

# KEY LESSONS FROM THE VIA FRANCIGENA: PROMOTING ENVIRONMENTAL CARE AND SUSTAINABILITY

Canterbury, 16 May 2017

Silvia Lecci, European Association  
Via Francigena

[projectmanager@viefrancigene.org](mailto:projectmanager@viefrancigene.org)

# The Via Francigena



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



- Millenary **pilgrimage** route constituted by a network of paths followed by pilgrims en route to **Rome** or onward to **Jerusalem**
- Incorporated into the programme “**The Council of Europe Cultural Routes**” in 1994
- 79 stages recorded by Sigeric, Archbishop of Canterbury, in 990 from Rome to the Channel
- **4 countries** (Italy, Switzerland, France, United Kingdom), **1800 km**
- About **40'000 walkers** in 2015
- **European Association of the Francigena Ways** (founded in 2001): Council of Europe habilitated network – **LEAD NETWORK**
- **180 Members: 120 local and regional authorities + 60 Associations** in **UK, FR, CH, IT**







# Council of Europe certification confirmed in 2016



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## SECRETARIAT GENERAL

*DIRECTORATE GENERAL II – DEMOCRACY*

*DEMOCRATIC GOVERNANCE DIRECTORATE*

***ENLARGED PARTIAL AGREEMENT ON CULTURAL ROUTES (EPA)***

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

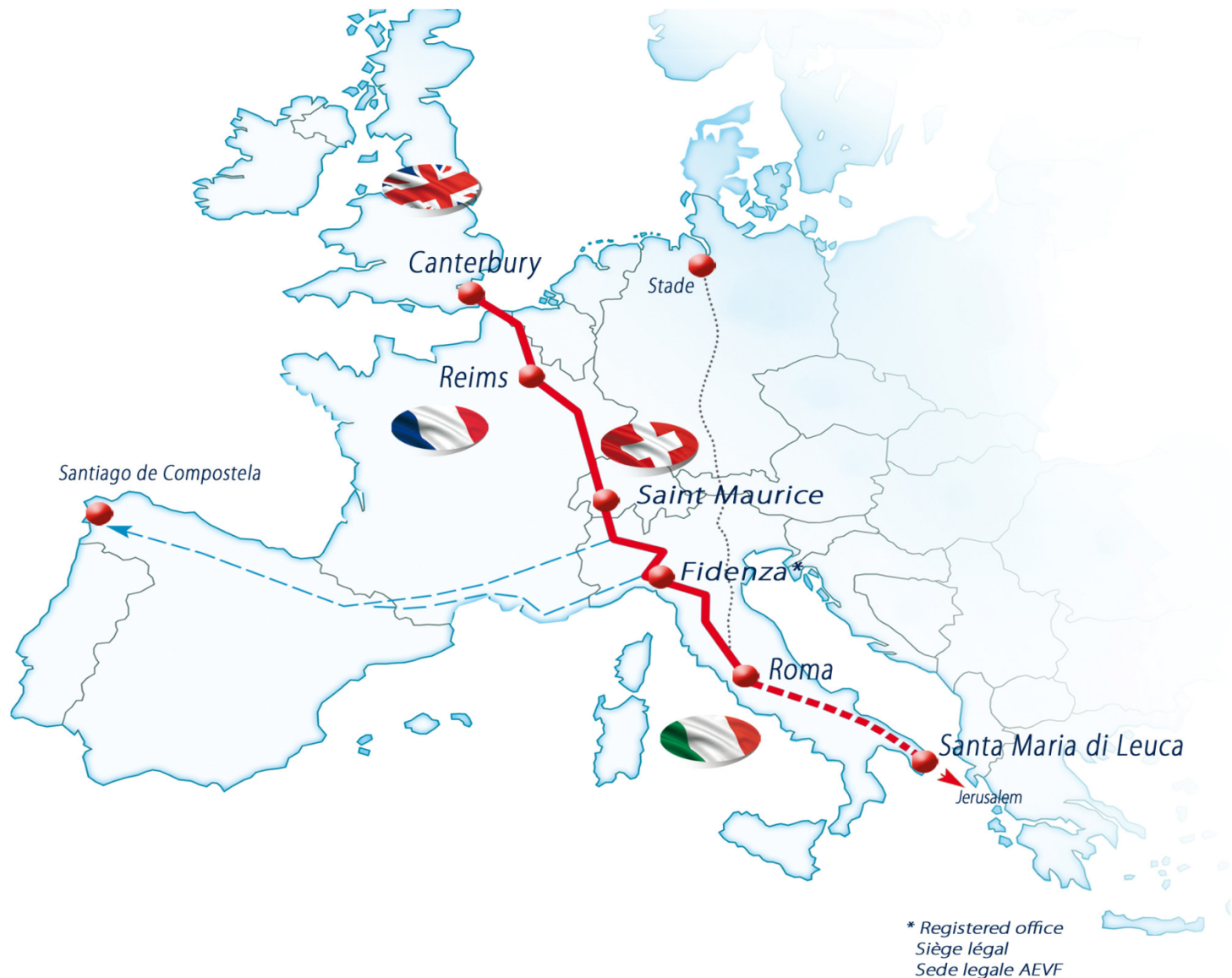
Luxembourg, 20 May 2016

Dear Mr Massimo Tedeschi, President of the Council of Europe Cultural Route of "Via Francigena",

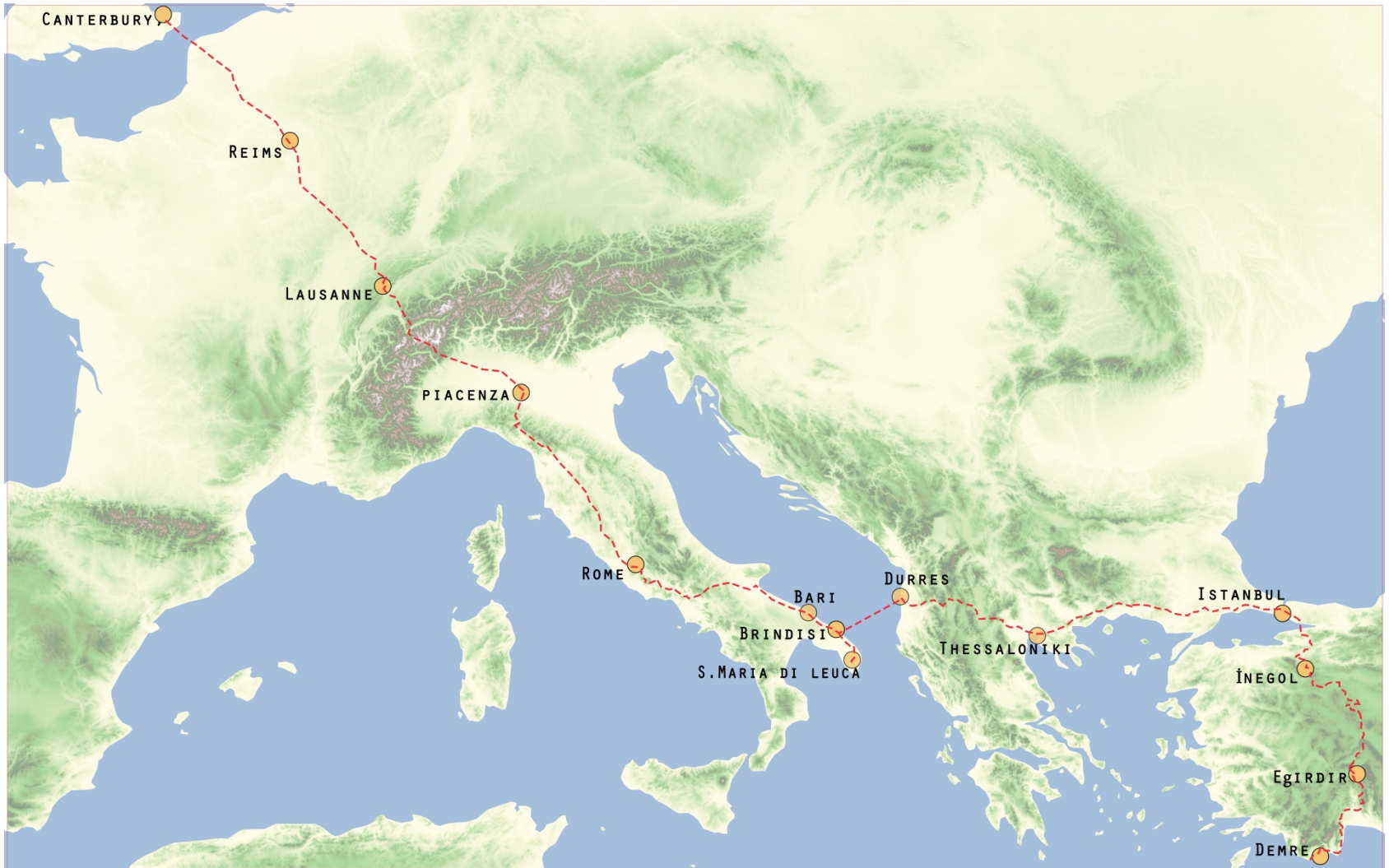
On behalf of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA), it is my pleasure to inform you that at its 14-15 April meeting, the EPA Governing Board **confirmed the certification of the Via Francigena as "Cultural Route of the Council of Europe" for a further three years**, in accordance with the criteria for certification contained in the Committee of Ministers resolution CM/Res (2013)67. This decision was confirmed by written procedure on



# Route development South of Rome



# From Europe to Turkey and the East







# 2001 – 2017: From 34 to 120 LOCAL AND REGIONAL AUTHORITIES (UK,FR, CH, IT) IN EAVF

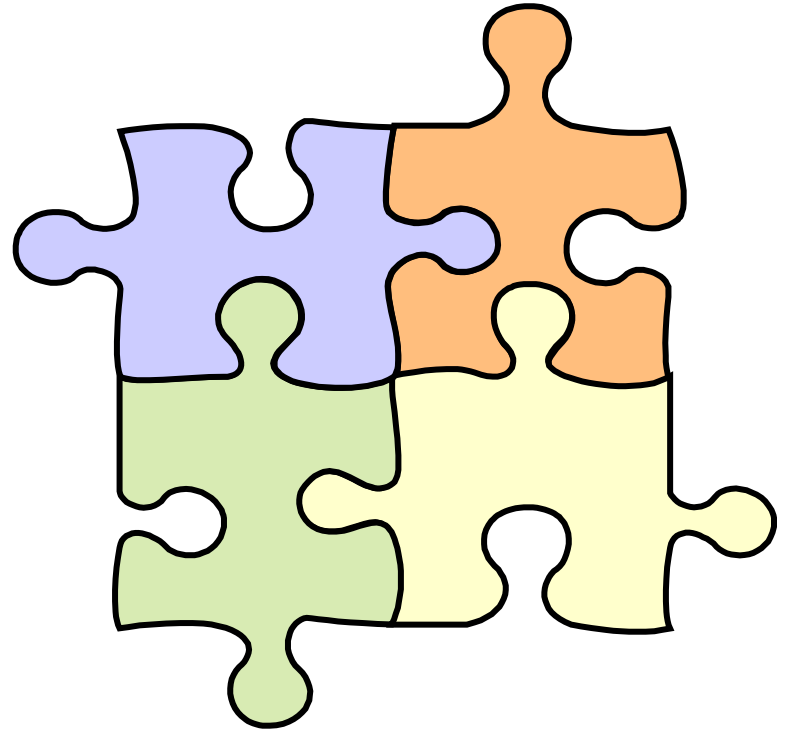






# What do we do?

- Dialogue with EU institutions
- Support **public** local **authorities** and facilitate coordination
- Dialogue with **Associations**
- Encourage **private initiatives** with external partnerships
- Private initiatives grow-up along the Via





# Private activities and jobs creation

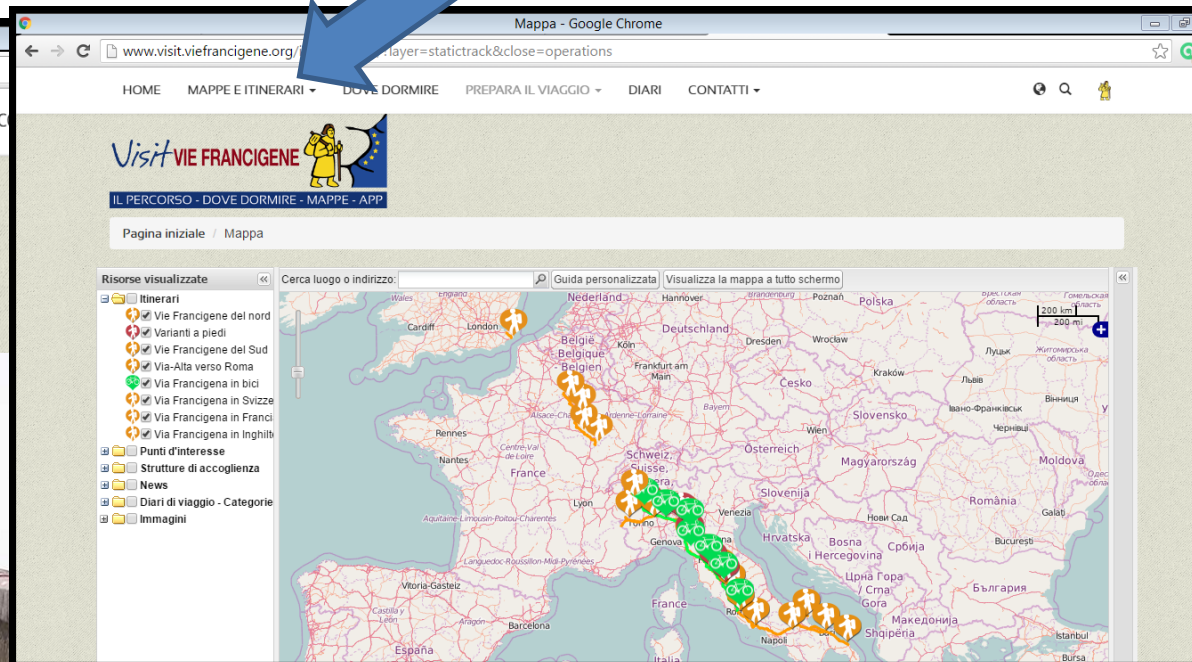
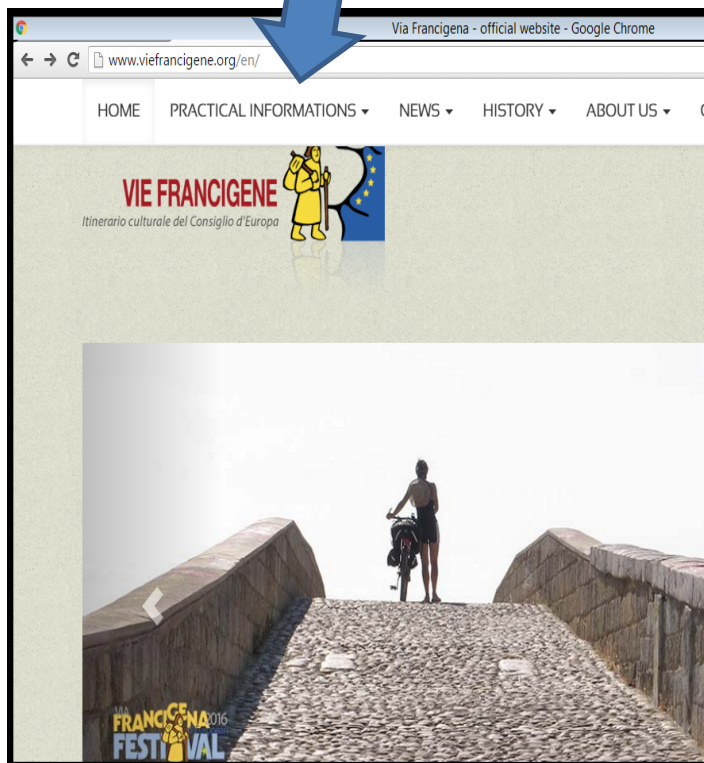


# VF European institutional web site

## [www.viefrancigene.org](http://www.viefrancigene.org)

Via Francigena Friendly  
accommodation

Route information from  
Canterbury to Rome

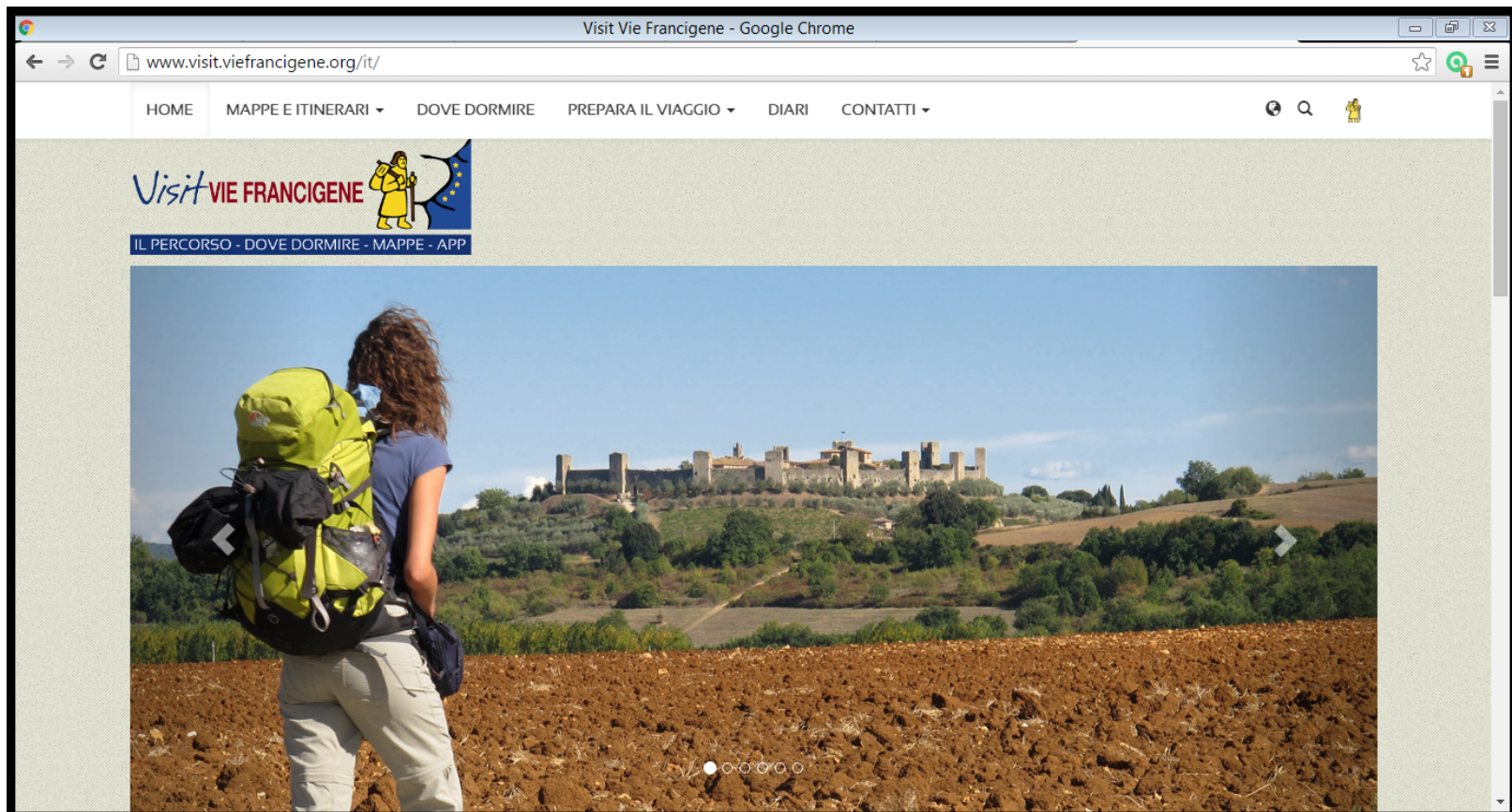






[www.visit.viefrancigene.org](http://www.visit.viefrancigene.org)

Consumer-oriented





# Interregional technical Committee

Facilitate coordinated and effective actions for the development of the route in each territory through:

- A common European approach,
- The exchange of good practices,
- The achievement of shared solutions to define the Euro Master Plan of the VF

Assuring the transnational continuity necessary to keep the Council of Europe cultural route mention.



# GUIDANCE ON EUROPEAN COMMON STANDARDS

- **The shared and common quality standard** which are essential to guarantee safety and access throughout the whole route.
- **Guidelines for planning and implementing** (maintenance signposting, accommodation)
- Within a **participatory planning framework** which is respectful of the levels of responsibilities among the bodies concerned.







# SOME COMMON CRITERIA ON ACCOMMODATION ALONG THE VF

- ❖ To be situated at max 1 km from the path
- ❖ To offer the following services:
  - ✓ Washing machine and dryer for clothes
  - ✓ Place where dropping off one's shoes
  - ✓ Possibility to stay overnight for one night only
  - ✓ Information on route, on territory and following stages (maps)
  - ✓ Local forecasting
  - ✓ Pilgrim stamp





# Local Info points





# Merchandising



# Guidebook





VIA FRANCIGENA



EUROPEAN ASSOCIATION

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CONSEIL DE L'EUROPE

# Radio Francigena



## Trails and routes to the fore

## The VF magazine by Guidotti Edition





## Route safety – Regional master plans







- Some examples of safety infrastructure and path development in Tuscany (Italy).
- Maintenance





# Signposting along the Via Francigena

England – Canterbury  
North Downs Way



France - GR145





# Signposting along the Via Francigena ITALY

## SWITZERLAND – ROUTE 70



5) CARTELLO PUNTO TAPPA



6) FRECCE DIREZIO



7) CARTELLO ESCURSIONISTICO



9) CARTELLI DIREZIONALI CAI



10) CARTELLI CONFERMA CAI







# Promotion and local initiatives



## FESTIVAL DEI CAMMINI



## Via Francigena Marathon



# VF reputation expanding all over the word



# Reasons for success

- The value of sharing with other cultures/people
- Slow-down ordinary lifestyle
- Encounter with local community and local culture
- The value of an essential lifestyle
- Personal enrichment (different motivations to travel)





**Thank you very much for your attention!**