

KNIGHTS TEMPLAR ROUTE

PRESENTATION LEAFLET



PRESIDENT MESSAGE

"It is been a year since we established the federation and we have already accomplished many actions.

- *The web site is online.*
- *The scientific committee is launched.*
- *Tours were made and shared in France and Portugal.*

Nowadays we are able to respond to each objective given by the Council of Europe for the "Cultural Route" certification.

I would like to share with you the first report of the representatives of the Council of Europe attached to the Cultural Route: the Cultural Route "Route des Templiers" is a major concept in particular because it holds one of the first European spirits. We are very motivated to develop it and collaborate to its success. Of course the virtuous circle is on; it is now up to us to encourage the memberships and collaboration to develop this great project on a European level."

Gérard Ancelin
President of the Templars Route European Federation
Aube district councilor



WHAT IS A CULTURAL ROUTE OF THE COUNCIL OF EUROPE ?

Launched in 1987 by the Council of Europe, the program of Cultural Routes defends the European cultural heritage and promotes it as a vector of social cohesion, intercultural dialogue and human rights.

The program implements innovative activities and projects in culture, tourism, education, research and sustainable development.

It covers a range of different themes as architecture, religious influence, landscape, gastronomy, major figure of European art, music and literature...

National, regional and local authorities and a wide range of associations and socio-economic actors form an efficient network for the development of territories.



ORIGINS OF THE PROJET

In 2012, The *Département de l'Aube en Champagne* devoted its annual cultural exhibition to the Templars, "*Templiers, une histoire, notre trésor*". During the international colloquium, Aube and Tomar representatives mentioned for the first time the creation of a Cultural Route of the Council of Europe about the Knights Templar. Being the Knight Templars' birthplace, Aube represents the Alpha of the Route while Tomar is the Omega, the region that owns the longest legacy of the Order.

Aube = α

The beginning of the Order of Solomon's Temple keeps itself attached to Aube. Born in a town near Troyes, Hugues de Payens is the founder and the first Master of the Order which was recognized during the Council of Troyes in 1129. Bernard de Clairvaux, the leading Church figure who founded the Cistercian Order, established the rule and supported the Council. The Champagne region supplied the main figures of the Templars and the Crusade.

Tomar = Ω

Tomar, located in the middle of Portugal, was founded in 1160 as a Templar general headquarters. It was the last European Templar siege. Named as a UNESCO World Heritage Site, it keeps a well preserved Templars' legacy especially the castle, the Convent of Christ and the graves of the first Templars.

In 2014, in order to commemorate the 700th anniversary of Jacques de Molay's death, last Master of the Knights Templar, Aube and Tomar decided to join forces to work on a Cultural Route of the Council of Europe named: "Route des Templiers" or "Knights Templar Route".



CREATION AND MEMBERS OF THE FEDERATION

The Templars Route European Federation (TREF) was founded on July 12th 2016 in Troyes in the presence of the founding members, the scientific committee and the French follow-up committee. Its goal is to gather territories and institutions within country members of the Council of Europe, as countries, regions, towns, organizations which have Templar legacy. The federation:

- Encourages exchange by organizing meetings, colloquiums, as well as publications with universities, cultural institutions and historical societies
- Promotes and develops Templar heritage
- Develops activities such as exhibitions, artistic and cultural events or touristic tours, especially for touristic, scholar and university exchanges

The declaration of federation was published on the “Journal Officiel de la République Française” (Official Gazette of the French Republic) on December 31th 2016.

The ambition of the federation is to be recognized by the Council of Europe as a « Cultural Route » by offering a cultural experience of quality along the steps of the famous Templars.



CREATION AND MEMBERS OF THE FEDERATION

The founding members are:

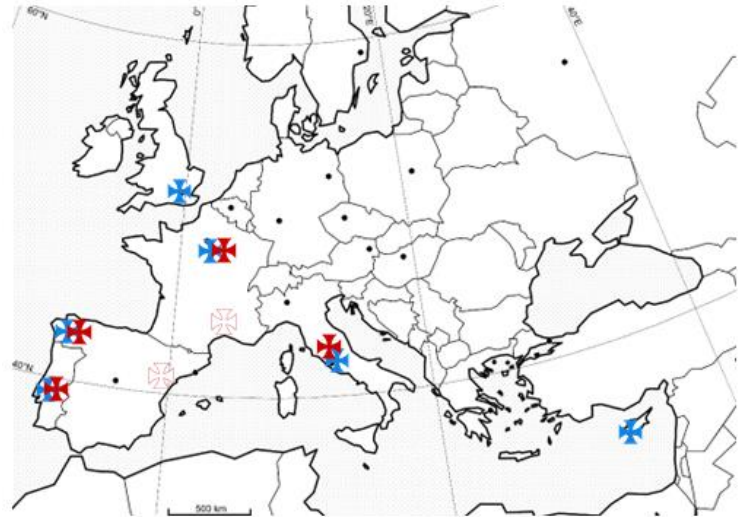
- The district of Aube, France
- The town of Tomar, Portugal




The active members:

- The town of Ponferrada, Spain (2017)
- The town of Perugia, Italy (2017)

The other foreseen members:

- Larzac, France
- Monzon, Spain



-  Founder or active members
-  Scientific committee members
-  Foreseen members

ACTION PLAN FOR THE TEMPLARS ROUTE

The establishment of the federation enabled a better cooperation between members and reinforces and structures scientific research, tourism and restoration of Templar sites.

The federation works on the 5 objectives described by the Council of Europe to respond to the requirements of Cultural Routes.

Objective 1: Cooperation for research and development

Objective 2: Promotion of European memory, history and legacy

Objective 3: Cultural exchange and education to young European people

Objective 4: Contemporary practices of culture and arts

Objective 5: Cultural tourism and sustainable cultural development

Here is presented some of our actions.



OBJECTIVE 1: COOPERATION FOR RESEARCH AND DEVELOPMENT

The Council of Europe recommends that the theme be "the object of a multidisciplinary and transnational scientific research".

A multidisciplinary scientific committee with a European dimension has been carrying out research on Templars since 2016 in historical, economic and other ways.

- ✓ 2012: Publication of the Symposium, from the international colloquium, France
- ✓ 2015: First international colloquium about military order in Monzon, Spain
- ✓ 2016: Foundation of a scientific committee with French, English, Portuguese and Cypriot members, TREF
- ✓ 2017: Symposium in the Christ Convent in Tomar with Spanish, Portuguese and French scientists on July 6th, Portugal
- ✓ 2017: Publication of a book "Templars d'Avalleur" written by Valérie Alanièce and François Gilet, members of the scientific committee, TREF

Actions 2018:

Symposium in Perugia.

Medium/long term actions:

Organize a symposium each years.

Historical video about Templars heritage.



ROUTE DES
TEMPLIERS



Symposium in the Christ Convent in Tomar, July 6th 2017

OBJECTIVE 2: PROMOTION OF EUROPEAN MEMORY, HISTORY AND LEGACY

Another goal of the association is to "value the memory, history and heritage of Europe and contribute to the interpretation of the diversity of Europe today". Since 2012, several actions have already been carried out in this direction, including the development of a style guide or the creation of a website dedicated to the Templar heritage.

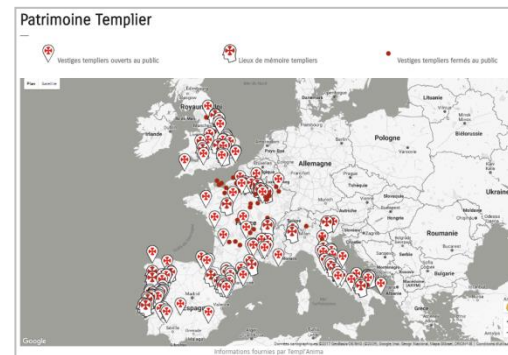
- ✓ 2012: Creation of a video presenting the commandery of Payns, France
- ✓ 2014: Archaeological dig on the sites of commanderies of Payns and Avaleur, France
- ✓ 2014: Organization of Templar narrated walks in the *Forêt d'Orient* (woods owned by the Templars), France
- ✓ 2015: « Templar » path in the *Forêt d'Orient*. 11 bilingual stands (French and English) are posted along a 5,5km route, France
- ✓ 2015: Creation of style guide, Portugal
- ✓ 2016: Rehabilitation of the commandery of Avaleur which could help to enhance the Templar heritage of the Aube and the Route, France
- ✓ 2016: Website www.templars-route.eu The website makes an inventory of Templar sites and vestiges opened to public and Templar memory sites closed, in France, Portugal, Spain, Italy and United Kingdom, TREF
- ✓ 2017: Edition of a touristic booklet focused on the Aube Templar heritage (10000 copies), France

Actions 2018:

- Edition of magazine Templar Route, TREF
- Edition of a touristic booklet about the touristic offers of the federation, TREF
- Improvement of the website, TREF

Medium/long term actions:

- Establishment of interpretation centers in each country, TREF



Inventory of Templar sites and vestiges, available on the website

OBJECTIVE 3: CULTURAL EXCHANGE AND EDUCATION TO YOUNG EUROPEAN PEOPLE

The Council of Europe attaches importance to supporting "cultural and educational exchanges for young people". Some actions aimed at the young public were conducted during the exhibitions.

- ✓ 2012: Creation of exhibitions for elementary school, middle school and high school pupils in France.
- ✓ 2012: Educational kit in France
- ✓ 2013: Games and booklets for the youth in Portugal
- ✓ 2015: Meeting « Who were Knights Templar? » in Vendevre-sur-Barse school, France
- ✓ 2017: Creation of a serious-game about the Templar (templiersdelaube.com). Currently, there are more than 1200 gamers. We plan to launch more episodes and cover member destinations. An educational leaflet is joined to the video game, France
- ✓ 2017: Creation of a card game with the visual style guide of the serious-game, France

Actions 2018:

To launch episode 2 of the serious-game, France

Medium/long term actions:

School exchanges, TREF

Research scholarships, TREF

Development of the serious-game, TREF



Educational booklet of Tomar

OBJECTIVE 4: CONTEMPORARY PRACTICES OF CULTURE AND ARTS

The Council of Europe wants the itineraries to develop artistic projects, allowing the scientific content about Templars to be shown in public actions.

- ✓ 2012: Cultural exhibition “Templiers, une histoire, notre trésor” (80 000 people), France
- ✓ 2012: Templar songs by Organum in the Troyes Cathedral, France
- ✓ 2014: Video for ITV “Les templiers et la Forêt du Temple” et edition of the DVD, France
- ✓ 2015: Several radio programs “Sur les pas des templiers” on the radio RCF Aube-Haute-Marne, France
- ✓ 2016: Templars festivities in Tomar (625 000 people), Portugal
- ✓ 2017: Creation of a musical about Templars. 4 sold out shows seen by 2600 people in France
- ✓ 2017: Edition of the musical DVD, France
- ✓ 2017: Templar Night festival in Ponferrada (15 000 people) from June 28th to July 2nd, Spain
- ✓ 2017: Templar mapping video on the city hall and the Christ Convent for the Templar festivities in Tomar from July 7th to 9th 2017 (35 000 people) , Portugal

Actions 2018:

Sharing event program, TREF

Adapt local events to each country, TREF

Medium/long term actions:

Artist residencies and share their products in each country, TREF



Tomar's video mapping, July 2017

OBJECTIVE 5: CULTURAL TOURISM AND SUSTAINABLE CULTURAL DEVELOPMENT

This criterion relates more specifically to the implementation of tourism products to "develop exemplary and innovative projects in the fields of cultural tourism and sustainable development and develop tourism products for a variety of audiences".

- ✓ 2012: Several walks on the steps of Templars around the former commanderies of Payns and Fresnoy and the fortified manor of Resson, France
- ✓ 2012-2015: Templar rallye in Vendevre-sur-Barse, opened to horseriders, bike riders and hikers (120 people in 2015), France
- ✓ 2016: Templar bread sold in the bakery in Payns, France
- ✓ 2016: Touristic Templar packages with the tour operators « Caminhos de Historia » in Portugal and Voyages Collard in France
- ✓ 2017: Establishment of a new interior signage at the cathedral of Troyes to recall the Council of 1129, France
- ✓ 2017: Training of the volunteer guides to comment on the main Aube Templar sites and to explain the common history of the Templar Order and specialty of each site (73 people), France
- ✓ 2017: Elaboration of Templars champagne batch thanks to Champagnes R. Dumont & fils and Champagnes Rémy Massin et Fils, France



Interior signage at the cathedral of Troyes

THE LIFE OF THE FEDERATION:

Collaboration allows shared knowledge about Templars and intercultural points of views. The exchange of experiences aims to reinforce the development of Templar heritage to improve the cultural, social and economic development of the territories.

- ✓ 2014: Reception of a delegation from Tomar in Aube
- ✓ 2016: Reception of a delegation from Aube in Tomar
- ✓ 2017: Reception of a delegation from Aube in Perugia
- ✓ 2017: Subscription of Perugia and Ponferrada
- ✓ 2017: Participation at the Cultural Route meeting in Lucca (Italy) on the September 27th-28th
- ✓ 2017: Reception of a delegation from Aube and Tomar in Ponferrada
- ✓ 2017: Submission of the application Cultural Route to the Council of Europe, September 30th

Actions 2018:

Results of the application for certification Cultural Route (May)

Grow membership

To develop the exchange and feedback between members

To develop common actions such as using the association identity and style guide, common booklets, etc.



Federation members, board of July 2017

COMMUNICATION

The federation has invested various medias of communication in order to promote and enhance the Templar heritage. The members are currently implementing the media.

Communication medium:

- ✓ Website www.templars-route.eu
- ✓ Social media
- ✓ Touristic leaflet of Aube

Medium term actions :

Edition of Knights Templar Route magazine

Edition of a booklet about the touristic offers of the federation

Improvement of the website and translate it in English, Spanish, Portuguese and Italian

Collaborative website for tour operators



Website www.templars-route.eu



Touristic leaflet of Aube

BEING A MEMBER OF THE FEDERATION ENABLE TO :

- Develop a cultural and touristic sectors
- Benefit from the actions and feedback from the international network
- Promote touristic, scholar and university exchanges
- Advance knowledge about Templars
- Encourage a territorial dynamic on the theme
- Improve the visibility of cultural and touristic offers
- Take advantage of European grants to finance common projects
- Benefit from the support of the European Institute of Cultural Routes following the "Cultural Route of the Council of Europe" certification (notification in May 2017)



Annual subscription:

Active member: 500 €

Associate member (local authorities) : 250 €

Associate member (associations/companies) : 100 €

Associate member (private persons) : 50 €

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