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This project is funded by the European Union.

## A2.3 Road-shows in Greece

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

Road-show in Greece activity took place between **11-17 November 2019** in 5 cities/towns (Kavala, Rodolivos, Thessaloniki, Komotini, Iasmos) with 6 different stops of various towns and villages along the Via Eurasia, that is represented by Via Egnatia in the Balkans.

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 the Greek Project coordinator Theodoros Trachanidis (1.2.1) from Trace Your Eco, the host co-applicant organisation.

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 as well as academics or any other individuals having an interest in trekking, old roads, tourism, cultural heritage, etc.

Before the Road-shows: research was performed on the internet to identify organisations (public or private) that perform any activity in relation to Via Egnatia.

Among those identified, focus was given to those that are physically located along the route.

Thus, firstly a contact to specific municipalities and regional authorities was conducted. Contact was established by contacting the major’s office and identify the responsible person for such a cultural/tourism related presentation.

In some cases, locals and local organisations assisted in organising meetings.

An official email was send to majors describing Via Eurasia and cultural routes, while asking for a room to host the presentations.

Once the date was fixed, invitations were send to local hiking and culture associations, media press(TV, radio, newspapers).

A dedicated Facebook event was created on the Facebook page of TYE for further increase of awareness of the event.

During the Road-shows: The road-show events/gatherings started with a presentation about cultural routes in general, trying to inform attendance also of what a cultural route is.

The presentaion then presented the applicants and associates of the action as well as its activities in each country; cross border collaboration among co-applicants within the Civil Society Dialogue 5 and 6 programs. Final section of the presentation included the benefits of developing a cultural route, the stakeholders needed for succes.





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The two movie screenings were shown in the middle and at the end of the presentation and they 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>

and 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. Key questions that arised from the meetings:

- source of funding for such route development
- criteria of certification process by Council of Europe
- which are the next steps for 2020

There was a short walking event on the last day of the Roadshow, which was organised by Trace Your Eco. A group of hikers from Thessaloniki attended a hike at forest close to Thessaloniki (1 hour drive to the east). The project of Via Eurasia was presented briefly to them and the attendants had the opportunity to meet the project team. Together we participated in a local event related to local drink production. There during discussions, the concept of cultural route was discussed with local municipality officials.

#### After the Road-shows:

(here you can explain the main outcomes and next steps; also mention that you had new contacts who can potentially take place in the management and scientific committee, be part of the federation, etc)

Total number of participants (who signed the attendance sheets): 57 people

- 12 Nov 2019 Cine Oscar – Kavala

Few people attended the presentation. Though, within them there was the local vice major of culture and tourism, a new paper journalist and a local scientific team representative.

During the presentation and during later discussions, it was evidently shown the lack of awareness about cultural routes of CoE.

Post the presentation a short interview was given to a local TV station too.

- 13 Nov 2019 Rodolivos, within Amfipolis Municipality
- The attendants were mainly representatives of local municipality official, including the vice major of tourism.
- The presentation helped the attendance to understand better what is a cultural route, what benefits can arise.
- The feedback during the discussions were positive and vice major expressed the interest to understand the next steps to be followed.
- 14 Nov 2019 Thessaloniki
- Among the attendants were a vice major for youth and culture, a representative of Region of Central Macedonia. Also a journalist from the press ‘Ethnos’ and a TV station ‘Astra’.
- Also a class of adult students related to tourism participated.



Cultural route  
of the Council of Europe  
Itinere cultural  
du Conseil de l'Europe





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- Among the attendants a new contact with a photographer who has been working on a project about via Egnatia was established. Further discussions and meetings will follow to understand the work he has done so far and what are his plan in relation to growing a cultural route along Greece and Balkan area.
- 15 Nov 2019 Komotini
- The presentation was done to the vice regional director of Komotini and to the mayor of Komotini, in two separate meetings. Both were interested in the idea and expressed their positive position in supporting such activities that can help the sustainable tourism development.
- 15 Nov 2019 Iasmos
  - A presentation of the project and the cultural routes was given to the major of the town Iasmos (half an hour west of Komotini). He recognized that such projects are good and useful for their region and municipalities and can help them network with other area in neighboring countries.

The main common key actions that have been identified during the presentation are:

- Define the next steps to be followed and ways of establishing the network of interested parties in Greece.
- Investigate further interested parties and potentially work in creating the first network of individuals, legal entities (public or private) for further developing via Egnatia.
- Research for more interested people among the academic society in participating in the scientific committee.

News from various local and national media:

- 1) Ethnos (press) [https://www.ethnos.gr/ellada/72099\\_thessaloniki-perpatontas-tin-politistiki-diadromi-eurasia](https://www.ethnos.gr/ellada/72099_thessaloniki-perpatontas-tin-politistiki-diadromi-eurasia)
- 2) Serraike nea (local press-blog) <https://serraikanea.gr/med/118629-serres-dimos-amfipolis-parousiazetai-avrio-i-politistiki-diadromi-via-eurasia.html>
- 3) Center channel (Kavala TV) <https://youtu.be/6J838iRcXYo>
- 4) Kavala post (press) <https://www.kavalapost.gr/230468/via-eurasia-i-kavala-xenageitai-stis-politistikes-diadromes-tis-eyropaikis-klironomias/>
- 5) Atlas TV Kentrikis Makedonias (TV) <https://atlastv.gr/our-video/via-eurasia-%CF%80%CE%B1%CF%81%CE%BF%CF%85%CF%83%CE%AF%CE%B1%CF%83%CE%B7-%CF%80%CE%BF%CE%BB%CE%B9%CF%84%CE%B9%CF%83%CF%84%CE%B9%CE%BA%CE%AE%CF%82-%CE%B4%CE%B9%CE%B1%CE%B4%CF%81%CE%BF%CE%BC%CE%AE/>
- 6) Prioni news (press) <https://www.proininews.gr/politistiki-diadromi-via-eurasia/>
- 7) Serres TV [http://www.serrestv.gr/tv/article\\_read.php?a=26688](http://www.serrestv.gr/tv/article_read.php?a=26688)
- 8) Paratiritis (press) <http://www.paratiritis-news.gr/article/219282/Enimerosi-gia-tin-Via-Eurasia-stin-Komotini>





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- 9) K-Tipos (press) <https://www.k-tipos.gr/%CF%84%CE%BF-%CF%85%CF%80%CF%8C-%CE%B1%CE%BD%CE%AC%CF%80%CF%84%CF%85%CE%BE%CE%B7-%CE%B4%CE%AF%CE%BA%CF%84%CF%85%CE%BF-via-eurasia-%CE%AD%CE%BA%CE%B1%CE%BD%CE%B5-%CF%84%CE%B7%CE%BD-%CF%80%CF%81%CF%8E/>
- 10) Trace Your Eco (Facebook event) <https://www.facebook.com/events/457751758418241/>
- 11) Kavala news <http://kavalanews.gr/11520-trace-your-eco-paroysiasi-kinimatothetrotoskar.html>
- 12) Proklitiko news <https://proklitiko.gr/paroysiasi-politistikis-diadromis-via-eurasia-rodolivos/>
- 13) Trace Your Eco (Google my business post) <https://traceyoureco.business.site/posts/9138621873604167418?hl=en>
- 14)

(below is a list of the news about Roadshow in TR; please make a search online and list all the links here...it can be local or national news, or any posts you shared on your channels etc)

- <https://www.akdeniztelgraf.com/haber/3034739/demrede-surdurulebilir-turizm-paneli>
- <https://www.gazetebir.com.tr/haber/demre-de-turizm-zirvesi/>
- <http://www.hurriyet.com.tr/lezizz/yazarlar/koray-gunyasar/avrasyanın-yolu-yine-bogazdan-geciyor-41322936>
- <https://www.edirne.bel.tr/avrasya-yolu-tanitim-etkinligi-edirne-de/11994/?fbclid=IwAR1dPG5yixh52EzlwMrbm8Ffvxe7lpLdEfRdBRVGmh9zsvg3rDnEemtXe0>
- <http://www.gorunumgazetesi.com.tr/haber/63706/avrasya-yolu-edirne-tanitolacak.html>
- <http://www.trakyagazetesi.com.tr/genel/avrasya-yolu-tanitim-etkinligi-h22918.html>
- <https://www.sondakika.com/haber/haber-edirne-den-kisa-kisa-17-12407053/>
- <https://www.edirnegazetesi.com.tr/avrasya-yolu-tanitim-etkinligi-edirne-de/24109/>
- [http://www.nilufer.bel.tr/haber-6442-tarih\\_ve\\_doga\\_ile\\_ic\\_ice\\_yuruduler](http://www.nilufer.bel.tr/haber-6442-tarih_ve_doga_ile_ic_ice_yuruduler)
- [http://www.kocaelihaberci.com/izmit-te-tarihi-protokol-h28313.html?fbclid=IwAR0qBzpFbauA\\_NS4jNeUP7j4VscPjA\\_tAAx\\_y\\_dxACwmLPkfMYM0BGyV5hI](http://www.kocaelihaberci.com/izmit-te-tarihi-protokol-h28313.html?fbclid=IwAR0qBzpFbauA_NS4jNeUP7j4VscPjA_tAAx_y_dxACwmLPkfMYM0BGyV5hI)
- <https://www.cagdaskocaeli.com.tr/mobil/hosgoru-yolu-protokolu-gerceklestirildi-h105624.html>
- <https://www.kartepegazetesi.com.tr/haber/3150834/izmitte-tarihi-protokol>
- <https://www.meydanhaber.com.tr/izmit-te-tarihi-protokol/7119/>
- <http://www.kocaelihaberdunyasi.com/izmit-te-tarihi-protokol-h49582.html>
- [http://www.izmit.bel.tr/guncel/haberler\\_051/izmitte-tarihi-protokol\\_6506.html](http://www.izmit.bel.tr/guncel/haberler_051/izmitte-tarihi-protokol_6506.html)
- <https://www.cagdaskocaeli.com.tr/kyod-de-avrasya-yolu-tanitimi-h105547.html>
- <https://www.eskisehirekspres.net/guncel/frig-yolu-uluslararası-rotaya-eklendi-h21319.html>
- <https://www.eskisehir.net/haber/gundem/eskisehir/avrasya-yolu-eskisehir-olmadan-eksik-olurdu>
- <http://www.sonhaber.com.tr/zenginlik-katacak-108209.html>





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- <http://www.egirdires.com/haber-avrasya-yolu-yuruyus-rotasi-road-show-tanitim-etkinligi-yapildi-12429.html>
- <https://www.turizm gazetesi.com/news.aspx?id=89096>
- <https://www.youtube.com/watch?v=gRdg-26cRrg>
- <https://kyod.org/avrasya-yolu-nda-yu-ru-yu-s-proje-tanitimi/161>
- <http://www.edirnetv.com/mobil/haber/13615/avrasya-yolu-tanitim-etkinligi-edirne.html>
- <https://rayhaber.com/2019/09/avrasya-yolu-tanitim-etkinliginin-edirne/>

### Social Media:

**Instagram:** @Viaeurasia\_avrasyayolu Total +xxx reachings via +xx posts, with xxx photos and xx stories. Also CRS (+1.5k), EAVF (+6k), TYE (1.5k) and xxx 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.

Esra will fill this section for Viaeurasia accounts but if you can sum up some figures for TYE accounts, that would also be nice.

(at the end we will put photos and we have so many...but if you want us to use any of yours pls feel free to send)

