



## European Cultural Routes: Transferring Experiences, Sharing Solutions (CERTESS)

The INTERREG IVC programme supports projects that aim, through interregional exchange of experience at policy level, to improve regional and local policies addressing the selected sub-theme.

The Department for Local Government together with other eleven partners from EU countries have joined forces to this project that refers to Priority 2 of the programme and, in particular, to the sub-theme “Cultural Heritage and landscape”; some of the project objectives, results and activities, however, deal also with other subthemes of both priority areas, thus ensuring a cross-sector and integrated approach.

The specific field of action is related to the European cultural routes as defined by the Council of Europe (usually intended as a historical line interconnecting one or more regions and organised around topics whose historical, artistic or social interest proves to be European, either because of the geographical layout of the route, or due to its contents and significance).

The project aims at setting up a common methodological framework of policy and development instruments for the regions, elaborated through the sharing and transferring of best practices among the partner regions. The best practices shall tackle all aspects relevant the development of a sustainable cultural tourism, from the local micro level to higher decision making bodies, with reference to:

- identification, interpretation and adding value to cultural heritage local assets
- development & adoption of advanced governance systems
- promotion of local economic enterprises & products along the routes, by adopting innovative immaterial services including ITC
- attention to environmental issues such as:
  - reducing environmental impact & energy consumption of local socio-economic activities
  - protection and valorisation of landscape, etc.



**Interreg IVC** – Cohesion Policy 2007 - 2013  
Innovation and Environment – Regions of Europe Sharing Solutions  
This project is part-financed by the European Union  
European Regional Development Fund (ERDF)  
Co-financing rate: 85% EU Funds; 15% National Funds  
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Most of the routes already identified, and regions intersected by them, indeed lack comprehensive methodologies, governance instruments, innovative ideas, etc. to implement effective strategies at regional level, the result being that there is a range of punctual, local and sometimes isolated initiatives that:

- are casually scattered along the route and its associated territory,
- have no critical mass and
- do not generate or involve a systematic approach.

Partners to the Project:

1. European Institute of Cultural Routes, LU
2. Lazio Region, IT
3. Department of Local Government, MT
4. Salzburg Research, AT
5. Tourism Agency of the Balearic Islands (ATB), ES
6. Regional Ministry of Tourism, Commerce and Sport, ES
7. Karlsruhe Institute of Technology, DE
8. Zlin Region, CZ
9. Administrative District of Gorlice, PL
10. Ministry of Culture Luxemburg, LU
11. Sibiu County Tourism Association, RO
12. JAMK Univeristy of Applied Sciences, FI



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