

Cult-RInG
Interreg Europe



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Cultural Routes as Investment for Growth and Jobs, 2017 - 2020

In this issue:

- Thematic Workshop on **Development of new European Cultural Routes**, Pafos, CY



**Cultural Routes
as Investment for
Growth & Jobs**



**Thematic Workshop C:
Development of new Cultural Routes
Pafos, Cyprus, 25-27 October 2018**



*Cult-RInG is an interregional cooperation project for improving natural and cultural heritage policies through Cultural Routes in the **Interreg Europe** Programme, which helps regional and local governments across Europe to develop and deliver better policy by integrated and sustainable impact for people and place.*

Cult-RInG highlights the value of investment in European Cultural Routes in terms of their contribution to growth and jobs and the development of new cultural routes

The **Cult-RInG** project is co-funded by the **European Regional Development Fund (ERDF)** and made possible by the **Interreg Europe** programme

Cult-RInG budget: 1.33 M EUR
ERDF co-funding: 1.13 M EUR

- Four Cult-RInG project partners sign Memorandum of Understanding and Cooperation for the development of the European Cultural Route **'In the footsteps of St Paul, the Apostle of the nations'**
- Dissemination event during the European Week of Regions and Cities, in Brussels

Specific Themes related to Cultural Routes:

- Assessment of six existing Cultural Routes (ex-post), in terms of socio-economic development, direct and indirect benefits for Growth & Jobs, policy learning**
- Capitalisation of established best practices from INTERREG IVC completed projects CHARTS and CERTSS**
- Development of new cultural routes, based on the above assessment and capitalisation of good practices**



European Week | Brussels
8-11 October 2018

3rd Interregional Thematic Workshop on Development of new European Cultural Routes

held in Pafos, Cyprus



The Workshop was held in conjunction with the 11th Cultural Tourism Conference, in the frame of the **European Year of Cultural Heritage 2018**, the European Heritage Days and the EU-China Tourism Year, in Pafos, Cyprus, on 25-27 October 2018. The President of the organising partner **Pafos Regional Board of Tourism, Mr Georgios Mais**, stated in his opening address:

“This conference provides a forum for bringing together a wide range of practitioners, stakeholders and experts from several countries. Cultural tourism is today one of the most important and rapidly expanding economic and social phenomena of the contemporary world. ‘Tourism and heritage’ is indeed one of the initiatives of the **European Year of Cultural Heritage 2018**, in terms of promoting sustainable and responsible cultural tourism. We are very honoured to host this Conference in Pafos, which is the only transnational event in Cyprus during the European Year of Cultural Heritage. In this context we are very pleased to be a partner in the **Cult-RInG Interreg Europe project**, 2017 – 2021, with lead partner the Region of Central Macedonia – Greece and advisory partner ECTN. Together with Central Macedonia, Lazio Region – Italy and ECTN, we are launching today the new Cultural Route: ‘In the footsteps of Saint Paul – the Apostle of the nations’, as a candidate for the Cultural Routes of the Council of Europe. We are also promoting the Aphrodite Cultural Route, starting at her birthplace, sanctuary and baths in Pafos region and covering Greece and Italy.”

At the Workshop partners discussed the new Cultural Route development: **In the footsteps of St Paul, the Apostle of the nations**: The tribune of St Paul in Veria, Central Macedonia, Greece, the Camino di San Paolo / Via Appia – Lazio, Italy, St Pauls pillar in Pafos, Cyprus, to be united into a new European cultural route initially, as a candidate for CoE certification.

Extensions to existing Pilgrimage Cultural Routes were also presented by partners, viz:

- **St Olav Ways in Vastra Gotaland region, west Sweden**
- **St James Route in Alto Minho, north Portugal**
- **Via Francigena South, Lazio Region**

The Cult-RInG Workshop benefited from presentations by external participants, viz:

European Cultural Route of Reformation

Sarah Duryea
Association for Rural Development Thuringia (ThLG), Germany

Valorising the common European heritage through transnational networks

Natasa Urosevic
Juraj Dobrila University of Pula, Croatia

Cultural Routes as vehicle of growth and regional cooperation in the Western Balkans

Milena Filipović
Regional Cooperation Council, Triple P Tourism Project, Montenegro

At the Workshop The European Cyclists Federation (ECF) presented the ‘Iron Curtain Trail’ (ICT), EuroVelo 13, as a Cultural Route of the reunification of Europe.



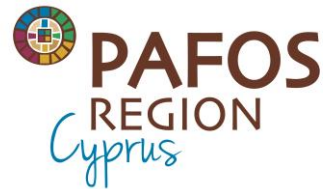
The closing session included presentations by invited Cultural Routes of the Council of Europe of interest to Cyprus, namely ‘The Phoenicians Route’ and ‘Iter Vitis’.



The event closed with a video on: **The ‘Argonautica’ Cultural Route development based on intangible heritage for transnational tourism** directed by Giorgos Lagdaris and produced by the ‘Argonautica Network’, Greece.



Nasos Hadjigeorgiou
Executive Manager
Pafos Regional Board of Tourism
Republic of Cyprus



It has been a great honour to cooperate with our partners in the Cult-RinG project since its inception in 2016 and during Phase 1 in 2017 and 2018. For some time, we at Pafos Regional Board of Tourism had the idea of developing European Cultural Routes to enrich our cultural tourism offer, but we were missing the required interregional contacts and networking.

The Cult-RinG project partnership gave us this opportunity, to identify, examine, transfer and capitalise best practices from the other partner regions and jointly develop new cultural routes that are described in the present action plan.

In particular, in Pafos we have been working on the cultural values of the legacy of St Paul's first mission through Cyprus ending in Pafos. During 2004-2006 we developed an initiative entitled 'In the footsteps of St Paul in Cyprus', in the frame of the **CultMark** project, one of the first interregional cooperation projects in the Republic of Cyprus since joining the EU in 2004, in the frame of the **INTERREG IIIC** interregional cooperation programme. At that time, the mission of St Paul in Pafos and Cyprus was not linked with the rest of his missions in Greece and his martyrdom in Rome. We have been very fortunate to share our initiative with Central Macedonia Region in Greece as well as Lazio Region in Italy, through our membership of ECTN. In the frame of Cult-RinG project, we are proud to have signed a Memorandum of Understanding and Cooperation with Central Macedonia, Lazio and ECTN, towards developing the interregional cultural route '**In the footsteps of St Paul the Apostle of the nations**'. And to submit a joint application to the European Institute of Cultural Routes of the Council of Europe for certification of this important development which is closely linked with European values and culture.

This will be a big achievement of the Cult-RinG project for European identity as well as for economic development and employment creation, through sustainable cultural tourism. We are committed to making this new cultural route a success for Interreg Europe.

The other actions are also important for us, namely our joining the existing Cultural Routes of '**The Phoenicians**' on ancient civilisations and '**Iter Vitis**' on wine tourism, as well as promoting the legacy of ancient Greek Goddess Aphrodite with her alleged birthplace in Pafos region, her sanctuary at Palaipafos (old Pafos) and her baths in Akamas, north part of Pafos region. The prospect of a future international **cultural route of Aphrodite** from Pafos to Europe is very exciting indeed.

On behalf of Pafos Regional Board of Tourism we express our sincere gratitude to our partners and the lead partner of this Cult-RinG project. We and our key stakeholders have learned a lot from other partners' experience during Phase 1. We now look forward to achieving significant results jointly during Phase 2 for the benefit of our visitors, host communities, businesses and work force.



www.interregeurope.eu/cult-ring



CULTURAL ROUTE THEMES

- Vine & Wine Routes
- Religious & Pilgrimage Routes
- Seafaring & Maritime Routes
- Trade Routes
- Ancient World Routes
- Mythology Routes
- Cycling Routes
- European History Routes

Region of Central Macedonia, Greece
(Lead Partner) www.pkm.gov.gr

Lazio Region, Italy
<http://www.regione.lazio.it>

Region Vastra Gotaland, Sweden
www.vastarvet.se

Vidzeme Tourism Association, Latvia
www.vidzeme.com

Intermunicipal Community of Alto Minho
www.cim-altominho.pt

Pafos Regional Board of Tourism, Cyprus
www.visitpafos.org.cy

European Cultural Tourism Network,
Belgium
www.culturaltourism-network.eu

Cult-RInG partnership

Lead Partner

Regional Development Fund of Central Macedonia on behalf of
Region of Central Macedonia



Advisory partner & Communication management

Cult-RInG Partners sign Memorandum of Understanding and Cooperation regarding new European Cultural Route development : 'In the footsteps of St Paul the Apostle of the nations'

This MoU will facilitate the certification procedure of the route, ultimately as a Cultural Route of the Council of Europe. Through this MoU, the four signatory partners commit to work together and develop in common the application for the certification of the proposed Route. For this purpose, the signatory partners will form a **European Network** with legal status which will be the official and legal managing body of the proposed cultural route and applicant for Council of Europe certification.

The above goals will be accomplished by undertaking the following activities:

1. Definition in common of the exact cultural route theme, its scope and aims. Research by groups of experts from each country. Multidisciplinary approach if possible.
2. Determination of the historical and cultural context from each partner, including beginnings, historical growth, influence on European history and heritage, theme representative of European values.
3. Investigation from each partner on whether the proposed cultural route is offered for cultural and educational exchanges for young Europeans and how.
4. Investigation from each partner on whether the proposed cultural route helps to the development of alternative tourism and sustainable land use initiatives, how and where. Identification of current (if relevant) innovative projects in the field of cultural tourism and sustainable cultural development related to the theme.
5. Investigation from each partner on whether the proposed cultural route is or can be object of tourism products created in partnership with tour operators, tourism products for different audiences, including school public
6. Identification of existing or possible tools used along the route to identify the number of visitors and the economic impacts of the route on the territories crossed.
7. Identification and listing from each partner of the small and medium-sized enterprises (local productions (products as part of the route, such as, for example, agri-food products), hotels and tourist accommodation, restoration structure, services businesses linked with the route, other enterprises) linked with the cultural route or with the theme developed by the cultural route.
8. Development of a graphic charter for the visibility of the route and creation of route's logo if possible. Investigation on whether an interactive or GIS map can be created.
9. Determination of the legal status of the official cultural route network.
10. Finding approach, partners in each country that can participate and support the network. Partners from each country should represent at least three out of the four domains of the quadruple helix – a) state/government, b) industry/business, c) academia/universities, d) media- and culture- based public, civil society – for the acceleration of research and innovation results transfer to regional growth.
11. Finding approach partners in other European countries that can participate and support the network.
12. Determination of the Members of the governing board, the members of the steering committee, the members of the secretariat and the scientific committee, when the Route's network will be officially established. The first provisional Board to consist of representatives of the 4 founding members: Region Central Macedonia as President, Region Lazio as 1st Vice President, Pafos Regional Board of Tourism as 2nd Vice Precedent, European Cultural Tourism Network as Secretariat.

Cult-RInG close cooperation with CHRISTA Interreg Europe project in the frame of EYCH 2018

Cult-RInG and CHRISTA projects came together in Pafos, Cyprus, on 25-27 October 2018, to join forces for sharing and transferring best practices in the frame of the **European Year of Cultural Heritage 2018** (EYCH2018). This cross-fertilisation is based on transferring the results of CHRISTA project, already in Phase 2 implementation of the action plans, to European Cultural Routes (existing and new ones examined in Cult-RInG project). The cooperation has been facilitated by the common advisory partner, European Cultural Tourism Network (ECTN), the main instigator and developer of both projects. Pafos Regional Board of Tourism, lead partner of CHRISTA and also a partner in Cult-RInG hosted the joint events in a conference that included parallel sessions on Religious and Pilgrimage Tourism, Industrial and Military Heritage, Cultural Landscapes, Historic Villages and Towns, Contribution by Cultural and Creative Industries, as well as Transnational Thematic Tourism products including Cultural Routes. This included contributions by external participants, experts, practitioners, researchers and academics.

The joint plenary sessions included presentations by:

- the European Commission DG EAC, EYCH task force representative, Ms Anne Grady, on the results of the Open Method of Coordination (OMC) for Sustainable Cultural Tourism (SCT),
- European Parliament member, former Chair of the Tourism and Transport Committee, Mr Michel Cramer (Green Party, Germany), video message,
- Europa Nostra Vice-President Mr Piet Jaspert, on the 'Berlin Call to Action' regarding the legacy of EYCH,
- Committee of the Regions member, Mayor of Gabrovo Ms Tanya Hristova, on European identity,
- European Travel Commission, Partnerships Manager Ms Iulia Niculica, on the EU-China Tourism Year 2018 synergies with EYCH,
- NECSTour (the Network of European Regions for a Competitive and Sustainable Tourism), Ms Sandra de Puig, Secretariat, on the 'Barcelona Declaration: Better places to live, better places to visit', as contribution to EYCH, and

- ECTN on the 3rd edition of the Charter for Sustainable Cultural Tourism, a contribution to EYCH, inter-alia bringing together the Berlin Call to Action and the Barcelona Declaration, as well as updating the Charter with recent developments on 'European Capital of Smart Tourism', developments in Heritage Interpretation, Europeana Policy Guidelines for Tourism, ICOM Declaration update and new European Cultural Routes of the Council of Europe.

A keynote address by former EU Commissioner for Culture, Mrs Androula Vassiliou, on culture and tourism synergies was the highlight of the conference. At the closing session Mrs Vassiliou was confirmed as an Honorary Member of ECTN.

CHRISTA and Cult-RInG projects have common partners Vastra Gotaland region, Sweden, Region of Central Macedonia Regional Fund, Greece, Vidzeme Tourism Association, Latvia, Pafos Regional Board of Tourism, Cyprus, as well as ECTN. The other partners of CHRISTA (Veneto IT, Granada ES, Sibiu RO, Burgas BG, CIM Ave PT) benefited by exposure to the work of Cult-RInG on cultural routes for growth and jobs, and the Cult-RInG other partners (Lazio IT, CIL Alto Minho PT) benefited by the work of CHRISTA action plans implementation on the 4 I's (Intangible heritage, Industrial heritage, Interpretation facilities and Innovation / digitisation)



Cult-RInG event at the European Week of Regions and Cities

A special event was organised by Cult-RInG project in the frame of the **European Week of Regions and Cities** in Brussels on 9 October 2018. The European Week of Regions and Cities (EWRC) is an annual four-day event (8-11 October 2018) during which cities and regions showcase their capacity to create growth and jobs, implement European Union cohesion policy, and prove the importance of the local and regional level for good European governance. The European Cultural Tourism Network (ECTN), as the Cult-RInG project advisory partner responsible for communications, organised a side event. At this dissemination event the development of new European Cultural Routes for sustainable cultural tourism was launched. The event was under **EWRC Thematic cluster: Economic development, employment**. The event programme included:

Introduction to the event – ECTN Secretary-General.

Launch of new Cultural Route: ‘In the footsteps of St Paul, the Apostle of the nations’ by lead partner Region of Central Macedonia, Greece, with Lazio Region, Italy and Pafos Regional Board of Tourism, Cyprus.

Proposed improvements and extensions to existing Cultural Routes

- St Olav Ways through west Sweden by Vastra Gotaland region, Sweden
- Route of St James through north Portugal by CIM Alto Minho, Portugal.

Launch of new Cultural Route: ‘Iron Curtain Trail – the reunification of Europe route’

- Michael Cramer MEP
- Vidzeme Tourism Association, Latvia
- European Cyclists Federation, Belgium.

Launch of new Cultural Routes on mythology: ‘the return of the Argonauts’, based on intangible heritage, ancient civilizations and nautical routes, and ‘the Aphrodite’s Trail’

- Argonautica Network, Greece
- Pafos Regional Board of Tourism, Cyprus.



European Week | Brussels
8-11 October 2018



The event was in the frame of the **European Year of Cultural Heritage 2018**.



Next events and meetings

Cultural Routes Training Academy	Visby, Sweden 4-7 June 2019
Annual Advisory Forum on Cultural Routes	Sibiu, Romania September 2019 (tbc)
Event during European Week of Regions and Cities	Brussels 9 October 2019
Cult-RInG Progress Meeting in Phase 2	Brussels 10 October 2019
ECTN Annual Conference	Granada, Spain 24-26 October 2018
Final high-level event, Closing conference	April or May 2020 Thessaloniki, Greece

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