



**STUDY ON THE IMPACT OF EUROPEAN CULTURAL ROUTES ON
SMALL AND MEDIUM SIZE ENTERPRISES (SMEs') INNOVATION AND
COMPETITIVENESS**

**The Steering Committee meeting with a group of study experts
and Cultural Routes representatives**

8 November 2010
Council of Europe, Strasbourg
Palais de L'Europe, Room 15

Morning

9:30 a.m.

WELCOME AND INTRODUCTORY NOTE

Irena Guidikova, the Council of Europe

Valentino Izzo, the European Commission

9:50 a.m.

PRESENTATION OF THE CULTURAL ROUTES PROGRAMME

Michel Thomas-Penette, the European Institute of Cultural Routes

10:10 a.m.

INTRODUCTION AND PRESENTATION OF THE PARTICIPANTS

10:20 a.m.

PRESENTATION OF THE OBJECTIVES OF THE STUDY

Alberto d'Alessandro, the Council of Europe

10:40 a.m.

PRESENTATION OF THE STUDY PLAN AND METHODOLOGY

Kseniya Khovanova-Rubicondo, the Council of Europe

11:00 a.m.

THE CULTURAL ROUTES: PRINCIPLES OF GOVERNANCE and CASE STUDIES

Silvia Lecci, the Council of Europe

11:20 a.m.

DISCUSSION, QUESTIONS

Directorate General IV - Culture and Cultural and Natural Heritage



12.00 – 13:00 p.m.

LUNCH

Afternoon

13:00 p.m.

PRESENTATIONS OF THE CULTURAL ROUTES REPRESENTATIVES

13:30 p.m.

DISCUSSION OF THE MORE DETAILED OBJECTIVES and METHODOLOGY OF THE STUDY

15:00 p.m.

BREAK

15:15 p.m.

DISCUSSION OF THE MORE DETAILED OBJECTIVES and METHODOLOGY OF THE STUDY

17:00

CONCLUSIONS

17:30 p.m.

END OF THE MEETING