

Project Outline

PG 1 and 12

Title: Preserving European Cultural Trails
Art, Walking, and Culture Across Borders

Presenting Organization:

- Dr Ozlem Uruk Hammond

Problem statement:

- Many European cultural trails suffer from-Environmental pressures, Infrastructure projects that cut through historic footpaths and landscapes, lack of legal protection, leaving routes vulnerable to fragmentation or loss, over tourism in some regions and depopulation in others, leading to imbalance and reduced community capacity

Expected output/products:

- Increased public awareness of the importance of preserving European cultural trails
- Strengthened local engagement and pride in community heritage
- Artistic materials support heritage advocacy
- A visible artistic movement promoting the cultural and environmental value of walking

Main Goals and target group(s):

- Raise awareness of the archaeological, ecological, and cultural heritage trails
- Highlight environmental and developmental pressures
- Promote sustainable, culturally sensitive walking and tourism
- Engage and empower local communities living along these routes
- Strengthen European cultural exchange through collaborative art initiatives

Targeted funding sources:

- Creative Europe – European Cooperation Projects
- Council of Europe
- Erasmus

Description of project approach (how do you plan to achieve the goals):

- Create a body of artwork inspired by walking selected European cultural trails
- Creative outputs will reflect heritage landscapes, environmental pressures, and local narratives
- Organize “Art Hikes,” combining guided walks with on-site painting experiences via a series of plein-air painting workshops along accessible trail segments in various European regions. These workshops will:
- Engage local residents, walkers, and art students in direct observation of landscape and heritage
- Connect participants to natural and cultural history through creative practice
- Produce a traveling exhibition of paintings created on-site across Europe

Target region/countries:

- Lycian way/Turkey
- Rota Vicentina/Portugal
- Also others after initial pilot projects

Desired project partners:

- Culture Routes Society Turkey
- European Ramblers Association (ERA)
- Council of Europe – Cultural Routes Programme

Maturity level:

- Rough project plan existing

Why do you think a funding application for this project idea will be successful:

This project aims to protect and promote Europe’s vulnerable cultural trails through the transformative power of art, community engagement, and cross-border collaboration. By combining walking, plein-air painting, visual flags, storytelling, and partnerships with local communities, the initiative raises awareness of environmental threats, cultural heritage loss, and the need for sustainable tourism. Its innovative approach bridges countries in Europe, empowering rural communities, celebrating shared European identity, and generating impactful outputs including exhibitions, workshops, and a documentary. With its strong alignment to European cultural and environmental priorities—and the project lead’s unique blend of artistic vision, scientific expertise, and international experience—this project is exceptionally well positioned for success and long-term impact....

Idea only

Rough project plan existing

Application-ready

Applied for but declined

Subtopic proposed to Horizon

Applied