



MINISTRY OF CULTURE
OF THE REPUBLIC
OF LITHUANIA



Department of
Cultural Heritage
of Lithuania



EUROPEAN
INSTITUTE
OF
CULTURAL
ROUTES

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

CULTURAL ROUTES OF THE COUNCIL OF EUROPE 6TH ADVISORY FORUM

**Expanding the Cultural Routes of the Council of Europe:
challenges and opportunities**

26-27 October 2016, Vilnius, Lithuania

Venue: Radisson Blu Hotel Lietuva

Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA)

European Institute of Cultural Routes

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*www.coe.int/routes
www.culture-routes.net*

WEDNESDAY, 26 OCTOBER

12:00 – 14:30 *Guided Vilnius city tour for pre-registered participants*

15:00 – 16:00 **Registration of the participants (Radisson Blu Hotel)**

Parallel meetings (by invitation only)

- Meeting of the Presidents of the Cultural Routes of the Council of Europe
- Meeting Cultural Routes University network
- Meeting Cultural Routes common guidelines signposting
- Convocation of the Managers of the Cultural Routes of the Council of Europe

16:00 – 16:45 **Official opening (Room α - EN/FR)**

Alfredas JOMANTAS, Chair of the Governing Board, Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA), Republic of Lithuania and **Stefano DOMINIONI**, Executive Secretary, EPA on Cultural Routes, Council of Europe

Šarūnas BIRUTIS, Minister of Culture, Republic of Lithuania

Rasa NOREIKIENĖ, Vice-Minister of Economy, Republic of Lithuania

Claudia LUCIANI, Director of Democratic Governance, Council of Europe

Colette FLESCH, President, European Institute of Cultural Routes (EICR)

Carlo KRIEGER, Ambassador, Director of Legal and Cultural Affairs, Ministry of Foreign Affairs, Grand Duchy of Luxembourg

16:45 – 17:15 **Award Ceremony (Room α - EN/FR)**

Alfredas JOMANTAS, Chair of the Governing Board, EPA on Cultural Routes of the Council of Europe, Republic of Lithuania and **Stefano DOMINIONI**, Executive Secretary, EPA on Cultural Routes, Council of Europe

Welcoming to the new EPA Member States and Observers

Ceremony for the 2016 Cultural Route of the Council of Europe, "The Fortified Towns of the Greater Region"

Signature of the Memorandum of Understanding between the Council of Europe and UNWTO

Presentation of the Cultural Route of the Council of Europe recertified during the Evaluation cycle 2015-16

17:15 – 18:00 **Cultural Routes and international organisations (Room α - EN/FR)**

Stefano DOMINIONI, Executive Secretary, EPA on Cultural Routes, Council of Europe

Silvia COSTA, Chair of the Committee on Culture and Education, European Parliament (videomessage)

Marco ONIDA, Coordinator EU Strategy for the Danube Region (EUSDR), Competence Centre Macro-regions and European Territorial Cooperation, DG REGIO, European Commission

Alla PERESOLOVA, Head, Silk Road Programme, World Tourism Organization (UNWTO)

José Luis MAESTRO, Member of the Executive Committee, Network of European Regions for Competitive and Sustainable Tourism (NECSTouR)

Muriel GRIMMEISEN, Co-Secretary to the Current Affairs Committee, Congress of Local and Regional Authorities, Council of Europe

18:45 Departure from the Radisson Blu Hotel to the Opening Reception venue

19:00 – 22:00 Opening Reception at PIRKLIŲ KLUBAS (“Merchants Club”)
(<http://www.pirkliuklubas.lt/en>)

Short concert followed by a networking dinner accompanied with music

22:00 Departure to the Radisson Blu Hotel

THURSDAY, 27 OCTOBER

8:30 – 9:00 *Registration of participants (continued)*

9:00 – 9:30 **Plenary session** (Room α - EN/FR)

Keynote speech *"Every centre is a crossing, every crossing a centre"*: **Rein RAUD**, Professor, Department of World Cultures, University of Helsinki

Stefano DOMINIONI, Executive Secretary, EPA on Cultural Routes, Council of Europe

The day will be divided in three sessions of two parallel workshops, which will be followed by networking coffee breaks/lunch:

- **Workshop 1 "Expanding geographic coverage and partnerships"** will explore the work carried out by Cultural Routes of the Council of Europe and new cultural route projects, to extend to new countries, cities and regions, further expanding the membership of their networks and association as well as reinforcing relationships with stakeholders and partners. It will also provide the opportunity for representatives of EPA Member States to present their experience at national level with a view to encouraging the expansion of existing cultural routes in their countries. A particular focus will be devoted to providing examples from the Baltic Region, Eastern Europe, South-East Europe and the Euro-Mediterranean region. Challenges and opportunities linked to these trends will be explored.
- **Workshop 2 "Developing new themes and topics"** will explore new themes and topics subject to future development. Furthermore, Workshop 2 will explore the use by the Cultural Routes of the Council of Europe of new practices in communication (especially social media and new technologies), reaching new audiences and developing innovative branding and marketing tools. New practices in promoting cultural routes' sustainability and accessibility will be explored. The role of tourism operators and European networks interested in cultural tourism will also be presented through concrete examples.

Thursday, 27 October

9:45 – 11:00

Parallel workshops - 1st SESSION

Workshop 1 Expanding geographic coverage and partnerships

(Room α - EN/FR)

Moderator: Mike ROBINSON, Director, Iron bridge International Institute for Cultural Heritage - University of Birmingham

Hanna JEĐRAS, Chief Expert, Department of International Relations, Ministry of Culture and National Heritage, Poland

Gérard BEAUME, Coordinator, European Federation of the Saint James Way – Cultural Route of the Council of Europe

Laima ANDRIKIENĖ, Member of the European People's Party, European Parliament, Lithuania

Faina KUKLIANSKY, President, Lithuanian Jewish community

Olga YARILOVA, Director of the Department of Tourism and Regional Policy, Ministry of Culture, Russian Federation

Jacques MATTEI, Director, European Federation of Napoleonic Cities – Cultural Route of the Council of Europe

Irina SIMONOVA, Saint-Petersburg State University of Culture

Riitta KAIVOSOJA, Director-General Ministry of Education and Culture, Finland

Aira ANDRIKSONE, Association of Castles and Manors of Latvia

Workshop 2 Developing new themes and topics: Sustainable and cultural tourism

(Room β - EN/FR)*

Moderator: Birgitta RINGBECK, Ministry of Foreign Affairs, Germany

Massimo TEDESCHI, President, European Association of the Via Francigena – Cultural Route of the Council of Europe

Inger HARLEVI, Coordinator, The Hansa – Cultural Route of the Council of Europe

Michel LEGROS, President, In the footsteps of R.L Stevenson – Cultural Route of the Council of Europe

Cinzia DE MARZO, Coordinator, ETIS – European Tourism Indicators System

Ed LANCASTER, Policy Officer – Cycling Tourism and Regional Policy, European Cyclists' Federation

José Luis MAESTRO, Member of the Executive Committee, NECSTouR

Raitis SIJATS, President, European Cultural Tourism Network (ECTN)

Nick GREENFIELD, Head of Tour Operator Relations, European Tourism Association

11:00 – 11:45

Networking Coffee break (in thematic coffee areas)

Thursday, 27 October

11:45 – 13:00

Parallel workshops - 2nd SESSION

Workshop 1 Expanding geographic coverage and partnerships

(Room α - EN/FR)

Moderator: Wided MAJDOUB, Professor, Faculty of Economical and Political Sciences, University of Sousse, Tunisia

George KALAMANTIS, Head of the Directorate of International Relations and European Union, Ministry of Culture and Sports, Hellenic Republic

Françoise TONDRE, Vice-chair Scientific Committee, Olive Tree Route – Cultural Route of the Council of Europe

Giuliana DE FRANCESCO, Head of Unit, European multilateral relations, Ministry for cultural heritage, cultural activities and tourism, Italy

Sonia IFKO, Scientific Committee, ATRIUM – Cultural Route of the Council of Europe

Philippe Denis FEE, Project Manager within the DEDAC / SCPCI, General Secretariat of the Ministry of Culture and Media, France

Antonio BARONE, Coordinator, Phoenicians Route – Cultural Route of the Council of Europe

Serge AKL, Director, Lebanese Tourism Office in Paris

Elsi RIZVANOLLI, Coordinator, Abraham path

Pilar BARRACA, Head of the Analysis Unit of the European Cultural Routes, Ministry of Culture, Spain

Patrizia VEZZOSI, Coordinator, Da Vinci Route

Benoît CORNU, President, Le Corbusier

Workshop 2 Developing new themes and topics: Medias and new technologies

(Room β – EN/FR)

Moderator: Lorenzo CANTONI, Director, Institute for Communication Technologies - Università della Svizzera italiana (USI Lugano)

Armand GENOUX, President, European Federation of Cluniac Sites – Cultural Route of the Council of Europe

Ramon MONTES, Coordinator, Prehistoric Rock Art Trails (CARP) – Cultural Route of the Council of Europe

Kathleen LAPIE, Senior Project Officer, Joint Programme Council of Europe - European Commission

Christin PRANGE, Coordinator, TRANSROMANICA – Cultural Route of the Council of Europe

Jurgita VERBICKIENE, Associate Professor, Department of History, Vilnius University and Director, Centre for Studies of the Culture & History of East European Jews, Vilnius

13:00 – 14.30

Networking Lunch at the Radisson Blu Hotel

Thursday, 27 October

14:45 – 16:00

Parallel workshops - 3rd SESSION

Workshop 1 Expanding geographic coverage and partnerships

(Room α - EN/FR)

Moderator: Alessia MARIOTTI, Director of the Centre for Advanced Studies in Tourism, University of Bologna

Emanuela PANKE, Coordinator, Iter Vitis – Cultural Route of the Council of Europe

Jana KŇAŽKOVÁ, State Counsellor, Division of International Cooperation, Ministry of Culture, Slovak Republic

Caroline FISCHER, Coordinator, Via Regia – Cultural Route of the Council of Europe

Levan KHARATISHVILI, Deputy-Minister of Culture and Monument Protection, Georgia

Karin ZIMMER, Head of Section for International Cultural Policy, Directorate of Arts and Culture, Austrian Federal Chancellery

Anca PAVEL-NEDEA, President, National Authority for Tourism, Romania

Elizabeta KANCESKA-MILEVSKA, Minister of Culture, Former Yugoslav Republic of Macedonia (tbc)

Carlo ABBÀ, Head of Tourism of the Municipality of Monza, Longobards ways Accross Europe

Martina IVANUS, Senior Expert Advisor – Conservator, Ministry of Culture, Directorate for the Protection of Cultural Heritage, Croatia

Workshop 2 Developing new themes and topics: Audiences (accessibility, youth, seniors) (Room β – EN/FR)

Moderator: Eleonora BERTI, Project Coordinator, European Institute of Cultural Routes

Paul SIMONS, President of the Scientific Committee, European Historical Thermal Towns Association (EHTTA) - Cultural Route of the Council of Europe

Caroline FISCHER, Coordinator, Via Regia - Cultural Route of the Council of Europe

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

Manel SANCHEZ GARCIA, Director, European Youth Card Association, Council of Europe

Sofia GKIOUSOU, Public Pokicy, AirBnB

Clément SIMONNEAU, Manager, H2H cooperative platform

Pietro SCIDURLO, President, Free Wheels onlus

16:00 – 16:45

Networking Coffee break (in thematic coffee areas)

Thursday, 27 October

16:45 – 18:00

Plenary Session (Room a - EN/FR)

Conclusion of the workshops / Questions and answers session

Mike ROBINSON, Director, Iron bridge International Institute for Cultural Heritage - University of Birmingham

Eleonora BERTI, Project Coordinator, European Institute of Cultural Routes

Adoption of the Vilnius Roadmap

Alfredas JOMANTAS, Chair of the Governing Board, EPA on Cultural Routes of the Council of Europe, Republic of Lithuania

Stefano DOMINIONI, Executive Secretary, EPA on Cultural Routes , Council of Europe

Presentation of the 2017 Annual Advisory Forum (Italy) – 30th Anniversary of the Cultural Routes of the Council of Europe

Stefano DOMINIONI, Executive Secretary, EPA on Cultural Routes, Council of Europe

Giuliana DE FRANCESCO, Head of Unit, European multilateral relations, Ministry for cultural heritage, cultural activities and tourism, Italy

18:30 *Departure by bus to the Closing Reception venue*

19:00 – 22:00 **Closing Reception at BELMONTAS**
(<http://www.belmontas.lt/main>)

22:00 *Departure by bus to the Radisson Blu Hotel*

FRIDAY, 28 OCTOBER

09:00 – 10:30 EPA Bureau meeting (Bureau members only)

10:00 – 12:30 *Guided Vilnius city tour for pre-registered participants*

PRACTICAL INFORMATION

EMERGENCY SERVICES: 112

(calls to this number are free of charge at any time of the day from any service provider)

COUNTRY CODE: +370



Radisson Blu Hotel Lietuva (Venue)

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LT-09308 Vilnius
Phone: (+ 370 5) 272 6272
Email : info.lietuva.vilnius@radissonblu.com
Website: radissonblu.com/en/lietuvahotel-vilnius



Pirklių klubas (Opening reception)

Gedimino ave. 35
LT-01109 Vilnius
Website: www.pirkliuklubas.lt/en



Belmontas (Closing Reception)

Belmonto str. 17
LT-11300 Vilnius
Website: www.belmontas.lt/main

FORUM CONTACTS

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MORE INFORMATION

Forum official website: culturalroutesvilnius.kpd.lt

Cultural Routes of the Council of Europe: culture-routes.net and www.coe.int/routes

About Lithuania: www.lietuva.lt/en/ and www.lithuania.travel/en-gb/