



**Title of the project: “Via Francigena and the Pilgrimage Ways. This is Europe”  
PER VIAM – Pilgrims’ Routes In Action**

**Short description of the project:**

The project is about The Via Francigena and the other trans-national pilgrimage routes certified by the Council of Europe as tools of sustainable cultural tourism development and community participation to the enhancement of Europe’s cultural and heritage diversity.

The project aims at encouraging and strengthening the European cooperation among public-private partners involved in all levels of governance of the European cultural route of The Via Francigena.

The project partners will cooperate within the framework of a consortium in the aim to promote a responsible and sustainable approach toward cultural-tourism along The Via Francigena. They will improve visibility and communication (European cultural festival, dissemination material, web portal, walking event) as well as knowledge and accessibility of the route (institutional planning meetings, workshop and scientific seminars) in order to improve slow-tourism experience along The Via.

Thanks to the involvement of Institutions, European networks and grassroots organizations the project also aims to lay the foundation for the future creation of a European network of the main pilgrimage routes certified by the Council of Europe: the Via Francigena, the Santiago de Compostela Pilgrims’ Routes, the Saint Michael Ways, the Route of Saint Olav Ways, the Saint Martin of Tours Route.

**Project duration: 12 months**

**Main objectives:**

1. To create an identity of the product “Via Francigena” on a European level,
2. To create a territorial *brand* of the Via Francigena and of the other European pilgrimage routes certified by the Council of Europe,
3. To combine the Via Francigena with the values of cultural, environmental and sustainable tourism,
4. To build up a European community of actors committed in trans-national pilgrimage routes development;
5. To foster economic development and investment opportunities in the field of tourism, in the territories crossed by the Via Francigena and by the European pilgrimage routes.

**Coordinator:** European Association of The Via Francigena Ways (IT)

**Partners:**

- Co-beneficiaries

1. Italian Ministry for Cultural Heritage, Rome (IT);
2. Tuscany Region, Florence (IT);
3. Canterbury City Council , Canterbury (UK);
4. SiTI – Istituto Superiore sui Sistemi Territoriali per l’Innovazione, Turin (IT);
5. Università di Bologna - Polo Scientifico e Didattico di Rimini e Scuola Superiore di Scienze Turistiche, Rimini (IT);



6. The European Institute of Cultural Routes, Luxembourg (LU);
  7. Nidaros Pilegrimsgård, Trondheim (NO).
- Associated partners:
8. Lazio Region, Rome (IT),
  9. Association « Les Chemins de Saint Michel », Vire (FR)
  10. Association CIVITA, Rome (IT)
  11. Fédération Française des Associations des Chemins de Saint-Jacques de Compostelle (FR)
  12. Centre Culturel Européen Saint Martin de Tours, Tours (FR)
  13. Universitat de Barcelona – IBERTUR, Barcelona (ES)
  14. Université Paris 1 – Panthéon Sorbonne, Paris (FR)
  15. Università del Salento, Lecce (IT)
  16. Università di Pavia, Pavia (IT)
  17. Cambridge Centre for Landscape and People, Cambridge (UK)
  18. Società Geografica Italiana Onlus, Rome (IT)
  19. Fondazione Campus Studi del Mediterraneo, Lucca (IT)

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