



This project is co-funded by the European Union and the Republic of Turkey

EUROPEAN PROGRAMME: "Civil Society Dialogue between EU and Turkey – IV Regional Policy and Coordination of Structural Instruments"

PROJECT TITLE:

"Europe to Turkey on Foot (Preparation of a European Cultural Route between Europe and Turkey)"

Locations: Italy: Canterbury-Rome-Brindisi section of the Via Francigena. Turkey: Antalya/Demre, Isparta/Eğirdir, Bursa/İnegöl, and surrounding rural areas.

Lead Partner: Culture Routes Society (Kultur Rotalari Dernegi)

Partner: European Association of the Via Francigena

Duration: 12 months (as of 15 February 2016)

Associated partners:

- Municipality of Demre (Antalya)
- Municipality of Eğirdir (Isparta)
- Municipality of İnegöl (Bursa)

Brief description:

The project aims to increase cooperation between civil society organizations and municipalities in Turkey and in Europe (England, France, Italy) on the theme of trans-national cultural routes as tools of cultural co-operation, sustainable rural development and social cohesion. In particular, the project is based on the transfer of European know-how and good practices and on the creation of joint development strategies between the Council of Europe cultural route of the Via Francigena (VF) and Turkey's cultural routes promoted by Culture Routes Society (CRS), for the extension of the VF from Italy to Turkey.

Overall objectives:

- Facilitate cooperation between civil society organizations and municipalities in Turkey and in Europe (Italy, France, England).
- Integrate Turkish and European approaches to cross-border cultural route (CBCR) branding, marketing and communication
- Build awareness and capacity of Turkish Ministry of Culture and Tourism (TMCT) to support national and international Cultural Routes (CR) and to support route stakeholders at a local level.



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Specific objectives:

- Networking and structuring co-operation between CRS and VF.
- Co-operation between Italian and Turkish municipalities leads to planning of routes in Turkey.
- Developing the capacity of Turkish rural civil society in line with examples from Italy.
- Implementing parties (CRS, EAVF and others) develop joint branding/marketing/communication standards.
- Program of implementation of marketing standards and methods on the extension to the VF.
- TMCT adopts European principles on implementation/protection of CRs.
- TMCT works with CRS and stakeholders on local CR issues.

Activities

The activity programme includes:

- Training of Culture Routes Society staff in Europe;
- Manual on how to implement a trans-national cultural route;
- Study visit of Turkish municipalities and CRS staff in Europe;
- Local development plans for the three associated municipalities;
- Interim evaluation meeting;
- Meeting and conference in the Balkans;
- Development of a pilot itinerary in Turkey;
- Assessment and promotion of the pilot itinerary in Turkey by European academicians/students;
- Common website and promotion of the Via Francigena in the Euro-Mediterranean area;
- Final conference in Turkey

Further Information: Silvia Lecci (European Association of the Via Francigena) - Italian project coordinator, projectmanager@viefrancigene.org



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