

Routes4U Project

(2017-2020)

Fostering regional development through transnational cultural routes, heritage policies and practices in the four EU macro-regions

BACKGROUND INFORMATION

Routes4U Project

Funded by the European Union and the Council of Europe



EUROPEAN UNION

COUNCIL OF EUROPE



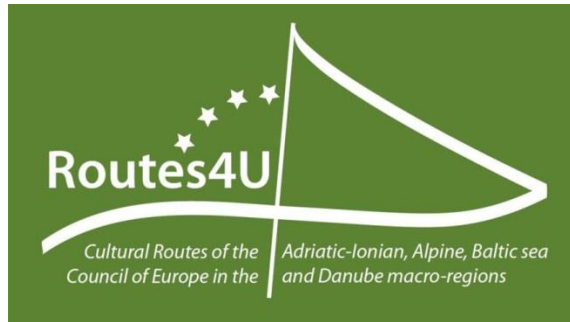
CONSEIL DE L'EUROPE

Implemented by the Council of Europe

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ABOUT US



The Routes4U Project has been launched in the framework of the joint programme between the Council of Europe (Directorate General of Democracy – EPA on Cultural Routes) and the European Union (European Commission – DG REGIO).

The 30-Month project (2017-20) enhances regional development through the Cultural Routes of the Council of Europe in the Adriatic-Ionian, the Alpine, the Baltic Sea and the Danube region.

ROUTES4U OBJECTIVES

Routes4U contributes to the cultural cooperation and regional development through the Cultural Routes of the Council of Europe in the four EU macro-regions.

It provides a sustainable network for regional, transnational and international stakeholders in the four EU macro-regions.

It implements new cultural, touristic and economic [activities](#). By doing so, it protects cultural heritage and develops cultural tourism in a sustainable way.

It promotes the importance of local citizens and their affinity with their region as essential to understanding and rediscovering the cultural identity of the sites, in line with the [Faro Convention](#).

REGIONAL DEVELOPMENT

Foster cultural industries and sustainable tourism. By doing so, it reinforces regional development and improves accessibility of cultural heritage in remote areas.



CULTURAL COOPERATION

Strengthen the cultural cooperation at the regional and transnational level, including different actors from the public and private sector as well as non-profit organisations.



SOCIAL COHESION

Involve local citizens and their affinity with their region as essential for the cultural identity of the sites. Ensure access to cultural heritage and democratic participation.



Examples of specific objectives

- Foster sustainable growth for creative industries and tourism sector in the EU macro-regions;
- Strengthen the cultural tourism sector and develop cultural routes projects in the EU macro-regions;
- Improve the visibility of the Cultural Routes of the Council of Europe in the EU macro-regions;
- Encourage regional investment along the Cultural Routes of the Council of Europe.

ROUTES4U GOVERNANCE



The Routes4U Project covers the period from December 2017 until June 2020. It is implemented by the Enlarged Partial Agreement on Cultural Routes and its Routes4U team (Council of Europe), with the support of the Directorate General for Regional and Urban Policy (European Commission).

Photo: Kick-off meeting Routes4U Steering Committee, 27 March 2018, Brussels.

The **Routes4U Steering Committee** supports the implementation of the projects activities in line with the expected results. It is composed by representatives of the Council of Europe (EPA on Cultural Routes), networks certified "Cultural Route of the Council of Europe", the European Commission and the EU macro-regions.

ROUTES4U IS CO-FUNDED BY:



The Council of Europe. This international organization advocates freedom of expression and promotes human rights through international conventions. 47 member States belong to the Council of Europe. The Directorate General of Democracy (DGII) co-fund Routes4U Project. They support the Council of Europe in fields which are vital for the sustainability of democracy, such as cultural heritage, education, youth and sustainable development.

The Enlarged Partial Agreement on Cultural Routes (DGII) ensures the implementation of the Routes4U Project. The Cultural Routes of the Council of Europe invite to discover the rich and diverse heritage of Europe.



The European Union. Decisions on specific matters of common interest can be made democratically at EU level through the shared institutions of the EU. 28 member States belong to the European Union. The European Commission, which represents the interests of the EU as a whole, is co-funding the project through the Directorate General for Regional Policies (DG-REGIO). DG REGIO supports job creation, improved quality of life and sustainable development at local and regional level.

Through the EU macro-regional strategies, member States and third countries located in the same geographical area address common challenges, contributing to achievement of economic, social and territorial cohesion

ROUTES4U ACTIVITIES



Through the Cultural Routes of the Council of Europe, activities will be implemented in the four EU macro-regions. The Routes4U Project aims at concrete tools to foster regional development through cultural heritage policies.

Here is a selection of activities related to regional development, capacity building and knowledge exchange.

Sustainable cultural tourism and regional development

- **Cultural Routes digital platform** to discover Cultural Routes landmark sites and organise a journey in the EU macro-regions;
- **Cultural Routes card** with discounts and advantages;
- **Grant-System for exemplary actions** of selected Cultural Routes of the Council of Europe. The activities will contribute to the macro-regional development and the further strengthening of the Cultural Routes network.



Capacity building

- **Trainings and e-learning modules** for cultural routes networks, regional and local authorities;
- **Assistance to cultural routes projects** identified in the EU macro-regions in view of the certification "Cultural Route of the Council of Europe" **and to certified Cultural Routes** for their extension.



Good practices and guidelines

- **Identification of practices and tools** in use in the EU macro-regions;
- **Proposal of trans-sectorial guidelines** for the implementation of Cultural Routes of the Council of Europe;
- **Knowledge exchange** and information on best practices through the organisation of macro-regional workshops. The meetings will provide the opportunity to bring the relevant stakeholders of the EU macro-regions into contact with the Cultural Routes.



BENEFICIARIES IN THE 4 EU MACRO-REGIONS INCLUDE

- National, regional and local authorities;
- Cultural stakeholders such as networks certified "Cultural Route of the Council of Europe, initiators of cultural routes projects, universities and museums;
- Tourism stakeholders such as national/local tourism offices and tourist operators;
- Economic stakeholders such as small and medium sized enterprises and cultural industries;
- Civil society.

FOCUS ON THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE



The Cultural Routes of the Council of Europe are transnational grass-roots networks. Since 1987, they act as channels for intercultural dialogue and promote a better knowledge and understanding of European shared heritage.

Over 30 networks certified "Cultural Route of the Council of Europe" provide a wealth of leisure and educational activities across Europe and beyond. They cover a range of different themes such as architecture, cultural landscape, gastronomy or major figures of European art, music and literature.

Through its programme, the Council of Europe offers a model for transnational cultural and tourism management and allows synergies between national, regional and local authorities and a wide range of associations and socio-economic actors. The networks crossed more than 50 countries in Europe and beyond, and federate over 1600 members working towards cultural democracy and diversity but also mutual understanding and exchanges across boundaries.

CERTIFICATION CRITERIA AND STEPS

The certification "Cultural Route of the Council of Europe" is a guarantee of excellence. Certified Cultural Routes undertake an evaluation process every three year, which ensure the quality of the certification and the continuity of activities.

According to the [Council of Europe Committee of Ministers Resolution CM/Res\(2013\)67](#) (rules for the award of the "Cultural Route of the Council of Europe" certification), certified networks implement activities and projects pertaining to five priority fields of action:

1. Co-operation in research and development
2. Enhancement of memory, history and European heritage
3. Cultural and educational exchanges for young Europeans
4. Contemporary cultural and artistic practice
5. Cultural tourism and sustainable cultural development.

Networks willing to be certified "Cultural Route of the Council of Europe" should comply with certain conditions. The following steps are to be followed to ensure the success of the application:

- Define a theme representative of European values and common to at least 3 countries of Europe;
- Identify heritage elements shaped by the geographical as well as cultural, historical and natural features of the different regions;

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



- Create an European network with legal status bringing together the relevant sites and stakeholders;
- Co-ordinate common actions to: encourage cultural co-operation, stimulate social debate, also at the scientific level; propose to citizens an interpretation of their common history and shared heritage; provoke a series of coherent activities for young Europeans coming from different cultures and backgrounds; encourage cultural tourism and sustainable cultural development;
- Create common visibility to allow the identification of the items part of the cultural route, ensuring recognisability and coherence across Europe.

CULTURAL ROUTES ADDED VALUES AND GOOD PRACTICES

Discover the added values of the Cultural Routes of the Council of Europe, according to the Council of Europe Committee of Ministers Resolution CM/Res(2013)67 and illustrated by non-exhaustive examples from the certified networks.

Transnational and transborder cooperation

"The theme must be representative of European values and common to at least three countries of Europe". Art. I, CM/Res(2013)67.

- [Huguenot and Waldensian Trail](#). Thanks to the transborder cooperation between Germany, France, Switzerland and Italy, the 1600km-trail offers information on this historical path of the Huguenots and Waldensian refugees through short thematic holidays, daily visits and guided tours. Partners in the four countries include regional districts, wildlife parks, parishes, museums, associations and tour operators.

Scientific based approach

"Lend themselves to research and interdisciplinary analysis on both a theoretical and a practical level". Art. II-1, CM/Res(2013)67.

- [Réseau Art Nouveau Network](#). The association members focus on scientific cooperation, knowledge exchange and expertise. This approach within the network is also applied for activities toward the general public, such as exhibitions, colloquiums and publications. A scientific database of articles and academic research is also available on their website.

Discovery of less-known destinations

"Identify and enhance European heritage sites and areas other than the monuments and sites generally exploited by tourism, in particular in rural areas". Art II-2, CM/Res(2013)67.

- [European Route of Cistercians Abbey](#). Over 180 Cistercians Abbey and related sites belong to the network, crossing 11 countries. They are mainly located in less-known areas, as Zdar (Czech Republic), where events like the festival CoresponDance, Museum Nights, Open doors and along-the-year activities attract thousands of people in this town of 22 000 inhabitants.

Civil society and youth involvement

"Place the emphasis on personal and real experiences through the use of places and contacts". Art II-3, CM/Res(2013)67

- [European Route of Megalithic Culture](#). Every year, the network organised the European Day of Megalithic Culture, when network members explore and celebrate a specific topic. For example in 2017, under the motto "Moving Stones", a local interest group and a school organized a festival in Jeggen (Germany), with the support of the municipality. Besides some hands-on activities for children, the participants transported a boulder, using the same technique as people did 5000 years ago around Europe.

Multidisciplinarity and intersectorality

"Give rise to debate and exchange, in a multidisciplinary and intercultural perspective, between the various cultural and artistic expressions and sensibilities of the different countries" Art.II-4, CM/Res(2013)67.

- [European Mozart Ways](#). The network proposes touristic itineraries, following Mozart's journeys through Europe in the 18th century. It also encourages artistic, cultural and educational activities. For example, the "Young Ambassadors of the European Mozart Ways" programme involves children's and youth choirs or orchestras: some are selected to make concert tours of Mozart's repertoire, at home and abroad.

"Such co-operation mobilises and brings together a large number of individuals, organisations, institutions and structures". CM/Res(2013)67

- [European Routes of Emperor Charles V](#). The network is composed by cities, regions, tourism offices, associations and foundations. Among this, the "Club of Hostelry, Handcrafts and Agro-food Excellence" brings together tourism stakeholders, such as accommodation, restaurants, local producers (handcrafts and agri-food), to give visibility to tourism products along the Cultural Route.

Democratic governance and legal structure

"Networks must operate democratically". Art.III, CM/Res(2013)67

- [Saint Martin of Tours Route](#). To ensure the democratic governance and representation of the ten countries concerned by the network, a rotating presidency has been established. By this means, ownership is given to the different stakeholders of the network, strengthening their involvement in the activities implemented.

"Have a legal status, either in the form of an association or a federation of associations". Art.III, CM/Res(2013)67

- [Destination Napoleon](#). Different steering committees at transnational, national and local level put in practice the strategies and orientations defined by the European Federation of Napoleonic cities. Tailor-made solutions can be decided through this decentralisation while taking advantage of the strategy and framework offered by the federation.

Regular evaluation as quality marker

"Networks must submit every three years a report enabling the Governing Board of the EPA to evaluate their activities in order to ascertain whether they continue to satisfy the criteria". Art.IV-3, CM/Res(2013)67.

- The Cultural Route regular evaluation helps in identifying each Cultural Routes strengths and weaknesses, in view of addressing them in the most efficient and effective way. Thanks to the expert's report, to the recommendations of the European Institute of Cultural Routes and final decision by the Enlarged Partial Agreement on Cultural Routes on the certification award, the Cultural Routes are constantly guided in their development.

Sustainable tourism

"Promote dialogue between urban and rural cultures, between regions in the south, north, east and west of Europe, and between developed and disadvantaged regions". Art. II-5, CM/Res(2013)67.

- [Santiago de Compostela Pilgrim Routes](#). As there are endless numbers of branches to the route, it is common to begin the journey literally from one's doorstep all over Europe. Most travel by foot, some by bicycle, and a few travel on horseback, as some of their medieval counterparts did. This ancient route provides an intense human experience, creating a sense of fraternity amongst travellers and a strong bonding with the land.

Strengthening of European Values

"European values and a common European cultural heritage may be achieved via cultural routes tracing the history of peoples, migrations, and the spread of the major European currents of civilisation in the fields of philosophy, religion, culture, the arts, science, technology and trade". CM/Res(2013)67.

- [European Route of Historic Thermal Towns](#). In the 18th century, the thermal town of Spa, in Belgium, was considered a place for leisure but also cultural and intellectual debates, often in several languages, and therefore qualified as "Café de l'Europe". Nowadays, the network promotes and protects thermal cultural heritage in Europe by revitalizing the European spa culture in thousands of historical thermal towns, bringing together the notions of health, leisure and culture.

Intercultural dialogue

"Considering that the main aims of European cultural co-operation are to promote the European identity in its unity and its diversity; to preserve the diversity of Europe's cultures; to encourage intercultural dialogue and to facilitate conflict prevention and reconciliation". CM/Res(2013)67.

- [Routes of the Olive Tree](#). The olive tree is a universal symbol of peace. Intercultural discovery and dialogue through the Cultural Route is a gateway to new cooperations between remote areas that would otherwise be condemned to isolation. The network brings together players from different countries and background working to preserve an ancient tradition from the cultivation to the process of the so-called liquid gold.

Financial stability and funding opportunities

"ensure that the projects proposed are financially and organizationally viable". Art.III, CM/Res(2013)67

- [Via Francigena](#). In order to support and further expands its activities, the network apply and obtain different types of funds (regional, national and European funds), which add upon the core contribution of the network's members. In this way, the Cultural Route has a sound financial stability. The Cultural Route has moreover established the service company Via Francigena s.r.l. (Italian private limited company), which further enhance its financial solidity.
- [Viking Routes](#). Until 2019, the network is funded by Creative Europe for their project "Follow the Viking", which aims to broaden the audience to major and less well-known sites related to the Viking history and legacy. This project took advantage of the network already established by the Destination Viking Association, leading network of the Cultural Route certified in 1993.

Networking and political support

"Project initiators shall form multidisciplinary networks located in several Council of Europe member States". Art.III CM/Res(2013)67.

- [The Hansa](#). With 190 hanseatic members in 16 countries, the Hansa is the world's largest voluntary association of towns and cities. Back in time, the Hanseatic Days was the highest decision-making council of the Hanseatic League. Nowadays, the "Hanseatic Day" is host every year by a different Hanseatic city: the event enable members to exchange ideas and experience, make acquaintances and celebrate.
- [Roman emperors and Danube wine Route](#). Spreads through four countries of the Middle and Lower Danube Region, encompassing 20 archaeological sites and 12 wine regions, the Cultural Route was initiated by the Danube Competence Center. This association enhance transnational cooperation through tourism development and promotional activities in the Danube region. Among its members, National and Regional tourism Boards ensure the political support of the network.

For more information regarding the Cultural Routes of the Council of Europe crossing the four EU macro-regions, we invite you to consult the [appendix](#).

FOCUS ON THE EU MACRO-REGIONAL STRATEGIES

"A European Union (EU) macro-regional strategy is a policy framework which allows countries located in the same region to jointly tackle and find solutions to problems or to better use the potential they have in common". *What is an EU macro-regional strategy?*, European Union, 2017

Currently, four EU macro-regional strategies have been adopted: the EU Strategy for the Baltic Sea Region (2009), the Danube Region (2010), the Adriatic and Ionian Region (2014) and the Alpine Region (2015). Often refer as EU macro-regions, they encompass 27 countries with more than 340 million people.



Adriatic and Ionian region (EUSAIR)

Countries involved: Albania, Bosnia and Herzegovina, Croatia, Greece, Italy, Montenegro, Serbia and Slovenia.

4 main objectives: "Marine and Maritime Growth/Blue Growth", "Connecting the Region", "Environmental quality" and "Sustainable Tourism".



Alpine region (EUSALP)

Countries involved: Austria, France, Germany, Italy, Liechtenstein, Slovenia and Switzerland.

3 main objectives: "Fair access to job opportunities / Building on the region's high competitiveness", "Sustainable internal and external / Accessibility for all" and "A more inclusive environmental framework for all / Renewable and reliable energy solutions for the future".



Baltic Sea region (EUSBSR)

Countries involved: Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland and Sweden.

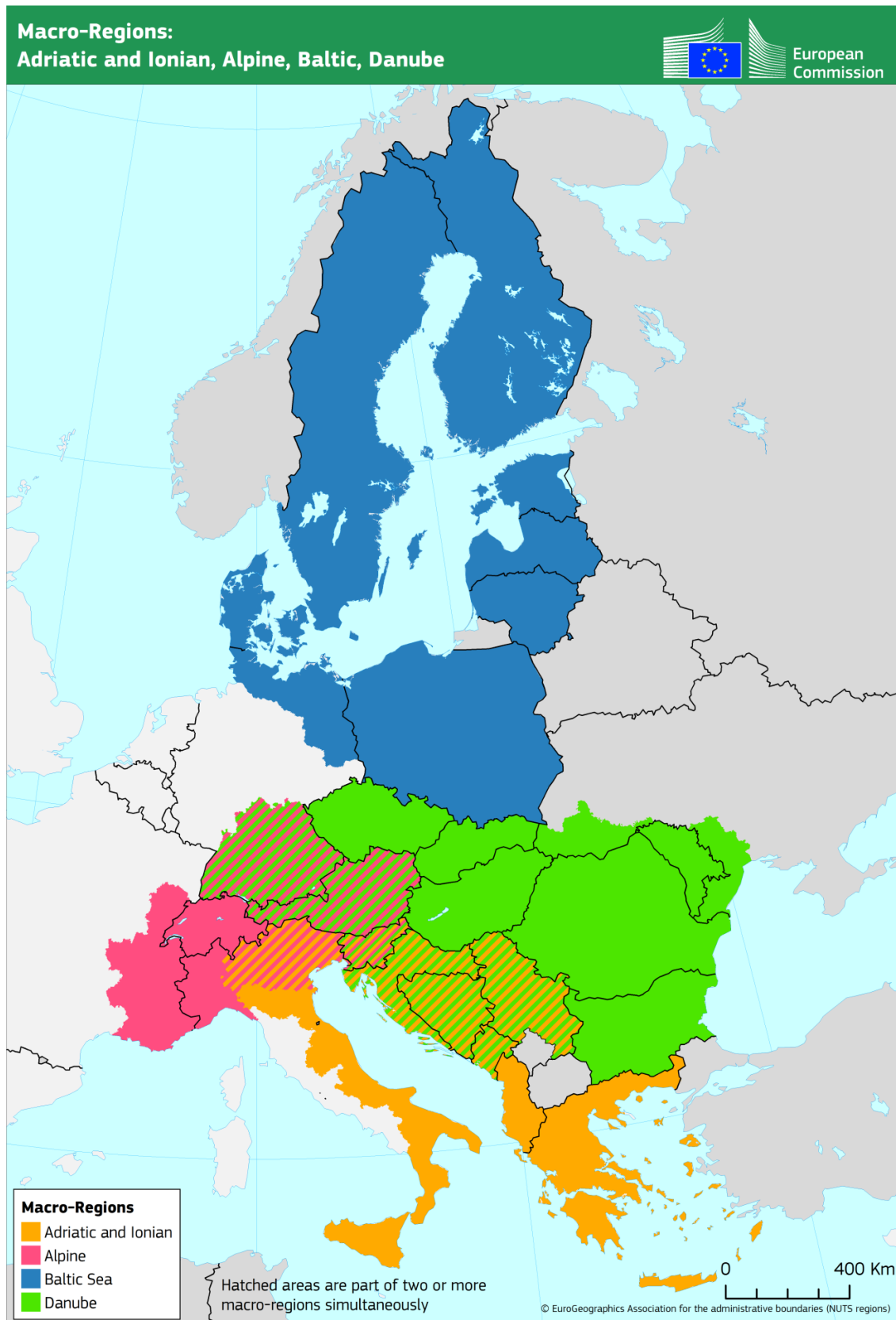
3 main objectives: "Save the sea", "Connect the region" and "Increase prosperity".



Danube region (EUSDR)

Countries involved: Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Moldova, Montenegro, Ukraine, Serbia, Slovak Republic, Slovenia, Romania.

4 main objectives: "Connecting the region", "Protecting the environment", "Building prosperity" and "Strengthening the region".



FOCUS ON THE FARO CONVENTION



Council of Europe Framework Convention on the Value of Cultural Heritage for Society (or Faro Convention) promotes a wider understanding of heritage and its relationship to communities and society.

It was adopted by the Committee of Ministers of the Council of Europe on 13 October 2005, and opened for signature to member States in Faro (Portugal) on 27 October of the same year.

The Faro Convention encourages us to recognize that objects and places are not, in themselves, what is important about cultural heritage. They are important because of the meanings and uses that people attach to them and the values they represent.

It is a framework convention which defines issues at stake, general objectives and possible fields of intervention for member States to progress. Each State Party can decide on the most convenient means to implement the Faro Convention according to its legal or institutional frameworks, practices and specific experience. The Faro Convention does not create specific obligations, it suggests rather than imposes.

The convention recognises the contribution of cultural heritage to society and the shared responsibility for cultural heritage and public participation. Among other, the Faro convention promotes:

- Cultural heritage and dialogue;
- Environment, heritage and quality of life;
- Sustainable use of the cultural heritage;
- Cultural heritage and economic activity;
- Organisation of public responsibilities for cultural heritage;
- Access to cultural heritage and democratic participation;
- Cultural heritage, knowledge and the information society.

CULTURAL ROUTES OF THE COUNCIL OF EUROPE AND FARO CONVENTION

The Cultural Routes of the Council of Europe programme underscores, like the Faro Convention, the importance of local people and their affinity with their region as essential to understand the cultural identity of the sites. It is a way to attract new activities, encouraging sustainable local development of rural areas and less-known destinations and the tourism sector.

In the framework of the Faro Convention Action Plan, which translates the Faro Convention principles into practice, cooperation with the Cultural Routes of the Council of Europe has been developed, especially with [ATRIUM](#).

ROUTES4U TEAM AND CONTACT

Routes4U Project is implemented by the Council of Europe (Enlarged Partial Agreement on Cultural Routes), with the support of the European Commission (Directorate General for Regional and Urban Policy).



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EU MACRO-REGIONAL STRATEGIES

Adriatic and Ionian region (EUSAIR)



The EU Strategy for the Adriatic and Ionian Region (EUSAIR) was adopted by the European Commission and endorsed by the European Council in 2014.

With four EU members (Croatia, Greece, Italy, Slovenia) and four non-EU countries (Albania, Bosnia and Herzegovina, Montenegro, Serbia), the strategy will contribute to the further integration of the Western Balkans.

EUSAIR aim to create synergies and foster coordination among all territories in the Adriatic-Ionian Region in four thematic pillars:

- Pillar 1: Marine and Maritime Growth/Blue Growth
- Pillar 2: Connecting the Region
- Pillar 3: Environmental quality
- Pillar 4: Sustainable Tourism

In the framework of the Routes4U Project, a close cooperation is developed with the Pillar 4 Sustainable Tourism. The Pillar 4 is coordinated by Croatia (Ministry of Tourism and Ministry of Culture) and Albania (Ministry of Economic Development, Tourism, Trade and SME) and has the following specific objectives:

- Diversification of the macro-region's tourism products and services along with tackling seasonality of inland, coastal and maritime tourism demand.
- Improving the quality and innovation of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region.



Official website

www.adriatic-ionic.eu

Alpine region (EUSALP)



The EU Strategy for the Alpine Region (EUSALP) was adopted by the European Commission and endorsed by the European Council in 2016.

The Strategy covers five EU member States (Austria, France, Germany, Italy and Slovenia) and two non-EU member States (Liechtenstein and Switzerland).

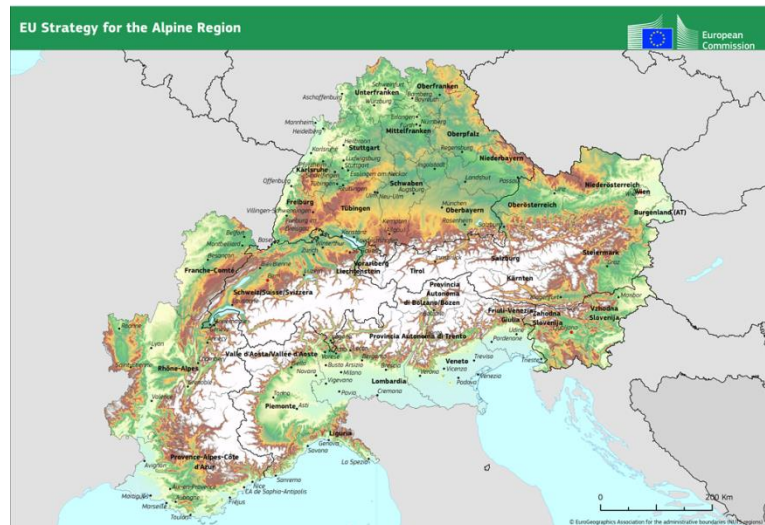
EUSALP focuses on three objectives, divided into nine concrete actions:

1. Fair access to job opportunities, building on the region's high competitiveness.
 - Develop an effective research and innovation ecosystem;
 - Increase the economic potential of strategic sectors;
 - Improve the adequacy of the labour market, education and training in strategic sectors.

2. Sustainable internal and external accessibility for all.
 - Promote intermodality and interoperability in passenger and freight transport;
 - Connect people digitally and promote accessibility to public services.

3. A more inclusive environmental framework for all and renewable and reliable energy solutions for the future.
 - Preserve and valorise natural resources, including water and cultural resources;
 - Develop ecological connectivity across the whole EUSALP territory;
 - Improve risk management and better manage climate change, including prevention of major natural risks;
 - Make the territory a model region for energy efficiency and renewable energy.

Routes4U Project focuses on the aspects related to growth, innovation and valorisation of the cultural resources.



Official website

www.alpine-region.eu

Baltic Sea region (EUSBSR)



The EU Strategy for the Baltic Sea Region (EUSBSR) was the first to be adopted by the European Commission and endorsed by the European Council in 2009.

The Strategy covers eight EU member States: Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland and Sweden. EUSBSR also welcomes cooperation with EU neighbouring countries

(Russia, Iceland, Norway and Belarus).

EUSBSR brings together stakeholders across countries, sectors and levels. It contributes to policy shaping and development, built around three objectives:

1. Save the Sea
2. Connect the Region
3. Increase Prosperity

Routes4U Project focuses on the objective 3 “Increase prosperity”, and more specifically in the following policy areas (PA):

- PA Tourism aims at reinforcing cohesiveness of the macro-region through tourism.
- PA Culture focuses on culture and creative sectors and industries.
- PA Innovation aims at promoting global competitiveness and growth of the Baltic Sea region through support for entrepreneurship, business development, science and increased innovation capacity.
- PA Education focuses on education, research and employability including all educational levels, and employability signifying transition from education to the labour market.



Official website
balticsea-region.eu

Danube region (EUSDR)



The EU Strategy for the Danube Region (EUSDR) was adopted by the European Commission and endorsed by the European Council in 2011.

The Strategy has nine EU member States (Austria, Bulgaria, Czech Republic, Croatia, Germany, Hungary, Slovak Republic, Slovenia and Romania) and five non-EU member States (Bosnia and Herzegovina, Moldova, Montenegro, Serbia, and Ukraine).

Six years of implementation of the EUSDR has contributed, by bringing together different stakeholders from different levels, to an improved culture of cooperation and helped to develop a multicultural dialogue. It has also helped to strengthen coordination and develop synergies between policies and institutions at the national level, and supported intensified thematic cooperation with the non-EU countries, and between existing international organisations in the region.

The Strategy focuses on four pillars:

1. Connecting the region
2. Protecting the environment
3. Building prosperity
4. Strengthening the region

Within each pillar, concrete cooperation actions specify priority areas.

Routes4U Project mainly focus on the Pillar 1 (Connecting the region) and 4 (Strengthening the region) to:

- Promote culture and tourism (pillar 1)
- Step up institutional capacity and cooperation (pillar 4)

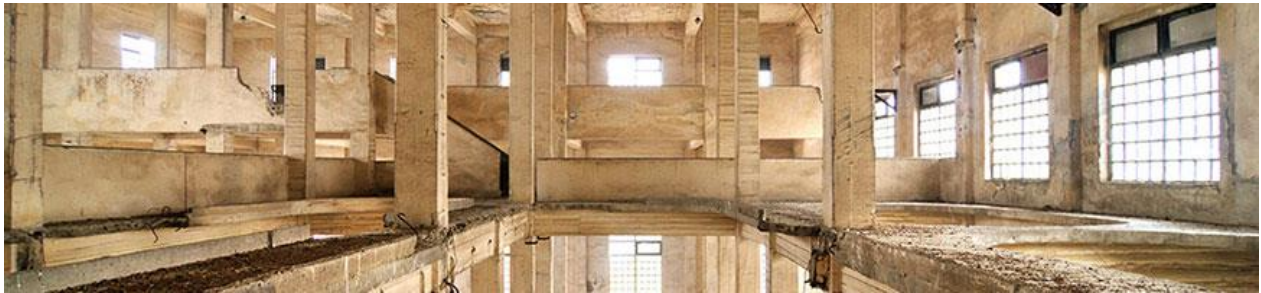


Official website

www.danube-region.eu

CULTURAL ROUTES OF THE COUNCIL OF EUROPE CROSSING THE FOUR EU MACRO-REGIONS

ATRIUM - Architecture of Totalitarian Regimes of the 20th century In Europe's Urban Memory



Certified by the Council of Europe in 2014

The totalitarian regimes which characterised much of Europe during the central decades of the 20th century had a major impact on the urban landscape. These regimes founded and rebuilt cities often drawing on the most advanced architectural and urban design projects that existed at the time. While, today, democratic Europe firmly opposes these totalitarian regimes, their built heritage remains on our streets as an uncomfortable heritage.

Studying the architecture of Europe's totalitarian regimes, both the fascist and the communist ones, is a way to enhance the European identity in its unity and diversity. The idea of Europe originated from the wounds of World War II and the fall of Fascism and Nazism. It entered a new phase after the downfall of Communism, opening the way to a broader and more comprehensive idea of a Europe based on fundamental values such as political liberty, freedom of expression and assembly, democracy and the rule of law.

The ATRIUM cultural route permits exploration of the sociological, ideological and geographical complexities of the history of these regimes as viewed through the prism of urban landscapes in different cities. The cities involved all display examples of architecture or urban design deriving from a totalitarian period, often with strong connections to the regimes. Forlì, Predappio, Ferrara, Tresigallo and many other Italian cities have important buildings or neighbourhoods deriving directly from Mussolini's regime. Labin, Raša and Lastovo-Üble in Croatia and Tirana in Albania also host important examples of Fascist and Communist architecture. Furthermore, the county of Iași, in Romania, and Sofia and Dimitrovgrad, in Bulgaria, have many examples of architecture deriving from the totalitarian regimes of the period of Soviet influence.

Members network present in Albania¹, Bulgaria⁴, Croatia^{1,4}, Italy^{1,2} and Romania⁴.
(1. EUSAIR / 2. EUSALP / 4. EUSDR)

Official website
www.atriumroute.eu



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



Cluniac Sites in Europe



Certified by the Council of Europe in 2005

In the early 10th century, Willam the Pious, Duke of Aquitaine, founded a Benedictine Abbey in Cluny, in the French region of Burgundy. During the Middle Ages, Cluny became a major centre of European civilisation, resulting in the emergence and development of over 1 800 sites throughout western Europe. Up to the 18th century, Cluniac sites reflected the Europe-wide influence of Cluny Abbey both on a spiritual, economic, social and political level and in the areas of the arts and architecture.

At the heart of the route, in Cluny, are the remains of the great abbatial church, the Maior Ecclesia, the largest religious building of medieval Europe. Cluny was known at the time as “the second Rome” and now has the second largest number of medieval houses in the world after Venice. However, the heritage handed down to us by monks in Europe extends beyond the built heritage. On over 1 800 sites (including monasteries, colleges, castles, villages, towns, vineyards and mills), objects and features are preserved such as manuscripts and their illuminations, musical scores, treaties, furniture, works of art and archaeological finds, but also landscapes, wines and customs.

By reaching out beyond political frontiers, Cluny Abbey, as an integral part of a true church system, contributed to the emergence of a feudal Europe and played a major role in the establishment of a culture that was common to several European regions. Today, the European Federation of Cluniac Sites promotes this common heritage, serving as a fully-fledged tool for intercultural dialogue and understanding of a shared European history. Each Cluniac site tells the story of its tangible and intangible heritage in its own way. Through its *Cluniac Destinations* the Federation offers a thematic introduction which takes participants off the beaten track. Serious hikers or occasional walkers will appreciate the Cluny Routes, which can take anywhere between an hour and several weeks. Lastly, the digital encyclopedia *Clunypedia* is a means both of finding out about these sites and of making visits to them more instructive, entertaining and exciting, providing knowledge about the Cluniac heritage that is accessible to everyone.

Members network present in France ², Germany ^{2, 3, 4}, Italy ^{1, 2}, Poland ³, Portugal, Spain, Switzerland ² and United Kingdom.

(1. EUSAIR / 2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website
www.sitesclunisiens.org



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



European Cemeteries Route



Certified by the Council of Europe in 2010

Throughout history, cemeteries have been an essential part of our civilisation. These sacred and emotional spaces are concomitantly time witnesses of local history for cities and towns. They are common to all cities and towns in Europe and they clearly reveal their cultural and religious identity. It is therefore important to see cemeteries as places of life!

Cemeteries are part of our tangible heritage, for their works, sculptures, engravings, and even for their urban planning. Cemeteries are also part of our intangible heritage, our anthropological reality, providing a framework surrounding the habits and practices related to death. Indeed, cemeteries offer unique settings for part of our historical memories. They are reminders of periods of local history that communities do not want to, and should not, forget, places which we have a duty to preserve and transmit to future generations.

The European Cemeteries Route offers the visitors the possibility to literally walk through the local history, to learn about important personalities who have worked and left their mark in cities. Traveling through this route actually enables visitors to discover the local, national and European Cultural Heritage at rest in cemeteries. It helps to raise European citizens' awareness of the importance of Europe's significant cemeteries in their multicultural dimension.

Memories and symbols written in the stones of cemeteries are a reflection of customs, values and life in the city. By visiting a cemetery, one can get a feeling of how diverse the life and culture of the surrounding area is, and also better understand how important this diversity is in a democratic world.

Members network present in Austria^{2,4}, Bosnia and Herzegovina^{1,4}, Croatia^{1,4}, Denmark³, Estonia³, France², Germany^{2,3,4}, Greece¹, Italy^{1,2}, Ireland, Netherlands, Norway, Portugal, Poland³, Romania⁴, Serbia^{1,4}, Slovenia^{1,2,4}, Spain, Sweden³ and United Kingdom.

(1. EUSAIR / 2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website
cemeteriesroute.eu



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



European Route of Emperor Charles V



Certified by the Council of Europe in 2015

Emperor Charles V was the great sixteenth century pan-European sovereign. Through inheritance, he brought together, under his rule, extensive territories in western, central, and southern Europe and the Spanish colonies in the Americas and Asia. His travels throughout the European continent are remembered as a symbol of unity for different regions and nations.

Charles of Habsburg is an important common reference – political, cultural and historical – for many central European countries (Germany, Austria, the Netherlands, Belgium, Luxembourg,...) and also for southern European ones (Spain, Portugal, Italy, Malta, plus North Africa). His presence and political heritage can be found in the many historical sites and cultural manifestations that keep alive the memory of this pan-European sovereign of the 16th century.

Historical re-enactments, art festivals, traditional markets, parades, local festivities, etc. today commemorate the figure of Emperor Charles of Habsburg in different European regions. The traditional (sea and land) routes used personally by the Emperor are considered to have played an essential role in the configuration of the great cultural landscape of Early Modern Europe. The interest of the itinerary is not confined to history and art, but also includes the environment, traditional landscape or architecture.

Emperor Charles V, together with the extensive list of nations that were part of his State, shaped an unprecedented European identity that united different regions and countries under the same set of rules and values. His legacy allows us to better understand present-day Europe.

Members network present in Algeria, Belgium, Germany^{2, 3, 4}, Italy^{1, 2}, Morocco, Netherlands, Panama, Portugal, Spain and Tunisia.

(1. EUSAIR / 2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website
www.itineracarolusv.eu



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



European Route of Cistercian Abbeys



Certified by the Council of Europe in 2010

Nine centuries ago, Robert de Molesme founded the "New Monastery" of Cîteaux, following the principles of the Rule of Saint Benedict: pray far from the world and live off the work of one's hands. From its origins in Burgundy in 1098, the Cistercian Order grew rapidly throughout the European continent, bringing together some 750 abbeys and 1,000 monasteries, with communities of both monks and nuns.

The Cistercian Order represents a rich legacy that is still present today at the heart of the Roman Church and European states. The "white monks" were and still are exemplary constructors, participating in the development of rural areas by controlling the most advanced hydraulic and agricultural techniques - through their barns, cellars, mills and foundries - and have contributed to the development of art, knowledge and understanding in Europe since the Middle Ages.

The traveller is invited to understand and give meaning to the Cistercian heritage that our age has inherited, through a discovery journey passing through rural tourism sites, by participating in educational and cultural events, and by using new digital tools adapted to cultural heritage conservation and promotion.

The "European Charter of Cistercian Abbeys and Sites" Association and its members work to preserve the tangible and intangible Cistercian heritage. Their actions contribute to the preservation of the historical heritage, both buildings and the surrounding environment, regardless of their condition. They also aim at promoting the role of the Cistercians in European history, especially in the twelfth and thirteenth centuries, to a wider audience. They seek to highlight the unique identity of Cistercian monasticism, in its intellectual and spiritual dimensions, technical ingenuity and remarkable organisational, building and development skills.

Members network present in Belgium, Czech Republic⁴, Denmark³, France², Germany^{2, 3, 4}, Italy^{1, 2}, Poland³, Portugal, Spain, Sweden³ and Switzerland².

(1. EUSAIR / 2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website
www.cister.net



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



European Route of Historic Thermal Towns



Certified by the Council of Europe in 2010

Thermalism - the therapeutic use of hot springs - has been prevalent in Europe from ancient times to the present day. Many of the towns along this route were known during Roman times, and several have impressive ruins of baths and associated spa buildings. The most famous towns reached the height of their renown during the 18th and 19th centuries, when a wide range of new medical and health treatments were developed, and when travel became much easier with the arrival of the railways. The prestigious political and cultural elite travelling to Europe's spas, creating centres of cultural exchange in numerous cities, may be said to have launched modern tourism as we know it. These celebrities cemented the reputation of the thermal spa towns and gave birth to a real trend, the development of prestigious hotels and a variety of leisure activities, ranging from the first casinos to musical theatres, to covered promenades and landscaped gardens for the entertainment of fashionable tourists.

Thermal towns were the "cafés of Europe", places where members of all levels of society could mix, exchange ideas and even change society - where the "rules" ensured civilised conduct. Thus, spas have played a leading role fostering peace, co-operation and creativity, protecting the built and natural environment, and promoting sustainable cultural development – a role that has been present throughout European history and continues to this day.

Baden-Baden, Bath, Budapest, Karlovy Vary, Spa and Vichy are only a few of the most famous European spa towns, but Europe is home to many more spa towns with unique urban personalities, different styles of architecture, and different spa traditions, built around bathing or drinking of the thermal waters. This spa culture, in all its variety and different local flavours, can truly be considered a unique European heritage. In order to catalogue and celebrate this heritage the Thermal Atlas of Europe is currently under development. Today, the towns tell the stories of an important European memory through annual festivals, events, and a wealth of artistic and creative activities in which tourists can participate. Above all, the traveller can actively enjoy the pleasures and benefits of the thermal waters, relax and experience a real multi-sensorial tradition.

Members network present in Azerbaijan, Belgium, Croatia ^{1, 4}, Czech Republic ⁴, France ², Germany ^{2, 3, 4}, Georgia, Greece ¹, Hungary ⁴, Italy ^{1, 2}, Portugal, Russian Federation, Spain, Turkey and United Kingdom.

(1. EUSAIR / 2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website
www.ehta.eu



THE EUROPEAN
ROUTE OF
HISTORIC
THERMAL
TOWNS

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

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

European Route of Jewish Heritage



Certified by the Council of Europe in 2004

The Jewish people are an integral part of European civilisation, having made a unique and lasting contribution to its development through the millennia right up to today. The Cultural Routes programme is an innovative and exciting way of bringing this remarkable story to the attention of a wider audience.

The European Jewish heritage is widely present across Europe. Notable examples include archaeological sites, historic synagogues and cemeteries, ritual baths, Jewish quarters, monuments and memorials. In addition, several archives and libraries, as well as specialised museums devoted to the study of Jewish life, are included in the route. This routes foster understanding and appreciation of religious and daily artefacts and also recognition of the essential role played by the Jewish people In European History.

Much of Jewish history is rooted in Europe, with a past made up of migration persecutions and precariousness, but also of exchanges, humanism and a profusion of mutual enrichment. A key aspect of the routes is accordingly their recognition of the essential contribution made by the Jewish tradition in building cultural diversity through intense intercultural dialogue.

The routes vary in scale from neighbourhood to city, region to country and even assume a trans-national dimension. Through these routes covering virtually the whole of the European continent, the traveller can become immersed in the Jewish story, across borders and centuries. They also provide extensive information and materials and regularly organise events such as The European Day of Jewish Culture.

Members network present in Austria ^{2, 4}, Azerbaijan, Bosnia and Herzegovina ^{1, 4}, Czech Republic ⁴, France ², Georgia, Germany ^{2, 3, 4}, Ireland, Italy ^{1, 2}, Lithuania ³, Norway, Poland ³, Portugal, Romania ⁴, Slovenia ^{1, 2, 4}, Spain, Switzerland ², Turkey and United Kingdom.
(1. EUSAIR / 2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website
www.jewishheritage.org

aepj
 jewishheritage

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



European Route of Megalithic Culture



Certified by the Council of Europe in 2013

Megaliths– literally big stones – were widely used by prehistoric communities to build monuments, burial places, and sanctuaries. Megalithic tombs, dolmens and other monuments represent the oldest surviving indigenous architecture of northwest Europe. Understanding this heritage is essential to trace our very origins.

Megalithic monuments are among the most widespread remains of man in time and space. Some of these monuments have been interpreted as observatories, through which it is possible to chart the movement of celestial objects, as they are all oriented towards the movement of the sun. Some, such as Stonehenge, have been perceived as tools for the prediction of solar and lunar eclipses.

The Megalithic Routes project is committed to the principles of “low-impact tourism”, avoiding irreversible measures that affect the natural environment. This is achieved by using existing roads and nature route ways as well as promoting mobility in harmony with nature. Consequently, a key principle of the route is to highlight and preserve the essential link between nature and culture. The route is also involved in working with museums, schools, universities and charities to develop specific programmes for children and young people.

Europe has a vast megalithic heritage, which can be explored through many different routes covering Sweden, Denmark, Germany, The Netherlands, Spain, Portugal and Great Britain. In order to discover this heritage, tourists can participate in several hiking and cycling activities that promote a strong connection with the land. The traveller can thus explore not only the megalithic monuments but also the manifold features of the surrounding landscape.

Members network present in Denmark ³, Germany ^{2, 3, 4}, United Kingdom, Netherlands, Portugal, Spain and Sweden ³.

(2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website
www.megalithicroutes.eu



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



European Mozart Ways



Certified by the Council of Europe in 2004

Wolfgang Amadeus Mozart was one of the most influential figures in the history of music and of Western culture as a whole. For most of his life he travelled throughout Europe to enhance his education, learn about other styles and establish contacts with other performers and composers. Although he died at the early age of 35, Mozart was on tour for over 10 years. In essence, he spent one third of his life on journeys and can be described as the first truly European personality, in and beyond the field of music.

Music is a common language that unites all people. This route accordingly helps preserve the cultural heritage around its key figure and also enhances intercultural dialogue. The cities Mozart visited work together to promote knowledge of this unique musician and to reinforce the idea of a shared European identity in artistic, scholarly, touristic and educational projects.

All of the journeys made by Mozart from 1762 to 1791 were documented on the basis of the Mozart correspondence and other authentic documents and can be followed by the traveller. From the initiatory tour, which took the young Mozart from Salzburg to Munich, to his last voyage from Vienna to Prague, a broad part of Europe is covered, spanning 10 countries and over 200 sites. Along the tourism itineraries, there are dozens of opportunities for artistic, cultural, educational and academic activities that allow the traveller to discover one of the most fascinating musicians of all time.

Palaces and piazzas, pleasure gardens, inns and hotels, concert halls and opera houses, cities, churches and landscapes: there is no better way to learn about and experience Wolfgang Amadeus Mozart's life and music than by retracing his footsteps through Europe, visiting some of the most significant music, art and architectural venues of Europe's cultural heritage.

Members network present in Austria^{2, 4}, Belgium, Czech Republic⁴, France², Germany^{2, 3, 4}, Italy^{1, 2}, Netherlands, Slovak Republic⁴, Switzerland².

(1. EUSAIR / 2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website
www.mozartways.com

MOZART WAYS
VIE DI MOZART
VOIES DE MOZART
MOZART WEGE

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



Destination Napoleon



Certified by the Council of Europe in 2015

Napoleon Bonaparte (1769-1821) was a remarkable political leader who influenced European and global affairs for more than a decade while he ruled over France. Napoleon is a name known world-wide, as are his exploits. The Napoleonic period bequeathed an exceptionally valuable heritage of relevance to most European countries. It is essential that this heritage be granted its rightful place in the shared interpretation of historical events by the people of Europe. Napoleon marked our cities, shaping their urban form and their future fortunes, whether for good or bad. This strong influence is still very much alive in present-day Europe.

The Napoleonic historical heritage is one of European dimensions. It is a heritage of key value, which has always interested a great majority of European countries, and it was a major influence behind the contemporary geopolitical context and the development of the "European idea".

Napoleon left an enormous heritage, which, today, is not merely national, but constitutes a European common patrimony. The Napoleonic era's influence upon the cultural heritage of contemporary Europe includes sites, buildings, monuments, furniture, works of art and the law, as well as a vast intangible heritage linked to the Napoleonic myth.

In Destination Napoleon, 60 cities in 13 countries, from Portugal to Russia, are placing their Napoleonic historical heritage in its European dimension. The traveller can appreciate the geographical diversity of this legacy and its historical, cultural and patrimonial significance. The route endeavours to unite European cities whose history was influenced by Napoleon, including through exhibitions, arts events, discovery tours, tourism, and school or university exchanges.

Members network present in Belarus, Belgium, Croatia ^{1, 4}, Czech Republic ⁴, France ², Germany ^{2, 3, 4}, Italy ^{1, 2}, Lithuania ³, Poland ³, Portugal, Russian Federation, Spain and United Kingdom.

(1. EUSAIR / 2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website
www.destination-napoleon.eu



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



The Hansa



Certified by the Council of Europe in 1991

In the mid-thirteenth century, German seafaring merchants joined together to lay the basis of what became the Hanseatic League as a way to pursue their shared economic interests. Along the coasts of Northern Europe, mainly around the Baltic Sea, up to 225 cities joined the League, which had an important influence on the economy, politics and trade until the 17th century.

The network consists of 185 cities in 16 countries, a significant number of which are UNESCO World Heritage Sites. The Hansa could be seen as a medieval forerunner to the European Union, and thus constitutes an invaluable heritage from a common European past.

The current Hanseatic member cities share the same democratic rights and the same core European values; free trade, free movement and protection of citizens. With the tensions within Europe today, this network represents an important means of peaceful and respectful co-existence. In addition, the Youth Hansa initiative brings together young people from the Hanseatic cities, so as to transfer these values to the next generation.

Travellers may choose to visit any of the cities that are part of this large network, and all of them can be visited all year round. However, there is one very special occasion, the annual *Hanseatic day* that brings together citizens from more than 100 European cities in 16 countries to celebrate understanding, respect and co-operation. Through hundreds of different activities, markets and exhibitions the traveller can experience the essence of the unique Hanseatic spirit!

Members network present in Belarus, Belgium, Estonia ³, Finland ³, France ², Germany ^{2, 3, 4}, Iceland, Latvia ³, Lithuania ³, Netherlands, Norway, Poland ³, Russian Federation, Sweden ³ and United Kingdom.

(2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website
www.hanse.org



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



Huguenot and Waldensian Trail



Certified by the Council of Europe in 2013

In 1685 an era of persecution began after the King of France, Louis XIV, revoked the Edict of Nantes. Two hundred thousand Huguenots sought refuge in the Protestant lands of Europe and around the world. The Waldensians from the Piedmont valleys also went into exile and followed the same path. This approximately 2000 km-long international trail traces the historical path taken during this exile.

The exiled Huguenots and Waldesians travelled to Geneva in Switzerland and then Germany, where they were welcomed and could start a new life. Along the way, numerous Huguenot and Waldensian settlements were formed and constitute not only a rich cultural heritage but also an immaterial reminder of the themes of religious persecution, displacement, migration and integration.

Starting in Le Poët-Laval (Drôme, France) or Mialet (Cévennes, France) and from Saluzzo (Piedmont, Italy), Baden-Württemberg and Hesse, going all the way to Bad Karlshafen (Germany). The route also abounds in cultural and historical attractions, as well as its scenic richness and beauty. Participants in this hike can explore various European cultures, discover a shared history, enjoy convivial moments through the acceptance of others, and continue to develop a sense of self-awareness.

The hiking trail aims to highlight the historical exile of the Huguenots and Waldensians and their step-by-step integration in the host countries as a component of our common European history and cultural heritage. It also puts the spotlight on freedom, respect for human rights, tolerance and solidarity as European core values.

Members network present in France², Germany^{2,3,4}, Italy^{1,2} and Switzerland².
(1. EUSAIR / 2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website
www.surlespadeshuguenots.eu



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



Iter Vitis Route



Certified by the Council of Europe in 2009

The culture of the vine, winemaking and viticultural landscapes are an important part of European and Mediterranean food culture. Since the domestication of the vine, in the fourth millennium BC, its evolution and spread has been considered a great human achievement, which shaped Europe's landscapes, both in terms of its territory and its people.

The European rural landscape is considered as an important heritage with high added value. Wineries, and the people and the technology associated with this tradition, are important components of our culture, which are also expressed through different forms of oral traditions. Moreover, the quality of life in rural areas can be considered as a model for the future and a heritage to be preserved.

Wine is a territorial message that travels and causes people to travel. Winemaking, and especially working on the land, provide an incentive for migration and mobility. In the same spirit, the traveller can discover remote lands from the Caucasus to Western European vineyards, learn about cultivation techniques, vinification, storage and transport, and become familiar with the myths and symbols around this rich culture. A variety of educational and cultural meetings are also organised within the route countries.

Wine production has always been a European symbol of identity. The technical knowledge, which underlies this production, has greatly contributed over the centuries to the construction of a European citizenship, common to the regions and peoples, and of national identities. Several countries of the Mediterranean region share the same common denominator: their cultural landscape. One of the main aims of the route is to safeguard wine biodiversity, highlighting its uniqueness in a globalised world.

Members network present in Azerbaijan, Bulgaria⁴, Croatia^{1,4}, France², Georgia, Greece¹, Hungary⁴, Israel, Italy^{1,2}, Malta, Montenegro^{1,4}, Portugal, Republic of Moldova⁴, Russian Federation, Romania⁴, Serbia^{1,4}, Slovenia^{1,2,4}, Spain, "The former Yugoslav Republic of Macedonia"

(1. EUSAIR / 2. EUSALP / 4. EUSDR)

Official website
www.itervitis.eu



**Cultural route
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COUNCIL OF EUROPE



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Routes of the Olive Tree



Certified by the Council of Europe in 2005

The presence of the olive tree has marked not only the landscape but also the everyday lives of the Mediterranean peoples. As a mythical and sacred tree, it is associated with their rites and customs and has influenced their lifestyles, creating a specific ancient civilisation, the "olive tree civilisation": The Routes of the Olive Tree follow in the footsteps of the Olive Tree Civilisation, from Greece towards the Euro-Mediterranean countries.

The olive tree dates back millions of years. Wild olive trees, ancestors of the domesticated ones, can still be seen in the Peloponnese, Crete, North Africa and the Middle East, their places of origin. The relationship between this tree and human civilisation has produced an immensely rich, living cultural heritage, embedded in the everyday habits of the Mediterranean people. From gastronomy, with the crucial influence of olive oil, to art and traditions, the social development of these areas has been largely shaped by the olive tree.

The traveller can experience the olive tree civilisation and become familiar with olive tree landscapes, products and traditions. Different cultural itineraries run through the countries of southern Europe and North Africa, from the Balkans to the Peloponnese in Greece, and extending to the Meknes region in Morocco. Even sea itineraries exist to highlight the importance of the maritime connection between the Mediterranean cities' harbours. Along the routes, different olive tree related activities are also organised, with exhibitions, concerts and product tasting events.

The Routes of the Olive Tree are itineraries of intercultural discovery and dialogue based on the theme of the olive tree, a universal symbol of peace. These routes are a gateway to new cooperation between remote areas that would otherwise be condemned to isolation, since they bring together all the players involved in the economic exploitation of the olive tree (artists, small producers and farmers, young entrepreneurs. etc.) that are threatened by the current crisis. In our difficult time this is a way to defend the fundamental value of the right to work.

Members network present in Albania¹, Algeria, Croatia^{1,4}, Cyprus, Egypt, France², Greece¹, Italy^{1,2}, Jordan, Lebanon, Libya, Morocco, Portugal, Slovenia^{1,2,4}, Spain, Syria, Tunisia and Turkey.

(1. EUSAIR / 2. EUSALP / 4. EUSDR)

Official website
www.olivetreeroute.gr



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



Phoenicians' Route



Certified by the Council of Europe in 2003

The Phoenicians' Route refers to the connection of the major nautical routes used by the Phoenicians, since the 12th century BC, as essential routes for trade and cultural communication in the Mediterranean. Through these routes, the Phoenicians – genial sailors and merchants – and other great Mediterranean civilizations contributed to the creation of a "koiné", a Mediterranean cultural community, producing an intense exchange of manufactured articles, people and ideas.

The Phoenicians' Route aims to foster Mediterranean intercultural dialogue, sharing the values of the Council of Europe, especially human rights and democracy. Established in many non-European countries, including several places of conflict, the routes help to promote freedom of expression, equality, freedom of conscience and religion, and the protection of minorities. This network is a way to work together for the development of peace and mutual respect in the Mediterranean.

The Mediterranean cities were the stopping places of a journey along the Phoenicians' Route, through which people exchanged artefacts, knowledge and experience. In this respect, the Phoenician route travel experience is intended to show the traveller our common routes, linking the countries of three continents and over 100 towns, originating from ancient Mediterranean civilisations.

It passes through all the Mediterranean countries including many North African and Middle East countries, thus strengthening historical bonds. These connections are represented by a relevant heritage, originating from ancient Mediterranean civilisations, present in numerous archaeological, ethnic, anthropological, cultural and naturalistic sites throughout the countries of the Mediterranean, and also a significant Mediterranean intangible heritage.

Members network present in France², Croatia^{1,4}, Greece¹, Italy^{1,2}, Lebanon, Spain and Tunisia.
(1. EUSAIR / 2. EUSALP / 4. EUSDR)

Official website
www.fenici.net



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



Prehistoric Rock Art Trails



Certified by the Council of Europe in 2010

Prehistoric Rock Art is the art of the first Europeans. It appeared in Europe 42,000 years ago and continued until the Early Iron Age in some regions. Since the scientific recognition of the Cave of Altamira in 1902, Prehistoric Art has constituted an important cultural and tourism resource for Europe, as the first major cultural, social and symbolic expression of humankind.

Prehistoric Rock Art is one of the oldest form of cultural heritage, present in almost all regions of the planet and living testimony of past life forms. Europe hosts some of the best known and most significant evidences of Prehistoric Rock Art, representing over 40% of all the world's rock art sites. This Art is closely linked to the landscape. Culture and Nature therefore come together in this route, which also contributes to the sustainable development of the rural communities where all the sites that compose the Cultural Route are located.

More than 200 rock art sites are open to the public in Europe, concentrated in countries like Norway, Sweden, Italy, Portugal, Georgia, Azerbaijan, France and Spain. Many are small sites, but there are locations with significant tourism infrastructure where it is possible to visit large archaeological sites. In addition, the traveller can also see some excellent facsimiles of caves and rock shelters, which make it easy to display this art without endangering the original sites, many of which can only receive a few visitors per day or no visits at all.

Each year nearly 3.1 million visitors come to the places where the first inhabitants of Europe produced their transcendental rock art, an art full of symbolism motivated by religious belief and full of references to nature. This was initially a naturalistic art form, but later also became schematic and with a capacity for abstraction that would not be repeated until the early 20th century. It consists of figurative manifestations, schematic forms and abstract shapes composed of drawings, paintings or prints on the walls of caves, rock-shelters and open-air rock outcrops, and on some Megalithic constructions too.

Members network present in Azerbaijan, France², Georgia, Ireland, Italy^{1,2}, Norway, Portugal and Spain.

(1. EUSAIR / 2. EUSALP)

Official website
www.prehistour.eu



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



Réseau Art Nouveau Network



Certified by the Council of Europe in 2014

Appearing in the late 19th century, Art Nouveau spread rapidly in Europe through international exhibitions, travelling artists, letters and journals. This artistic revolution was mainly inspired by natural forms and structures, not only flowers and plants, but also curved lines. However, Art Nouveau, which disappeared fast during the First World War, was strongly discredited, and it was not until the latter half of the 20th century that the style began to be appreciated in its historical context, and that efforts were made for its preservation.

The Art Nouveau trend was driven by aesthetic ideals and an enthusiasm for modernity, exploiting the possibilities of industrial technologies and new materials, combined with meticulous workmanship and a scrupulous eye for detail. Each country's creative centres brought their own flavour to the style by incorporating local specificities (*Jugendstil* in Germany, *Stile Liberty* in Italy, *Style Sapin* in Switzerland, *Modernismo* in Spain, *Sezessionsstil* in Austria...) resulting in a wonderful concordance of architecture, furniture and decoration, called the "total work of art".

Although each local representation of the style has distinctive characteristics, there was a common will of European artists at this time to innovate, create, influence each other and exchange, which led to a real European dimension of this heritage which lies on our very doorstep and which is sometimes in danger. Art Nouveau is a reflection of our cultural values and of the importance of intercultural dialogue.

The Art Nouveau Network offers the tourist numerous activities, exhibitions and materials aimed at permitting an understanding and appreciation of the rich legacy of this art style. Targeted at both children and adults, they bring the visitor to realise the dimension of Art Nouveau, its relationship with nature, society, ecology and technical innovation. There are over 20 cities with a rich and varied Art Nouveau heritage to explore.

Members network present in Austria^{2,4}, Belgium, Cuba, France², Germany^{2,3,4}, Hungary⁴, Italy^{1,2}, Latvia³, Norway, Portugal, Romania⁴, Serbia^{1,4}, Slovenia^{1,2,4}, Spain, Switzerland² and United Kingdom.

(1. EUSAIR / 2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website

www.artnouveau-net.eu



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



Roman Emperors and Danube Wine Route



Certified by the Council of Europe in 2015

The Danube frontier of the Roman Empire was maintained by a constant military presence. As a result, the consumption of wine became an essential component of daily life in the region. The Danube Wine Route incorporates the same regions where wine was introduced in Roman times, and which continue the tradition of wine production.

The Roman Empire and the deeds of the emperors laid the foundations of urbanism, administration, law and citizenship rights for the subsequent medieval and modern European societies. Concepts such as religious tolerance and the preservation of ethnic identity were also practised at the time. This means that some of Europe's most fundamental values date back to the Roman Empire, values which were revived during the Renaissance, laying the foundation of current European societies.

The Roman Emperors and Danube Wine Route runs through four countries of the Middle and Lower Danube Region – Croatia, Serbia, Bulgaria and Romania – encompassing 20 archaeological sites and 12 wine regions. The Route links the archaeological sites with their individual (unique) histories that are monuments to the leadership of the Roman emperors in the introduction of Roman culture along the northern frontier of the Empire. Wine, as the key sub-theme, blends in conceptually with the introduction of Roman culture and social mores into the Danube region.

Whether you are hiking, cycling, driving, travelling by boat or train, or combining the lot, the cross-border journey along the Roman Danube Frontier (Limes) will reveal the outstanding natural beauty of the river and its hidden historic and archaeological treasures, many of which are off the beaten track. Many of the archaeological sites were discovered during recent excavations and have been presented to the public only during the past two decades. Lovers of antiquity will be amazed by the abundance of architectural and artistic treasures on display, which document the presence of ancient Rome and its emperors in this part of Europe.

Members network present in Bulgaria⁴, Croatia^{1,4}, Romania⁴ and Serbia^{1,4}.
(1. EUSAIR / 4. EUSDR)

Official website
romanemperorsroute.org



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



Route of Saint Olav Ways



Certified by the Council of Europe in 2010

Olav II Haraldsson, later known as St. Olav, was King of Norway from 1015 to 1028. After he fell in the battle of Stiklestad in 1030 he was declared a martyr and a saint, which led to the propagation of his myth. For centuries after his death, pilgrims made their way through Scandinavia, along routes leading to Nidaros Cathedral, in Trondheim, where Saint Olav lies buried.

The oldest surviving painting of Saint Olav, dating from around 1160, is on a column in the Nativity Church in Bethlehem. The number of Olav churches and chapels reminds us that the Saint Olav tradition once flourished all over northern Europe. Prior to the Reformation (before 1540, approximately), we know that at least 340 Olav churches and Olav chapels existed, of which 288 were located outside Norway.

The myth of Saint Olav led thousands of pilgrims to travel for centuries across the European continent in search of his burial place. These movements caused intense cultural and religious exchanges, thus serving an important role in the construction of a European identity.

The pilgrim ways, now called the St. Olav Ways – the pilgrim paths to Trondheim, are a network of routes through Denmark, Sweden and Norway. There are dozens of different routes to take, from short one-day trips to journeys lasting several weeks. Plenty of information can be found on accommodation possibilities, attractions and re-supply options. Through this pilgrimage, the traveller can experience the joy of simple things and mix with locals from rural communities.

Members network present in Denmark³, Norway and Sweden³.
(3. EUSBSR)

Official website
www.stolavways.com



ST.OLAV WAYS
THE PILGRIM PATHS TO TRONDHEIM

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



Santiago de Compostela Pilgrim Routes



Certified by the Council of Europe in 1987

The legend holds that St. James's remains were carried by boat from Jerusalem to northern Spain, where he was buried on what is now the city of Santiago de Compostela.

Since the discovery of the supposed tomb of the saint in the 9th century, the Way of St. James became one of the most important Christian pilgrimages during the Middle Ages, as its completion guaranteed earning a plenary indulgence.

As a result of this pilgrimage, a rich heritage was formed. Tangible heritage such as places of worship, hospitals, accommodation facilities, bridges, as well as non-tangible heritage in the form of myths, legends and songs are present along the Santiago Routes and can be enjoyed by the traveller.

Each year, hundreds of thousands of travellers set out to make their way to Santiago de Compostela. As there are endless numbers of branches to the route, it is common to begin the journey literally from one's doorstep. Most travel by foot, some by bicycle, and a few travel on horseback or by donkey, as some of their medieval counterparts did. This ancient route provides an intense human experience, creating a sense of fraternity amongst travellers and a strong bonding with the land.

For centuries, pilgrims could discover new traditions, languages and ways of life and return home with a rich cultural background that was rare at a time when long-distance travel exposed the traveller to considerable danger. Thus the Santiago Routes serve both as a symbol, reflecting ever one thousand years of European history, and as a model of cultural co-operation for Europe as a whole.

Members network present in Belgium, France², Germany^{2,3,4}, Italy^{1,2}, Lithuania³, Poland³, Portugal and Spain

(1. EUSAIR / 2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website

www.saintjamesway.eu



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



Saint Martin of Tours Route



Certified by the Council of Europe in 2005

Saint Martin of Tours is one of the most familiar and recognisable Christian saints and has been venerated since the 4th century. He was the Bishop of Tours, whose shrine in Gaul/France was the target of a very important pilgrimage, the equivalent of that to Rome, during the Early Middle Ages, before becoming a famous stopping-point for pilgrims on the way to Compostela. For his entire life he tirelessly travelled around Europe, leaving a significant imprint on our collective memory.

The Saint Martin of Tours Route links many European towns which were part of the life of Saint Martin, as well as those with a significant architectural heritage of relevance to his veneration: thousands of monuments are dedicated to him, including fourteen cathedrals! These sites also have an intangible heritage that is still alive in the form of legends, traditions and folklore.

The traveller can follow the routes that relate to episodes of the saint's life, cult or folklore. This large set of routes, covering more than 5000 km across and around Europe bears the general name of Via Sancti Martini. Of special note are 1) the route linking Szombathely (Hungary), the place of his birth, to Tours (France), the place of his grave, via Pavia (Italy), the place of his childhood, and 2) the route linking Tours, where he was a bishop to Worms (Germany) where he left the Roman army and Trier (Germany) where he met the Roman emperor. However, this route also links a great deal of cultural heritage sites on a way going through Austria and Slovakia, and also arriving in Szombathely. Other routes lead to Utrecht in the Netherlands, or to Zaragoza in Spain. Overall, the Saint Martin routes cover more than 11 European countries!

The Saint Martin Route represents the value of sharing, symbolised by the Saint's charitable act in Amiens when he cut his cloak in half to share with a poor man who was dying of cold in the heart of winter. Behind this simple concept lies the intention to bring people together, beyond divisions of all kinds, in a single approach: sharing resources, knowledge and values. Indeed, sharing becomes a moral necessity to preserve humanity in the face of the challenge posed by globalisation, demographic expansion, and ecosystem damage.

Members network present in Croatia^{1,4}, Belgium, France², Germany^{2,3,4}, Hungary⁴, Italy^{1,2}, Luxembourg, Netherlands, Slovenia^{1,2,4} and Slovak Republic⁴.

(1. EUSAIR / 2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website

www.saintmartindetours.eu



Cultural route
of the Council of Europe
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TRANSROMANICA



Certified by the Council of Europe in 2007

Around the year 1000, artists from all over Europe were inspired by the Roman and early Christian tradition, giving birth to a unique architectural style: the Romanesque. The Romanesque style incorporated local myths and legends to reinvent old traditions, thus reflecting the specific geographic characteristics of each region of medieval Europe over a period of 300 years.

Despite the difficulties involved in travelling, medieval Europeans were extremely mobile, with thousands of travellers journeying by water and land, most of the time on foot. As a result of these movements, a common way of thinking and shared values became manifest in architecture and, specifically, in the cathedrals that were the focus of urban life. The Romanesque style thus became the first common language of the old continent. This 'first' Europe, dating back to the Middle Ages, incorporated values which still unite the continent today: diversity and understanding between civilisations.

The main characteristics of Romanesque architecture are the use of round arches, thick walls with small windows, cubiform capitals and symmetrical plans, which combine to give a harmonious appearance of simplicity. Magnificent cathedrals, peaceful monasteries and beautiful churches, dating from medieval times, can all be found along the TRANSROMANICA Cultural Route. This unique association of regional styles makes it possible to experience a variety of cultures, ranging from the Byzantine to the Western styles, including the influences of French and Mudéjar architecture and those of the successive Gothic style.

Travellers taking the TRANSROMANICA route follow a trail of highly impressive Romanesque monuments, many of which are UNESCO World Heritage sites, located in nine countries between the Baltic Sea and the Mediterranean. Each region offers unique cultural highlights, culinary treats and numerous events, set in scenic landscapes. A journey along TRANSROMANICA route also entails walking in the footsteps of important historical figures, such as Otto the Great, Martin Luther, Matilda of Canossa, St. James of Compostela and many other emperors and spiritual leaders.

Members network present in Austria ^{2, 4}, France ², Germany ^{2, 3, 4}, Italy ^{1, 2}, Portugal, Romania ⁴, Serbia ^{1, 4}, Slovak Republic ⁴ and Spain.

(1. EUSAIR / 2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website
www.transromanica.com

TRANSROMANICA
The Romanesque Routes of European Heritage

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



Via Francigena



Certified by the Council of Europe in 1994

In 990 AD, Sigeric, Archbishop of Canterbury, travelled to Rome to meet Pope John XV and receive the investiture pallium. Along the way, he recorded the 79 stages of the journey in his diary. Thanks to this document, it has been possible to reconstitute the then shortest route between Canterbury and Rome, which can now be followed by all travellers.

The Via Francigena was a communication path which contributed to the cultural unity of Europe in the Middle Ages. Today, the Via Francigena is considered as a bridge between the cultures of Anglo-Saxon Europe and Latin Europe. In this respect, the pilgrim trail has become a metaphor for a journey to rediscover Europe's roots and to reencounter and understand the different cultures that build our common identity.

Travellers can rediscover this 1800 km journey through England, France, Switzerland and Italy along the paths followed by the pilgrims, en route to Rome, and then onward to Jerusalem or to Santiago de Compostela. This route is a way of to better understand the landscape, the history and the people at the slow pace, allowing contemplation for those who travel on foot.

When travelling on the Via Francigena, we realise that the pilgrim way has influenced the fabric of the villages. The route often runs along the main street and is bordered by the most important churches and the most beautiful buildings. Archaeological sites and religious buildings abound on the Via Francigena and, most importantly, many of the masterpieces of Romanesque architecture stand beside the route, which goes to show its importance for religious and artistic development in medieval times.

Members network present in France², Holy See, Italy^{1,2}, Switzerland² and United Kingdom
(1. EUSAIR / 2. EUSALP)

Official website
www.viefrancigene.org



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



Via Habsburg



Certified by the Council of Europe in 2014

The House of Habsburg was one of the most influential royal houses of Europe. To a certain extent the history of the Habsburgs is also our history. From 996 to 1815 the personalities of this major dynasty had a decisive influence on history, as they helped to form the geography and the fate of Europe. Ententes and disputes, power struggles and territorial conquests, times of war and of peace... All divided peoples but also reunited them and formed bonds, which endure over time.

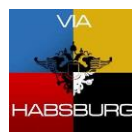
From France to Austria, along some 1000 km, the Via Habsburg is a path of knowledge, sharing and friendship that builds relationships across borders and between nations. It pursues a civic and humanist objective by building links between different peoples of the continent and by promoting a shared history, of which the Habsburg legacy is an important part.

The 800-year-old history of the Habsburgs is preserved in sites covering thousands of square kilometres in western and central Europe. Palaces, castles, magnificent churches, monasteries, abbeys and splendid museums show how this emblematic dynastic family shaped not only history but also art, transmitting the riches of the Renaissance and, at the time of its decline, provoking the modernist revolt.

70 sites and cities in four different countries and six regions invite the visitor to embark on a journey through timeless landscapes and extraordinary places. Throughout the Tyrol (Austria), Switzerland, Lake Constance, Black Forest (Germany) and Alsace and Lorraine regions (France) there are no fewer than 150 tourist destinations waiting to be discovered. So choose the route that most intrigues you!

Members network present in Austria^{2, 4}, France², Germany^{2, 3, 4} and Switzerland².
(2. EUSALP / 3. EUSBSR / 4. EUSDR)

Official website
www.via-habsburg.at



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



Viking Routes



Certified by the Council of Europe in 1993

The Viking Age was the period from 8th to 11th century during which Vikings achieved unrivalled boat building, navigational and seamanship skills allowing them to travel widely throughout Northern and Western Europe, the North Atlantic, into the Mediterranean and deep into the rivers of Russia and the Ukraine.

At a time when few people were travelling, the Vikings raided, traded and settled extensively. For centuries they served as a vector for the transmission of culture and traditions throughout the European continent. The Viking heritage therefore unites the peoples of present-day Europe.

The Viking Cultural Route is a far-ranging, significant collection of sites, stories and heritage that represent the shared Viking legacy of Europe and beyond. The Vikings established important trading centres such as in Hedeby (Germany), Birka (Sweden), Jorvik (United Kingdom), Dublin (Ireland) and Kiev (Ukraine) and they also left a clear legacy behind them wherever they went. Examples can be found in the remaining traces of their early law courts, known as "things", in local place names, in their impact on language and social structures, their legacies of art and literature and the surviving archaeological sites. Much of the Viking story is recorded in the form of intangible heritage such as sagas, recounting the deeds and travels of the Vikings.

There are more than 60 sites on the route including examples of forts, towns, farms, quarries, ships, objects, museums, archaeological remains and reconstructed longhouses. The traveller can discover this fascinating culture through a journey through across national borders, while also enjoying a variety of events, such as the popular and widespread Viking markets.

Members network present in Belarus, Canada, Denmark ³, Finland ³, France ², Iceland, Ireland, Netherlands, Norway, Poland ³, Spain, Sweden ³ and United Kingdom.

(2. EUSALP / 3. EUSBSR)

Official website
www.destinationviking.com



Destination Viking
The Legacy of the Vikings

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