The **Routes4U Project**

(2017-2020)

Fostering regional development through transnational cultural routes, heritage policies and practices in the four EU macro-regions

**Promotional material created in the framework of the 2017-20 Joint Programme between the Council of Europe and the European Commission**

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**Routes4U TEAM**

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- In coordination with the four EU Macro Regions and the European Commission;
- Through the Cultural Routes of the Council of Europe networks;

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The Council of Europe is the continent’s leading human rights organisation. It comprises 47 member states, 28 of which are members of the European Union. All Council of Europe member states have signed up to the European Convention on Human Rights, a treaty designed to protect human rights, democracy and the rule of law. The European Court of Human Rights oversees the implementation of the Convention in the member states.

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Since 1987, the Cultural Routes of the Council of Europe invite to travel and discover the rich, diverse and shared heritage of Europe. They are “based on a historic route, a cultural concept, figure or phenomenon with a transnational importance and significance for the understanding and respect of common European values”.

Networks certified by the Council of Europe comprise at least three European countries. Their activities aim to enhance European heritage, ensuring sustainable development.

Routes4U Project

Some expected results

- Improve the visibility of Cultural Routes of the four macro-regions
- Strengthen their capacities to use their full economic and cultural potential
- Encourage regional investment along the Cultural Routes

"A European Union macro-regional strategy is a policy framework which allows countries located in the same region to jointly tackle and find solutions to problems or to better use the potential they have in common."

The European Commission plays a leading role in the strategic coordination. National and regional coordinators, as well as thematic area coordinator, ensure the implementation.

As 2018, EU macro-regional strategies have been adopted for the Adriatic-Ionian, the Alpine, the Baltic sea and the Danube macro-regions.


Examples of Cultural Routes of the Council of Europe crossing the four EU macro-regions: ATRIUM | Cluniac Sites in Europe | The Hansa | Huguenot and Waldensian Trail | European Cemeteries Route | European Route of Charles V | European Route of Cistercian Abbeys | European Route of Historic Thermal Towns | European Route of Jewish Heritage | European Route of Megalithic Culture | European Mozart Ways | Destination Napoleon | Iter Vitis Route | Olive Tree Routes | Phoenicians’ Route | Prehistoric Rock Art Trails | Réseau Art Nouveau Network | Roman Emperors and Danube Wine Route | Route of Saint Olav Ways | Saint Martin of Tours Route | Santiago de Compostela Pilgrim Routes | TRANSROMANICA | Via Francigena | Via Habsburg | Viking Routes

Example of activities

- Regional and transnational policies and guidelines
- Development of a web portal and e-learning material
- Grant system for exemplary actions
- Cultural Routes Card for tourism-based offers

Countries participating in the 4 EU macro-regions

**Adriatic and Ionian** (EUSAIR) | Albania, Bosnia and Herzegovina, Croatia, Greece, Italy, Montenegro, Serbia and Slovenia

**Alpine** (EUSALP) | Austria, France, Germany, Italy, Liechtenstein, Slovenia and Switzerland

**Baltic sea** (EUSBSR) | Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland and Sweden

**Danube** (EUSDR) | Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Moldova, Montenegro, Ukraine, Serbia, Slovak Republic, Slovenia and Romania
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- **ATRIUM:** Cluniac Sites in Europe
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- **European Route of Charles V:** Phoenicians’ Route
- **European Route of Historic Thermal Towns:** Historic Art Routes
- **European Route of Jewish Heritage:** Roman Emperor and Danube Wine Route
- **European Route of Megalithic Culture:** Saint Martin of Tours Route
- **European Route of Roman Emperors:** Santiago de Compostela Pilgrim Routes
- **European Route of Saint Olav Ways:** Via Francigena
- **Viking Routes:** Via Habsburg

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**“What is an EU macro-regional Strategy”, European Union, 2017.**

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Routes4U Project is a joint programme between the Council of Europe (Directorate General of Democracy) and the European Union (European Commission, Directorate-General Regional and Urban Policy). The 30-Month Action aims to:

- Focus on the sustainable and resourceful development in the four EU macro-regions through the Cultural Routes of the Council of Europe.
- Contribute to the further development of cultural and tourism industries in the region.
- Strengthen participation of the civil society and local stakeholders, as recognised by the Faro Convention.

Examples of activities

- Regional and transnational policies and guidelines
- Development of a web portal and e-learning material
- Grand system for exemplary actions
- Cultural Routes Card for tourism-based offers

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