



VIA
FRANCIGENA

road to Rome

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

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

EUROPEAN ASSOCIATION

20
years



MEMBERS PACKAGE 2021

VIA FRANCIGENA. ROAD TO ROME 2021

In the upcoming year 2021 the **European Association of the Via Francigena** ways celebrates its **20th anniversary**, as it was founded on 7 April 2001 in Fidenza (Emilia-Romagna, Italy). Today the Via Francigena route runs through 3,200 km, 148 stages, crosses 16 regions and 630 European municipalities. It constitutes one of the most attractive cultural routes in Europe.

To celebrate its 20th birthday, the association together with its network of partners and friends, organises a walking event "**Via Francigena. Road to Rome 2021**". Departing on foot on 15 June 2021 from the Cathedral of Canterbury, route's kilometer zero, ramblers will walk their way to Rome and then to Santa Maria di Leuca, the ending point of our itinerary.

A group of walkers-enthusiasts will participate in the march together with all those wishing to join the walk. The event aims to:

- **restart** sustainable cultural tourism along the Via Francigena and European routes after the pandemic period;
- **present** and support the candidacy of the Via Francigena to the UNESCO World Heritage List on the European level;
- **raise** awareness about importance of the Via Francigena among national Ministries, regional authorities and religious institutions;
- **verify** the state of the route, identify any shortcomings, proposing improvements and regional tourism enhancement.

The **2021 MEMBERS PACKAGE** provides services and facilities for the development of the Via Francigena to the EAVF members. On the occasion of the 20th anniversary of the association special events and services are included in the package.

1. DIRECT COMMUNICATION WITH EUROPEAN INSTITUTIONS AND PARTICIPATION IN NATIONAL AND EUROPEAN CALLS

The EAVF, certified by the Council of Europe in 2007, is the only organisation which enhances the Via Francigena Cultural Route at the European level. The Association assists and facilitates the relations between local authorities, European institutions and international organisations. The EAVF developed a solid national and European project management capacity, available to associates for project development along the Via Francigena.

2. THE VIA FRANCIGENA CANDIDATURE TO THE UNESCO WORLD HERITAGE LIST

In 2018 the EAVF prepared a Preliminary Analysis of the Italian section of the Via Francigena for the UNESCO World Heritage List candidacy, entrusted by the Regions concerned. In 2019 the EAVF carried out a further feasibility study, assigned by the Regions, for the definition of the European Framework of the future candidacy. The EAVF is currently forging relationships with the national representatives of Switzerland, France and England for the expansion of the analysis.

3. USE OF THE EAVF LOGO

The EAVF officially registered the Yellow Pilgrim trademark at the European level. This trademark together with the Council of Europe logo compose the EAVF institutional logo. The Association grants its members a free use of the logo for promotion of initiatives on the ground. Free visual support is granted upon completion of a specific form available on the website in the section "Use of the logo and trademark".

Apart from the EAVF official logo, the association owns "Pilgrim's Pouch" logo, relevant for institutional initiatives focused on enhancement of typical gastronomic products along the Via Francigena route. The project is managed by the EAVF in collaboration with the Associazione CIVITA di Roma. For the EAVF 20th anniversary a new claim / pay-off "Road to Rome" has been developed together with a specific logo available for the events that will take place in 2021 in the framework of the celebrations.

The background of the page is a photograph of a dirt path with several bright red berries scattered along it. The path is made of brown soil and small stones, and the berries are in sharp focus, adding a natural, earthy feel to the design.

4. WEBSITE WWW.VIEFRANCIGENE.ORG, OFFICIAL APP AND SOCIAL NETWORKS

The Via Francigena website is undergoing a renovation procedure and will present a new graphic layout and updated sections in spring 2021. To date it serves a multilingual communication tool to the EAVF users and members.

All EAVF members benefit from digital presence on the website and may upload their news, press releases and events related to the promotion of the Via Francigena. The official mobile application of the Via Francigena, available on the App.Store and Google Play, has recently been updated. The EAVF social pages such as Facebook, Instagram, Twitter, Youtube, LinkedIn (NEW) are at disposal for the EAVF members.

5. ROUTE

The EAVF provides its "Vademecum of common standards of the route, accommodations and signage", together with the "Signage Manual of the Via Francigena" – documents, offering tools for the route management to associates and Friends associations. The EAVF, via its commercial branch Francigena Service S.r.l., offers its services for development of official information panels and road signs at discounted prices to the association members.

The EAVF also provides technical support – upon an agreement of costs and working methods with requesting bodies – to accompany the process of identification of the route's variants to be submitted to the EAVF General Assembly.

6. PILGRIM PASSPORTS, PROMOTIONAL BROCHURE, OFFICIAL GUIDE, MAPS AND EAVF GIFT ITEMS

The supplies are available upon Members' request:

- **Official Pilgrim Passport.** The EAVF provides a distribution system for Pilgrim Passports, both online and onsite along the route, letting associates a possibility to actively participate in their distribution.
- **Brochure and flyer** in English, Italian and French
- **The official guide "The Via Francigena. 1000Km from the Great Saint Bernard Pass to Rome"** by Terre di Mezzo (Italian, English, French). The guide can be purchased at subsidized costs for members and offered for sale in dedicated places along the route.
- **Official guide "The Via Francigena. From Canterbury to the Great Saint Bernard Pass"** by Éditions Favre (French). The guide can be purchased at subsidized costs for members and offered for sale in dedicated places along the route.
- **Official guide "From Lausanne to Lucca" and "From Lucca to Rome"** by Cicerone to be published in March 2021 (English). The guide can be purchased at subsidized costs for members and offered for sale in dedicated places along the route.
- **Official map.** A new official map of the Via Francigena with a uniformed graphic design throughout the entire route is available at a reduced price for the EAVF members. The map presents the route, indicates main services along the stretch, descriptions of the stages as well as useful information on tourist offices along the route.
- **Official poster:** analytical map of the route (100x70 cm) created by the EAVF.
- **Official gift items** perfect for Francigena events are available to members at reduced rates.



7. MAGAZINE "VIA FRANCIGENA AND THE EUROPEAN CULTURAL ROUTES"

"Via Francigena and the European Cultural Routes" is the EAVF editorial tool. The biannual magazine, written in three languages (Italian, English and French), presents in-depth information on the route, projects and animation activities across the territories of the Via Francigena.

Members can arrange special editorials and receive supplies of copies. The magazine can be downloaded for free from the website www.rivistaviafrancigena.it.

8. "I LOVE FRANCIGENA" EVENTS

"I love Francigena" is an annual series of events, praising the cultural route of the Via Francigena and providing a unique opportunity to discover sections of the itinerary, its cultural and natural heritage and tasting local products. This traveling celebration brings together walking enthusiasts, tour operators and associations involved in the promotion and enhancement of the route.

The main objective of this project is to develop activities in environmental education, sustainable and slow tourism, involvement of local communities and stakeholders, path and signage control, promotion and visibility.

9. TRAINING AND CONSULTATIONS FOR LOCAL INSTITUTIONS AND PRIVATE OPERATORS

The experience acquired by the EAVF staff is at members' disposal for continuous training and consultation in various fields: project management, sustainable tourism, development of services related to the Cultural Routes, a Francigena hospitality network and new technologies applicable to the Via Francigena.

Training meetings are organised throughout the year in collaboration with associates, local authorities, research institutes and associations.

11. EUROPEAN FESTIVAL “FRANCIGENA COLLECTIVE PROJECT”

The “Francigena Collective Project” platform provides free of charge promotion of cultural events taking place along the Via Francigena. The festival guarantees a strong brand, visibility, communication support and organisation of opening and closing events.

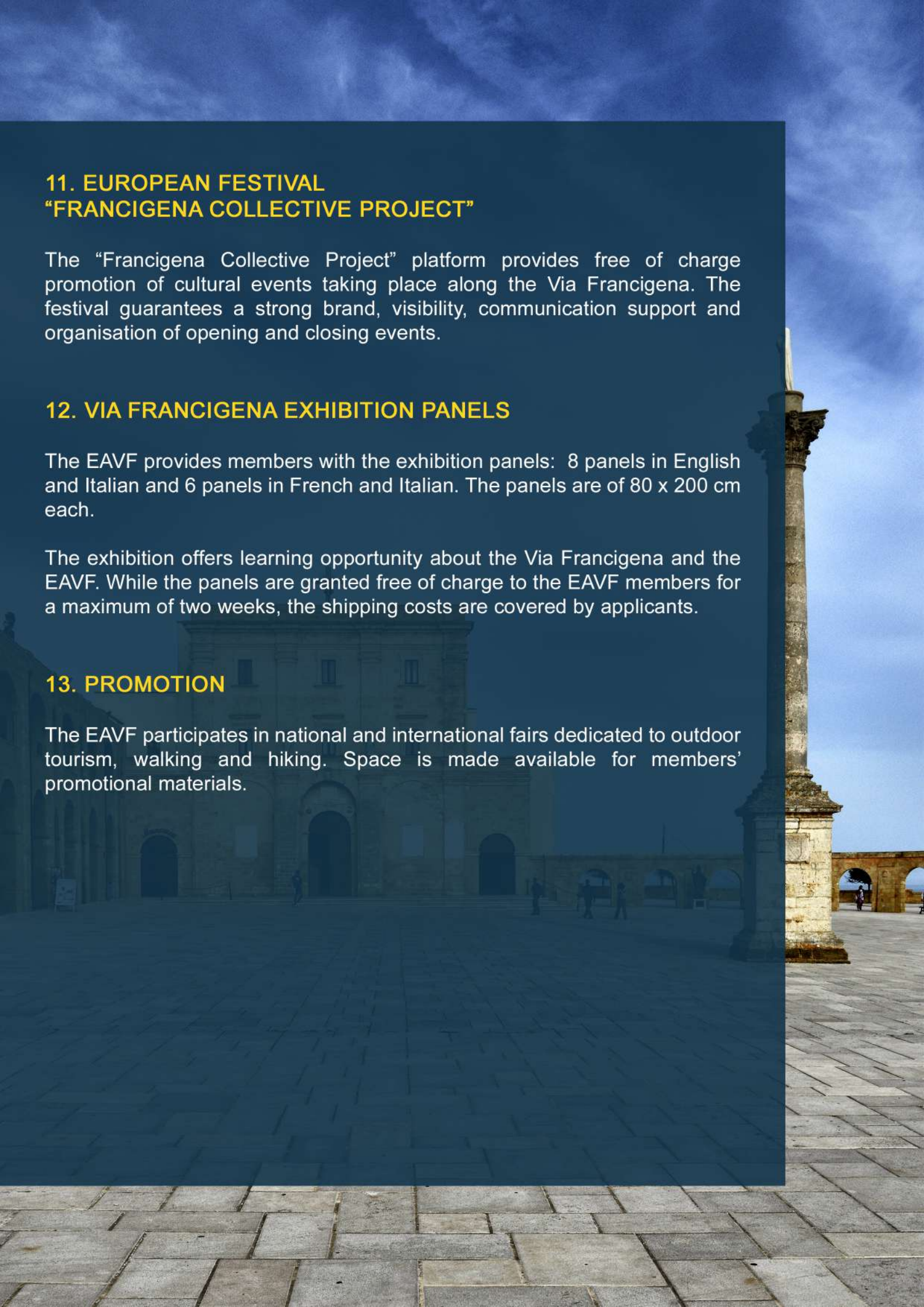
12. VIA FRANCIGENA EXHIBITION PANELS

The EAVF provides members with the exhibition panels: 8 panels in English and Italian and 6 panels in French and Italian. The panels are of 80 x 200 cm each.

The exhibition offers learning opportunity about the Via Francigena and the EAVF. While the panels are granted free of charge to the EAVF members for a maximum of two weeks, the shipping costs are covered by applicants.

13. PROMOTION

The EAVF participates in national and international fairs dedicated to outdoor tourism, walking and hiking. Space is made available for members' promotional materials.





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For more information:

www.viefrancigene.org

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PORTALE WEB
www.viefrancigene.org



FACEBOOK
[@ViaFrancigenaCulturalRoute](https://www.facebook.com/ViaFrancigenaCulturalRoute)



INSTAGRAM
[viefrancigene_aevf](https://www.instagram.com/viefrancigene_aevf)



YOUTUBE
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