

Cultural Routes
of the Council of Europe
Itinéraires culturels
du Conseil de l'Europe



15 ADVISORY FORUM

YEREVAN, ARMENIA

23-25
SEPT
2026



EDUCATION FOR
SUSTAINABLE HERITAGE
ROUTES THROUGH TIME AND CULTURES



ARMENIA
The Hidden
Track



REGISTRATION OF FORUM PARTICIPANTS INSCRIPTION DES PARTICIPANTS AU FORUM



CULTURAL ROUTES OF THE COUNCIL OF EUROPE

15th ADVISORY FORUM

Routes through Time and Cultures: Education for Sustainable Heritage

ITINÉRAIRES CULTURELS DU CONSEIL DE L'EUROPE

15ème FORUM CONSULTATIF

Routes à travers le temps et les cultures : L' éducation pour un patrimoine durable



15th ADVISORY FORUM – DAY 2

15e FORUM CONSULTATIF – JOUR 2



Presented by

Karen AVETISYAN



INTRODUCTION TO THE FORUM

INTRODUCTION AU FORUM



Rui GOMES

*Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA)
European Institute of Cultural Routes*

*Accord partiel élargi sur les Itinéraires culturels du Conseil de l'Europe (APE)
Institut européen des Itinéraires culturels*



Cultural Routes
of the Council of Europe
Itinéraires culturels
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Routes through Time and Cultures **EDUCATION FOR SUSTAINABLE HERITAGE**

Itinéraires à travers le temps et les cultures **L'ÉDUCATION POUR UN HERITAGE DURABLE**



Insights and strategies on the role and potential of education and culture as essential public goods

- Dialogue politique visant à approfondir l'intégration es des secteurs de la culture et de l'éducation
- - renforcer la reconnaissance de l'éducation et du patrimoine pour de sociétés inclusives, résilientes et culturellement diversifiées ;
- renforcer le rôle de l'éducation culturelle dans la philosophie du programme des Itinéraires culturels et le relier aux développements en cours du programme

**Sectoral
meetings
and 'B2B'**

**Thematic
sessions
Education and
Sustainable
Heritage**

**Sessions on
the Cultural
Routes
programme**

**EXPLORING CULTURE AND HERITAGE OF
ARMENIA**





THEMATIC SESSION 1:

Strengthening cultural and educational ecosystems
through the cultural routes

SESSION THÉMATIQUE 1:

Renforcer les écosystèmes culturels et éducatifs grâce
aux itinéraires culturels



THEMATIC SESSION 1

SESSION THÉMATIQUE 1



Opened by

Anushik AVETYAN

Tourism Committee of the Republic of Armenia

Comité du tourisme de la République d'Arménie



THEMATIC SESSION 1

SESSION THÉMATIQUE 1



Moderated by

Seda GRIGORYAN

Advocacy Society for the Arts

Société de plaidoyer pour les arts



THEMATIC SESSION 1

SESSION THÉMATIQUE 1



Tigran VIRABYAN

Deputy Minister of Education, Science, Culture and Sports of the Republic of Armenia

Vice-ministre de l'Éducation, des Sciences, de la Culture et des Sports de la République d'Arménie



THEMATIC SESSION 1

SESSION THÉMATIQUE 1



Andries GRYFFROY

*Parliamentary Assembly of the Council of Europe
l'Assemblée parlementaire du Conseil de l'Europe*



THEMATIC SESSION 1

SESSION THÉMATIQUE 1



Erik ESCHWEILER-DIENEROWITZ
UNESCO



1972 World Heritage Convention & UNESCO Framework for Culture and Arts Education

1972 Convention Concerning the Protection of the World Cultural and Natural Heritage

- ✓ Article 4: transmitting heritage to future generations
- ✓ Article 5a: function in life of the community
- ✓ Article 27: strengthen appreciation and respect for cultural and natural heritage through educational and information programmes

Heritage places of Outstanding Universal Value (OUV)



1273

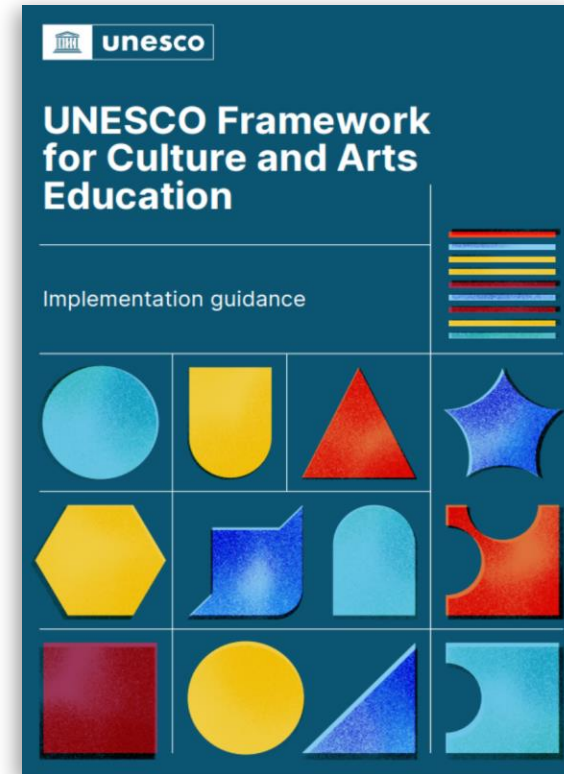
Properties on World Heritage List

51 transboundary/transnational

173

States Parties with properties out of 196

→ World Heritage sites = learning places



→ Culture and heritage at the heart of education

→ Common good, human rights, gender equality, cultural diversity, inclusion, co-creation, lifelong and life-wide learning

→ Ecosystems and learning environments

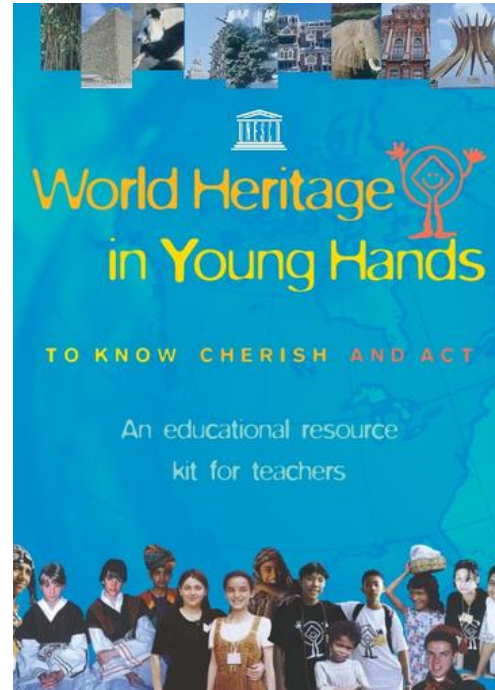
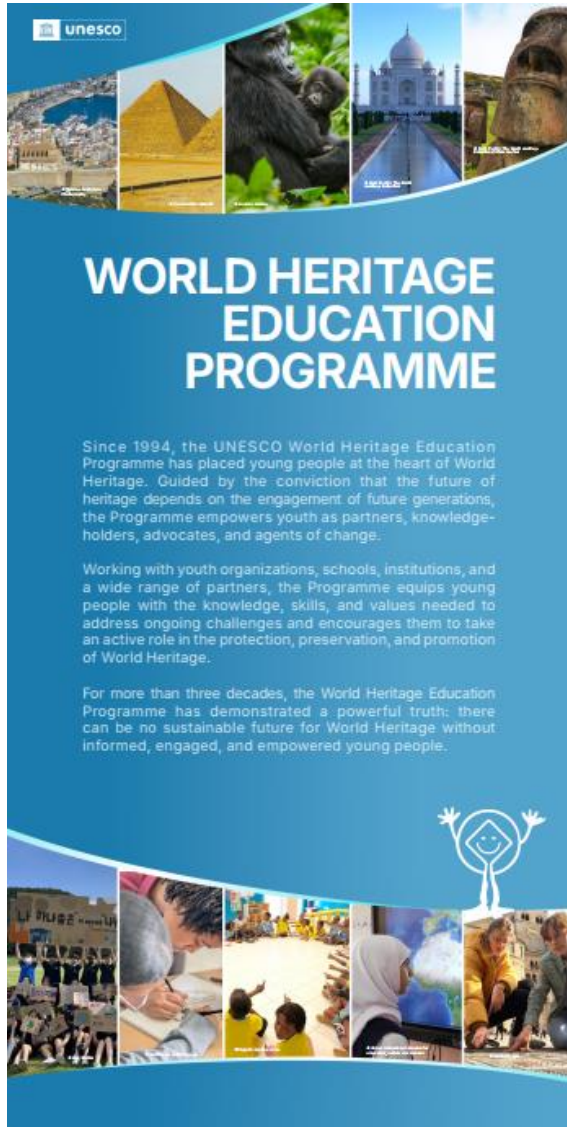
→ Intersectoral cooperation for sustainable development and peace



unesco

UNESCO World Heritage Education Programme

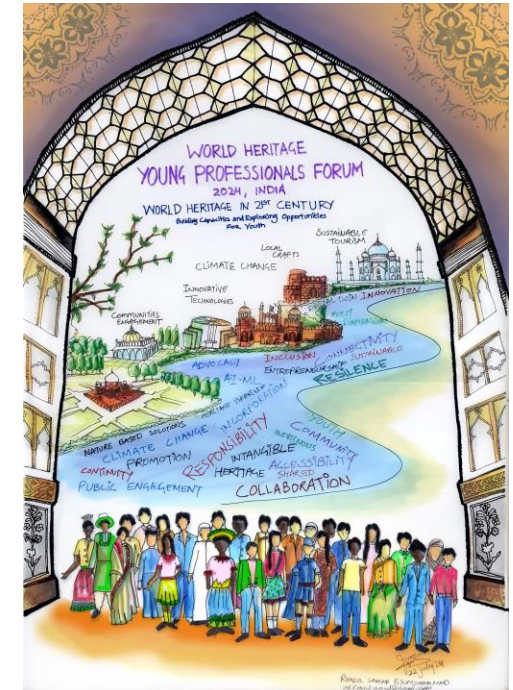
→ Youth as change-makers, knowledge-holders and partners for World Heritage



Students, teachers
and schools



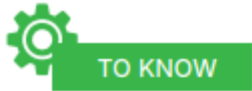
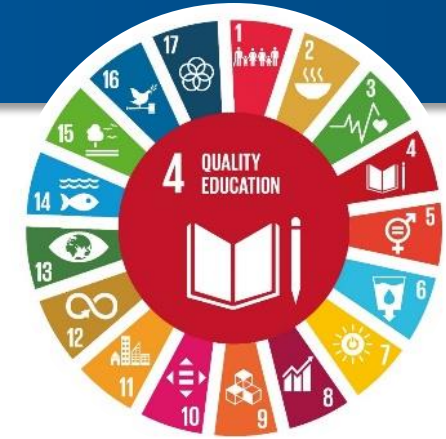
Hands-on, youth-led
and community-based,
on-site



Interdisciplinary
capacity-building for
Young Professionals

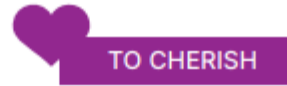
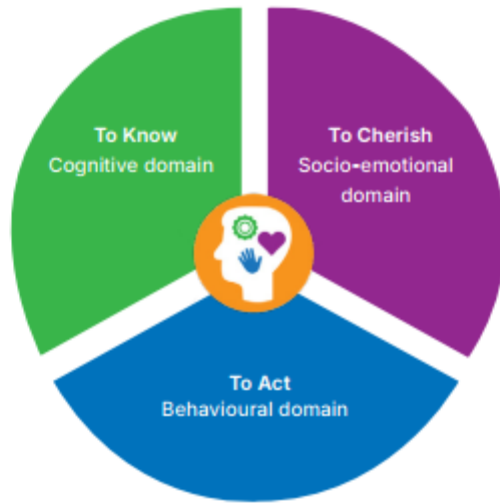
2026 World Heritage in Young Hands Kit

→ Enhancing World Heritage as catalyst for transformative learning and sustainable development



building knowledge and critical understanding of World Heritage and the challenges it faces

Cognitive domain
Knowledge, Critical thinking, Interdisciplinary understanding



cultivating values, attitudes and empathy, building meaningful connections to heritage

Socio-emotional domain
Empathy, Interculturality, Connection, Global citizenship including respect for diversity



translating knowledge and values into engagement and action

Behavioural domain
Engagement, Responsibility, Advocacy, Leadership

→ Place-based, learner-centred, problem-based

→ Partnerships, cooperation and networks



World Heritage Convention, Identity, Tourism, Climate Change, Biodiversity, Culture of Peace



unesco

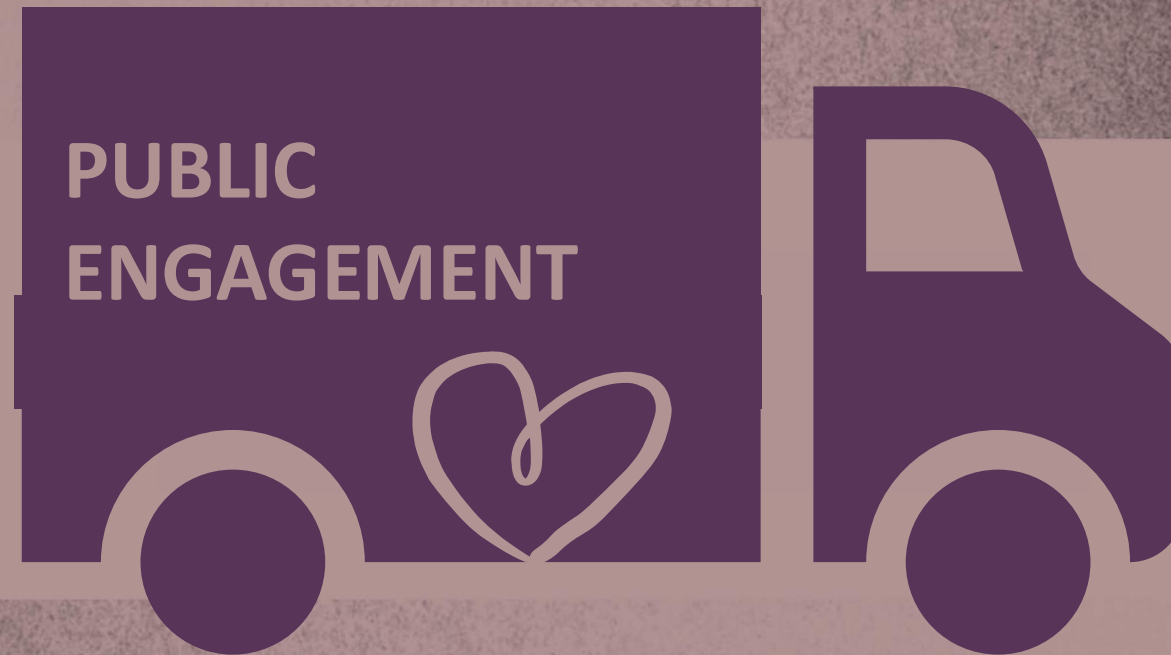
THEMATIC SESSION 1

SESSION THÉMATIQUE 1



Wencke MADERBACHER
ICOM CECA, Moesgaard Museum





WENCKE MADERBACHER
CHAIR ICOM CECA
INTERNATIONAL COUNCIL OF MUSEUMS
COMMITTEE FOR EDUCATION AND CULTURAL ACTION



GUIDED TOURS



SCHOOL PROGRAMME



LECTURES and TALKS



THEMATIC SESSION 1

SESSION THÉMATIQUE 1



Oleksandr BUTSENKO

Development Centre 'Democracy through Culture'

Centre de développement « Democracy through Culture »



The 15th Advisory Forum on Cultural Routes of the Council of Europe

ROUTES THROUGH TIME AND CULTURES EDUCATION FOR SUSTAINABLE HERITAGE

Yerevan, Armenia
23-25 September 2026



Cultural heritage, traditions as dynamic tools for teaching, learning, and skills development



Cultural heritage as an open space for inclusiveness and common ground

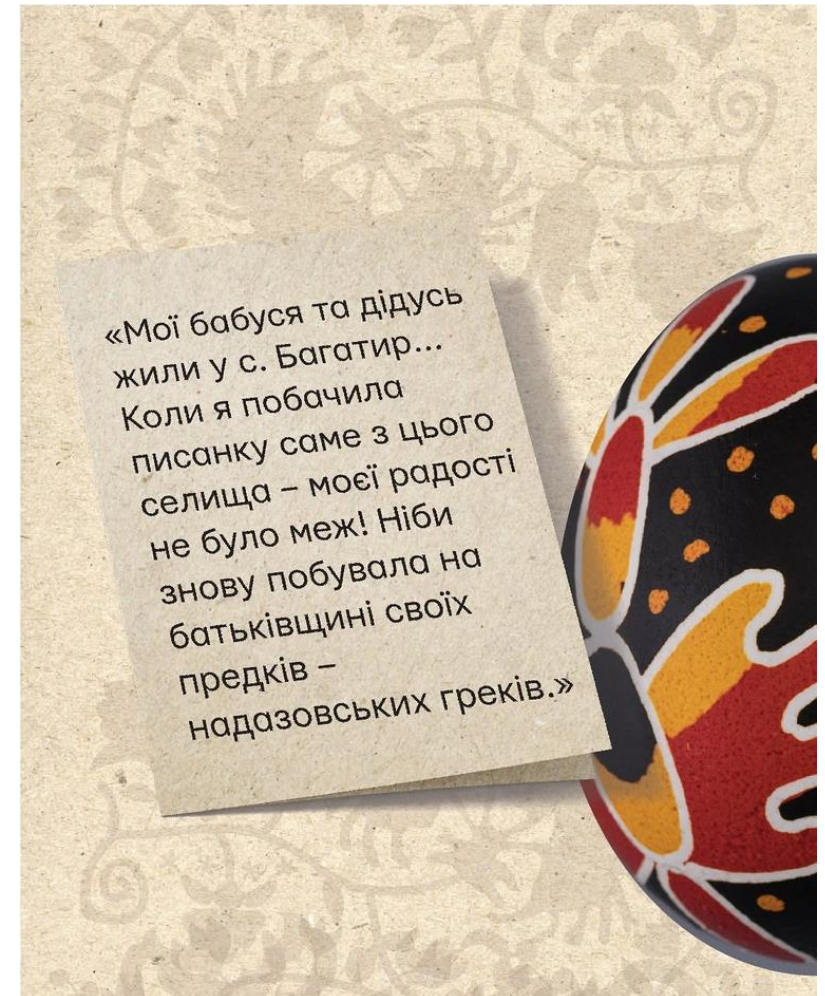


Digital technologies serve for safeguarding memory, strengthening resilience and developing intercultural dialogue



Yerevan, Armenia
23-25 September 2026

Digital technologies serve for safeguarding memory, strengthening resilience and developing intercultural dialogue



The 15th Advisory Forum on Cultural Routes of the Council of Europe

Thanks for your attention!



Development Centre “Democracy through Culture” (Kyiv, Ukraine)

demcult2017@gmail.com

www.demcult.org

**Yerevan, Armenia
23-25 September 2026**

THEMATIC SESSION 1

SESSION THÉMATIQUE 1



Levan KHARATISHVILI

School of Arts and Cultural Heritage, New Vision University
l'École des arts et du patrimoine culturel, New Vision University



From Routes to Relationships

How universities turn shared heritage into
into active learning ecosystems

Levan Kharatishvili

Associate Professor and Founding Dean,
School of Arts and Cultural Heritage
New Vision University, Tbilisi, Georgia



A Cultural Route is more than a path.

A route becomes educational when it connects connects places, people, and processes—turning heritage into a shared learning system.

THE SHIFT

from visiting heritage

→ to learning with it

The opportunity is not simply to add more sites. It is to connect existing assets around a common purpose.

01

Connect sectors

Universities, heritage institutions, communities, tourism actors, and public authorities should design together—not operate as parallel projects.

02

Design for participation

Students, young people, practitioners, and residents should become researchers, interpreters, creators, and co-stewards.

03

Return value locally

Each activity should leave behind something useful: skills, documentation, public interpretation, creative work, or stronger local partnerships.

RECOMMENDATION

Build Cultural Routes as living curricula - open, cross-sectoral, and connected to communities.

At New Vision, the route is part of the curriculum.

We established the School of Arts and Cultural Heritage as a cross-disciplinary platform for learning, practice, and policy - so students can encounter students can encounter Cultural Routes through several connected fields.

FIVE MAIN CONCENTRATIONS

Cultural Heritage

Arts and
Creative Industries

Cultural Tourism

Gastronomy and
Food Heritage

Cultural
Management and
Policy

THE CULTURAL ROUTES COURSE

A dedicated main course within our bachelor's academic program.

Routes become a cross-disciplinary learning platform - not a single isolated topic.

THE SUSTAINABILITY CONDITION

Institutionalise cooperation in the curriculum - and connect it to real partners, places, and communities.

THEMATIC SESSION 1

SESSION THÉMATIQUE 1



Nare SAHAKYAN

SAFAA Boyajian Gallery, Armenian State Academy of Fine Arts

Galerie SAFAA Boyajian, Académie nationale des beaux-arts d'Arménie





THEMATIC SESSION 1:

Strengthening cultural and educational ecosystems
through the cultural routes

SESSION THÉMATIQUE 1:

Renforcer les écosystèmes culturels et éducatifs grâce
aux itinéraires culturels



BREAK

PAUSE

10h40 – 11h10





THEMATIC SESSION 2

Enhancing education for heritage through digital tools:
Opportunities and challenges

SESSION THÉMATIQUE 2

Renforcer l'éducation au patrimoine grâce aux outils
numériques :
opportunités et défis



Enhancing education for heritage through digital tools: Opportunities and challenges

Renforcer l'éducation au patrimoine grâce aux outils numériques :
opportunités et défis



Moderated by

Linn PARAVYAN

Creative industry and cultural policy strategist

Spécialiste des industries créatives et des politiques culturelles



Enhancing education for heritage through digital tools: Opportunities and challenges

Renforcer l'éducation au patrimoine grâce aux outils numériques :
opportunités et défis



Lorena ALDANA
Europeana Foundation
Fondation Europeana

15th Advisory Forum on Cultural Routes of the Council of Europe

Lorena Aldana

Head of External Relations & Advocacy,
Europeana Foundation
Yerevan, 24 September 2026





Overcome constraints of
time and space



Making heritage more
accessible, experiential and
engaging



From consuming
heritage to
participating in it

ENHANCING EDUCATION FOR HERITAGE THROUGH DIGITAL TOOLS



Develop the skills and
relationships needed for
active citizenship





Involve educators as
co-creators



Technology is not the
end goal - start with the
educational or
community objective

Create your own learning materials!

With millions of free-to-use art, books, films, and music, Europeana is a rich resource for creating your own learning materials. Find items that bring depth, interest, and inspiration to your lessons, and **save them in a gallery** you can use again and again.



Think about capacity to
shape technology, not
just to consume it

Find learning material in additional European
languages

Learning scenarios by language



Spanish



Portuguese



French



Look for adaptability
and reuse

LEARNING ACTIVITY

THE NEW YORK TIMES
SIGNED, END OF
ZED BY REVOL
CELLOR BEGS

Experiencing the end of
World War 1

This learning activity
focuses on enabling
students to understand

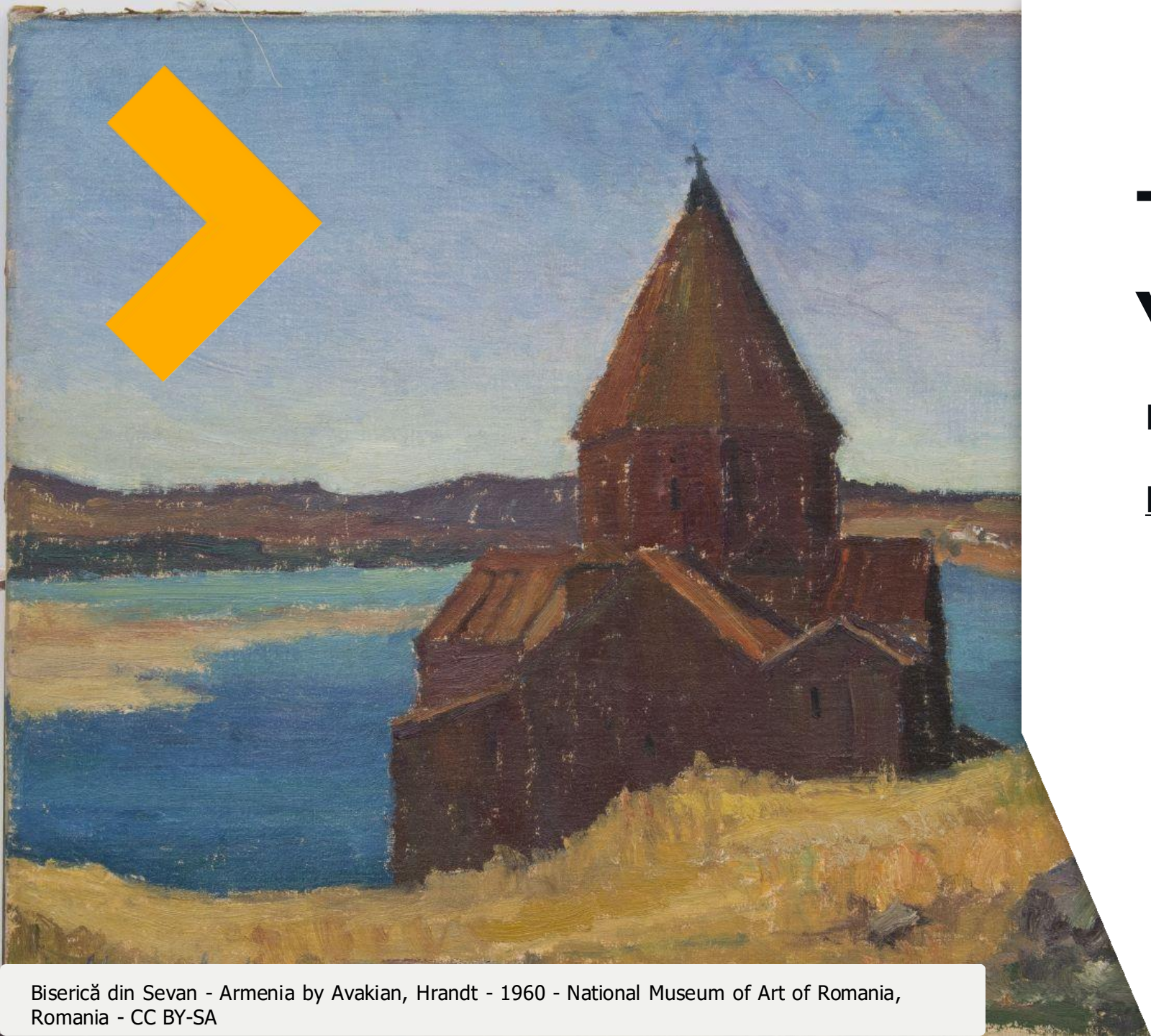
Downloads

-  Teacher material
-  Lesson Introduction Word,
-  Lesson Introduction
-  Lesson Plan Word,
-  Lesson Plan

NEWS

**Join us online on 29 September for a European
Heritage Hub Policy Talk on how cultural heritage
can make Public AI a reality**





THANK YOU

Let's stay in touch:

lorena.aldana@europeana.eu

Enhancing education for heritage through digital tools: Opportunities and challenges

Renforcer l'éducation au patrimoine grâce aux outils numériques :
opportunités et défis



Arman ATOYAN
ARLOOPA

AR Trails



Presented by **ARman Atoyan**



AR AND VR **FOR DYNAMIC EXHIBITIONS**

Bringing Museums to Life

Why AR & VR in Museums?

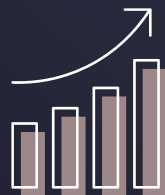
- Visitors expect interaction, not just observation
- Younger audiences are digital-first
- AR/VR makes history and culture immersive and accessible



ARLOOPA app

- Available in 13 languages
- +60 content categories
- +2100 3D models

11,000,000+ organic downloads

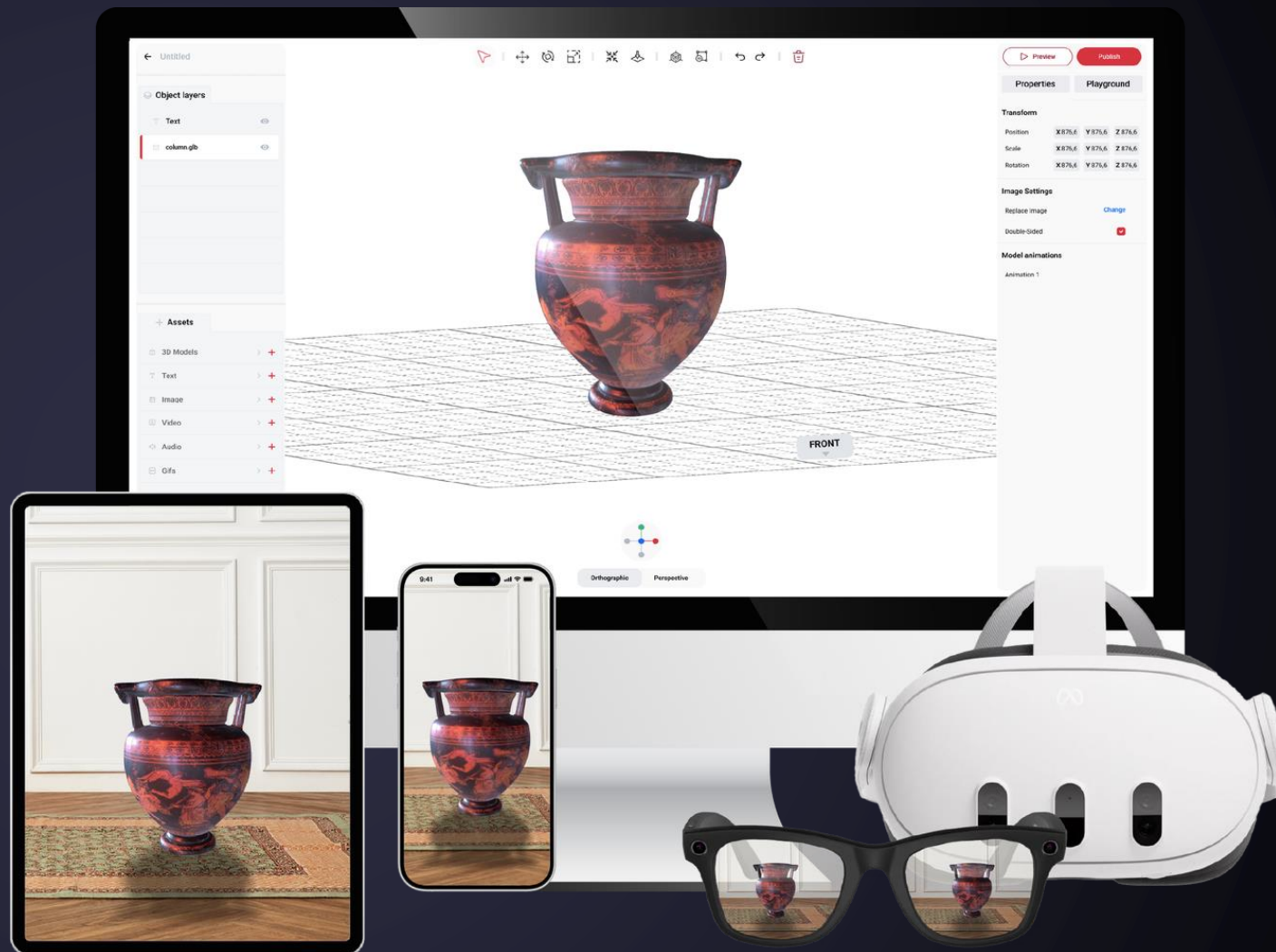




**No-code AR content
creation platform**



studio.arloopa.com



Enhancing education for heritage through digital tools: Opportunities and challenges

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Hulé KECHICHIAN

Armenian Cultural Heritage Institute

Institut arménien du patrimoine culturel





ARMENIAN
CULTURAL
HERITAGE
INSTITUTE

Heritage as a resource

The Armenian Cultural Heritage Institute is dedicated to the **documentation** and **activation** of Armenian cultural heritage, both **tangible** and **intangible**, transforming it into accessible and valuable resources not only to preserve it, but also for the creation of new cultural expressions.

Protect

- Largest archive of 3D scanned Armenian sites
 - 300+ sites scanned to date
 - Photogrammetry and laser scanning for each site
 - Contribution to research & restoration projects
- Oral History documentation



Share

By making freely available:

- Open-access online platform
- All modeled 3D models available
- Text and audio historical overview for each site
- Associated media and links to other archives
- Suggested itineraries.

By tailoring the output:

- Work on discoverability
- Collaboration with restoration architects, research projects, games...



ARMENIAN
CULTURAL
HERITAGE
INSTITUTE
.ORG



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HERITAGE
INSTITUTE

Inspire

- Trainings and labs :
 - 150+ Armenian students trained in heritage 3D scanning with local and international experts
 - Labs on reusing 3D models to create new things (video game labs, HEAD installation workshop, etc.)
 - Oral history collection trainings with local and international experts
 - Summer schools, conferences and long workshops co-organized in our premises or abroad (ex: HEAD Geneva)
- Exhibitions:
 - Arménie, le temps du sacré (Villa Empain, Brussels, Belgium)
 - 13th Saint-Étienne International Design Biennale (Cité du Design, Saint-Etienne, France)
 - Mapping Loss exhibition (NPAK , Yerevan, Armenia)
 - Venice Biennale of Architecture (Venice, Italy)
 - Patrimoines en résistance (Cité de l'Architecture, Paris, France)



ARMENIAN
CULTURAL
HERITAGE
INSTITUTE

Enhancing education for heritage through digital tools: Opportunities and challenges

Renforcer l'éducation au patrimoine grâce aux outils numériques :
opportunités et défis



John Patrick LEECH

ATRIUM - Architecture of Totalitarian Regimes of the 20th Century In Europe's Urban Memory

ATRIUM – Architecture des régimes totalitaires du 20ème siècle dans la mémoire urbaine de l'Europe



ATRIUM
Architecture
of Totalitarian Regimes
of the XX Century
in Europe's Urban Memory

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



Patrick Leech
patrick.leech@atriumroute.eu

Interreg



Co-funded by
the European Union

Italy – Croatia



4 - Culture and tourism for sustainable development
SO 4.1 - Culture and sustainable tourism

MEMORY ESCAPE

Adriatic memory escape: A phygital tool for engaging youth with dissonant heritage

Research and Co-design Deliverables



Fratta - Istituto Nazionale Fascista di Previdenza Sociale



Joint Technical Research Brief

Historical research on dissonant heritage, labour and social life in Labin and Bertinoro.



Blueprint – Co-designed Phygital Escape Room Technical Design Specification

Co-designed framework for the development of the phygital escape room experiences.

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Licia CALVI

Breda University of Applied Sciences

Université des sciences appliquées de Breda



Our approach to developing narratives

The experience is central

It is the story (or rather, *the stories*)
that gives meaning to the experience

Stories → experience → connection to places

empathy

Intangible heritage

Tangible heritage

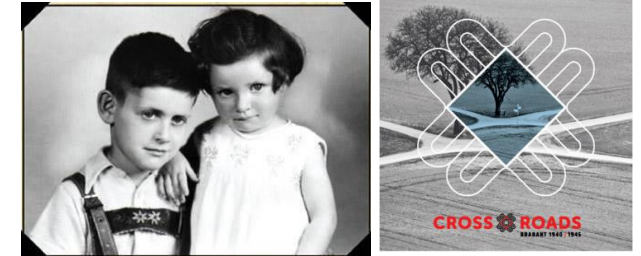


Projects related to valorising (in)tangible heritage through storytelling



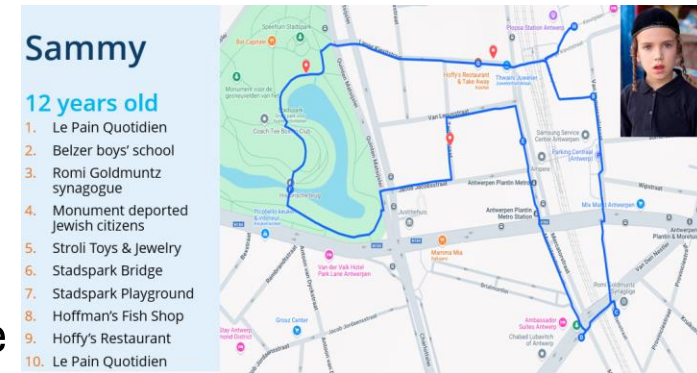
Becoming Vincent

The Secret Marquise, Bergen-op-Zoom



Crossroads

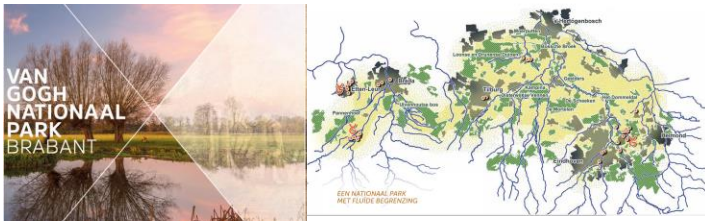
JEWELS TOUR



Encounters in wartime



Regional cycling routes



Van Gogh National Park



Some related constructs... Authenticity



Becoming Vincent, VR
experience, Etten-Leur

‘The truth of a story lies not in the facts, but in its meaning’
Gabriel, 2000



Encounters in wartime – Roosje 2D-3D



Me: “Käthe, what is your message for people in 2025?”

Avatar: “My message would be to preserve compassion and humanity. Stand up for social justice and peace. Art can be a powerful tool to draw attention to injustice and bring changes. What moves you in the world today?”

Käthe Kollwitz Museum, Berlin



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Evanthia PAPADOPOULOU and Angeliki MONEDA
Archaeological Museum of Thessaloniki
Musée archéologique de Thessalonique



ARCHAEOLOGICAL
MUSEUM
OF THESSALONIKI

Dr Evanthia Papadopoulou

Archaeologist, Head of the Digital Applications
& Innovation Services Department

Dr Angeliki Moneda

Electrical engineer, Head of Digital Governance
Department



Cultural route
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Museum on the Go



“Wine stories” is

a thematic tour within the
Museum on the Go app
introducing you into the world of
wine drinking and the god of
wine, Dionysus.



**Co-funded by
the European Union**



Wine Stories: from collection to journey

A self-guided route inside Museum on the Go, linked to the Iter Vitis Cultural Route

Three key decisions

Story first

Wine in ancient Macedonia & its socio-cultural significance

What to select

13 objects related to production consumption, rituals, trade, social practices

How to deliver

Select the appropriate digital tool for the experience

Museum on the Go

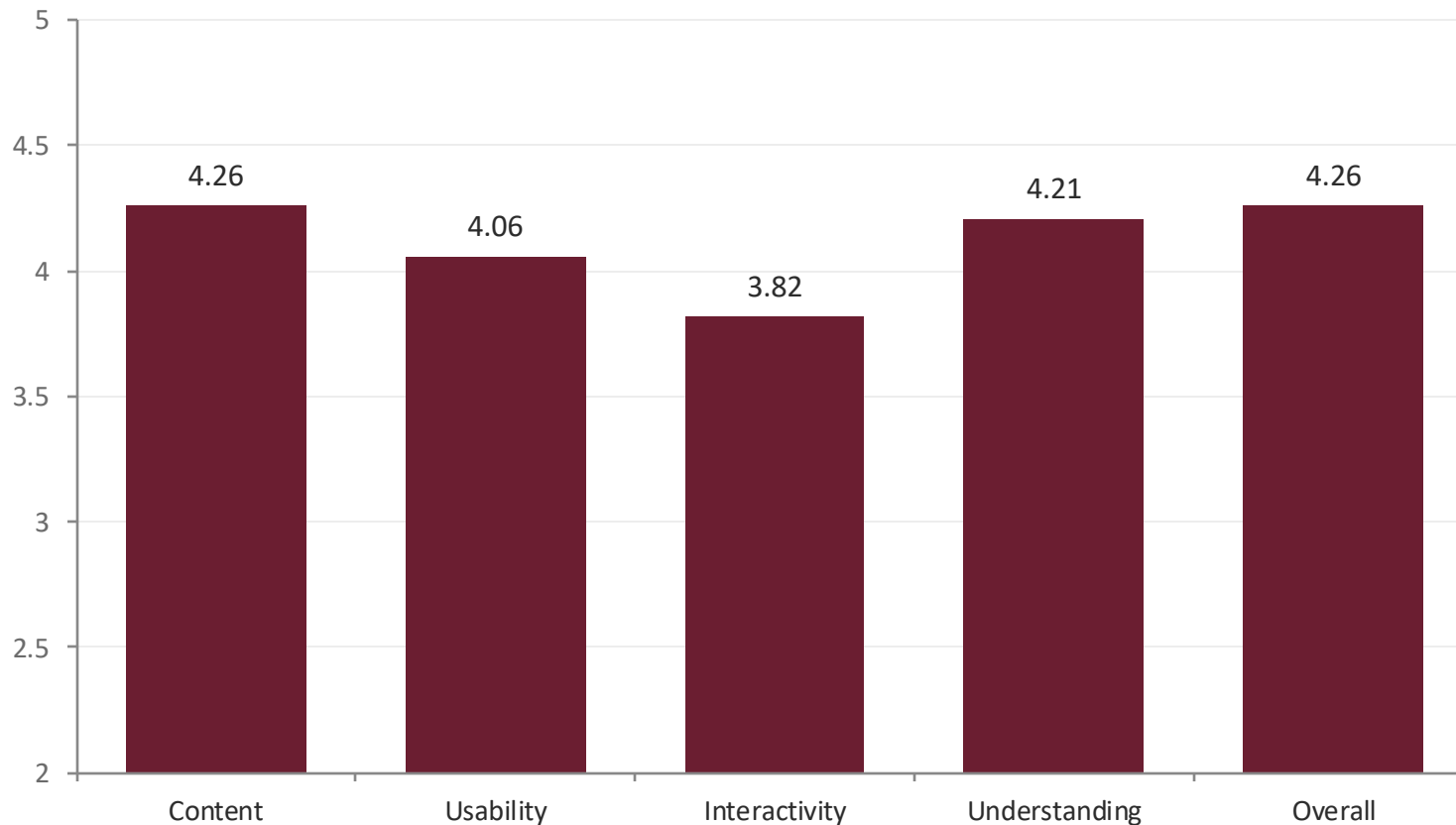
A digital tour guide supporting micro-routes, autonomous access and multilingual content

Award: best technological tool for wine and cultural tourism,
Iter Vitis, Chisinau, October 2024



What visitors told us about Museum on the Go

Average rating, scale 1-5



Source: AMTh visitor study, 2025 (365 visitors surveyed). Vertical axis starts at 2.

57,000 downloads

App Store & Play Store

40% non-Greek users

4.26

Content and overall experience

3.82

Interactivity: the lowest score

**Our next priorities: navigation,
instructions and interaction**



ARCHAEOLOGICAL
MUSEUM
OF THESSALONIKI

Sustaining a digital service

Plan things from day one

1

**maintenance and
compatibility**

2

data management

3

cybersecurity

4

infrastructure

5

accessibility

6

staff

7

funding

*A project depends
on funding. A
service depends
on the institution.*



ARCHAEOLOGICAL
MUSEUM
OF THESSALONIKI



THEMATIC SESSION 2

Enhancing education for heritage through digital tools:
Opportunities and challenges

SESSION THÉMATIQUE 2

Renforcer l'éducation au patrimoine grâce aux outils
numériques :
opportunités et défis



Presentation of the 2027 Forum

Présentation du Forum 2027



Presented by

María AGUNDEZ

Ministry of Culture, Spain

Ministère de la Culture, Espagne



LUNCH

PAUSE DÉJEUNER

13h00 - 14h30



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Armenia's journey in the Enlarged Partial Agreement on Cultural Routes of the Council of Europe

Le parcours de l'Arménie au sein de l'Accord Partiel Elargi sur les Itinéraires culturels du Conseil de l'Europe



Astghik MARABYAN

*Ministry of Education, Science, Culture and Sport
Republic of Armenia*

*Ministère de l'Éducation, des Sciences, de la Culture et des Sports
République d'Arménie*



BREAKOUT SESSIONS

SESSIONS EN GROUPES

15h00 – 18h00



BREAKOUT SESSIONS SESSIONS EN GROUPE

- 1. *Educational Policies and Programmes - BERLIN***
- 2. *Formal/Classroom Education - LONDON***
- 3. *Non-Formal Educational Practices - PARIGI***
- 4. *Culture, Accessibility, Inclusion - TOKYO***
- 5. *Tourism and Exchanges/Learning Through Travel - MILANO***



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