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## THE ASSOCIATION

### THE ASSOCIATION AROMAS ITINERARIUM SALUTIS

AROMAS ITINERARIUM SALUTIS (AIS) is a **non-profit association** based in Valencia (Spain). It was founded in 2021 with the principal to **preserve and disseminate the tangible and intangible heritage of historical pharmacies and medicinal gardens**, through the creation and the management of the *European Route of Historical Pharmacies and Medicinal Gardens* and the candidacy for the certification of “Cultural Route of the Council of Europe”.

### INTERNATIONAL NETWORK

Currently, join the AIS association partners and organizations **from six European countries** (Croatia, Italy, Portugal, Romania, Spain and Switzerland) represented by local entities representing the communities involved, non-profit organizations, universities (thanks mainly to the importance of research and development in the area of study for this Route), private entities, and companies working in the sector, as well as museums and visitor interpretive centres at the locations that best represent this area of study. These will become the main cultural and tourist attractions on **a journey through time and across the Euro-Mediterranean region**, where **history will be explained and stories will be told of aromatic and medicinal plants**, their traditional places (**historical pharmacies and medicinal gardens**) and their role in the **development of contemporary European and Mediterranean society and cultures**.





# THE ROUTE

## THE THEME OF AROMAS: FROM RAW MATERIALS TO CULTURAL HERITAGE

The European Route of Historical Pharmacies and Medicinal Gardens is a geohistorical journey to emblematic locations with extensive aromatic knowledge – such as **monastic apothecaries, ancient pharmacies, historical libraries and botanical and medicinal gardens** – in European regions where such knowledge has stimulated intercultural and interreligious dialogue since ancient times. They hold a vast array of **intangible heritage** made up of **scientific, botanical and medical knowledge, ancestral crafts such as those practised by apothecaries and plant producers** -which were fundamental to the health of **Europeans**- and **traditional knowledge and customs associated with the use of aromatic substances** in daily activities of **human dimension both spiritually and non-spiritually** such as rites, cosmetics, healing and cooking. This intangible heritage connects many European and non-European countries through shared histories of *aromas*, which in the ancient world were also the driving forces of commercial exchange, promoting dialogue between cultures and the dissemination of practices and knowledge that transcended the geopolitical barriers. Today, we can count on an important tangible heritage (historic apothecaries, pharmacy collections, *herbaria*, recipe books etc.) as evidence of this common memory.

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# AIMS OF AIS ASSOCIATION

- Enhance the **history and culture of aromas** (as raw materials used in medicine, cosmetics, religion, cuisine and art) as an **element of identity and union** between the peoples of the Euro-Mediterranean area,
- extend the **knowledge and dissemination of the memory, history and European heritage** associated with the Euro-Mediterranean regions, ancient civilizations and intercultural dialogue,
- promote **intercultural dialogue** in Euro-Mediterranean regions and countries, as well as their tangible and intangible historical heritage, landscapes and environment,
- encourage **sustainable tourism, human development, local development** and the related labour market, and encourage its extension to **new generations**, and
- boost the Aromas Itinerarium Salutis **international network** and promote the programme, activities and **values of the Council of Europe**.

## SPECIFIC OBJECTIVES

- Organize **research, academic and educational activities** in the fields related to the theme of the route,
- promote and support the **protection of cultural landscapes and traditions** associated with *aromas* in order to preserve them as the common heritage of countries and regions,
- recover **traditional practices and heritage sites** (as medicinal gardens) related to the cultivation and manipulation of aromatic and medicinal plants,
- recover and make **accessible** (*in situ/online*) heritage sites related to the theme of the route,
- develop **local and regional routes** focused on the theme of the cultural route,
- improve **creativity, contemporary artistic and traditional practices** and
- boost the **exchange good practices** in the fields of research, education and tourism within the network.

## GOAL - JULY 2023

Apply for **certification of “Cultural Route of The Council of Europe”** as this mark is a **guarantee of quality**, showing that the route conforms to the values promoted by the **Council of Europe and the European Institute of Cultural Routes (EICR)**.



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# ACTIONS

In line with the criteria of the Cultural Routes of the Council of Europe programme (see *Resolution CM/Res(2013)67 of the Council of Europe on rules for the award of 'Cultural Route of the Council of Europe'*), the five AIS' fields of action are:

- cooperation in research and development,
- enhancement of memory, history and European heritage,
- cultural and educational exchanges for young Europeans,
- contemporary cultural and artistic practice, and
- cultural tourism and sustainable cultural development.

The actions of AIS association are aimed at:

- young people,
- protecting the Route's historical, cultural and artistic dimensions,
- promoting sustainable, slow, creative and experimental tourism in the regions involved,
- actions that interact with other Cultural Routes of the Council of Europe, or other cultural routes, and seek to affirm common values,
- communication actions, and
- actions aimed at staff training.





# CULTURAL ROUTES OF THE COUNCIL OF EUROPE



"Cultural routes are an invitation to travel and to discover the rich and diverse heritage of Europe by bringing people and places together in networks of shared history and heritage.

They put into practice the values of the Council of Europe: human rights, cultural diversity, intercultural dialogue and mutual exchanges across borders"

*Council of Europe*

## THE PROGRAM

The **Cultural Routes Program** was born in 1987 (*Declaration of Santiago de Compostela*) from the awareness of the existence of important sites of European cultural interest and the role they can play for the **cultural promotion of leisure time** and the need to build **sustainable tourism** that generates **human development**. Hence, the idea of promoting, through travel, the rediscovery of the **European cultural identity and common memory**.

Fundamentals of the program are the contents of the *European Landscape Convention*, according to which the landscape is an integral part of local identities and of the European collective identity and those of the *Council of Europe Framework Convention on the Value of Cultural Heritage for Society*.

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# THE CERTIFICATION

The **Cultural Routes of the Council of Europe** are **an invitation to travel** and to discover the rich and diverse **heritage of Europe** by bringing people and places together in **networks of shared history and heritage**.

They put into practice the values of the Council of Europe: **human rights, cultural diversity, intercultural dialogue and mutual exchanges across borders**.

Today 48 Cultural Routes of the Council of Europe provide a wealth of leisure and educational activities for all citizens across Europe and beyond and are key resources for responsible tourism and sustainable development. They cover **a range of different themes**, from architecture and landscape to religious influences, from gastronomy and intangible heritage to the major figures of European art, music and literature.

Through this program, the Council of Europe offers **a model for transnational management of culture and tourism** and allows the **development of synergies** between national, regional and local authorities and a wide range of socio-economic associations and players.

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## THE INSTITUTE (EICR)

In order to implement and develop the Program in 1998, the **European Institute of Cultural Routes (EICR)** was set up within the framework of a Political Agreement between the Council of Europe and the **Grand Duchy of Luxembourg**, which regulated the action of this institution in **49 Countries signing the Convention** and, according to the geographical and historical necessity of the themes, in the countries that had and still have direct relations with the European continent. The Institute – which has prestigious venues to host project promoters, researchers, students and all stakeholders – is also in charge of participating in **European training, research and analysis programs** focusing on cultural tourism both for European Commission and Governments and those responsible for public and private projects.

The first Route included in the Program was the **Camino de Santiago de Compostela**, later expanded in the "Pilgrimage Routes in Europe". After that, other cooperation issues have been proposed at the European Institute of Cultural Routes, up to the **current 48 certified cultural routes**.

More information: <https://www.coe.int/en/web/cultural-routes/home>

# LETTER OF APPLICATION

## ANNEX A

**Object: Application to join the Aromas Itinerarium Salutis Association**

To the management offices of  
Aromas Itinerarium Salutis  
Av. de Blasco Ibáñez, 28,  
46010 València, Valencia España

The undersigned (*name and surname*)\_\_\_\_\_, acting as  
(*role held in the institution which represents*)\_\_\_\_\_ of the body (*name  
of the body*)\_\_\_\_\_, having taken note of  
the principles and purposes of the Aromas Itinerarium Salutis Association, as well as those of  
the Application Dossier,

### REQUEST

Adhere to it and contribute to its purposes and activities, aware of the obligations that arise  
from joining the Association.

**Place and date**

**Signature and stamp**

# MEMBERSHIP

## ANNEX B



Applicant Name and Surname :

Charge:

Membership Type :

☐

ORDINARY MEMBER

☐

FRIEND OF AIS

Name of the institution:

E-Mail:

Address of the institution: (Street, number of building, Post/Zip code, City, Country)

Phone number:

Official website:

Social Networks:

Category of the body:

- ☐ Municipality ☐ Region/Union of municipalities  
☐ Park/Natural reserve ☐ Association/Foundation  
☐ Museum/Heritage site ☐ Small/medium enterprise  
☐ Individual person ☐ other (specify):.....

Brief presentation of the managed heritage or activities that you want to value (if applicable):

On behalf of the Institution applying to join the Aromas Itinerarium Salutis Association, the editor declares that:

- Has become aware of and accepted the Statutes and the terms of Membership to the Aromas Itinerarium Salutis Association (available on: [www.aromassalutis.eu](http://www.aromassalutis.eu)),
- has take vision of the table of fees and is willing to pay the annual membership fee established by the General Assembly of Aromas Itinerarium Salutis and undertakes to deposit it after the approval of the Scientific Committee and
- has accepted Privacy Policy (available on [www.aromassalutis.eu](http://www.aromassalutis.eu))

Signature: \_\_\_\_\_