



Cult-RInG

Cultural Routes as Investment for Growth & Jobs

2017 - 2021

HISTORY OF IDEA: Thessalia Charter



Launch of the 2nd Call in Rotterdam March 2016

Interreg Europe partner search platform

75 responses received

3 new partners selected
+ 4 existing members

submitted May 2016

approved Oct 2016

**Final approval
expected**

Dec 2016

7 Partners

6 EU destinations = 6 EU regions



To highlight the **value of investments**
in **European Cultural Routes**,
in terms of their **contribution to Growth & Jobs**,
with capitalisation of good practices,
policy learning,
policy implementation,
development of new Cultural Routes,
monitoring and capacity building

Main Activities

1. Evaluation of existing CRs in terms of socio-economic development, direct and indirect benefits for Growth & Jobs

6 CoE certified CRs through the partner regions are selected:

Via Francigena

Saint Olav Ways

Via Regia

Santiago De Compostela

Phoenicians

Iter Vitis

Lazio Region IT

VG region SE

PRTB PL

CIM Alto Minho

Pafos RBT CY

RCM EL

2. Capitalisation of established best practices from CHARTS and CERTESS INTERREG IVC

3. Development of new CRs

based on the above evaluation and capitalization

ECTN members

Universities of Rijeka HR

Warsaw PL

Gothenburg SE

Thessaly EL

Bournemouth UK

NIRD T RO

facilitate & ensure the durability of results and legacy

Creator / founder



Secured funding to members

CHRISTA budget: 1,374,000 MEUR

ERDF co-funding: 1,150,900.00 MEUR

Main beneficiaries: public authorities & their stakeholders

The way forward



3rd call project idea:

Cultural and Creative Industries Contribution to

Cultural and Creative Tourism Development

**Destination authorities are WELCOME
to be partners!**

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