

## LAUNCHING THE LARGE-SCALE INTERNATIONAL ROMAN LEGACY PROJECT

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*A new international project is once again drawing the attention of both professionals and the wider public to our fragile and often invisible archaeological heritage. By establishing a new European Cultural Route, the international project entitled ROMAN LEGACY and implemented within the Interreg programme, was launched on 1 April 2025 with the objective of strengthening the sense of belonging of the people of the Danube region. The three-year project places strong emphasis on the development of sustainable tourism, particularly active tourism and ecotourism. It will be supported through the revitalisation of Roman-period heritage sites and the involvement of local communities.*

Building on such earlier initiatives and successful projects as the *Living Danube Limes* (Fig. 1), the *Iron Age Danube*, or the *Danube's Archaeological eLandscapes*, a new thematic region and Cultural Route spanning the countries of the Danube region will be created. The route will not only connect the major Roman sites but will also enhance the visibility of smaller settlements and areas located further from the former frontier of the Roman Empire, marked by the Limes. The primary aim of the partnership is to submit the route plan to the Governing Board of the Enlarged Partial Agreement on Cultural Routes (EPA).

The international partnership is led by the University for Continuing Education Krems and comprises 54 institutions from 11 countries, including universities, research institutes, museums, heritage protection organisations, municipalities, regional authorities, as well as tourism stakeholders and other institutions. Hungary is represented in the consortium by the Association of Cultural Heritage Managers (KÖME) and West Pannon Nonprofit Ltd., while the Hungarian National Museum is an associated strategic partner in the project.

The first year of the project, running from April 2025 to March 2026, focuses primarily on network-building. During this period, the partners welcome applications from organisations, institutions, entrepreneurs, or even private individuals who intend to contribute to the development of project outputs or the advancement of the Roman-heritage themed Cultural Route.

In the second year of the project, digital and tourism-related content will be developed. The former will include the creation of a shared website, a mobile application, and digital reconstructions of artefacts and heritage sites, while the latter will focus on the establishment of Roman-heritage themed interpretive trails and the organisation of related events.

The final year of the project will be devoted to the preparation of the certification documentation to be submitted to the Council of Europe.



Fig. 1. Reception event of the Roman-period ship in Százhalombatta as part of the *Living Danube Limes* project, 2022 (Photo: KÖME)

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Fig. 2. Snapshot of the workshop in Százhalombatta  
(Photo: KÖME)

Held on 28 November 2025 in Százhalombatta (Fig. 2), the first national project event also concentrated on network-building. The workshop was a key milestone, as it marked the first occasion for professional consultation where the project participants jointly reflected on the contemporary interpretations of Roman heritage and its future role.

At the Százhalombatta meeting, the two Hungarian project partners presented the main directions and expected outcomes, with particular emphasis on the Roman heritage-themed trails to be developed in the partner countries and the related programme. They also introduced the joint branding concept that will provide a unified visual identity and narrative framework throughout the project's duration and for the Cultural Route.

Participants shared their experience regarding the interpretation of the Roman heritage sites they represent, as well as the approaches to presenting archaeological heritage to the wider public in a modern, interactive and sustainable manner. The workshop provided an opportunity for professionals, municipal representatives, museum and tourism stakeholders to establish new partnerships and jointly explore opportunities for interregional cooperation.

The event clearly confirmed that the Hungarian partners are active and valuable contributors to the project within the cooperation across the Danube region. The joint discussions highlighted that the engaging and immersive presentation of the Roman heritage will add to the area's touristic appeal, boost local identity, and expand international cultural relations.

In the coming months, the project is to be continued with further workshops and site visits: partners will cooperate on designing methods for the presentation of the Roman heritage. The organisers encourage all interested parties to follow the latest results and events of the ROMAN LEGACY project and get involved either as official members of the network or as participants in project events.



Further information about the project is available on the official website: [www.interreg-danube.eu/projects/roman-legacy](http://www.interreg-danube.eu/projects/roman-legacy). For news in Hungarian, please visit the KÖME and Westpannon websites and their social media platforms. The project (DRP0300976) is implemented under the Interreg Danube Region Programme (DRP) and co-funded by the European Union. It is co-financed by Hungary and the Hungarian partners.