



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



Louis Cardahi
Foundation

From Roots to Routes

WORKSHOP

ورشة عمل

طريق شجرة الزيتون - لبنان

ROUTES OF THE OLIVE TREE - LEBANON

19 / 05 / 2023



BCHAALEH

The village of

Noah's Millennial Olive Trees



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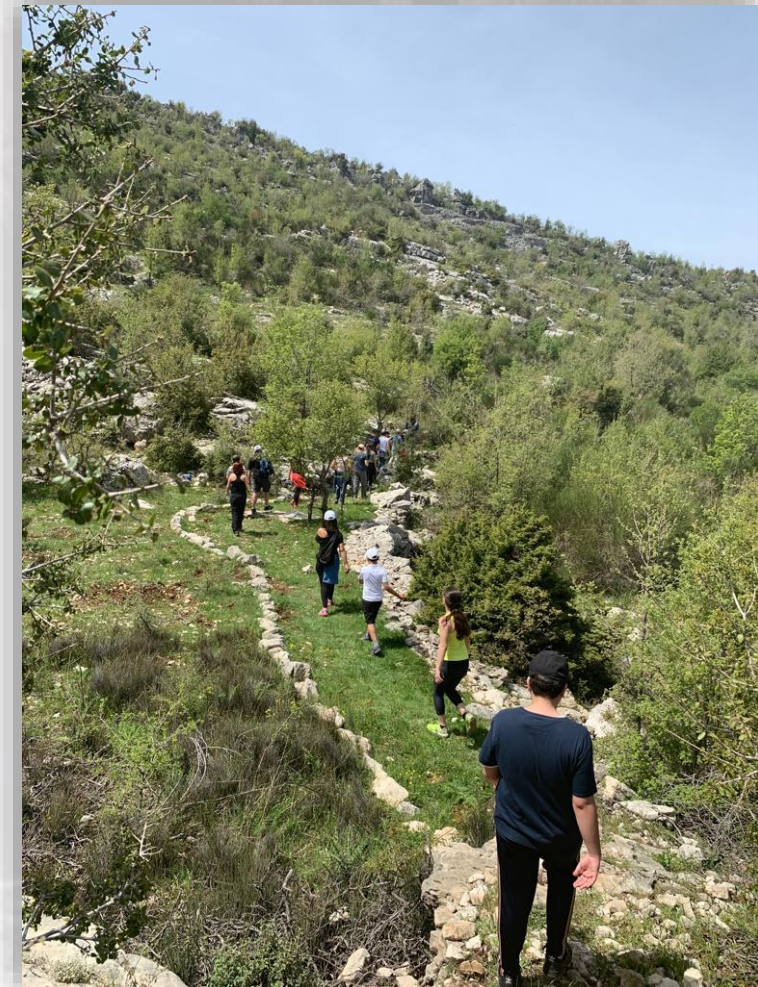




BCHAALAH TRAILS ASSOCIATION (BTA)



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YEAR-ROUND ACTIVITIES





CULTURAL ROUTES OF THE COUNCIL OF EUROPE

LEBANON

NON Council of Europe member state

35th Member State of the
Enlarged Partial Agreement
on the cultural Routes of the Council of
Europe since **2022**



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Routes of El legado andalusí
1997



Phoenicians' Route
2003



Routes of the Olive Tree
2005



Iter Vitis
2021



BACKGROUND

April 2022: Euro Mediterranean Intercultural Dialogue Forum

Representatives from the Council of Europe and Cultural Routes of Routes of the Olive Tree Recognized significance of Bchaaleh monumental olive trees for Lebanon and Mediterranean countries.

Bchaaleh monumental olive trees received the Label of Point of Interest in the Route of the Olive Tree.

Bchaaleh Trails Association (BTA) and Bchaaleh Municipality received the Lead Partner Label for the Routes of the Olive Tree



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BCHAALEH TRAILS ASSOCIATION



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THE ROUTES OF THE OLIVE TREE · ΟΙ ΔΡΟΜΟΙ ΤΗΣ ΕΝΙΑΣ

Kalamata (Grèce), 18/11/2022

Municipalité de Bchaaleh
Bchaaleh Trails Association (BTA)

Madame, Monsieur,

Suite au MOU qui a été signé entre la Municipalité de Bchaaleh, Bchaaleh Trails Association (BTA) et 'Routes of the Olive Tree', Cultural Foundation et agissant comme représentant légal de l'organisme porteur de la « Route de l'Olivier », Itinéraire Culturel du Conseil de l'Europe, j'ai le plaisir de vous communiquer les labels suivants, suite à l'avis favorable à l'unanimité de notre Conseil d'Administration.

Plus précisément, les labels sont attribués comme suit :

1. Municipalité de Bchaaleh en tant que « PARTNER / THE ROUTES OF THE OLIVE TREE Cultural Route of the Council of Europe
2. Bchaaleh Trails Association (BTA), en tant que partenaire « PARTNER / THE ROUTES OF THE OLIVE TREE Cultural Route of the Council of Europe
3. Les oliviers millénaires de Bchaaleh en tant que « POINT OF INTEREST / THE ROUTES OF THE OLIVE TREE Cultural Route of the Council of Europe ».

Je vous prie de trouver ci-joint ces titres en plusieurs versions qui sont à afficher aux emplacements susmentionnés, sites web, réseaux sociaux.

Le Bureau Exécutif reste à votre entière disposition pour tout éclaircissement concernant leur mise en place.

Je vous prie d'agréer, Madame, Monsieur, mes salutations les meilleures.

George Karabatos
Directeur Exécutif



VI. Realization of common activities, representation at international fora and common publications

VII. Creation of a network that will promote, support highlight traditional crafts and business sectors (olive growing, etc.) and constitution of an ad hoc or permanent team that will coordinate the created cultural route at local and national level.

5. Accepting that the common actions are directly related to the internationally recognized cultural route 'Routes of the Olive Tree' (Cultural Route of the Council of Europe, since 2005 and Itinerary of Intercultural Dialogue and Sustainable Development 166 Ex.Co UNESCO 2003) organizing by the homonymous Cultural Foundation, officially certified body to implementing cultural routes.

UNDERSIGNING INSTITUTIONS / ORGANIZATIONS

For the Municipality of Bchaaleh Bchaaleh, 04/10/2022 رئيس بلدية بشعله رشيد حنا جعجع Rachid Hanna Geagea, Mayor	
For the Bchaaleh Trails Association Bchaaleh, 04/10/2022 رانيا حنا جعجع رئيسة جمعية دروب بشعله Rania Geagea Khawaja, President	
For the Cultural Foundation 'Routes of the Olive Tree' Kalamata, 21/10/2022 	

POINT OF INTEREST
THE ROUTES OF THE OLIVE TREE

Cultural Route of the Council of Europe

www.olivetreeroute.org
www.facebook.com/OliveTreeRoutes/



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MILLENNIAL OLIVE TREE



MOT Ref: 1418/1
BTA Ref: 8 / 2022

Beirut, 16 November 2022

To Whom It May Concern

Within the recent accession of Lebanon as the 35 Member State of the Enlarged Partial Agreement (EPA) into the European Institute of Cultural Routes, Council of Europe, among the 37 Member States. Lebanon is represented by 4 distinct Cultural Routes among the 48 certified Cultural Routes of the Council of Europe: (1) The Phoenicians' Route (2) The Routes of El legado Andalus' by the Umayyad Route, (3) The Routes of the Olive Tree, and (4) Iter Vitis Route [Wine Route].

With the support of the Lebanese Ministry of Tourism, a Memorandum of Understanding (MOU) has been signed between The Routes of the Olive Tree into the Cultural Routes of the Council of Europe and the:

- The Cultural Foundation "Routes of the Olive Tree" seated in Kalamata, Greece
- The Municipality of Bchaaleh, seated in Bchaaleh, Batroun District, North of Lebanon
- The Bchaaleh Trails Association (BTA), seated in Bchaaleh, Batroun District, North of Lebanon

The mentioned MOU recognize and delegate BTA as a leading partner coordinator for "Lebanon Routes of the Olive Tree" into the Cultural Routes of the Council of Europe. Lebanon Routes of the Olive Tree encompass villages and towns all over Lebanon, i.e., in the South, the North, and Mount Lebanon areas.

BTA will coordinate and propose the implementation of a number of events and activities for the launching of "Lebanon Routes of the Olive Tree". Accordingly, BTA is coordinating with many stakeholders in Lebanon and abroad to reach the mentioned goal.

جمعية دروب بشعله

علم وخير ٢٩٥
Bchaaleh Trails Association (BTA)

President Rania Geagea Khawaja

رئيسة جمعية دروب بشعله

Ministry of Tourism

Minister Walid Nassar





BCHAALEH TRAILS
ASSOCIATION

WHY YOU ARE HERE?

The purpose of this presentation is to showcase our vision for this ambitious project and discuss how we plan to make it a reality.

During this presentation, we will provide an overview of the project, highlighting its key objectives and the transformative impact it can have.

Your presence and participation are vital as we seek to build partnerships and foster cooperation to bring this project to life.

And at the end, in a collaborative dialogue we will try to plan the implementation of the Olive Routes project.

We firmly believe that the success of the Olive Routes project hinges on your presence and the cooperation we are seeking from all of you.



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PROJECT SUMMARY

The Olive Routes project in Lebanon aims to **valorize** the country's olive tree **heritage**, including centennial trees, landscapes, and olive-related traditions.

It creates a **network of cultural exchange and cooperation** between villages, promoting sustainable tourism, agro-tourism, **oleo-tourism**, and various forms of experiential tourism.

The project highlights the **unique cultural and natural heritage** of the **Lebanese olive value-chain**, offering visitors **immersive experiences** that showcase the rich traditions and flavors associated with olives and olive oil.

We believe that this project will **not only preserve the rich cultural heritage** of Lebanon but also provide **opportunities for sustainable economic development through oleo-tourism activities**.



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OBJECTIVES



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- 1 - To **create a network** amongst Lebanese villages with distinguished olives plantations and olive oil production in order to promote cultural exchange and cooperation.
- 2 - To **preserve the cultural heritage** associated with olive growing in Lebanon, ensuring that this rich history is passed down to future generations.
- 3 - To **promote and market agro-tourism and oleo-tourism activities** to both domestic and international tourists, highlighting the unique cultural and natural heritage of the Lebanese olive value-chain.
- 4 - To **raise awareness about the Cultural Routes program** of the Council of Europe and Lebanon's representation in it through Routes of the olive tree project.



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CONCLUSION

Through partnerships with the Cultural Foundation "Routes of the Olive Tree" (Kalamata, Greece), the Ministry of Tourism, the Municipality of Bchaaleh, **the stakeholders present here** and local communities, BTA is committed to develop thematic cultural itineraries and experiences that showcase the unique contributions of each participating village.

By creating a strong network of collaboration, the project seeks to promote cultural understanding, economic development, and environmental conservation throughout the country.

Together, let's embark on a journey of planning and dialogue to bring the Olive Routes project to life.

FOLLOW US



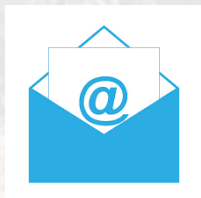
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<http://www.bchaalehtrails.com>



THANK YOU