

Committee on Culture and Education "European Cultural Heritage" Brussels, 19-20 November 2018

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

HUMAN RIGHTS,
DEMOCRACY
AND THE RULE OF LAW

DROITS DE L'HOMME,
DÉMOCRATIE
ET ÉTAT DE DROIT

THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE

CONNECTING EUROPEAN HERITAGE THROUGH SPACE AND TIME

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Routes of the Council of Europe

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CULTURAL ROUTES OF THE COUNCIL OF EUROPE



when

since 1987



what

COOPERATION PROJECT _ heritage - culture - tourism



how
where

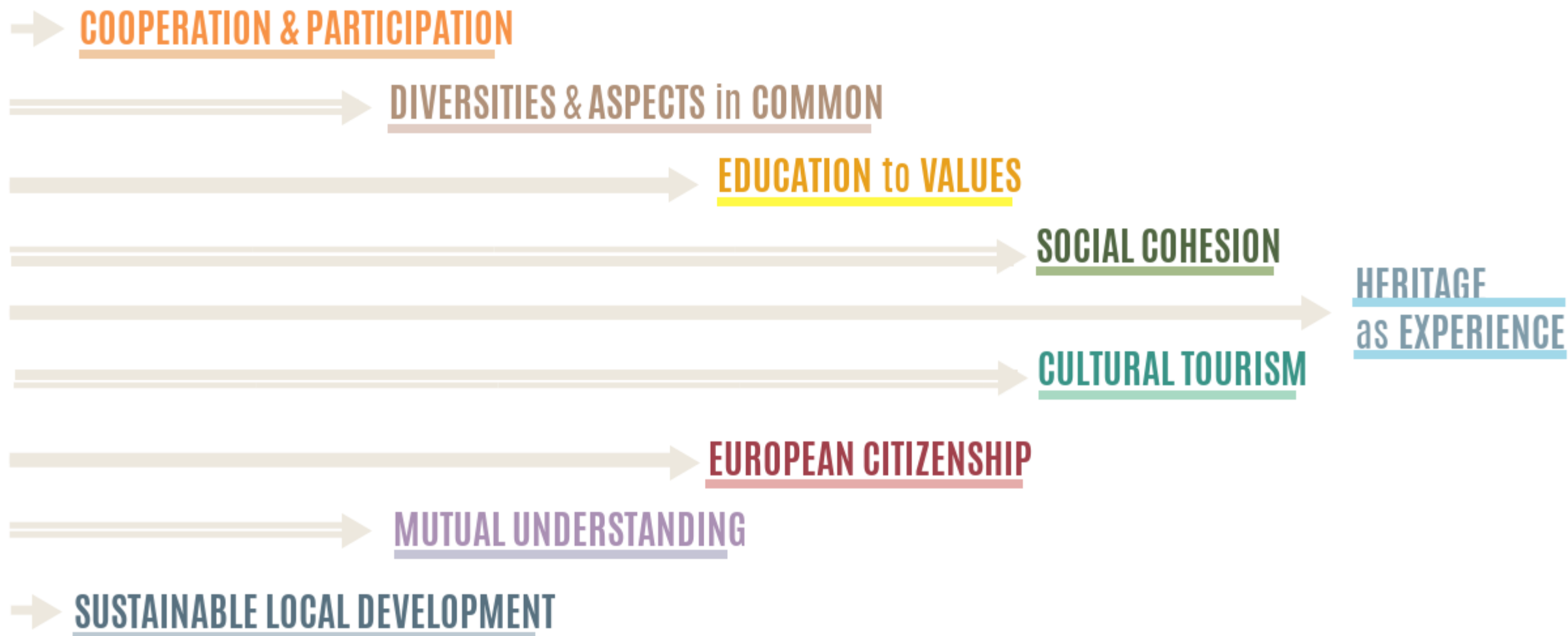
33 CERTIFIED ITINERARIES
crossing EUROPE & reaching even BEYOND



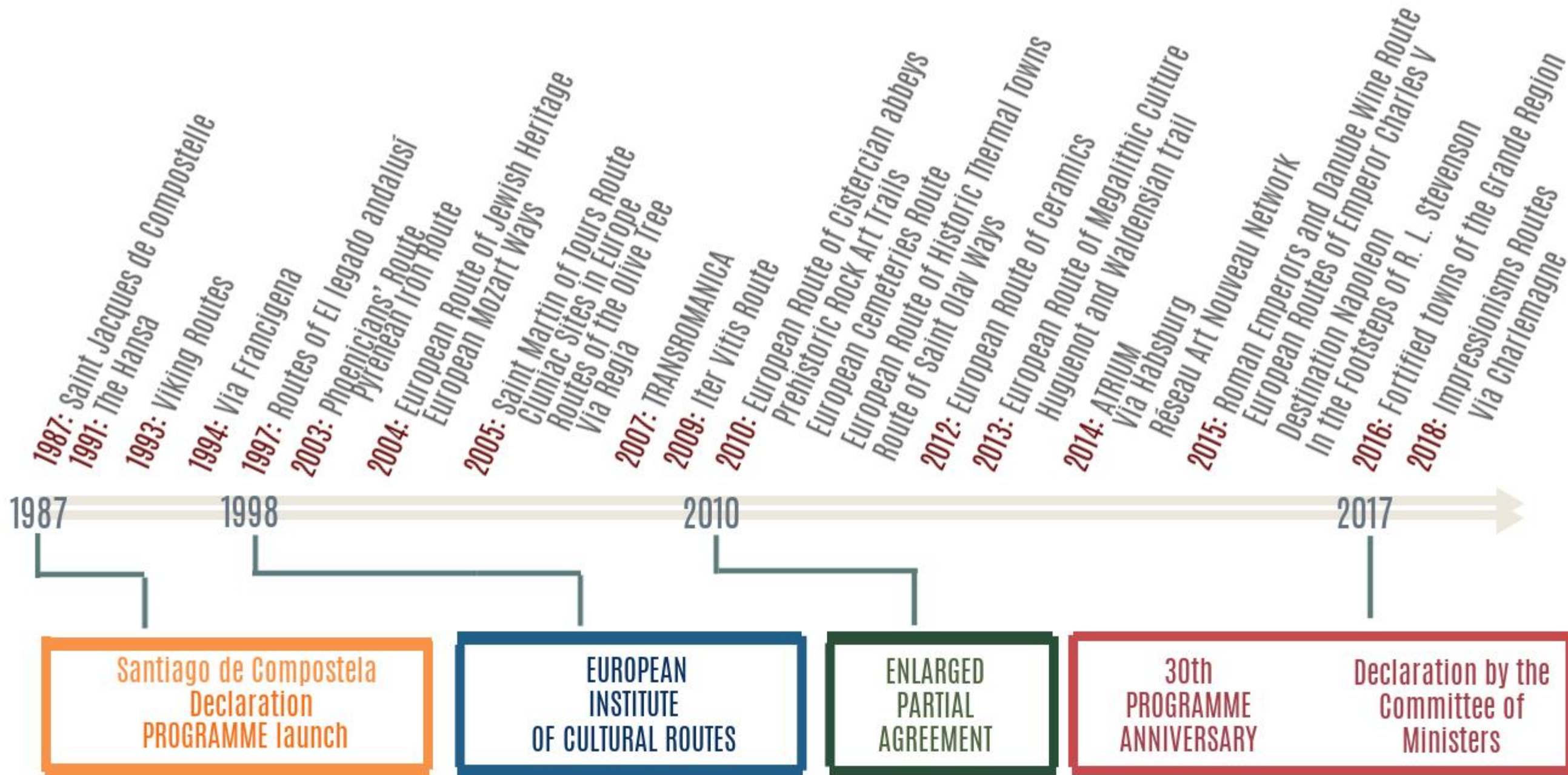
why

- promote & understand EUROPEAN HERITAGE & IDENTITY
- enhance DEMOCRATIC CULTURAL EXCHANGES & TOURISM
- support SUSTAINABLE DEVELOPMENT
- foster ACTIVE PARTICIPATION

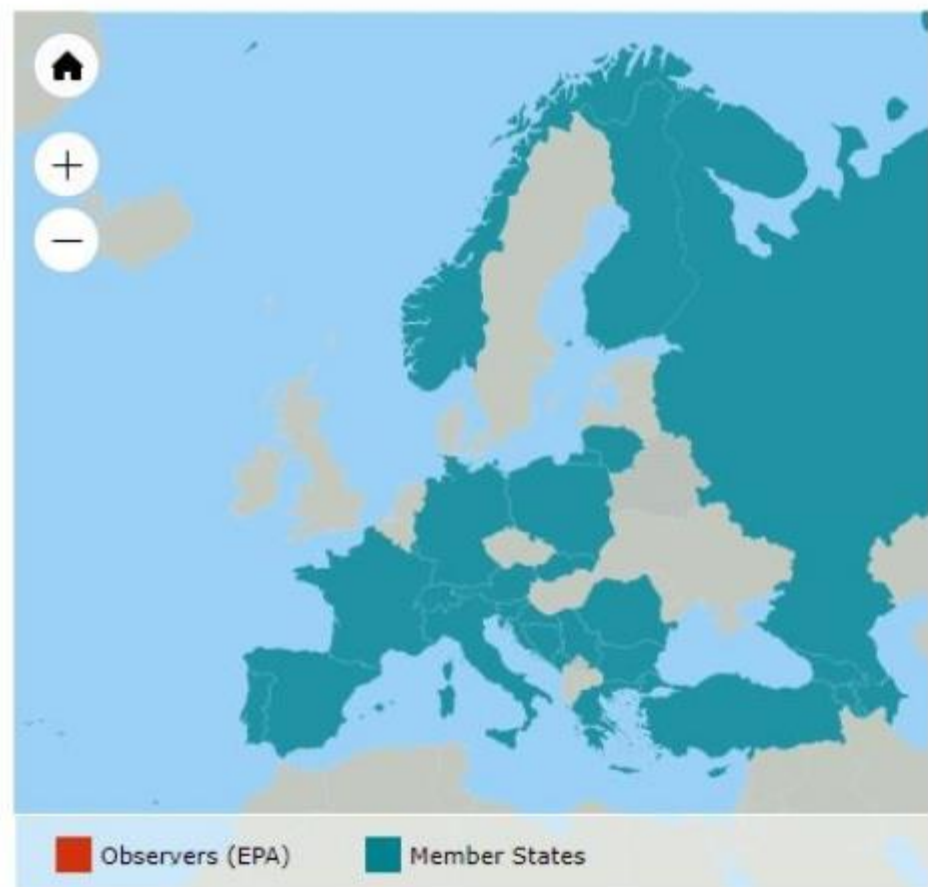
CULTURAL ROUTES



CULTURAL ROUTES_TIMELINE



ENLARGED PARTIAL AGREEMENT ON THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE



EPA MEMBER STATES

- | | | |
|---|---|---|
|  Andorra (2012) |  Georgia (2016) |  Poland (2017) |
|  Armenia (2015) |  Germany (2013) |  Portugal (2011) |
|  Austria (2011) |  Greece (2011) |  Romania (2013) |
|  Azerbaijan (2011) |  Holy See (2018) |  Russian Federation (2011) |
|  Bosnia and Herzegovina (2016) |  Hungary (2013) |  San Marino (2017) |
|  Bulgaria (2011) |  Italy (2011) |  Serbia (2012) |
|  Croatia (2016) |  Lithuania (2012) |  Slovak Republic (2014) |
|  Cyprus (2011) |  Luxembourg (2011) |  Slovenia (2011) |
|  Finland (2018) |  Monaco (2013) |  Spain (2011) |
|  France (2011) |  Montenegro (2011) |  Switzerland (2013) |
| |  Norway (2011) |  Turkey (2018) |

Cultural Routes of the Council of Europe: a DEFINITION



A cultural, educational heritage and tourism co-operation project aiming at the development and promotion of an itinerary or a series of itineraries based on a historic route, a cultural concept, figure or phenomenon with a transnational importance and significance for the understanding and respect of common European values.

Annex - Resolution CM/Res(2013)66

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



ELIGIBILITY CRITERIA FOR THEMES CM/RES(2013)67

THE THEME OF THE CULTURAL ROUTE MUST BE:



REPRESENTATIVE OF EUROPEAN VALUES



RESEARCHED BY MULTIDISCIPLINARY GROUPS OF EXPERTS



ILLUSTRATIVE OF EUROPEAN MEMORY, HISTORY AND HERITAGE DEEPLY
CONNECTED WITH TODAY'S EUROPEAN CULTURAL DIVERSITY



FOSTERS INNOVATIVE INITIATIVES IN CULTURAL TOURISM
AND SUSTAINABLE CULTURAL DEVELOPMENT

KEY DATA



57
countries crossed



33
certified CR

>1500
member cities

47
CoE MS

10
3rd countries



10
Institut. Partners



2017=30th
anniversary

32 EPA member states



9 universites/research centers in NCRS



17M € FINANCING RECEIVED OVER THE LAST FIVE YEARS

CULTURAL HERITAGE AND TOURISM



STRENGTHEN ATTRACTIVENESS AND COMPETITIVENESS OF REGIONS AND COUNTRIES



SUPPORT CULTURAL CREATIVITY AND ENTREPRENEURSHIP



WIDESPREAD ECONOMIC, CULTURAL AND SOCIAL BENEFITS



POLICIES LINKING HERITAGE & TOURISM → PRIORITY AT EUROPEAN, NATIONAL AND REGIONAL LEVEL



TOURIST DESTINATIONS → COMPETITION TO ATTRACT VISITORS AND INVESTMENT



NETWORK CONNECTED PERSPECTIVE → SYNERGIES BETWEEN CULTURE AND TOURISM

CULTURAL ROUTES AND SUSTAINABLE TOURISM



TOURISM → 3° LARGEST ECONOMIC ACTIVITY IN EUROPE



TOURISM GOODS AND SERVICES = 10% GROSS DOMESTIC PRODUCT IN EUROPE



12% OF LOCAL EMPLOYMENT IS LINKED TO TOURISM SERVICES



UNWTO PREDICTION : 3,3% EUROPEAN TOURISM INCREASE PER YEAR

CULTURAL ROUTES



HERITAGE PROMOTION AND PROTECTION



MODEL FOR SLOW TOURISM



TOOLS FOR SUSTAINABLE TOURISM



BOOST LOCAL ECONOMIES

CULTURAL ROUTES AND ECONOMIC GROWTH



90% CULTURAL ROUTES TRAVERSE RURAL AREAS



INTEGRATION OF LESS KNOWN AREAS



SYNERGIES & COOPERATIVE STRATEGIES



ENGINE FOR SUSTAINABLE DEVELOPMENT



IMPROVEMENT OF LOCAL ECONOMIES AND EMPLOYMENT



JOINT PROGRAMME 2017-20 "ROUTES4U"



LAUNCHED IN 2017



JOINT PROGRAMME BETWEEN:

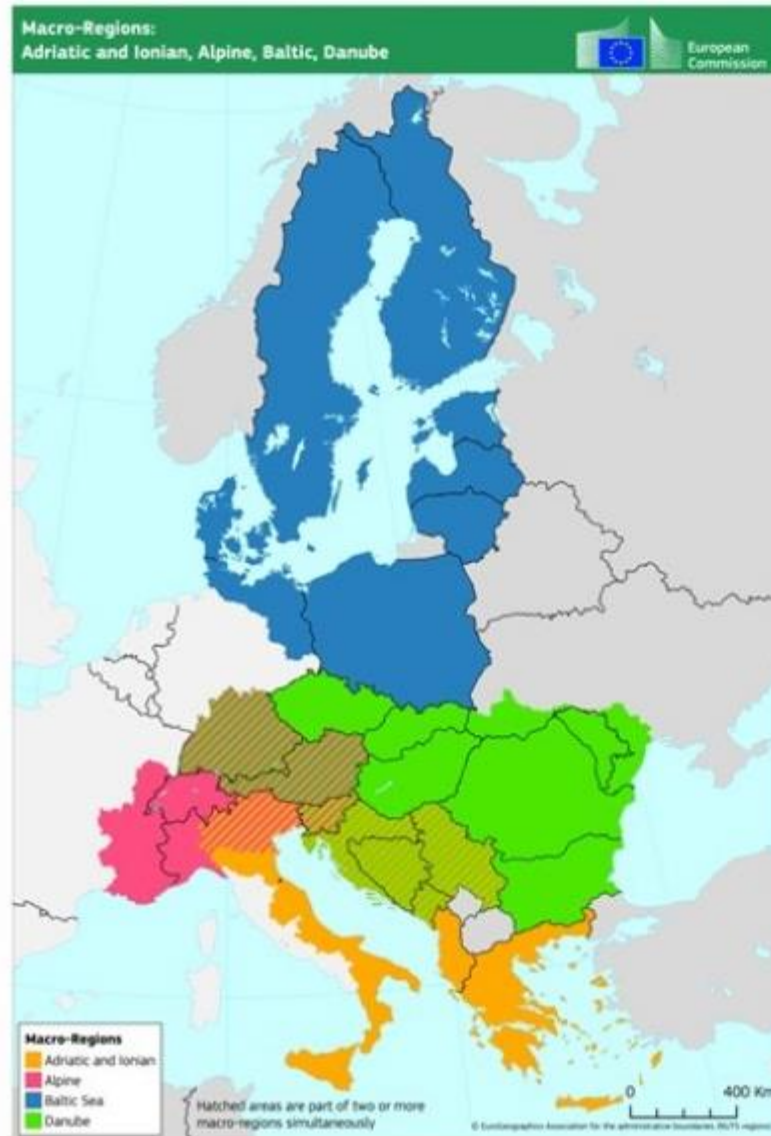


THE COUNCIL OF EUROPE
(ENLARGED PARTIAL AGREEMENT ON CULTURAL ROUTES)



THE EUROPEAN UNION (DG REGIO)

JOINT PROGRAMME 2017-20 “ROUTES4U”



- 4 EU macro-regions
- 27 countries
- More than 340 million people



EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION

(2009)



(2010)



EU Strategy
for the Adriatic
and Ionian Region
EUSAIR

(2014)



EUSALP
EU STRATEGY FOR
THE ALPINE REGION

(2015)

METHODOLOGY OF THE PROJECT IMPLEMENTATION



30 Months (2017-2020)



Budget: 1.111.111 €



Under the supervision
of the EPA-Executive
Secretary



In close cooperation
with the Macro-
regions



With the support of
the Steering
Committee (DG Regio/
COE with the Macro-
regions)

JOINT PROGRAMME 2017-20 “ROUTES4U”

OBJECTIVES



EXPECTED RESULTS



JOINT PROGRAMME "ROUTES4U" ACTIONS



Thank you for your kind attention

CULTURAL ROUTES OF THE COUNCIL OF EUROPE

www.coe.int/routes

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