing the user to the Route's website. Where the sign was not utilised, the Route representatives showed their intention to append it. The printed material acquired during the field visit did not bear the Route's logo, although they did bear several other logos of projects they were related to.

A specifically-developed **graphic charter** is not currently available. Communication materials exist, but are not hitherto specifically developed for the new Cultural Route. In terms of communication materials, leaflets, websites and in the case of Cyprus an app on the stops of St Paul's itinerary to be visited as part of the Routes developed in each one of the countries exist. These have been developed in the past, on other occasions or as part of other projects, including the Cult-Ring project, which the Cultural Route idea derived from. They are not specifically created as original or originally designed material specifically for the Route in question.

The communication of the new Cultural Route is based mainly on the Route's website (stpaul-culturalRoute.eu). The website is available in English, but not in the languages of the founding members, or other languages as yet. The main graphics are in line with the colours chosen for the logo. In the home section provides some basic information about aspects of the Route, including its founding members and aims, as well as a YouTube video ('documentary') with pictures from the main stops of the Route, with no narrative. In the news sections, information is limited to the presentation of the Route to two conferences, one specific to the Route and a more general one organised by ECTN. The layout and material here is somewhat confusing, as the 'documentary' is given again, as the presentation to the international conference organised by ECTN. There is no more news provided at the moment.

The events section only announces the 2nd Annual Conference to be held in December 2021, with no further information. No other events are referenced. In the About section, there are three parts. The European Values section presents the same text as in the application with a couple of accompanying visuals. The Cultural Tourism part presents some ideas about how the Route can be related to it, albeit in a summary way. The Documentary links to the YouTube video again.

The Missions section gives information about each one of the Missions and the journeys that the Route is based on. These come with maps that indicate the itineraries. However, these come from outside sources and are not specially designed for the Route itself. The Legacy part only has visuals. Especially in the Arts section, several paintings are used, some of which captioned, but not fully, and some not. The travel section, although it contains stops of interest, does not have any other information and appears to be under construction. The stops mentioned under travel presumably refer to future developments, as only some of them are currently formally included in the Route. These are: Pafos, Thessaloniki and Veria. The stops of the Italian section are missing.

Overall, the website, otherwise presenting good and clear tabs for different sections does not have a very clear layout, or all the information that is required. It is not particularly user-friendly, with big sections and visuals that do not direct the viewer's attention on the visual plane. 9 UNESCO World Heritage sites are linked to the Route, although these are grouped by city and not by site, therefore the number is inaccurate here. In this list of cities, moreover, currently only Paphos, Rome and Thessaloniki are formally part of the Route.

Moreover, the website makes references to the via Appia Antica and via Egnatia. The Route does, indeed, overlap with these two historic Routes, but only in part, and this is not highlighted further here. Moreover, reference is being made to 'over 50 churches dedicated to St Paul', with a note that some are shared with St Peter. However, it is not clarified which these churches are, which could also be of interest to the visitor. The visuals used to demonstrate how the history and European legacy of St Paul have been depicted in Western art are important. They are, however, only illustrative and not properly captioned. They could, also, be misleading as the visitor might expect to see these while on the Route. Even if these can be found somewhere along the Route, this is not being highlighted.

While the website has some parts that could help stakeholders become interested and involved, such as the part on cultural tourism, it does not offer many more details as to how this will be achieved. The frequency of the updates of the website is not established. Parts of the website are still under construction.

In terms of social media accounts, the Route maintains presence on Facebook and has a video on YouTube. The latter is what is the 'documentary' referred to on the website. The

Facebook page Cultural Route: "In the footsteps of St. Paul, the Apostle of the nations" was initially created in 2018 under the name Cultural Route: In the footsteps of St Paul the Apostle. It was changed to its current name in April 2020, which reflects the current formal name of the Route. The Facebook page has 97 followers and prior to November 2021 it was updated not with great frequency, about once a month. In November it was slightly more frequently updated. The page shares some information about the monuments of the Route, on events such as meetings and conferences relating to the Route, and on site visits.

The Route does not maintain an Instagram, Twitter, LinkedIn pages, or Blogs. However, the Cypriot partner mentioned during their interview that their organisation has started thinking about eventually using influencers to reach out to a wider and potentially younger public via channels such as Instagram.

The Route does not have any dedicated visibility materials, such as brochures, leaflets, posters, tourism guides and so on. Rich visiting material of this sort exists, but is developed locally, for instance by the Regions, municipalities, the Church. While they refer to points of the Route and other points of visitation interest, they are not dedicated to the Cultural Route per se, or unified under the umbrella of a common strategy, or a common visual identity.

Likewise, a dedicated printed and/or digital cartography does not exist for the Route. So far, the Route relies on the following types of maps for communicating its visitation stops and points of interest:

- maps that are drawn and provided by the various brochures, leaflets, visiting aids and tourism guides locally by each one of the members,
- maps that are found in widely-accepted sources, such as the Encyclopaedia Britannica (which are the maps that the Route's geographical delineation is largely based on),
- maps that are found online and
- maps that are created by the Route via Google to indicate itineraries, distances and geomorphology.

The latter are not included in the website of the Route, but have been used for presentations to stakeholders. The above all transpire from discussions held during the field visit with management representatives.

Moreover, a single map that showcases the territories crossed and is characterised by clarity of information is not being used. Maps used are quite schematic and do not give users the necessary information regarding stops, alternatives of transportation, levels of difficulty if approached physically - for instance, walking, hiking, trekking, cycling and other activities. Moreover, stops along the Route are not being linked to other sites and points of interest, gastronomy, accommodation and/or side events or entertainment that users can consider while planning their itinerary, or are on it. These are not given neither on printed matter, nor digitally. As such, the maps currently used are not particularly user-friendly for the average visitor.

Newsletters or similar tools to keep stakeholders and the public informed on the latest events and activities of the Route do not appear to exist. This could be linked to the absence of a centralised communication strategy and approach. The only medium through which at least stakeholders seem to be informed are instances of direct, targeted contact – where the management of the Route knows there is declared interest. Moreover, the field visit coincided with an informative half-day event held at the Museum of Byzantine Culture, in

Thessaloniki (Greece), which is the headquarters of the Route. This event was targeted at both stakeholders, both known to the network and newly attracted, and the public at large.

A signposting system to identify network members in the territories crossed by the Route has not as yet been developed. The only visible sign that was linked to the Route was the one bearing the Route's logo and QR code (discussed above) during the field visit. This was found in some posts, such as in Thessaloniki, Veria, Apollonia, Lagina in the Region of Central Macedonia.

The Route's management explained that it is not planning on creating any extra signs or panels of any sort, as the central idea is to direct the user to the QR code only. The reason behind this is environmental concerns, but also the flexibility for adaptation and enrichment of the provided material. The sign (**Fig. 2**) ensures some visibility, but almost only when the visitor is already close to the sign. No road or area signage has been envisaged and the signs are currently only in English. Members explained that they are planning to install signs that mark the miles of the Route, as was habitual in the Roman era.

One idea regarding signage for the walking Routes has been proposed by the Warlamis Studio, who are actively involved in the report. It is proposed that part of the walking Route in Central Macedonia is dotted with a species of open-air contemporary artworks (mainly sculptures). These will be related to the theme of the Route and will mark the correct way, as well as provide the visitor with the opportunity to rest and ponder on possible text excerpts – for instance, from the Acts or Epistles- that might be used, dotted along the Route. Although there is a certain amount of such modern-day 'monuments' that can be created for the Route by this particular workshop, this idea is seriously being considered more generally by the Route's management.

4. Conclusions and recommendations

With regards to the Criteria set out in Resolution CM/Res(2013)67, concerning certification, the Route's proposal stands as follows:

I. List of eligibility criteria for themes

The theme is representative of European values to some extent only. The theme is not conceptually defined and lacks some clarity about its focus and message to relay. Namely, it is not specified whether it is about St Paul himself as an emblematic personality; his Missions and what these represent historically and in the modern day; about the Routes themselves from a historic point of view; or all the above. As there is no central narrative and message to relay, the theme is difficult to glean.

Moreover, applicants have sought to demonstrate how the written work of St Paul, namely his Epistles, relate to shared values such as freedom, human rights and the rule of law. However, the theme tends to link these to St Paul as a figure who, according to the Route's management wrote about these, and not necessarily during the time of his Missions. They do not organically derive from his Missions and their historic context, or they have not been highlighted enough as part of them.

The theme, as far as it can be understood, is common to at least three countries of Europe, geographically, historically/according to tradition, and religiously, given that it refers to beginnings of Christianity. The founding members already come from these, namely Cyprus, Greece and Italy. The theme does have the potential to become relevant to other countries in Europe.

The theme is not, currently, being researched and developed by groups of multidisciplinary experts. Therefore, its limited offering of activities and projects cannot be said to be based on consensus. It is illustrative of European memory, history and heritage in a limited way. It connects Europeans historically at least with their common legacy of the Roman Empire and the spreading of the Christian religion. The opportunity to understand how culturally and ethnically different people interacted back in the time, and how population moves were mobilised/achieved partially helps interpreting the diversity of present-day Europe.

The theme has the potential to lend itself to cultural and educational exchanges of young people. However, it might be a difficult one to work with due to its specificity, austerity and linearity. Equally it has the potential to permit the development of initiatives in cultural tourism and sustainable cultural development. Regarding innovative projects, this may be less so, again due to its specific angle. It can, however, lend itself to the development of tourist products, as demand for this type of tourism is high. School groups may be a more difficult target audience, but if imaginatively approached it could also be covered.

Overall, the theme first needs to be centrally and properly conceptualised, based in multidisciplinary and intercultural research. As it stands at the moment, it is rather mono-dimensional and perhaps slightly disconnected from the present-day European lifestyle, both in terms of values, anxieties, personal development and entertainment needs. It is lacking a central message, perhaps with ramifications that will enrich it, which will allow European and global citizens to connect with it on a spiritual, intellectual, emotional, and physical level.

There are several points indicated in the hitherto elaboration of the theme that could be picked up and be further developed. First, it is the fact that St Paul changed modern-day continents, and thus acquainted himself with different habits and traditions. He went through

an impressive personal transformation through his conversion, and he courageously supported it. He bravely and passionately spoke about his beliefs, even if he knew he might be persecuted. He never stopped wanting to influence his audiences, and touched their emotions. Meanwhile, the background against which he achieved all that was a thriving multicultural civilisation, growing in areas of exceptional beauty, richness in products, innovation in processes, and the establishment of aesthetics.

These are some basic ideas on which the Route could be constructed as a multi-layered experience, which also allows for an ultimate well-being journey, both physical and spiritual. Thus, the theme will expand from its strict theological/geographical limits and will have the potential to reach much wider and diverse audiences, and aid cultural tourism and sustainable development.

II. List of priority fields of action

The activities organised by the Route are currently very limited. There are a handful of them, as well a couple of projects in their initial stages, but they are few to be able to illustrate co-operation in research and development.

The Route has the potential to spur the care of heritage that often remains neglected or forgotten, and an enhanced interest in less visible (mostly rural) areas. However, it has so far not engaged in this dynamically. One reason might be that it has so far dealt with monuments and sites that are generally taken care of, as they are important for other legacies beyond the one represented by the Route.

Cultural and educational exchanges for young Europeans are envisaged, through student exchanges and summer camps, but this again is limited. It is also not sufficiently detailed to ensure the success of the activities with an audience that is dynamic, demanding, and difficult to attract and sustain the attention of. The employment of digital means and/or highly physical activities might need to figure very strongly here.

Contemporary cultural and artistic practice has been addressed to some extent. Cultural tourism and sustainable development are, currently rather envisaged than implemented. Notwithstanding that, the steps taken towards raising awareness among and involving the right stakeholders are correct and fairly varied. Professional/traditional skills learning is an area that could also be considered alongside gastronomy and alternative/slow tourism.

Overall, this part is the one that is found to be the less developed in the process of the Route's establishment. Activities tend to lean towards professional communication only, with visitors and the public at large rather neglected. The cultural aspect of the Route is, moreover, not predominant. A robust strategy that will dynamically imagine how each of these categories can derive from the central concept, and will bestow the same importance on all priority fields of action, so simultaneous development can occur. It is very important that this is conceptualised by all members in combination and is overseen by management for consistency, coherence, and equality across the network.

Of course, local actions that will respect and enhance topical characteristics are also encouraged; however, the two types of activities must work in tandem towards a common aim of development and sustained interest for the Route. Moreover, already successful, organic developments, such as the contemporary artistic projects can be monitored, studied and perhaps turned into models for development of the Route overall.

III. List of criteria for networks

The network does not currently present a conceptual framework based on research on the theme, based on consensus among partners. Both a clear concept, and in-depth and systemised research cannot be discerned.

Although four member States are currently involved, and more could eventually added, the activities and projects of the network are rather limited. Therefore, the network's success on this point cannot be easily assessed. Notwithstanding that, for the activities, albeit of a professional/communication type, that exist partners enjoy good collaboration, sometimes bilateral. This indicates that future collaborative work could succeed.

The plans for the enlargement of the Network are developed locally more than centrally. While a good choice of stakeholders is being approached, it is difficult to comment on plans to involve as large a number as possible of States Parties, and other States to the network. However, partners have stated their intentions to grow the network with members from other European countries, and expand to Turkey (and Syria, if and when feasible), which is a good indication.

The network appears to be financially and organisationally viable. Although the budget, as presented in the application folder is rather schematic and lacks justification of the growth expectations, reassurance has been received from the current network about its healthy and sustainable finances, which is positive. The legal statues of the organisation, and its democratic operation are satisfying and point to good future progress.

Overall, the network should both be more centrally and dynamically managed, with room for local contingencies to be accepted and highlighted, and bilateral collaborations to take place. However, activity, which should be based on strong research, is currently scattered and needs to be both organised and solidified. The expansion of the network should also be immediately and effectively thought and strategized about. The concept and research of the Route will aid partners to understand their needs and visualise the future of their network, so as to pursue the right partnerships and allow it to flourish in the years to come.

CRITERIA		Fulfilment of certification criteria by the candidate network
<i>I. Cultural Route theme</i>		The theme has a good basis, as St Paul is an internationally recognised and revered figure, which transcends cultures and beliefs. Moreover, the geographical areas of his journeys are key for tourism attraction. The theme, however, is neither researched in-depth, nor conceptualised as one that is relatable to the current European, and global, citizen, while highlighting our common European heritage and future. As such, it fulfils the criteria only to some extent, with potential.
	<i>Cooperation in research and development</i>	Research and development are neither the result of cooperation, nor very progressed within a central, dedicated axis for the Route. They, moreover, are not visible actions or projects, of which the Route has a small number.
	<i>Enhancement of memory, history and</i>	The network has the potential to more dynamically enhance memory, history and European heritage. So far it has done so via already existing, highly visible material. As such it fulfils this

II. Priority fields of action	European heritage	criterion only partly, and not in a centralised way as one product.
	Cultural and educational exchanges for young Europeans	Some efforts have been made towards this point, which are laudable. Both culture and education are addressed, albeit with a very limited supply of projects, and not enough details on them. The network fulfils this only partly.
	Contemporary cultural and artistic practice	This criterion has had a dynamic start. The two proposals made, namely for a dedicated monument and dispersed 'stops' along the Route, specially designed and made are good and appropriate as a model. This fulfils this criterion to a good extent.
	Cultural Tourism and Sustainable Cultural development	Good ideas and initial contacts and proposals are made, although none of these have yet been implemented in an autonomous way. Collaboration with stakeholders (i.e. tour operators) is good, and expansion to autonomous actions is needed. This criterion is not really fulfilled in terms of action, although the ideas are solid and available.
III. Cultural Route Network		The network is fitting to the content of the Route, but is limited, both in numbers, member typology and geographical range. It has a good legal status, appears to be sustainable and has growth potential. It is currently fulfilled to a fair extent.
Communication Tools		Communication Tools are very limited. The use of related, preexisting material that is, however, not a part of a dedicated campaign detract from the Route itself. A positive start has been made, and this criterion is fulfilled to a limited extent.

5. List of references

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

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

List of documents provided by the candidate Cultural Route

1. APPLICATION FORM
Paul's Footsteps Cultural Route_2021-2022_CERTIFICATION FORM_V3 (Word)
Paul's Footsteps Cultural Route_2021-2022_CERTIFICATION FORM_V3 (PDF)
2. STATUTES
Convention of the European Grouping of Territorial Collaboration 'In the Footsteps of St Paul, the Apostle of the Nations – Cultural Route'
Statutes of the European Grouping of Territorial Collaboration 'In the Footsteps of St Paul, the Apostle of the Nations – Cultural Route'
Ιδρυτική Σύμβαση του Ευρωπαϊκού Ομίλου Εδαφικής Συνεργασίας (Ε.Ο.Ε.Σ.) «Στα Βήματα του Αγ. Παύλου, Αποστόλου των Εθνών – Πολιτιστική Διαδρομή»
Καταστατικό του Ευρωπαϊκού Ομίλου Εδαφικής Συνεργασίας (Ε.Ο.Ε.Σ.) «Στα Βήματα του Αγ. Παύλου, Αποστόλου των Εθνών – Πολιτιστική Διαδρομή»
Memorandum of Understanding- Between Region of Central Macedonia – Tourism Department and Lazio Region, Italy – Agenzia Regional del Turismo and Pafos Regional Board of Tourism, Cyprus and European Cultural Tourism Network AISBL
Αριθμός Συνεδρίασης 4^η/22-05-2020 --- Αριθμ. Απόφασης 23/2020
Cult-RInG Interreg Europe project - Action on St Paul Cultural Route development (x3)
Συμμετοχή της Περιφέρειας Κεντρικής Μακεδονίας στον ΕΟΕΣ 'Στα Βήματα του Αγ. Παύλου, Αποστόλου των Εθνών – Πολιτιστική Διαδρομή'
3. MEMBERS
ANEX 3 MEMBERS
4. GENERAL ASSEMBLIES (file empty)
5. FINANCIAL INFORMATION
BUDGET 2021-2022-2023
6. ACTIVITIES
3-year plan 2021-2022-2023
7. ADDITIONAL INFORMATION
St Paul Cultural Route Presentation
GNT0 Brochure 1
GNT0 Bruchure 2
Lazio Brochure
Pafos Brochure
Kavala Brochure 1
Kavala Brochure 2
GNT0 Brochure 2 Religious Tourism
Veroia Brochure

Orthodox Culture in Pieria
Letter of Support Byzantine Museum
Letter of Support Municipality Veroia
Letter of Support Region North Aegean
ΔΠΜΣ ΔΕΣΠΟΤΗΣ

Additional Documentation/Information sources analysed by the Expert

Books

Μητροπολίτης Βεροίας, Ναούσης και Καμπανίας Παντελεήμων Καλπακίδης. *Παύλος, ο των Βεροιέων διδάσκαλος*. Βέροια: Εκδόσεις Ιεράς Μητροπόλεως, Βεροίας, Ναούσης και Καμπανίας, 2019 [Πρακτικά Συνεδρίων]

- PPTS by representatives of Regions of Attica, Central Macedonia, Crete, Eastern Macedonia & Thrace, Peloponnese / GNTO / Museum of Byzantine Culture (Director)
- ΠΑΡΑΡΤΗΜΑ_II_Agenda 2nd LSG
- ΠΑΡΑΡΤΗΜΑ_IV_Λίστα Συμμετεχόντων
- ΠΑΡΑΡΤΗΜΑ_VI_Minutes 2nd LSG v1
- Participants List
- EGTC St Paul first partners' meeting 18_3_2021_draft agenda
- EGTC Activities Plan 2021-2023
- Cult_RInG_Minutes 1st LSG v1
- Cult-RInG_Agenda 1st LSG
- Bibliografia Itinerario di San Paolo 06 2020

Websites

'Cultural Routes as Investment for Growth and Jobs'

<https://www.interregeurope.eu/cult-ring/> (accessed 30 November 2021)

'European Cultural Tourism Network'

<https://www.culturaltourism-network.eu/about-us.html> (accessed 20 November 2021)

'In the Footsteps of St Paul, the Apostle of the Nations – Cultural Route'

<https://www.stpaul-culturalroute.eu/>

'Pafos Region'

<https://www.visitpafos.org.cy/pafos-region/> (accessed 30 November 2021)

'Region of Central Macedonia'

<https://www.pkm.gov.gr/> (accessed 25 November 2021)

'Religious Tourism: A testament to Cyprus' Christian Heritage'

<https://www.visitpafos.org.cy/a-proud-heritage/religious/> (accessed 6 December 2021)

'Turismo – Regione Lazio'

<https://www.regione.lazio.it/cittadini/turismo> (accessed 25 November 2021)

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

Field visit

29 November – 2 December 2021, Thessaloniki and Region of Central Macedonia

Monday 29 November

9am Meeting at the Region of Central Macedonia HQ, with Alexandros Thanos, Head of Tourism and Deputy Chair/ Constantinos Michailidis, Director of Innovation and Entrepreneurship Directorate / Miltiadis Nikolaou, Director of Tourism Directorate / Manos Viougoukas, Director of the Cultural Route, Secretary General, ECTN / Alkis Kyriakou, Consultant of RCM, Cult-RInG

9.45am Tour and guided visit to Moni Vlatadon and central Thessaloniki, with Anastasia Gaitanou, President of the Association of Tour Guides Thessaloniki and Northern Greece

12 noon Departure to Veria

1:15 pm Arrival in Veria. Meeting at the offices of the Holy Metropolis of Veria, Naoussa and Kampania with: Mayor of Veria Konstantinos C. Vorgiazidis / the Very Reverend Metropolitan of Veria, Naoussa and Kampania Panteleimon / Maria Andreadou, responsible for Tourism Office of Regional Sector of Imathia,/ Pavlos Trochopoulos, Experimental Workshop of Vergina

2pm Visit to the St Paul Tribune and the Synagogue

3pm Lunch

4.30 Departure to Thessaloniki

Tuesday 30 November

9am Departure for Lagina, Amfipoli, Apollonia, Nea Fokea with: Alkis Kyriacou and Manos Vougioukas

Visits to the sites

4pm Lunch and information discussions

5.30pm Departure for Thessaloniki

Wednesday 1 December

11.30am Online interview with Nasos Hadjigeorgiou (Pafos Region)

2pm Hybrid Interview with Constantinos Michailidis, Miltiadis Nikolaou and Manos Vougioukas

3.30pm Online interview with Giuliano Tallone (Agenzia Regionale del Turismo, Lazio) and

Thursday 2 December

10am Informative half-day event on the Cultural Route, Museum of Byzantine Culture

1pm Discussion with Dr Flora Karagianni, Director, European Centre for Byzantine and Post-Byzantine Monuments, and with Dr. Christos Tsironis, Assoc. Prof. of Social Theory: Modernity and Christianity, Department of Ethics and Sociology, Faculty of Theology, Aristotle University of Thessaloniki

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		These need to be further developed	
	3	Does the theme of the route offer a solid basis for innovative activities?	1		The CR has the potential to achieve innovative activities, although there is no evidence yet.	
	4	Does the theme of the route offer a solid basis for cultural tourism products development?	1		This needs to be further developed	
	5	Has the theme been researched/developed by academics/experts from different regions of Europe?		0		
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?		0	
		8	Does the Route show how these themes are representative of European values shared by several European countries?	1		This needs to be further developed
		9	Does the Route illustrate the development of these values and the variety of forms they may take in Europe?		0	
		10	Does the Route have a network of universities and research center working on its theme at the European level?		0	Although universities, research centers and individuals do own research
		11	Does the Route have a multidisciplinary Scientific Committee?		0	
		12	Does the Scientific Committee work on its theme at the European level?		0	There is no Scientific Committee currently
	3.2.2 Enhancement of the memory, history and European heritage	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	There is no Scientific Committee currently
		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	There is no Scientific Committee currently
		15	Do the Route activities take into account and explain the historical significance of tangible and intangible European heritage ?		0	
		16	Do the Route activities promote the values of the Council of Europe?		0	
		17	Do the Route activities promote the brand of the Cultural Routes of the Council of Europe?		0	
		18	Does the route work in conformity with international charters and conventions on cultural heritage preservation?		0	
		19	Do the Route activities identify, preserve and develop European heritage sites in rural destinations?		0	

		20	Do the Route activities identify, preserve and develop European heritage sites in industrial areas in the process of economic restructuring?		0	
		21	Do the Route activities valorize the heritage of ethnic or social minorities in Europe?		0	
		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	0	
		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, ...)?		0	
	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		Yes, generally speaking as details are not provided.
		26	Are the youth exchanges (cultural and educational) planned to emphasize the value of new personal experience through visiting diverse places?		0	Unknown
		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	Unknown
		28	Are the youth exchanges (cultural and educational) planned to offer collaborative opportunities for educational institutions at various levels?		0	Unknown
		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?		0	Unknown
		30	Are the youth exchanges (cultural and educational) planned to set up pilot schemes with several participating countries?		0	Unknown
		31	Are the youth exchanges (cultural and educational) planned to give rise to co-operation activities which involve educational institutions at various levels?		0	Unknown
	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?		0	
		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?*		0	
		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?		0	
		37	Do the Route's cultural activities encourage activities and artistic projects which explore the links between heritage		0	

		and contemporary culture?			
		38 Do the Route's cultural activities highlight the most innovative and creative practices?		0	
		39 Do the Route's cultural activities link these innovative and creative practices with the history of skills development?***		0	
	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?		0	
		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?		0	
		44 Do the Route's activities promote dialogue between different regions (south, north, east, west) of Europe?		0	
		45 Do the Route's activities promote dialogue between majority and minority (or native and immigrant) cultures?		0	
		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		This needs to be further developed
		49 Do the Route's activities develop and offer quality cultural tourism products, services or activities transnationally?		0	
		50 Do the Route's activities develop partnerships with public and private organisations active in the field of tourism?	1		
		51 Did the network prepare and use tools along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?		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?		0	
		55 Does the network involve several Council of Europe member states in all or part of its projects?		0	There are no projects developed
		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?		0	
		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		Although with very little detail

		Does the network identify potential participants and partners in Council of Europe member states and/or other world countries?	1			
		Does the network provide details of its financing (financial reports and/or activity budgets)?	1		Yes, but not detailed	
		Does the network provide details of its operational plan?		0		
		Does the network append the basic text(s) confirming its legal status?	1			
3.4 COMMUNICATION TOOLS	For certified Cultural Routes of the Council of Europe only	68	Does the Route have its own logo?	1		
		69	Do all partners of the network use the logo on their communication tools?		0	There are no special communication tools for the CR as yet
		70	Does the Route have its own dedicated website ?	1		
		71	Is it the website available in English and French?			Only in English
		72	Is it the website available in other languages?		0	
		73	Does the network use effectively social networks and web 2.0?	1		Only Facebook currently
		74	Does the network publish brochures on the Route?		0	
		75	If yes, are the brochures available in English?		0	
		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.)?			n/a
	78	Is the certification logo present on all communication materials?			n/a	
	79	Is the certification logo used in accordance to the guidelines for its use (size and position,...)?		0		
	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?			n/a	
SCORE			33	0		

8. Annex 2: List of acronyms, list of figures, tables and additional documents.

Figures



Fig. 1 Logo of the Cultural Route

List of Acronyms

- CR: Cultural Route
- EGTC: European Grouping of Territorial Collaboration
- LSG: Local Stakeholders Group Meeting
- RCM: Region of Central Macedonia