



MED-Routes

**Interreg
Euro-MED**



Co-funded by
the European Union

MED-Routes

"Enhancing MED sustainable cultural tourism

through the creation of eco-itineraries inside European Cultural Routes"

D4.3.1 / Activity 4.3 –

Official dissemination of MED-Routes approach and eco-itineraries oriented to policymakers



Project Information	
Project Acronym	MED-Routes
Project Full Title	Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes
Project Priority	Greener Med
Project Mission	Enhancing Sustainable Tourism
Specific Objective	RSO2.6: Promoting the transition to a circular and resource efficient economy
Type of Project	Transfer project (Thematic Project)
Project ID	Euro-MED0200798
Start date	1 January 2024
Duration	27 months

Deliverable Information	
Deliverable no	D4.3.1
Deliverable title	MED-Routes presentation during the Training Academy on the Cultural Routes of the Council of Europe (previously Minutes of roundtables among Partners, associated partners and their regional/national institutions)
Contractual date of delivery	31/12/2025
Actual date of delivery	31/12/2025
Partner responsible	URF
Partners involved	All

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Version	Date	Author(s)/Contributor(s)	Notes
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Table of contents

List of Acronyms.....	4
1 Introduction: A4.3 - Official dissemination of MED-Routes approach and eco-itineraries oriented to policymakers	6
2 MED-Routes presentation during the Training Academy on the Cultural Routes of the Council of Europe.....	8
3 Targets of the session	9
4 Feedback.....	9

Attachments

1 Training Academy programme.....	10
2 PPT presentations used during the sessions.....	20
3 List of participants registered in the online form.....	47
4 Pictures	50

1 Introduction: A4.3 - Official dissemination of MED-Routes approach and eco-itineraries oriented to policymakers

MED-Routes overall objective is to establish and disseminate a local-based, low-impact model of sustainable tourism across Cultural Routes in the MED area, in particular, to establish a specific model of Mediterranean “slow tourism” rooted in the common heritage of 4 Cultural Routes of the Council of Europe: Phoenicians´ Route, Routes of the Olive Tree, European Route of Ceramics and Destination Napoleon.

The final goal is to enhance integrated circular economy and sustainable practices in small-scale touristic itineraries to promote a more efficient management of the overall tourism sector linked to cultural heritage, with positive spillovers for the tourism industry and also to the benefit of local territories' socio-economic profile.

To tackle the project general objective, MED-Routes´ approach is rooted in a TRANSFER rationale: transfer mechanisms are put into place to cross-reference the most relevant, field tested outputs from two projects co-funded by Interreg Euro-MED:

- INCIRCLE, focused on enhancing the sustainability and attractiveness of touristic low-density areas through Circular Tourism;
- EMbleMatic, which tested a responsible and sustainable tourism model by the creation of eco-itineraries in hinterland coastal areas.

After successfully reaching the objectives of the first three WPs of the project, i.e.:

- raise awareness among CRs' members, and operators & stakeholders in tourism services about the potential of sustainable tourism and circular economy in targeted areas (WP1)
- enrich the touristic offer of MED CRs through the development of small-scale eco-itineraries, implementing principles of circular economy and environmental sustainability (WP2)
- increase the capacities of actors & operators inside the eco-itineraries to deliver their services (WP3)

the consortium is currently working to promote eco-itineraries among policymakers & stakeholders by facilitating the adoption of the project's vision in territorial agendas for sustainable growth and tourism (WP4).

In particular, A4.3 entailed for PPs and CRs to engage in high-level dissemination of key project outputs targeted at key public/private institutions.

The first part of the activity was delivered during the Training Academy on the Cultural Routes of the Council of Europe that took place in Torres Vedras (PT) from the 11 to the 13 June 2025. This event represented a strategic opportunity to carry out the activity, as the Training Academy brings together representatives from 48 certified Cultural Routes, attending with delegates from political and institutional bodies. Indeed, this setting offered a unique and resource-efficient occasion to reach a wide and relevant audience.

2 MED-Routes presentation during the Training Academy on the Cultural Routes of the Council of Europe

The presentation of the MED-Routes project took place on Friday 13th June 2025 at Vila Franca de Xira, Quinta de Subserra, where a dedicated session was held, titled “MED-Routes Interreg Euro-MED Project: Challenges and Opportunities for Cultural Routes”.

Speakers included:

- Benedetta Diamanti, Director of the European Route of Ceramics and Head of Culture, Tourism, Sport, and International Relations at URF
- Júlia Reis, Head of Division, Municipality of Vila Franca de Xira
- Denise de Roux, EU Projects, Destination Napoleon.

(Attachment 1 – Training Academy programme)

Benedetta Diamanti introduced the MED-Routes project, outlining its main achievements. Among the most tangible results are two small-scale eco-itineraries developed for each participating Cultural Route. Rooted in local heritage, these itineraries promote environmental awareness and low-impact travel. A key element of the project was the creation of a shared methodology. Local tourism stakeholders were engaged through participatory workshops, contributing to the design of the itineraries and identification of existing best practices in sustainable tourism. This process was complemented by a set of common criteria developed by the project partners.

Diamanti also emphasised the project’s joint promotion strategy, particularly the launch of a “Green Label” certification. This label recognises sustainability standards, raises awareness around responsible tourism, and increases the visibility of the new itineraries, encouraging wider adoption.

Júlia Reis followed with a presentation of Vila Franca de Xira’s local experience in developing its eco-itinerary.

Denise de Roux then offered insights from the perspective of a Cultural Route partner, emphasising the importance of making the methodology replicable for other members beyond the project’s duration.

(Attachment 2 – PPT presentations used during the sessions)

3 Targets of the session

The roundtable gathered representatives from numerous Cultural Routes, together with representatives from the European Institute of Cultural Routes of the Council of Europe.

Representatives of Cultural Routes are both political and technical experts, they include for example politicians from local and regional authorities, NGOs technicians and members of international organizations.

Participants were asked to register on the dedicated link of the MED-Routes website. Twenty-five participants registered; however, the pictures prove that the audience was much more larger.

(Attachment 3 – List of participants registered in the online form)

4 Feedback

This presentation illustrated the real benefits of the MED-Routes methodology, showing how cooperation across regions and networks can generate long-lasting, sustainable impact. As well, it proved how multiple Cultural Routes can join forces in a common project.

This session offered a valuable opportunity to inform policymakers and key stakeholders about the MED-Routes initiative and initiate dialogue on replicating the model and ensuring its long-term impact. It was a great occasion for assessing key institutions feedback on project's message incorporation into Cultural Routes' strategies for the promotion of sustainable tourism.

After the end of the presentations there was a fruitful exchange of questions and considerations from the public. On the one side, some were interested in technical aspects concerning the project implementation (for example, the process used to develop the eco-itineraries). As well, others were interested on the opportunity to replicate the process, asking questions about the methodology.

In conclusion, the session sparked strong interest and participation, with many eager to explore future collaboration.

(Attachment 4 – Pictures)

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*
- DR. ANA CATARINA SOUSA, *Vice-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*



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- **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



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- **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 Suberra

**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 Suberra
3. Wine Tasting with “Encostas do Xira” at Quinta de Suberra

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

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



www.coe.int/routes





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MED-Routes: Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes



12th Training Academy on Cultural Routes of the Council of Europe
Torres Vedras, 13/06/2025

Benedetta Diamanti, Director of the European Route of Ceramics



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Please, register!



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27 months –
January 2024
March 2026

€ 999.000 /
80% co-
financing rate



A European project funded by Interreg Euro-MED

8 project partners



Romagna Faentina Union (IT)

Project Coordinator



Castelló de la Plana City

Council (ES)



Pafos Regional Board of

Tourism (CY)



Libertas International

University (HR)



**Network of the Insular
Chambers of Commerce and
Industry of the European
Union – INSULEUR (EL)**



**Regional Development
Agency Dubrovnikneretva
County – DUNEA (HR)**



**Municipality of Vila Franca
de Xira (PT)**



**Bulgarian Association for
Transfer of Technology and
Innovation – BATTI (BG)**



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4 CoE's Cultural Routes

- European Route of Ceramics
- Routes of the Olive Tree
- Phoenicians' Route
- Destination Napoleon



as Associated Partners



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Rationale

MED-Routes aims to pioneer a sustainable tourism model focused on the shared heritage of four Cultural Routes of the Council of Europe.



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Results - a methodology which could be replicated

Developed two small-scale eco-itineraries for each Cultural Route

- A participatory process with local actors
- Shared set of criteria with the partnership
- Focus on sustainability



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Results - a methodology which could be replicated

- A common promotion process → Green label
- Training courses for local actors in the tourism sector
- Presentation in the political sphere
- A Letter of Intent among the four CRs



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Thank you!



Benedetta Diamanti, Director of the European Route of Ceramics



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe





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12TH TRAINING ACADEMY ON CULTURAL ROUTES OF THE COUNCIL EUROPE
JUN 13, 2025, VILA FRANCA DE XIRA

MED-Routes Experience along Destination Napoleon

*Enhancing MED sustainable cultural tourism through the creation
of eco-itineraries inside European Cultural Routes*

Mission 4: Enhancing Sustainable Tourism



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12TH TRAINING ACADEMY ON CULTURAL ROUTES OF THE COUNCIL EUROPE
JUN 13, 2025, VILA FRANCA DE XIRA

Historical Route of the Lines of Torres

8 Municipalities:

Arruda dos Vinhos, Bombarral, Loures, Lourinhã, Mafra, Sobral de Monte Agraço, Torres Vedras and Vila Franca de Xira.

2 Micro Eco-Itineraries

An Experience to share along Destination Napoleon



Mission 4: Enhancing Sustainable Tourism



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12TH TRAINING ACADEMY ON CULTURAL ROUTES OF THE COUNCIL EUROPE
JUN 13, 2025, VILA FRANCA DE XIRA

Geographical and Social Context

People, Territory, Identity



Mission 4: Enhancing Sustainable Tourism



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12TH TRAINING ACADEMY ON CULTURAL ROUTES OF THE COUNCIL EUROPE
JUN 13, 2025, VILA FRANCA DE XIRA

Geographical diversity of the Territory: Low density urban zones and economically, culturally and socially dynamic urban centers.

Territory's Morphology: Expansive agricultural plains; Fertile river valleys and elevated mountains.

Key features: Tagus River, fertile landscapes, the Atlantic Coast and proximity with Lisbon Metropolitan Area



Mission 4: Enhancing Sustainable Tourism



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12TH TRAINING ACADEMY ON CULTURAL ROUTES OF THE COUNCIL EUROPE
JUN 13, 2025, VILA FRANCA DE XIRA

Strong social identity:

Local communities share deep-rooted collective memory of resistance and strong associative networks.

Their involvement is key to build **sustainable tourism** that respects both **heritage** and the **environment**.



Mission 4: Enhancing Sustainable Tourism



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12TH TRAINING ACADEMY ON CULTURAL ROUTES OF THE COUNCIL EUROPE
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Micro Eco-itineraries: *Strategy, Participation*



Mission 4: Enhancing Sustainable Tourism



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12TH TRAINING ACADEMY ON CULTURAL ROUTES OF THE COUNCIL EUROPE
JUN 13, 2025, VILA FRANCA DE XIRA

STRATEGY

Co-creation approach

Recognizing that the construction of cultural and sustainable tourism itineraries must have **close collaboration** with **public** and **private stakeholders**.

But ... WHO?

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12TH TRAINING ACADEMY ON CULTURAL ROUTES OF THE COUNCIL EUROPE
JUN 13, 2025, VILA FRANCA DE XIRA

PARTICIPATION

Vila Franca de Xira organized in October 2024, a **Participatory LAB**, open to all public and private stakeholders engaged with the RHLT in the **8 municipalities**.

We brought business owners, tourism operators, associations, local producers, local government representatives, and residents from various municipalities along the RHLT.



Mission 4: Enhancing Sustainable Tourism



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12TH TRAINING ACADEMY ON CULTURAL ROUTES OF THE COUNCIL EUROPE
JUN 13, 2025, VILA FRANCA DE XIRA

During the Lab 3 main goals were defined :

- 1. Improve eco-circularity within the Route**
- 2. Promotion and communication**
- 3. Develop partnerships**

Was this enough?



Mission 4: Enhancing Sustainable Tourism



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NO

**The project ...
So we defined a comum methodology**



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Micro Eco-itineraries: INTERREG EURO-MED Methodology

KPIS

Methodological approach aligned with **sustainability pillars**

21 key performance indicators (KPIs) were defined to measure **sustainable practices across stakeholders and visitable sites along all the Routes.**

Extensive Mapping Process

Understand the territory from two perspectives:

Expanding knowledge about the stakeholders and visitable sites along the RHLT;

Gaining detailed insights into the sustainability practices adopted by each.

Results: 150 local stakeholders or landmarks identified

Questionnaire

Gather information about the **sustainability practices** by each of the **150** identified **actors or sites**, a questionnaire was **developed and shared**

Each question was aligned with one of the **21 indicators**

Results: **79 respondents (55 public, 24 private/third sector)** across the territory of RHLT.



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RESULTS

Strong connection to nature and heritage;
Widespread adoption of sustainable practices;
Use of soft mobility and digital solutions;
Commitment to local economy.

Energy, water and certification – **Need improvement**

Time to define the “Micro Eco-Itineraries”

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Fit and Green - *“Go fit where history goes greener”*



Bistrot Spree – *“The ultimate palais experience”*

The storytelling...

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THE STORYTELLING...



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Fit and Green - *“Go fit where history goes greener”*

Explore **trails once traveled by soldiers and civilians**

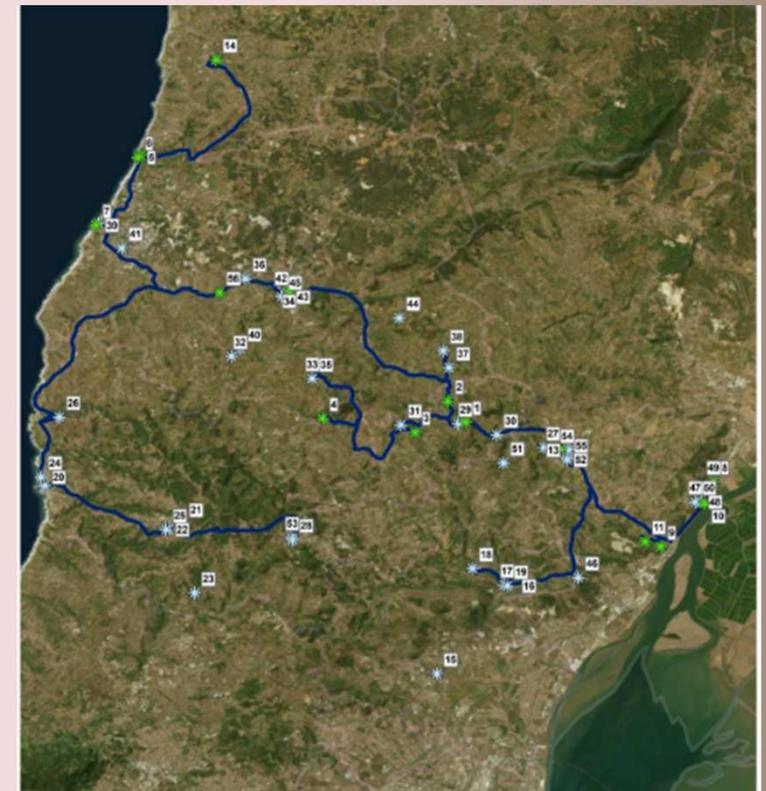
Natural landscapes - contrast the urban environments

Promotion of health and well-being

Outdoor experiences such as hiking, running, and cycling

Discover how **natural landscapes** were used for **defensive** strategies

Understand the relationship **between conservation and heritage**





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Bistrot Spree – *“The ultimate palais experience”*

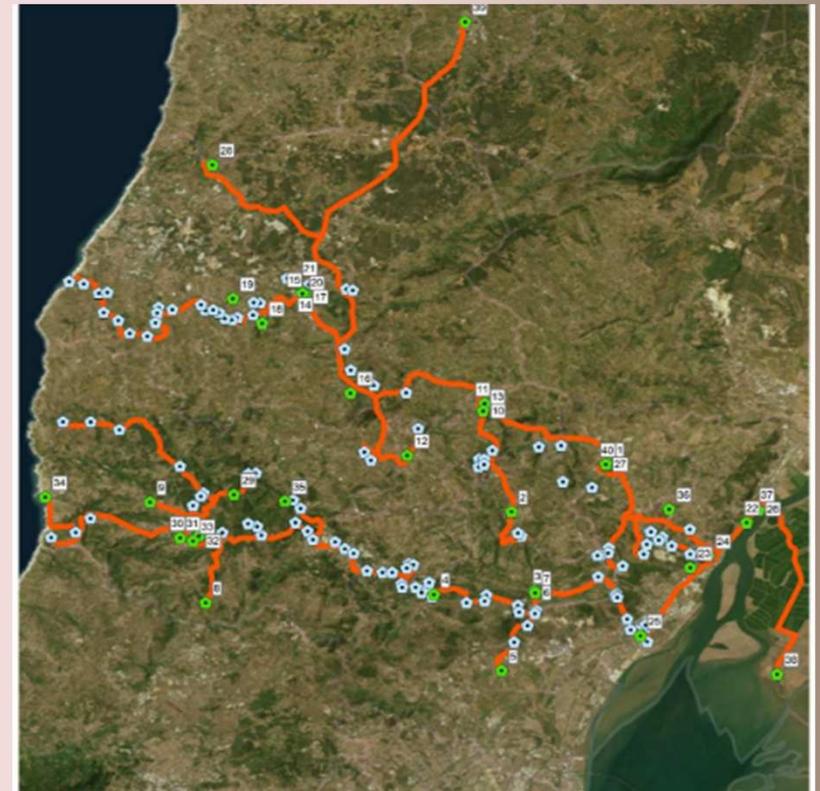
Combines **gastronomy** and **history**

Invite participants to **immerse** in the local
gastronomy

Emphasis on **local ingredients** and
sustainable production practices

Sensory approach to the region’s heritage

Visit **traditional markets, wineries, and
historic restaurants**





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NEXT STEPS:

Communication strategy and promotion

Dissemination – training materials

Replicable strategy for sustainable cultural routes



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THANK YOU

**MUNICIPALITY OF VILA FRANCA DE XIRA ||
European Federation of Napoleonic Cities**

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MED-Routes: Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes

12th Training Academy on Cultural Routes of the Council of Europe
Torres Vedras, 13/06/2025

Benedetta Diamanti, Director of the European Route of Ceramics

European Council of CERAMICS

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NEXT STEPS
Communication strategy and promotion
Dissemination - training materials
Replicable strategy for sustainable cultural routes

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ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE
19-21 June 2022, Tavira (Algarve, Portugal)

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