CULTURAL ROUTES of the Council of Europe
Models of Sustainable Cultural Tourism
ETCN, Brussels 30 November 2016

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Mission and Added Value

- Promote European Cultural heritage and identity
- Strength the democratic dimension of cultural exchange and tourism, SMEs development...
- ...though the involvement of local and regional authorities, grassroots networks, associations, universities, professional organisations.
Where it all began 27 years ago

Celebration

of

the 25

anniversary

of

the

Declaration,

23

October

2012

32 cultural routes of the Council of Europe
CERTIFIED CULTURAL ROUTES OF THE COUNCIL OF EUROPE (YEAR OF CERTIFICATION)

- The Santiago de Compostela Pilgrim Routes (1987)
- The Hansa (1991)
- The Viking Routes (1993)
- The Via Francigena (1994)
- The Routes of El legado andalusí (1997)
- The Phoenicians' Route (2003)
- The Saint Martin of Tours Route (2005), The Cluniac Sites in Europe (2005), The Routes of the Olive Tree (2005), The Via Regia (2005)
- Transromanica - The Romanesque Routes of European Heritage (2007)
- The Iter Vitis Route (2009)
- The Casadean Sites (2012), The European Route of Ceramics (2012)
- The European Route of Megalithic Culture (2013), The Huguenot and Waldensian trail (2013)
- Atrium, on the architecture of totalitarian regimes of the 20th century (2014), Via Habsburg (2014)
- Destination Napoleon (2015), In the Footsteps of Robert Louis Stevenson (2015)
- The Fortified Towns of the “Grande Region” (2016) (Luxembourg, France, Germany and Belgium)
Criteria for Cultural Routes certification Committee of Ministers Resolution (2013) 67

- **European Theme**
- **Different fields of action**
  - Research
  - Interpretation | Narrative function
  - European citizenship | Young people
  - Creation of new economies
  - Contemporary cultural and artistic practice
  - Sustainable tourism and development
- **European Network**
Cultural Routes certification cycle
Resolution CM/RES(2013)66

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<th>Criterias</th>
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<td>European theme</td>
<td>Research</td>
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<td>Interpretation</td>
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<td>European network (3+ countries)</td>
<td>European citizenship</td>
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<td>Sustainable tourism and development</td>
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Candidates
- Application dossier (September N+0)
- Examination by the EICR of compliance of the dossier with criterias (October N+0)

Evaluation
- Expert evaluation report (January N+1)
- Recommendation by the EICR and examination by the Bureau of the Governing Board (February N+1)

Certification
- Approval/ dissaproval / recommendations by the Governing Board (April N+1)
Enlarged Agreement on Cultural Routes of the Council of Europe (EPA)

**Tasks**
- Awards “Council of Europe Cultural Route” certification
- Provides advice and expert assistance to certified Cultural Routes for development, implementation, evaluation and promotion of the cultural routes; Provides advice to Candidate cultural routes

**Stakeholders**
- Ministries of Culture and Tourism
- Enlarged Membership (Mediterranean)
- Observers and International Organizations
- Local and regional authorities

**Main Activities**
- Cultural Routes certification
- Training Academy
- Annual Forum
European Institute of Cultural Routes

EPA Headquarter and Council of Europe Technical Agency for the implementation of the Cultural Route programme, with the support of the Grand Duchy of Luxembourg

Missions

- Advising, Monitoring, Evaluation
- Training, Promotion, Visibility
- University Network
Sustainable Tourism along the cultural routes

Hiking, biking, and weekending along the pilgrimage routes (Saint James Way, Via Francigena, Saint Olav, Saint Martin):

- [http://www.culture-routes.net/routes/the-santiago-de-compostela-pilgrim-routes](http://www.culture-routes.net/routes/the-santiago-de-compostela-pilgrim-routes)
- [http://www.culture-routes.net/routes/the-via-francigena](http://www.culture-routes.net/routes/the-via-francigena)
- [http://www.culture-routes.net/routes/the-saint-martin-of-tours-route](http://www.culture-routes.net/routes/the-saint-martin-of-tours-route)
- [http://www.culture-routes.net/routes/the-route-of-saint-olav-ways](http://www.culture-routes.net/routes/the-route-of-saint-olav-ways)

Festivals, markets and celebrations in the 150 Hansa cities and in the giant footsteps of the Vikings

- [http://www.culture-routes.net/routes/the-hansa](http://www.culture-routes.net/routes/the-hansa)
- [http://www.culture-routes.net/routes/the-viking-routes](http://www.culture-routes.net/routes/the-viking-routes)

Classical music as a universal language – Europe’s earliest “baby globetrotter”, Mozart

- [http://www.culture-routes.net/routes/european-mozart-ways](http://www.culture-routes.net/routes/european-mozart-ways)
Visit the ancient maritime civilisation of The Phoenicians and meet a cult figure of the Mediterranean - the Olive Tree

- [http://www.culture-routes.net/routes/the-phoenicians-route](http://www.culture-routes.net/routes/the-phoenicians-route)
- [http://www.culture-routes.net/routes/the-routes-of-the-olive-tree](http://www.culture-routes.net/routes/the-routes-of-the-olive-tree)

Join in the Jewish Heritage Days and discover what Jewish culture means today

- [http://www.culture-routes.net/routes/the-european-route-of-jewish-heritage](http://www.culture-routes.net/routes/the-european-route-of-jewish-heritage)

See the medieval carvings close up with the Cluny Route’s Clunypedia, discover medieval hotels and quiet Romanesque churches to visit with Transromanica

- [http://www.culture-routes.net/routes/the-cluniac-sites-in-europe](http://www.culture-routes.net/routes/the-cluniac-sites-in-europe)
- [http://www.culture-routes.net/routes/transromanica](http://www.culture-routes.net/routes/transromanica)
Cultural Routes of the Council of Europe
European values through space and time

www.culture-routes.net
www.coe.int/routes