

# Routes4U Project

(2017-2020)

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



COUNCIL OF EUROPE



CONSEIL DE L'EUROPE



Huguenot and Waldensian Trail, Alpine Region



Phoenicians' Route, Adriatic and Ionian Region

## CULTURAL ROUTES OF THE COUNCIL OF EUROPE

31 NETWORKS CERTIFIED  
>50 COUNTRIES, >1000 MEMBERS

### 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

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.

\*Resolution CM/Res(2013)66, Council of Europe, 2013.

Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



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

# Routes4U

Cultural Routes of the Council of Europe in the Adriatic-Ionian, Alpine, Baltic sea and Danube macro-regions

## ROUTES4U PROJECT

REGIONAL DEVELOPMENT  
SOCIAL PARTICIPATION  
CULTURAL COOPERATION

**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.



### **Routes4U Project** *Examples 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



Reseau Art Nouveau Network, Danube Region



Saint Olav Ways, Baltic sea Region

# EU- MACRO REGIONAL STRATEGIES

4 EU MACRO REGIONS

27 COUNTRIES , > 340 MILLION PEOPLE

***"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.

*\*"What is an EU macro-regional Strategy", European Union, 2017.*

## Routes4U Project

*Some expected results*

- Develop cultural routes projects in the four macro-region
- Foster sustainable growth for creative industries and tourism sector
- Strengthen the capacities in the cultural tourism sector



### 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



Neumünster Abbey, Luxembourg © Eric Chénal

## ROUTES4U TEAM



**Stefano DOMINIONI**  
Executive Secretary,  
Enlarged Partial Agreement on Cultural Routes  
stefano.dominioni@coe.int  
Tel: +352 24 12 50 33



**Constanze METZGER**  
Senior Project Officer,  
Routes4U Project  
constanze.metzger@coe.int  
Tel: +352 24 12 50 38



**Denise DE ROUX**  
Communication Officer,  
Routes4U Project  
denise.de-roux@coe.int  
Tel: +352 24 12 50 39



**Laura LIGAZZOLO**  
Project Support Assistant,  
Routes4U Project  
laura.ligazzolo@coe.int  
Tel: +352 24 12 50 39

### The *Routes4U* Project is implemented:

- By the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (European Institute of Cultural Routes, Luxembourg);
- In coordination with the four EU Macro Regions and the European Commission;
- Through the Cultural Routes of the Council of Europe networks;
- According to the Council of Europe Framework Convention on the Value of Cultural Heritage for Society (Faro Convention, 2005).



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

Funded  
by the European Union  
and the Council of Europe



EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Implemented  
by the Council of Europe

Council of Europe  
Directorate General of Democracy  
F-67075 Strasbourg

Enlarged Partial Agreement on Cultural  
Routes - Council of Europe  
European Institute of Cultural Routes  
Neumünster Abbey  
28 rue Münster  
L-2160 Luxembourg  
Tel. +352 25 12 50

[www.coe.int/routes4u](http://www.coe.int/routes4u)

ENG

[www.coe.int](http://www.coe.int)

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.

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE