



# FORTE CULTURA – Community & Communication Guidelines

*Strengthening our identity as a European Cultural Route*

FORTE CULTURA is more than a list of members: it is a **community** of fortresses, cities and organisations that share a European story. This Charter summarises what we expect from each other in terms of communication and community behaviour, in view of our **EICR certification** and **long-term development**.

## 1. Shared purpose

As members of FORTE CULTURA, we commit to:

- Present fortified heritage as a **common European legacy**, from bastions to bunkers.
- Promote fortresses as spaces for **culture, tourism, education and dialogue**.
- Contribute actively to the visibility and credibility of the **FORTE CULTURA route**.

## 2. Minimum communication standards for members

Each member agrees to:

### 1. Visibility of the route

- Display the **FORTE CULTURA logo and link** on the main website(s) of the fortress / institution.
- Mention FORTE CULTURA in relevant brochures, panels and digital materials, when feasible.

### 2. Engagement with network channels

- Follow FORTE CULTURA's official channels (website, Facebook, LinkedIn, etc.).
- **Share or re-use route content regularly** (e.g. at least 1 post per month or after major network announcements).

### 3. Contribution of content

- Provide, when possible, **news, photos and short stories** about local projects, events and good practices.
- Respond to calls for contributions (blog articles, thematic campaigns, surveys) within reasonable deadlines.

## 3. Community behaviour

We expect all members to:

- Participate in at least **one Online Member Meeting** per year.
- Nominate a **local contact person** for FORTE CULTURA and keep their details updated.
- Treat other members as **partners**, sharing experience, tools and lessons learned.

## 4. Support from FORTE CULTURA

In return, the network commits to:

- Provide **ready-to-use materials** (texts, visuals, hashtags) to facilitate sharing of major announcements.
- Highlight active members and clusters in **route-level communication**.
- Offer guidance on **communication, interpretation and tourism products** linked to the route.
- Represent fortified heritage and member interests at **European level**, including the Council of Europe.

By applying these simple principles, we help each other strengthen the FORTE CULTURA brand, improve our position for EICR certification and increase the impact of our work at local and European level.