



Bu proje Avrupa Birliği tarafından finanse edilmektedir.
This project is funded by the European Union.

A2.2 Road-shows in Turkey

Action Name: 'Italy, Greece and Turkey on Foot: A European Culture Route Linking Turkey to Italy'

Road-shows in Turkey activity took place between **4-20 September 2019** in 8 cities (Antalya, Isparta, Afyonkarahisar, Eskişehir, Kütahya, Bursa, Kocaeli, Edirne) with 11 different stops of various towns and villages along the Via Eurasia.

The Road-show team consisted of the Turkish project coordinator Hüseyin Eryurt (1.1.2.1), Turkish coordinator field assistant Onat Berhat Alan (1.1.2.2); Social and printed media technician Esra Ekinci (1.1.1.1) and Kardelen Karlı, chairperson of the Culture Routes Society.

The main purpose of this activity was to promote the Via Eurasia walking route to the local people, in particular walking/nature/culture/sports/mountaineering club members, potential and existing service providers and local administration representatives.

Before the Road-shows: Initially, visibility approvals for all the visual materials of the activity were taken via MIS. These included posters and program of the event - 5 different versions of them for different associates (MIS approval on 26.08.2019); Film illustrating best practice – study visit (MIS approval 29.08.2019); 1000 brochures in Turkish (MIS approval on 02.09.2019); Stickers of the van hired for the event (03.09.2019). Once all the visibility approvals are ensured on MIS, the posters and program of the activity were distributed to all the local stakeholders, most of which included previous and current associate municipality representatives as well as local route leaders (CSD4 and CSD5).

During the Road-shows: The road-show events/gatherings started with a movie screening, which gave the audience an idea about the Via Eurasia cultural route and its theme; old roads.

<https://www.youtube.com/watch?v=jU1HOWUf0Ls&t=27s>

The movie was followed by a presentation about the Culture Routes Society with its partner and associate organisations as well as more details about the action and its background going back to the CSD 4 'Europe to Turkey on Foot' project. Second short movie shown during the Road-show was about the Study Visit in Italy activity (A2.1).

<https://www.youtube.com/watch?v=QbIP6CyWQE4&t=47s>

The presentations and movie screenings ended with discussions, during which the team informed the local participants about the benefits of sustainable rural tourism while the participants talked about their current agendum, events and needs. There were short walking events during the Road-shows in Nilüfer, Bursa (Mysia Ways) and İzmit, Kocaeli (Tolerance Way) – hosted by associate organisations here.





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After the Road-shows:

During the course of the roadshows, the CRS signed a cooperation agreement with the mayor of Izmit Belediyesi and KYÖD, in order to continue to develop the route together. As soon as the International Association of the Via Eurasia completes registration, the CRS will invite other municipalities and walking clubs to make similar agreements to support the route.

The Via Eurasia is also being actively promoted in Europe at the European Institute of Cultural Routes. All municipalities along the route will be invited to meet our international partners at a closing conference in early 2020.

Total number of participants (who signed the attendance sheets): 361

- 04 Sep 2019 Toroslar Doğa Sporları Kulübü (TODOSK/Antalya) 30 people
(Walking club members 27; Tourism stakeholders 3)
- 05 Sep 2019 Demre 45 people
(Walking club members and local people 43, including the local governor and mayor of Demre)
- 07 Sep 2019 Kumluca 17 people
(Walking club members and local people including representatives from the local municipality 17)
- 08 Sep 2019 Eğirdir 23 people
(Local people including the local governor and mayor of Eğirdir, director of the provincial Tourism and Culture directorate, tourism stakeholders)
- 10 Sep 2019 Afyonkarahisar 37 people
(Local walking club members, representatives from the Afyonkarahisar governor's Office)
- 11 Sep 2019 Eskişehir 97 people
(Eskişehir Culture and Tourism Directorate 2, Youth council from the municipality 10, vice mayor, walking club members and local people 84)
- 12 Sep 2019 Kütahya 36 people
(Kütahya governor's office, local NGO members 17, walking and outdoor club members 18)
- 13 Sep Nilüfer 35 people
(Walking club members 22, municipality staff 11, archaeologists 2)
- 14 Sep 2019 İnegöl 22 people
İnegöl Vice Mayor, Culture and Social Works department of the municipality 3, Ministry of education 4, local sports club members 14)
- 16 Sep 2019 İzmit 42 people
(Local walking club and NGO members)
- 18 Sep 2019 Edirne 17 people
(Edirne Vice mayor, municipality staff 7, walking club members)





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News from various local and national media:

- 1) <https://www.akdeniztelgraf.com/haber/3034739/demrede-surdurulebilir-turizm-paneli>
- 2) <https://www.gazetebir.com.tr/haber/demre-de-turizm-zirvesi/>
- 3) <http://www.hurriyet.com.tr/lezizz/yazarlar/koray-gunyasar/avrasyanın-yolu-yine-bogazdan-geciyor-41322936>
- 4) <https://www.edirne.bel.tr/avrasya-yolu-tanitim-etkinligi-edirne-de/11994/?fbclid=IwAR1dPG5yiyxh52EzlwMrbm8Ffvxe7lpLdEfRdBRVGmh9zsvg3rDnEemtXe0>
- 5) <http://www.gorunumgazetesi.com.tr/haber/63706/avrasya-yolu-edirnedetanitilacak.html>
- 6) <http://www.trakyagazetesi.com.tr/genel/avrasya-yolu-tanitim-etkinligi-h22918.html>
- 7) <https://www.sondakika.com/haber/haber-edirne-den-kisa-kisa-17-12407053/>
- 8) <https://www.edirnegazetesi.com.tr/avrasya-yolu-tanitim-etkinligi-edirne-de/24109/>
- 9) <http://www.nilufer.bel.tr/haber-6442-tarih-ve-doga-ile-ic-ice-yuruduler>
- 10) http://www.kocaelihaberci.com/izmit-te-tarihi-protokol-h28313.html?fbclid=IwAR0qBzpFbauA_NS4jNeUP7j4VscPjA_tAAx_y_dxACwmLPkfMYM0BGyV5hI
- 11) <https://www.cagdaskocaeli.com.tr/mobil/hosgoru-yolu-protokolu-gerceklestirildi-h105624.html>
- 12) <https://www.kartepegazetesi.com.tr/haber/3150834/izmitte-tarihi-protokol>
- 13) <https://www.meydanhaber.com.tr/izmit-te-tarihi-protokol/7119/>
- 14) <http://www.kocaelihaberdunyasi.com/izmit-te-tarihi-protokol-h49582.html>
- 15) http://www.izmit.bel.tr/guncel/haberler_051/izmitte-tarihi-protokol_6506.html
- 16) <https://www.cagdaskocaeli.com.tr/kyod-de-avrasya-yolu-tanitimi-h105547.html>
- 17) <https://www.eskisehirekspres.net/guncel/frig-yolu-uluslararası-rotaya-eklendi-h21319.html>
- 18) <https://www.eskisehir.net/haber/gundem/eskisehir/avrasya-yolu-eskisehir-olmadan-eksik-olurdu>
- 19) <http://www.sonhaber.com.tr/zenginlik-katacak-108209.html>
- 20) <http://www.egirdires.com/haber-avrasya-yolu-yuruyus-rotasi-road-show-tanitim-etkinligi-yapildi-12429.html>
- 21) <https://www.turizm gazetesi.com/news.aspx?id=89096>
- 22) <https://www.youtube.com/watch?v=gRdg-26cRrg>
- 23) <https://kyod.org/avrasya-yolu-nda-yu-ru-yu-s-proje-tanitimi/161>
- 24) <http://www.edirnetv.com/mobil/haber/13615/avrasya-yolu-tanitim-etkinligi-edirnedede.html>
- 25) <https://rayhaber.com/2019/09/avrasya-yolu-tanitim-etkinliginin-edirnedede/>





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Social Media:

Instagram: @Vieaurasia_avrasyayolu Total +7360 reachings via +26 posts, with +100 photos and +32 stories. Also CRS (+1.5k), EAVF (+6k), TYE (1.5k) and 6 municipalities' (+80k) Instagram posts/reposts

Facebook: @viaeurasia Total +3500 reachings via +25 posts with +100 photos and +20 stories. Also CRS (+3.4k), EAVF (48k), TYE (16k) and 6 municipalities' (+100k) Facebook posts/reshares.

Youtube: So far, 2 short movies in CSD 5 viewed by +300 people.

ROAD-SHOW 'Avrasya Yolu' tanıtım etkinliği programı (4-21 Eylül 2019)

Kültür Rotaları Derneği, Avrupa Birliği tarafından finanse edilen Sivil Toplum Diyaloğu 5 Programı kapsamında hibe almaya hak kazandı. 'Avrasya Yolu'nda yürüyüş projesini gerçekleştirmeye devam ediyor. 4-20 Eylül 2019 tarihleri arasında, İstanbul'dan Antalya'ya uzanan 'Avrasya Yolu' yürüyüş rotasının Türkiye bölümünde yer alan il ve ilçe merkezlerinde, Road-Show adında tanıtım etkinlikleri gerçekleştirilecek ve Avrasya Yolu, yerel yürüyüş kulüplerine, turizm aktörlerine ve yürüyüş severlere tanıtılacaktır.

Daha fazla bilgi için:
E-mail: info@cultureroutesinturkey.com Tel: 05326044487
http://cultureroutesinturkey.com/fr/uncategorized/avrasya-yolunda-yuruyus-projesi/
http://viaeurasia.org

4 Eylül Çarşamba Antalya TODOSK Merkezi Saat 18:30	13 Eylül Cuma Toplantı yeri: Gülyazı Bursa Nilüfer Belediyesi - Mysia Yolları Saat 11:00
5 Eylül Perşembe Toplantı yeri: Gençe Belediyesi Saat 15:00	14 Eylül Cumartesi Toplantı yeri: Bursa İnegöl Kent Müzesi İnegöl Belediyesi - Eryiça Çarşısı Yolu Saat 13:00
7 Eylül Cumartesi Toplantı yeri: KUTSO Saat 13:00	16 Eylül Pazar Toplantı yeri: İsmet Belediyesi (Hogobora Yolu) Saat 13:00
8 Eylül Pazar Toplantı yeri: Egirdir Outdoor Center Saat 13:00	18 Eylül Çarşamba Toplantı yeri: Edirne Belediyesi - Sultanlar Yolu Saat 18:00
10 Eylül Salı Toplantı yeri: Arşın Saat 19:00	20 Eylül Cuma Toplantı yeri: Antalya Dağcılık ve Doğa Sporları Kulübü Saat 18:00
11 Eylül Çarşamba Toplantı yeri: Eskişehir Saat 19:00	21 Eylül Cumartesi Toplantı yeri: DODOSK Saat 18:00
12 Eylül Perşembe Toplantı yeri: Kütahya Saat 19:00	

Road Show Program

82 kişi gördü

Road Show

Avrasya Yolu

81 kişi gördü





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