2021/22 ENG

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

Regular evaluation:
VIA CHARLEMAGNE
Independent expert report

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

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

Independent expert report

Via Charlemagne

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1. Executive Summary

Via Charlemagne, supported by the association of the same name, has great potential as a European cultural route.

However, its development implies the taking into account, by the implemented actions, of the diversity and richness of all the facets of this theme; the development of a network with real European stances; the recruitment of participating and contributing members according to precise modalities; the setting up of a democratic and decentralized governance and clear and effective communication.

I. List of theme eligibility criteria

The theme of Via Charlemagne is eminently and consubstantially European: The unification of the West and its spiritual and political renewal under the protection of Charlemagne. The theme thus has very high common value for Europe and its citizens, and beyond the European countries located in the former Carolingian territories, even beyond Europe.

To this day, the actions implemented by Via Charlemagne explore only a part of this immense Carolingian 'capital', especially in relation to the legends linked directly or indirectly to Charlemagne. This extraordinary Carolingian theme is thus imperfectly covered by the Route.

II. List of priorities for action

Several actions undertaken in recent years are promising. However, they are not yet clearly and strategically defined and do not match the ambitions and the enormous potential of the Carolingian theme.

The actions in the fields of contemporary art and tourism deserve to be structured and extended with a more ambitious approach regarding European tourism products related to this theme, taking into account the immensity and diversity of the tangible and intangible heritage linked to the figure of Charlemagne. It is also important to implement actions with young people in larger territories, beyond the Ardennes, where the essential part of the network's initiatives are currently concentrated.

It is also necessary to develop and rely on all the driving forces of the Route: the Scientific Committee (by also calling upon members with expertise in art history, architecture and heritage); the members in the other countries (whose role and responsibilities must be more clearly defined); the newly recruited persons, so that they contribute to the professionalization of the Route, beyond their involvement in the European projects The Via Charlemagne needs a strategic and pragmatic 3-year plan, democratically elaborated in consultation with the SC and the governance of the network.

III. List of criteria for networks

Via Charlemagne is the association that manages Via Charlemagne. Its attributions in relation to those of the European Route of Legends (REL) deserve to be further defined, in order to clarify the institutional, legal and financial structure of the Route.

The members of the Route and their precise status (individuals, communities, etc.), as well as their contributions must also be specified. The strategy for the development and integration of new members must be formalized.

The governance of the Route is currently assured by 2 member countries - France and Spain. The Secretary General is the driving force behind Via Charlemagne (management of European projects, drafting of documents, brochures and CRs for all the Councils and *task forces*, executive director of the network, manager of the European projects managed by Via Charlemagne and the REL, etc.). A broader governance is desirable.

The development of the network must also be based on stable funding (contributions from networks and members). The European projects represent interesting and consequent financing, but risk not being perennial.

The communication of the Route still needs to be built up (through systematic use of a single logo, in all media, website in several languages, presence on other social media platforms etc.).

It seems difficult to propose a new certification for a period of 3 years. An exceptional evaluation should be requested in order to allow the network to prepare a solid evaluation file, to clarify the administrative and financial issues between the carrier association (Via Charlemagne) and the other partner associations, to confirm the financial contributions of the regions and cities requested in the provisional budget, to clarify the communication policy and to prepare a real action plan.

Expert Summary Conclusions

	Yes	No
The theme complies with 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 criteria for networks 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 logo **"Cultural Route of the Council of Europe".**		X

2. Introduction

The Via Charlemagne was certified by the Council of Europe following the evaluation in 2017-2018[1]. The genesis of the project is based in "*Terra Carolingia*", the cross-border region of the French, Belgian, Luxembourgish and German Ardennes. This region is both the historical heart of the Carolingian power and a land of legends, in particular the legend of the 4 sons of Aymon. Beyond these four countries, the Via Charlemagne has members in Italy, Portugal, Romania, Switzerland, Andorra and Spain.

Via Charlemagne is a French association under the law of 1901 whose statutes were re-filed in November 2019. According to these statutes, its Board is composed of a President, 3 deputy presidents, a SG and a Treasurer. There are currently two appointed co-presidents (FR and ES).

The Via Charlemagne association works closely with the "European Route of Legends" association (REL, Route Européenne des Légendes), with which it is considering creating, in 2022, a common management system for employees, in order to clarify the employee status of the people who currently work for both associations. A mission has been entrusted to KPMG for this purpose. It also works closely with the Ardennes Eiffel association. Apart from the employees shared between the associations, the collaboration with the REL also concerns the management of European projects (especially Erasmus+ and Interreg) obtained since 2019. Clear understanding of the carrying out of projects, funding and initiatives by the different associations is not clearly specified in the renewal file.

This report is produced as part of the first regular three-year evaluation of the Certified Route. It thus focuses on the network's achievements and progress since 2018. It is based in particular on the report submitted by Via Charlemagne, on a visit carried out on December 4, 2021 (see annex 1) and on additional documents sent to the expert in November 2021 and up until the day of the visit.

It should be pointed out that the expert has tried, as far as possible, to take into account any additional information that could enrich the report submitted by Via Charlemagne. The latter contains some detrimental gaps concerning several elements that are essential for the renewal of the certification of the route. This is certainly related to the associative management of the Route, which is still in a consolidation and stabilization phase and which did not have, at the time of the drafting of the evaluation report submitted, a person dedicated to administrative and secretarial tasks, thus making the drafting of the regular triennial evaluation report the responsibility of the SG of the association.

Furthermore, given that the report submitted by Via Charlemagne in 2021-22 does not respond to the remarks that were made in the 2017-2018 evaluation, we will return to certain points that were raised by the previous expert in this report.

Finally, readers of this report should be aware that the context of the evaluation was somewhat tense, since there was an attempt to intimidate the expert by the SG of Via Charlemagne, who was offended by the expert's questions aimed at completing the information missing from the report submitted for evaluation.

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[1] A first application had been submitted in 2017 but had been withdrawn by the then president without consultation with the Board.

3. Main Body Evaluation

3.1 Cultural Route Theme

3.1.1 Definition of the theme of the route

"Europe needs a face": the Via Charlemagne brochure rightly says[2]. The theme of Via Charlemagne is indeed eminently and consubstantially European: the unification of the West and its spiritual and political renewal under the protection of Charlemagne. The theme thus has a very high common value for Europe and its citizens, and also beyond the European countries located in the former Carolingian territories, even beyond Europe. Charlemagne is considered the father of Europe and this is related to the identification of the European peoples with common values; to the establishment of the first modern administration (the Missi Dominici); to European development projects (the Rhine-Danube Canal); laws (the Capitulars), proportional taxes (the tithe), a single currency (the penny, the denarius); the foundation of a European capital (Aachen); strong architectural activity (cathedrals, churches and chapels, palaces...) ; to common myths and legends...

The Via Charlemagne theme is a continuation of the Via Carolingia, a route that was awarded the Council of Europe's certification label from 2007 to 2012. The section of the Via Carolingia located around Mantua, which is currently active, is starting a promising collaboration with Via Charlemagne that could lead to a formal partnership/membership.

Throughout the history of the Route, the historical figure of Charlemagne is also closely linked to myths and legends, in particular that of the four sons of Aymon. The two approaches (the historical figure of Charlemagne and the legends) were represented by Via Charlemagne and by the European Route of Legends (REL) and finally converged at the time of the submission of the certification file in 2017-18. This undoubtedly explains a certain tug-of-war between the two approaches (history and legends), which are otherwise entirely complementary.

The historical figure of Charlemagne, as well as the legends, also have a great potential for tourism.

3.1.2 Historical and Cultural Context

Charlemagne, Emperor of the West, King of the Franks and the Lombards, Patron of the Romans, was the one who, after having reconstituted the Kingdom of Clovis, was the builder of an Empire whose foundations are still very prevalent in Europe today. His Empire was built through a series of military campaigns, especially against the pagan Saxons (772-804), the Lombards and the armies of al-Andalus. Charlemagne was also a reforming emperor, who contributed to the unification of arts and culture and was the originator of the "Carolingian Renaissance". This period of renewal of culture and studies in the West in the 8th and 9th centuries, saw the achievement of great progress in the world of Christian schools. Influential scholars were invited to the courts of Europe, including the English poet, scholar and theologian Alcuin; the first biographer of Charlemagne, Eginhard; the monk who contributed to the enrichment of clerical culture and the transmission of knowledge inherited from antiquity, Raban Maur; and the Irish philosopher John Scotus Erigena, among many others.

The Carolingian renaissance (or the Carolingian reform), the first period of major cultural renewal in the Middle Ages on a Western scale, was a period of significant intellectual progress, notably thanks to the rediscovery of the Latin language, the preservation of numerous classical authors, and the promotion of the liberal arts.

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[2] Via Charlemagne - Via Carolingia. Brochure published in March 2021, p.14

The Carolingian architecture that developed from the middle of the 7th to the end of the 10th century is an original synthesis of early Christian references and the elements of the Carolingian renaissance.

Charlemagne's work is thus immense in many fields (administration, religion, decorative arts, architecture, science).

In addition to the enormous importance of Charlemagne for the history of Europe, there is also a Carolingian world of legends, heroes, magic swords and wonderful horses. Some of these have given rise to a specific craft, such as the puppets that tell chivalrous stories. The Song of Roland, the Song of Renaud de Montauban, leading to the legend of the four sons of Aymon, the song of Girart de Roussillon and several others have reinforced the image of Charlemagne.

The figure of Charlemagne is very present in Europe today via, for example, a very large number of statues of the emperor, or artifacts such as the Olifant of Roland in Toulouse, the reliquary of Charlemagne's bust in Aachen, the regalia in the Louvre, and paintings, sculptures, evangeliaries, and reliquaries in museums throughout Europe.

The cultural and historical context of the Via Charlemagne is thus potentially enormous, provided that it is grasped in its entirety.

3.1.3 Council of Europe values represented by the theme

From the presentation of the theme, it is obvious that Via Charlemagne is at the heart of European values: the common identity beyond differences; the expression of European culture, arts and sciences; the ability to structure, organize and administer a European space.

3.2   Fields of Action

3.2.1 Co-operation in research and development ;

Via Charlemagne has a very large Scientific Committee. The Excel file submitted shows 68 individual members, specialists in History, Tourism, Legends, Literature or other fields. The Scientific Committee is chaired by Jean-Pierre Lozato, currently Professor Emeritus, a well-known researcher in the field of tourism.

The great majority of the members of the SC are French (37), but several other countries are represented: Germany (5 members), Switzerland (3), Spain (3), Belgium (3), Italy (3), Romania (1), Bulgaria (1), Austria (1), Serbia (1). Among the members of the SC, we find personalities specialized in Carolingian history.

The universities of Reims, La Sapienza, Zaragoza, Hamburg or Mainz, Huesca or Pau are involved in the scientific work of the network. During the discussion with Mr. Jean-Pierre Lozato during the field visit of December 4, it was specified that several agreements are in progress with several universities in France or in Italy. However, as these partnerships are recent, these agreements were not included in the report submitted by Via Charlemagne.

The last SC took place in September 2021, following the GA of Via Charlemagne. However, as no minutes of the SC held in the previous 3 years were submitted in the evaluation materials, it is not possible to analyze the list of actions accomplished or planned by the SC.

The report submitted by the evaluation mentions several symposiums. However, apart from the place where they were organized ("Gijon" conference), the elements submitted do not allow us to know more about the contents and especially the role of Via Charlemagne in its organization.

3.2.2 Enhancement of the memory, history and European heritage

The network has been active in the promotion of legends linked to Charlemagne, particularly in the Ardennes. The legend of the 4 sons of Aymon is particularly valued locally and in relation to other regions and countries. A book has been published by Philippe Vaillant and Noël Orsat on "Les 4 Fils Aymon" which retraces the legend.

An interesting initiative was the *Creative Day*, organized in 2019 by Dr. Rita Frensch in Aachen and the German Office of the Via Charlemagne Association, under the umbrella of Via Charlemagne (and with its logo). The workshop focused on the European figure of Charlemagne as a *portal figure* for Europe and on the legacy of the city, the landscape and European culture. The contact with the German office in Aachen seems to be of paramount importance and should be consolidated in the years to come.

Other interesting initiatives are the conference organized in Mantua in 2020 on: *Carlo Magno tra Mantova e Paderborn: le radici dell'Europa* by the Via Carolingia. It is strongly recommended that the Via Charlemagne logo be used for all initiatives in which the Via Charlemagne has an active role.

Several other activities were mentioned in the various documents that were sent by the evaluation file, prepared by the founder, currently Secretary General of the Via Charlemagne. Some of them are produced in partnership with the European Movements. This is the case, for example, of a Champagne-Ardennes-Picardie-Lorraine remembrance tourism product that does not bear the Via Charlemagne logo and whose relationship with Via Charlemagne is not explained. It is strongly recommended that the activities be ranked in order of importance and that a clear distinction be made between those that come under Via Charlemagne and those that come under personal initiatives or other networks.

It is worth recalling the recommendations of the previous evaluator: *"It is therefore necessary to broaden the research on a territory larger than that of the Ardennes, starting with a list of the Historic Monuments and sites inscribed on the UNESCO World Heritage List present along the Route in all the countries concerned, and linked in particular to the theme treated (...) The research axes are concentrated more on the legendary aspects of the Carolingian epic: it is necessary to refocus attention on the concepts of tangible and intangible heritage. According to this research, it is necessary to justify with historical criteria the stages identified in each country*.

These recommendations are highly topical and, in the context of renewal, are characterized by a certain urgency.

The Charlemagne Jubilee in 2022, originally planned for 2020 and postponed because of COVID, could be a good opportunity to promote several initiatives. Communication space has been purchased in *National Geographic* and kakemonos have been created (currently in the association's offices in Attigny). At the time of this evaluation, the action plan and communication with partners for Jubilee 2022 was still being defined and could not be presented.

3.2.3 Cultural and educational exchanges for young Europeans

Via Charlemagne, in collaboration with the Route of European Legends, offers a number of suggested tours. As mentioned above, they focus on the legends of the Ardennes region.
Two European projects in particular are mentioned in the dossier submitted for regular evaluation: EVER and REVISION, as initiatives that have enabled young people to work on

the history of their countries. However, the themes of these two projects are not precisely related to the themes of Via Charlemagne, unless one considers that Via Charlemagne covers *all* European themes[3].

The network had also and very appropriately mobilized the Franco-German Youth Office (FGYO), an autonomous international organization and center of competence for the French and German governments. The renewal file does not mention new collaborations, although events have been organized in the past.

3.2.4 Contemporary cultural and artistic practice

An interesting perspective for contemporary creation is that of the puppets or *puppi*, and the affirmation / valorization of puppet shows in relation to history or the Carolingian legends. The museum of the Ardennes, in Charleville-Mezières has an interesting collection and the city, also thanks to the festival, has achieved European notoriety in this matter.
Few other initiatives are mentioned in the report.

3.2.5 Cultural tourism and sustainable cultural development

Via Charlemagne has developed several tourism initiatives in the Ardennes, with products aimed at both a local/regional and international audience. School outings are well developed, particularly in relation to legends, with a series of stops at heritage sites (such as the Château de Montcornet) or viewpoints that allow visitors to admire emblematic sites such as the 4 rocks of the sons of Aymon.

One major unifying project should be mentioned in particular. This is the "Grande Traversée", currently being developed in collaboration with several other cultural routes certified by the CoE (Santiago de Compostela Pilgrim Routes, European Route d'Artagnan) or others (the European Route of Legends, the Green Route of the Ardennes, Eurovélo, and Via Bayard). A brochure has been prepared for this project in view of its upcoming submission to an Interreg call for funding which would allow, if accepted, the creation of mutualized facilities necessary for the tourist crossing (by bike, on foot, on horseback, by train, or with other means of transportation) of Europe. This medium/long term project would also allow for the creation of a permanent signpost for Via Charlemagne.

As for the future, the development strategy of Via Charlemagne's actions is not very developed. A *Word* document submitted with the renewal report mentions the following actions for 2021-2023:

- Development of activities with Spain and Italy
- Strengthening of the project team
- Formalization of local government memberships
- Continuation of ongoing European projects
- Submission of the training project

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[3] The EVER project (ERASMUS + led by Via Charlemagne, https://ever4schools.redefine.pt/?lang=fr) aims to focus on the acquisition of positive values of European citizenship, such as respect for human rights, tolerance, active non-violence, cooperation and social responsibility. The Via Charlemagne is the project leader, however the website does not mention the logo and the themes of the project are not strictly related to the Via Charlemagne themes.

The REVISION project ("Europe for Citizens", led by the Commune of Haybes) brings together partners from 6 European countries (Albania, Italy, Poland, Portugal and Romania) and aims to raise awareness of Europe's violent past, the challenge that the recent rise of extreme political movements represents for European society, and the importance of the fundamental values, on which the EU is based, for the future of Europe. Haybes was presented as a town in the Ardennes which has experienced three conflicts in 1870, 1914 and 1940. The young people of the Municipal Council worked on the theme of the destruction of the village. The Via Charlemagne logo is not present on the project brochure, and the theme of the project is not precisely related to the themes of Via Charlemagne.

YEAR N+1
- Start of activities with Germany
- Continuation of ongoing European projects
- Start of the training
- Submission of INTERREG projects

YEAR N+2
- Continuation of the training
- Start-up of tourism products
- Continuation of ongoing European projects
- Implementation of INTERREG projects

3.3 Cultural Route Network

3.3.1 Overview of the institutional/legal structure of the network

The Via Charlemagne, which filed the Route, is a French association under the law of 1901 whose statutes were filed in November 2019.

Three bodies drive its governance [4]
-A General Assembly, a Board of Directors and a "Bureau for the objectives".
-A *'task force' is the* link between the Board, the REL, the Scientific Committee and the Committee of the Regions.
-An operational team (the "QUATTUOR") is made up of the 2 co-Presidents + the Treasurer + the Secretary General for the means.

Graphique de la structure fonctionelle de la „Via Charlemagne" (24.01.2018)
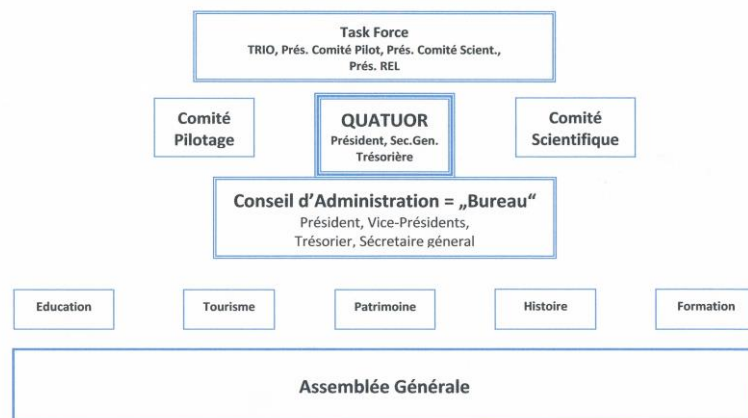
Calendrier de base annuel: TRIO / Bureau (4x), Conseil d'Administration (2x); Comité de Pilotage (1x), Comité Scientifique (1x), Task Force (1x), Assemblée Générale (1x)

The Board of Via Charlemagne is composed of a President, 3 deputy presidents (currently only one co-president), a SG and a Treasurer.

At present, its Board is co-chaired by Mr. Bernard Deladerrière (France) and Mr. Miguel Angel Benedicto (Spain). The person responsible for the evaluation file within the network, Manager of the Culture Route and Secretary General, is Mr. Noël Orsat (France). Marc Thomas and Laurence Malassagne (France) are the treasurers.

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[4] Source: Word document entitled "Governance and management plan for Via Charlemagne" submitted with the self-evaluation report.

As already mentioned, the Via Charlemagne association works closely with the "European Route of Legends" (Route Européenne des Légendes) association, with which it plans to create a common management system for employees in 2022. A mission will be entrusted to the firm KPMG for this purpose.

It also collaborates closely with the association Ardennes Eiffel. Apart from the shared employees between the associations, the collaboration also concerns the management of European projects (notably Erasmus+ and Interreg) obtained since 2019. It is not easy to understand the distribution of projects, funding and initiatives between the different associations.

The historical initiator of the network is the "Mouvement Européen France-Marne" a local section of the European Movement France.

Because of the very close collaboration between the different networks, and the overlapping of several responsibilities within these networks by the same people, the consideration and analysis of the distribution of funding between the different structures is necessary.

Among the accompanying documents submitted for the renewal of certification are the minutes of the General Assembly and Board of Directors of Via Charlemagne, REL and Ardennes Eiffel. It is strongly recommended to clarify the role of these different associations and their administrative and financial relationships.

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

As the genesis of the project is based in "*Terra Carolingia*", the cross-border region of the French, Belgian, Luxembourgish and German Ardennes, this region is at the same time the historical heart of Via Charlemagne's membership. In addition to these four countries, Via Charlemagne's renewal dossier lists members in Italy, Portugal, Romania, Switzerland, Andorra and Spain.

The table provided on p. 29-32 of the renewal file is not fully completed and the list of members is not clear. It is therefore difficult to quantify them. The file is not accompanied by the requested Excel table presenting all the members of Via Charlemagne. The writing of the file does not make it possible to grasp the organic relations between the various associations. A priori, the European Route of Legends, an association under the law of 1901, is a member of the Via Charlemagne association.

The overlap of associations also makes it difficult to analyze budgets.

The report of the results of Via Charlemagne for 2019 (last submitted CR), shows a total of 203K€ of expenditure, 223K€ of income and thus a positive result of 20K€. The receipts come mainly from the European projects (for 204K€). Only 620€ come from membership fees, which is a surprisingly modest amount.

The 2022 and 2023 budgets, on the other hand, are very ambitious:

For 2022, 1282K€ of income is expected (of which 740K€ are subsidies from local authorities, 455K€ come from European projects and 87K€ are transfers from partners: European movements, REL and Ardennes Eiffel)

For 2023, 1532K€ of revenues are expected (including 740K€ of subsidies from local authorities, 87K€ of transfers from partners: European movements, REL and Ardennes Eiffel), 455K€ from European projects and 250K€ from Interreg projects.

No evidence is provided, however, to confirm the details of territorial and regional subsidies that seem difficult to obtain for 2022.However, Via Charlemagne and the REL have indeed obtained several European project fundings since 2018:

The already mentioned **EVER** project (ERASMUS + KA2), **Peace Educ** (ERASMUS + KA2), **We Belong** (ERASMUS + KA2), **E-Responsible** (ERASMUS + KA2), **LEAP** (European Remembrance) for <u>Via Charlemagne</u>

The **21CENT** (21 cents Schools network), **Senior Citizens**, and **Virtual Games** projects for the <u>European Route of Legends</u>.

These projects have made it possible to pay the salaries of the staff. Currently, 3 people are employed by the network: Mr. Noël Orsat, SG, Director; Ms. Elsa Mouligné, Animator (telecommuting in Marseille) and Caroline (apprentice in M2). A secretary-accountant is employed on an ad hoc basis.

If the projected revenues for 2022 and 2023 are realized, it should be possible to employ a total of 5 people (project manager, facilitator, secretary, accountant and webmaster).

The success in terms of obtaining projects is undeniable and quite remarkable. However, there is a risk that the European projects obtained are not centered around Carolingian themes (if we do not assume that the Carolingian theme covers *ALL* European themes) and that the energy of the employees is currently monopolized by the management of all these projects to the detriment of the structuring and development of the network.

Thus, the network's strategy of obtaining European projects in order to recruit more staff is understandable. However, the current budget is almost 100% made up from European projects. Via Charlemagne is not a project set-up box, even if the Council of Europe logo contributes to this success. It is desirable for the network to have a more diversified income, because on the one hand European projects have a limited duration and on the other hand a network must have regular subsidies and contributions from local authorities and its members. Its legitimacy and credibility are at stake.

It is also advisable to clarify the relationships between the various associations and to specify the accounting relationships between them.

3.3.3 Strategy for the network extension in the next three years
One of the priorities of Via Charlemagne is the relationship with Mantua and the nearby section of the Via Carolingia.
More generally, the development actions foresee contacts with Germany and Spain, without specifying the type of partners in these countries.

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 has a blog (https://routecharlemagne.wordpress.com/) and a website (https://via-charlemagne.eu/). Both are available in French only.

The website presents two maps (The Route of the Empire) but does not yet present a detailed map of European sites related to Charlemagne. However, this map seems to be necessary for the visibility and legitimacy of the Route, and also to highlight the European character of the Route.

A logo has been created; It depicts Charlemagne on horseback in a purple octagon, accompanied by the name "Via Charlemagne" written in Caroline minuscule. Unfortunately, the logo is still little used, even though it has been in existence since the 2017-2018 assessment. For example, it does not appear at the entrance of the association's offices, installed in the Town Hall of Attigny (former palace of Charlemagne), nor on the signs that have been put up in front of the town hall and in the adjacent square. This could easily be corrected. It is also advisable to harmonize the logos - the old logo is still very present on several social media sites such as the FB page of the Route (https://www.facebook.com/viacharlemagne/).

More generally, in terms of signposting, there is still none for the sites that are part of the Route, which seems more difficult to achieve without significant specific funding. In this sense, the Grande Traversée project could play an important role.

A brochure presenting the Via Charlemagne was prepared in 2021. It is available in print and online.

The main body is divided according to the chapters of the checklist and summarizes its results.
Particular attention will need to be paid to areas of "non-compliance" with the criteria of Resolution CM/Res (2013)67.

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

The guidelines for the use of the logo "Cultural Routes of the Council of Europe" are not respected.

4. Conclusions and Recommendations

Conclusions and recommendations should be provided in narrative form for each criterion *(I. List of theme eligibility criteria; II. List of priorities for action; III. List of criteria for networks).*

At the end of this section, please include a summary of your and the expert's recommendations from the previous route evaluation, using the following template:

		Has the route addressed the recommendation since the last evaluation?		
CRITERIA	**Recommendations Previous Evaluation 2017-2018**	**YES**	**NO**	**Recommendations current evaluation 2021-2022**
I. Cultural Route Theme	Formalize the passage of documents in progress with the aim of integrating the Via Carolingia into the Via Charlemagne.	☐	x	The theme of the cultural route of the Via Charlemagne has great potential. However, it is necessary to reflect on how this theme should be applied and what it should cover: should it focus on the historical figure of Charlemagne and what he represents for Europe (the arts, architecture, heritage, administration, landscape structuring, cities, science)? Is it about the legends that accompany Charlemagne (including the European legend such as the 4 sons of Aymon)? Is it about the more general values that made Europe (wars and peace, borders and reunifications...)? There is no

			☐	x	exclusivity and it is not a question of saying that one must choose *only one of* these possibilities. But it seems important to define the identity of the Route: is the Via Charlemagne *"A European Cultural Route dedicated to the legends and traditions linked to the figure of Charlemagne"* as is the title of an article published in *AlluMeuse* (No 13 Winter 2018-2019, p.10) or does it have a broader ambition? This implies an in-depth reflection on the way in which these different approaches could be articulated, at the risk of a dilution that would be detrimental to the readability of the Route or of its reduction to a single route of legends located in the Ardennes.
		To solicit the membership of the European Movement Luxembourg.	☐	x	
II. Priority fields of action	*Cooperation in research and development*	Broaden the work of the scientific committee and the network of universities in relation to the local level (Ardennes), and the Carolingian legends: identify areas of research	☐	x	It is also important to invite scientists from countries that are currently poorly or not represented in order to moderate the French predominance and to facilitate the accession of

		that are broadened to a more general context, including artistic heritage and the historical landscape.			members from unrepresented countries. It is also advisable to further structure the numerous relationships that already exist between the Route and several European universities, research centers, libraries and archives. In general, Via Charlemagne has enormous potential to become a reference network in terms of research and European partnerships on the various facets of the Carolingian theme. It is also recommended to better valorize the scientific productions as well as those of popularization which are not mentioned in the report (possibly present them on the website). A scientific colloquium with a call for papers would offer the opportunity to identify emerging research on the theme in countries that are not yet members but which are essential for the visibility and legitimacy of the Route.
	Enhancement of memory, history and	To widen the research on a territory larger than	☐	x	It is recommended to continue the efforts for the

	European heritage	that of the Ardennes, starting from a list of the Historic Monuments and the sites inscribed on the list of the UNESCO World Heritage present along the Route in all the countries concerned, and related in particular to the treated topic			valorization of the European sites, in particular by a more active integration of the places of high importance to Carolingian history. To obtain as members the City of Aachen as well as several other important places of Carolingian history seems necessary for the legitimacy of the Route. It is necessary to identify the essential monuments and architecture of Carolingian history, such as the abbey of Lorsch, Saint-Riquier, Saint Gaal, Ingenheim, or the castle of Mayenne, the church of Germiny de Près, the church of Zadar... Relationships exist with Paderborn in Saxony and should be consolidated. In the great Carolingian narrative, sites such as the Carolingian Westwerk and the Civitas Corvey or the monastery of St. John of Müstair (two sites inscribed on the UNESCO World Heritage List) are unavoidable and should be prioritized during the next extension of the network.
		Refocus attention on the concepts of tangible and	☐	X	

		intangible heritage. According to this research, it is necessary to justify with historical criteria the stages identified in each country.	☐	X	
	Cultural and educational exchanges for young Europeans	Encourage the presence of the Via Charlemagne along the entire route	☐	X	Significant progress has been made in recent years. These efforts should be supported in order to offer a set of devices for young Europeans beyond the themes currently explored, especially concerning legends, and located in the Ardennes.
	Contemporary cultural and artistic practice	It is advisable to continue the relationship started with Riga, European Capital of Culture 2013 in order to highlight the most innovative and creative practices.	☐	X	Here there is also huge potential around contemporary arts and culture. This is probably one of the least well-developed areas currently along the route.. This could start with one particular cultural expression (i.e. contemporary puppetry reinterpreting Carolingian themes) before diversifying into other areas. Think about projects that can combine tangible and intangible heritage (architecture, illumination, goldsmithing...) with contemporary art projects.
	Cultural tourism and sustainable	Also in view of the European Year of Heritage 2018, it is recommended to	☐	X	Continue the Grande Traversée project.

	cultural development	encourage artistic projects that can establish links between cultural heritage and contemporary culture.			To reflect in parallel on the visibility of the major heritage sites related to the Carolingian theme. Thus, it is important to build a database with the main places to visit, crossing with the references of the national sites referenced by UNESCO in order to offer an overall vision of the Carolingian heritage. This must be based on cartographic work, founded on database integration, beyond the heritage sites, other places of interest for tourists and for the whole of the 5 Routes Charlemagne. Contacts with travel agencies specializing in cultural tours should also be further developed in order to create at least one "iconic" tour for Charlemagne.
III. Cultural Route Network		To strengthen the financial viability of the network by the implementation of the financing of its backbone by the Regions and other territorial authorities, allowing the recruitment of a team of permanent professionals, as well as by the search for European financing.	X	☐	- Finalize the integration of the Via Carolingia into the Via Charlemagne. - Specify the list of members and their status. - Reflect and formalize a membership policy (and contribution) of the members). - Make the list of members more readable and

				transparent. Enhance their value on the site. -On the administrative level: clarify the roles and the administrative and financial partnership between the different associations. Also have a real strategic action plan for the next few years.
	To solicit the formal adhesion of the partners to the Via Charlemagne association, by means of a deliberation of adhesion, with resolution of the expenditure for the annual contribution.	☐	X	
Communication tools		☐	☐	Logo and graphic charter In addition to the existing logo, a graphic charter should be developed for use in Via Charlemagne's internal and external communication documents. Systematically use the new logo, starting with the association's offices, the signs in Attigny, the FB site, the blog... Digital communication Finalize the website (complete the information and provide at least two other languages, EN and ALL).

				Use FB pages regularly - and appropriately. Have a Twitter and Instagram account. To use all the means available today and in particular videos to offer the range of storytelling that supports the Via Charlemagne. In situ communication Think about *on-site* signposting, at least on certain sites where there are projects. At the very least, the Via Charlemagne logo should appear at the entrance to the offices, the panels on Charlemagne in Attigny, the sites most regularly mobilized by the Via for school visits in the Ardennes... Publications Publish the network maps and a brochure for the general public (the existing brochure reads as a mix between a communication and an institutional document).
		☐	☐	

5. List of references

It is difficult to make an exhaustive list of all the documents that have been submitted. The renewal file was not filled in systematically and exhaustively. On the other hand, several documents were submitted, sometimes consisting of an isolated photo or a very short text, to accompany the self-evaluation report.

The self-evaluation file was made up of 7 files.
1. FILE 1
Regular three-year evaluation of the Via Charlemagne.
2. FILE 2
Statutes Via Charlemagne after GA 29/06/2019
3. FILE 3
Membership in the Navarre Chamber of Commerce
Accession Federal Cons of the Spanish Mvt Eur - Carta delpresidente VIa carlomagno
Membership of the "Deux Navarres" association
Membership of the Collegiate Church of Saint Mary of Roncesvalles
Accession of the municipality of Esteribar (Navarre)
Accession of the Confederation of Navarrese Companies
Accession of the Region of Navarra
Membership of the Public University of Navarre
Accession of Tudela in Spanish Navarre
Letter from JM DELIZEE Federal Deputy for INTERREG support
Letter from the Toulouse City Hall
Mail from the Auvergne-Rhone-Alpes Region
Mail from the Auvergne-Rhône-Alpes Region
Letter from the Haute Normandie Region
Letter of support from Yves Bertoncini - President- to the Via Charlemagne_signed
Mail of the paths of Compostela Spain
Sibiu Courier - Romania
Letter of response_President of Romania including Sibiu in the Charlemagne Route
Letter of agreement from the city of Enger (Germany)
Letter of support from the Spanish Minister of Foreign Affairs - Josep Borrel Fontelles
Letter of support from the INTERNATIONAL EUROPEAN MOVEMENT to the Via Charlemagne to participate in the network
Letter from the Minister President Wallonia
Letter SGA Council of Europe for O. Noël - Secretary General Association Via Charlemagne (1)
list of the Via Charlemagne Board of Directors following the General Assembly in Rome on June 29, 2019
excerpt from the AGM deliberation for CA Via Charlemagne 2019
History of OER in 2021 for AG of Bazeilles
Scheme of operation of the Via Charlemagne in March 2019 (2)
4. FILE 4
Documents European Route of Legends
Minutes of REL's AGM at the Château de Bazeilles on July 1st 2021
Speech of PH Vaillant at the OER GA -
Future Plans for OER in 2021
Documents Via Charlemagne
Minutes CA Via Charlemagne 14 February 2020 in Gijon
Minutes of the Rome GA of the Via Charlemagne
Detailed minutes of the CA in Vienna on November 8, 2018 VIA CHARLEMAGNE
Via Charlemagne, three-year action plan 2021 - 2023

Moral report GA of Rome from the note of H.Kröner
TASK FORCE January 14, 2019 Minutes
Text accompanying the greeting card
<u>Ardenne-Eiffel documents</u>
Compte-rendu_AG_Ardennes-Eifel_250920 v2
5.FILE 5
<u>Documents Via Charlemagne</u>
BUDGET 2 Via Charlemagne 2022
BUDGET 2 Via Charlemagne 2023
Income statement 2019 VIA CHARLEMAGNE
Profit and Loss Statement Via Charlemagne 2018 final version n°2
ERASMUS + funding obtained VIA CHARLEMAGNE
European funding
Via Charlemagne Financial Report Year 2018 v1
<u>Documents European Route of Legends</u>
ERASMUS + funding obtained OER
REL 2018 - JOURNAL + INCOME STATEMENT PDF
REL 2019 - JOURNAL + INCOME STATEMENT PDF
REL 2020 - JOURNAL + INCOME STATEMENT PDF
6.FILE 6
File 6 consists of **49 documents** (invitations, flyers, brochures, obituaries, etc.)
7.FILE 7
File 7 is composed of **27 documents** of various kinds (greeting cards, photos, letters, articles, invitations, discovery class brochures, etc.).

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

The visit, originally scheduled for Saturday, November 27, took place on December 4, 2021. It was organized by Mr. Noël Orsat and was conducted with his accompaniment and that of Mr. Mario Rebaudengo, artist.

It took place as follows:

- Arrival in Charleville-Mézières at 10:00 am
- Visit (outside) of the castle of Montcornet
- Viewpoint " La roche aux 7 villages " (The rock with 7 villages)
- Point of View " Myths and Legends of Meuse and Semoy ".
- Meals in Charleville-Mézières
- Visit of the puppet room of the Musée des Ardennes

Working session at the Town Hall of Attigny, in the premises of the Association. Exchange by Skype with Mr. Jean-Paul Lozato, President of the SC. Unfortunately, he did not foresee an exchange with the President or the Co-President.

- Departure from Reims to Paris at 7:15 pm.

7. Annex 2: Expert assessment checklist

				QUESTIONS	Yes	No
EXPERT ASSESSMENT CHECK-LIST						

				QUESTIONS	Yes	No
3.1 PRIORITY FIELDS OF ACTION	**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 cultural and educational exchanges?	1	
			3	Does the theme of the route offer a solid basis for innovative activities?	1	
			4	Does the theme of the Route offer a solid basis for cultural tourism products development?	1	
			5	Has the theme been researched/developed by academics/experts from different regions of Europe?	1	
	3.2.1 Cooperation in research and development		6	Does the Route offer a platform for cooperation in the research and development of European cultural values/themes?	1	
			7	Does the Route play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	0	1
			8	Does the Route show how these themes are representative of European values shared by several European countries?	1	
			9	Does the Route illustrate the development of these values and the variety of forms they may take in Europe?	0	1
			10	Does the Route have a network of universities and research centers 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	
			13	Does the scientific committee carry out research and analysis of the issues relevant to its theme and/or activities at the theoretical level?	0	1
			14	Does the scientific committee carry out research and analysis of the issues relevant to its theme and/or activities at the practical level?	1	
	3.2.2 Enahncement of the memory, history and European heritage		15	Do the Route activities take into account and explain the historical significance of tangible and intangible European heritage?	0	1
			16	Do the Routes activities promote the values of the Council of Europe?	1	
			17	Do the Route activities promote the brand of the Cultural Routes of the Council of Europe?	0	1
			18	Does the route work in conformity with international charters and conventions on cultural heritage preservation?	0	1
			19	Do the Route activities identify, preserve and develop European heritage sites in rural destinations?	1	
			20	Do the Route activities identify, preserve and develop European heritage sites in industrial areas in the process of economic restructuring?	0	1
			21	Do the Route activities valorize the heritage of ethnic or social minorities in Europe?	0	1
			22	Do the Route 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 Route activities enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?	1	
			24	Do the Route activities take account of and promote the charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS relating to heritage restoration, protection and enhancement, landscape and spatial planning (European Cultural Convention, Faro Convention, European Landscape Convention, World Heritage Convention, ...)?	0	1
	3.2.3 Cultural and educa		25	Are the youth exchanges (cultural and educational) planned to develop a better understanding of the concept of European citizenship?	1	

		26	Are the youth exchanges (cultural and educational) planned to emphasize the value of a new personal experience through visiting diverse places?	1	
		27	Are the youth exchanges (cultural and educational) planned to encourage social integration and exchanges of young people from different social backgrounds and regions of Europe?	1	
		28	Are the youth exchanges (cultural and educational) planned to offer collaborative opportunities for educational institutions at different levels?	1	
		29	Are the youth exchanges (cultural and educational) planned to place and emphasis on personal and real experiences through the use of places and contacts?	1	
		30	Are the youth exchanges (cultural and educational) planned to set up pilot schemes with several participating countries?	1	
		31	Are youth exchanges (cultural and educational) planned to give rise to cooperation activities which involve educational institutions at various levels?	1	
	3.2.4 Contemporary cultural and artistic practices	32	Do the Route's cultural activities (related to contemporary cultural and artistic practices) promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?	1	
		33	Do the Route's cultural activities encourage artistic projects that establish links between cultural heritage and contemporary culture?	0	1
		34	Do the Route's cultural activities encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?	0	1
		35	Do the Route's cultural activities encourage collaboration between cultural amateurs and professionals via relevant activities and network creation?	1	
		36	Do the Route's cultural activities encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe?	1	
		37	Do the Route's cultural activities encourage activities and artistic projects which explore the links between heritage and contemporary culture?	0	1
		38	Do the Route's cultural activities highlight the most innovative and creative practices?	0	1
		39	Do the Route's cultural activites link these innovative and creative practices with the history of skills development?***	1	
	3.2.5 Cultural tourism and sustainable cultural development	40	Do the Route's activities (relevant to sustainable cultural tourism development) assist in local, regional, national and/or European identity formation?	1	
		41	Do the route;s activities actively involve 3 major means of raising awareness of their cultural projects: print, broadcast, and social media?	1	
		42	Do the route's activities promote dialogue between urban and rural communities and cultures?	1	
		43	Do the route's activities promote dialogue between developed and disadvantaged regions?	1	
		44	Do the route's activities promote dialogue between different regions (south, north, east, west) of Europe?	1	
		45	Do the route's activities promote dialogue between majority and minority (or native and immigrant) cultures?	0	1
		46	Do the Route's activities open possibilities for cooperation between Europe and other continents?	0	1
		47	Do the Route's activities draw decision-makers' attention to the necessity to protect heritage as part of the sustainable development of the territory?	1	
		48	Do the Route's activities aim to diversify cultural producs, services and activities offers?	1	

		49	Do the Route's activities develop and offer quality cultural tourism products, services or activities transnationally?	1	
		50	Do the Route's activities develop partnerships with public and private organizations active in the field of tourism?	1	
		51	Has the network prepared and used tools throughout the Route to raise the number of visitors and the economic impacts of the Route on the territories crossed?	0	1
3.3 NETWORK		52	Does the route represent a network involving at least three Council of Europe's member states?	1	
		53	Was the theme of the route chosen and agreed upon by the network members?	1	
		54	Was the conceptual framework of the route founded on a scientific basis?	1	
		55	Does the network involve several Council of Europe member states in all or part of its project(s)?	1	
		56	Is the network financially sustainable?	0	1
		57	Does the network have a legal status (association, federation of associations, EEIG, etc.)?	1	
		58	Does the network operate democratically?	1	
		59	Does the network specify its objectives and working methods?	0	1
		60	Does the network specify the regions concerned by the project?	0	1
		61	Does the network specify its partners and participating countries?	0	1
		62	Does the network specify the fields of action involved?	1	
		63	Does the network its overall strategy in the short and long term?	0	1
		64	Does the network identify potential participants and partners in Council of Europe member states and/or other world countries?	1	
		65	Does the network provide details of its financing (financial reports and/or activity budgets)?	0	1
		66	Does the network provide details on its operational plan?	1	
		67	Does the network append the basic text(s) confirming its legal status?	1	
3.4 COMMUNICATION TOOLS		68	Does the route have its own logo?	1	
		69	Do all partners of the network use the logo on their communication tools?	0	1
		70	Does the route have its own dedicated website?	1	
		71	Is the website available in English and French?	0	1
		72	Is the website available in other languages?	0	1
		73	Does the network effectively use social networks and Web 2.0?	0	1
		74	Does the network publish brochures on the Route?	1	
		75	If so, are the brochures available in English?	0	1
		76	If so, are the brochures available in French?	1	
	For certified Cultural Routes of the Council of Europe only :	77	Is the title "Cultural Route of the Council of Europe" present on all communication materials (including press releases, websites, publications, etc.)?	0	1
		78	Is the certification logo present on all communication materials?	0	1
		79	Is the certification logo used in accordance to the guidelines for its use (size and position, ...)?	0	1
		80	Are the logos (Cultural Route + certification logo) provided to all the members of the route?	0	1
		81	Does the Council of Europe certification logo appear on the road signs/boards indicating the cultural route?	0	1
			SCORE	**49**	**32**