

2021/22 ENG

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

Regular evaluation:
SAINT MARTIN OF TOURS ROUTE

Independent expert report

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



Cultural Routes of the Council of Europe Certification cycle 2020-2122

Independent expert report

SAINT MARTIN OF TOURS ROUTE

Author information
Pierre FRUSTIER
Independent expert

pierre@frustier.com
+33 663431399



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

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1- Executive Summary

Certified for the first time by the Council of Europe in 2005, the Route of Saint Martin of Tours (Via Sancti Martini) continues to develop steadily, based on cultural centers in different regions, each in charge of activities and entertainment in its own territory. The Via Sancti Martini now crosses the European countries of Austria, Belgium, Croatia, France, Germany, Hungary, Italy, Luxembourg, the Netherlands, Slovakia and Slovenia. A network of locations dedicated to Saint Martin (cities, churches) is also being created.

Based on the life of Saint Martin, widely documented by an active scientific committee, several routes have been set up, covering land more than 5,000 km in size. The number of hikers between Hungary - where Saint Martin was born - and France - where he died - is still low but constantly increasing. However, this extremely long route is not within the reach of everyone, so the Network is developing local loops that allow the discovery of the Martinian memory and local heritage treasures over a shorter period of time accessible to all.

Cultural and artistic activities have been set up over the years on different sites along the route. Much research of the scientific committee have brought to light an important material heritage (churches, monuments...) but also an immaterial heritage (religious festivals, songs and tales, local traditions...) which have been revitalized by the actors of the network or which have been reactivated. For example, in Corsica, around November 11th, the period known as the summer of Saint Martin, the Martinian cultural center created a "Festival of rurality" which highlights the memory of Saint Martin each year, but also local products with a harvest festival and a lamb festival.

Inspired by the gesture of Saint Martin who shared his cloak with a poor man, the members of the Route develop actions in the spirit of sharing and solidarity. There are a certain number of activities targeted towards minorities and immigrants.

If the pandemic of the years 2020-2021 has slowed down the activities of the Route, it can nevertheless be concluded that:

- the theme is representative of European values. It is currently shared by at least 12 countries.
- The theme is the subject of scientific research which has identified the sites and monuments linked to Saint Martin as well as the local traditions inherited from his legend. Numerous publications support this knowledge, as well as an annual scientific symposium.
- the theme allows the historical knowledge of a character who travelled through Europe during the different episodes of his life. It develops cultural activities often based on local traditions which are thus perpetuated.
- Cultural exchanges between young people will resume as soon as the pandemic allows.
- Thanks to its organization in local cultural centers, the Route de Saint Martin is strongly involved in local development and activities. Tourist products such as short walks and thematic events are already commercialized.
- The pandemic has slowed down the compliance of websites: this is the negative point of this evaluation. The Network plans to have its new web tools in place for its General Assembly in May 2022.

In conclusion, the Route of Saint Martin de Tours seems suitable for certification as a Cultural Route of the Council of Europe.

Summary of the expert's findings

	Yes	No
The theme complies with the theme evaluation criteria 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 network evaluation criteria listed in Resolution CM/Res(2013)67, III. List of criteria for networks.	X	
The Cultural Route implements the guidelines for the use of the " Cultural Route of the Council of Europe " logo		X

2- Introduction

The Route Saint Martin of Tours is run by an association under French law based in Tours (France). It gathers various local cultural centers around the figure of Saint Martin (historical and religious dimension) and around the values which are attached to him: sharing and solidarity (immaterial dimension).

This cultural route takes the form of several long-distance routes between notable points relating to the history of Saint Martin, such as his birth (in Hungary) and his death (near Tours, France). At the same time, the Route promotes slow and environmentally friendly tourism with an operation called "Green and Citizen Strip" that promotes nature and local products located within a dozen kilometers of the marked trails.

Since the 2018 evaluation, the Route Saint Martin of Tours has extended its network to 1 new country (Austria) and has seen the birth of new cultural centers that cross the territory and provide entertainment as in Italy where there are now 3: Lombardy, Veneto, Puglia. Other countries are already candidates to join this route (Spain, Great Britain, Monaco, Poland, Portugal) and other regional cultural centers are in the making in Germany (Rhineland-Westphalia) and Italy (Friuli).

The Route Saint Martin de Tours proposes two main routes between France and Hungary, representing nearly 5000Km in paths. Locally, more modest loops already exist in many regions and others are being developed, ranging from a few dozen kilometers to several hundred. These local loops allow shorter and more active stays for discovering isolated and unknown heritages.

Many events related to the character of Saint Martin are organized. In several countries, the commemorations of the death of the Saint (November 11) are still very much alive. There is a religious dimension (ceremonies on the key dates of his life) but also pagan celebrations that have propagated in some regions such as the "Summer of Saint Martin", around November 11, or the festival of rurality organized by the Cultural Center of Corsica, which combines the "martinu" lamb and the blessing of new wine. November 11 being also the anniversary of the end of WWI, the Cultural Centers develop around that activities on the theme of peace. Occasionally, other cultural events are organized on the theme of sharing and solidarity, often for children.

Among the actions, we must mention one that is exemplary of the collective development of the route. Three years ago, a report underlined the interest of the Citizen Sharing Prize created by the Cultural Center of Tours in order to reward a "solidarity" action. Now, this prize has spread to different centers and several countries award it, each one on its own, in mid-November. This is an example of a good practice that has been shared with the different actors of the network, which shows a good quality of exchange between the members.

No less than 47 academics are grouped around the Route of Saint Martin de Tours, spread over 13 countries (Germany, Belgium, Croatia, Spain, France, Great Britain, Hungary, Ireland, Israel, Italy, Netherlands, Russia, Slovenia). These researchers are very active and produce every year numerous publications or conferences. The annual General Assembly is always accompanied by a symposium. The Cultural Center of Slovenia has made a specialty of ethnographic research on these traditions.

3- Main Body Evaluation

3.1 Cultural Route Theme

3.1.1 Definition of the theme of the Route

Inspired by the legendary gesture of Saint Martin who shared his cloak with a poor man, the main theme of this route is sharing. By extension, the network adds that of solidarity. These two values are intimately linked to the development of Europe, which must take place through the sharing of wealth and solidarity between peoples.

These values are applied in many fields that go far beyond religious heritage. They are found particularly in the cultural and humanitarian actions that are regularly carried out by the network in the many places it runs.

3.1.2 Historical and Cultural Context

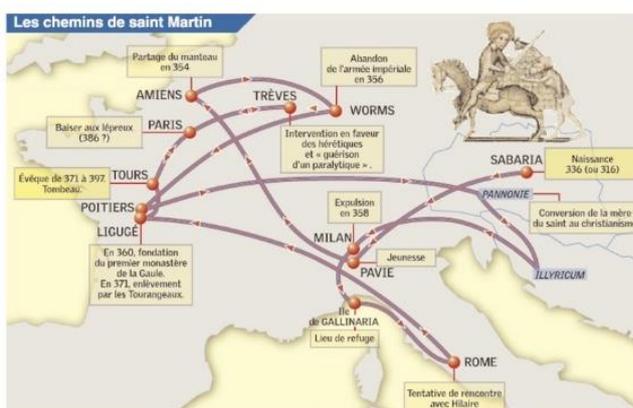
Since the death of Saint Martin (397 AD) the legend of this character has spread throughout the world creating thousands of places dedicated to his name, from cities to churches. There is a very complex and substantial heritage built here.

Beyond toponymy, a certain number of religious rites have endured, sometimes transformed over time into pagan rites. Some of these commemorations, especially on the date of his death (November 11), are still very much alive today. In Tours (France) or Utrecht (Netherlands), they still have a religious aspect; in Corsica (France) they have a more secular aspect since they celebrate the lamb and the new wine.

This ritual dimension is accompanied by a certain number of traditions, close to carnival, with parades of emblematic characters, or accompanied by sacred or secular songs in homage to Martin. This aspect concretizes the richness of the immaterial heritage linked to the character.

Geographically, the Routes of Saint Martin cross a large part of Europe. They follow the stages of Saint Martin's real life, from his birth in Hungary to his death in France.

Doc. 1: The stages of Saint Martin's life in Europe



These journeys serve as a matrix for the Routes of Saint Martin projects. Two main routes have been cleared and are now operational: the route from Szombathely (Hungary), the place of his birth, to Tours (France), the place of his grave, via Pavia (Italy), the place of his childhood; and the route from Tours, where he was a bishop, to Worms (Germany), where he left the Roman army. The latter now extends to Szombathely, thus offering a complete loop. Other

routes lead to Utrecht in the Netherlands, or to Saragossa in Spain. In addition, local routes are regularly opened along these main routes or around more isolated places, such as Corsica where the first section of a 250kms path between the Martinian places has just been inaugurated or the paths that are regularly opened from Croatia to Hungary through Slovenia.

It is worth mentioning that the Martinian heritage is also alive in other parts of the world, such as the West Indies and America, which opens up prospects for future development of the network. For example, links have been forged between Saint Martin de Tours and the island of Saint Martin, in the West Indies, after the participation of a traditional music group (Steel band) in the animations that took place in Tours in 2018.

3.1.3 Council of Europe values represented by the theme

The two values of sharing and solidarity are intimately linked to the development of Europe, which must be based on the sharing of wealth and solidarity between peoples. The actions carried out by the network, especially with respect to children, illustrate these dimensions well.

In order to concretize this, we borrow a sentence from Bruno Juric's latest book, "L'Europe de Saint Martin" (2021): "L'Europe de Saint Martin is quite simply at the heart of the history of Europe, from the Middle Ages to the present day. And it would take much more than this book to clearly and widely develop all the political, artistic and literary aspects of this history."

Many Martinian celebrations are held around November 11, the date of his death. This day is also the day of the Armistice of the 14-18 war and this coincidence confers another value to Saint Martin, that of peace, quite consistent with those of sharing and solidarity. This connection was made concrete during the bicentennial commemorations of the armistice in 2018, where activities allowed for French and German children to come together across various locations. Two of them deserve to be mentioned here because they have a Saint Martin's church: Dom le Mesnil (France), where the last soldiers killed during this conflict fell, and Ypres (Belgium), heavily marked by the conflict and the 500,000 (mostly English) soldiers buried in more than 100 cemeteries around the city.

Sharing and solidarity have also been the subject of specific actions at particular events. For example, in 2017, after the island of Saint Martin (West Indies) was devastated by Hurricane Irma, the Cultural Centers of Tours, Belgium and the Netherlands set up a collection of donations to help rebuild a school on the island. During an era of Covid restrictions, the Cultural Center of Tours launched the operation "Basket of Sharing" which offered basic necessities to families in need with the support of a grocery store and local producers. The Germans, on their part, held a videoconference on the theme of "Pilgrimage in pandemic conditions" with advice on hygiene and precautions and published a "Health instructions booklet" for walkers.

Finally, the "Citizen Sharing Award" is emblematic of the Saint Martin Network. Created by the Cultural Center of Tours to reward citizen initiatives in the field of solidarity or the environment, it has spread, in 2021, to several countries that have awarded the prize to one of their compatriots. In Corsica, an association for the defense of the maritime environment, Mare Viva, was chosen; in Tours, Pain & Partage, a structure that employs people in social integration to make organic bread; in Belgium, the creators of a shared garden where locals and immigrants live together; in Croatia, a group that restored a church of Saint Martin. The Netherlands rewarded Tjerk Ridder, a musician who walked from Tours to Utrecht with his donkey. In this way, culture, heritage, environment and solidarity are well highlighted by the Network.

The adoption of this prize by all the Cultural Centers must be a priority objective for the Network because it is an excellent communication tool that broadens the fame of Saint Martin beyond the religious pilgrimage.

3.2 Fields of Action

3.2.1 Cooperation in research and development

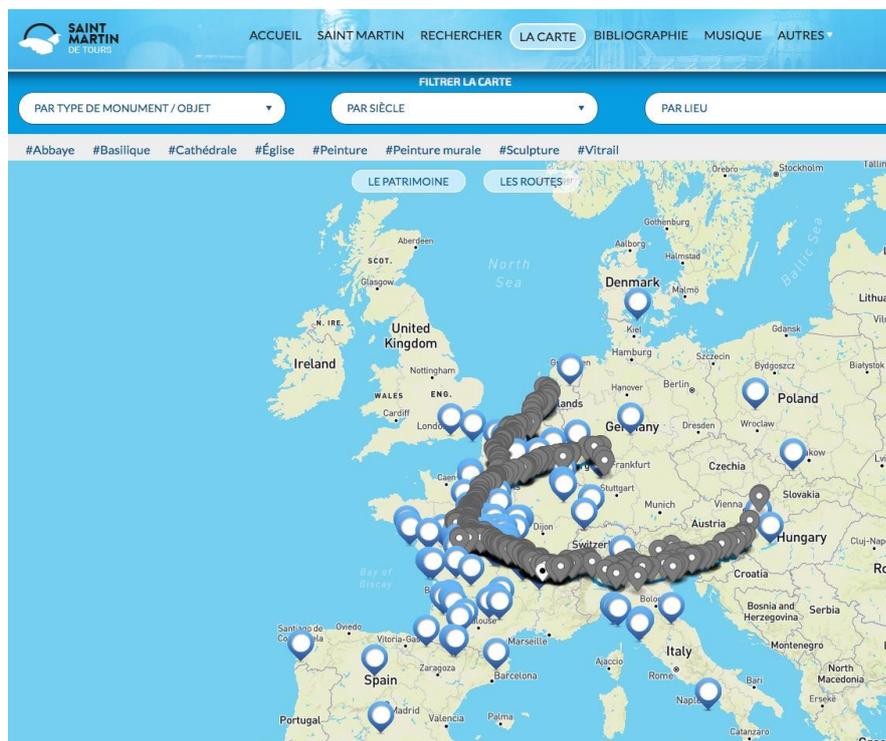
Built on a historical character, the Saint Martin network does not lack research material. The Scientific Council has developed two main lines of research: history and ethnography.

The historical dimension is attached to the steps of Saint Martin, either in his time or in the extension of his actions into the present day. The ethnographic dimension, developed in Croatia, has enabled the inscription of local Martinian traditions to be put the national list of protected cultural goods.

In terms of research, the network relies on a scientific team of 47 members. The scientific dimension goes far beyond the countries where the Saint Martin cultural centers are currently located, since there are also academics from Great Britain (3), Ireland, Russia and Israel. Partnership agreements have been signed with four universities: the University of Tours (Cethis laboratory and the Centre Tourangeau des Sources), the Catholic University of the Sacred Heart in Rome, and the Institute of Ethnology and Folklore in Zagreb.

While historians certainly constitute the majority within the scientific council, one nevertheless finds a diversity of specialties (theology, philosophy, ethnology, musicology, among others) which offer a broad range of research. We note here the establishment of the website <https://saint-martindetours.com/>, under the direction of a professor from the University of Tours, Christine Bousquet, who has started an encyclopedia listing for the Martinian sites and monuments throughout Europe, as well as potential places of accommodation along the main routes.

Doc. 2 : cartography of the site *saint-martindetours.com*



In addition to the academic publications and the symposium of each university, it is worth noting an interesting initiative on the part of this network: each year, the General Assembly is twinned with a scientific symposium. This allows the facilitators of the network and the researchers to meet to share their experience of the Route Saint Martin.

The Saint Martin Cultural Centers have also been involved in several European programs: the Hungarian center participated in the Interreg program "New pilgrimAge"; the French in Erasmus+Decra. The Cultural Centers also participate in conferences where the experience of sharing and solidarity is essential, such as in Italy where the Cultural Center of Puglia participated in "Peace and human rights in the Mediterranean".

3.2.2 Enhancement of the memory, history and European heritage

The journey of Saint Martin is a journey through time, from the Roman Empire and the beginnings of Christianity. Martin begins his life as a soldier of Rome and carries with him the history of an empire that extended over much of present-day Europe. His life ends as a missionary for a new cult that will spread throughout the world, with its procession of monuments and intangible heritage. The task for the sites along the Routes is therefore huge.

The enhancement of this memory is carried out through the various actions set up by the Network: visits, exhibitions, concerts, publications... The results of all these activities is substantial according to the inventory provided by the Network, both by the number of events and (estimated) participants, and the budgets: 325 activities from 2017-2020 (in spite of Covid slowing down activity), 203,193 people impacted in 16 countries and a budget of €1,146,120

Doc. 3: Inventory of actions (2017-2020)

Country	2017	2018	2019	2020
Germany	5	5	12	10
Austria	3	1	4	1
Belgium	8	4	13	3
Corsica	2	2	1	3
Croatia	11	9	7	0
Spain	1	1	1	0
France	35	29	24	10
Hungary	8	9	5	10
Italy	11	10	3	1
Luxembourg	1	0	0	1
Moldova	0	0	0	1
Monaco	1	0	0	0
The Netherlands	6	10	8	3
Romania	1	0	1	0
Slovakia	2	2	1	0
Slovenia	7	7	4	0
TOTAL	102	89	91	43

It should be highlighted that the Network plans to think about the implementation of a "Charter" of activities whose aim is to promote events. This would guarantee the respect of the recommendations of the Council of Europe, UNESCO or ICOMOS, and of those related to health measures or to the preservation of the environment (sorting of waste, stopping the use of plastic...).

The memory of Saint Martin survives in commemorations that continue to exist across centuries in many places. The Saint Martin Cultural Centers have undertaken an inventory of these places in order to enhance and animate them in the spirit of the European Cultural Convention of 1954. Thus, a number of festivals continue to exist thanks to the volunteers of the Cultural Centers, whether in the religious commemoration of the saint or in the folkloric events that come as a result.

As the Feast of Saint Martin's is held on November 11, each country can have at least one organization per year, but it is clear from the summary table that many Cultural Centers are much more active. Thanks to these activities, the built heritage remains alive, or is even revived thanks to restoration work that institutions are encouraged to undertake under pressure from local actors.

In some countries, the Martinian heritage is very much alive and impacts the whole society. Utrecht (Netherlands) is a very good example of the weight of Saint Martin in the local life: the city has just given itself a new visual identity inspired by the figure: the new logo paying homage to the legend of the coat and the typography resembles being cut at an angle by a sword.

Doc: Martinian typography4



The establishment of the main routes allows long-distance hikers to discover the great sites of Martinien heritage by passing from one country to another. For more modest walkers, the establishment of local loops from the main axis opens up access to a heritage far away from the main traffic routes and, therefore, quite unknown.

3.2.3 Cultural and educational exchanges for young Europeans

Cultural exchanges are one of the major assets of the Route de Saint Martin. For many years, major commemorations such as those in Tours, Utrecht or Beveren have been open to foreign actors. The exchange of musical groups is very regular between the partners.

The place of young people is not negligible in the activity of the Centers. It takes the form of meetings or exchanges between schoolchildren, as in Dom le Mesnil (France) where Saint Martin's Day 2018 was celebrated in the presence of German schoolchildren who shared songs with the French having participated together in a choral school. This exchange can also take place between the local population and immigrant populations, as is the case in Beveren (Belgium) with the creation of a shared garden or in Taviano (Italy) with the project "Rights of unaccompanied foreign minors and intercultural dialogue at school" which allowed schoolchildren to confront asylum seekers.

3.2.4 Contemporary cultural and artistic practice

As has just been illustrated, the deployment cultural activities is a constant in the actions of the Route de Saint Martin. Many actions related to singing are carried out, that it is with the choirs of the Corsican brotherhoods or the choirs of children who animate numerous events. Singing has also been a tool prioritised by Tjek Ridder, artist hiker who has linked Tours to Utrecht in the company of a donkey by proposing concerts along his route. Music facilitates encounters, and he shared music in places such as Tours with a *steel band* that played the traditional music of the island of Saint Martin (West Indies): the first step to building a future partnership with the American countries.

The second important activity in the Routes of Saint Martin program is drawing. This activity is practiced a lot with young children who are regularly asked to transcribe on paper the elements of Martin's life that are told to them at school. The cover of this document is illustrated by some colorings of young children from Beveren (Belgium) in view of the general assembly of the network which will take place in May 2022.

The example of the St. Martin's Day parade in Utrecht (Netherlands) is emblematic of the method developed by the network's cultural centers. It consists of a parade of illuminated sculptures, orchestras and choirs from more than 80 organizations and schools, forming a lively place of cultural exchange. In Syracuse (Italy), crowds gather around a puppet festival.

Contemporary artistic creation has not been forgotten by the Saint Martin Network. First, there was the creation of the "Pas de Saint Martin", the network's logo, which also takes the form of a sculpture placed on emblematic sites. Each new member receives this object as a sign of his or her entry into the Network, which is then proceeded with inaugural events. The sculptor Michel Audiard has also created a sculpture entitled "Le Manteau Partagé" (The Shared Coat) which was installed in Dom le Mesnil (France) on the occasion of the commemorations of November 11, 2018, which were recognized as part of the European Year of Heritage. In the musical field, we should also mention the creation of an original work by the bell-ringers of Utrecht and the concerts of the singer Tjek Ridder along his Saint Martin's journey, a tour rightly entitled "En Route!" which was then the subject of a DVD.

3.2.5 Cultural tourism and sustainable cultural development

Tourism around Saint Martin is aided by the opening of paths. The two main routes, between Hungary and France, are now open and are more and more popular. Shorter Routes are set up by various Cultural Centers and several topoguides have been published, in partnership with the local authorities. In Belgium, for example, a 450 km route has just been opened. It allows tourists to go from France to the Netherlands. A topoguide will be published in spring 2022.

Around Tours, four local loops connect various Martinian sites and are promoted by regional institutions that have published corresponding guides. A similar model for the first section of a loop between Patrimonio and Bastia in Corsica has been adopted, with the promise of 250km of routes linking the island's Martinian sites. This road is part of the hiking trails promoted by the local tourist agency. 16 tourist organizations are involved in the development of the routes of Saint Martin.

Beyond the cultural centers that are members of the network, independent places are also trying to promote the Martinian heritage. Thus, in Vichy (France), the tourist office proposes a "weekend on the Via Sancti Martini" between Vichy and Roanne. In Villar d'Arène (France), a group organizes a series of concerts in the church of Saint Martin every summer. The Syndicat Mixte des Monts de la Madeleine has obtained the inscription of the Via Sancti Martini in the regional plan of Routes while awaiting the creation of a Cultural Center in the region.

If culture is a tool for attracting tourists, sustainable development is also a concern of the Saint Martin network. Since 2017, the Cultural Center of Tours has been working on a "Green and Citizen Strip". Across a distance of 10km around the paths, it highlights the actors and actions related to the environment and sustainable development: farm producers, craftsmen or artists. The Monts de la Madeleine region (France) has taken the same approach on a local trail of 100km. Several countries, such as Croatia, wish to adopt such an initiative.

In Beveren (Belgium), the Saint Martin cultural center is a partner in the environmental protection operation undertaken by the industrial zone of the port. In Italy, the cultural center of Puglia is a member of the working group "Education, knowledge and culture" of the National Forum for Sustainable Development. In Slovenia, a campaign was organized to clean up the forest after a storm.

Gastronomy represents a significant aspect of the Martinian celebrations. Saint Martin is the patron saint of winegrowers, so a number of actions have been taken to promote wine in October and November, after the harvest. In Corsica, the lamb festival is associated with it because November is also the period when the animals come down from the mountains to spend the winter in the stables. Here, the lamb is called "Martinu". In other places, other foods are honored. Many cakes are made especially for the Martinu celebrations. In Beveren (Belgium), a pastry is named after Saint Martin and another is in the shape of a horse. In

Poznan (Poland), more than 250 tons of "Saint Martin's Croissants" are eaten during the week of November 11. This pastry is a protected cultural asset.

Doc5: Saint Martin's Day cakes in Beveren (Belgium)



Thus, the actions of the Cultural Centers tend to perpetuate the Martinian cultural heritage. The Saint Martin's Day celebrations in Utrecht (Netherlands) are now listed in the national inventory of intangible heritage. In Croatia, they are registered on the list of protected cultural goods.

3.3 Cultural Route Network

3.3.1 Overview of institutional/legal structure of the network

The Routes of Saint Martin de Tours are managed by an association under the French law of 1901 called "Réseau Européen des Centres Culturels Saint Martin". Its functioning is similar to that of a federation since it is not made up of individual members but of associations.

The network meets in a General Assembly once a year and has instituted a rotating presidency between the different centers. In 2018, the network met in Utrecht (Netherlands), in 2021 in Bastia (France). It will meet in Beveren (Belgium) in 2022. Each time, the host country is obliged to organize a series of conferences in parallel, which is a very good initiative.

Each Center is financially autonomous, the network itself has a very small budget because it is only in charge of the cohesion of the network, in particular respecting the rules of the cultural routes of the Council of Europe. The provisional budgets for the next three years are limited to €12,000 per year, which could raise doubts about the sustainability of the project, but we have seen that the Cultural Centers were able to invest 1,146,120€ in the activities over the last 4 years, which is reassuring.

Nevertheless, it seems it would be possible to flesh out the Network's budget by creating services such as the provision of personnel or premises by partner communities or by the Centers; partnerships for products or actions; subsidies for trainees or the promotion of volunteer work, etc...

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

At the beginning there were only 3 centers, now there are 14. The specificity of this network is that it is based on regional centers that have their own independent structure where the core members are located. Thus, we do not know exactly how many institutions, companies, or individuals belong to the network, but this can bring a certain stability to the network because

even if one center stops functioning the others remain active and the network as a whole is not jeopardized.

3.3.3 Network extension since last evaluation

In its origins, in 2005, the network was restricted to 3 countries (France, Hungary and Italy). At the time of the last evaluation, the network included 11 Cultural Centers spread over 10 countries (Belgium, Croatia, France, Germany, Hungary, Italy, Luxembourg, the Netherlands, Slovakia and Slovenia). In 2021, the network has been extended to 1 additional country (Austria) but now has 14 members because Saint Martin Cultural Centers have been developed in several regions: Corsica (France), Lombardy and Puglia (Italy).

These regional dynamics are accompanied by another phenomenon: local mobilizations around a place far from the cultural centers. This emergence of "small" local actors demonstrates the dynamics of the Saint Martin project but is not yet taken into account by the network. Let us quote here the cases of:

- Dom le Mesnil (France) which organized a big event on the theme of peace on the occasion of the centenary of the end of the 14-18 war. The event took place at its church of Saint Martin because it was in this commune that the final few of the war fell;
- Villar d'Arène (France) where an association of the "Friends of the Saint Martin Church" organizes concerts and have thus obtained renovation work for the church.

It would undoubtedly be desirable for the network to integrate these local initiatives to help their development. Perhaps by creating a "friends of the Saint Martin network" section. The number of places dedicated to Saint Martin is very important in the world, it would be an opportunity to attract new actors in the network and, by sharing good practices, would help them to develop.

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

The proliferation of local initiatives shows the dynamism of the Martinian world and new Cultural Centers are in the making in new countries (Spain, Great Britain, Monaco, Poland, Portugal), but also locally in already active countries: North Rhine-Westphalia (Germany), Friuli (Italy), Monts de la Madeleine (France), without forgetting the project with the island of Saint Martin (Antilles).

3.4 Communication tools

The 2016 evaluation stated, "The Saint Martin Network and each of the Cultural Centers has Internet communication tools... This could appear to be a good point, but unfortunately it is rather a confusing factor due to the number of communication media tools being so great and it was therefore concluded that a "showcase" site gathering common information and linking it to the sites of each of the Cultural Centers was necessary.

The Saint Martin Network now owns a website, but the implementation has been slow to materialize. The presentation of the final product should be made at the 2022 General Assembly.

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

The vast majority of the Cultural Centers have a website and the Network is currently developing a "showcase" site through which the Internet user will be able to access each of the Network's members. Those centers which do not have a website have a Facebook

presence. Some are present on both media. The other social networks are either little or not used.

The two main routes, between Tours and Hungary, through the south (Italy) and the north (Benelux, Germany) are now equipped with markers and signs for routes that are about 2,500kms each. More and more local loops are attached to these routes, such as the 4 paths opened between Ligugé and Tours (France) over a distance of nearly 500 km. Often, the signposts are made of wood in order to respect the environment.

As far as signage is concerned, project leaders are increasingly coming up against local regulations that may or may not allow the personalization of routes. In Belgium, for example, it has only been possible to put a discreet mark on certain official signs, but in the neighboring Netherlands this is strictly forbidden and the walker is therefore left with only the generic trail signs to find their way.

Doc6: signage in Beveren (Belgium)



A general map is already online (see Doc 2). It will propose descriptive sheets of the sites to be visited as well as the accommodations and services that the hiker will be able to find along the way. Eventually, each Center should have online maps or applications allowing consultation on a smartphone.

The different Centers publish leaflets or topoguides for different local loops. For example, the Hungarian Cultural Center published an 8-page brochure in 4 languages (Hungarian, Slovak, English, German) for the path from Szombathely to Bratislava in 2017. The Belgians will publish in spring 2022 a detailed topoguide of the 500kms of the route in this country, the Corsican path is integrated in the booklet of the "Paths of the Heritage" distributed by the Agency of tourism of the island.

3.4.2 Compliance with the Guidelines for the use of the Logo "Cultural Routes of the Council of Europe"

The use of the graphic charter and the logo of the Council of Europe Cultural Route is rarely applied on websites. Only the Germans (<http://www.martinuswege.de/>) and the Slovenians (<https://www.svetimartintourski.si/>) respect this rule. The Slovaks improvise with an original logo (<https://viasanctimartini.webnode.sk/>) and some still do not respect the positioning requested by the Institute "on the upper part of the home page" (<http://www.saintmartindetours.eu/>, <https://www.sanmartinoinveneto.it/>, <https://sintmaartenutrecht.nl/>). Finally, the Austrians (<https://www.martinus.at/>), the Hungarians

[\(http://www.viasanctimartini.hu/\)](http://www.viasanctimartini.hu/), the Italians from Puglia (<http://www.sanmartinopuglia.com/>), and the path-mapping (<https://saint-martindetours.com/>) do not yet indicate their membership of the Network.

On the other hand, the Festival de la Ruralité, run by the Centre Culturel de Corse, uses the logo correctly on its Festival de la Ruralité website (<https://www.festivaledautunnudiaruralita.com/>) and its Facebook page (<https://www.facebook.com/festivalediaruralita/>)

The result is much better on the paper communication of each of the Cultural Centers (leaflets, posters, books...) where it is almost systematically used.

The setting up of the showcase site, to which each Center will be linked, must necessarily be accompanied by an upgrading of local sites and a clear affirmation of their affiliation to the Council of Europe's Cultural Routes.

4- Conclusions and Recommendations

4.1 List of eligibility criteria for themes

- The theme is representative of European values: sharing, solidarity, and peace are the three pillars of the development of the Route Saint Martin de Tours and they are highlighted in each of the Cultural Centers;
- The theme is being researched and developed by a large group of scholars from multiple countries, including countries not yet involved in the network. These scholars publish numerous research papers each year in a variety of fields, especially history and ethnography. It is an excellent initiative to combine an annual colloquium with the General Assembly of the Network.
- The theme illustrates well the European memory, history and heritage, both in terms of tangible and intangible heritage. Martinian traditions are very much alive in many places and the Network is committed to making them known;
- The theme lends itself to meetings and cultural and educational exchanges between young people from different countries and cultures;
- The theme participates in the development of innovative and sustainable initiatives through its "Green and Citizen Strip" program, which aims to highlight environmentally-friendly local artisans and producers. With its "Citizen Sharing Award" it has also given visibility to social and environmental actions;
- In several regions, local tourism development agencies have integrated the Saint Martin's paths into their tourism offer.

4.2 Priority Action List

- The cooperation in research and development is effective;
- Their commitment to the enhancement of memory, history and European heritage is unquestionable. Moreover, it knows how to adapt to the circumstances as during the commemorations of the end of the 14-18 war which allowed the Network to create actions on the theme of peace;
- Cultural and educational exchanges for young Europeans have been disrupted by the pandemic but nevertheless some meetings have taken place and will continue;
- As the paths are opened, cultural tourism will be developed by the Network. Sustainable cultural development will have to focus on the sustainable management of events (waste sorting, abandonment of plastic...), which may not yet be taken into account.

4.3 List of criteria for networks

- The conceptual framework of the Network is shared by researchers working on the historical, material and immaterial dimensions of Martinian heritage;
- The member states are well involved in exchange and sharing, and regularly participate in joint projects or exchanges;
- Prospects for expanding the network include opening themselves up to new countries or new regions of countries already involved. Prospects also exist for countries in America;
- The proposed projects are financially viable because they depend on the local Cultural Centers and their partners;
- The associative organization of the Route de Saint Martin de Tours can be compared to a European federation. Its functioning is democratic because each member will be called to lead the Network for 1 year in turn.

4.4 Conclusions and Recommendations

- In conclusion, the Network meets the objectives of promoting the values of the Council of Europe, both from the point of view of the countries concerned and of events relating to European history and heritage, relations between peoples, and the vitality of culture; Nevertheless, the use of digital tools remains embryonic and requires more effort with regard to the use of brand identity and the identification of the Council of Europe label.
- A series of recommendations can be made as a result of this evaluation:
 - o FINALIZE the implementation of the "showcase" website. This site must present general information about the Network and allow direct access to the sites of the different Cultural Centers;
 - o COMPLETE the harmonization of the websites of the Cultural Centers, which must clearly display their belonging to the Network with the logo correctly placed;
 - o BEGIN the implementation of a "Saint Martin's Charter" for events along the paths in order to better fulfil the rest of the rules imposed by the Council of Europe;
 - o OPEN a common social network (Facebook) where each network could share its news to reflect the international dimension of the Network;
 - o REFLECT on how to integrate isolated Saint Martin places into the Network by creating a "Friends of Saint Martin" or "Observers" category
 - o CONTINUE the extension of the "Green and Citizen Strip" with the other Cultural Centers. It should be systematized along the paths in order to highlight the environmentally-friendly companies;
 - o CONTINUE the dissemination of the "Citizen Sharing" award. It must be adopted by all, it is an excellent tool to promote the philosophy of the paths;
 - o CONTINUE the counting of spectators and the budgetary estimation of the actions that have been put in place and must be continued in order to give credibility to the Network;

CRITERIA		Recommendations Previous Evaluation 2017-2018	Has the route addressed the recommendation since the last evaluation?		Recommendations Current Evaluation 2021-2022
			YES	NO	
<i>I. Cultural Route theme</i>			X	<input type="checkbox"/>	
				<input type="checkbox"/>	
<i>II. Priority fields of Action</i>	<i>Cooperation in research and development</i>		X	<input type="checkbox"/>	
		The Scientific Council is very active but the visibility of its work can still be improved. Access to the research centers must be done through the showcase site and the abstracts of the communications of the colloquiums must be put online.		x	As the new website is not yet online, the publications are not grouped here. But some of them are online on different websites of Cultural Centers
	<i>Enhancement of the memory, the history and the European heritage</i>		X	<input type="checkbox"/>	
		The Citizen Sharing Award is an operation that should be repeated in each country because it showcases the philosophy of the Saint Martin Routes and demonstrates the topicality of the themes of action: sharing, humanism and sustainable development.	X	<input type="checkbox"/>	Several cultural centers have taken up the initiative. The process must continue
	<i>Cultural and educational exchanges for young Europeans</i>		X	<input type="checkbox"/>	
			X	<input type="checkbox"/>	
	<i>Contemporary cultural and artistic practice</i>		X	<input type="checkbox"/>	
			X	<input type="checkbox"/>	

	Cultural tourism and sustainable cultural development	The "Green and Citizen Strip", experimented in the region of Tours within the framework of a <i>Leader</i> program, must now spread to the other territories of the Network. At the same time, the geolocation of heritage, accommodation, restaurants, local products and other practical information must continue.		X	The dissemination process is underway.
III. Cultural Route Network			X	<input type="checkbox"/>	
			X	<input type="checkbox"/>	
		The financial viability of the project and its human resources is an important point. While we understand not wanting to penalize members with a high fee, we recommend an increase in the fee in order to grant the Network greater financial comfort.	X	<input type="checkbox"/>	The increase in contributions has been achieved. It must still be integrated into the budget the valuation of the voluntary work and the partnerships. Offering individual membership to isolated sites must also be considered.
Communication tools			X	<input type="checkbox"/>	
		The communication tools are numerous and varied but, on the <i>Internet</i> , this profusion risks degeneration into confusion. The project to unify this around a single website in 2017 must absolutely be carried out quickly.	<input type="checkbox"/>	X	The implementation of the showcase site, scheduled for May 2022, must absolutely be done by that date or at least in the next three years. It must be completed by respecting the

	A showcase site allowing easy access to all the Centers and the territories they manage is essential			implementation of the logo. Opening up to the most popular social networks is also desirable, at least on behalf of the Network.
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5- List of references

All documents required for the evaluation were submitted by the Cultural Route.

- Certification file 2017-2020
- Activity program of the European network
- Statutes
- 3-year business plan
- Members
- Budget documents
- General Meetings
- Additional documents
- Communication documents
- Signage of the paths
- Press articles
- Scientific Committee

Additional Webography

- Germany: <http://www.martinuswege.de/>
- Austria: <https://www.martinus.at/>
- France: <http://www.saintmartindetours.eu/>
<https://saint-martindetours.com/>
- Hungary: <http://www.viasanctimartini.hu/>
- Italy (Puglia): <http://www.sanmartinopuglia.com/>
- Italy (Veneto): <https://www.sanmartinoinveneto.it/>
- Netherlands: <https://sintmaartenutrecht.nl/>
- Slovakia: <https://viasanctimartini.webnode.sk/>
- Slovenia: <https://www.svetimartintourski.si/>

Facebook:

- France: <https://www.facebook.com/Chemins-Saint-Martin-de-Tours-102318469804108>
- Corsica : <https://www.facebook.com/CentruCulturaleSanMartinuCorsica>
- Croatia: <https://www.facebook.com/Kulturni-centar-sv-Martin-Hrvatska-295568427121713/>

6- Appendix 1: Expert field visit and/or online interviews with network management and network members

4/10: Work session on the file at the monastery of Ligugé founded by Saint Martin of Tours:

- Antoine Selosse, network manager;
- Bruno Juric, former President of the Route and member of the scientific committee.

9-11/11: Visit to the Saint Martin de Corse Cultural Center for the Festival of Rurality :

- Christian Andréani, responsible for the Saint Martin Cultural Center in Corsica;
- Angèle Bastiani, Mayor of Ile Rousse, President of the Corsican Tourism Agency;
- Michel Rossi, Mayor of Petrabugno ;
- Claudius Olmeta, Mayor of Saint Florent, President of the Community of Communes ;
- Gérard Bernard, deputy mayor of Patrimonio, responsible for the route of the path of Saint Martin between Patrimonio and Petrabugno;
- Jean-Baptiste Arena, winegrower, partner of the path ;
- Roberto Batistini, photographer, co-leader of a "path of liberation" of Corsica.

14-16/11: Visit of different partners in France, Netherlands, Belgium:

- Richard Willems, President of the Route de Saint Martin de Tours network, President of the Saint Martin Belgium-Flanders Cultural Centre;
- Rien Springer, Saint Martin Cultural Center The Netherlands ;
- Gie Beirnaert, responsible for the route in Flanders;
- Carine Goosens, archivist of the city of Beveren, responsible for the colloquium that will take place in addition to the GA of the network in May 2022;
- Tjek Ridder, artist hiker, citizen share prize in the Netherlands;
- Sementuin Aversa, shared garden, winner of the Flanders Citizen Sharing Award;
- Véronique Montaud, Deputy Mayor of Dom Le Mesnil (France);
- Virginie Braye, Deputy Mayor of Menen (Belgium) ;
- Blaise Mertangmo, Deputy Mayor of Halluin (France)
- Martine Campagne, in charge of the network's international relations.

17-20/11: Visios or email exchanges with different partners:

- Mireille Sigal, Centre Culturel Saint Martin Luxembourg;
- Ines Sabotic, Saint Martin of Croatia cultural center, member of the Scientific Council;
- Jean-Michel Picard, member of the Scientific Council (Ireland).

7- Annex 2: Expert assessment checklist

EXPERT ASSESSMENT CHECK-LIST						
QUESTIONS			Yes	No	Comments (if applicable)	
3.1 THEME	1	Does the theme of the Cultural Route represent a common value - historical, cultural or heritage - in several European countries?	1			
	2	Does the theme of the Cultural Route provide a solid basis for cultural and educational exchanges for young people?	1			
	3	Does the Cultural Route theme provide a solid foundation for innovative activities?	1			
	4	Does the theme of the Cultural Route offer a solid basis for the development of cultural tourism products?	1			
	5	Has the topic been studied/developed by academics/experts from different parts of Europe?	1			
3.1 PRIORITY FIELDS OF ACTION	3.2.1 Cooperation in research and development	6	Does the Route offer a platform for cooperation in research and the development of European cultural values / themes?	1		
		7	Does the Route play a federating role around major European themes, making it possible to bring together dispersed knowledge?	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 can take in Europe?	1		
		10	Does the Route have a network of universities and a research center working on its theme at the European level?	1		
		11	Does the Route have a multidisciplinary scientific committee?	1		
		12	Does the scientific committee work on its theme at the European level?	1		

3.2.2 Enhancing European memory, history and heritage	13	Does the scientific committee conduct research and analysis on issues related to its theme and/or activities at the theoretical level?	1		
	14	Does the scientific committee conduct research and analysis on issues related to its theme and/or activities at the practical level?	1		
	15	Do the activities of the Route take into account and explain the historical significance of European tangible and intangible heritage?	1		
	16	Do the Route's activities promote the values of the Council of Europe?	1		
	17	Do the activities of the Route promote the label of the Cultural Routes of the Council of Europe?	1		
	18	Do the Route's activities operate in accordance with international charters and conventions on the preservation of cultural heritage?	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 undergoing economic restructuring?	1		Experience with the port area of Antwerp/Beveren (Belgium): pathway in the recovery of natural areas
	21	Do the activities of the Route value the heritage of ethnic or social minorities in Europe?	1		
	22	Do the Route's activities contribute to a better understanding of the concept of cultural heritage and the importance of its preservation and sustainable development?	1		
23	Do the activities of the Route highlight the physical and intangible heritage, explain its historical importance and highlight its similarities in the different regions of Europe?	1			

		24	Do the activities of the Route take into account and promote the charters, conventions, recommendations and works of the Council of Europe, UNESCO and ICOMOS related to the restoration, protection and enhancement of heritage, landscape and territorial planning (European Cultural Convention, Faro Convention, European Landscape Convention, World Heritage Convention, ...)?	1			
3.2.3 Cultural and educational exchanges of young Europeans		25	Are youth exchanges (cultural and educational) planned to develop a better understanding of the concept of European citizenship?	1			
		26	Are youth exchanges (cultural and educational) planned to emphasize the value of a new personal experience by visiting diverse places?	1			
		27	Are youth exchanges (cultural and educational) planned to encourage social integration and exchanges of young people from different social backgrounds and regions of Europe?	1			
		28	Are youth exchanges (cultural and educational) planned to provide collaborative opportunities for educational institutions at different levels?	1			
		29	Are youth exchanges (cultural and educational) planned to emphasize personal and real-life experiences through the use of places and contacts?	1			
		30	Are youth exchanges (cultural and educational) planned to set up pilot projects with several participating countries?	1			
		31	Are youth exchanges (cultural and educational) planned to result in cooperative activities involving educational institutions at different levels?	1			
	3.2.4 Cultural and artistic activities		32	Do the cultural activities of the Route (related to contemporary cultural and artistic practices) promote intercultural dialogue and multidisciplinary exchanges between diverse artistic expressions in European countries?	1		
			33	Do the cultural activities of the Route encourage artistic projects that establish links between cultural heritage and contemporary culture?	1		

3.2.5 Cultural tourism and sustainable cultural development	34	Do the cultural activities of the Route encourage innovative cultural and contemporary arts practices* by linking them to the history of skill development?	1		
	35	Do the cultural activities of the Route encourage collaboration between cultural enthusiasts and professionals through relevant activities and networking?	1		
	36	Do the cultural activities of the Route encourage debate and exchange - in a multidisciplinary and intercultural perspective - between diverse cultural and artistic expressions in different European countries?	1		
	37	Do the cultural activities of the Route encourage activities and artistic projects that explore the links between heritage and contemporary culture?	1		
	38	Do the cultural activities of the Route highlight the most innovative and creative practices?		1	
	39	Do the cultural activities of the Route link these innovative and creative practices to the history of skills development?***		1	
	40	Do the activities of the route (relevant to the development of sustainable cultural tourism) facilitate the formation of local, regional, national and/or European identity?	1		
	41	Do the route activities actively involve 3 primary means of raising awareness of their cultural projects: print, broadcast, and social media?	1		
	42	Do the activities of the route promote dialogue between urban and rural communities and cultures?	1		
	43	Do the activities of the route promote dialogue between developed and disadvantaged regions?	1		
	44	Do the activities of the Route promote dialogue between different regions (south, north, east, west) of Europe?	1		
	45	Do the activities of the Route promote dialogue between majority and minority (or indigenous and immigrant) cultures?	1		
	46	Do the activities of the Route open up opportunity for cooperation between Europe and other continents?	1		

		47	Do the activities of the Route draw to the attention of decision-makers the need to protect heritage in the context of sustainable development of the territory?	1		
		48	Do the activities of the Route aim to diversify the offer of cultural products, services and activities?	1		
		49	Do the activities of the route develop and offer quality cultural tourism products, services or activities at the transnational level?	1		
		50	Do the activities of the route develop partnerships with public and private organizations active in the tourism sector?	1		
		51	Has the network prepared and used tools throughout the Route to increase the number of visitors and the economic impact of the Route on the territories crossed?	1		
3.3 NETWORK		52	Does the route represent a network involving at least three Council of Europe member states?	1		
		53	Was the theme of the Route chosen and agreed upon by the network members?	1		
		54	Was the conceptual framework of the route scientifically based?	1		
		55	Does the network involve several Council of Europe member states in all or part of its project(s)?	1		
		56	Is the network financially viable?	1		
		57	Does the network have a legal status (association, federation of associations, EEIG, etc.)?	1		
		58	Does the network function democratically?	1		
		59	Does the network specify its objectives and working methods?	1		
		60	Does the network specify the regions affected by the project?	1		
		61	Does the network specify its partners and participating countries?	1		But the partners are the local Cultural Centers only. Each one has its own partners on its territory

3.4 COMMUNICATION TOOLS	62	Does the network specify the fields of action involved?	1		
	63	Does the network specify the overall strategy of the network in the short and long term?	1		
	64	Does the network identify potential participants and partners in Council of Europe member states and/or in other countries of the world?	1		
	65	Does the network provide details on its funding (financial reports and/or activity budgets)?	1		
	66	Does the network provide details on its operational plan?	1		
	67	Does the network attach the basic text(s) confirming its legal status?	1		
	68	Does the route have its own logo?	1		
	69	Do all network partners use the logo on their communication tools?	1		Yes on paper media. Not on websites
	70	Does the route have its own dedicated website?		1	To be opened in May 2022
	71	Is the website available in English and French?	1		It should be in 2022
	72	Is the website available in other languages?		1	The Centers' websites are often in their own language. In 2022, they should offer more international versions.
	73	Does the network effectively use social networks and Web 2.0?		1	Few social networks. The Network should develop this part
	74	Does the network publish brochures about the Route?		1	The Network is vast and dense. It primarily publishes brochures on national, regional and local routes.
	75	If so, are the brochures available in English?	1		

		76	If so, are the brochures available in French?	1		
	For the certified Cultural Routes of the Council of Europe :	77	Is the title "Council of Europe Cultural Route" present on all communication materials (including press releases, websites, publications, etc.)?	1		Yes on paper media. Not on websites
		78	Is the certification logo present on all communication materials?	1		Yes on paper media. Not on websites
		79	Is the certification logo used according to the guidelines for use (size and location, ...)?		1	Yes on paper documentation. Less well on the web
		80	Are the logos (Cultural Route + certification) provided to all members of the route?	1		
		81	Does the certification logo appear on the signs indicating the cultural route?	1		
SCORE				74	7	

8- Appendix 3: List of acronyms, list of figures, tables and additional documents

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