



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



In accordance with the Article 8 of the Statutes, and with the aim to further elaborate IADR Association's goals and set a frame of reference for IADR Association's bodies, staff, members and stakeholders, the Iron Age Danube Route Association adopts the following

DECLARATION ON VALUES AND STANDARDS OF THE IRON AGE DANUBE ROUTE

◆ Values and standards for protection, conservation, valorisation, research and promotion of the Iron Age heritage

- IADR aims to raise awareness and public knowledge of the movable, immovable and intangible Iron Age heritage of the Danube region in all of the states of the Council of Europe and beyond, as well as the European Iron Age heritage outside the Danube region
- IADR aims to protect and conserve the Iron Age sites as integral parts of the Iron Age landscapes in order to protect archaeological contexts, as well as of integral parts of wider cultural and natural landscapes they are immersed in
- IADR aims to promote and encourage measures and synergies that facilitate the study, conservation, protection and dissemination of the Iron Age heritage in states of the Council of Europe
- IADR aims to promote the awareness about the Iron Age heritage as part of environmental education, through courses, seminars, conferences, youth exchanges, and scientific, as well as popular publications
- IADR aims to support preventive measures for the protection of Iron Age landscapes and set measures for the raising of awareness for monument protection
- IADR aims to integrate local communities into monument protection activities and policies
- IADR aims to collaborate with heritage and research organisations and institutions, public authorities, tourist boards, NGOs and other entities by providing technical experts and logistical support
- IADR aims to support research of landscapes using preferably non-destructive methods and interdisciplinary and multidisciplinary approach
- IADR aims to support, develop and include newest technologies in landscape research
- IADR aims to collaborate with research institutions and researchers in the Danube region and beyond and strives to form international research clusters
- IADR aims to develop joint protection projects for sites and landscapes divided by the modern borders
- IADR aims to secure, promote and disseminate fast and open access to research results



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- IADR aims to organise transnational conferences to support knowledge exchange in the fields of Iron Age heritage protection, conservation, valorisation, research and promotion
- IADR aims to promote sustainable development policies in favor of research, protection, conservation, valorization and promotion of Iron Age heritage sites and landscapes within the territory of the Council of Europe
- IADR aims to encourage exchange of information and good practices on heritage of research, protection, conservation, valorisation and promotion beyond borders among its members and stakeholders

📍 Values and standards on network management and members selection criteria

- IADR aims to represent its members and their Iron Age heritage, their regions and their touristic offer and potential across the network and the states and institutions of the Council of Europe
- IADR aims to build its network only comprised of those members, which adhere to scientifically based principles and actions of Iron Age heritage protection, conservation, valorisation, research and promotion and implement only those activities which are backed by experts in their respective fields
- IADR aims to give support and guidance to members and stakeholders in order for them to achieve the necessary scientifically based level of Iron Age protection, conservation, valorisation, research and promotion. This is particularly important regarding the new interpretations and reconstructions of the Iron Age heritage, as well as in the field of developing new cultural tourism products
- IADR aims to initiate and coordinate actions and collaborations with local, regional, national and supranational bodies dedicated to protection, conservation, valorisation, research and promotion of the Iron Age heritage
- IADR aims to promote cooperative alliances between its member and stakeholder institutions, associations and organisations, based on solidarity and the principles of protection, conservation, valorisation, research and promotion of our common heritage
- IADR aims to have a diverse representation of experts in its boards and committees in order to ensure open, multidisciplinary and interdisciplinary approach in all of its network management issues

📍 Values and standards on the promotion of sustainable cultural tourism

- IADR aims to promote sustainable development policies in favor of the regions and cultural landscapes where Iron Age heritage is located, with the aim of improving the well-being those (mostly rural) regions and striving to create added economic value for the local communities inhabiting them



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- IADR aims to develop initiatives to encourage the development of archaeological tourism in rural areas, as well as encourage and promote the use of tourist accommodation in rural areas
- IADR aims to integrate local communities and providers in the cultural tourism activities
- IADR aims to support sustainable tourism instead of mass tourism
- IADR aims to jointly promote destinations and regions from different countries
- IADR aims to combine Iron Age themes with other heritage themes and offers in the region
- IADR aims to promote a sustainable cultural tourism and will aim to establish relations with other institutions, associations and authorities with similar aims in order to exchange initiatives, projects and services.

📍 Values and standards for (international) cooperation

- IADR aims to create and foster cooperation liaisons between all actors in the fields of culture and tourism, on local, regional, national and supranational levels.
- IADR aims to contribute to the social, cultural, institutional and political progress, particularly in developing countries
- IADR aims to promote scientific cooperation and activities with developing countries in the fields of research, conservation, protection and sustainable touristic use of Iron Age heritage
- IADR aims to promote solidarity among the different populations and nations, especially among the member states of the Council of Europe

📍 Values and standards on the use of new technologies

- IADR aims to develop and promote the generalised use of new technologies for the development of all kinds of activities regarding Iron Age heritage protection, conservation, valorisation, research and promotion, under the condition that its use is scientifically based
- IADR aims to support the development of new tools, infrastructure and applications that facilitate bringing the values Iron Age Danube Route closer to the public through the means of new technologies

📍 Values and standards for youth

- IADR aims to encourage the participation of young people in all of its activities, particularly in the rural and developing regions where the Iron Age heritage is located
- IADR aims to create and develop projects and activities specifically aimed at young people, in areas such as awareness-raising, training and knowledge, education and cultural exchange, through conferences, meetings and seminars, courses and publishing didactic materials



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- IADR aims to encourage communication, and cultural exchanges between youth associations in the different regions and countries, through learning and enjoyment of the Iron Age heritage
- IADR aims to develop volunteer programmes and involve young people through dissemination and community participation activities

◆ Values and standards for vulnerable social groups (women, the disabled, elderly and ethnic minorities)

- IADR aims to promote interculturality among the different sectors of the population, with emphasis on those at risk of social exclusion.
- IADR aims to promote leisure and free time activities, cultural activities, environmental education, as well as sustainable tourism, as an instrument to achieve the social integration of these groups
- IADR aims to support social awareness campaigns in relation to these groups and Iron Age heritage, particularly in rural areas
- IADR aims to favour the social and labour insertion of these groups
- IADR aims to promote, stimulate, collaborate, participate and intervene in all kinds of initiatives that serve to these groups closer to the recreational enjoyment of Iron Age heritage
- IADR aims to encourage and promote equal opportunities between men and women
- IADR aims to promote equality and integration of national and international ethnic minorities in each of the member countries
- IADR aims to strive to facilitate access, both direct and virtual, to places where one can come in contact with the Iron Age heritage for the whole of society, without exclusions of any kind
- IADR aims to raise the degree of social integration of people with disabilities, through accessibility and the elimination of barriers (physical and mental) that are a limitation to the possibilities of action of people with disabilities
- IADR aims to encourage actions leading to the full accessibility of sites with prehistoric rock art and, when this is not materially possible, develop museographic, multimedia or virtual products that allow theoretical and sensory knowledge for all
- IADR aims to encourage the use of new digital technologies from which people with disabilities cannot be excluded
- IADR aims to contribute to the cultural growth of the elderly through educational activities
- IADR aims to promote the transmission of the knowledge and skills of the elderly to the next generations regardless of their validity (intangible heritage, skills in disused materials, crafts, oral tradition)
- To make possible the contact of the elderly with new technologies and all those processes of the modernisation of society
- IADR aims to favour solidarity and intergenerational dialogue as a way of promoting social integration



**IRON AGE
DANUBE**
route

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COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

- IADR aims to consult minority communities in order to achieve their inclusion in the IADR activities and practices, eradicate poverty, racial discrimination, xenophobia and intolerance
- IADR aims to contribute to the cultural growth of all the members of these groups through didactic and pedagogical activities, adapted to their cultural synergies but always from a perspective of integration and solidarity