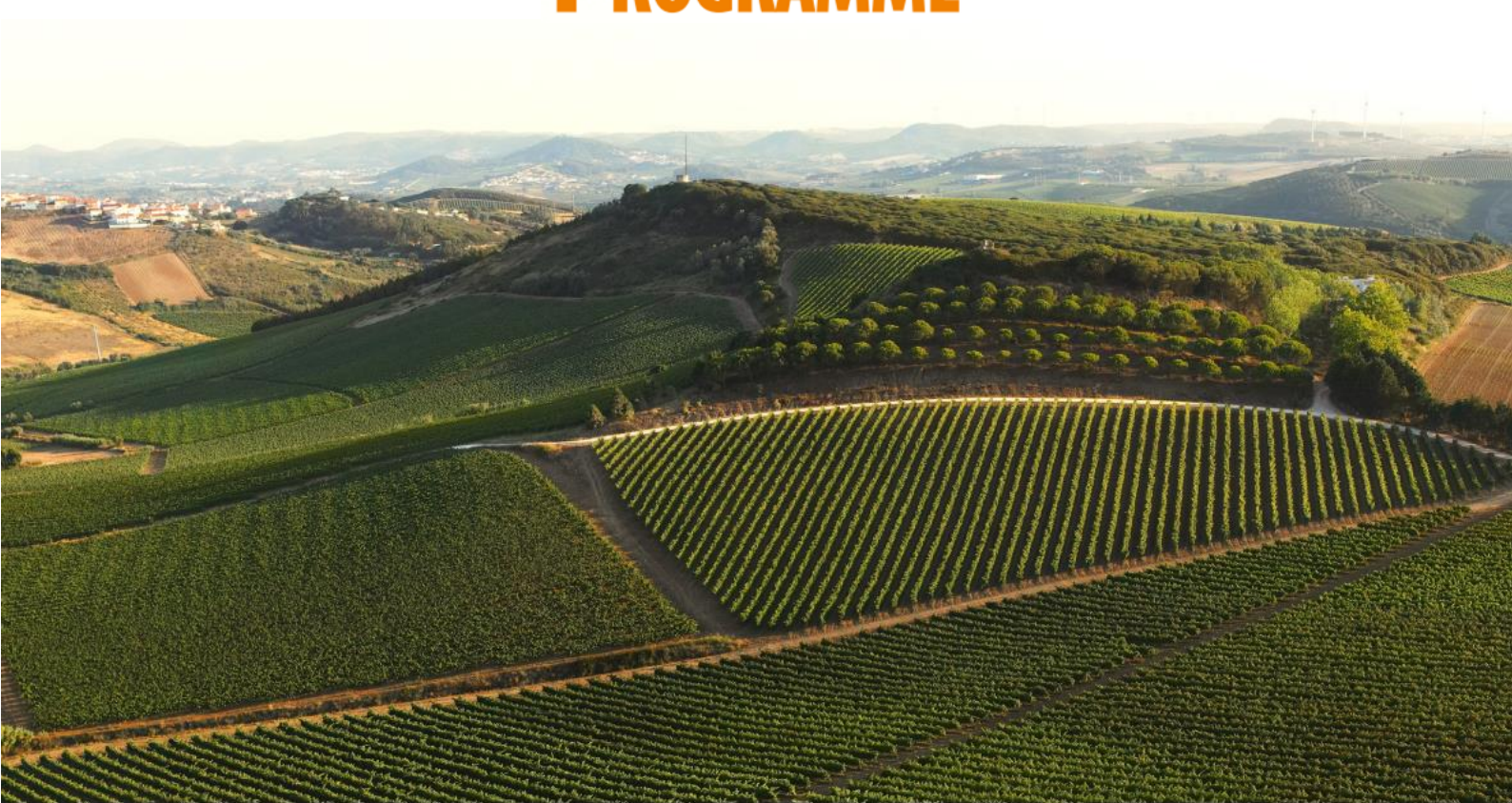


# 12 TRAINING ACADEMY ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

## COOPERATION AND CULTURAL ROUTES

*TORRES VEDRAS, PORTUGAL, 11-13 JUNE 2025*

### PROGRAMME



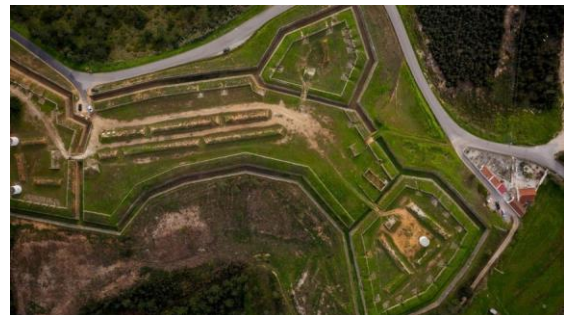
# 12 TRAINING ACADEMY ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

## - PRESENTATION -

*The 12th edition of the Training Academy of the Cultural Routes will take place in Torres Vedras, Arruda dos Vinhos and Vila Franca de Xira (Portugal) from 11 to 13 June 2025, organised by the European Institute of Cultural Routes (EICR), the European Federation of Napoleonic Cities, carrier network of the Destination Napoleon (Cultural Route of the Council of Europe since 2015) and the European Federation Iter Vitis, carrier network of the Iter Vitis Route (Cultural Route of the Council of Europe since 2009) in cooperation with the Rota Histórica das Linhas de Torres, Association of Portuguese Wine Municipalities (AMPV) and the Torres Vedras Municipality.*

*The 2025 edition of the Training Academy will be dedicated to “Cooperation and Cultural Routes”. The event will be held in English.*

*Despite being an invitation-only event, the proceedings of the Training Academy will be disseminated on the Cultural Routes of the Council of Europe website following the event for all interested stakeholders.*





# COOPERATION AND CULTURAL ROUTES TORRES VEDRAS, PORTUGAL, 11-13 JUNE 2025

**TUESDAY, 10 June**

**18:30 Meeting in front of the Torres Vedras Town Hall**

**Guided tour of Torres Vedras historic centre**

**19:30 Dinner at the Arts and Creativity Centre offered by the Municipality of Torres Vedras**

[\(https://cac-tvedras.pt/\)](https://cac-tvedras.pt/)

*Please note that dinner will be available only for participants who have filled in the social activities and workshops registration form.*

**- DAY 1 -**

## Setting the Stage for Collaboration and Sustainability

**Date:** WEDNESDAY, 11 June

**Venue:** Paços do Concelho Auditorium, Torres Vedras  
Praça do Município, 2560-303 Torres Vedras, Portugal  
<https://maps.app.goo.gl/aMSyQPZGqdpenAAk9>

**08:30 – 09:00 Registration of participants**

**09:00 – 10:00 Welcome & Opening remarks**

- LAURA RODRIGUES, *Mayor, Torres Vedras Municipality*
- LURDES CAMACHO, *Director General of Cultural Strategy, Planning and Evaluation Office*
- JOÃO SOALHEIRO, *President of Cultural Heritage, Public Institute*
- CATARINA OLIVEIRA, *Ministry of Culture, Representative of Portugal to the EPA on Cultural Routes of the Council of Europe*
- TERESA FERREIRA, *Director of the Department for Boosting Tourism Resources, Turismo de Portugal*
- ANA FÁTIMA PAGARÁ, *Director of the Alcobaça Monastery, Portuguese Museum Network*
- RUI GOMES, *Executive Secretary, EPA on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes*

**10:00 – 11:30 Plenary session 1: The future of Cultural Routes cooperation**

**Keynote speech:** The role of Cultural Routes in strengthening European heritage and sustainability

LEVAN KHARATISHVILI, *CEO & Founder – Creative Strategies Lab*

**Panel discussion:** Synergies & strategic alliances among Cultural Routes

**Cross-route collaborations: success stories**

**Overcoming challenges in building partnerships**

- **An agreement between the European Federation of Saint James Way and the European Association of the Via Francigena Ways**  
ILDEFONSO DE LA CAMPA MONTENEGRO, *President, European Federation of Saint James Way*  
ELENA DUBININA, *Project Manager, European Association of Via Francigena Ways*



# 12 TRAINING ACADEMY ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

- **MEDRoutes Project**  
BENEDETTA DIAMANTI, *Director, European Route of Ceramics*
- **Italy-Slovenia project**  
**GO WALKING- The cross-border circular route of St-Martin**  
**Ljubka's Trail: A cross-border literary route of poetry and equality**  
MARTINE CAMPANGNE, *President, Saint Martin of Tours Route*  
ANDREJA RIHTER, *President, Women Writers Route*
- **NEXT ROUTES – Upskilling of staff through digital, creative gamification and innovative strategies for the enhancement of EU Cultural Routes**  
SARA FERRARI, *Vice Director, Phoenicians' Route*

**11:30 – 12:00**    **Networking coffee break**

**12:00 – 13:30**    **Workshop series 1**

### **Workshop 1: Strengthening partnerships within Cultural Routes**

Introduction to the topic and facilitation: JORDI TRESSERRAS, *Professor, University of Barcelona*

*Certified Cultural Routes by the Council of Europe are increasingly developing partnerships to propose common projects and to be more effective vis-à-vis local stakeholders. Starting with case studies proposed by the participants, the workshop will provide the opportunity to conduct a common reflection on practical strategies and a possible roadmap to ensure effective partnerships and joint initiatives.*

### **Workshop 2: Funding opportunities for Cultural Routes**

Introduction to the topic and facilitation: VINCENT ERNOUX, *Coordinator, Interreg Next MED*

*EU programmes are one of the sources of funding for implementing activities and projects along the Cultural Routes. The workshop will offer an overview of the EU and national funding programmes with a focus on Creative Europe, Interreg, Horizon Europe. Strategies to identify the right funding sources will be explored, also based on interactive case study on successful and not successful grant applications.*

**13:30 – 14:30**    **Networking lunch**

**14:30 – 16:00**    **Workshop series 2**

### **Workshop 3: Visibility & Marketing Strategies for Cultural Routes**

Introduction to the topic and facilitation: TINA ŠEGOTA, *Professor, University of Maribor*

*During the workshop, participants will discuss challenges related to cultural heritage and tourism management and marketing. Experience in the field of branding, digital storytelling, as well as social media use and engagement will be explored and will serve as reference for further discussions. They will formulate recommendations on visibility strategies, meant at increasing the visibility of cultural routes and related sites and itineraries, proposing tools for effective cross-promotion between routes.*

### **Workshop 4: Project Development & Hands-on Training**

Introduction to the topic and facilitation: AGNES RAFFAY-DANYI, *Professor, University of Pannonia*

*Structuring a collaborative project proposal will be one of the aims of this workshop, which will include a hands-on session, providing tips for drafting a concept note.*

*During the workshop, participants will be guided to develop evaluation KPIs for route success.*

**16:00 – 16:30**    **Coffee break & peer-to-peer exchange**

**16:30 – 19:00**    **Interactive field trip in St Vincent's Fort - Thematic guided visit**

**20:00**            **Dinner in Torres Vedras**

**Roots Restaurant**

<https://rootsrestaurante.pt/?lang=en>



# COOPERATION AND CULTURAL ROUTES TORRES VEDRAS, PORTUGAL, 11-13 JUNE 2025

- DAY 2 -

## Capacity Building and Practical Solutions

**Date:** THURSDAY, 12 June  
**Venue:** Arruda dos Vinhos Municipal Auditorium  
(<https://maps.app.goo.gl/R8SMutEMGSNimqPT7>)

**08.00** Meeting in front of the Stay Hotel (Torres Vedras)  
Departure by coach to Arruda dos Vinhos

### 09:00 – 10:30 Plenary session 2: The business of Cultural Routes

**Welcome of the participants:**

CARLOS ALVES, *Mayor, Arruda dos Vinhos Municipality*

**Keynote speech: How to ensure long-term financial sustainability for Cultural Routes**

TINA ŠEGOTA, *Professor, University of Maribor*

#### Roundtable discussion:

**Business models for Cultural Routes**

**Public-private partnerships**

**Monetization strategies beyond funding**

- SERGIO ORTEGA MUÑOZ, *Ministry of Culture, Chair of the EPA Governing Board, Representative of Spain to the EPA on Cultural Routes of the Council of Europe*
- CATARINA OLIVEIRA, *Ministry of Culture, Representative of Portugal to the EPA on Cultural Routes of the Council of Europe*
- VINCENT ERNOUX, *Coordinator, Interreg Next MED*
- VICTOR SORENSEN, *Director, European Association for the Preservation and Promotion of Jewish Culture and Heritage*

*Q&A session with participants*

### 10:30 – 11:00 Networking coffee break

### 11:00 – 13:00 Plenary session 3

**Keynote speech: Social innovation & Cultural Heritage co-construction along the Cultural Routes**

CHIARA RABBIOSI, *Professor, University of Padova*

#### Roundtable discussion:

**Leveraging methods and tools for engagement**

**Strategies for hybrid and digital heritage interpretation and storytelling**

**Heritage and tourism synergies for regenerating landscapes**

- ALEXANDER DEBONO, *Curator, University of Malta, Museum Thinker (video)*
- AGNES RAFFAY-DANYI, *Professor, University of Pannonia*
- GREG RICHARDS, *Professor, Tilburg and Breda Universities, (online)*
- MATILDE FERREIRA, *International projects Manager, IGCAT*

*Q&A session with participants*



# 12 TRAINING ACADEMY

## ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

**13:00 – 14:30**    **Networking lunch**

Venue: Auditorium

**14:30 – 16:30**    **Cultural Routes of the Council of Europe programme: Strategies for further developments**

Meeting of the Cultural Routes of the Council of Europe representatives with RUI GOMES, *Executive Secretary, EPA on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes*

**16:30 – 17:00**    **Coffee break**

**17:00 – 18:30**    **Cultural Routes of the Council of Europe beyond European borders**

Moderation: ANA UMBELINO, *Deputy Mayor, Torres Vedras Municipality; Executive Vice-President, Destination Napoleon*

- **How to strength links with Ibero America to create the thematic cross oceanic routes: the experience of AMETUR**

DEBORAH VILLAS-BOAS DADALT, *President, Associação Enoturismo do Brasil; Member, AMETUR*

EMANUELA PANKE, *President, Iter Vitis Route*

- **Examples of ongoing initiatives on Cultural Routes, between Europe and Latin America**

JORDI TRESSERRAS, *Professor, University of Barcelona*

- **Creating bridges between continents: The experience of Santiago de Compostela Pilgrim Routes**

- ILDEFONSO DE LA CAMPA MONTENEGRO, *President, European Federation of Saint James Way*

- **Cooperation between EICR and OEI: past initiatives and perspectives**

ELADIO FERNÁNDEZ GALIANO, *Board of Directors Member, European Institute of Cultural Routes*

**17:00 – 18:30**    **National meeting for Portuguese Cultural Routes' representatives with CATARINA OLIVEIRA, Ministry of Culture, Representative of Portugal to the EPA on Cultural Routes of the Council of Europe (in parallel)**

**18:30 – 20:00**    **Social programme**

Participants get to choose one option:

1. Culinary Class on conventual pastry by Portuguese Historic Cafés Route
2. Wine tasting class by Iter Vitis Route
3. Fado de Coimbra music workshop

**20:00**                **Dinner in Arruda dos Vinhos**

Fado de Coimbra performance, offered by Portuguese Historic Cafés Route

**Transfer to Torres Vedras after dinner**



# COOPERATION AND CULTURAL ROUTES

## TORRES VEDRAS, PORTUGAL, 11-13 JUNE 2025

### Finalizing Strategies and Defining the Next Steps

- DAY 3 -

**Date:** FRIDAY, 13 June  
**Venue:** Vila Franca de Xira, Quinta de Suberra  
(<https://maps.app.goo.gl/t9raw7L6FZdYJ3E67>)

**08:30** Meeting in front of the Stay Hotel (Torres Vedras)  
Departure by coach to Villa Franca de Xira

#### 09:30 – 11:00 Workshop series 3

##### Welcome of the participants:

FERNANDO PAULO FERREIRA, Mayor, Villa Franca de Xira Municipality

##### Workshop 5: Governance & Policy Advocacy for Cultural Routes

Introduction to the topic and facilitation: SERGIO ORTEGA MUÑOZ, Head of the Heritage Protection and European Programmes Service, Ministry of Culture, Chair of the EPA Governing Board, Representative of Spain to the EPA on Cultural Routes of the Council of Europe

*Governance of Cultural Routes of the Council of Europe is a key element for their success and recognition at different levels, from the local to the European and international one. The workshop aims to explore the existing and possible methods to strengthen the role of Cultural Routes in regional and national policies, in particular related to cultural heritage, education, tourism, and local development, engaging with public institutions and other international organisations, such as UNESCO, and to guarantee effective lobbying strategies.*

##### Exchanging practices:

- **The French Federation of European Cultural Routes (FFICE)**  
ELEONORA BERTI, Director, Destination Napoleon; President, FFICE
- **Cultural Routes in Portugal**  
CATARINA OLIVEIRA, Ministry of Culture, Representative of Portugal to the EPA on Cultural Routes of the Council of Europe
- **Connecting two certifications: UNESCO label and Cultural Route of the Council of Europe certification**  
CORALIE VITORES, Manager, Le Corbusier Destinations: Architectural Promenades
- **Working in multiple networks**  
MARIA DEL POZO, Vice-president, European Route of Historic Gardens

##### Workshop 6: Sustainability & Climate Action in Cultural Routes

Introduction to the topic and facilitation: PEDRO GUIMARES and DANIEL PAIVA, IGOT, University of Lisbon

*Green strategies, sustainability and climate action are more and more at the core of the work of Cultural Routes, in the initiatives focusing on cultural heritage, landscape, and tourism. Through the comparison between existing practices and projects, the workshop will explore possible methods to integrate climate-resilient approaches in Cultural Routes, as well as methodologies to measure and reduce the environmental footprint of cultural tourism initiatives in the sites and itineraries part of the networks.*



# 12 TRAINING ACADEMY ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

**11:00 – 11:30 Coffee break**

**11:30 – 12:00 Gamification along the Linhas de Torres**

Introduction to the topic and facilitation: PEDRO GUIMARÃES and DANIEL PAVIA, *PhDs in Geography, Researchers, Center for Geographical Studies, Coordinators of the ZOE Research Group, University of Lisbon*

- **Presentation of the VR Game regarding the Line of Torres Vedras – Making of and demonstration**  
CLEMENTE ROCHA AND IVO SOUSA, *Innovation and digital infrastructure division, Vila Franca de Xira Municipality*
- **Creating pedagogical tools and books involving local schools and stakeholders for the transmission of Napoleonic history.**  
MARIA JOAO MARTINHO, *Culture, Museums and Historical Heritage Division, Vila Franca de Xira Municipality*

**12:00 – 12:30 MEDRoutes Interreg MED Project**



MED-Routes

Interreg  
Euro-MED



Co-funded by  
the European Union

- **MEDRoutes Project: Challenges and opportunities for Cultural Routes**  
BENEDETTA DIAMANTI, *Director, European Route of Ceramics*
- **MEDRoutes experience along Destination Napoleon**  
JÚLIA REIS, *Head of Division, Municipality Vila Franca de Xira*  
DENISE DE ROUX, *EU projects, Destination Napoleon*

**12:30 – 13:30 Closing session**

Moderation: ELEONORA BERTI, *Director, Destination Napoleon*  
EMANUELA PANKE, *President, Iter Vitis Route*

- **Wrap-up of the workshops and summary of key takeaways by moderators of the workshops and plenary sessions**
- **Evaluation of the Training Academy**
- **Next steps for Cultural Routes collaboration**  
RUI GOMES, *Executive Secretary, EPA on Cultural Routes of the Council of Europe and Director of the European Institute of the Cultural Routes*

**13:30 – 15:00 Lunch**

**Venue: Quinta Subserra**

**15:30 – 17:30 Field Trip: Experiencing and testing MEDRoutes project  
Microitineraries in Vila Franca de Xira.**

**Participants get to choose one option:**

1. “Varino” Boat Tour alongside Tagus River – With historical guide
2. Guided hike to the historical Fort of Subserra
3. Wine Tasting with “Encostas do Xira” at Quinta de Subserra

**Transfer to Torres Vedras after the field trip**

# COOPERATION AND CULTURAL ROUTES TORRES VEDRAS, PORTUGAL, 11-13 JUNE 2025

## Optional activities

### SATURDAY, 14 June

1. Visiting Coimbra, crossroads of Cultural Routes (30€/participant).  
Departure at 9.00 from Torres Vedras.  
Return to Torres Vedras at 17.00.

The fee includes the entry ticket to the University library as well as the lunch.  
Detailed programme will be sent to participants.

or

2. Visiting Lisbon: The Cemeteries Route (free participation)



## CONTACTS

### Queries on administrative organisation

Eleonora Berti: [contact@napoleoncities.eu](mailto:contact@napoleoncities.eu)

Emanuela Panke: [info@itervitis.eu](mailto:info@itervitis.eu)

Marta Fortuna : [mfortuna@cm-tvedras.pt](mailto:mfortuna@cm-tvedras.pt)

**A practical information document is  
also available on our website**



[www.coe.int/routes](http://www.coe.int/routes)

