

EICR-TA-Prog (2026) rev2

Luxembourg, 29 May 2026

13th TRAINING ACADEMY

ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

PÉCS/HU/ & OSIJEK/HR/ | SHAPING CONFIDENCE
2-5 JUNE 2026 | AND DIVERSITY

Interreg
Danube Region



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#RomansWineDanube



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



DAILY PROGRAMME

Tuesday, 2 June

15:00 Meeting of the preparatory team

Arrivals

19:00 Opening session (Cella Septichora Visitor Center, Pécs)

Welcome words by:

- KATA NAGY, Project Manager, Zsolnay Heritage Management Nonprofit Ltd.
- ATTILA PÉTERFFY, Mayor of Pécs
- DANKO ČOSIĆ, Principal Manager of the Roman Emperors and Danube Wine Route

19:30 Opening dance performance by students of the Art School of Pécs

19:40 Dinner

21:00 World Heritage night tour (with headlamps)

Wednesday, 3 June (Kodály Centre, Pécs)

08:00 Registrations

09:00 *Welcome addresses by*

- MÁRK HUMMEL, Managing Director, Zsolnay Heritage Management Nonprofit Ltd.
- CSABA RUZSA, Deputy Mayor of Pécs
- ZOLTÁN TARR, Minister for Social Relations and Culture of Hungary
- ESZTER CSONKA-TAKÁCS, Vice-Chair of the Enlarged partial Agreement on Cultural Routes of the Council of Europe
- GORDANA PLAMENAC, President, Roman Emperors and Danube Wine Route
- TATJANA HORVATIĆ, Ministry of Culture and Media of Croatia

09:45 Introductions of participants and their expectations

10:30 *The context of the academy: Pécs, Osijek and the Roman Emperors and Danube Wine Route, with:*

- DANKO ČOSIĆ (Principal Manager of the Roman Emperors and Danube Wine Route)
- DÁNIEL POULET (World Heritage manager, Zsolnay Heritage Management)
- IVANA JURIĆ (Tourism Board of Osijek-Baranja)

11:00 Break

11:30 Programme and practicalities of the academy

11:45 *Cultural Routes: crossroads or bridges for European cultural identity?* Keynote speech on the current-day meaning, relevance and challenges of routes in a changing Europe and global context, by DR. KARIN DRDA-KÜHN, Managing Director media k GmbH

12:30 Presentation of recently certified Council of Europe Cultural Routes

13:00 Lunch

14:00 Developments and perspectives of the programme of Cultural Routes of the Council of Europe, by RUI GOMES, Executive Secretary of the programme

14:30 Discussion groups on the role of the routes in the development of the programme

1. **Network management**, facilitated by DANKO ĆOSIĆ
2. **Representativeness of the routes**, facilitated by RUI GOMES
3. **Strengthening youth participation**, facilitated by RÉKA HESZTERÉNYI, secretariat of the Cultural Routes programme
4. **The consequences on the routes of the armed aggression of the Russian Federation against Ukraine**, facilitated by MILA LUKIC
5. **Preparing the 40th anniversary of the Cultural Routes programme**, facilitated by INGER HARLEVI, The Hansa
6. **Cooperation on scientific work and role of the universities**, facilitated by CRINA ZUGRAV, European Institute of Cultural Routes

17:30 Guided tours on exhibitions in the Zsolnay Cultural Quarter of Pécs

19:00 Dinner and cultural programme

Thursday, 4 June – Osijek Baranja County

08:30 Meeting point - Pécs, main railway station, Indóház tér

08:50 Departure to Beli Manastir (Croatia) by train

10:00 Departure from Beli Manastir to Baranja-Croatia Danube wine region (by bus)

11:00 *Learning from and applying sustainable tourism practices along Cultural Routes*, input by IVANA JURIĆ, Tourism Board of Osijek-Baranja

13:30 Bus transfer to Baranjska Kuća

14:00 Lunch in Baranjska Kuća (rural heritage restaurant and open-air museum)

15:30 Field visits (wine and local produce tasting)

20:00 Return to Pécs

Friday, 5 June (Kodály Centre, Pécs)

09:00 Presentation of the conclusions of the sessions on the role of the routes in the development of the programme and on sustainable tourism

09:30 Participant-led sessions on network and routes development, including:

- A. Responsible tourism and local infrastructure development**, by IRYNA DENYSKO, European Route of Historic Gardens
- B. Cooperation** Working Group, by VICTOR SORENSSEN, European Route of Jewish Heritage
- C. Visibility** Working Group, by DOROTHE RÖMER, Huguenot and Waldensian Trail
- D. International Short Story Content** – 40th anniversary of the programme, by MATEJA JANČAR, Women Writers Route
- E. Accessibility and Inclusion** (Hike4all), by ELENA DUBININA, Via Francigena
- F. Youth engagement in Cultural Routes**, by CATARINA CHAVES, Saint James Ways
- G. ...**

(Break included in the sessions)

12:15 Feedback from the previous session

12:30 Presentation of the 2026 Forum on Cultural Routes and guidelines for the 2027 Academy (in the framework of the 40th anniversary of the Santiago Declaration).

12:45 Evaluation and closing of the formal programme

13:30 Lunch

14:30 Departures together in groups to the downtown

15:00 Guided tours at the downtown of Pécs

17:00 Opening of the Roman Parade

ABOUT THE ACADEMY: **Confidence and Diversity**

The Programme of Cultural Routes of the Council of Europe is rooted in the 1987 [Santiago Declaration](#) which recalled the importance of the ideals of freedom, justice and confidence in forging European cultural identities and overcome distances, frontiers and language barriers. The cultural routes are recognised as playing an essential role in raising awareness of the shared European heritage as a cornerstone of European citizenship, *a means of improving the quality of life and a source of social, economic and cultural development*.

When creating the programme and the [Enlarged Partial Agreement on Cultural Routes](#) (EPA), the Committee of Ministers of the Council of Europe assigned it with the promotion of European identity and citizenship through knowledge and awareness of Europe's common heritage, and the development of cultural links and dialogue within Europe as well as with other countries and regions. The EPA is expected to shape *a shared cultural space through the development of cultural routes aiming to foster awareness-raising about heritage, education, networking, quality and sustainable cross-border tourism and other related activities*.

The Resolution [CM/Res\(2013\)66](#) confirming the establishment of the Enlarged Partial Agreement recognises that *in order to achieve maximum outreach and impact, the existing cultural routes, as well as the many others in the making, require increased professional assistance and support*.

The European Institute of Cultural Routes has taken a leading role to, together with cultural routes, organising training seminars and academies to support the development of cooperation and networking among routes and identify areas of common interest for the capacity-building and development. Twelve editions of the Training Academy have thus been organised in a spirit of participation and empowerment that recognises the central role of the cultural routes in the Council of Europe programme.

Bringing together 43 member states and 49 routes, the programme has grown in scale and relevance. The role of the academy as a federating event is more important than ever; this annual event will, however, need to be complemented and supported by other activities and resources, including from the routes themselves.

The 13th edition of the academy is organised within a spirit of consolidation and transition: consolidation the experiences of cooperation and participation that have presided the role of the routes in the past academies and reflecting about additional and complementary means to support capacity-building, mutual learning and greater collective confidence in the programme. This confidence is an important condition for the programme to support the implementation of the [Faro Convention](#) that puts people and human values *at the centre of an enlarged and cross-disciplinary concept of cultural heritage* and emphasises the value and potential of cultural heritage wisely used as a resource for sustainable development and quality of life in a constantly evolving society.

At a time when the values of human rights, democracy and the rule of law are under attack, the right of every person to engage with the cultural heritage of their choice as an aspect of the right freely to participate in cultural life has a particularly important role in the promotion of a culture of democracy and human rights.

The 13th edition of the Training Academy will contribute to this process and should play a pivotal role strengthening the relations and cooperation among the routes themselves and with the other stakeholders of the programme.

A transfrontier academy

The 13th academy is jointly prepared and organised by the European Institute of Cultural Routes and the Roman Emperors and Danube Wine Route, in close cooperation with [Zsolnay Heritage Management](#) Nonprofit Ltd. in Hungary and the [Tourism Board of Osijek-Baranja](#) County in Croatia. The Informal Contact Group of cultural routes provides guidance and support in the programme development by representing the concerns of cultural routes, including the experiences of the former Task Force of cultural routes.

The Academy is hosted by the [Roman Emperors and Danube Wine Route](#), a Council of Europe route since 2015. The Roman Emperors and Danube Wine Route, with its Danube and Adriatic Trails, extends through ten European countries – Slovenia, Hungary, Croatia, Serbia, Bulgaria, Romania, Albania, Montenegro, North Macedonia and Bosnia and Herzegovina – connecting 23 archaeological sites and 12 wine regions. It is a network of sub-destinations, created around individual archaeological sites, locations, places and buildings, which are monuments to the leadership of the Roman emperors in Late Antiquity. Those are not necessarily the most important monuments according to the criteria of archaeology in a given region, but they have archaeological content to provide an understanding of the Roman context to the average visitors about how the users of these facilities lived, worked and entertained.

The wine regions integrated with the route sites “replicate” the vineyards introduced by the Roman army into the regions. For the indigenous peoples, who lived and worked alongside of Roman soldiers, one can infer that a way “to act Roman” and in a certain sense “to be Roman” was to acquire a taste for this new beverage from the Mediterranean world. The Vinalia wine festival (of the wine harvest, wine vintage and gardens) promotes and represents wine and Roman cultural heritage along the route. From the beginning, the route is established as a transnational partnership between members from the academic, public and private sectors towards peer exchange, cooperative product development and collaborative marketing and promotion in the field of sustainable cultural tourism, creating impulse for designing/delivering high-quality tourism products and services along the Route.

During the Academy, participants will be able to explore the cross-border cultural tourism destination Pécs-Osijek and enjoy cultural diversity and warm hospitality from the hosting partners, Zsolnay Heritage Management Nonprofit Ltd and Tourism Board of Osijek-Baranja County. By utilising the cultural route as a resource for cross-border cooperation, networking, innovation, creativity, and cultural tourism development, the route seeks to drive tourism growth along transnational itineraries, protection of cultural and environmental resources, and the economic regeneration of marginalised areas and emerging destinations.

The Zsolnay Heritage Management Nonprofit Ltd. is a public local authority and has been managing partly the significant cultural institutional structure with the [Kodály Centre](#), [Zsolnay Quarter](#), the [World Heritage Sites of Pécs](#) and the [Visual Art Centre](#). The aim of the operation and management of the institution is to turn these sites into a leading artistic, cultural and tourist venue and an independent brand of the city of Pécs.

The Tourism Board of Osijek-Baranja County is a regional destination management organisation responsible for promoting Osijek-Baranja County as a tourism destination on all levels through promotion and advertising, management of public tourism infrastructure, participation in regional and national tourism development strategy and policy planning, offering expert advice and support, initiating and creating new tourism products, improving and maintaining existing tourism products and joining the efforts of tourism development of communities, municipalities and cities.

Aims and objectives

The 2026 Training Academy aims to further cooperation among cultural routes and strengthen their capacity to contribute to the implementation of the Programme of Cultural Routes of the Council of Europe. The programme pursues the following objectives:

- to update participants and associate them to recent developments and perspectives in the programme;
- to exchange practices and experiences in the management of the routes, with a specific emphasis on principles and practices of sustainable tourism;
- to discuss and possibly identify standards for the development of the routes and ways of supporting their role in the programme.

The 3-day programme is organised according to these objectives and with the concern to enhance a participant-centred experience that enables dialogical learning and participation. The formal programme is thus centred on the input, contributions and exchanges with and from the routes as central players in the programme of the Council of Europe. The programme relies on a close relationship between formal elements of exchange and dialogue and the experience of discovering the diverse cultural heritage represented in the Roman Emperors and Danube Wine Route.