



Crossroads of Europe

Cultural routes between local development and European Identity

Toulouse 15-18 May 2013

Centre de congrès Pierre Baudis

(11 esplanade Compans Caffarelli)

- 15-17 MAY** **EXHIBITION "EUROPEAN CULTURAL ROUTES"**
10:00-18:00
- 15 MAY** **EXHIBITION "EUROPEAN CULTURAL ROUTES":
INAUGURATION**
- 17:00** "Tesseract" Show by Ignacio Flores (La Grainerie) at the Congress
Centre Pierre Baudis
- 17:30** Inauguration with
- Mr Pierre Cohen, Mayor of Toulouse,
 - Mr Matteo Mognaschi, Counsellor for Culture and Tourism of
the City of Pavia (Italy)
 - Mr Didier Gardinal, President of the Chamber of Commerce
and Industry Midi-Pyrénées,
 - Mr Martin Malvy, President of the Region Midi-Pyrénées
 - Mr Pedro Ortún, Director at the European Commission,
Direction General Enterprise and Industry
- 19:00** Cocktail at the "Salle des Illustres – Capitole" hosted by the City
of Toulouse
- 16 MAY** **CONFERENCE "CROSSROADS OF EUROPE"**
- 8:30-9:00 Registration and welcome coffee
- 9:00-10:30** **Opening session – "From cultural routes to European citizenship"**
Film "The Splendours of Midi Pyrénées"

- Mr Martin Malvy, President of the Region Midi-Pyrénées and the Euroregion Pyrénées-Méditerranée
- Mr Antonio Tajani, Vice-President of the European Commission
- Ms Sylvia Pinel, Minister for Crafts, Trade and Tourism, France (to be confirmed)
- Ms Christine De Veyrac, Member of the European Parliament.

10:30-11:00 Break and networking for participants

11:00 **Video Clip – “Ready for Europe”**

11:00-12:30 **Round Table " *Cultural Tourism and the role of Regions: good practices for a better European and International visibility*"**

Moderator : Mr. Vincent Ala

- Ms Penelope Denu, European Council, Director of the European Institute of Cultural Routes
- Ms Alla Peressolova, and Mr. Peter Janech, United Nations World Tourism Organisation
- Mr Jean-Louis Guilhaumon, Vice-President of the Region Midi-Pyrénées
- Ms Elena Allué de Baro, Director General for Tourism of the Region Aragón (Spain)
- Representative of the Region Lombardy (Italy)
- Representative of the Basque Autonomous Community (Spain)

12:30-14:30 Networking lunch

14:30 **Video clip – “Calypso – Tourism for all”**

14:30-16:00 **Session 1: "*European Cultural Routes: tourism for all*"**

- Ms Cristina Scaletti, Minister for Culture, Commerce and Tourism of Region Toscana (Italy), President of the Network of European Regions - NECSTouR
- Mr Jean-Marc Mignon, President of the International Organization of Social Tourism – OITS
- Mr Georges Glandières, President of the National Union of Tourism and Open Air Associations – UNAT
- Mr Jean-Louis Ollivier, Director General of the Association Arvel
- Mr Serge Pichot, Director of the Association "Braille et Culture"
- Ms Anabela Correia, Fundação INATEL

16:00-17:30

Session 2: "European Cultural Routes: innovation for a sustainable tourism"

- Ms Françoise Chotard, European Regions Research and Innovation Network - ERRIN
- Mr Gérard Beaume, The Santiago de Compostela Pilgrim Routes
- Ms Séverine Brise, The European Route of Cistercian Abbeys
- Ms Christin Prange, Transromanica Association, project E-Create
- Mr Aurelio Coppola, Iter Vitis, project DOMUS
- Ms Agnès Jullian, Vice-President, Region Languedoc-Roussillon

17:30-18:00

Conclusions

19:30

Dinner at the "Hôtel de Région" hosted by the Region Midi-Pyrénées

17 MAY

THEMATIC WORKSHOPS

09:00-09:30

Welcome coffee

09:30-12:00

Workshop 1 - *Creation and sustainable management of a European Cultural Route: lessons learned*

Moderator : Mr Alain Liberos, European Commission, Directorate-General for Enterprise and Industry

Rapporteur Mr Sébastien Penari, Interregional Cooperation Association "Les Chemins de Compostelle"

- Mr Paolo Bongini, Direction General for Economic Development, Region Toscana (Italy), Network of European Regions NECSTouR
- Ms Hélène Arguel, Chamber of Commerce and Industry Midi-Pyrénées
- Ms Delphine Valls, Director of the Tour Operator Via Nostra
- Ms Adeline Porchez, City of Limoges – The European Route of Ceramics
- Ms Marion Vansingle, Route of the Water Towns Massif Central
- Mr Marc Carballido, Vice-President of the Region Midi-Pyrénées, President of the Interregional Cooperation Association "Les Chemins de Compostelle"
- Mr Pascal Chazaud, Member of the Network of Consultants in Public Policies "Europe&Territoires Conseil"

Workshop 2 – *European Cultural Routes and funding methods: which sources?*

Moderator: European Commission, Directorate-General for Enterprise and Industry

Rapporteur: Mr Gustavo Martinié, European Regions Research and Innovation Network - ERRIN

- Mr Benoît Esmanne, European Commission, Directorate General Agriculture and Rural Development
- European Commission, Directorate-General for Enterprise and Industry
- Mr Gustavo Martinié, European Regions Research and Innovation Network - ERRIN
- Mr Michel Thomas-Penette, The European Route of Historical Thermal Towns
- Ms Isabelle Roger, Programme SUDOE, Interreg IV
- Ms Sonia Aizpuru, program of territorial cooperation POCTEFA
- Ms Céline Depond, Regional Chamber of Trades and Crafts

Workshop 3 – *Promotion and communication tools available to Cultural Routes:*

Moderator: Mr Jean-Louis Falcou, Regional Chamber of Commerce and Industry Midi-Pyrénées

Rapporteur: Ms Eleonora Berti, European Institute for Cultural Routes

- Ms Elisa Domenech, Segittur
- Mr Michel de Blust, The European Travel Agents and Tour Operators Association – ECTAA-, TourismLink
- Mr Antonio Barone, The Phoenicians' Route
- Mr Philippe Terrance, Privat Editions (Toulouse)
- Mr Nick Hall, Digital Tourism Think Tank
- Mr Raphaël Elmaleh, French Federation of Cultural Routes

12:30-13:30

Conclusions of workshops

- Ms Catherine PINOL, Region Midi-Pyrénées, President of the Commission Tourism Economy and Thermalism

13:30-14:30 Lunch with local products hosted by the Regions Midi-Pyrénées

14:30-16:30 **Workshop 4 – Social Tourism: a possible driving force supporting Cultural Routes' development**

Moderator: Mr Alain Liberos, European Commission, Directorate-General for Enterprise and Industry

- Mr Jean-Marc Mignon, President of the International Organization of Social Tourism - OITS
- Mr Carlos Romero, Segittur
- Mr Alain Liberos, European Commission, DG Enterprise and Industry
- Mr Jonas Solstad Sønnesyn, The Saint Olav Route

Workshop 5 – European networks active in the field of tourism, a support for sustainable, accessible and innovative tourism, benefiting to local development.

Moderator: Mr Jean-Louis Falcou, Regional Chamber of Commerce and Industry Midi-Pyrénées

- Mr Benoît Esmanne; European Commission, Direction General Agriculture and Rural Development
- Mr Paolo Bongini, Network of European Regions NECSTouR, Regione Toscana (Italy),
- Mr Gustavo Martinié, European Regions Research and Innovation Network - ERRIN
- Mr Jean-Louis Falcou, Regional Chamber of Commerce and Industry Midi-Pyrénées
- Ms Sara Gutiérrez, Koan Consulting, EARTH Network

Workshop 6 - Cooperation between the European Commission and the Council of Europe on the development of Cultural Routes: Tools available and lessons learned

Moderator: European Commission, Direction General Enterprise and Industry

- European Commission, Direction General Enterprise and Industry
- Ms Penelope Denu, European Council, Director of the European Institute of Cultural Routes
- Dr Kseniya Khovanova-Rubicondo, European Institute of cultural Routes
- Mr Nick Hall, Digital Tourism Think Tank
- Ms Eleonora Berti, European Institute of Cultural Routes

17:00 **Pedestrian visit of Toulouse** (organised by the Tourism Office of the City) – Guided tour in English and French
Meeting point at the Esplanade Compans Caffarelli

18:00 **Reception at the "Salle des Illustres - Capitole"** (organised by the City of Toulouse)

18 MAY CULTURAL EVENTS

8:30-17:00 **Visit of the City of Albi** – listed a UNESCO World Heritage, Site organised by the Region Midi-Pyrénées

Lunch hosted by the Chamber of Commerce and Industry Midi-Pyrénées

Meeting point at the Esplanade Compans Caffarelli

Return to Esplanade Compans Caffarelli via Toulouse Blagnac airport,