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The Council of Europe Cultural Routes Summer Seminar 2014

**Cidade da Cultura Monte Gaiás
Santiago de Compostela, Galicia, Spain
12-16 June 2014**

Programme *

Thursday 12 June: session for candidates

Morning session:

- 9:00-10:00: Welcome and registration of participants
- 10:00-10:30: Opening words, introduction to the seminar
Maria Nava Castro Dominguez, Director General of Tourism Galicia
Penelope Denu, EICR Director, EPA Executive Secretary
- 10:30-12:00: "Pitch your project in 5 minutes": presentation by candidates
Moderator Mélanie Petton
- 12:00-13:00: Discussion, Q&A

Afternoon session: The Council of Europe cultural routes programme

- 15:00-15:30: Institutional framework: the Council of Europe Enlarged Partial Agreement on Cultural Routes and the European Institute of Cultural Routes,
Penelope Denu
- 15:30-16:00: How activities are organised: cooperation with the European Commission and with other European organisations and institutions
Penelope Denu
- 16:00-16:30: Break
- 16:30-18:00: Statutory Resolutions and Conventions of the CoE on Cultural Routes
Step-by-step certification: filing an application
- 18:00: Intercultural aperitif – bring a regional specialty to share!**
- 19:00: Greeting and reception, Tourism of Galicia**

* May be subject to slight further adjustments

Friday 13 June: session for candidates (and selected certified routes)

Certified cultural routes were asked to propose recent projects carried out in their networks, showing how these contribute both to the success of the route and the fulfilment of the criteria for certification by pursuing the specific lines of action required:

- creating and managing a European network
- funding a Council of Europe cultural route
- cooperation in research and development
- enhancement of memory, history, and European heritage
- cultural and educational exchanges for young Europeans
- contemporary cultural and artistic practice
- cultural tourism and sustainable cultural development

The Institute has selected a group of projects as best practices for route implementation. They will be presented during the morning session, leaving time for questions and discussion. During the afternoon, the routes managers will lead peer-to-peer knowledge transfer workshops on the lines of action presented and coach candidates in these areas.

Morning session: case studies and best practices: how certified routes implement the Council of Europe's certification criteria

9:00-11:00:

- How to develop a pilgrimage route making use of tangible and intangible heritage, building a network of partners and developing the route.
Berit LÂNKE, Saint Olav Ways
- The European Committee for interregional technical coordination of the route
Luca BRUSCHI, Via Francigena
- Inventory of Romanesque Churches in the South of Burgundy and Palcos do Românico/
Romanesque Stage
Christin PRANGE, TRANSROMANICA
- Adventure bikeway from Frankfurt to Kraków: linking regional cycling paths on the Via Regia
Karline FISHER, Via Regia

11:00-11:30: Break

11:30-13:00:

- Teaching with the ARTOUR mobile guide
Lidija PLIBERSEK, European Route of Significant Cemeteries
- the involvement of carnetists, diarists, video-makers and photographers and Unesco candidacy dossier implementation – Great Spas of Europe
Raffaella CARIA, European Route of Historical Thermal Towns
- Funding a cultural route of the Council of Europe
Tour de table of managers on how different cultural routes and their activities are funded

12:30-13:00: Discussion

Afternoon session: peer-coaching workshops

14:30-17:00: Workshops

- Creating and managing a European network, Berit LÂNKE
- Funding a cultural route of the Council of Europe, Gerhard SPITZ
- Co-operation in research and development, Christin PRANGE
- Enhancement of memory, history and European heritage, Karline FISHER
- Cultural and educational exchanges for young Europeans, Lidija PLIBERSEK
- Contemporary cultural and artistic practice, Raffaella CARIA
- Cultural tourism and sustainable cultural development, Luca BRUSCHI

17:00 Feedback from the different workshops - summary and recommendations for a “competency toolbox” by workshop representatives

18:00 **Iter Vitis: Cambados, denomination of origin “Rias Baixas”, museum visit and dinner**



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Saturday 14 June: study visit for candidates and certified routes

The group will visit points of interest on cultural routes in the region, seeing how locations which are part of cultural routes are managed.

The Saint James Ways and the European Route of Historical Thermal Towns in Galicia

Departure from the hotel at 8.45 for a 6 km walk along the French Way to Portomarín, then a visit to the Belesar dam and a trip by catamaran with a guided tour from Belesar to Maiorga. Lunch in Maiorga will be followed by the Abadía da Cova winery for a visit and tasting.

At 15:45 the group will leave for Ourense, a thermal town part of the Thermal Towns network, for a guided tour of the Old City and the historical thermal site of As Burgas, followed by a welcoming Ceremony at the Town Hall. From there, a transfer will be provided to the thermal area of Outariz on the banks of the Miño for a visit of a thermal station with the possibility of bathing

Participants should bring comfortable shoes and bathing costumes and towels if they wish to walk and swim.

Cocktail dinner offered by the City Council of Ourense

(return transport to the hotel)

Sunday 15 June: session for certified routes

Morning session

- 9.00-9.30: **Warming up - welcome and registration**
9.30-10.30: **Opening words of the second part of the summer seminar**
Elke Atzler, Chair of the EPA Governing Board

The Council of Europe Cultural Routes Programme and the European Institute of Cultural Routes – activities, partnerships and challenges
Penelope Denu, EPA Executive Secretary, EICR Director

Progress with the Council of Europe-European Commission Joint Programme 2013-2014
Kristina Kujundzic, Program Manager of JP and Melanie Petton, EICR

- 10.30-11.00: *Break*

This session is designed for routes and Institute to work together on future orientations for the successful continuation and promotion of cultural routes – optimising opportunities and strengthening synergies

- 11.00-12.30: **Planning together for the future 1: defining priorities for mid-term strategies**
Moderator: Miguel Pazos Otón, University of Santiago
State of play and stock-taking of achievements, action and activities
- 12.30-13.00: **Planning together for the future 2: framework for long-term strategies**
Moderator: Miguel Pazos Otón, University of Santiago
Definition of objectives

Afternoon session

- 14.30:00-15:30: **Planning together for the future 2 (continuation): defining of long-term priorities:**
Miguel Pazos Otón, University of Santiago
- 15:30-17:00: Working groups based on strategic priorities identified
- 17:00-17:30: Report of the working groups in plenary and decisions on next practical steps

(Informal meeting of cultural routes)

**Evening organised by Turismo de Galicia Santiago de Compostela:
visit to the Gate of Glory and the Saint James Cathedral and its roofs, and dinner**

Monday 16 June: session for certified routes

Morning session

- 9.00-11.00: Cultural Routes Workshop: 2014-2020 European opportunities - funding opportunities, projects and initiatives, seeking partnerships
- 11.00-11.30: Break
- 11.30-13.00: Introduction to Cultural Routes tailor-made indicators and next steps
Pierre Frustier, expert, Paris-1 Sorbonne University

Afternoon session

- 14.30-15.00: Cultural Routes tailor-made training: pilot courses in partnership with the UNWTO Themis Foundation
Penelope Denu
- 15.00-15.30: Introduction to the UNWTO.Themis Foundation
Omar Valdez, Executive Director UNWTO.Themis Foundation
- 15.30- 16:30: Introduction to the regional course on Cultural Routes Tourism Development Strategies
Omar Valdez
- 16.30-17.00: Wrap-up, conclusions, future steps
Penelope Denu, EPA Executive Secretary, Director EICR

Evening in A Coruña: visit to Torre Hércules, UNESCO Human Heritage site and the Cemetery of San Amaro (member of the European Route of Significant Cemeteries)

Tuesday 17 June: departure to Ferrol for the European Commission “Crossroads of Europe” event



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