



Ministero
dei beni e delle
attività culturali
e del turismo



EUROPEAN
INSTITUTE
OF
CULTURAL
ROUTES



CULTURAL ROUTES OF THE COUNCIL OF EUROPE

30TH ANNIVERSARY (1987-2017) - 7TH ADVISORY FORUM

**"30 years of Cultural Routes of the Council of Europe:
Building dialogue and sustainable development
through European values and heritage"**

27-29 September 2017, Lucca, Italy

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TUESDAY 26 SEPTEMBER - Side events

Side events organised by the local partners

- Meeting at the Francigena entry point (Porta Elisa)
- Guided tour of Lucca along the Via Francigena
- Aperitif and dinner at the *casermetta* on the city fortification
- Visit to the "*Casa del Boia*" museum

DRAFT

WEDNESDAY 27 SEPTEMBER – PALAZZO DUCALE

Exhibitions and events on Cultural Routes open to the public (*free entrance, 27-30 September, Real Collegio*)

Morning Lucca city guided tour

14:00 – 15:00 Registration of the participants - Palazzo Ducale

14:15 – 15:00 *Meeting of the Presidents of the Cultural Routes of the Council of Europe
Meeting of the Managers of the Cultural Routes of the Council of Europe
Meeting of the University Network of Cultural Routes Studies*

15:00 – 15:30 Networking Café

15:30 – 18:00 OFFICIAL OPENING OF THE VII ANNUAL ADVISORY FORUM

Alessandro TAMBELLINI, *Mayor, City of Lucca*

Dario FRANCESCHINI, *Minister of Cultural Heritage and Activities and Tourism, Italy (tbc)*

Antonia Pasqua RECCHIA, *Secretary General, Ministry of Cultural Heritage and Activities and Tourism, Italy*

Francesco PALUMBO, *Director General of Tourism, Ministry of Cultural Heritage and Activities and Tourism, Italy*

Enrico ROSSI, *President, Tuscany Region (tbc)*

Gabriella BATTAINI-DRAGONI, *Deputy Secretary General, Council of Europe*

Federica MOGHERINI, *High Representative, European Union for Foreign Affairs and Security Policy (tbc)*

Michele NICOLETTI, *Deputy Partito Democratico (IT), Parliamentary Assembly, Council of Europe (tbc)*

Gudrun MOSLER-TÖRNSTRÖM, *President, Congress of Local and Regional Authorities, Council of Europe*

Silvia COSTA, *Member of the European Parliament, Former President of the Committee on Culture and Education*

Walter ZAMPIERI, *Head of Unit, Cultural Policy, DGEAC, European Commission (tbc)*

Alfredas JOMANTAS, *President, Enlarged Partial Agreement on Cultural Routes of the Council of Europe*

Barbara ZECHES, *Vice-President, European Institute of Cultural Routes*

Accession Ceremony for new EPA Member States who joined the Partial Agreement during 2017

19:30 – 21:00 DINNER FOR OFFICIALS AND REGISTERED PARTICIPANTS

21:00 – 23:00 CELEBRATION OF THE 30TH ANNIVERSARY OF THE PROGRAMME Teatro del Giglio

Alfredas JOMANTAS, *President, Enlarged Partial Agreement on Cultural Routes of the Council of Europe*

Awards ceremony for the personalities who have marked the history of the Cultural Routes programme
Ceremony for the certified Cultural Route of the Council of Europe

Classical concert

Overnight stay in Lucca and surrounding towns (transfer provided)

THURSDAY 28 SEPTEMBER – REAL COLLEGIO

Exhibitions and events on Cultural Routes open to the public (*free entrance, 27-30 September, Real Collegio*)

9:00 -10:30 PLENARY SESSION

Keynote Speech

Pier Luigi SACCO, *Professor of Economy of Culture IULM University, Milan - Special Adviser, European Commission*

Introduction to the Forum Workshops and Forum methodology

Stefano DOMINIONI, *Executive Secretary, Enlarged Partial Agreement on Cultural Routes of the Council of Europe. Director, European Institute of Cultural Routes*

Eleonora BERTI, *Council of Europe Cultural Routes Project Coordinator, European Institute of Cultural Routes*

10:30 – 11:00 Coffee break

11:00 – 13:00 WORKSHOPS 1 - 30 years of Cultural Routes history, values, and future perspectives

The Cultural Routes programme was launched by the Council of Europe in 1987, with the objective of demonstrating, by means of a journey through space and time, how the heritage of the different countries and cultures of Europe contributes to a shared cultural heritage. Cultural Routes are grass-roots networks promoting the principles which underlie the work and values of the Council of Europe: human rights, cultural democracy, cultural diversity, mutual understanding and exchanges across boundaries.

They also offer opportunities to tell Europe's history through the different standpoints of the networks of witnesses and inheritors. The session will explore the challenges Cultural Routes are facing today and the strategies and perspectives for the coming years.

Moderator

Mike ROBINSON, *Director, Ironbridge Institute, University of Birmingham, United Kingdom*

Stefano DOMINIONI, *Executive Secretary, Enlarged Partial Agreement on Cultural Routes of the Council of Europe. Director, European Institute of Cultural Routes*

Speakers

José Maria BALLESTER, *Former Responsible of Spatial Planning, monuments and Sites, Council of Europe*

Raymond WEBER, *Former Director General, Culture, Education, Youth and Sport, Council of Europe*

Kimmo AULAKE, *Chair of the Steering Committee for Culture, Heritage and Landscape (CDCPP), Council of Europe*

Colette FLESCH, *President, European Institute of Cultural Routes*

Alfredas JOMANTAS, *President, Governing Board, Enlarged Partial Agreement on Cultural Routes of the Council of Europe*

Michel THOMAS-PENETTE, *Former Director, European Institute of Cultural Routes*

Paolo FONTANI, *Director of Liaison Office in Brussels and Representative to the European Institutions, UNESCO*

Alessia MARIOTTI, *Head of Center for Advanced Studies in Tourism, University of Bologna, Italy*

Selected Cultural Routes of the Council of Europe: Flash info

13:00 – 14:30 Networking Lunch

14:30 – 16:00 WORKSHOPS 2 - Cultural heritage and sustainable tourism: democratic participation, local development and accessibility

Cultural Routes of the Council of Europe offer a unique model linking cultural heritage and cultural tourism, active participation of civil society and cooperation between international organisations.

They are tools to implement innovative projects and approaches to sustainable local development in a European perspective and to enhance exchanges of good practices across European Countries and regions and between Europe and the other Continents.

Moderators

Danièle KÜSS, Expert and Former Head of International Tourism Development, French Ministry of Foreign Affairs and International Development

Gavin BELL, *Expert, sustainable tourism, Food Nature and Culture*

Speakers

Prosper WANNER, *Director of Hotel du Nord, Implementation of Faro Framework Convention of the Council of Europe*

Maurizio DAVOLIO, *President, European Alliance for Responsible Tourism and Hospitality (EARTH)*

Sara VITALI, *Europe Business Development, Visit.org*

Alberto PERUZZINI, *Director, Toscana Promozione Turistica*

Isabel GARAÑA, *Regional Director for Europe, UNWTO*

Yoel MANSFELD, *Head, Center for Tourism Pilgrimage & Recreation Research, University of Haifa, Israel*

Tim FAIRHURST, *Head of Strategy and Policy, European Tour Operators Association (ETOA)*

Nicholas MONTEMAGGI, *Director of Marketing & Project Management, iambassador*

Emma TAVERI, *Co-founder, Destination Makers* Pietro SCIDURLO, *President, Free Wheels Onlus*

Stefano MANTELLA, *Director, Direzione Strategie Immobiliari e Innovazione, Agenzia del Demanio*

Selected Cultural Routes of the Council of Europe: Flash info

16:00 – 16:30 *Coffee break*

16:30 – 18:15 WORKSHOPS 3 - Promoting cultural diversity, intercultural dialogue and cultural diplomacy

Routes have always been a place for encounters and confrontation between cultures, traditions, heritage, languages and skills. Traveling and mobility still generate new spaces for dialogue today (Council of Europe White Paper on intercultural dialogue, 2008).

The Cultural Routes aim to "promote dialogue between urban and rural cultures, between regions in the south, north, east and west of Europe, and between developed and disadvantaged regions" and "promote dialogue and understanding between majority and minority, native and immigrant cultures" (CM/Res(2013)67), involving young people.

Which role can the Council of Europe's Cultural Routes play within today's hybrid and multicultural societies? How can the principles of dialogue help to structure coherent grass-roots projects across Europe's diverse regions? How Cultural Routes can become tools for cultural diplomacy?

Moderators

Peter BURNS, *Director, INTOUR, University of Bedfordshire, United Kingdom*

Eleonora BERTI, *Council of Europe Cultural Routes Project Coordinator, European Institute of Cultural Routes*

Speakers

Eladio FERNANDEZ GALLIANO, *Head of Democratic Initiatives Department, Council of Europe*

Vasif EYVAZZADE, *Secretary of the International Working Group on Intercultural Dialogue*

Alla PERESSOLOVA, *Head of UNWTO Silk Road Programme, UNWTO*

Monica GARCIA, *Responsible of Cultural projects, OEI (Organization of Ibero-American States for Education, Science and Culture)*

Françoise GED, *Director of the Contemporary's China Architecture Observatory, Cité de l'Architecture et du Patrimoine*

Min ZHANG, *PhD Researcher, Faculty of Tourism and Geography, Universitat Rovira i Virgili, Spain*

Francisco MILLAN MON, *Co-Chair of the Intergroup "Development of European Tourism, Cultural Heritage, Ways of Saint James and other European Cultural Routes", European Parliament*

Diego MARANI, *European External Action Service, European Union*

Anne GRADY, *National Expert, Cultural Policy, DGEAC, European Commission*

Nada SARDOUK, *Deputy Minister of Tourism, Lebanon (tbc)*

Werner VON TRÜTZSCHLER, *ICOMOS Scientific Committee Cultural Routes*

Selected Cultural Routes of the Council of Europe: Flash info

19.30 BUFFET DINNER - Historical thermal building of Montecatini (Transfert by bus)

Overnight stay in Lucca and surrounding towns (transfer provided)

FRIDAY 29 SEPTEMBER – *REAL COLLEGIO*

Exhibitions and events on Cultural Routes open to the public (*free entrance, 27-30 September, Real Collegio*)

09:00 – 12:00 « **CULTURAL ROUTES TRADE FAIR** »: B2B

09:00 – 10:30 **SPECIAL SESSION**

Presentations from selected EPA Member States

Moderator: *Giuliana DE FRANCESCO, Head of Unit European multilateral relations, Ministry for Cultural Heritage and Cultural Activities, Italy*

(among which: Andorra, Armenia, Austria, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, France, Georgia, Germany, Greece, Hungary, Italy, Lithuania, Luxembourg, Monaco, Montenegro, Norway, Poland, Portugal, Romania, Russian Federation, Serbia, Slovak Republic, Slovenia, Spain and Switzerland)

10:30 – 11:00 Coffee break

11:00 – 12:30 **SPECIAL SESSION**

Presentations from selected cultural routes projects (among which): Longobard Route; Impressionisms Route; Van Gogh Europe; Via Charlemagne; Route of the Fairy-tale; European Liberation Route; D'Artagnan Cultural Route; Leonardo da Vinci Route; Route du Savoir; European Route of Industrial Heritage; Le Corbusier Cultural Route; Pedagogues Route; European Route of Cyril and Methodius ; Places of Peace; Via Romea Germanica; Euroviastella; ...

12:30 – 13:00 **PLENARY SESSION**

Adoption of the 30th Anniversary Roadmap and Conclusion of the Forum

Antonia Pasqua RECCHIA, Secretary General, Ministry of Cultural Heritage and Activities and Tourism, Italy

Eladio FERNANDEZ GALLIANO, Head of Democratic Initiatives Department, Council of Europe

Alfredas JOMANTAS, President, Governing Board, Enlarged Partial Agreement on Cultural Routes of the Council of Europe

13:00 Departure to explore the Cultural Routes in the Lucca Region
(Altopascio/Montecarlo/Collodi)

13:30 – 15:00 **Lunch and degustation of local products in Altopascio (Via Francigena) and Montecarlo di Lucca**

16:00 – 18:00 **Study visit in Collodi - Villa Garzoni : Cultural Route project « European Route of the Fairy-tale »**

18:30 – 19:00 Arrival in Lucca/Montecatini. End of Forum.

SATURDAY 30 SEPTEMBER – SIDE EVENTS (Pre-registration necessary)

Real Collegio

- Exhibitions and events on Cultural Routes open to the public (*free entrance, 27-30 September*)
- "Cultural Routes Trade Fair": B2B with Italian and foreign tour operators interested in Cultural Routes tourism products (*29-30 September*)

Guided tours (Pre-registration necessary)

- Art Nouveau in Versilia
- The Viareggio Carnival tradition and the masters of the "*Cartapesta*"
- Pietrasanta: Michelangelo, marble and sculpture
- Pistoia: Italian Capital of Culture 2017
- Vinci: Leonardo town and the European Route
- Monteriggioni: Via Francigena

SUNDAY 1ST OCTOBER - SIDE EVENTS (Pre-registration necessary)

Guided tours (pre-registration necessary)

- Art Nouveau in Versilia
- The Viareggio Carnival tradition and the masters of the "*Cartapesta*"
- Pietrasanta: Michelangelo, marble and sculpture
- Pistoia: Italian Capital of Culture 2017
- Vinci: Leonardo town and the European Route
- Monteriggioni: Via Francigena