

CAPACITY BUILDING

27 STUDIES & RESEARCH

- ▶ 4 roadmaps on Cultural Routes development in the macro-regions
- ▶ 4 branding for EUSAIR, EUSALP, EUSBSR, EUSDR
- ▶ economic impact of cultural routes
- ▶ 5 feasibility studies (new cultural routes projects)
- ▶ 4 studies on transnational heritage policies

5 E-LEARNING MODULES

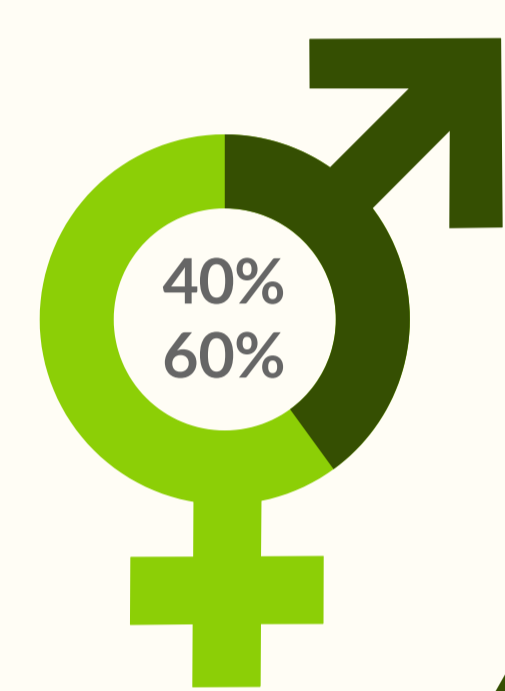
<http://help.elearning.ext.coe.int/login/index.php>

6 manuals:

- Cultural Routes certification
- Community engagement
- SMEs
- marketing and promotion



25 TRAININGS FOR PROFESSIONALS

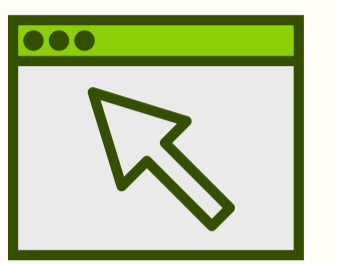


PROMOTION



ROUTES4U WEBSITE www.coe.int/routes4u

TRIP PLANNER <https://routes4u.culture-routes.net/>



PLAN YOUR TRIP

- Select themes, Macro-Regions, Cultural Routes
- Prepare yourself for the next adventure

ROUTES4U BLOG

- Tourism products and services
- Blogger's articles on destinations
- Photo Gallery



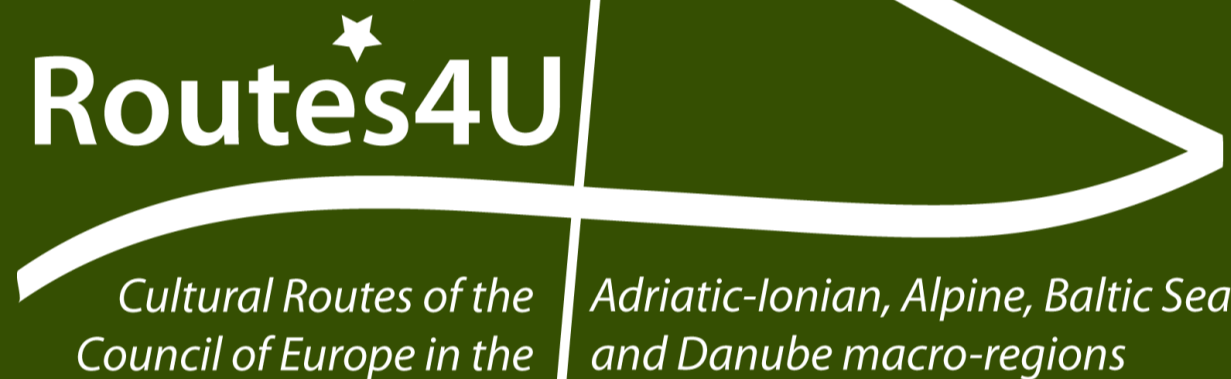
Photo competition
87 photographers
18 countries



75 Friday quizzes



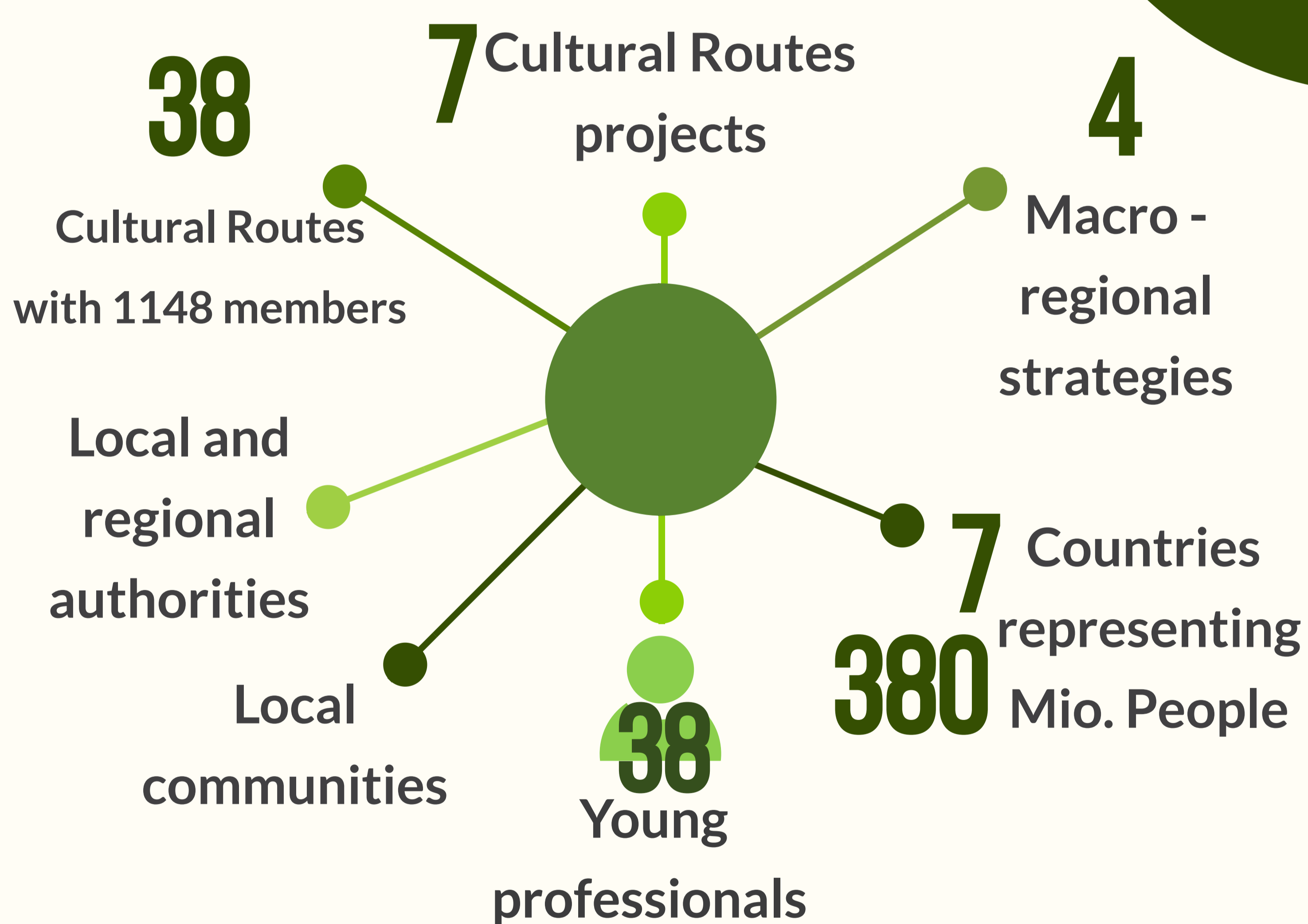
56 video testimonials
7 virtual videos in the EU macro-regions



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

RESULTS

BENEFICIARIES



COOPERATION



TOURISM PROMOTION

- ▶ MEDIA TRIPs & B2B events
- ▶ EYCA-Cultural Routes Card



POLITICAL AWARENESS

STRENGTHENED COOPERATIONS with EUSAIR, EUSALP, EUSBSR and EUSDR



FUNDINGS

8 CULTURAL ROUTES implemented GRANTS COOPERATION with EuroAccess

8 THEMES SUPPORTED BY THE MACRO-REGIONAL STRATEGIES



Roman Heritage (EUSAIR)



Routes of the Olive Tree (EUSAIR)



Via Alpina (EUSALP)



Via Claudia Augusta (EUSALP)



Alvar Aalto (EUSBSR)



Ice Age (EUSBSR)



Iron Age (EUSDR)



Cyril and Methodius (EUSDR)



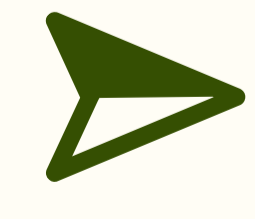
New feasibility study; R4U meeting; Cooperation between Stakeholders and the chair of the Archaeological Museum of Zagreb under the leadership to create the Cultural Route



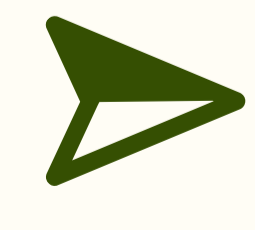
Routes4U mini-grant to extend the Cultural Route in the Adriatic and Ionian Region (Croatia, Slovenia and Greece)



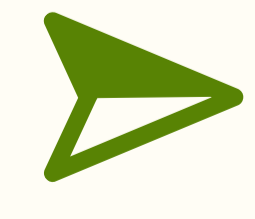
Heritage elements identified and partners trained on Cultural Routes



Support provided through trainings & consultations, resulting in the drafting of the certification dossier



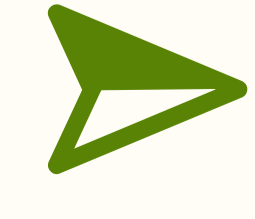
Support provided through trainings & consultations, resulting in the drafting of the certification dossier



Study to identify heritage elements, cooperation with Baltic Region Heritage Committee to further develop Cultural Route



Study to identify heritage elements, trainings and consultations given, resulting in the drafting of the certification dossier



Support provided through, trainings and consultations given, resulting in the drafting of the certification dossier