



**PER VIAM PILGRIMS' ROUTES IN ACTION  
THE VIA FRANCIGENA AND THE PILGRIMAGE WAYS**

**« Créer ensemble le Comité Européen de Coordination  
interrégionale de La Via Francigena »**

**24-25.01.2013 – Chalons-en-Champagne**

**Silvia Lecci**

**Project coordinator, EAVF**

**Promotion of trans-national thematic tourism products  
in the European Union as means of sustainable tourism  
development**

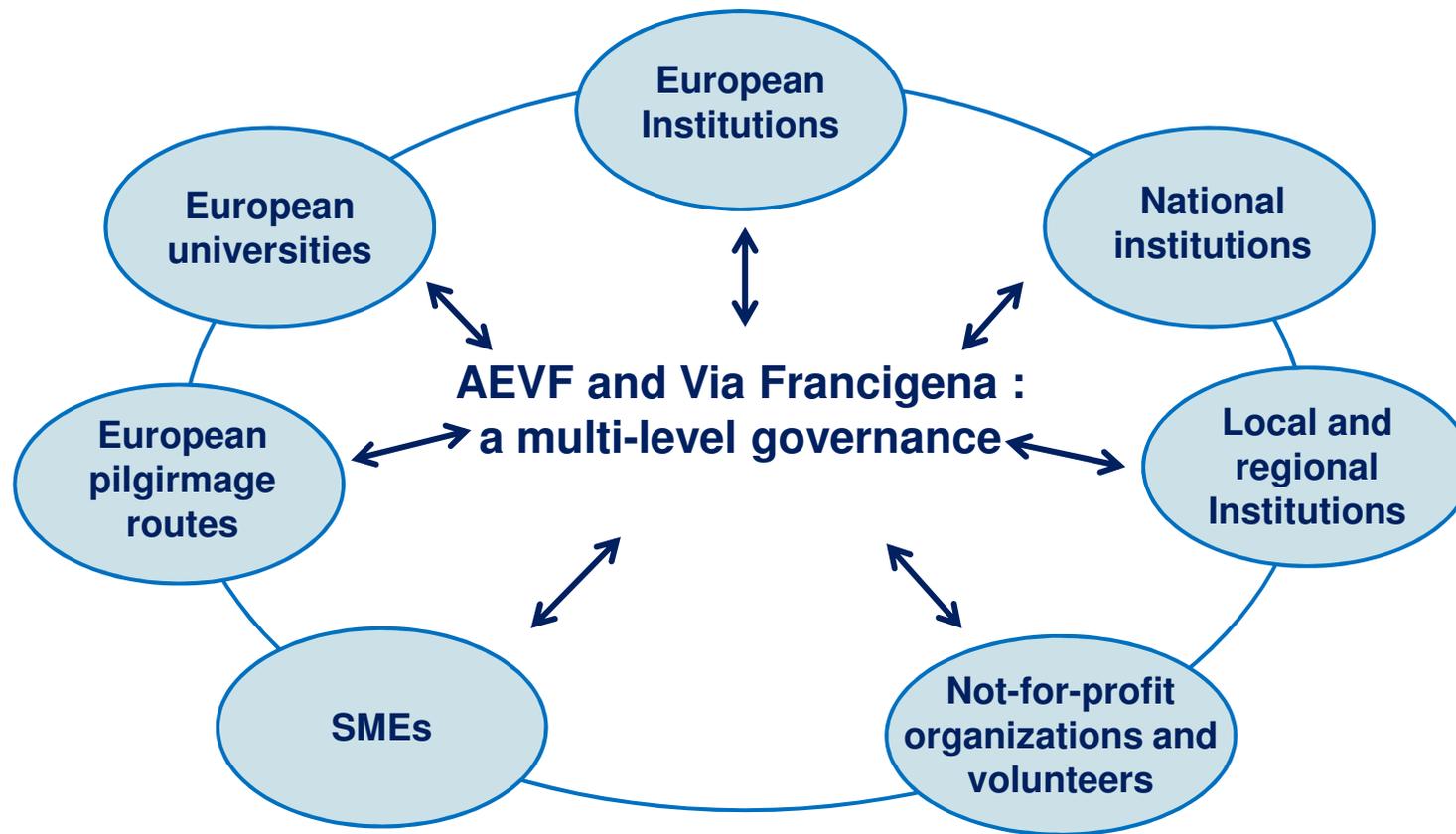
**EU Preparatory Action "Sustainable Tourism"**



# THE VIA FRANCIGENA

- SINCE THE MIDDLE AGE AN ARTERIAL ROAD FROM NORTHERN EUROPE TO ROME, ONE OF THE SO-CALLED ***PEREGRINATIONES MAJORES***, TOGETHER WITH SANTIAGO DE COMPOSTELA AND JERUSALEM PEREGRINATIONS'
- 1994: CERTIFICATION AWARDED BY THE COUNCIL OF EUROPE
- HISTORICAL BASE: THE ITINERARY DESCRIBED BY ARCHBISHOP SIGERIC IN HIS DIARY, IN AD 990, ON HIS WAY BACK TO CANTERBURY FROM ROME, WHERE HE HAD RECEIVED THE “PALLIUM” OR BISHOP’S CAPE FROM POPE JOHN XV. IN THIS DOCUMENT HE DESCRIBES 79 HALTES, “MANTIONES” OF HIS JOURNEY.

# MULTI-LEVEL GOVERNANCE



Silvia Lecci – project coordinator

# PER VIAM – PARTNERSHIP

COORDINATOR : ASSOCIAZIONE EUROPEA VIE FRANCIGENE

## Co-beneficiaries

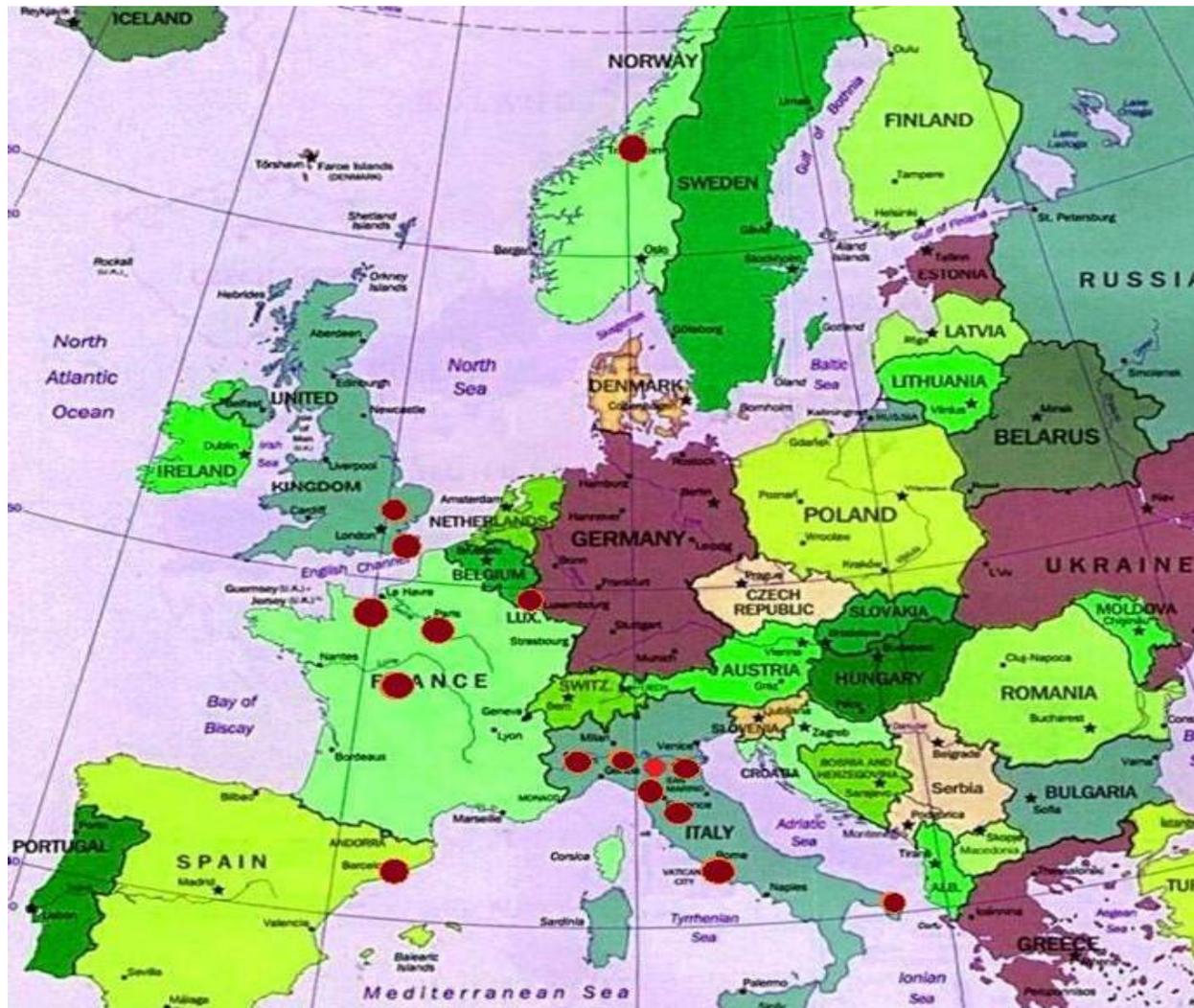
1. Italian Ministry for Cultural Heritage (IT);
2. Tuscany Region (IT);
3. Canterbury City Council (UK);
4. SiTI – Istituto Superiore sui Sistemi Territoriali per l’Innovazione (IT);
5. Università di Bologna - Polo Scientifico e Didattico di Rimini e Scuola Superiore di Scienze Turistiche (IT);
6. The European Institute of Cultural Routes (LU);
7. Nidaros Pilegrimsgård (NO)

Silvia Lecci – project coordinator

## Associated partners

8. Lazio Region (IT),
9. Association « Les Chemins de Saint Michel » (FR)
10. Association CIVITA (IT)
11. Fédération Française des Associations des Chemins de Saint-Jacques de Compostelle (FR)
12. Centre Culturel Européen Saint Martin de Tours (FR)
13. Universitat de Barcelona – IBERTUR Red de Patrimonio, turismo y desarrollo sostenible (ES)
14. Université Paris 1 – Panthéon Sorbonne Sciences Economiques et de Gestion – Sciences Humaines – Sciences Juridiques et Politiques (FR)
15. Università del Salento (IT)
16. Università di Pavia (IT)
17. Cambridge Centre for Landscape and People (UK)
18. Società Geografica Italiana Onlus (IT)
19. Fondazione Campus Studi del Mediterraneo (IT)

# PER VIAM GEOGRAPHIC COVERAGE



Silvia Lecci – project coordinator



**La Via Francigena**

**1.800 Km in England, France, Switzerland and Italy (from Canterbury to Rome, toward Jerusalem)**



# PER VIAM – OVERALL OBEJCTIVES

**The project is about The Via Francigena and the other trans- national pilgrimage routes as tools of sustainable cultural tourism development and community participation to the enhancement of Europe’s cultural and heritage diversity.**

- Strengthening European cooperation among public-private partners involved in all levels of governance
- Promoting responsible and sustainable approach toward cultural-tourism along The Via Francigena for the use of slow-tourists
- Improving visibility and communication as well as knowledge and accessibility of the Route, for the benefit of slow-tourists.

Silvia Lecci – project coordinator



## PER VIAM – SPECIFIC OBJECTIVES

- **Identity** of the product “Via Francigena” on a European level,
- To combine the Via Francigena with the values of cultural, environmental and **sustainable tourism**
- A **European community**
- To **foster economic development** and investment opportunities
- Lay the foundation for the future creation of a **European network of the main pilgrimage routes** certified by the Council of Europe: the Via Francigena, the Santiago de Compostela Pilgrims’ Routes, the Saint Michael’s Ways, the Route of Saint Olav Ways, the Saint Martin of Tours Route
- **Increase cooperation** and joint initiatives among EPR and within The Via



# PER VIAM - ACTIONS

1. **VIA FRANCIGENA COLLECTIVE PROJECT AND CARTOGRAPHIC EXHIBITION ABOUT THE VIA**
2. **TECHNOLOGICAL PLATFORM FOR COOPERATION AND COMMUNICATION**
3. **EUROPEAN NETWORK OF NATIONAL MINISTRIES FOR THE VIA FRANCIGENA**
4. **INSTITUTIONAL NETWORK BETWEEN THE 14 EUROPEAN REGIONS OF THE VIA FRANCIGENA**
5. **NETWORK OF KNOWLEDGE: DIDACTIC AND SCIENTIFIC RESEARCH**
6. **NETWORK OF THE EUROPEAN PILGRIMAGE ROUTES**



# ACTIVITY 1 – TECHNOLOGICAL PLATFORM FOR COOPERATION AND COMMUNICATION

[WWW.VIEFRANCIGENE.ORG](http://www.viefrancigene.org)

The screenshot shows the homepage of the website. At the top, there is a navigation bar with a search box and a 'Login Success' message. The main content area features a large image of a white truck with the headline 'Veicoli ricreazionali lungo la Via Francigena' and a sub-headline 'Accordo di collaborazione tra AEVF e Gruppo Leader'. To the right of this image is a news article dated 05/07/2012 from Barcelona, titled 'EAVF European Project "PER VIAM": Pilgrimage Routes as Cultural and Religious Tourism in European and Mediterranean Destinations'. Below the main content is a vertical navigation menu with icons for 'Itinerario di Sigerico', 'Luoghi della fede', 'Crea il tuo itinerario', 'Organizza il tuo viaggio', 'Newsletter', 'Community', and 'Mobile'. To the right of the menu are two boxes: 'Calendario Eventi' showing a calendar for August with the 10th highlighted as a Friday event in San Miniato (PI), and a 'Hotel' section with an image of a bellhop and the text 'Hotel lungo la Via Francigena'. At the bottom, there is a section for the 'Via Francigena Festival' brochure and a news item about the 14th issue of the 'Via Francigena' magazine.

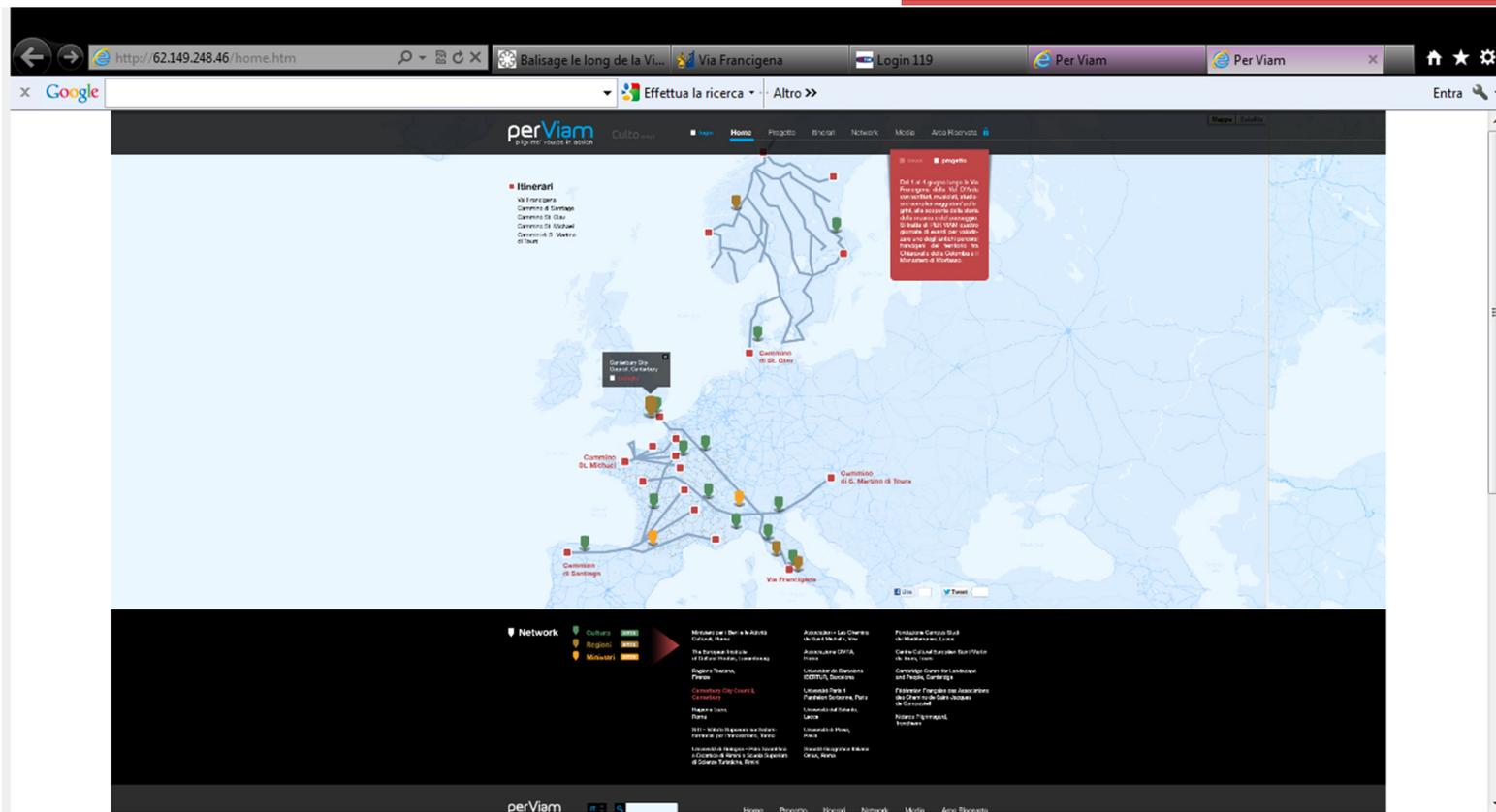


Silvia Lecci – project coordinator



# ACTIVITY 1 – TECHNOLOGICAL PLATFORM FOR COOPERATION AND COMMUNICATION

PER VIAM PLATFORM AND WEB SITE : [WWW.PERVIAMEUROPE.EU](http://WWW.PERVIAMEUROPE.EU)



Silvia Lecci – project coordinator



## ACTIVITY 4 – NETWORK OF 14 EUROPEAN REGIONS ALONG THE VIA FRANCIGENA

**Coordination: EAVF + Tuscany Region + Lazio Region**

- **Institutional meeting** for fostering coordinated cooperation, exchanges of experience and of good practices 18° May, Florence: **Xth Edition of Euromeeting**



- Significant role of Regions for local Tourism policy development
- Fostering exchanges of experience and of good practices, coordinated approach,
- European Interregional Coordinating Committee on The Via Francigena

Silvia Lecci – project coordinator



## ACTIVITY 5 - NETWORK OF KNOWLEDGE: SCIENTIFIC AND DIDACTIC RESEARCH (NETWORK OF UNIVERSITIES)

### PARTNERS

1. University of Bologna
2. SiTI – Istituto Superiore sui Sistemi Territoriali per l’Innovazione – Politecnico di Torino (I).
3. University Panthéon-Sorbonne of Paris (FR),
4. Study Centre on Landscape of Cambridge (UK),
5. University of Barcelona – Fundació Bosch I Gimpera – Faculty of Geography and History (ESP);
6. Società Geografica Italiana (I)
7. University of Pavia (I),
8. University of Salento (I),
9. Fondazione Campus Lucca (I)

Silvia Lecci – project coordinator

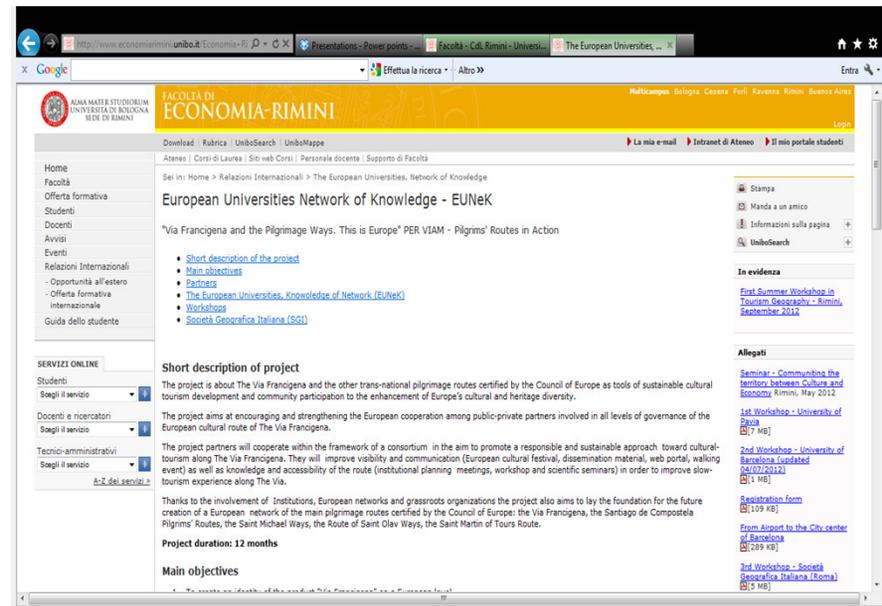


## 7 WORKSHOPS TO CREATE EUNEK

- **6th June 2012, University of Pavia (Cross roads of Europe)**
- **9th-10th July 2012, University of Barcelona**
- **16th-18th July 2012, “Southern Via Francigena”- exhibition, Società Geografica Italiana, Rome**
- **12<sup>th</sup> October, Paris**
- **16<sup>th</sup> November Lucca**
- **8<sup>th</sup> December, Lecce**
- **21<sup>st</sup> January Bologna and Cambridge** : Presentation of the Network EuNek for didactic and research activities on The Via Francigena and Pilgrimage routes (Tourism, Heritage and Landscape)

Silvia Lecci – project coordinator





# PHOTOGRAPHIC AND CARTOGRAPHIC EXHIBITION ON THE VIA FRANCIGENA

July 2012, Rome – Italian Geographic Society



Silvia Lecci – project coordinator



## ACTIVITY 3 – EUROPEAN NETWORK OF NATIONAL MINISTRIES FOR THE VIA FRANCIGENA

### Coordination : EAVF and Italian Ministry for Cultural Affairs

- Pursuing the MoU promoted by the European Commission for The **Via Francigena** among the Ministries from England, France, Switzerland and Italy on 27 September 2010 and signed by Italy and France for a better institutional cooperation.
- Exporting the model of the Italian Consultative Body on historic, cultural and religious routes
- Italian Ministry for Cultural Affairs will organize a meeting with the Ministries for Cultural Affairs, for Foreign Affairs, Tourism and Agriculture, to foster cooperation in support to tourist and religious itineraries, namely The Via Francigena.

Silvia Lecci – project coordinator



## ACTIVITY 6 - NETWORK OF THE PILGRIMAGE ROUTES CERTIFIED BY THE COUNCIL OF EUROPE

**28 July in Trondheim (NO)  
(Saint Olav Festival)**

**Coordination :**

EAVF, Nidaros Pilgrim Centre in cooperation with the European Institute of Cultural Routes of Cultural Routes

**Associated partners:** Fédération Française des Amis des Chemins de Saint-Jacques de Compostelle, Association “Les Chemins du Mont St. Michel and the Centre Culturel Européen the Saint Martin de Tours



Silvia Lecci – project coordinator



Silvia Lecci – project coordinator



## ACTIVITY 6 - NETWORK OF THE PILGRIMAGE ROUTES CERTIFIED BY THE COUNCIL OF EUROPE

- **Joint Cultural event for networking, local development, awareness raising**
- **Signposting and visibility policies (common visibility policy respecting CoE guidelines)**
- **Cultural tourism development**



125x25fr Tipo D





## ACTIVITY 7 – KICK-OFF WORKSHOP AND FINAL WORKSHOP

7.1 **Kick-off meeting** in SiTI head office, Turin (I)  
(April 2012).

7.2 EICR, Luxembourg - **final workshop** : project  
conclusions and perspectives for the Community of  
European operators committed in European historic  
pilgrimage routes enhancement and development  
(february 2013).

# THE VIA FRANCIGENA IN THE EUROPEAN CONTEXT

- **TOURISM** : It is one of the most dynamic economic sector in the global context, despite economic crisis
- **EXPERIENTIAL TOURISM: Learn**, discover, live unique experience. **Interactivity**. Get to know local customs, **behind-the-scenes-activity**, **influences** with other peoples and cultures, have access to places **off the beaten track** .
- **TOURISM INDUSTRY : L'Industrie touristique** en EU représente plus que les 5% du PIB (1,8 millions d'entreprises) et si l'on considère les autres secteurs concernés, plus que 10% du PIB (source: Commission Européenne – DG Entreprise et Industrie).
- **COMMUNICATION COMMISSION EUROPÉENNE 30.06.2010**  
«Europe the World N.1 Tourist destination A New Political Framework for Tourism in Europe».
- **JOURNÉE EUROPÉENNE DU TOURISME 2010 - EXPOSITION 2010 AU BERLAIMONT**



Silvia Lecci – project coordinator





Silvia Lecci – project coordinator



# EC-CoE JOINT STUDY ON CULTURAL ROUTES

- The Cultural Routes have achieved a noteworthy impact and progress within the last two decades, and shown enormous potential for SME generation, clustering, networking (intercultural dialogue), and promoting the image of the Council of Europe and Europe generally.
- The Cultural Routes encourage widespread community participation in cultural activities raising awareness of a common cultural heritage.
- Cultural Routes networks benefit SMEs by providing markets for SMEs' products and contribute to tourism revenue generation in remote destinations.

# EUROPEAN PROJECTS GRANTED TO AEVF

- PER VIAM – Pilgrims' Routes in Action
- CERTO – Cultural Europea Routes: Tools for a coordinated marketing strategy



Silvia Lecci – project coordinator



**Marci de votre attention,  
Bon chemin à nous tous!**

**Info : [projectmanager@viefrancigene.org](mailto:projectmanager@viefrancigene.org)**

