



MEMBERSHIP PACKAGE 2025

EUROPEAN ASSOCIATION OF **VIA FRANCIGENA** WAYS



VIA
FRANCIGENA

road to Rome

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

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

The Via Francigena responds well to the signs of change in contemporary society: it is sustainable, it networks people and local communities, enhances cultural heritage, and generates economy and services along the territories it crosses.

1.

DIRECT CHANNEL WITH EUROPEAN INSTITUTIONS AND ACCESS TO NATIONAL AND EU CALLS

The EAVF, 'Réseau Porteur' of the Council of Europe since 2007 (certification renewed in 2024), is the only body authorised to promote the Cultural Route at the international level. The Association facilitates relations between member Local Authorities, European Institutions and International Organisations. The EAVF offers its members solid management capacities for national and European projects. In 2025, it is carrying out the European ERASMUS +HIKE project 'HIKing for a healthier lifestyle' and the DETOUR project, which, in the framework of the COSME programme, facilitates access to financing for small and medium-sized enterprises. In addition, the EAVF participates in new calls in the fields of culture, tourism and research on a local, regional and national scale, involving its members.

2.

GENERAL ASSEMBLIES

Each year, in spring and autumn, the EAVF organises two General Assemblies open to Members, Friend Associations and private operators. The assemblies are organised in close cooperation with a Member hosting the event. Accompanied by a rich cultural programme, the assemblies provide an opportunity to network and discuss the main best practices implemented along the European Via Francigena.



3.

UNESCO: CONSOLIDATION OF THE VIA FRANCIGENA'S CANDIDACY PROCESS AS A WORLD HERITAGE SITE

The EAVF drew up the Preliminary Analysis for the candidature of the Italian section of the Via Francigena as a UNESCO World Heritage Site and the Thematic Study (Framework) at the European level, useful for defining the dossiers for the future candidature of the individual national sections. The EAVF is carrying out the project with the Ministries of England, France, Switzerland, Italy and the Holy See. For the definition of the candidature on the Italian section, a project is currently underway, financed by the Italian Ministry of Cultural Heritage with the region of Tuscany as lead partner, the EAVF playing the role of coordinator.

4.

GRANTING OF THE EAVF INSTITUTIONAL LOGO

The EAVF registered the trademark 'Figure of a Pilgrim'. Together with the Council of Europe's logo, this trademark represents the EAVF institutional logo. The Association allows Members to use the logo freely for the promotion of initiatives in their territories of competence. Free patronage is granted following completion of the form available on the web portal.

5.

WEB PORTAL, APP AND SOCIAL MEDIA

The portal www.viefrancigene.org is a communication tool at the service of EAVF's members. Each organisation can request the EAVF to insert news, press releases and events related to the promotion of the Via Francigena in its territory. Together with the portal, which is being restyled thanks to the financing of the Italian Ministry of Tourism, the Via Francigena application is also available on App Store and Google Play. Finally, the official profiles and pages within the main social networks are also available to EAVF members: Facebook (+76,000 followers), Instagram (+34,000 followers), Twitter, LinkedIn, as well as the "Via Francigena" YouTube channel.

6.

OFFICIAL ROUTE AND VARIANTS

The EAVF prepared the 'Vademecum of common standards on routes, reception and signposting'. This document is flanked by the "Abaco della cartellonistica della Via Francigena". The EAVF, through its subsidiary Francigena Service S.r.l., is at the disposal of its members to produce official information and road signs at favourable conditions. The EAVF also provides technical support to accompany the process of identifying variants to the official Via Francigena route.

7.

PHOTOGRAPHIC AND VIDEO MATERIAL

The EAVF opens its high-resolution photographic database and videos sharing the experience of the Via Francigena to all members. This material was created by professional video makers and photographers.

8.

CREDENTIALS, BROCHURE, GUIDES AND BRANDED ITEMS

Interested members may receive, upon request to EAVF, supplies of:

- **Official credentials.** The EAVF created a distribution system, both online and identifying dissemination points, giving Members the opportunity to actively participate in distribution.
- **Brochures and flyers** in English, French and Italian.
- **Official map.** It is possible to produce the official map of the Via Francigena, with a coherent graphic layout along the entire Via.
- **Official poster:** the EAVF produced a poster (100x70 cm) with an analytical map of the entire route.
- The following **printed guides**, sponsored and supported by the EAVF, can be purchased and offered for sale at signposted locations along the route:
 1. Guidebook "La Via Francigena. 1000Km on foot from Gran San Bernardo to Rome" published by Terre di Mezzo (IT/EN/FR).
 2. Guide "La Via Francigena. From Canterbury to the Great St. Bernard Pass" published by Favre (FR).
 3. Guide "From Canterbury to Lausanne", "Lausanne to Lucca" and "From Lucca to Rome" published by Cicerone (EN).
 4. Guidebook "La Via Francigena nel Sud. 970 km on foot between Lazio, Campania, Basilicata and Puglia" published by Terre di Mezzo, in English and Italian.
 5. Guidebook "La Via Francigena in Valle d'Aosta and Piedmont" by Terre di Mezzo editors: "from the Alpine passes to Vercelli" published by Terre di Mezzo in Italian.
 6. Guidebook "La Via Francigena in Toscana" by Terre di Mezzo publishers: "from Lucca to Siena and through the Val d'Orcia" in Italian.



9.

“VIA FRANCIGENA AND THE EUROPEAN CULTURAL ROUTES” MAGAZINE AND NEW OFFICIAL EAVF MAPS

"Via Francigena and the European Cultural Routes' is the official EAVF magazine. The magazine is published every six months, is edited in three languages, and presents in-depth information on routes, projects and animation activities on the Via Francigena territories. Members can agree on special promo-editorials and receive supplies of copies of the magazine, which can be downloaded free of charge online at www.rivistaviafrancigena.it.

10.

ORGANISATION OF “I LOVE FRANCIGENA” EVENTS

"I love Francigena" is a series of walk-events that enhance the Via Francigena and offer a unique opportunity to discover the route through its heritage and products of local gastronomy. The main objective is to develop a series of activities: environmental education, sustainable and slow tourism, involvement of local communities and stakeholders, route control and signposting, promotion and visibility. The EAVF staff is available to organise 'I Love Francigena' walks and hikes.



11.

TRAINING AND CONSULTANCY

The experience acquired by the EAVF staff is put at the service of the territories for training and consultancy in various fields: planning, sustainable tourism, development of services related to Cultural Routes, the Via Francigena reception network. Training is organised throughout the year in cooperation with member organisations, research institutes, local associations and tourism operators.

12.

PROMOTION

The EAVF participates in national and international trade fairs dedicated to the outdoor, walking and hiking sectors. Space is available to members to promote their material and initiatives.



STAFF, HEADQUARTERS AND CONTACTS

MEMBER SUPPORT

The EAVF staff is available to Members to discuss projects and assist them in case of need.

- > [staff](#)
- > [projects](#)
- > [media kit](#)



HEADQUARTERS AND CONTACTS

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