

NEWSLETTER Nº 1 - FEBRUARY 2011



Council of Europe Cultural Route



EUROPEAN CEMETERIES ROUTE

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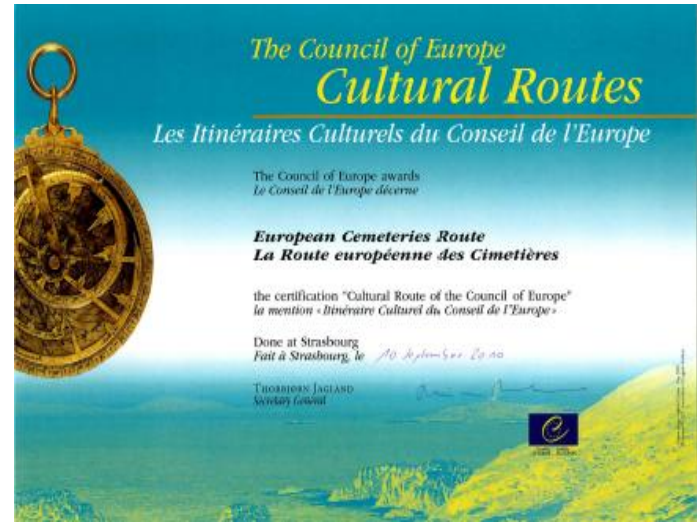
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THE ROUTE

The **European Cemeteries Route** is a proposal for tourism and heritage promotion developed by ASCE and recognized as a “**Cultural Route of the Council of Europe**”.

The Route is a cultural product targeted to all types of publics, through which citizens and visitors will obtain information and will be in contact with the important funerary heritage present in the European Continent in a uniform and comprehensive manner.



OBJECTIVES

- ❑ To **promote** European cemeteries as a fundamental part of **human heritage**
- ❑ To **disseminate** the great European **funerary heritage**, both for its artistic and historical value
- ❑ To share the **values** that have guided the construction of Europe such as **tolerance, intercultural** and **interreligious dialogue**
- ❑ To **cooperate** in protection and restoration of cemeteries while continuing to raise awareness among European citizens and local and European Institutions on the importance of significant cemeteries.





FIRST TRAINING WORKSHOP

The Association of Significant Cemeteries in Europe (ASCE) officially kicked-off the European Cemeteries Route with a training workshop for its members. This first workshop gathered 83 participants in Barcelona on January 13 and 14, 2011 to address the issue of 'Remembrance in European Cemeteries - Funerary Heritage and Cultural Tourism'.

The Route was officially presented during a press conference with the participation of:

- Mr. Jordi W. Canes i Ayats, First Deputy Mayor, Barcelona City Council,
- Ms. Mechthilde Fuhrer, Directorate of Culture and Cultural and Natural Heritage, Council of Europe,
- Ms. Eleonora Berti, European Institute of Cultural Routes,
- Mr. Jordi Valmaña, General Manager of Cementiris de Barcelona,
- Ms. M^o Luisa Yzaguirre, President of ASCE.



The objectives of this workshop were:

- Present the cemeteries members of the Route with tools and techniques for promoting their cemeteries as cultural tourism destinations
- Share and exchange experiences, opinions and values
- Jointly identify the promotional needs and priorities for the cemeteries members and the Route
- Define an implementation plan for 2011-2012



This event was possible thanks to the matching grant obtained from the European Commission, through the Europe for Citizens Programme: Action 4 – Active European Remembrance (Active European Historical Memory) and the sponsorship of Cementiris de Barcelona.



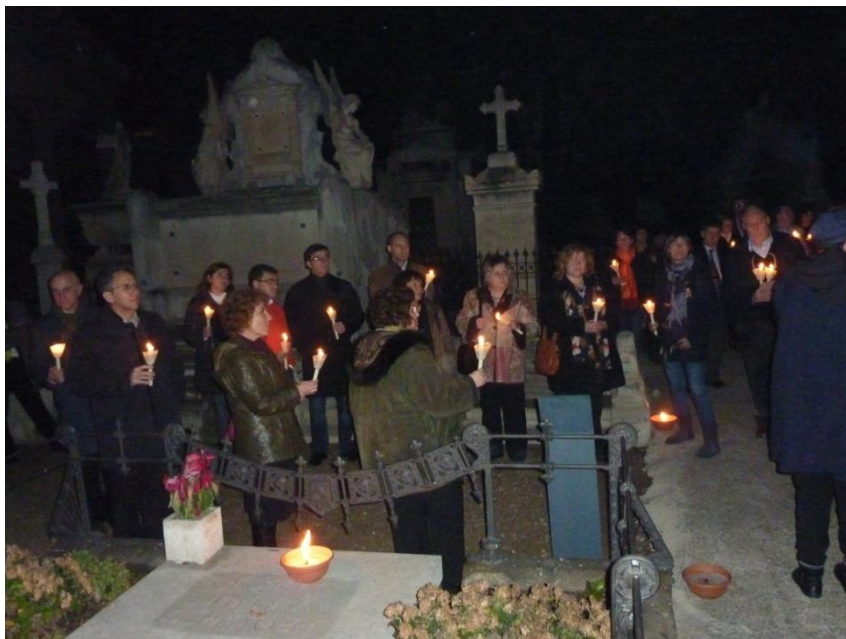


FIRST TRAINING WORKSHOP

The first day of this workshop was focused on the use of new technologies as a tool to enhance and disseminate the Route's cultural heritage and tourism.

Therefore, various leading companies in the sector, such as, Active Intelligent Technologies, SIGNO Ingeniería, Editorial Everest, Google Travel, SearchMedia, Territorio Creativo, Trouist and Minube, presented the latest developments in this area, explaining and giving practical examples about how to use them in the Route.

Presentations and papers are available at <http://www.cemeteriesroute.eu/en/> (Remembrance in European Cemeteries)



In addition, the 83 participants of the workshop enjoyed a guided night tour, followed by a concert, of the cemetery of Poblenou organized by Cementiris de Barcelona.





FIRST TRAINING WORKSHOP

The second day of the workshop was focused on working group sessions.

Representatives of the different cemeteries present at the workshop discussed the marketing needs of the Route, taking into account the tools explained during the first day.



After finishing the working group sessions, the conclusions of each group were shared among all the participants.

Based on these outcomes, the coordinating team is preparing an Action Plan for 2011-2012 which will include the next actions to be carried out by the Route.





SCIENTIFIC COMMITTEE MEETING

Coinciding with the workshop, the scientific committee met with the aim of generating new measures and actions to guarantee heritage conservation and historic remembrance in cemeteries of the Route, and carrying out research, analysis and dissemination activities to preserve the main sites and archives of the Route.

A follow up meeting of the Scientific Committee is scheduled for March in Bologna (Italy) with the objective of analyzing the work completed to date and planning upcoming activities for the committee.

The Scientific Committee is composed of 7 members whose functions are:

- Collaborate with ASCE
- Advise the European Cemeteries Route on the study and research needs regarding various matters of interest (Conservation of Heritage, Art, History, Cultural Tourism, Architecture ...)
- Propose to the Route research, promotion dissemination, interpretation and training activities
- Collaborate in the actions set forth in the Action Plan of the Route approved by the ASCE
- Advise and assist the Route on the possible incorporation of new specialists in the Scientific Committee
- Propose publications of various types and format to be presented to funding entities and sponsors
- Propose partnerships and exchanges with other institutions linked to research and cultural management





UPCOMING ACTIONS

Taking into account the work and the outcomes of the workshop celebrated on January 13 and 14 in Barcelona, the coordinating team of the Route is working on the 2011-2012 Action Plan.

Guidelines and priorities established by the Route members in the workshop will be considered.

Priority actions for 2011:

- Preparation of a guide of the Route (with QR Codes)
- Update of the web site and inclusion in the social networks
- Production of a video about the Route
- Design of Route membership identification to be placed in the cemeteries, such as, a plaque, a totem, etc.
- Organization of an annual event, such as, a photo exhibition...

Other interesting actions:

- Preparation of a comprehensive touristic guide of the Route
- Implementation of an augmented reality tool for the cemeteries of the Route
- Development of planning and customizing tour applications



REMEMBRANCE IN EUROPEAN CEMETERIES



The ASCE submitted a proposal to the “Europe for Citizens” Programme (Active European Remembrance action) of the EACEA (European Commission) in April 2010 that was awarded with the 60% of its budget.



REMEMBRANCE IN EUROPEAN CEMETERIES encourages people to understand how European culture is reflected in cemeteries. The intention of the project is for visitors to acquire a better understanding of these places in which past, present and future, are so deeply connected, preserving the main sites and archives

The **WORK PLAN** of the project comprises, among others, the following activities:

- Training Activities
- Guided visits
- Communication and dissemination activities





Council of Europe Cultural Route



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For further information or if you want to publish any news about the activities undertaken in your cemetery please contact us

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