

2nd Council of Europe Cultural Routes Summer Seminar 24-28 June 2013 Selinunte, Sicily

Programme

Monday and Tuesday 24 and 25 June - New projects

Sessions will use as a reference text the draft handbook on cultural routes design and management which will be distributed to participants on arrival

Day One - morning session: introducing the Council of Europe's cultural routes programme

9.00: Welcome addresses by the hosts

Antonio Barone, Director of the Phoenicians' Route
Felice Errante, Mayor of Castelveirano
Sicilian Region Tourism board

9.30-10.30: Overview of the Council of Europe's cultural routes programme in the international context

Ms. Penelope Denu, Executive Secretary, Council of Europe
Enlarged Partial Agreement on Cultural Routes (EPA)
Director, European Institute of Cultural Routes (EICR)

- Short history of the programme
- Cultural routes as illustrations of European culture and history, exploring European identity
- Cultural routes as a "soft power" tool for promoting cultural exchange and intercultural dialogue
- Cultural routes as a tool for social and economic development in lesser-known regions
- The international context, cooperation with the European Commission and with other international organisations

10.30-11.00: "Ice-breaking" coffee break

11.00 - 13.00: Why certification as a Council of Europe Cultural Route – and how?

Dr. Eleonora Berti, Coordinator, new projects and evaluation, EICR

13.00 – 15.00 Networking Lunch

Day One - afternoon session: presenting your projects

15.00 - 16.30: Presentation exercise for routes project representatives.

Participants have 5 minutes each to present their project in a lively, interesting and stimulating way. To make your presentation a success, we encourage you to choose between written materials, objects that symbolize your route, short speeches, stories, videos, photos – think of impressing your audience and captivating their attention.

Routes' representatives

16.30-17.00 Coffee break

17.00-18.00: Q&A session on constitution of the application for certification and the evaluation process

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Day Two – morning session: keys to design and management of Council of Europe cultural routes

9h-10.30 **The criteria for certification by the Council of Europe - benchmarks for all sustainable cultural routes projects in Europe**

- *Transnational projects*
- *Legal status and democratic functioning*
- *Scientific committee and academic research*
- *Branding, marketing, communication*
- *Sustainable cultural tourism development for cultural routes*

Penelope Denu, Eleonora Berti, Nick Hall

10.30-10.45 *Coffee break*

10.45-13.00 **20-minute workshops - the five priority areas for certification**

- *Co-operation in research and development*
- *Enhancement of memory, history and European heritage*
- *Cultural and educational exchanges for young Europeans*
- *Contemporary cultural and artistic practice*
- *Cultural tourism and sustainable cultural development*

Participants will move between the five workshops to discuss how they develop activities in these areas and the challenges they encounter

13.00-15.00 *Networking Lunch*

Day Two – afternoon session: strategies for successful cultural route development, a practical approach

15.00-17.30 **Routes projects are asked to form small groups of and to examine a certified route, performing a SWOT analysis and preparing proposals for further development.**

Conducted by Dr. Eleonora Berti, Coordinator, new projects and evaluation, EICR

17.30-18.30 **Presentation of the studies and proposals (PowerPoint)**

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Day Three - Wednesday 26 June: The Big Day of Exchange

Day Three – morning session: new issues

9.00-10.00 **Breakfast networking meeting, welcome by the local authorities**

10.00-11.45 **What's new?**

Introduction by Ms Elke Atzler, Chair of the Governing Board of the Enlarged Partial Agreement on Cultural Routes (EPA)

- *State of play of the EPA*
- *End of the pilot phase of the EPA – content of the new draft resolution*
- *Future of the cultural routes programme*

New tools and platforms for cultural routes

- *Guide on design and management of cultural routes*
- *University network*
- *Communication strategy*
- *Annual Advisory Forum Innsbruck 2013, Baku 2014*
- *Proposal for a pilot mentoring scheme (peer-coaching certified routes/projects)*
- *Cooperation with other organisations (UNWTO – Global Code of Ethics in Tourism, Themis Foundation)*

11.45-12.00 *Coffee break*

12.00-13.00 **European tourism policy: initiatives and tools - *European Commission***
Ms. Cinzia De Marzo - Policy Officer, Tourism Policy - DG ENTR European Commission

13.00 – 15.00 *Networking Lunch*

Day Three – afternoon session: presentations, case study and field trip

15.00-16.00 **Presentation of the exercise on enhancement of cultural routes by candidates**

16.00-16.45 **Working with local stakeholders: the experience of Phoenicians' Route in Sicily (case study)**

17.00-18.30 **Study visit to the Selinunte archeological site**

19.00 **Working with local stakeholders: the experience of Iter Vitis Route in Sicily (case study)**

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27 and 28 June – Cultural routes certified by the Council of Europe

Day Four – morning session: presentations and discussion on topical themes

9.00-13.00 **Presentation of the European Tourism System of Indicators**
Ms. Cinzia De Marzo - Policy Officer, Tourism Policy, DG ENTR European Commission

A system of performance evaluation for Council of Europe cultural routes
Kseniya Khovanova-Rubicondo, Expert with the Council of Europe

UNWTO indicators and the Global Code of Ethics for Tourism
Representative of the UNWTO (Skype)

Ensuring ethics in tourism
Ms. Sara Gutiérrez - Koan Consulting, EARTH Network

Day Four – afternoon session: workshops for concrete action

13.00-17.00 **Working lunch followed by parallel practical workshops**

Workshop 1 - Implementing the European Tourism Indicators System along the cultural routes of the Council of Europe

Conducted by Ms. Cinzia De Marzo - Policy Officer, Tourism Policy, DG ENTR European Commission

Workshop 2 - Towards a charter of ethics for cultural routes of the Council of Europe

Conducted by Ms. Sara Gutiérrez - Koan Consulting, EARTH Network

Day Five – morning session: decisions, conclusions

- **Presentation of the results of the parallel workshops by the rapporteurs,**
- **decisions on next steps**
- **conclusions of the Summer seminar**

Day Five – afternoon session: meetings on governance and evaluation for certified routes

Meeting of cultural routes managers

Chaired by Antonio Barone, representative of the routes

Meeting with Cultural Routes due for evaluation in the 2013-2014 cycle

Penelope Denu and Eleonora Berti

Competition for new projects – Win a stay at the Institute!

The winners of the “route enhancement exercise” will be invited to come to the Institute during the next year for individual assistance in developing their project.

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Social Programme – 23-29 June 2013

Sunday 23 June

20.00-21.00 Welcome dinner hosted by the Region of Sicily and the Phoenicians' Route

Day One: 24 June

20.30 Dinner hosted by the region of Sicily and the Phoenicians' Route

Day Two: 25 June

20.30 Welcome dinner hosted by the City Council of Castelvetro, Region of Sicily and the Phoenician's Route

Day Three: 26 June

19.00 Dinner hosted by the ITER VITIS route (bus transfer to Sambuca di Sicilia – Palazzo Pannitteri)

Day Four: 27 June

20.30 Intercultural evening hosted by the Phoenicians' Route and the Sicilian Region.

Day Five: 28 June

19.00 Visit to the Museo delle Trame Mediterranee – Fondazione Orestiadi – Gibellina, Sicilian Dinner hosted by the Phoenicians' Route and Sicilian Region and concert by the Orestiadi Foundation (bus transfer to Gibellina)

Saturday 29 June

8:30 Excursion to Mozia and Erice, bus transfers to Trapani and Palermo airports

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