

Cultural Routes of the Council of Europe Evaluation Cycle 2018-2019

Expert report

ROUTES OF REFORMATION

Juliane Koch

Freelance expert
Koch.Juliane@gmx.de
+49 173 867 2345

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

TABLE OF CONTENTS

1. Executive Summary	3
2. Introduction	4
3. Main Body Evaluation	
3.1 Cultural Route Theme	5
3.2 Fields of Action	
3.2.1 Co-operation in research and development	6
3.2.2 Enhancement of the memory, history and European heritage	7
3.2.3 Cultural and educational exchanges of young Europeans	8
3.2.4 Contemporary cultural and artistic practice	10
3.2.5 Cultural tourism and sustainable cultural development	11
3.3 Cultural Route Network	
3.3.1 Network extension in the three years to come	13
3.4 Communication tools	14
4. Conclusions and Recommendations	15
5. List of references	17
6. Annex 1: Field visit programme	18

Annex 2: Checklist

1. Executive Summary

The European Routes of Reformation represent the reformation process as a European movement. The association under German law with members in currently eight countries (Germany, Hungary, Slovenia, Italy, Poland, Switzerland, Austria and Czech Republic) was founded in October 2018, following an INTERREG Central Europe project running from 2016 until 2019.

According to the association's statutes, its main goals are

- To highlight and raise awareness of the unifying character of the Reformation and its heritage, as well as the long-lasting and far-reaching impacts of its legacy across Europe and around the world;
- To promote and endorse the Reformation-themed cultural heritage in Europe;
- To enhance and increase the knowledge of the general public in regard to the differing aspects and unique features of the numerous Reformation movements;
- To support sustainable development of the communities, cities Reformation and regions and their reformation sites along the routes;
- To affirm the values of solidarity, hospitality, interculturalism, and cooperation by fostering learning, discourse, and shared projects among the members along the route.
- To support European integration.

The network partners are currently in a transition phase from the end of the INTERREG-project to the founding phase of the association. Yet, many activities have already been successfully accomplished, the partnership is strong, the financing is secured and future activities are being planned. As the aims as well as recent and planned activities of the network clearly correspond with CM/Res(2013)67, the recommendation for certification as "Cultural Route of the Council of Europe" can be given.

Summary of the conclusions table		
According to Annex 2 – Check list,		
	Yes	No
The theme complies with the eligibility criteria for themes, CM/Res(2013)67, I. List of eligibility criteria for themes.	x	
The Cultural Route complies with the criteria listed in CM/Res(2013)67, II. List of priority fields of action.	x	
The Cultural Route complies with the criteria for networks, as in CM/Res (2013)67, III. List of criteria for networks.	x	
Therefore the certification "Cultural Route of the Council of Europe"		
	Yes	No
Should be awarded	x	

2. Introduction

The Routes of Reformation are rooted within the INTERREG Central Europe Project "European Cultural Route of Reformation" (ECRR), running from July 2016 until June 2019. Twelve project partners in Austria, Czech Republic, Hungary, Poland, Slovenia, Germany and Italy are connected by the INTERREG project.

The ECRR-project initially "aims to establish a European Cultural Route of Reformation by identifying, selecting, and connecting existing Reformation-themed cultural heritage sites, objects, and non-material legacies around Central Europe."

It is important to mention that the route intended to apply for the recognition as a Cultural Route of the Council of Europe since the very beginning of the INTERREG project. After nearly three years of partnership, the project has achieved impressive results, such as

- A network of regional development agencies, municipalities, scientific institutions, tourism organisations, churches and educational institutions has been set up and extended (from 12 INTERREG project partners to 25 members of the association in January 2019)
- An organisational and financial structure has been established
- Stakeholder workshops for the nomination of cultural heritage sites and study visits between member regions have taken place
- A benchmark analyses and a research on synergies between routes have been conducted
- A common corporate identity has been designed and is being used by the partners
- Communication measures have been implemented or are being developed (website, print products, mobile app, participation in fairs)
- Knowledge transfer has taken place: train-the-trainer seminars on preservation (fundraising) of cultural heritage, stakeholder' alignment and cultural heritage promotion were conducted; regional workshops followed
- Reformation sites (points of interests) have been identified, signposted and are planned to be partly equipped with digital information panels (touchscreen stations)

Through multiple project meetings and exchanges, partners of the route became aware of the European dimension of the Reformation and its regional specifics. The founding of an association "Routes of Reformation" (ROR) in October 2018 was a logical step to establish a sustainable structure. Its headquarters are located in Sangerhausen, Germany. A common statute was approved at the first general assembly, organizational structures were elected (board, steering committee, scientific committee), and the legal registration is under way. The statute as well as the membership fee regulations and further selection criteria for new members were adopted and made accessible on the website.

From October 2018 to June 2019, the INTERREG project and the association are running parallel and final project activities as well as the set up of the association go hand in hand. A comprehensive transnational action plan (TAP) for 2018-2020 has been drafted and accepted. It defines which deliverables are foreseen within the INTERREG project and which activities are scheduled for the work of the RoR Association. The TAP and its monitoring matrix will be regularly updated.

3. Main Body Evaluation

3.1 Cultural Route Theme

The route's theme is the Reformation and its cultural heritage comprising its historical impacts throughout centuries all over Europe. A common narrative for the route was defined by all partners in a workshop, it identifies the historical elements that all involved regions have in common. It shows that the theme of the route represents common historical, cultural and heritage values in several European regions:

- The will of the Reformation movement was to change the status quo, to reform the clerical, political and social system.
- All reformers had the will to bring the bible closer to the people by translating it from Latin to local languages and to improve education.
- The reformers travelled widely across Europe, communicating their message.
- The concept of freedom and self-responsibility for individuals was a key idea of all reformers. Many of them also shared a preference for decentralisation.

These common values of European reformation were not only discussed with all partners, they were also fixed in the transnational action plan, on the website and in print material in easy language. As reported by the route members, some of the partners were surprised to find out that not only the reformer that is known in their region played an important role, but that there was a strong dependence of the reformers that led to the whole movement.

To further foster this knowledge, one of the association's goals is to "enhance and increase the knowledge of the general public in regard to the differing aspects and unique features of the numerous Reformation movements" but also "to highlight and raise awareness of the unifying character of the Reformation." These facts are a solid basis for youth cultural and educational exchanges as they help to transfer regional specific knowledge in a European movement frame.

Furthermore, the reformation movement brought many achievements to the society that today are taken for granted. The "will to change the status quo", the values of religious freedom, emancipation, democracy and pluralisation still play a role today and will provide numerous approaches for innovative activities.

The Reformation heritage that is manifested in tangible and intangible legacies is valorised as sights – the route promotes single monuments as well as regional routes – and events and traditions. Thus, it offers a good starting point for cultural tourism product development.

As an important stepping stone of Europe's medieval history, the theme of the route has been broadly researched and has taken a prominent part in history classes in schools. There are definitively regions of the route where the Reformation has been more studied than in other regions, which provides opportunities to learn from each other. At the same time, the regional reformers are mostly in the focus of national research. Yet, there is a strong basis for the research on European level.

3.2 Fields of Action

3.2.1 Co-operation in research and development;

A multidisciplinary expert committee was nominated by the general assembly. Experts from several European regions and with different specialities were found: tourism, history, religion and intercultural communication. Currently, the committee consists of 7 experts from 3 universities (Heide/Germany, Salzburg/Austria, Prague/Czech Republic), one museum, one medieval history consultant, one protestant missionary and a cultural tour operator.

The rules of procedure for the committee are currently being elaborated by the general assembly. The statute foresees an advisory function for the following matters:

- Approval of new members
- Development of the criteria for membership
- Questions in regard to Reformation and its dimensions
- Issuance of publications, conducting conferences, etc.

During the INTERREG project lifetime, several universities and study centres in Italy, Slovenia, Germany, Poland and Czech Republic were involved in scientific works on the theme of the route, both on European and on national level.

The expert committee is open to further members and thus offers a platform for co-operation in research and development of the European cultural theme.

Through the transnational action plan and information on the website, the route already shows how major European themes (today's politics, laws, society, and traditions) are a result of the legacy of the Reformation. At the same time, the route illustrates the evolution of the values of Reformation by presenting different stages of the history and the wide-spread of the movement.

Dispersed knowledge about the theme is also brought together by the presentation of regional Reformation movements in the website of the route, thus presenting the variety of forms the Reformation has taken in Europe. It is remarkable that all information, also historical, is written in easy language and thus refers to the principles of Reformation. A key statement of the vision summarizes the approach: "We value our differences and the plurality of Reformation histories, cultures and societies in our own regions. At the same time, we are united under the Routes of Reformation."

In the last three years, several cooperative activities in terms of research and development have taken place on European level, e.g. study visits, stakeholder workshops to nominate Reformation-themed sites as well as trainings on preservation options and stakeholder alignment. Moreover, multiple activities were accomplished on regional/national level, e.g. training for teachers and the elaboration of a work paper on synergies with the European Year of Cultural Heritage.

Yet, there is no scientific publication that focusses on the Reformation as a European theme that was published within the work of the project or the association, as the expert committee has not started working yet. Nevertheless, there are several publications / books by different authors that refer to Reformation in Europe. Even though the scientific committee officially starts working with the founding of the association, the extensive research on the similarities of Reformation and its regional movements as well as the methodology of the trainings show

that cooperation in terms of research has already been established within the INTERREG project. Further need for research and publications will be determined by the expert committee itself. Whether the expert committee will work more on theoretical or on practical level, will be defined in the future. Considering the scope of their advisory function in the statute (see above), it can be assumed that both directions will be followed.

3.2.2 Enhancement of the memory, history and European heritage

The routes activities take into account the historical significance of the tangible and intangible Reformation heritage. Some examples are the valorisation of the heritage in workshops, the work of the museums and institutes along the route, the explanation of the points of interest in signposts and the description of the sights and regional paths on the route's website. The historical significance is further a central point in all communication material.

The ROR's activities contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development. Three workshops on cultural heritage have taken place:

- workshop on preservation (fundraising) of cultural heritage focussing on innovative approaches to preserve cultural heritage
- workshop on stakeholders' alignment focussing on the role of contribution of regional stakeholders involved in cultural heritage
- workshop on cultural heritage promotion, including low carbon tourism, focussing on effective and innovative marketing for cultural heritage

For all workshops, a methodology was elaborated and a documentation was written. During these workshops, the sites were identified. These sites were communicated and developed (e.g. by signposting, touchscreens, involvement in workshops) within the INTERREG-project, further sites will follow as members of the association.

The points of interest are rather located in urban and rural areas than in industrial areas. With the extension of the network, the dialogue between different parts of Europe will become even more evident than it already is.

It can not be stated that the route focusses on the valorisation of ethnic or social minorities in Europe. Further research will show whether in a few regions, the Protestant heritage might be representative of a minority,

The route explicitly enhances its physical and intangible heritage, its historical significance and highlights its similarities in the different regions. For example, the Transnational Action Plan clearly defines similarities, regional elements of Reformation and their dependencies. Points of interests were equipped with signposts explaining the significance of the monument. Also intangible heritage finds its place in the route, as "events and traditions" are types of attractions that can be involved into the route (see Transnational Action Plan).

Through the history and the achievements of Reformation, it can be said that the route's values correspond with the values of the Council of Europe: Human rights, Democracy, Rule of Law. In its statute, it commits to the values of solidarity, hospitality, interculturalism, cooperation and European integration.

The observance "of the European Charter on Architectural Heritage, Human Rights (Religious Practice), Regional and Minority Languages and the Landscape Convention

(Cultural Landscape and Cultural Heritage Protection)” is manifested as one of the aims in the statute of the association. In practice, the Transnational Action Plan integrated e.g. ICOMOS definitions, UNESCO as a desirable criterion and as a definition of intangible heritage as well as the CoE’s main goals, criteria and study results.

Rules of procedure and benefits of being a “Cultural Route of the Council of Europe” (corresponds with the criterion “promoting the CoE CRs brand”) were explained in several workshops and in the Transnational Action Plan, this also refers to the main action of the INTERREG-project to submit an application for the certification.

Figure 1: Signposts informing about the site in German / English



3.2.3 Cultural and educational exchanges of young Europeans

A physical, cultural or educational exchange of youth between several partner regions has not yet taken place. Aims regarding the target group of young Europeans are not directly expressed in the statutes.

Nevertheless, the RoR aims at fostering exchange with a young audience by informing, teaching and communicating with it. Modern communication tools as the website, facebook page, the touch screens in front of sites and the app easily reach this target group. The easy language on the website contributes to the understanding of a complex historical movement. The route actively promotes to visit sites and regional routes through all media channels and thus implicitly emphasizes the value of new personal experience by visiting diverse places for all people, not only youth.

The history of Reformation is recapitulated in schools around the globe, which helps to raise the awareness of the theme among young people and develops a better understanding of the concept of European citizenship. How this impulse is enforced by the members show the following activities:

- Several church activities and educational programs of museums and institutes encouraged young people to get engaged in the topic.
 - Reformobil: a time machine built by children and adolescents of the Diakonie of the Protestant Church in Austria
 - Several lecture programme for schools by the Hussite Museum in Czech Republic
 - An educational track in the Trocnow open air museum in Czech Republic

- Educational activities, discovery of the daily life in Medieval times, animations and workshops for primary and secondary schools by the Ethnographic museum in Italy
 - Wir auf Luthers Weg - Project by the Humboldt School, students meet with schools along the Luther Trail in Germany
 - Comprehensive educational workshops by the Museum Foundation Luthergedenkstätten, connecting Medieval times to the everyday life of today's youth in Germany
 - Several museums showed exhibitions that addressed the general public, youth among them. (Wien nach Luther, Freyheit durch Bildung)
- A "Reformation board" was built that shows important sites, their diversity and Reformers in a playful way and in European perspective. The board shall be used for projects and visits in schools. Further boards are planned.
 - The comic "Luther vs. Müntzer" was published in German language and shows the history of the two Reformers, addressing a young public.

The enumeration shows that many activities related to youth take place already on regional level.

Figure 2: Reformation board / comic Luther vs. Müntzer



The route's members intend to apply for an Erasmus+ project to strengthen further transnational educational exchange activities, such as travel and schools' exchanges on a European level and international summer camps. Thus, pilot schemes with several participating countries could be launched and personal and real experiences through the use of places and contacts could be created.

Other ideas are formulated in the Transnational Action Plan: a local drawing competition involving schools and the theme of the route and exchange of postcards. In contrast to the other actions planned in the TAP, these ideas seem to be loose and isolated, not following a specific aim.

Thanks to the multitude of partners and members of the association, the route gives rise to co-operation involving educational institutions at various levels (schools, universities, museums, institutes).

The application for the Erasmus+ project will show whether the project design encourages social integration and exchanges of young people from different social backgrounds and regions of Europe. By now, existing school activities and educational programmes of museums also address different social backgrounds.

3.2.4 Contemporary cultural and artistic practice

The enhancement of contemporary cultural and artistic practice is not a formulated goal in the statute of the association. In this field of action, no activities are foreseen in the Transnational Action Plan.

Yet, several activities have been accomplished by the partners of the INTERREG project and the members of the association on regional level, thus encouraging artistic projects that establish the links between cultural heritage and contemporary culture, e.g.

- Construction of sculptures along the Luther path in Saxony-Anhalt with the goal to revive the Luther path as a hiking destination for families and to create day stages for hikers. Artists created sculptures with thematic reference to the Reformation. The sculptures were made of wood and serve as a resting possibility for hikers, e.g. a wooden bible and a book table.
- A walk along the Luther path in Germany was organised with short theatre plays along the route, treating the Reformation history.
- An open-air theatre performance (“Teufels Narr und Gottes Weib”) was shown in the courtyard of an authentic house of the Reformer Martin Luther (his death house). The plot treated the encounters of the wives of two Reformers.
- The comic about Martin Luther and Thomas Müntzer for educational purposes in schools was designed by the German agency Hecht und Huhn; they have drawn a modern interpretation of the two Reformers.

The expert’s guided visit of the death house of Martin Luther in Eisleben (belonging to the Stiftung Luthergedenkstätten / Luther memorial site foundation) has further shown, that contemporary art is actively fostered and promoted:

In the field of architecture, the German foundation, which is a member of the RoR representing four Reformation sites, encourages activities and artistic projects which explore the links between heritage and contemporary culture and even highlights the most innovative practices. The foundation decided to interpret the architecture of the Luther memorial sites in a new way when the old buildings had to be renovated and extended. In around 20 years, contemporary architecture was thoroughly combined with the historic structure of the heritage sites. This generated an architectural discourse and was awarded with several (national) architectural prizes. A publication framing the construction process dealt with the correlation of extended constructions of heritage sites and extended ways of thinking. An exhibition on the construction process at the memorial sites between 1998 and 2018 was shown in Wittenberg, Germany.

Another important point is the contemporary way of presenting exhibits in the exhibitions. The death house of Martin Luther has chosen very innovative ways of interpretation which comprise videos, comments, lights, associative content, self-reflection etc. To produce this content, a special agency was contracted.

The foundation also co-operates with universities and institutes, e.g. the Institute of Textile Arts, to re-interpret the life of reformer Martin Luther. Exhibitions of these textile arts are being shown in the death house of Martin Luther.

Figure 3: Wooden sculptures at the Luther trail / announcement poster of the exhibition on textile arts and the exhibition design in Luther's death house (Eisleben, Germany)



To sum up, it can be stated that the association itself does not intentionally encourage contemporary (and transnational) practice and exchange, but the museums within the route as well as single partners do foster the theme on regional and national level.

3.2.5 Cultural tourism and sustainable cultural development

The promotion of the Reformation-themed European cultural heritage by cultural tourism and sustainable cultural development is one of the association's main activities. All of the association's goals and activities foster a cultural tourism and sustainable cultural development. The promotion of the Reformation-themed European cultural heritage by cultural tourism is one of the association's main activities. Tourism infrastructure and destination marketing are two criteria for membership.

The routes activities assist in local, regional, national and/ or European identity formation by providing Reformation-themed information on single monuments, information on the regional and national scope of Reformation history and information on the context of the movement of Reformation in Europe and its legacy. All this is visible to guests and the local inhabitants. Moreover, the awareness of belonging to a European route raises the European identity of locals, service providers and politicians.

Within the last three years, the RoR has created a solid basis for cultural tourism development by

- Setting up criteria that correspond with the needs of tourists (e.g. suitable infrastructure, tourism marketing, multilingualism)
- Identifying single points of interest, already existing routes, towns as well as events and traditions and describing them
- Creating visibility for the sites by description of the specifics and the history of single monuments on the website and in the app, monument-related information on signposts, touchscreen-information on the monument at 7 sites of the INTERREG-project region
- Developing common communication tools (leaflets, facebook website etc.)
- Implementing joint events between members (first event will be the simultaneous inauguration of the information points)

- Trainings of local and regional stakeholders on heritage preservation, stakeholder alignment and promotion
- Providing information on tour packages and day trips to sites on the website.

It is further planned to develop a guide book and a map as common communication tourist tools. The RoR actively involves print, broadcast and social media. Several guidebooks were published and TV reports on single regional routes and sites were broadcasted (e.g. TV reports on the stages of the Luther path). The RoR itself takes care of its facebook channel – yet, cultural tourism is not the stand-alone topic in this communication channel as many INTERREG-related topics are communicated there to inform the project partners.

The identification of key stakeholder and suppliers for tourism products as well as the development of common pilot (transnational) tourist products with local stakeholders are further planned actions.

The route has recognised the importance of cooperation with private suppliers and partners for trade agreements. One German tour operator is already a member of the association, offering Reformation-themed journeys. The stakeholder analysis will be carried out more deeply on regional level and private partners will be addressed. Other members of the association (e.g. the Tourism Association of Saxony-Anhalt) as well as members of the scientific committee are also related to cultural tourism .

The theme of Reformation as well as the created offer of single sites and regional routes offer a multitude of sustainable travel forms: hiking, cycling and walking tours are possible. Hiking and cycling are two of the most climate and environmentally friendly means of transport and activities.

The motifs may vary from a basic cultural tourism (“I am in this city anyway and want to visit the site which is a Reformation-themed site”) over a more specified cultural tourism (“I want to see the original sites where Martin Luther lived / where the bible has been smuggled...”), educational tourism (school excursions to learn more about Reformation) to spiritual tourism (“I want to pray in the church where Martin Luther preached”...). Thus, a diversification of the cultural product can be reached. Although the jubilee of 500 years Reformation has already taken place in 2017, more jubilees related to the Reformation (peasants war, translation of the bible) will follow and create further incentives for cultural tourism product development.

Several offers for tours have been made available by a co-operation with outdoor-active.com, a portal providing tour suggestions that were proposed by professionals and tourists. Except for some cross-border tours, there are no transnational tourist products. It is very positive that the RoR communicates already established tourist offers, such as museums, thematic hiking and cycling trails as well single historic sites and tours of private tour operators. Up to now, many private tour operators offer Reformations-themed products, but there is no contractual basis.

The existing tour suggestions and the plans to involve further partners and to create more products promote the dialogue between urban and rural and developed and disadvantaged regions, as the tours lead through a diversified Reformation landscape. Once more private partners have joined the network, an exchange about the forms of tourism in different parts of Europe will be possible. The RoR has defined quality criteria for members but not yet for tourism products. It is not clear to the customer whether the offers presented on the website follow specified criteria.

As the Reformation and especially Martin Luther is also well known in the United States, the routes activities even open possibilities for co-operation between Europe and other continents.

The necessity to protect heritage as a sustainable development of the territory has been communicated within several workshops also among decision makers.

To monitor the number of visitors or to estimate the economic impacts of the route is a difficult task, not only for the RoR. As a first step to a monitoring of visitor numbers, the route will install a sticker album at the Reformation sites and count the stickers given away. The sites will receive a “starter kit” for the sticker album.

3.3 Cultural Route Network

3.3.1 Network extension in the three years to come

The route currently involves eight countries (Germany, Hungary, Slovenia, Italy, Poland, Switzerland, Austria and Czech Republic). By co-operating within the INTERREG-project and signing the statute of the association, the theme of Reformation was chosen and accepted by its members. The conceptual framework for this network was founded on a scientific basis. The Transnational Action Plan foresees to conduct projects either on regional/national level or by integrating several Council of Europe member states. The previous three years of activities have shown that all countries participated in the activities.

There are different types of membership categories: municipalities / provinces, regions, and metropolitan areas / churches, foundations, and non-governmental organizations / public and private regional development agencies and sectoral agencies / historical sites and museums, etc. And individual persons wishing to support the association.

Every member category pays a different membership fee amount. Yet, it is not clear how many Reformation sites one member can represent. Furthermore, all members have *one* vote in the general assembly, although the fees differ from 50 € to 1,500 € per year and vary from municipalities to individual persons. An interdisciplinary working group of members is currently discussing this issue in order to find a solution for these questions.

The budget plan of the RoR has not been finalised yet as the activities of the network are currently still financed through the INTERREG-project. On the side of revenues, there is an important in-house contribution of the Mansfeld-Südharz GmbH, which provides the rooms for the headquarters including operational costs for free and therefore saves around 10.000 € per annum. With currently 25 members, the membership fee amounts to 9.000 € of income. Other planned grants on national and EU level, e.g. the planned Erasmus+ project, will further help to finance activities. More income shall be generated by donations, private fundraising, sales of products and services and other sources e.g. crowdfunding. The RoR has also asked for an institutional funding of 100.000 € by the state of Saxony-Anhalt (Germany) - up to the deadline of the report, this funding has not been granted yet. If this institutional funding is granted, the association will be financially sustainable. If not, the future activities have to be co-financed by the members and more suitable national/EU funds have to be addressed.

The RoR is a registered association under German law and operates democratically as it has fixed rules of procedure in the statute and has already respected this democratic procedure in the first general assembly.

In the statute, its objectives and working methods and the fields of actions are defined. As it is a constantly growing network, its member countries, regions and partners are specified on the website as this is the best way to keep the overview up to date. The overall strategy and the operational plan are defined in a comprehensive Transnational Action Plan that will be updated on an annual basis. The membership fees are also made transparent on the website. The management of the route has identified further potential partners in the Council of Europe member states.

Within the application process, the network provided all relevant financial and legal documents.

3.4 Communication tools

A corporate identity manual including the logo and a style guide has been elaborated and communicated to all members. The communication material published by several members respects the defined elements.

The website of the route currently presents a mix of the INTERREG-partnership information, tourism products, scientific information about Reformation and the presentation of aims and partners of the association. Therefore, the content currently does not address a specific target group. This is due to the current transition phase and will be specified once the INTERREG-project is over. Currently, the website is translated in English only, further languages are planned. The website structure and the content are still developing.

The RoR also uses facebook and communicates regularly with attractive pictures and texts, the main focus of the facebook page is the work of the INTERREG-partnership.

An app, a printed map and a guidebook are currently being developed for the route, signposts and touchscreens at the site are being installed. A newspaper "Reformation Times" and a small library on Reformation as well as an iPad in the headquarters allow guests to get informed. Merchandise articles such as bags, postcards, pens, USB-sticks and notepads have been developed. Several leaflets in English, German and French were produced at different stages of the project, which was an appropriate measure to convey suitable information for different levels of project development. The leaflets are available at the partner sites.

The Council of Europe logo is of course not yet applied by the RoR, but provisions have been taken to easily update the communication materials, e.g. a space is foreseen on the signposts to add the logo.

Figure 4: Reformation library in the headquarters / merchandise / brochures on the counter of Luther's death house



4. Conclusions and Recommendations

4.1 Cultural Route Theme

The Reformation is an important theme in European history that has had effects on our values and our today's ways of living. A common narrative has been found by the partners, at the same time highlighting regional specifics. No recommendations can be given.

4.2 Field of action: Co-operation in research and development

The association is growing fast in members. Potential members are currently providing a self-assessment of the membership criteria, the expert committee does not seem to be involved in an independent and scientific check of the criteria yet. The rules of procedure for the expert committee should contain feasible tasks and processes, considering that the experts are individuals and are not financially compensated for their efforts, mutual expectations of co-operations should be clear.

If the expert committee or the general assembly decides to publish a scientific analysis and do further research on the dependences and movements of European Reformation along the RoR, further means of financing through grants should be searched for.

Several museums and foundations also have scientific committees, possible synergies and co-operations should be evaluated by the expert committee.

4.3 Field of action: Enhancement of the memory, history and European heritage

The historical meaning of the tangible and intangible Reformation heritage is very well explained in all of the route's communication material. If the route is certified as a "Cultural Route of the Council of Europe", it is recommended to give members a handy explanation of the significance of this certificate and thus enhancing the promotion of the CoE's Cultural Route brand.

4.4 Field of action: Cultural and educational exchanges of young Europeans

Several members of the route offer excellent educational programmes and enthuse young Europeans for the topic. These activities should find their place in the association's life, e.g. by knowledge transfer about the museum's educational activities.

An overarching goal regarding the work with youth seems to be missing, the general assembly should discuss the issue because isolated common activities in this field are planned but do not seem to follow a specific aim. It needs to be defined how the route intends to reach the youth with transnational activities and what regional partners can contribute. In a first step, the youth / youth associations / representatives could be invited to the general assembly meetings (whose locations are rotating between member regions) in order to get to know their point of view about possible actions.

4.5 Field of action: Contemporary cultural and artistic practice

The enhancement of contemporary cultural and artistic practice is not a formulated goal in the statute of the association. In this field of action, no activities are foreseen in the Transnational Action Plan. Yet, several activities have taken place on regional level.

The field of architecture for historic sites could be worth to be strengthened, as it also plays a role in heritage preservation. With the foundation Luthergedenkstätten, it has a best-practice in the combination of modern and historical architecture, that could inspire other regional representatives of cultural heritage. The appreciation of architectural heritage innovation could also find its place in the description of the sites in the communication material.

4.6 Field of action: Cultural tourism and sustainable cultural development

It is recommendable to monitor the tour proposals on the website that are generated by the portal outdoor-active.com to assure a good quality of the products, meaning among others the integration of Reformation sites and a competent interpretation of the Reformation through guides. If possible, a contractual basis should be created for the co-operation with tour operators, e.g. for the display of qualitative products in the RoR's communication tools.

Regarding the involvement of tourism stakeholders, there is an imbalance between the member regions (Germany presenting three direct tourism stakeholders, other regions none). It would be appropriate to create a regional balance and invite further tourism partners from other regions to join the network or to make sure that the potential members do have an excellent regional network comprising tourism stakeholders. This would foster the tourism product development also in the other regions.

Considering the monitoring of visitor numbers, the sticker album should serve as a test whether the RoR indeed receives enough feedback from guests and sites to draw a picture of the tourist number and the places visited. As additional tool, it is recommended to ask the sites to deliver their annual visitor numbers (if counted through the sale of tickets or electronic counters at the entrance) to the headquarters to achieve an estimation of visitor numbers. At a later stage, surveys among tourists could provide more qualitative information.

4.7 Field of action: Network extension

The members of the association are heterogeneous. The general assembly has to find an answer to the question "How many sites can be presented by one member, and how much does this member have to pay?" Currently there is a mix of single site members and networks representing several sites, resulting from the INTERREG-project, when all partners were asked to nominate ten sites. To answer this question, (a) a change of the budget plan might be necessary or (b) a clear communication towards potential members is necessary to let every single site become a member.

The voting rights within the general assembly are currently rather imbalanced, all members have one vote, independently from the fee amount paid and the number of people they represent (varying from 50 € to 1,500 € per year). If the members wish to change this, an echelon could be recommended.

4.7 Field of action: Communication tools

Once the INTERREG-project has ended, it is recommended to critically review the content of the website and its usability for the target groups addressed. Administrative members that are not relevant to the visitors should take a backseat. Same applies to the facebook-channel: a communication strategy respecting the target group demands is needed to disseminate relevant content.

5. List of references

The following documents were analysed by the expert and provided by the RoR:

- Application Form as “Cultural Route of the Council of Europe” for the certification cycle 2018-2019, as of September 2018
- Membership fee regulation of the Routes of Reformation Association as of October 2018
- Minutes of the General Assembly of the Routes of Reformation Association, 16.10.2018
- Routes of Reformation Association Members as of October 16, 2018 (supplemented by the oral information of one additional member, given at the field visit)
- Statute of the Routes of Reformation Association as accepted by the members in the general assembly
- Transnational Action Plan for the Routes of Reformation, Version 1 as of May 2018
- Website www.reformationroutes.eu and facebook page @RoutesofReformation

All documents were duly submitted by the Cultural Route.

6. Annexe 1: Expert field visit

6.1 Programme of the field visit and places visited:

Date: 24.1.19

Time	Activity	Place visited
10:00 - 11:30	Presentation of the route and discussion with the expert	Headquarters of the route in Sangerhausen
	Drive to Eisleben	
12:00 – 13:00	Guided tour in the RoR-site “Death house of Martin Luther” and discussion with the director of the foundation “Luthergedenkstätten”	Eisleben
	Lunch and discussion with the expert	
14:00-15:30	Visit of the RoR-site “Monastery St. Annen” and further discussion with the expert	Eisleben

6.2 Persons interviewed:

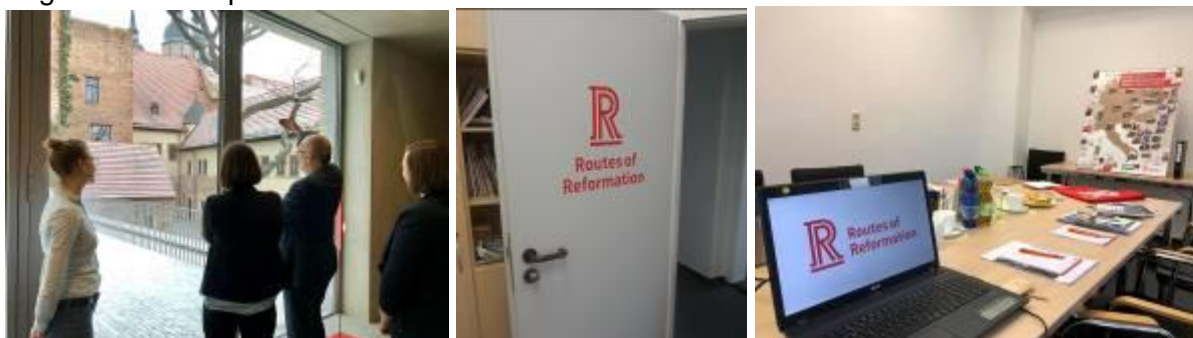
Druckenbrod, Catharina Helga: Employee of the Association of Rural Development Thuringia, member of the RoR-Association and member of the steering committee, Lead Partner of the INTERREG project

Duryea, Sarah: Employee of the Association of Rural Development Thuringia and the Church and Tourism Association, both members of the RoR, communication manager of the INTERREG project

Scheiner, Cathleen: Vice President of the RoR and member of the board, employee at the Mansfeld-Südharz GmbH (INTERREG partner)

Rhein, Stefan: Director of the Foundation Luthergedenkstätten in Saxony-Anhalt (representing four Reformation sites), member of the RoR-association

Figure 5: Impressions of the field visit



COE CULTURAL ROUTES EVALUATION CHECK-LIST			
	Yes	No	
3.1 THEME	Does the theme of the Route		
	- represent a common value - historical, cultural, or heritage -to several European countries?	1	
	- offer a solid basis for		
	youth cultural and educational exchanges?	1	
	innovative activities?	1	
	cultural tourism products development?	1	
	Has the theme been researched/developed by academics/experts from different regions of Europe?	1	
3.2 FIELDS OF ACTION	3.2.1 Co-operation in research and development		
	Does the Route		
	- offer a platform for co-operation in research and development of European cultural themes/values?	1	
	- play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1	
	- show how these themes are representative of European values shared by several European countries?	1	
	- illustrate the development of these values and the variety of forms they may take in Europe?	1	
	- have a network of universities and research center working on its theme at the European level?	1	
	- have a multidisciplinary scientific committee?	1	
	Does the scientific Committee		
	work on its theme at the European level?		1
	carry out research and analysis of the issues relevant to its theme and/or activities on:		
	- theoretical level?	1	
	- practical level?	1	
	3.2.2 Enhancement of the memory, history and European heritage		
	Do the Route activities (according with the theme)		
	- take into account and explain the historical significance of tangible and intangible European heritage ?	1	
	- promote the CoE values?	1	
	- promote the CoE CRs brand?	1	
	- work in conformity with international charters and conventions on cultural heritage preservation?	1	
	- identify, preserve, and develop European heritage sites in rural destinations?	1	
	- identify, preserve, and develop European heritage sites in industrial areas in the process of economic restructuring?		1
	- valorize the heritage of ethnic or social minorities in Europe?		1
	- contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	1	
	- enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?	1	
	- take account of and promote the charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS relating to heritage restoration, protection and enhancement, landscape and spatial planning (European Cultural Convention, Faro convention, European Landscape Convention, World Heritage Convention, ...)?	1	
	3.2.3 Cultural and educational exchanges of young Europeans		
	Are the youth exchanges (cultural and educational) planned to		
	- develop a better understanding of the concept of European citizenship?	1	
	- emphasize the value of new personal experience through visiting diverse places?	1	
	- encourage social integration and exchanges of young people from different social backgrounds and regions of Europe?	1	
	- offer collaborative opportunities for educational institutions at various levels?	1	
	- place the emphasis on personal and real experiences through the use of places and contacts?	1	
	- set up pilot schemes with several participating countries?	1	
	- give rise to co-operation activities which involve educational institutions at various levels?	1	
	3.2.4 Contemporary cultural and artistic practice		
	Do the Route's cultural activities (contemporary cultural and artistic practice related)		
	- promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?		1
	- encourage artistic projects that establish the links between cultural heritage and contemporary culture?	1	
	- encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?		1
	- encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?**		1
-encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe?		1	
- encourage activities and artistic projects which explore the links between heritage and contemporary culture?	1		
- highlight the most innovative and creative practices?	1		
- link these innovative and creative practices with the history of skills development?***		1	

