

European Association of Via Francigena ways

MEMBERS PACKAGE 2022



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



In 2021 we celebrated the 20th anniversary of the foundation of the European Association of Via Francigena Ways, which took place on the 7th of April 2001 in Fidenza (Emilia-Romagna). Today the Via Francigena, from Canterbury to Rome, and since 2019 down to Santa Maria di Leuca – 3,200 kilometres, 148 stages, 5 states, 16 regions and 630 municipalities – is one of the most popular European Cultural Routes.

To celebrate the achievement, after 20 years of activity, EAVF and its network of partners and friends organised a great initiative addressed to all pilgrimage lovers, including inhabitants and service providers along the route. The initiative, named “Via Francigena. Road to Rome 2021. Start again!”, was a long march that departed from Canterbury, km 0 of the Via Francigena, to reach Rome firstly, and then Santa Maria di Leuca, our Finis terrae.

During the march we highlighted three key words, which remain our reference point in this following year as well:

Relaunch - Heritage - Europe



Our commitment continues to focus on:

The relaunch, after the pandemic period, of sustainable, cultural and responsible tourism along the Via Francigena and all European routes.

Awareness raising among national Ministries, regional Authorities and religious Institutions, in order to continuously increase the number of visitors of the Via Francigena.

Monitoring the conditions of the trail, highlighting both excellences and potential deficiencies found along the route, and suggesting enhancements to increase the tourism value of single regional sections.

In 2022, **EAVF renews the members package**, providing a series of new services and benefits aimed at the development of the Via Francigena in the territories it crosses.





#1

DIRECT RELATIONS WITH EUROPEAN INSTITUTIONS AND ACCESS TO NATIONAL AND EUROPEAN TENDERS

EAVF, network carrier of the Council of Europe since 2007, is the single entity enabled to enhance the cultural itinerary of the Via Francigena on a European level. The Association supports and facilitates relationships between local members, European institutions and international organizations.

EAVF developed solid capacities to handle national and European projects, making its service available for members. In 2022, EAVF carries out the following European projects: Horizon 2020 "rurAllure", Interreg Mediterranean "BEST MED" and Interreg Grecia-Italia "Cohen" and "TheRout_net", as well as the ERASMUS project for mobility of students; it also continues to participate in new calls for tenders in the fields of culture, tourism and research.

#2

UNESCO: CONSOLIDATION OF THE CANDIDACY PROCEDURE TO ENTER THE WORLD HERITAGE LIST

In 2018, EAVF wrote the preliminary Analysis for the UNESCO candidacy of the Italian section of the Via Francigena, work assigned to EAVF by the Regions involved. In 2019 and 2020 EAVF prepared a feasibility study, also assigned by the Regions, for the definition of a European framework for the upcoming candidacy.

EAVF is continuing this process while planning and sharing knowledge with English, French, Swiss, Italian and Vatican State Ministries. The "Road to Rome" event enabled to raise awareness among national, regional and local institutions as well, pushing forward the candidacy procedure within which EAVF plays a strategic role.



Ongoing European projects
 rurAllure
 BEST MED
 CoHen - TheRout_Net
 ERASMUS



UNESCO

2018 Feasibility Study for the Italian section
 2020 Framework, European Framework Study





#3

CONCESSION OF EAVF'S INSTITUTIONAL LOGO

EAVF registered, on the European level, the brand "Figure of Pilgrim". This brand creates, together with the Council of Europe's logo, EAVF's institutional logo.

The Association allows members to use the institutional logo freely, to promote territorial initiatives. The free of charge sponsorship is granted once the specific form is compiled: it can be found on the web portal, under the section "Use of logo and brand".

On the occasion of the 20th anniversary, the new "Road to Rome" pay-off has been presented, together with the celebrative logo; this logo has been available for events that took place during 2021.

#4

WEBPORTAL, OFFICIAL APP AND SOCIAL MEDIA

The Vie Francigene trilingual web portal represents the main communication tool at the service of EAVF's users and members.

Every associated entity may ask EAVF to insert news, press releases and events that are related to the promotion of the Via Francigena within their territory. The official application of the Via Francigena, available on App Store and Google Play, is also periodically updated.

EAVF's official social media channels are at the service of the members as well: Facebook, Instagram, Twitter, YouTube, LinkedIn.

www.viefrancigene.org



New pay-off
Road to Rome



Projects sponsored in 2021 +60

Unique website visitors +620.000
Number of visited pages +4.000.000



Number of downloads
of the Official App +30.000



#5

PHOTO AND VIDEO MATERIAL
FROM THE VIA FRANCIGENA

Thanks to the output of the “Road to Rome” initiative, EAVF releases 1,000 HQ photos of the Via Francigena, 16 regional videos and an institutional video which tell stories about the Via Francigena experience.

This is high quality material that EAVF makes available for its members, created by professional video makers and photographers.

Photos will be also presented year-round through touring exhibitions.

#6

ROUTE

EAVF prepared a ‘Vademecum’: a list of common guidelines and standards for maintenance, hospitality and signposting along the route. Aside this document is also the “Map of Via Francigena’s signage”, an instrument available for members and friend associations. EAVF, through its subsidiary company Francigena Service S.r.l., supports members in the creation of official street signs and informational signposting at favourable prices.

Furthermore, EAVF provides technical support in the identification of new variants of the Via Francigena along the official route, finding an agreement on costs and procedures directly with the entities making such request. The proposals are then reviewed by EAVF’s General Assembly.

Institutional videos 2
Regional videos 16
HD Photos +1.000



Useful management documents

Map of signage
Vademecum





#7

CREDENTIALS, PROMOTIONAL BROCHURES, OFFICIAL GUIDES, MAPS AND EAVF'S BRANDED GADGETS

Upon request, members can receive provision of:

Official Credentials. EAVF developed a Credential distribution system, both online and among the stages of the route, allowing members to actively participate in the distribution under favourable conditions.

Brochure and flyers in English, French and Italian.

Official guide "The Via Francigena. 1000 kilometers on foot from Gran San Bernardo to Rome" edited by Terre di Mezzo (IT/EN/FR). Members can buy the guide upon a favourable price and offer it for sale in indicated locations along the route.

Official guide "The Via Francigena. From Canterbury to the Great Saint Bernard Pass" edited by Favre (FR). Members can buy the guide upon a favourable price and offer it for sale in indicated locations along the route.

Official guide "From Lucca to Lausanne" and "from Lausanne to Lucca" edited by Cicerone Press (EN). Members can buy the guide upon a favourable price and offer it for sale in indicated locations along the route.

Official poster. EAVF created a poster (100x70 cm) containing the analytical map of the itinerary.

Official gadgets. Members can obtain gadgets upon favourable prices and use them for local events related to the Via Francigena.

Official map. It is possible to create, upon a favourable price for EAVF's members, new official maps of the Via Francigena, with a homogeneous graphic format along the entire Via. The map presents: the route, the indication of key services along the route section, descriptions of the stages, and useful information about tourism offices along the trail.





#8

“VIA FRANCIGENA AND THE EUROPEAN CULTURAL ROUTES” MAGAZINE AND NEW OFFICIAL MAPS

“Via Francigena and the European Cultural Routes” is EAVF’s official magazine.

Published in trilingual version (English, French, Italian) every six months, it offers insights on the itinerary, on the ongoing projects, and on animation events along the territories of the Via Francigena.

Members can make agreements with the developers on special promo-editions and receive additional supplies of copies.

The magazine can be downloaded online free of charge through www.rivistaviafrancigena.it.

#9

EUROPEAN FESTIVAL “FRANCIGENA COLLECTIVE PROJECT”

The project promotes no-cost events that take place along the Via Francigena.

The festival can ensure participants with an established brand, visibility, support in communication and in the organization of opening and closing events.

Trilingual magazine every 6 months

every member can insert special promo-editions; receive extra supplies of copies





#10

TRAINING AND CONSULTANCY FOR LOCAL ORGANISATIONS AND PRIVATE OPERATORS

The experience built by EAVF's staff is at the service of operators along the territories through continuous training and consultancy, in various fields: project development, sustainable tourism, development of services related to Cultural Itineraries, hospitality network along the Via, innovation and new technologies that can be applied to the route.

Training classes are organised year-round in collaboration with associated entities, research Institutes and associations.

#11

ORGANISATION OF "I LOVE FRANCIGENA" EVENTS

"I love Francigena" is a series of annual events which highlight the value of the Via Francigena and offer a unique opportunity to discover the trail through natural heritage and local gastronomy products.

The key objective is to develop a series of activities which aim to enhance: environmental education, sustainable and slow tourism, involvement of local communities and stakeholders, monitoring of the route, signposting, promotion and visibility.



Training packages

8, 16 or 24 hours
dedicated consultancy





#12

EXHIBITING PANELS ABOUT THE VIA FRANCIGENA

EAVF can provide members with a set of 8 exhibiting panels 80x200 cm, in English and Italian, and the set of 6 exhibiting panels 80x200 cm, in French and Italian, which are useful to gain insights about the Via Francigena and EAVF.

The panels are provided free of charge to EAVF's members for a maximum period of two weeks, against transport costs only.

#13

PROMOTION

EAVF participates in national and international fairs dedicated to outdoor activity, walking trips and hiking.

Space is available for the promotion of material and initiatives requested by EAVF's members.



Buon cammino!



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

For more information consult EAVF's web portal:
www.viefrancigene.org

A webpage dedicated to the event "Road to Rome 2021" was
also created: www.viefrancigene.org/it/road-to-rome/



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



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



LinkedIn
[@via-francigena-eu](https://www.linkedin.com/company/via-francigena-eu)



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

Legal headquarters and contacts:

Casa Cremonini, Piazza Duomo 16, Fidenza (PR), Italy
segreteria@viefrancigene.org
+39 0524 517 380