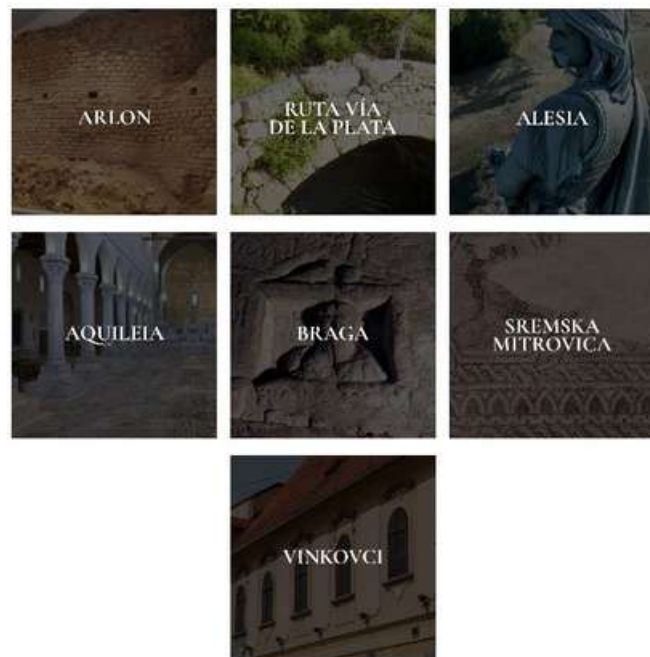




ANNUAL REPORT 2024

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JANUARY

Partners

New partner at the association

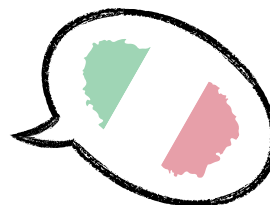
Adhesion of the **Vinkovci Municipal Museum (Croatia)** to the Roman Roads Heritage Cooperation Network - Iter Romanum as a full member.

Additionally, the content on the website, informational brochures, press dossier, etc., was coordinated and updated with the information from this latest partner.

FEBRUARY

Website

Translation of the website into Italian.



Organization of Activities

II Roman Roads Seminar

Start of the procedures for the II Roman Roads Seminar. Contact with the speakers, theme, seminar location, programme development and so on.

Programme	
Thursday, 3rd October	
10:00	Registration
10:30	Official opening of the seminar
11:00	Opening lecture. Miguel Bandeira
11:30 - 12:00	Coffee break
12:00 - 13:00	1 st Round Table: Archaeological and Cultural Heritage, Tourism and Territorial Development: Conflict <ul style="list-style-type: none">• Keynote speaker: Nekbet Corpas.• "Thinking through conflicts in archaeological heritage: the role of tourism".• Round Table participants: Patricia Hevia (moderator), Jere Drpić, Clara María Martín, Aitor Martínez and Felix Palma.
13:00	Open discussion
13:20	Conclusions. Patricia Hevia
13:30	Lunch. GUSTATIO ROMANA (Price: 15 € Registration required)
15:00	2 nd Round Table: Archaeological and Cultural Heritage, Tourism and Territorial Development: Strategies <ul style="list-style-type: none">• Keynote speaker: Silvia Fernández Cacho. "..."• Round table participants: Rafael Mata (moderator), Manuel León, Daniel Martínez and Danijela Vicentijevic.
16:00	Open discussion
16:30	Conclusions. Rafael Mata.
17:00 - 19:00	Tour of the archaeological sites in Gijón (free - registration required).
Friday 4th October	
9:30 - 11:30	Presentations of case-studies, experiences and proposals.
11:30 - 12:00	Coffee break
12:00	3 rd Round Table: Archaeological cultural heritage, tourism and territorial development: Solutions and Management <ul style="list-style-type: none">• Keynote speaker: Laure Lévêque "The role of the Roman Roads".• Round Table participants: Elena Pérez (moderator), Antonio Baronne, Monique Clavel-Lévêque, Jon Insausti, Segittur.
13:00	Open discussion
13:30	Conclusions. Elena Pérez
13:45	General conclusions of the II ROMAN ROADS SEMINAR. Almudena Orejas Saco del Valle
17:00	Guided tour of the Archaeological-Natural Park of Campa Torres and the Roman Villa of Veranes Museum. (Price: 8 € Registration required). Meeting point: C/Rodríguez San Pedro (next to Las Letronas). 

MARCH

Publications

Preparation, design, and layout of the 2023 activities report. This report is available at the [website](#).



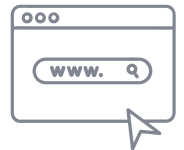
APRIL

Organization of Activities

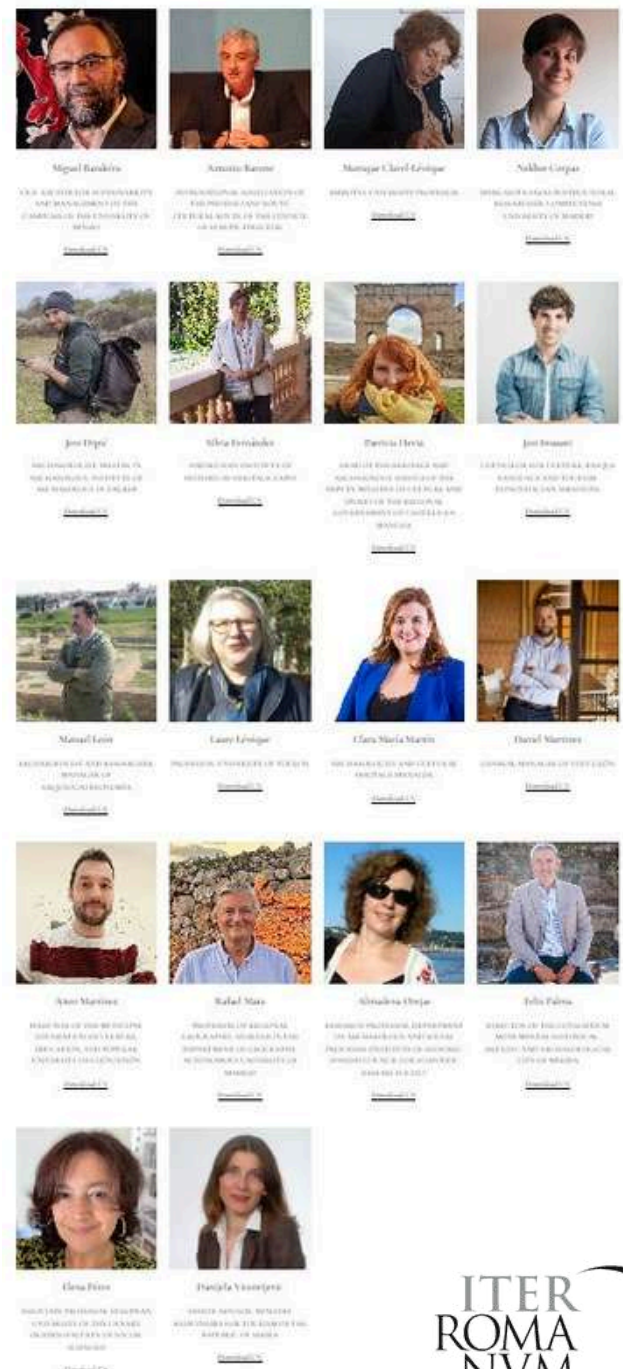
II Roman Roads Seminar

Creation of the seminar's branding and image.

Publication of the **landing page** with all related content: <https://iter-romanum.eu/ii-roman-roads-seminar/>



SPEAKERS and roundtable participants



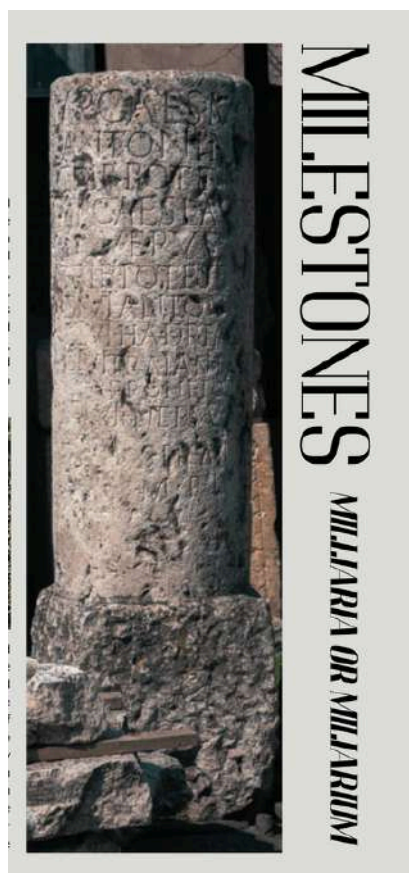
MAY

Participation in Cultural Events

International Museum Day

On the occasion of International Museum Day (**18th May**), was designed a program that brought together activities organized by the partners for all types of audiences. In this edition, the chosen theme to commemorate the date was 'Museums for Education and Research.'

It was published at the Iter Romanum website and was made known through the association's social networks.



Publications

Object of the Season

The first article of the quarter for this year was designed and published. It is the first article in a series on heritage elements linked to Roman roads.

This one is dedicated to **Roman Milestones**.

Roman milestones were crucial markers along the extensive network of Roman roads which were a key infrastructural feature of the Roman Empire, facilitating trade, communication, and military movement across vast territories. They provided distance measurements, directional guidance, and served as symbols of Roman engineering and governance.

JUNE

Participation in Cultural Events

European Archaeology Days



In June, Iter Romanum participated in the European Archaeology Days, promoted since 2010 by the French Ministry of Culture and celebrated at a European level since 2019, with 32 countries now collaborating.

From **June 13 to 16**, these events were held in Alésia, Ruta Vía de la Plata, and Aquileia, where activities were organized for all audiences.

Organization of Activities

Social Media Campaign for the II Roman Roads Seminar

A campaign was carried out on the social media platforms Instagram and Facebook. One in Spain and another in Portugal, as it is the neighboring country.

In Spain, the reach was **275.340 users** and generated **3.357 clicks**.

In Portugal, the ad reached **116.125 users** and generated **1.105 clicks**.



OCTOBER

Annual General Meeting

General Assembly of Iter Romanum

Coinciding with the 2nd Roman Roads Seminar, the Roman Heritage Cooperation Network – ITER ROMANUM – Heritage and Cities also held its annual assembly in Gijón on October 2. The event was attended by Cristiano Tiussi, President of the association and Director of the Fondazione Aquileia.

At the assembly, a preview of the annual report was presented, and internal association matters were discussed. After the general assembly was held, a coordination meeting took place between the members and ARGO, the company selected to develop a project within the framework of the Creative Europe program.



OCTOBER

Organization of Activities

II Roman Roads Seminar

This second edition, held in Gijón on October 3 and 4, 2024, focused on the main theme of archaeological cultural heritage, tourism, and territorial development: conflicts, strategies, solutions, and management. It specifically addressed the role of Roman roads as a means of alleviating congestion.

Additionally, the seminar centered on three complementary topics:

- The role of cultural and archaeological heritage as a resource for tourism and development.
- The positive and negative impacts of this phenomenon on the territory.
- The effects on local communities.

With a strong emphasis on roundtable discussions, the 2nd Roman Roads Seminar encouraged exchange and debate on these issues through an international and interdisciplinary panel of speakers. The event featured a total of 18 speakers.



OCTOBER

II Roman Roads Seminar



DECEMBER

Publications

Christmas

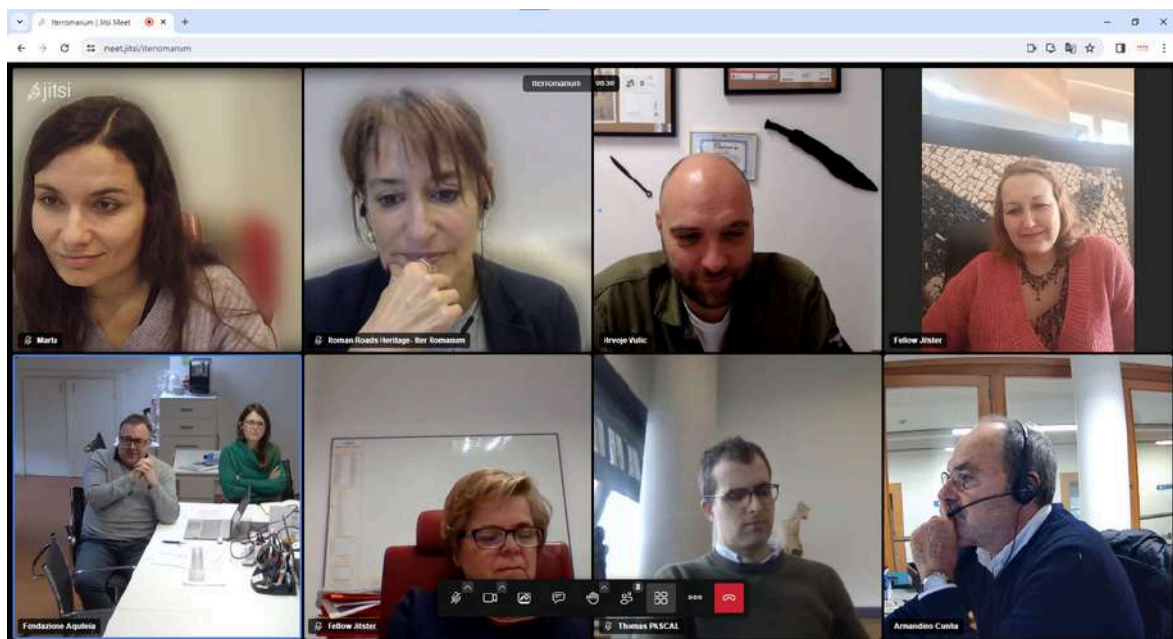
A Christmas card was designed and created. It was then sent to stakeholders in the association. It was also published on the website and in the Iter Romanum social networks.



Meetings of the partners of the Association

There were hold some meetings along the year for coordination between members.

- 8th February
- 18th March
- 7th May
- 7th June
- 10th September
- 12th November



Website and Social Media

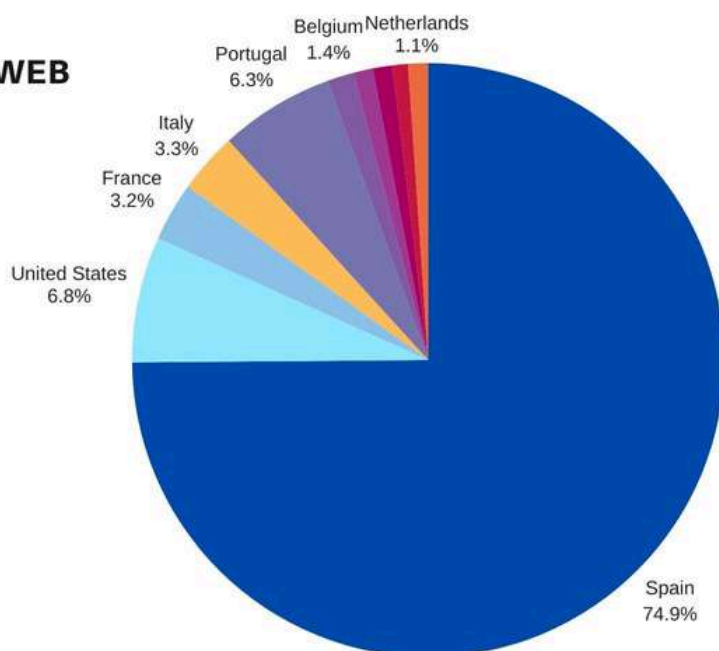
Pages views: 8.880.

46% more visits compared to the previous year

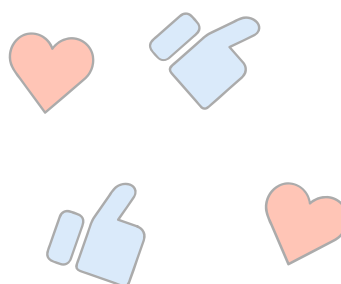
Visits from Spain have increased the most, rising from 39.8% of total visits in 2023 to 74.9%. This was due to the celebration of the 2nd Iter Romanum Seminar, which took place in Spain and was promoted through a small advertising and communication campaign.

VISITS TO ITER ROMANUM WEB

2024



312 followers



208 followers



Presentations

Cristiano Tiussi, attended and took part at the **General States of Tourism**: in Fano (Italy) on the 24th, 25th and 26th January, as the president of Iter Romanum.



"Iter Romanum was presented on November 16th at the **AR-PA Fair, the Cultural Heritage, Culture, and Cultural Tourism** event held in Valladolid (Spain).

The presentation was given by the Councilor of Tourism of Zamora, Christoph Strieder (Ruta Vía de la Plata). The presentation highlighted at the fair a "slow and sustainable way of traveling" that encourages in the 21st century the rediscovery of the richness that connects the ancient Roman roads.

Visibility



Visibility



AMIGOS MUSEOS
ARQUEOLÓGICOS
GIJÓN
ASOCIACIÓN CULTURAL

COLABORACIÓN E INTERCAMBIOS



INTEGRADOS EN LA FEDERACIÓN ESPAÑOLA
DE AMIGOS DE MUSEOS. FEAM



RED DE COOPERACIÓN
VILLAS ROMANAS DE HISPANIA



ABIERTOS A LA COLABORACIÓN CON LA RED
DE COOPERACIÓN DEL PATRIMONIO DE LAS
VÍAS ROMANAS - ITER ROMANUM



ENTIDADES Y ASOCIACIONES
DE GIJÓN Y ASTURIAS



ABIERTOS A LA COLABORACIÓN CON
LA ASOCIACIÓN VÍA RUTA DE LA PLATA



COLABORACIÓN CON ASOCIACIONES
Y ENTIDADES RELACIONADAS CON LA
ARQUEOLOGÍA



COLABORACIÓN CON OTROS MUSEOS
Y ASOCIACIONES DE AMIGOS DE MUSEOS



UNIVERSIDADES, ESCUELAS Y
CENTROS DE FORMACIÓN

Visibility



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