

**6th EFFORTS Congress &
Zuiderwaterlinie Liniemeeting**

**Fortified heritage in green and blue –
a European sustainable solution**

December 2021

FORTE CULTURA

Dirk Röder

FORTE CULTURA e.V.

www.forte-cultura.eu



European Cultural Route
of Fortified Monuments



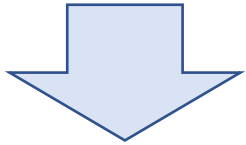
From 2012: 2 new significant European Fortress Networks



AT FORT project 2012-14
(INTERREG IV C)

11 partner from 6 countries

*“Conservation of fortified heritage
through development”*



EFFORTS Europe network
founded 2017, NGO, non-profit



2020

*cooperation agreement
and mutual membership*

*Together representing
more than 100 fortresses in
more than 20 countries*

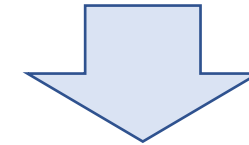


NETWORK OF THE
CULTURE ROUTE
FORTIFIED MONUMENTS

FORTE CULTURA project 2012-14
(INTERREG Central Europe)

13 partner from 8 countries

*“Capitalization of fortified heritage
through tourism and marketing”*



**European Cultural Route
Fortified Monuments
and**

FORTE CULTURA network
founded 2014, NGO, non-profit

(European Fortress Tourism and Fortress Marketing Network, “FORTS-2-MARKET”)



38 Cultural Route Stations in 9 countries
51 Network Member in 13 countries



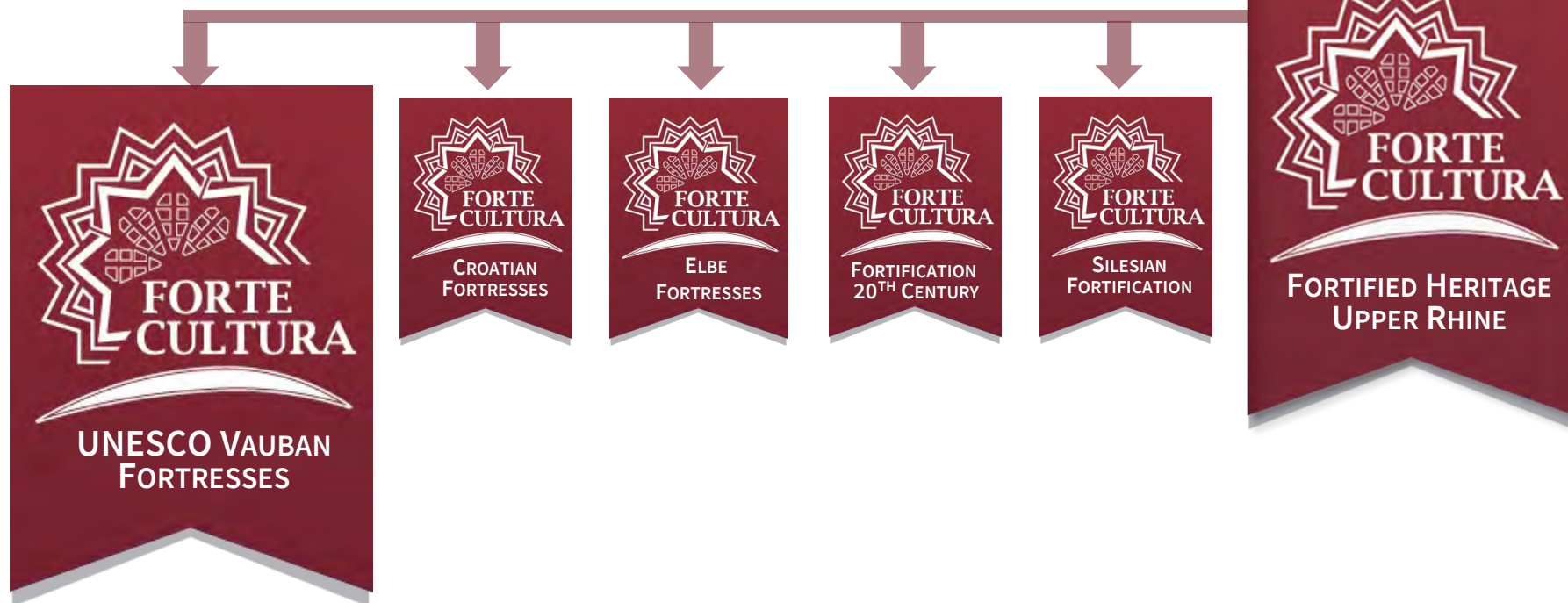


**BRAND WITH
INDIVIDUAL
IDENTITIES**



European Cultural Route

regional, national and thematic Sub Label



CULTURAL ROUTES - LABEL FOR CULTURAL TOURISM



- provide impulses for the preservation and use of cultural heritage
- mobilize the regional, national and European cultural heritage as economic factor
- make cultural heritage visible and tangible.



The **Cultural Route Programme** of the Council of Europe supports and certifies European Cultural Routes.

*For preservation and use
of the fortified heritage.*

European Cultural Route of Fortified Monuments

- sustainable cultural tourism
- international marketing
- youth exchange
- local traditions, culture and arts
- public and vocational education
- economic effects for historical sights, cities and regions

European Fortress Network

(registered association, Non-profit, NGO)

- heritage protection and management
- scientific and research
- project development
- political support
- transnational cooperation and networking





European
Cultural Route
Fortified Heritage



- Cultural Heritage
- Experience World
- Travel World
- Network

“architectura militaris”
FORTIFIED MONUMENTS - FULL OF LIFE



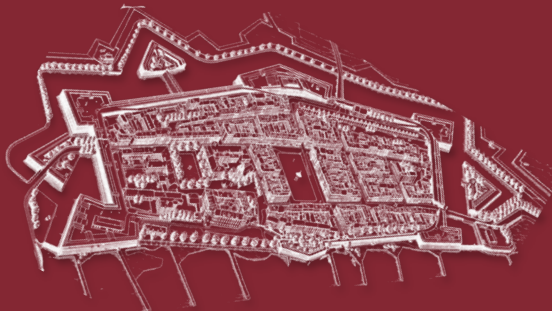


CULTURAL HERITAGE FORTIFIED MONUMENTS

enormous cultural heritage

From the upcoming of firearms
until the end of the Cold War

- Fortified castles
- Fortified palaces
- Fortified churches
- Fortresses
- Fortified cities
- Fortified ideal cities
- Fortress systems
- Bunker
- Defensive lines



**EXPERIENCE
WORLD**



**FORTRESSES
FULL OF LIFE**



European Fortress
Summer

Events in Monuments

Museums &
Exhibitions

Family & Kids

Fortresses Active

Military History

Medieval Spectacle

Reside & Enjoy

Nature Experience

Parks und Gardens

Secret Architectures

Memorials



TRAVEL WORLD



www.forte-cultura.eu

Culture Journeys

Culture Tours

Study Tours

Weekender

Active Tourism

Culture tourism

- City Tourism
- Sightseeing Tourism
- Heritage Tourism
- History Tourism
- Event Tourism
- Landscape Tourism
- Wellness / recreation
- Culinary Tourism
- etc.

Active tourism

- Cycling
- Hiking
- Boating
- Sports, Adrenalin sport
- Caravaning
- Biking
- Nature Tour etc.

EUROPÄISCHE KULTURROUTE
FESTUNGSMONUMENTE



Erlebnis
Kulturfestungen
an der Elbe



Kultur
Baukunst
Reisegenuss



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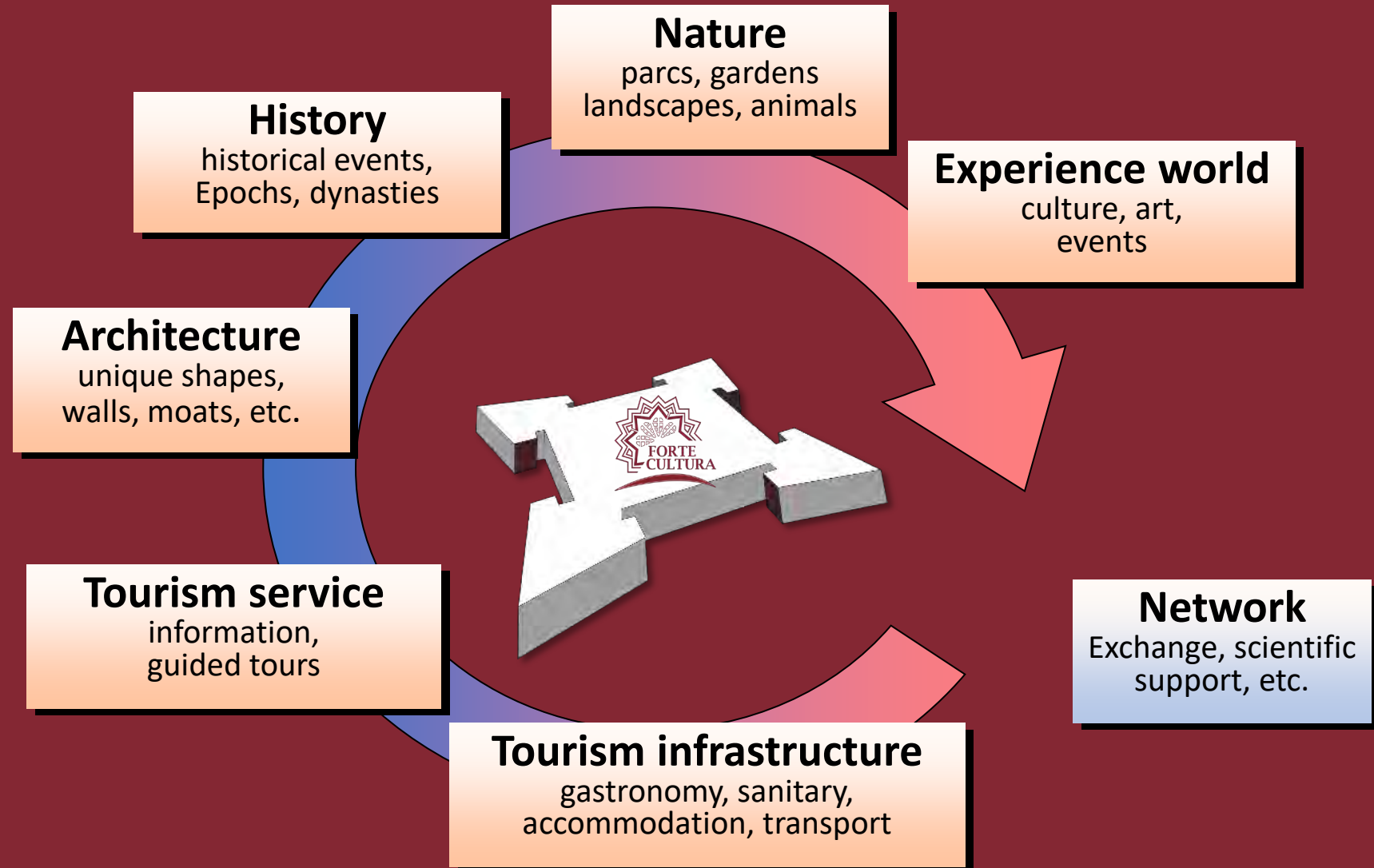
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**European
Cultural Route
Fortified Heritage**



FORTE CULTURA - brand of an attractive tourism product



REGIONAL FORTRESS CLUSTER

REGION UPPER RHINE (DE-FR)

30 fortress monuments and museums represent the history of fortress construction over the last 350 years



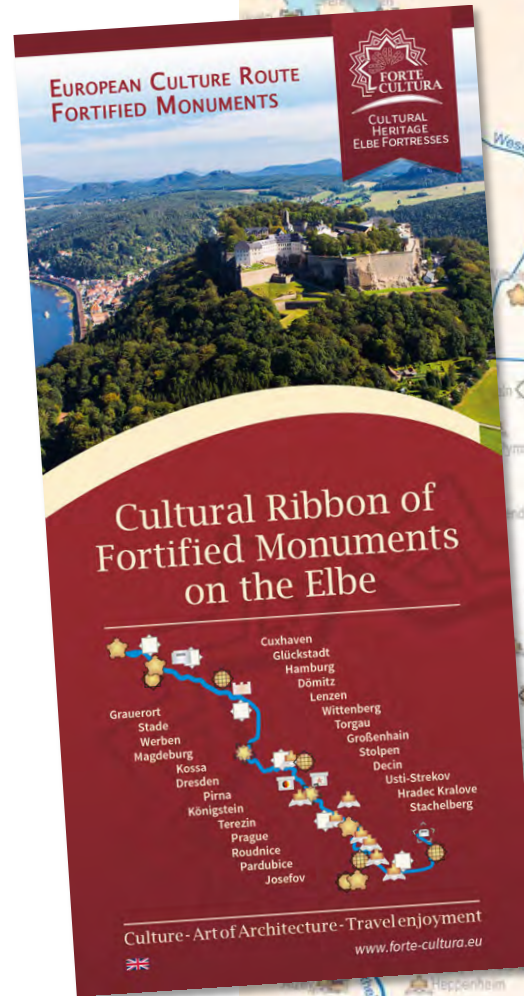
Cofinancé par l'Union européenne
Fonds européen de développement régional (FEDER)
Von der Europäischen Union kofinanziert
Europäischer Fonds für regionale Entwicklung (EFRE)



Regional Fortress Cluster Elbe-Fortresses (DE-CZ)



KULTURERBE
ELBE-FESTUNGEN



Terezin Conference
5-7th April 2022

FORTE CULTURA® – Marketing Programme

- ✓ for Cultural Route
- ✓ for Member (as individual route stations)
- ✓ for Network



- FORTE CULTURA® web portrait
- individual FORTE CULTURA® location flyer
- FORTE CULTURA® travel recommendations
- FORTE CULTURA® online event calendar
- FORTE CULTURA® guided tours
- Print and online materials, merchandises, videos etc.





guide.forte-cultura.eu

FORTE CULTURA Guide Certification Program



1. Online registration
2. Training materials (by mail)
3. Online exam questionnaire
4. Certification
5. Development of FORTE CULTURA® guided tour
6. Online marketing and prints to this tour



2018 EUROPEAN YEAR OF CULTURAL HERITAGE #EuropeForCulture

- 28 events
- 17 Fortresses
- 9 Countries

Marketing
(6 languages)

Political message



2018: European Fortress Summer



European Fortress Tourism and Fortress Marketing Network e.V.

EUROPEAN FORTRESS SUMMER 2018

Initiative in the European Year of Cultural Heritage 2018

Living Fortresses
world of experiences

Festivals
Rock - Pop - Classic
Historical spectacles
Exhibitions
Theater
Sport
Nature experiences

enjoy it...

www.fortress-summer.eu

Europäischer Festungssommer 2018

Besançon und das Vauban Netzwerk

Im Europäischen Festungssommer 2018

Netzwerkfestendes Réseau des Sites majeurs Vauban, Besançon

Das Netzwerk des Vauban Hauptstandortes „Abau des Sites majeurs de VAUBAN“ feierte im Besançon Ende Mai 2018 das 10. Jubiläum der Anerkennung der 12 beteiligten Vauban-Festungen als UNESCO-Weltkulturerbe. Ebenfalls Bestandteil der Feierlichkeiten war der „acte symbolique“ zum Europäischen Festungssommer 2018.

Auch die übrigen VAUBAN-Festungsstandorte des Netzwerkes: Briancourt, Mont-Dauphin, Mont-Louis, Villefranche-de-Conflent, Blaye / Cussac-Fort-Médoc, Saint-Martin-de-Mé, Camaret-sur-Mer, Saint-Vaast-la-Hougue, Arzac, Longuey sowie Neuf-Brisach boten im Verlauf des Sommers 2018 spannende Veranstaltungen und Eventhighlights für Jung und Alt in historischer Befestigungsarchitektur.

Remparts Festival Neuf-Brisach

Die befestigte Idealstadt Neuf-Brisach (FR), Vaubans Meisterwerk der Festungsbauleute, ist Bestandteil des UNESCO Weltkulturerbes des Netzwerkes Réseau des Sites Majeurs de VAUBAN. Am 9. und 10. Juni fand hier die Eröffnungsveranstaltung des REMPARTS FESTIVAL statt. Eine riesige Menschenkette rund um die Festungsmauern der Stadt setzte dabei ein Zeichen für Europa. Auch die Luftballons des Europäischen Festungssommers kamen zum Einsatz und trugen den Europäischen Gedanken weiter.

Ein sportliches Highlight war der Run for Europe, der vom französischen Neuf-Brisach ins deutsche Breisach führte - getreu dem Motto des Europäischen Festungssommers: „Was Europa einst trennte, soll es künftig stärker verbinden.“

Weitere touristische Highlights

- Zistelle Besançon - Führungen und Erkundungen
- Multimedialer zur Festungsgeschichte in der Festungsanlage
- Zoologischer Garten und Naturkundemuseum in der Zistelle
- Ethnologisches Museum der Region Franche-Comté im Fort Neuf de la Zistelle
- Museum Deportation und Widerstand

www.sites-vauban.org

https://www.forte-cultura.eu/media/flip/EFS2018_Impressions_EN/index.html

EUROPEAN FORTRESS SUMMER 2018

In the European Year of Cultural Heritage

Living Fortresses
world of experiences

Festivals
Rock - Pop - Classic
History spectacle
Nature experience
Exhibition
Theatre
Sport

enjoy it...

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EUROPEAN FORTRESS SUMMER 2018

EUROPÄISCHER FESTUNGSSOMMER

enjoy it...

www.fortress-summer.eu

European Fortress Tourism and Fortress Marketing Network e.V.

EUROPEAN FORTRESS SUMMER 2018

In the European Year of Cultural Heritage

IMPRESSIONS

www.fortress-summer.eu

SHARING HERITAGE

2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

- 28 events
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Marketing
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Political message



2018: European Fortress Summer



NETWORK PRIORITIES

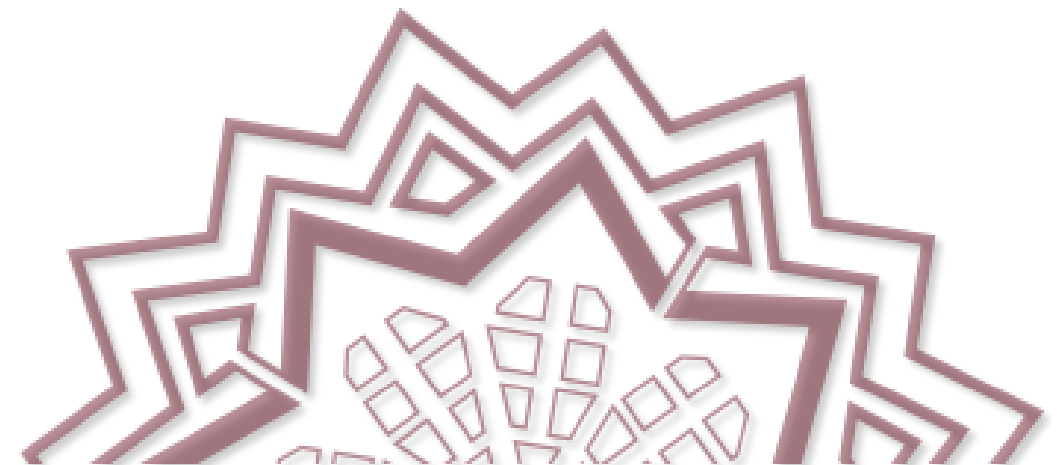
- Organic network growth
- Stabilisation of financial basis
- Project development
- Marketing and Promotion
- Network and Cooperation
- Communication

3-YEARS ACTIVITY FORECAST

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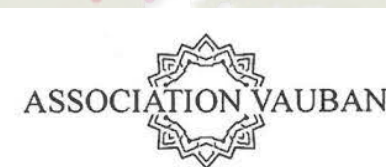
MAIN STRATEGIC POINTS AND PROJECTS

- **Network Development**
(expansion, cooperation, Cultural Route of the Council of Europe, regional cluster)
- **Digitalisation**
(smart monuments, smart tourism, smart instruments)
- **Sustainable Tourism**
(accessibility, green and smart tourism, decentralisation)
- **European Green Deal and New European Bauhaus** (EFFORTS Goes Green)

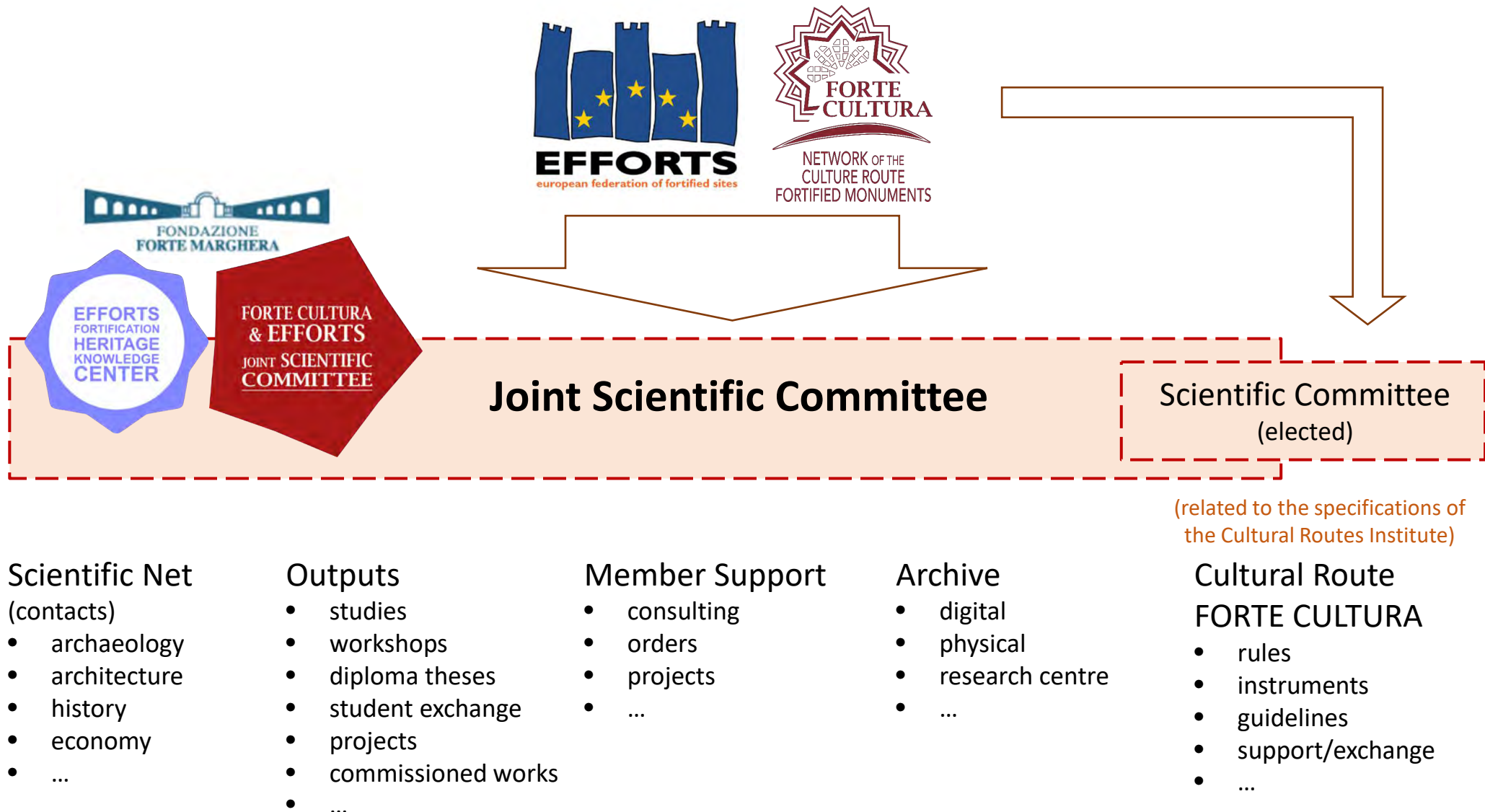


PARTNER, PROJECTS AND COOPERATION

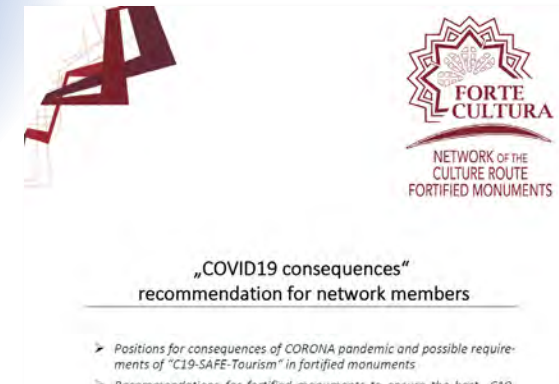
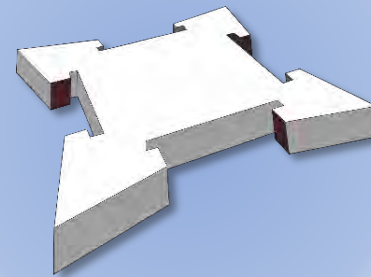
Scientific Committee Fortified Heritage



Proposal of JSC Structure and Tasks



Join the network(s) and become a station of the European Cultural Route!





Thank you for your attention.

Dirk Röder

Vice president FORTE CULTURA / board member EFFORTS

www.forte-cultura.eu

www.efforts-europe.eu

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