

VIA FRANCIGENA

Road to Rome 2021

start again!



ROAD20
to
ROME21
TWENTY 20 YEARS



ENGLISH



PRESSKIT



VIA
FRANCIGENA

road to Rome

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



EUROPEAN ASSOCIATION

20
years

Background information

Via Francigena

The modern Via Francigena is a route of slow travel, cultural discovery, and soul searching, that traces the journey of archbishop Sigeric of Canterbury on the way back from his pilgrimage to Rome to obtain the episcopal pallium from Pope John XV.

The Via Francigena, a certified Cultural Route of the Council of Europe since 1994, crosses 5 countries - England, France, Switzerland, Italy, and the Vatican City.

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.

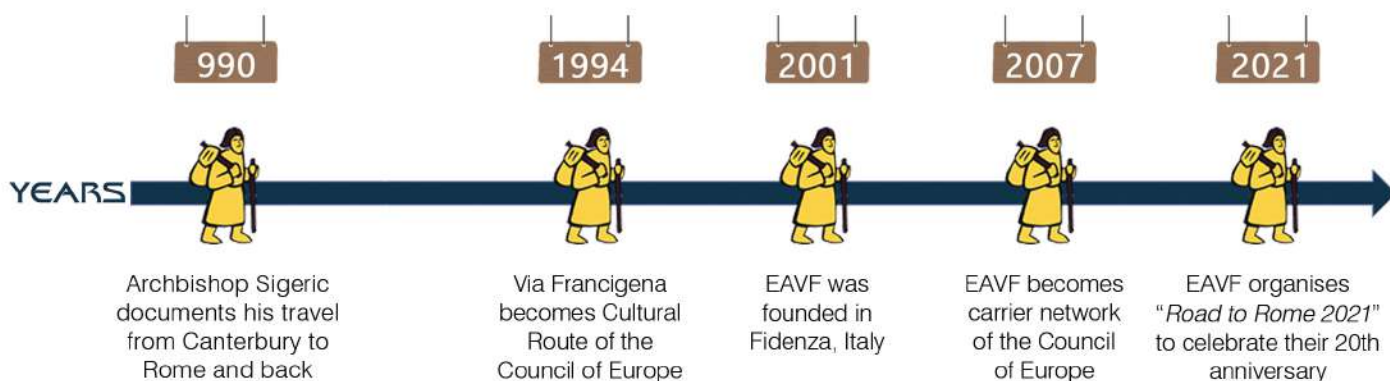
European Association of the Via Francigena ways (EAVF)

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, and 70 associations, and more than 400 private stakeholders along the route.

The Association is a certified carrier network of the Via Francigena route, recognised by the Council of Europe in 2007 for the enhancement of the Via Francigena legacy and promotion of its heritage.

ROAD TO ROME: 4 months on the road

To mark the association's 20th anniversary (2001 - 2021), EAVF organises, together with its network of partners and friends, the "*Via Francigena - Road to Rome 2021. Start again!*" event. Departing on 16 June 2021 from Canterbury Cathedral, km 0 of the itinerary, a group of pilgrims and ramblers including the EAVF staff, local associations, journalists, videomakers, and influencers will walk and cycle along the entire route to Santa Maria di Leuca, covering every stage of the trip and carrying the symbolic pilgrims' staff – our very own "Olympic torch". Anyone interested in joining the group is more than welcome to walk/cycle with us.



Key Contacts



Massimo Tedeschi

EAVF President and legal representative

Chair of the European Association of Via Francigena ways since its foundation on 7 April 2001. The European network of EAVF currently consists of 193 municipalities, provinces, and regions, and includes 70 member associations. Since 2017 Massimo is also sole Director of Francigena Service srl, the operational structure behind EAVF.

Contact: presidenteaevf@gmail.com



Luca Bruschi

EAVF Director

Leading the EAVF since 2013, Luca has extended work experience in international organisations and public bodies. With a background in art history and tourism, he is a freelance journalist, consultant, and a hiking enthusiast. He has written numerous articles about slow travel and sustainable tourism, including the book "Francigena - an European Road, from Great St. Bernard to Rome".

Contact: luca.bruschi@viefrancigene.org



Jacques Chevin

EAVF Focal Point for France and Switzerland

In charge of development of the French and Swiss sections of the Via Francigena, Jacques has a background in art history and management of tourism projects with a focus on cultural heritage.

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Press Release

Road to Rome 2021: EAVF organises 4-month long relay march along the Via Francigena to celebrate 20th anniversary

"Via Francigena - Road to Rome 2021. Start again!" is an upcoming event organised by the European Association of the Via Francigena ways (EAVF) to celebrate the 20th anniversary of their foundation. The event, a relay march from Canterbury in the UK to Santa Maria di Leuca in Apulia (Italy), will take place from 16 June to 18 October 2021.

The event celebrates both the foundation of the association, which took place on 7 April 2001 in Fidenza (Italy), as well as the 27th anniversary of the recognition of the Via Francigena as a "Cultural Route of the Council of Europe", granted in 1994.

Road to Rome 2021 will be a great moment of celebration, and will consist of a relay march on foot and by bicycle along the entire 3,200 km of the Via Francigena. The walkers will be carrying the symbolic pilgrim's stick – our very own "Olympic torch" – which they will pass on to the next group, step by step, along the entire journey.

The march, organised together with our network of partners and friends, is aimed at all those who love walking and cycling along cultural routes. Together we will depart on 16 June 2021 from Canterbury in the UK, which is km 0 of the Via Francigena. We will arrive in Rome on 10 September 2021, and in Santa Maria di Leuca on 18 October 2021.

The growing number of international ramblers from all over the world highlights a trend towards new ways of interpreting and practising cultural and sustainable tourism, i.e. the development of intercultural and interreligious dialogue between the community of ramblers and local welcoming communities.

One of the main goals of this event, in view of the current pandemic, is to relaunch sustainable cultural tourism along the Via Francigena and other European routes, as well as to support the Via Francigena candidacy to the UNESCO World Heritage List.

The initiative also intends to involve and mobilize both ministries and local authorities of the five countries crossed (United Kingdom, France, Switzerland, Italy, Vatican City), as well as regions and religious institutions. Road to Rome 2021 will allow us to check the state of the route, fix any shortcomings, propose improvements, and to promote regional sections.

In short, this journey aims to aggregate and unite the European territories, making the beauties of the Via Francigena known to the entire world.

Fact Sheet

Via Francigena in numbers



50.000 travellers every year



3.200 km in total



148 stages



5 countries, 16 regions
644 municipalities

Road to Rome 2021



15 June

Launch of the event and meeting with the Secretary-General of the Council of Europe in Strasbourg

16 June

England: Ceremony for the beginning of the journey + departure from Canterbury - 1 stage (North Downs Ways)

17 June - 23 July

France: 33 stages (GR145)

24 July - 31 July

Switzerland: 7 stages (route 70CH)

1 August - 18 October

Italy: 72 stages (38 to Rome, 34 from Rome to Santa Maria di Leuca)

18 October

Expected arrival in Santa Maria di Leuca

We will celebrate EAVF's anniversary together with mayors, local administrators, associations and walk enthusiasts along the entire Via Francigena

We will discover landscapes, local traditions and communities along the route and share their stories

Anyone interested in joining the group is more than welcome to walk/cycle with us



Road to Rome objectives



Supporting the UNESCO candidacy of the Via Francigena by enhancement of its cultural heritage



Relaunch of sustainable tourism along the Via Francigena



Awareness-raising among local communities, ramblers and international public on topics of environmental protection and responsible travel



Supporting the territories in their economic development



Protection and promotion of the Via Francigena cultural and natural heritage



Maintenance and safety check along the route



Support to local associations and private sector operating along the Via Francigena (tour operators, hoteliers, restaurateurs, and service providers)



Valorisation of local gastronomy, heritage and events



Press Coverage

- 

European Union
https://europa.eu/year-of-rail/initiatives/francigena-road-rome-2021_en
- 

Gazzetta dello Sport (15 giugno 2021)
<https://running.gazzetta.it/camminare/15-06-2021/da-canterbury-a-leuca-per-i-20-anni-dellassociazione-vie-francigene-81276>
- 

Corriere della Sera (14 giugno 2021)
<https://www.corriere.it/bello-italia/notizie/parte-canterbury-staffetta-road-to-rome-scoprire-europa-la-via-francigena-4d0afb82-ccf2-11eb-abb1-e27139c7b60c.shtml>
- 

Linkiesta (09 giugno 2021)
<https://www.linkiesta.it/2021/06/via-francigena-roma-intesa-sanpaolo/>
- 

FS News (03 maggio 2021)
<https://www.fsnews.it/it/viaggiare/itinerari/2021/5/31/road-to-rome-2021-associazione-europea-delle-vie-francigene.html>
- 

Voix du Nord (24 marzo 2021)
<https://1drv.ms/b/s!Ap74COIE0H-fgq80R6CSSHFw6eQIQ?e=JKiTnE>
- 

Le Journal de la Haute-Marne (25 febbraio 2021)
<https://1drv.ms/b/s!Ap74COIE0H-fgqNmL09G84UqByWkCQ?e=wneRlw>
- 

Corriere della Sera (15 febbraio 2021)
https://www.corriere.it/cronache/21_febbraio_15/via-francigena-staffetta-canterbury-salento-emozione-spirito-baaa70b8-6fc9-11eb-90fa-04aff0071378.shtml
- 

Il Sole 24 Ore (7 febbraio 2021)
<https://www.inu.it/wp-content/uploads/sole-via-francigena-7-febbraio-2021.pdf>
- 

Gazzetta dello Sport (13 dicembre 2020)
<https://running.gazzetta.it/camminare/13-12-2020/la-via-francigena-compie-20-anni-parte-la-lunga-marcia-canterbury-santa-maria-di-leuca-running-74489>
- 

ANSA (11 settembre 2020)
https://www.ansa.it/canale_viaggiart/it/notizie/bellezza/2020/09/11/da-canterbury-a-leuca-a-piedi-nel-2021-festa-per-via-francigena_330d72dc-4e05-4dd1-9e54-71a3cf6e48f8.html




How to Participate and Contribute

- ➔ **Join us** and invite your local Alpine or hiking club to **walk together**
- ➔ Offer **hospitality** and welcome us along the way
- ➔ Provide **communication support**, connect us with your communication team, journalists and influencers for a joint media campaign
- ➔ Become a **Private Sponsor**: sponsors of the event will be highlighted in all produced materials, events and activities
- ➔ **Organise events** (conferences, seminars, workshops, etc.) on the day of arrival in your municipality
- ➔ Contribute to the **crowdfunding campaign** (starting at the end of April 2021)

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Tourism offices: Calais Côte d'Opale, Pays d'Opale, Office de Tourisme de Guînes et des Trois Pays, Pays de Lumbres, Congrès de Saint-Omer, Béthune-Bruay, Lens Liévin, Arras Pays d'Artois, Haute-Somme Tourisme, Saint-Quentinois, Pays de Laon, Côte des bars en Champagne, Grands Lacs de Champagne, Lac du Der, Pays de Langres, 4 Rivières, Monts de Gy, Congrès de Besançon, Destination Loue Lison, Saint Maurice Tourism and Abbey, Aigle Tourism Office, Morges Tourism Office, Martigny Tourism Office, Valais/Wallis Promotion, Yverdon-les-Bains region, Pays du Saint Bernard, Ufficio del Turismo di Ivrea, Turismo Torino e Provincia.

Others: B&B La Spada nella Rocca (Campagnano di Roma), Biblioteca Intercomunale Gignod- Allein, Civico museo archeologico (Camaione), Enopolio Daunio di San Severo, Hotel tempio di Apollo (Isola Farnese), Locanda Da Benedetta (Vetralla), Società Agricola Suvignano (Buonconvento).

In cooperation with

ADERA, Amici Via Francigena in Toscana, Arras Compostelle Francigena, ASD MFR Brindisi, Association Patrimoine et environnement des Monts de Gy, Association pour l'église de Montcherand, Associazione "La via Francigena di Sigerico" di Ivrea, Associazione Culturale ADB di Gignod, Associazione Amici del Museo della Città e del territorio di Cori, Associazione Amici Via Francigena di Vercelli, Associazione Amici Via Francigena di Viterbo, Associazione Les Amis de la Via Francigena Associazione ASD, Associazione Borgo del Ponte S. Lucia, Associazione ControVento Trekking e Storia e dell'Oratorio Circolo ANSPI S. Antonio Abate (Mirteto), Associazione culturale Borgo di Bard, Associazione culturale Per Aspera ed Astra ETS San Severo, Associazione Farfalle in Cammino, Associazione Fiorenzuola in Movimento, Associazione Istituto Valorizzazione Castelli (Massa), Associazione Pace e Bene Carrara, Associazione Proloco Amici di Miradolo, Associazione Pro Loco Avenza Sulla Francigena, Associazione Proloco Torrenieri APT, Associazione Sud Francigena, Associazione Valorizziamo Veio, Associazione Viandando, CAI Viterbo, Casalpuusterlengo, Consorzio Candia dei Colli Apuani, Ente Regionale Parco di Veio, Ente Terre Regionali Toscane, Fédération Européenne des Cités Napoléoniennes, FIAB, Francigena nel Sud, Gruppo dei Dodici, Gruppo di cammino O.D.V. di Mortara I Cavalcanti del Padule, Gruppo Storico Ducato di Massa, M.A.D. srls, Orio Bike, Parco Naturale Regionale di Bracciano Martignano, Pastorale des Réalités du Tourisme et des Loisirs du diocèse de Besançon, Pontieri del Dialogo (Aps), Renaissance de la Via Francigena en France, Sourciers Baladeurs, Val Rando, Volontari del Corpo Italiano di San Lazzaro (Ass.ne San Lazzaro).



Artwork - logo, media assets

For accompanying Road to Rome 2021 images: [click here](#)

EAVF logo usage upon request: [click here](#)



Website

www.viefrancigene.org

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