

CULTURAL ROUTES OF THE COUNCIL OF EUROPE

TRAINING ACADEMY

Which communication for the Cultural Routes of the Council of Europe?
European Youth Centre, Strasbourg, 20-22 June 2016

MONDAY 20 JUNE (13:00 – 18:00)

13.00-13.30: Welcoming remarks

(room 0.1 – interpretation French - English)

Ambassador Michèle EISENBARTH, President of the Statutory Committee of the Enlarged Partial Agreement (EPA) on Cultural Routes of the Council of Europe, Permanent Representative of the Grand Duchy of Luxembourg to the Council of Europe.

Snežana MARKOVIĆ, Director General, Directorate General of Democracy, Council of Europe.

Claudia LUCIANI, Director, Directorate General of Democracy, Council of Europe.

Pilar BARRACA DE RAMOS, Member of the Bureau of the Governing Board, EPA on Cultural Routes. International Coordinator for the Spanish Cultural Heritage in the Ministry of Culture, Spain.

Carlo KRIEGER, Member of the Governing Board of the European Institute of Cultural Routes. Director of Legal and Cultural Affairs, Ministry of Foreign and European Affairs of the Grand Duchy of Luxembourg.

13.30 – 14.00: Training Academy contents and methodology: creating a communication portfolio for Cultural Routes

(room 0.1 - interpretation French - English)

Stefano DOMINIONI, Executive Secretary, Enlarged Partial Agreement on Cultural Routes of the Council of Europe. Director, European Institute of Cultural Routes.

Eleonora BERTI, Project Coordinator Council of Europe Cultural Routes and HECTOR Project Coordinator, European Institute of Cultural Routes.

14.00 – 14.30: "TED talk 1": Communicating Cultural Routes with new media

(room 0.1 - interpretation French - English)

Costanza GIOVANNINI, Head of Communication, Fondazione Sistema Toscana - Tuscany Region.

Communication to different target groups, use of new media and storytelling.

14.30 – 16.30: Cultural Routes Working Groups

(room 0.1 and 0.2)

10 working groups [see printed planning in your file]

16.30 – 17.30: Peer-to-peer Wrap-up Groups
(room 0.1 and 0.2)

5 peer-to-peer wrap-up groups with facilitators [see printed planning in your file]

17.30-18.00: Conclusions of day 1
(room 0.1)

Facilitators presenting preliminary outcomes

19:30 – 21:30 Barbecue at the European Youth Centre

TUESDAY 21 JUNE (09:00 – 18:00)

09:30 – 10:00 "TED Talk 2": Communicate for governance
(room 0.1)

Jordi TRESSERRAS, Director, LABPACT, University of Barcelona / IBERTUR, HECTOR partner.

Institutional and internal communication; tools and languages to be used with network members, communication and governance, local communication and community engagement.

10:00 – 11:00 Cultural Routes Working groups
(room 0.1 and 0.2)

10 working groups [see printed planning in your file]

11:00 – 12:00 Peer-to-peer Wrap-up Groups
(room 0.1 and 0.2)

5 peer-to-peer wrap-up groups with facilitators [see printed planning in your file]

12:00 – 12:30 Conclusions of Morning Day 2
(room 0.1)

Facilitators presenting preliminary outcomes.

12:30 – 13:30 Lunch at the European Youth Centre

14:00 – 15:00 Media and Press Management
(room 0.1)

Giuseppe ZAFFUTO, Directorate of Communication, Council of Europe.

Institutional communication strategies and tools in press and media relations for Cultural Routes of the Council of Europe: examples and practices.



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15.00 – 16.30 Cultural Routes Working groups
(room 0.1 and 0.2)

10 working groups [see printed planning in your file]

16.30 – 17.30 Peer-to-peer Wrap-up Groups
(room 0.1 and 0.2)

5 peer-to-peer wrap-up groups with facilitators [see printed planning in your file].

17.30-18.00 Conclusions of Afternoon Day 2
(room 0.1)

Facilitators presenting preliminary outcomes.

17:45 – 22:30 Award Ceremony Iter Vitis Alsace, Iter Vitis Cultural Route, Andlau.

WEDNESDAY 22 JUNE (09:00-13:00 / 14:00 – 18:00)

09:00 - 11:30 Council of Europe values in practice – a living library approach
(room 0.1)

Coordinators: *Nadine LYAMOURI-BAJJA*.

Presentation of the Council of Europe activities in the field of Culture, Youth and Education and synergies with Cultural Routes activities (Education for Democratic Citizenship, Intercultural Cities, European Heritage Days, European Landscape and Faro Conventions, European Youth Foundation, etc.) and activity of the *ETIS-Cultural Route Task Force* working on the implementation of the "European Tourism Indicator System" with the Cultural Routes of the Council of Europe.

09:00 – 11:30 Cultural Routes of the Council of Europe and accessibility
(room 0.2)

Iter Vitis and St-James Ways | Association Braille et Culture.
Via Francigena | Cooperativa C'era l'acca and Associazione Free Wheels ONLUS.
Via Regia and In the Footsteps of Robert Louis Stevenson.

Facilitators (HECTOR partners):

Chiara RABBIOSI - CAST, University of Bologna – Rimini Campus, EICR University Network.
Jordi TRESSERRAS - LABPACT, University of Barcelona, EICR University Network.
Alessia MARIOTTI - CAST, University of Bologna - Rimini Campus, EICR University Network.
Montserrat CRIVILLERS - IREST, University of Paris 1 Panthéon-Sorbonne, EICR University Network.



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11:30 – 12:30 Present your Communication portfolio in 3 minutes
(room 0.1 - interpretation French - English)

12:30 – 12:45 Award of Best Communication Portfolio
(room 0.1 - interpretation French - English)

12:45 – 13:15 Presentation of the Cultural Routes Kit and conclusions
(room 0.1 - interpretation French - English)

Kathleen LAPIE, Senior Project Officer, Council of Europe, Joint Programme Council of Europe - European Commission.

Presentation of the "Kit for Candidates and Kit for Certified Cultural Routes of the Council of Europe".

Stefano DOMINIONI, Executive Secretary, Enlarged Partial Agreement on Cultural Routes of the Council of Europe. Director, European Institute of Cultural Routes

Conclusions of the Training Academy.

13:15 – 14:00 Lunch at the European Youth Centre

14:00 – 18:00 Special information session dedicated to certified Cultural Routes under regular evaluation (cycle 2016-2017) and candidates routes for certification.
(room 0.1)



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FACILITATORS OF THE PEER-TO-PEER WRAP-UP GROUPS

Germana DI FALCO – European Institute of Cultural Routes, Expert.

Juan Carlos MATAMALA – LABPACT, University of Barcelona, EICR University Network, HECTOR partner

Malte HELFER – University of Luxembourg, EICR University Network.

Gesa BIERWERTH – Laval University, Québec, EICR University Network.

Jordi TRESSERAS – LABPACT, University of Barcelona /IBERTUR , EICR University Network, HECTOR partner.

Alessia MARIOTTI – CAST, University of Bologna, Rimini Campus, EICR University Network, HECTOR partner.

Montserrat CRIVILLERS – IREST, University of Paris 1, EICR University Network, HECTOR partner.

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