



European Union
European Regional
Development Fund

Cultural Routes as Investment for Growth & jobs

Memorandum of Understanding

Between

Region of Central Macedonia – Tourism Department

and

Lazio Region, Italy – Agenzia Regionale del Turismo

and

Pafos Regional Board of Tourism, Cyprus

and

European Culural Tourism Network AISBL

This Memorandum of Understanding (MoU) sets out the terms and understanding for cooperation between the above four organisations, already partners in the **Interreg Europe** project **Cult-RinG** (**Cultural Routes as Investment for Growth & Jobs**), to jointly develop and promote the transnational cultural route '**In the footsteps of St Paul, the Apostle**', ultimately as a candidate cultural route for certification by the Council of Europe (CoE), in the frame of the **Cult-RinG Interreg Europe** project co-funded by the European Union ERDF.

Background

The signatories of this Memorandum of Understanding represent members of the **Cult-RinG project partnership**. **Cult-RinG** is a project co-funded by the European Regional Development Fund (ERDF) within the framework of the **Interreg Europe** Programme of interregional cooperation.

The overall objective of the Cult-RInG project is 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.

The Cult-RInG project, among others, promotes the Cultural Routes of the Council of Europe and aims to the development of a new Cultural Route, the **“In the Steps of Apostle Paul” route** by the signatory partners as founding members of a Network to be expanded with further appropriate members.

The partners in Italy, Greece and Cyprus have already carried out related actions in promoting the route of St Paul's footsteps in their territories. The aim in Cult-RInG project is to develop and promote the overall route of St Paul's missions, ultimately from Jerusalem to Damascus and through Cyprus (Pafos) and Greece (Macedonia, Athens, Corinth) to Rome, Lazio (end of the route), where the grave has been found at the Basilica of San Paolo outside the walls (Basilica Papale di San Paolo Fuori le Mura).

Cultural Routes are one of the pioneers in initiatives concerning European cultural integration and European identity. Culture as a strong link of European nations, and linking culture with tourism. A Cultural Route is a route which includes three (3) or more countries and is organized on a theme whose historical, artistic or social interest is European, either according to the geographical route's features it follows or according to its nature and/or significance. A Cultural Route is based on multitude of features which present European culture as a whole, and it includes destinations rich in history and cultural heritage.

Launched by the Council of Europe in 1987, the Cultural Routes certification programme demonstrate, by means of a journey through space and time, how the heritage of the different countries and cultures of Europe contribute to a shared and living cultural heritage. **Council of Europe Cultural Routes** are grassroots networks promoting the principles which underlie all the work and values: human rights, cultural democracy, cultural diversity, mutual understanding and exchanges across boundaries. They act as channels for intercultural dialogue and promote a better knowledge and understanding of European history. Council of Europe Cultural Routes are dynamic drivers of local economies and contribute to creating innovative models for sustainable tourism and growth. Currently there are 31 Cultural Routes of the Council of Europe, with a variety of themes that illustrate European memory, history and heritage and contribute to an interpretation of the diversity of present-day Europe.

Purpose

This MoU will facilitate the certification procedure of the '**In the footsteps of St Paul, the Apostle**' transnational route, ultimately as a Cultural Route of the Council of Europe. Through this MoU, the four (4) signatory partners commit to work together and develop in common the application for the certification of the proposed Route. For this purpose, the signatory partners will form a **European Network** with legal status which will be the official and legal managing body of the proposed cultural route and applicant for Council of Europe certification.

The above goals will be accomplished by undertaking the following activities:

1. Definition in common of the exact cultural route theme, its scope and aims. Research by groups of experts from each country. Multidisciplinary approach if possible.
2. Determination of the historical and cultural context from each partner, including beginnings, historical growth, influence on European history and heritage, theme representative of European values.
3. Investigation from each partner on whether the proposed cultural route is offered for cultural and educational exchanges for young Europeans and how.
4. Investigation from each partner on whether the proposed cultural route helps to the development of alternative tourism and sustainable land use initiatives, how and where. Identification of current (if relevant) innovative projects in the field of cultural tourism and sustainable cultural development related to the theme.
5. Investigation from each partner on whether the proposed cultural route is or can be object of tourism products created in partnership with tour operators, tourism products for different audiences, including school public. Which products could be these and with whom could be developed.
6. Identification of existing or possible tools used along the route to identify the number of visitors and the economic impacts of the route on the territories crossed.
7. Identification and listing from each partner of the small and medium-sized enterprises (local productions (products as part of the route, such as, for example, agri-food products), hotels and tourist accommodation, restoration structure, services businesses linked with the route, other enterprises) linked with the cultural route or with the theme developed by the cultural route.
8. Development of a graphic charter for the visibility of the route and creation of route's logo if possible. Investigation on whether an interactive or GIS map can be created.

9. Determination of the legal status of the official cultural route network.
10. Finding approach, partners in each country that can participate and support the network. Partners from each country should represent at least three out of the four domains of the quadruple helix – a) state/government, b) industry/business, c) academia/universities, d) media- and culture- based public, civil society – for the acceleration of research and innovation results transfer to regional growth.
11. Finding approach partners in other European countries that can participate and support the network.
12. Determination of the Members of the governing board, the members of the steering committee, the members of the secretariat and the scientific committee, when the Route's network will be officially established. The first provisional Board to consist of representatives of the 4 founding members: Region Central Macedonia as President, Region Lazio as 1st Vice President, Pafos Regional Board of Tourism as 2nd Vice Precedent, European Cultural Tourism Network as Secretariat.

Reporting

European Cultural Tourism Network (ECTN) AISBL, as the Network Secretariat and advisory partner in the Cult-RInG project, will be responsible for the reporting of effective implementation of the MoU and the partner's adherence to the agreement.

Region of Central Macedonia, as the Network Presidency, will coordinate the partners for the development of the official **“In the footsteps of St Paul, the Apostle”** Cultural Route Network and will support the Network on the development of the application form to the Council of Europe for the certification of the proposed cultural route.

Funding

This MoU is not a commitment of funds, other than the already available budget of the Cult-RInG Interreg Europe project till 2020.

The development of the **“In the Steps of St Paul, the Apostle” Cultural Route** will take place within the Cult-Ring project as a responsibility of the project's partnership and according to the Partnership Agreement terms of the Cult-RInG project. It forms an important output of the Cult-RInG project according to the approved application form, an obligation by the involved project partners.

Duration

This MoU is at-will and may be modified by mutual consent of authorized officials from the signatory partners.

This MoU shall become effective upon signature by the authorized officials from the (list partners) and will remain in effect until modified or terminated by any one of the partners by mutual consent. In the absence of mutual agreement by the authorized officials from (list partners) this MoU shall end on (31.12.2023, 3 years following the end of the Cult-RInG project).

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Date: 22.10.2018

Apostolos G. Tzitzikostas

Governor of the Region of Central Macedonia

Region of Central Macedonia

Assessorato Turismo e Pari Opportunità
L'Assessore
Lorenza Bonaccorsi

Date:

(Partner signature)

(Partner name, organization, position)



Date: 27/06/2018

Nasos Hadjigeorgiou

Executive Manager

Pafos Regional Board of Tourism



_____ Date: 29/06/2018

Raitis Sijats

President

European Cultural Tourism Network AISBL