



# Cult-RInG

# Cultural Routes as Investment for Growth & Jobs

2017 - 2021

#### HISTORY OF IDEA: Thessalia Charter



Launch of the 2<sup>nd</sup> Call in Rotterdam March 2016

Interreg Europe partner search platform

75 responses received

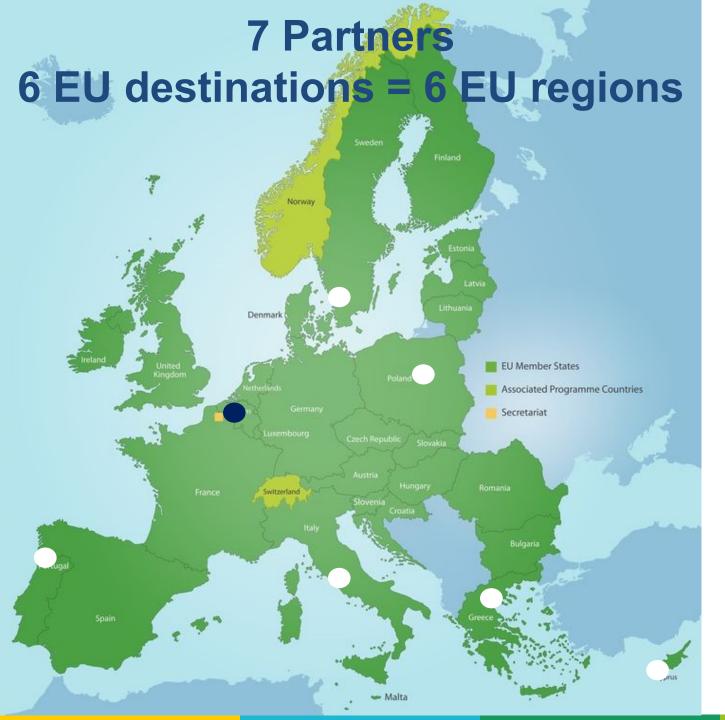
3 new partners selected+ 4 existing members

submitted May 2016

approved Oct 2016

Final approval expected

**Dec 2016** 

















To highlight the value of investments in European Cultural Routes, in terms of their contribution to Growth & Jobs, with capitalisation of good practices, policy learning, policy implementation, development of new Cultural Routes, monitoring and capacity building

### **Main Activities**

1. Evaluation of existing CRs in terms of socio-economic development, direct and indirect benefits for Growth & Jobs

6 CoE certified CRs through the partner regions are selected:

Via Francigena

Saint Olav Ways

Via Regia

Santiago De Compostela

**Phoenicians** 

**Iter Vitis** 

Lazio Region IT

VG region SE

PRTB PL

CIM Alto Minho

Pafos RBT CY

RCM EL

# 2. Capitalisation of established best practices from CHARTS and CERTESS INTERREG IVC

#### 3. Development of new CRs

based on the above evaluation and capitalization

**ECTN** members

Universities of Rijeka HR
Warsaw PL
Gothenburg SE
Thessaly EL
Bournemouth UK
NIRDT RO

# **Creator / founder**



## Secured funding to members

CHRISTA budget: 1,374,000 MEUR

ERDF co-funding: 1,150,900.00 MEUR

Main beneficiaries: public authorities & their stakeholders

# The way forward





# 3<sup>rd</sup> call project idea:

**Cultural and Creative Industries Contribution to** 

**Cultural and Creative Tourism Development** 

Destination authorities are WELCOME to be partners!

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E-mail: ectn.info@gmail.com

# www.culturaltourism-network.eu

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