

CALL FOR APPLICANTS

This route must be composed by two main types of destinations:

1. Activities run by cooperatives that contribute through their economic activities to preserve and develop 1) tangible cultural and industrial heritage (i.e. local products, artworks, crafts, buildings, monuments historic places, natural sites, etc.)¹ and/or 2) intangible cultural and industrial heritage (i.e. local traditions, festive events, practices and industrial skills)²;
2. Other sites and destinations run by entities such as associations or foundations that best illustrate the culture and values of the cooperative movement will be part of the itinerary.

Cooproutte has the ambition to be recognized as a European Cultural Route by the Council of Europe.

Can I apply for Cooproutte?

Applications must be submitted by legal persons and not by individuals. Applicants should correspond to one of the following profiles:

- **Cooperatives** based in Europe that contribute to preserve and value the local industrial, cultural and natural heritage;
- **Other entities** (e.g. foundation, association, etc.) based in Europe that are clearly aimed at promoting and disseminating the history, culture and values of cooperatives.

In both cases, applicants should prove to be characterized by **tourism attractiveness**.

Furthermore, applicants should:

- be interested in strengthening their tourism potential through transnational cooperation and cross-border exchange of experiences;
- Be interested in receiving tourists and developing activities and facilities in this purpose.

Cooproutte should include both transnational and more closely located itineraries, allowing visitors to travel either from one country to another, or just in one country, region or locality, according to the sites of interest. Application must be submitted in English.

For more information, contact info@cooproute.coop

¹Such as artisan cooperatives producing traditional crafts (textiles, ceramics etc.) interested in receiving tourists and making their experience attractive from a tourism point of view. By way of example, the French worker cooperative Ardelaine was established in order to create employment in a depopulated rural area reviving and promoting the use of local wool. Over the years, it developed cultural tourism services such as an itinerary including a visit to the museum on the history of the methods used to work with wool. More information can be found [here](#).

²The Rochdale Pioneers Museum in the UK is a prime example. The Rochdale Pioneers Museum exists to preserve the original store of the Rochdale Pioneers (which is considered to be the birthplace of the modern cooperative movement) and to generate an understanding of the ideals and principles of the cooperative movement. More information can be found [here](#).