



European Union  
European Regional  
Development Fund

Launch of Green Pilgrimage Interreg Europe Project

Canterbury, 15-19 May 2017

## CONFERENCE REPORT



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## INTRODUCTION & BACKGROUND

Pilgrimage is big business – and growing. According to the UN World Tourism Organisation, more than 330 million people – a third of tourists worldwide – go on pilgrimage each year, visiting key religious sites around the world.

The Camino, Europe's best known pilgrimage, saw nearly 278,000 pilgrims on its most popular route, the Way of St James, last year. In 1990 there were less than 5,000 pilgrims. Norway's main pilgrimage route, St Olav's Ways, is growing by 30 per cent a year, and in the UK, Scotland has seen a significant upward trend in faith tourism, with Visit Scotland reporting that it is their fastest growing market, with 2 million overseas visitors sharing in worship each year.

The growth in pilgrimage has the power to make a significant positive impact in Europe and the wider global environment. That was the message of the Pilgrimage Growth and Tourism Conference in Canterbury, Kent, UK from 15<sup>th</sup> to 19<sup>th</sup> May, 2017. The event marked the launch of the Green Pilgrimage Interreg Europe Project, a five-year, €1.18 million project to promote green pilgrimage in Europe.

Delegates heard how the increase in pilgrimage could bring huge benefits to local communities, from business and economic opportunities to new jobs for local people and more support for livelihoods, culture and crafts.

Over 70 people attended the Pilgrimage Growth and Tourism Conference, which was organised by the Diocese of Canterbury, which houses the European Green Pilgrimage Network (EGPN) and is an advisor to the Interreg Europe Project. Delegates included representatives of the six partners from different regions involved in the Interreg Europe Project as well as faith representatives, policy stakeholders, EGPN members, local government officials and technical experts from other Interreg Europe projects, tourism and European cultural routes.

The conference aimed to:

- Launch the Green Pilgrimage Interreg Europe Project
- Share best practice from existing green pilgrimage initiatives
- Share best practice from other Interreg Europe projects
- Develop a roadmap and action points for implementation of the Green Pilgrimage Interreg Europe project

The conference shared best practice from pilgrimage sites such as Santiago de Compostela, Spain, and from other initiatives such as the Cultural Routes of the Council of Europe. Delegates had the opportunity to visit key pilgrimage sites in Canterbury, such as Canterbury Cathedral, and were taken on a tour to see St Augustine's Way, a new pilgrimage route developed as an initiative of the European Green Pilgrimage Network.

They were also offered a walking pilgrimage to engage with the local landscape, local businesses and small rural churches along the medieval pilgrimage route between Canterbury and Chilham, one of Kent's most beautiful villages.

This meeting report summarizes the proceedings and outcomes of the Green Pilgrimage Interreg Europe Launch Conference. Please see Appendix One for the conference presentations and Appendix Two for the participants list. All the presentations are also available to download, along with the *Green Pilgrimage Network Handbook*, from the Green Pilgrimage Interreg Europe website, [www.interregeurope.eu/greenpilgrimage](http://www.interregeurope.eu/greenpilgrimage), and the European Green Pilgrimage Network website: [www.greenpilgrimageeurope.net](http://www.greenpilgrimageeurope.net).

### Green Pilgrimage Interreg Europe Project

The Green Pilgrimage Interreg Europe Project is a five-year, €1.18 million project to promote green pilgrimage in Europe. Funded by the European Regional Development Fund, the project runs to 2021 and brings together six regions across Europe. The project involves research into best practice, study visits and exchanges with other currently successful 'green' pilgrim routes, such as the Way of St James to Santiago Compostela in Spain. This is to support the development of a series of action plans, and further funding bids, to deliver improved policy and practice for pilgrimage in their regions in order to protect natural and cultural heritage. Visit: <http://www.interregeurope.eu/greenpilgrimage/>



### European Green Pilgrimage Network

The European Green Pilgrimage Network (EGPN) is a faith-led network of pilgrim places, pathways and cities in Europe that are committed to promoting green, or environmentally friendly, pilgrimage. Its vision is that pilgrims leave a positive footprint on the earth, and that pilgrim places become models of care for the environment. It has created a series of free resources on green pilgrimage which can be found on the EGPN website: [www.greenpilgrimageeurope.net](http://www.greenpilgrimageeurope.net).



Delegates at St Augustine's Cross, where Augustine landed in AD 597

## CONFERENCE PROGRAMME

### MONDAY 15<sup>TH</sup> MAY 2017

**10.00 – 12.00 Kent County Council/Visit Kent Local Business Stakeholder Event**

Pilgrimage opportunities for Kent tourism businesses

**15.00 – 17.00 Optional Guided Tours of Canterbury Cathedral, St Augustine's Abbey and St Martin's Church**

**18.00 – 20.00 Drinks reception at Eastbridge Hospital**

*Offering pilgrim accommodation and hospitality since 1176*

- **Welcome**  
Canon Caroline Pinchbeck, *Diocese of Canterbury & EGPN convener*
- **An introduction to the Green Pilgrimage Project**  
Nick Johannsen, *Kent Downs AONB Director*
- **An introduction to Eastbridge Hospital**  
Br Kevin/Br Austin
- **The Tradition of Pilgrimage in Canterbury**  
The Very Rev Dr Robert Willis, *Dean of Canterbury Cathedral*

### TUESDAY 16<sup>TH</sup> MAY 2017

**PILGRIMAGE GROWTH AND TOURISM CONFERENCE,  
Clagett Auditorium Conference Room, Cathedral Lodge, Canterbury**

**09.15-10.00 Welcome and introduction**

- Canon Caroline Pinchbeck, *Diocese of Canterbury*
- Alison Hilliard, *The European Green Pilgrimage Network*

**Introduction to the Green Pilgrimage Interreg Europe Project**

Catherine Brady, *Project Co-ordinator, Kent Downs AONB, Kent County Council*

**10.00-10.30 The Cultural Routes of the Council of Europe: a model for sustainable tourism – lessons to learn for Green Pilgrimage**

Dr Stefano Dominioni, *Director, European Institute of Cultural Routes*

**10.30-11.00 What can we learn from others? Examples from two Cultural Routes of the Council of Europe**

**Growth, sustainability and social responsibility:**

**Key lessons from managing St James's Way in the last 25 years**

Jose Luis Maestro Castineiras, *Xunta de Galicia*

## TUESDAY 16<sup>TH</sup> MAY 2017 continued

11.00-11.30 **Tea/coffee break**

11.30-12.00 **Reviving pilgrimage, route creation and catering for the pilgrim:  
Key lessons from St Olav's Way, Norway**

Hans Morten Lovrod, *Director, National Pilgrimage Centre, Trondheim*

12.00-13.00 **Best practice from other Interreg Projects**

**CERTESS Project (Cultural European Routes transferring Experience, Sharing Solutions): Lessons in the Good Practice Database and from other projects**

Dr Eleonora Berti, *Project Co-ordinator*

**Lessons in the 12 Good Practices, Charter for Sustainable Cultural Tourism and new Interreg Projects CHRISTA & Cult-RInG**

- Manos Vougioukas, *CHARTS Project co-ordinator, Secretary General of the European Cultural Tourism Network*
- Ieva Treija, *CHRISTA and Cult-Ring Communications Manager, Co-ordinator of the European Cultural Tourism Network*

13.00-14.30 **Lunch**

14.30-16.00 **Lessons from The European Green Pilgrimage Network:**

**Why green pilgrimage matters**

Rt Rev Trevor Willmott, *Bishop of Dover, Diocese of Canterbury*

**Green pilgrimage worldwide: Leaving a positive footprint**

Alison Hilliard, *The European Green Pilgrimage Network*

**Going Green in Armenia**

**The Armenia Orthodox Church's support for green hospitality and local traditions**

*Green hospitality film*

**Going Green in Vadstena**

**Supporting green initiatives: Extending and re-popularising pilgrimage routes**

Per Rosenberg, *Diocese of Linköping, Sweden*

**Going Green in Canterbury**

**The Canterbury Green Pilgrimage Network Partnership: Involving stakeholders in a common vision**

Canon Caroline Pinchbeck, *Diocese of Canterbury*

## TUESDAY 16<sup>TH</sup> MAY 2017 continued

16.00-16.30 **Tea/coffee break**

16.30-17.30 **Key lessons from The Via Francigena: Promoting environmental care and responsibility**

Silvia Lecci, *Project manager, European Association Via Francigena*

17.00-17.30 **Concluding remarks and looking ahead**

- Catherine Brady, *Project Co-ordinator, Kent County Council*
- Canon Caroline Pinchbeck, *Diocese of Canterbury*

## WEDNESDAY 17<sup>TH</sup> MAY 2017

### The Canterbury Green Pilgrimage Network Partnership – A Study Tour

09.00 **Coach departs for Ramsgate**

Pilgrim stop at St Augustine's Cross where Augustine landed in AD 597 bringing Christianity to the Anglo-Saxons

10.15-11.00 **Arrival at St Augustine's, Ramsgate**

Tour of Church and visitors centre

**Rediscovering and renewing lost pilgrimage routes: The Way of St Augustine. Working with Explore Kent, the Shrine of St Augustine and the Churches Conservation Trust**

John Coverdale, *St Augustine's Shrine, Ramsgate*

11.00-11.15 **Tea/coffee break, sampling local produce**

11.15-12.15 **Involving local authorities and boosting tourism**

Velia Coffey, *Deputy Chief Executive, Canterbury City Council and the European Association of Via Francigena*

**Innovative Green Accommodation: The experience of champing: Pilgrimage accommodation in churches**

Chana James, *Churches' Conservation Trust*

**Promoting local food as part of the pilgrimage experience**

Jill Sargent, *Produced in Kent*

12.30-13.30 **Lunch: Fish and chips**

14.30 **Coach arrives back at Canterbury Lodge. Check out for some participants**

## THURSDAY 18<sup>TH</sup> MAY 2017

## **Green Pilgrimage Steering Committee Meeting (for partners only)**

The Common Room, Canterbury Lodge.

- |             |  |
|-------------|--|
| 09.00-9.20  | <b>Green Pilgrimage Interreg project: Welcome and overview</b><br><i>Catherine Brady, Project Co-ordinator, Kent Downs AONB, Kent County</i> |
| 9.20-10.30  | <b>Partner Presentations</b> on project participation, pilgrimage experience and project expectations  |
| 10.30-10.45 | <b>Partner discussion and questions</b>  |
| 10.45-11.00 | <b>Tea/Coffee break</b>  |
| 11.00-12.00 | <b>Project Timetable and Objectives</b><br><b>Study Visit Timetable and Objectives</b><br><b>Joint Studies Overview</b>                      |
| 12.00-13.00 | <b>Buffet lunch in The Lodge</b>   |
| 13.00-15.00 | <b>Financial Claims</b><br><b>Activity Reporting</b><br><b>Communication Requirements</b>  |
| 15.00-15.20 | <b>Tea/Coffee break</b>  |
| 15.20-17.20 | <b>Policy in Practice workshops</b><br><b>Stakeholder engagement</b><br><b>Best practices</b>  |

## **FRIDAY 19<sup>TH</sup> MAY 2017**

Optional Activity for Green Pilgrimage Stakeholders

### **09.30-15.30 A Walking pilgrimage through the beautiful Kent countryside**

Discover the ancient trackways, intimate landscapes, local businesses and small rural churches along the medieval pilgrimage routes between Canterbury and Chilham, one of Kent's most beautiful villages.

A 5-6-hour guided walk Led by Peter Morris, North Downs Way Officer and the Kent Downs AONB Unit, Kent County Council

# CONFERENCE REPORT

MONDAY 15<sup>TH</sup> MAY 2017

10.00-12.00

## KCC/Visit Kent: Green Pilgrimage Business Stakeholder Engagement Workshop

Canterbury Lodge, Canterbury Cathedral

The workshop attracted 40 business stakeholders from a range of business providers, local authority economic policy and development officers, and tourism officers. Current ESIF policy recognises the importance of the rural economy to tourism and natural and cultural heritage protection in a generalised manner. There is not enough detail regarding business needs and areas of priority focus for investment. There is also little reference to the walking and active tourism economy value.

The workshop started with a description of the Green Pilgrimage project and how businesses could influence policy direction through councillor and political engagement. Examples of Green Pilgrimage partner work on pilgrimage were presented along with already evident best practice examples of pilgrimage promotion.

Project stakeholder Visit Kent presented data on the visitor economy and the value of walking tourism to the British economy as well as how businesses could target themselves to the pilgrimage and walking market. Stakeholder KCC Explore Kent presented on walking tourism and business engagement schemes and actions already in existence and how businesses could make use of these to improve their walking tourism offer.

An interactive session with stakeholders took place regarding the kinds of opportunities, barriers and pilot ideas that policy and investment should prioritise. These findings are summarised below.

### Opportunities, barriers and pilot ideas

Idea	Detail/ Comments	Solutions/ Notes
Shared imagery	Collection of high quality pics depicting outdoors activity in Kent	VK & EK have large stock libraries they can share
<b>Comprehensive Guides/ Itineraries</b>	Product development Detailed activity guides for promoted/ set routes Access points & public transport links Things to do/ see on the route Places to eat/ drink/ stay	EK have 100's of routes on their website you can access NDW is involved with DEF Round 2 project "Great Trails"
<b>Planning Tool</b>	Single point of contact to help planning Route Accommodation Food & Drink Nature & Heritage Other activity Transport links & transfers	St Olav Ways Trail Norway and Visit Surrey website examples DEF Round 2 "Great Trails" could involve some capacity to develop this for National Trails

<b>Local Produce/ Knowledge- "Authentic"</b>	Bring activity to life with local history Celebrate local produce and services Collaborate & referral scheme Communication Network highlighting local assets	
<b>Partners/ Stakeholder Network</b>	Promote a range of activity & service providers in co-ordinated fashion Develop bespoke routes to take in "the best of" locally Utilise Churches to welcome walkers Low-high end accommodations GPS units to ensure people don't get lost Better relations with tourist officers Sponsored routes Walking Festival	

### What services are missing?

- Co-ordination of services- "one stop shop" & packaged itineraries
- Collated information about green tourism & services
- Baggage & Walker transfer to/ from trails
- Guides/ Greeters
- Better utilise community networks to help maintain & promote routes
- Partner with existing walking companies
- Wider range of accommodation options
- Signage for some routes not great
- Maps/ routes not readily available

### Opportunities & Barriers

<b>Opportunities</b>	<b>Barriers</b>
Kent popular outdoor destination – natural assets Need a single voice/message/co-ordinated Approach – scattergun currently Fantastic Food & Drink Offer Condition of some routes – closures/ signage Walking/cycling specific publications Create network of like-minded organisations promoting the same message: referrals and recommendations as walkers pass down the trail	Time Money Difficult to plan Gaps in knowledge/services Weekend timetables don't support outdoor activity IT capability/capacity Poor signage VK/EK confusing: would be easier with one organisation Better links & comms between promotional organisations & businesses

### Useful information

The North Downs Way and the England Coast Path are part of the [National Trail Network](#) – these trails are managed and promoted by central Government, most have dedicated officers who you can contact for help.

If your business is near either (or both) you can add your business to their website or join the [business membership](#) for enhanced listings. Many visitors use these websites to plan their trip.

Explore Kent promotes outdoor activity in Kent and has a wide range of [activities and routes](#) you can download and print out.

18.00-20.00

### **Drinks reception at Eastbridge Hospital**

Eastbridge Hospital, Canterbury



Left to right: Eastbridge Hospital, the Lord Mayor welcomes delegates; Nick Johannsen of Kent Downs AONB

The conference opened formally with a drinks reception at Eastbridge Hospital which has been offering pilgrim accommodation and hospitality since 1176. Delegates were welcomed by Canon Caroline Pinchbeck, Diocese of Canterbury & European Green Pilgrimage Network Convener. Nick Johannsen, Director of Kent Downs AONB (Area of Outstanding Natural Beauty) gave an introduction to the Interreg Europe Green Pilgrimage project.

Representing the Very Revd Dr Robert Willis, Dean of Canterbury Cathedral, Canon Treasurer The Revd Nicholas Papadopoulos spoke about the long tradition of pilgrimage in Canterbury, and Br Kevin gave a brief overview of the history of Eastbridge Hospital and its history of catering for pilgrims. The Mayor of Canterbury George Metcalfe offered his welcome and best wishes for a successful conference.

TUESDAY 16<sup>TH</sup> MAY 2017

## PILGRIMAGE GROWTH AND TOURISM CONFERENCE

Clagett Auditorium Conference Room, Cathedral Lodge, Canterbury



09.15-10.00

### Welcome and introduction

- Canon Caroline Pinchbeck, *Diocese of Canterbury*
- Alison Hilliard, *The European Green Pilgrimage Network (EGPN)*

*Canon Caroline Pinchbeck* welcomed everyone to the conference: 'Canterbury is a place where many people have travelled over the centuries and it's a good place to have conversations and build relationships, and we are looking forward to that today and in the years to come.'

### 'Pilgrimage is very big business'

*Alison Hilliard* told delegates that pilgrimage was very big business today and the numbers of pilgrims were growing every year. 'According to UN World Tourism Organisation (UNWTO), pilgrimage is now one of the fastest growing segments of the travel industry, with more than 330 million people going on pilgrimage every year, visiting the world's key religious sites. That's a third of all tourists worldwide,' she said.

- In 2013 more than 100 million Hindu pilgrims attended the 12-yearly Maha Kumbh Mela. That pilgrimage was so large that it could be seen from outer space and is the largest gathering in human history.
- Every year 30 million Sikh pilgrims visit the Golden Temple in Amritsar, India
- 20 million Catholics visited the Our Lady of Guadalupe shrine in Mexico City last year
- 3 million Muslims go on the Hajj to Makkah, Saudi Arabia. 'And the Saudi authorities want to increase pilgrimage and religious tourism from 8 million to 30 million visitors by 2030,' she said.

European pilgrimage is the rise too:

'Pilgrimage is very big business today and the numbers of pilgrims are growing every year... Pilgrimage is now one of the fastest growing segments of the travel industry, with more than 330 million people going on pilgrimage every year'

– Allison Hilliard

- The Way of St James to Santiago de Compostela is the busiest European pilgrimage, with visitors from 140 countries worldwide, and is increasing by 10% each year.
- In Spain, international tourists travelling with religious motives grew 32% in 2013.
- Trondheim, Norway, has seen a 30% increase in the last five years.
- Scotland has six new pilgrimage routes under development.
- Next week, the General Assembly of the Church of Scotland will vote to encourage pilgrimage, which has been in effect proscribed by the Church for more than 400 years.
- Visit Scotland says faith tourism is their fastest growing tourism market with some 2 million overseas visitors each year.
- 750,000 people visit the pilgrimage site of Luss, in Scotland each year.
- 250,000 people travel to the remote island of Iona each year.
- Pilgrimage is booming at the Walsingham shrine to Mary, with 300,000 visitors a year; last week the first Tamil pilgrimage of the season took place.

### **Motivations for pilgrimage**

Alison Hilliard said it was important to acknowledge that not all visitors to pilgrimage sites are religious. 'Some pilgrims are on a spiritual quest seeking self-discovery and inner values of spirituality. Others come attracted to the universal values of pilgrimage – values of hospitality, welcome to the stranger, openness to others.

'Some come for friendship and solidarity with local communities and local landscapes. Others come wanting to experience different cultures and faith traditions. And for others, pilgrimage is an expression of responsible or eco-tourism, involving 'home stays' with local people, it's a healthy, low carbon, environmentally friendly option.'

Whatever their motive, it seems pilgrimage has something special to offer: 'For religious and non-religious alike, pilgrimage has something to offer that people are not finding elsewhere and which seems important in an uncertain and changing and fast moving world.'

The increase in pilgrimage brings many benefits to local communities. It leads to an increase in business and economic opportunities. It involves local people and creates jobs and livelihoods providing accommodation and food for pilgrims. It supports local culture and crafts and can build local pride and self esteem.

She said: 'The Secretary General of the UNWTO put it like this: "Now is the time to harness the power and potential of pilgrimage to make a positive difference in our world." That potential is what we hope to explore today and what we hope to build on in our Green Pilgrimage Interreg Europe project.'

### **European Green Pilgrimage Network**

Alison Hilliard told delegates the European Green Pilgrimage Network (EGPN) was set up in 2015 with founding members from the Diocese of Canterbury, the Nidaros Pilgrim Centre in Trondheim, Norway and the Diocese of Linköping and the Pilgrim Centre in Vadstena in Sweden. 'It is a faith based network that encourages all stakeholders, from local authorities to faith groups, from local business to municipalities, to work together to green their place of pilgrimage.

The EGN grew out of the Green Pilgrimage Network which was launched in the pilgrim city of Assisi, Italy, in 2011. It was housed by the Alliance of Religions and Conservation until 2015 and grew to be a global network of pilgrim cities committed to green pilgrimage. It invented the phrase 'green pilgrimage' and worked hard to develop some key lessons in green pilgrimage. The EGN shares its vision of pilgrim cities, places and routes becoming models of care for the environment, and of pilgrims leaving a positive footprint on the earth.

## Introduction to the Green Pilgrimage Interreg Europe Project

- Catherine Brady, Project Co-ordinator, Kent Downs AONB, Kent County Council

*Catherine Brady* gave an overview of the five-year Green Pilgrimage Interreg Project, which is funded by the European Regional Development Fund to share best practice on how Pilgrimage and long distance walking can benefit our natural and cultural assets in a sustainable manner.

Partners are:

- National Institute for Research and Development in Tourism, Romania
- Ostergotland County Council, Sweden
- South Trondelag County Authority in Norway
- Norfolk County Council, UK
- Puglia Region in Italy
- Kent County Council, UK
- The European Green Pilgrimage Network, hosted by the Diocese of Canterbury in Kent, is the advisory partner to the Project.

The project also has a working relationship with the Xunta de Galicia working to promote St James Way to Santiago de Compostela.

Was this a faith project? 'Yes and no,' she said. 'All these partners see the potential of pilgrimage to boost our local economies, protect and promote our natural and cultural assets, and provide an incredible experience to visitors of faith and non-faith in our regions.'

'England's 14 long distance national trails bring £533 million of direct spending to our economy every year, with over 86 million visitors per year.'

– Catherine Brady

- 'Local authorities are already promoting long distance walking for its health, well-being and local economic benefits.'
- 'England's 14 long distance national trails bring £533 million of direct spending to our economy every year, with over 86 million visitors per year.'
- 'Faith organisations also support these benefits and the spiritual and wellbeing brought through walking.'
- 'The EGN is the pilgrimage expert advisor to the regional partners.'

This conference as well as the subsequent study visits and research, would, it is hoped, provide an evidence base to seek funding for other projects to support pilgrimage in our regions. The

speakers would set the scene of existing best practice in pilgrimage which would inform the Green Pilgrimage Interreg Europe project.

10.00-10.30

### **The Cultural Routes of the Council of Europe: A model for sustainable tourism – lessons to learn for Green Pilgrimage**

- Dr Stefano Dominioni, Director, European Institute of Cultural Routes

*Dr Stefano Dominioni* gave an overview of how the European Institute of Cultural Routes came to be established in the 1980s. 'Back then Europe was very different to how it is today; there were lots of walls and barriers and the Council of Europe decided a cultural programme was needed to break these down,' he said.

'The Council of Europe is not the European Union; it is larger, an organisation of 47 member states established 69 years ago inspired by Winston Churchill's idea of creating a common cultural and political heritage. The Cultural Routes programme ([www.culture-routes.net](http://www.culture-routes.net)) was launched in 1987 to tell the story of our shared heritage through itineraries crisscrossing Europe and beyond, and to promote cultural diversity, mutual exchange and understanding.'

- The Cultural Routes are a legal structure based on an association of members
- Every Cultural Route is a legal entity with its own resources established in one of the states but with a transnational membership
- The European Institute of Cultural Routes certifies the routes
- There are 32 Cultural Routes and they cross more than 50 countries
- Each route must meet certain criteria for certification

Religious and cultural tourism is very important to the Cultural Routes. 'Many of our routes have a religious history and this inspires millions of people to visit our sites.' As well as Christian routes, there are routes of Jewish heritage and of the Muslim tradition.

#### **Benefits of Cultural Routes**

The Cultural Routes bring many benefits to local communities, such as increasing the economy and local employment, and enabling cultural exchanges between visitors and the local community.

'We have important data showing that the local communities are very positively touched by the impact of these routes,' he said. 'The routes provide value to the local community.'

'We have important data showing that the local communities are very positively touched by the impact of these routes. The routes provide value to the local community.'

– Dr Stefano Dominioni

This is particularly true for rural communities which often lose both their people and their economic growth in today's era of urbanisation and globalisation. 'Cultural Routes offer the opportunity to bring back people and economic potential to rural communities.'

Dr Stefano Dominioni highlighted two routes where sustainability was a significant theme: St Martin of Tours and the Huguenot and Waldensian Trail. St Martin of Tours is a 5,000km route

through 12 European countries that has a religious theme. It is very focused on developing cultural tourism with respect for the environment and accessibility for disabled people. It also aims to make greater use of locally produced, eco-friendly products and food. The route is:

- Developing green city trail that is 2,000km long and 20km wide
- Designing a corridor that stretches 10km to the right and 10km to the left that will allow local communities to exchange ideas and products
- Developing a zero-km economy to boost the production/use of local products and food.

The Huguenot and Waldensian Trail follows the migration and exile of the Huguenots and Waldensians who were persecuted in 1685. The Trail follows beautiful routes across the Italian Alps to Germany and France, and is being developed with many environmentally friendly activities such as cycling paths.

10.30-11.00

### WHAT CAN WE LEARN FROM OTHERS? EXAMPLES FROM TWO CULTURAL ROUTES FROM THE COUNCIL OF EUROPE

#### **Growth, sustainability and social responsibility:**

#### **Key lessons from managing St James's Way in the last 25 years**

- Jose Luis Maestro Castineiras, Xunta de Galicia

*Jose Luis Maestro Castineiras* explained that Santiago de Compostela lay at the heart of a series of pilgrim pathways crisscrossing Europe, commonly known as the Camino. Their history goes back to the 11<sup>th</sup>-13<sup>th</sup> centuries, when pilgrims began flocking to Santiago de Compostela. The French route, the Way of St James, became the most important route but there are others.

There has been a resurgence in pilgrimage in the last 25 years, particularly since the visits of Pope John Paul II in 1982 and in 1989. These two visits proved decisive for the promotion of Compostela as an international religious destination. Also significant were two international events in Spain in 1992: the Olympic Summer Games in Barcelona and the Universal Exposition of Seville (Expo '92). Galicia wanted to boost its international visitors and chose the Way of St James. In Spain, responsibility for tourism and culture lies with the regional national governments.

Last year, 277,854 pilgrims arrived at the Cathedral of Santiago de Compostela, having travelled the last 100km on foot or horseback, or the last 200km on bicycle. In 1990, the figure was fewer than 5,000.

The Camino now boasts some impressive pilgrimage figures. In 1990, fewer than 5,000 people arrived at the Cathedral of Santiago de Compostela, having travelled the last 100km on foot or horseback, or the last 200km on bicycle as required for the Compostela pilgrimage certificate. In 2016, this figure has risen to 277,854 pilgrims – an increase of more than 5,500%.

#### **Establishing a legal infrastructure**

In 1993, the region of Galicia decided to boost the Camino and created a brand, Xacobeo 1993, with its own logo and pilgrim mascot (see right).



- The Government passed a law in 1996 declaring the Way of St James to be an important heritage asset and protecting the other routes in Galicia as listed assets. This legislation:
  - Established the rules of use for the network of hostels envisaged by Xacobeo.
  - Regulated the procedure for listing certain activities and projects as of interest for the promotion of the Way of St James.
  - Created an International Committee of Experts on the Way of St James, made up of researchers across Europe with ties to the Camino
- Around €120 million was spent on Xacobeo activities, mostly on Infrastructure, eg:
  - Restoring routes
  - Signposting (the yellow arrow and the vieira, or scallop shell, are the internationally-recognised symbols of the Way of St James,)
  - Establishing hostels for pilgrims
- There was also an intense publicity and promotion campaign involving music, art and other cultural events including concerts by The Rolling Stones, Sting, Mike Oldfield, The Corrs and Eric Clapton.

Jose Luis Maestro Castineiras said the hostel network was critical to developing The Way because pilgrims' main difficulty was finding accommodation, particularly in rural areas.

- A network of 70 public hostels has been created by the Xunta de Galicia along the routes, with capacity for 3,920 pilgrims.
- They are located in old restored homes, refurbished rural schools and renovated historic buildings, as well as newly-built hostels.
- Initially accommodation was free but now costs €6 per person per night.

The first Friends of the Santiago de Compostela Association was founded in Paris in 1950; now there are 324 in 24 countries on all continents. They provide information and support for pilgrims or travellers on The Way of St James; provide hostel volunteers, help restore routes and promote a wide range of cultural activities linked to the Camino.

### Camino figures

- 55% of all pilgrims are foreigners: 15.6% come from Italy, 13.8% from Germany and 9.9% from the United States.
- There is great seasonal variation, with peak time for Spanish pilgrims being June, July and August, and for foreign pilgrims from May to September, with a slight dip in July.
- The French Route is the most popular with 176,075 pilgrims (63% of the total), followed by the Portuguese Route (49,538 / 18%) & Northern Route (17,289 / 6%).
- 92% travel by foot and 8% by bicycle
- The Camino attracts men and women in almost equal numbers (52% male, 48% female)
- 40% are aged between 25-44 years and 35% between 45-64 years
- Pilgrims express a high degree of satisfaction with their experience of the Camino
  - 93.2% would recommend it to others
  - 84.4% consider it 'unique, appealing and interesting'
  - 79.8% would repeat it.

### Reasons for doing the Camino

- Purely religious – 11%
- Religious and other reasons – 27%
- Purely spiritual reasons – 16%
- Spiritual and other reasons – 18%
- Other reasons – 28%

Galicia's 2015-2021 Master Plan will see €56.1 million invested in the Way of St James to boost pilgrim numbers to 464,000. The estimated revenue from pilgrims is forecast to be €655 million.

### Impact on the local economy

The impact on the local economy can be seen in the expansion of private accommodation as well as publically funded accommodation along the French Route.

- Beds have increased by 50% along the route in the last four years (mostly tourist hostels), compared to 16% in outlying areas.
- The number of establishments offering accommodation along the route has increased from 66 to 340 from 2003-2017, compared to an increase in establishments not on the route from 53 to 100.
- The number of beds available along the route is 9,078 in 2017, compared to 1,586 beds in areas not on the route.

The impact on the local economy can also be seen in the difference in 'tourist intensity' (tourist overnights divided between residents). The tourist intensity along the French Route is 3.36 compared to a tourist intensity in other parts of the region of 0.87.

### Master and Strategic Plan of the Way of St James 2015-2021

This provides a roadmap with guidelines for restoring and protecting the Way in Galicia that will also protect the region's culture and natural biodiversity. It has six main thematic areas:

1. Promotion of inter-administration cooperation between the various regional governments involved in The Way of St James
2. Promotion of international relationships, through programmes focusing on training, education, research, volunteers, and collaboration with key countries involved in the Way such as France, Portugal, Italy, Germany, Poland and the UK
3. Collaboration with associations of Friends of The Way of St James
4. Strengthening of the international Committee of experts of The Way of St James
5. Collaboration with the Galician government and church authorities
6. Monitoring of the socio-economic impact of the Way in Galicia

### Master plan budget & projections

Budget	€56.1 million
Budget estimate per pilgrim	€70.66 per person
Estimated revenue from pilgrims	€655 million
Estimated pilgrim numbers in 2021	464,000
Total estimated pilgrims in 2015-21	2,482,000
Average expenditure per pilgrim	€44/day
Average days on the Way of St James	6
Average expenditure per pilgrim/week	€264

Asked if the Camino was reaching saturation point, Luis Maestro Castineiras said the authorities were worried about this. The issue is mainly related to the French Route and just to the summer months but ‘the figures tell us to be careful’. Some people do the Camino several times; the aim is to persuade them to go out of season or use less travelled routes.

In questions afterwards, Dr Stefano Dominioni, Director of the European Institute of Cultural Routes, said it was vital to make politicians aware of the benefits of pilgrim tourism. ‘The more these pilgrim routes are being promoted, the more the political authorities will see that investing in them has a number of positive consequences such as job creation.’

‘The more these pilgrim routes are being promoted, the more the political authorities will see that investing in them has a number of positive consequences such as job creation.’

He added: ‘We have noticed that the legal aspect [establishing legislative and administrative structures] is also very important; it’s also a question of lobbying the authorities to develop these master plans.’

– Dr Stefano Dominioni

Asked if there was a particular model to follow, Dr Stefano Dominioni said it was extremely important for routes to have their own solid membership structure, with a wide variety of members, each contributing a membership fee.

‘The solidity of a route is given by its own resources and staffing, with local authorities seconding staffing to the route, usually where the headquarters of the route is located,’ he said. This was usually complemented by additional funding: for example, the European Union has invested around €20million spread over the Cultural Routes in recent years.

11.30-12.00

### **Reviving pilgrimage, route creation and catering for the pilgrim:**

#### **Key lessons from St Olav Way, Norway**

- Hans Morten Lovrod, Director, National Pilgrimage Centre, Trondheim

Introducing Norway’s main pilgrim paths, St Olav Ways, *Hans Morten Lovrod* explained that they are based on the legacy of the Viking king, Olav Haraldsson, who was born in 995, raised as a warrior and became a Christian saint. The paths cross Norway from Denmark and Sweden, culminating at Nidaros Cathedral in Trondheim and cover 5,000km (2,000km of them in Norway).

Hans Morten Lovrod said: ‘There are many different medieval pathways leading to Trondheim. They offer a unique experience which tells the story of the people of the North. These routes played a crucial role in the development of the people of Scandinavia – from economic development to wars. They go through a landscape rich in nature and cultural heritage and provide a unique encounter with Norwegian nature, culture, beliefs and people.’

The decision to revitalise the St Olav Ways came after the Winter Olympics were held in Norway in 1994. ‘As a result, the local county government initiated a project to signpost the

paths, and the pilgrim paths from Oslo to Trondheim and Stiklestad to Trondheim were relaunched in 1997.' Since then:

- Five regional pilgrim centres were established in 2010
- St Olav Ways became a European Cultural Route in 2010
- The National Pilgrim Centre was established in 2012
- The Government adopted pilgrimage as a national strategy
- The Norwegian government invests €1.4 million per year to coordinate pilgrim activities
- The number of pilgrims receiving Olav Letters (Norway's pilgrim certificate) rose from 165 in 2010 to 1,045 by 2016 – an increase of 30% increase per year.

### Pilgrim projections

If the growth in pilgrims continues at 30% per year, the numbers will rise to more than 10,000 by 2025. If it increases to 45% per year, the numbers will reach nearly 30,000 by 2025. Hans Morten Lovrod said: 'We have some challenges to solve – like accommodation, how to host all these people – but if we can solve them, we will continue this growth.'

Norway is excited about the 1000<sup>th</sup> anniversary of the Norwegian nation (and also St Olav's death) in 2030 which it sees as a great opportunity to highlight the pilgrim paths, he said: 'We really have high expectations.'

Pilgrimage on St Olav's Ways has been increasing at a rate of 30% per year. If that trend continues, the numbers will reach more than 10,000 people per year by 2025.

– Dr Hans Morten Lovrod

In response to a question about the numbers of people who follow the pilgrim paths but do not register for a St Olav's Letter, Hans Morten Lovrod said this was difficult to estimate: 'Trying to count pilgrims is like trying to count fish in the ocean. The numbers of people receiving St Olav's Letters don't show the whole picture but they do at least show the trend.'

Norway's approach is 'to open up pilgrimage so everybody can consider themselves users of the pilgrim paths': 'At the National Pilgrimage Centre, we are not concerned with what people are thinking about. We realised that when people start to walk the pilgrim paths, some start as hikers but all of them arrive at Nidaros Cathedral as pilgrims. Our role at the National Pilgrimage Centre is to have all the stakeholders moving together in the same direction at the same time.'

### St Olav Ways: Focus areas

- Convey and renew the pilgrimage tradition
- Coordinate national work such as route management
- Infrastructure development
- Encourage sustainable pilgrimage, natural and cultural tourism
- Rural revitalisation
- Nordic cooperation as a European Cultural Route

### St Olav Ways: Key lessons

The following were all important to the success of the development of St Olav Ways:

- Administration/bureaucracy
- Marketing and communication
- Infrastructure (eg, developing common signposting for the route through all the countries – ‘We don’t want people to get lost in the mountains!’)
- Stick to the concept of those walking the routes being pilgrims
- Volunteers
- Networking

Sticking to the concept of pilgrimage is important, said Hans Morten Lovrod: ‘We don’t ask people what they are thinking of or what they believe but it’s important to us to show that this is a pilgrim route. People can use it for what they want but it is not a mountain tracking route, it is a pilgrim route.’

### What is the definition of a pilgrim?

Hans Morten Lovrod’s presentation prompted a discussion: how do you define a pilgrim? Jose Luis Maestro Castineiras of Xunta de Galicia said its research indicated that only 11% of pilgrims came on the Camino for purely religious purposes. However, 72% cited a mixture of religious/spiritual reasons plus other motivations.

What was clear was that people on the Camino did not want to be regarded as tourists, he said. ‘This is a very important issue: we have to treat people as pilgrims and this is completely different from tourism,’ he told delegates.

‘They are not tourists and all the [324 Friends of Santiago de Compostela] Associations around the world say the same: “Don’t treat us as tourists”. The emotion is so deep that we have to take these deep feelings into account.’

‘This is a very important issue: we have to treat people as pilgrims and this is completely different from tourism, They are not tourists and all the Associations around the world say the same: “Don’t treat us as tourists.” The emotion is so deep that we have to take these deep feelings into account.’

– Jose Luis Maestro Castineiras

Hans Morten Lovrod agreed. Talking of St Olav Ways, he said: ‘It’s important for walkers/users of the pilgrim path to know about the history of the path. Walking long distances through the landscape can be a transformative experience.’

One delegate, Uttrang Kaur Khalsa, made a plea for a change in attitudes towards pilgrimage, saying: ‘There is a difference between how we treat our pilgrims here and how they are treated in countries such as India where pilgrimage is seen as a central and sacred activity. It’s important that what is reverent, sacred and holy remains something that is cherished and offered with great heart.’

### **CERTESS Project (Cultural European Routes Transferring Experience, Sharing Solutions): Lessons in the Good Practice Database and from other projects**

- Dr Eleonora Berti, Project Co-ordinator

Due to ill health, Dr Eleonora Berti was unable to attend the conference. However, her presentation is available to download, along with all the presentations, from the European Green Pilgrimage website: [www.greenpilgrimageeurope.net](http://www.greenpilgrimageeurope.net).

### **Lessons in the 12 Good Practices, Charter for Sustainable Cultural Tourism and new Interreg Projects CHRISTA & Cult-RInG**

- Manos Vougioukas, CHARTS Project co-ordinator, Secretary General of the European Cultural Tourism Network
- Ieva Treija, CHRISTA and Cult-Ring Communications Manager, Co-ordinator of the European Cultural Tourism Network

#### **CHARTS project**

Manos Vougioukas gave an overview of the Interreg CHARTS project (full name: Culture and Heritage added value to Regional policies for Tourism Sustainability – [www.charts-interreg4c.eu](http://www.charts-interreg4c.eu)). The project focused on the role of culture and heritage in regional strategies for sustainable tourism development and its main objectives were to:

- build on experiences of previous projects involving culture, heritage and sustainable tourism development, and
- potentially transfer highly relevant Good Practices between the participating regions and Europe-wide to provide added value to regional policy formulation and implementation.

The €80 million project involved 14 partners in 11 countries and 10 regions in Europe, ran from 2012-2014 and led to the development of 12 Good Practices. Manos Vougioukas said: 'This was the first time that the culture and tourism sectors were brought together to produce good practice guidelines that could be applied to other sectors.'

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#### **Definition of a Good Practice**

- An initiative (e.g. methodologies, projects, processes and techniques) in one of the programme's thematic priorities
- Already proved successful (i.e. resulted in tangible and measurable results in achieving a specific objective)
- Potential to be transferred to a different geographic area.

– Manos Vougioukas

## 12 Good Practices

1. Climate change
2. Accessibility to heritage
3. Effective partnerships
4. Host communities & responsible tourism
5. Quality criteria
6. Visitor information
7. Place marketing
8. Cultural routes
9. Railway heritage
10. Local products & gastronomy
11. Traditional skills & trades
12. Cycling for tourists

A Good Practice Guide and other materials such as a video clip, leaflet and PowerPoint presentation are available on: [www.charts-interreg4c.eu](http://www.charts-interreg4c.eu). All of the Good Practices, apart from no 9 (railway heritage) had relevance to green pilgrimage, he said.

12 Good Practices	Relevance to green pilgrimage
1. Climate change	Adaptation and mitigation measures
2. Accessibility to heritage	Physical & intellectual
3. Effective partnerships	PPPs including voluntary sector
4. Host communities & responsible tourism	Respect for the traditions of residents by visitors
5. Quality criteria	Schemes
6. Visitor information	Including the digital traveller
7. Place marketing	Branding of destinations
8. Cultural routes	Promotion and development
9. Railway heritage	
10. Local products & gastronomy	Intangible heritage
11. Traditional skills & trades	Intangible heritage
12. Cycling for tourists	Sustainable transport & cyclo-tourism

### Thessalia Charter for Cultural Tourism

The CHARTS project also resulted in the Thessalia Charter for Cultural Tourism, a statement of principles to guide the development of cultural and heritage tourism in the European Union. ‘The overall aim is to encourage sustainable and responsible tourism policies and actions across Europe and beyond, through engaging culture and heritage with innovation and cohesion,’ said Manos Vougioukas. The Charter had added religious and pilgrimage tourism as one of its 18 priority themes: [www.culturaltourism-network.eu/thessalia-charter.html](http://www.culturaltourism-network.eu/thessalia-charter.html)

- Ieva Treija, CHRISTA and Cult-Ring Communications Manager, Co-ordinator of the European Cultural Tourism Network

*Ieva Treija* introduced two Interreg Europe projects: the €1.77 million Interreg CHRISTA project (Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions), and the €1.3 million Cult-Ring (Cultural Routes as Investment for Growth and Jobs).

### CHRISTA project

CHRISTA runs from 2016 to 2020 and involves 10 partners in nine European Union regions ([www.interregeurope.eu/christa](http://www.interregeurope.eu/christa)). It is aimed at protecting and preserving natural and cultural heritage assets and using them to develop and promote innovative, sustainable and responsible tourism strategies. This includes a focus on what CHRISTA calls the four 'I's:

- Intangible heritage
- Industrial heritage
- Interpretation facilities
- Innovations & digitisation

The main activities are a series of thematic workshops on the four 'I's, local and regional stakeholders' meetings, study tours, staff exchanges and dissemination events. The project will result in nine action plans aimed at shaping policies on developing sustainable tourism in the regions involved, as well as communication and dissemination tools for policy learning and capacity building.

'We expect better cooperation between public and private sectors, tourism and cultural sectors as a result of the project.'

– Ieva Treija

'We expect better cooperation between public and private sectors, tourism and cultural sectors as a result of the project,' she said. 'The nine improved policy instruments will ensure sustainable regional development and influence policy makers in other regions.'

### Cult-Ring project

The €1.3 million Cult-Ring project ([www.interregeurope.eu/cult-ring](http://www.interregeurope.eu/cult-ring)) started in January 2017 and runs until December 2020, and has seven partners in six EU regions. Its aim is to highlight the value of investments in the Cultural Routes of Europe in terms of their contribution to growth and jobs, and to develop new cultural routes.

Like CHRISTA, it will also result in six action plans. 'It is the only project in the Interreg Europe programme that focuses on 6 Cultural Routes of the Council of Europe through the project partner regions selected,' she said. The project will assess six existing Cultural Routes, including Via Francigena and St Olav Ways, and will develop new Cultural Routes such as the proposed St Paul's Steps through Cyprus, Greece and Italy.

Ieva Treija invited delegates to the Cultural Values, Diversity and Heritage conference in September this year in Sibiu, Romania.

14.30-16.00

### LESSONS FROM THE EUROPEAN GREEN PILGRIMAGE NETWORK

#### Why green pilgrimage matters

- Rt Rev Trevor Willmott, Bishop of Dover, Diocese of Canterbury

Rt Rev Trevor Willmott said that in his experience, pilgrimage was not going from A to B but, rather, an invitation to encounter a series of interlocking perspectives. It was, he told

delegates: 'An invitation to encounter oneself. It is an invitation to encounter other people. It is an invitation to encounter the world around us. And it is an invitation to encounter God.

'Do I have to have faith to go on pilgrimage? No, of course not. But as people of faith, God is written into our DNA. Why? Because this world is created. The world is God's gift to us – this gloriously beautiful, fragile world is entrusted to humanity.

'In August this year, I will go back to Madagascar where I have been visiting for more than 40 years. I have seen that beautiful island slowly but inexorably be destroyed. I have seen the community literally torn apart by the greed of other nations.

'A pilgrim is someone who is learning to walk gently on God's earth and gently with each other. It's an honour for those of us in Canterbury to be the guardians of this work. We don't own it, none of us do. We are the guardians of the invitation to encounter.

'The invitation, to me, is to centre on what we believe is of value in the world – every human being. The second responsibility I hold is to the world itself – glorious in its rich diversity, and fragile. The world does matter. I want to say to you unashamedly this is God's world and these are God's people.'

### **Green pilgrimage worldwide: Leaving a positive footprint**

- [Alison Hilliard, The European Green Pilgrimage Network](#)

*Alison Hilliard* explained how the European Green Pilgrimage Network had grown out of the Green Pilgrimage Network (GPN), founded in 2011. The GPN had produced the *Green Pilgrimage Handbook*, which had been given to all delegates, and was full of 'really inspiring examples of how different groups around the world have taken green pilgrimage to heart and translated it in a way that works for them'.

#### **For example, in India:**

- A Green Temple Guide has been produced for Hindu temples
- 10 key Hindu pilgrimage temples are piloting a Green Temple initiative to reduce their environmental footprint and act as an example of environmental care to the millions of visiting pilgrims
- Hindu Environmental week raises awareness about green pilgrimage and organises young people to in litter clean ups from streets, river clean ups and tree planting
- The Golden Temple in Amritsar, the holiest site for Sikhs worldwide, has an ambitious green pilgrimage programme. For example:
  - It has started to use solar power in its free community kitchens which feed millions of pilgrims every year
  - Food is now served in stainless steel bowls (avoiding the use of plastic) which are washed by volunteers
  - Plastic bottles are banned from the site; instead there are free water stations providing clean drinking water

### In China:

- The Daoist pilgrim city of Louguan was a founding member of the Green Pilgrimage Network. They are adopting green pilgrimage principles by:
  - Setting up demonstration centre on how to grow local organic food
  - Encouraging people to go vegetarian on two days each month to reduce the country's meat consumption
  - Tackling the pollution that comes from burning huge quantities of incense sticks at pilgrimage sites. The Daoist authorities say pilgrims only need to burn three sticks – one for the Gods, one for heaven and one for themselves.

### The Muslim community worldwide has been taking green pilgrimage to heart also:

- The *Green Guide for Hajj* lays out why it is a religious duty to care for the environment
- It includes recommendations for pilgrims such as:
  - Don't use plastic bags or plastic bottles
  - Use environmentally responsible travel agents and tour operators
  - Reduce hajj visits to only once in a lifetime
  - Plant a tree before you leave for Makkah
  - Care for the environment on your return from Saudi Arabia.

### In Indonesia

- The *Green Guide for Hajj* has been translated and adapted for local use
- The Government is introducing wide-bodied aircraft for pilgrims (to reduce aircraft numbers) and reducing the length of pilgrim trips from 41 to 37 days to cut down on energy and water consumption and waste
- Pilgrims are encouraged to use locally produced cloth bags, reusable water flasks and floor mats made from environmentally friendly material instead of plastic

### Going Green in Armenia: The Armenia Orthodox Church's support for green hospitality and local traditions

- [Green hospitality film](#)

Introducing the film, *Alison Hilliard* said the pilgrim city of Etchmiadzin in Armenia was a good example of how green pilgrimage promotes local, sustainable food as well as local accommodation, handicrafts and traditions.

To watch the film, visit <http://bit.ly/GreenHospitality>

### Going Green in Vadstena: Supporting green initiatives: Extending and re-popularising pilgrimage routes

- [Per Rosenberg, Diocese of Linköping, Sweden](#)

*Per Rosenberg* described how the small medieval town of Vadstena had become a pilgrimage destination. Vadstena is located on the shores of Sweden's second largest lake. 'St Bridget (Birgitta) is the reason for the pilgrimage as she was inspired to build the abbey church,' he

said. 'In the 1400s it became a major pilgrimage destination, both in its own right and as a stop on the way to Nidaros Cathedral in Trondheim, Norway.'

Pilgrimage ended with the Reformation (the 16<sup>th</sup> century religious movement that resulted in the founding of Protestant churches), and for 470 years pilgrimage disappeared. 'Then in the 1980s and 1990s, we started to see this activity begin again,' said Per Rosenberg. 'In 1997 the Diocese of Linköping founded a pilgrim centre which holds conferences and retreats and receives people daily.'

Tens of thousands of people visit the pilgrim centre each year and around 300,000-400,000 people visit Vadstena itself. Vadstena's green pilgrimage activities begin with the Diocese's own activities: 'If you are going to talk about green issues, then you have to do it yourself.'

### **Policy on climate change**

In response to a document issued in 2014 by the Church of Sweden's Bishops entitled A Bishops' Letter on the Climate, which looks at how the Christian faith can contribute to meeting the challenge of climate change, the Diocese has produced a climate strategy which contains 'policies on buildings, how do we travel, what do we buy, how do we live, preach, think?' said Per Rosenberg – as well as the theology that underpins these actions.

### **Development of pilgrim paths**

'We have revived some trails using old traditions. St Bridget's Path is the most used and takes 4-5 days. There is also a monastic trail that links the monastic traditions,' said Per Rosenberg. 'We mostly organise pilgrimages in groups but there are some people who do their own pilgrimages.'

### **Pilgrimage to Paris for COP21**

Vadstena Pilgrim Centre organised the Swedish part of the Pilgrimage to Paris for the COP21 climate change talks in 2015. 'For us it was about living our faith,' said Per Rosenberg. 'Every night there was a water ceremony with water from every place we visited along the way, and we planted an oak tree. We were creating a memory in the landscape of what we'd done and this has created all sorts of spin-offs. I think it was a very important pilgrimage.'

'We were creating a memory in the landscape of what we'd done and this has created all sorts of spin-offs. I think it was a very important pilgrimage.'

– Per Rosenberg

### **Earth Hour/Earth Week**

This is a cooperation between church, municipal authority and civil society, said Per Rosenberg. 'It started as a very small project when a civil servant approached the church about taking part in Earth Hour but has grown very big.' Earth Hour is an annual celebration organised by WWF to encourage people to switch off lights for one hour in March as a symbol of commitment to the planet.

'Two years later this has transformed into Earth Week with discussions about food issues, sustainable investments, energy consumption,' he said. 'This year all the school children came to the Cathedral where we had a dome inside showing films discussing climate change and our

spiritual responsibilities. Now it is spreading out of the town to the countryside with a number of parishes and local town authorities engaged on the issue.'

This year 1,400 people joined the Earth Hour celebration in the church, a very high number given 'there are only 6,000 people in the town, and not many tourists in Vadstena in March'.

#### **Future challenges**

- There are talks about developing the Birgitta Trail into Denmark and Germany. 'It does exist but it is not marked or marketed; it's not a functioning trail.'
- We will keep working on the integration of green issues with spirituality through developing reflections, theology etc.

Per Rosenberg said: 'These issues – issues of caring for the Earth – are highly spiritual. Pilgrimage is a very effective vehicle to merge these aspirations. Pilgrimage is a transformative experience and that opens people up to thinking and acting on these issues.'

#### **Going Green in Canterbury: The Canterbury Green Pilgrimage Network Partnership: Involving stakeholders in a common vision**

- Canon Caroline Pinchbeck, Diocese of Canterbury

*Canon Caroline Pinchbeck* said 597 was the year that St Augustine arrived in England. It is also the number of Anglican churches in Kent. 85% of the land is designated rural and Kent has the third largest rural population in the country after Yorkshire and Devon.

The Canterbury Green Pilgrimage Network Partnership was launched in October 2014. It is made up of 44 different stakeholders, which was how they were able to achieve the development of the Way of St Augustine, a new pilgrimage route. The hashtag #canpilgrim (short for Canterbury and pilgrim) has been developed for people posting on social media about pilgrimage in the Canterbury area.

When it came to promoting pilgrimage, she said the Church had an amazing opportunity: 'Being the state church, we never find a closed door.' Partnership was at the heart of Canterbury's pilgrimage work.

The other essential DNA of this work was:

- Inheritance/heritage
- Internal change
- Identity
- Trust

'It's transformative and it's about community,' she said. 'Each of us has a place and a task. It's about legacy because we are just passing through and we are using the resources that other people have developed in earlier generations. The question in my mind is "what am I leaving for future generations?"'

## Key lessons from The Via Francigena: Promoting environmental care and responsibility

- Silvia Lecci, Project manager, European Association Via Francigena

*Silvia Lecci* briefly described the Via Francigena – an ancient network of paths followed by pilgrims en route to Rome or onward to Jerusalem. Canterbury is the starting point, and it passes through four countries: England, France, Switzerland and Italy.

- Today's route is based on the 79 stages recorded by Sigeric, Archbishop of Canterbury, in 990.
- The Via Francigena was incorporated into the Council of Europe's Cultural Routes programme in 1994.
- The European Association of the Francigena Ways was founded in 2001 and has grown from 34 local and regional members to 180 today.
- In 2015, 40,000 people walked the Via Francigena.
- The Via Francigena supports the local economy and creates jobs.

The Association maintains two websites, [www.viefrancigene.org](http://www.viefrancigene.org) and the more consumer-oriented [www.visit.viefrancigene.org](http://www.visit.viefrancigene.org), which have details of VF friendly accommodation and route information. It also supports local authorities, facilitates coordination and encourages private initiatives to develop along the Via. For example, there is a private radio station, Radio Francigena, and also a magazine, *Via Francigena*.

The Association also advises on path maintenance, exchanges good practices and ensures a common European approach is used to develop the route in each country. 'Our role is to create synergies, to motivate, to coordinate and to keep the common values,' said Sylvia Lecci.

For example, it has developed some criteria for accommodation along the Via which must:

- Be situated at maximum 1km from the path
- Offer the following services:
  - Washing machine and dryer for clothes
  - Place for 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

'We are really committed to developing mediation and dialogue between Europe and Turkey and the East. It is a long-term journey but we do believe that culture is a soft power.'

### Reasons for the VF's success

- The value of sharing with other cultures/people
- Slowing down of one's ordinary lifestyle
- Encounter with local community and local culture
- The value of a simple lifestyle
- Personal enrichment (different motivations to travel)

– Silvia Lecci

Looking ahead, the Association is planning to develop the route south of Rome. 'We are really committed to developing mediation and dialogue between Europe and Turkey and the East,' said Sylvia Lecci. 'It is a long-term journey but we do believe that culture is a soft power.'

## Concluding remarks and looking ahead

- Catherine Brady, Project Co-ordinator, Kent County Council
- Alison Hilliard, European Green Pilgrimage Network

*Catherine Brady* thanked the delegates and speakers for their attendance and said the discussions had been truly fascinating: 'We have a lot to think about and I want to make sure that all today's discussions translate into something real on the ground,' she said.

'What must we do to keep this real? We must focus our learning towards policy improvement that leads to practical action, we must seek investment for route improvements and promotion, and we must show our politicians and policy makers the importance of pilgrimage growth for protection and valuing our heritage assets.'

*Alison Hilliard* reminded delegates of the challenge from the Secretary General of the United Nations World Tourism Organisation, recognising the opportunities that come with the extraordinary growth in pilgrimage worldwide, that "now is the time to harness the power and potential of pilgrimage to make a positive difference in our world". That, she said, was our hope for the next five years of this Interreg Project to promote green pilgrimage in Europe.

She concluded with the words of Bishop Munib Younan, President of the Lutheran World Federation and Bishop of the Evangelical Lutheran Church in Jordan and the Holy Land:

'As we commune with nature we must never forget to commune with one another: green pilgrimage is not only the sustainability of the environment but ensuring the sustainability of those living around holy places.'

'We should be asking people to smell the green pilgrimage – to eat our olive oil, eat our apricots and taste our cucumbers – and have green hospitality.'

– Bishop Munib Younan

'What must we do to keep this real? We must focus our learning towards policy improvement that leads to practical action, we must seek investment for route improvements and promotion, and we must show our politicians and policy makers the importance of pilgrimage growth for protection and valuing our heritage assets.'

– Catherine Brady

WEDNESDAY 17<sup>TH</sup> MAY 2017

## The Canterbury Green Pilgrimage Network Partnership – A Study Tour



Delegates made a study tour of the Way of St Augustine, a new pilgrimage route developed last year by the Canterbury Green Pilgrimage Network Partnership. This was developed by the Diocese of Canterbury, Explore Kent, the Shrine of St Augustine and the Churches Conservation Trust. The 19-mile (30.5km) route connects the Shrine of St Augustine in Ramsgate through the Stour Valley to Canterbury.

The route includes places which are significant to the story of St Augustine as well as historic churches. It is signposted (above, left) and some restaurants offer a discount for pilgrims with the passport. Visitors can even spend a night 'champing' (church camping) in All Saint's Church at West Stourmouth and at St Mary the Virgin Church in Fordwich.

### **St Augustine's Cross, Thanet**

The study tour visited St Augustine's Cross (above centre), which marks where Augustine landed in AD 597 bringing Christianity to the Anglo-Saxons. Although the cross is now inland, in St Augustine's Day this area was part of an island separated from the mainland by water. The waterways silted up in the 17<sup>th</sup> century.

### **Shrine of St Augustine, Ramsgate**

Delegates then visited the Shrine of St Augustine (above right), where they heard four presentations from the stakeholders in the new pilgrimage route: John Coverdale of St Augustine's Shrine, Velia Coffey of Canterbury City Council, Chana James of the Churches' Conservation Trust and Jill Sargent of Produced in Kent.

## **Rediscovering and renewing lost pilgrimage routes: The Way of St Augustine. Working with Explore Kent, the Shrine of St Augustine and the Churches Conservation Trust**

- [John Coverdale, St Augustine's Shrine, Ramsgate](#)

Centre manager John Coverdale told the delegates that St Augustine's is England's newest shrine, having become the official shrine commemorating the coming of the Gospel to the Anglo-Saxon peoples in 2012. It is located in a working Catholic Church built by the renowned

19<sup>th</sup> century architect Augustus Pugin. At the time of the delegates' visit, the shrine was completing significant renovations, including a new education and visitor centre aimed at increasing knowledge and accessibility around two themes: St Augustine and the Victorian architect Pugin.

The Shrine gets around 10,000 visitors a year. John Coverdale said 'We really are seeing a revival of interest in the shrine. It's great to see this place becoming a destination in itself.'

He had the idea for the Way of St Augustine a few years ago after doing the Camino but it wasn't until he was approached by the Diocese of Canterbury in 2014 that it became a reality. Explore Kent (a Kent County Council partnership that promotes Kent) helped to design the route which follows existing footpaths.

'We didn't have to create any new rights of way,' he said. 'The Way does follow a legitimate route because St Augustine landed at Fordwich and walked to Canterbury.' The route even includes the possibility of canoeing as part of a 'river pilgrimage' from Sandwich: 'St Augustine would have spent quite a lot of his time on the water and this is one way to replicate that.'

Most of the work in creating the Way involved way marking and promotion. The route is listed on Explore Kent's website (<http://explorekent.org/activities/the-way-of-st-augustine/>) and a leaflet has been produced (<http://bit.ly/AugustineLeaflet>). Radio Kent has reported on it several times.

'We borrowed an idea from the Camino and created a Pilgrim's Passport which has proved quite popular,' said John Coverdale. 'The Passport adds to the sense of being part of something bigger. You pick up stamps at pubs and churches along the way.' The Way also became a pioneer of the Church Conservation Trust's new activity, champing or church camping. For more on this, see below.

### **Involving local authorities and boosting tourism**

- Velia Coffey, Deputy Chief Executive, Canterbury City Council and the European Association of Via Francigena

Velia Coffey gave an overview of tourism in Kent and challenges, gaps and opportunities. Tourism is worth the following to Kent:

- 7.2 million visitors a year
- £361 million in direct expenditure
- 9,378 jobs are supported by the tourism industry
- 0.6 million staying trips
- Average day visitor generates £32.58 spend

Velia Coffey said: 'We have a lot more day trippers than staying visitors. Tourism is one of the biggest employers in the district. A key objective is to increase overnight and holiday accommodation.'

At present 55% of visitors come for holiday; 24% to visit friends and family and 10% for business. 'We're not really capturing the market for spiritual or walking visits,' she said. Lack of accommodation along the way is an issue, she said, but added: 'There's definitely a market out there and it's building.' For example, hits on the Via Francigena page on the city council website (the VF route begins in Canterbury) now amount to 1,500 hits a year, up from 400 in 2014.

Velia Coffey said the council was improving its online offer and Canterbury.co.uk will be launched later this year. However, in today's tighter fiscal times, it was vital to develop partnerships and make good use of your resources. For example, the Way uses existing National Trails: 'It's about using what you've got, building partnerships and sharing your resources,' she said.

### **Innovative Green Accommodation: The experience of champing: Pilgrimage accommodation in churches**

- Chana James, Churches' Conservation Trust

'Champing' or church camping is a relatively new phenomenon in the UK. The Churches Conservation Trust came up with the idea as a way of using the 350 churches in England that are still consecrated but not in regular use, said Chana James: 'We wanted to find a new way of engaging visitors.'

Champing involves visitors sleeping in a church using inflatable beds. Champing runs from the end of April to the end of September and stays are pre-booked through the CCT's dedicated website, [www.champing.co.uk](http://www.champing.co.uk). Compost toilets are provided, as is bedding, breakfast and 'realistic-looking battery candles' (real candles being a fire hazard in an old church). 'We even provide hot water bottles,' said Chana James.

'It's affordable, low impact, promotes sustainable tourism and travel and local food,' said Chana James. 'It's a unique experience that people want to share with friends. You can bring your dog and people know they are supporting a charity – and you don't share with people you don't know.'

Since the first experimental champing stay in 2014, the idea has caught on. The CCT now has 12 churches able to accommodate from 1-16 people, and so far this year, 1,000 people have booked accommodation.

#### *Champing visitor profile*

- |  |                       |
|--|-----------------------|
| • 17% are groups                             | • 23% are aged 18-25  |
| • 30% are families                           | • 59% are aged 26-40  |
| • 25% are overseas visitors                  | • 18% are aged 41-55  |
| • 46% are looking for a memorable experience | • Most stay one night |

The huge media interest generated by the idea has been very important. Champing has featured in newspapers and magazines and on TV and radio, and as far afield as Germany and

the US. 'We estimate we've had the equivalent of £100,000 worth of advertising in press coverage' said Chana James.

Every time an article appears, the CCT can see the impact in increased visits to its own website. Facebook ([www.facebook.com/ChurchCamping/](http://www.facebook.com/ChurchCamping/)) has also proved important in driving interest to the website as was inviting a high-profile media personality, Rev Richard Coles, to spend a night champing: Richard Coles has 100,000 followers on Twitter. The CCT plans to expand champing further and would like to get involved in more pilgrimage routes, said Chana James.

### Promoting local food as part of the pilgrimage experience

- Jill Sargent, Produced in Kent

Produced in Kent is a trade membership organisation that promotes local food, drink and craft producers. It is made up of farmers, growers, cafes, and hospitality owners.

Jill Sargent said Kent was perhaps best known for its vines, orchards and hops, all of which have a long history of being produced in the area going back hundreds of years. Vines date back to Roman times (the Domesday Book of 1085/6 records 42 vineyards, of which 12 were attached to monasteries). And in the 13<sup>th</sup> century, the Archbishop of Canterbury had the biggest winemaking operation in the Middle Ages.

St Augustine himself is said to have re-established apple orchards in monasteries after the Roman occupation and there is evidence of an orchard at Christchurch Abbey in 1165, while the first English hop garden was created near Canterbury in 1524.

Today, Kent still produces excellent food, said Jill Sargent, and locally produced food is extremely important to the local economy. Produced in Kent welcomes initiatives that promote local food, such as green pilgrimage. 'It makes a visit memorable, visitors want to taste the Garden of England,' she said. 'It benefits the local economy and it connects the landscape and food production.'

The study tour ended with a fish and chips lunch overlooking the sea.



THURSDAY 18<sup>TH</sup> MAY 2017

## Green Pilgrimage Steering Committee Meeting Notes & Actions

Common Room, Cathedral Lodge, Canterbury Cathedral

### Partner presentations: Context, organisation, pilgrimage activity, expectations

#### Catherine Brady, Kent Downs AONB (Area of Outstanding Natural Beauty)

- Kent Countryside offer
- North Downs Way National Trail
- Via Francigena Pilgrimage route
- Rural churches
- Nationally protected landscape
- Supporting infrastructure
- Digitisation

#### Alina Carlogea, National Institute for Research & Development in Tourism, Bucharest, Romania

- No specific route in Romania post revolution where lots of churches were destroyed and religion was not encouraged
- Lots of monasteries and religious sites
- People walking and sleeping without infrastructure
- Different religions across Romania; mainly orthodox but also Muslims and mosques
- Support from Ministry

#### Silvia Lecci, Puglia Region & Green Pilgrimage Project

- Located SE Italy
- Lots of cultural heritage – connecting location between east & west
- Open air museum celebrating cultural evidence from many cultures
- Growing tourism offer through natural & cultural heritage
- Product: “Puglia Experience”
  - Coastal
  - Landscape
  - Arts, Culture & Heritage
  - Food & Drink
  - Cultural Routes
- Pilgrim Sites/Routes
  - Via Francigena (VF) to Rome/Jerusalem
  - WHS Monte Sant’ Angelo – Michaelic site & route/network
  - Bari & St Nicholas Church
  - Via Appia/Traiana
  - Religious Feasts linked to patron saints (& national holidays?)
  - San Giovanni Rotondo (Saint Pio)
- EAVF – formal recognition of VF route & Council of Europe.
- On the ground activity in Puglia region & SE Italy to support the VF to become tourist product
- National Funding 2011-2014 to develop 46km of VF in Puglia – Signage/ safety aspects

- Mapping & GPS development
- Participation in Greece – Italy Cultural Route Interreg Route Project (2017-13)
- Development of cultural routes in SE Italy connecting routes and other Via routes similar to the Camino network
- Italian Government recognises the importance of cultural routes to tourism economy, beginning to invest in infrastructure & building restoration to support the routes
- Develop tourism in smaller towns & governance structures & best practice

#### **Knut Wik, Sor Trondelag County Council Green Pilgrimage & Routes to Trondheim**

- Cathedral – focus for all cultural routes in Sweden
- St Olav/Trondheim/Cathedral
- Archbishop to many locations – wider political influence in middle ages
- Previously state capital of Sweden
- All routes lead to Trondheim – challenging/ positive
- Other regions & locations want to be involved – problems developing routes and infrastructure
- Lots of low populations, lack of services along the route
- Municipalities applying for funds to develop services for 100km of trail
- Increasing no's of pilgrims not being met by development of infrastructure & services
- Routes well marked and easy to follow now – concerted effort to improve. Simple & easy to identify
- **National Strategy for Pilgrimage** – can have translated to circulate & share
- Influence National strategy from a regional level
- Identified 3 key policy instruments:
  - Guidelines not clear
  - Communication around natural & cultural heritage is weak/vague – needs to focus/be specific
  - No clear strategic direction to develop tourism & business development along the routes & final destination
- Issues with capacity – keeping up with demand
- **Study Visit: 4<sup>th</sup>-7<sup>th</sup> September 2018**; agenda to be discussed later
- Creation of coastal trails – most visitors arrive by boat. Lots of cultural & natural assets mainly by boat

#### **Charlotte Watts, Green Infrastructure Officer, Norfolk County Council**

- Located approx. 100km from London. Very rural/ agriculture – flat (ish!)
- Norwich – capital city & Cathedral. 213,000 pop.
- Lots of trails including two National Trails
- Norfolk Broads – man-made lakes and navigation channels/rivers
- 1900km of long distance walking/cycling trails including circular routes.
- Annual walking/cycling festivals – 2,500 participants
- Accessibility audits – developing disabled access
- Business engagement – “COOL” project, 120 businesses involved – promoting your business to walkers/cyclists
- Passport for Norfolk Trails – not directly linked to pilgrimage. Promotes local businesses.

- Recreational Impact study: major housing developments = more people/impact on trails.
- Pilgrims sites not always on routes: Little Walsingham, 300,000 visits/yr to the shrine
- Walsingham ppn 800! Coaches & cars – traffic issue. Green/sustainable issue!
- Disused railway route between 2 shrines (1 mile approx)
- Develop France Channel Programme – to effect change in policy
  - Valuation of walking/pilgrimage
  - Sustainability indicators
  - Evidence base to make funding applications
- Potential to circulate questionnaire to cultural routes

#### **Caroline Pinchbeck, Diocese of Canterbury/European Green Pilgrimage Network**

- Partnership to key to success
- Partners not charged membership fee but action is expected
- Wider French & German network
- Built environment – small heritage sites & sustainability
- Issues around demographic of volunteer network – older, retired populations typically
- Churches & communities key to develop partnerships
- Lining to other government departments (DCMS)
- Toilets & kitchens sacrilege! But required to make buildings more attractive to wider hospitality & tourist opportunities
- Quality standards & membership schemes – good in principal but can be demanding/confusing

#### **Markus Lindberg, Ostergotland, Sweden**

- Hiking trails in region: 1200km/pilgrim route: 130km
- Maintenance an issue – removed signage, now GPS
- 300,000 visits/year to Cathedral. This includes everyone, no definitive numbers on pilgrims projected 20,000/yr.
- Difficult to separate tourists from pilgrims, want to improve data collection
- Pilgrim Centre, Vadstena – owned by Church. Hostel, café, walks. Influence others locally. Pilgrim leaders training. Currently regional centre but becoming National Centre for Pilgrims.
- Vadstena Abbey – focal point for pilgrims. Small town. Saint Birgitta, pilgrim saint, founder of monastery & holy order.
- Area designed to host pilgrims in middle ages, experiential trip. Test of faith.
- Want to continue to develop this principal through this project in a sustainable manner, restoring culture, nature and heritage.
- Society not religious, not educated on how to behave on pilgrimage.
- Digital assist for pilgrims – app or similar. Maps/food & drink/DDA options. Also spiritual advice & guidance.
- **Study visit: end May 2018**

#### **Project Timetable & Objectives**

- Communications Requirements
  - Introduces Jennifer Ross (DOC)

- Confirms Interreg required outputs
  - Requests partners send media & PR items to CB
- CB to circulate website admin rights & expectations
- Best practice communications output should be a shared project
- Study visits, etc, completed at a local level
- Web hits not easy to achieve, would benefit from sharing wider stories from wider stakeholders to help boost numbers towards target. News items & events with links to the website.
- AH use GPN website to develop stories & use resources
- #greenpilgrimage agreed for social media networks

#### **CB to share project timetable xls**

- CB confirms agreed dates, will re-circulate to confirm any outstanding dates
  - Canterbury: 15-19 May 2017
  - Romania: 11-15 September 2017
  - Spain, Camino: Spring 2018
  - Sweden: 5-9 June 2018
  - Kent: October 2018
  - Norway: 4-7 September 2018
  - Italy: Spring 2019
  - Norfolk: tbc.
- CB requests agendas/study areas for hosting partners to match expectations with work.
- CB Phase 2 opportunities for pilot funding
  - Need to demonstrate learning outcomes from other regions. Evidence from study visits.
  - CB confirms Phase 2 yrs 4 & 5 and will confirm funding levels
- Policy in Practice Workshops discussed, need to agree how to run these and what objectives linked to study visits.
  - Discussed possibility of involving universities
- Stakeholder engagement reports – every 6 months. This is a record of the meeting and attendees.
- CB informs partners it is permissible to hold a series of smaller stakeholder meetings with a range of interest groups. Ensure these meetings can be justified & run to budget.
  - Knut: do we need an MoU?
  - CB action plan at end of the project is the action plan, agrees good practise would involve some written commitment
- Study visit must identify 3 best practices: CB will circulate best practices
- CB: Projects need to build in sustainability to ensure the project has legacy once initial funding has been spent
- AH: Suggest presence of faith groups on projects to ensure legacy. Local authority & other partners funding likely to decline or focus elsewhere but faith groups will remain
- In Romania faith groups more difficult to engage with but local authorities see value to tourist economy
  - Some potential through this project to engage faith groups across different countries to provide re-assurances, common ground.
  - CP: enabling people to have, and share the experience of the Pilgrimage

- Bringing local authorities, local businesses, and faith groups brings a higher level of understanding and co-operation – this is the basis of good practice.
  - Future sustainability of churches reliant on new innovations like this
  - Need to share bad practice also

## Joint Studies

### Joint Region Policy Study (Italy)

- Setting context for next stage to better understand how to improve policies relating to major issues in our project
- Tourism continues to grow despite economic challenges.
- 40% of European Tourism is cultural
- 10% GDP
- Development of Cultural routes, part of EU tourism strategy
  - To integrate tourism in other policy areas (agriculture, transport etc) regionally
  - Promote Cultural routes as catalyst to protect natural and cultural assets
  - 2010 joint study on impact cultural routes (EC/ CCE)
  - Cultural routes promote partnerships and communities working together to help promote and sell their products.
  - Recommendations:
    - Capacity building
    - Governance model
    - Evaluation of activity
    - Co-ordinating marketing resources
    - Co-operation of major European stakeholders
  - Develop a set of sustainability indicators
  - Crossroad of Europe- Annual Event held across cultural routes to raise the awareness of the potential of cultural routes to stakeholders and business.
  - Overall objectives
    - Review all partner policies to protect cultural/ natural heritage
    - Discuss proposed calendar and milestones/ actions
    - Identify common areas and where cross over exists where this might support
    - SL requests extended deadline to end 2017
    - CB requests SL to propose methodology
    - CP suggests study take into account health and community regeneration benefits
    - SL: Request all partners share policy evaluation indicators
    - CB: What would we like the report to say? Who are our audiences?
    - SL: Include description of pilgrim route or site
    - AH: Faith tourism from Visit Scotland also under consideration to understand motivations for visits.
    - CB: Should the report include a resource/call to action for policy makers/ stakeholders evidencing growth of pilgrimage/green tourism to help us make on the ground enhancements & policy development?

### Visitor Payback Scheme (KCC)

- Business sign-up to donate to help support protecting local landscape/heritage/ cultural sites

- or wider discussion about fund raising/ income generation – agreed

#### **Digitalisation of routes (Sweden/KCC)**

- Google Trekker – North Downs Way
- Initial impressions are that the mapping not great
- Route information not informative or relevant for Pilgrims

#### **Romanian Study Visit 11<sup>th</sup>-15<sup>th</sup> September 2017**

- At least 3 days study visit
- Committee Meeting (1day)
- Presentations/ Policy Review as per application
- Bucovina Region (north); Suceva Municipality – 600km + from Bucharest (flight to Iasi)
- 7 UNESCO painted Monasteries
- “Land covered by forest of beech trees”
- Cradle of Romanian folk culture
- Traditional crafts, costume and gastronomy
- Painted Easter Eggs
- Look at Pilgrimage route from Iasi to Suceava as is currently walked by 1000s each year 148km connecting monastic traditions and local culture & architecture.
- Partners to notify Romanian Hosts of names of participants
- No formal walking routes, lots of minor roads – dangerous.
- Co-ordinating flights to Bucharest & Iasi should be co-ordinated to make collection simpler.
- Rodica to circulate further information to share with partners to help identify & engage appropriate stakeholders.

#### **Financial Claims & Activity Reports**

- Claim timetable agreed as per application – awareness around holiday period which coincides with 1st claim phase.
- CB to propose earlier date to make this more manageable. Proposed 20th July.
- Report templates from JS to be circulated as available
- Process online log-in for reporting & finance
- Funds paid to lead partner to distribute
  - All expenditure to be approved by FLC
  - Lead partner checks & agrees with FLC activity
  - Minor Changes
    - Budget change (20% flexibility rule) = no approval
    - Minor partner changes
    - Minor activity changes
  - Major Changes
    - Partners (e.g. include Camino)
    - Core activity changes
    - Budget changes reallocation >20%

#### **Financial Rules**

- EU regulations: test the market (3 quotes)
- Programme Manual has more detail

- National Limits
- Organisational controls
- Eligible Costs
  - In budget
  - In activities
  - In application
  - Ineligible Costs- discussed
- Staff costs
  - Contracts
  - Timesheets
  - % time
  - Flexible hours
- Flexibility/no flexibility
- Common Errors
  - No quotes/ tenders
  - No logo
  - Splitting contracts to fit under thresholds
  - Incomplete audit trail
    - Documents
    - Agenda
    - Attendance lists
- CB to circulate guidance notes

### Summary of Action Points

- Group to think about project outputs we want to achieve and how we will communicate this
- KCC to send to DOC Monday/Thursday notes for inclusion in overall event notes: pdf version and online
- Presentations linked on website to drive traffic – all Partners
- Link all stakeholder websites to Interreg website – all Partners
- Check Italy visit dates – CB
- Sustainability indicators study share – Silvia Lecci to all partners, especially NCC
- Policy Joint Study – broaden? CB to summarise discussion to SL to consider. Technical & Promotion.
- Norway National Pilgrimage strategy to be translated and sent to SL – Knut Wik
- Romanian document to be sent again to SL – Alina Carlogea
- Romanian study visit confirmed, dates & agenda to be agreed – all partners and Rodica
- CB to ask JS if study visit length flexible as long as budget respected – CB
- Partners to consider most effective stakeholders to engage for Romania and all study visits – All Partners
- CB to circulate all presentations – CB
- CB to send partners excel project planner document – CB
- Confirm Italy study visit dates – CB and SL/Ana Introna
- GP project represented by Swedish partners at Barcelona conference May 2017, Swedish partners to send partners detailed summary of key points and information – Susanne Frederiksson

- CB to ask JS if ok for Italian Policy study can be delayed to end of year – CB
- Review project claim dates – CB

**FRIDAY 19<sup>TH</sup> MAY 2017**

## **Green Pilgrimage Conference Stakeholder Pilgrimage and Survey**

### **From Canterbury to Chilham**

As part of the Green Pilgrimage project launch event, KCC Kent Downs AONB Unit ran a mini pilgrimage from Canterbury to Chilham. The objective was to communicate the green launch and the project and to survey participants about pilgrimage and its potential to contribute to natural and cultural protection. The event was targeted at project partners, stakeholder, and press and opened to the public as a broader policy and communication tool. The walk featured on Radio Kent with a media piece on the Green Pilgrimage project.

The event had 25 places and was fully booked; 22 people attended. The project was explained and the walk informally surveyed participants.

Two separate couples staying in Canterbury for the weekend googled things to do in Canterbury and our walk came up first on the list. They were interested in a walk around Canterbury as well as the usual cathedral-type attractions; they were interested in history and local produce and would have happily paid for the free guided walk. They had come from Suffolk and Kent.

A Japanese lady who lives in the UK travelled from Essex specifically for the walk as she is interested in National Trails. She is passionate about bringing the 'British walking culture' to a Japanese audience as she says they would absolutely love it but have no knowledge of PROW, guided walks, historical routes etc. She is currently doing a blog in Japanese about her walks hoping to promote British walking in Japan.

Two groups of Kent friends attended who were interested in the guided walk and the historic aspects of pilgrimage.

A KCC stakeholder attended and was interested in the range of participation in a pilgrimage-themed event to support the case for pilgrimage inclusion in policy priorities.

A Swedish partner and stakeholder attended to compare this very secular type event with the more formulaic approach to pilgrimage in Sweden, where a pilgrimage has set periods of walking, silence and reflection.

All the participants said they would have happily paid up to £10 for similar future events showing the economic potential of pilgrimage activities to feed into natural and cultural heritage supporting activities.

We stopped for coffee at a local Pub on our route to discover the pub, Chapter Arms, served "a pilgrim's lunch" themed set menu which indicates an appetite for pilgrimage and engaging local service providers.

## PRESS RELEASES AND COVERAGE

### PRESS RELEASE FOR LOCAL MEDIA

# The Diocese of Canterbury

Jennifer Ross, Communications Project Officer  
Diocesan House, Lady Wootton's Green, Canterbury CT1 1NQ  
Tel: 01227 459401 Mob: 07702840074  
[jross@diocant.org](mailto:jross@diocant.org)  
[www.canterburydiocese.org](http://www.canterburydiocese.org)



## News from the Diocese of Canterbury

*18 May 2017*

### Conference highlights positive impact of 'green' pilgrimage for Kent

- Canterbury hosts meeting of European experts on pilgrimage
- Pilgrimage the fastest growing sector within the travel industry
- New European funded project to help develop eco-friendly pilgrimage in Kent

'Pilgrimage has the power to make a significant positive impact on Kent and the wider global environment.' That was the message to faith representatives, local businesses and policy makers in Canterbury this week (15 to 19 May), at the launch of a major new European Union-funded project to promote 'green' pilgrimage.

Pilgrimage is a growing industry. According to the United Nations World Tourism Organisation, more than 330 million people – a third of tourists worldwide – are going on pilgrimage each year to key religious sites around the world. In the UK, Scotland in particular has seen a significant upward trend in faith tourism, with Visit Scotland reporting that it is their fastest growing market, with two million overseas visitors sharing in worship each year.

How to harness the positive potential of this growth was the focus of conversation at the conference. Experts shared their experience of managing pilgrim destinations and routes across Europe in more sustainable and environmentally friendly ways. They highlighted the benefits this brought to local people, such as the growth of local economies, the protection of local landscapes, as well as local cultures and traditions.

Held in the precincts of Canterbury Cathedral – itself a UNESCO World Heritage site and pilgrim destination – the conference marks the start of the five-year Green Pilgrimage project funded by [Interreg Europe](#). Its aim is to promote awareness and growth of environmentally friendly pilgrimage across the continent, and will eventually lead to the creation of practical projects to develop and support pilgrim pathways in regions like Kent.

A day-trip to the Roman Catholic Shrine of St. Augustine in Ramsgate gave delegates the chance to hear how the pilgrim experience is already being enhanced there in eco-friendly

ways through the creation of interesting and novel partnerships. This includes working with other Christian organisations like the Diocese of Canterbury and Canterbury Cathedral, as well as local businesses like Canoe Wild and [Champing.co.uk](http://Champing.co.uk), to establish the [Way of St. Augustine](#) – a route that can be travelled on foot or by boat between Canterbury and Ramsgate.

The conference was organised by the Church of England's Diocese of Canterbury which is a partner in the project, along with Kent County Council and pilgrimage places from Norway, Italy, Romania and Sweden. Speaking at the conference, Rt Rev Trevor Willmott, the Bishop of Dover, said that the renewed interest in pilgrimage by people of faith and none is to be welcomed:

*"Pilgrimage is not just about getting from A to B, but about the invitation to accept encounters; encounters with oneself, with others, with God and with the environment. Kent is blessed with many ancient pilgrim pathways, some better known than others. This projects presents an exciting opportunity to work together to develop pilgrimage that emphasises the 'green' values of care for the environment, engagement with local products and services, and tolerance through welcome and hospitality; values so important in these uncertain times."*

Catherine Brady, European and Project Development Manager for the Kent Downs Area of Outstanding Natural Beauty at Kent County Council, and Co-ordinator of the Interreg Europe Green Pilgrimage Project, said that pilgrimage presented a real opportunity for Kent:

*"We hope that religious groups, Kent businesses and local policy makers have been suitably inspired by the conference as to the environmental, economic, spiritual and well-being benefits offered by pilgrimage and long distance walking. As the project progresses, we look forward to sharing our vision to seek further funding to invest in the physical routes themselves, to improve signage and to support rural churches and businesses who want to provide services for the growing number of pilgrims coming to Kent and the UK in general."*

ENDS

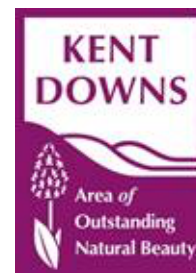


For more information please contact Jennifer Ross, Communications Officer at the Diocese of Canterbury on 01227 459 401 / 07702840074 or [jross@diocant.org](mailto:jross@diocant.org)

## NOTES TO EDITORS

### Photos show:

- Delegates enjoy a series of inspiring presentations showing how the demand for pilgrimage has grown rapidly in recent years.
  - A visit to the Shrine of St. Augustine gives delegates practical insight
  - At St. Augustine's Shrine local fish and chips are on the menu!
- 
- The Green Pilgrimage Project is a five-year European Union project funded by [Interreg Europe](https://www.interreg.eu/). It brings together seven partners from the UK, Norway, Sweden, Italy and Romania to work in partnership – from now until 2021 – to undertake research into best practice, study visits and exchanges with other currently successful ‘green’ pilgrim routes - such as the Way of St. James to Santiago Compostela in Spain. This is to support the development of a series of action plans, and further funding bids, to deliver improved policy and practice for pilgrimage in their regions. In the UK, the work is being undertaken by representatives from the Diocese of Canterbury, Kent County Council and Norfolk County Council. For more information about the project visit: <http://www.interreg.eu/greenpilgrimage/>
  - The project is being further advised by the [European Green Pilgrimage Network](http://www.greenpilgrimageeurope.net/toolkits--downloads.html), a faith-led network of pilgrim places, pathways and cities in Europe that are committed to promoting green, or environmentally friendly, pilgrimage. Its vision is that pilgrims leave a positive footprint on the earth, and that pilgrim places become models of care for the environment. It has created a series of free resources on green pilgrimage which can be found here: <http://www.greenpilgrimageeurope.net/toolkits--downloads.html>



# The Diocese of Canterbury

Jennifer Ross, Communications Project Officer  
Diocesan House, Lady Wootton's Green, Canterbury CT1 1NQ  
Tel: 01227 459401 Mob: 07702840074  
[jross@diocant.org](mailto:jross@diocant.org)  
[www.canterburydiocese.org](http://www.canterburydiocese.org)



## News from the Diocese of Canterbury

*23 May 2017*

European experts meet in Canterbury to promote positive impact of 'green' pilgrimage

- Canterbury hosts meeting of European experts on pilgrimage
- Pilgrimage the fastest growing sector within the travel industry
- New European funded project to help develop eco-friendly pilgrimage

'Pilgrimage has the power to make a significant positive impact on the UK and the wider global environment.' That was the message to faith representatives, businesses and policy makers in Canterbury last week (15 to 19 May), at the launch of a major new European Union-funded project to promote 'green' pilgrimage.

Held in the precincts of Canterbury Cathedral – itself a UNESCO World Heritage site and pilgrim destination – the conference marks the start of the five-year Green Pilgrimage project funded by [Interreg Europe](http://interreg.eu). Its aim is to promote awareness and growth of environmentally friendly pilgrimage, and will eventually lead to the creation of practical projects to develop and support pilgrim pathways in the UK and across the Continent.

Pilgrimage is a growing industry. According to the United Nations World Tourism Organisation, more than 330 million people – a third of tourists worldwide – are going on pilgrimage each year to key religious sites around the world.

Delegates heard how one of Europe's best known pilgrimage routes – the Camino, or Way of St James to Santiago de Compostela, Spain – has grown from less than 5,000 pilgrims in 1991 to more than 277,000 pilgrims last year. It is forecast to grow to 464,000 by 2021. The Way of St Olav in Norway too is growing by 30 per cent a year, from 165 pilgrims in 2010 to more than 10,000 pilgrims annually today; this figure is expected to increase to nearly 30,000 people by 2025.

In the UK, Scotland in particular is seeing a significant upward trend in faith tourism, with six new routes under development. This week the Church of Scotland's General Assembly will vote to revoke its 400-year-old prohibition on pilgrimage, confirming the increasing interest in the practice.

How to harness the positive potential of this growth was the focus of conversation at the conference. Dr Stefano Dominioni, Director of the European Institute of Cultural Routes of the Council of Europe, which includes several certified pilgrim pathways, says it is critical to make the case to local and regional authorities that investing in these routes brings a number of positive consequences for the environment, as well as opportunities for new jobs or income. But that the benefits of pilgrimage went far beyond the economy:

*'We have important data showing that local communities are very positively touched by the impact of these routes. It's also the exchanges between visitors and communities; the routes offer tangible and intangible resources and they help the local community to value their local heritage.'*

Delegates travelled to the Roman Catholic Shrine of St. Augustine in Ramsgate to hear how the pilgrim experience is being enhanced there in eco-friendly ways, through the creation of interesting and novel partnerships. This includes working with other Christian organisations like the Diocese of Canterbury and Canterbury Cathedral, as well as local businesses like Canoe Wild and [Champing.co.uk](http://Champing.co.uk), to establish the [Way of St. Augustine](#) – a route that can be travelled on foot or by boat between Canterbury and Ramsgate.

The conference was organised by the Church of England's Diocese of Canterbury, which is a partner in the project, along with Kent County Council and pilgrimage places from Norway, Italy, Romania and Sweden. Speaking at the conference, Rt Rev Trevor Willmott, the Bishop of Dover, said that the renewed interest in pilgrimage by people of faith and none is to be welcomed:

*"Pilgrimage is not just about getting from A to B, but about the invitation to accept encounters; encounters with oneself, with others, with God and with the environment. Kent is blessed with many ancient pilgrim pathways, some better known than others. This project presents an exciting opportunity to work together to develop pilgrimage that emphasises the 'green' values of care for the environment, engagement with local products and services, and tolerance through welcome and hospitality; values so important in these uncertain times."*

Catherine Brady, Co-ordinator of the Interreg Europe Green Pilgrimage Project and European and Project Development Manager for the Kent Downs Area of Outstanding Natural Beauty at Kent County Council, said that pilgrimage presented a real opportunity:

*"We hope that religious groups, businesses and policy makers have been suitably inspired by the conference as to the environmental, economic, spiritual and well-being benefits offered by pilgrimage and long distance walking. As the project progresses, we look forward to sharing our vision to seek further funding to invest in the physical routes themselves, to improve signage and to support rural churches and businesses who want to provide services for the growing number of pilgrims coming to the UK."*

**ENDS**

For more information please contact Jennifer Ross, Communications Officer at the Diocese of Canterbury on 01227 459 401 / 07702840074 or [jross@diocant.org](mailto:jross@diocant.org)



## NOTES TO EDITORS

### Photos show:

- Delegates enjoy a series of inspiring presentations showing how the demand for pilgrimage has grown rapidly in recent years.
- Dr Stefano Dominioni, Director of the European Institute of Cultural Routes of the Council of Europe outside Canterbury Cathedral
- On the way to Ramsgate, delegates visit St Augustine's Cross
- The Green Pilgrimage Project is a five-year European Union project funded by [Interreg Europe](https://www.interreg.eu/). It brings together seven partners from the UK, Norway, Sweden, Italy and Romania to work in partnership – from now until 2021 – to undertake research into best practice, study visits and exchanges with other currently successful ‘green’ pilgrim routes - such as the Way of St. James to Santiago Compostela in Spain. This is to support the development of a series of action plans, and further funding bids, to deliver improved policy and practice for pilgrimage in their regions. In the UK, the work is being undertaken by representatives from the Diocese of Canterbury, Kent County Council and Norfolk County Council. For more information about the project visit: <http://www.interregeurope.eu/greenpilgrimage/>
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## News from the Diocese of Canterbury

*May 24 2017*

### Growing trend for pilgrimage could bring opportunities for businesses in the South East

- Pilgrimage the fastest growing sector within the travel industry
- European experts share potential of pilgrimage with business stakeholders
- New European funded project to help develop eco-friendly pilgrimage in Kent

‘Pilgrimage has the power to make a significant positive impact on the South East and the wider global environment.’ That was the message to businesses, faith representatives and policy makers in Canterbury last week (15 to 19 May), at the launch of a major new European Union funded project to promote ‘green’ pilgrimage.

Held in the precincts of Canterbury Cathedral – itself a UNESCO World Heritage site and pilgrim destination – the conference marks the start of the five-year Green Pilgrimage project funded by [Interreg Europe](http://interreg.eu). Its aim is to promote awareness and growth of environmentally friendly pilgrimage, and will eventually lead to the creation of practical projects to develop and support pilgrim pathways in the UK and across the Continent.

Pilgrimage is a growing industry. According to the United Nations World Tourism Organisation, more than 330 million people – a third of tourists worldwide - are going on pilgrimage each year to key religious sites around the world. In regions like Kent, the visitor market alone is worth £3.6 billion to the local economy.

At a workshop aimed at local businesses, Raluca Brebeanu from Visit Kent shared national and regional research insights that showed 55 per cent of overseas markets had been on a walking/hiking themed holiday in the past 3-5 years, irrespective of destination (VisitEngland, 2016). Looking at visits to the UK, 14.1 million domestic activity trips involved a long walk, hike or ramble (Tourism Alliance, 2016). How to harness this potential was the focus of the discussion, aimed at helping local enterprises better understand the services long distance walkers, pilgrims, and cyclists need.

Delegates heard how one of Europe's best known pilgrimage routes, the Camino – or Way of St James to Santiago de Compostela, Spain – has grown from less than 5,000 pilgrims in 1991 to more than 277,000 pilgrims last year. It is forecast to grow to 464,000 by 2021.

Jose Luis Maestro Castineiras of Xunta de Galicia, who oversees part of the route, said its analysis showed that tourists travelling on the Camino spent an average of six days and €44 per day in the region of Galicia. Their impact on the local economy was clear, with a massive growth in accommodation, jobs and services along the main pilgrim routes, compared with tourism in other parts of Galicia.

A visit to the Roman Catholic Shrine of St. Augustine in Ramsgate gave delegates first-hand experience of how the wider community, as well as the pilgrim experience, was being enhanced through the creation of novel partnerships. This not only included working with other Christian groups, but with local businesses like Canoe Wild and [Champing.co.uk](http://Champing.co.uk) to establish the [Way of St. Augustine](#) – a route that can be travelled on foot or by boat between Canterbury and Ramsgate.

The conference was organised by the Church of England's Diocese of Canterbury, which is a partner in the project, along with Kent County Council and pilgrimage places from Norway, Italy, Romania and Sweden.

Catherine Brady, Co-ordinator of the Interreg Europe Green Pilgrimage Project and European and Project Development Manager for the Kent Downs Area of Outstanding Natural Beauty at Kent County Council, said that there is increasing demand from visitors to see and experience the pilgrimage routes that lead to and from places like Canterbury Cathedral, but there is a gap in the business and public sector to meet this demand:

*"The business workshop showed that businesses are eager to attract pilgrims and walkers but many won't necessarily have the IT capacity or practical understanding of what this market needs. This is a huge opportunity and we hope that businesses, policy makers, and religious groups, have been suitably inspired as to the environmental, economic, spiritual and well-being benefits offered by pilgrimage and long distance walking.*

*"We look forward to sharing our vision to seek further funding to invest in the physical routes themselves, to improve signage and to support rural churches and businesses who want to provide services for the growing number of pilgrims coming to the UK."*

Dr Stefano Dominioni, Director of the European Institute of Cultural Routes of the Council of Europe, which includes several certified pilgrim pathways, says it is critical to make the case to local and regional authorities that investing in these routes brings a number of positive consequences for the environment, as well as opportunities for new jobs or income:

*'We have important data showing that local communities are very positively touched by the impact of these routes. It's also the exchanges between visitors and communities; the routes offer tangible and intangible resources and they help the local community to value their local heritage.'*

**ENDS**

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- Pilgrims walk to Canterbury
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## INTERREG EUROPE GREEN PILGRIMAGE PRESS COVERAGE

(As of June 18, 2017)

- *www.localrags.co.uk/Hawkinge Gazette*: <http://localrags.co.uk/index.php/2017/5/20/highlighting-the-positive-impact-of-a-green-pilgrimage-for-kent/>
- *Tablet World* (online edition): <http://www.thetablet.co.uk/tablet-world/5/1028/0/a-revival-in-pilgrimage-is-bringing-the-prospect-of-environmental-and-ecumenical-opportunities-to-canterbury-and-beyond>
- *The Tablet* (paper edition): News in brief 19 May edition: Eco pilgrims <http://www.thetablet.co.uk/news/7119/0/news-briefing-from-britain-and-ireland>
- *Church Times*: <https://www.churchtimes.co.uk/articles/2017/26-may/news/uk/surge-in-numbers-on-pilgrimage-routes-is-welcomed>
- BBC Radio Kent: Sunday programme: <http://www.bbc.co.uk/programmes/p051csk6>
- BBC Radio 4: Sunday programme: <http://www.bbc.co.uk/programmes/b08qxfc8>
- *Country Walking* magazine: due in the July edition (news section)

### Diocesan channels

- Diocesan website: <https://www.canterburydiocese.org/conference-highlights-positive-impact-of-green-pilgrimage-for-kent/>
- May e-bulletin: Join a mini pilgrimage: <https://www.canterburydiocese.org/media/ebulletin/may2017/default.htm>
- Outlook – Autumn edition. Will be mentioned in a feature on the Church and Environment.

Green Pilgrimage Network website:

- <http://www.greenpilgrimageeurope.net/interreg-project-launch.html>