

2021



THE
PHOENICIANS'
ROUTE

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



NEWSLETTER 01

JULY 26th, 2021

The Phoenicians' Route aim of the regular three-year evaluation process

The Cultural Routes of the Council of Europe are regularly aim of a three-year evaluation and monitoring procedure through independent expert reports and recommendations. This year, 12 certified Cultural Routes of the Council of Europe are undergoing this process. Among them, the Phoenicians' Route. All documents have been sent to the European Institute of Cultural Routes by July 31st, 2021. Then, they will be submitted to an independent expert, chosen to evaluate our route and to report on the conformity of our network with the criteria of the Resolution CM/Res(2013)67. The expert may also decide to contact the network's members to receive further information during the evaluation period and to prepare a field visit along the Route as part of the evaluation process. The evaluation report will be then submitted to the Governing Board of the Enlarged Partial Agreement on Cultural Routes at a meeting that will take place on April 2022. On this occasion, the President and the Director of the Route will be invited to present the Route and respond to questions from the Governing Board.



Ministry of Culture of France: meeting with representatives of Cultural Routes

On June 1st, Antonio Barone, Director of the Route, and Sandrine Modolo, Coordinator of the Phoenicians' Route in France, attended an online national coordination meeting with the Ministry of Culture of France. The meeting brought together 27 representatives of certified Cultural Routes, in the presence of representatives of the Council of Europe, the French Ministry of Culture and the Department of Tourism Promotion of the Ministry of Foreign Affairs of France. The event highlighted the different Cultural Routes of the Council of Europe crossing the country and their efforts in tourist and cultural promotion. A brochure dedicated to the Cultural Routes passing through France will be printed in December.



MINISTÈRE
DE LA CULTURE

Liberté
Égalité
Fraternité



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2021 XIV Euro-Mediterranean Dialogue on the Phoenicians' Route. Kick-off Meeting

On May 4th, 2021, the Kick-off Meeting of the Cultural Route the Phoenicians' Route took place with the participation of the representatives of all 11 national networks, members of the Phoenicians' Route Confederation, and representatives of 4 transversal networks. During the meeting, the Director reported on the activities carried out from November 2020 to April 2021; he presented the new members, the activities scheduled for the current year and the 2021 International General Assembly - XIV Euro-Mediterranean Dialogue on the Phoenicians' Route. The President, Ms Elena Tanou, confirmed Cyprus' will to host the next International General Assembly in Autumn. During the meeting, the 2020 financial statements and the 2021 budget were presented and approved. Prof. Paolo Ponzio, Coordinator of the University Network, displayed ongoing activities and future projects. Moreover, the International Observatory on Intangible Heritage launched by the University of Valencia with the collaboration of the Phoenicians' Route was presented.



The Spanish Ministry of Culture joins the Phoenicians' Route

We are honoured to announce that the Ministry of Culture and Sport of the Government of Spain has joined the Phoenicians' Route through the Spanish Network, as an institutional partner. From now on, we will launch a joint collaboration, taking as a reference the ancient civilizations that chose the Mediterranean as a way and axis of communication.

Ministry of Culture of Italy: meeting with representatives of Cultural Routes

On June 7th, the Director of the Phoenicians' Route attended an online coordination meeting with the representatives of Cultural Routes of the Council of Europe crossing Italy. The meeting was organized by the Ministry of Culture of Italy and the *Fondazione Scuola dei beni e delle attività culturali*. The meeting brought together 18 representatives of certified Cultural Routes of the Council of Europe, which presented their activities and practical suggestions to further develop the Cultural Routes of the Council of Europe in Italy. The objectives of a new Collaboration Agreement between the Ministry of Culture of Italy and the *Fondazione Scuola dei beni e delle attività culturali* were also shown to help promote the programme at national level.



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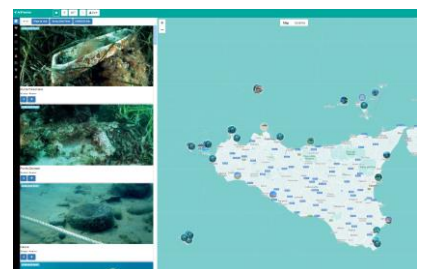
The Official Library of the Phoenicians' Route

For the first time in Europe, The Phoenicians' Route opened an Official Library, that is a Bookstore – Library, dedicated to the Route and the other 44 Cultural Routes certified by the Council of Europe as part of the homonymous Programme. The initiative is developed in collaboration with the Mondadori Point of Castelvetro (TP – Sicily), located in the city centre. The aim of the initiative is to promote the theme of the Cultural Routes of the Council of Europe through publications dedicated to all of them and, in particular, to the Phoenicians' Route, which deals with the theme of Mediterranean Intercultural Dialogue and the legacy of Ancient Mediterranean Civilizations still influencing the contemporary Euro-Mediterranean society. The Official Library will also act as an International Documentation Centre on the themes of the Cultural Routes of the Council of Europe for students and all other interested people. It is the first time in Europe that such a place has been created apart from, of course, the Documentation Centre at the European Institute of Cultural Routes of the Council of Europe in Neumünster Abbey, Luxembourg. Together with the Phoenicians' Route, the Official Library will offer activities and initiatives dedicated to the promotion of reading, aimed at schools and universities.



Sea Nature Sicily Website

In collaboration with Coopculture, the Phoenicians' Route developed the website www.marenaturasicilia.it within the project "Sea Nature Sicily – Underwater and nautical itineraries" funded by Sicilian Region, with the aim of promoting the creation and implementation of tourist itineraries - including interregional ones, dedicated to the naturalistic segment. Aiming at placing the Sicilian territory in the tourism market related to "nature", and specifically to "nature and active tourism" related to marine element, the project is carrying out targeted actions of specialization and geographical diversification. The website (in Italian and English languages) gives an overview of all islands, marine protected areas and underwater archaeological sites of Sicily. Detailed factsheets are available for Sicilian minor islands, the marine protected areas, all the underwater archaeological sites and itineraries, including a degree of difficulty and information for diving. Furthermore, the "art planner" section allows visitors to organize their trip selecting the accommodation facilities and all other services, building up their own itinerary (tailor made). From 2021, the Phoenicians' Route directly manages this website. The idea is to apply this experience to other areas / countries of the Phoenicians' Route.



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Co-funded by
the ERASMUS + Programme
of the European Union



Workshop 2 - 13th April 2021

Best Practices Exchange among
Cultural Routes

Francesco Barbini, Patrizia Battilani, Giuliana Divino
Maria Laura Gasparini, Alessia Mariotti

Center for Advanced Studies in Tourism



1 Main Goal

To enhance EU Cultural
Routes by designing an
innovative training
module to improve
their members' skills.



The Fab Routes Project: first two online workshops

The first two workshops of the Fab Routes project were held last March and April with the objective of stimulating an exchange among Cultural Routes on their governance model and open a discussion on the way to solve management problems knowing that the goal of each Cultural Route is to achieve specific priority fields of action. These activities can be considered the first step in the design of a Model Strategy that should allow Cultural Routes to better integrate existing cultural and tourism services systems. The first meeting was focused on Governance: how the head of the Route builds and manages the relationship with its members. It resulted in a very interesting workshop that led to an exchange of ideas and experiences. Moreover, a reflection on challenges, opportunities and models has been carried out by the representatives of the Routes. The aim of the second meeting was to stimulate the exchange among Cultural Routes on their external cooperation and networking models and open a discussion on how Cultural Routes could be better included in their culture and tourism service systems. This activity can be considered as the second step in the design of the Model strategy. During the second workshop, the Director of the Phoenicians' Route presented the Smart Ways' model as a best practice. The workshops were organized by the Center for Advanced Studies in Tourism CAST – University of Bologna, partner of the project.

Collaboration Agreement with the International Organization of Social Tourism ISTO - America

Following the Collaboration Agreement signed on June 1st, 2020 with OITS America - International Organization of Social Tourism, the Phoenicians' Route has launched general planning activities based on 4 axes: cultural exchanges, university exchanges (cooperation between universities), tourist exchanges (promotion and marketing), commercial exchanges.

A joint event, the "1st Euro-Mediterranean-America Forum - Social Tourism - Cultural Routes", is scheduled in November 2021 in Spain, hosted by the Diputación de Pontevedra. Presentations, round tables, workshops, visit tours in the territory are scheduled.

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2023 – Phoenicians' Route 20th Anniversary

2023 will be the 20th Anniversary of the Certification of the Phoenicians' Route as Cultural Route of the Council of Europe. The program for a year full of cultural and tourist activities in all the destinations and territories of the Route will be launched soon. The idea is to offer a rich number of attractive events to the international public and to tell the Phoenicians' Route through its member territories, in collaboration with governments and regions. We also presented European projects in support of the initiative and launched fundraising actions to find the necessary resources.

International University Network (IUN)

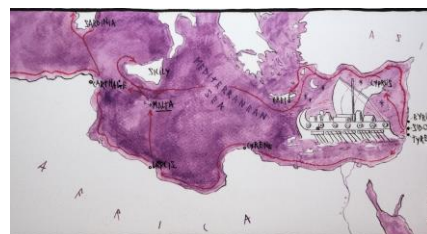
The first online meeting of the International University Network (IUN) of the Phoenicians' Route was held in May 2021. The Network currently consists of 15 Universities and Research Centres. The following topics were discussed during the meeting: Renewal of the three-year certification of the Phoenicians' Route as a Cultural Route of the Council of Europe; European Projects; Development of ERASMUS agreements for teachers and students of the Universities of the Phoenicians' Route; Short Master's Degree to be carried out in 2022 and the 20th Anniversary of the Phoenicians' Route; organization of an internal communication system, starting from the compilation of a short form to collect ideas and proposals. A face-to-face meeting is already scheduled in October 2021 in Mazarrón, Spain.

Seminar "Intangible Heritage and Human Development", University of Valencia, Spain

The Director of the Phoenicians' Route gave a speech at the Seminar "Intangible Heritage and Human Development" organized online by the Faculty of Geography and History of the University of Valencia, in collaboration with the Aromas Cultural Route. The University of Valencia has signed a Collaboration Agreement with the Phoenicians' Route - Cultural Route of the Council of Europe - for the creation of an International World Observatory on Intangible Heritage in collaboration with the UNESCO Chair. The Phoenicians' Route is also offering technical support to the "Aromas" candidacy as a future Cultural Route of the Council of Europe.



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A critical reflection on the Role of Women

The Phoenicians' Route has launched a specific reflection on gender issues by giving a specific assignment to Dr. Sabrina D'Andrea, who has just completed a PhD on European Gender Policies at the European University Institute of Florence. The goal is to identify some operational strategies in order to enhance the role of women and implement virtuous actions to be carried out in the cities that are part of our Network. Among other activities we mention: an analysis of the presence of women in the cultural and educational tourism sector linked to the Phoenicians' Route, an awareness and advocacy plan on the subject, technical assistance activities for the launch of businesses run by women (pilot projects, mentoring, incubators of female businesses), a certification process for cities respecting and promoting gender equality (Gender Equality Friendly Cities Initiative). Furthermore, a Conference on the topic "The woman of the ancient Mediterranean. From past to present, a key to understanding". A critical reflection on the role of women, starting from the ancient civilizations of the Mediterranean basin up to the present day. The centrality of the theme in question will be declined in 2 sessions of the conference: 1) The female figure in the Ancient Mediterranean Civilizations; 2) the dialogue between the past and the present on the theme of the Mediterranean woman, also focusing on the importance of dissemination and awareness of cultural heritage by the community. The conference will take place in Naples on November 6th, 2021, at MANN National Archaeological Museum, Naples.



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COUNCIL OF EUROPE
GENDER EQUALITY STRATEGY
2018-2023



Mmuseo
archeologico
di napoli

Malta Mediterranean Literature Festival

The Malta Mediterranean Literature Festival is an established annual international literary festival organized by Inizjamed Association, member of the Phoenicians' Route, in collaboration with the European Network Literature Across Frontiers and other national and international partners, including Arts Council Malta, Valletta 2018 Foundation, Heritage Malta, and the Creative Europe Programme of the European Union. The Festival brings together active writers and literary translators from Malta, the Mediterranean and beyond, to showcase contemporary writing and thinking, to promote interaction across languages, geographies and artistic genres, and to discuss some of the major issues of our time. All events are open to the public. The event will be held in Fort Saint Elmo, on August 27th and 28th.



2021

Iter Vitis – Phoenicians' Route Awards 2021

The fruitful collaboration between the Phoenicians' Route and Iter Vitis, two important and historic Cultural Routes certified by the Council of Europe, is now strengthened thanks to the launch of the first edition of the newborn International Awards. The award aims to "support and reward projects and innovation for the enhancement of cultural and oenological heritage and the promotion of responsible, experiential, creative and sustainable tourism". Many categories will be awarded during an international ceremony that will take place next October, and applications are now open for individuals, communities and organizations willing to take on the challenge. Many partners are involved in the event, including the Women of Marble National Association, the ENI CBC MED CROSSDEV project and others. For further information: www.fenici.net



AWARD 2021



Cooperation Agreement with the Historic Cafes Route and the European Route of Ceramics

A Cooperation Agreement between the Cultural Route of the Council of Europe "The Phoenician's Route" and the Cultural Route "Historic Cafes Route" was signed on June 22nd, 2021, with the aim of promoting and defending the tangible and intangible cultural heritage associated with products, places, traditions, communities that have created European values. A Cooperation Agreement was signed on July 23rd, 2021 between two Cultural Routes of the Council of Europe "The Phoenician's Route" and the "European Route of Ceramics" for the development of joint cultural and tourism promotion activities for the benefit of the members of their respective Networks.



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Exhibition "Navigare Necesse Est - The wreck of Porto Palo Menfi", Sicily

On June 22nd, the Director of the Phoenicians' Route participated in the Opening Ceremony of the exhibition "Navigare Necesse Est - The wreck of Porto Palo Menfi", in the Interpretation Centre of the Phoenicians' Route. The exhibition is part of a wider project to enhance the territory, as underlined by the Mayor of Menfi, Marilena Mauceri, and the Superintendent of the Sea of Sicilian Region, Valeria Li Vigni. At its core there is a group of young people engaged in a professional training course, who will then be involved in activities related to the Eco museum of the Sea along the coast of Selinunte.





The Phoenicians' Route Heart Farm

On June 25th, Mrs Carmela Pace, President of UNICEF Italy, inaugurated the new UNICEF-Point in Selinunte, born thanks to the collaboration between UNICEF and a network of non-profit organizations led by the Phoenicians' Route - Cultural Route of the Council of Europe. In fact, the UNICEF point is inside the "Parco della Masseria – Heart Farm (HEritage And Resilience Therapy)", an experimental space for social recovery.

Online event "Smart Way of Metauro"

On the occasion of the European Archaeology Days, the Phoenicians' Route organized an online event presenting the "Smart Way of Metauro", a development strategy for the territory, in collaboration with 5 members of the Phoenicians' Route: the Municipality of Fano (Italy); Municipality of Colli Al Metauro (Italy); Municipality of Urbino (Italy); University of Urbino Carlo Bo (Italy) and University Institute for Research in Iberian Archaeology - University of Jaén (Spain).



New members of the Phoenicians' Route

Following the Scientific Committee meetings held in March and July, we welcome the new members:

- Municipality of Fano (Italy)
 - Municipality of Gela (Italy)
 - Municipality of Urbino (Italy)
 - Municipality of Aizaria (Governorate of Jerusalem)
 - Municipality of Nisf Jubeil (Governorate of Nablus)
 - Municipality of Baza (Spain)
 - The National Union of Pro Loco of Italy (UNPLI) – Italy
- Other candidates have been pre-evaluated and are finalizing the adhesion process.

Strategic Plan of Tourism of the Provincial Deputation of Pontevedra (2021-2023)

The Phoenicians' Route has been included in the "Strategic Plan of Tourism of the Provincial Deputation of Pontevedra (2021-2023)" - p. 208. We will work with Turismo Rías Baixas and the Department of Archaeology of the Diputación for the enhancement and promotion of the archaeological sites of the province: Castro de Punta do Muiño do Vento (Vigo), Monte do Castro (Ribadumia), Castro da Lanzada (Sanxenxo). Download the Rías Baixas 2021-2023 Strategic Tourism Plan at the following link:
<https://bit.ly/3xc2BdJ>



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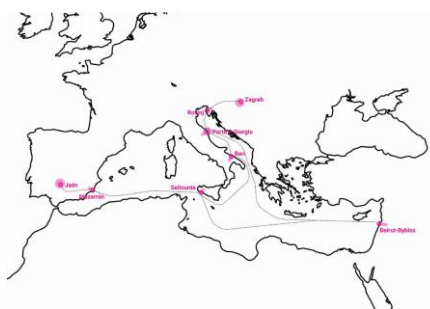
Agreement with Travel Expert

The Phoenicians' Route has signed an agreement with Travel Expert, promoting and managing Travel Expert Academy, a continuous training platform for Travel Agents, with a special service of weekly small pills to the +60.000 English-speaking Travel Agents in Europe and America. The goal is to start training activities on the Phoenicians' Route.



EChOWAYS - Eco-museums along the Phoenicians' Route

The research activity "EChOWAYS: Eco-museums along the Phoenicians' Ways" continues. A Mediterranean legacy for the enhancement of European territories conducted by Marche Polytechnic University in collaboration with the Phoenicians' Route within the Research Cluster MEDWAYS is proceeding smoothly. The first results of the cluster will be presented in October 2021 during the Venice Art Biennale - international art exhibition. In July and August, it will be possible to visit the "Shipyards of the Maritime Civilization" - Installations on the immaterial heritage of the Adriatic Sea, in the History Museum of Porto San Giorgio, member of the Route, in the Marche Region, Italy.



XIV Euro-Mediterranean Dialogue on the Phoenicians' Route - General Assembly

Following the online Kick-off Meeting (May 2021), the XIV Euro-Mediterranean Dialogue on the Phoenicians' Route entitled "Tourism restarts by means of HERITAGE & CULTURE" will be held between October 28th and 30th, in Cyprus, hosted by Ministry of Culture and Tourism, Top Kinisis Travel and 3 Tourism Boards: Larnaka, Nicosia and Pafos. It is the most important annual meeting of the Route. A rich program full of events, workshops, capacity building sessions in collaboration with international stakeholders and exchanges of good practices awaits us. Furthermore, we will discover the Phoenicians' Route Smart Way in Cyprus, following the footsteps of Aphrodite. SAVE THE DATE!



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