

# Online training for candidates applying for the "Cultural Route of the Council of Europe" certification

17 June 2021

HUMAN RIGHTS,  
DEMOCRACY  
AND THE RULE OF LAW

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

DROITS DE L'HOMME,  
DÉMOCRATIE  
ET ÉTAT DE DROIT

# THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE

CONNECTING EUROPEAN HERITAGE THROUGH SPACE AND TIME

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Executive Secretary, Enlarged Partial Agreement on Cultural Routes of the Council of Europe

Director, European Institute of Cultural Routes

# THE COUNCIL OF EUROPE

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



Founded  
in  
1949

47  
Member  
States

Headquarters:  
Strasbourg  
(France)

Core  
values

Human Rights  
Democracy  
Rule of Law

# CULTURAL ROUTES OF THE COUNCIL OF EUROPE

Cultural route  
of the Council of Europe  
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when

since 1987



what

COOPERATION PROJECT \_ heritage - culture - tourism



how  
where

45 CERTIFIED CULTURAL ROUTES  
crossing EUROPE & reaching even BEYOND

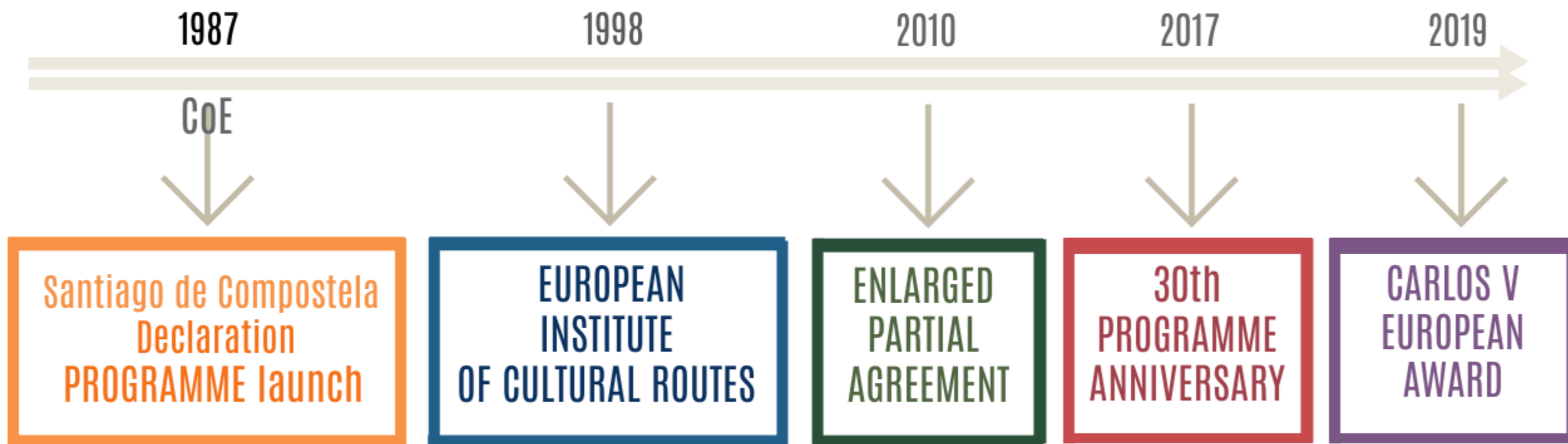


why

- promote & understand EUROPEAN HERITAGE & CULTURAL IDENTITY
- enhance DEMOCRATIC CULTURAL EXCHANGES & CULTURAL TOURISM
- support SUSTAINABLE LOCAL DEVELOPMENT
- foster ACTIVE PARTICIPATION

# CULTURAL ROUTES\_ HISTORY AND INSTITUTIONS

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



# THE EUROPEAN INSTITUTE OF CULTURAL ROUTES (EICR)

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



since 1998  
**TECHNICAL AGENCY**

**MONITORING & EVALUATION**

**ADVISING**

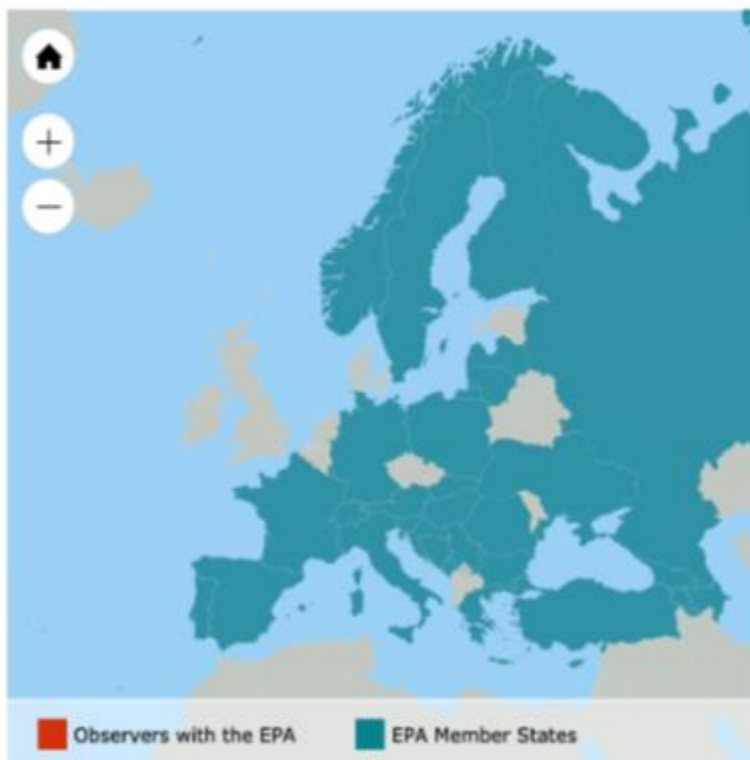
**TRAINING of  
CR MANAGERS**

**VISIBILITY EVENTS**

**COORDINATION of university &  
research centers NETWORK**

# ENLARGED PARTIAL AGREEMENT ON THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE

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



## EPA MEMBER STATES



































-  Andorra (2012)
-  Armenia (2015)
-  Austria (2011)
-  Azerbaijan (2011)
-  Bosnia and Herzegovina (2016)
-  Bulgaria (2011)
-  Croatia (2016)
-  Cyprus (2011)
-  Finland (2018)
-  France (2011)
-  Georgia (2016)
-  Germany (2013)
-  Greece (2011)
-  Holy See (2018)
-  Hungary (2013)
-  Italy (2011)
-  Latvia (2019)
-  Lithuania (2012)
-  Luxembourg (2011)
-  Monaco (2013)
-  Montenegro (2011)
-  Norway (2011)
-  Poland (2017)
-  Portugal (2011)
-  Romania (2013)
-  Russian Federation (2011)
-  San Marino (2017)
-  Serbia (2012)
-  Slovak Republic (2014)
-  Slovenia (2011)
-  Spain (2011)
-  Sweden (2020)
-  Switzerland (2013)
-  Turkey (2018)
-  Ukraine (2021)

## OBSERVERS WITH THE EPA

# 45 CULTURAL ROUTES OF THE COUNCIL OF EUROPE

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



 Santiago de Compostela Pilgrim Routes 1987	 The Hansa 1991	 Viking Routes 1993	 Via Francigena 1994	 Routes of El legado andalusí 1997	 Phoenicians' Route 2003	 Pyrenean Iron Route 2003	 European Mozart Ways 2004	 Aeneas Route 2021
 European Route of Jewish Heritage 2004	 Saint Martin of Tours Route 2005	 Cluniac Sites in Europe 2005	 Routes of the Olive Tree 2005	 Via Regia 2005	 TRANSROMANICA 2007	 Iter Vitis Route 2009	 European Route of Cistercian abbeys 2010	 Alvar Aalto Route 2021
 European Cemeteries Route 2010	 Prehistoric Rock Art Trails 2010	 European Route of Historic Thermal Towns 2010	 Route of Saint Olav Ways 2010	 European Route of Ceramics 2012	 European Route of Megalithic Culture 2013	 Huguenot and Waldensian trail 2013	 ATRIUM 2014	 Iron Age Danube Route 2021
 Réseau Art Nouveau Network 2014	 Via Habsburg 2014	 Roman Emperors and Danube Wine Route 2015	 European Routes of Emperor Charles V 2015	 Destination Napoleon 2015	 In the Footsteps of Robert Louis Stevenson 2015	 Fortified towns of the Grande Region 2016	 Impressionisms Routes 2018	 Cyril and Methodius Route 2021
 Via Charlemagne 2018	 Iron Curtain Trail 2019	 Liberation Route Europe 2019	 European Route of Industrial Heritage 2019	 Le Corbusier Destinations : Architectural Promenades 2019	 Routes of Reformation 2019	 Liberation Route Europe 2019	 Routes of Reformation 2019	 European Route d'Artagnan 2021

# 5 NEW CULTURAL ROUTES CERTIFIED IN 2021

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Aeneas Route  
2021



Alvar Aalto Route  
2021



Iron Age Danube Route  
2021



Cyril and Methodius  
Route  
2021



European Route  
d'Artagnan  
2021



# CULTURAL ROUTES\_ THEMATIC CLUSTERS

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## RELIGIOUS HERITAGE

- The Santiago De Compostela Pigrims Route
- The Via Francigena
- the Route of Saint Olav Ways
- The Cluniac Sites in Europe
- The European Route of Cistercian Abbeys
- The Saint Martin of Tours Route
- The European Route of Jewish Heritage
- The Huguenot and Waldesin Trail
- Cyril and Methodius Route

## EARLY EUROPEANS

- Prehistoric Rock Art Trails
- The European Route of Megalithic Culture
- Iron Age Danube Route

## LANDSCAPE & HANDICRAFTS

- The Routes of the Olive Tree
- The Iter Vitis Route
- The Pyrenean Iron Route
- The European Route of Ceramics

## HISTORY & CIVILIZATIONS

- The European Route of Emperor Charles V
- The Phoenician Route
- The Hansa
- The Viking Route
- The Habsburg
- The Roman Emperors and Danube Wine Route
- Destination Napoleon
- Via Regia
- The Route of El-Legado of Andalusi
- Aeneas Route
- European Route D'Artagnan

## ARTS & ARCHITECTURE

- European Mozart Ways
- The Réseau Art Nouveau Network
- In the Footsteps of Robert Louis Stevenson
- Route of the Fortified Towns of the Greater Region
- European Route of Historical Thermal Towns
- Atrium
- Transromanica
- The European Cemeteries Route
- Alvar Aalto Route

# CULTURAL ROUTES\_ TYPOLOGIES

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## LINEAR ROUTES



Historical Infrastructure

- The Santiago De Compostela Pilgrim Routes
- The Via Francigena
- The Via Regia

## TERRITORIAL ROUTES



Territorial Contiguity

- Iter Vitis
- The Roman Emperors and Danube Wine Route
- The Routes of the Olive Tree

## RETICULAR PATTERN



"Virtual" Routes

- The Hansa
- European Mozart Ways
- The European Route of Jewish Heritage

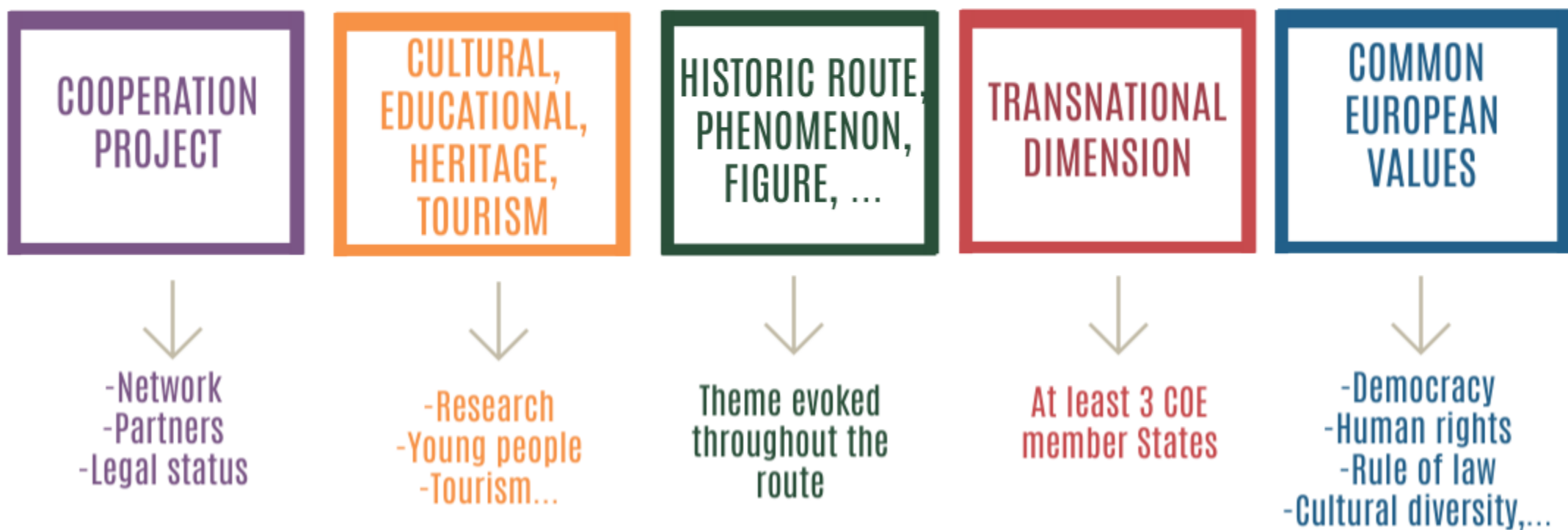
# Cultural Routes of the Council of Europe: a DEFINITION

Cultural route  
of the Council of Europe  
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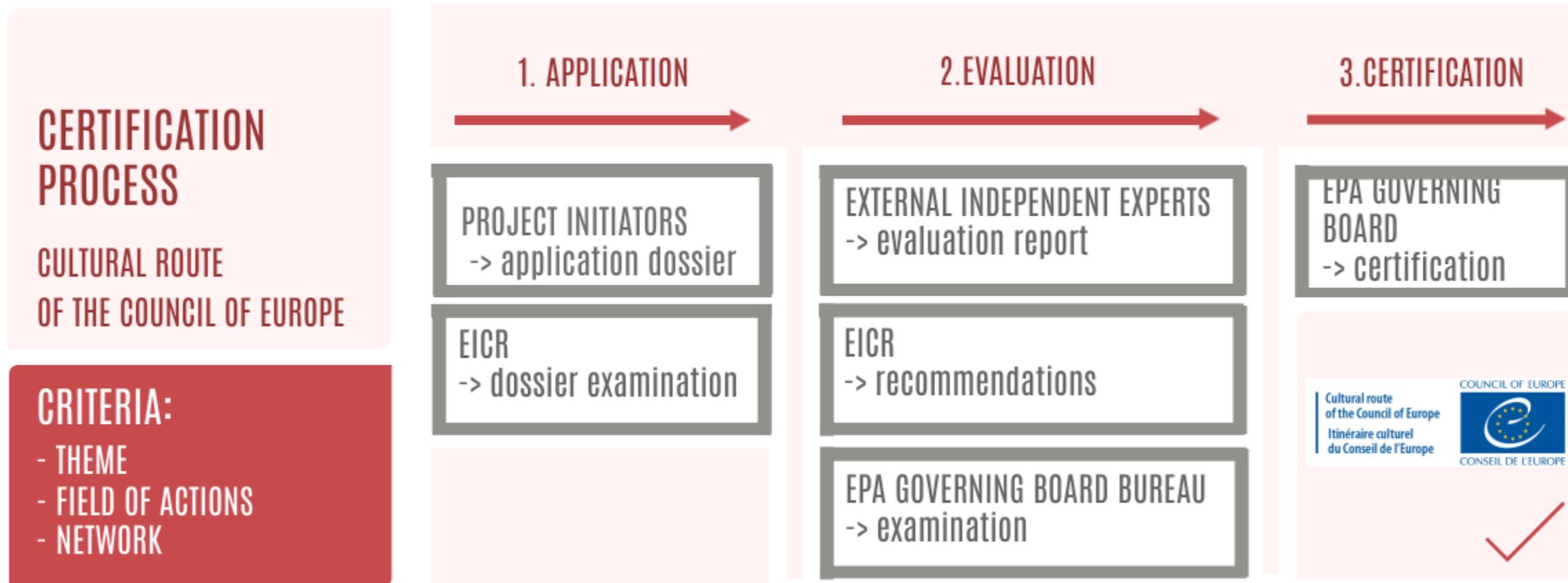
*"A cultural, educational heritage and tourism co-operation project aiming at the development and promotion of an itinerary or a series of itineraries based on a historic route, a cultural concept, figure or phenomenon with a transnational importance and significance for the understanding and respect of common European values".*

*Annex - Resolution CM/Res(2013)66*

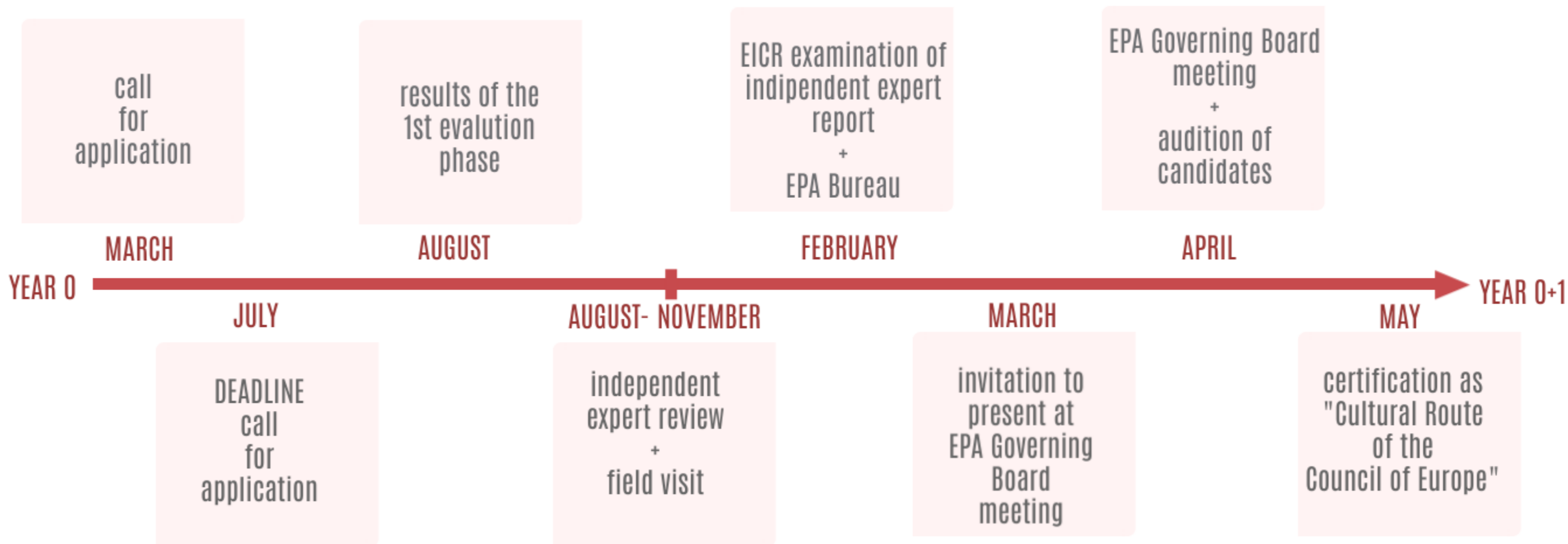


# HOW TO BECOME A CULTURAL ROUTE?

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# CULTURAL ROUTES CERTIFICATION CYCLE



REFERENCE TEXT: RESOLUTION CM RES(2013)67

## Resolution CM RES(2013)67 revising the rules for the award of the "Cultural Route of the Council of Europe" certification

- List of eligibility criteria for themes
- List of priority fields of action
- List of criteria for networks



**THEMES**



**ACTIONS**



**NETWORKS**

# 5 STEPS FOR THE CREATION OF A CULTURAL ROUTE



- ✓ DEFINING A THEME
- ✓ IDENTIFYING HERITAGE ELEMENTS
- ✓ CREATING A EUROPEAN NETWORK WITH LEGAL STATUS
- ✓ CO-ORDINATING COMMON ACTIONS
- ✓ CREATING COMMON VISIBILITY

# ELIGIBILITY CRITERIA FOR THEMES CM/RES(2013)67

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## THE THEME OF THE CULTURAL ROUTE MUST BE:



REPRESENTATIVE OF EUROPEAN VALUES

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RESEARCHED BY MULTIDISCIPLINARY GROUPS OF EXPERTS

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ILLUSTRATIVE OF EUROPEAN MEMORY, HISTORY AND HERITAGE DEEPLY  
CONNECTED WITH TODAY'S EUROPEAN CULTURAL DIVERSITY

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FOSTERS INNOVATIVE INITIATIVES IN CULTURAL  
TOURISM AND SUSTAINABLE CULTURAL DEVELOPMENT

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# PRIORITY FIELDS OF ACTIONS CM/RES(2013)67

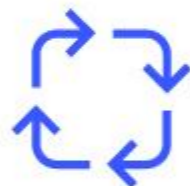
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## COOPERATION IN RESEARCH AND DEVELOPMENT



ENHANCEMENT OF MEMORY, HISTORY AND EUROPEAN HERITAGE



CULTURAL AND EDUCATIONAL EXCHANGES FOR YOUNG EUROPEANS



CONTEMPORARY CULTURAL AND ARTISTIC PRACTICE



CULTURAL TOURISM AND SUSTAINABLE CULTURAL DEVELOPMENT

# CRITERIA FOR NETWORKS (CM/RES(2013)67)

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	network organisation	Association / Federation of Associations with LEGAL STATUS
		TRANSNATIONAL NETWORK different stakeholders (local and regional authorities, civil society organizations, cultural associations, tourism operators...)
		self-financed

# PREPARATION OF THE APPLICATION FILE

DIRECTORATE GENERAL OF DEMOCRACY  
ENLARGED PARTIAL AGREEMENT ON CULTURAL ROUTES (EPA)

« Cultural Route of the Council of Europe »

**CERTIFICATION CYCLE 2020-2021**

Type of evaluation:

REGULAR 3-YEAR EVALUATION  
 APPLICATION FOR CERTIFICATION



*(Please insert the logo of the Cultural Route / candidate network)*

Name of the Cultural Route (IN ENGLISH):  
\_\_\_\_\_

Name of the Cultural Route (IN FRENCH):  
\_\_\_\_\_

**DOCUMENT 1**

EUROPEAN INSTITUTE OF CULTURAL ROUTES  
11, rue de la Loi / 11, rue de la Loi  
L-1210 Luxembourg

EUROPEAN INSTITUTE OF CULTURAL ROUTES  
Tel: +352 22 12 12 12  
Fax: +352 22 12 12 12

www.ccr.eu

DOCUMENT 1

## List of additional documentation:

- Statutes
- List of network members
- General Assembly reports
- Financial information
- 3-year programme of activities forecast

# CULTURAL ROUTES OF THE COUNCIL OF EUROPE: KEY DATA

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



64  
countries crossed



45  
certified  
Cultural Routes

>3000  
network members

47  
CoE MS

17  
3rd countries



10  
Institutional  
Partners



2019 :  
Carlos V  
European Award

35 EPA member States



18 universites/research centers in NCRS



17M € FINANCING RECEIVED OVER THE LAST FIVE YEARS

# WHY BECOME A CULTURAL ROUTE OF THE COUNCIL OF EUROPE?

✓ **MONITORING  
& EVALUATION**

✓ access to **RESEARCHERS/EXPERTS  
NETWORK**

✓ Info ON **FUNDING  
OPPORTUNITIES**

✓ Use of Cultural Routes of the  
Council of Europe **LOGO**

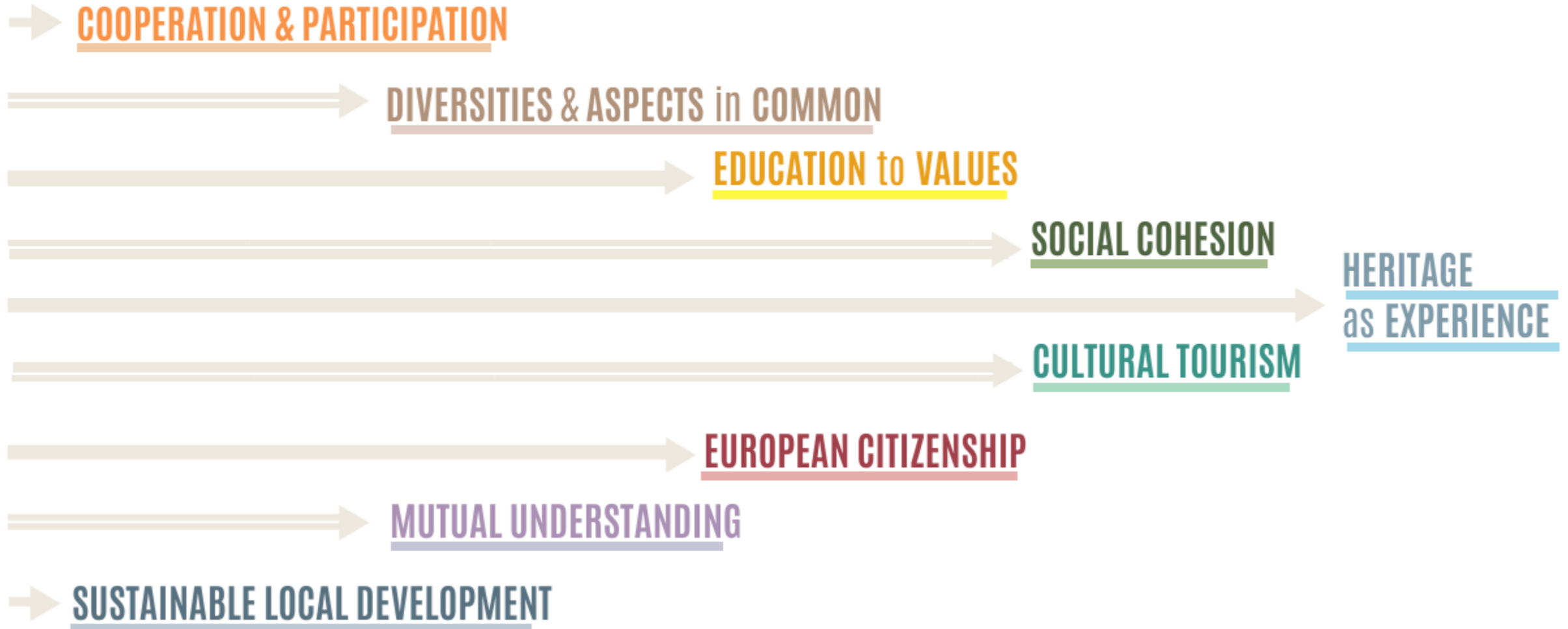
**BENEFITS  
&  
ADDED VALUE**

✓ invitation to  
dedicated **EVENTS**

✓ **VISIBILITY**  
(communication, marketing, branding, advertisement strategies)

✓ transnational  
**NETWORK**

# CULTURAL ROUTES FOR ALL



# CULTURAL ROUTES AND ECONOMIC GROWTH

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90% CULTURAL ROUTES CROSS RURAL AREAS



INTEGRATION OF LESS KNOWN AREAS



SYNERGIES & COOPERATIVE STRATEGIES



ENGINE FOR SUSTAINABLE DEVELOPMENT



IMPROVEMENT OF LOCAL ECONOMIES AND EMPLOYMENT



CULTURAL  
ROUTES



HERITAGE PROMOTION AND PROTECTION



MODEL FOR SLOW TOURISM



TOOLS FOR SUSTAINABLE TOURISM



BOOST LOCAL ECONOMIES

# HIGH QUALITY LABEL "CULTURAL ROUTE OF THE COUNCIL OF EUROPE"

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REPRESENTATIVENESS OF EUROPEAN VALUES



TRANSNATIONAL, MULTIDISCIPLINARY SCIENTIFIC RESEARCH



ENHANCEMENT OF EUROPEAN MEMORY, HISTORY AND HERITAGE



SUPPORT OF CULTURAL AND EDUCATIONAL EXCHANGES



DEVELOPMENT OF INNOVATIVE PROJECTS AND TOURISM PRODUCTS





# CULTURAL ROUTES - WEBSITE OF THE PROGRAMME

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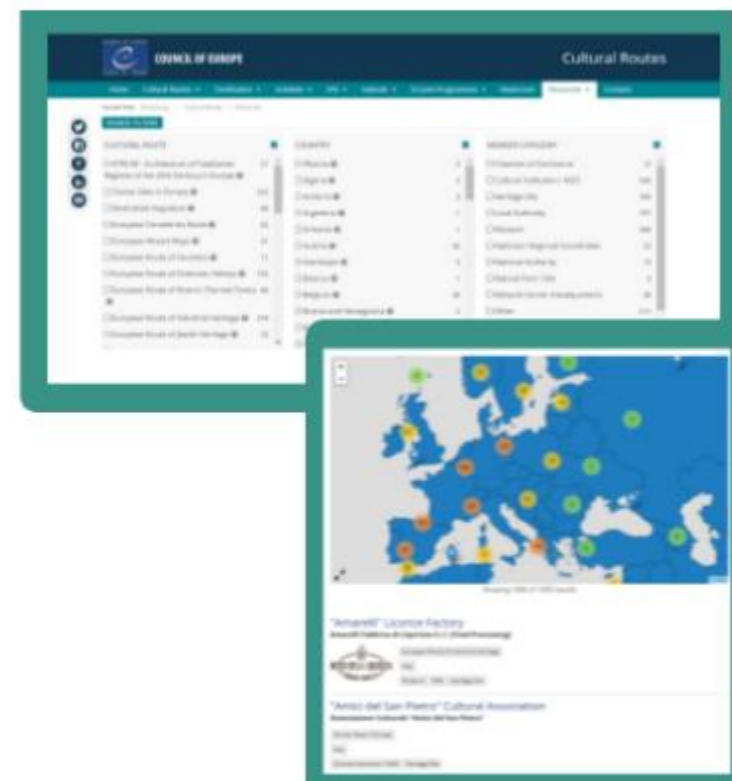
7 LANGUAGES

DATABASE WITH INTERACTIVE MAP

NEWSROOM

RESOURCES AND PUBLICATIONS

DETAILED INFORMATION ON CERTIFICATION



[www.coe.int/routes](http://www.coe.int/routes)

CULTURAL ROUTES OF THE COUNCIL OF EUROPE WEBSITE

[www.coe.int/routes](http://www.coe.int/routes)

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COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

**Thank you for your attention!**

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## **CULTURAL ROUTES OF THE COUNCIL OF EUROPE**

[www.coe.int/routes](http://www.coe.int/routes)



EUROPEAN  
INSTITUTE  
OF  
CULTURAL  
ROUTES

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