

European Association of Via Francigena ways

MEMBERS PACKAGE 2023



**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



#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 2023, it will continue working on European projects under the Horizon 2020 and ERASMUS umbrellas, as well as participating in new tenders such as COSME, INTERREG, EUROPA CREATIVA on the topics 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.

#3

CONCESSION OF EAVF'S INSTITUTIONAL LOGO

EAVF registered "Pilgrim Figure" brand at European level. 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 usage is granted once the specific form is completed, which can be found on the web portal, under the section "Use of logo and brand".



#4

WEBPORTAL
WWW.VIEFRANCIGENE.ORG
OFFICIAL APP AND SOCIAL

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 also available for members, including Facebook (over 70,000 followers), Instagram (over 27,000 followers), Twitter (over 2,500 followers), LinkedIn (over 1,800 followers) as well as the 'Via Francigena' YouTube channel.

#5

ROUTE
AND OFFICIAL VARIANTS

EAVF has published a 'Vademecum': a list of common guidelines and standards for maintenance, hospitality and signposting along the route, to be consulted alongside the "Map of Via Francigena's signage" document. EAVF, through its subsidiary company Francigena Service S.r.l., supports members in the creation of official road and information signage 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.

#6

PHOTO AND VIDEO MATERIAL
FROM THE VIA FRANCIGENA

EAVF has made over 1,500 high-resolution photographs from the Via Francigena available to members, as well as 20 regional videos and two institutional videos which tell the story of the Via Francigena. This material has all been created by professional photographers and video makers.



#7

CREDENTIALS, PROMOTIONAL BROCHURES, OFFICIAL GUIDES, MAPS AND EAVF 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 flyer in English, French and Italian.

The following paper guides which are sponsored and supported by EAVF can be bought by members at a favourable price and sold in indicated locations along the route:

Official guide "The Via Francigena. 1000 km on foot from Gran San Bernardo to Rome" edited by Terre di Mezzo (IT/EN/FR)

Official guide "The Via Francigena. From Canterbury to the Great Saint Bernard Pass" edited by Favre (FR)

Official guide "From Lucca to Lausanne" and "from Lausanne to Lucca" edited by Cicerone Press (EN)

Official guide "The Via Francigena in Southern Italy. 970 km on foot across Lazio, Campania, Basilicata and Apulia" edited by Terre di Mezzo (IT/EN)

Official posters: EAVF has 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, at a favourable price for members, an official Via Francigena map, following the standard format created for the whole Via Francigena. The maps show: the route, principal 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 three languages (English, French, Italian) every six months, it offers insights on the itinerary, ongoing projects, and events along 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

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. Every year, Francigena Service S.r.l. organises numerous "I Love Francigena" events, overseeing all necessary organisation.

#10

TRAINING AND CONSULTANCY FOR LOCAL ORGANISATIONS AND PRIVATE OPERATORS

The experience of EAVF's staff is made available to 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 relevant to the route. Training classes are organised year-round in collaboration with associated entities, research Institutes and associations.



#11

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, though transport costs must be covered by the members.

#12

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.



For further information, you can consult
the AEVF trilingual web portal:

www.viefrancigene.org



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