

## CULTURAL ROUTES OF THE COUNCIL OF EUROPE

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### VIII TRAINING ACADEMY 2019

# “Cultural Routes of the Council of Europe: innovative approaches, challenges and opportunities for sustainable fundraising and youth involvement”

4<sup>th</sup> - 7<sup>th</sup> June 2019  
Visby, Gotland (Sweden)

**TUESDAY 04<sup>th</sup> JUNE 2019**

**Conference venue: Tourist Information, Donners plats 1**

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**09:00-17:00**     **Registration of the participants - Tourist Information, Donners plats 1**

**10:00-12:00**     **Guided city tour: Visby Hanseatic city and Gotland's Museum**  
*Meeting point: Tourist information, Donners plats 1*

*Free time for lunch. The historical center of Visby offers a wide variety of restaurants. Suggestions can be found at the Tourist Information office.*

**14:00-17:00**     **WORKSHOP FOR LOCAL AND REGIONAL REPRESENTATIVES OF CULTURAL ROUTES**  
**Discussion of possible membership in certified Cultural Routes of the Council of Europe crossing the region. Exchange of information with Cultural Routes appointed below.**

Opening remarks:

-Stefano DOMINIONI, *Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes*  
-Eladio FERNÁNDEZ-GALIANO, *Special Advisor to the Cultural Routes of the Council of Europe programme; Former Head of Culture, Nature and heritage Department, Council of Europe*

*Moderator: Inger HARLEVI, Route Manager of The Hansa*

*Representatives of stakeholders in Gotland:*

- *The Viking Routes: Susanne THEDÉEN, Manager of Gotland's Museum*
- *The European Route of Jewish Heritage: Clary WINBERG, Lärbro Local Historical Society*
- *TRANSROMANICA: Archdeacon Richard WOTTLE, Diocese of Visby*
- *European Route of Cistercian Abbeys: Lars KRUTHOF, Gotland's Museum*
- *The Route of Saint Olav Ways: Bishop Thomas PETERSSON, Diocese of Visby*
- *Santiago de Compostela Pilgrim Routes: Lars KRUTHOF, Gotland's Museum*

*Representatives of certified Cultural Routes:*

- *The Viking Routes: Ea STEVNS MATZON, Route Manager*
- *The European Route of Jewish Heritage: Victor SORENSSEN, Route Director; Assumpció HOSTA, Route General Secretary*
- *TRANSROMANICA: Annemarie SCHMIDT, management assistant*
- *European Route of Cistercian Abbeys: tbc*
- *The Route of Saint Olav Ways: Hans Morten LÖVRÖD, Route Manager*
- *Santiago de Compostela Pilgrim Routes : Gérard BEAUME, Route Manager; Arthur PEROL, Route Co-manager*

**14:00-16:00**

**WORKSHOP FOR CANDIDATE CULTURAL ROUTES**

**Présentation des itinéraires culturels candidats (en Français)**

- *Route européenne d'Artagnan, Alain LIBEROS*
- *Héloïse, itinéraire des pédagogues européens, Thomas LAMBERT*
- *Route des Templiers, Charlotte WAEBER*

**Presentation of candidate cultural routes (in English)**

- *Transhumance Trails and Rural Roads, Aronsson KJELL-ÅKE*
- *Via Memoria Mauthausen, Tamara ĆIRIĆ & Guy DOCKENDORF*
- *Via Romea Germanica, Luigi ZOPPELLO*
- *European Network of Historic Gardens, Anna FUENTES*
- *Romea Strata, Claudia DE ZEN & Daniela NARDELLO*
- *European Network of Holy Week and Easter Celebrations, Encarnacion GIRALDEZ*
- *Via Karelia, Juha RANTALA*
- *Jerusalem Way – The World's Longest Peace and Cultural Route, Johannes ASCHAUER & Karin FORSTER*
- *Shrines of Europe, Carlos COSTA*
- *Venetian Cultural Route, Dragos COSMESCU*
- *Via Eurasia, Elena DUBININA*
- *The route of Masonic temples architecture, Weisheng KONG*
- *Alvar Aalto Route, Noora KIILI & Nina HEIKKONEN*
- *Forum of Slavic Cultures, Mateja JANCAR*

**Moderators:**

- Stefano DOMINIONI, *Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes*
- Carolina CLARK, *Junior Project Officer, European Institute of Cultural Routes*

**16:00-16:30**

*Coffee break*

**16:30-18:00**

**SESSION FOR CANDIDATE CULTURAL ROUTES (in English)**

**Presentation and guidelines for applications for certification as Cultural Routes of the Council of Europe**

- Stefano DOMINIONI, *Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes*

-Eladio FERNÁNDEZ-GALIANO, *Special Advisor to the Cultural Routes of the Council of Europe programme; Former Head of Culture, Nature and heritage Department, Council of Europe*  
-Carolina CLARK, *Junior Project Officer, European Institute of Cultural Routes*

18:00

*Get together hosted by the Bishop Thomas Pettersson at the Bishop's House*  
*Meeting point: outside the Tourist Information at Donners plats 1*

## WEDNESDAY 05 JUNE 2019

### Conference venue: Visby Parish House (next to the Cathedral), Norra kyrkogatan 2

**09:00 – 17:00**     **Registration of the participants at the Tourist Information, Donners plats 1**

**08:30 – 10:30**     **Guided City Tour: Visby Hanseatic city and Gotland's Museum**  
*Meeting point: Tourist Information, Donners plats 1. The tour ends at Visby Parish House, on time for the following activities.*

**10:30 – 12:00**     **Workshop for candidate Cultural Routes crossing the Adriatic-Ionian, Alpine, Baltic Sea and Danube Macro-Regions - Routes4U Joint Programme**

Introductory remarks: Stefano DOMINIONI, *Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes*

- Training session on the creation and management of Cultural Routes in the four EU-Macro-regions.
- Presentation and testing of the Routes4U E-Learning module: "The Cultural Routes of The Council of Europe: Step-by-step guidance on the certification and the implementation"

Constanze METZGER, *Senior Project Officer, Routes4U Joint Programme, Enlarged Partial Agreement on Cultural Routes, Council of Europe.*

**10:30 – 12 :00**     **General discussion between certified Cultural Routes of the Council of Europe and the European Institute of Cultural Routes**

Main topics to be discussed:

- Proposals to host the Training Academy 2020 by a Cultural Route of the Council of Europe
- Participation of Cultural Routes at ITB Berlin 2020
- The role of the European Institute of Cultural Routes. Importance of the EICR as a depository of documentation and publications
- Presentation of the 9th Annual Advisory Forum in Sibiu, Romania

Moderators:

-Christian BIEVER, *President of the European Institute of Cultural Routes*

-Stefano DOMINIONI, *Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes*

**12:30 – 13:30**    *Lunch at Visby Parish house*

**14:00 – 14:45**    **OPENING SESSION**

- Jan LINDENAU, *President of The Hansa, Mayor of Lübeck*
- Eva NYPELIUS, *Mayor of Region Gotland*
- Christian BIEVER, *President of the European Institute of Cultural Routes*

**14:45– 15:00**    ***Introduction to the VIII Training Academy on Cultural Routes of the Council of Europe***  
Stefano DOMINIONI, *Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes*

**15:00 – 15:45**    ***Keynote speech***  
***“Cultural routes and European funding schemes” (videoconference)***  
Eric PHILIPPART, *Senior Expert, European Commission, DG for Internal Market, Industry, Entrepreneurship and SMEs*

***Debate (15’)***

**15:45 – 16:30**    ***Keynote speech***  
***“Routes4U - Fostering regional development through transnational cultural routes, heritage policies and practices in the EU Macro-regions. Opportunities for funding and youth involvement”***  
Constanze METZGER, *Senior Project Officer, Routes4U Joint Programme, Enlarged Partial Agreement on Cultural Routes, Council of Europe.*

***Debate (15’)***

**16:30 – 17:00**    ***Networking coffee break***

**17:00 – 17:45**    ***Keynote speech***  
***“Promoting youth involvement in Cultural Routes activities: challenges and innovative educational and participative approaches”***  
Sabine DETZEL, *International Coordinator, Unit for UNESCO's Associated Schools Network (ASPnet), Division for Inclusion, Peace and Sustainable Development*

***Debate (15’)***

17:45 – 19:15

**WORKSHOP N°1: FUNDING OPPORTUNITIES FOR CULTURAL ROUTES**

*Format fishing pool*

**Introduction to the workshop by moderator (10')**

Moderator: Miguel Angel MARTIN RAMOS, *European Routes of Emperor Charles V*

**Presentation of the Guide on Funding for Cultural Routes (10')**

Stefano DOMINIONI, *Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes* & Francesco BAÙ, *European Institute of Cultural Routes*

**Cultural Routes crossing France (10')**

Isabelle HURDUBAE, *International Relations Department, Ministry of Culture of France; Representative of France to the Enlarged Partial Agreement on Cultural Routes*

**Presentation of Cultural Routes good practices (10' each)**

- **“Local heritage brings pride and development”**  
Inger HARLEVI, *The Hansa*
- **“Sustainable rest stop project”**  
Hans Morten LØVRØD, *Route of Saint Olav Ways*
- **“Iron Curtain Trail Experience”**  
Philipp CERNY, *Iron Curtain Trail*

**Debate and exchange of experiences**

20:00

*Dinner hosted by Region Gotland at Joda bar, Skeppsbron 24, Visby*

**THURSDAY 06 JUNE 2019**

**Conference venue: Visby Parish House**

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09:00 – 11:00

**WORKSHOP N°2: FOSTERING YOUTH INVOLVEMENT IN CULTURAL ROUTES**  
**ACTIVITIES**

*Format fishing pool*

**Introduction to the workshop by the moderator (10')**

Moderator: Sabine DETZEL, *International Coordinator, Unit for UNESCO's Associated Schools Network (ASPnet), Division for Inclusion, Peace and Sustainable Development*

**Presentation of Cultural Routes good practices (10' each)**

- **“Home Alone! (Teenagers take control of the Horta Museum)”**  
Anne-Lise ALLEAUME, *Réseau Art Nouveau Network*

- **“Sharing heritage by moving stones”**  
Bodo ZEHM, *The European Route of Megalithic Culture*
- **“Explore History - A fascinating journey through space and time”**  
Annemarie SCHMIDT, *TRANSROMANICA – The Romanesque Routes of European Heritage*
- **“Work it out” - ERIH Dance Event**  
Katharina HORNSCHEIDT, *European Route of Industrial Heritage*

**Debate and exchange of experiences**

**11:00 – 11:30**    *Networking coffee break*

**11:30 – 12:30**    **Meeting for the certified Cultural Routes of the Council of Europe**  
Moderator: Inger HARLEVI, *Route Manager of The Hansa*

**11:30 – 12:30**    **SESSION POUR DES ITINÉRAIRES CANDIDATS (en français)**  
**Présentation et lignes directrices pour les candidatures à la certification « Itinéraire culturel du Conseil de l'Europe »**

-Stefano DOMINIONI, *Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes*  
-Eladio FERNÁNDEZ-GALIANO, *Special Advisor to the Cultural Routes of the Council of Europe programme; Former Head of Culture, Nature and heritage Department, Council of Europe*  
-Carolina CLARK, *Junior Project Officer, European Institute of Cultural Routes*

**12 :30 – 13 :30**    *Lunch at Visby Parish House*

**13 :30 – 15 :30**    **WORKSHOP N°3: SUCCESSFUL DESIGN OF PROJECT APPLICATIONS FOR EUROPEAN FUNDING PROGRAMMES**  
*Format fishing pool*

**Introduction to the workshop by the moderator (10')**  
Moderator: Inger HARLEVI, *Route Manager of The Hansa*

**“European funding programmes: overview of project management methodology, application process and contractual aspects of implementation” (30')**  
Leyla ZEINALOVA, *Head of Unit, Office of the Directorate General of Programmes, Council of Europe*

**Presentation of Cultural Routes good practices (10' each)**

- **“Follow the Vikings Roadshow”**  
Ea Stevns MATZON, *The Viking Routes*

- **“COSME project financing: Iacobi loci 2 & Creative Loci Iacobi projects”**  
Gérard BEAUME & Arthur PEROL, *Saint James Ways*
- **“InnovaSPA project - Cofinanced by Interreg Europe programme”**  
Marion VANSINGLE, *European Route of Historic Thermal Towns*
- **“Parallel Traces”**  
Assumpció HOSTA & Victor SORENSEN, *The European Route of Jewish heritage*

**Debate and exchange of experiences**

*Coffee break available during the workshop*

**16 :00 – 18 :30** *Bus from Österport to Romakloster where the two Mayors and the Chatelaine of this year’s Medieval Week will be officially announced. Meeting with the management of the Medieval Week and presentation of the Roma Kungsgård, Cultural Meeting Centre*

**20 :30** *Dinner hosted by Destination Gotland at Restaurant Koggen, Scandic Hotel*

## FRIDAY 07 JUNE 2019

**Conference venue: Visby Parish House**

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**09.00-10.30**

**WORKSHOP N° 4: BOOSTING CULTURAL ROUTES PERFORMANCE IN THE 5 PRIORITY FIELDS OF ACTION: INNOVATIVE AND PARTICIPATIVE APPROACHES**

*Format fishing pool*

**Introduction to the workshop by the moderators (10’)**

Moderator: Hans Morten LØVRØD, *Route of Saint Olav Ways (TBC)*

**Funding opportunities for the development of sustainable tourism initiatives: the case of Azerbaijan (10’)**

Sakina ASGAROVA, *Industry associations manager, Azerbaijan Tourism Board*

**Presentation of Cultural Routes good practices (10’ each)**

- **Practical seminar "Evaluation of the tourism impact of the Via Francigena in France"**  
Elena DUBININA, *Via Francigena*
- **The travelling exhibition "Art & Light"**  
Pierre BEDOUELLE, *Impressionisms Routes*
- **"Knowing our History for local and regional development"**

Quintin CORREAS DOMINGO & Miguel Angel MARTIN RAMOS, *The European Routes of Emperor Charles V*

- **“Engaging with local rural children and youth to co-create interpretation activities for families”**

James SIMPSON & Iiris KALLAJOKI, *St. Olav Waterway*

**Debate and exchange of experiences**

**10.30-11.45**

**CLOSING SESSION**

**Lessons learnt from the Cultural Routes Training Academy 2019: main outcomes, challenges and next steps**

**Conclusions of the 2019 annual Training Academy**

**11.45-18.00**

*Guided tour by bus to parts of the island where stops will be made at landmarks with a connection to different Cultural Routes.*

*The tours start directly after the ending of the conference and, when returning to Visby, the bus will drop guests off at the airport at 6pm and then continuing to central Visby for those who are staying longer. Picnic lunch included.*



## **PRACTICAL INFORMATION**

### **TRAINING ACADEMY VENUE**

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4th June: Donnerska huset (Tourist Information), Donners plats 1, Visby.

5th – 7th June: Visby Parish House next to Sancta Maria Cathedral, Norra Kyrkogatan, Visby.

### **COMMUNICATION**

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The working language of the Cultural Routes Training Academy 2019 is English.

Special sessions for candidates will be held both in English and French.

### **CONTACTS**

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