



ARACNE

ADVOCATING THE ROLE OF SILK ART AND CULTURAL
HERITAGE AT NATIONAL AND EUROPEAN SCALE



Funded by the
European Union

This project is funded by the European Union's
Horizon Europe research and innovation programme
under the Grant Agreement No 101095188

Deliverable 4.1

Methodology for the establishment of a Cultural Silk Route

Version 1.0

Due date: 30/09/2024
Submission date: 08/10/2024
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Abstract

This deliverable will share the methodology to create a Silk Cultural Road in a national context and the proposal of a unique European Silk Route.

ASSOIE will prepare a step-by-step guide to be used by other partners on local itineraries.

The local routes will be then combined into a unique European Silk Route.

The project consists in the creation of a visual identity. The website will be scalable to offer a complete visibility of the different paths across seven European countries from now to 2026.

A final document will be prepared with contribution of all partners “Recommendations for the future European Silk Route”.

The main objectives are:

- Creating a theme to revive the memory of the Silk Paths to enhance the sericultural heritage along the Route.
- Accompanying travellers in the preparation of their journeys, itineraries, walks, etc.
- Sharing the experience of ASSOIE with other partners and exchange essential information.
- Creating a network between all the actors of sericulture, institutions and populations.

Partners involved in the document

Participant n.	Participant organisation name	Short name	Check if involved
1 Coordinator	Consiglio per la Ricerca in Agricoltura e l'Analisi dell'Economia Agraria	CREA	
2	Iniziativa Cube S.r.l.	INI	
3	Lepi State Silk Museum	SSM	
4	Nauchen Tsentar Po Bubarstvo Vratsa	SCS	
5	Piraeus Bank Group Cultural Foundation	PIOP	
6	Univerza V Mariboru	UM	
7	Ethniko Kai Kapodistriako Panepistimio Athinon	NKUA	
8	Instituto Murciano de Investigacion y Desarrollo Agrario y Medioambiental (IMIDA)	IMIDA	
9	D'orica S.r.l. Società Benefit	DOR	
10	Chemins De La Soie - Des Cevennes aux Alpujarras	ASSOIE	X
11	Sericyne	SER	
12	Universita degli Studi di Padova	UNIPD	
13	Council Of Europe - Conseil de L'europe	COE	
14	Mouseio Technis Metaxiou	ASMS	

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1. Description of the project

ARACNE project focuses on the cultural heritage of the European silk production and its preservation, protection and valorisation; it aims at reinvigorating traditional skills through the adaptive reuse of the common cultural and artistic legacy and at shaping a silk-linked European cultural identity.

The production and the past and present development of the silk sector can be again the common basis for a future European Silk Route intended as a cultural itinerary across Europe. To create a wide and well-connected network that, starting from the historical path followed by Marco Polo in his travels to East, even includes the routes of production and commercialization of silk in Europe in the following centuries, we aim to:

- ❖ Bring back silk production in vogue by reconstructing a resilient and innovative silk ecosystem that retraces the concerned European countries and promotes traditions, architecture, and both tangible and intangible heritages. The consolidation of a European Silk Route will encourage links and shared activities among European cities and regions to strengthen the preservation and protection of their culture and promote innovations in production and trade;
- ❖ Contribute to improve skills and competitiveness of silk-related European Cultural and Creative Industries through the renewal, co-development and the implementation of human-centred and place-specific silk-based cultural products, processes and service innovations, leveraging on digital applications and cutting-edge technologies, to foster the transition to more sustainable business models, and promote economic and social growth, and strengthen the reputation of European countries abroad.

1.1 ARACNE specific objectives

The overarching goal of ARACNE is to create a wide and well-connected Silk Innovation Ecosystem that, starting from the historical path followed by Marco Polo in his travels to East, also includes the routes of production and commercialization of silk in Europe in the following centuries. An innovation ecosystem is an interconnected network of quadruple helix stakeholders, including academia, industry and different levels of the public sector and civil society. This multi-level approach applies a systemic and bottom-up approach to creating research, innovation and knowledge. Silk Innovation Ecosystem includes every stakeholder and innovator in the cultural silk value chain even if not participating directly in the project activities. The production and, more in general, the past and present development of the silk sector in the ARACNE Consortium countries represent the common thread for the future “European Silk Route” as a cultural itinerary across Europe, to boost the European values in relation to the silk arts and CH for the benefit, prosperity, peace of our societies. To this aim, the project will explore the CCIs’ capacities to create a cultural and artistic niche market where silk produced within EU boundaries will be valued as a distinct immaterial asset; on the other hand, the ambition is to contribute to stop the loss of technical, traditional and cultural know-how and skills that accompanied the decline of this fiber production and that

is detrimental exactly to those CCIs which might be active in fashion, art, design and product communication. In fact, the so-called “Silk Road” is generally associated to its Asian origin; however, its European ramifications were fundamental for the development of Europe as we know it today. More in general, the silk production (silkworm rearing, mulberry cultivation, silk reeling), originated from Asia but subsequently spread to Europe and developed strongly in the Mediterranean and Balkan regions. Bringing back silk production in vogue by reconstructing a resilient and innovative Silk Route that retraces the European countries and enhances traditions, architecture, tangible, and intangible heritage will demonstrate that silk, as a cultural legacy, can contribute to develop the European economy and enrich our society. In this context, ARACNE covers several sectors linked to content creation, conservation, exploitation, management, fruition, diffusion related to the silk historical, artistic and environmental resources and assets. The ambition of ARACNE will be reached through a set of specific, measurable, achievable, realistic and time-constrained (SMART) specific objectives:

Objective 1: Enhancement of knowledge and memory for the renaissance of a European Silk Innovation Ecosystem;

Objective 2: Co-creation of human-centred and place specific creative silk-based solutions leveraging on digital and cutting-edge technologies;

Objective 3: Implementation of innovative strategies and business, governance and financing models for the involved CCIs organisations and SMEs, building on previous research;

Objective 4: Support the establishment of a cultural European Silk Route, based on the tangible and intangible silk cultural heritage and landscapes;

Objective 5: Raise awareness of ARACNE results and impacts among different stakeholders of the territories and CCIs of the silk sector and raise the expectation for the constitution of a European Silk Route in support to the European silk CH and silk CCIs;

Objective 6: Enhance the European cultural identity and strengthen European competitiveness for a more resilient post-crisis society;

Objective 7: Contribution to the European Green Deal, the New European Bauhaus and the Sustainable Development Goals.

2. Introduction

The aim of this WP is to contribute to deepen cultural Europeanisation through activities focusing on European history, identity and culture as expressed in tangible and intangible silk cultural heritage and landscapes, developing the European Silk Route in pilot silk cultural sites. Another goal is also to provide policy recommendations for more effective joint European action for the renaissance of silk CH.

Who is the target audience? Travellers, tourist agencies and offices, accommodation providers, museums, and silk stakeholders.

It is important to focus on the historical contextualisation of the theme and on the example given in the text for the creation of the association, to define which itineraries should be created and with which partners.

2.1 Objective of the deliverable

The objective of this deliverable is 'To share the Methodology for the establishment of a Cultural Silk Route in a national context and proposal for a unique European Silk Route' (Lead: ASSOIE; Other partners involved: All), (M12-M36).

In this task ASSOIE and COE will work together to transfer to the other partners the methodology to build an itinerary as part of the European Silk Route. ASSOIE will transfer the best practices developed for the creation of a silk itinerary such as the French branch of the European Silk Route from the Cévennes to the Alpujarras. In addition, to prepare this deliverable ASSOIE has focused its efforts on the GR®67, a long-distance hiking loop crossing the Cévennes, and consequently, offering many sites of interest, closely linked to the past and present sericultural activity. This route is an ideal testing ground to set up all the tools needed to create a hiking trail. Therefore, ASSOIE will prepare a step-by-step guide for other partners to use for their local itineraries, which will then unite to form a unique European Silk Route.

To develop this work, ASSOIE has chosen to work with AFA-Multimedia, a web development and communication agency.

The project consists of the establishment of a striking visual identity based on the logo of the association, as well as the design of a showcase and application website for the valorisation of the performed actions, activities, service providers and itineraries through dynamic mapping.

This project will form the basis of the website which will have to be scalable in terms of functionalities, adding information and GPS tracks in order to provide complete visibility of the different paths across the seven European countries by 2026.

A final document 'Recommendations on the future European Silk Route' will be prepared with the contribution of all partners, to support silk-based activities and to trace the path towards the renaissance of the European silk sector on a transnational dimension based on silk CH and CCIs.

2.2 Document structure

The methodology for the establishment of a **European Silk Route (WP4)** will be based on two pillars: 1) the experience of the ARACNE partners and 2) the ASSOIE's expertise. Indeed, ASSOIE is part of a European Itinerary 'In the Footsteps of Robert Louis Stevenson', which is certified by the CoE and represents a local silk itinerary. Interestingly, it regards the creation of a hiking trail on the theme of silk symbolising the arrival of this fibre in the Cévennes. ASSOIE aims to bring the itinerary to the attention of the inhabitants of the crossed territories and travellers, through animation and communication activities. This path mostly retraces

the route followed by the GR®7 (classified European Path E4 by the European Federation of Hiking) and ends up in the Alpujarras region of Spain. Therefore, based on ASSOIE's expertise, the methodology will be fine-tuned and transferred to the Consortium to create a CoE's certified European Silk Route based on local silk routes. The CoE (Venice office) supports this project both with strategic action in the Advisory Board as well as an Associated Partner in the project.

3. History and observations

The story of the creation of the association 'Les Chemins de la Soie- des Cévennes aux Alpujarras' must be placed in a specific, local and historical context. This is why ASSOIE is focusing on these elements, to share this experience with the ARACNE partners, so that each of them can adapt it to their own territorial and historical conditions.

3.1 The project and its origins

The 'Les Chemins de la Soie des Cévennes aux Alpujarras' Association was born at the end of 2019 from the initiative of a group of enthusiasts to revive the GR®7, ®67 and ®6 paths in order to highlight the cultural, geographical and human historical heritage of the Cévennes.

Jean-Pierre Marie was inspired to create an itinerary on the theme of silk by his experience as a member and service provider of the association 'Sur le chemin de R.L. Stevenson'.

Today the aim is to accompany hikers in the preparation of their route, to revitalise the routes of silk with animation points, interpretation tools and cultural mediation, in collaboration with the National Park, and UNESCO, to promote access to the trails and heritage of the silk paths for all (including low income, disable people, etc.):

Hiking: Revitalisation and animation of the GR®7, GR®67 and GR®6 the trails to encourage the practice of hiking through the territory of Cévennes and up to the Alpujarras.

Heritage: Promotion of the cultural, geographical and human heritage of the Cévennes through the history of sericulture ('magnaneries', reeling plants, terraces, mulberry trees, etc.).

Fostering the discovery of local cultural practices (transhumance paths, agropastoralism, etc.).

Discovery: Contribution to the discovery of landscapes and natural resources, especially through the relationship with animals and natural biodiversity.

Promotion of social links, meetings with the local people.

To bring Silk Routes from the Cévennes to the Alpujarras back to life, it has become necessary to create:

A theme: the arrival and development of silk in the Cévennes.

An Association to overcome the absence of communication on the path, the lack of a story to tell and the lack of accommodation.

3.2 History

The history of the Silk Road in the Cévennes began with the arrival of the Arabs in Spain in 711 and more precisely in 740, when the Emir (coming from Syria) in power in Seville, brought silkworm eggs and craftsmen who knew both silk and silk work to the port of Almeria.

Very quickly silk work spread around Almeria and then in the Alpujarras (this region of Spain has some similarities with the Cévennes: terraces, villages clinging to the mountainsides, Arab presence, revolt for freedom of conscience -- the Moriscos -- in parallel with the Camisards, the proximity of the Mediterranean Sea, a mountain to the north with the Sierra Nevada and more or less like Mount Lozère for the Cévennes).

At that time, Spain was inhabited by several people of different origins, (Iberians, Celts, Romans), while Visigoths arrived in 418. They assimilated the Arab culture and the Muslim religion, except for the population of Visigothic origin, partly Catholic or Arian (Christian variant), who will be called Mozarabs.

For various reasons, from the 750s onwards, the Mozarabs emigrated to the north, where Christian states began to emerge.

In 778, Charlemagne lifted the siege of Zaragoza. He took a Mozarab chieftain and his troops with him and, in gratitude for his help, established what is now the village of Fontjoncousse, near Béziers, on state land.

This migratory flow increased with the 'Reconquista' and crossed the Pyrenees, where many Mozarabs settled, before heading north.

Today we can follow their footsteps a little with the many Romanesque chapels, some of which have elements of Mozarab style (horseshoe arches, flowers with 5 petals). The Cathedral of Puy en Velay was partly built by Mozarab architects and artisans.

Silk could therefore have been brought to the Cévennes by the Mozarabs around the year 1000.

4. Association for advocating for the role of silk art and cultural heritage at national and European scale

4.1 Creation of an associative structure

The creation of an association is functional to have legal support for activities, recognition by institutional structures, a legal personality, the ability to hire and apply for grants to support projects.

4.1.1 The procedures

Reporting to the administrative and legal authorities of the country concerned requires knowledge of the official representatives and local administration.

4.1.2 Choosing a name

What should the name of the association be? The choice of a name is an important first step: it is the identity and image of the associative project. It must stand out from existing structures and represent your values and activities. Therefore, looking around for inspiration and discussing it as a team can help to find the right idea. It is essential to check that the name chosen is not protected (INPI in France).

4.1.3 Drafting the articles of the association

The statutes define the way an association operates and its purposes. It is therefore very important to focus on their drafting. It is necessary to try to find the right balance between statutes that are too precise (and therefore restrictive) and statutes that are too broad (and therefore ambiguous).

The following are the mandatory elements to be included:

- The **name**,
- The **object** (the goal): What is the association's project? What are the activities?

Other elements, not mandatory but essential, can be integrated. Especially:

- The **address** (or registered office): this can be a public place, subject to authorisation: school, town hall, etc.), a personal home (even if you are a tenant), or premises to rent or purchase as soon as the association is registered. You can also only enter the city or town. This will prevent you from changing the statutes if the address changes; in addition, the composition: the different categories of members, the conditions for joining or leaving, etc.
- Organisation: decision-making procedures.

- The **functioning** of the governing bodies, etc.
- The types of **resources**: financial, human, etc.

The statutes of the Association may be supplemented by internal rules.

Once the articles of Association have been drafted, a constituent general meeting must be held, to adopt the statutes and elect the directors. The minutes of the General Meeting will be essential for the declaration stage.

4.1.4 Registering the association

Registering the association allows to acquire legal personality and legal capacity. More concretely, this gives you the right to receive subsidies, issue invoices, open a bank account, etc.

In France, the registration can be made online at service-public.fr/associations (this can be different according to the country), on the spot or by post to the register of associations of the 'department' where the association will have its headquarters. This procedure is then published in the Official Gazette, like a "birth certificate". The association will also be listed in the national directory of associations.

4.1.5 The first formalities

Ready to start your association? To make things easier for you (and avoid disappointment), consider a few formalities:

- Take out civil liability insurance,
- Open a bank account,
- Get a Siret number. It is an establishment identifier, granted on request by INSEE: insee.fr It is essential to hire an employee and receive certain public subsidies.

4.2 How to run the association

The management of an association requires a good understanding of the rules and procedures to be followed, as well as good financial, administrative and legal skills. It is also important to manage human resources and communicate regularly with members and partners.

4.2.1 The 'classic' governing bodies are

- The **General Assembly** (GA): it brings together all the members, generally once a year, to vote on important decisions, approve the accounts and the activity report, and regularly renew the executive members,

- The Board of Directors (BOD): elected by the GA, the members of the BOD prepare the work of the GA, can establish its agenda and implement its decisions,
- The **bureau**: elected by the BOD, it generally includes a president (usually a legal representative), a secretary, a treasurer, who meet regularly to manage the current affairs of the association.

Although this is the most common form of governance, there are no obligations to follow it. An association is free to define what its governing bodies are, and which body is authorised to represent it to third parties. It is only necessary to clearly define their role, their rights or their obligations in the statutes of the association. Individual country rules on associations may make some modifications to this scheme.

4.2.2 The other actors in an association can be:

- Members, who pay a (non-compulsory) membership fee and provide support,
- Volunteers, who give their time,
- Volunteers, who commit themselves for a fixed period,
- Employees, who carry out their tasks under the supervision of the association's managers.
- Possibly Path Ambassadors along the route to boost local communication on the Path. For example, hosting providers.

4.2.3 ASSOIE's statutes

Art.1 Among the members of the present statutes an association is created under the law of 1901 and the decree of 16 August 1901, entitled 'Silk Roads from the Cévennes to the Alpujarras'.

Art.2 The purpose of the association is to create, animate and promote hiking trails on the theme of silk.

Art.3 To this end, the association shall have:

The work of its members

Membership fees,

Financial resources provided for in Art.9

Art.4 The registered office is located: 7 lotissement la Grézotière, 48400 Florac Trois Rivières, France

Art.5 The duration of the association is indefinite.

Art.6 The association is composed of:

Honorary members, appointed by the Board of Directors on the proposal of an active member.

Supporting members, who may contribute to the financing of the association's budget, either in the form of donations or advances on the budget.

Active members, who may take part in the tasks required for the functioning of the association and its activities

Friends of the association, partner associations.

Art.6 bis

Supporting members, friends of the association and active members have the right to vote. Honorary members have a consultative voice.

The membership fee of active members is set each year by the GA.

Supporting members are exempt from paying subscriptions.

Art.7 To become member of the association, a person must be accepted by the BOD at the meeting following the application for membership.

Art.8 The status of the member is lost by:

Resignation notified by simple letter addressed to the President.

The death of the natural person or the dissolution of the organisation he represented.

Expulsion by the BOD for serious reasons and/or non-payment of the membership fees, after the interested party having been invited by registered letter (posted 1 month before the meeting) to appear before the Council to provide explanations.

Art.9 The resources of the association include:

The amount of the subscriptions.

Advances and donations, including those from supporting members.

Subsidies from public bodies.

The sums received in return for the services provided by the association and the objects sold in a shop.

Any other resources permitted by law.

Art.10 The association is managed and animated by a BOD composed of:

3 people for 6 members.

6 people from 6 to 12 members.

7 people from 13 to 20 members.

8 people from 21 to 30 members or more.

These numbers may change according to the territorial committees. Members are elected for 3 years, renewable. The BOD elects the members of the Bureau by secret ballot, namely the Treasurer, the Secretary and the Vice-presidents of the territorial commissions. The President is elected by the GA (simple majority).

Art.11 The BOD shall meet regularly according to a schedule decided at the beginning of each year.

Art.12 The BOD is vested with all the powers to take all decisions that are not within the competence of the GA.

Art.13 The Executive Committee composed of the President, any Vice-presidents, the Secretary and the Treasurer, ensures the proper functioning of the association and the implementation of the decisions of the BOD and the GA.

Art.14 The President represents the association in all civil acts, he concludes the agreements decided by the BOD.

He acts in court on behalf of the association, both as plaintiff and defendant.

The President may partially delegate his powers to the BOD, subject to prior authorisation.

Art.15 The Secretary is responsible for all the documents relating to the functioning of the association and the minutes of meetings which must be approved at the subsequent meeting.

The Treasurer is responsible for keeping the accounts and regularly informs the office and the BOD.

Art.16 Ordinary and extraordinary general meetings shall be attended by all the members of the association entitled to vote, provided that they have paid their subscriptions or participated in the advances provided for in Article 6.

By decision of the BOD, the members of the association shall be convened by the President 15 days before the date of the meeting. Meetings can be held remotely by dematerialised voting.

The activity report is submitted.

The accounts for the previous year are approved.

The management directors are discharged.

Art.17 The association may create territorial commissions by decision of the BOD. Each commission may be led by a Vice-president. He will be a member of the BOD.

Art.18 The dissolution of the Association shall be pronounced by the Extraordinary GA.

Art.19 The association's assets (movable, immovable and financial) will be given to an association carrying out similar and/or heritage-related activities.

Art.20 Employees are invited to join to the BOD on a permanent basis in an advisory capacity.

4.3 Financing the association

You will need to find funding to keep the association alive and create activities that will allow you to make yourself known.

4.3.1 To finance the association's activities

To finance the association's activities, it is possible to:

- Make the members of the association pay a **membership fee** (not compulsory),
- Receiving **gifts, i.e. from person to person (as opposed to donations and legacies, made in front of a notary),**
- Obtain **grants** (to finance projects and/or the running of the association),
- Take out a **loan**,
- Be supported by a **patron** or **sponsor**,
- **Sell products** ("goodies" such as T-shirts, mugs, pens, etc.),
- **Invoice the activities of the association**, such as services.

Please note that if sales and services are not occasional, these sources of funding must be listed in the articles of the association.

Attending training courses.

Organised by various public structures and associations, they are often free and will provide all the keys to manage and develop your association.

4.4 Cultural phase of collective action

The creation of an association is one of the best ways to carry out cultural mediation with a political awareness, and to share with European partners for the creation of a travelling activity for everyone.

4.4.1 Creation of a promotion association

It is necessary to meet to create membership with anyone involved or interested in the project:

- Meet the mayors to explain the projects and challenges related to the history and the renewal of the silk activity. It is advisable to speak with them particularly about the need to create accommodation possibilities for hikers and tourists.
- Create links between tourists and residents by participating in local, national and international events.
- Meet the hosts and interest them in the association's projects, from the Silk Paths and future European Silk Route, as well as the Renaissance of the sericulture under the ARACNE's umbrella. Offer them to become ambassadors.
- Meet tourist offices and become a member. Establish a partnership that will allow the association to disseminate and exchange important information about hiking trails, etc.
- Encourage social centres, retirement homes and centres for disabled people to invite them to discover the silk paths, so that they can share a common culture and common places that are accessible to all. An example could be the experience of ASSOIE with means like the "Escargoline" with a donkey, or others.

Different ways of empowering residents to become ambassadors, cultural mediators, welcome agents, prescribers, etc.

- Broadcasting of a documentary film on silk allows an exchange with the inhabitants. It is necessary to find a place that can host this type of intervention: town halls, other associations, events, etc.
- For academic stakeholders it might be useful to take advantage of their own research field to meet residents and actors to inform them about the ARACNE silk project.
- Participating in events having a "stand", is a good way to speak with people who will be interested in the proposed itineraries on the theme of silk, highlighted by appropriate supports: Posters, flyers, documentations etc.

The collection of memories is the result of the previous actions, which have allowed ASSOIE to encounter different people for living memories such as:

- The Carrière sisters – Sainte Croix Vallée Française – reeling plant created by their grandfather Henry Carrière. Meeting during a screening of films on the history of silk.
- Bonifacio Iglesias, former mayor of Anduze from 2008 to 2020. Rearing of silkworms and cocoon harvesting marked his childhood. Meeting organized by two UNESCO ambassadors.
- Pierre Aiguillon, mayor of Saint-Jean-du-Gard where the FIRA hiking festival was held, gave us precious information about the silk industry and offered us the opportunity to record it to preserve his knowledge.

This is not the most obvious task, because people are not always willing to speak in front of a microphone. They will have to be convinced of the importance of collecting a disappearing memory in order to pass it on to future generations. Other ways can be found to transcribe their memories, in writing, on videos...

The mobilisation of economic actors generally takes place during meetings, a few examples here:

- The hosts ASSOIE met on GR®67 & GR®7 are an example of how partners must meet those who are on new-built paths.
- Sericulture actors in Cévennes region like 'Séricyne' or 'Soeries des Cévennes', 'Kuleni' (a Catalan donkey breeder near Perpignan who wants to plant mulberry trees), etc.
- Meetings with event organizers, fairs & festivals can be converted into meetings with local players and can open new doors.
- Artisans & creators who produce high value-added materials, offer a showcase accessible to the public and are a very good vector to develop silk culture. They can promote their products through different means, like website and events or cooperative work with museums.

Communicate and create links between the different silk stakeholders.

- Tourist offices & hosts are often linked to create a network and promote hosting providers. Connecting these two actors will allow to expand the association's network and increase the number of points of interest available to stay on your path.
- . Local authorities and politicians can be useful in communicating your initiatives, especially if they are backed by a serious project.
- . As the creation of a path requires moving around a territory, an Association dealing with silk can have the opportunity to connect sericulture actors & farmers and create

links among them. In fact, sericulture can be a complementary activity for farmers looking for solutions to diversify their production.

4.5 Development of an activity that offers access to paths (the example of the ASSOIE's expertise)

Creation of hiking services with donkeys or other:

- Training session to hike with a donkey, is one of the approaches highlighted by R.L. Stevenson's path. It also makes sense historically with the transport of goods (including silk) by these lovely animals.
- Training session to hike with the 'escargoline', it is also a contribution discovered while working on the R.L. Stevenson path. This makes it possible to transport people with reduced mobility on paths designed for this type of donkey cart. Itinerary advices, and hiking information are reported on the road diaries written by Jean-Pierre Marie. They deal with the arrival of silk in the Cévennes, and his expertise on the hiking trails in the Cévennes and largely on the path of R.L. Stevenson. This allows to enlighten hikers during their stay.
- The nature observation kit is made up of several tools to understand the landscape and the biodiversity that characterises it, such as small, illustrated guides on fauna and flora, accompanied by small sketchbooks, etc.

Hiking Federation:

- In case your itinerary is mostly a hiking path, as in the Cévennes it is important to meet the hiking federations present in each territory. In France, there are regional and national associations. <https://www.ffrandonnee.fr/>
- As in the case of GR®7 & GR®67, it is necessary to focus the discussion on the hiking trails dedicated to the theme of silk and convince people of the cultural interest of such a project.
- Road markings: the hiking federations (in France) are authorised to mark the paths to guide hikers. These markings are often made by members and volunteers of the federations, but also by hikers' associations, and some municipalities, tourist offices and national parks which share this work. It is necessary to find out the contacts in the Association's region to carry out this task with you.
- Information panels along the way (sites of interest). There are so-called 'discovery trails'. These are often small loops of a few hours, along which you can follow a path interspersed with sites of interest: silkworm farms, reeling plants, terraces, mulberry trees, etc. At each site, an information panel describes part of the history of the place. In the Cévennes, these panels are often created by the Cévennes National Park. <https://destination.cevennes-parcnational.fr/trek/73288-Cros,-le-sentier-de-la-soie>

Access to paths for all, mobility:

- People with reduced mobility: The 'Escargoline' is equipped with a safety system to free the donkey in case he runs away. It is a 3-wheeled **cart**, designed to transport people with **disabilities**, or with **reduced mobility (elderly people)** or **children**. It can be **pulled by one or two people, or by an animal (donkey, pony, mule, horse)**.
- The 'Escargoline' can safely transport an adult, even an overweight person, or two teenagers, or three children, or a mother and her two children. Or a grandfather with his two grandchildren. It gives disabled and elderly people access to paths and nature... <https://www.randoline.com/fr/>
- People far from the practice and prevented (children, teenagers, seniors, urban dwellers, isolated people, with low incomes, families, etc.). Some social structures organise trips with audiences far from ASSOIE's activity, so it is possible to get in touch with them to propose joint projects to discover the silk culture in this way.
- Orientation: 'Open Way' application for the visually impaired and blind people created by Gerard Müller, through a GPS application for based on a guidance technique adapted to 'blind navigation'. For example, it is easy to create paths taking into account their accessibility. This application can allow these people to practise an activity without an accompanying person provided that the safety conditions are met. <https://asso-yvoir.com/>

4.6 Conscious politics

Advocacy with elected officials, will allow to make an association known, but also to talk about the projects carried out; it is also a way to have official support in a region where it is possible to benefit from local assistance. In case of ASSOIE, the local authorities met are as follows:

- Department President, Prefect and their colleagues (Lozère)
- Mayors (Barre-des-Cévennes, St-Martin de Lansuscle, Florac, Beaucaire, Vébron, Pont de Montvert, Anduze...)

Proposing Accomodation Projects, is a crucial point for developing a trail, because without accommodation, a large part of travellers will not be able to find an accommodation if the resources are not available. Therefore, it is advisable to convince the private and public sector of the importance of having accommodations on your path:

- Inexpensive accomodation (bivouac – natural campsites)
- Opportunities for investors to buy lodging for sale
- Taking over the management of rental accomodation
- Residents: house offers

4.7 Cultural mediation with the general public and hikers

The cultural mediation consists in presenting the activities of the association, and the themes of the ARACNE project to the actors in order to create links and increase the network.

Mediation between local actors, is a work that permits that identified actors have their action recognised on the ground and this produces a large amount of knowledge and expertise. This allows a concrete exchange of information in an almost permanent way to work together and to discover cultures and events; this was the reason why ASSOIE have exchanged ideas together and build bridges with these different actors:

- Unesco
- Cévennes National Park (PNC)
- Tourism Offices (AAT)
- French sericulture actors
- Museums
- Population

Animations, conferences, evening debates, films about silk in Cévennes. All these activities aim to promote a culture of sharing and exchanging with the interlocutors in order to increase the sources of information and knowledge about the activity and the culture of sericulture. Most of these interventions are the results of previous work on mediation between the different actors. They are prepared internally, with the members of the association and in cooperation with the various structures encountered:

- Film & debate, presented in several villages.
- Presentation of ARACNE to the UNESCO Ambassadors (April 2023 Mende and in Andorre October 2023)
- Sustainable tourism meeting organised by UNESCO, in Alès, February 28/29th 2024
- Conference on the renaissance of sericulture in the region with stakeholders from Gard, Lozère and Ardèche (February 9th, 2024) - VERASOIE Museum in LAGORCE
- Presentation of the ARACNE project, February 9th, 2024, at the Verasoie Museum who is the largest Silkworm rearing open to the public.

Landscape Archaeology, together with specialists from the National Park (for example), initiation of tourists and hikers to read the landscape to detect the evocative elements of the past and those that witness to today's activities. Landscape is a transversal and complete discipline: there is geology, botany, an aesthetic vision and, of course, the result of the work of man, who has shaped the slopes, exploited the land and built villages:

- Landscape reading <https://www.cevennes-parcnational.fr/fr/actualites/latlas-des-paysages-du-parc-national-des-cevennes-est-en-ligne> / <https://www.cevennes-parcnational.fr/fr/agenda/paysages-et-magnanerie>

- Agropastoralism (transhumance) <https://causses-et-cevennes.fr/cc-kezako#kezaco-agro>
- Artists residence (Landart) <https://destination.cevennes-parcnational.fr/trek/74746-Les-Balcons-de-l-Aigoual---Parcours-Landart>
- Resources : <http://atlas.cevennes-parcnational.net/paysages/>

Media information: local radio, press, etc. This is another result of ASSOIE's interventions at events, participation in seminars, or meetings with different actors. ASSOIE is able to invite the media, Some interventions below:

Radio Bartas :

- Interview with local radio about the European Silk Route and the ARACNE project
- [Morning live, April 3rd 2023](#)
- [Association Day](#)

Tourist Office (Gorges-Causses-Cévennes)

Interview for video clips promoting the Tourist Office

- [L'instant T : épisode 19](#)
- [L'instant T : épisode 20](#)

4.8 A tool for multi-platform communication

The work for the [Website](#) of ASSOIE is in progress, but it can give some advice to other new Associations of Partners' countries

The objectives of the creation of a website for ASSOIE are as follows:

– To have an online platform to share the history of sericulture through hiking trails.

To offer several types of thematic itineraries:

Discovery trails for one day,

Itineraries of between 3- and 5-days crossing landscapes and villages marked by silk activity,

Itineraries of a week or more, with or without donkeys, with the help of a step calculator grouping together all the sites of interest, accommodation, etc.

Everything is designed to make the journey easier for hikers. In particular by offering various services on the website.

To promote sericulture-related events, ASSOIE's participation in various events, and news from our partners (accessible from a computer, tablet or mobile phone).

To do this, we worked with AFA-Multimedia, which has good experience with this type of website; we chose them, according to the EU rules of subcontracting, keeping into account that they created the website of another hiking trail in the region: 'Le chemin de Saint Guilhem' <https://chemin-st-guilhem.fr/>

In addition, they have also very recently worked on the Causses & Cévennes website, a UNESCO World Heritage Site (<https://causses-et-cevennes.fr/>)

ASSOIE is currently in the process of managing 'Chemins de la soie': <https://cheminsdelasoie.com/> to include all the historical content. The graphic charter, the model of the site and the online publication of the model are already in place. The stage calculator as well as some digitised routes are being created. These first steps will allow to share a first version accessible to all, and the rest of the content will be done subsequently.

To access to the model the link is as follows: <https://xd.adobe.com/view/08f43d76-9cfd-4b86-85ec-4d2fa95e9d2e-5da7/>

This website has also been designed to integrate the content of the ARACNE partners. It will first be translated into English first and then it is planned to translate it into the different partners' languages. This work will be the object of a discussion with the partners on the creation of associations to promote different Silk Itineraries to be integrated into a unique European Silk Road.

ASSOIE has designed this website as a tool for visitors who want to hike on this path, but also to provide them with a story with cultural content, accommodation solutions, digitised itineraries that they can adopt, etc. However, it is also a communication tool for all the projects we want to set up.

Here are some overviews of the website:



Figure 1 - Homepage

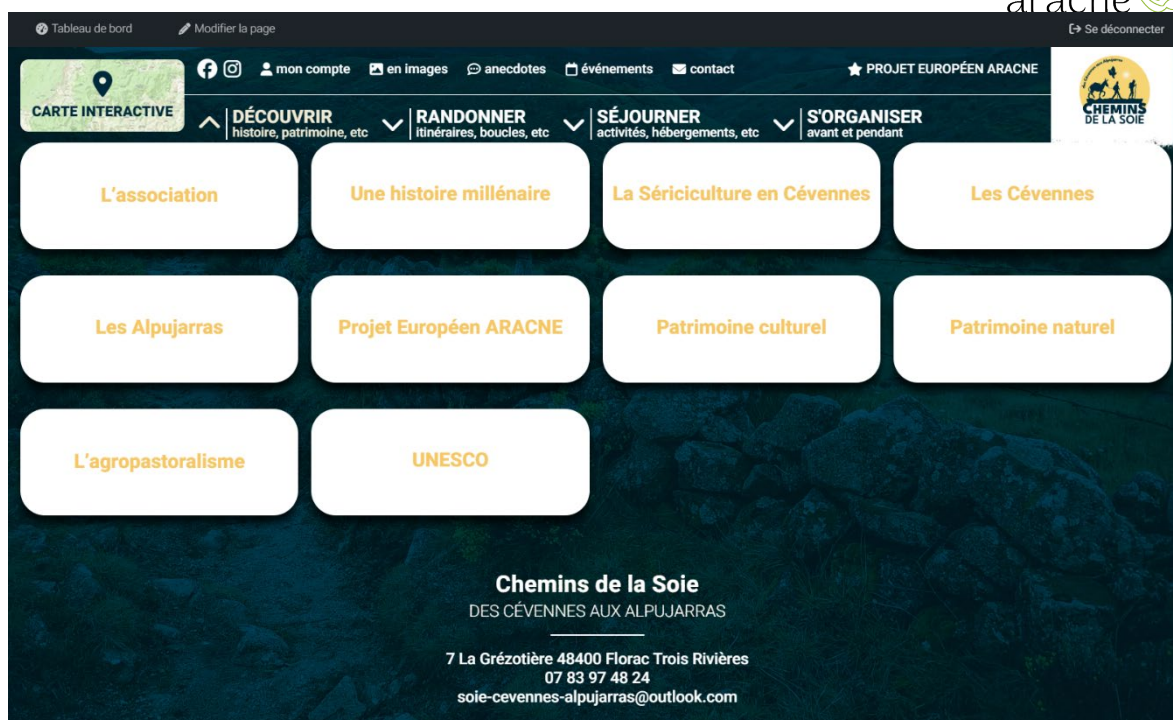


Figure 2 - Home page > Discover

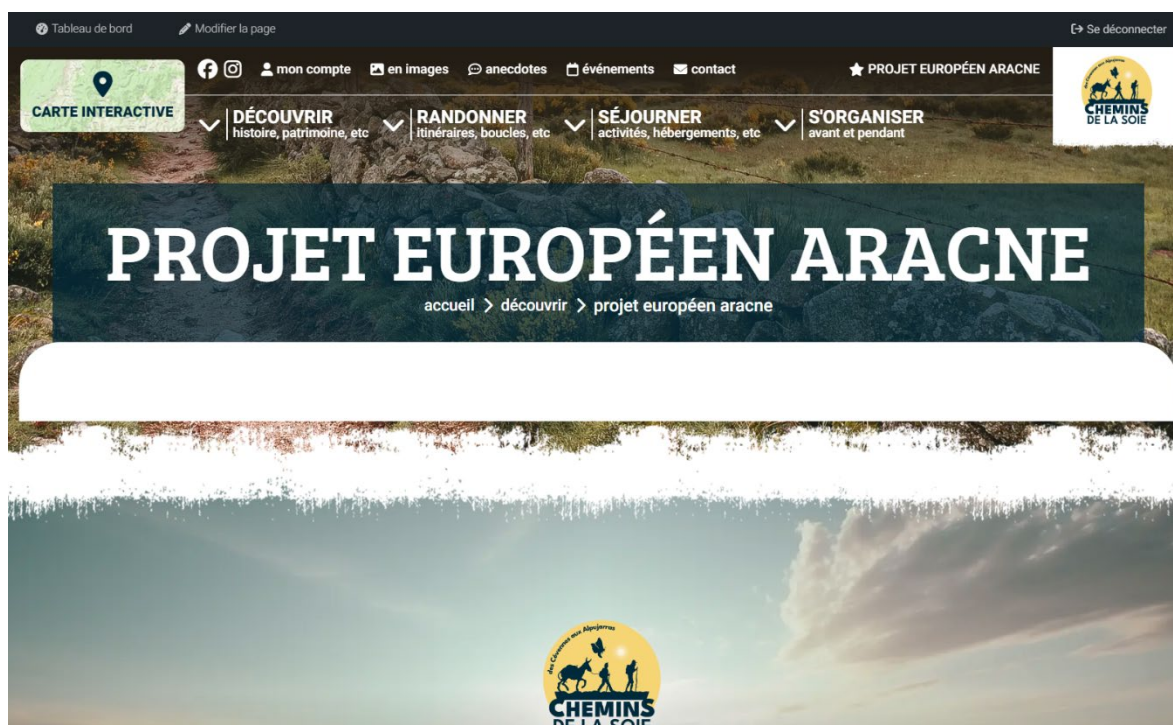


Figure 3 - Homepage > Discover > ARACNE project

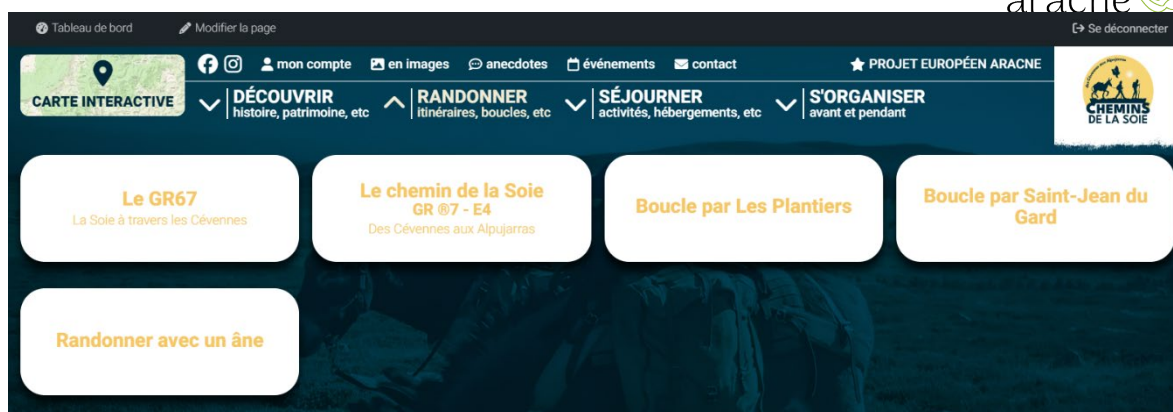


Figure 4 Hiking



Figure 5 - Hiking > The Silk Road

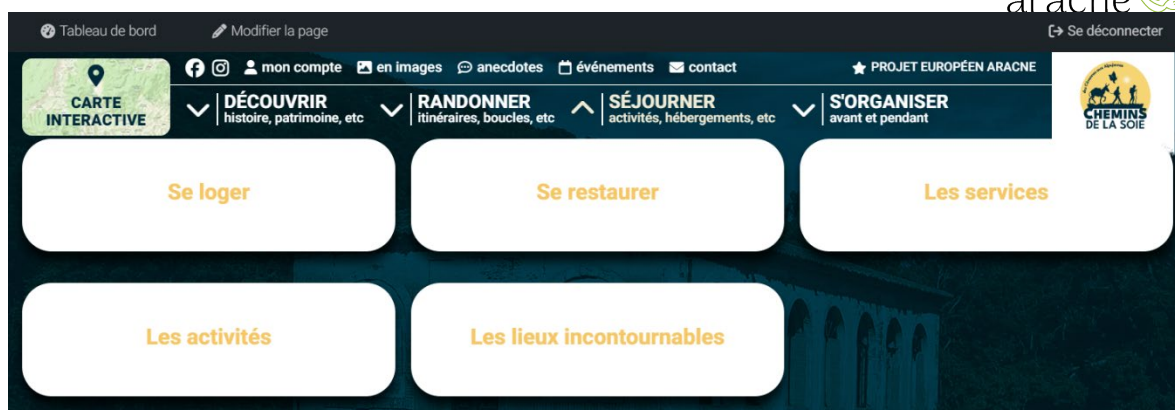


Figure 6 - Stay

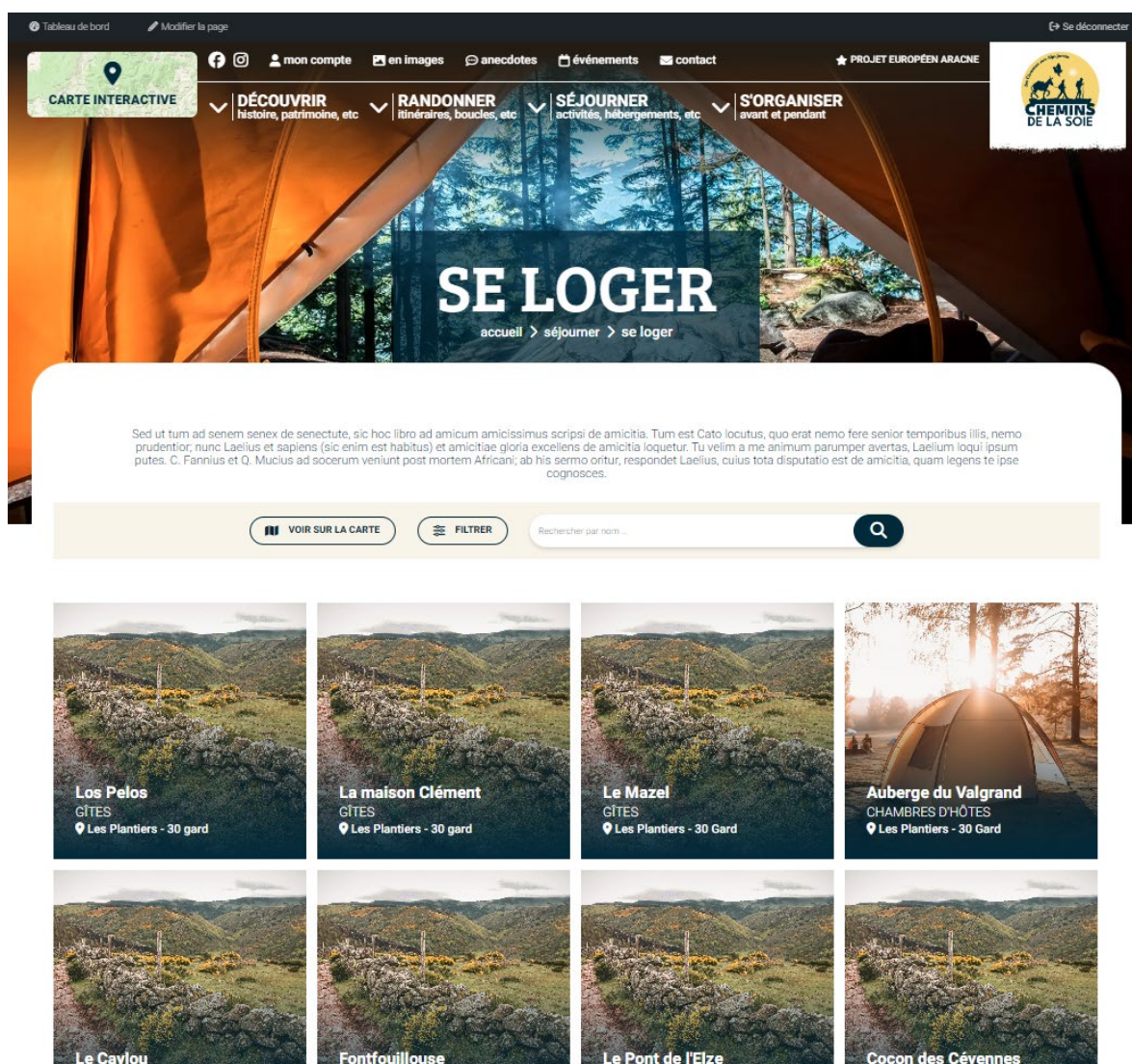


Figure 7 - Stay > Lodge



Descriptif



CORDONNÉES

La Calquièr
30940 Saint-Anndré-de-Valborgne

Sur l'itinéraire principal

Latitude : 44.157463
Longitude : 3.681615

06 88 77 93 61

cocondescévennes@gmail.com

VOIR LE SITE WEB

Figure 8 - Stay > Lodge > Hosters

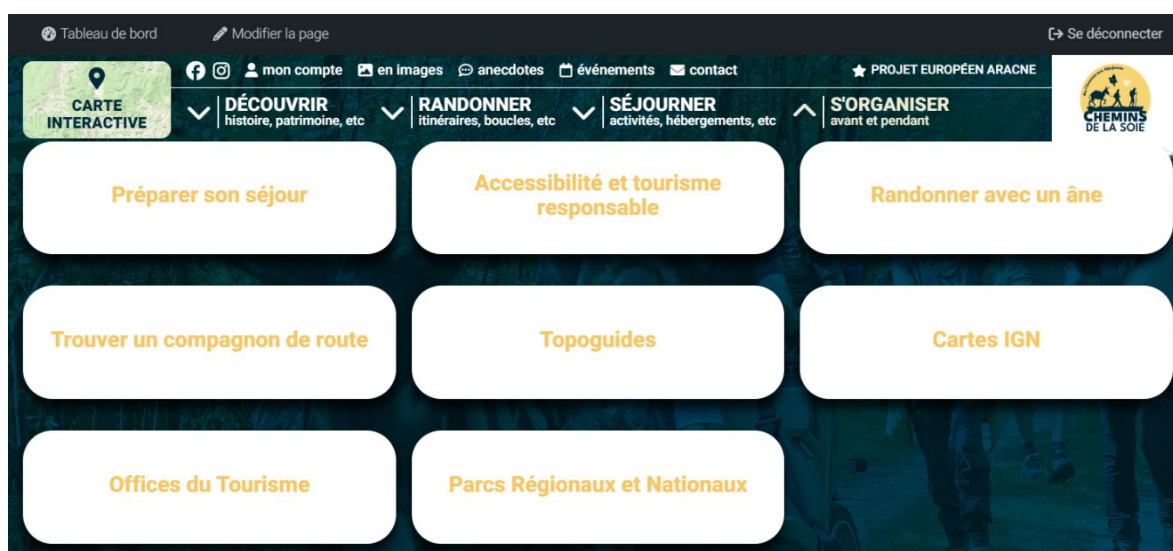


Figure 9 - Get organized



Figure 10 - Get organized > Find a travelling companion

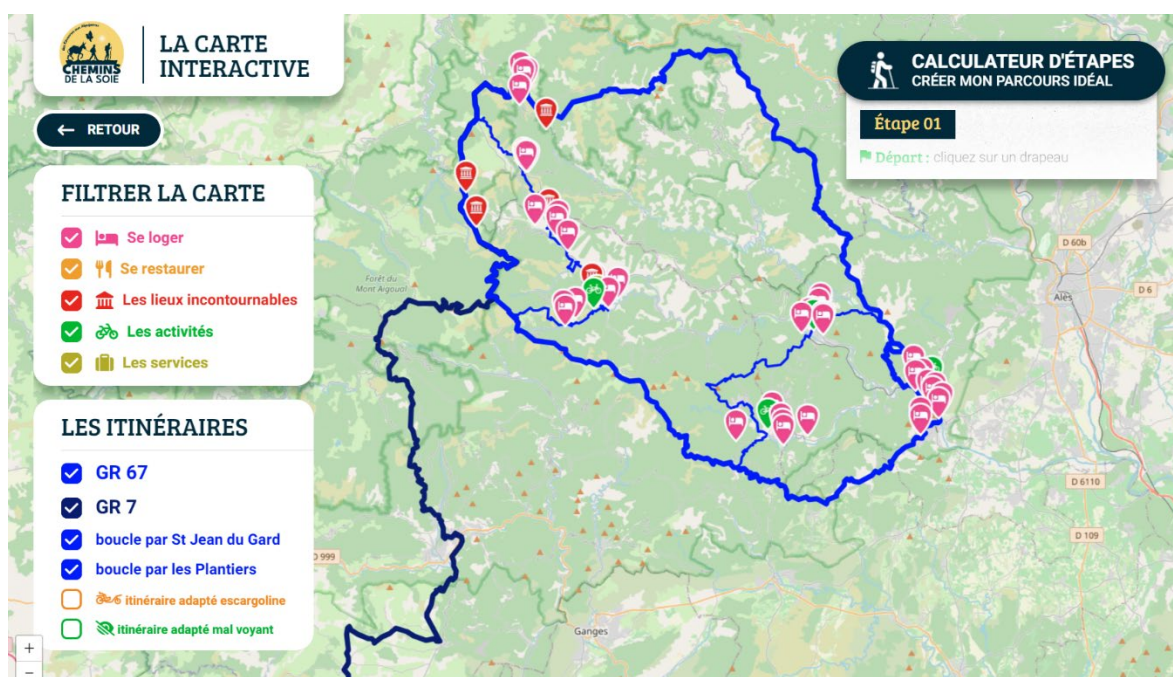


Figure 11 - The interactive map

Support for tourism operators, are promotional and information tools for tourist offices, events, various actors and especially accommodation providers, which are distributed free of charge: posters, flyers, brochures, leaflets.

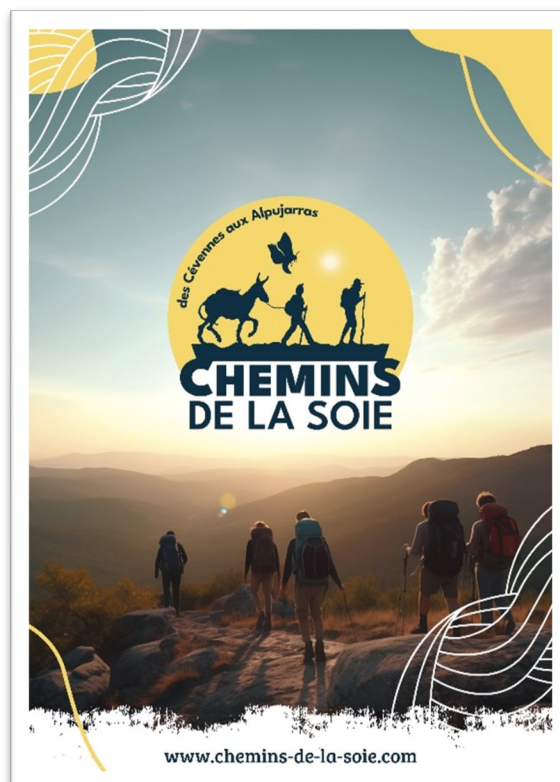


Figure 12 - Poster

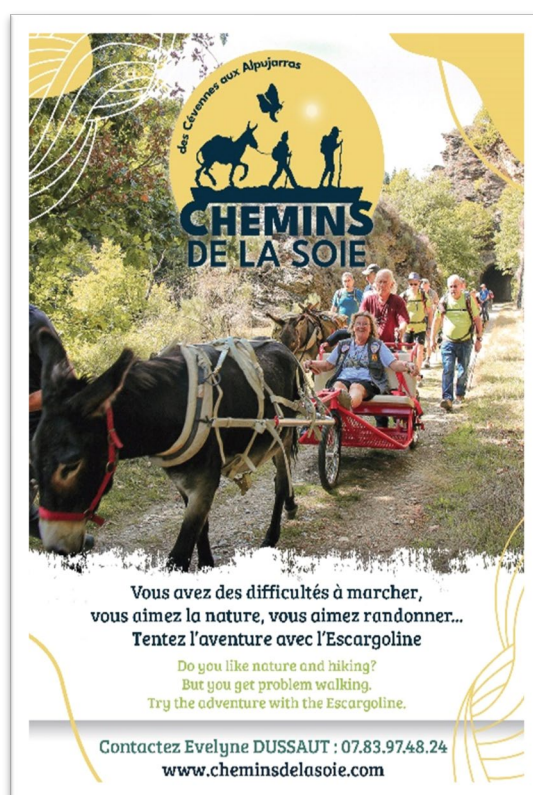


Figure 13 - Flyer

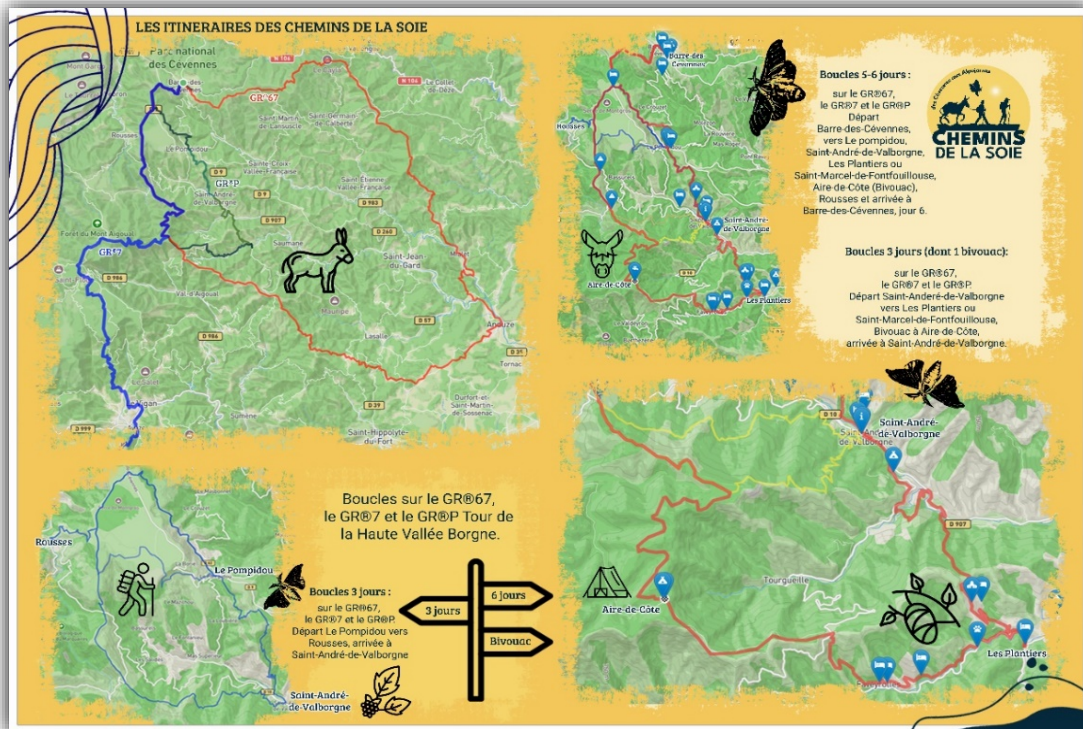


Figure 14 - General brochure GR® 67 (hosts-centres of interest)

5. Creation of paths

5.1 Creation

The creation of this path therefore is based on this history, on the existence of the GR®7, which crosses the Cévennes to the Alpujarras and on the communication work carried out by ASSOIE.

This GR®7, on the watershed line, offers hikers a multitude of landscapes, each more beautiful than the last. It crosses regions rich in history (Cathars, Vaudois, troubadours, the annexation of Occitanie to France).

The GR®67 'Tour du pays Cévenol' is located in this area. This hiking route is characterised by the silk industry. Several towns and villages are marked by the architecture of silkworm farms and reeling plants. The valleys are sculpted by the terraces where some mulberry plantations have survived over the centuries.

This territory has been declared as a World Heritage Site for agropastoralism by UNESCO. This path also crosses the Cévennes National Park, the Pyrenees National Park and the territory of two regional parks.

5.1.1 Creation of hiking routes

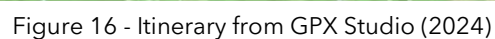
Initially, ASSOIE chose to focus on the creation of a hiking route on the GR®67, inspired by the topoguide: **Tour in the Cévennes country**, Gardon Valley, Cévennes National Park (7th and last edition of 1993). This choice appeared to us to be the best solution for transcribing a methodology based on an itinerary that makes it possible to reconcile all the different aspects of hiking.

The main features of this GR® are:

- This route forms a 121 km 'loop' starting from Anduze and passes through several villages marked by silk. It is apt for a hiking trip of around eight days.



Figure 15 - GR®67 from last topoguide (1993)



-

Figure 17 - Loop 1 (Lozère/Gard) & loop 2 (Gard)

- Part of this route is shared with the Stevenson trail, the 'official' arrival being at Saint-Jean du Gard where the Maison rouge, one of the most important museums for the history of silk in the Cévennes, is located, (GR®70 in blue).

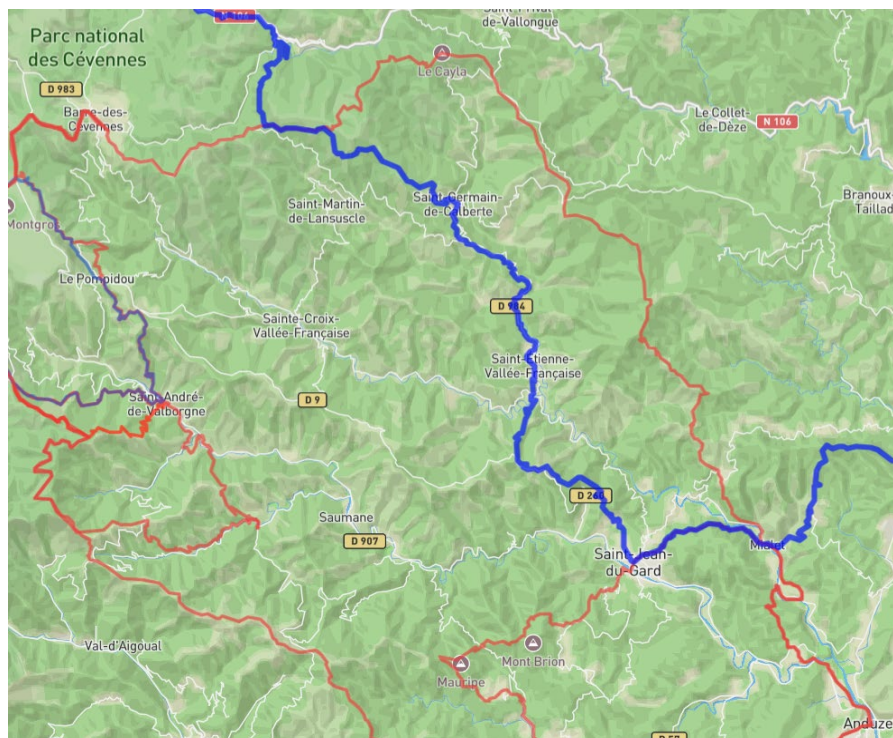


Figure 18 - GR®70 Stevenson through GR®67



Menu

BUILDING

The silk industry was particularly important in the Cévennes. The commune of Saint-Jean-du-Gard, for example, which had around 4,450 inhabitants in 1856, was home to twenty-three silk establishments which employed a total of 1,090 women and 150 men.

Maison Rouge occupies a special place in the history of the silk industry in France: it was the first industrial silk spinning mill to implement a process allowing the use of steam to heat the basins. In January 1965, the site closed its doors definitively and with it the last French silk mill disappeared.

The site underwent several alterations during the 19th and 20th centuries with successive constructions and expansions of different buildings (weaving workshop, caretaker's pavilion, director's office, cocoon house, etc.). The "Grande Rouge", built between 1836 and 1838, is the only testimony to this industrial past. It is in this building, now restored and listed as a Historic Monument, that part of the museum's collections are presented (wool, sericulture, spinning and weaving).



From the spinning mill to the museum

Figure 19 - Maison Rouge Museum website

- A tourist route with a silk theme is already in place. ‘[The Silk square](#)’ is a route connecting four sites of interest. Each site is an interpretive path for walks telling the history of silk from different angles. It was created by the Piedmont Cévenol Inter-municipal Tourist Office in partnership with Cévennes National Park and the European Project Leader.



Figure 20 - The Silk Square

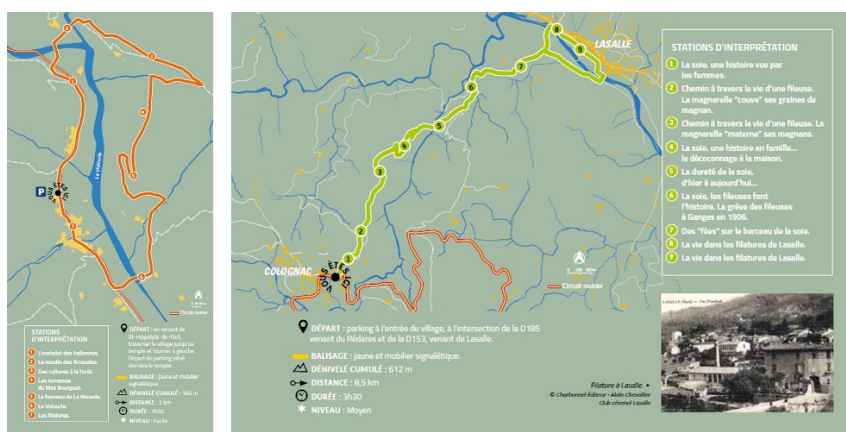


Figure 21- The Silk heritage trail & The spinners' path

To understand better these pieces of information it is useful to understand the structure of the involved stakeholders.

- **The Tourist Office** is an information centre whose mission is 'to welcome, inform and promote tourism in the territory concerned for the public or visitors, ranging from simple local inhabitants to day trippers and tourists. The objective of the structure is to facilitate the tourist stay of visitors. In most countries this public structure is generally located at one or more strategic points in the territory, particularly where the flow of people is significant such as a railway station, a port, or an airport. It is therefore crucial to create strong links with these institutions to collect data and to promote a project.
- AAT Florac -> <https://www.cevennes-gorges-du-tarn.com/>
- Piémont Cévenol -> <https://www.piemont-cevenol-tourisme.com/>
- Gard tourisme -> <https://www.tourismegard.com/>
- **The French Hiking Federation** (abbreviated as FFR) is an association set up under the French law in 1901 to bring together the various clubs allowing hikers access to marked trails.
- The FFR promotes the practice of hiking as a leisure activity, through the organisation of hikes, events and hiking education in schools.
- One of the Federation's missions is to maintain these routes and their signs as well as to open up new ones. The trails are marked with paint marks. There are three types of routes created by the Federation:
 - Long-distance hiking trails (GR)
 - The Great Country Hiking Trail (GRP)
 - Walking and hiking trails (PR)
- <https://www.ffrandonnee.fr/>
- **UNESCO:** The Ambassadors of the Causses and Cévennes whether they are tourism operators or not, have signed a charter to share the richness of the region with visitors. Through this approach, they contribute to the protection of the site and to its sustainable development.
- Their mission is to defend, enhance and promote this world heritage of humanity and the values associated with it, in accordance with the principles of the UNESCO World Heritage Convention of 1972.
- They are recognisable by a dedicated logo and are the vehicles of the actions carried out by the actors of the territory who work for the conservation of the property.
- A good suggestion for a newly established Association in a partner country, may be to get closer to organizations linked to UNESCO, and to present its project and share resources. An option might be to become an Unesco ambassador
- Florac -> <https://causses-et-cevennes.fr/>
- **Cévennes National Park:** The Cévennes National Park is a mountainous territory whose remarkable natural, cultural and landscape heritage justified its creation in

1970. Its management and protection were entrusted to a public body under the supervision of the Ministry of Ecology. It is the largest national parks in mainland France and the only one whose core, a protected and regulated area, hosts a significant permanent population. The interactions between man and nature that have developed over the centuries underpin the richness of its biodiversity, the quality of its landscapes and its cultural wealth. The strong contrasts in climate, altitude and geology have influenced human settlements and activities, architecture, landscapes, vegetation and fauna, thus creating a territory of great diversity.

- <https://destination.cevennes-parcnational.fr/>

5.1.2 Digitalize a hiking trail

To digitalize a hiking trail, you need:

Documents: Topoguide, “IGN” maps, information from tourist offices, etc.

- A **topo**, in outdoor sports, is the description of an itinerary: mountain running, climbing route, hiking, skiing, snowshoeing, mountain biking or horseback riding. A topo-guide, or topoguide, or simply topo by metonymy, is a work bringing together such descriptions. Guidebooks can also provide information on dining options, shops and accommodation. They often include chapters on local geology, fauna, flora and history. <https://boutique.ffrandonnee.fr/topoguides>



Figure 22 - Topoguides: The great crossing of the Gard & Tour in the Cevenol country

- **Hiking maps** have different publishers depending on the country. In France, the main publisher is IGN, National Institute of Geographic and Forestry Information. For physical support, it is therefore essential to obtain such cards.

<https://www.ign.fr/>



Figure 23 - IGN maps: Mount Aigoual, Cornice of the Cévennes & Saint-Hippolyte-du-Fort

Tools: GPX Editor, existing GPX tracks if possible.

GPX Studio is a free online GPX file viewer and editor that allows you to:

- visualize several tracks in different colors and thanks to numerous maps (biking, hiking, satellite, etc.)
- edit tracks by adding, inserting, moving or deleting anchor points
- invert tracks
- add or modify the time data of a track
- view, add, modify and delete points of interest
- reduce the number of crossing points
- view and edit the structure of a file
- automatically add elevation data to tracks if missing
- merge multiple tracks, extending time, heart rate, cadence, power and temperature data as necessary
- extract segments from the tracks and use all the other tools while respecting the segments contained in the files

- save the result to your desktop or save to Google Drive™ to get a sharing link and embed code

This is an individual and amateur project, launched after spending a lot of time fiddling with GPX files. The project source code is public and available on GitHub.

<https://gpx.studio/l/fr/> (there are also English versions: <https://gpx.studio/>)

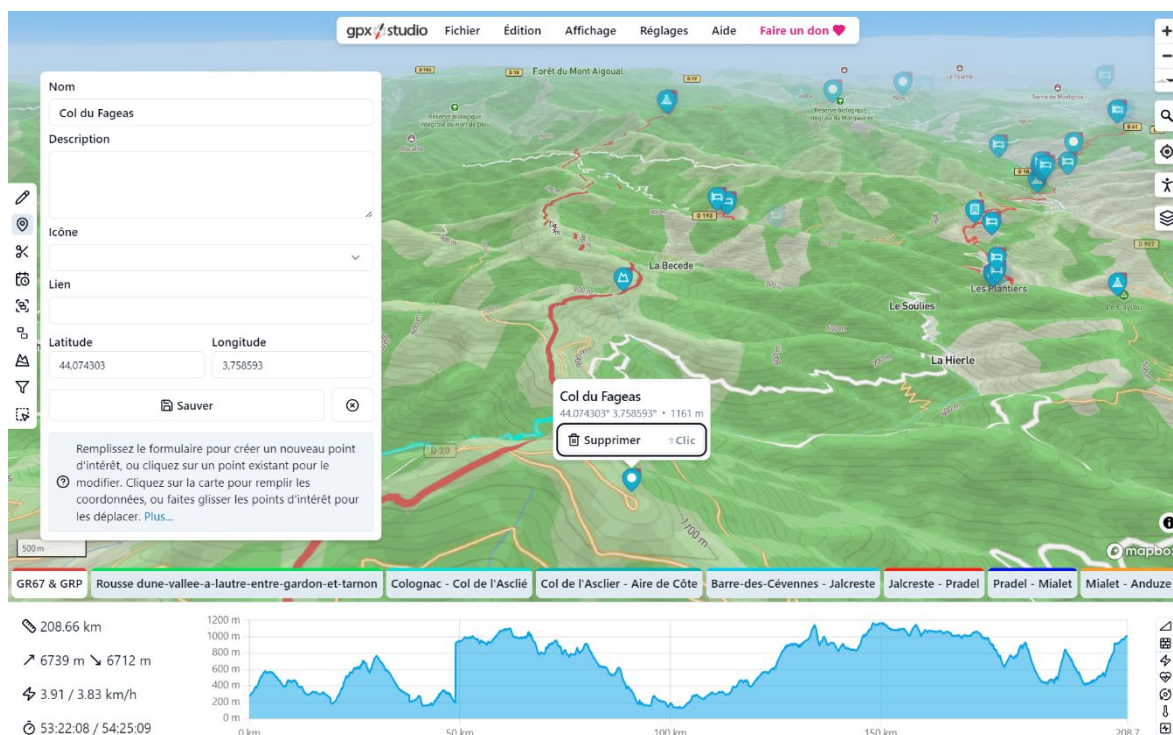


Figure 24 - Overview of GR®67 with GPX Studio

5.2 Why digitalise hiking trails?

In this first version, ASSOIE will focus on the route of the GR®67 and its alternatives, for the mapping part with calculator of the steps. The presentation of the association, the history of the arrival of silk in the Cévennes, information on the heritage, service providers (accommodations, restaurants) and places linked to silk will be edited later (?).

Subsequently, the website <https://cheminsdelasoie.com/> can be supplemented with information from other territories hosting the different European routes. Supplying files of service providers, hosts, restaurants and activities will have to be the subject of reflection on the possibility of automating the import of data from streams coming from departmental or territorial tourism databases. Inventory of individual observations

5.2.1 Inventory of individual observations

Most of these paths follow the route of the old tracks, and old mule trails.

There is also a great deal of sericulture heritage (terraces, reeling plants, 'magnaneries' and museum).

In order to highlight all this knowledge, it is necessary to create a link with all kinds of actors, to share this information: festivals, events, conferences, hosts.

This is why we suggest listing these different actors under the categories below.

5.2.2 Inventory of individual observations for events

In order to list the different sites of interest in the best possible way, it is recommended that an inventory be made of the various observed sites, by following the necessary instructions to list them:

Name/ Type / Short description/ Contact and/or website/ GPS Coordinates.

Example:

Name: FIRA

Type: Hiking festival

Short description: The FIRA organizes a special weekend in Saint Jean du Gard with entertainment and cultural activities linked to the theme of hiking (conferences, cinema, literature). Created in 1992, the FIRA festival, a non-profit association affiliated with the FFR, organizes hiking tours of all levels in the Cévennes, with lunch in local restaurants using local products.

5.2.3 Inventory of individual observation CH

In order to make the best list of the different sites of cultural heritage, it is advisable to make an inventory of the different sites observed by following the necessary instructions to list them:

Name/ Type of sites/Brief description/Contact and/or Website/GPS Coordinates.

Examples:

Name: Maison Rouge.

Type of site: Museum of the Cévennes Valleys, Museum of France since 1999.

Brief description: Presents very rich ethnographic, historical, arts and popular traditions collections on the rural and traditional society of the Cévennes, from the 17th to the 20th century.

Contact/website: <https://www.maisonrouge-musee.fr/>

GPS coordinates : Lat, Long ; 44.1035461, 3.8861922

5.2.4 Inventory of individual observations for local accommodation

In order to make the best list of the different places of accommodation, it is recommended to establish a list of the different places observed by following the necessary instructions to list them:

Name/Type of sites/Brief description/ Contact and/or Website/GPS Coordinates.

Example:

Name : La Coconière de Valleraugue.

Type of services: Host.

Short description: La Coconière is composed of 2 different accommodations, the Guest House and the Gîte for stopovers or groups in the village of Valleraugue (Val d'Aigoual).

All the shops are nearby as well as a large number of hikes including the unmissable 4000 steps.

It is located 1 hour 15 minutes from Nîmes and Montpellier. Aigoual is 35 minutes away.

Contact/website: <https://lacoconniere.fr/>

GPS coordinates : Lat, Long; 44.08122634887695,3.642859697341919

5.3 Developing future GRs

It is necessary to highlight the different characteristics of the GRs that you want hikers to take, for example:

- Beautiful landscapes, often crested,
- A story: the arrival of silk in the Cévennes,
- A rich biodiversity,
- Various meetings with the inhabitants, artists, local producers, naturalists, historians, etc.
- Landscape readings helping to associate the landscape with the history of the earth (granite and schist massifs, Causses, etc.)
- Inexpensive accommodation, possibility of bivouac facilities, guest house in an old silkworm rearing houses or reeling plants.

5.4 To do this

ASSOIE sent a letter to the mayors, hosts and local personalities describing the project and proposing a meeting either individually or in the form of a meeting around a film, describing the silk industry in the Cévennes with archive images.

To succeed in this project, is necessary to convince the mayors and the inhabitants of the villages crossed by the paths to participate in the creation of accommodation. In addition, to convince the hosts that their role is not only to offer the lodging and the food, but that they are also ambassadors of these paths, the territory and its inhabitants, a silk knowledge transmission will be necessary (through a specific brochure).

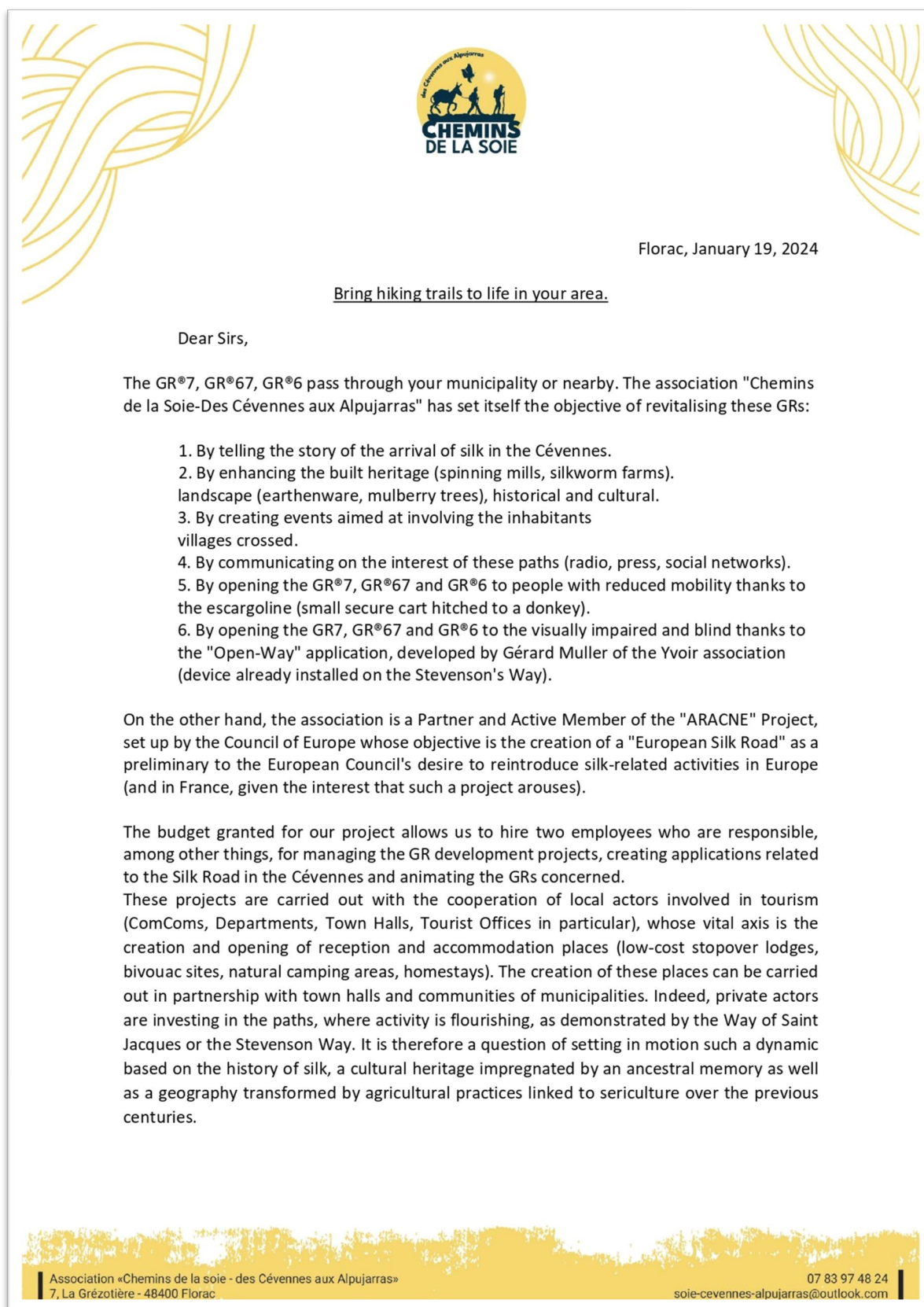


Figure 25 - Sample letter for local authorities



Little is known about the economic importance of hiking trails. The latest study carried out on the initiative of the Stevenson Way association in 2016 reveals the following figures:

Hikers	6 626
Expenses of these hikers	3 500 000 euros
Daily expenses per person	58 euros
Spending on commerce and services	150 059 euros
Activities, leisure, visits	63 552 euros
Catering, food	522 440 euros
Accommodation, board	2 088 615 euros
Fee	715 721 euros

The path has 13 stages, which represents 269,230. 769 euros per stage. In 2022, the number of hikers was estimated at 10,000, a 30% increase.

An image containing yellow, screenshot Auto-generated description

In addition, hiking is a nature-friendly activity, the negative impact on the environment is low. This type of activity favours local populations insofar as it often leads to the reopening of small shops, the maintenance of services and a clientele for small producers.

This study estimates that 150 salaried jobs will be maintained.

In order to be able to present our project to you more fully and assess our prospects for cooperation, we would like to make an appointment with you.

On this occasion, we can also screen a film on silk in the Cévennes and thus start a discussion with the inhabitants.

While waiting for your reply, please receive, Sirs, our cordial greetings.

Evelyne Dussaut & Jean-Pierre Marie
07 83 97 48 24

Facebook : [Les Chemin de la Soie en Cévennes](#)
Instagram : [Cheminsdelasoie](#)
LinkedIn : [Association chemins de la soie](#)
Site internet : [cheminsdelasoie.com](#)



THIS PROJECT IS FUNDED BY THE EUROPEAN UNION'S HORIZON EUROPE
RESEARCH AND INNOVATION PROGRAMME UNDER THE GRANT AGREEMENT NO
101095188



Figure 26 - Sample letter for local authorities

ASSOIE proposes road books whose content focuses on the history of the territory and its particular aspects (geography, monuments etc., thus completing the topoguides of the F.F.R.) We have made a new edition of the road books with Afa-Multimedia, to bring them up to date, in connection with the graphic charters of our association and ARACNE. This is still a work in progress.



Figure - 27 Cover

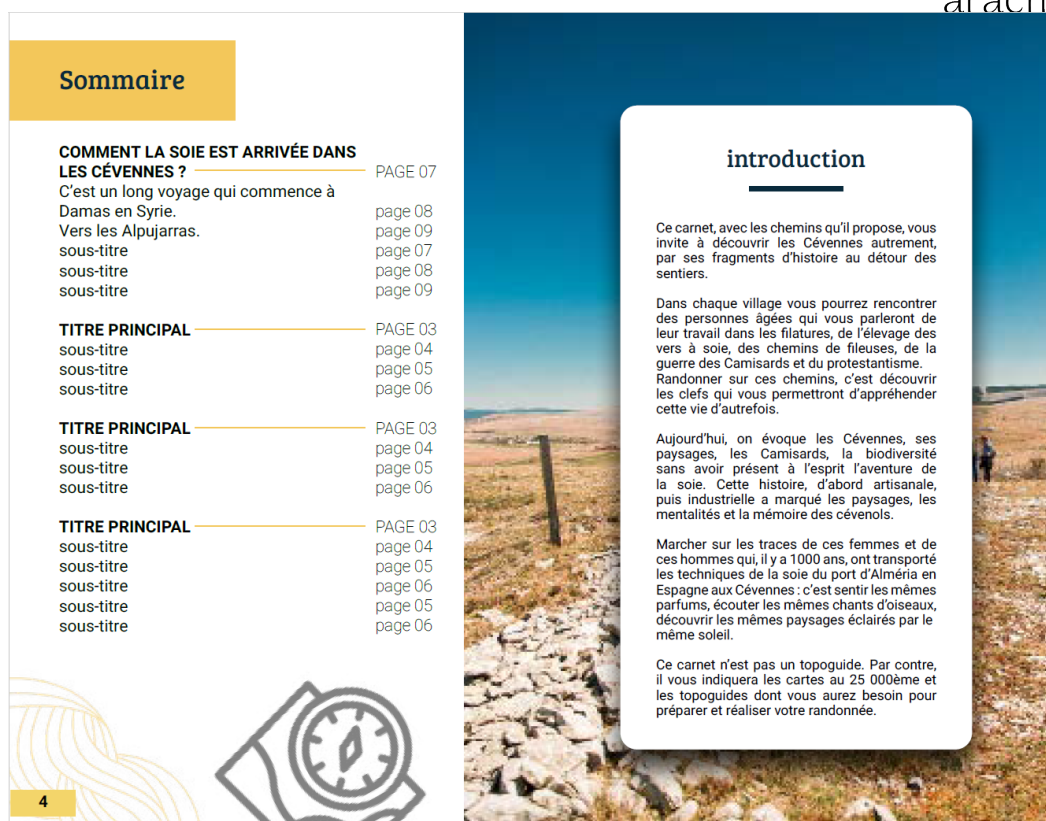


Figure 28 - Summary and introduction

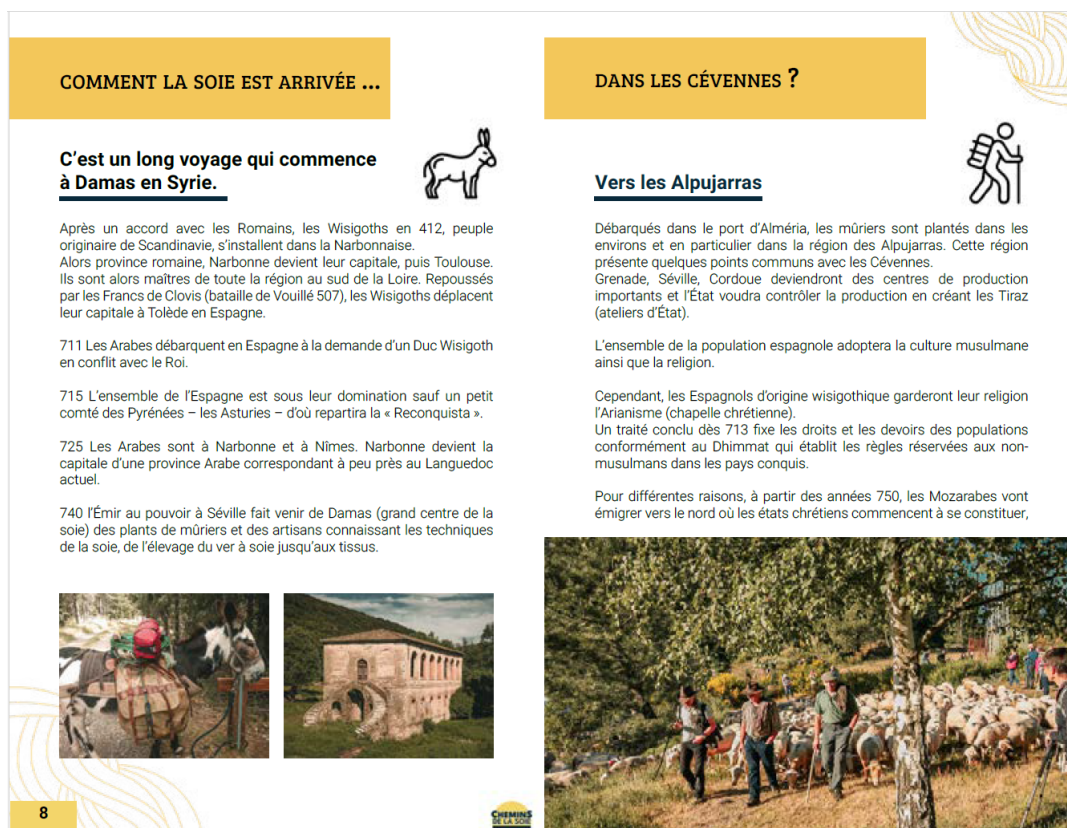


Figure 29 - Interior pages

It is in this context that on 22 July 2023, a hiker left Ferme-des-Cévennes with a donkey to follow the path and report on the route he had taken, experimenting with the possibilities of bivouacking.

This is a detailed topographic map of the Montserrat region in the Pyrenees, showing the border between France and Spain. The map features numerous place names, including Montserrat, Andorra, and various valleys. It also shows the network of roads and the mountainous terrain with contour lines.

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ASSOIE asked him for a detailed document on this trail which takes this form:

	DÉPART	COMMUNE	Alt.
1	Ferme des Cévennes 48400 FLORAC TROIS RIVIÈRES	La Borie	800
2	Gîte Gaspard 48400 CANS ET CEVENNES	Mijavols	930
3	Ferme du Merlet 48220 PONT DE MONTVERT	Le Merlet	1120
4	GAEC Montgros 48220 PONT DE MONTVERT	Montgros	1300
5	Le Refuge 48190 MONT LOZÈRE ET GOULET	Le Mas d'Orcières	1410
6	Gîte Meyrueix 48000 St ETIENNE DU VALDONNEZ	La Fage	1200
7	Camping des Cerisiers 48320 ISPAGNAC		500
8	Gîte l'Ange Gardien 48150 HURE LA PARADE	Nivoliers	960
9	Camping Le jardin des Cévennes 48150 MEYRUEIS		720
10	Cabrillac 48150 GATUZIÈRES		1400

11	Refuge Aire de Côte 48400 BASSURELS	1100
12	Gîte Maryse Pin 48400 VEBRON	1020
13	Gîte La Croisette 48400 LA BARRE DES CÉVENNES	940
13		
14		
15		
16		
17		
18		
19		
20		

Figure 31 - Hiking departures for every day.

ARRIVÉE	COMMUNE	Alt
Gîte Gaspard 48400 CANS ET CEVENNES	Mijavols	930
Ferme du Merlet 48220 PONT DE MONTVERT	Le Merlet	1120
GAEC Montgros 48220 PONT DE MONTVERT	Montgros	1300
Le Refuge 48190 MONT LOZÈRE ET GOULET	Le Mas d'Orcières	1410
Gîte Meyrueix 48000 St ETIENNE DU VALDONNEZ	La Fage	1200
Camping des cerisiers 48320 ISPAGNAC		500
Gîte l'Ange Gardien 48150 HURE LA PARADE	Nivoliers	960
Camping Le jardin des Cévennes 48150 MEYRUEIS		720
Cabrillac - Forêt du Mt Aligoual 48150 GATUZIÈRES		1400
Refuge Aire de Côte 48400 BASSURELS		1100

Gîte Maryse Pin 48400 VEBRON	1020
Gîte La Croisette 48400 LA BARRE DES CÉVENNES	940
Ferme des Cévennes 48400 FLORAC TROIS RIVIÈRES	800

Figure 32 - Hiking arrivals for every day

HÉBERGEMENT	ÂNE	Km	Heures
en dortoir	Parc	12	4 h 30
Chambre Dortoir	Parc	17	6
Bivouac près de la rivière	À la longe	10	3 h 30
Hôtel / Gîte Chambre / dortoir	Parc	13	5
Gîte Chambre	Parc	17	6
Camping	Parc	16	6
Chambre	Parc	18	6 h 30
Camping	Sur le terrain	13	5
Bivouac sur la route forestière	À la longe	14	5 h 30
Bivouac	À la longe	13	5

Chambres Dortoir	Parc	15	5 h 30
Chambres Dortoir	Parc	8	3
Chambres Dortoir	Parc	11	4
		177	

Figure 33 - Different types of accommodation: dormitories, bedrooms, bivouacs, hotels, gîtes, campings...

1 : vers Mijavols
Prendre la route de La Borie
Rejoindre la N 106 et poursuivre à droite
Traverser 100 m plus loin
Prendre la voie verte en contrebas
À l'entrée de St Julien, prendre la D20 à gauche
Prendre à 1 km la route de l'Hermet à droite
Passer Le Ranc, Le Serre jusqu'à Mijavols
Prendre à droite vers le gîte Chaptal
2 : Vers le Merlet
Poursuivre le chemin à gauche
Tourner à droite et rattraper le GR68- GR70
À la stèle, suivre à gauche le GR70-GR670 sur 500 m
Prendre la route Pomaret vers Les Quatre Chemins
Passer par la Tour du Viala, les Vernets
À la D998, tourner à droite vers la Baraquette
Prendre à gauche à la Baraquette, vers Felgerolles
Mercher tout droit jusqu'au Merlet
3 : vers Mongros
Prendre le GR 72 jusqu'au Pont du Tarn
Passer le pont à gauche vers Salarial sur le GR 7

A Salarial, quitter à gauche le GR 7 vers le Cros
Continuer la route vers Montgros
Au Gaec, camper au bord du ruisseau Gratte Pourcel
4 : vers le Mont Lozère
Revenir sur ses pas durant 1,5 km
Tourner à gauche sur la route forestière
Suivre jusqu'à la D20 et traverser vers le parking
Prendre à gauche la piste de ski de fond
Rejoindre le col de Finiels
Prendre le GR 70 vers le Mont Lozère-1699 m
Prendre le GR 70 jusqu'à la station et le gîte Le Refuge
5 : vers La Fage
Reprendre à droite le GR 70
Tourner à droite sur le chemin des Chômeurs
Tourner à gauche sur le GR 43-GR44-GR68
À la Croix des Faux, tourner à droite sur le GR 670
Aller au gîte à La Fage

Figure 34 - The routes in detail

Johnny & Delphine, other volunteers, did the same on the GR®7 from Barre-des-Cévennes to Mont Aigoual, only bivouacked with a donkey.

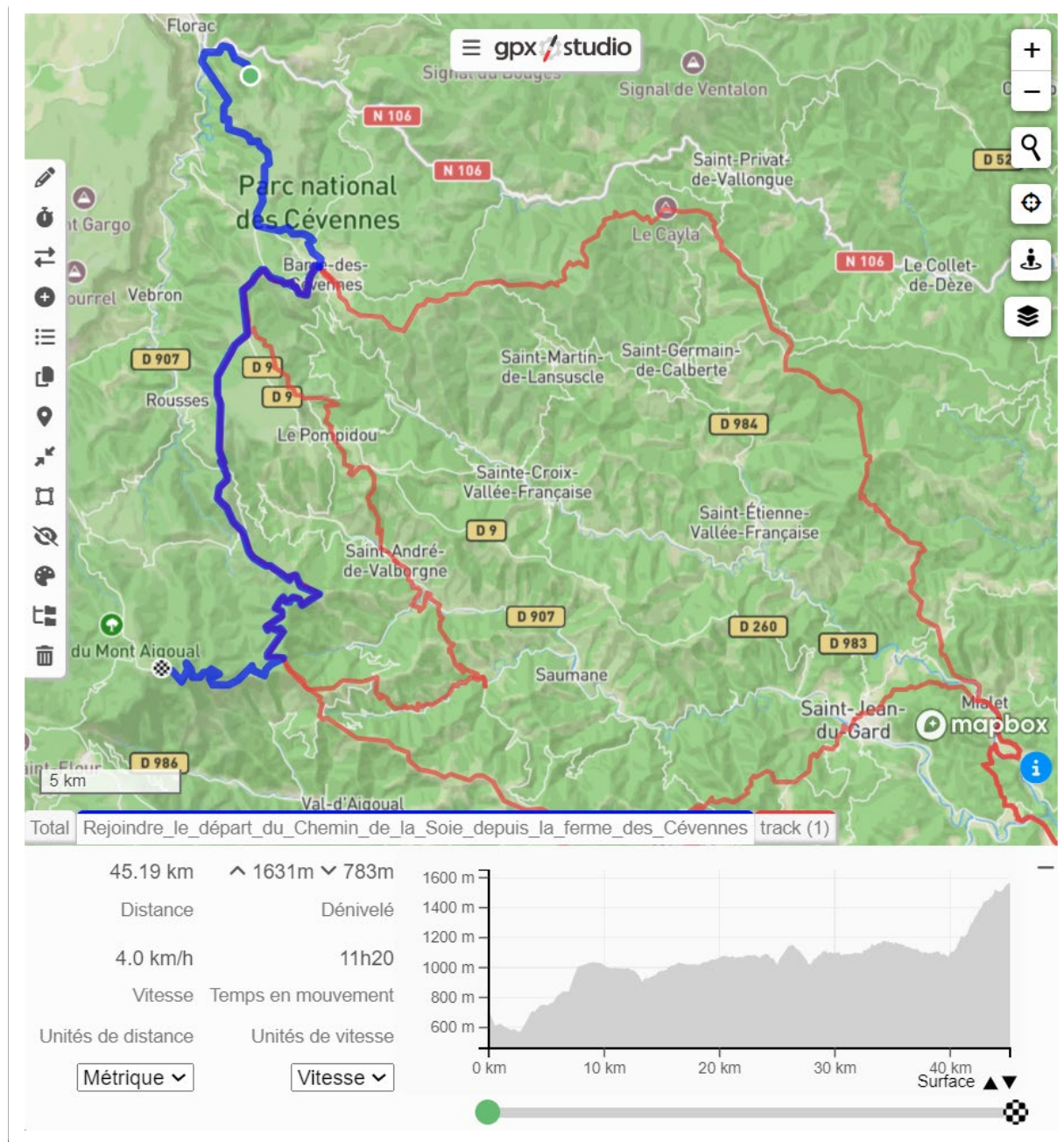


Figure 35 - Blue outline of the route taken with GPX Studio

Julie, another member hiker who volunteered, travelled the same way on the GR®7 and the GRP Haute Vallée Borgne. Her work is in progress.

6. Sharing

6.1 Cultural route of the council of Europe

Cultural Route of the Council of Europe. European Network, in the footsteps of Robert Louis Stevenson and the association 'On the Way of R.L. Stevenson'.

6.1.1 In theFootsteps of Robert Louis Stevenson

The objectives of the association 'On the Way of R.L. Stevenson' are:

1. To promote Stevenson, and the territory he crossed and narrated, and to structure the services for hikers at the logistical, cultural and tourist level.
2. To organize events (exhibitions, readings, conferences, etc.) linked to the author; to animate the territory and the network of service providers.
3. To invite the local population to discover this literary and historical heritage
4. To forge links with other cities and territories linked to the life and work of R.L. Stevenson within the European network: 'In the footsteps of R.L. Stevenson'

To better know the aims of the association the following link is available:

<https://www.chemin-stevenson.org/>

Creation of a service provider networks

The **networking of economic, tourist and cultural service providers** (accommodation providers, restaurants, tour organisers, donkey rental companies, horse riding, transport of people and luggages, cultural sites and operators, shopkeepers, producers and craftsmen) who work together, on or near the GR®70, to offer a quality product at the service of hikers.

The **association's members** form a network of more than 200 professionals:

- Accommodation/Restaurateurs
- Tour organisers
- Horse-riding organisers / guides
- Passenger and luggage carriers
- Donkey Rental Companies
- Cultural Speakers
- Cultural sites
- Traders
- Producers
- Artisans
- Friends of Stevenson

This work carried out with the help of many institutional partners, has made the Stevenson Route one of the best-known GRs® in France and a real development tool for the territories concerned.

Hiking support

Accompanying hikers in the preparation of their hike (gathering practical information).

<https://www.chemin-stevenson.org/notre-brochure/>

Promoting the trail and heritage

1. The **promotion** of the Stevenson Route (trade fairs, press releases, publication of documentation, website, etc.).
2. The **enhancement of the natural** and cultural heritage of the route.
3. Coordination of **projects and local initiatives** for the development of the Route

The history of the route

<https://www.chemin-stevenson.org/lassociation/historique-du-chemin-et-de-lassociation/>

Exploitation tools

The exhibition: 'The Journey with Robert Louis Stevenson'

'Robert Louis Stevenson's Library' Educational cases

<https://www.chemin-stevenson.org/lassociation/les-outils-de-valorisation/>

Observatories of the path

The observatories of the Stevenson Trail have been set up to better understand who are the hikers practicing the route, to assess the impact of the hike on the territory and to contribute to a 'sustainable' management of the path.

<https://www.chemin-stevenson.org/lassociation/les-observatoires/>

Socio-economic study 2023

*This study has been carried out as part of the **operation 'Animation, Promotion and Development of the Stevenson Way'** co-financed by the European Union. Europe is committed to the Massif Central with the European Regional Development Fund.*

In the light of the situation and the prospects of the Chemin de Stevenson, this study highlights the means used by the 'Sur le Chemin de R.-L. Stevenson' Association to guarantee the quality of the path and the quality of its territorial anchorage.

- To obtain figures on the use of the route, to know the types of visitors who travel along the Stevenson Way and to evaluate the direct economic benefits for the territories.

- To Analyse and identify hikers' practices (study of behaviour: short stays, bivouacs, etc.).
- To analyse the quality of what is on offer along the Way (investment needs, load capacity, environmental impact, etc.).
- To identify the cultural practices that can be mobilised within the framework of the Association's actions.
- To analyse the anchoring of the Association Sur le Chemin de R.-L. Stevenson in the territory (number of members, participation, knowledge and impact of the role, etc.).
 - To obtain strategies and recommendations in terms of: Sustainable tourism: responding to increased tourist flow, improving the carbon footprint
 - Establishment of the Association in local life: awareness and involvement of local authorities, etc.
 - Animation and maintenance of a network life and associative governance
Local appropriation of the 'Stevenson' identity by the inhabitants of the territory

[Click here to see the results.](#)

The team

<https://www.chemin-stevenson.org/lassociation/lequipe/>

The partners

FFRandonnée / European Union / French Republic: National Fund for Regional Planning and Development & the National Agency for Territorial Cohesion.

The region Occitanie / Auvergne-Rhône-Alpes / The department of la Haute-Loire / Lozère / Gard / Cévennes National Park.

Municipalities and communities of municipalities : Agglo le Puy en Velay / Mézenc-Loire sauvage / Le Monastier sur Gazeille / Pays de Cayres Pradelles / Landos / Cévennes et Montagne Ardéchoises / City of Langogne / Chaudeyrac / Laveyrune / La Bastide Puylaurent / Chasseradès / Mont Lozère / Le Bleymard / Cubières / Department of Lozère district de Florac / Pont-de-Montvert / Fraissinet de Lozère / Florac Sud Lozère / Florac / Cassagnas.

General Councillors of the Lozère: Pierre Hugon, General Counsel Mende Nord / Francis Courtes General Counsel Mende Sud / Sophie Pantel, General Counsel Le Pont-de-Montvert & President of the Department of Lozère / Marjorie Massador, General Counsel Le Bleymard / Alain Argilier, General Counsel Florac / Michèle Manoa, General Counsel Barre-des-Cévennes / Robert Aigoin, General Counsel Saint-Germain de Calberte.

Partners : Auvergne destination volcans / Occitanie Sud de France / Respirando / Lozère tourisme / Le Gard Tourism Development Agency / FFRandonnée, Departmental Committee Haute-Loire, Ardèche, Lozère, Gard, Auvergne, Rhône-Alpes, Languedoc-Roussillon, Cévennes écotourisme.

Partners of the European network 'Sur les traces de Robert Louis Stevenson': European Network, in the footsteps of Robert Louis Stevenson / European Institute of Cultural Routes / Council of Europe.

Partners of the Network of Great Hiking Routes:

GTA-GR5 Move your alps / FFRandonnée /

<https://www.chemin-stevenson.org/lassociation/nos-partenaires/>

Networks

Network of Great Walking Routes

Since 2014, the Association 'Sur le Chemin de R.L. Stevenson' has been supporting the development of a Network of Great Pedestrian Routes. Alongside the 'Grande Traversée des Alpes', the Friends of the Way of Saint-Guilhem, the National Agency for the Way of Saint James, the Grandes Traversées du Jura and the French Hiking Federation, the Association Sur le chemin de R.L. Stevenson is part of the operational office and supports the actions of the network.

Today, 17 itineraries make up the network and participate in its animation.

<https://itineranceenfrance.org/>

European Stevenson Network

In the footsteps of Robert-Louis Stevenson, a European network declared a European Cultural Route by the Council of Europe in 2015.

Genesis of a network

Robert-Louis Stevenson is known as an 'insatiable traveller'. Indeed, he spent a large part of his life travelling and his various places of residence are each the subject of museums or organisations promoting his history and work, such as the mentioned association. These actors are partners in developing international actions for the benefit of the territories.

Since 2009, the Association 'Sur le Chemin de R.L. Stevenson' has been involved in the development of a European network 'In the footsteps of R.L. Stevenson'. Officially constituted as an association in November 2013, this network is now made up of private and public structures working on the development of territories through the Stevenson theme in France, Belgium and the United Kingdom.

In May 2015, the network was awarded the designation of 'Cultural Route of the Council of Europe'. This European recognition allows the promotion of the 7 territories that make it up on a larger scale.

« The figure of Robert Louis Stevenson represents important values such as curiosity about others, secularism, support for minorities and the reconciliation of European peoples. For Stevenson, the trip was neither an excuse nor an escape, but a chance to meet new people. This route is characterised by its human dimension marked by fraternity, and its aim is to demonstrate the existence of a European literary heritage, thus promoting the concept of European citizenship. »

Council of Europe values

Sources:

<https://www.coe.int/fr/web/cultural-routes/in-the-footsteps-of-robert-louis-stevenson>

<https://www.rlstevenson-europe.org/>

<https://www.chemin-stevenson.org/>

Cultural Routes of the Council of Europe

General information on the Cultural Routes of the Council of Europe programme:

Site web: <https://www.coe.int/en/web/cultural-routes/home>

Brochures of the Cultural Routes of the Council of Europe Programme: <https://www.coe.int/fr/web/cultural-routes/visibility>

Websites of certified routes: <https://www.coe.int/fr/web/cultural-routes/by-theme>

Reference texts and conventions: <https://www.coe.int/fr/web/cultural-routes/reference-texts-and-conventions>

Vade-mecum on sources of funding for the Cultural Routes of the Council of Europe: <https://rm.coe.int/vademecum-12092019/1680973a5e>

Cultural Routes Certification Cycle:

Certification and evaluation procedure: <https://www.coe.int/fr/web/cultural-routes/certification>

Criteria for the award of the 'Cultural Route of the Council of Europe' certification: [Résolution CM Res\(2023\)2](#)

Vademecum 'Management of Cultural Routes: from theory to practice' available for online consultation (in English and French): <https://rm.coe.int/cultural-routes-management-from-theory-to-practice/168098b062>

One of the scopes of this document is to provide partners with information and links about the above-mentioned documents in detail, in particular the certification and evaluation procedure, the certification criteria and the publication 'Management of Cultural Routes: from theory to practice'.

The European Institute of Cultural Routes (Technical Agency of the Cultural Routes Programme of the Council of Europe) organises training seminars for representatives of candidate routes who wish to apply for certification. The next training opportunities will be announced on the COE website: <https://www.coe.int/en/web/cultural-routes/training>.

For any further information, please do not hesitate to contact evaluation@culture-routes.lu.

7. Conclusions

The creation of a thematic route is therefore the result of a rich history, that of silk, and of existing routes that unravel a thread that connects the crossed territories.

To sow the seeds of such a project, you a structure (the association) is needed to bring together a whole ecosystem of partners.

This will allow you to forge links between different actors and give life to such a structure.

To harvest the benefits of such resources, your various tools can be used, such as:

- Local, national and international institutional networks.
- Human resources, with members, board members, staff and the European partners of the ARACNE project.
- Social networks, in particular through the 'Silk Roads' website, designed to forge links, inform and guide service providers, beneficiaries (tourists, hikers, etc.) and public authorities. This website is also a support for other networks (LinkedIn, Instagram, Facebook etc.) and partners (European, National, Local).

Finally, this deliverable is designed to allow partners to create hiking trails in their countries, based on concrete experiences and taking inspiration for example from the Association 'Sur le chemin de R.L. Stevenson', labelled by the Council of Europe.

'Les chemins de la Soie-des Cévennes aux Alpujarras', which has been able to sow new seeds of a variety specific to the sericulture heritage of the Cévennes, thanks to the crops planted by the association 'Sur le chemin de R.L. Stevenson'.

In a short time, the chrysalis formed by all this work will emerge transformed from its cocoon.

The association 'Les chemins de la Soie' is on the way to becoming the butterfly that will sow the new seeds of the hiking trails, all along the thread that connects the countries crossed by the Silk Road.

ACRONYMS

<i>[ACR]</i>	<i>ACRONYM</i>
<i>[BOD]</i>	Board of Directors
<i>[CCI]</i>	Chamber of Commerce and Industry
<i>[CH]</i>	Cultural Heritage
<i>[CNP]</i>	Cévennes National Park
<i>[EU]</i>	European Union
<i>[FHF]</i>	French Hiking Federation
<i>[FIRA]</i>	Roaming and Hiking Festival
<i>[GA]</i>	General Assembly
<i>[GR]</i>	Long-distance Hiking Trails
<i>[GRP]</i>	Big Country Trail
<i>[GPS]</i>	Global Positioning System
<i>[GPX]</i>	GPSeXchange Format
<i>[INPI]</i>	National Institute of Industrial Property
<i>[INSEE]</i>	The National Institute of Statistics and Economic Studies
<i>[NIG]</i>	National Institute of Geographic and Forestry Information
<i>[PR]</i>	Short Hiking Trail
<i>[SMART]</i>	Specific, measurable, achievable, realistic and time constrained
<i>[SME]</i>	Small and Medium-sized Enterprises
<i>[TAA]</i>	Tourist Attraction Agency
<i>[UNESCO]</i>	United Nations Educational, Scientific and Cultural Organization

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