



aepj
jewishheritage

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Report 2022

Index

1. Welcome from the President	3
2. Director's introduction	4
3. About the AEPJ	6
4. The AEPJ Board of Directors 2022	13
5. Institutional Agenda	17
6. European Days of Jewish Culture 2022: Renewal	23
7. European Routes of Jewish Heritage 2022	29
8. AEPJ Projects 2022	32
9. AEPJ General Assembly	43
10. Budget approved for 2022	47
11. Communication	51



1. Welcome from the President

Dear friends,

Once again we have the pleasure to submit to you our annual report. AEPJ has come to a turning point in 2022, growing substantially in the scope of projects funded and executed.

We have experienced many highlights this year, including the return to face-to-face meetings. To name a few. The celebration of the General Assembly, where we met in Hannover, Germany, hosted by one of the institutions that have recently joined our network, Global Partnership Hannover. On the other hand, the Incubator of Jewish Heritage Routes, held in Izmir, Turkey, which allowed us to take a leap forward in the strategic development of the project. And likewise, the kick-off of the European Days of Jewish Culture, held in Schirmeck, France, in a ceremony full of symbolism in the

synagogue, which saw the return of its Sefer Torah from the times of the Second World War.

To these actions we must add the different meetings and trainings that have taken place within the framework of the different European funding projects in which we participate. In this framework, I would highlight the great participation of the AEPJ network partners. WalkEUR, FabRoutes, NOA, MiDorLeDor Italia and Youth4Culture have allowed us to deepen the cooperative work of our network, of our community of Jewish heritage practitioners.

No less important has been the work that has been carried out this year 2022 to achieve two important goals. On the one hand, the renewal of the CoE certification for our Route project. During the year we have worked on submitting our application for such renewal, including the participation of an external evaluator at the Izmir Incubator.

On the other, the approval of the European Days of Jewish Culture 2023 project, under the central theme of Memory, in the EU's CERV program. This project represents the great opportunity to take a leap forward with the project. With a consortium of 11 institutions led by us, including the Shoah Memorial, the Mahj, the Liberation Route and 7 AEPJ partners, we will coordinate this coming year's biggest edition in every sense of the European Days of Jewish Culture.

We are living moments of growth in the AEPJ. But at the same time, we live in a Europe full of challenges. We strongly believe in the role we can play in this regard. The 30 institutions that make up our Association represent more than a union of institutions working together. Our network is a community of thought, reflection and creativity. A community which deeply believes in the positive impact of Jewish heritage and culture as a channel for intercultural dialogue and promoting better knowledge and understanding of European history, creating awareness of cultural diversity and strengthening European citizens' cultural identity.

Therefore, I express our gratitude to the managers and members of the AEPJ network for their commitment, to the AEPJ staff for their hard work, and to my fellow board members for their continued support.

Sincerely yours,

François Moyse,
AEPJ President



2. Director's introduction

AEPJ, much more than a network

It is a real pleasure for me to present this annual report of the AEPJ. 2022 has been a vibrant year, as indicated by our president in his foreword, and our Association has taken very important steps in relation to the development of our headline projects.

During 2022 our application for the EU CERV program was approved to carry out a unique edition of the EDJC 2023, under the central theme of Memory. With a consortium of 11 institutions, AEPJ is coordinating the largest project we have ever managed. Undoubtedly, a unique opportunity to take a leap forward with this program. Regarding the European Route of Jewish Heritage, we have welcomed Marc Francesch Camps as the new project manager, with the aim of strengthening and accelerating the development of the project. In this framework, we had the opportunity to carry out again the AEPJ Incubator Project, with the help of the whole team and the scientific committee, with a unique edition in Izmir, Turkey.

In addition, the AEPJ has seen how its participation in European projects has increased and we continue working to add more in the coming years. New collaborations, new partnerships that allow us to continue thinking big. This year 2022 where our AEPJ partners have participated in more European projects, benefiting from the opportunities they have offered.

I would like to take advantage of this presentation to share with you two reflections on the work we are doing. Firstly, on the very nature of the AEPJ. Our Association is a European network of institutions working for the promotion, protection and preservation of the Jewish heritage in Europe. This year we are already 30 institutions, representing 19 countries. But working together in a network is one of the most complex forms of organization. The relevance here is not only the possibility of working together and the extension of our network throughout Europe, but the shared will to build a community together, a community of ideas. We believe that a network can be much more than a group of institutions working together. Being able, all together, to rethink, reflect, reformulate, share and of course work hand in hand. To this end, we try to carry out an effective coordination in terms of time, communication and decision-making processes to build mutual trust between our institutions. The result, if we are able to generate this network, will be a much greater impact in the field of European Jewish heritage.

Secondly, we are beginning to see the role of Jewish culture and heritage in the fight against anti-Semitism being valued, as evidenced by the first European strategy to combat anti-Semitism and fostering Jewish Life, adopted in 2021. In this framework, AEPJ and its network of institutions have much to say. Cultural dialogue and understanding is increasingly important in multicultural Europe. It creates awareness of cultural diversity and strengthens citizens' cultural identity. It shows us what can be achieved when cultures meet and inspire each other. It also promotes fundamental European values of human rights, cultural diversity and intercultural dialogue. The objective, to bring the Jewish heritage closer to all European citizens, involving them in the production, circulation and conservation of Jewish culture and heritage. We believe that such open process of interpretation may stimulate European citizens to co-construct a common democratic perception of their history. And we believe that this is the best antidote to any kind of discrimination, including anti-Semitism, that it is based on ignorance.

I cannot finish without thanking the Board and the representatives of the member Associations of the AEPJ for the confidence they have placed in the team. With members of the Board, representatives of the institutions and members of the scientific committee, we not only work, but we live a constant learning experience. With all of them, we have shared ideas, projects, dreams and also, some headaches. It has been a fascinating year and our commitment will be to continue to give the maximum effort this year 2023 so that the AEPJ can be much more than a network.

Victor Sorensen,
AEPJ Director



3. About the AEPJ

The European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ), an NGO created in 2004, is a network of European institutions, including public bodies, private foundations, federations of Jewish communities and NGO's, that serves as a platform to develop cultural initiatives and educational programs to European Jewish sites. The AEPJ network acts as a channel for intercultural dialogue and promoting better knowledge and understanding of European history, creating awareness of cultural diversity and strengthening European citizens' cultural identity.

The AEPJ serves as an organisational umbrella to welcome, promote, train and help develop unique Jewish cultural and heritage projects of excellence around Europe. A community, a network and a meeting point of professionals working in the field of Jewish Heritage. The AEPJ helps organisations develop their programs, offers training in the field of Jewish cultural tourism and exchange of good practices and promotes the development of transnational programs.

With a heritage approach in line with the Council of Europe, with its integrated and cross-disciplinary approach to cultural heritage and diversity, the AEPJ promotes fundamental European values of human rights, cultural diversity and intercultural dialogue seeking to bring the Jewish heritage closer to all European citizens, involving them in the production, circulation and conservation of Jewish culture and heritage.

The AEPJ is integrated by 30 members:

Members

The AEPJ is formed by the following member organizations:



Bnai Brith Europe

B'nai B'rith Europe is a Jewish association that is present in 28 countries. B'nai B'rith means "Son of the Alliance" - the concept of alliance is a key concept in the Bible and in Judaism - and it has non-governmental organisational status. Its role is to fight racism, xenophobia and anti-semitism; to support the State of Israel; to help the needy; to promote Jewish identity; to strengthen the knowledge about the Jewish presence in Europe through culture and heritage; to encourage and train young Jewish adults for leadership in the Jewish communities.



Patronat Call de Girona

The Patronat is responsible for the physical and cultural restoration of the Jewish heritage in Girona, including the renovation, revitalization and promotion of the historic Jewish Quarter, named Call. The Museum of Jewish History and the Nahmanides Institute for Jewish Studies are the two main bodies.



Rede de Judiarias de Portugal

Rede de Judiarias de Portugal (Portuguese Network of Jewish Quarters) is a public association ruled by private law, with the intention to act jointly to defend the urban, architectural, environmental, historical and cultural heritage in connection with the Jewish heritage. It is formed by 28 municipalities and 5 Touristic regions.



Diputació de Lleida

The Diputació de Lleida is a county council institution that has its reason for being in the town councils of the Region of Lleida, Catalonia. Presided over since 2011 by

Joan Reñé, the corporation jointly with the L'Institut d'Estudis Ilerdencs, and the Tourism Board, create a project under the motto "Perseguits i Salvats". This project recovers and indicates the four itineraries used around 80,000 refugees to escape the Nazis in the World War II, it is estimated that about 20,000 were Jewish. This initiative coincides with the recovery of the Chemin de la Liberté (liberty road), route of evasion that joined the French Department of Ariège with the region of Pallars Sobirà, The routes are about 150 km. distributed around different regions in France and Spain Pyrenees.



Agudath Israel in Moldova

Observer member

Agudath Israel Jewish orthodox community in Moldova is situated in a historical building of the Hay synagogue and "Sinai" Yeshiva in Chisinau constructed in 1886. Agudath Israel has been realizing its activities in the republic for over 30 years. The core activities include celebrating Jewish holidays, keeping traditions, learning Torah, educational programs for children, summer camps, classes of Hebrew, production of kosher food, welfare assistance to the needy. The programs in total embrace over 700 people in the three biggest centers of the country – Chisinau, Balti and Tiraspol.



Azerbaijan Tourism Board

Azerbaijan Tourism Board is in charge of regulation of the activities, development of tourism, and the promotion of Azerbaijan as a destination. Core tasks of ATB include managing Azerbaijan's destination brand, innovative marketing in the most internationally promising markets, and

transferring our knowledge of guests and markets to the domestic tourism industry. Since 2016 joined the AEPJ and they work in a specific itinerary through Jewish local sites.



Burgenländische Forschungsgesellschaft - Research Society Burgenland (BFG)

The Burgenländische Forschungsgesellschaft - Research Society Burgenland (BFG) was founded in 1987 as a regional research and educational institution at the interface between science and adult education. Its goal is the advancement of education, science and research in a structurally weak, rural and peripheral border region. Research and educational work in regional context are therefore constitutive elements of what the BFG does.

As a regional research institute, the BFG supports institutions and decision-makers in Burgenland in analyzing, developing and preparing current topics in the areas of education, culture and society and acts as an important interface to national and European educational policy discussion and research. The research results are published in the form of publications, studies or project reports and communicated to experts, politicians, multipliers and the media through symposia, conferences, workshops or websites.

In the field of contemporary history and civic education, the BFG's expertise lies in the history of Judaism in Burgenland. In this context and next to other projects, the BFG has organized and coordinated the European Days of Jewish Culture in Burgenland since 2014.



CoopCulture

CoopCulture is a cooperative operating in the heritage and cultural activities sector in Italy. CoopCulture is a qualified partner positioned to offer answers and solutions to the increasingly complex needs of a continuously evolving sector, from the perspective of integration between cultural heritage and territory and between culture, tourism and local

economy. With the intention of bringing diverse audiences closer to art, it has developed user paths differentiated by language and method, taking advantage of the potentials offered by new technologies and paying special attention to local communities in all of their aspects, families, young people, children, the elderly and immigrant communities.



Coordination Committee of the Jewish Communities in the Republic of Croatia

The Coordination Committee of the Jewish Communities in the Republic of Croatia brings together nine of Croatia's historic Jewish communities (JC Čakovec, Daruvar, Dubrovnik, Koprivnica, Osijek, Rijeka, Slavonski Brod, Split & Zagreb). In 1992, the CCJCRC convened a meeting of Jewish historic communities in the Republic of Croatia, and in 1995, the Coordination was formed to represent the common interests of nine historical communities and to strengthen their autonomy and identity.



Federation of Jewish Communities in the Czech Republic

The Federation of Jewish Communities in the Czech Republic (FJC) is an umbrella organisation representing 10 Czech Jewish Communities and other independent Jewish institutions across the Czech Republic.

FJC coordinates the activities of the Jewish communities' especially in religious, social, educational and cultural aspects. FJC works with Czech government institutions, state administration, local authorities, or other Czech institutions. FJC also functions and cooperates with foreign institutions and organisations.

FJC actively monitors the environment against all manifestations of anti-Semitism, racism, xenophobia, fascism or any other discrimination. Federation protects the memory of Shoah victims. FJC preserves and maintains the Jewish monuments in the Czech Republic, promotes the Jewish culture and heritage, educates the young people and provides care for the elderly, funds Jewish needs and supports Israel.



Grodzka Gate – NN Theatre- Shtetl Routes

The idea of the Shtetl Routes arose from the documentary, artistic and educational work connected to the Jewish heri-



Haggadah Association

Haggadah Association is a non-profit organisation for preserving and promoting Jewish culture and tradition in Balkan and Bosnia and Herzegovina was established to preserve and promote Jewish culture and tradition. Haggadah is dedicated to promote and preserve this heritage and to disseminate information about Balkan-Bosnian Jewish culture and heritage.

Our duty is to educate tourist guides to be able to lead the Tour «Jewish Sarajevo», Jewish Mostar and Jewish Balkan tour.

Haggadah offer new destination to preserve good memories on Bosnian's Jews: Visit original manuscript Sarajevo's Haggadah, Pilgrimage to Stolac on the TZADIK grave Rabbi Moshe Danon, Old Jewish cemetery –with specific tombstones, Bosnian Sephardic cuisine. HAGGADAH tries to preserve Sarajevo's reputation as The European Jerusalem.



Israeli House

The Israeli House NET (NGO) was established in 2013 in Tbilisi and works to achieve solidarity by public diplomacy and enhance the cooperation between Israel and friendly states among them Georgia. One of the important goals is to promote the Jewish Heritage, and present it a bridge between Georgia, Israel and the World Jewry, and also to promote the remembrance of the Holocaust. At the Israeli House NET, lectures on topics related to Israel and Jewish Culture and Heritage are conducted regularly. Also, meetings, exhibitions, presentations and seminars are organized in the cultural, economic, business, technological or political spheres. The organization's Advisory Board includes international representatives: diplomats, leading businessmen, heads of the international

Report 2022

organizations, academic staff and public figures. The initiator of the organization is Itsik Moshe, the president of the Israel-Georgia Chamber of Business.



THE JEWISH COMMUNITY
FOUNDATION OF IZMIR

The Jewish Community Foundation of Izmir

Izmir in Turkey is the only city in which an unusual cluster of Synagogues bearing a typical architectural style dating from the 16th century are preserved. These Synagogues built by decedents of Jews who were deported from Spain & Portugal are an historical architectural complex which is unique in the world.

The aim of the Izmir Project is to turn the compound of these ancient Synagogues into a Jewish Heritage Museum, which will tell the story of Sephardic Jews expelled from Spain and arrived in the Ottoman Empire. This future museum will expose the mutual influence of Jewish and Muslim cultures and the intercultural dialogue between them.

This hopefully restored complex of Synagogues was confirmed in Izmir city-plan, as the future Jewish Museum of Izmir, and we at the Kiriatiy foundation are working closely with Izmir Municipality and the local Jewish community to realise, and promote it.



Journées Européennes de la Culture et du Patrimoine Juifs - France

The association “Journées Européennes de la Culture et du Patrimoine Juifs – France” (JECJP-France) is dedicated to promote and preserve this heritage and to disseminate information about French Jewish culture. For 15 years,

JECJP-France has contributed to the European Day of Jewish Culture in various French Regions (Alsace, Centre, Lorraine, Nord-Pas de Calais, Paris, Provence-Côte d’Azur, Sud-Ouest), welcoming each year thousands of visitors from all backgrounds and beliefs. JECJP-France is also part of the European program developing the “Jewish Heritage Routes”



Jewish Cultural Heritage Route Association

Jewish cultural heritage route association has been established in December, 2015 by the agreement between Joniškis, Kėdainiai and Ukmergė municipalities, Museums` Association and Centre for Studies of Culture and History of East European Jews. Association seeks to: 1. to preserve and present a numerous heritage of Lithuanian Jewish culture, which is in the territories of different municipalities, while creating Jewish cultural heritage routes both on regional and national levels; 2. to encourage regional interests about Jewish culture, traditions and heritage, to promote visiting and presenting objects related to Jewish history; 3. to contribute to both national and international dissemination of unique historical, cultural and intellectual heritage of Litvaks. At this moment Association has 13 members, 8 of them are municipalities and the rest of them - public institutions and funds, working on the promotion of Jewish heritage.



Supporting Cultural, Art & Educational Projects

Kiriatiy Foundation International

The Mordechai Kiriatiy Foundation is a philanthropic non-profit N.G.O., that has encouraged and supported humanitarians educational and cultural institutions. The Foundation has initiated two major ventures and supports them: The Peace Academy which focuses on teaching peace studies in Israel, and the Izmir Project which focuses on preservation of the historic synagogues in Izmir-Turkey, and establishing a Jewish Museum.



Lithuanian Jewish Community

Lithuanian Jewish Community is an association of seven regional/local communities and twenty other Lithuanian Jewish active organizations. The aim of LJC are to bring together all the Lithuanian Jews, to defend and look out for their interests in Lithuania and abroad, preserve and celebrate Jewish traditions, cultural and historical heritage, to keep the memory of the Holocaust victims alive, to pro-



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Report 2022

mote tolerance and fight anti-Semitism and to build and nurture various relations and connections with Jewish and Litvak organizations and individuals all over the world.



Red de Juderías de España - Caminos de Sefarad

Red de Juderías de España (Network of Spanish Jewish Cities) is a non-profit public association created in 1999 with the goal of protecting the urban, architectural, historical, artistic and cultural Sephardic heritage in Spain. It is a cultural and tourist network that brings together 24 member towns (Ávila, Barcelona, Cáceres, Calahorra, Córdoba, Estella-Lizarra, Hervás, Jaén, León, Lucena, Monforte de Lemos, Oviedo, Palma, Plasencia, Ribadavia, Segovia, Tarazona, Toledo and Tudela). Each of these towns has highlighted its ancient Jewish heritage and manages a programme of events, tours, and training.



Tarbut Sighet Foundation

Fundatia Tarbut Sighet Culture si Educatia Iudaica was Established in 2014 following the 70th Anniversary to the Jewish May 1944 deportations. A yearly Gathering for Sighet – Maramorish Region descendants from all over the world, took place in 2014 and 2015, providing a commemoration and celebration event.

Tarbut Sighet Foundation has put forth two major missions since its establishment:

To provide information to all Maramures Jewish generations about the history of the Jews pre- and post-Holocaust. And, producing and staging cultural Jewish programs teaching about the Jewish Heritage and history of the Jews in Maramures pre- and post-Holocaust, at regional high schools, libraries, community centers, theatres and at Jewish synagogues. This will result in a better understanding of the past in order to have a better relationship with the local and the World Jewry. One of the main goals of FTS is to promote Jewish Heritage in Maramures Region (Northern Transylvania), taking place at high schools, libraries, community centers, and theatres as well as at local city halls etc.



Taube Center for Jewish Life & Learning

Taube Center for Jewish Life & Learning is dedicated to enriching Jewish life in Poland and to connecting Jews from around the world with their East European heritage. Through heritage tours, educational, and cultural programs in Poland, supporting Jewish studies, publishing, the arts and media, it strengthens Polish Jewish literacy and cultivates global knowledge of a living Polish Jewish heritage drawing on its complex and historically rich legacy. The Center is partnered with organizations in Poland, Israel, Europe, and the United States.



The Together Plan

The Together Plan is a UK charity dedicated to the rehabilitation, repair and revival of Jewish communities coming out of collective trauma in the former Soviet Union and Eastern Europe, enabling, rather than providing, through a self-help approach.

In spite of the traumatic past, there are many who yearn to reconnect with their lost identity. It is the mission of The Together Plan charity, to help those Jews still living in the region learn how to rebuild their communities, and also to reconnect those in the diaspora to their ancestry and the homes they left behind. The Together Plan is playing a vital and much needed role in the repair and renewal process for a better connected and meaningful Jewish future for Jews everywhere.



Travel to Live

Travel to Live is a tour operator and travel company based in Transylvania / Banat, in the city of Timisoara, one of the most vibrant centers of multiculturalism in Europe. Jewish life in this part of the world left an important impact on the economics and social fabric of the cities.

One of our important missions is to promote Jewish heritage in Transylvania to people all over the world, Jews and non-Jews alike, but also to raise the awareness locally of past and present Jewish presence. We are building and developing a network of museums, institu-

tions, NGOs and professionals who are actively involved in revealing, promoting and preserving Jewish heritage in all important centers of Jewish life and history in Transylvania.



Unione delle Comunità Ebraiche Italiane

The UCEI is a non-profit organisation representing 21 Jewish communities in Italy, whose millennia presence in the country have contributed to enriching its cultural, artistic and social heritage. The main purpose of the UCEI is to promote the unity of the Italian Jewish community ensuring its development in religious, spiritual, cultural and social areas. UCEI represents the Jewish community before the State, the Government and other authorities, as well as the general public in all matters regarding Jewish interests. The UCEI recognises that the State of Israel plays a central role in contemporary Jewish identity, and therefore also works to strengthen relations with Israel, and represents Italian Judaism within international organisations.



Waddesdon Manor

In 1874 Ferdinand de Rothschild bought the Waddesdon estate and commissioned French architect, Gabriel-Hippolyte Destailleur, to build a country house to entertain friends and family. The project was immense; the hill-top on which the house stands was levelled, drives and terraces were cut and the grounds landscaped and planted with mature trees. Ferdinand, like other members of his family,

was an avid collector. Waddesdon is renowned for its superb collections in what became known as ‘the Rothschild style’ – English 18th-century painting combined with French decorative arts. Today, still managed by the family on behalf of the National Trust, it is a vibrant expression of Rothschild spirit, with thriving programmes of events and activities, changing exhibitions and growing collections of contemporary art and architecture.



World Jewish Travel

The World Jewish Travel, Inc. is a non-profit organization established in 2011. The WJT mission is to preserve Jewish heritage worldwide and promote tourism to a variety of sites and cultural events around the world that are of great importance to the Jewish heritage continuity. WJT stand

up for our heritage, giving it back its long-lost voice, in honor of past generations, and in favor of those to come. To do so, WJT have developed an integrated ecosystem, bringing together heritage, travel and technology, via an innovative, first-of-its-kind platform, reframing the concept of Jewish heritage and adjusting it to the 21st century.

The general assembly 2021 approved four new candidacies, already fully operational in 2021, as follows:



Global Partnership Hannover e.V.

Global Partnership Hannover was founded on the occasion of Expo 2000 in Hannover.

The aim of the association is to promote sustainable development, international understanding, international cultural exchange as well as environmental and climate protection by means of its own projects and through cooperation with corresponding networks.

The current focus is on sustainable tourism, sustainable social models and remembrance culture. Here, the anchoring of the “European Route of Jewish Cultural Heritage in Germany” plays a special role. To illustrate Jewish life in the past and today, we have developed various attractive modules, for example:

Click&Walk photo workshops to make traces of Jewish life visible

A composition competition combined with a concert series to make Jewish awareness of life sound

A poetry slam competition to bring Jewish thinking to mind



Heritage Springs

Heritage Springs is a non-profit organization based in the United States, Israel and Ukraine. The vision of the organization is primarily the preservation of Jewish heritage, beginning in the Zakarpattia oblast with the restoration of the former synagogue in Vilkhivtsi. In addition to this

flagship project, Heritage Springs has also been active with other Jewish preservation projects including the restoration of multiple Jewish cemeteries including in Vilkhivtsi as well as Sokyrnytsia in Ukraine. The organization is also currently developing a route of Jewish Heritage spanning the “Maramorosh” region of Western Ukraine, an area previously occupied by Hungary, Czechoslovakia, Poland and Romania.



Makom Sefarad

Makom Sefarad is a cultural project dedicated to facilitating spaces of dialog and coexistence through activities and programs connected to the history and legacy of Jewish Spain.

Our activities and programs delve into the history of coexistence of the Spanish Jews alongside other peoples, and in the rich Sephardic tradition that resulted from their encounter with diversity, with the objective of identifying aspects of that tradition that might guide us as we face the challenges of life in a plural society today.

Makom Sefarad is an invitation to see opportunities for growth in encounters with difference, both as individuals and as a society.

Our Mission: To be a Point of Encounter

Makom means “place” in Hebrew. Makom Sefarad, therefore, signifies a place in Sefarad (Spain) to meet with the other, who may live, think, or be different from oneself.

In Makom, we facilitate encounters between:

People of different beliefs and cultural identities.

Jewish visitors and Jews living in Spain.

Diverse communities of Jewish Spaniards.



Routes du Judaïsme Rhénan

The European Route of Judaism on the Rhineland is a non-profit public association based in Strasbourg (France). It aims to explore, revitalize and promote the history and tangible and intangible heritage of Jewish communities and to create competitive cultural and touristic offers

- with the possibility of including them in transnational networks through synergistic tools and services jointly presented and accessible to a wide audience with the aim of openness and transmission..

The Route is carried out in the Upper Rhine area with the participation of cities and regions, associations and museums: as Strasbourg, Colmar and Mulhouse and other sites in Alsace (France), Baden-Württemberg with the Südlicher Oberrhein sites, ShUM cities as Mainz, Worms and Speyer in Rhineland-Palatinate (Germany), and Basel Jewish Museum (Switzerland) and Hohenems Jewish museum (Austria) which are already or in the future our partners in the project.

This tangible and intangible Jewish heritage of the Upper Rhine Valley, the cradle of Ashkenazi Judaism in the Middle Ages finds its natural place on the European Route of Jewish Heritage of the Council of Europe.

4. The AEPJ Board of Directors 2022

The AEPJ Board is comprised of 14 dedicated individuals who work tirelessly to ensure the success of the European Days of Jewish Culture. Their commitment to promoting Jewish heritage and culture is evident in the way they approach their work, and their efforts have undoubtedly played a significant role in the continued growth and success of the festival.

Each member of the board brings a unique perspective and set of skills to the table, and their collective expertise has helped to shape the festival into the dynamic and engaging event that it is today. From developing and implementing innovative programming to fostering relationships with key stakeholders, the AEPJ Board members are instrumental in making the European Days of Jewish Culture a reality each year.

Their hard work and dedication are truly appreciated, and we are grateful for all that they do to support and advance the festival. Without their tireless efforts, it would not be possible to celebrate and explore the rich cultural heritage of Jewish communities across Europe in such a meaningful way.



François Moyse

Chairman, representative of
Bnai Brith Europe

Luxembourg, Grand Duchy of Luxembourg

Currently, the President of AEPJ and is one of the founders of the European Days of Jewish Culture. Has worked on the project since the beginning. Has been formerly chairperson of the European Union of Jewish Students, Director of B'nai B'rith Europe and President of the Jewish community of Luxembourg.



Claude Bloch

Honorary President
Strasbourg, France

Claude Bloch is one of the founders of the AEPJ, and is presently its Honorary President. She has dedicated many years of her life to the promotion of Jewish culture in Europe. She was particularly engaged in developing the Jewish Heritage in Alsace and setting up the European Day of Jewish Culture. Likewise, Claude played a crucial role in fostering lasting relations with the Council of Europe and establishing fruitful cooperation with this Institution.



Marta Madrenas

Vice-Chairman, Patronat Call de
Girona

Girona, Spain

Marta Madrenas is a Spanish politician and lawyer. Since 2016 she has been the mayor of Girona and since 17 January 2018 she has been a member of the Parliament of Catalonia in the XII legislature for the electoral coalition Junts per Catalunya.



Assumpció Hosta

General Secretary
Girona, Spain

Since 1987 working for the restoration of the Jewish neighbourhood of Girona in Spain. Director of the Patronat Call de Girona since 1992, founder member of the Red de Juderías de España in 1995, having the responsibility of Secretary-General until 2016. Founder member on the AEPJ association and current Secretary-General.



Caroline Lambert

Treasurer
Strasbourg, France

Member of the AEPJ board since 2007 as volunteer treasurer, involved in Jewish Heritage preservation in Alsace, France, since 1988. CFO of an international Non-Profit Organisation dealing with EC grants and scientific services.



Noemi Di Segni

Italian UCEI President
Roma, Italy

Since July 2016 the president of the Union of Italian Jewish Communities has been Noemi Di Segni. Born in Jerusalem but Roman by adoption, married with three children, former Councillor for the Budget of the UCEI Council, Di Segni is in charge of the International Activities Office of the National Council of Accountants.



Annie Sacerdoti

Representative of UCEI
Milan, Italy

Annie Sacerdoti, journalist, author of the first “Guide to Jewish Italy” and a series of regional Italian Jewish Itineraries and Italian Jewish Museums. Member of the Board of AEPJ from the beginning, she was in the team of the first European Day of Jewish Culture. She is Vice President of Fondazione Beni Culturali ebraici in Italia (UCEI).



Thierry Koch

Chairperson of JECPJ-France
Strasbourg, France

Member of the Board since 2018. Representative of JECPJ-France as Chairman of this French association. JECPJ-France coordinates all involved cities and Jewish cultural associations in their participation in the EDJC and also aims at networking the French regional routes of Jewish heritage now being developed in France. Also an active member of the steering committee in charge of organizing the EDJC in Alsace, a French region with an outstanding Jewish heritage.



Claudia De Benedetti

Director of the Jewish Museums
of Casale Monferrato

Claudia De Benedetti is a distinguished leader in the Jewish community in Italy and Israel. She holds several high-profile positions, including CEO of Società Immobiliare Agricola Settentrionale in Torino and Executive Director of the Jewish Museum and Synagogue of Casale Monferrato. Claudia is also a member of the World Zionist Organization and the Scientific Committee of MEIS - Museum of the Italian Jewry and Shoah in Ferrara.



Itsik Moshe

Chairman of Israeli House

Itsik Moshe is a highly accomplished Jewish leader and member of the AEPJ board of administration. He has held numerous leadership positions, including as the first representative of the Jewish Agency in the Soviet Union, and today serves as the President of the Israel-Georgia Chamber of Business. Itsik has also received multiple international awards and recognition for his contributions to the Jewish community.



Peninah Zilberman

CEO of the Tarbut Sighet

Foundation

Peninah Zilberman is a respected Jewish leader and CEO of the Tarbut Sighet Foundation, dedicated to promoting Jewish culture and education. With over 40 years of service to the Toronto Jewish Community, she has initiated commemorative events and established the “Fundatia Tarbut Sighet” to assist All Generations with genealogy research and provide cultural programs across Romania.



Judith Kiriathy Matalon

President of the Kiriathy

Foundation

President and chairperson since 1982 of the MORDECHAI KIRIATY FOUNDATION, a non-profit organization supporting humanitarian, educational, and cultural institutions. The foundation is behind two major ventures: the PEACE ACADEMY, teaching peace studies in Israel, and the IZMIR PROJECT, preserving historic synagogues in Izmir, Turkey, and establishing a Jewish museum.



Juli Alegre

Responsible of the Patronat Intercomarcal de Turisme “Terres de Lleida”

Alegre has been a civil servant of the Patronat de la Diputació de Lleida for more than 25 years, where he has been responsible for Promotion and Marketing. Fully knowledgeable of the sector and the dynamics of tourism internationalization, Juli Alegre has extensive professional experience in the campaigns and promotional activities of Ara Lleida.



Talmud Tora Sinagogu before its restoration - Izmir Jewish Heritage Project

5. Institutional Agenda

First meeting of managers of Cultural Routes in Spain

Madrid, Spain- January 2022

The program included presentations by the Cultural Routes with presence in Spain, as well as strategic actions to promote the routes in fields such as the extension of the routes in Ibero-America, the development of the network of Universities of Study of the Cultural Routes, or the synergies between the Unesco Conventions and the Cultural Routes.

Assumpció Hosta, secretary general of the AEPJ and Victor Sorensen, director of the AEPJ, have presented the AEPJ, as well as the project of the [European Routes of Jewish Heritage](#), with much attention to the AEPJ Routes Incubator Project, defined as a good practice in the program of the Cultural Routes of the Council of Europe.



Meeting with Bjorn Berge, Deputy Secretary General of the Council of Europe

Strasbourg, France- February 2022

At the invitation of Ambassador Mr. Patrick Engelberg, the head of the Luxembourg Permanent Representation to the Council of Europe, a lunch took place in Strasbourg with Mr. Bjorn Berge, the new Deputy Secretary General of the Council of Europe and two senior staff members. Together with Mrs. Claude Bloch, Honorary president of AEPJ, president François Moyse was able to outline to Mr. Berge the considerable work that AEPJ has done during 20 years and how important the topic of Jewish heritage is, in order to get citizens and communities to know and respect each other better in these tensed times.

Collaboration Agreement between the Phoenicians' Route and the European Routes of Jewish Heritage

February 2022

The Phoenicians' Route and the European Routes of Jewish Heritage, two historical Cultural Routes of the Council of Europe, signed a Collaboration Agreement aiming at safeguarding and promoting the tangible and intangible cultural heritage of Euro-Mediterranean history, in order to launch joint activities and strategies for cultural and tourism enhancement favoring their respective territories. On the 8th of February 2022 the two Cultural Routes certified by the Council of Europe [The Phoenicians' Route](#) and the [European Routes of Jewish Heritage](#) signed a relevant collaboration agreement, with the aim of promoting and disseminating the tangible and intangible cultural heritage connected to products, places, traditions, civilizations at the basis of European values.

The agreement aims at promoting opportunities exchanges between these two Cultural Routes that share the same methodologies, stimulating a new co-planning and collaboration in terms of analysis, creation of tourist products, as well as actions to enhance the territories, promotion of sustainable, creative and experiential tourism, both linked to local communities.



Cultural Routes conference in Venice

Venice, Italy- February 2022

During the Italian Presidency of the Committee of Ministers of the Council of Europe (November 2021 – May 2022), an international conference on [“Cultural Routes of Council of Europe crossing Italy: a European heritage”](#) was held in Venice on 18 February in the Aula Magna of the Ateneo Veneto. Annie Sacerdoti, representing the AEPJ, explained the importance of the European Routes of Jewish Heritage project, highlighting the particular richness of the Italian one, with significant cultural peculiarity, scattered throughout the peninsula. She also underlined the involvement of the AEPJ in Italy with the Mi Dor Le Dor project and the importance of the Incubator in the creation of new itineraries. Claudia De Benedetti, director of the Jewish Museum of Casale Monferrato, concluded her speech concerning AEPJ with an overview of the Jewish museums in Italy.



IX Training Academy of the Cultural Routes of the Council of Europe

Fontainebleau, France- June 2022

Hosted by the Impressionism Routes, 32 certified routes and 70 representatives from all over Europe participated in the IX Training Academy, hosted by the Impressionism Routes. Victor Sorensen, AEPJ director and Pavel Katz, from [Jewish Heritage Network](#) have presented the European project Jewish History Tours, in collaboration with Europeana, the European Digital Library, as a good practice and a replicable model for other routes. In this project, more than eight routes that make up the European Routes of Jewish Heritage are developing walking tours and audio guides, following a process of digitisation of Jewish heritage content.



Novi Sad, European Capital of Culture

Novi Sad, Serbia- June 2022

Novi Sad, as European capital of culture, organised a culture programme on Remembrance, organized by Terraforming, which also included the presentation and pre-launch of the European Days of Jewish Culture 2022, with the central theme “Renewal”. This programme was carried out in partnership with Centropa, the Novi Sad Cultural Centre, Galicia Jewish Museum, the Historical Archive of Novi Sad, the Jewish Museum of Greece, Jugend & KulturProjekt Dresden, the Matica Srpska Library in Novi Sad and the AEPJ.



“New realities of Jewish Heritage” conference

Krakow, Poland- June 2022

“New realities of Jewish Heritage“, a conference marking the 10th anniversary of Jewish Heritage Europe, organised by the Galicia Jewish Museum with the collaboration of the Taube Center for Jewish Life & Learning Foundation in Warsaw and Jewish Heritage Europe was held in Krakow, Poland. Victor Sorensen had the honour of moderating a round table, entitled “Old Challenges, new solutions“, with the participation of Sam Gruber, a true reference in the field; Jakub Nowakowski, director of the Galicia Jewish Museum and Anna Szentgyorgyi, project manager of Rediscover of the Interreg EU Programme. The discussion was dynamic and of great interest, where fundamental aspects of today’s Jewish heritage, such as accessibility, digitisation and new approaches to Jewish heritage projects, were put on the table. Assumpció Hosta, AEPJ General Secretary, gave an introduction at the beginning of the session, where she presented the work and growth of AEPJ in recent years.

Collaboration with Paideia, The European Institute for Jewish Studies

Stockholm, Sweden- July 2022

The European Institute for Jewish Studies in Sweden, Paideia, organizes every summer a unique program in its field, the Paideia Project Incubator. A ten-day program for supporting the development of new initiatives for European Jewish life, including activism, culture and heritage. It offers lectures, workshops, peer review as well as individual tutoring time for each participant during the program. AEPJ director Victor Sorensen, participated in 2017, where he was incubating the European Routes of Jewish Heritage. In fact, the AEPJ replicated the methodology of the Paideia Project Incubator under the programme of the AEPJ Routes Incubator, giving very good results in the field of Jewish heritage. In these years, several AEPJ representatives have participated in the Paideia programme, incubating Jewish culture and heritage projects, including Jewish heritage routes. This year Victor Sorensen has returned to Stockholm, but as a mentor, joining the Paideia Project Incubator’s team.



Unveiling of the new window of the Ramath Orah congregation

New York, USA- September 2022

François Moyse, AEPJ president, participated in the unveiling of the newly renovated oculus window of the Ramath Orah congregation in New York City, together with the Prime Minister of Luxembourg, Mr. Xavier Bettel and other prominent personalities. The unveiling has honoured the legacy of Rabbi Robert Serebrenik. During the Nazi occupation of Luxembourg he transferred more than 2000 Jews out of the country and into safety. He stayed until the bitter end with his Community and left on one of the last convoys together with 61 other refugees from Luxembourg to New York City. When they were forced to leave their home they founded a new spiritual home in Ramath Orah.

Report 2022

Europeana Conference: Making digital culture count

Online- September 2022

As a partner of the Jewish History Tours project, AEPJ joined the Europeana 2022 conferences under the title Making digital culture count, where altogether with other partners such as Jewish Heritage Network, Pangeanic and Europeana itself, to share the experience of the Jewish History Tours development, as well as the link and outputs it is providing to the European Routes of Jewish Heritage network. The session, led by Pavel Kats, Alex Tourski, Marc Francesch Camps and Alexander Raginsky consisted of a co-design workshop where the public explored how this cooperation can be constructed, learning from the lessons of the Jewish Heritage Tours project.



AEPJ unveils a plaque at the mikveh in Syracuse

Syracuse, Italy- October 2022

The President of the AEPJ – European Association for the Enhancement and Preservation of Jewish Heritage – François Moyse together with Claudia de Benedetti, Assumpció Hosta and Annie Sacerdoti, representatives of the organisation's Board of Directors, significantly placed a plaque in front of one of the oldest mikveh, ritual baths, in Sicily in Syracuse.

In recent years, the AEPJ has placed four plaques in Europe at places of relevant importance to Judaism. As in Italy (in 2016, in the Jewish Museum in Venice, on the occasion of the ceremonies of the 500th anniversary of the creation of the Venetian ghetto) in Lithuania and in Luxembourg.

Moldova Tourism Forum 2022

Online- October 2022

AEPJ was one of the invited institutions to join the round table on Cultural Routes as a Driver of the Tourism Industry, altogether with Iter Vitis – Les Chemins de la vigne en Europe, the Enlarged Partial Agreement on Cultural Routes, the European Route of Ceramics, the National Committee of ICOM-Moldova, The Route of Stephan the Great and Saint, and the Georgian National Tourism Administration. Marc Francesch Camps, as route manager of the European Routes of Jewish Heritage, participated in the round table Cultural Routes as a Driver of the Tourism industry, where the discussion has been focused on the richness of contents the cultural routes provide to the tourism industry, as well as the importance of ensuring heritage preservation, research, and community involvement as strong pillars to guarantee the quality and sustainability of it, aside from involving the touristic stakeholders, another important part to accomplish its goals.



Meeting of Ibero-American Cultural Cooperation

Guadalupe, Spain- October 2022

Assumpció Hosta, Secretary General of AEPJ, participates in the 1st Technical Cooperation Conference: Historic Pilgrimage Routes to Guadalupe organised within the framework of this Ibero-American Cultural Cooperation Meeting. Ms. Hosta presented the European Routes of Jewish Heritage as an example of good practices in this field. The Routes of Charles V, the Way of St. James and the Historic Routes of Guadalupe also participated. Also noteworthy was the intervention of Prof. Jose Francisco Roman from the Universidad Autónoma de Zacatecas with a paper showing the existing links through history, culture and astronomy between the European and Ibero-American Routes.

3rd International Seminar on Intercultural Education and Human Rights

Alicante, Spain- December 2022

The III International Seminar on Intercultural Education and Human Rights was held in the University of Alicante, where issues and proposals of a reflective and practical nature have been presented on the prevention of racism, antisemitism, Islamophobia and xenophobia through different round tables and workshops with experts from different fields that will raise issues and proposals of a reflective and practical nature.

Victor Sorensen, has participated presenting the role of Jewish heritage and culture as a means of preventing antisemitism, through good practices implemented by AEPJ participants and the network itself in the European Routes of Jewish Heritage and in the European Days of Jewish Culture.



Visit of Hatikva school students to AEPJ headquarters

Barcelona, Spain- December 2022

We received at the AEPJ office the visit of the high school students of the Jewish school of Barcelona, Hatikva, with their teachers. Victor Sorensen, director of the AEPJ, received them at Casa Adret, headquarters of the AEPJ, where the students were able to experience in first person an activity about the work we do with the Jewish heritage.



Sort Prison - Perseguits i Salvats, The Catalan Route

6. European Days of Jewish Culture 2022: Renewal



6.1 The European Days of Jewish Culture 2022: Renewal



The European Days of Jewish Culture 2022 were a great success, with participation from people of all ages and backgrounds from all over Europe. The EDJC is an annual event organized by the European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ). This year's kickoff took place on September 4th, 2022 and had the theme of "Renewal".

The AEPJ played a crucial role in the organization and planning of the event. The association's mission is to promote and preserve Jewish culture and heritage in Europe, and the EDJC is one of the key ways they achieve this goal. The AEPJ works closely with local organizations in each participating country to organize events and activities that showcase the diversity and richness of Jewish culture.

The theme of "Renewal" was particularly relevant in the context of the ongoing challenges facing Jewish communities in Europe, including antisemitism, assimilation, and the need for revitalization. The conference explored different aspects of renewal in Jewish culture, from the revival of traditional practices to the development of new forms of expression.

The EDJC 2022 saw a record-breaking number of participants, with almost 150,000 people attending hundreds of events and activities across Europe. These included exhibitions, concerts, guided tours, workshops, and lectures, among others. The diversity of the activities was a testament to the richness and complexity of Jewish culture, and the importance of preserving and promoting it.



The success of the EDJC 2022 was also due to the dedication and hard work of the many volunteers and organisers and coordinators who helped make it happen. Their efforts ensured that the events and activities ran smoothly and were accessible to as many people as possible.

Overall, the EDJC 2022 was a celebration of Jewish culture and heritage in Europe, and a reminder of the importance of preserving and promoting it for future generations. The theme of Renewal resonated deeply with participants, and the conference provided a platform for exploring different ways of achieving this renewal.





6.2 Activities of the European Days of Jewish Culture 2022: Renewal

In the 2022 edition of the European Days of Jewish Culture, held once again under the ongoing pandemic situation, the number of activities and participants remained similar to the previous year. The festival was celebrated in 29 countries, with a total of 860 activities organized, and 146,866 attendees.

	2018	2019	2020	2021	2022
Countries	28	30	25	29	29
Activities	1,009	1,211	954	987	860
Participants	183,183	220,054	140,075	152,325	146,866

Although the numbers did not reach the high levels of pre-pandemic years, this edition managed to integrate new institutions and participants who implemented the festival's themes and suggestions in their activities.

The theme of Renewal was the focus of many of the activities, reflecting on the need for a renewal of Jewish culture and traditions, especially after the challenges of the pandemic. A wide range of activities, including exhibitions, concerts, conferences, and guided tours, were organized across Europe.

Overall, the 2022 edition of the European Days of Jewish Culture was a great success, attracting a significant number of participants and promoting dialogue and cultural exchange throughout Europe. While the pandemic situation is still present, the festival managed to maintain its significance and relevance, showcasing the resilience of Jewish culture and its contribution to European society.



6.3. Kick off of The European Days of Jewish Culture 2022 in Schirmeck, France.



The European Days of Jewish Culture 2022, under the theme “Renewal”, kicked off on Sunday 4 September across Europe. More than 400 institutions in 30 countries are organising activities in their cities to celebrate Jewish culture from an open, diverse and pluralistic point of view.

This year, the town chosen to host the kick-off of the festival was Schirmeck in the French region of Alsace. But this election was not fortuitous, the reason behind the choice of this location is highly symbolic. In a historical act, the Sefer Torah of this small town has returned to the synagogue after an extraordinary epic journey, which began with a story of friendship between two young neighbours in Schirmeck, one Jewish and one Christian. When the war came, the two

friends were separated. The young Jew did not survive the war, and his friend, Ernest Bohn, was wounded. Seeing how the Nazi troops continually desecrated the synagogue, turning it into a herd of pigs, he decided to rescue the Sefer Torah, which he had had the opportunity to see at his friend's bar mitzvah.

In early 1945, Schirmeck was liberated and Ernest Bohn had the opportunity to hand over his treasure to a Jewish chaplain (of Algerian descent) serving in the US army, Isaac Rouche. This rabbi had joined the French Resistance soldiers, who organised themselves in Morocco under the Leclerc's orders. Since then, the rabbi carried the Sefer Torah wherever his destiny took him. His journey crossed Morocco, Algeria, Switzerland and Israel. It is through his son-in-law, who lives in Jerusalem, and who is a member of the Bnai Brith, that they came into contact again with members of the Jewish community of Alsace. The return of the Torah has become a reality, 77 years later.

Present at the ceremony were the deputy secretary general of the Council of Europe Mr Bjørn Berge, Schirmeck municipality's 1st elderwoman, the Schirmeck Synagogue Association President Mr Jacques Ruch as well as Ernest Bohn's relatives. Local and national authorities, including the Chief Rabbi of the Lower Rhine and the Consul General of the USA and the consul of Morocco & the president of the Consistoire of Strasbourg were also present at the ceremony.

In order to inaugurate the European Days of Jewish Culture 2022 in the context of this historic event, representatives of the AEPJ board were also present in Schirmeck: François Moyse, President, Claude Bloch, Honorary President, Assumpció Hosta, Secretary General, Thierry Koch, representative of JECPJ-France, and Annie Sacerdoti and Claudia de Benedetti, representatives of the UCEI (Italy).



Reflections from our network

“Red de Juderías de España, created by more than 20 cities out of 13 different regions in Spain, its a very unique project in Europe. Spain has an extense, relevant and deep on his roots Jewish history, but as unknown as five centuries of silence, fear and concealment. A coexistence and culture that was darkened after the expulsion in 1492.

Many witnesses abroad, as for the so many diasporic sephardic communities, but almost none awareness within our citizens, none of them Jewish.

After almost 30 years of work, our Network has always participated in the European Days of the Jewish Culture as a key project to share and send information to the people in our cities, with all the themes these days have developed out, as the best way to recognize our past not as the terrible historical fact of the Expulsion, but as for all the culture we shared for centuries that is part of our identity. Each year hundreds of citizens from all around Spain get more aware of part of this culture as an Spanish Culture too.

We do act as a Network in the EDJC and besides each city develops different programs around these days every year we prepare an special activity to be done the same day in all our cities. As an example we placed in 2022 a big butterfly in the streets of the Jewish Quarters to create the Mosaic with pictures from hundreds of people supporting the days and the idea of Renewal. Other years activities were a success too like in 2018 when we placed sentences in Ladino in public spaces or in 2021 with a Great online Gymkana.

We felt very proud in 2022 with the design of the image of the theme RE-NEWAL. It was created in Spain by the Red the Juderias to be the image of the days all around Europe.

We will keep on working and inspiring many other cities in our country. See you in 2023 EDJC!”

**Marta Puig Quixal,
Red de Juderías de España
General Manager**





7. European Routes of Jewish Heritage 2022

2022 has been a key moment for the return to work of many of our routes after the highly difficult period to maintain the cultural, educational and touristic activity in the period 2020-2021. In some cases, however, the routes have taken advantage of the situation to develop important research and restoration processes, such as in Izmir, where a large number of synagogues have already been restored, showing not all activity was freeze.

From the coordination of the ERJH we have focused this period from July to autumn 2022 on identifying the situation of each of the routes, establishing the needs, preferences and common challenges among the members to be faced. From these, we will focus our efforts through cooperation projects, as well as training and other lines of funding, on the development of networks of professionals that contribute to enriching the impact capacity of the routes. On the other hand, in December 2022, the process of defining common quality criteria was launched to serve as a horizon for the work for the continuous improvement of the routes, an initiative that will be discussed by the route managers in 2023 before getting to its conclusion.



Incubator

The ERJH Routes Incubator 2022 was organized in Izmir, Türkiye, from 15th to 17th november. This programme is not only the annual meeting point for the route managers of the member institutions of the European Routes of Jewish Heritage, but also a unique opportunity to explore, reflect, connect and learn together about the key aspects of developing Jewish heritage projects. The Incubator had not been able to be held in person for three years and was only done online, so this edition has a very special meaning for the participants and for the whole network, to strengthen the route managers' community.

The programme was designed by the scientific committee and the AEPJ team, together with the Izmir Jewish Heritage Project, which acted as host. During three days, field visits, networking sessions, workshops and plenary meetings did take place, where the different routes that make up the European Routes of Jewish Heritage have been seeking to take this project to the next level.

The programme was reinforced with the participation of different experts, as well as with the participation of institutions with which we are exploring all kinds of collaborations at different levels. These days we are also joined by Maria Laura Gasparini, from the University of Bologna, external expert of the Institute of Cultural Routes of the Council of Europe, who carried out the regular evaluation of our route to renew the Council of Europe certification.

The training sessions focused on the sustainable tourism development of the routes through the connections with its stakeholders in the field, as well as with the Routes as cultural developers, such as the case Izmir represented.



Reflections from our network

“The Izmir Jewish Heritage Project team has been involved in two levels for the realization of the Izmir Incubator.

The first level was logistical, and it included the organization of opening and closing events, coffee breaks, meals and preparation of the venues where the activities took place.

The second level was related to the contents of the Incubator. Through consultation sessions held together with the AEPJ administrative team for the preparations and we have brought the “touch of Izmir” into the Incubator. Thus, the Incubator has been complemented by a programme of study visit, analysis and presentation of Izmir Jewish Heritage Project organised by Izmir team. With this complementary programme, participants were able to explore and learn from first-hand about the developments of this unique project for the preservation and promotion of Jewish heritage.

As part of the European Jewish Heritage Routes, the Izmir Incubator added another layer in developing Jewish heritage projects in the form of cultural routes through training managers, offering individualised mentoring and creating a unique networking framework between heritage practitioners with the aim of promoting transnational collaborations.”

**Nesim Bencoya,
The Izmir Jewish Heritage
Project General Coordinator**



Reflections from our network

“During November, we had the opportunity to join the AEPJ - European Association for the Preservation and Promotion of Jewish Culture and Heritage Routes Incubator to Izmir, Turkey which offered us a multidisciplinary perspective, combining keynote sessions, workshops, study visits, plenary sessions and networking sessions. With members of the AEPJ scientific committee, such as Yoel Mansfeld- Prof. at the University of Haifa, Helise Lieberman – Director of the Taube Center, Caron Sethill– Project Manager in Europe of the National Library of Israel and many more, we navigated through the best practices of developing a cultural route of Jewish heritage, growing, improving it and making it sustainable.

For our Community, in Athens, where tourism flourishes all year round, joining the AEPJ and deploy their services in order to build an established Jewish route, is of great importance. Especially now that we are in the process of creating a Holocaust Memorial for the Athenian Jewish Holocaust victims in cooperation with the city of Athens: a freight wagon exactly as those used to deport them from Athens to the death camps, will be transformed to an interactive monument and a Holocaust education space. The tourists and locals, pupils or adults, will have the opportunity to experience and learn about the Jewish heritage of Athens through this European program.

This incubator was an eye opener to us, showing us through the charismatic guiding of Nesim and Tilda, that intangible heritage is equally important as tangible.

Thank you AEPJ for welcoming us to this amazing world.”

**Taly Mair,
Jewish Community of Athens
Director & Alina Fais, JCA Administrative**



aepj
jewishheritage

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe

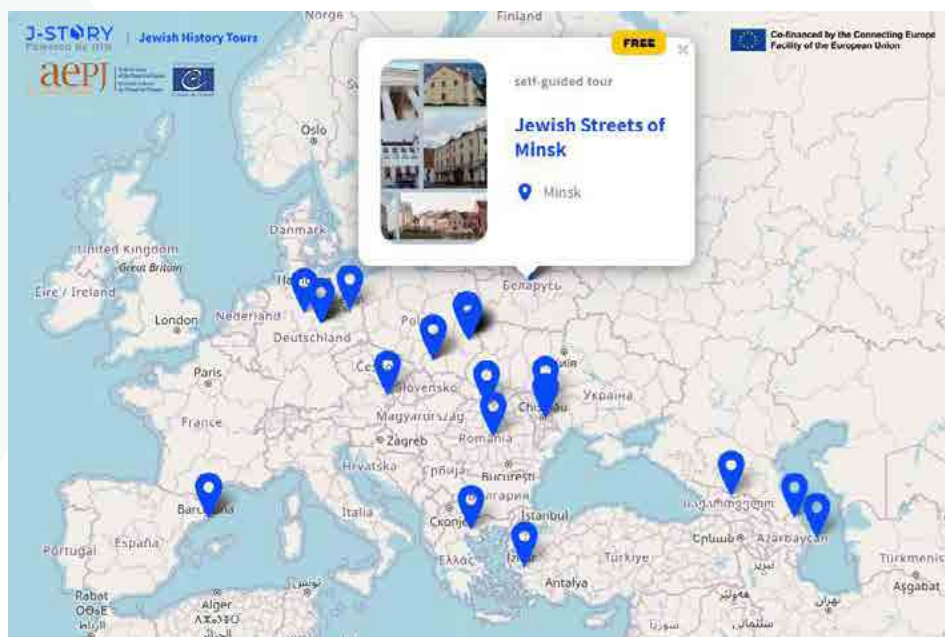


Sighet - Maramures & Bukovina Family Roots Journeys

8. AEPJ Projects 2022

Below we present different projects, both with European and Foundation funding, which have allowed the AEPJ and its network of members to develop initiatives that explore Jewish heritage in some of its variants, or which have reinforced the flagship projects of our network, such as the European Days of Jewish Culture and the European Route of Jewish Heritage, certified by the Council of Europe.

8.1. Jewish History Tours



J-STORY | Jewish History Tours Powered by JHN

Programme: CEF Telecom- Europeana

Project: Jewish History Tours

Start and finish date: 2021-2023

Amount granted: 79.916€

Partners: Pangeanic, Stichting Jewish Heritage Network (JHN), AEPJ, Clio Muse Tours (CLIO), Stiftung Moses Mendelssohn Akademie (MMA), CEC- Zentrum zur Erforschung und Dokumentation jüdischen Lebens in Ost- und Mitteleuropa (CEC), Ośrodek “Brama Grodzka – Teatr NN (BGT), Stichting Europeana (EF) - established in Netherlands

AEPJ members participating in the project:

- Patronat Call de Girona
- Izmir Jewish Heritage Project
- Israeli House
- The Together Plan
- Brama Grodzka – Teatr NN
- Azerbaijan Tourism Board
- Jewish Heritage Lithuania
- Travel2Live
- Agudath Israel in Moldova
- Routes du Judaïsme Rhénan

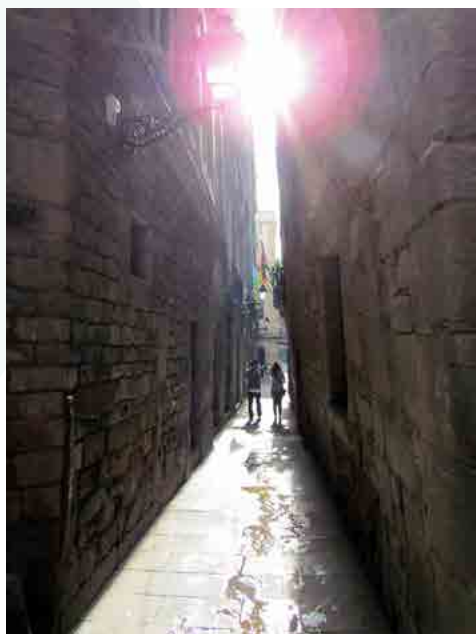
Jewish History Tours is a groundbreaking initiative that harnesses the power of location-based storytelling to create captivating and immersive tours focusing on pan-European topics such as multiculturalism, persecution, and migration. These exceptional tours are meticulously crafted by local partners who possess in-depth knowledge of the local Jewish history and the sites that narrate those compelling stories.

One of the core aspects of the project is the inclusion of digitized collections from Europeana, offering a wealth of historical materials. Leveraging innovative AI-powered tools, the tours are enhanced with near-human quality translations into various European languages and AI-generated voiceovers, resulting in a seamless and enriching experience for visitors.

Strengthening the connection between heritage and tourism has been a strategic priority for the project, which has established a fruitful collaboration between Europeana and the European Routes of Jewish Heritage. The latter is a robust network comprising over 20 members, collectively representing numerous heritage destinations and sites across Europe.

To date, the project has successfully developed tours in more than ten locations in Europe and nearby regions, including Berlin, Barcelona, Lublin, Sighet, Halberstadt, Ismir, Minsk, Polotsk, and Baku. Each tour, expertly curated by local partners, often incorporates fascinating items from the digitized collections made available by the project on Europeana.

With a focus on promoting tourism, the European Union recognizes the importance of connecting heritage and travel. The Jewish History Tours project actively supports this priority by forging strategic partnerships with various platforms dedicated to tourists, including Clio Muse Tours, izi.Travel, Azerbaijan Travel, and World Jewish Travel. The project is also exploring collaborations with commercial partners in the tourism industry, such as hotels and travel companies, to expand the reach and impact of the developed tours.



Reflections from our network

“In May 2022 the AEPJ launched a call for participation in a pilot Jewish History Tours programme, in collaboration with the Jewish Heritage Network (Amsterdam) and the Europeana platform (funded by the European Union). This was an exciting opportunity to become part of something dynamic and innovative. We initially considered this would be a project best suited to institutions who had established collections and exhibitions - but sometimes it's important to think outside the box and grab the opportunities when they come your way.

The Together Plan, a UK charity working in the field of community capacity building through the lens of cultural heritage, became a member of the AEPJ in 2019. We are building the Jewish Heritage Route in Belarus in partnership with communities, individuals, historians and our valued team in Belarus. The Jewish History Tours pilot programme offered us the opportunity to learn, skill build, create and produce. Through the training that the Jewish Heritage Network delivered in collaboration with Izi Travel - we learned how to plan, research and produce high quality audio tours. This training set in motion a chain of production. Our team in Minsk instructed our communities, historians and archivists to carry out research, identify Jewish heritage buildings and sites, and produce high resolution images in villages and towns across Belarus. Moreover, the project also gave us the opportunity to utilise and showcase some of the digital assets we already had in our care.

The outcome of being part of this programme has been of enormous value for the development of our route. We now have two published audio tours with three more in production: a comprehensive Jewish Belarus collection of images, audio recordings and films on the Europeana platform, and one Europeana publication with more planned for the future. We are now training local community actors in Belarus to learn how to create audio tours which in itself is a community building tool. Moreover, people both inside and outside of Belarus are accessing the tours, as well as our collection on Europeana. As a member of the AEPJ, being afforded such rich opportunities to grow, develop, learn, professionalise and build our heritage route at such a high level is simply invaluable, and we are immensely grateful to the AEPJ for creating opportunities such as this.”

Debra Brunner,
The Together Plan CEO



Reflections from our network

“Agudath Israel in Moldova organization became an associated member of AEPJ in 2021, and immediately joined some of the projects run under AEPJ aegis. Jewish History Tours from the very beginning looked as one of the most attractive and perspective. With AEPJ staff support we got in direct contact with the project leaders and partners to receive primary consultations and share experiences. After this, during a rather short time, we managed to create three tours of Jewish Rashkov, Chisinau, and Tiraspol. For the work, we attracted professional historians, guides, photographers, and designers. We are happy and honored that all three translated into many European languages are placed on the European platforms of izitravel and Clio.

Also, thanks to the project we were able to partner with the local municipalities and the Ministry of Culture of Moldova. Several tours were conducted for various groups of people from Moldova and abroad – schools, tourists, and guests. In 2023, in the frames of the project “Along the routes of the Jewish history of Moldova” partly supported by the Ministry of Culture we are working on two more tours of Jewish Orgeev and Balti. For us, it is really a great project and opportunity to develop our activities and partnerships, keep the memory of the Jewish history of the country, and attract Jewish and non-Jewish audiences to our heritage and history.”

Michael Finckel,
Agudath Israel in Moldova



8.2. NOA



European Commission: Rights, Equality and Citizenship Programme (REC)

Project: Networks Overcoming Antisemitism (NOA)

Start and finish date: 2020-2023

Total amount granted: 943,000€

AEPJ grant: 136.853€ (EU Contribution: 109.482€/ AEPJ Contribution: 27.371€)

Project website: <https://www.noa-project.eu/>

AEPJ members participating in the project:

- Patronat Call de Girona
- UCEI
- CoopCulture
- Red de Juderías de España - Caminos de Sefarad
- Federation of Jewish communities in Czech Republic
- Makom Sefarad
- Haggadah Sarajevo Association

NOA (Networks Overcoming Antisemitism) offers a groundbreaking approach to address the growing issue of antisemitism in Europe. Through its collaborative partnership with prominent Jewish networks, the project evaluates the policies of EU Member States across various domains, including education, culture, and security. It supports these states in developing comprehensive national action plans to combat and prevent antisemitism.



Over the past decade, European Jews have faced a surge in antisemitic violence. To create a positive and systemic impact in European societies, the NOA project brings together major European Jewish partners to develop educational tools and training for communities, sports clubs, schools, and public authorities. It also engages in social media campaigns, cultural events, and provides “Report Cards” to Member States, assisting them in their efforts to combat antisemitism.

In direct response to the European Council’s call for Member States to adopt holistic strategies to combat antisemitism, the NOA project serves as a mechanism to support the development and implementation of national action plans. Additionally, it offers a wealth of socio-cultural and educational resources that can effectively address and reverse antisemitic attitudes. By combining policy and practice, security and education, as well as transnational and national actions, the project aims to achieve positive results in reducing the prevalence and impact of antisemitism in Europe.

The Hebrew word 'noa' means 'in motion,' reflecting the project's vision for a society where Jewish life can thrive and antisemitism can be curbed. The partnership comprises 756 national affiliates, working together to create a comprehensive online hub of best practices and resources to support Member States in implementing their action plans. The project's outputs will be further disseminated through the partnership and their networks via a range of social, cultural, and educational activities across the European Union.

In 2022, as part of the NOA project, four routes within the European Routes of Jewish Heritage implemented what were called "NOA Pluralism Seminars." These academic, cultural, and research-focused gatherings highlighted the diversity and contributions of Jewish culture to the local culture of the respective cities where they took place. Those took place in Florence, led by the Florence's Jewish Community under the frame of UCEI, in Sarajevo, by Haggadah Association, in Prague by the Federation of Jewish Communities of the Czech Republic and in Cordoba by Makom Sefarad. The themes focused on how to point out cultural diversity in contemporary Europe through cultural events, interfaith dialogue, the youth contribution to combating antisemitism and the diversity within Judaism that synagogues architecture depict.

Reflections from our network

"On November 2nd and 3rd, a seminar entitled „Czech Jews - history and culture, coexistence of a minority with the majority society, a legacy for today“ took place in Prague as part of the NOA - Overcoming Antisemitism Project.

The seminar was primarily focused on guides, managers, or volunteer collaborators of the Project 10 Stars – Czech Jewish Cultural Heritage Route, who introduce to visitors Jewish history in the authentic environment of restored synagogues. As well were invited managers which are mostly employees of municipalities and other institutions and other owners of Jewish monuments. Last but not least, the two-day seminar was also attended by colleagues from Jewish communities.

Lectures on the topics „The History of the Jewish Museum in Prague“, „Architecture of Synagogues - diversity and uniqueness“, „Antisemitism“, „History of the rural Jewish population in Bohemia and Moravia, the coexistence of the minority with the majority“, were held by leading specialists of the Jewish Museum in Prague. These professionals have been organizing educational programs for children, schools and the public for years.

The seminar was a great motivation and inspiration for our colleagues in the regions for further work. Which was evident from their reactions."

**Květa Svobodová,
Project Manager Revitalisation of Jewish
Monuments Federation of Jewish communities in
Czech Rep.**



8.3. Youth4Culture



European Commission: Erasmus+

Project: Youth4Culture

Start and finish date: 2022-2023

Total amount granted: 60.000€

AEPJ grant: € 15.200€

Project website: <https://www.facebook.com/profile.php?id=100087840213249>

AEPJ members participating in the project:

- UCEI
- Taube Center for Jewish Life and Learning

The Erasmus + KA2 project “Youth4Culture”, aims to promote the participation and involvement of young people in cultural activities and tourism promotion, through the cultural routes of the Council of Europe.

This project is a new collaboration between cultural routes certified by the Council of Europe. In addition to AEPJ, Routes of Emperor Charles V, the Route of the Olive Tree and the European Route of Ceramics are participating.

In November 2022 the first major action of the project took place in Faenza (Italy), the “Ideas market. A week of training, tours and reflection on spreading, promoting and engaging the participation of local communities and youth in cultural heritage promotion.



On behalf of AEPJ participated at the meetings Marta Eichelberger-Jankowska, project manager of Taube Center for Jewish Life and Learning in Warsaw – Poland; Riccardo Correggia, shaliach of the youth movement Hashomer Hatzair in Milan – Italy; Polly Zaharieva, representative of the Jewish community in Sofia – Bulgaria, and Michelle Nahum Sembira as AEPJ coordinator.

Reflections from our network

“Erasmus+ Youth4Culture project was a wonderful opportunity to meet other professionals in the field of heritage work, to observe and discuss each others’ work and learn from our work experiences. During in-person meetings, in Faenza, Italy and Kalamata, Greece, participants showcased their institutions work, presented their best practices in working with youth, ran workshops on innovative educational methodologies, with and immersed themselves in the local experiences related to the Route of Ceramics and Routes of Olive Oil respectively. Moreover, as a result of these meetings a network of professionals working in the field of Europeann heritage was born.”

Marta Eichelberger-Jankowska,
Taube Center for Jewish Life and Learning
(Poland)



8.4. WalkEur



Creative Europe Programme

Project: WalkEur

Start and finish date: 2020-2023

Total amount granted: 279.990€

AEPJ grant: 73.606€ (EU Contribution: 44.163 € / AEPJ Contribution: 29.443€)

Partners: European Routes of Charles V, European Route ATRIUM, European Routes of Ceramics

AEPJ members participating in the project:

- Patronat Call de Girona
- UCEI
- CoopCulture
- Izmir Jewish Heritage Project
- Israeli House
- Heritage Springs
- The Together Plan
- Brama Grodzka – Teatr NN
- Burgenländische Forschungsgesellschaft - Research Society Burgenland (BFG)
- Taube Center for Jewish Life & Learning
- Azerbaijan Tourism Board

In 2022, the AEPJ actively participated in the WalkEUR project, which aims to enhance European Cultural Routes through the development of joint strategies based on four main pillars: Sources, Citizens Involvement, Cultural Management, and Cultural Marketing and Storytelling.

As part of this Creative Europe program project, the four Council of Europe certified cultural routes (ATRIUM, the Ceramics Route, Charles V, and the Jewish Heritage Route) collaborated to organize seminars, training sessions, and workshops focusing on these pillars.

In 2022, the project successfully conducted the final two Training for Trainers sessions: Citizens Involvement in Cuacos de Yuste, Spain, and Cultural Marketing & Storytelling in Faenza, Italy. Additionally, the Call for Pilot Actions was launched, and the joint proposal by Israeli House and Azerbaijan Tourism Board won the opportunity to develop the Jewish Heritage Route in the Caucasus.

The AEPJ's active involvement in these activities demonstrates our commitment to promoting and strengthening European Cultural Routes, fostering collaboration, and sharing best practices among the participating routes. We are proud to contribute to the development and success of the WalkEUR project, which will have a lasting impact on the preservation and promotion of European cultural heritage.

Reflections from our network

"It was really nice time [in the WalkEur training for trainers] in Faenza though it was emotionally stressful for me because that was the war beginning time. Anyway, I enjoyed nice workshops, fascinating excursions and just evening walks with the team. Thank you once more for the opportunity to participate in it."

Yana Krichfalushii
Heritage Springs, Ukraine





Reflections from our network

“The WalkEur Project has been a great opportunity to share the history and culture of Georgian Jews in Azerbaijan and Georgia. One of the most challenging phases of this project was finding a researcher, with a background in history and knowledge of the specifics of Jews of the Caucasus, specifically Georgian Jews. The challenge was the language part of the deal. Considering, that we aimed to develop the file in English, to avoid misunderstandings and disinformation, finding a professional with the required criteria was challenging

Another challenge was late payments. Both of our organizations couldn't fund this project based on our budgets, since we as the Azerbaijan Tourism Board operate under the governmental body, meaning, that we have a budget, which is estimated beforehand and has strict rules for using the finances.

Since we agreed on certain deadlines at the beginning of the project and planned the course of events accordingly, receiving both of the payments late drastically affected the project scope. Our initial idea was to assemble a big team of professionals to ensure the successful and effective outcome of the project. Late payments affected the scope of the project, without the funds we couldn't fit the budget for the planned dates since it affected prices for airplane tickets, hotels, and other venues. It resulted in a small group of experts from both countries, three representatives from top travel agencies, two guides from Azerbaijan, and two representatives from top travel agencies from Georgia.

Nevertheless, we had an amazing opportunity to connect with professionals, learn about the specifics of Georgian Jews, and plan the next steps. This project gave us a great kick-off for the bigger projects and research in the future.”

**Emiliya Ahmadova,
Azerbaijan Tourism Board Project Manager**



8.5. The Fab Route



Erasmus+ K2

Project: FabRoute

Start and finish date: 2020-2022

Total amount granted: 299.834,00 €

AEPJ grant: 40.851€

Partners: University of Bologna, European Routes of Charles V, European Route ATRIUM, Via Regia Cultural Route, Argo, Cultural Route of the Olive Tree, La Rotta di Fenici

The Fab Route project, is a KA2 project co-funded by the Erasmus+ Programme. The project aims to enhance EU Cultural Routes by designing an innovative educational module to improve the skills of their members in the areas of Cultural Heritage Management and sustainable tourism.

As part of this project, the AEPJ collaborated with seven other partners, including six European Cultural Routes officially recognized by the Council of Europe: ATRIUM – Architecture of Totalitarian Regimes in Europe's Urban Memory and Phoenician Routes in Italy, European Association for the Preservation and Promotion of Jewish Culture and Heritage in Luxembourg, The Olive Tree Cultural Foundation in Greece, The European Routes of Emperor Charles V in Spain, and the Via Regia in Germany. The Center for Advanced Studies in Tourism – CAST at the University of Bologna provided scientific coordination, while ARGO, a private company specialized in cultural projects and digital communication strategy, contributed their expertise in audio-visual training production.

The main objective of the Fab Route project is to design a new training methodology and educational module that will enhance the knowledge and transversal competences of the staff members and operators of the Cultural Routes of the Council of Europe. The aim is

to improve the management and promotion of Cultural Routes in the field of sustainable and cultural tourism.

Through our active participation in the project, the AEPJ is dedicated to advancing the skills and capabilities of our members, ensuring that our Cultural Route continues to excel in the areas of Cultural Heritage Management and sustainable tourism. We are proud to contribute to this innovative initiative, which will have a lasting impact on the development and sustainability of European Cultural Routes.



8.6. Mi Dor Le Dor Italia

MI DOR LE DOR ITALIA

UN PROGRAMMA DI FORMAZIONE PER CONOSCERE,
PRESERVARE E TRASMETTERE I DIVERSI ASPETTI
DEL PREZIOSO PATRIMONIO EBRAICO ITALIANO.



Project: Mi Dor Le Dor Italia

Start and finish date: 2021-2022

Partners: Taube Foundation, AEPJ, UCEI

Modeled on Mi Dor Le Dor Poland, a successful initiative of the Taube Center for Jewish Life & Learning Foundation (2012-2016), Mi Dor Le Dor Italy serves as a platform for in-depth study and conversations with experts and practitioners about national and local Jewish heritage and how to transmit them. Innovative ways of addressing and interpreting the Italian Jewish heritage were explored and adapted for the needs of the communities and Jewish educational institutions in particular. Best practices were collected, documented, and shared with a range of institutions. The program is made possible through the international and inter-institutional among the Taube Center for Jewish Life & Learning Foundation in Poland, the UCEI (Union of Italian Jewish Communities) in Italy, and the AEPJ (European Association for the Preservation and Promotion of Jewish Culture and Heritage).



On the first weekend of May 2022 the last face-to-face seminar of the Mi Dor Le Dor programme was celebrated in Palermo. During the three-day programme, participants had the opportunity to discover the impressive Jewish heritage of the Sicilian city, as well as to receive sessions from

experts and finally, to present the projects they have been working on throughout the programme.

Victor Sorensen, director of the AEPJ, as well as Federica Pastoret, project manager of the European Routes of Jewish Heritage attended, and witnessed first-hand the success of the seminar and the programme in general. The innovative format, methodology and educational team represent a renewed opportunity to imagine the development of Jewish heritage in Italy and throughout Europe. The multidisciplinary, cross-sectoral approach has given its fruits, and we recommend to follow closely the new Jewish heritage projects that will be led by the participants of the programme: cultural itineraries, podcasts, educational programmes, walking tours, and even new cemetery tours. Projects that represent a new way of understanding Jewish heritage and its management.

Reflections from our network

MDLD Italia was an incredible adventure shared with the international team of AEPJ and Taube Center Foundation, 2 coordinators, a cohort of 15 participants all over Italy, and a lot of speakers and experts.

Educators and guides traveled physically and metaphorically discovering the tangible and intangible Italian Jewish heritage, finding out which Jewish values are “hidden” in synagogues, cemeteries, festivities and traditions, and learning how to transmit it in the most powerful way.

Coming from different cities, communities, we all had the chance to confront different realities, to listen to opportunities and needs, and to exchange experiences, opinions and solutions.

And since we learnt to approach life in the most Jewish way my question is: When's the next?

**Michelle Nahum Sembira,
MDLDI Coordinator, UCEI, Italy**





Tirkšliai - Lithuania Jewish Heritage Route



9. AEPJ General Assembly

After two years where we were forced to organize the General Assembly online, in June 2022 we had the opportunity to return to the in-person edition with a very special Assembly in Hannover, Germany.

The various representatives of AEPJ member institutions spent four days together in the capital of Lower Saxony, with a programme combining workshops, working meetings and study visits. Global Partnership Hannover acted as host of the Assembly, the first German institution to be part of the Association.

The first night, at the State Museum of Lower Saxony, the welcome reception took place. The master of ceremonies was Anke Biedenkapp, CEO of Global Partnership Hannover. François Moyse, President of the AEPJ, Sylvia Löhrmann, Secretary General of Jüdisches Leben In Deutschland and Petra Rudsuck, Vicepresident of Hannover Region, spoke and addressed the event.

The reception was followed by a presentation by Dr. Claudia Andraschke of the Tate Museum of Lower Saxony on the Jewish artists in the Museum's collection. Elena Ilinskaya, first violin of the Dortmund Theatre, closed the evening.

Among the activities the next days, study visits of the Jewish heritage of Hanover, workshops on sustainability and tourism, as well as a very touching visit to the Bergen Belsen concentration camp.

At the Assembly meeting, important decisions were taken, such as the renewal of the statutes of the Association that allow us to adapt them to the current reality of the network, as well as the vote for the new Board, where most of the institutions of the previous Board are repeating, with the addition of several new institutions. Thus, the new AEPJ Board will be composed of the following institutions:

- Bnai Brith Europe (Belgium)
- Kiriathy Foundation (Israel)
- Patronat Call Girona (Spain)
- Tarbut Foundation (Romania)
- Israeli House (Georgia)
- UCEI (Italy)
- JECPJ-France
- Diputació de Lleida (Spain)



In addition to different individual members, to repeat mandate on the Board.

An important change in the team was also announced. After three years as project manager of the European Route of Jewish Heritage, Federica Pastoret is stepping down as project manager, in order to devote herself entirely to her educational work in Italy. We are deeply grateful for the dedication, professionalism and tireless work of Federica, with whom we will remain in contact, leaving the door open for future collaborations.



We thus open a new stage in the history of the Association, which will allow us to continue thinking big, joining forces to strengthen the promotion of Jewish heritage through the development of the European Days of Jewish Culture, and the European Route of Jewish Heritage, certified by the Council of Europe.

Reflections from our network

“In June 2022, AEPJ held its 1st. General Assembly meeting in Hannover, Germany, after 3 years of zoom meetings due to COVID-19. It was a very interesting experience; we were all very happy to see and meet old members/ friends and welcome new friendships with the new members. We can be considered and name ourselves the AEPJ Family.

I believe, AEPJ is at a cross road right now. We must evaluate what has worked extremely well and plan the next 5 years. Personally, I would like to see AEPJ crossing the ocean to North America- creating new alliances. I think the time has come to spread AEPJ wings internationally and collaborate with similar missions and tasks such as AEPJ.”

Peninah Zilberman
Fundatia Tarbut Sighet, Romania



Reflections from our network

“In 2021 Global Partnership Hanover was the first German member to be admitted to the AEPJ – and subsequently asked to organize the general assembly (of the association) in 2022 in the capital of Lower Saxony. This gathering became one of the events on the program of the nationwide anniversary “1,700 years of Jewish life in Germany“. Its President, (Sylvia Löhrmann), paid tribute to the European meeting by appearing in person at the official opening on June 9th.

Further items on the program were an exploration of the city center on the traces of Jewish life till the 1930s; an overview about the transformation of the concentration camp Bergen-Belsen into an impressive memorial site and an insight into the former „Israeli horticultural school“, which now serves as a regional educational institution on the Holocaust – and hosted the official AGM (on June 12th).

Further on we were invited to visit the local Chabad center and the European Center for Jewish Music – based in the Villa of Sigmund Seligmann, who founded the success of the well known Continental India Rubber Factory in the late 19th century.

Last but not least, the first milestones for the sustainable development of Jewish cultural routes through Europe were set in a half-day workshop.

(All in all, four intensive, exciting and forward-looking days!)”

Anke Biedenkapp
Global Partnership Hannover e.V.- Germany



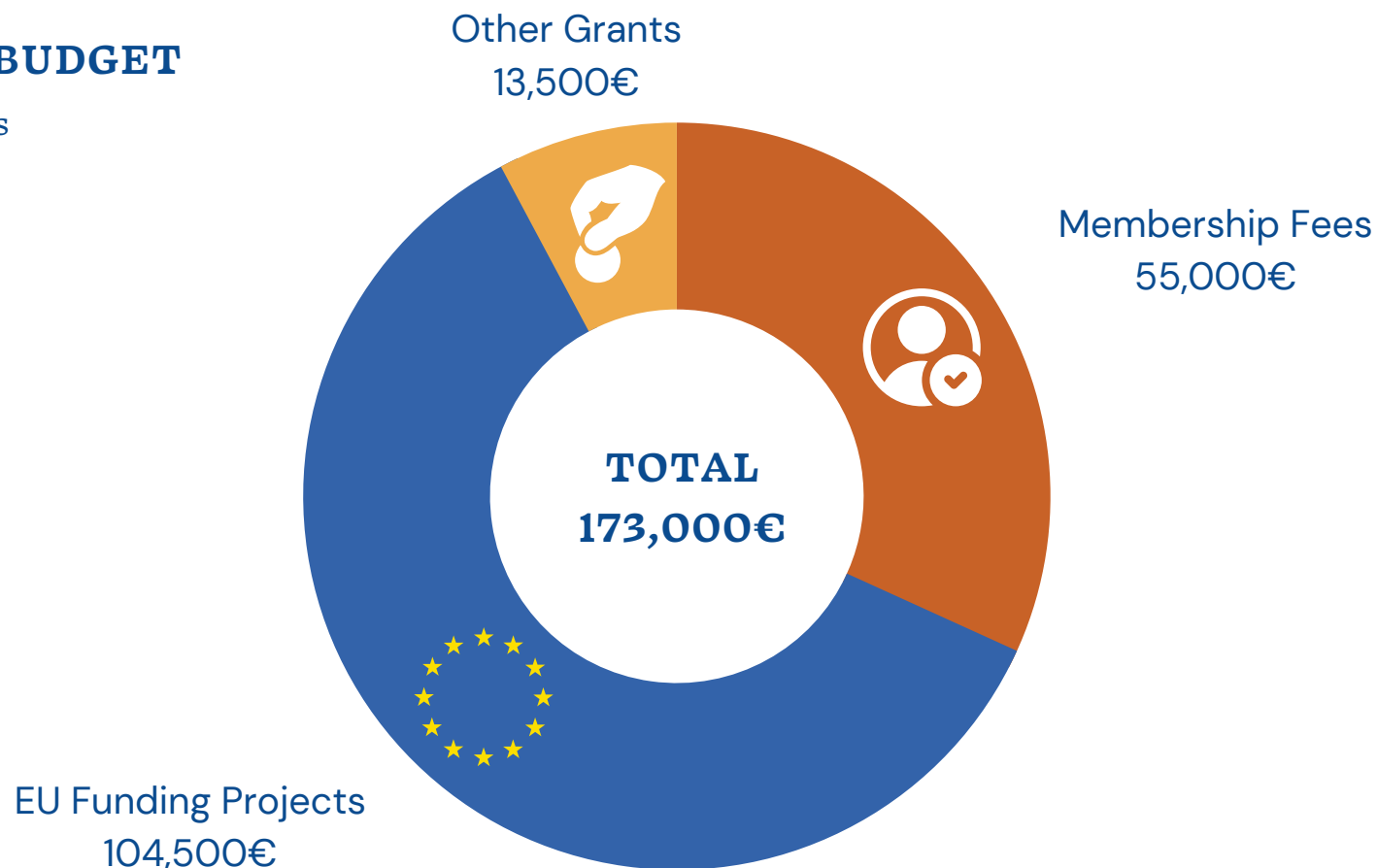


South Front, Waddesdon Manor. Photo Studio 8 © National Trust, Waddesdon Manor -Jewish Palaces, Villas and Country Houses

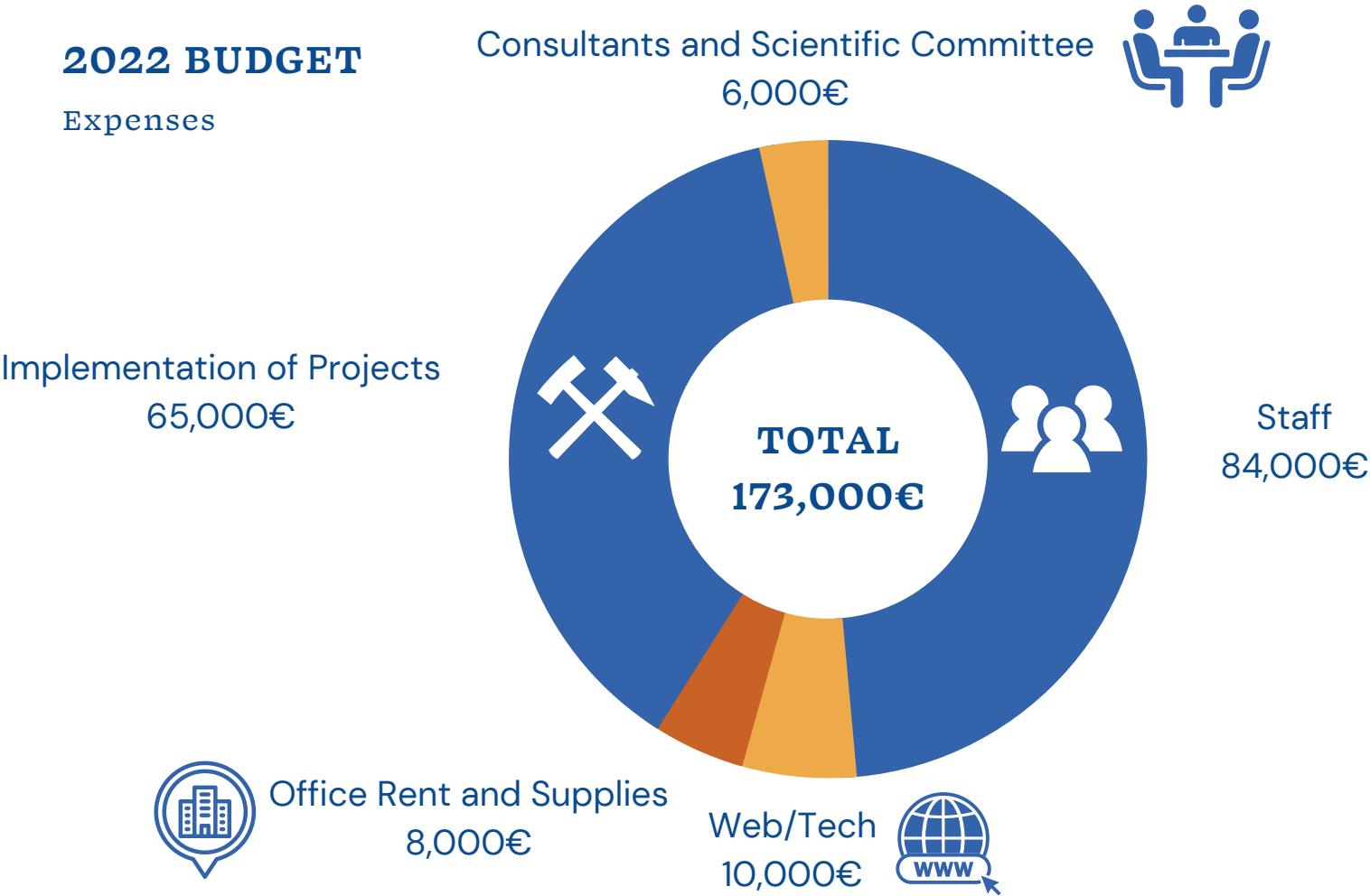
10. Budget approved for 2022

2022 BUDGET

Incomes

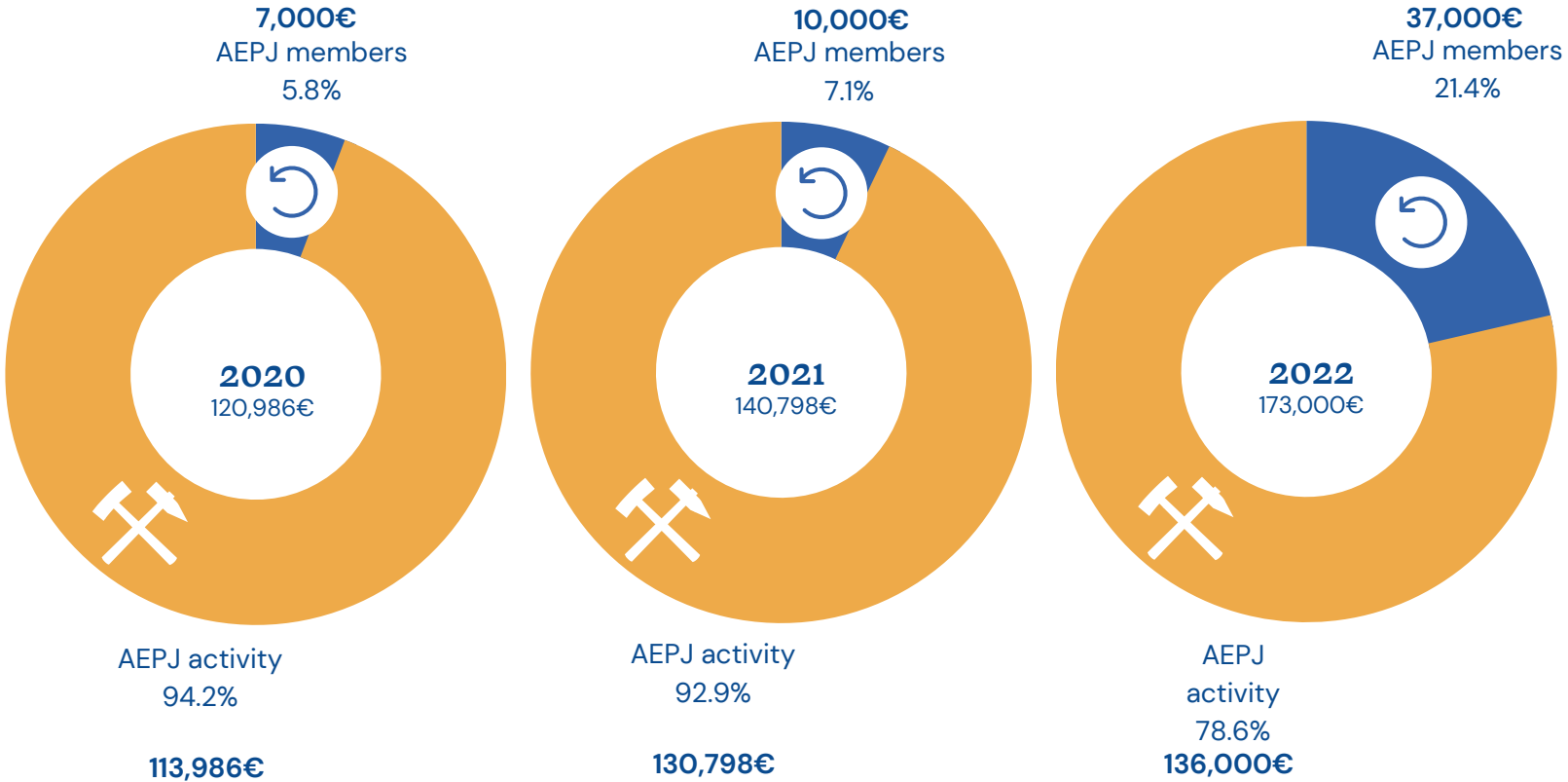


2022 BUDGET
Expenses



REDISTRIBUTION TO THE AEPJ MEMBERS

for implementation of projects
and training



aepj
jewish heritage

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



11. Communication

Communication in the AEPJ has emerged as one of the most pivotal tools for promoting Jewish heritage at large, as well as advancing our specific objectives. Our primary aims are to foster strong connections with our partners, amplify our voice to advocate for European values and cultural diversity, and bring attention to our extensive range of projects and initiatives.

Our comprehensive communication plan encompasses four key directions. Firstly, we prioritize maintaining seamless communication channels with our esteemed associates, ensuring a smooth flow of information and dialogue. Secondly, we have strategically focused on enhancing the visibility of the association's activities at the European institutional level, effectively showcasing our contributions on a broader platform.

Thirdly, we have dedicated considerable efforts towards engaging the general public through various social media platforms. Our sustained presence across these channels, coupled with our proactive involvement in numerous initiatives aimed at promoting European Jewish heritage, has allowed us to effectively reach and resonate with wider audiences.

Lastly, we have assumed responsibility for communicating several European funding projects in which we actively participate. This role highlights our expertise in conveying the value and impact of these initiatives to relevant stakeholders and the public.

It is worth noting that all these endeavors have been undertaken both from the association's office and in collaboration with other stakeholders and specialized media outlets. This concerted effort has led to a significant qualitative advancement in the communication and dissemination of European Jewish heritage.

Relations with specialised media

One of the primary aims of the AEPJ's communication strategy is to elevate the visibility of both the association and its members' news and updates at a European institutional level. To achieve this goal, we allocate substantial resources to foster collaborative relationships and establish agreements with media outlets and institutions specialized in this field.

We have invested considerable efforts in maintaining fruitful partnerships with various renowned media outlets and institutions. Notably, our collaborations with Jewish Heritage Europe, the Cultural Routes program of the Council of Europe, World Jewish Congress,

World Monuments Fund, CEJI and the European Jewish Congress have been particularly impactful and consistently fruitful.

These esteemed media and institutions have consistently supported our mission by actively promoting and disseminating the content we generate. Through their extensive reach and influence, we have been able to effectively position our news and developments within the European institutional landscape.

By collaborating closely with these respected partners, we have ensured that our messages reach a wide and diverse audience, thereby enhancing awareness and understanding of European Jewish heritage and our association's contributions.

These collaborations have not only bolstered the visibility and recognition of the AEPJ and its members but have also contributed significantly to our broader objectives of promoting European values and cultural plurality.



AEPJ Internal Affairs & AEPJ Networking Sessions



The management and governance processes of European networks are pivotal for the development of the Cultural Routes of the Council of Europe. We face numerous challenges in this regard, ranging from geographical distances and language barriers to ensuring meaningful involvement and active participation.

To transcend the mere collaboration of institutions working on a project, the AEPJ strives to cultivate a genuine community—a community rooted in reflection, trust, and shared values. We believe that establishing frameworks for joint participation and participatory decision-making processes can foster a sense of belonging and synergy among our network members.

To keep our esteemed AEPJ members well-informed and engaged, the association's technical office diligently shares updates on all our initiatives, activities, and projects through an exclusive newsletter. This publication also highlights members' noteworthy news and provides information on proposed project participation opportunities, calls for tenders, and other valuable tools to support members in their project development endeavors.

Furthermore, we have established a dedicated instant messaging service group exclusively for AEPJ members. This platform facilitates informal and direct interactions among members, encouraging them to share their latest news and discuss challenges they may encounter. The office team actively fosters an environment where members can seek support and assistance from fellow association members.

A significant component of our internal affairs is the AEPJ Networking Sessions, which are regular online meetings designed to foster collaboration and knowledge exchange. During these sessions, network members have the opportunity to acquaint themselves



with one another, share best practices, evaluate ongoing joint projects, and present actionable proposals to the network's Board of Directors, who actively participate in these gatherings.

The AEPJ Networking Sessions occur on a on-demand basis, with coordination provided by our dedicated staff. However, the topics discussed in each session are determined by the network itself, allowing for collective decision-making. In the weeks leading up to the sessions, the office distributes an online form to gather input from partners on the topics they wish to explore, project presentations they would like to make, or any obstacles and challenges they are facing, seeking support from fellow partners.

These internal initiatives and networking sessions serve as invaluable platforms for fostering collaboration, sharing experiences, and leveraging the collective knowledge and resources of the AEPJ network. We deeply appreciate the active participation and engagement of our members, as well as the diligent efforts of the association's staff in facilitating these meaningful interactions.

By prioritizing internal affairs and creating spaces for open dialogue and collaboration, the AEPJ strengthens its collective impact and reinforces the sense of unity and purpose within our network.

Jewishheritage.org website

Jewishheritage serves as the primary website that consolidates and showcases comprehensive information about the association, its members, and its projects. Throughout the year 2022, the AEPJ made significant strides in enhancing its internal systems and familiarizing itself with website management to operate independently, without relying on external assistance from development companies. While we have been working towards self-sufficiency, we have commissioned a new system to effectively manage the complex events of the European Days of Jewish Culture (EDJC), which is expected to be ready in 2023. The revamped website is now highly responsive and offers enhanced ease of editing. Its design prioritizes seamless browsing across all devices, including smartphones, while presenting a refreshed and contemporary portrayal of European Jewish heritage and the AEPJ as its foremost advocate within the association.

While the new website embraces the rich history of the association's activities, it seamlessly integrates and highlights this historical character, while also offering a fresh perspective on the understanding of Jewish heritage and culture. Through the Jewishheritage.org platform, AEPJ members now have a unique opportunity to showcase and share their efforts, whether in relation to the European Days of Jewish Culture, European Routes of Jewish Heritage, or any other notable initiatives, through featured articles and dedicated sections.

The revamped website not only serves as an informative hub but also as a dynamic platform for member engagement, enabling them to actively contribute to the promotion and preservation of European Jewish heritage. By leveraging the Jewishheritage platform, AEPJ members can effectively share their stories, projects, and contributions, fostering a sense of pride and unity within the association.

We are confident that the improved website and its user-friendly interface will serve as a catalyst for further engagement and collaboration among our members and stakeholders. The AEPJ remains committed to leveraging digital tools and platforms to showcase the richness of European Jewish heritage and the valuable work carried out by our association.

Newsletter

Within the realm of communication, the AEPJ has achieved significant milestones throughout 2022. A notable accomplishment has been the implementation of an automated news gathering system. This system has streamlined our work processes and amplified the effectiveness of our communication efforts.

Every month, a comprehensive electronic newsletter titled “AEPJ News” is disseminated to a vibrant community of over 1,100 professionals, institutions, and enthusiasts dedicated to European Jewish culture and heritage. This newsletter serves as a vital platform for sharing both administrative and cultural news, encompassing updates about our own projects as well as noteworthy developments from our esteemed members.

The “AEPJ News” newsletter has demonstrated an exceptional open and read rate of 64.7%. This percentage significantly surpasses the average for the cultural sector, which, as reported by Mailchimp, stands at 39%. We attribute this remarkable engagement to the quality and relevance of our communications, coupled with the intrinsic importance of our members’ projects. It is a testament to the AEPJ’s commitment to delivering impactful and informative content.

We take great pride in our dissemination channels, which have become synonymous with excellence in the field of European Jewish heritage. It is essential to emphasize that the AEPJ itself is not merely a means of communication, but rather a platform that serves as a benchmark for sharing valuable information and promoting the richness and significance of European Jewish heritage.

The success of our newsletter and the positive reception from our engaged community reinforce the AEPJ’s position as a trusted and authoritative source within the European Jewish heritage sector. We remain dedicated to maintaining the high standards of our communications and continually strive to provide our readers with insightful, compelling, and thought-provoking content.

Moving forward, we are committed to further enhancing our communication efforts and expanding our reach, ensuring that the AEPJ continues to play a pivotal role in promoting and preserving European Jewish heritage for years to come.



Social Media

In 2022, the AEPJ continued to harness the power of social media as a fundamental communication tool for reaching a broader audience and disseminating the significance of European Jewish heritage conservation and promotion. Throughout the year, we witnessed substantial growth in our social media followers across various platforms, including:

- **Facebook: 5,363 followers**
- **Twitter: 2,244 followers**
- **Instagram: 2,362 followers**
- **LinkedIn: 463 followers**
- **YouTube: 126 subscribers**

As part of our ongoing efforts to refine our social media strategy, the association embarked on a process of audience segmentation and analysis. This initiative allows us to tailor our content based on the reactions and interests of specific target groups, ultimately aiming for greater impact and engagement among our intended audience.

Facebook and Twitter serve as platforms for sharing engaging and approachable news about the association, fostering an interactive and friendly environment. Meanwhile, LinkedIn emphasizes building institutional relationships and engaging with a professional network. Instagram, on the other hand, specializes in visually captivating photographic content related to the European Routes of Jewish Heritage, appealing to a visually oriented audience. Although YouTube currently has a smaller subscriber base, it remains a valuable platform for sharing event recordings, complementing our overall social media presence.

While our follower counts reflect the growing reach and influence of our social media profiles, we recognize that numbers alone do not define success. Our focus remains on cultivating meaningful connections and delivering relevant and compelling content that re-

sonates with our audience. By analyzing audience demographics and preferences, we can continuously refine our approach and optimize the impact of our social media presence.

Looking ahead, we are committed to nurturing our social media channels and leveraging their potential to amplify the importance of European Jewish heritage and the work undertaken by the AEPJ. As we adapt to the evolving social media landscape, we strive to create engaging experiences that foster dialogue, educate, and inspire our followers.

The AEPJ values the support and engagement of our social media community and remains dedicated to sharing captivating content that showcases the richness of European Jewish heritage and promotes its preservation for generations to come.

Communication of other projects

As already mentioned in previous sections, the AEPJ regularly participates in several European funding projects in consortium both with other European Jewish institutions and with other Cultural Routes certified by the Council of Europe. In both cases, these projects usually include a work package dedicated to the communication and dissemination of the project itself.

The AEPJ office team has taken the lead in the communication packages of several of these projects, such as WalkEur or Jewish History Tours, and has collaborated proactively in others such as NOA or FabRoutes. These tasks position us as a reference in the field of communication both for other Jewish institutions and for other Cultural Routes certified by the Council of Europe.

Report 2022



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe

