

2023



THE
PHOENICIANS'
ROUTE

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



NEWSLETTER 01

JUNE 10th, 2023

2003 – 2023, Twenty years of the Phoenicians' Route

The Phoenicians' Route is the sixth Route recognized by the Council of Europe within the Program launched in 1987. Therefore, it is one of the oldest, and has obtained the renewal of the certification seven times up to now, demonstrating its great European and Mediterranean spirit, as well as the commitment of hundreds of people working for the entities adhering to it or supporting it, day after day, for the enhancement of their territories through the tangible and intangible cultural heritage, inherited from the generations of over 4000 years of history. All this work is conducted with the pride of representing the Mediterranean and Europe throughout the communities that today recognize themselves with the Phoenicians' Route values. The XX Anniversary is celebrated with events all over the Phoenicians' Route destinations and with at least one main event in each of the fifteen member countries. on peace and dialogue, on mutual respect, gender equality, accessibility.

By doing so, we aim at renewing the agreement between the Phoenicians' Route and its territories, often resulting in new projects and ideas to promote international relations based on peace and dialogue, on mutual respect, gender equality, accessibility. It is only by means of these values that a better future for coming generations is possible. Therefore, the Phoenicians' Route is an extraordinary tool that brings together populations and cultures from three continents. It is a boost of cultural, economic, and social development aimed also at facing together the challenges of sustainability, which become more critical.



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XX

Years (2003-2023) of the Phoenicians' Route as Council of Europe Cultural Route
Années (2003-2023) de la Route des Phéniciens comme Itinéraire Culturel du Conseil de l'Europe
Anni (2003-2023) della Rotta dei Fenici come Itinerario Culturale del Consiglio d'Europa
Años (2003-2023) de la Ruta de los Fenicios como Itinerario Cultural del Consejo de Europa



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2023

III Transnational Meeting of the U-Mar project, Cadiz (Spain)

On Wednesday January 25th, the III Transnational Meeting of “U-Mar – Enhancing underwater archaeology to make it an innovative tool for development Sustainable & Creative Tourism” took place in Cadiz (Spain), at the headquarters of the International Campus of Excellence of the Sea (CEIMAR), partner of the project. The project, led by the Phoenicians’ Route, is funded by the Erasmus+ Programme of the European Union. During the meeting, the activities carried out for the Project Result 1 (an innovative course on the enhancement and communication of underwater archaeological heritage) have been discussed in detail, as well as the final result, and the definition of common structure of national capacity building sessions, which will be implemented to test the training course. The partners had the opportunity to visit the CEIMAR headquarters, the Centre of Underwater Archaeology, the Archaeological Museum of Cadiz, and the archaeological area of ancient Gadir, as well as the beautiful city centre. Next meeting will be held in Paphos (Cyprus) in mid-June. On this occasion, the Director and Executive Secretary of the Phoenicians' Route met the Rector of the University of Cadiz, accompanied by Prof. Ana Maria Niveau.

Opening Ceremony of the XX Anniversary of the Phoenicians’ Route, Cyprus

On February 24th, the Opening Ceremony of the XX Anniversary of the certification of the Phoenicians’ Route as a Cultural Route of the Council of Europe took place in Cyprus University. Savvas Perdios, Deputy Minister of Tourism of Cyprus, Yiannis Toumazis, Deputy Minister of Culture of Cyprus, Stefano Dominioni, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes and Director of the European Institute of Cultural Routes of the Council of Europe, Marina Solomidou-Ieronymidou, Director of the Department of Antiquities of Cyprus, Elena Tanou, President of the Phoenicians' Route and Antonio Barone, Director of the Phoenicians' Route were present. The Cypriot members of the Phoenicians’ Route also attended the event: Nicosia Tourism Board, Larnaka Tourism Board, Paphos Regional Tourism Board and the Marine and Maritime Institute of Cyprus CMMI, which received the XX Anniversary Diploma. Numerous delegations of other countries of the Phoenicians' Route also took part in this important event.

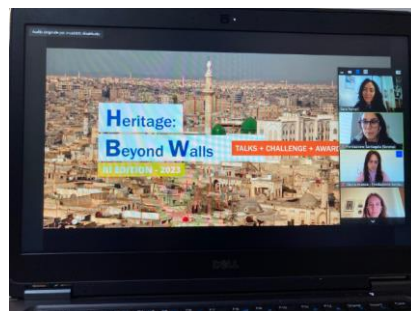


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HERITAGE: BEYOND WALLS – III edition (2023)

The Phoenicians' Route – Cultural Route of the Council of Europe is pleased to be partner once again of “HERITAGE: BEYOND WALLS 2023”. It is a project by the Santagata Foundation for the Economics of Culture (member of the IUN International Network of Universities of the Phoenicians’ Route), aimed at creating an information channel for Syrian students in cultural heritage and related disciplines, to increase knowledge, break isolation, encourage exchanges and discussion, and enhance awareness of the cultural heritage value as a resource to be preserved and enhanced, and as a tool for building peace and development. This project is part of the activities of the UNESCO Chair in Economics of Culture and Heritage.



2023 Kick-off Meeting – XVI Euro-Mediterranean Intercultural Dialogue on the Phoenicians' Route

On Saturday March 11th, in the Mediteca Montanari of the Municipality of Fano, the 2023 Kick-off Meeting– XVI Euro-Mediterranean Intercultural Dialogue on the Phoenicians’ Route – Cultural Route of the Council of Europe – took place. The event marked important improvements in the governance of the Route. Delegations, of all member countries of the Route were present, both physically and online. The meeting was hosted by the Municipality of Fano, which also guided the participants at the discovery of the rich tangible and intangible heritage of the city, the ancient Fanum Fortunae, the sea gateway of the ancient Via Flaminia. The city owes its name to Fortuna, whose temple was built in gratitude for the victory in the battle of 207 BC, fought along the banks of the Metauro River, in which the Romans won against the Carthaginians led by Hannibal’s brother, Hasdrubal Barca. The event was also an opportunity to present the General Assembly to be held in Sardinia in autumn, hosted by the Mont’e Prama Foundation and the Municipality of Porto Torres, and to present the candidature of the Municipalities of Pesaro, Fano and Urbino to host the 2024 General Assembly of the Phoenicians’ Route, in conjunction with 2024 Pesaro Capital of Culture. We would also like to thank the Municipality of Pesaro for offering participants a guided tour of the city on Sunday, March 12th.



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“Cultural Routes of the Council of Europe in France” meeting in Paris

A delegation of the Phoenicians' Route participated in the “Cultural Routes of the Council of Europe in France” meeting, held on February 23rd at the headquarters of the Ministry of Culture in Paris. The meeting was attended by delegates of the 31 Cultural Routes of the Council of Europe operating in France. It was an opportunity to describe the actions conducted in 2022, plan the 2023 activities and develop strategies for the French territory. It was also the occasion for a face-to-face meeting of the Routes after the pandemic, in addition to the annual meetings organized by the European Institute of Cultural Routes of the Council of Europe.



II Coordination meeting of the “Cultural Routes of the Council of Europe in Spain”, Santiago de Compostela

A delegation of the Phoenicians' Route took part in the II coordination meeting of the “Cultural Routes of the Council of Europe in Spain,” which took place in Santiago de Compostela on March 8th-9th. Organized by the Spanish Ministry of Culture and Sports in collaboration with the Regional Government of Galicia (Xunta la Galicia), the meeting brought together representatives of 18 Certified Cultural Routes with the aim of providing a participatory framework to discuss correct valorisation and promotion modalities and the exchange of good practices.



“Take2 collabor-ACTION!” project

In the framework of the “Take2 collabor-ACTION!” project, funded by the Erasmus+ Programme of the European Union, during the Transnational Meeting hosted by the Istituto Comprensivo L. Radice Pappalardo of Castelvetro, Sicilian teachers and students and guests from Poland (Gdansk), Latvia (Gulbene) and Spain (Ceuta) met the director at the Selinunte Archaeological Park and carried out an experiential workshop on heritage pedagogy and communicative interpretation with the Phoenicians' Route staff. Through the game and the experiences offered, the students were able to get closer to the heritage of Selinunte, in a perspective of intercultural dialogue. During the meeting, the publication on the Council of Europe produced by the MAECI for the Italian Presidency were distributed. Thus, the Council of Europe and the Cultural Routes were also discussed on the occasion of the XX Anniversary of the Phoenicians' Route.



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TourismA

The Phoenicians' Route, hosted by the Mont'e Prama Foundation, took part in TourismA, Exhibition of Archaeology and Cultural Tourism, held on March 24th to 26th in Florence. The Phoenicians' Route was present both at the stand and at the "Sardinia in the world. Promotion through the archaeological narration" conference, in which the celebration event of October 20th was presented.



CROSSDEV - Dissemination event on the project in Sicily

At the end of the "CROSSDEV - Cultural Routes for Sustainable Social and Economic Development in Mediterranean" project, a dissemination event on the Project and on the ENI CBC MED European Programme was organized. The event was held on March 17th at the IPSEOA – Istituto Alberghiero of Castelvetrano, attended by students from the Municipalities involved in the CROSSDEV project. Furthermore, the Institute participated in the activities of the project in the area. Two actions were put in place to make the students protagonists: on the one hand, the hospitality students presented the destinations of the project in the 4 countries (Italy, Lebanon, Palestine, Jordan) using the texts of the www.hiddenmediterranean.net website. On the other hand, the catering students, divided into five teams, proposed dishes from the gastronomic tradition of the countries involved in the project in a competition, with the aim of celebrating the 10th anniversary of the inclusion of the Mediterranean Diet in the List of Intangible Heritage of Humanity – UNESCO. The bloggers who took part in the Educational Tour on March 16th-18th in the Belice area participated in the event as jurors of the cooking competition to talk about the project and its concrete results. Following a tour of local destinations, focus of the CROSSDEV project in Sicily, and following the Ancient Via Selinuntina, the fam trip participants experienced first-hand the quality of the tourism product already created, and those under development for the enhancement of minor destinations.



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The Phoenicians' Route at the IX International Conference of Historic Towns, Solin (Croatia)

The Phoenicians' Route was presented at the IX International Conference of Historic Cities, held in Croatia in Solin from March 28th to 31st, as a good practice of “destination development strategy”. The Conference is a project organized by the Tourism Board of the City of Solin, member of the Phoenicians' Route, the Hotel President Solin, and the Municipality of Solin. It is the first project of its kind in Croatia, under the motto “Meet, share & build”, which aims to encourage meetings between the actors of tourism and archaeology of historic cities, the exchange and sharing of experiences in terms of promotion on the national and international tourism market, the development and building of new tourism products and strategies through the joint commitment of the main actors of the tourism destination. The theme of the Conference is the safeguarding and interpretation of sites in historic cities throughout Croatia through “benchmarking” activities with foreign cities. The historical periods range from Prehistory to the Middle Ages. The aim is to present the historic cities of Croatia and beyond, with an emphasis on destination management, i.e., creative, and interpretive presentation of historic sites.



Educational Tour in Sicily

On May 3rd, a delegation of 7 tour operators from the USA, Canada, United Kingdom, and Italy were hosted by the Archaeological Park of Selinunte and CoopCulture, the body managing the services, as part of an Educational Tour co-financed by the European Travel Commission, in collaboration with the Hidden Mediterranean portal. In Selinunte they were guided by representatives of the 2 Cultural Routes of the Council of Europe based in the Belice area: Emanuele Panke, President of the Iter Vitis Route and promoter of the tour, and Antonio Barone, Director of the Phoenicians' Route. Tour operators, pleasantly struck by the beauty of the Selinunte Park, will include it in their tourism products. In the following days, they discovered the Via Selinuntina together with Iter Vitis, visiting the villages of the Sicilian hinterland and then in the south-western area of France.



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Soft skills Workshop, University of Bari

The Soft skills Workshop on the “Development of cultural Routes for the sustainable development of the territory” ended on Thursday May 4th. It is part of the wide training offer proposed by the Department of Humanistic Research and Innovation of the Aldo Moro University in Bari, member of the IUN University Network of the Phoenicians' Route. The training course was organised thanks to the collaboration between the University of Bari and the Phoenicians' Route. Sara Ferrari, Executive Secretary of the Phoenicians' Route was lecturer of the course, but it also included the participation of Antonio Barone, Director of the Phoenicians' Route, Karsten Xuereb, member of the Scientific Committee of the Route, Angelofabio Attolico, Head of Cultural Routes of the Apulia Region as well as a member of the Steering Committee of the Route and Emanuela Panke, President of ITER VITIS Les Chemins de La Vigne en Europe, as guests of the course.



2023 Iberian-Roman Festival in Castulo

Every year Linares travels through time with the Fiestas de Castulo, an unforgettable historical reenactment experience where local heritage comes to life. Las Fiestas Íbero Romanos are a tourist and cultural event that aims at recreating the past of the Iberian-Roman city of Castulo, as well as the rituals, customs, food, wine, and traditions of ancient times. A rich program and a multitude of activities involved the city of Linares and the archaeological site of Castulo, with a view to updating the heritage.



IV Transnational Meeting of the QUEST project, Pisa (Tuscany)

On Thursday, May 18th, the IV Transnational Meeting of “QUEST- promoting QUALity intErnships in Sustainable Tourism and cultural heritage management” - funded by the Erasmus+ Programme of the European Union - was held in Pisa, at the Timesis headquarters. The meeting was aimed at discussing the development of the project results. Furthermore, partners thoroughly discussed future actions, reporting and communication activities. The participants had the opportunity to visit the beautiful Museum of Ancient Ships in Pisa and the Monte Pisano area. The V transnational meeting will be held in Selinunte (Sicily) in December 2023.



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Preparatory events to the General Assembly

In May, the Director and Executive Secretary of the Phoenicians' Route were hosted by the Municipality of Porto Torres, member of the Route, for institutional meetings in preparation for the October General Assembly in Sardinia. Together with the Mayor, Massimo Mulas, and the President of the City Council, Franco Satta, they visited the "Antiquarium Turritano Porto Torres" National Archaeological Museum and the archaeological area, guided by the Director, Stefano Giuliani, and the Superintendence Official in charge of the area, Gianluigi Marras. The Director of the Mont'e Prama Foundation Nadia Canu was also present. They also met the staff of the Mont'e Prama Foundation in Cabras in preparation for the General Assembly. Visits to the sites of the Archaeological Area of Tharros, Mont'e Prama and the "Giovanni Marongiu" - Cabras Civic Museum, to the locations of the event, but also meetings with operators were organized, so that everything is ready for the major event of the XX Anniversary. A presentation event of this important appointment will be organized on July 1st and will involve the Sardinian municipalities willing to enhance their territory through the Route. In fact, the whole Sardinia is mobilizing for this event, through the Mont'e Prama Foundation.



Closing event of the CROSSDEV project

The Director of the Phoenicians' Route attended the closing event of the CROSSDEV project, co-financed by the ENI CBC MED Programme, in the splendid Jabal Moussa Biosphere Reserve, Lebanon. In fact, the two Cultural Routes of the Council of Europe - the Phoenicians' Route and ITER VITIS Les Chemins de La Vigne en Europe - have actively collaborated in the development of project activities in Sicily. The project achieved remarkable results for the development of a sustainable and community-based tourism in Italy, Jordan, Palestine, and Lebanon. More than 3.500 people involved, more than 250 mapped points of interest, 13 sustainable tourism itineraries developed, 23 redeveloped and equipped sites, a new Hidden Mediterranean platform to discover little-known destinations. The mission to Lebanon was also an opportunity for the Director to meet the Minister of Tourism of Lebanon, Walid Nassar, a great supporter of the Route, and some members, including the Mayor of Byblos, Wissam Zaarour, and the CEO of The Vibes World, new member, Yehia El Hajj. The Director was accompanied by Prof. Rachid Chamoun, Honorary President of the Phoenicians' Route and representative of Lebanon in the EPA of the Council of Europe.



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Turin International Book Fair

The Phoenicians' Route, through its director, was present at the Turin International Book Fair, guest of the Mont'e Prama Foundation, and together they presented the event that will take place in Cabras on October 19th-20th. In those days, the XX Anniversary of the Phoenicians' Route will be officially celebrated, as part of its XVI Euro-Mediterranean Dialogue. The event will be attended by the international delegations of the 15 countries that are currently part of the Route, with prestigious participations, including the Minister of Tourism of Lebanon. But there will also be exhibitions, tours, gastronomic events, and the ceremony of the 2023 Phoenicians' Route - Iter Vitis awards. The initiative is organized in collaboration with the Mont'e Prama Foundation and the Municipality of Porto Torres, where the event will end on October 21st. The presentation in Turin was also attended by Walter Cabasino, Mayor of the Municipality of Pula and former President of the Phoenicians' Route, by M. Efsia Contini and Augusto Porceddu, respectively President and Vice-President of the Pula Cultura Diffusa Foundation. The Municipality of Pula, in 2013, hosted the event of the X anniversary of the Phoenicians' Route.

Next events:

- June 15th-16th, Paphos (Cyprus)
IV Transnational Meeting of the U-Mar project
- June 22nd, Urbino (Marche, Italy)
"The Pathways of History and the Development of Territories" Conference
- June 27th – July 2nd, Cabras (Sardinia, Italy)
"L'Isola dei Giganti" International Archaeology Festival
- July 1st, Cabras (Sardinia, Italy)
Meeting for local administrations and organizations for the presentation of the XVI Euro-Mediterranean Dialogue on the Phoenicians' Route
- July 7th – 9th, Cabras (Sardinia, Italy)
Sardinian Literature and Archaeology Festival 'A 3000-year journey'
- August 1st-8th, Aquileia (Friuli Venezia Giulia, Italy)
2023 Aquileia Film Festival - XIV edition
- August 21st -27th, Malta
Mediterranean Literature Festival
- September 20th-22nd, Łódź (Poland)
Annual Forum of Cultural Routes of the Council of Europe,
- September 26th -27th, Madeira (Portugal)
V Transnational meeting of the U-Mar project
- October 19th -21st, Cabras/Porto Torres (Sardinia, Italy)
XVI Euro-Mediterranean Dialogue – 2023 General Assembly of the Phoenicians' Route



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