

Cultural Routes of the Council of Europe Evaluation Cycle 2019-2020

Expert report

" Saint James Way "

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



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

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1. Executive Summary

The cultural route "Saint James way", labelled by the Council of Europe in 1987, has been an extraordinary success. Set up in 2011 as the official body for the coordination of the European label, the European Federation is still at the development stage. After a few years of operation, the network has addressed the recommendations it has received in the framework of the previous evaluation cycle. A process of self-reflection and some actions have been implemented. Furthermore, during various meetings, guidelines were adopted for the coming years. During this consolidation phase, the network should work to:

- strengthen cooperation between universities;
- strengthen exchanges with societies of friends of Santiago de Compostela in Europe;
- include indicators shared by the entire network;
- continue to strengthen the Federation's governance at the national level;
- develop a quality charter for the accession of new members;
- develop social networks and new digital tools.

2. Introduction

In October 1987, in the city of Santiago de Compostela, the Santiago de Compostela Pilgrim Routes were declared Europe's first Cultural Route. The way of St. James - which is highly symbolic of the building of Europe - will serve as a reference and an example for future actions. This decision activated the intergovernmental co-operation mechanism of the Council of Europe, and created, in the framework of the Cultural Heritage Committee, an international committee of experts. The text of this declaration is the first to point out that *"[...] the ideals of freedom and justice, and confidence in progress are the principles which, throughout history, have forged the different cultures that go to make up the specifically European identity"*. It also adds that *"[t]hat cultural identity has been and still is made possible by the existence of a European space bearing a collective memory and criss-crossed by roads and paths which overcome distances, frontiers and language barriers"*. At that time, these routes were already defined, bearing the value of the European cultural identity (cultural and European dimension), but in the sense of pilgrimage routes. There is an interest in making known goods that are located in non-tourist areas, in order to extend this idea of European identity to all places through cultural tourism.

It was from that moment that the process of revitalizing the way of St. James began. The project is wide-ranging and includes a call to action to all the authorities, institutions and citizens for the identification of the ways, a homogeneous marking with a shared logo proposed by the Council of Europe, and a coordinated action for the rehabilitation of the cultural and natural heritage it carries. There is also a desire to promote the implementation of permanent exchanges between cities and regions along the ways and to stimulate contemporary artistic and cultural creations in order to spread the timeless values of the European cultural identity.

Although the route was labelled in 1987, the European Federation was created in 2011 on the initiative of Puy-en-Velay and the Galicia's Xunta. It mainly aimed at setting up a European network of local communities, a single official representative within the Council of Europe, given the absence of a European political and legal structure until then. The network also aims at being the guarantor of the label and of the coordinated development, at making known and sharing the experiences of every community linked to Saint James, at making the actions of the various players in different countries more coherent, at implementing joint

operations with a strong European impact - such as the sustainable cultural and tourist enhancement of the Santiago de Compostela Pilgrim Routes and finally at widening the European network. The headquarters of the Federation are located in the Hotel-Dieu in Puy-en-Velay (France), a building inscribed in the UNESCO World Heritage under Way of Saint James in France (1998). In 2015, five EU countries were involved in the project: France (Auvergne), Spain (Galicia), Portugal (District of Vila Real, Northern region), Belgium (province of Namur) and Italy (Assisi). Eight countries currently represent the network (France, Spain, Portugal, Belgium, Italy, Lithuania, Poland and the Netherlands). Members in the process of joining the federation or potentially interested in future membership are Luxembourg, Ukraine, Germany, Latvia and Slovakia.

After the renewal of the European certification by the Council of Europe in 2016, 2017 has been a year of consolidation and projection. The commemoration of the 30th anniversary of the European certification "European cultural route" should be highlighted. This year, to celebrate the anniversary, several activities (cultural, educational, artistic, social, etc.) were carried out all over Europe.

3. Main Body Evaluation

3.1 Cultural Route Theme

The theme of this cultural route is very representative of European values. Coming from a history of more than a thousand years, the Santiago de Compostela Pilgrim Routes cross a large part of the countries of the European continent. Today, this ancestral pilgrimage route is at the origin of an intense human experience, thanks to the feeling of brotherhood among travellers and the important connection with the territories they cross. Over the centuries, this route has become a historic path, pregnant with history and extremely relevant for its architectural heritage, which has been recognized by UNESCO. This way, full of trails, chapels, churches, bridges, mountains, landscapes, goes towards men. In this sense, on 24 October 2019, the Council of the Government of Galicia (Xunta de Galicia) appointed the Council of Europe as the new Honorary Ambassador of the Santiago de Compostela Pilgrim Routes for its contribution to the knowledge of the route as well as for the promotion and dissemination of Jacobian values. The appointment as ambassador of these routes is an honorary and permanent distinction recognizing the work of natural and legal persons in favour of the culture and values of the route.

Through its functioning, the European federation implements the fundamental values of the Council of Europe: human rights, cultural democracy, diversity and cultural identity, exchanges and mutual enrichment across borders and centuries. The network facilitates the rapprochement of the peoples and cultures of Europe and contributes to the construction of Europe based on heritage, the enhancement of European memory, history and heritage, as well as academic exchanges. The theme encourages exchanges of expertise in research, training of professionals in tourism, culture, promotion, marketing and management of routes and sites through multi-partner co-operation, in particular with the cultural routes of the Council of Europe, with universities, etc., in a renewed public-private partnership.

The memory of the pilgrimage to Santiago de Compostela has survived for centuries, then experienced a new golden age in the last years of the 20th century and the beginning of the 21st century. Moreover, the memory of Europe, its cultural essence and identity, are fully assumed in the history of Saint James, so much so that some European and non-European authors refer to the way of Saint James as a shared phenomenon, perfectly consolidated over the centuries. As far as European historical development is concerned, it can be said

that much of its cultural history is linked to the development of the pilgrimage to Santiago de Compostela, considered to be one of the greatest pilgrimages of the Middle Ages.

The theme is the subject of research and development carried out by multidisciplinary groups of experts from different regions of Europe. The International Committee of Experts of the Camino de Santiago, an associate member of the European Federation created in 1992, has several working committees made up of members of the Committee and other specialists from Europe and outside Europe. In 2017, Galicia also created the Chair of Santiago de Compostela, which encourages the spread of values associated with pilgrims and the phenomenon of the Santiago route. Finally, the Santiago de Compostela routes have been the subject of recent research, carried out by groups of experts from different universities. The results were published at international conferences and in specialized magazines. The fields most studied are, among others, History, Art, Culture (music, theatre, cinema, painting, photography, etc.), Spirituality, Sociology, Literature, Linguistics, Geography, etc.

The theme is suitable for cultural and educational exchanges for young people, and thus responds to the Council of Europe's reflections and concerns in these areas. Certainly, passing on to young Europeans the spirit and values of the Santiago de Compostela route and promoting cultural and educational exchanges between young people has been a priority since 1995 for various bodies and administrations, such as the Autonomous Government of Galicia, the Compostela group of universities (GCU) and the Centre for European Culture of Saint-Jean-D'angély. Among other activities, specific programs have been organized for young people, such as the guided tour of different places of the various paths to allow them to discover their heritage and guided tours of exhibitions on Saint James.

The theme also allows the development of exemplary and innovative initiatives and projects in the fields of cultural tourism and sustainable development. The pilgrimage to Santiago de Compostela is giving rise, among other phenomena, to alternative tourism and sustainable development on all routes. The Santiago de Compostela routes are helping to boost the economy of many European regions, especially in rural areas, mainly in terms of food service industry and accommodations. The route offers developmental opportunities for local gastronomy, craftsmanship, rural tourism and tourist accommodation in small villages.

Many European tour operators offer a wide range of "Saint James" tours: for school sports, cultural, family or hiking tours. In France, one can mention Chamina, La Pélerine, Via Compostela, etc., and in Spain, Galicia Incoming. They are now also found in Portugal, Lithuania and Poland.

3.2 Fields of Action

3.2.1 Co-operation in research and development

The European Federation provides academic support and expertise to assist its members in their scientific and cultural activities. The International Committee of Experts of the Camino de Santiago was born in 1992 out of the need to assist and advise the Government of Galicia (Spain) in the scientific and cultural domain on all subjects related to the Santiago route (itineraries, publications, study centres, congresses, exhibitions, journals, etc.). The fundamental criterion used for its constitution was to choose the most internationally recognized researchers on the theme of Compostela, some of whom are closely linked to the Jamesian world of the associations of pilgrims. In order to speed up the work of the committee and to make the most of the principle of specialization, working committees have been established with at least three members. The working committees are the exhibitions

Committee, the publications Committee, the current pilgrimage and routes Committee and the audio-visual committee.

In 2017, Galicia also created the chair of Santiago de Compostela. The institutional chair of the way of Saint James and pilgrimages encourages the dissemination of the values associated with pilgrimages and the phenomenon of the way of Saint James by organizing courses, seminars, conferences and academic activities. It also sponsors the organization of initiatives contributing to cultural and academic reflection and debates on topics related to the Santiago de Compostela route in order to improve cultural and academic training in this field. The chair encourages cooperation with university professors and departments and field research on the Santiago de Compostela route and pilgrimages, as well as the publication of this research in journals and other media in order to make it accessible to a wider public. This chair is also responsible for creating and maintaining bibliographic and documentary archives on subjects related to the Saint James Way and its related disciplines.

In recent years, the members of the European Federation have established links with universities in order to generate partnerships and develop research. This is the case of the Government of Galicia through the project "*Linking University Knowledge on the Camino*" and Portugal. In 2017, a cooperation protocol is signed between the University of Vila Real (Portugal) and the European Federation, on the occasion of a conference on the Portuguese Interior path. In fact, this year, the "*Universidade de Tràs-os-Montes e Alto Douro*" has developed, within the framework of a study carried out by the students, a march, a conference and an exhibition on the Inner way of Santiago de Compostela. The aim of the conference was to reflect on and debate the inner Way of Santiago. This eventually led to the signing of the protocol of cooperation between the University and the European way Federation of Santiago.

In Spain, under the leadership of Rafael Sanchez (former manager of the Xacobeo – Xunta of Galicia), contacts were made with the "*Grupo Compostela de Universidades*" (Group of Compostela universities). Created in 1994, it brings together more than one hundred universities from 61 countries around the world on the "Compostela" theme. The network's members share the values of cooperation and solidarity promoted by the Camino de Santiago. The group's objective is to promote collaboration and dialogue in all fields of higher education. For these members, diversity and multiculturalism are key elements of the profile of universities in the 21st century. The agreement was signed by both parties in early 2018 for the development of academic, cultural and social activities and joint action programmes around the Santiago de Compostela way.

In 2019, the project "*Linking academic knowledge on the Camino*", submitted to *O Teu Xacobeo* in February, was validated by the *Xerencia de Turismo de Galicia*. This project is led by three universities of the Galician University System (SUG) and is coordinated by the Compostela Group of Universities (CGU). It relies on the support of 19 public and private organizations. Higher education institutions are invited to take part in it. As a project, it aims to bring together teachers, students and university staff from 12 universities of technology and engineering, using the Saint James Way as a meeting point for academic and scientific exchanges. They are currently in the process of recruiting participants and designing the academic and cultural program. The institutional image of the federation will be added to advertising and broadcast material.

This work of research, recovery and promotion is also carried out in the other Spanish autonomous communities that are part of the ways of Saint James and other regions of the Saint James's Europe. Several years of research, delimitation, signalling and rehabilitation of the various routes in western Europe (notably in Spain, Portugal, France, Belgium, the

Netherlands, Germany and Italy) have made it possible to revitalize the route at different levels. The ways of Saint James are also internationally renowned. Many forms of cooperation are taking place in Asia, North America (USA, Canada), Latin America (Brazil, Mexico, Argentina, etc.), Australia, Japan, South Korea, etc.

3.2.2 Enhancement of the memory, history and European heritage

The European heritage of the Saint James Ways includes many of its cathedrals, monasteries, rural abbeys, historic urban centres, etc. Medieval styles, especially Romanesque and Gothic, have multiplied along these pilgrimage routes, even founding a new specific type of temples called "pilgrimage churches". During the modern era, this heritage was enriched by the expansion of monasteries during the Renaissance and the Baroque, and the growth of cities, most of which enjoy a remarkable historical and cultural heritage. A significant number of these cities are classified as World Heritage or possess ensembles or features that are part of the UNESCO World Heritage List.

In 2017, the 30th anniversary of the Cultural Routes of the Council of Europe (1987-2017) took place. Many activities have been organized to celebrate these 30 years of the Santiago de Compostela Pilgrim Routes as the first cultural route. In Italy, in September 2017, the cultural routes programme was celebrated under the auspices of the Council of Europe and the EPA (Enlarged Partial Agreement). The president of the Federation Simone Pettirossi received from the hands of Alfredas Jomantas, president of the EPA, the anniversary certificate during an official ceremony organized at the 7th Forum of Cultural Routes in Lucca. José Maria Ballester was honoured as the initiator of the 1st European cultural route. On 8 May 2017, the province of Namur (Belgium) welcomed a delegation of the Galician Association of Friends of the Way of Saint James as sponsor of the Charter of cooperation "Way of Saint James" signed by 13 municipalities of the province. In France, many activities were offered (pedagogical, lectures, walks, exhibitions, concerts, etc.). In Germany, the city of Rothenburg took advantage of the upcoming anniversary date and its Leader program to install "Way of St. James" nails to celebrate the 30th anniversary. In Spain, several commemorations and activities were organized for the Xunta of Galicia. In Lithuania, several ceremonies took place, including the reception of Marcelino Oreja, former Secretary General of the Council of Europe, initiator of the programme "Cultural Routes of the Council of Europe". Finally, in Portugal, the National Association organised a conference.

A declaration of the Committee of Ministers on the 30th anniversary of the Cultural Routes of the Council of Europe (1987-2017) has been written. Indeed, the Committee of Ministers has invited member states, regional and local authorities and cultural routes to further develop the potential of cultural routes by:

- *promoting the creation of platforms bringing together universities, professionals and citizens in the fields of cultural and creative industries, tourism and the media;*
- *promoting creative and innovative research activities on each cultural route and within the framework of the cultural routes programme;*
- *increasing the impact of research and development on the daily activities of cultural routes.*

The year 2018 has implemented a wide range of European cultural co-operation activities and cultural activities within the framework of the European Year of Cultural Heritage, in line with the values of the Council of Europe, promoting mutual exchanges across centuries and borders. In this sense, the activities of the members of the Federation have endeavoured to raise the awareness of a broad public and European citizens of their cultural heritage and to promote a sense of cultural belonging. The numerous actions carried out, such as exhibitions, conferences, concerts, artistic activities, study trips, forums, publications, the

European project Cosme (Creative Loci Iacobi), etc. have strengthened the European cultural identity, European citizenship, the way's memory and history to better know its past, so that it can move forward. Three collective activities have emerged:

1. Study and research trip: the historical roots of Saint-Jacques.
2. European Cosme project: enhancement of the crossed ways of Saint James in Europe and the UNESCO sites.
3. Celebration in France of the 20th anniversary and in Spain of the 25th anniversary of the inscription of the Way of Saint James to the world heritage of UNESCO.

The study and research trip between the Santiago de Compostela Pilgrim Routes and the Abraham Path took place from 9 to 14 March 2018 in the Holy Land. The European Delegation of the Federation consisted of 23 members of the Administrative Board and the Technical Committee from eight countries (Spain, Portugal, Italy, Belgium, Germany, Poland, Lithuania and France). Many activities, visits and meetings enriched the stay. The trip ended with a cooperation protocol between the two cultural routes. That same year, the Association of Municipalities of *Saint James Way* in Lithuania won the prestigious *European Citizen's Award*, created in 2008 by the European Parliament. The prize is awarded annually to projects or initiatives which facilitate European cooperation and the promotion of common values.

In 2019 took place the European Saint James day. This new project organized by the Federation aims to take advantage of the potential of the Camino de Santiago and its European values to carry out a cultural program presented within the framework of the 2019 European Heritage Days, contributing to link the programmes of the European cultural routes and the Heritage Days in a single initiative. The main objectives of these days are to highlight the pan-European character of the Camino de Santiago, allowing citizens of different cities of the continent to discover the close relationship between its main religious monuments and the route, and in what way it connects them to an international network of long history and deep European significance. It also wants to encourage the citizens of a country to know the richness of the routes existing in other states of the European continent and to show all the different relations that have developed in the course of history around the Saint James Way between the different European countries. Another objective is to convey the fact that the Camino de Santiago remains a fully used and very powerful cultural route, which continues to play a decisive role in strengthening ties of all kinds between the citizens of the continent. Finally, it wants to carry out a cultural project to establish synergies between the European Heritage Days and the Cultural Routes of the Council of Europe, which could serve as a basis for future initiatives involving other routes. On the basis of these objectives, it proposed the creation of a programme which took place on 19 and 20 October 2019. This weekend took place simultaneously in the different European regions crossed by the Camino de Santiago with a variety of events. Each member of the Federation has chosen what to do on its territory, focusing on a European vision of the Way. For this first year, the Federation shared a common programme and a single communication. From 2020, the network aims to create cultural exchanges between member countries and better federate national actors.

3.2.3 Cultural and educational exchanges for young Europeans

The network fully participates in the organisation of actions with youth groups in order to encourage exchanges and cooperation. In recent years, there has been an increase in cultural and educational exchanges with young Europeans, in the development of school pilgrimages, in the creation of specific European programs based on exchanges between

young people from different countries and the development of courses in several municipalities along the different routes to Santiago de Compostela. With regards to the support material for the dissemination of the European values of the Ways of Saint James for young people, mention should be made of the development of key domains, such as the redaction of literary works for children and teenagers, the creation of specific comic books and animated films. There is more and more literature dedicated to the pilgrimage and the way of Compostela.

Other significant actions are the organisation of travelling plays in schools, such as the staging, by *Sarabela Teatro*, of "*A contar estrelas no Camiño*" organised for the Government of Galicia in 2010. Guided tours of the various places linked to the route are also organized to allow them to discover their heritage as well as visits to exhibitions on the theme of saint James, such as "*Santiago, a viaxe continúa*" (2010). Over the past three years, the Asturias region has been involved in the implementation of a travelling theatre play that has brought together 3,400 people in 17 performances.

There is also a commitment on the part of the territories through Heritage education programs and exhibitions. "*In Itinerera*" 2018/2019 is a Heritage Education Project in Asturias, aimed at secondary school students and aimed at explaining the tangible and intangible meaning of the Camino de Santiago. A total of 980 students took part in this project. The programme of the Proxecta project "Taking Care of the Way" ("*Mirando polo Camiño*") works with students in secondary and primary education on the theme of the cultural and linguistic heritage of the European cultural route. The Regional Government of Galicia contributes by providing teachers and pupils with its resources such as heritage documentation, inventory of assets and bibliography, as well as specific resources and teaching materials designed for this programme. Students also have direct contact with the local cultural heritage, with the support of restorers, archaeologists, architects and art historians. In the second edition of the programme (academic year 2016-2017), 138 young students from the municipalities crossed by one of the Galician sections of the Camino were accepted. In the third edition of the programme (academic year 2017-2018), the activities were part of a wider programme entitled "Education to Heritage", specifically designed for the event and included in the Galician programming of the European Year of heritage. Of 18 applications, 9 schools were selected, with a total of 1,049 young people. In the following year (academic year 2018-2019), 10 applications to the program were received and 9 schools were selected. A total of 680 young people was selected.

The World Heritage Youth forums, organized by the Ministry of Education, Culture and Sports of the government of Spain, with the support of UNESCO, bring together young people in Spain from World Heritage sites around the world. They take part in an educational work meeting on heritage, its conservation and its dissemination. From 27 May to 1st June 2019, the 11th Youth Forum on heritage was held in Madrid and Santiago de Compostela. In Compostela, the participants visited the Museum of pilgrimages and the Cathedral of Santiago, they also took part in workshops on cultural heritage and crossed an 8 km section of the Camino de Fisterra.

Every year, in Lithuania, the Association of municipalities in co-operation with the Association of Friends of the Way and Laima Andrikiénė (former member of the European Parliament) organizes hiking tours throughout Lithuania. In 2019, the Saint James Way Young Ambassadors' hikes set a record and attracted about 1,000 youth participants. Each participant received a passport, souvenirs and certificates from Santiago de Compostela.

Finally, under the heading of reports, films and cinema, many works are regularly broadcast on television in various countries of Europe. The paths of Santiago are occasionally used for

documentary purposes, but they can also be the inspiration for an adventure story, a TV game, a humorous film, etc.

3.2.4 Contemporary cultural and artistic practice

Over the past three years, it is worth highlighting the many cultural, artistic and literary activities carried out by the associations of Friends of the Way of Saint James and by the members of the European Federation. Every year, the International "St James" Festival of sacred choral music is organised in Lithuania. This traditional festival, founded in 2011, is held by the church of St. James in Vilnius and the choir "Vilnius". The past year saw the presentation of the book "*Everyone creates his own way*" by Kristina Stalnionytė, a pilgrim conference about the St. James way and a classical music concert in Punia, at the church of St. James, near the municipality of the Alytus region.

The network encourages artistic projects and activities that explore the links between heritage and contemporary culture. In this sense, in France, the Puy-en-Velay museum, dedicated to the way of Saint James and named "the Camino" hosts every year temporary exhibitions. As an example, we should highlight Lu Yongzhong's series of participations. The Chinese artist is part of the Academy of "Jinshan peasant painting". These paintings are characterized by bright colours and show the values of traditional Chinese culture. Originally from Jinshan, a suburb of Shanghai, his work usually highlights a wide range of subjects through bright colours. The area is now famous for its peasant arts. Lu Yongzhong is an Art teacher and painter. Some of his paintings have been exhibited internationally - in Japan, India, the United States and Great Britain. Since 2011, he has created French landscapes using the techniques of Jinshan's peasant painting. He is working on a big project, a fresco on rice paper, similar to the Chinese roll, 15 meters long and 80 cm high on the way to Santiago de Compostela from Puy-en-Velay. The idea of the project is to exhibit in France and abroad. To realize this work, he is been walking all the steps of the way.

Another exhibition of the "Le Camino" was dedicated to Dominique Paladilhe, born in 1921. He was an historian and a musical illustrator, author of many works, including *The Great hours cathares*; *Simon De Montfort and the Cathar's drama*; *The popes in Avignon* and *The Great Condé*. However, he remains above all the first French pilgrim of the post-war period to resume the way of Santiago de Compostela on foot in 1948. The account of his pilgrimage *À pied vers Compostelle, carnet de route d'un étudiant* ("Walking to Compostela, a student's logbook"), published in 1956, has inspired many pilgrims. Moreover, in Puy-en-Velay, the Saint James Nights welcome every year, in July, great artists. The Tourist Office of Puy-en-Velay and the Municipal Theatre have collaborated to create a great musical event. In the framework of contemporary artistic creation, we must also highlight the installation in the same village, in 2018, of the sculpture *The Pilgrim*. Made of bronze, the sculpture depicts a young woman resting on her pilgrim's staff, staring at the first steps of her journey across rue Saint-Jacques.

Through our field visit, we were able to see the travelling photographic exhibition *Accueillis & accueillants* ("Walkers & Welcomers"), which shows the interest of the Occitania region in developing cultural activities related to the way. The association Sur le pas de Saint-Jacques, in collaboration with the photographer Balint Pörnczi, carried out an exhibition composed of panels of portraits of welcomers (hosts, restaurateurs, shopkeepers, residents) and walkers (pilgrims and visitors of all nationalities).

In Spain, Galician members have organised various travelling exhibitions. These are the exhibitions "Via Iacobitana", "Accueil et hospitalité sur le Chemin de Saint-Jacques" ("Welcome and hospitality on the way of Saint-Jacques") and "Le Chemin Saint-Jacques.

L'expérience contemporaine de la pérégrination ». ("St. James Way. The contemporary pilgrimage experience). In 2019, the exhibition "The way we have in Asturias" was presented at the International Fair of Asturias. This exhibition offered a visit of the history of the Camino de Santiago, from its origins to today, highlighting the European character of the route and the phenomenon of pilgrimages to Santiago, with 36,849 participants. In Asturias and Galicia, in the same year, was implemented the project "Camino Escena Norte". It is a cycle of theatrical performances through the Spanish primitive and coastal way, aiming at reconquering the concept of the Camino as a means of connection and cultural exchange, thus highlighting the heritage treasure linked to the route. There were 17 performances with a total of 3,400 assistants.

3.2.5 Cultural tourism and sustainable cultural development.

The European Federation aims to federate, share and carry a shared dynamic with promotion tools, mediation of heritage, enhancement of European values and to build cultural exchanges around the Compostela's ways. The involvement in the Federation of public authorities has made it possible to associate actors and territories that have the capacity to act directly on the ground and thus on the way. Over the last three years, this has enabled several member countries to provide funding on the routes. This can directly affect the layout of the road (works, signs and markings, security), but also the development of related services (accommodation, catering, Wi-Fi, etc.). As part of the European Cosme project 2013-2014, the European Federation supervised the Loci Iacobi project, in particular through a public-private partnership involving two tour operators: LePuyHotel.com and Galicia Incoming. Multiple packages have been put in place.

The Federation has asked for a new Cosme European funding programme. In fact, the General Assembly of Assise had the principle of submitting a candidature to the call for Cosme projects. It is intended for cultural routes including UNESCO assets and promoting the use of new technologies. The application was filed on 27 June 2017 and the Federation received a favourable response on 19 December 2017. The partnership is composed of Belgium, Portugal, Poland, Lithuania, Spain, France, and two private companies (Malvado Sound Lab S.L., and Xoia Software Development). The Cosme project called "Creative Loci Iacobi" started in 2017 and was completed in 2019. It has been the guiding principle of the Federation over the last three years in terms of project implementation. It meets the demand of new travellers as it plans to promote and improve the visibility of the Santiago route through new technologies, offering clear and practical information for potential visitors.

Although the Santiago de Compostela Pilgrim Routes are well known throughout Europe, the updated common tools and the use of new technologies still need to be developed to improve the visitor experience. New travellers are usually connected to smartphones or tablets, which can be used to get all the information. Creative Loci Iacobi therefore aims to promote and improve the visibility of the Santiago de Compostela routes, and the UNESCO sites located along this route in Europe. The project uses the new CCI technologies (geo-localisation, interactive map, 3D images, augmented reality, multilingual, 360° video, smartphone applications, multimedia tools, etc.). It provides comprehensive and practical information to pilgrims, potential tourists and tourism actors on the ways of St. James in Europe, and on UNESCO sites along the way.

The objectives of the Cosme Creative Loci Iacobi project are to strengthen transnational cooperation on the Santiago de Compostela routes throughout Europe. It also wants to encourage and support the development of innovative, competitive and targeted transnational tools for travellers along the Santiago de Compostela routes in order to improve their experience and let them do their own experience. The project also aims to raise awareness of the protection and sustainability of the cultural heritage of member countries

through the use of CCI-related technologies for their promotion, in particular at UNESCO sites around the Santiago de Compostela routes. It aims to foster synergies between tourism and the technologies linked to the CCI, through public and private collaboration (public bodies and SMEs in the CCI sector). Finally, it seeks to improve the competitiveness of the Santiago de Compostela routes as a tourist product, adapting and updating their cultural offers and services to new horizons. This project made it possible to develop a final map of Santiago de Compostela routes using CCI-related technologies and creative tools such as the "PilgrimAdvisor" application and an electronic diploma. With regards to the communication strategies, a communication plan was created with a project logo, as well as press releases and announcements in social networks and on partner sites. A multimedia presentation of the project and a final event to showcase transnational tourism products and the programme's results were also produced. Finally, a whole management, coordination and monitoring system has been implemented in order to properly develop the project.

All the members of the Federation are public entities and position the ways of Saint James in their tourist strategies. The Asturias region has carried out specific actions to promote the Asturian Compostela route. It has organised presentations to potential groups of prescribers and influencers (federations and associations of the *Camino de Santiago*, hiking federations, etc.) and also to digital influencers. Operations with these audiences generated about 100 participants. Routes for the heritage of Asturias dedicated to the *Camino de Santiago* have also been organized, including one-day guided tours on different sections of the Asturian Compostela way, focusing on different aspects of its heritage and landscape. In 2019, the region supported the work of innovation and development companies which focused on offering specific products on the Camino de Santiago. A total of 10 companies participated. In Galicia, the last 3 years have made it possible to work on the development of the region's St. James way, in particular with the development of infrastructure and signposting, but also with the increase in the offer of accommodation, quality and services along the routes. In Portugal, the creation of the National Federation is now giving the opportunity to involve entities located further south.

In France, a full system is structured around the Compostela routes. Locally, all the Compostela routes in France are at the stage of development. Under the impetus of the Puy-en-Velay route, many other territories are trying to set up a tourist system, on the main routes as well as on secondary routes. Regional, national and European funding programmes support the development of walking routes - thus, the St. James Ways. In this sense, two programmes on the Puy-en-Velay route and on the upstream route between Lyon, Cluny and Le Puy-en-Velay ended in September 2019. They have made it possible to secure the routes, to develop them, to offer heritage information signs, to publish hiking guides distributed nationally and to work with consultants to define the marketing guidelines to be followed in the years to come. As such, new nominations were submitted in July 2019 for the next three years on the two routes that end at Puy-en-Velay such as the Cluny and Lyon route and the way of Geneva. These routes connect with neighbouring countries such as Switzerland and Germany. They also make it possible to develop networks of public and private players linked to the routes. For the next few years, the actions focus mainly on marketing, communication and tourism operations for these routes.

Every year Belgium organizes a two-day itinerant hike in the region of Namur to make known the Compostela ways in this country. These actions involve about 600 people. In Lithuania, the last three years have been very active for the structuring of the municipalities' network, the development of Compostela routes in the country and the federation of the players around this initiative. This led to several meetings within the framework of the involvement of local communities and to tourism development projects, particularly on their dedicated sites. In the Netherlands, the province of South Limburg is still in the development phase for what

concerns the theme of the way of Compostela. As it only joined the European Federation in 2018, it is now developing its strategy to attract visitors around the ways of Compostela and its cultural heritage. It is also active on mobile tools, its website, and social media. It is currently developing an app. In Poland, the Planning Council for the development of St. James in the Kujawsko-Pomorskie region is working to bring together representatives of local authorities and associations from the route region. The goal of the committee's work is to build the region's identity around *St. James Way*, creating new offers, not only for residents but also for visitors (tourists and pilgrims). In terms of positioning, the players tend to facilitate the use of the *Camino Polaco* by creating the necessary conditions for the commercialization of tourism offering and by carrying out activities to promote the way of Saint James. In general, activities around the St. James Way often exists in all the network's member countries thanks to the work of associations of friends of Saint James. In some countries, these associations have strong links with public bodies.

There are no Federation-specific indicators to measure the economic impact of the route on the territories crossed. Each territory can analyse the tourist traffic and the economic impact generated by the Compostela routes. In France and Spain, many players have estimated the daily expenses linked to hiking in order to establish the economic weight of the itineraries. Based on these data, it is possible to assess the economic impact that the walkers have on the ways of Saint James. It is also noted that the dynamics of the Federation has enabled many countries to embark on the way of Compostela and that this has made possible to attract new project promoters, such as a Lithuanian tour operator who is now marketing the route in the country.

The growing interest in itinerancy across Europe, coupled with the notoriety and value chain of the Compostela routes, make it an economically viable business for private operators wishing to engage in its commercialisation. Indeed, to this day, many tourist operators - accommodations, restaurants, shops, service agencies and tour operators - make their living from the traffic on the Compostela routes. The Federation is still young and at this stage there is no direct partnership between the federation and these enterprises. However, under the Creative Loci Iacobi project, two companies (Malvado Group and XOIA) were directly involved in the programme for funding, which helped to create a link between the project and the theme.

3.3 Cultural Route Network

3.3.1 Network extension since last evaluation

Based on the 2016 recommendations to strengthen the Federation's governance at the national level through the creation of national networks, in 2017 the network saw the adhesion of the Principality of Asturias in Spain and the Auvergne-Rhône-Alpes region in France. The other recommendation was to expand the European network with partners from European countries who are helping to strengthen the network. In this case, three countries have joined the network in the last three years: Lithuania, Poland and the Netherlands. Indeed, one of the key points of 2016 was the search for new members. The executive committee has set itself the task of extending the network to Eastern and Northern European countries. In 2016, Lithuania (Sudovia) joined the Federation. It has committed to creating an association of municipalities of *Saint James Way* in order to join the European Federation. Their candidatures were unanimously accepted by the General Assembly on 3 June in Vila Pouca de Aguiar, Portugal.

In 2017, it is Poland's turn to join the network following the hosting of a technical committee in Torun. Several meetings and work seminars have shown the interest and dynamism of the Kujawsko-Pomorskie region, and in particular the *Polaco Camino* which meets the

requirements of the European certification. That same year, the Spanish region of the Principality of Asturias, which is part of the Primitive Way, and the Auvergne-Rhône-Alpes region in France also joined the route. At the end of 2017, Germany (Rothenburg) resigned from the Federation due to staff shortages and the size of the financial contribution. Finally, in 2018, The Netherlands (Zuid Limburg) joined the network. During the year, several contacts were made. The case of Portugal should also be mentioned: on 17 May 2019, the mayors of 35 Portuguese municipalities met in Pedras Salgadas (Portugal) to sign the document establishing the Portuguese Federation of the Santiago de Compostela routes after having overcome many administrative obstacles that had slowed down the progress of the project. Italy is concentrating around the region of Assisi on the restructuring of its network and its work team. In recent years, they have encountered difficulties in mobilizing players. They are still participating in the Federation and are seeking solutions in the near future. Through the federation, they actively participated in the Creative Cosme Loci Iacobi project to integrate the tools and in particular the mobile application, virtual visits and the heritage restoration in augmented reality. In 2019, eight countries currently represent the network (France, Spain, Portugal, Belgium, Italy, Lithuania, Poland and the Netherlands).

The European Federation is governed by the 1901 French law and the head office is located in Puy-en-Velay. The network has no directly employed paid employees and coordination is ensured by the agglomeration of Puy-en-Velay. In order to organize the network and achieve good cooperation, three meetings per year – a general assembly and two technical committees – are convened in the member countries of the Federation. The network believes that these meetings are necessary for the exchange of good practices and the enhancement of the Federation in the member countries.

3.3.2 Network extension in the three years to come

The previous general assemblies confirmed the need to gradually enlarge the European federation. In this sense, members in the process of joining the federation or potentially interested in future membership are Luxembourg, Ukraine, Germany, Latvia and Slovakia. In the Grand Duchy of Luxembourg, a work meeting was held on 31 May 2018 and a possible meeting will take place in late 2019 or early 2020. In Germany, the network is in contact with the "*Bezirk Mittelfranken*" (Middle Franconia), as the region is crossed by four ways of Saint James.

The Federation is also in contact with an association of Friends of the Way in Latvia, which is developing a project to mark up and enhance the Santiago de Compostela route in that country. In Slovakia, several contacts have been established with the two main associations of the Friends of the Way and meetings are to be organised. Finally, in connection with the "*Jerusalem Way*" route, which is based in Austria, contacts have been established with tourism officials in the Austrian Tyrol. Here, too, a visit is to be organised to present the European Saint James Ways Federation. The Cross of St. James in *Pillersee* (Tyrol) connects several ways of St. James.

3.4 Communication tools

3.4.1 Compliance with the Guidelines for the Use of the Logo "Cultural Routes of the Council of Europe"

The network has developed a graphic charter for the visibility of the route. Indeed, the network has developed around the identity Charter of the ways of Saint James, namely the yellow shell on a blue background. In addition to that, different countries have different marking standards. The network of the European Saint James Ways Federation also

displays its own graphic charter. Guidelines have been developed to help members use it and provide a global view of the *Saint James Way* trademark. Adapted to the international market, the logo generally features "Saint James Way" in 4 languages, English, French, Spanish and German, but variations can be made. For example, the German language could be replaced by the language of the member country. The current logo also houses the institutional logos of UNESCO and the Council of Europe. The graphic design aims to combine in a modern way this European cultural route, symbol of a thousand years of history, and the shell, emblem of the pilgrimage.

The federation logo also follows the visibility rules in relation to the certification label "Cultural Routes of the Council of Europe" and is well placed alongside its own logo in accordance with the guidelines for the use of the logo "Cultural Route of the Council of Europe". Information on the main objectives of the Cultural Routes of the Council of Europe programme are included as far as possible in the communication material of the route. Indeed, the Cultural Routes of the Council of Europe programme is presented on the tools and means of communication of the route (brochures, website, etc.). On the Federation's website, the logo appears in the top banner of the website, and is automatically displayed on all pages. It is thus also found in stationery, on the models of letters. Finally, each partner commits to the reproduction of the European cultural routes logo on their documentation and tools in their own communication.

The promotion of the Saint James ways in general is a typical example of the cultural dimension of this route. From the local to the national level, from the public to the associative or private sphere, many players who are not part of the European network promote these routes in part or in their entirety. In this context, the European federation carries out operations of promotion and communication for the routes, but the impact of these tools is minor compared to all the work that is done every day across Europe. The action of the Federation focuses more on the creation of tools that will allow to better convey the values that make up the ways of Compostela, namely International tools promoting cultural mediation and the centralization of information related to the ways of Compostela. Thanks to the project Creative Loci Iacobi, the Federation is equipped with innovative tools in the promotion and enhancement of the Saint James way. These tools, intended for the general public and walkers, translated into three languages (French, English and Spanish), mark a great evolution in the Federation which now offers fun and operational tools to promote the ways and heritage.

The Federation's website has been updated with a new layout and is accessible from all digital tools. An agenda and a European map have also been created. It should be noted that the development of social networks is currently being discussed within the European Federation. The already created Facebook page does not yet have enough publications. On social networks, there is a natural dynamic around the St. James way with many pages managed and animated by enthusiasts, walkers or facilities. The Federation plans to engage on these materials in the coming months, notably with the release of new tools created within the framework of the Creative Loci Iacobi project.

There is a marking system on the entire route to indicate the sites, ways and buildings that are part of it. The certification of the Santiago de Compostela Pilgrim Routes as a European cultural route gave rise to the creation of the logo of the cultural route, that is the yellow shell on a blue background. This symbol is used by the various European countries to mark the Saint James Way. It can stand alone or can be put on different types of supports, such as milestones. In addition to this marking, national specificities come into play. In France, for example, several ways of Saint James are recognized by the French Federation of Hiking as part of the great hiking routes and benefits from a double marking with the Shell and the red

and white marking of the GR. In Spain, the yellow arrow stands out. The logo of the european cultural routes is not highlighted along the route.

4. Conclusions and Recommendations

The European Federation "Saint James Way" was founded in 2011 because of the need for a political and legal organisation in Europe. This formal lack led to a confusion in the functioning of the way and a lack of European animation and collaboration after the extraordinary success of the European cultural route "Camino de Santiago" labelled by the Council of Europe in 1987. In response to this challenge, the European network was created by the agglomeration community of Puy-en-Velay (France) and the Consellería de Cultura e Turismo – Xunta de Galicia (Spain). Its main objective was the creation of a European network of local and regional authorities, a single official reference point alongside the Council of Europe for the certified route. After a few years in operation, the network addressed the recommendations received during the previous evaluation cycle and thought processes and actions were piloted in order to manage a system that is more and more complex, as is that of the route. In recent years there has been a revival of activity on the Santiago de Compostela Route – for example, there has been a proliferation of associations of Friends of the Camino de Santiago throughout Europe.

Nowadays, the local populations' awareness is being raised on this route. The regions crossed by the ways of Saint James have experienced progress in terms of animation of the route in recent years. The pride of the population to belong to the Saint James Way network is due, in large part, to the economic revival of the regions concerned thanks to pilgrimage. This has a positive effect on the reception of pilgrims by the local population. At the same time, there has been a positive awareness on the part of public authorities (regional and municipal administrations) and private authorities (associations, etc.) in favour of taking charge of and promoting the various Santiago routes. Restoration work has been carried out on the historical and artistic heritage, tangible and intangible, such as churches, altarpieces, images, paintings, civil buildings, etc. We have also seen the revival and development of Saint James research, as evidenced by the abundant recent literature (conference proceedings, monographs, research journals, etc.). Faced with these challenges, the Federation, at various meetings, has adopted guidelines for the coming years. The general aim is to learn to work together, to consolidate and expand the network at national and European level and to cooperate with cultural routes and universities.

With regard to the field of action in cooperation in terms of research and development, the recommendation to coordinate with Xacobeo a joint action concerning the scientific committee in order to create real synergies has evolved in recent years. In 2017, a cooperation protocol was signed between the University of Vila Real (Portugal) and the European Federation. In Spain, contacts were made with the "Grupo Compostela de Universidades" (Compostela Group of Universities) and an agreement was signed by both parties in 2018 for the development of academic joint activities and programmes. The next few years should see the consolidation of such cooperation between universities and the Federation.

As for the enhancement of European memory, history and heritage, one of the recommendations was to celebrate the 30th anniversary of the nomination of the ways of Saint James as the first European cultural route to increase the promotion and visibility of the network. In this sense, many activities have been organized to celebrate the anniversary in the member countries of the network. The federation also works with youth groups to promote exchanges and cooperation involving training institutions. In the field of action of contemporary cultural and artistic practice, over the past three years, numerous cultural, artistic and literary events have been organized by the Associations of the Friends of Santiago and by the members of the European Federation. One of the recommendations of the last evaluation was to include indicators for missing or partial elements in the evaluation report for future evaluations. In this respect, in this evaluation, all the required documents

were submitted by the cultural route, which made it possible to analyse the actions carried out.

With regard to the field of action of the tourism projects "Culture and Sustainable Development ", it is necessary to highlight the activities organized by the associations of the Friends of the Ways in Europe and the great work of the volunteers. All these actions contribute to European Development (citizenship, culture and tourism). The development of cultural routes is based mainly on policies and practices at national and regional level. Local communities are also essential for the development, implementation and management of cultural routes, and ensure the success of cultural routes and their impact on cultural tourism. Thanks to the success of the ways of Saint James, the route is developing in a natural way. The federation should try to be a meeting point for associations to discuss common issues. Exchanges with the associations of the Friends of the Way should be strengthened in order to concentrate efforts on the same objectives, to take advantage of each other's resources and to avoid duplicates of work. With regards to the indicators, each territory can analyse the tourist traffic and the economic impact generated by the ways of Compostela. In this sense, it would be necessary to have data common to the entire network given the large influx of pilgrims expected in 2021, next Saint James's year. This event should also allow increase the visibility of the network.

In reference to the network, the association brings together the local authorities crossed by an official Santiago de Compostela route, for which membership must be accepted in advance by the Board of directors. In Spain, the regions of Galicia and Asturias generate a real dynamic around the Saint James ways, a tourist landmark in the north of Spain crossed by numerous routes including the " Camino Francès ", the "Camino del Norte" and the " Camino Primitivo ". These actions are linked to many key themes promoted in the framework of the European cultural routes. In this respect, countries that have a real activity with regards to the ways of Saint James such as Spain and France must continue to strengthen the governance of the Federation at the national level. These countries, whose great value is recognized, can help other less known countries on this topic in order to have more visibility and allow its development as a tourist destination. We can see the example of Lithuania, which has been very involved in the European network since its inclusion. The expansion of the federation from 5 to 8 countries demands collective learning to work better together, to build a common culture of sharing, cooperation, management, brotherhood and mutual knowledge.

In this sense, one should be careful about the trivialization of the ways of Saint James that may occur because of the inclusion of several territorial communities in different countries, attracted by the great success of the road. It would be important to develop a quality charter with specific criteria for the inclusion of new members. Indeed, to ensure its survival, the network must be very demanding in terms of preserving its theme. This requires a set of rules to be laid down in a quality charter. This charter would be the objective instrument on the basis of which candidates will be assessed and would provide the Federation with a cultural and tourist identity allowing to build a common and qualitative image of the network. It would also list the characteristics that should be shared within the Federation and integrate good practices based on the work done and the experience of the members so that everyone can benefit from this knowledge. It is also important to stress the importance of the route for the labelling of other routes in order to build a European identity with networks and collaborations between different countries.

As for the communication tools, even if the network has developed around the identity charter of the Saint James Way, with the yellow shell on the blue background, following the recommendations of the last evaluation, the European Federation has created its own graphic charter. The network logo follows the visibility rules in relation to the certification label

"Cultural Routes of the Council of Europe". The federation's website has been updated with a new layout, accessible from digital tools, and the European network is considering the development of its social networks. In this sense, it would be interesting, over the next three years, to develop social networks and new digital tools in order to promote and enhance the ways of Santiago de Compostela.

Criteria		Recommendations Previous Evaluation 2015-2016	Has the route addressed the recommendation since the last evaluation?		Recommendations current evaluation 2019-2020	
			YES	NO		
<i>I. Cultural route theme</i>			<input type="checkbox"/>	<input type="checkbox"/>		
			<input type="checkbox"/>	<input type="checkbox"/>		
<i>II. Priority fields of action</i>	<i>Cooperation in research and development</i>	Coordinate with Xacobeo a joint action concerning the scientific committee.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Strengthen cooperation between universities.	
			<input type="checkbox"/>	<input type="checkbox"/>		
	<i>Enhancement of memory, history and European heritage</i>			<input type="checkbox"/>	<input type="checkbox"/>	
				<input type="checkbox"/>	<input type="checkbox"/>	
	<i>Cultural and educational exchanges for young Europeans</i>	Include indicators for missing or partial elements.	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
			<input type="checkbox"/>	<input type="checkbox"/>		
	<i>Contemporary cultural and artistic practice</i>	Include indicators for missing or partial elements.	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
			<input type="checkbox"/>	<input type="checkbox"/>		
<i>Cultural Tourism and Sustainable Cultural development</i>	Include indicators of missing or partial elements and celebrate the 30 th anniversary of the nomination of the ways of Saint James to increase the promotion and visibility of the network.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Strengthen exchanges with associations of friends of Santiago de Compostela in Europe. Include indicators shared by the entire network.		
<i>III. Cultural Route Network</i>		Strengthen the Federation's governance at the national level through the creation of national networks.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Continue to strengthen the Federation's governance at the national level.	
		Expand the European	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Develop a quality	

	network with partners from European countries who are helping to strengthen the network.			charter for the adhesion of new members.
		<input type="checkbox"/>	<input type="checkbox"/>	
Communication Tools	Ratify the correct use of the logo and its visibility.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	Complete the website and set up social networks.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Develop social networks and new digital tools.

5.. List of references

- Three-year regular evaluation file
- Self-assessment grid
- Solemn declaration
- Legal status of the current network
- List of current network members
- Evolution of the network 2016-2019
- Report of the general meeting 2016, 29 May 2017 in Assisi, Italy
- Report of the 2017 general meeting, 6 June 2018 in Puy-en-Velay, France
- Report of the 2018 general assembly, 26 June 2019 in Vilnius, Lithuania
- Financial Report 2016
- Financial report 2017
- Financial Report 2018
- Specific budget Creative Loci Iacobi
- Three-year estimated budget plan
- Activity Report 2016
- Activity Report 2017
- Activity Report 2018
- Three-year business plan

All documents required for the evaluation were submitted by the cultural route.

6 Annexe 1: Field visit programme

Date and programme of the field visit:

Program

From 26 to 28 November 2019

Tuesday 26 November

10: 00 – visit of the Puy-en-Velay "Sur les pas de Saint-Jacques" with a guide

12: 00 – Lunch with local elected officials; restaurant "Comme à la Maison" »

2:00 p.m.– Assessment of the Certification report

5 p.m. – "Welcome and Observation" exchange time at the Museum of the Camino.

Participants: Tourist Office; Le Camino; the director of Technical Services of the Cathedral; the Departmental Committee of hiking; friends of the Ways

20: 30 – Dinner

Wednesday 27 November

9: 00 – Meeting to discuss the animation and the events around the brand Saint James de Compostela. General public and thematic conferences

10: 30 – meeting with the luggage and passenger transport company "La Malle Postale"

12: 30 – Lunch in Saint-Privat-d'Allier, restaurant "La Vieille Auberge"

2 p.m. –departure for Nasbinals (Department of Lozère) along the way, return on Thursday, November 28th

3: 30 p.m. – Visit to the Domaine de Sauvage, a hostel on the way, run by a collective of local producers.

18 pm – Arrival at Nasbinals (48). Discovery of the village and meeting of the local actors. Themes: "Economic Impact, preservation and enhancement of the Way"

8 p.m. – Dinner at the restaurant "la Route d'argent". On-site lodging in nearby La Randonnée Hotel

Thursday 28 November

9 a.m. – Walk on the grounds of the Aubrac on the way of Saint James

10: 30 a.m. – Moving to Saugues (43)

12: 30 a.m. – Exchange lunch with the company La Pèlerine, tour operator for hiking holidays and specifically the Way of Saint James

2 p.m. – Back to Puy-en-Velay.

Visited places:

Puy-en-Velay:

The Museum of the Camino

Chapel of Saint-Michel d'Aiguilhe

Cathedral

Restaurant "Comme à la Maison"

La Malle Postale

Ibis Styles Hotel

Tourist Office of the agglomeration community of Puy-en-Velay

Chemin de Saint-Jacques, the prelude to Puy-en-Velay (PR673)

Hôtel-Dieu

Saint-Privat-d'Allier:

Chapel of Saint-Jacques de Rochegude

Restaurant "La Vielle Auberge"

Chanaleilles:

Auberge du Domaine du Sauvage

Nasbinals:

Restaurant "la Route d'argent"

Hôtel La Randonnée

Aubrac:

Walk on the grounds of the Aubrac on the way of Saint James

Saugues:

Tour operator la Pèlerine

Restaurant Pizzeria l'Escale

People met/interviewed by the expert:

Brice ARNAUD, head of the Croisée des Chemins, Comité Départemental de Randonnés Haute-Loire

Bernard BASTIDE, mayor of Nasbinals (Lozère), vice-president of the Communauté de Communes des Hautes Terres de l'Aubrac and manager of the company Maison Bastide

Pierre BONNET, diocesan referent of the Pastorale du Chemin de Compostela

Dominique BOURGIN, head of Le Camino and executive assistant of the Service Diocésain des Pèlerinages

Samuel CAILLEAU, director of La Pèlerine, a travel agency specializing in hiking

Gilles CHALAYE, President of Le Camino

Celine CHAURANT, co-managing director LLC "Auberge du Sauvage en Gévaudan"

Monsignor Luc CREPY, Bishop of Puy-en-Velay

Robert DUBOIS, speaker guide of Puy-en-Velay

Sebastian FALCON, stage manager at Saint-Michel d'Aiguilhe

Jean-Benoît GIRODET, vice-president and treasurer of the European Federation of Saint James Way, Vice-president of the agglomeration of Puy-en-Velay in charge of Tourism Development

Corinne GONCALVES, tourism vice-president, agglomeration of Puy-en-Velay

Jean-Paul GRIMAUD, Director of Tourism Office of the urban area of le Puy-en-Velay

Michel JOUBERT, president of the agglomeration of Puy-en-Velay

François LEGRAND, Vice-President of Le Camino

Nadine OLLIER, manager of La Malle Postale, luggage and passenger transport

Régine PECHBERTY, head of Mission "Chemin de Compostelle-Marque Valeurs Parc" at the Aubrac Regional Natural Park

Arthur PEROL, network manager, project leader, St. James & Grandes Itinérances – Tourism Office of the urban area of le Puy-en-Velay

Georges PERRET, member of the Friends of Saint James of Velay

Marie-Agnès PETIT, Vice-president of the department of Haute-Loire, President of the Maison départementale du Tourisme, Regional Councillor

Father Bernard PLANCHE, rector of the Puy-en-Velay Cathedral

Edmond PONTIER, head of the Association "Amis de Saint-Jacques du Velay"

Madeleine RIGAUD, vice-president of the agglomeration of Puy-en-Velay in charge of Culture

Damien ROUSSET, in charge of Tourism customer relations and tourism promotion in La malle postale, luggage and passenger transport

Vincent THIERRY, in charge of digital and territorial Development - Tourist Office of the agglomeration community of Puy-en-Velay

7. Annexe 2 : Annex 2: Expert assessment checklist

EXPERT ASSESSMENT CHECK-LIST				
		Yes	No	Note
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		
	3.2.5 Cultural tourism and sustainable cultural development			
	Do the Route's activities (relevant to sustainable cultural tourism development)			
	- assist in local, regional, national and/ or European identity formation?	1		
	- actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?		1	
	- promote dialogue between			

	urban and rural communities and cultures?	1		
	developed and disadvantaged regions?	1		
	different parts (south, north, east, west) of Europe?	1		
	majority and minority (or native and immigrant) cultures?	1		
	- open possibilities for co-operation between Europe and other continents?	1		
	- draw decision makers' attention to the necessity of protecting heritage as part of sustainable development of the territory?	1		
	- aim to diversify of cultural product, service and activities offers?	1		
	- develop and offer quality cultural tourism products, services or activities transnationally?	1		
	- develop partnerships with public and private organisations active in the field of tourism?	1		
	Did the network prepare and use tools all along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?	1		
3.3 NETWORK	Does the Route represent a network involving at least three Council of Europe's member states?	1		
	Was the theme of the network chosen and accepted by its members?	1		
	Was the conceptual framework for this network founded on a scientific basis?	1		
	Does the network involve several Council of Europe member states in all or part of its project(s)?	1		
	Is the network financially sustainable?	1		
	Does the network have a legal status (association, federation of associations, EEIG,...)?	1		
	Does the network operate democratically?	1		
	Does the network			
	- specify			
	its objectives and working methods?	1		
	the regions concerned by the project?	1		
	its partners and participating countries?	1		
	the fields of action involved?	1		
	the overall strategy of the network in the short- and long term?	1		
	- identify potential participants and partners in CoE member states and/or other world countries?	1		
	- provide details of its financing (financial reports and/or activity budgets)?	1		
- provide details of its operational plan?	1			
- append the basic text(s) confirming its legal status?	1			

3.4 COMMUNICATION TOOLS	Does the Route have its own logo?	1		
	Do all partners of the network use the logo on their communication tools?	1		
	Does the Route have its own dedicated website?	1		
	Is it the website translated into English and French?	1		
	Is it the website translated into other languages?	1		
	Does the network use effectively social networks and web 2.0?		1	
	Does the network publish brochures on the Route?	1		
	if yes, are the brochures translated in English?	1		
	if yes, are the brochures translated in French?	1		
	Is the title of "Cultural Route of the Council of Europe" present on all communication materials (including press releases, webpages, publications, etc.)?	1		
	Is the logo of the Council of Europe present on all communication materials?	1		
	Is the CoE logo used in accordance to the guidelines for its use (size and position,...)?	1		
	Are the logos (Cultural Route + CoE) provided for all the members of the Route?	1		
	Does the Council of Europe logo appears on road signs/ boards indicating the cultural route?		1	
	SCORE	76	5	
Note:	Please insert 1 for every positive answer and 0 for a negative one. See your total score at the bottom of the column.			
	* E.g. visual arts, the performing arts, creative crafts, architecture, music, literature, poetry or any other form of cultural expression			
	**Particularly in terms of instruction for young Europeans in the relevant fields			
	***Whether these fields include visual arts, performing arts, creative crafts, architecture, music, literature or any other field			