

2022



THE
PHOENICIANS'
ROUTE

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



NEWSLETTER 02

10 JANUARY 2023

II Transnational Meeting of the QUEST Project, Malaga

The 2nd Transnational Meeting of QUEST– *promoting QUality intErnships in Sustainable Tourism and cultural heritage management*, project funded by the Erasmus+ programme of the European Union, was held on Thursday, June 23rd, in Malaga, University of Málaga – Faculty of Tourism. The main goal of the meeting was to discuss the division of tasks among partners for the development of project results. The participants had the opportunity to visit the University of Malaga, Faculty of Tourism, partner of the project, the beautiful city of Malaga and the new set-up of the Archaeological Museum.



From the Route to the Territory. Creative Workshops of the Phoenicians' Route in Apulia Region, Bari

As part of the initiative of the Apulia Region in favour of the Phoenicians' Route, the event "From the Route to the Territory - Creative Workshops of the Phoenicians' Route in Apulia" took place in Bari, Fiera del Levante, on July 11th and 12th. On the first day, a "Public meeting with cultural and tourism stakeholders of the Apulia Region and selected international tour operators" took place to plan the development of the Phoenicians' Route in Apulia, according to the typical methodologies of the Route, in particular the Smart Ways system. In the afternoon, a "Meeting reserved for Italian public bodies adhering to the Phoenicians' Route" was held to discuss the strategies for Italy for the period 2022-2025: governance, ideas, projects, and visions, also in view of the celebrations of the XX Anniversary of the Phoenicians' Route in 2023. On the morning of July 12th, a public meeting of the Apulian universities with the International Network of Universities (IUN) of the Phoenicians' Route was aimed at the exchange of methodologies and best practices. In the afternoon, a "Workshop on Cultural Routes for the definition of guidelines to set up the Atlas of Cultural Routes of the Apulia Region".



Sarcophagus of a woman
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Phoenician art, V/IV century BC.
Cadiz Museum
(Spain)



Capacity Building activities in Minervino di Lecce and Poggiardo for the creation of the Phoenicians' Route Smart Way

On July 13th, the Director met several councillors of the Municipality of Minervino di Lecce and visited some cultural attractions to launch field activities. On July 14th in Poggiardo he met tour operators, associations, and young people of the area, together with the Municipal Administration, in the Council Hall for the **Capacity building** workshop “Opportunities of cultural Routes for Poggiardo: let's build the Phoenicians' Route Smart Way”, launching activities for community tourism for Poggiardo and Vaste. In the afternoon, in the Villa Episcopo, reopened to the public for this occasion, operators of tourism accommodation, marketing, territorial organization and communication discussed community tourism for the local development.

Mediterranean Literature Festival, Malta

The Inizjamed Association, member of the Phoenicians' Route in Malta, organized the 17th Edition of the Malta Mediterranean Literature Festival (August 26th/27th). Two evenings at Fort St Elmo in Valletta dedicated to literature, music, and art. The festival is supported by Arts Council Malta, Creative Europe Desk – Malta, the National Book Council, Heritage Malta and Literature Across Frontiers. The festival obtained an international accreditation by the EFEE Europe for Festival, Festival for Europe.

Final meeting of the “THE FAB ROUTES” European project in Selinunte

On September 20th and 21st, Castelvetro and Selinunte hosted the last transnational meeting of the European project “THE FAB ROUTES: Digital Skills to Promote Eu Cultural Routes”, co-financed by the Erasmus+ programme of the European Union. Among the partners, the project includes the Phoenicians' Route and 5 other Cultural Routes of the Council of Europe, in addition to the University of Bologna – Rimini Campus, leader in the sector, and the company Argo, European consulting and International Cooperation. During the meeting, the project partners visited the Archaeological Park of Selinunte, Cave di Cusa and Pantelleria (welcomed by its director), the Official Library of the Phoenicians' Route in Castelvetro, at the Mondadori Bookstore; the Interpretation Centre on Olive oil and olive trees at Case di Latomie – Azienda Agricola Centonze (as part of the collaboration between The Phoenicians' Route and the Routes of the Olive Tree), and the Mandrarossa Winery, Interpretation centre in collaboration with Iter Vitis.



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II Transnational Meeting of the U-Mar Project, Zadar (Croatia)

On Friday September 23rd, the II Transnational Meeting of “U-Mar – Enhancing underwater archaeology to make it an innovative tool for development Sustainable & Creative Tourism” was held in Zadar (Croatia), at the headquarters of ICUA – International Centre for Underwater Archaeology. The project, led by the Phoenicians’ Route, is funded by the Erasmus+ Programme of the European Union. The partners had the opportunity to visit the ICUA headquarters, the Zadar Ancient Glass Museum and, on Saturday, the beautiful Island of Nin, guests of the Tourist Board.

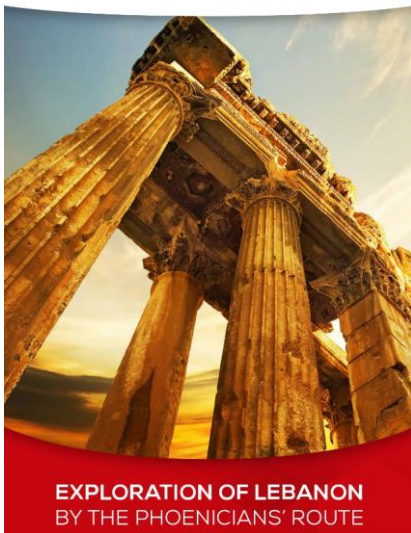
XV Euro-Mediterranean Dialogue on the Phoenicians’ Route, 2022 International General Assembly, Poreč (Croatia)

Poreč hosted the XV Euro-Mediterranean Dialogue on the Phoenicians’ Route – 2022 International General Assembly on October 20th/21st, 2022, the most important annual event of the Phoenicians’ Route, patronized by EUSAIR Facility Point, the Ministry of Culture and Media and the Ministry of Tourism and Sport of Croatia, the Istria Tourism Board, and the Tourism Board of the City of Poreč. The programme put together numerous activities, workshops, capacity building sessions in collaboration with international stakeholders, and exchanges of best practices. On the morning of October 20th, the meeting of the International Scientific Committee took place at the Council Chamber of the Municipality of Poreč to evaluate and approve the new candidacies. In the afternoon, the inauguration of the exhibition on the Cultural Routes of the Council of Europe operating in Croatia was held at the Open University, kindly granted by the Ministry of Culture and Media. On the morning of October 21st, the 2022 General Assembly of the Phoenicians’ Route was held in the Diet Hall in Poreč, an important moment of reflection and sharing of strategies. Over 50 members from 12 countries among those currently members of the International Confederation attended the event, with the presence of Dr Tatjana Horvatić, Representative of Croatia to the EPA and Head of Movable, Ethnographic and Intangible Cultural Heritage Office at the Ministry of Culture and Media of Croatia. The event was also an opportunity to present the activities of the XX Anniversary of the Phoenicians’ Route, which will be celebrated in 2023. In addition, three thematic workshops and Capacity building sessions were held in the afternoon on specific methodologies of the Phoenicians’ Route. Finally, on the evening of October 21st, the Phoenicians’ Route – Iter Vitis 2022 awards, divided into various categories, were assigned. The award has been created to support innovative initiatives that value cultural heritage and wine culture.



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Discovering Lebanon along the Phoenicians' Route – new brochure

Within the framework of the cooperation agreement between the Lebanese American University – Louis Cardhai Foundation (member of the Phoenicians' Route and Coordinator in Lebanon) and The Vibes World (sustainable tourism), several factual activities have been implemented for the promotion and divulgation of the Historical Cities along the Smart Way of the Phoenicians' Route in Lebanon. Download the brochure with the cultural travel proposal.

The Phoenicians' Route at the Mediterranean Exchange of Archaeological Tourism, Paestum

From October 27th to October 30th, the Phoenicians' Route participated in the Mediterranean Exchange of Archaeological Tourism in Paestum

- at the stand shared with the Archaeological Groups of Italy and Iter Vitis – Cultural Route of the Council of Europe.

- at the stand of the Ministry of Tourism of Lebanon

- at the stand of Apulia Region

The Route was at the centre of various conferences: the meeting on “Cultural Heritage and Sustainable Cultural Tourism, experiences in Creative Europe and in the Cultural Routes of the Council of Europe” by the Creative Europe Desk Italy Culture Office - Directorate General for Contemporary Creativity of the Ministry of Culture; the conference “The routes of the Ancient Civilizations of the Mediterranean” organized by the Archaeological Groups of Italy in collaboration with the Phoenicians' Route and ITER VITIS Les Chemins de La Vigne en Europe; the meeting “The regeneration of villages and the Cultural Routes of the Council of Europe: strategies and innovation” organized by the Service III General Secretariat.

III Transnational Meeting of the QUEST Project, Zagreb (Croatia)

On Tuesday, November 15th, the III Transnational Meeting of QUEST project – promoting QUALity intErnships in Sustainable Tourism and cultural heritage management, funded by the Erasmus+ Programme of the European Union, took place in Zagreb, Libertas International University. All partners attended the meeting. The main goal of the meeting was to discuss the division of tasks between the partners for the development of project results. Participants had the opportunity to visit the beautiful city of Zagreb.

The IV Transnational Meeting will be held in Pisa in May 2023.



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Cultural Paths between past and future: Archaeology for all, Prizzi (PA)

On Saturday, December 3rd, the conference “Cultural paths between the past and the future: Archaeology for all” took place in the Aula Magna of the I.I.S.S Institute in Prizzi, patronized by the Directorate-General for Education, Research and Cultural Institutes of the Ministry of Culture and organized by the Phoenicians’ Route. The event promoted the role of archaeology in the perception and construction of local identity based on “A public archaeology laboratory in Prizzi”, in collaboration with the Route, the Municipality of Prizzi (PA), the National Association of Archaeological Groups of Italy, the Institute of Cultural Heritage Sciences (ISPC) of the CNR, the Italian Universities of Milan and Urbino and the Spanish Universities of Cadiz, Jaen and Valencia. The day before, the Phoenicians’ Route organized an event on this theme at the Baglio Florio of the Archaeological Park of Selinunte, Cave di Cusa and Pantelleria.

Discovering Marcita with the Phoenicians’ Route

The project “Making informed choices – orientation and reorientation” conducted by the Lombardo Radice – Pappalardo Comprehensive Institute of Castelvetro (TP) ended in December. Over 100 students from the first grades of middle school and their parents were engaged in heritage pedagogy activities and in the enhancement of the protohistoric site of Marcita in Castelvetro. Guided by a team of archaeological experts and tour guides of the Phoenicians’ Route, they attended meetings to learn more about Prehistory and the sites of the area. On this occasion, the publication produced by the MAECI for the Italian Presidency of the Council of Europe was also distributed to the students. Through the voice of Geronimo Stilton, the students discover the functioning, tasks and fundamental values of the Council of Europe, a guiding institution on the theme of education and culture, also through Cultural Routes.

First events of 2023:

- January 25th, III Transnational Meeting of the U-Mar project, Cadiz (Spain)
- February 23rd-24th, Opening Ceremony of the XX Anniversary of the Phoenicians' Route, Cyprus
- March 11th, Kick-off Meeting, Fano (Italy)
- March 25th, TourismA International Archaeological Exhibition, Florence (Italy)



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