

Title of the project: Cultural European Routes: TOols for a coordinated communication & marketing strategy

Acronym: *CERTO*

Project duration: 16 months, 26 April 2012 - 25 August 2013

Short description of project

- The "Routes" involved in the project are:
 - 1) Francigena Route
 - 2) Sant'Olav Route
 - 3) Santiago Route

- The Countries covered by each of the above mentioned "routes" are:
 - 1) Francigena Route: Great Britain, France, Switzerland, Italy
 - 2) Sant'Olav Route: Norway, Sweden, Denmark
 - 3) Santiago Routes: Spain, France but also Italy, Austria, Germany, Holland, Poland, etc.

- The project is about:

The project aims at contributing to alleviate one of the problems and weaknesses perceived at EU level and expressed in the Call: the **lack of a common and coordinated European communication and marketing strategy for cultural tourism initiatives**, meaning the lack of a true European "cultural tourism product". The project intends to develop an **integrated promotion & visibility strategy** shared by the **3** transnational routes recognized by the Council of Europe.

- Main objectives:
 - A. **Innovative marketing.** To introduce and test an innovative tool (the 'Tour Box') for co-marketing the 3 Francigena-Santiago-Olav (FSO) routes in one with interested partners, stakeholders and tour operators.

 - B. **Assured quality and enlarged involvement of enterprises.** To focus on assuring a verified availability & quality in FSO-related offers in specific sections of the itineraries, in order to improve the whole ECR system. The wider adoption and testing of a common quality brand will be decisive to this effect. This will also imply to widen the core-membership represented by enterprises in Italy and Spain already branded under the Leader

initiative named 'Cammini d'Europa' by: (a) involving enterprises of other Countries (Northern Europe in primis) and (b) by adding more categories (tourist agencies, tour operators) not contemplated in the brand certification system so far.

- C. **Wider visibility.** To strengthen cooperative synergies with media to better publicise FSO integrated initiatives as an enlarged network. The targets are: (a) to improve the partners' thematic web portals by also translating them into more languages; (b) to use innovative communication tools for the media community; (c) to realise a special issue of Francigena Ways magazine and a video to jointly document the FSO routes; (d) to promote educational initiatives focused on enterprise recreational clubs (e.g. Italian CRALs), associations, other club groups - in order to intercept and meet collective segmented demands - and schools, where FSO didactic products shall be utilised.

A medium-term objective is to ensure a co-ownership of results among all project partners and to capitalize upon said results in order to pursue an increased sustainability of ongoing joint or individual programs. Moreover, FSO integrated initiatives may constitute a test ground for future possible application of FSO project tools to other European Cultural Routes within the overall EU network.

Lead partner/coordinator:

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Other Partners: *(please indicate in brackets from which country partners are coming from)*

Municipality of Santiago de Compostela (Spain)

European Association Francigena Route (Italy)

Pilgrim Centre (Norway)

European Institute of Cultural Routes (Luxembourg)

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