



# MOMAr

Models of Management for Singular Rural Heritage

Cultural route good practise example

## **Routes of Reformation**

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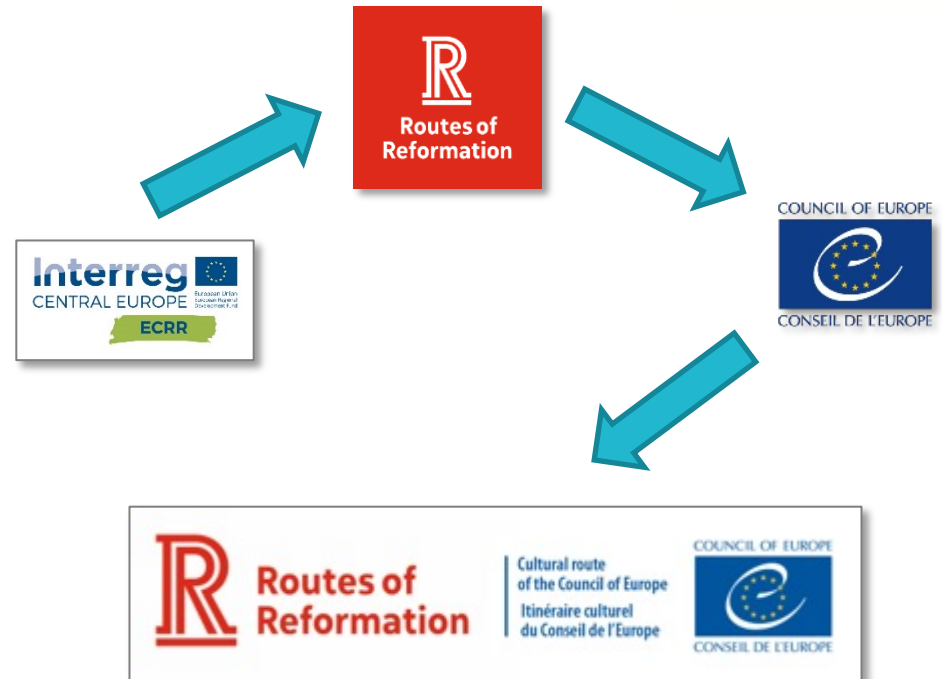
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# Introduction

- Project **MOMAr** focused on innovative and efficient models of management of cultural and natural heritage
- Project partners:
  - **Zaragoza** (Spain)
  - **South Bohemia** (Czech Republic)
  - **Mehedinti** (Romania)
  - **Groningen** (Netherlands)
  - **Saxony-Anhalt** (Germany)
- Cultural routes called **Routes of Reformation** was identified as a good practise worth sharing

# Routes of Reformation

- Started as Interreg Central Europe project under the name „ECRR“
- Its goal was a creation of a new, certified cultural route focusing on history of Reformation
- Certification aquired in April 2019, re-certification 2022 underway
- Reformation, as a religious, social and cultural phenomenon considerably influenced society and history not only in regions where it got established but across the whole Europe



# Routes of Reformation

- Archipelago-type cultural route
- The original 11 project partners generated over 30 founding members
- Currently, the Route includes 40 full members from 8 countries



- It loosely connects sites, museums, local trails, churches and other places linked to Reformation. It ranges from Torino area (Waldensians) over Slovenia, Austria (Trail of the Book), Czech Republic (Hussite movement, Reformation in 16th century), to Poland and its evangelical sites, eastern Hungary and, of course, German areas where Martin Luther spread his ideas.

# Routes of Reformation

- The membership allows:
  - to share experience
  - to develop innovative tourism products
  - to attract wider range of visitor target groups
  - to benefit from common visual, marketing and social media activities
  - to increase their visibility by Route's participation on events, tourism fairs etc.
  - to take part at events that would be otherwise impossible or not even considered
  - to support local community
  - to enhance educational potential



# Routes of Reformation



- The initial funding was provided by Interreg Central Europe, amounting to 2.3M €
- The operational financing is based solely on membership fees
- Currently, the fees provide RoR with around 10K € annually

- The fee unveils from the size of the organization and its type.
- It ranges from 50 € for individual experts to 1000 € for larger metropolitan areas and regions.
- The income is used for:
  - participation to events (e.g. CoE advisory/annual forums, tourism fairs)
  - communication, production of quarterly newsletter
  - physical items (leaflets, beachflag) and their graphic templates
- Considerable amount was spent on re-building the website

# Routes of Reformation

- Cultural routes have the potential to connect sites and places that wouldn't otherwise present an attractive point-of-interest.
- At the same time, they provide site management an option to link with similarly-focused organization and exchange experience with them



- Last but not least, cultural routes can promote sustainable tourism models



**MOMAr**  
Interreg Europe



European Union  
European Regional  
Development Fund

**Thank you**

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