

Cultural Routes as Investments for Growth and Jobs

2018  European Year of Cultural Heritage
#EuropeForCulture



Lazio Region

Action 1:
the Francigena Route

Action 2:
Cultural Route of ST Paul's footsteps

Cult-RInG
Interreg Europe



European Union
European Regional Development Fund

Action Plan



Identification of the three stretches: Proceno-Rome, Appia, Prenestina-Casilina with their tourist attractions along the route.



April 2019



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Interreg Europe Programme

Interreg Europe Programme of interregional cooperation helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, the aim is to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place.

By building on its forerunner, [INTERREG IVC](#) (2007-2013), Interreg Europe aims to get maximum return from the EUR 359 million financed by the European Regional Development Fund (ERDF) for 2014-2020.

Solutions exist that can help European regions become the best that they can be. Today, the EU's emphasis is very much on paving the way for regions to realise their full potential – by helping them to capitalise on their innate strengths while tapping into opportunities that offer possibilities for economic, social and environmental progress. To achieve this goal, Interreg Europe offers opportunities for regional and local public authorities across Europe to share ideas and experience on public policy in practice, therefore [improving strategies](#) for their citizens and communities.

Cult-RInG Project

Cultural Routes (CRs) of the Council of Europe (CoE) have been established since 1987, stressing the importance of European identities. The CoE's Enlarged Partial Agreement (EPA) on CRs currently comprises 33 routes contributing to protection and development of natural and cultural heritage. CRs are used as powerful tools to promote and preserve EU's shared and diverse cultural identities. CRs provide a better understanding of the history of Europe through interregional exchanges of people, ideas and cultures.

The impacts of CRs on SMEs' innovation and competitiveness have showed that CRs are at the heart of cultural tourism development; they have achieved a noteworthy impact and progress, and shown remarkable potential for SME generation, networking, social cohesion, intercultural dialogue, and for promoting the image of Europe. CRs represent a source of innovation, creativity, small-business creation, and cultural tourism products and services development. There is a common challenge, in terms of evaluating and exploiting the benefits of existing CRs and deploy them in the development of new CRs, so that Growth & Jobs targets can be met faster.

The overall objective of the Cult-RinG project is to highlight the value of investments in European Cultural Routes, in terms of their contribution to Growth & Jobs, with capitalisation of good practices, policy learning, policy implementation, development of new Cultural Routes, monitoring and capacity building.

Main outputs are action plans on CR development and upgrading, with implementation and monitoring of improved policy instruments in 6 regions, communication and dissemination tools for policy learning and capacity building, contribution to EU policies and EU2020 targets. The beneficiaries are regional authorities looking for capturing the benefits of CRs, both existing ones with greater visibility and new ones, NGOs, European Networks, EU institutions, international organisations and stakeholders.

Cult-RInG Project Partnership



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CULTURAL
TOURISM
NETWORK

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

www.interregeurope.eu/cult-ring

FOREWORD

Lorenza Bonaccorsi
Assessore Turismo e Pari opportunità
Regione Lazio

The effective development of the Cultural Routes is strictly correlated both to concertation actions between national, regional and local authorities, to awareness actions towards local communities and involvement the relevant business system. The cultural itineraries, for the operators in the sector of the enhancement of cultural heritage and tourism, are progressively emerging from the oblivion in which they had been confined in the past years. Now, we are aware that the reflection on the cultural itineraries has more importance in the political debate linked to the enhancement of the territories. The creation of a cultural itinerary poses different questions compared to the past, both about the research applied to the theme, and the governance needs of the territories that area crossed by itinerary. The regulatory framework have been activated, often with interesting method innovations (see the Regional Law on the *Cammini in Lazio*, RCL Lazio), stimulated by the commitment of local communities, associations and the third sector that have started interesting actions of territorial planning, becoming true normative platforms from which to create systemic planning and a coherent and non-homologous socio-cultural programming. The communities of slow travelers are increasingly numerous, each with its own motivation, its own specific needs and-propensity to spend. Also the itineraries are diversified by type, extension and theme, but, overall, they constitute an opportunity to development for the territories that goes far beyond the economic aspect, generating factors of social growth such as: encourage the meeting between various cultures stimulate the decorum of landscapes and contexts, restore centrality to inland areas and places considered "minor", promote the recovery of abandoned rites and traditions, activate awareness of the safeguarding and improvement of the common heritage, promote the hospitality, support the qualification of services to the person, work on the use and accessibility to reduce the social gap and promote inclusion, counter the illegal and the various forms of hardship and crime. Therefore, realizing an itinerary means, even before giving life to the construction procedures of the same, to show great humility to the reference territories and the local communities, never abandoning the viewer who must be and remain the protagonist of this experience, creating the conditions of inclusiveness useful to make the traveler feel a temporary resident, in a conscious hospitable community. Specifically, the present action plan work, and more generally the Cult-RInG PROJECT, allows to create the conditions to share experiences, good practices in the fields of innovation, knowledge, economy and more advanced forms of sustainable tourism. In detail, with this document, the Lazio Region initiates an action to realize a virtuous model of local development for the Francigena Route. The purpose is to create the conditions for activating an easing path useful to reduce the gap between the needs emerging from the territory, the

existing regulatory framework and the implementation capacity and regional spending in view of the end of the seven-year period (2014 -2020).


Signature
Simone Bozzato

Acknowledgements

We thank all the person who took part to the project, in particular we want to thank the European Association of the Vie Francigene, the system of the regional offices of Lazio, the municipalities involved in the drafting of the action program.

Authored by:

Lazio Region, Italy, project partner

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Simone Bozzato, Associate Professor of University of Rome Tor Vergata
Ilaria Guadagnoli, University of Rome Tor Vergata
Flaminia Santarelli, Project Coordinator Cult-RInG, Lazio Region
Adriana Gaudino, Project Manager Cult-RInG, Lazio Region
Anna Maria Mantione, Communication Manager Cult-RInG, Lazio Region
Miriam Marini, Administrative Support Cult-RInG, Lazio Region
Ferdinando Rossi, Financial Manager Cult-RInG, Lazio Region
Tiziana Totò, Communication Expert Cult-RInG, Lazio Region
Maria Vincenza Zongoli, Senior Expert Cult-RInG, Lazio Region

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Executive Summary

Francigena Route crosses Europe from the north to the south and includes a network of routes (2200 km), which crosses England, France, Switzerland and Italy (for about 1020 km), from Canterbury to the Apulian coasts. This Action Plan concerns the territorial area of the Francigena Route in Lazio, in particular the path divided in three stretch, identified by the Regional Law n. 19th 2006: Proceno-Rome, Rome-Frosinone and Appia.

The study of the state of the art and regulatory framework that supports the cultural heritage of Francigena route, developed at European, national and regional level, linked with an accurate territorial analysis that allowed to identify the rich architectural, environmental, historical and cultural heritage, tangible and intangible placed along the cultural itinerary, is considered the premise of the present document that aims at enhancing the value of the areas crossed by the Francigena route and the creation of a solid connective tissue for the development of the territory and positive implications in the work in the territories of reference.

Also thanks to the analysis of the Cult-RInG PROJECT, applied to the regional context, it was possible to verify that the Francigena Route, in Lazio Region, crosses: 98 municipalities with a high tourist vocation (some not directly located on the Francigena Route, but their territories are crossed by the cultural itinerary); 9 parks/nature reserves and 14 ecclesiastical dioceses.

The cultural and environmental heritage of inestimable value is supported by a regulatory framework, consolidated by laws and regulations, implemented by the Member States of the European Union, Italy and the regions crossed by the cultural itinerary that has allowed to identify, recognize and enhance phase of the route. The important steps to define the stretch and its regulation are: in 2004, recognition by the Council of Europe of the Francigena Route as a "Great Cultural Itinerary" in accordance with resolution (98) 4, adopted by the Committee of Ministers on March 17th, 1998 (european level); implementation of the stretch from Rome to Brindisi and presentation of the dossier of recognition by the European Association of the Vie Francigene for the extension of the certification of the Francigena Route in the South (Lazio, Molise, Campania, Basilicata and Puglia), under evaluation (national level); approval of the Regional Law of March 10th 2017 n. 2 "*Provisions for the construction, maintenance, management, promotion and enhancement of the Lazio Region Road Network*". The most important points are: the establishment of the "Casa del Camminatore", procedure to regulate the rights of way and the management entrustment (regional level).

The action is configured as an element of interaction between the resources of the territories, the relative communities and the economic opportunities of the financial instruments in the regional operational programs 2014/2020.

The methods and tools used to manage the analysis and the identification of the programming, also thanks to participation to the events of Cult-RInG PROJECT, can be admitted to the replication and the mutuality of the experiences in other territorial realities crossed by the Cultural Itinerary, but territorializing the experience to the different landscape heterogeneities to which we will refer.

The participation in the Cult-RInG PROJECT events, in Portugal and Cyprus, has allowed to consolidate a common approach that is based on the exchange of experiences and good practices, tourism, culture and sustainability and aims to create favorable conditions to capitalize on the good practices present in the various itineraries (Sant'Olav and Santiago di Compostela), initiate shared governance processes, develop new itineraries (Itineraries of São Paulo, Itineraries of Aphrodite , Itineraries of the Iron Curtain, Expedition of the Argonauts), and create the conditions for obtaining the extension of the recognition, by the Council of Europe, of "Great Cultural Itinerary" for the Francigena Route South of Rome (presentation of the procedures set for September 2019). The purposes are to produce a local business system that generates direct and indirect benefits to territorial stakeholders and local communities.

The territorial business system implement the following actions: the identification of the needs emerging from the territory, the identification of current and potential interlocutors, awareness and training

activities for local communities, increasement of the knowledge of the itinerary by tourism operators and territorial stakeholders and the awareness of the socio-cultural and economic growth implications for the territories involved, will be the business group ready to manage a homogeneous and organic section, as in the Regional Law of 10. 03.2017 n. 2 "*Provisions for the construction, maintenance, management, promotion and enhancement of the Lazio Region Road Network*".

The cultural itinerary of Francigena route must be understood as a privileged instrument for implementing policies for sustainable development, for systematising and enhancing cultural heritage, to overcome the territorial fragmentation deriving from local policies, to preserve urban, environmental and landscape contexts at risk of progressive depopulation, depletion and abandonment. The enhancement and tourism promotion of the Francigena route aims to create a network of sustainable local tourism systems that enhances and promotes the cultures and the excellence of the territory, crossed by the route.

The second action concerns the St. Paul Itinerary. The Action is an initiative of the Region of Central Macedonia to establish a network along with the Pafos Regional Tourism Board (Cyprus), Lazio Region (Italy, tourism agency) and the European Cultural Tourism Network (ECTN-Belgium), which as a legal entity will apply to the Institute of Cultural Routes for the certification of the "In the Footsteps of St. Paul, the Apostle of the Nations" Cultural Route. The Cultural Route will run along Via Appia Antica in Lazio Region, using the existing Cammino di San Paolo route and ending in the Papal Basilica of St. Paul Outside the Walls (Basilica Papale di San Paolo fuori le Mura), commonly known as St. Paul's Outside the Walls.

Action Plan (main part)

Produced by each region, the **action plan** is a document providing details on **how** the lessons learnt from the cooperation will be exploited in order to improve the policy instrument tackled within that region. It specifies the nature of the actions to be implemented, their timeframe, the players involved, the costs (if any) and funding sources (if any). If the same policy instrument is addressed by several partners, only one action plan is required.

Part I – General information

Project: **Cult-RInG PROJECT (Cultural Routes as Investment for Growth & jobs)**

Partner organisation: **Lazio Region**

Other partner organisations involved (if relevant): **ECTN, European Cultural Tourism Network**

Country: **Italy**

NUTS2 region: **Lazio Region**

Contact person: **Adriana Gaudino**

email address: agaudino@regione.lazio.it

phone number: 06 51687238

Part II – Policy context

The Action Plan aims to impact:

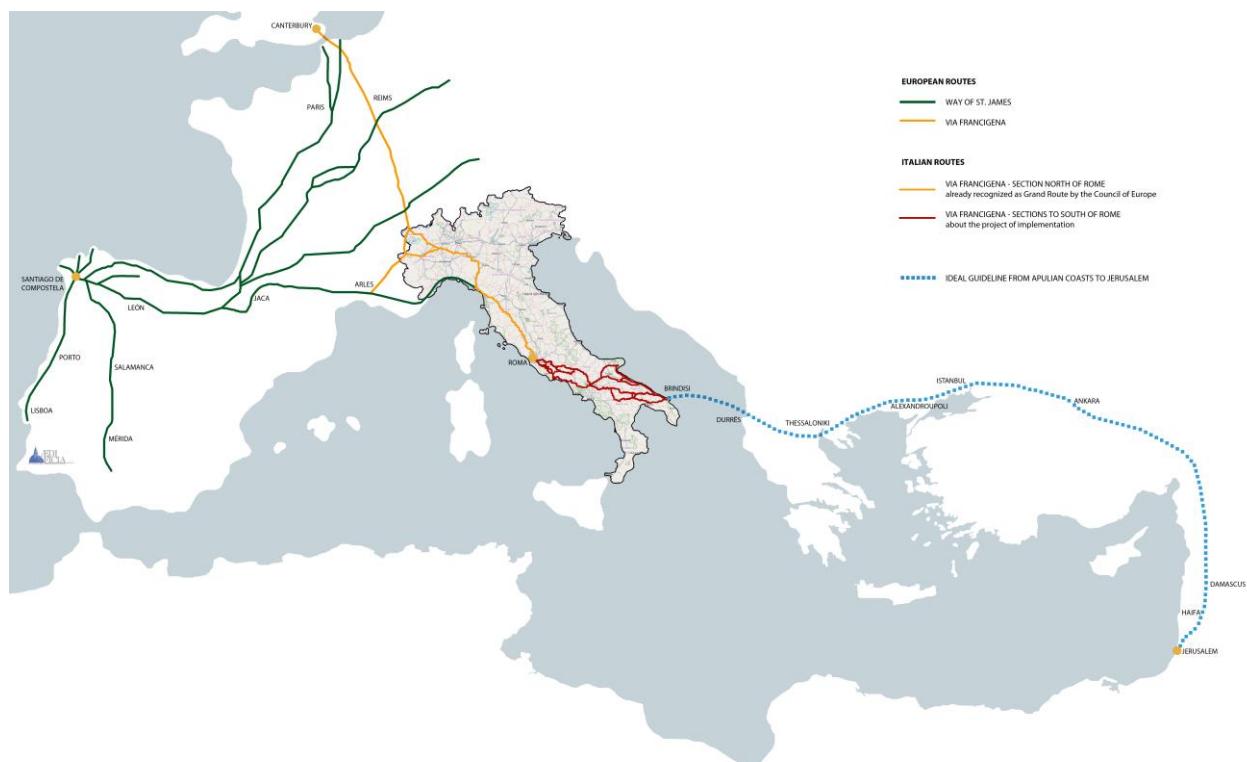
- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument addressed: Regional Operational Program FESR – European Fund for Regional Development of Lazio del Lazio 2014/2020

Part III – Details of the actions envisaged

ACTION 1

1. Francigena Route: context analysis and first project purposes.



Francigena Route crosses Europe from the north to the south and includes a network of routes and paths, 2200 km long, which crosses England, France, Switzerland and Italy (for about 1020 km), from Canterbury to the Apulian coasts. This Action Plan concerns the territorial area of the Francigena Route in Lazio, in particular the path divided in three stretch, identified by the Regional Law n. 19/2006: Proceno-Rome, Rome-Frosinone and Appia. The Francigena Route is a cultural and environmental heritage of inestimable value, supported by a regulatory framework, consolidated by laws and regulations, implemented by the Member States of the European Union, Italy and the regions crossed by the cultural itinerary. The regulatory framework has been essential for the identification, recognition and enhancement phase of the route and today needs of concrete actions to develop initiatives to the territories.

The main regulatory framework to define the stretch and its regulation is:

at community level:

- in 1994 recognition by the Council of Europe of the Francigena Route as "Cultural Itinerary" (protocol No. 459 of 4 May 1994);
- in 2004 recognition by the Council of Europe of the Francigena Route as a "Great Cultural Itinerary" in accordance with resolution (98) 4, adopted by the Committee of Ministers on 17 March, 1998.

At national level:

- Mibact, Ministry for Cultural Heritage and Activities and Tourism, organized a coordination table for the valorization and the creation of a network of the Francigena Route, promoting the digital Atlas of the Cammini d'Italia;
- implementation of the stretch from Rome to Brindisi and presentation of the dossier of recognition by the European Association of the Vie Francigene for the extension of the certification of the Francigena Route in the South (Lazio, Molise, Campania, Basilicata and Puglia), under evaluation;
- strategic Tourism Plan 2017-2022 "Italy, a country for travelers". The Plan proposed new forms of tourism about the use to the Cultural Heritage, based on the fundamental concepts of sustainable tourism.

At regional level:

- approval of the Regional Law of 23 November, 2006, n. 19. "Provisions for the cultural, tourist and

environmental enhancement of the Francigena Route and other regional cultural itineraries by the Council of Europe";

- approval of the Regional Law of 10/03/2017 n. 2 "Provisions for the construction, maintenance, management, promotion and enhancement of the Lazio Region Road Network". The most important points are: the establishment of the "Casa del Camminatore", procedure to regulate the rights of way and the management entrustment.

The territories crossed by the Francigena Route are extremely heterogeneous, the result of a cultural sedimentation produced by the different communities that have lived, live and work on the cultural itinerary. An extraordinary architectural, historical-cultural, environmental, tangible and intangible heritage, which represents the historical and geographical fabric of our country but also the element on which to build forms of sustainable enhancement of the territories and landscapes that are crossed. Also thanks to the analysis of the Cult-RInG PROJECT, applied to the regional context, it was possible to verify that the Francigena Route in Lazio crosses:

- **98 municipalities with a high tourist vocation (also some municipalities, not directly located on the Francigena Route, but their territory are crossed by the cultural itinerary);**
- **9 parks / nature reserves;**
- **14 among ecclesiastical dioceses, suburbicarian dioceses and one archdiocese.**

Specifically, some of the municipalities, with a high tourist vocation, which consider the Francigena itinerary a hypothetical socio-economic flywheel that can stimulate the local economy, are:

- Zagarolo, Gallicano nel Lazio, Palestrina, Cave, Genazzano, Paliano, Serrone, Piglio, Acuto, Anagni, Ferentino, Frosinone, Arnara, Pofi, Ceprano, San Giovanni Incarico, Roccasecca, Castrocielo, Piedimonte San Germano Veroli, Abbazia Casamari, Cassino, Cervaro, San Vittore nel Lazio, about Casilina-Prenestina path;
- Proceno, Acquapendente, Bolsena, San Lorenzo Nuovo, Calcata, Bassano Romano, Montefiascone, Viterbo, Vetralla, Sutri, La Storta, Campagnano di Roma, Grotte di Castro, Nepi, Formello, Monterosi, Caprarola, Ronciglione, about Proceno-Rome path;
- Castel Gandolfo, Velletri, Marino, Albano Laziale, Lariano, Giulianello, Sonnino, Abbazia di Fossanova, Monte San Biagio, Camposano, Itri, Rocca Massima, Segni, Montelanico, Carpineto Romano, Roccagorga, Maenza, Prossedi, Roccasecca dei Volsci, Cori, Sezze, Bassiano, Terracina, Fondi, Sermoneta, Norma, Priverno, Formia, Minturno, about Appia path.

The identified nature reserves and parks are:

- Nature Reserve of the Lake of Bolsena
- Nature Reserve of the Lake of Vico
- Nature Regional Park of Bracciano-Martignano
- Regional Park of Veio
- Nature Regional Park of Monti Lucretili
- Nature Regional Park of Castelli Romani
- National Park of Circeo
- Natural Park of i Ausoni Mountains
- Natural Park of Aurunci Mountains

The ecclesiastical dioceses involved in the passage of the Francigena Route are:

- Diocese of Viterbo
- Diocese of Civita Castellana
- Diocese of Roma
- Suburbicarian Diocese of Porto-Santa Rufina
- Suburbicarian Diocese of Frascati
- Suburbicarian Diocese of Albano

- Suburbicarian Diocese of Velletri-Segni
- Diocese Latina-Terracina-Sezze-Priverno
- Archdiocese of Gaeta
- Diocese of Roma
- Suburbicarian Diocese of Palestrina
- Diocese of Anagni-Alatri
- Diocese of Frosinone-Veroli-Ferentino
- Diocese of Sora-Aquino-Cassino-Pontecorvo

The territorial abbeys, which are crossed by cultural itinerary, are:

- Territorial abbey of Santa Maria di Grotta Ferrata
- Territorial abbey of Montecassino
- Territorial abbey of Subiaco

The Francigena cultural itinerary must be understood as a privileged instrument for implementing policies for sustainable development, for settling and enhancing cultural heritage, to overcome the territorial fragmentation derived from local policies, to preserve urban, environmental and landscape contexts at risk of progressive depopulation, depletion and abandonment. Through the enhancement of the cultural itinerary, it is intended to produce widespread and non-selective effects, ensuring the development of the entire territory and not only known tourist centres. This process, undoubtedly, reduces the territorial marginality, involves the smaller centres with the aim of increasing the attractiveness, stimulates the local economy and supports the development of a culture of welcoming local communities, which, necessarily, will be educated and informed for welcome visitors.

It is more important to create a network of sustainable local tourism systems that enhances and promotes the cultures and the excellences of the territory, crossed by the route. The network system can represent an opportunity for socio-economic development for the entire community, with benefits to local stakeholders, local communities, local action groups and associations, whose have as a common purpose to define and share strategies and guidelines for the planning and management of the territory, through the organization of training, dissemination, sensitization and monitoring activities of the route.

The starting point of the plan concerned the strategic orientation of a first inclination of the same in actions, as well as the identification of the stakeholders involved and the preliminary assessment with respect to potential costs. The methods and tools used to analyze and identify the programm are inserted and can allow the replicability and mutuality of the experiences in other territorial realities, crossed by the cultural itinerary, but territorializing the experience to the different landscape heterogeneities which you will want to refer to. The strategic purpose of the plan is the enhancement of the areas crossed by the Francigena Route, to create a solid connective tissue and to activate development processes and working repercussions in the reference territories, linking to the local productive fabric and / or stimulating a potential. It will become an interface element between the needs of the territories, the relative communities and the opportunities coming from the economic-financial instruments present in the regional operational programs 2014/2020.

The effects that the project has helped to start and / or stimulate are the following:

- identifying the current territorial resources and the relative acquisition of knowledge by the communities interested in the cultural itinerary, in this regard, see what was done during the Study Tour held in Lazio;
- giving life an analytical framework and relative mapping of the entire path and of the resources present in the study area, referring to what has already been done within the CERTESS project, funded by the European Union under the INTERREG IVC project;
- creating the conditions for the local communities crossed by the Francigena Route to increase the knowledge of the itinerary as well as the awareness of the socio-cultural and economic growth implications for the territories involved, also through the creation of a first network of transnational cooperation with the comparison of the Cult-RInG PROJECT national partnership itineraries;
- identifying the needs emerging from the territory, in consideration of the exchange of good practices

with the other itineraries present in the Cult-RInG PROJECT, specifically Saint' Olav and Santiago di Compostela;

- identifying and recognizing the current and potential interlocutors ("cultured", "spiritual", "enogastronomic", "sports", "experiential" tourist), who will benefit from tourism services, monitoring the satisfaction index through the "study" of their needs, desires and expectations;
- activating an innovative regional legislative support system, implemented through a participatory and inclusive process that has produced L.R. of 10/03/2017 n. 2 "Provisions for the construction, maintenance, management, promotion and enhancement of the Lazio Region Road Network".

Specifically, in the various meetings of the Cult-RInG PROJECT in Portugal and Cyprus, the exchange of experiences and good practices presented has allowed to consolidate a common approach based fundamentally on three pillars: tourism, culture and sustainability. The aims of this approach are: the realization favorable conditions to capitalize the good practices present in the various itineraries, initiating shared governance processes, developing new itineraries (São Paulo Itinerary, Aphrodite Route, Iron Curtain Route, Argonauts Expedition), and the development of the conditions for obtaining the extension, by the Council of Europe, of a "Great Cultural Itinerary" for the Francigena Route South of Rome (presentation of the procedures for September 2019).

2. The Francigena Route and the management model for the Lazio Region: the Territorial Business Systems (T.B.S.).

So, identified and understood the lessons learned from the project and verified the state of the art, particular importance is the realization of regional governance model of the cultural itinerary. The purpose is to create a virtuous model of local development through the construction of "Territorial Business Systems" along the Francigena Route. The aim is to produce a local business system that provides direct and indirect benefits to territorial stakeholders and local communities, through:

- action to identify the territorial business systems which will operate in the management, maintenance, enhancement and promotion of the Francigena Route. The subjects that can be part of the T.B.S., will be identified among the existing business networks as "*Deliberation of the Regional Council n. 94 of March 15th 2016*" and/or intermediate bodies already collectors of micro enterprise systems (LAGs of Local Action, Mountain Communities, Regional Parks and Ecclesial Cultural Parks), with the support of research structures and / or universities in Lazio, associationism and municipalities.

The Territorial Business Systems will give life to the following actions:

- actions to verify the critical elements (in terms of infrastructure and hospitality) and the potential elements through the definition of intervention standards and procedures to make the offer of the tourism product homogeneous in the hospitality system and use of the territory;
- actions to systematize communication tools (multimedia, information, social networks, etc.), the image and the territorial identity through the different communication channels, in order to transmit a coherent and effective message and to provide an image of the tourism product as a true unitary cultural territorial system;
- actions to coordinate related to the cultural itinerary with proposals and common calendars of promotional activities;
- actions to awareness for community workers with the purpose to increase the knowledge of the historical-cultural values of the itinerary and the positive impacts for the socio-economic growth of the territory;
- actions of training for professionals to support the creation and management of local tourism development networks and platforms;
- actions to organize focus groups for the involvement and awareness of operators, stakeholders and residents, with the purpose to create the conditions for a promotion of tourism products and a distinctive positioning of the francigeno brand;
- actions of involvement and participation of schools included in the territories of interest to raise awareness and knowledge of the territorial heritage.

The monitoring tool, through monthly controls, aims to pick up and systematize the information about the implementation of actions listed. The purpose is to guarantee the achievement of the targets.

The Territorial Business System, through the actions above, will be the business group ready administrare a territorially homogeneous organic section, as per Regional Law March 10th 2017 n. 2 "Provisions for the construction, maintenance, management, promotion and enhancement of the Lazio Region Road Network".

3. Players involved

- Lazio Region;
- T.B.S., Territorial Bussiness System;
- DMO, Destination Management Organization;
- Business networks established by resolution of the Regional Council no. 94 of 15/3/2016;
- LAGs, Local Action Groups, private public partnerships at local level, established in associations with recognized legal personality (articles 14 - 35 of the Civil Code);
- Mountain communities;
- Ecclesial cultural parks;
- University / Research Centers in Lazio, partner bodies in training and research actions;
- European Association of Vie Francigene, a partner institution in the European relational system;
- Associations and Municipalities, partner bodies in dissemination actions.

4. Timeframe

1 January 2019 - 31 December 2020

5. Costs (if relevant)

€ 50.000,00

6 Funding sources (if relevant):

Resources available under Action 3.3.1 of the Regional Operational Program FESR - European Regional Development Fund for Lazio 2014/2020

ACTION 2

1. Cultural Route of St Paul's footsteps

Development and submission of an application to the Council of Europe / European Institute of Cultural Routes for the certification of the new transnational Cultural Route “In the footsteps of St. Paul, the Apostle of the nations”, as a Cultural Route of the Council of Europe Common action with project partners the Regional Development Fund of Central Macedonia on behalf of the Region of Central Macedonia (lead partner), Pafos Regional Board of Tourism – Cyprus and supported by European Cultural Tourism Network (ECTN, advisory partner) – Belgium.



(Source: <https://christianpublishinghouse.co>)

The cultural route of St Paul's footsteps is an itinerary of faith, therefore, but also of history, art and nature which, in an alternation of environments and extraordinary landscapes, allows you to discover small villages, beautiful archaeological sites and naturalistic areas. It is a destination of a different, slow and responsible tourism that has the time to appreciate our territory in its genuineness, between faith, uncontaminated nature, archeology, history and many traditions.

The Way of St. Paul is different from the other routes that cross Lazio, not only for its common thread linked to the charismatic figure of the apostle, but also for its path designed to be as close as possible to the ancient route, passing in areas like the Pontine plain, rich in interest and yet to be discovered.

The goal is to rediscover a historical-religious itinerary of great importance, re-evaluating the role of the ancient Via Appia as a fundamental road axis of antiquity, and telling stories, legends and traditions of a territory able to surprise the traveler.

In detail, this action constitutes a result of the good practices presented in the 1st and 2nd thematic workshop of the Cult-RInG project that took place in Latvia and Sweden respectively, as well as in the Study Tour in the Lazio Region, Italy. This specific Action is based on the good practices presented by the Tourism Department of the Lazio Region regarding the management and promotion of the certified by the Council of Europe Cultural Route “Via Francigena”, as well as St Olav Ways by Vastra Gotaland Region, Sweden and St James Way by CIM Alto Minho, Portugal. The Italian part of the “Via Francigena” that was presented as good practice by the Lazio Region, is found at the northern part of the region and passes through important archeological sites, monuments and towns such as those of Viterbo, Formello, Itri and Terracina and ends in the city of Rome (Vatican).

In the Region of Lazio, there is a network of routes (Routes of Lazio System) that includes four different

cultural routes, with "Via Francigena" the most popular among them. Both in the presentation and the Study Tour, the organisation and management of the Route were presented, as well as the synergies developed with the local government for the network's maintenance and improvement. Synergies have also been developed with local stakeholders and community aiming at the Routes' preservation as both cultural/tourism product and business tool.

The Ministry for Cultural Heritage and Activities and Tourism in 2015 organized the Appia Regina Viarum project, "enhancement and creation of a network", along the Roman path of Appia Antica (http://www.programmazionestrategica.beniculturali.it/?page_id=421). The purpose of project was to make the Appia Antica a historical cultural attraction, but also to strengthen the economic systems of the territories crossed by the ancient road. The project has produced the precise identification of the route and the realization of the necessary works to make it usable the Way of the ancient Via Appia to full tourist use. In fact, the whole path has been mapped, starting from the journey of Paolo Rumiz, Irene Zambon, Riccardo Carnovalini and Alessandro Scillitani, then summarized in the book "Appia" and in the exhibition curated by the Italian Geographic Society, "L'Appia Ritrovata", whose itinerary was then systematized, through an air flight that produced aerofotogrammetric material, and allowed the creation of the "Geohub Appia". In an interactive form, the Geohub allows to consult the mapping of the Appia Antica cultural itinerary (<http://appia.beniculturali.it/appia/>). Now, the project aims to verify the entire itinerary on the field and to allocate a part of the 20,000,000.00 € to the Regions involved in the itinerary, identified in the context of Plan for the thematic area of Culture and Tourism (1 billion euro), approved by the CIPE on 1 May 2016 Fund for Development and Cohesion (FSC) 2014-2020. This important work creates the conditions for defining and structuring in terms of tourism, in the Italian part, and through the Appia Antica Route, the hypothesis of creation of the Itinerary of Saint Paul, as described in the Historical Geographic Atlas of the Bible by Paul Lawrence and in the interdisciplinary Atlas of Giacomo Perego, on the arrival of Saint Paul in Rome through the Appian Way.

The action 2 concerns a different policy instrument, that is the new Lazio region Three-year Tourism Plan, recently approved.

Some of the municipalities, with a high tourist vocation, along St Paul way are:

- Roma
- Castel Gandolfo
- Albano Laziale
- Ariccia
- Velletri
- Sezze
- Terracina
- Monte San Biagio
- Fondi
- Itri
- Gaeta
- Formia
- Minturno
- Pozzuoli

The nature reserves along the way are:

- Nature Reserve of Appia Antica
- Natural Park Aurunci mountain
- Natural regional park Castelli Romani
- Mountain Ausoni and the lake of Fondi

The archeology areas along the itinerary are:

- Tres Tabernae
- Archaeological area of Minturnae
- Forum Appii

The Action is an initiative of the Region of Central Macedonia to establish a *network* along with the Pafos Regional Tourism Board (Cyprus), Lazio Region (Italy, tourism agency) and the European Cultural Tourism Network (ECTN-Belgium), which as a legal entity will apply to the Institute of Cultural Routes for the certification of the "In the Footsteps of St. Paul, the Apostle of the Nations" Cultural Route. Member of this network can be Regions, Local Government Bodies, Metropolises, Universities and other relevant organisations.

The steps for the certification of the cultural route are the following:

- Definition of subject that promotes common European values
- Determination of geographical, cultural, historical and natural heritage features in the countries / regions participating in the network.
- Establishment of a European network with legal status
- Coordination of joint actions to encourage cultural cooperation
- Creation a common Viewing Identity for the Route.

An important step towards the certification of the route was the signing of a *Memorandum of Understanding* among the Region of Central Macedonia - Greece, Lazio Region - Italy, Paphos Regional Tourism Board - Cyprus and the European Cultural Tourism Network (ECTN - Belgium) in September 2018, in which the members agree that they will work together to promote the cultural route of the "In the Footsteps of St. Paul, the Apostle of the Nations" and to submit application for the route's certification by the Council of Europe. The Cultural Route will run along Via Appia Antica in Lazio Region, using the existing route of San Paolo route and ending in the Papal Basilica of St. Paul Outside the Walls, commonly known as St. Paul's Outside the Walls.

The purpose of this action is to create the conditions to ensure coherent and compatible development of the territory and its distinctive and peculiar elements; to realize and to promote local business networks, through public-private agreements and collaborations, for the feasible and compatible relaunch of the individual territorial realities at the regional level and for the reduction of the inequalities and socio-economic hardship.

The aim is to achieve the sustainability and the competitiveness of cultural tourism in the territories crossed by the cultural itinerary and their territorial cohesion, by providing integrated instruments of action; to guarantee the economic and environmental sustainability of the cultural activities related to the itineraries themselves.

Specifically, the methodologies implemented in the various meetings of the Cult -RInG Project, in particular in Portugal and Cyprus, oriented towards the exchange of experiences and best practices, have allowed us to consolidate a common approach at creating favorable conditions for capitalizing the best practices, present in different itineraries, and start shared governance processes.

3. Players involved

The organisation involved in the project are:

- Archaeological Superintendence of Lazio and Southern Etruria;
- University of Lazio;
- Municipalities crossed by the cultural itinerary;
- cultural associations and small and medium-sized enterprises.

During the implementation of the Cult-RInG Project, many stakeholders were invited and participated in the Local Stakeholder Meetings of the project, providing information through questionnaires for the development of this Action Plan. All these stakeholders will also provide information on the development

of the Cultural Route and will also be invited to participate as members to the Route's cultural network.

4. Timeframe

The Action will be completed within 9 months January – September 2019, with the submission of the joint application to Council of Europe by end September 2019.

October 2019 – December 2020: follow-up and facilitation of the certification activities of the Council of Europe, marketing of the (candidate) Cultural Route in tourism fairs and other cultural and tourism fora.

5. Costs (if relevant)

€ 5.000,00

6. Funding sources (if relevant)

Lazio Region will use its own resources

Date:

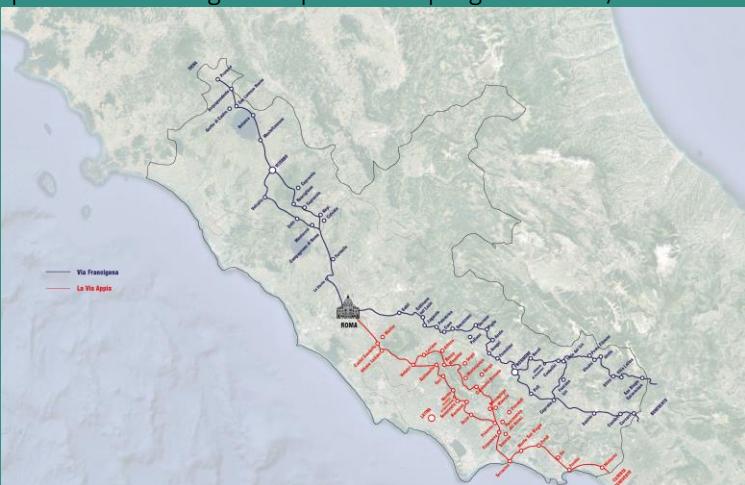
18/12/2018

Signature:

Stamp of the organisation (if available):



The Francigena Route is a cultural and environmental heritage of inestimable value, supported by a consolidated regulatory framework with laws and regulations implemented by the Member States of the European Union, Italy and the Regions. The strategic purpose of the present plan is the enhancement of the areas crossed by the cultural itinerary and the creation to a solid connective tissue to active a development processes and working repercussions in the reference territories for linking the local productive tissue and/or for stimulating a potential. It will become an interface element between the needs of the territories, the relative local communities and the opportunities linked with the economic-financial instruments present in the regional operational programs 2014/2020.



Identification of three stretches Proceno-Roma, Appia, Prenestina-Casilina and the most important municipalities on the route.

**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**