



EUROPEAN
INSTITUTE
OF
CULTURAL
ROUTES

Cultural European Routes

Transferring Experiences, Sharing Solutions



CERTESS project

Project Details

Title: CERTESS - Cultural European Routes -
Transferring Experiences, Sharing Solutions

Priority: 2: Environment and risk prevention

Theme: Cultural heritage and landscape

Type of intervention

Type of intervention: 1- Regional Initiative Project

Duration: 1st Jan 2012 - 30th Nov 2014

Website: <http://certess.culture-routes.lu>

Budget

Total budget: €1,935,495.00

ERDF contribution: €1,504,526.94



CERTESS partnership

Lead Partner

European Institute of Cultural Routes, Luxembourg

Partners

Lazio Region

Department of Local Government, Valletta

Salzburg Research

Tourism Agency of the Balearic Islands (ATB)

Regional Ministry of Tourism and Commerce , Junta de Andalucia,

Karlsruhe Institute of Technology

Zlín Region

Administrative District of Gorlice

Ministry of Culture Luxembourg

Sibiu County Tourism Association

JAMK University of Applied Sciences, Jyväskylä

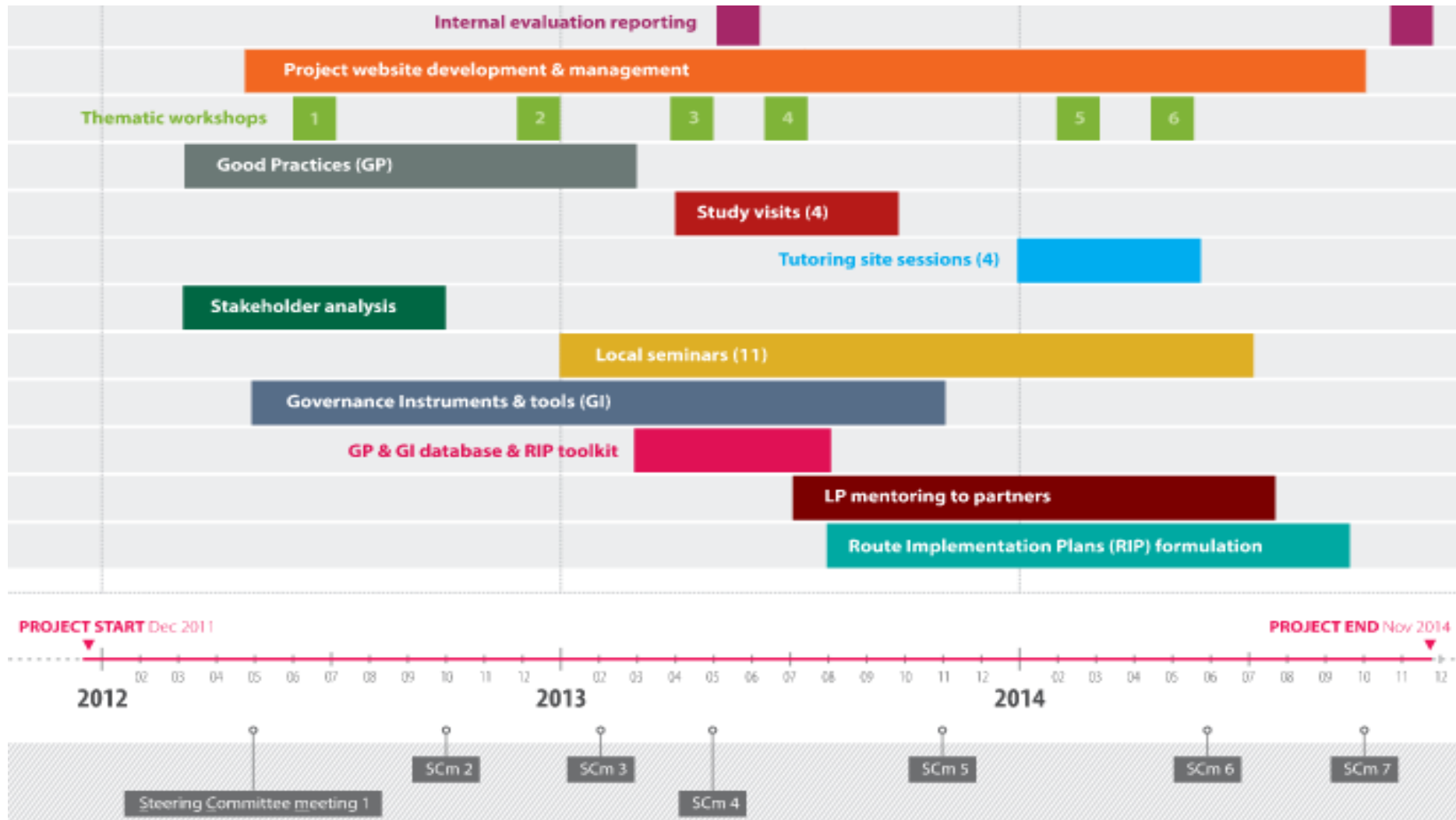
Lower Silesian Tourist Organization

11 institutions, 9 EU regions





CERTESS timeline





Objectives

The methodology developed and tested under CERTESS project aims at establishing a European reference to:

- ✓ define, structure and promote a sustainable Cultural Route;
- ✓ setup shared tools for EU regions to improve their socio-economic setup and competitiveness while preserving cultural heritage;
- ✓ contribute to implementing the European Partial Agreement on Cultural Routes.

Specific objectives

Knowledge-base development; Capacity Building; Sustainability.



Outputs

CR network setup

11 Local Stakeholder Tables established.

Experience sharing

41 good practices documented; a selection of them have been reviewed during **4** site visits performed in 2013 (Romania, Baleares, Austria, Italy); **2** benchmarking sessions held; **4** site Tutoring Sessions held in Luxembourg, Italy, Malta and Andalusia.

Governance setup & instruments

11 local dissemination/ evaluation seminars; **83** governance instruments identified and documented for **4** thematic areas, a selection of which constituted the content of the **4** Tutoring Sessions.



Outputs

CR targets & action plans - **11** Route Implementation Plans formulated in 2014.

1 joint ***Glossary*** established and adopted by the partners.

1 *Knowledge Platform & Search Tool* designed and accessible from the project website, with over **240 documents** available for download.

1 Toolkit compiled, with useful cross-references for designing, planning, implementing, managing and monitoring a European Cultural Route .



Knowledge Platform & Search Tool

1C - Database & Toolkit

All documented Good Practices, Governance Instruments and other relevant technical guidelines and manuals constitute the project database resulting in CERTESS Knowledge Platform.

The Platform is provided with a multi-task Search Tool to structure and explore the database.

Access. By clicking the icon, access is granted to the Database summary table.



Search. Can be done by:

- selecting first either the Good Practice category, and/or the Governance Instruments category and/or Other (documents) category, or all;
- clicking on any of the Themes or Sub-Themes (e.g. Route identification box);
- filtering by partners (All or by a Single Partner) - clicking on the 'Search' button.

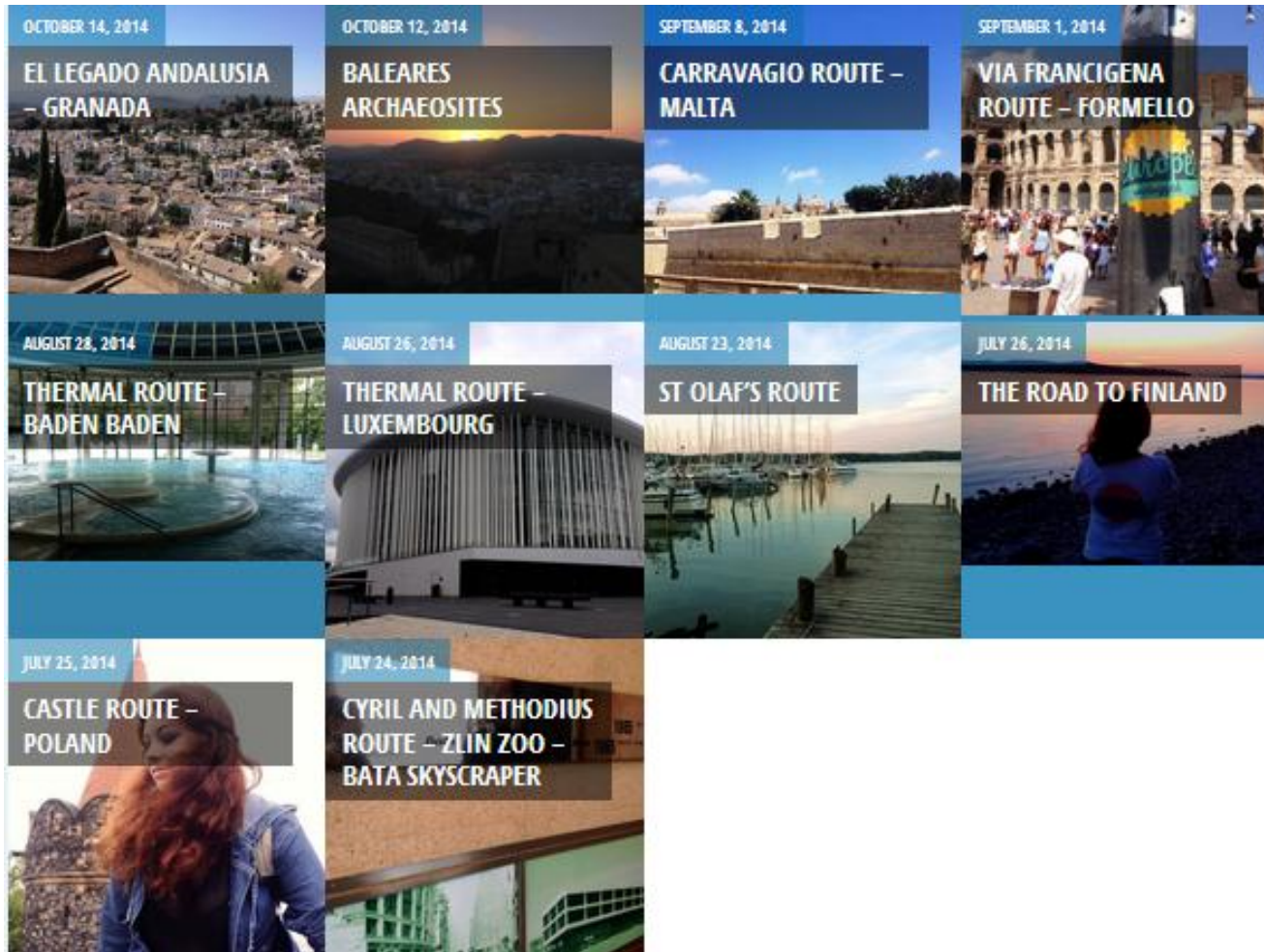




CERTESS Europe unplugged



1 blogger trip - 10 videos



Toolkit

The Toolkit is organised in close coordination and as a complement to the CERTESS GP+GI Database available in the project website (<http://certess.culture-routes.lu/database>).

Its layout is, therefore, structured in that same manner and consists of the following 4 sections (each divided into Sub-sections):



Section A

deals with "choose & explain" aspects and is articulated into:

- A1. Route theme** > selection | justification
- A2. Route promoters** > promoters & stakeholders | legal setup | transnational networking

Section C

deals with "design & phasing" aspects and is articulated into:

- C1. Design** > strategy | action design | stakeholder identification | cost & other resource estimate
- C2. Phasing** > priority setting | finance | timing.

Section B

deals with "document & assess" aspects and is articulated into:

- B1. Route alignment** > route identification | civil works | marking & signposting
- B2. Route services** > hospitality | food & beverage | information & communication | tourist services | quality branding & certification
- B3. Route points of interest** > cultural heritage | cultural services | environmental heritage | local typical products | cultural events.

Section D

deals with "implement, manage & promote" aspects and is articulated into:

- D1. Route implementation** > financial procurement | stakeholder involvement | action execution
- D2. Route management & monitoring** > capacity building | local governance | day-to-day management | monitoring & control | cross-border cooperation
- D3. Route promotion** > co-partners | promotion modalities | promotional products | performance indicators.

Each individual paragraph of this Toolkit is organised as follows: TITLE (f.i. : A.1.1. Theme Selection)





Results

The main result of CERTESS can be summarized in the individual efforts of each partner in identifying and formulating a Route Implementation Plan to foster cultural routes in his region.

This approach was not an identical one for all partners but was adjusted to specific conditions and circumstances, resulting into **3 different actions**:

- **planning a new route;**
- **joining a certified cultural route network;**
- **consolidating the ongoing experience.**

Such diversification is, however, relying on a common baseline made up by a shared methodology and a cumulative wealth of documented knowledge.

CERTESS outcome could also be conceived as a general Master Plan of 11 Routes blended together by a common planning experience and partnership ever-growing relationship: an asset to be treasured.



HOW THE EUROPEAN CULTURAL ROUTES SHOULD BE DEVELOPED AFTER CERTESS?

LOGICAL
FRAMEWORK

BENEFICIARIES

LOCAL STAKEHOLDER
1. COMMUNITY 2. BUSINESS
3. LOCAL TOURISM

Tourism
branch

LOCALS

ENVIRONMENT

OPERATOR
OF THE
ROUTE

Business/
companies

DEVELOPMENT
OBJECTIVES

Sustainability

The protection
and conservation
of sites/heritage

Develop the route
into a
tourism product

EMPLOYMENT
GENERATION

ENHANCEMENT
OF LOCAL RESOURCES
AND ACTIVITIES

Identification
of local
culture

INCREASING
WELL-BEING
OF LOCAL
COMMUNITIES

AIM OF THE
PROJECT

CONVICTIONNESS
ABOUT LOCAL
HERITAGE AS A
ASSET FOR ECONOMIC
LOCAL BUSINESS/
TOURISM PRODUCT

PROTECTION
OF LOCAL
CRAFTS AND
PRODUCTS

INDICATORS

RESULTS

INDICATORS

NUMBER OF
LOCAL
BUSINESSES / PRIORITIES

counted
businesses

MEDIA COVERAGE
OF THE ROUTE

QUESTIONNAIRE

ROUTE ROUTE TO TOUR
PRACTICES
RESTAURANTS OFFER
TRADITIONAL TOURS
- AS OF NUMBER OF
A. BUSINESSES
- NUMBER OF TOURISTS/
SALES

ACTIONS

RESOURCES

RISKS