

VIA FRANCIGENA

Road to Rome 2021

start again!



ROAD20
to
ROME21
TWENTY 20 YEARS



VIA
FRANCIGENA

road to Rome

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



EUROPEAN ASSOCIATION
—20
years

Canterbury Cathedral, Kent (UK)



[...] if we take a good look at the realities and at history, today we discover that there is something even more important than soldiers and goods that pass through the roads and these are the cultures. Therefore, I think we can say that the Via Francigena is a road of cultures.

[...] we need to connect northern and southern Europe while preserving their diversity and originality. The Via Francigena makes it possible.

Jacques Le Goff

French medievalist and historian
(1924 - 2014)



Event

The route

Project

Get Involved

To mark the association's 20th anniversary (2001 – 2021), the **European Association of the Via Francigena ways**, together with its network of partners and friends, organises a walking event "**Via Francigena. Road to Rome 2021. Start again!**".

Departing on foot on 16 June 2021 from Canterbury Cathedral, km zero of the itinerary, ramblers will walk their way to Rome to continue to Santa Maria di Leuca, with some stages covered on foot or by bicycle.

European Association of the Via Francigena ways (EAVF)

The EAVF was founded on 7 April 2001 as a voluntary association of local authorities and public institutions, which now unites 193 local authorities and regions, 70 associations in **England, France, Switzerland, Italy, and Vatican City**.

The Association is a certified carrier network of the Via Francigena route, recognised by the Council of Europe in 2007 for its work on enhancement of the route on the international level and protection of the route's integrity.

1994

The Via Francigena becomes a certified Cultural Route of the Council of Europe

2001

EAVF was founded by 34 founding members

2007

EAVF becomes carrier network of the Council of Europe

2021

EAVF 20th anniversary



Event

The route

Project

Get Involved



50.000 pilgrims
in 2019



3.200 km



148 stages



5 Countries
16 Regions



644 Municipalities

Via Francigena

Labelled Cultural Route of the Council of Europe in 1994, the modern Via Francigena is a route of slow travel, cultural discovery and soul searching.

It provides a unique opportunity of a long-distance walk from northern Europe and the harbours of the Mediterranean Sea following in the footsteps of medieval pilgrims.

The route traces a journey of an **archbishop Sigeric of Canterbury** (Kent, UK) on his way back from pilgrimage to Rome to obtain the episcopal pallium from Pope John XV.

In 2019 the route was extended from Rome to Santa Maria di Leuca, based on an **Itinerarium Burdigalense**, a travel of an anonymous pilgrim from 333 AD.

Today the Via Francigena counts 3,200 km, 148 stages, crosses 16 regions and 644 European municipalities. It constitutes one of the most attractive cultural routes.



Castle of Champlitte, Bourgogne-Franche-Comté (FR)

Event

About us

Project

Get involved

Four months *ON THE ROAD*

A group of pilgrims and ramblers including the EAVF staff, local associations, journalists, video-makers and influencers will walk along the route, covering every stage of the trip and carrying the symbolic pilgrim walking stick – our Olympic torch.

Anyone willing to join the group is welcome to walk with us.

A long journey: slow and sustainable travel

Walking on foot with a backpack on the shoulders and travelling by bicycle, we will discover landscapes and local traditions and meet mayors, local administrators, associations and walk enthusiasts celebrating the Francigena adventure.

We will collect stories, experiences and images to share a universe of the Via Francigena and its representatives.

16th June

Departure from
Canterbury (UK)

England

Journey to Dover (along
the North Downs Way)

France

33 stages on the road
(along the GR 145)

Switzerland

7 stages travel (along
route 70 CH)

Italy

Journey along 72 stages,
38 to Rome
and 34 to Santa Maria
Leuca

18th October

Expected arrival
in Santa Maria di Leuca

Event

The route

Project

Get involved

Via Francigena in Tuscany (IT)

Objectives

- Supporting the UNESCO candidature of the Via Francigena through promotion and awareness raising of its European cultural heritage
- Relaunch of sustainable cultural tourism along the Via Francigena
- Awareness-raising among local communities, ramblers and international public on topics of environmental protection and responsible travel
- Support of the economic restart of the territories.
- Enhancement, valorisation and protection of the Via Francigena cultural and natural heritage
- Route maintenance, check-up route's state and safety
- Enhancement of private sector operating along the Via Francigena (tour operators, hoteliers, restaurateurs and service providers) and of local associations
- Valorisation of local gastronomy, heritage and events; connecting the territories.



Hospice at the Grand Saint Bernard Pass, Bourg-Saint-Pierre, Valais (CH)

Event







The route

Project

Get involved

Communication

"Road to Rome 2021" will be disseminated via:

-  EAVF website and social media, websites of partners' organisations
-  Radio Francigena and other national and local radio channels
-  Photo and video gallery
-  National and local press
-  Blogs and stories, narrated by influencers and bloggers
-  Magazine "Via Francigena and the European Cultural Routes" and other magazines

Contributions from EAVF Members and Friends

EAVF will collaborate with its members to narrate stories of territories explored during the Road to Rome initiative.

Local authorities will be provided with promotional opportunities and visibility.



WEBSITE
www.viefrancigene.org



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



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



YOUTUBE
[ViaFrancigenaEU](https://www.youtube.com/ViaFrancigenaEU)



TWITTER
[@ViaFrancigenaEU](https://www.twitter.com/ViaFrancigenaEU)



St Peter's Basilica, Rome, Lazio (IT)



Get Involved

Disseminate information among your partners and stakeholders

Contribute to the crowdfunding campaign (starting in April 2021)

Organise events (conference, seminar, workshop) on the day of arrival in your municipality

Provide communication support, connect us with your communication team, journalists and influencers for a common media campaign

Offer hospitality and welcome along the way

Walk with us, inviting your local Alpine or hiking club to walk together

Private Sponsors

The outreach of "Road to Rome 2021" is global, attracting an audience of thousands of people from governments, private sector, international organizations, academia, NGOs and civil society, pilgrims and walkers.

Private sponsors will allow the association to carry out important activities for the protection and promotion of the route.

Sponsors of the event will be highlighted in all produced materials, events and activities.



Via Francigena between Cassio and Berceto, Emilia-Romagna (IT)

Event

The route

Project

Get Involved

Sponsorship Packages

Choose the sponsorship packages and contributing to the event:

MAIN PARTNER - in agreement with the EAVF

Sponsor Gold - from 10.000 euros

Sponsor Silver - 5.000 euros

Sponsor Bronze - 1.000 euros

Friends: Contribute to our crowdfunding campaign starting from April 2021.

Become a "supporting" partner:

Many supporters can provide significant in-kind contribution, such as:



accommodation for the group of walkers (5 people)



meals (5 people)



transport / transfers (5 people)



media support



technical equipment

MAIN PARTNER

Sponsor Gold

from 10.000 euros

Sponsor Silver

5.000 euros

Sponsor Bronze

1.000 euros

Supporter

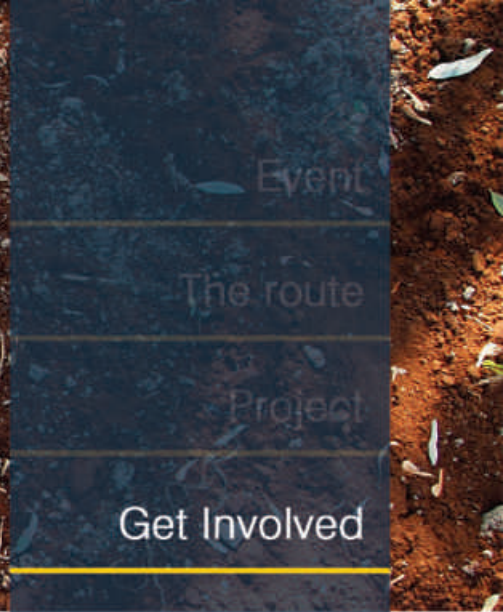
in-kind contribution to the event

Friend

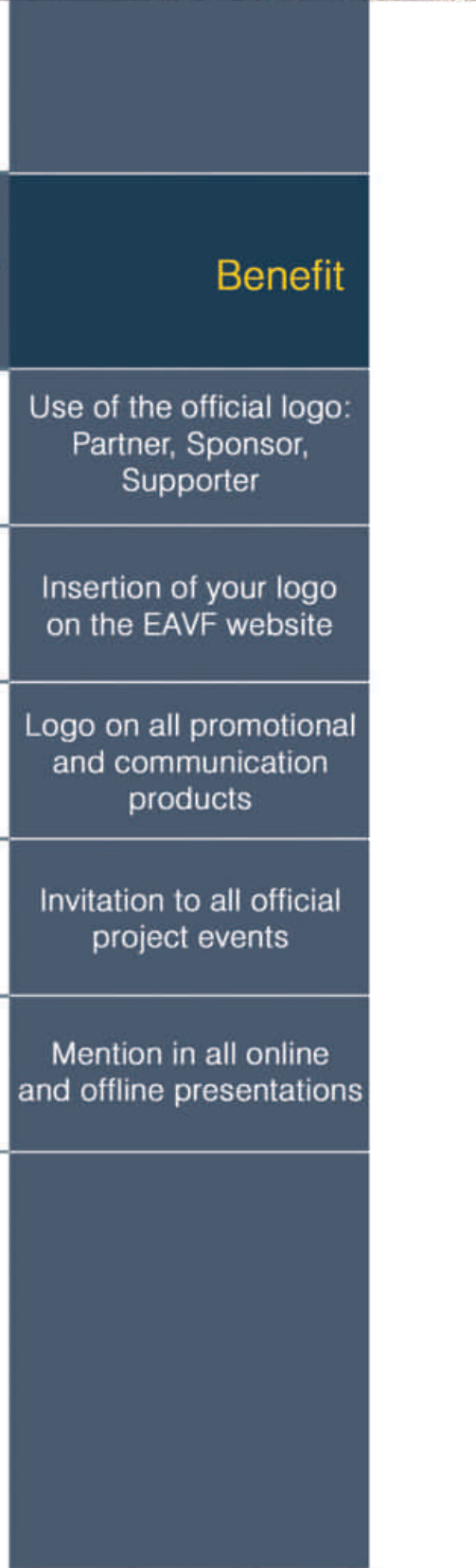
contribute to our crowdfunding campaign



Via Francigena in Emilia-Romagna (IT)



MAIN PARTNER	Sponsor GOLD	Sponsor SILVER	Sponsor BRONZE	Supporter	Benefit
✓	✓	✓	✓	✓	Use of the official logo: Partner, Sponsor, Supporter
✓	✓	✓	✓	✓	Insertion of your logo on the EAVF website
✓	✓	✓	✓		Logo on all promotional and communication products
✓	✓	✓			Invitation to all official project events
✓					Mention in all online and offline presentations





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To find out more about the collaboration opportunities, the event calendar and the latest updates, visit the website:

www.viefrancigene.org

European Association of Via Francigena ways

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Basilica of Santa Maria de Finibus Terrae, Santa Maria di Leuca, Apulia (IT)

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