



VIA
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EUROPEAN ASSOCIATION

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



Final narrative report

Project:

VIA FRANCIGENA IN THE ALPINE MACRO REGION

May-November 2019

The present document describes the actions carried out by the European Association of Via Francigena Ways (EAVF) for the implementation of the project “VIA FRANCIGENA IN THE ALPINE MACRO REGION”, as described in APPENDICES I and II of the Grant Agreement signed between the above mentioned Association and the Council of Europe on the 22-05-2019.

The project aim was to promote the Via Francigena and its brand in the Alpine macro-region, in particularly in Bourgogne-Franche-Comté (France); Vaud and Valais Cantons (Switzerland); Val d’Aosta, Piedmont, Lombardy and Liguria (Italy).

This project has involved all the relevant stakeholders that work for the enhancement of the Via Francigena within the Alpine macro-region, in order to:

1. promote transnational cultural cooperation networks;
2. promote shared cultural heritage;
3. strengthen sustainable cultural tourism and regional development.

Action 1.

Improving the visibility of the Cultural Routes of the Council of Europe in the Alpine macro-region through the installation of the official signposting of the Via Francigena.

This action implemented design, printing and positioning of **four information panels** in strategic places on the Via Francigena. This action has seen the participation of the interested local municipalities and all the relevant local stakeholders (info-points, tourist offices, etc.). These panels not only present the territory and the Via Francigena path, but also show the connection with the Alpine macro-region and useful information about local services and cultural and historic highlights.

The above-mentioned panels are installed in:

- **Champlitte**, Bourgogne-Franche-Comté (FR);
- **Romainmôtier-Envy**, Canton de Vaud (CH);

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- **Pont-Saint-Martin**, Val d'Aosta (IT);
- **Sarzana**, Liguria (IT).

All the preparatory work has been agreed with the contact point within the Council of Europe.

See the panels in attachment (1.1,1.2,1.3,1.4)

See the pictures of the panels in attachment (1.5)

Action 2.

Implementation of concrete measures to strengthen the economic environment within the Alpine macro-region in connection with the Via Francigena. The added value will be the involvement of SMEs within the Alpine macro-region.

The project's activities have seen the development of two different actions:

1. **The reinforcement of the distribution of the official EAVF Pilgrim's passport** within the Alpine macro-region. The Pilgrim's Passport is the fundamental document of the pilgrim. It gets stamped in every location where a pilgrim stays or passes (tourist offices, churches, hostels, ...), until the end of the path. **We have printed 3.000 passports** to be sent to all tourist offices that have agreed to sell them on the territory. Together with the passport we printed and sent **a flyer** explaining the project in the context of the Routes4U Program. The passport allows to obtain specific discounts and offers to the holders (discounts on dedicated accommodations and restaurants, as well as museums and other services – like a specific offer for those travelling with Trenitalia and Trenord trains).

This action will facilitate the collection of useful data on tourists, pilgrims and trekkers. It will thus allow the creation of a database of hotels, restaurants and services along the Alpine macro-region section of the Via Francigena, useful to better promote the regional tourism.

See invoice of the passports in attachment (1.6)

See flyer in attachment (1.7)

2. **The design, printing and distribution of two official maps of the Via Francigena** in the context of the Alpine macro-region.
 - **A map dedicated to the Italian regions** (Val d'Aosta, Piedmont, Lombardy and Liguria), in 800 hundred copies, written in Italian and English.
 - **The second map dedicated to the French and Swiss sections** (Franche-Comté and Vaud), in 800 copies, written in English and French.

Both maps include technical information about the path and the Via Francigena network; services available (hostels, hotels, restaurants, transports etc.); a description of the main cultural and historical highlights; a

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focus on the Alpine macro-region in the context of the Routes4U Program; logos and disclaimers, as indicated by the Council of Europe, in the context of the Routes4U Program.

The maps have been produced in collaboration with our local partners/stakeholders (municipalities and tourist offices), using their suggestions and advices. In Besançon (14.06.2019), during our General Assembly, and in Romainmôtier-Envy (22.08.2019), during a specific meeting, we have discussed the map's drafts, asking to all the participants to collaborate in the creative process.

The maps have been distributed to our local partners (municipalities, info points and tourist offices):

- **Région Bourgogne-Franche-Comté (FR)** - Commune de Champlitte;
- **Canton de Vaud (CH)** - Aigle Région;
- **Canton du Valais (CH)** - Office du Tourisme du Pays du St-Bernard, Orsières;
- **Val d'Aosta Region (IT)** - Promozione turistica, marketing territoriale e progetti europei
- **Lombardy Region (IT)** - Direzione generale Autonomia e Cultura;
- **Piedmont Region (IT)** - Direzione Promozione della Cultura, del Turismo e dello Sport;
- **Liguria Region (IT)** - Comune di Sarzana.

See the two maps in attachment (1.8)

Photos of the two meetings (1.9)

Action 3

Enhancement of the tourism potential, linked to the Via Francigena, within the Alpine macro-region

This Action has been developed through the creation and promotion, on the official EAVF's portal <https://www.viefrancigene.org/en/Routes4U/>, of specific **tourist packages dedicated to the discovery of the Via Francigena within the Alpine macro-region**. This action has been carried out in collaboration with EAVF's tour-operators partners. For what concerns the French section, that still less known by the general public and the local institutions, we have worked with the Toulouse School of Tourism, Hospitality Management and Food Studies of the University of Toulouse ISTHIA – Jean Jaures on a **specific study entitled "Production touristique de la Via Francigena sur le territoire français"**. This work has stimulated a new approach towards the Via and its touristic potential on the concerned territory,

See the above-mentioned study in attachment (1.10)

See below, the weblinks to the tourist packages:

- <https://www.sloways.eu/via-francigena-from-lausanne-to-grand-st-bernard>
- <https://www.sloways.eu/walking-via-francigena-aosta-ivrea>
- <https://www.sloways.eu/walking-on-via-francigena,-from-grand-st-bernard-to-ivrea-en?>
- <https://www.sloways.eu/cycling-on-via-francigena-from-aosta-to-parma>



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- [https://www.sloways.eu/la-via-francigena-italiana-completa-\(dal-gran-san-bernardo-a-roma\)](https://www.sloways.eu/la-via-francigena-italiana-completa-(dal-gran-san-bernardo-a-roma))
- <https://www.sloways.eu/the-complete-italian-via-francigena->

The three actions have been accompanied by **two specific meetings** dedicated to the explanation of the project to the local authorities and private stakeholders. These two occasions have been very useful also to open a space of productive discussion on the subject of development of the Via Francigena, taking in consideration its strategic position in the Alpine macro-region. In addition, we have also stimulated the exchange of ideas for enhancement of the communication tools produced within this project: maps, signposting, tourist packages etc.

1. The first meeting took place in **Besançon, in Franche-Comté (14-06-2019)** on the occasion of the EAVF General Assembly. The meeting had a presence of more than 100 delegates from all the Member States and regions crossed by the Via Francigena. The meeting has been the occasion to present the project and to start a discussion about the importance of being within the macro-region. We have also opened a discussion about the design and the contents of the information panels.

[See the signature sheet in attachment \(2.1\)](#)

[See the program and the themes of the «The Via Francigena, working towards the enhancement of our territories» Conference \(2.2\) and EAVF General Assembly's minutes \(2.3\)](#)

2. The second meeting took place in **Romainmôtier-Envy, Canton Vaud- CH (22-08-2019)** on the occasion of a specific meeting opened to all the private and public stakeholders interested by the subject. The discussion has been useful to better explain the importance of the cultural Route in Switzerland and to involve new municipalities, also explaining the importance of being in the Alpine macro-region. The outcomes of the meeting have been the validation of the communication material referred to the Swiss section and the opening of new stopping points where pilgrims can find Credentials/Passports and information concerning the route.

[See the signature sheet in attachment \(2.4\)](#)

[See the invitation letter from the Municipality of Romainmôtier-Envy in attachment \(2.5\)](#)

All the actions have been accompanied also by the **work of our communication expert** to support the dissemination through our official communication tools: the official website www.viefrancigene.org and the official Facebook page. We have also created a specific page dedicated to the project in our official website: <https://www.viefrancigene.org/en/Routes4U/>

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The following is the list of all the publications related to the project:

NEWS on official EAVF website - www.viefrancigene.org

1. **Routes4U: panels, maps and flyer of the Via Francigena**
<https://www.viefrancigene.org/en/resource/news/routes4u-pannelli-mappe-e-flyer-della-francigena/>
2. **EAVF participates in the Routes4U grant scheme in Eusair Macro Region**
<https://www.viefrancigene.org/en/resource/news/aevf-partecipa-al-bando-routes4u-la-macro-regione-/>
3. **Routes4U, meeting along the Via Francigena in Romainmôtier**
<https://www.viefrancigene.org/en/resource/news/routes4u-incontro-di-formazione-romainmotier-sulla>
4. **The New Edition Of Our "Via Francigena and the European Cultural Routes" Magazine**
<https://www.viefrancigene.org/en/resource/news/il-nuovo-numero-della-rivista-francigena-francigen/The>
5. **European Association of Via Francigena Ways renews relationships and launches towards Europe**
<https://www.viefrancigene.org/en/resource/news/l'associazione-europea-delle-vie-francigene-rinnova/>
6. **The Routes4u Project**
<https://www.viefrancigene.org/en/resource/news/routes4u/>
7. **Routes4u Photo Competition**
<https://www.viefrancigene.org/en/resource/news/itinerari-culturali-al-il-concorso-fotografico-rou/>
8. **The Via Francigena, An Expert Network With Routes4u**
<https://www.viefrancigene.org/en/resource/news/francigena-un-network-virtuoso-al-routes4u/>

FACEBOOK PAGE - Via Francigena -

1. **“Routes4U: apart from the maps there is another novelty! In the Alpine Marco Region, the route of the Via Francigena is also dedicated through the information panels installed in..”**
1698 people reached, 12/11/19
<http://bit.ly/2QL4UDh>

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2. **“The Routes4u project within the Alpine Madre Regione (EUSALP) continues its development”**
2322 people reached, 7/11/19
<http://bit.ly/334gdJ4>
3. **“The EAVF applied for funding in the framework of the Routes4U grant scheme for the Adriatic and Ionian macro-region”**
1314 people reached, 12/09/19
<http://bit.ly/2Jm1C4G>
4. **“La Via Francigena dans le Pays de Vaud”. À Romainmôtier en Suisse, la réunion sur la Via Francigena dans le cadre du projet Routes4U”..**
4523 people reached, 22/08/19
<http://bit.ly/2BKaLiq>
5. **“What do you think about this panel? We will install them in strategic points of the Via Francigena in France, Switzerland and Italy...”.**
658 people reached, 14/06/2019
<http://bit.ly/2XvXBAt>
6. **“Routes4U: the project is focused on the development of valorizing actions aimed at the four European macro regions: Alpine, Adriatic Ionian, Danube and Baltic Sea..”**
1912 people reached, 12/06/19
<http://bit.ly/2D2cQrz>
7. **“EAVF travelled to Swedish Visit to present its recent cooperation project with ISTHIA - The Toulouse School of Tourism at the Training Academy of the cultural routes of the Council Of Europe (..)”**
1935 people reached, 6/6/19
<http://bit.ly/2CYORLp>
8. **“The Via Francigena is one of six cultural routes of the Council of Europe awarded the Routes4U grant to implement projects contributing to the EU macro regionale strategy (..)”**
1900 people reached, 24/05/19
<http://bit.ly/2qtXlk0>
9. **“Che cosa rappresentano per te gli itinerari Culturali del Consiglio d’Europa? Dillo con una foto su Instagram (..)” Share your bets Council of Europe Cultural Routes photos taken in the EU macro regions ..”**
612 people reached, 09/08/18

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<http://bit.ly/344kHkf>

10. “Il network delle Vie Francigene è un riferimento a livello europeo (..) a ribadirlo è stata Gabriella Battaini-Dragoni, a Routes4U”

2038 people reached, 14/06/2018

<http://bit.ly/337xhh7>

11. “Gabriella Battaini-Dragoni (..) yesterday in Venice opened the “Routes4U - Meeting of the Adriatic and Ionian Macro Region”

1956 people reached, 07/06/2018

<http://bit.ly/2pDUmys>

Special on the official magazine “Via Francigena and the European Cultural Routes”

See the document in attachment (2.6)

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