As we have heard earlier today, the remarkable history of Pietro Querini and also the history of stockfish caused innovation and entrepreneurship. A result of people meeting each other, learning about each other and not at least; seeing new possibilities.

The small island of Røst and the small town of Sandrigo have cooperated for years, and during the «Open Days» events of the Conglomerate «Europe of Traditions» of Europe Commission in Bruxelles, the Regional Minister for European Funds of Veneto Region, Roberto Ciambetti, and the President of the Nordland County, Tomas Norvoll, signed a first official friendship agreement. One of the actions of this agreement is the development of cultural routes in reference to the «Via Querinissima». The owners of the project is Nordland county and Veneto Region.

The main goal of the project is to create a partnership that lasts beyond the project. The project represents a piece of a puzzle of VIA QUERINISSIMA initiatives implemented both at a local and an international level and it represents an important step for a wide network definition.

The Council of Europe launched the European, Cultural heritage Routes in 1987 and the first to receive the status was the «Pilegrim route of Santiago di Compostela».

The Council of Europe’s purpose is to show - through a travel in time and space - the common cultural heritage of Europe despite all its diversities.

The Council of Europe’s principles of human rights, democracy, cultural diversity and identity, dialogue and exchange are central elements.

The history of Querini is the common fundament of the «Via Querinissima». It is a history that combines culture and trade all the way from the south to the north in Europe. If Via Querinissima is accepted as a European Cultural Heritage Route it will become the first one route crossing the whole European continent from north to south.
Here we have combined Querinis voyage to Røst marked in blue, and his return in red. It is important to note that he saw his own survival as a miracle and his return to Venice was a long trip praising God, something which defined his return route starting from Røst to Trondheim and the archbishop of Nidaros, continuing to Vadstena in Sweden, also passing Canterbury in England. Did Querini come here to Bergen? The famous stockfish commerce was after all happening all along the coast of Bergen. But I have to disappoint you; Querini’s strong faith and gratefulness to God made him skip Bergen and instead travel the south of Sweden.

Lysark 4:

A country can’t apply for a European Cultural Heritage Route alone, at least two other members of the Council of Europe is needed. The council of Europe has a cooperation agreement with the European Union on Cultural Routes and Cultural tourism. This gives us a possibility to apply for co-funding. The EU’s strategy for 2010-2020, «Europe the world's No 1 destination”, describes Cultural Tourism as one of Europe’s greatest advantages.

This will increase the awareness of the common European identity through highlighting the long connection from north to south in Europe under the brand of Querini’s history. The project represents a tool for increasing the exchange of artists and cultural works as expressed through a potential cultural heritage route. The partnership will be set in strict (?) collaboration with the project partners, exchanging best practice and creating a network based on cultural issues, but will be extended to other cooperation areas as well.

The project has focused on four main priorities:

1. Valorisation of tangible and intangible heritage of the area.
2. Research and study analysis to improve the knowledge of Querini heritage
3. Enforce the cultural and economic cooperation among the partners
4. Work together to get the recognition of VIA QUERINISSIMA as a Cultural Heritage Route by the Council of Europe.

Lysark 5:

In a time of increasing cultural homogenization the knowledge about your own culture becomes more and more important. The search for one’s own identity and roots also leads to a curiosity to learn and understand the culture of others. This is a trend we see in the increased demand for Cultural Tourism.

During the entire project there will be periodically be workshops and study visits where the partners will discuss the theme together selected during the project drafting.
Lysark 6:

How can we make all this happen?

We will work to get the history of Querini known – it is a common European history. We will initiate activities and projects which strengthens the European Cultural fundament and which give more professional opportunities.

“Via Querinissima”:

- mapping of the culture of stockfish along the route
- exchange of chefs and producers
- exchange of experience erfaringsutveksling
- exchange of students
- a common digital recipe database and promotion of restaurants

We have divided the main activities into workshops in order to involve all our key partners. And I want to tell you; we have room for more partners! Just contact me or one of my advisors afterwards.

Workshop 1 in Greece

The historical perspectives are the background for the project and the first workshop will focus on the historical commercial routes and the impact on culinary traditions. The route followed by Querini has been mapped and validated by historians in the beginning of the project and conclusions will be presented.

Combined workshop 2 and study visit 1 between Spain and Portugal:

The first Cultural Heritage Route was the pilgrimage route to Santiago di Compostela. The theme of the second workshop will be the experience with pilgrimage routes and cultural heritage routes in our regions. To learn from them.

Northern Ireland – University of Ulster – Creative industries – innovation

The experience economy is a new concept, which focuses on the added values, tangible and intangible, that can give a product an extra quality. The route will have developed within the experience scope, keeping in mind all aspects of the Querini journey in the development of new and improved "products". The historical fact about the journey is one of several elements that have to be included in this. In order to develop good experiences, a better understanding of the concept and its elements have to be in place. Researchers and experts on experience
based innovations will be invited to speak at the workshop in Norway.

**Nordland - Experience Economy: Stockfish more than food**

In order to market and distinguish products, added cultural values have become more important. Marketing aesthetics are the practices, strategies and technology, which have applied in order to make products more attractive. By adding storytelling, entertainment, values, culture and arts the products are designed to facilitate the consumer’s social relationships, feelings and identities. (And when speaking of storytelling, I have my own story to tell about stockfish).

At the moment we are waiting for co-funding, but we will in any case have a partners meeting this autumn when Nordland and Veneto sign the formal cooperation agreement. So if you want to join, hop on board!

Thank you so much for your attention!