

1) Establish the goals

Recognition by the Council of Europe as Cultural Route

Creation of a branded product for cultural travellers

2) Establish the Route

Starting from Venice, both Adriatic coasts, Pyreus, Istanbul and Turkey

3) Establish the Network

Ministry of Economic Development, Tourism, Trade&Entrepreneurship of Albania, Agjencia Kombëtare e Bregdetit, Tirana (Albania) – Via Egnatia, Port of Venice, Veneto Region / City of Venice, Emilia Romagna Region / City of Ravenna, Molise Region, Basilicata Region / City of Matera (European Capital of Culture 2019), Puglia Region / City of Bari, City of Trieste, Slovenia / City of Koper, Croatia / City of Rijeka, Montenegro / Kotor, Albania / Durrës, Greece / Athens and Pyreus, Thessaloniki, Corphus, Rethymnos-Creete, Turkey / City of Istanbul, City of Bursa



4) Establish the governing board

Mirabilia International Network of Chambers of Commerce of Unesco Cities
Network of Unesco Sites

Cammini d'Europa
Ports' Network

CERS-Consortium of European Reenactment Societies
Safeguard and development of the Villages

Italian Geographic Society)
Travel Literature and cultural platform

5) Develop the Project's Legacy

- network of ports for the development of maritime tourism, not only cruise
- network of villages, (new or emerging destinations that integrate the existing touristic offer)
- Unesco network that connects tangible and intangible heritage
- cultural network as further development of what has already been done in the occasion of the 750th anniversary of the birth of Marco Polo
- integrated system of promotion of local food and wine excellence, with a focus on the Spices sector
- Western Silk Fest (International Festival of Cultures and Flavors)

Creation of cultural/tourist products/formats based on the safeguard and promotion of intangible and tangible heritage, also thanks the use of innovative technology applications (development of SME following the Lines of Directorate-General Regio, that promotes growth and job creation.