



Routes4U



*European Cultural Routes Seminar in Finland
10 March 2020*

Routes4U Project

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION



CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

4 EU macro-regions, 27 countries, more than 340 million people!



(2009)



(2010)



(2014)



(2015)

Cultural Routes of the Council of Europe



Cluniac Sites in Europe



European Cemeteries Route



European Route of Megalithic Culture



Saint Martin of Tours Route



Santiago de Compostela Pilgrim Routes



European Mozart Ways



Huguenot and Waldensian trail



Route of Saint Olav Ways



Via Habsburg



TRANSROMANICA



European Route of Jewish Heritage



ATRIUM



Impressionisms Routes



Iron Curtain Trail



European Route of Industrial Heritage



Viking Routes



European Route of Historic Thermal Towns



European Route of Megalithic Culture



Réseau Art Nouveau Network

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



History of Cultural Routes programme



1st Cultural Route

European
Institute of
Cultural Routes

Enlarged Partial
Agreement on
Cultural Routes
15 Cultural Routes

38 Cultural Routes

Routes4U objectives



Routes4U activities



Routes4U activities: Studies and data retrieval

Economic
Economic impact of CR
in the
Macro-
regions

Branding
Marketing
study for the
branding of
CR

Policies
National,
regional and
transnational
policies on
heritage
protection

Grants for tourism product and services



EU Strategy
for the Adriatic
and Ionian Region
EUSAIR

Call for the Adriatic-
Ionian Region

EUSAIR



EUSALP
EU STRATEGY FOR
THE ALPINE REGION

Call for the Alpine
Region

EUSALP



EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION

Call for the Baltic Sea
Region

EUSBSR



DANUBE REGION
strategy

Call for the Danube
Region

EUSDR



How to apply for
grants? A mini-guide

Trainings for professionals of Cultural Routes

Adriatic-Ionian



Alpine



Baltic Sea



Danube



E-learning Course on Cultural Routes

Part of 1 course, including 4 other modules

- Free
- Assessments
- Certificate of completion
- Resources (glossary, videos, literature, testimonials...)

Defining the Cultural Routes of the Council of Europe

Whether you are already familiar with the Cultural Routes of the Council of Europe or whether this topic is unknown territory - we will at first have a closer look on the elements that define a Cultural Route of the Council of Europe.



TRANSNATIONAL NETWORKS
WITH LEGAL STATUS



TANGIBLE AND INTANGIBLE
HERITAGE ELEMENTS



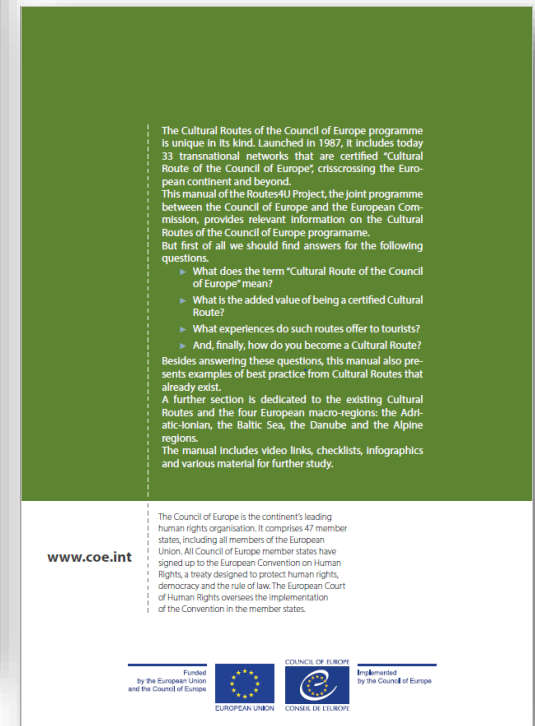
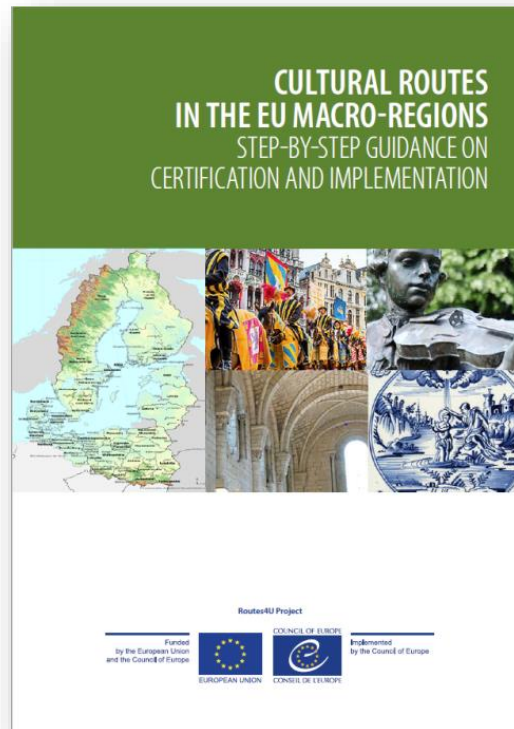
TRANSNATIONAL NETWORKS WITH LEGAL STATUS

Cultural Routes are transnational networks with legal status certified by the Council of Europe in which at least three entities from different European countries participate. The network partners carry out a vast range of activities in the academic, educational and artistic field. (You will learn more about this later in this course.)



Manual series with resources

Discover the
e-learning content
and resources as
publications



Routes4Youth



Test our products
Act as multiplier
Provide input on activities

MEMBERS



DMYTRIUK Olga

I have a long experience in projects aimed to promote tourism development, saving traditional crafts as sources of tourists' attraction; I am ready to share my knowledge and skills.



GUMENCHUK Iryna

I am a Network and Social Media Coordinator and my intention is to connect and empower young people, creating the favourable framework for their personal development.



PETRUSIC Helena

I am a researcher in the field of Cultural Tourism and Conflict Resolution in the Mediterranean Sea and my focus will be on Transnational Cultural Relations.



KIROVA Svetlana

I have expertise in cultural activities that foster tolerance and the involvement in society and I am convinced that transnational networks can help the regions to realize their full potential.



KUJOVIC Nermin

The potential of culture, especially on the Balkan Peninsula, obliges me to gather stakeholders to develop policies and strategies to utilize it.

Do you know Cultural Routes in the Baltic Sea Region, which ones?

Map of Cultural Routes



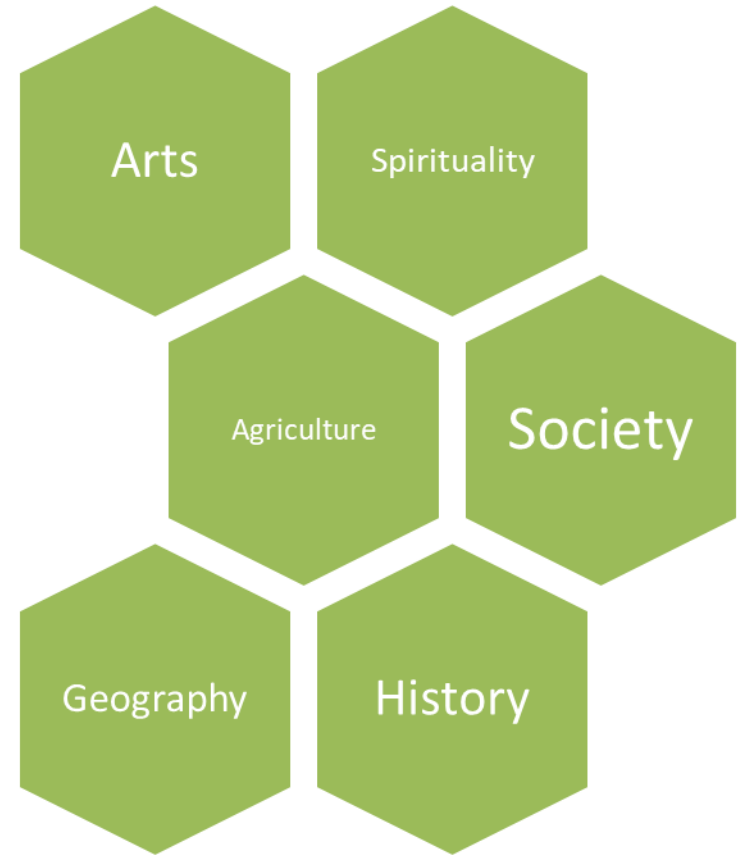
Creation of a Cultural Route

If the project fulfils all the criteria for certification, the Governing board of the EPA takes the final decision on the awarding of the **“Cultural Route of the Council of Europe”** certification

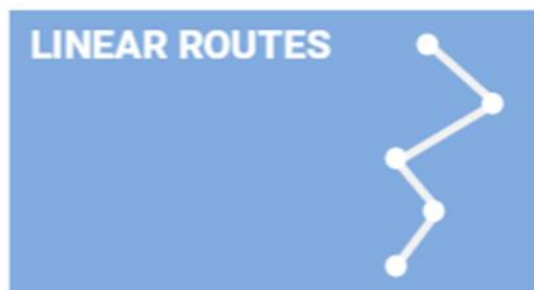
Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



The different categories

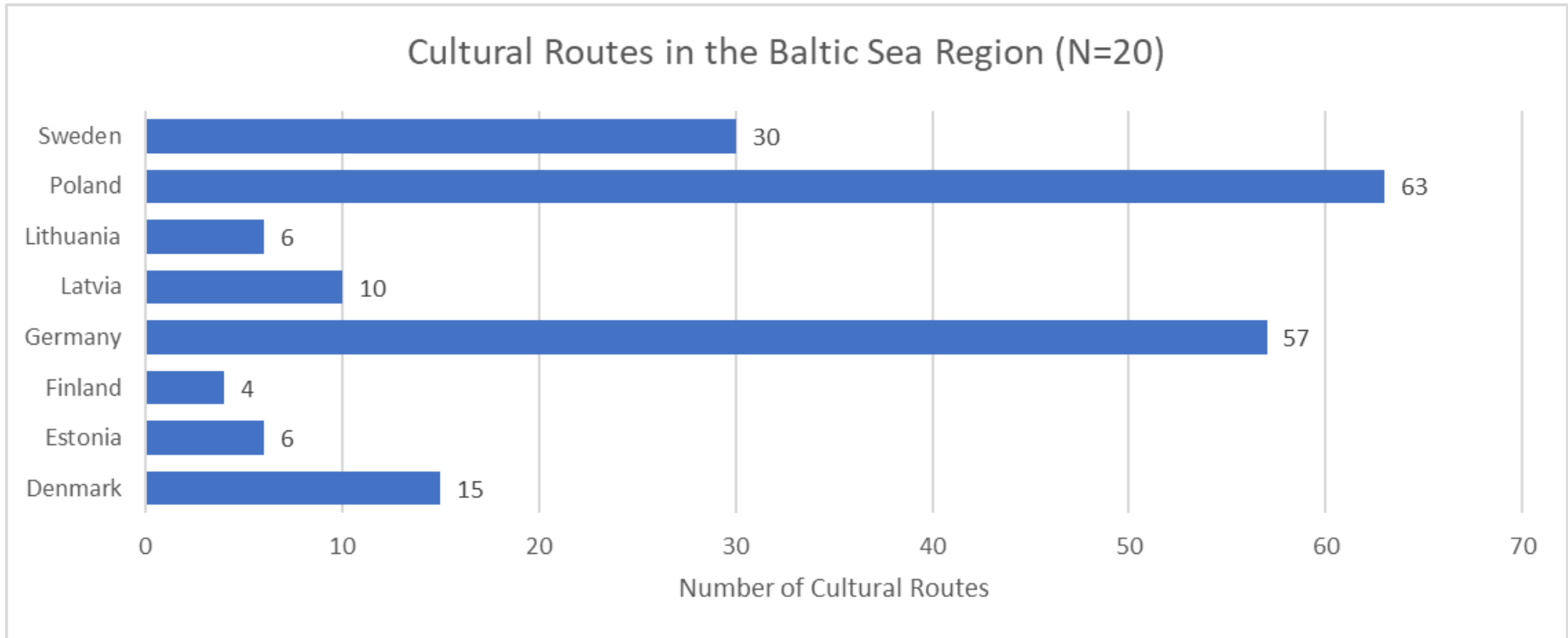


Different types of Cultural Routes



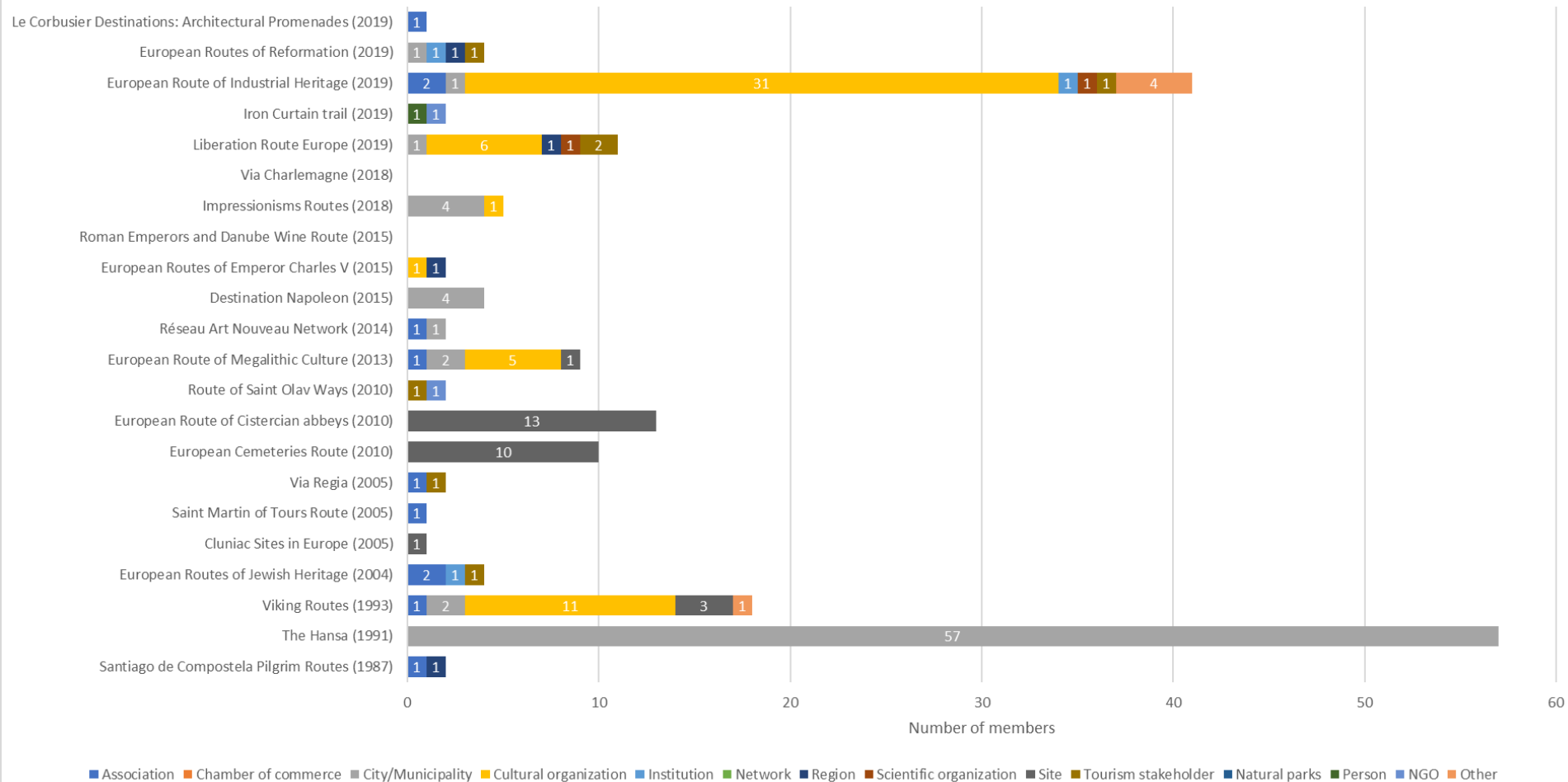
What type would best fit your cultural route theme and why?

Cultural Routes in the Baltic Region



Cultural Routes in the Baltic Region

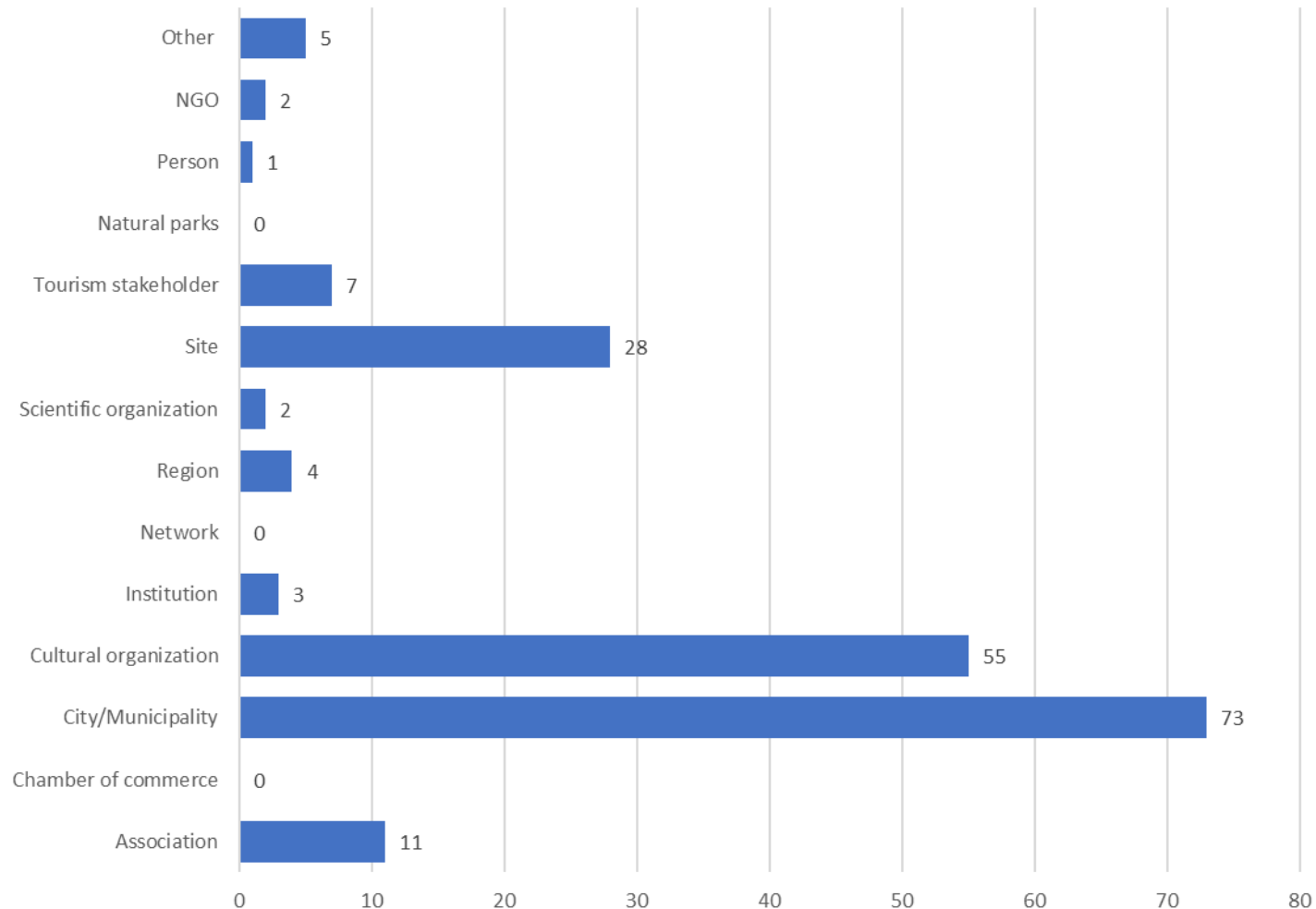
Cultural Route networks in the countries of the Baltic Sea Region (N=191)



Number of members

■ Association ■ Chamber of commerce ■ City/Municipality ■ Cultural organization ■ Institution ■ Network ■ Region ■ Scientific organization ■ Site ■ Tourism stakeholder ■ Natural parks ■ Person ■ NGO ■ Other

Types of Cultural Routes' members in the countries of the Baltic Sea Region (N=191)



GROUP EXERCISE

What are gaps in the current list of Cultural Routes?

Required steps for the development of a Cultural Route

1

Defining a **theme** that is **representative of European values**

2

Identifying **heritage elements**

3

Creating a **European network with legal status** (at least 3 European countries)

4

Coordinating **common activities**

5

Creating **common visibility**

Step 1 - Define a theme



Bologna – Tomba Osti Alberto Martini
European Cemeteries Route

- European values
- By experts from different academic fields and geographical regions
- Illustrate Europe and display its diversity
- Exchanges for young people
- Promote innovative projects and sustainable cultural development
- Enable the development of touristic products.

GROUP EXERCISE

**What are themes that are missing?
What is a typical theme for a Baltic
Sea Cultural Route that crosses
Finland?
Why is it so typical and why is it
important for Europe?**

Step 2 - Define heritage elements



European Route of the Megalithic © megalithicroutes.eu

Step 3 - Create a European network with legal status



Salzburg Mirabell gardens – European Mozart Ways

Step 3 - Create a European network with legal status



Salzburg Mirabell gardens – European Mozart Ways

Step 4 - Plan common activities

5 fields of activities

- Co-operation in research and development
- Enhancement of memory, history and European heritage
- Cultural and educational exchanges for young Europeans
- Contemporary cultural and artistic practices
- Cultural tourism and sustainable cultural development

Step 5 – Creating common visibility



GROUP EXERCISE

Where do you stand?

On the basis of the theme defined beforehand, make a list of challenges and how to overcome them.

Why to become a Cultural Route



1. Visibility of less known destinations



2. International recognition

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

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE



EUROPEAN
INSTITUTE
OF
CULTURAL
ROUTES



EUROPEAN UNION



CONSEIL DE L'EUROPE

3. Political support



4. Democratic governance and legal structure



5. Quality trademark

- Regular evaluation of certified Cultural Routes



6. Funding opportunities



7. Networking



Above all.....
First and foremost ...
Protection of cultural heritage !

GROUP EXERCISE

Define three next steps for the development of a new Cultural Route?

GROUP EXERCISE

Prepare a workplan to prepare a Cultural Route;

www.coe.int/routes4u

Constanze Metzger
Senior Project Officer « Routes4U »
constanze.metzger@coe.int



Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe