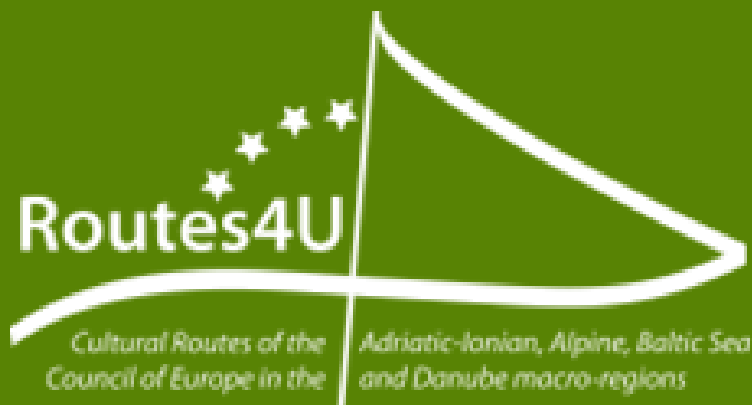


# Joint Programme Council of Europe, EPA, and European Commission, DG Regio



**12th Baltic Sea Tourism Forum**  
**13 November 2019 in Brussels**

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

# Objectives of Routes4U

## REGIONAL DEVELOPMENT

It supports cultural and sustainable tourism development



## CULTURAL CO-OPERATION

It strengthens cultural co-operation at the transnational level.

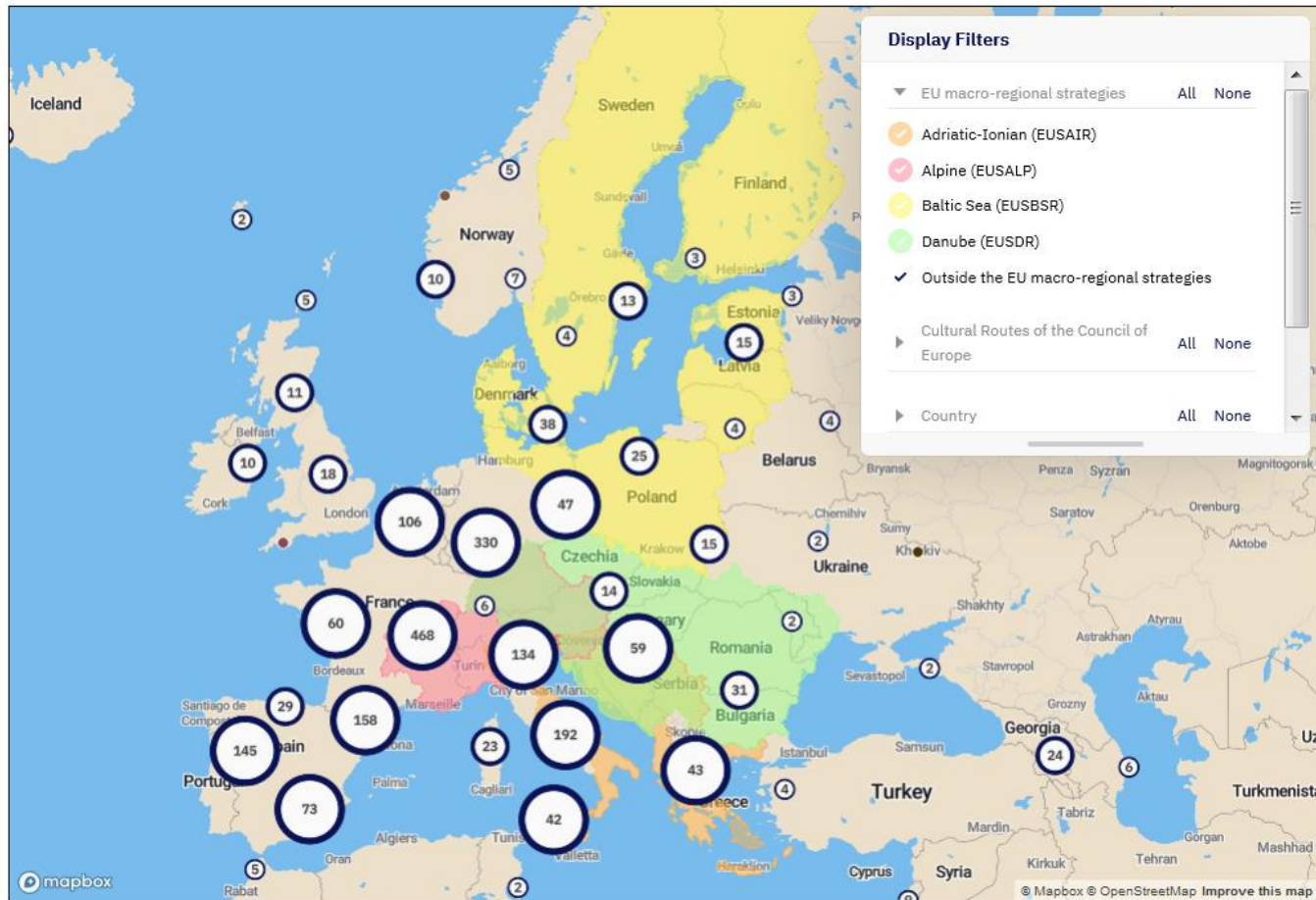


## SOCIAL COHESION

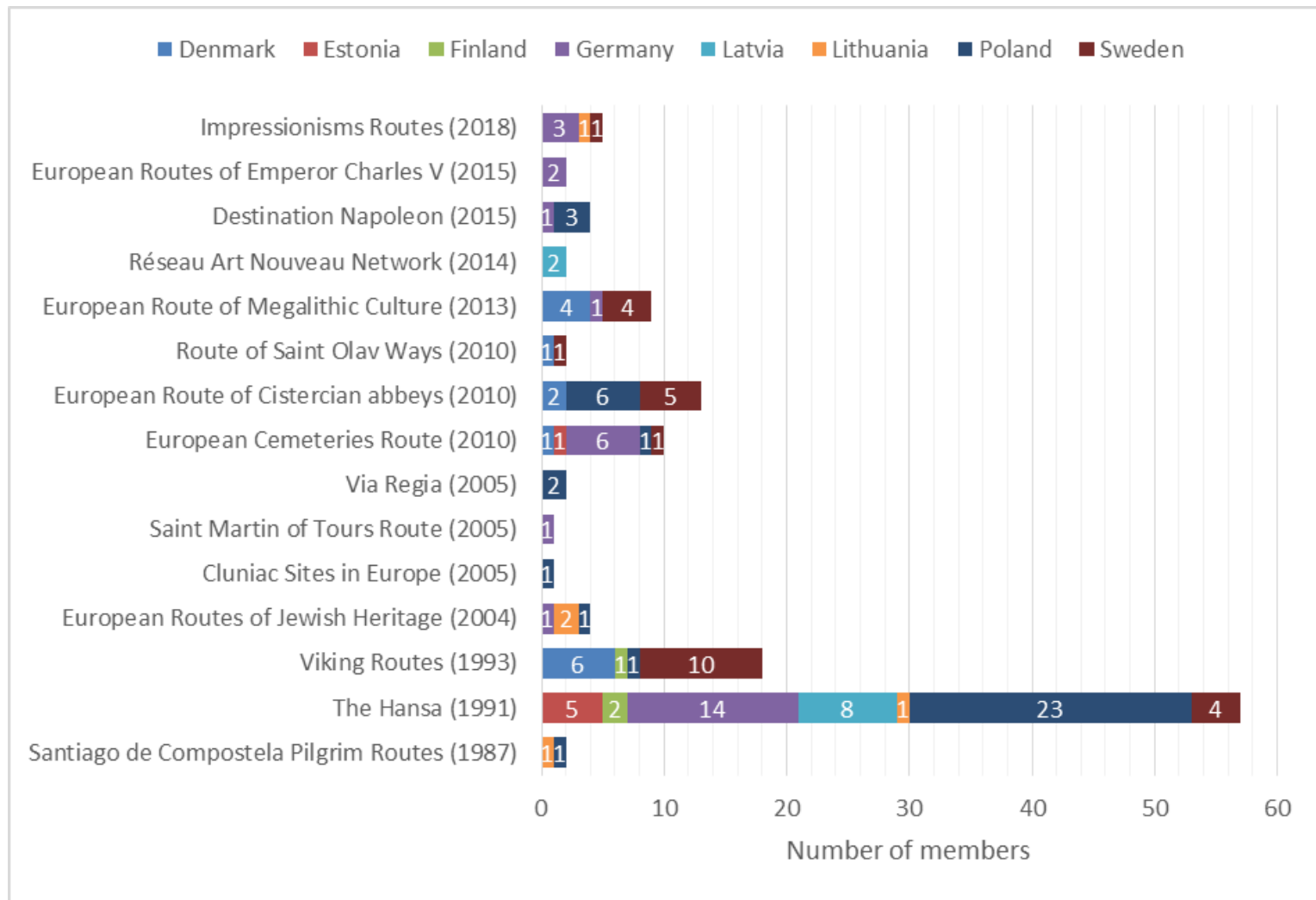
It involves local citizens and their affinity with their region as essential for the cultural identity of the sites.



# Map of Cultural Route



# Cultural Routes in the Baltic Sea Region



# Creation of a Cultural Route

If the project fulfils all the criteria for certification, the Governing board of the EPA takes the final decision on the awarding of the **“Cultural Route of the Council of Europe”** certification

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



# Required steps for the development of a Cultural Route

**1**

Defining a **theme** that is **representative of European values**

**2**

Identifying **heritage elements**

**3**

Creating a **European network with legal status** (at least 3 European countries)

**4**

Coordinating **common activities**

**5**

Creating **common visibility**

# Criteria for certification

## Field of action

- **Co-operation** in research and development
- Protection and promotion of the common **European heritage**
- **Cultural and education exchanges** of young Europeans
- Contemporary **cultural and artistic practices**
- Development of **sustainable cultural tourism**



# Cultural Routes

## Adriatic and Ionian Region

- Olive Tree Routes
- Roman heritage

## Danube Region

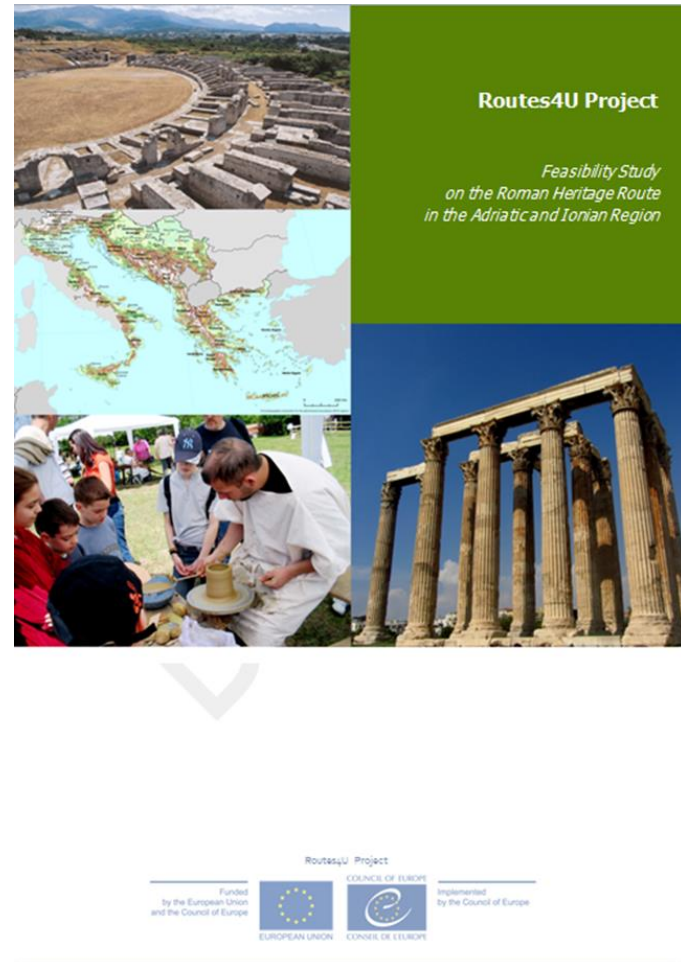
- Cyril and Methodius Route
- Iron Age

## Baltic Sea Region

- Modern architecture – Alvar Aalto
- Ice Age

## Alpine Region

- Via Alpina
- Via Claudia Augusta





# Studies

Economic  
Economic impact of CR  
in the  
Macro-  
regions

Branding  
Marketing  
study for the  
branding of  
CR

Policies  
National,  
regional and  
transnational  
policies on  
heritage  
protection

# Funding



EU Strategy  
for the Adriatic  
and Ionian Region  
**EUSAIR**

Call for the Adriatic-  
Ionian Region

EUSAIR



**EUSALP**  
EU STRATEGY FOR  
THE ALPINE REGION

Call for the Alpine  
Region

EUSALP



**EUSBSR**  
EU STRATEGY  
FOR THE BALTIC  
SEA REGION

Call for the Baltic Sea  
Region

EUSBSR



**DANUBE REGION**  
strategy

Call for the Danube  
Region

EUSDR



How to apply for  
grants? A mini-guide

# Trip Planner



**Unknown gems  
worth travelling  
Europe**

What are you interested in?

History? Gastronomy? Leave blank for all

Where do you want to go?


Adriatic & Ionian ☒ Baltic Sea ☒ Alpine ☒ Danube ☒

Which cultural routes?

Leave blank for all


See the Matching Routes for You

*Filter by interest(s),  
EU macro-region(s),  
Cultural Route(s)*



Results Details Your Trip

Back to results Add to trip



Photos & comments

## Bunk'art

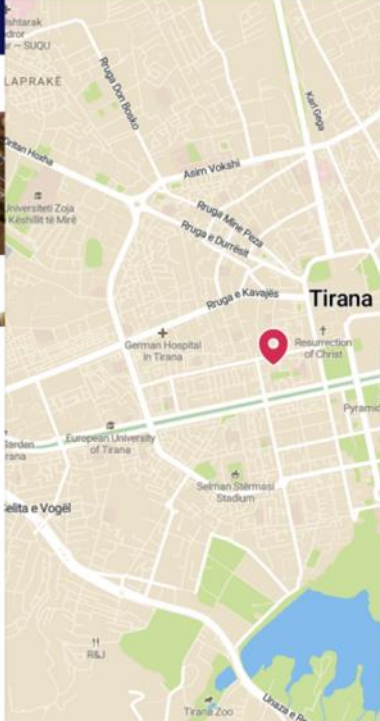
Tirana, Albania in Atrium Cultural Route

Adriatic & Ionian region

Cultural Interpretation Centre Family Friendly

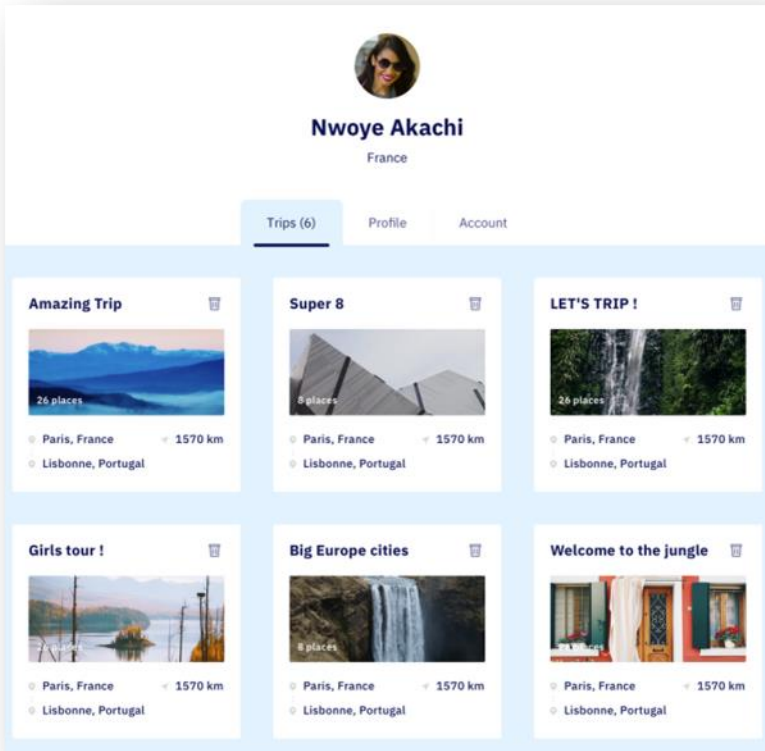
For visitors looking to get a taste of the before and after of the regime, head first to the two BUNK'ART museums. The museums are housed in two of the thousands of bunkers that an increasingly more paranoid Hoxha had built as a system of defence—manned by citizens, who kept an eye out for foreign invaders—throughout the country. BUNK'ART 1 is ...

More ...

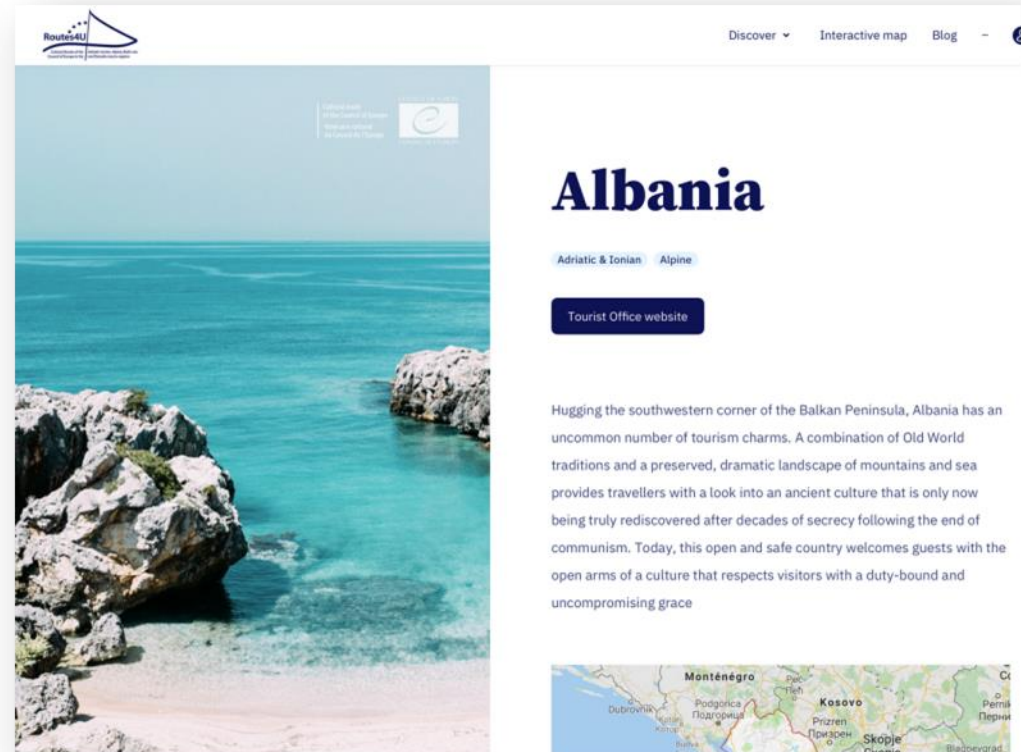


*Find points of interest  
matching your selection and  
add to your trip*

# Trip Planner



*Create your account  
and save your trips*



*Discover more information and tips  
by EU macro-region,  
country and Cultural Route*

# E-learning Course

1. Cultural Routes
2. Cultural tourism
3. Social participation
4. SMEs involvement in tourism
5. Marketing strategies

Routes4U Project  
Funded by the European Union and the Council of Europe  
Implemented by the Council of Europe

## Module 1

THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE

Step-by-step guidance on the certification and the implementation

START

Felix Romuliana UNESCO site ©Roman Emperors and Danube Wine Route

01/68

### Question 9

What are the responsibilities of the European Institute of Cultural Routes (EICR) and the Enlarged Partial Agreement on Cultural Routes (EPA)?

- Gives advice to Cultural Routes projects applying for the certification "Cultural Route of the Council of Europe"
- Decides on and awards the certification "Cultural Route of the Council of Europe"
- Provides assistance to the certified Cultural Routes and organizes trainings for them
- Coordinates the evaluation and certification of the Cultural Routes
- Supports the networking and exchange between the Cultural Routes and other stakeholder in the field of cultural tourism

	EICR	EPA
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SUBMIT

33/68



# Workshops

Adriatic-Ionian



Alpine



Baltic Sea



Danube



# Roadmap for the Baltic Sea Region

Heritage protection, cultural tourism and  
transnational co-operation through the Cultural Routes

Cultural Routes | 2



[www.coe.int/routes4u](http://www.coe.int/routes4u)

Routes4U Project

Funded  
by the European Union  
and the Council of Europe



Implemented  
by the Council of Europe



Funded  
by the European Union  
and the Council of Europe



Implemented  
by the Council of Europe