

# ANNUAL REPORT 2019

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## CULTURAL FOUNDATION ROUTES OF THE OLIVE TREE





# VALUES & OBJECTIVES

The annual activity report is established by the Network and the Cultural Foundation “Routes of the Olive tree” which transform an innovating cultural expression into an action, which is in the same way, an alternative proposition of sustainable development:

Enhancement of civilization and cultural heritage of the olive tree’s Mediterranean for the benefit of olive regions:

We are not raising public funds to lead our activities; our incomes come from our members, friends and supporters.

We are resisting current unfavourable economic circumstances, and we believe in possibilities and in the civil society organisations’ dynamism for the reinforcement of synergies and solidarity.

Objectives which guide every of our actions are:

- The enhancement of the olive tree’s civilization for the benefit of local economics.
- The creation of links between olive tree cultural heritage, tourism and sustainable development
- The inventory of the olive tree’s heritage in olive regions, its promotion and enhancement by cultural activities.
- The creation of a “bridge” between Mediterranean countries and the whole world thanks to the olive tree, symbol of peace, friendship and prosperity.
- The encouragement of intercultural dialog, entrepreneurial cooperation and transfer of know-how.



# GREETING OF THE NEW PRESIDENT



It is a great honor for me and I am grateful to the General Assembly of the “Routes of the Olive Tree” Network for electing me President of the “Routes of the Olive Tree”. My encounter with the “Routes of the Olive Tree” dates back to 2003. That year, I was working at the National Museum of the Popular Art & Traditions in Paris, which became the “Museum of European and Mediterranean Civilizations” in Marseille in 2013. In 2003

I discovered the olive tree culture, through the “Routes of the Olive Tree”, which is an initiative, full of humanity and generosity, values that I deeply appreciate. I was impressed by the passion of the inspirational and charismatic personality of George Karabatos and his collaborators that took such an original and bold initiative. I am delighted to have the opportunity to participate in activities, for instance in the wonderful 2008 cultural route, and to have met the peoples and cultures of the Near East and Central Asia. The “Routes of the Olive Tree” is an adventure, with an immense understanding and love for people, women and men, who are living with and for olive trees, trees with thousands of virtues.

In 2020 the “Routes of the Olive Tree” face exciting challenges: the development of the route in the Adriatic-Ionian region, in the Balkans, in Spain, even in the Black Sea and in the Caucasus. With a passion for olive cultural heritage, museums and cultural heritage centers, I hope to be able to help the Network, through my experience in this field, in particular by incorporating this dimension of European heritage in order to contribute in the implementation of new local development practices and sustainable tourism.

*Marseille (France), October 2019*

*Edouard de Laubrie*

# 2019 ROUTES OF THE OLIVE TREE WITH NUMBERS



## 8 priorities

- Dissemination of European cultural heritage
- Cooperation in research and development
- A democratic and solidary civil society
- Youth educative and cultural exchange
- Contemporary and artistic cultural practices
- Cultural tourism and sustainable development
- Support of little producers of traditional products
- Strengthen intercultural dialog

**12** countries in the Network “Routes of the Olive tree”

**180** members and partners

## 4 new countries in the Network

(Croatia, Slovenia, Azerbaijan, North Macedonia) with the extension to others countries of the region as goal, thanks to the support of the Greek Chambers of Commerce and of Balkan countries.

**28** new members’ registrations

**200** points of interest along the route (registered & documented)

**17** universities research centres as partners

**2** researches / university studies

**8** new local routes in **4** countries

**10** new members in the International Scientific Committee of “Routes of the Olive tree”

# MAIN ACTIONS



- Development of the cultural route in the Adriatic-Ionian macro-region with the accession of Croatia and Slovenia, as members of the Network “Routes of the Olive Tree” .
- Development of local cultural routes “Routes of the Olive Tree” and conception of implantation plans, in order to integrate Cythera Island and Pelion region (Greece), and Network’s new members: Azerbaijan, North Macedonia, Spain (Majorca)
- New routes suggestions: hiking and cycling trails in Italy, France and Greece to discover the olive tree’s world with a more environmentally respectful manner.
- Strengthen of the cooperation between universities and cultural institutions.
- Conception of a case study for the inscription of the olive tree’s civilization and olive oil in the national register of intangible and tangible cultural heritage of the Greek Culture Ministry, approved by a ministerial decision (16/12/19) for the purpose of a file application for the recognition of this heritage by UNESCO.
- Research for the identification and the registration of new points of interest along the “Routes of the Olive Tree”.
- Reception of researchers working on the topic “Management of cultural landscapes and cultural projects – Cultural Routes”: University of Peloponnese, University Jean Monnet of St Etienne (France), University of Dijon (France), Polytechnic Institute of Tomar (Portugal), National Museum of Natural History of Paris (France), University of Naples Federico II (Italy)
- Strengthen of scientific partnerships with Network’s members already existing.
- Transfer of know-how to young students from 6 different countries.  
Cultural routes “Routes of the Olive Tree”: topic for students of 3rd cycle.  
Université d’agriculture d’Athènes AIESEC International  
Volunteerism Program - University of Piraeus

# MAIN ACTIONS



- 3 exhibitions and 2 olive tree parties for large public, 3 conferences for a specific public, various active participations to events organized by our members and partners.
- An artistic contest with the topics of writing art and olive tree as a source of inspiration, to promote dialog between culture, olive tree and arts.
- Development of the numerical visibility of the “Routes of the Olive Tree”.  
Strengthen of our presence on Internet and social networks.



# 2019: YEAR OF REFLEXION

## OUR EXPERIENCES AND NEXT STEPS

2019 was a rich year in activities and in experiences which have helped us to fix priorities and mainlines of our action plan for the coming years based on our principles, on the challenges and Recommendations of the Council of Europe.

On the agenda:

- Organization of a transnational route “AGORA of the Routes of the Olive Tree” in the countries of the Adriatic-Ionian Macro-Region in order to strengthen our relationships and organize common actions with Network’s members.
- New activities, cultural animation, numerical enhancement, strengthen of our presence on Internet and social networks.
- Encouragement of cooperation with members and stimulation of the feeling of belonging to the Road.
- Development of a range of services for general and specific publics.
- Actions for the reinforcement of intercultural dialog.
- Organisation of activities to support little producers and local products.

