

# Agenda of the webinar



- Cultural routes in the context of interregional learning: presentation from the Policy learning platform
- Ms. Chiara Dall'Aglio, Sviluppo Umbria (Italy), SHARE project  
*St Francis Way: development of an intangible asset of cultural history*
- Ms. Lamprini Tsoli, Regional Development Fund of Central Macedonia on behalf of the Region of Central Macedonia (Greece), Cult-RInG project  
*Wine roads of Northern Greece*
- Mr. Jesús Rivas Rojo, Iberian Association of Riverside Municipalities of Duero River (Spain), EPICAH project  
*Duero-Douro River Transnational Route*
- Panel discussion
- Wrap-up and conclusions

**Interreg  
Europe**



European Union | European Regional Development Fund



# Cultural routes

**Overview of thematic issues addressed by  
Interreg Europe projects on cultural routes**

Interreg Europe Policy Learning Platform

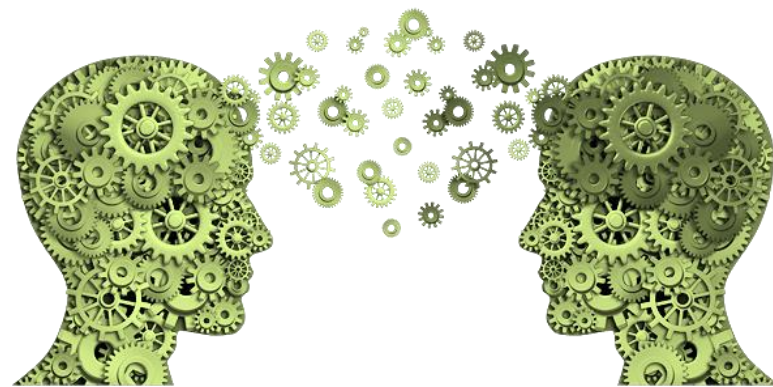
**Online discussion – Cultural Routes (focus on stakeholder  
involvement)**

07 February 2019

# Contents



- Past activities of the Policy learning platform on the topic
- Policy framework and EU initiatives
- Challenges
- Interreg Europe projects on cultural routes and key themes addressed
- The way ahead and conclusions



# What has the Platform done on the topic (1)



- Thematic workshop on cultural heritage, June 2018
- Webinar on sustainable tourism, 2018
- Matchmaking session, EWRC October 2018



# What has the Platform done on the topic (2)



- Policy briefs: the most recent expert analyses and insights into Interreg Europe projects
- Articles and news
- Stories on featured content

**Sustainable tourism:  
an opportunity  
for regions  
to  
benefit from their cultural  
and natural heritage**

A policy brief from the Policy Learning Platform  
on environment and resource efficiency

April 2018

## Protection and sustainable management of heritage in coastal and fluvial regions



A Policy Brief from the Policy Learning Platform on  
Environment and resource efficiency

September 2018

# EU Policy framework



## New EU Agenda for Culture (2018)

- Social dimension - harness the power of culture for social cohesion and well-being
- Economic dimension - support culture-based creativity in education and innovation

## European Framework for Action on Cultural Heritage (December 2018)

- Aims to set a common direction for heritage-related activities at European level, in EU policies and programmes.
- Envisages actions that **promote the Council of Europe's cultural routes and other sustainable tourism initiatives** (Pillar “Smart solutions for a cohesive and sustainable future“)

# Examples of EU initiatives



## **World Heritage Journeys in the EU**

- Implemented by the EC in cooperation with UNESCO
- Aims at **developing and promoting four thematic trans-European cultural routes** [Royal Europe](#), [Ancient Europe](#), [Romantic Europe](#) and [Underground Europe](#)
- 34 selected UNESCO World Heritage sites spread across 19 EU countries

## **Routes4U (2018-2020)**

- Aims at strengthening the macro-regional dimension of Cultural Routes
- Develops new Cultural Routes in the framework of the macro-regional strategies

## **COSME Programme**: synergies between **Tourism and Cultural and Creative industries**

- Supports projects on transnational tourism products, such as routes, itineraries, tourism offers, etc.

# The Council of Europe Cultural Routes programme (1)



- Launched by the **Council of Europe** in 1987
- Demonstrates how the heritage of the **different countries and cultures** of Europe contributes to a **shared and living cultural heritage**
- Key resources for **responsible tourism and sustainable development**
- Part of a broad network allowing **synergies** between national, regional, local authorities, associations and economic players
- **Steps in development of a Cultural Route:**
  - Defining a theme
  - Identifying heritage elements
  - Creating a network with legal status of at least 3 European countries;
  - Coordinating common activities;
  - Creating common visibility
- **Certification**



# The Council of Europe Cultural Routes programme (2)



- The networks implement **innovative activities** in **five priority fields**:
  - co-operation 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.
- Over 30 Cultural Routes of the Council of Europe certified
- Cover a range of different themes

E.g. architecture, landscape, religious influences, gastronomy, intangible heritage, major figures of European art, music and literature.



# Challenges and barriers

- Low transnational connectivity of the CR networks
- Lack of coordination at trans-national level in the CRs development and promotion strategies
- Weak branding and marketing strategies
- Insufficient human and financial resources
- Lack of expertise in networks management



Interreg Europe projects addressing cultural routes. Key themes.



# Interreg Europe projects on cultural heritage



## First call

- **CD-ETA:** Collaborative Digitalisation of Natural and Cultural Heritage
- **CHRISTA:** Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions
- **HERICOAST:** Management of heritage in coastal landscapes

## Second call

- **CRinMA:** Cultural resources in the mountain areas
- **Cult-RInG:** Cultural Routes as Investment for Growth and Jobs
- **EPICAH:** Effectiveness of policy instruments for cross-border advancement in heritage
- **Green Pilgrimage:** Green Pilgrimage Supporting Natural and Cultural Heritage
- **SHARE:** Sustainable approach to cultural Heritage for the urban Areas Requalification in Europe

## Third call

- **INNOCASTLE** - Innovating policy instruments for preservation, transformation and exploitation of heritage castles, manors and gardens
- **CHERISH** - Creating opportunities for regional growth through promoting Cultural heritage of fishing communities in Europe
- **ThreeT** - Thematic Trail Trigger
- **OUR WAY** - Preservation and promotion of cultural and natural heritage through Greenways
- **KEEP ON** - Effective policies for durable and self-sustainable projects in the cultural heritage sector
- **FINCH** – Financing Impact on Regional Development of Cultural Heritage Valorisation

# Interreg Europe projects on cultural routes



## Second call

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# Challenges identified by Interreg Europe projects



## On valorising cultural heritage

- **Insufficient capacity to exploit the benefits** of existing Cultural Routes (Cult-RInG)
- **Cross-border** natural and cultural heritage not sufficiently valorised (EPICAH)

## On policy integration and governance:

- Separation of economic policies and environmental policies (Green Pilgrimage)
- Lack of common cross-border strategies, cooperation and knowledge sharing (EPICAH)
- Multi-level, multi-sectoral policies needed (INNOCASTLE)

# Key theme (1) – Cultural routes



## **Projects:**

- SHARE
- Cult-RInG
- INNOCASTLE
- CRinMA
- EPICAH

## **Sub-themes and issues:**

- Cultural tourism
- Accessibility
- Better promotion
- Improve regional connections of historic castles, estates, manors (HCME) through storytelling, cultural routes
- Digital tools
- Participatory approaches



# Key themes (2) – Pilgrim routes



## Projects:

- Green Pilgrimage
- SHARE
- Cult-RInG

## Sub-themes and issues:

- Pressure on natural and cultural heritage along pilgrim routes
- Religious tourism
- Accessibility
- Public awareness
- Digital tools, digital innovation
- Governance





# Key themes (3) – Thematic trails



## **Projects:**

- ThreeT

## **Sub-themes and issues:**

- Trail enhancement
- Improving accessibility
- Promoting trails as integrated components of an enlarged trail system
- Boosting eco-tourism potential

# What is next?



- Policy brief on cultural routes under development
  - Presents the policy context, examples of good practices from Interreg Europe projects, recommendations for regional and local authorities
  - Will incorporate key messages from this webinar
- Thematic workshop on cultural/natural heritage: autumn 2019
- Thematic Webinar
- Annual networking event: Nov-Dec 2019
- Thematic publications

# Conclusions



- Real-life regional examples have motivational power and should be widely disseminated and studied
- Interregional cooperation is very suitable for exchange views on how to boost the potential of cultural routes
- Thematic exchange and learning possible across similar projects and issues, e.g.:
  - Diversification of tourism offers
  - Stakeholder engagement
  - Developing stronger interest in cultural heritage
  - Improving knowledge (including on digital solutions)

Contact us:



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