



Good Practices Atlas

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

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Last update: June 2015



INSTITUT
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CULTURELS



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Field of action 1

Creating and Managing a European Network

Name of the cultural Routes of the Council of Europe
EUROPEAN ROUTE OF HISTORICAL THERMAL TOWNS
Name of the practice proposed
Creating and managing a European network – the importance of communication tools
Certification criterion implemented through the practice (choose one activity among those listed below)
<p><input checked="" type="checkbox"/> 1. Creating and managing a European network</p> <p><input type="checkbox"/> 2. Funding a cultural route of the Council of Europe</p> <p><input type="checkbox"/> 3. Co-operation in research and development</p> <p><input type="checkbox"/> 4. Enhancement of memory, history and European heritage</p> <p><input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans</p> <p><input type="checkbox"/> 6. Contemporary cultural and artistic practice</p> <p><input type="checkbox"/> 7. Cultural tourism and sustainable cultural development</p>
Brief summary of the practice (<i>how it serves to implement the chosen criterion, how members of your route are involved, ...</i>)
<p>1. Ehtta admission process – the compulsory criteria to be admitted. How the EHTTA developed a communication strategy on different media (Press – Webpages - Facebook pages – blogs – twitter – digital newsletters, Pinterest etc...)</p>
Strong points and difficulties in the design, implementation and development of the action.
<p>How to solve the question of the variety of towns' sizes and known brandings of the cities in the same network.</p> <p>The issue of fees versus size of the city member.</p>
Language of the presentation: English

Name of the cultural Routes of the Council of Europe
The Via Francigena
Name of the practice proposed
European Committee for interregional technical coordination of the Via Francigena
Certification criterion implemented through the practice (choose one activity among those listed below)
<p>X 1. Managing a European network</p> <ul style="list-style-type: none"> <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input type="checkbox"/> 4. Enhancement of memory, history and European heritage <input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input type="checkbox"/> 6. Contemporary cultural and artistic practice <input type="checkbox"/> 7. Cultural tourism and sustainable cultural development
Brief summary of the practice (how it serves to implement the chosen criterion, how members of your route are involved, ...)
<p>The European Association of the Via Francigena has fostered the creation of the "European Committee for technical interregional coordination of the Via Francigena" which was created in Brussels on December 2013 in the aim of encouraging joint work on fundamental common issues concerning the Via on a European scale.</p> <p>Two interregional meetings were organized by EAVF, Regione Toscana and Région Champagne – Ardennes, in Florence (17.05.2012) and in Châlons-en-Champagne (24-25.01.2013). These meetings brought to the definition of the Memorandum of Understanding among the European Regions of the Via Francigena. The following meetings in Foggia (18.10.2013) and in Brussels (13.12.2013) created the European Committee for interregional coordination of the Via Francigena and defined the 2014 Activity Plan. The meetings were attended by 11 out of 14 European regions from Kent to Latium as well as by 2 other regions involved in the Via Francigena South of Rome which presented the state of art of the Via in regional territory, explained how the Via is part of regional policy and which are local difficulties and opportunities. The Regions also participated actively in the achievement of the above mentioned outcomes. These meetings also involved Association Via Francigena France; The Ramblers French Federation and other relevant local association, national and European Institution which allowed Regions to better understand the complex, multi-disciplinary and multi-level environment in which the Via Francigena is positioned. The 2013 Council of Europe evaluation and recommendation on the Via Francigena were put in evidence in every meeting and will be the terms of reference of the interregional activities.</p> <p>The next meeting will be hosted by Lombardy region on June 27 2014.</p>
Strong points and difficulties in the design, implementation and development of the action.
<p>Strong points:</p> <ul style="list-style-type: none"> - Enhanced coordinated dialogue and working activities focused on priority themes for the whole Committee, - Diffused development of the Via, - Good practice exchange among the regions, - Shared solutions for common issues (safety, signposting, hospitality, cultural heritage enhancement, cultural tourism, volunteering, etc.), - Coordinated information of the European route on the website (signposting, hospitality,

maps, etc.).

- Work for long-term results addressed to the wide public (no distinction on religious or political beliefs, social status, age, etc.).

Difficulties:

- The Memorandum of Understanding has to be approved by the decisional structure of each Region this is subject to the different internal administrative and political procedures as well as to local conjunction (political and operational) ;
- The large number of regions involved may imply long time in collecting the different points of view;
- The differences among regional public authorities structures and competencies (in the United Kingdom, in France, in Switzerland and in Italy) require targeted documents and strategies to adapt the mission of the Committee to internal regional requirement.

Language of the presentation: French

Name of the cultural Routes of the Council of Europe
The Route of St. Olav Ways
Name of the practice proposed
How to develop a pilgrimage route making use of tangible and intangible heritage, building a network of partners and develop the route.
Certification criterion implemented through the practice (choose one activity among those listed below)
<p>X 1. <u>Creating and managing a European network</u></p> <p><input type="checkbox"/> 2. Funding a cultural route of the Council of Europe</p> <p><input type="checkbox"/> 3. Co-operation in research and development</p> <p><input type="checkbox"/> 4. Enhancement of memory, history and European heritage</p> <p><input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans</p> <p><input type="checkbox"/> 6. Contemporary cultural and artistic practice</p> <p><input type="checkbox"/> 7. Cultural tourism and sustainable cultural development</p> <p>We can speak on more activities if needed, especially 4</p>
Brief summary of the practice (<i>how it serves to implement the chosen criterion, how members of your route are involved, ...</i>)
<ol style="list-style-type: none"> 1. To find the common criterion 2. To develop the idea together 3. To make sure there are possible members of a network available 4. To make sure somebody is working on the issues and will be able to work in the future 5. To establish a steering group/committee 6. To describe the route and the historical and practical basis for the route (history and physical route, tangible and intangible heritage) 7. To continue the common work on developing the route as a sustainable pilgrimage and tourism product, a cultural heritage, nature and cultural landscapes route, and a joint historical heritage for the involved countries. 8. To search for more partners for enhancement of memory, history and European heritage.
Strong points and difficulties in the design, implementation and development of the action.
<p>The strong points are often the same as the difficulties:</p> <p>The different partners in different countries have different organizations and different level of involvement from authorities.</p> <p>The steering committee is dependent on the different partners who are working independently. Difficult to communicate with the whole network because the local level often is represented by somebody who speaks on their behalf.</p> <p>The challenge of agreeing on common goals (cultural, historical, heritage versus tourism and business) The same standards for the whole route according to signposting, accommodation information etc.</p> <p>A large constituency is a huge potential for gatherings and conferences leading to further development of the network.</p>
Language of the presentation: English

Name of the cultural Routes of the Council of Europe

VIA REGIA
Name of the practice proposed
Building contacts with partners in Russia and Belorussia and gain new network members
Certification criterion implemented through the practice (choose one activity among those listed below)
<p>X <u>1. Creating and managing a European network</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input type="checkbox"/> 4. Enhancement of memory, history and European heritage <input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input type="checkbox"/> 6. Contemporary cultural and artistic practice <input type="checkbox"/> 7. Cultural tourism and sustainable cultural development
Brief summary of the practice (how it serves to implement the chosen criterion, how members of your route are involved, ...)
<p>In May 2015 the network VIA REGIA started to enlarge its member structure along the north course of the VIA REGIA – mainly in Belorus and partly in Russia.</p> <p>This process needed cultural intuition because the involved countries (Poland, Ukraine, Belorus, Russia) are in difficult relations to each other – in a historical, political and cultural meaning. You cannot use the same strategy you use finding partners in Germany e.g.. A cultural route is a good tool to provide bridges, but you need knowledge on how to find partners, how to research existing structures, how to explain the cultural routes programme, how to explain the advantages of cooperation, your own integrity and to create trust especially for a network that “comes from the West”. One special challenge was that Belorus isn't even member of the Council of Europe.</p> <p>For this as preparation our Ukrainian members activated their knowledge and contacts in the neighbour countries, the Polish members gave their knowledge in fields of historical research of the VIA REGIA in these countries, and some German members accompanied the whole process with a cycling tour from Frankfurt to Kiev to Moscow. So we passed the countries in two groups one by car one by bike with different functions on the way and met in Moscow to bring the experiences and results together.</p> <p>So we started discovering a new country – also for the point of contact it was the first trip through Belorus by car meeting interested parties and developing new strategies for cooperation.</p> <p>The fascinating point is the different approach in different countries while enlarging the network – that's what I could present.</p>
Strong points and difficulties in the design, implementation and development of the action.
<p>Strong point: the existing network is so stable that very many members took part in the process and supported it</p> <p>main challenge: cultural differences and actual political situation especially between Russia and Ukraine, high amount of prejudices towards the European East</p>
Language of the presentation: English

Field of action 3

Co-operation in research and development

Name of the cultural Routes of the Council of Europe
TRANSROMANICA
Name of the practice proposed
Inventory of Romanesque Churches in the South of Burgundy (in the scope of the programme "The Romanesque Routes in the South of Burgundy")
Certification criterion implemented through the practice (choose one activity among those listed below)
<input type="checkbox"/> 1. Creating and managing a European network <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input checked="" type="checkbox"/> 3. Co-operation in research and development <input type="checkbox"/> 4. Enhancement of memory, history and European heritage <input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input type="checkbox"/> 6. Contemporary cultural and artistic practice <input type="checkbox"/> 7. Cultural tourism and sustainable cultural development
Brief summary of the practice (how it serves to implement the chosen criterion, how members of your route are involved, ...)
<p>The Centre International d'Etudes des Patrimoines Culturels en Charolais-Brionnais (C.E.P.) is working on a scientific program with the focus on inventorying the Romanesque churches in the South of Burgundy. The project of cultural and touristic development aims at creating a network of 100 Romanesque (or partly Romanesque) churches and chapels around the highlight of Paray-le-Monial which hosts one of the most important cluniac basilicas in Burgundy and is one of the single sites in the TRANSROMANICA network.</p> <p>The inventory of Romanesque churches started in 1990. During almost 25 years of collaboration with faculties of architecture from Poland, Germany, Slovenia, Hungary, Portugal but also Japan, Brazil and Canada the C.E.P. welcomed 430 students with their professors and assistants. Together C.E.P. and the TRANSROMANICA Association are now working on the further development of the program by searching for new faculties of architecture that are interested in collaboration. Many of the partners could already be found through the TRANSROMANICA network.</p>
Strong points and difficulties in the design, implementation and development of the action.
<p>Strong points:</p> <ul style="list-style-type: none"> - Win-Win situation for C.E.P./TRANSROMANICA and the faculties of architecture - Gaining more knowledge about the Romanesque heritage of the region - Involvement of French Ministry of Culture, Regional Council of Burgundy, Saône-et-Loire County Council, elected representatives of Charolais-Brionnais county - Long tradition of Europe- and worldwide collaboration <p>Difficulties:</p> <ul style="list-style-type: none"> - Reduction of public subsidies - Search for new collaboration partners
Language of the presentation: English

Field of action 4
Enhancement of memory, history and
European heritage

Name of the cultural Routes of the Council of Europe
EUROPEAN ROUTE OF JEWISH HERITAGE
Name of the practice proposed
EUROPEAN DAY OF JEWISH CULTURE
Certification criterion implemented through the practice (choose one activity among those listed below)
<input type="checkbox"/> 1. Creating and managing a European network <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input checked="" type="checkbox"/> 4. Enhancement of memory, history and European heritage <input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input type="checkbox"/> 6. Contemporary cultural and artistic practice <input type="checkbox"/> 7. Cultural tourism and sustainable cultural development
Brief summary of the practice (<i>how it serves to implement the chosen criterion, how members of your route are involved, ...</i>)
<p>Since 1999 the AEPJ is organising the EDJC, which means: choosing a subject matter, with a corresponding image, in order to carry out, year after year, cultural, pedagogical and artistic programs dealing with the Jewish heritage in Europe.</p> <p>The participation of the different European countries – Austria, Belgium, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, France, Germany, Greece, Holland, Hungary, Lithuania, Luxembourg, Macedonia, Norway, Poland, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey and the United Kingdom-, is based on volunteer work of Jewish and non-Jewish associations and individual important persons, all of them highly motivated and involved in the project.</p> <p>Organisation:</p> <ol style="list-style-type: none"> 1. Every two years a meeting is held, where all coordinators and organisations participating in the EDJC can take part in, and where future editions of the event are being prepared. The last meeting took place in 2012 in Girona (Spain), and this year 2014 the meeting will be held in Lisbon (Portugal) 2. Involvement of the city councils: institutional and governmental organs of each of the participating countries, by means of press conferences, official presentations of the EDJC, etc. 3. Coordination on European level of the different national proposals, which sum up to around 800 activities each edition. 4. Establishment of virtual platforms and social networks to promote the different programs and to interact with the participants. 5. Funding of the project: Each organising entity funds its own local (or regional) activities. The AEPJ supplies the logistic framework in terms of image, poster, complementary texts regarding each year's subject matter and European coordination, which has been carried out from Spain till 2013, and since 2014 is being handled from Italy.
Strong points and difficulties in the design, implementation and development of the action.
<p><u>Strong points:</u></p> <ol style="list-style-type: none"> 1. Wide European participation: in the last 4 years there have been 25 different participating countries organising 3.268 activities, attracting a total of 598.839 visitors (total during the last 4 years).

2. Discovery of the legacy :

- The work organised by the AEPJ with the bi-annual meetings enables to take awareness of the problems, perceptions and significations currently circulating with regards to Jewish culture in our society
- The work is carried out between citizens from more than 20 different countries, from a cultural point of view (heritage), which makes it possible for lay people to work together with religious people, whether Jewish or not. From this point of view, mutual recognition is growing year after year with this joint work, and is enriching both parts.
- The wide thematic and territorial range facilitates visits and local participation. During the last editions there has been an increase in bi-lateral proposals of activities between frontier countries, offering a joint program, as well as an increase in international cultural tourism.

Difficulties:

1. The lack of funds is an impediment for the creation of a head office to carry out all the necessary tasks. Thus all the actual organisation has to rely on volunteer work
2. The degree of visibility of the project is still far from ideal. The website, the social networks, etc. are still used very little with regards to the project.

Language of the presentation: English

Name of the cultural Routes of the Council of Europe
Cemeteries route
Name of the practice proposed
Enhancing experiences with mobile guide ARTOUR
Certification criterion implemented through the practice (choose one activity among those listed below)
<input type="checkbox"/> 1. Creating and managing a European network <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input checked="" type="checkbox"/> 4. Enhancement of memory, history and European heritage <input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input type="checkbox"/> 6. Contemporary cultural and artistic practice <input type="checkbox"/> 7. Cultural tourism and sustainable cultural development
Brief summary of the practice (<i>how it serves to implement the chosen criterion, how members of your route are involved, ...</i>)
With mobile guide cemeteries in our network have an option to present the important points in the cemetery through a variety of media like text, photos, audio and video. This brings up possibility to expose connections between interesting monuments, famous people and events. While visitor is standing at the grave of one famous person he may actually learn about the connection to another monument in different country and see it in the materials. Currently all member cemeteries are presented in the guide with 5 cemeteries offering additional content (points of interest).
Strong points and difficulties in the design, implementation and development of the action.
<p>Strong points:</p> <ul style="list-style-type: none"> • simple management of the content which is directly pushed from the content of the route website (no need for double work); • great user experience with the app; <p>Difficulties:</p> <ul style="list-style-type: none"> • acquire relevant and interesting content in different languages
Language of the presentation: English

Name of the cultural Routes of the Council of Europe
EUROPEAN ROUTE OF HISTORICAL THERMAL TOWNS
Name of the practice proposed
Unesco Candidacy Dossier implementation – Great Spas of EUROPE
Certification criterion implemented through the practice (choose one activity among those listed below)
<ul style="list-style-type: none"> <input type="checkbox"/> 1. Creating and managing a European network <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input checked="" type="checkbox"/> <u>4. Enhancement of memory, history and European heritage</u> <input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input type="checkbox"/> 6. Contemporary cultural and artistic practice the involvement of carnetists diarists videasts and photographs <input type="checkbox"/> 7. Cultural tourism and sustainable cultural development
Brief summary of the practice (<i>how it serves to implement the chosen criterion, how members of your route are involved, ...</i>)
<p>Unesco Candidacy Dossier implementation – Great Spas of EUROPE</p> <p>Karlovy Vary EHTTA member in the Czech Republic is leading the way as the project coordinator in a bid to be recognized by UNESCO along with other spa towns from France, Germany, Austria and Italy. The nominations will be submitted in 2015 for World Heritage status for the trans-national „Great Spas of Europe “group.</p>
Strong points and difficulties in the design, implementation and development of the action.
<p>How to solve the question of the variety of towns’ sizes and known brandings of the cities in the same network.</p> <p>The issue of fees versus size of the city member.</p>
Language of the presentation: English

Name of the cultural Routes of the Council of Europe
European Mozart Ways
Name of the practice proposed
250 th anniversary of Mozart's Great European Western Journey (2013 – 2016)
Certification criterion implemented through the practice (choose one activity among those listed below)
<input type="checkbox"/> 1. Creating and managing a European network <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input checked="" type="checkbox"/> 4. Enhancement of memory, history and European heritage <input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input type="checkbox"/> 6. Contemporary cultural and artistic practice <input type="checkbox"/> 7. Cultural tourism and sustainable cultural development
Brief summary of the practice (<i>how it serves to implement the chosen criterion, how members of your route are involved, ...</i>)
<u>250th anniversary of Mozart's Great European Western Journey</u> Activities by the members under the general theme. Presentation on Web portal and Facebook, guidebook on the German part of the travel etc.
Strong points and difficulties in the design, implementation and development of the action.
250th anniversary Creation of a specific theme to involve at least 7 countries of the 10 involved countries of European Mozart Ways. Problem of financing and coordination of the partners in the countries
Language of the presentation: English

Name of the cultural Routes of the Council of Europe
VIA REGIA
Name of the practice proposed
The highway E40 as path of remembrance in Europe
Certification criterion implemented through the practice (choose one activity among those listed below)
<input type="checkbox"/> 1. Creating and managing a European network <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input checked="" type="checkbox"/> 4. <u>Enhancement of memory, history and European heritage</u> <input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input type="checkbox"/> 6. Contemporary cultural and artistic practice <input type="checkbox"/> 7. Cultural tourism and sustainable cultural development
Brief summary of the practice (<i>how it serves to implement the chosen criterion, how members of your route are involved, ...</i>)
<p>The research project looked into movements of war and (forced) mass migration between 1900 and 1945 in the current border region of Poland and Ukraine. These movements took place almost entirely along what today is called the E40 (part of the VIA REGIA), making it a Path of Remembrance of extraordinary documentary potential.</p> <p>Along this path, traces of migrational movements are made visible through memorials and sites of remembrance, traces of devastation, in museums and through memorial plaques. National semantics have overwritten this Path of Remembrance, thereby dividing up a shared European memory landscape into separate constituents. Traces exist separately and in part communicate conflicting interpretations of the same events. Our project aimed at a first inventory in which the existing lieux de mémoire have been recorded and, by consulting with local network members, contextualised reciprocally as well as with regard to their respective national historical narratives. Ultimately, the E40 has been raised to European awareness as an exceptional Path of Remembrance.</p> <p><i>involved network members:</i> Volodymyr Stemkovskyy (UA/ Wolodymyr-Wolhynskyy, historical museum), Valentin Vitrenko (UA/ Novohrad-Wolhynskyy, historian), Julia Savonova (UA/ Rivne, University Rivne), Olena Petriv (UA/ Rivne, city administration), Oleksandr Bulyga (UA/ Rivne, historical museum), Valentina Danilicheva (UA/ Rivne, historical museum), Tamara Dmitrenko (UA/ Dubno, historical museum), Vasyl Strilchuk (UA/ Brody, historical museum), Andrian Hretsko (UA/ Horodok, journalist), Lubomyr Switenko (UA/ Horodok, historian), Janusz Matyka, (PL/ Przeworsk, journalist), Dominika Kopaczek (PL/ Rzeszow, teacher)</p> <p><i>additional partners:</i> Universities in Erfurt, Lublin and Rivne</p> <p><i>actions undertaken:</i> field studies in Poland and the Ukraine, research in archives , analyses of national memories (via school books), expert interviews, discussion rounds with experts</p> <p><i>outcomes:</i> booklet and web page</p>

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financed by: foundation Stiftung „Erinnerung, Verantwortung, Zukunft“
within the framework of the funding programme :„Historical Workshop Europe“

Strong points and difficulties in the design, implementation and development of the action.

The biggest challenge of the project and the huge amount of involved network members has been the strong national identities in Poland and the Ukraine which lead to very different interpretations of the historical reality between 1900 and 1945 at location. The national memories interpret the respective other as enemy – still today. Even for the involved network members which are basically open to others in many concrete fields of European cooperation it was a challenge to open their minds.

A very strong point was that we knew each other from projects that took place earlier. We could trust each other in these very difficult exchanges of views.

Second that the contact point VIA REGIA was the project manager. Located in Germany we had a view from the outside and could keep a kind of neutral position between Poland and the Ukraine.

Third strong point in the design of the action was that our basic team of researchers was composed of three people representing all three involved nations. Following that no one found his own identity in a weaker position.

It was very difficult not to judge, not to react emotional and to be very flexible. Standing in a German bunker from 2nd WW the Ukrainian partners are proud of, seeing 70 years old pictures drawn by Ukrainian children that show murdered Polish people with a kind of proud – and that in front of a group of Polish and Ukrainian partners lead to unforeseeable situations we sometimes had to de-escalate. But these challenges showed us how important it is to negotiate our common European landscape of memory.

Language of the presentation: English

Field of action 5
Cultural and educational exchanges for
young Europeans

Name of the cultural Routes of the Council of Europe
Cemeteries route
Name of the practice proposed
Teaching with mobile guide ARTOUR
Certification criterion implemented through the practice (choose one activity among those listed below)
<input type="checkbox"/> 1. Creating and managing a European network <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input type="checkbox"/> 4. Enhancement of memory, history and European heritage <input checked="" type="checkbox"/> <u>5. Cultural and educational exchanges for young Europeans</u> <input type="checkbox"/> 6. Contemporary cultural and artistic practice <input type="checkbox"/> 7. Cultural tourism and sustainable cultural development
Brief summary of the practice (<i>how it serves to implement the chosen criterion, how members of your route are involved, ...</i>)
<p>Mobile guide is proving to be much more than tourism tool. With different approach to its usage we have managed to get young scholars very interested into learning about cemeteries and cultural heritage. Instead of normally boring presentations of monuments, scholars were able to actually use the mobile app and geo-positional (GPS) information as a tool to discover answer to a question. Currently only one member used the application in such a way.</p>
Strong points and difficulties in the design, implementation and development of the action.
<p>The strong points:</p> <ul style="list-style-type: none"> • Very motivated scholars; • Many chances of further developments; <p>Difficulties:</p> <ul style="list-style-type: none"> • Teaching schools of possibilities to use such approach by themselves, since content should be created and provided by schools
Language of the presentation: English

Name of the cultural Routes of the Council of Europe
European Mozart Ways
Name of the practice proposed
www.communicating-music.eu internet platform for conveying music to next generation (criteria 5)
Certification criterion implemented through the practice (choose one activity among those listed below)
<input type="checkbox"/> 1. Creating and managing a European network <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input type="checkbox"/> 4. Enhancement of memory, history and European heritage <input checked="" type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input type="checkbox"/> 6. Contemporary cultural and artistic practice <input type="checkbox"/> 7. Cultural tourism and sustainable cultural development
Brief summary of the practice (<i>how it serves to implement the chosen criterion, how members of your route are involved, ...</i>)
<p>www.communicating-music.eu The online platform implemented by the European Mozart Ways sees itself as a service and information page for all interested people in communicating music. Music education in the overall European context will strengthen the awareness of a common cultural heritage in Europe (classical and contemporary music). Users of the platform should be encouraged at local, regional, and long term at European level to play an active role, even to carry out projects, and to develop joint projects.</p> <p>The platform co-financed by European Union / culture program 2007-2013, has been established in the framework of the EU project of the European Mozart ways "family music" - a program to enhance classical music education along the European Mozart Ways and was supported further by the Land Salzburg as well as the City of Salzburg.</p> <p>The members are involved by giving content to the platform as offers by the institutions regarding music education and the presentation of good practice examples.</p>
Strong points and difficulties in the design, implementation and development of the action.
<p>www.communicating-music.eu Creation of an information platform which can be increased continuously. Problem of getting the right information for the content especially for the good examples in different European countries. Problem the music education systems are different.</p>
Language of the presentation: English

Field of action 6

Contemporary cultural and artistic practices

Name of the cultural Routes of the Council of Europe
EUROPEAN ROUTE OF HISTORICAL THERMAL TOWNS
Name of the practice proposed
Implementation of the Culture Programme "SOURCES OF CULTURE: THE CAFÉS OF EUROPE" by the Association of Route of Spa Towns in the Massif Central
Certification criterion implemented through the practice (choose one activity among those listed below)
<ul style="list-style-type: none"> <input type="checkbox"/> 1. Creating and managing a European network <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input type="checkbox"/> 4. Enhancement of memory, history and European heritage <input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input checked="" type="checkbox"/> <u>6. Contemporary cultural and artistic practices the involvement of carnetists diarists videasts and photographs</u> <input type="checkbox"/> 7. Cultural tourism and sustainable cultural development
Brief summary of the practice (<i>how it serves to implement the chosen criterion, how members of your route are involved, ...</i>)
<p>Implementation of the Culture Programme "SOURCES OF CULTURE: THE CAFÉS OF EUROPE" by the Association of Route of Spa Towns in the Massif Central</p> <p>The Route of Spa Towns in the Massif Central is running the SOURCE project in partnership with the European Historic Thermal Towns Association (EHTTA), a network already endorsed by the Council of Europe, in the framework of the call for proposals from the European Culture programme 2007-2013, whose objectives are cultural cooperation and intercultural dialogue. This project brings together eleven partners from six countries. Its aim is to raise awareness of the wealth of cultural heritage at all thermal towns among European citizens. In the context of this project, a series of eight Cafés of Europe, multidisciplinary meetings of discussion and forward thinking, are to be held in several thermal towns. They will enable a Blue Book to be written on the thermal towns' essential place in the future of a people's Europe based on social dialogue, strengthened on the role of digital technology, and on a sustainable cultural approach to tourist policy, founded on reinterpreting the birth of modern tourism. www.sources-of-culture.com www.facebook.com/sourcedeculture</p>
Strong points and difficulties in the design, implementation and development of the action.
<p>How to solve the question of the variety of towns' sizes and known brandings of the cities in the same network.</p> <p>The issue of fees versus size of the city member.</p>
Language of the presentation: English

Name of the cultural Routes of the Council of Europe
TRANSROMANICA
Name of the practice proposed
Palcos do Românico / Romanesque Stage
Certification criterion implemented through the practice (choose one activity among those listed below)
<ul style="list-style-type: none"> <input type="checkbox"/> 1. Creating and managing a European network <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input type="checkbox"/> 4. Enhancement of memory, history and European heritage <input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input checked="" type="checkbox"/> 6. Contemporary cultural and artistic practice <input type="checkbox"/> 7. Cultural tourism and sustainable cultural development
Brief summary of the practice (<i>how it serves to implement the chosen criterion, how members of your route are involved, ...</i>)
<p>Palcos do Românico is a series of concerts held at Romanesque buildings in the Portuguese region of Tâmega and Sousa. The "Rota do Românico" (Portuguese member of TRANSROMANICA) is the initiator and manager of these concerts. The aim is to inspire old Romanesque buildings by staging events. The series lasts one year (September 2013 – September 2014) and gives artists the possibility to show their talents in the frame of these concerts.</p> <p>With the support of the TRANSROMANICA Association an ensemble from Saxony-Anhalt (Germany) specialized in medieval music will give a concert in the frame of this series on 9 May 2014. A second group from another TRANSROMANICA region will be performing in August 2014.</p> <p>The projects facilitates the use of Romanesque heritage sites for cultural purposes as well as the exchange between the different member regions of the TRANSROMANICA network, the artists from different countries and the visitors from the Tâmega and Sousa region. Music (medieval, traditional, modern, etc.) and other artistic performances form the linkage between heritage sites and the interest of the people.</p>
Strong points and difficulties in the design, implementation and development of the action.
<p>Strong points:</p> <ul style="list-style-type: none"> - European exchange - Getting the interest of new target groups for Romanesque heritage sites - Using heritage sites for cultural purposes - Large network (TRANSROMANICA) as a basis for Europe wide collaboration <p>Difficulties:</p> <ul style="list-style-type: none"> - Communication with artists (language barriers, time schedules) - Financing of travel and accommodation costs (especially for artists coming from other countries)
Language of the presentation: English

Field of action 7
Cultural Tourism and Sustainable Cultural
Development

Name of the cultural Routes of the Council of Europe
EUROPEAN ROUTE OF JEWISH HERITAGE
Name of the practice proposed
EUROPEAN DAY OF JEWISH CULTURE
Certification criterion implemented through the practice (choose one activity among those listed below)
<input type="checkbox"/> 1. Creating and managing a European network <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input type="checkbox"/> 4. Enhancement of memory, history and European heritage <input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input type="checkbox"/> 6. Contemporary cultural and artistic practice <input checked="" type="checkbox"/> <u>7. Cultural tourism and sustainable cultural development</u>
Brief summary of the practice (<i>how it serves to implement the chosen criterion, how members of your route are involved, ...</i>)
<p>Throughout the last years, the AEPJ has tried to establish a linear route, but after several failures we have decided to work on the proposal of a route based on digital support, and on the organisation and structuring of territory-bound cultural proposals related to Jewish heritage and culture. This way, visitors and tourists are able to create their own personalised route according to individual preferences, needs and interests.</p> <p>Thus we have begun to create digital proposals related to Jewish heritage, for both our website and as apps. A few examples:</p> <ul style="list-style-type: none"> - Routes of Sefarad (Spain), and its tourist brand RASGO - In France there are several proposals with apps, one in Paris, called "Carré d'Or", as well as others for Alsace and Provence. These territorial apps help to locate and to discover the material and immaterial legacy, which carries the values of European citizenship and intercultural dialogue - In Italy, a similar program to that in Spain is under work. - In Portugal there has also started a project very similar to the Spanish one, firstly with the creation of a Network of Portuguese Jewish Quarters, whose first aim is to preserve the Jewish heritage in Portugal, and, secondly, to put it to cultural and touristic use. <p>Furthermore, the creation of virtual routes such as the Route of European modernist synagogues, or the Route of the wooden synagogues of Eastern Europe, which are already online on our website; as well as the contribution of Jewish women to the construction in Europe, which will be published online soon, is an added value to the proposal of constructing such a complex route.</p> <p>On a general level, there are quite a lot alternatives being developed throughout different European countries during the last years. Our association aims at gathering all these proposals on a joint platform, endowing them with the necessary elements for the creation of individual routes.</p>
Strong points and difficulties in the design, implementation and development of the action.

Strong points:

1. The current strategy has enabled the AEPJ to include more organisations and institutions as members, so that in the last two years the association has passed from 3 to 6 associated members with a high level of European representation. The member organisations are: B'nai B'rith Europe, Red de Juderías de España, Unione delle Comunità Ebraiche d'Italia, Rede de Judiarias de Portugal, Fonds Social Juif Unifié, and European Council of Jewish Communities.

The adhesion of another member, from France, is currently pending.

2. The diversity of the institutions participating in the route, - religious and non-religious-, working together has opened up interesting work paths, both in contents and in methodology, with regards to the European Cultural Routes

The AEPJ has carried out several important activities related to Jewish heritage: there have been held surveys for the setting up of a data base of European heritage, the likes of which have not existed before; coaching sessions for better communication between persons and institutions; work with specialised consulting agencies to find and optimise ways and means of development; co-participation in two European grant applications together with other members of the European cultural routes, though without success so far; participation, whenever possible, in the different training seminars and international conferences of the cultural routes organised by the European Institute of Cultural Routes and the Council of Europe. In 2013, the AEPJ has organised a round table on the European Cultural Routes during the international travel fair FITUR in Madrid, with the participation, among others, of Ms. Penelope Denu, Director of the EICR. The AEPJ has also participated in the Heritage Fair in Paris in the month of November.

Difficulties:

Currently, our main difficulty is found in our lack of economic resources for the establishment of an executive office. The work is carried out on a volunteer basis, and the member organisations only pay a minimum annual membership fee, which does not stretch to employ staff with the required profile for the executive tasks of the route.

Language of the presentation: English

Name of the cultural Routes of the Council of Europe
The Via Francigena
Name of the practice proposed
VIA FRANCIGENA Festival Collective Project
Certification criterion implemented through the practice (choose one activity among those listed below)
<input type="checkbox"/> 1. Creating and managing a European network <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input type="checkbox"/> 4. Enhancement of memory, history and European heritage <input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input type="checkbox"/> 6. Contemporary cultural and artistic practice <input checked="" type="checkbox"/> <u>7. Cultural tourism and sustainable cultural development</u>
Brief summary of the practice (<i>how it serves to implement the chosen criterion, how members of your route are involved, ...</i>)
<p>Since 2011 the European Association of the Vie Francigene has been organising the Festival "Collective Project" (in collaboration with CIVITA Association). The aim is to promote all the events that take place in the territories crossed by the Via Francigena, from the Kent to Puglia Region along 2500km! The third edition, which took place from June to September 2013, was a great success, with the promotion and support of more than 260 events across Europe.</p> <p>This year, the fourth edition of the European Festival "Via Francigena Collective Project " will also have the honor to promote the XX Anniversary (1994-2014) of the recognition of the Via Francigena as Council of Europe's Cultural Route.</p> <p>The Festival will last for about five months and it offers an enormous opportunity of visibility for EAVF partners. The launch conference is planned on 4th June in Rome; the final event is planned at the end of September in Puglia Region, on the occasion of <i>Vie Sacre</i> Fair. The Collective Project Festival is supported by public and private (EAVF partners) funds.</p>
Strong points and difficulties in the design, implementation and development of the action.
<p>Strong points:</p> <p>1) The advantages for the EAVF members and partners included in the Festival package:</p> <p>A) a strong connotation thanks to the label of the Festival; B) an amplification effect (due to the large number of events and to their joint communication); C) a thematic grouping of events, according to the desires of the users; D) a joint project focused on all issues related to the Via Francigena (culture, hiking, nature, spirituality, food and wine, tourism, local identities); E) press office dedicated F) Cross-marketing activities composed of:</p> <ul style="list-style-type: none"> - On-line catalogue of the scheduled events, available on the specific website: www.festival.viefrancigene.org; - social networks campaign and preparation of a dedicated monthly newsletter; - dedicated article within the magazine " Via Francigena and the European Cultural Routes" - participation in the Press conference in Rome and Puglia Region;

- promotion of each event through the preparation of personalized posters to be sent to the events' organizers;

2) To reinforce public-private cooperation and partnership

3) To reinforce awareness about the Via Francigena, especially in the local areas

Difficulties:

- To maintain a strong and unique brand identity having different kind of events

- To found an international main partner interested in promoting Festival.

Language of the presentation: French

Name of the cultural Routes of the Council of Europe
The Via Francigena
Name of the practice proposed
Magazine "Via Francigena and the European Cultural Routes"
Certification criterion implemented through the practice (choose one activity among those listed below)
<input type="checkbox"/> 1. Creating and managing a European network <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input type="checkbox"/> 4. Enhancement of memory, history and European heritage <input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input type="checkbox"/> 6. Contemporary cultural and artistic practice <input checked="" type="checkbox"/> <u>7. Cultural tourism and sustainable cultural development</u>
Brief summary of the practice (how it serves to implement the chosen criterion, how members of your route are involved, ...)
<p>Since 2005 the Magazine is the official publication of the European Association of the Via Francigena Ways (EAVF). Printed in 4,000 copies, it is biannual and trilingual (English/ French/ Italian). In 2014 it will be also published in Spanish. With a distinctive European slant, the magazine has recently opened to the European Cultural Routes, i.e. the Way of Saint James, the Saint Michael's Ways, the Route of Saint Olav Ways, Route of St. Martin. The magazine, printed in the traditional way, is also available online www.rivistaviafrancigena.it.</p> <p>Its launch cultural events are usually held in prestigious venues all over Europe; in the past, it was presented at Reims and Santiago de Compostela Town Halls, at the Consulate of Italy in Paris, at Canterbury Guildhall, at the European Parliament in Strasbourg and Brussels, at the Italian Parliament and at the Ministry for Cultural Heritage in Rome.</p> <p>Thanks the Magazine Via Francigena, a cultural parallel project focused on the gastronomy has been developed: <i>the way of taste along the Via Francigena</i>. In fact, there is no more delicious way to experience the soul of European culture, history and traditions than through its traditional and local products and dishes from England, Switzerland, France, Italy.</p>
Strong points and difficulties in the design, implementation and development of the action.
<p>Strong points:</p> <ul style="list-style-type: none"> - Cooperation with international tourism, cultural and gastronomic stakeholders - This magazine represents an important pillar for the EAVF: each number tells the history of the Associations with related activities, projects, events and at the same time it offers a great opportunity to promote this route at the international level - Ability to generate fundraising (public and private sector) - The presentation of the magazine coincides with an international event for promoting Via Francigena and local food - Each number presents a special focus about specific area of the Via Francigena from Canterbury to Puglia - Consolidating managerial skills of the EAVF staff <p>Difficulties:</p> <ul style="list-style-type: none"> - Large-scale distribution
Language of the presentation: French

Name of the cultural Routes of the Council of Europe
VIA REGIA
Name of the practice proposed
Adventure bikeway from VIA REGIA from Frankfurt/ M. to Kraków
Certification criterion implemented through the practice (choose one activity among those listed below)
<ul style="list-style-type: none"> <input type="checkbox"/> 1. Creating and managing a European network <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input type="checkbox"/> 4. Enhancement of memory, history and European heritage <input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input type="checkbox"/> 6. Contemporary cultural and artistic practice <input checked="" type="checkbox"/> 7. <u>Cultural tourism and sustainable cultural development</u>
Brief summary of the practice (how it serves to implement the chosen criterion, how members of your route are involved, ...)
<p>Within the frame of the INTERREG-IV-B project CENTRAL EUROPA VIA REGIA plus the geo-framework „adventure bikeway VIA REGIA from Frankfurt (D) to Kraków (Pl)” could be realised on behalf of the Thuringian Ministry for of Construction, State Development and Transport by the network “VIA REGIA – Cultural Route of the Council of Europe”.</p> <p>The result is a published working geoframework under an own internet adress (www.radweg-viaregia.eu and www.viaregia-radweg.eu), leaflets and a brochure.</p> <p>The user can prepare his journey along the adventure bikepath „VIA REGIA – Cultural Route of the Council of Europe” in detail on internet and can print his own individual guide book cause all information on pathes, path descriptions and touristical relevant objects are printable. Furthermore all relevant objects are directly linked to possibilities for reservation e.g. on rooms, tickets, etc. on internet.</p> <p>The aim of the project was formulated as „The linking of regional cycling pathes within the VIA REGIA EDC III corridore in Germany and Poland to a common transnational adventure cycling path VIA REGIA. It should be made accessible to a broad public as new touristic offer in an international information, knowledge and service portal based on a geo-framework.” So it depended on creating an instrument which deepens the inter-regional and international cooperation in fields of cultural tourism and at the same time uses the symbolic character of this historical East-West-road link VIA REGIA and its award as Cultural Route of the Council of Europe.</p> <p><i>the project has been realised by: 36 touristical organisations in Germany and Poland financed by:INETRREG 4 B “VIA REGIA plus”</i></p>
Strong points and difficulties in the design, implementation and development of the action.
<p>Here the interests of the involved partners were very different: The 36 route parts involved in the project are in very different positions concerning their popularity and their frequentation. These positions contain:</p> <ul style="list-style-type: none"> – well-known and high frequented cycling pathes, – cycling pathes that are already combined with several themes (in parts also manifold signposted) whose responsables think another thematic attribution is a burden and not helpful

for the own marketing strategy,

- regional cycling pathes which see the involvement in the international VIA REGIA cycling path as chance for the increase of their popularity,
- fully developed cycling pathes that do not belong to any association till now and are not signposted at all,
- short parts where no cycling pathes are existing, country roads with less traffic or small farm tracks should be used here,
- Within the Polish regions Opolskie, Śląskie and Małopolskie the project also involves existing cycling pathes. Here the cycle tourism is not as popular as in Germany and the cycling pathes are often just signposted with colours but seldom combined with themes and marketing strategies. Following that there is a huge interest to take part in the project, to define courses and to provide information.

Equally the interest in the development of the historical VIA REGIA as most important East-West road link to a touristical product is different from partner to partner. That mainly depends:

- on the geographical location:

Those places that are directly located along the historical route VIA REGIA have a higher interest in the development of a VIA REGIA-related brand than the places that are involved in the project only by a cycling path connection.

- on the number of touristical themes:

The representatives of places and pathes that are already connected with a variety of touristical themes are more reserved against the VIA REGIA theme.

There is nearly a consensus that the establishment of a new theme trail has less chances for a successful marketing. In this meaning the project VIA REGIA defines itself not as „theme trail“. Historic landmarks of an old route are not basically a tourism-relevant theme. VIA REGIA is the transregional/ international linking of regional cultural landscapes to a common „experience space Europe“and is in this form unique and promising.

Having that in mind the project should be extended to the East and West during the next year.

- on the interest in transregional/ international cooperation (especially with Eastern European partners) in fields of tourism,
- on the significance of cultural themes, that is expressed in the touristic concepts of the respective places and paths□Against this very differentiated background it is nearly impossible to define common rules that are valid for all paths□

Language of the presentation: English

Name of the cultural routes of the Council of Europe
VIA REGIA
Name of the practice proposed
Tourism for all – VIA REGIA: a time travel through German Culture and History
Certification criterion implemented through the practice (choose one activity among those listed below)
<input type="checkbox"/> 1. Creating and managing a European network <input type="checkbox"/> 2. Funding a cultural route of the Council of Europe <input type="checkbox"/> 3. Co-operation in research and development <input type="checkbox"/> 4. Enhancement of memory, history and European heritage <input type="checkbox"/> 5. Cultural and educational exchanges for young Europeans <input type="checkbox"/> 6. Contemporary cultural and artistic practice <input checked="" type="checkbox"/> <u>7. Cultural tourism and sustainable cultural development</u>
Brief summary of the practice (how it serves to implement the chosen criterion, how members of your route are involved, ...)
<p>The overall objective of the project is the implementation, promotion and marketing of universal accessibility to the Route "VIA REGIA – Cultural Route of the Council of Europe" between Frankfurt/ Main and Leipzig combining 8 destinations. Throughout the project cultural tourism packages will be developed that are accessible for all. The project aims at reducing different main barriers that prevent people with special access needs from traveling and experiencing cultural tourism. It does not aim at developing offers only for disabled people but to integrate them in a tourism for all. With that we want to promote equal opportunity and social inclusion by adaptation of the VIA REGIA cultural tourism products to the needs of people with special access needs.</p> <p>The route goes mainly through small and medium sized cities with outstanding cultural offers and heritage provided by SME which are mostly difficult to reach for people with special access needs. Overall accessibility is often better developed in metropolitan areas which excludes main target groups from cultural tourism in rural areas.</p> <p>The project is designed by 12 VIA REGIA network members (point of contact, administrations, tourism associations, KMU) and external partners.</p> <p>Funded by the European Commission, duration: october 2014 – march 2015</p>
Strong points and difficulties in the design, implementation and development of the action.
<p>Strong point: different kinds of network members with different knowledge make interdisciplinary work possible, network members know each other since years and are used to work together</p> <p>weak point or main challenge: very different state of development in field of accessible tourism in the different areas and Federal States (as one basic challenge of each huge European network – you experience borders)</p>
Language of the presentation: English
<ul style="list-style-type: none"> • English