

**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



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.



European
Cultural Route
Fortified Heritage



- Cultural Heritage
- Experience World
- Travel World
- Network

“architectura militaris”
FORTIFIED MONUMENTS - FULL OF LIFE

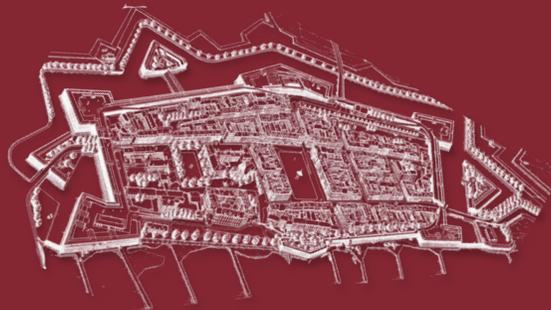


CULTURAL HERITAGE FORTIFIED MONUMENTS

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



- Culture Journeys
- Culture Tours
- Study Tours
- Weekender
- + Active Tourism

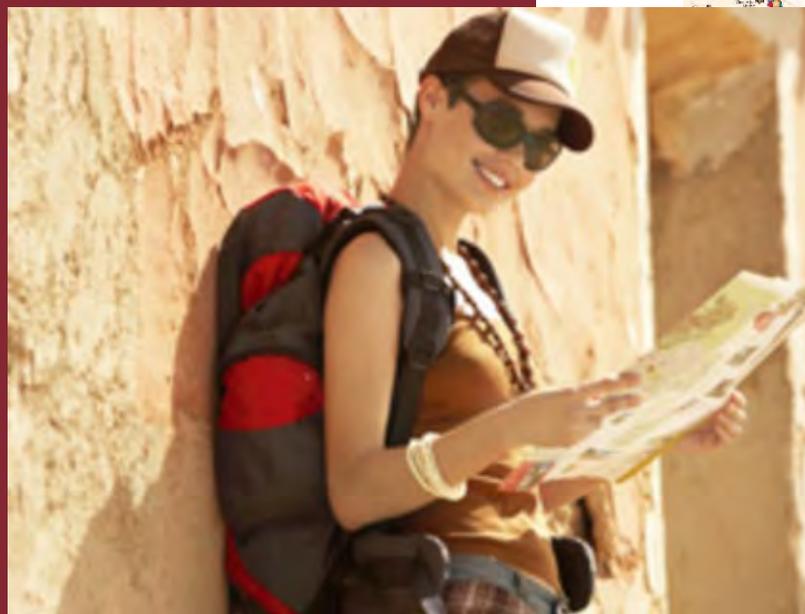


Culture tourism

- 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.



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EUROPÄISCHE KULTURROUTE
FESTUNGSMONUMENTE

Erlebnis
Kulturfestungen
an der Elbe

Kultursommer
Elbe-Festungen

- Festung Grauerort
- Festung Dömitz
- Großfestung Magdeburg
- Großfestung und befestigtes Schloss Torgau
- Festungsstadt Dresden
- Befestigte Burg Stolpen
- Befestigtes Schloss Pirna
- Festung Königstein
- Befestigte Idealstadt Terezin
- Festung Vysehrad Prag

Kultur
Baukunst
Reisegenuss

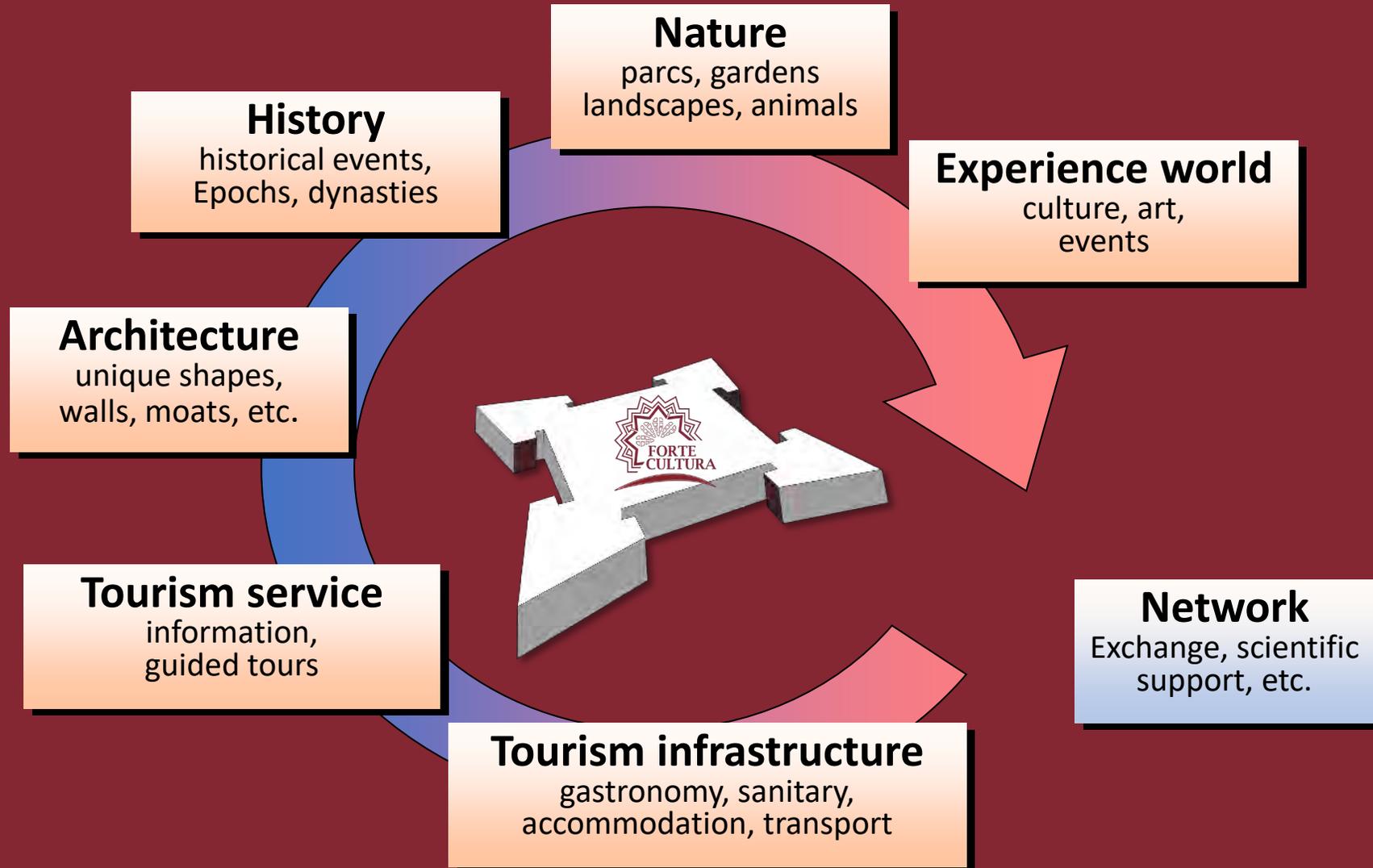
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**European
Cultural Route
Fortified Heritage**



FORTE CULTURA - brand of an attractive tourism product

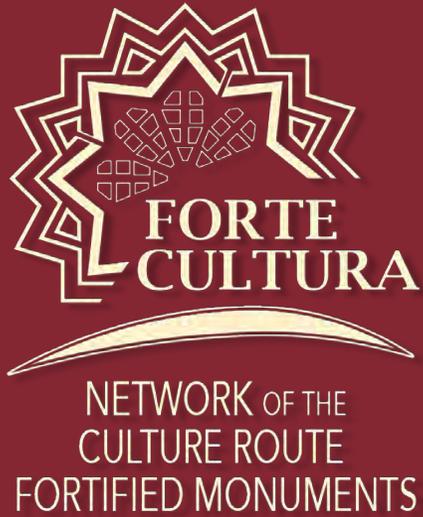




NETWORK OF THE
CULTURE ROUTE
FORTIFIED MONUMENTS

42 Cultural Route Stations in 9 countries
53 Network Member in 13 countries





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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

*For preservation and use
of the fortified heritage.*



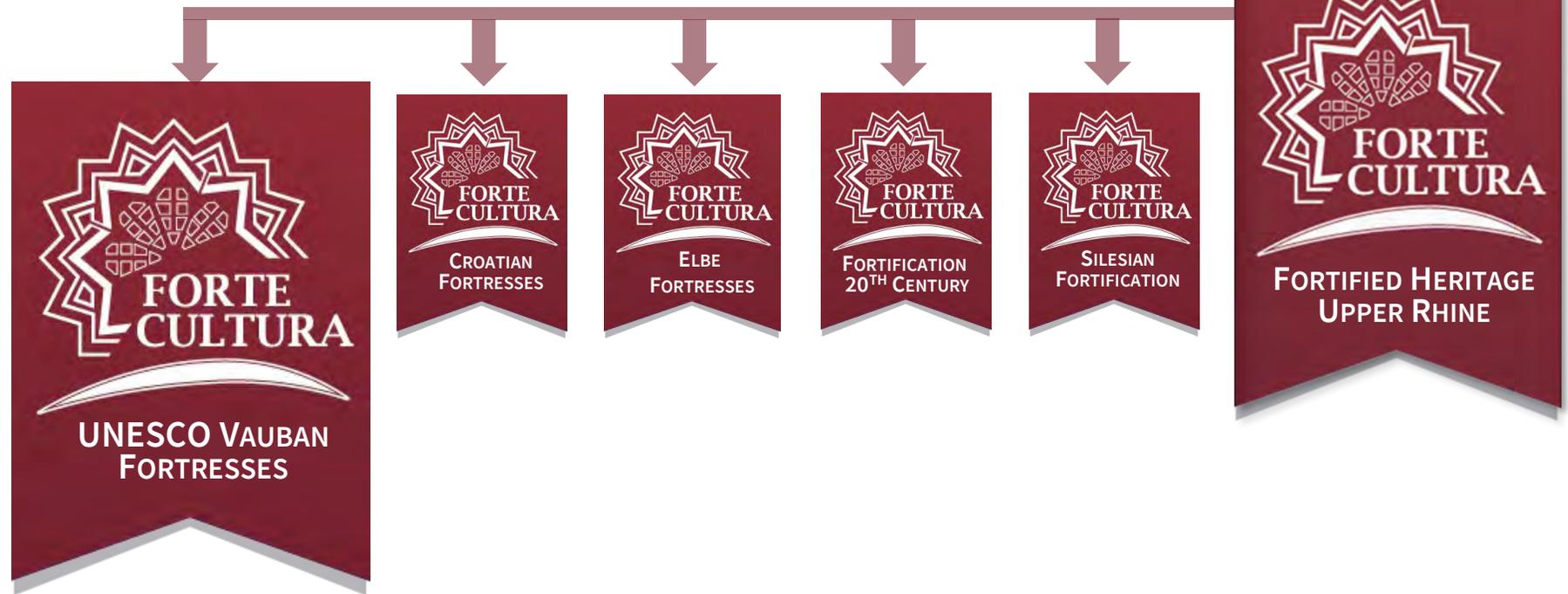


**BRAND WITH
INDIVIDUAL
IDENTITIES**



European Cultural Route

regional, national and thematic Sub Label



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)



EUROPEAN
FORTRESS
SUMMER

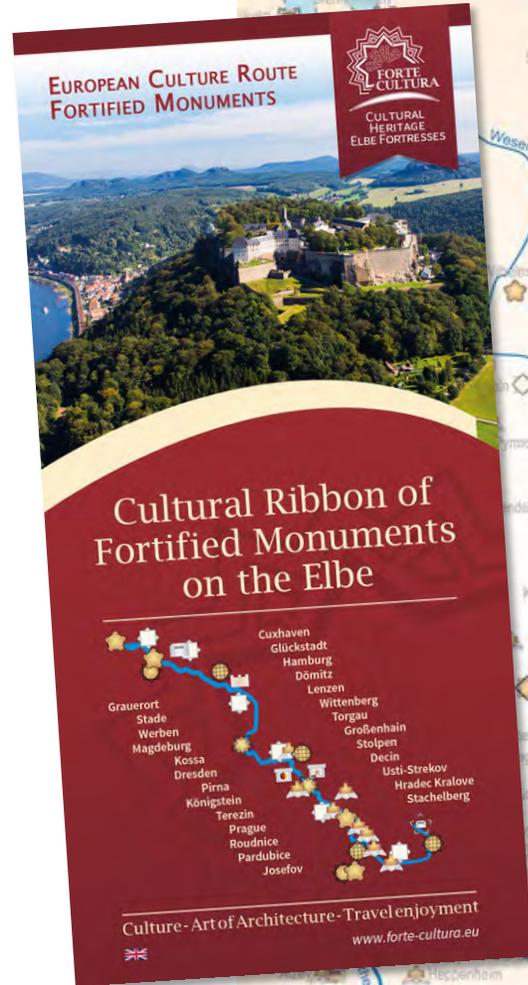


Regional Fortress Cluster Elbe-Fortresses (DE-CZ)



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.



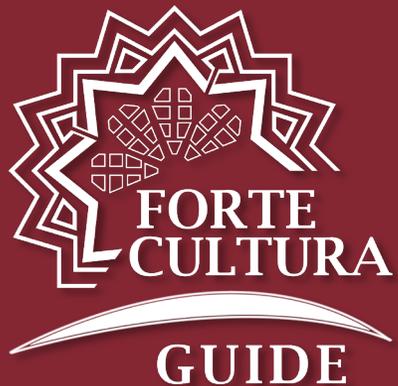
Fortress Portraits



Event Calendar



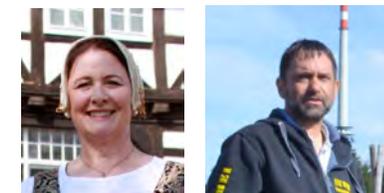
Guided Tours



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



guide.forte-cultura.eu



2018: European Fortress Summer

2018 
 EUROPEAN YEAR
 OF CULTURAL
 HERITAGE
 #EuropeForCulture

- 28 events
- 17 Fortresses
- 9 Countries

Marketing
 (6 languages)

Political message



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

Netzwerkrefendendes Réseau des Sites majeurs Vauban. Besançon Das Netzwerk der Vauban Hauptstandorte „Réseau des Sites majeurs de VAUBAN“ feierte in Besançon Ende Mai 2018 das 10. Jubiläum der Anerkennung der 12 beteiligten Vauban-Festungen als UNESCO-Weltkulturerbe. Ebenfalls Bestandteil der Feierlichkeiten war die „acte symbolique“ zum Europäischen Festungssommer 2018. Auch die übrigen VAUBAN-Festungstandorte des Netzwerkes: Briancourt, Mont-Dauphin, Mont-Louis, Villefranche-de-Conflent, Blays / 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 Festungsbaulekunst, ist Bestandteil des UNESCO Weltkulturerbes des Netzwerk 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 Briesach 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 Festungssommer in der Zistelle
- Zoologischer Garten und Naturkundemuseum in der Zistelle
- Ethnologisches Museum der Région Franche-Comté im Fort Froid de la Zistelle
- Museum Deportation und Widerstand

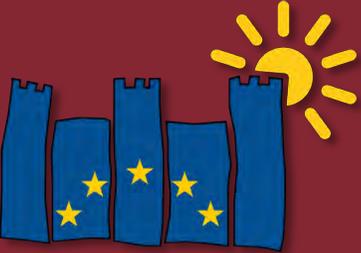
www.sites-vauban.org

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

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**EUROPEAN
FORTRESS
SUMMER**

European Fortress Summer



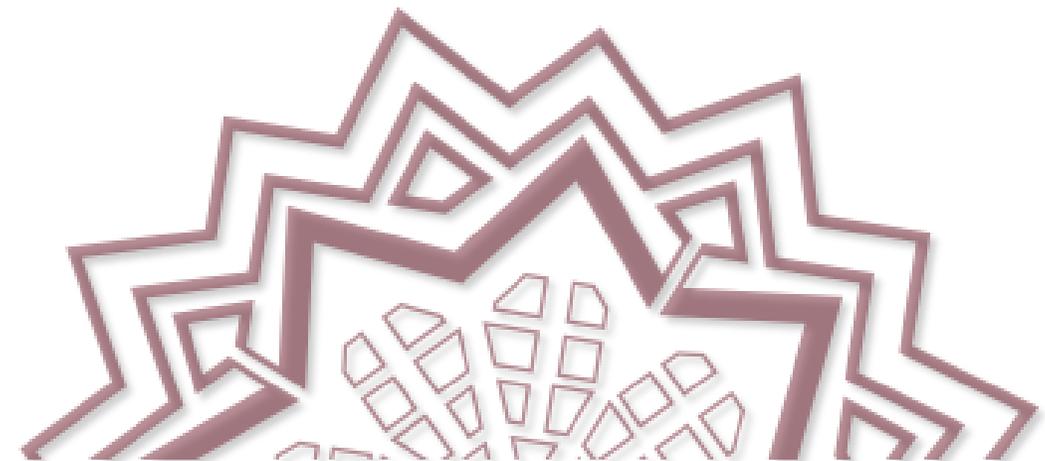
NETWORK PRIORITIES

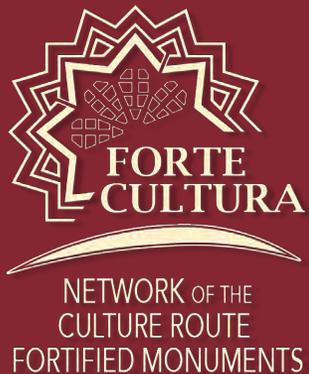
- Organic network growth
- Stabilisation of financial basis
- Project development
- Marketing and Promotion
- Network and Cooperation
- Communication

3-YEARS ACTIVITY FORECAST

MAIN STRATEGIC POINTS AND PROJECTS

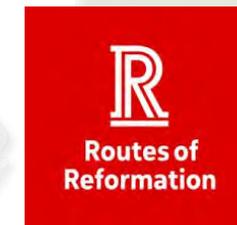
- **Network Development**
(expansion, cooperation, Cultural Route of the Council of Europe, regional cluster)
- **Digitalisation**
(smart monuments, smart tourism, smart instruments)
- **Sustainable Tourism**
(accessibility, green and smart tourism, decentralisation)
- **European Green Deal and New European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





PARTNER, PROJECTS AND COOPERATION

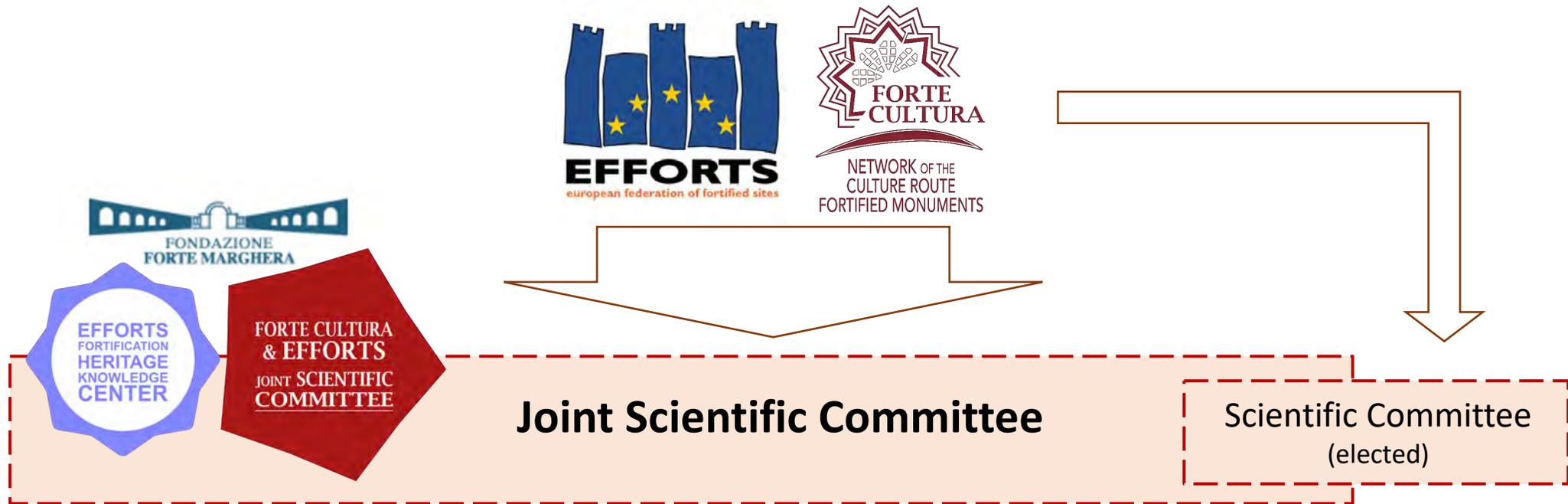
Scientific Committee Fortified Heritage



Associazione culturale "I Tesori del Tirolo storico"



Proposal of JSC Structure and Tasks



(related to the specifications of the Cultural Routes Institute)

Scientific Net (contacts)

- archaeology
- architecture
- history
- economy
- ...

Outputs

- studies
- workshops
- diploma theses
- student exchange
- projects
- commissioned works
- ...

Member Support

- consulting
- orders
- projects
- ...

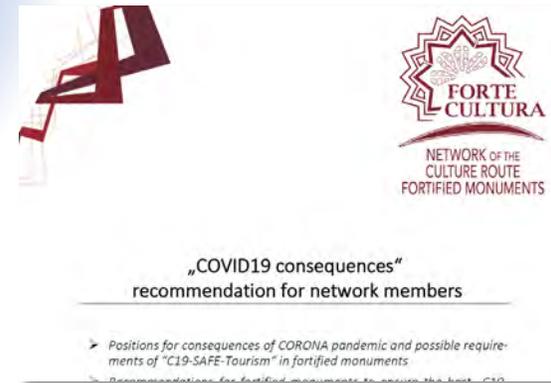
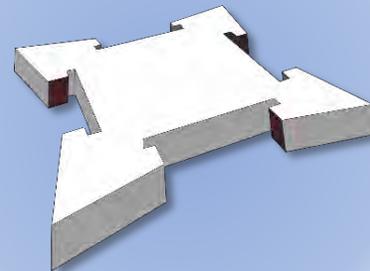
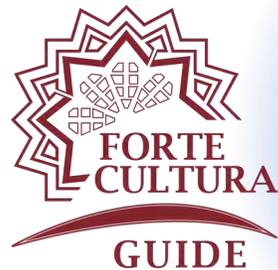
Archive

- digital
- physical
- research centre
- ...

Cultural Route FORTE CULTURA

- rules
- instruments
- guidelines
- support/exchange
- ...

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

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www.efforts-europe.eu

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