

First Routes4U meeting for the Alpine Region (EUSALP)

"Strengthening regional development through the Cultural Routes of the Council of Europe"

2-3 April 2019. Bard, Italy.

Fort of Bard

Via Vittorio Emanuele II, 85, 11020 Bard, AO, Italy

PROGRAMME

TUESDAY 2 APRIL

13.30 – *Registration of participants*

13.45

13.45 – **OPENING**

14.00

Moderator: • ONIDA Marco, Senior expert, DG REGIO, European Commission

- FOSSON Antonio, President, Valle d'Aosta Autonomous Region
- BERTSCHY Luigi, Regional Minister for European Affairs, Labour Policies, Social Inclusion and Transport, Valle d'Aosta Autonomous Region
- VIÉRIN Laurent, Regional Minister for Tourism, Sport, Trade, Agriculture and Cultural Heritage, Valle d'Aosta Autonomous Region

14.00 – **COUNCIL OF EUROPE AND EUROPEAN UNION JOINT PROGRAMME: cooperation between the Cultural Routes and the Macro-regional strategies**

14.30

- DOMINIONI Stefano, Executive Secretary, Enlarged Partial Agreement on Cultural Routes, Council of Europe
- ONIDA Marco, Senior expert, DG REGIO, European Commission
- LAVAGNINO Maria Agostina, Lombardia Region, EUSALP Italian Presidency

14.30 – **ROUTES4U PRESENTATION**

15.00

- METZGER Constanze, Routes4U Senior Project Officer, Enlarged Partial Agreement on Cultural Routes, Council of Europe

15.00 – **PLENARY SESSION | The Cultural Routes crossing the Alpine Region**

16.00

Moderator: • METZGER Constanze, Routes4U Senior Project Officer, Enlarged Partial Agreement on Cultural Routes, Council of Europe

Certified Cultural Routes of the Council of Europe: best practices and lessons learnt

- TAWFIK Sami, Via Francigena
- CARIA Raffaella, The European Route of Historic Thermal Towns
- HOSTA Assumpcio, The European Routes of Jewish Heritage
- ROSSO Davide, The Huguenots and Waldesian trails
- ZEHM Bodo, The European Route of Megalithic Culture

Proposals for new "Cultural Routes of the Council of Europe"/ extension of existing certified Cultural Routes/ new themes for Cultural Routes

- EBSTER Marion, Via Alpina
- HETZENAUER Marion, Mountaineering Villages
- LAVAGNINO Maria Agostina, AlpFoodway
- TSCHAIKNER Christoph, Via Claudia Augusta

Routes4U Project

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe

Région Autonome
Vallée d'Aoste



Regione Autonoma
Valle d'Aosta



ITALY 2019
Presidency

- MARTINET Francesca, Saint Martin de Corléans : extension of The European Route of Megalithic Culture

16.00 – *Coffee break*

16.15

16.15 – **ROUNDTABLES | EUSALP-consultation on the certification of new cultural routes and on strengthening and extending certified Cultural Routes**

17.45

*Moderators: LEHOFER Bernhard, EUSALP AG2 Economic development, Health tourism group
SERRO Helmut, Leader, EUSALP AG6 Natural and cultural resources
METZGER Constanze, Routes4U Senior Project Officer, Enlarged Partial Agreement on Cultural Routes, Council of Europe*

17.45 – **PLENARY SESSION | Summary**

18.15

Moderator: DOMINIONI Stefano, Executive Secretary, Enlarged Partial Agreement on Cultural Routes, Council of Europe

18.15 – *Evening programme*

22.00

WEDNESDAY 3 APRIL

09.00 – INTRODUCTION

- 9.15
- BARBU Laetitia, Project and creative director, Arkellia - Sustainable tourism development and heritage valorization
 - RE Alessio, Adjunct Professor on Management of cultural projects, University of Turin
 - SCIASCIA Giancarlo, Cultural Manager

9.15 – PARALLEL WORKSHOPS (part 1/2)

10.15 **Workshop 1** | Regional cooperation and sustainable development in the Alpine Region through cultural tourism

Moderator: BARBU Laetitia, Project and creative director, Arkellia - Sustainable tourism development and heritage valorization

Workshop 2 | Alpine Region cultural heritage for social inclusion

Moderator: RE Alessio, Adjunct Professor on Management of cultural projects, University of Turin

Workshop 3 | Marketing strategies for the promotion and visibility of the Alpine Region heritage

Moderator: SCIASCIA Giancarlo, Cultural Manager

10.15 – *Coffee break*

10.30

10.30 – PARALLEL WORKSHOPS (part 2/2)

11.30

11.30 – CLOSING SESSION | Next steps to be taken

12.30 *Moderators: DOMINIONI Stefano, Executive Secretary, Enlarged Partial Agreement on Cultural Routes, Council of Europe*

ONIDA Marco, Senior expert, DG REGIO, European Commission

- BARBU Laetitia, Project and creative director, Arkellia - Sustainable tourism development and heritage valorization
- RE Alessio, Adjunct Professor on Management of cultural projects, University of Turin
- SCIASCIA Giancarlo, Cultural Manager

12.30 – *End of the meeting and social programme*

14.00

14.00 – *Visit of the archaeological site of Saint-Martin-de-Corléans in Aosta*