

EUROPEAN PROJECT ROUTES4U



ROUTES4U

Routes4U is a joint program between the Council of Europe and the European Commission. This 30 months project (2017-2020) aims to develop the four macro-regions of Europe, as stated in the Faro's Convention, through the Cultural Routes of the Council of Europe.

Regional development, cultural cooperation, social cohesion are the general objectives of the project. In accordance with the Faro's Convention, the project promotes the importance of the commitment of local communities toward regional development, sustainable tourism, cultural heritage and the support of the synergies between all the actors of the macro-regions.



Routes4U Project

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe

EUSAIR

ROUTES4U is fully integrated in the European strategy for the Adriatic-Ionian macro-region development : EUSAIR.

This strategy is the result of the willing of the European Commission, countries, and actors of the macro-region to work together.

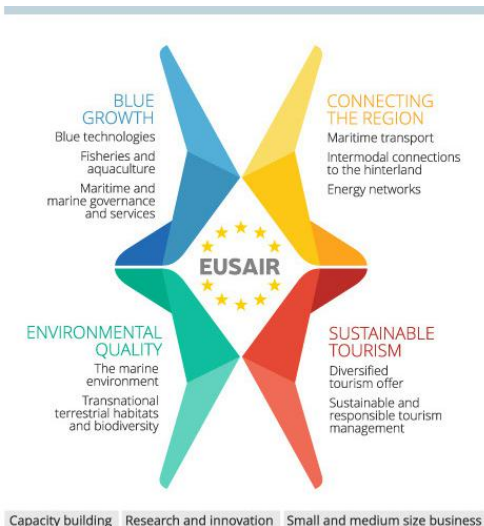
The general objective of the EUSAIR is to promote economic and social prosperity and growth in the region by improving its attractiveness, competitiveness and connectivity. In 2019, four European members and four non-European members are concerned.



EUSAIR countries

EUSAIR countries collaborate on several mutual interests. It can be opportunities to catch or challenges. It would create synergies and a better coordination in those four pillars: Sustainable tourism, environmental quality, connecting the region, blue growth.

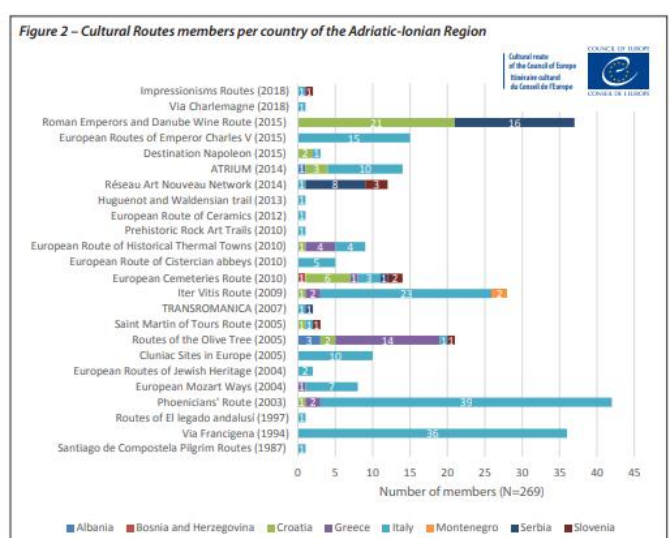
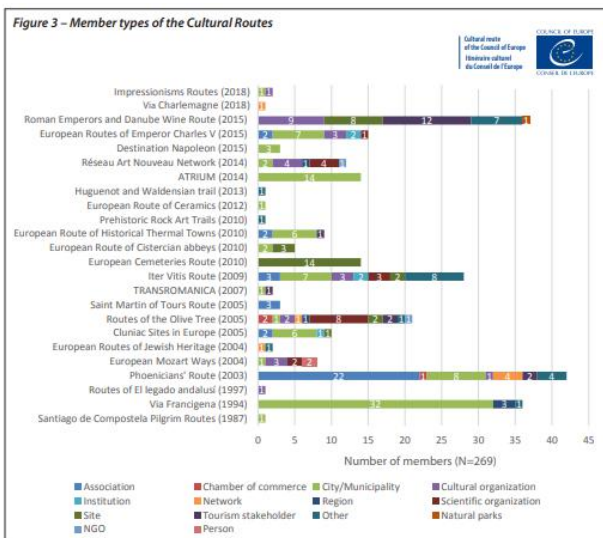
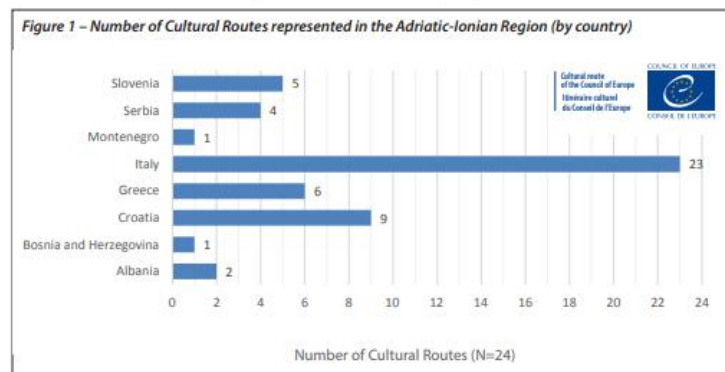
ROUTES4U is part of the first pillar mentioned before: sustainable tourism. The objectives of this thematic field are: the diversification of touristic products in the region by counterbalancing seasonal and coastal tourism, improving quality and innovation in the touristic offer and, developing the sustainable and responsible skills of the touristic actors.



Piliers/domaines d'intervention

CULTURAL ROUTES OF THE COUNCIL OF EUROPE

The Cultural Routes going through the Adriatic-Ionian macro-region are very heterogenous, whether at the level of geographical localization, the type of members, or the discussed topics, which gives them a large field of impact. In this context, the Cultural Routes have a great role to play in the regional sustainable development.



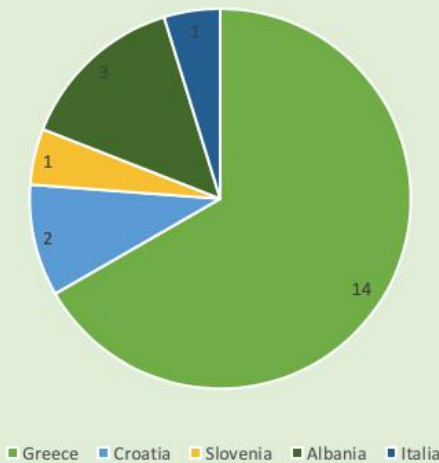
THE CULTURAL ROUTE OF THE COUNCIL OF EUROPE THE ROUTES OF THE OLIVE TREE

The Cultural Route The Routes of the Olive tree is one of the two routes which were chosen (the second one is The Roman Emperors Route) for the ROUTES4U project in the Adriatic-Ionian macro-region.

Thanks to its long-lasting experience in the region, its economic support strategy of the small olive producers, its long-standing and solid members and its expertise in project management in the cultural tourism sector, the Cultural Route The Routes of the Olive Tree is a high potential actor regarding the fourth pillar of EUSAIR, sustainable tourism.

PROFILE

Number of network members according to their country of origin



Type of network members in the Adriatic and Ionian macro-region



S.W.O.T




OBJECTIVES AND ACTIONS

In the context of ROUTES4U project, The Routes of The Olive Tree aims to achieve seven specific objectives:

- Improve the destination's attractiveness
- Contribute to job creation
- Reduce seasonal tourism
- Upgrade life quality
- Consolidate the social cohesion
- Develop the regional development indicators
- Protect and promote the cultural heritage of the Olive tree

To achieve this, three major actions are developing toward the project:



Develop a branding strategy to identify key touristic stakeholders and reinforce a sense of belonging

Extend the Cultural Route in the macro-region

Create a specific offer of tourism and services related to the olive-growing heritage

ROUTES4U MEETING IN VENEZIA

6TH OF JUNE 2018

The Routes of the Olive Tree were invited on the 6th of June 2018, in Venezia, Italy. This meeting was the opportunity to discuss with European institutions representatives, with regional and national structures and with socioeconomic majors actors in the macro-region and concerned Cultural Routes.

This meeting helped to determine cooperation areas and necessary recommendations for the regional development, for the citizen cultural participation and also the reinforcement of the actual cultural routes.



MALI LOSINJ'S WORKSHOP IN CROATIA

14th-16th NOVEMBER 2018

In order to support The Routes of the Olives tree in its project, the European Central Initiative, the Croatian Chair of the Council of Europe and the Enlarged Partial Agreement on Cultural Routes of the Council of Europe have organized in cooperation with the Croatian Ministry of Tourism an International Workshop untitled “Cultural Routes of the Olive Tree as a model for Europe’s values, heritage and sustainable development”.



THE GRANT

June 2019 - March 2020

Funding has been granted to the Cultural Route The Routes of the Olive Tree to amplify the scope of its impact in the macro-region.

5 activities have been targeted:

Activity 1

- Conduct an inventory of potential members in Croatia, Slovenia and Greece
- Determine the cooperation potential

Activity 2

- *Mapping* of the points of interest and translation in regional languages

Activity 3

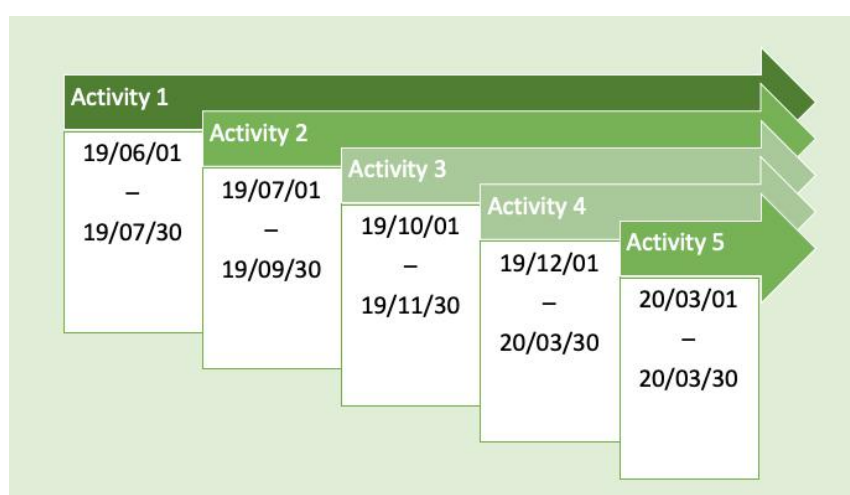
- Create a specific brand for the Adriatic-Ionian macro-region

Activity 4

- Cooperation with the touristic offices

Activity 5

Official integration of new members during official events



THE SECOND STEERING COMMITTEE, LUXEMBOURG

2nd of July 2019

The Cultural Route The Routes of the Olive Tree was invited to the second steering committee meeting of the ROUTES4U project.

Discussions with representatives of the Council of Europe, the European Commission and other Cultural Itineraries about macro-regional strategies were fruitful and allowed to draw up the balance sheet of this first year of the project and to discuss the next common steps to put in place.

The Routes of the Olive Tree were able to present their progress, their project and refine their action plan for the rest of the project.



RESULTS OBTAINED

This page will be updated as the project proceeds.

Temporary results in july 2019

