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# Rapport d'expertise de l'Itinéraire culturel “ El Legado Andalusi ”

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## Cultural Routes of the Council of Europe Evaluation Cycle 2019-2020

### Expert report

### « El Legado Andalusi »

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Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



*\*The opinions expressed in this independent expert report are those of the author, and do not engage the Enlarged Partial Agreement on Cultural Routes of the Council of Europe.*

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## Introduction

*El Legado Andalusi* Cultural Route retraces through paths and roads an important part of the history of Spain and Moorish Andalusia (autonomous region) over several centuries. The cultural (tangible, intangible) and natural heritage of this Cultural Route highlights the diversity of the historical heritage (monuments, sites, etc.), landscapes (olive groves, gardens, etc.), and intangible heritage (gastronomy, know-how, music, literature, etc.) of « Al Andalus » in time and space, in permanent interaction with the socio-economic actors on both sides of the Mediterranean shores. Moreover, it promotes not only the great historical centres of Arabo-Andalusian culture (Cordoba, Granada, Seville, Malaga, etc.) but also many rural territories that are more isolated but which have actively participated in the outreach and dissemination of the arts, sciences and knowledge in Spain and Europe. The main objective of this Cultural Route is to raise the awareness of populations, inhabitants and tourists (local, national and international) to the architectural, historical, landscape and cultural wealth of Al Andalus through a structured and active network of actors (tourist information offices, museums, town halls, archaeological and historical sites, artisanal production sites (olive oil, etc.); this network structure is active for all nine<sup>1</sup> routes open for visits. This Cultural Route also emphasizes the need to take into account sustainable, responsible and quality tourism development outside the major urban centres crowded by mass tourism.

The ultimate purpose is to relieve overcrowding in these mass tourism sites by offering a cultural and eco-responsible range of activities (bicycle, horse, craft fair, festival of regional products, etc.) focused on villages (rural areas) where the Arabo-Andalusian history is less known to tourists. This highly diversified network of local actors (associations, cooperatives, tourist guides, cultural mediators, etc.) represents the main focus for the field work undertaken by the Fundación Pública Andaluza in charge of the management and implementation of this Cultural Route in the territories concerned (Andalusia, the Mediterranean, Latin America). This public and administrative structure is based in Granada (Spain) within a remarkable historical site, el Corral del Carbón, a 14th century historical building. It is made up of three management bodies (General Directorate, Financial Directorate, Cultural Directorate) and of several specialized and technical services dedicated to the management and enhancement of the Cultural Route (European Projects Department, Cultural Tourism Department, Exhibition Department, Department for the Digitization of Ancient Documents). This administrative structure has been operational since the arrival in spring 2019 of the new Director General, Mrs Maria de la Concepción de Santa Ana Fernández, who has held several political positions in Spain, at the European Commission (2016) and at the Council of Europe (2008-2019). This new Directorate General is dynamic, focused on Europe and its partners and has launched many ongoing work projects such as the redesign of the website, search for funding, scientific productions (catalogues) and exhibitions, European projects, communication policy (through Twitter) aimed at civil society and partners, and strengthening of the network of socio-economic actors, in dialogue with all the services and teams of the Fundación Pública Andaluza.

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<sup>1</sup> The nine routes *El Legado Andalusi* open for touristic visits are: Ruta del Califato, Ruta de Washington Irving, Ruta de los Nazaríes, Ruta de los Almoravides y los Almohades, Ruta de las Alpujarras, Ruta de Ibn al-Jatib, Ruta de al-Mutamid, Paseos por Granada.

### 3. Main Body Evaluation

#### 3.1 Cultural Route Theme

The Cultural Route *El Legado Andalusi* is made up of nine tourist routes spread over several territories around the Mediterranean (Spain, Morocco, Tunisia, Lebanon, etc.) and territories of Latin America that have seen the emergence and spread of Arabo-Andalusian culture and history. This Cultural Route can be seen as a cultural, scholar and intellectual crossroads of age-old heritage knowledge (tangible, intangible, natural) that arouses great tourist and scientific interest (Universities, research centres, etc.) from a very wide variety of people and institutions in Europe and outside Europe (Maghreb, Mashriq, America, etc.).

#### 3.2 Fields of Action

##### 3.2.1 Co-operation in research and development

*El Legado Andalusi* pays close attention to cooperation in research and development thanks to a variety of academic partners (Universities, specialized institutes, etc.) working on themes inherent to this Cultural Route, such as the circulation of Arabo-Andalusian knowledge related to sciences (mathematics, astronomy) or the architectural transformations of historic city centres through postcards (Archives). The Fundación Pública Andaluza has a small exhibition space and a Documentation Centre open to the public - these two welcome areas make it possible to establish lasting academic exchanges with public institutions (Universities) based on the exhibition themes. The Fundación also produces exhibition catalogues (Al Andalus Select, 2019) and books in close cooperation with researchers specializing in the topics covered. These activities provide a cultural and scientific legitimacy beyond the mere technical management of the Cultural Route.

The Fundación Pública Andaluza has developed over the last 25 years a substantial network of specialists in relation to the themes of the Route throughout the Mediterranean. Nevertheless, there has been some loss of impetus in recent years, mainly due to the fact that the team of the Fundación Pública Andaluza is modest in scale compared to the strategic development issues at stake (3 persons - tourism department; 2 persons - exhibition department; 3 persons - digitization department for archive documents) and that the cooperation and research activities (Mediterranean, Latin America) require long-term budgets for staff and partner mobility. It should be underlined that local institutions and actors are regularly contacted during scientific events or one-off events, for example the University of Granada (Spain) or members of the network. The new Director General, Mrs Maria de la Concepción de Santa Ana Fernández, wishes to develop in the medium and long term a cooperation with the Spanish ministerial bodies and its embassies as well as the participation and coordination of European projects. In the new organisation chart approved since September 2019, a department is actively working on the setting up of European projects and the certification of the Council of Europe (3 full-time staff). In addition, work is underway to update the network of members of the scientific committee (database) in order to take stock of research and development partnerships based on *El Legado Andalusi* routes.

##### 3.2.2 Enhancement of the memory, history and European heritage

The Fundación Pública Andaluza has developed tools to promote European memory, history and heritage. First of all, the routes themselves are part of the enhancement of the Arabo-Andalusian academic and cultural memory thanks to heritage sites (monuments, historic buildings, etc.) but also to know-how (manufacture of craft products such as olive oil or goat

cheese) and the Andalusian landscapes made up of hills, arid lands and small white villages typical of the region. Andalusia has been the scene of intellectual and cultural ferment and of inter-religious dialogue (8th to 15th century) - this medieval past gives it a remarkable memorial, historical and heritage value of European significance.

The routes explain through travel guides and tourist maps (including landmarks of tourist interest; languages: Spanish, English) this collective memory that allowed Europe to see the emergence of major centres of knowledge in the Middle Ages. These tools are made available to tourists at the Tourist Offices of the towns or rural centres crossed by the routes of *El Legado Andalusi*. In addition, guide-lecturers, i.e. qualified natural persons (University degree) specializing in local history offer their services all year round.

Close links of communication and exchange are maintained between the Fundación Pública Andaluza and these heritage mediators through training courses or ad hoc meetings, particularly during exhibition openings at the headquarters in Granada. Secondly, the Fundación Pública Andaluza has a modestly sized exhibition space that raises awareness of the memory and history of this European heritage through a film projected on a large screen for visiting audiences. The latter presents the routes in the form of colorful paths and places of heritage interest based on labels and certifications (UNESCO, CoE). This museum space also shows objects and documents (manuscripts, scientific tools, maps, etc.) to visitors based on a theme discussed within the exhibition service and the general management. The Fundación Pública Andaluza has rich reserves (collections) that are not or only rarely shown to visitors - the new director therefore wishes to open the reserves and circulate the objects in public and private places that would like to host them while complying with the standards of preventive conservation. Likewise, she would like to circulate the thematic exhibitions produced by the Exhibition Service abroad, particularly through the Spanish diplomatic network.

### 3.2.3 Cultural and educational exchanges for young Europeans

*El Legado Andalusi* is a Cultural Route that offers a plurality of cultural and educational activities both through its routes and its cultural mediation spaces (exhibition hall, documentation centre) to a variety of audiences. The Fundación Pública Andaluza has not carried out a specific survey on the attendance of its audiences (including young Europeans) on the routes open to tourists under the certification of the Council of Europe. Nevertheless, it does have some quantitative data on visitor numbers collected by the tourist offices or heritage sites that count these types of indicators. *El Legado Andalusi* has organised numerous educational activities through its exhibitions, such as the one held in March 2019, where the Fundación Pública Andaluza welcomed about 50 primary school pupils from the municipalities of Beas de Guadix, Marchal and Polícar. The children came to visit the exhibition « La ciencia en al-Andalus » with their teachers.

### 3.2.4 Contemporary cultural and artistic practice

The Fundación Pública Andaluza wishes to diversify its activities and institutional contacts around contemporary cultural and artistic practices, notably through new artistic partnerships, currently under discussion such as with the *Festival Internacional de Música y Danza* of Granada or a larger European project with the candidacy of Granada for European Capital of Culture 2031, which would make it possible to better publicize and communicate the diversity of cultural expressions of Arabo-Andalusian culture in Europe and internationally. At this stage, the Director General wishes to foster a dynamic of local, regional and European collaborations with an international influence that should give greater visibility to the cultural actions and activities developed by the Cultural Route. Nevertheless, new financial resources will have to be discussed in order to sustain this new cultural policy strategy of the Fundación Pública Andaluza over time. For example, new staff will have to be recruited in order to stabilise the

overall strategic ambitions for the coming years. The diversification of artistic cooperation and contemporary practices in the field of Arabo-Andalusian culture is particularly interesting and relevant since many events already exist at the level of Andalusia, Europe (Arab World Institute, Paris) and internationally (Maghreb).

### 3.2.5 Cultural tourism and sustainable cultural development

*El Legado Andalusi* organizes its tourism offer around sustainable cultural tourism through products (routes, paths) whose main objective is to open up certain rural territories with heritage wealth that is still little known by Spanish, European and international tourists. The Cultural Tourism Department of the Fundación Pública Andaluza has been working for more than 20 years to set up local cultural tourism in conjunction with local players, particularly the tourist offices and town halls helping to promote this heritage. Over the years, this service has built up a network of political (town halls), economic (olive oil production sites, etc.) and tourist (museums, archaeological sites, monuments, etc.) partners with whom the administration has forged close and lasting ties. This department has developed non-polluting ways to explore the Route such as by bicycle or on horseback, although the vast majority of tourists on *El Legado Andalusi* routes use vehicles as a means of travel. In addition, the routes present an updated list (*Guía práctica*) of craft production sites, as well as accommodation and restaurants outside the busy tourist areas, such as in Baena, Luque or Alcalá la Real, while at the same time offering atypical walking spots in the large urban centres (Granada or Córdoba), i.e. on the fringes of the classic routes, providing other views of the city and its heritage.

The new website of the Fundación Pública Andaluza (due to go online in January 2020) will give greater visibility to the paths of this Cultural Route thanks to short videos, technical information, a renewed editorial line and modernized graphics. *El Legado Andalusi* generally has quality tourism products, but it is nevertheless struggling to make itself known despite the efforts made by tour operators, partly due to a lack of communication (website, digital social networks). This service would benefit from developing closer links with specialized University centres or innovation incubators involved in cultural tourism in order to develop products that respond to new tourist visit practices such as digital applications for visits or geolocation of holiday destinations (accommodation, restaurants). Similarly, exchanges on good practices in the context of European projects would provide input related to cultural tourism - the Fundación Pública Andaluza has just been selected to coordinate a European project on this theme.

## 3.3 Cultural Route Network

### 3.3.1 Network extension since last evaluation

*El Legado Andalusi* has built an extensive network of very diverse actors since the creation of this Cultural Route. The appointment in June 2019 of the new Director General has redefined the overall functioning of the Fundación Pública Andaluza, both from an organizational point of view (organization chart of the teams) and in terms of strategic development priorities. *El Legado Andalusi* has not experienced any significant extension of its network since the last evaluation - it has rather continued the cooperation work through its partnerships, collaborations and field work already initiated many years ago with the socio-economic actors of the territories concerned. The new management would like to review existing collaborations (members, scientific committee, institutional partnerships, etc.) in order to take stock of the new partnership dynamics to be pursued, reactivated or created according to the strategic issues to come.

### 3.3.2 Network extension in the three years to come

As stated previously, the appointment of the new Director General has led to an internal reorganization since Spring 2019 both in the functioning of the departments and in the strategic policy (Action Plan) to be carried out for the coming years. The network of socio-economic actors related to the routes is maintained active with historical partnerships. The network of members of the scientific committee (Europe, Mediterranean, Latin America) should be updated (database) in order to ensure the sustainability of the collaborative and scientific commitments developed in recent years. The development of these networks should be reinforced with the future website of the Fundación Pública Andaluza, scheduled for January 2020. Indeed, the Cultural Route of *El Legado Andalusi* has suffered in recent years from a lack of dynamism due to the operational absence of a communication strategy among its partners and concerning its activities to promote the memory and history of Al Andalus. The new directorate would like to strengthen scientific cooperation with Latin America through European grants and specific projects ("European project" department) without destabilizing the priority activities from a financial point of view, particularly those linked to cultural and tourist enhancement and dissemination, planned within the framework of this Cultural Route. Indeed, the funding difficulties encountered when it comes to cooperation mobility between Europe and Latin America have significantly hindered collaboration between these two continents. The Fundación Pública Andaluza is currently in the process of reviewing existing networks but also of opening up to new collaborative networks at local, regional, national and European level.

## 3.4 Communication tools

### 3.4.1 Compliance with the Guidelines for the Use of the Logo « Cultural Routes of the Council of Europe »

*El Legado Andalusi* complies with the guidelines for the use of the logo « Cultural Routes Council of Europe ». It has its own « El Legado Andalusi » logo, added to the « Cultural Routes of the Council of Europe » logo on all tourist signposting (urban signs, road signs, etc.) as well as on institutional and official documents (tourist guide, tourist map, exhibition catalogue, institutional stationery, etc.). These logos can be clearly identified and constitute the visual identity of this Cultural Route.

*El Legado Andalusi* also has a twitter account (@legadoandalusi) which informs on a daily basis the general public and its 4,018 subscribers about the activities and actions of the Fundación Pública Andaluza. In addition, the new website under construction should improve the visibility and readability of the « Cultural Routes of the Council of Europe » logo as well as the logo specific to this Cultural Route (see cover page).



## Conclusions and Recommendations

The expert who carried out the previous evaluation had highlighted a number of areas for improvement, including the following ones :

- Most of the activities are reduced to the regional (Andalusia) or national (Spain) level and only activities within the framework of different EU projects benefit from international participation. It would be advisable to strengthen efforts to internationalize these activities by actively involving partners from European countries in their organization and by fostering debate and exchanges between various cultural and artistic expressions from different European countries.
- Collaboration with Universities and scientific institutions in different European countries is rather rare (outside Spain) and is based on individual initiatives. It was recommended to develop close collaboration with European Universities at the institutional level, as well as to include its representatives in the scientific committee of the Fundación Pública Andaluza.
- It was recommended to translate the website into English and gradually add other languages (Portuguese, Italian and French) as well as to modernize the design.

Overall, *El Legado Andalusi* has attempted to respond to the recommendations made by the previous expertise, although this Cultural Route is still partly oriented towards a regional (Andalusia) and Spanish dynamic. It should nevertheless be stressed that the geographical character of "Al Andalus" in European history is mainly oriented towards this regional (Andalusia) and national (Spain) territory, to which Portugal and the southern Mediterranean rim (Maghreb, Mashriq) are spontaneously added. In addition, the Fundación Pública Andaluza has carried out numerous scientific activities thanks to its exhibition space open to the public, which led to the production and distribution of catalogues and quality works in conjunction with numerous research centres and universities. This public administration must continue its efforts of academic cooperation and development beyond Spanish territory and its national language. The recent appointment of Mrs Maria de la Concepción de Santa Ana Fernández as Director General should boost the Fundación Pública Andaluza in the short, medium and long term through the various actions already implemented with the entire team: redesign of the website in Spanish and English (January 2020), review of the list of institutional partnerships and members of the scientific committee, initiation of a dissemination policy of cultural productions in Spain and internationally (exhibitions, catalogues, contemporary cultural activities, etc.). *El Legado Andalusi* is a very active Cultural Route which has carried out a wide range of activities (exhibitions, tourism, education, etc.) but the Route must continue its efforts:

1. Recommendation: Strengthen academic partnerships in Spain and in Europe, particularly in the field of cultural tourism and digital cultural visit devices. The "Cultural Tourism" department of the Fundación Pública Andaluza would benefit from scientific and innovative collaborations in order to renew the tourism offer, improve public knowledge (using surveys) and respond to the new expectations and practices of visits to the routes proposed by the Cultural Route.
2. Recommendation: Strengthen some partnerships in the world of arts and contemporary culture with major international events (festivals, concerts, etc.) in order to diversify the artistic and tourist offer related to the theme "Al Andalous" beyond the heritage sites proposed for visitors. These partnerships should update the composition of the members of the scientific committee.
3. Recommendation: Strengthen collaboration with other Cultural Routes whose themes are close to *El Legado Andalusi*, notably the Routes of the Olive Tree (headquarters: Verga Kalamata, Greece) and the European Route of Jewish Heritage (headquarters: Barcelona,

Spain). The exchange of good practices and the sharing of experiences should boost the activities undertaken by the Fundación Pública Andaluza.

4. Recommendation: Strengthen links and cooperation with Latin America on the basis of European projects or projects financed by bilateral cooperation in order to support the travel mobility of the participants and produce sustainable exchanges in research and development. Indeed, collaboration with Latin America seems somehow forgotten; it lacks visibility, financial support and tangible actions in the development of academic, educational and tourist activities.

| CRITERIA                             | Recommendations previous evaluation 2015-2016  | Has the route addressed the recommendation since the last evaluation?                            |                                     | Recommendations current evaluation 2019-2020  |  |
|--------------------------------------|--|--|-------------------------------------|---|--|
|                                      |  | YES  | NO                                  |   |  |
| <b>I. Cultural route theme</b>       | Strengthen the European dimension in dialogue with other countries (Portugal, Italy) | <input type="checkbox"/>   | <input checked="" type="checkbox"/> | Continue dialogue efforts with neighbouring European countries (France, Portugal, Italy). |  |
|                                      |  | <input type="checkbox"/>   | <input type="checkbox"/>            | Strengthening the contribution of Al Andalus's knowledge in Europe                        |  |
| <b>II. Priority fields of action</b> | <b>Cooperation in research and development</b>                                       | Strengthen scientific collaborations with European partners (outside Spain and Andalusia region) | <input checked="" type="checkbox"/> | <input type="checkbox"/>  | Strengthening scientific collaborations with Latin America via European funds                              |
|                                      |  | Reinforce the European academic members (outside Spain) in the Scientific Committee              | <input checked="" type="checkbox"/> | <input type="checkbox"/>  | Better targeting of long-term scientific collaborations in the Mediterranean                               |
|                                      | <b>Enhancement of memory, history and European heritage</b>                          | Continuing the work of promoting memory and history  | <input checked="" type="checkbox"/> | <input type="checkbox"/>  | Pursue exhibition and dissemination activities (catalogues) by making the European dimension more visible. |
|                                      |  |  | <input type="checkbox"/>            | <input type="checkbox"/>  | Initiate and sustain the work of digitizing the documents (archives)                                       |

|                                    |   |   |                                     |                                     |  |
|------------------------------------|---|---|-------------------------------------|-------------------------------------|--|
|                                    | <b>Cultural and educational exchanges for young Europeans</b> | Organising targeted activities for young Europeans  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | Reinforce the annual programming of cultural mediation activities (workshops) for young audiences.                         |
|                                    |   |   | <input type="checkbox"/>            | <input type="checkbox"/>            | Organise specific (youth) activities during the European Heritage Days   |
|                                    | <b>Contemporary cultural and artistic practice</b>            | To develop contemporary cultural and artistic activities related to the theme of the itinerary. | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | Identify "flagship" events (music, dance) of culture & arts to reinforce the visibility of the route.                      |
|                                    |   |   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | Strengthen institutional partnerships with "flagship" events (music, dance)  |
|                                    | <b>Cultural Tourism and Sustainable Cultural development</b>  | Continue the sustainable cultural development through the tourist products of the route         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | Continue work on the tourism offer in connection with new eco-responsible tourism practices (cycling, horse riding, etc.). |
| <b>III. Cultural Route Network</b> |   | Opening the network of partners of the route outside Spain and the region (Andalusia)           | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | Updating the database of the members of the Scientific Committee   |
|                                    |   | Update the list of members of the Scientific Committee (network in the Mediterranean + LA)      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | Strengthen the route network in dialogue with other itineraries (e.g. Jewish heritage)                                     |
|                                    |   | Strengthen the academic network (universities)  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | Strengthen the academic network (universities) through active participation  |
|                                    | <b>Communication Tools</b>                                    | Translation (English) of the website. And, if possible in Portuguese, French and Italian        | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | Modernize the institutional website  |

|  |  |                                     |                          |  |
|--|--|-------------------------------------|--------------------------|--|
|  | Improving the visibility of the cultural route via a website | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Develop a communication strategy via social networks |
|--|--|-------------------------------------|--------------------------|--|

### List of references

List of documents provided by the Cultural Route *El Legado Andalusi* and analyzed by the expert during the field visit :

- Updated organization chart, November 2019
- Curriculum vitae of the Director General, Mrs Maria de la Concepción de Santa Ana Fernández, appointed in June 2019 as Director of the Fundación Pública Andaluza (Granada)
- Documentation and tourist guides of the Cultural Route *El Legado Andalusi*
- Exhibition catalogues and specialized books
- Press release: current exhibition

## **Annex 1: Expert field visit**

The expert visited Granada (Spain) on 18 and 19 November 2019 (field visit) to carry out the technical evaluation of the Cultural Route *El Legado Andalusi*. The expert arrived on 17 November 2019 in the evening and was welcomed at the airport by the Director of the Fundación Pública Andaluza and part of the administrative team. A dinner was organized in the city centre of Granada to get to know the different people in charge of the management of the Cultural Route.

The programme of the expert visit was as follows:

### *Monday, 18 November 2019, Granada and its region (Spain) - Caliphate Route*

- 8:00 - Departure from Granada to Alcalá la Real. 51 km / 1 hour by car.
- 9:00 - Visit of the La Mota fortress. Interview with the Mayor of Alcalá la Real, Antonio Marino Aguilera Peñalver, and the town hall's tourism specialist, Mrs Dolores Priego. Breakfast at the fortress of La Mota in Alcalá la Real.
- 10:00 - Alcalá la Real-Baena 51.5 km / 50 min by car.
- 11:00 - Visit of the Almazara Núñez de Prado, a family-owned organic olive oil factory. Guided tour of Felipe Núñez de Prado. Olive oil tasting. Visit accompanied by the Mayor of Baena, Cristina Piernagorda Albañil, and by the Tourism Councillor, Javier Vacas Pérez.
- 12:00 - Baena-Zuheros 11 km / 15 min by car.
- 12:15 - Visit of the municipality of Zuheros, the castle and the countryside. Meeting with the Mayor Manuela Romero Camacho and the Tourism Councillor, Sandra Fernández. Visit to the tourist office (information point - Caliphate Route).
- 12:45 - Zuheros-Priego de Córdoba 33 km / 45 min by car.
- 13:30 - Arrival at the tourist office (information point - Caliphate Route), meeting with the tourism specialist, Lucía González, and the Mayor of Priego de Córdoba, Mrs Luisa Ceballos.
- 15:30 - Lunch at the Río restaurant in Priego de Córdoba.
- 17:00 - Visit of the Barrio de la Villa, Balcony of Adarve and Church of the Assumption. Visit of the castle with the tourism specialist.
- 18:30 - Return to Granada.

### *Tuesday 19 November 2019, Granada (Spain)*

- 9.00 - Informal meeting with the Director of the Fundación Pública Andaluza and her assistant, Café Bib-Rambla in Granada.
- 10:30 - Meeting with the staff of the Fundación Pública Andaluza: exhibitions department (Concepción Carreno Leyva, Dolores Luque León), European projects department (Ana Carreno Leyva, Julia Saiz Pardo de Benito, Juan Manuel Cid Munoz), financial department (Ana Ruiz Valera).
- 12.00 - Presentation of the new website of the Fundación Pública Andaluza.
- 12.30 - Visit of the Alhambra with the director of the Fundación Pública Andaluza, a historian and the team from the Cultural Tourism Department.
- 15:30 - Lunch with the management team.
- 17:30 - Free time.

Departure for Paris and Avignon (France), Wednesday 20 November 2019.

## Annex 2: Expert assessment checklist

|                                       |   |     |    |
|---------------------------------------|---|-----|----|
|                                       |   |     |    |
|                                       | EXPERT ASSESSMENT CHECKLIST   |     |    |
| 3.1<br>THE<br>ME                      | Does the theme of the Route   | Yes | No |
|                                       | - represent a common value - historical, cultural, or heritage -to several European countries?            | 1   |    |
|                                       | - offer a solid basis for   |     |    |
|                                       | youth cultural and educational exchanges?   | 1   |    |
|                                       | innovative activities?  | 1   |    |
|                                       | cultural tourism products development?  | 1   |    |
|                                       | Has the theme been researched/developed by academics/experts from different regions of Europe?            | 1   |    |
|                                       |   |     |    |
| 3.2<br>FIEL<br>DS<br>OF<br>ACTI<br>ON | 3.2.1 Co-operation in research and development  |     |    |
|                                       | Does the Route  |     |    |
|                                       | - offer a platform for co-operation in research and development of European cultural themes/values?       | 1   |    |
|                                       | - play a unifying role around major European themes, enabling dispersed knowledge to be brought together? | 1   |    |
|                                       | - show how these themes are representative of European values shared by several European countries?       | 1   |    |
|                                       | - illustrate the development of these values and the variety of forms they may take in Europe?            | 1   |    |
|                                       | - have a network of universities and research center working on its theme at the European level?          | 1   |    |
|                                       | - have a multidisciplinary scientific committee?  | 1   |    |
|                                       | Does the scientific Committee   |     |    |
|                                       | work on its theme at the European level?  | 1   |    |
|                                       | carry out research and analysis of the issues relevant to its theme and/or activities on:                 | 1   |    |
|                                       | - theoretical level?  | 1   |    |
|                                       | - practical level?  | 1   |    |
|                                       |   |     |    |

|  |   |  |
|--|---|--|
| 3.2.2 Enhancement of the memory, history and European heritage   |   |  |
| Do the Route activities (according with the theme)   |   |  |
| - take into account and explain the historical significance of tangible and intangible European heritage ?   | 1 |  |
| - promote the CoE values?  | 1 |  |
| - promote the CoE CRs brand?   | 1 |  |
| - work in conformity with international charters and conventions on cultural heritage preservation?  | 1 |  |
| - identify, preserve, and develop European heritage sites in rural destinations?   | 1 |  |
| - identify, preserve, and develop European heritage sites in industrial areas in the process of economic restructuring?  | 1 |  |
| - valorize the heritage of ethnic or social minorities in Europe?  | 1 |  |
| - contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?  | 1 |  |
| - enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?   | 1 |  |
| - take account of and promote the charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS relating to heritage restoration, protection and enhancement, landscape and spatial planning (European Cultural Convention, Faro convention, European Landscape Convention, World Heritage Convention, ...)? | 1 |  |
|  |   |  |
| 3.2.3 Cultural and educational exchanges of young Europeans  |   |  |
| Are the youth exchanges (cultural and educational) planned to  |   |  |
| - develop a better understanding of the concept of European citizenship?   | 1 |  |
| - emphasize the value of new personal experience through visiting diverse places?  | 1 |  |
| - encourage social integration and exchanges of young people from different social backgrounds and regions of Europe?  | 1 |  |
| - offer collaborative opportunities for educational institutions at various levels?  | 1 |  |
| - place the emphasis on personal and real experiences through the use of places and contacts?  | 1 |  |
| - set up pilot schemes with several participating countries?   | 1 |  |

|                                       |   |   |   |
|---------------------------------------|---|---|---|
|                                       | - give rise to co-operation activities which involve educational institutions at various levels?  | 1 |   |
|                                       |   |   |   |
|                                       | 3.2.4 Contemporary cultural and artistic practice   |   |   |
|                                       | Do the Route's cultural activities (contemporary cultural and artistic practice related)  |   |   |
|                                       | - promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?   | 1 |   |
|                                       | - encourage artistic projects that establish the links between cultural heritage and contemporary culture?  | 1 |   |
|                                       | - encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?   | 1 |   |
|                                       | - encourage collaboration between culture amateurs and professionals via relevant activities and networks creation? **  | 1 |   |
|                                       | -encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe? | 1 |   |
|                                       | - encourage activities and artistic projects which explore the links between heritage and contemporary culture?   | 1 |   |
|                                       | - highlight the most innovative and creative practices?   | 1 |   |
|                                       | - link these innovative and creative practices with the history of skills development? ***  | 1 |   |
|                                       |   |   |   |
| 3.2<br>FIEL<br>DS<br>OF<br>ACTI<br>ON |   |   |   |
|                                       | 3.2.5 Cultural tourism and sustainable cultural development   |   |   |
|                                       | Do the Route's activities (relevant to sustainable cultural tourism development)  |   |   |
|                                       | - assist in local, regional, national and/ or European identity formation?  | 1 |   |
|                                       | - actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?  | 1 |   |
|                                       | - promote dialogue between  |   |   |
|                                       | urban and rural communities and cultures?   | 1 |   |
|                                       | developed and disadvantaged regions?  | 1 |   |
|                                       | different parts (south, north, east, west) of Europe?   |   | 0 |
|                                       | majority and minority (or native and immigrant) cultures?   | 1 |   |
|                                       | - open possibilities for co-operation between Europe and other continents?  | 1 |   |



|   |   |   |  |
|---|---|---|--|
|   | - draw decision makers' attention to the necessity of protecting heritage as part of sustainable development of the territory?                              | 1 |  |
|   | - aim to diversify of cultural product, service and activities offers?  | 1 |  |
|   | - develop and offer quality cultural tourism products, services or activities transnationally?  | 1 |  |
|   | - develop partnerships with public and private organisations active in the field of tourism?  | 1 |  |
|   | Did the network prepare and use tools all along the route to raise the number of visitors and the economic impacts of the route on the territories crossed? | 1 |  |
|   |   |   |  |
| 3.3<br>NET<br>WOR<br>K  | Does the Route represent a network involving at least three Council of Europe's member states?  | 1 |  |
|   | Was the theme of the network chosen and accepted by its members?  | 1 |  |
|   | Was the conceptual framework for this network founded on a scientific basis?  | 1 |  |
|   | Does the network involve several Council of Europe member states in all or part of its project(s)?  | 1 |  |
|   | Is the network financially sustainable?   | 1 |  |
|   | Does the network have a legal status (association, federation of associations, EEIG,...)?   | 1 |  |
|   | Does the network operate democratically?  | 1 |  |
|   |   |   |  |
|   | Does the network  |   |  |
|   | - specify   |   |  |
|   | its objectives and working methods?   | 1 |  |
|   | the regions concerned by the project?   | 1 |  |
|   | its partners and participating countries?   | 1 |  |
|   | the fields of action involved?  | 1 |  |
|   | the overall strategy of the network in the short- and long term?  | 1 |  |
|   | - identify potential participants and partners in CoE member states and/or other world countries?   | 1 |  |
| - provide details of its financing (financial reports and/or activity budgets)? | 1   |   |  |
| - provide details of its operational plan?                                      | 1   |   |  |
| - append the basic text(s) confirming its legal status?                         | 1   |   |  |

|  |  |    |   |
|--|--|----|---|
|  |  |    |   |
| 3.4<br>COM<br>MUNI<br>CATI<br>ON<br>TOOL<br>S  | Does the Route have its own logo?  | 1  |   |
|  | Do all partners of the network use the logo on their communication tools?  | 1  |   |
|  | Does the Route have its own dedicated website ?  | 1  |   |
|  | Is it the website translated into English and French?  | 1  |   |
|  | Is it the website translated into other languages?   | 1  |   |
|  | Does the network use effectively social networks and web 2.0?  | 1  |   |
|  | Does the network publish brochures on the Route?   | 1  |   |
|  | if yes, are the brochures translated in English?   | 1  |   |
|  | if yes, are the brochures translated in French?  |    | 0 |
|  | Is the title of “Cultural Route of the Council of Europe” present on all communication materials (including press releases, webpages, publications, etc.)? | 1  |   |
|  | Is the logo of the Council of Europe present on all communication materials ?  | 1  |   |
|  | Is the CoE logo used in accordance to the guidelines for its use (size and position,...)?  | 1  |   |
|  | Are the logos (Cultural Route + CoE) provided for all the members of the Route?  | 1  |   |
|  | Does the Council of Europe logo appears on road signs/ boards indicating the cultural route?   | 1  |   |
|  |  |    |   |
|  |  |    |   |
|  | SCORE  | 80 | 2 |
|  |  |    |   |
| <i>Note:</i>   | Please insert 1 for every positive answer and 0 for a negative one. See your total score at the bottom of the column.                                      |    |   |
| * E.g. visual arts, the performing arts, creative crafts, architecture, music, literature, poetry or any other form of cultural expression |  |    |   |
| ** Particularly in terms of instruction for young Europeans in the relevant fields   |  |    |   |
| *** Whether these fields include visual arts, performing arts, creative crafts, architecture, music, literature or any other field         |  |    |   |