

**Under the Patronage of His Excellency Minister of Tourism Eng. Walid Nassar**  
**The Lebanese American University in collaboration with The Lebanese Ministry of Tourism**  
**Celebrate Lebanon's accession to the Enlarged Partial Agreement, into the Cultural Routes of the Council of Europe.**

**And launch**

**Smart Ways Lebanon by the Phoenicians' Route**

**Presented by Dr. Rachid Chamoun, Director LAU-LCF, Honorary President of the Phoenicians' Route ([link](#)),**  
**Advisor to the Lebanese Minister of Tourism for International Affairs**

**Representing Lebanon to the EPA -The Cultural Routes of the Council of Europe**

**Cultural Forum – Antwork – Lebanese Pavilion – Expo 2020 Dubai – Invitation and Program – March 4-11 , 2022**

Cultural Route of the Council of Europe certified in 2003

**LA ROTTA DEI FENICI**

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

**Phoenicians' Route**

Phoenicians' Route - Countries with network members

The Phoenicians' Route refers to the connection of the major nautical routes used by the Phoenicians, since the 12th century BC, as essential routes for trade and cultural communication in the Mediterranean. Through these routes, the Phoenicians - genial sailors and merchants - and other great Mediterranean civilizations contributed to the creation of a "koine", a Mediterranean cultural community, producing an intense exchange of manufactured articles, people and ideas.

**Heritage**  
The route passes through all the Mediterranean countries, including many North African and Middle East countries, thus strengthening historical bonds. These connections are represented by a relevant heritage, originating from ancient Mediterranean civilisations, present in numerous archaeological, ethnic, anthropological, cultural and naturalistic sites throughout the countries of the Mediterranean, and also a significant intangible Mediterranean heritage.

**Travelling today**  
The Mediterranean cities were the stopping places of a journey along the Phoenicians' Route, through which people exchanged artefacts, knowledge and experience. In this respect, the Phoenicians' Route travel experience is intended to show the traveller our common routes, linking the countries of three continents and over 100 towns, originating from ancient Mediterranean civilisations.

**Council of Europe values**  
The Phoenicians' Route aims to foster Mediterranean intercultural dialogue, sharing the values of the Council of Europe, especially human rights and democracy. Established in many non-European countries, including several places of conflict, the routes help to promote freedom of expression, equality, freedom of conscience and religion, and the protection of minorities. This network is a way to work together for the development of peace and mutual respect in the Mediterranean.

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With the support of:  
LE GOUVERNEMENT DU GRAND-DUCHÉ DE LUXEMBOURG  
Ministère de la Culture

@CultureRoutes

**Cultural Routes of the Council of Europe programme**

The Cultural Routes programme (DG Democracy <https://www.coe.int/en/web/democracy>) was launched by the Council of Europe in 1987 with the Declaration of Santiago de Compostela. The Cultural Routes of the Council of Europe are an invitation to travel and to discover the rich and diverse heritage of Europe by bringing people and places together in networks of shared history and heritage. They put into practice the values of the Council of Europe: human rights, cultural diversity, intercultural dialogue and mutual exchanges across borders. Over 30 Cultural Routes of the Council of Europe provide a wealth of leisure and educational activities for all citizens across Europe and beyond and are key resources for responsible tourism and sustainable development. They cover a range of different themes, from architecture and landscape to religious influences, from gastronomy and intangible heritage to the major figures of European art, music and literature. The certification "Cultural Route of the Council of Europe" is a guarantee of excellence. The networks implement innovative activities and projects pertaining to five main priority fields of action: co-operation in research and development; enhancement of memory, history and European heritage; cultural and educational exchanges for young Europeans; contemporary cultural and artistic practice; cultural tourism and sustainable cultural development. Through its programme, the Council of Europe offers a model for transnational cultural and tourism management and allows synergies between national, regional and local authorities and a wide range of associations and socio-economic actors.

**Phoenicians' Route [link](#)**

**Cultural Routes of the Council of Europe programme [link](#)**

**Exploration of Smart Ways Lebanon – Network of Historical Cities**

**TYRE**  
**SIDON**  
**BEIRUT**  
**JOUNIEH**  
**BYBLOS**  
**BATROUN**  
**AJLUN**  
**TRIPOLI**

**Phoenicians' Route | Lebanon banner [link](#)**