

2nd Conference of the University Network for Cultural Routes:
“Advancing and sharing knowledge for a better Programme of Cultural Routes”

Lugano, 12-13 November 2026

Draft Programme – updated 31 July 2026

12 November 2026

9:00 Aula Magna	Opening: Intervention of host authorities
10:00 Aula Magna	Keynote speech: “Switzerland at the heart of Europe. Its role in shaping the European identity” Antonio Loprieno
10:45 – 11:30 Aula Magna	Roundtable of representative managers of routes that cross Switzerland
11.30 – 12.00 Aula Magna Foyer	<i>Coffee break</i>
12:00 – 13:00 Location TBC	Parallel sessions: “Heritage” “Storytelling and Cultural Mediation”
13:00 – 14:30 Aula Magna Foyer	<i>Lunch</i>
14:30 – 16:00 Location TBC	Parallel sessions: “Governance and Development” “Personal Growth and Education”
16:00 – 16:30 Aula Magna Foyer	<i>Coffee break</i>
16:30 – 18:00 Location TBC	Parallel sessions: “Rural development, Sustainability & Accessibility” “Communication & Brand positioning”
18:00 Location TBC	Meeting of the members of the University Network
From 20:00 Location TBC	<i>Dinner & Cultural Activity</i>

13 November 2026

9:00 – 10:30 Location TBC	Parallel sessions: “ICTs & Digitalization” “Spirituality & Universal values”
10:30 – 11:00 Aula Magna Foyer	<i>Coffee break</i>
11:00 – 12:30 Location TBC	Parallel sessions “Tourism” “New routes”
12:30 – 13:00 Aula Magna	Concluding remarks
13:00 – 14:30 Aula Magna Foyer	<i>Lunch</i>
14:30 – 17.30 Bellinzona Fortresses	Guided visit to the Fortress of Bellinzona (UNESCO World Heritage Site)