

Report 2024

A year of preserving Jewish memory,
fostering intercultural dialogue,
and promoting the richness of Jewish
heritage throughout Europe.



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



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Dear Members, Partners, and Friends of the AEPJ,

It is with great pleasure that I am writing this introduction to the 2024 Annual Report of our association. This has been a pivotal year for AEPJ — not only because we reached the 20th year of existence of AEPJ, but also because we reaffirmed our role as a leading voice for Jewish heritage and Jewish culture within the European cultural sphere. Through strategic partnerships, new EU-funded projects and our ever-expanding network, we have continued to strengthen our mission to preserve, promote and enhance Jewish heritage across the continent.

Our General Assembly in Barcelona served as a unique milestone — a moment of reflection and vision-setting that brought together stakeholders from across

Europe. It was the moment when we put into practice the ideas that we developed together with the external consultant following two decades of work. It was also a launchpad for the next phase of AEPJ's development. The creation of new working groups and the renewal of our strategic roadmap underscore our commitment to remain responsive, innovative, and engaged.

2024 has also seen the consolidation of our role within the Council of Europe's Cultural Routes programme and our active involvement in tackling contemporary challenges, including fighting prejudice against the Jews. We believe firmly that Jewish culture and heritage are not only about remembrance, but also about shaping the future — building bridges, fostering empathy and reaffirming democratic values in times of uncertainty.

From Warsaw to Timișoara, from Selinunte to Erfurt, our actions speak of movement, dialogue and impact. We have stood by our belief that Jewish heritage is a vital part of Europe's shared cultural fabric — and we will continue to act as facilitators, protectors, and ambassadors of this legacy.

Thank you for walking this path with us — for your trust, support, and partnership. Together, we look ahead with hope and determination.

Warm regards,
François Moyse, AEPJ President

Welcome from the President



Dear Friends and Partners,

This past year, as we celebrated the 20th anniversary of AEPJ, we did so not only by looking back with pride, but also by advancing with renewed ambition and clarity of purpose. We are a network, but more importantly, we are a community of practitioners, educators, cultural managers and citizens committed to rethinking the role of Jewish heritage in today's Europe.

Throughout 2024, our projects have reflected this conviction. Whether in a Watch Day in Timișoara, a heritage training in Warsaw, or a strategy meeting in Barcelona, we've seen that Jewish heritage — tangible and intangible — is not just a matter of remembrance. It is a living tool for civic participation, education, dialogue and cultural innovation. We are witnessing, across our network, a growing awareness that Jewish heritage can serve as a bridge: a space to address difficult pasts while opening doors to shared futures.

The strength of our work lies in the intersection between grassroots experience and European cooperation. Through initiatives like the European Route of Jewish Heritage and the European Days of Jewish Culture, we have demonstrated the potential of heritage to foster local ownership, inspire creativity, and serve as a platform for social cohesion.

Behind all these achievements is something fundamental: the people. I want to highlight the exceptional team behind AEPJ — a group of talented, committed and generous professionals who carry out this work with passion, resilience, and a profound sense of responsibility. The quality of what we do is a direct reflection of their dedication, and I feel truly privileged to work alongside them every day.

But the work of preservation and promotion is not without challenges. It requires a long-term, participatory and multidisciplinary approach, one rooted in dialogue, sometimes in disagreement, always in lis-

tening. This is the spirit that guides our methodology, inspired by the Faro Convention and informed by our daily collaboration with communities, municipalities, educators, artists and researchers.

There is still much to be done. We must continue advocating for the recognition of Jewish heritage as a vital part of European identity. We must build stronger alliances with public institutions, invest in the training of professionals and volunteers, and create spaces where shared knowledge can grow. Above all, we must remain steadfast in our belief that heritage is not static, it is something we do together, every day.

I want to thank the Board, our member organisations, our partners and colleagues for their trust, vision, and tireless work. What we are building together goes beyond a network, it is a European project rooted in cultural rights, democratic participation, and the joy of creating meaning through heritage.

Let's keep moving forward, with purpose, with care, and with imagination.

Warm regards,
Victor Sorensen, AEPJ Director

Director's introduction



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.

About the AEPJ

The AEPJ is integrated by 32 members:



AZERBAIJAN TOURISM BOARD



B'NAI B'RITH EUROPE



B'NAI B'RITH INTERNATIONAL



BURGENLÄNDISCHE FORSCHUNGSGESELLSCHAFT (RESEARCH SOCIETY BURGENLAND)



COOPCULTURE



DEPARTAMENT OF CULTURAL HERITAGE ARMENIA



DIPUTACIÓ DE LLEIDA



FEDERATION OF JEWISH COMMUNITIES IN THE CZECH REPUBLIC



GLOBAL PARTNERSHIP HANNOVER E.V.



GRODZKA GATE – NN THEATRE – SHTETL ROUTES



HAGGADAH ASSOCIATION



HERITAGE SPRINGS



ISRAELI HOUSE



Jecpj FRANCE



JEWISH CULTURAL
HERITAGE ROUTE ASSOCIATION



JEWISH MOSAICS OF MOLDOVA



JEWISH COMMUNITY OF ATHENS, GREECE



KIRIATY FOUNDATION INTERNATIONAL



LITHUANIAN JEWISH COMMUNITY



מקום ספרד
Makom Sefarad

MAKOM SEFARAD



MUNICIPALITY OF ERFURT



PATRONAT CALL DE GIRONA



PROJECT 2025 – ARCHE MUSICA



RED DE JUDERÍAS DE ESPAÑA –
CAMINOS DE SEFARAD



ROUTES DU JUDAÏSME RHÉNAN



TARBUT SIGHET FOUNDATION



TAUBE CENTER FOR
JEWISH LIFE & LEARNING



THE JEWISH COMMUNITY
FOUNDATION OF IZMIR



THE TOGETHER PLAN



UNIONE DELLE COMUNITÀ
EBRAICHE ITALIANE



WADDESDON MANOR



WORLD JEWISH TRAVEL

The AEPJ Board of Administration 2024

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.



Lluç Salellas

VICE-CHAIRMAN, PATRONAT CALL DE GIRONA

Girona, Spain

Lluç Salellas Vilar (Girona, 31 December 1984) is a journalist and political scientist, mayor of the city of Girona since 2023. Since 2016 he has also been a member of the national secretariat of the CUP, re-elected as an independent in February 2018.



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.



Patrick Bikard

TREASURER

Brussels, Belgium

Patrick Bikard, Treasurer based in Brussels, Belgium, retired from Vesuvius plc in 2022 after serving on the Executive Committee since 2008. His last role at Vesuvius was President, Operations & Technology. Prior to that, he held executive positions at Faurecia and Alstom, accumulating extensive experience in operations and technology. With a background at Renault and education from Ecole Polytechnique, Ecole des Mines de Paris, and Cedep (INSEAD), Patrick, a French citizen, brings a wealth of expertise. At 67, he resides in Brussels with his large family.



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, DiSegni 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

Casale Monferrato, Italy

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

Tbilisi, Georgia

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

Sighet, Romania

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 Kiriaty Matalon

PRESIDENT OF THE KIRIATY FOUNDATION

Tel Aviv, Israel

President and chairperson since 1982 of the MOR-DECHAI 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”

Lleida, Spain

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.

Our team

AEPJ operated throughout the year with a small but dedicated team committed to supporting our members, partners and audiences across Europe. Each staff member brought their own expertise and passion to the table, contributing to the successful implementation of our programmes, events and communication efforts.



Victor Sorensen

AEPJ DIRECTOR

Victor Sorensen is director of the AEPJ since 2017. He has studied Political Science at the Autonomous University of Barcelona, where he did a stage at the Observatory of European Policies. He has been director of the Comunidad Israelita de Barcelona and founder of the Jewish Cultural platform Mozaika, where he has helped develop projects such as Sefer Barcelona, the Jewish Book Festival or the Salam-Shalom initiative.



Sonja Viličić

**CITIES EMBRACING JEWISH HERITAGE
PROJECT MANAGER**

Sonja Viličić is a Serbian-born cultural manager and educator with extensive experience in Jewish community development and informal education. She spent nearly a decade in Budapest, Hungary, working with the American Jewish Joint Distribution Committee (JDC) in various roles, including as Program Director of the International Jewish Youth Camp in Szarvas and as Educational Director of regional programs.



Federico Szarfer Barenblit

**EUROPEAN DAYS OF JEWISH CULTURE
PROJECT MANAGER**

Federico Szarfer, based in Barcelona, works at the AEPJ as project manager of the European Days of Jewish Culture and other EU funding projects. He conceives his work as the design and creation of experiences for cultural institutions, television, theatre and events. His passion is sharing Jewish culture as a pluralistic, current and meaningful heritage that can engage anyone. He is the founder and member of the Jewish Cultural Platform Mozaika in Barcelona.



Marc Francesch Camps

EUROPEAN ROUTES OF JEWISH HERITAGE
PROJECT MANAGER

European Routes of Jewish Heritage project manager since June 2022. Cultural consultant focused on the analysis and planning of cultural systems, heritage and museums and professor at the Open University of Catalunya (UOC) Master's in Cultural Management. He strongly believes in the role of Jewish culture and heritage in contributing to contemporary challenges, within the framework of the Sustainable Development Goals of the 2030 Agenda on issues such as quality education, reducing inequalities, creating opportunities, among others.



Carme Vinyes Ferrer

COMMUNICATION OFFICER

Carme joins AEPJ with solid experience in Jewish heritage initiatives and project management. As founder and president of the cultural association Amics dels Calls de Catalunya, she has dedicated years to making Jewish culture accessible through educational events, literary tours and heritage visits.

With extensive experience in IT consulting, communication and team coordination her proactive approach and passion for cultural dialogue will strengthen AEPJ's mission to connect communities and promote Jewish heritage throughout Europe.

Institutional Agenda



Institutional Engagement and Strategic Presence

In 2024, the AEPJ significantly expanded its institutional footprint across Europe through active participation in high-level forums, strategic partnerships, and collaborative projects. From educational initiatives and heritage training to cultural diplomacy and preservation efforts, the network reinforced its role as a leading voice in Jewish cultural heritage. This section highlights key moments that shaped the year, showcasing AEPJ's ongoing commitment to building bridges, influencing policy, and empowering communities through heritage.

Advancing Digital Skills in Cultural Routes: AEPJ contributes to the NEXT Routes Project

May 7, 2024 – Breda, The Netherlands

AEPJ joined the NEXT Routes project meeting to co-develop digital tools for Cultural Routes. The event focused on enhancing digital interpretation and audience engagement strategies. AEPJ brought the experience of Jewish heritage sites across seven countries. This collaboration strengthens digital capacities across certified heritage networks.

NOA 2 Project Kicks Off: A New Phase in the Fight Against Antisemitism

May 10, 2024 – Barcelona, Spain

AEPJ hosted the NOA 2 project kick-off, addressing antisemitism through cultural engagement. Partners discussed report cards, dissemination, and educational tools for Jewish life. The project strengthens civil society responses across the EU using shared guidelines. AEPJ leads the cultural strand, ensuring heritage is central to counteracting hate.



Institutional Agenda

AEPJ Celebrates 20 Years with a General Assembly and Strategic Meeting

May 17–19, 2024 – Barcelona, Spain

To mark its 20th anniversary, the AEPJ organised a special edition of its General Assembly and a forward-looking Strategic Meeting in Barcelona. Hosted in the historic Casa Adret (AEPJ office) and the Institut d’Estudis Catalans, the event brought together members, partners, and public institutions to reflect on two decades of progress and to collectively envision the future of the network. Prior to the assembly, a strategic planning process was facilitated by consultant Patrick Levy, involving in-depth interviews with dozens of stakeholders. The resulting conclusions included the proposal to launch four new task forces, focused respectively on the European Routes of Jewish Heritage, the European Days of Jewish Culture, fundraising, and internal and external communications. The General Assembly also adopted the 2025 work plan and budget, introduced a new partnership with the Combat Antisemitism Movement, and reaffirmed AEPJ’s growing role in European civil society. The Barcelona meetings highlighted the association’s commitment to innovation, inclusion, and strategic impact through Jewish heritage.



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Launch of Mi Dor Le Dor Europe: A New Model for Jewish Heritage Education

May 27–29, 2024 – Barcelona, Spain

The AEPJ officially launched the Mi Dor Le Dor Europe (MDLDE) project with a three-day kick-off meeting in Barcelona, bringing together partners and educators from across the continent. The sessions were hosted in Casa Adret, the Crown of Aragon Archives, and the Pati Llimona Civic Center, combining lectures, workshops, and site-specific explorations. Topics ranged from narrative-building in complex historical contexts to the role of archives and digital tools in heritage interpretation. The final day in Girona, focused on the role of digital resources in storytelling, reinforcing the project’s dual commitment to innovation and memory.



AEPJ at the Training Academy 2024: Cooperation and Innovation in Brindisi

June 4–7, 2024 – Brindisi, Italy

AEPJ participated in the Council of Europe Training Academy, joining 100+ route managers from 22 countries.

As Chair of the Cooperation Working Group, Victor Sorensen led dialogue on inter-route synergies. Sessions explored sustainable tourism, youth, and local governance models. The event reaffirmed the role of AEPJ as a connector of networks and regions.

AEPJ Represents Jewish Heritage at Vilnius Training Seminar

June 20–21, 2024 – Vilnius, Lithuania

AEPJ President François Moyse joined the Vilnius seminar on cultural routes. He spoke on Jewish contributions to Europe’s identity and civic engagement. Hosted by the Lithuanian Parliament and Council of Europe, the seminar was key. AEPJ’s presence strengthened Jewish heritage visibility in cultural diplomacy.

Jewish Country Houses: Conference on Solidarity, Antisemitism, and Cultural Heritage

June 28, 2024 – Oxford, United Kingdom

The AEPJ participated in the Jewish Philanthropy Conference organised by the Jewish Country Houses, a landmark event bringing together historians, curators, philanthropists, and cultural professionals. The event provided a rare and enriching space to connect heritage research with present-day cultural action and funding strategies, linking past and future through shared responsibility and engagement.



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Main training for trainers event of MiDorLeDor Eu- rope in Warsaw

July 7–12, 2024 – Warsaw, Poland

The third phase of the MiDorLeDor Europe cooperative project meeting, organized by the AEPJ in partnership with the Taube Center for Jewish Life & Learning was held in Warsaw from Monday, July 7th to Friday, July 12th. Over the course of 5 days, the project’s team of trainers engaged in intensive training sessions in preparation for the following educator training program on Jewish heritage in several European countries.

The training featured renowned experts in Europe specializing in educational methodologies for heritage mediation and the development of Jewish heritage narratives that align with the EU Strategy on combating antisemitism and promoting Jewish life. By drawing on the expertise of educational professionals, exhibition curators, and researchers in Poland, the training sessions were tailored to suit the unique needs of each country involved.

The program received support from key institutions like the Jewish Historical Institute and the POLIN Museum of History of the Polish Jews, in the framework of the program designed and implemented with dedicated efforts by the Taube Center team.

European Days of Jewish Culture 2024 Launch in Er- furt: A Celebration of Mem- ory and Heritage

September 1, 2024 – Erfurt, Germany

The AEPJ officially launched the European Days of Jewish Culture 2024 with a landmark ceremony in Erfurt, a city recently recognised for its medieval Jewish sites as a UNESCO World Heritage Site. The event began with guided visits to the Old Synagogue, Mikveh, and the Stone House, offering participants an immersive experience in one of the most significant medieval Jewish quarters in Europe. The opening ceremony, held in the New Synagogue, featured speeches from key figures including François Moyse (AEPJ President), Prof. Reinhard Schramm (Jewish Community of Thuringia), and Marion Walsmann (MEP), and marked the inauguration of the new “Medieval Ashkenaz Route” – a major addition to the European Routes of Jewish Heritage. The programme highlighted the importance of Jewish heritage in shaping European identity and community resilience. A cultural concert by Israeli singer-songwriter Flora closed the day, reinforcing the EDJC’s mission to celebrate diversity and foster intercultural dialogue through Jewish cultural expression.



Third and last training for trainers of Mi Dor Le Dor Europe in Berlin

September 8–12, 2024 – Berlin, Germany

The third and final training for trainers of MiDorLeDor Europe took place in the city of Berlin between Sunday 8th September and Thursday 12th, consisting of an intense work program designed to consolidate the learnings and the planning of the actions that will follow.

The training program implemented in Berlin was led, designed and implemented by Centropa – Germany, being a key ally for the incorporation of an in-depth look at the narrative around memory, the contribution of Jewish heritage to memory policies, and ultimately enriching the full training program.

Considering the fundamental purpose of the CERV programme, the connection between the process of educational action on Jewish heritage and the European Union’s strategy to combat anti-Semitism is more evident than ever: in an increasingly prevalent far-right climate in Europe, it is essential to recognize that raising awareness should be viewed as a primary strategy, serving as a foundation for intercultural dialogue within a diverse European society.

AEPJ at the Budapest Working Group on Antisemitism and Jewish Life

October 4, 2024 – Budapest, Hungary

AEPJ took part in the 6th meeting of the European Commission’s Working Group on combating antisemitism and fostering Jewish life, held in Budapest. The session focused on the role of education, cultural programmes, and civil society in implementing the EU Strategy on Antisemitism. AEPJ contributed by presenting the NOA Guidelines on Fostering Jewish Life, developed as part of its EU-funded work. The meeting highlighted the need for structural support and long-term partnerships to reinforce Jewish presence in Europe, and recognised AEPJ’s educational and cultural contributions to that goal.

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AEPJ Presents at ECCAR General Conference in Regensburg

October 19, 2024 – Regensburg, Germany

The AEPJ participated in the 20th General Conference of ECCAR (European Coalition of Cities Against Racism), hosted in Regensburg. Federico Szarfer presented the NOA Guidelines on Fostering Jewish Life, emphasising the importance of integrating Jewish heritage and education into municipal anti-racism strategies. The event provided a platform to connect with city leaders committed to inclusive urban policies and to highlight the role of Jewish culture in shaping democratic, diverse cities. AEPJ’s presence reinforced the value of cross-sector cooperation in the fight against antisemitism.



13th Annual Advisory Forum on Cultural Routes

September 20–22, 2024 – Visegrad, Hungary

The AEPJ participated in the Council of Europe’s 13th Annual Advisory Forum on Cultural Routes. The forum gathered cultural route managers, EU institutions, and member states to discuss innovation, visibility, and cooperation across routes. The event reaffirmed the strategic relevance of cultural routes in Europe’s heritage and tourism policy and provided valuable opportunities to strengthen institutional alliances.



6th edition of the European Routes of Jewish Heritage Incubator

September 23–25, Oxford, UK

The sixth edition of the Annual Training Meeting of the European Routes of Jewish Heritage (ERJH) took place from September 23rd to 25th, hosted by the University of Oxford and Waddesdon Manor, in collaboration with the Jewish Country Houses project. This year’s programme focused on deepening the participants’ understanding of diverse approaches to Jewish heritage interpretation, with a strong emphasis on case studies and on-site learning. Through guided visits to Waddesdon Manor, Gunnersbury Museum, Strawberry Hill House, the Ashmolean Museum, and the Bodleian Library, participants explored how Jewish narratives can be integrated into a wide range of heritage and museum contexts.

The training also featured round tables and workshops led by members of the AEPJ Scientific Committee and external experts, addressing key themes such as the transmission of research into cultural programming, intercultural dialogue, and the development of evaluation and governance frameworks for the Routes. With 42 participants from 16 European countries, the meeting strengthened the ERJH network, fostered peer exchange, and defined strategic actions for the coming period.

Preserving the Fabric Synagogue: AEPJ and World Monuments Fund Launch Strategic Collaboration

October 21, 2024 – Timișoara, Romania

In October 2024, AEPJ partnered with the World Monuments Fund (WMF) for the inaugural Watch Day at the Fabric Synagogue in Timișoara, Romania – marking the start of a strategic collaboration. Part of WMF’s World Monuments Watch 2024, the event spotlighted the synagogue’s cultural value through tours, workshops, and discussions. Built in 1899 and now closed to the public, the synagogue symbolizes Jewish heritage in the Banat region.

The initiative raised awareness about restoration needs and shared plans to transform the site into a cultural hub. AEPJ will provide scientific and strategic support, join stakeholder meetings, contribute to assessments, and embed the project into its European communication strategy.

The partnership reflects a joint effort to protect endangered Jewish heritage and foster community engagement through culture.



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THRIVE Project Launches in Brussels

October 31, 2024 – Brussels, Belgium

The THRIVE project officially launched in Brussels, coordinated by the World Jewish Congress, the European Union of Jewish Students, and the AEPJ. At the kick-off meeting, partners discussed work packages, implementation timelines, and communication strategies. THRIVE represents a unique alliance of grassroots, institutional, and educational actors working to build a thriving Jewish future in Europe.

Mi Dor Le Dor Europe trainings for educators

Multiple dates from October onwards

Following the trainings for trainers above mentioned, the professionals from the participating institutions – Taube Center for Jewish Life & Learning, Routes du Judaïsme Rhénan, Fondazione per i Beni Culturali Ebraici in Italia, Brama Grodzka TNN, the Jewish Community of Athens and Centro Sefarad Israel – implemented the training for Jewish heritage educators in the Upper Rhine (France, Germany and Switzerland), Lecce (Italy), Madrid (Spain and Portugal), Warsaw (Poland), Athens (Greece) and Lublin (Poland and Ukraine).

Trainings featured online and on-site sessions, including workshops on the MiDorLeDor methodology for Jewish heritage education, lectures intended to highlight the specificities of Jewish heritage and history throughout the different countries participating in the programme, discussion panels regarding the current deals for Jewish heritage education, and showcases of cultural products that are contributing to the Jewish culture dissemination.

The trainings carried on till March 2025, reaching altogether more than 225 Jewish heritage educators.



NextRoutes: Upskilling staff with gamification and innovation to boost EU Cultural Routes

November 28 – December 4, Selinunte, Italy

The Next Routes Transnational training for cultural routes staff took place in Selinunte (Sicily, Italy), hosted by the Phoenicians’ Route, lead partner of the project. The training featured four workshop modules developed by the Breda University of Applied Sciences, intended specifically for the representatives of the Cultural Routes participating in the project. The training for representatives of the Cultural Routes addressed the development of digital competencies for marketing, promotion, and communication of cultural heritage, to foster audience engagement. On behalf of AEPJ, The Together Plan, developer of the Jewish route through Belarus, in the framework of the European Routes of Jewish Heritage, participated actively in the full programme, and will be planning subsequent activities throughout 2025 to disseminate the outputs of the project.

The European Routes of Jewish Heritage



The European Routes of Jewish Heritage (ERJH) have undergone significant growth in recent years and are currently in a phase of consolidation, with diverse initiatives developing at varying speeds across the network.

In 2024, the programme encompassed 25 cultural route initiatives in 22 European countries, making a notable contribution to increasing public visibility and awareness of the value of Jewish heritage in Europe.

This consolidation is also reflected in the growing community of professionals leading these initiatives, currently comprising 49 individuals with diverse backgrounds and expertise. This highlights that the Routes, beyond being cultural destinations, serve as a platform for exchange and the development of a professional network.

This represents one of the key distinguishing features of the Cultural Routes certified by the Council of Europe: beyond the heritage sites themselves, it is the people who drive their promotion and valorisation that are at the core of our efforts in terms of coordination, support, and strategic development.

- 1. Un bany d'històries per descobrir la vida al Call medieval dramatized visit, at the Museum of Jewish History of Girona. © Patronat Call de Girona (Jordi Casas).
- 2. Fire show of Hanukkah in Chişinău, Moldova. © Agudath Israel in Moldova.
- 3. Rabbi Mordechai Raichenstein, Artur Livshyts and Rabbi Michael Volokhov rolling the new Torah scroll donated to the Volozhin Yeshiva Museum. © The Together Plan.



The European Routes of Jewish Heritage

Towards a more defined framework

The year 2024 has marked a period in which the AEPJ has focused its efforts on implementing the criteria for Cultural Routes promoted by the Council of Europe following their publication in October 2023. These consist of five lines of action that every certified route must acknowledge, promote, and implement within its specific areas of activity. These areas range from linking research with narrative development to ensure content accuracy, to contributing to the construction of a shared European cultural identity. They also include the involvement of stakeholders from the fields of education, contemporary artistic creation, and cultural tourism, all from the perspective of sustainable development.

In alignment with these criteria, the AEPJ has fostered discussions around a set of self-assessment guidelines aimed at deepening our understanding of the impact generated by the European Routes of Jewish Heritage. This, in turn, will enable better-informed decision-making regarding the main needs and relevant areas of cooperation for the ERJH community moving forward. Moreover, this knowledge will strengthen our ability to engage effectively with the Council of Europe's certification renewal process by providing comprehensive and reliable data, meanwhile demonstrating high standards of quality.

As stated in the previous section, the strength of the members' community lies in its collective decision-making, particularly in the technical dimension, regarding the future horizon for the ERJH, the key concerns it must address, and the challenges it faces. Until now, the expertise of those leading the routes has been available but somewhat scattered. While the coordination team has invested in building bilateral dialogue, fewer opportunities had been created for multilateral exchanges. In this context, the establishment of the ERJH Committee, approved during the General Assembly 2024, represents a significant step forward in developing coherent strategies with an operational perspective. The committee brings together representatives from four routes as well as members of the scientific committee.

This strategy, which at the time of writing this document is in its final drafting phase, is based on contributions received from ERJH members over the past period. It aims to define multiannual action lines to guide the programme's development—balancing major flagship projects that shape its vision with the necessary steps to create sustainable management models within its structure. It is also worth noting that the strategy does not overlook the framework set out by the Council of Europe, which it integrates as a guiding document, particularly in terms of defining expected impacts.

The next steps leading to its finalisation in 2025 include initial approval of the draft by the ERJH Committee, followed by endorsement from the AEPJ Board. Once approved during the General Assembly, a final review will be conducted with the ERJH community, with the aim to define the operational aspects—such as planning the progressive implementation of the agreed measures.



Exhibition at the synagogue in Polná,
comic strip *Will we be there, Moses?*
© Kveta Svobodová

Towards the professionalisation of the ERJH members' community

The ongoing strategic planning process has not stopped the other activities of the ERJH. On the contrary, the annual programme has continued to support training and networking formats for members of the network—most notably through the ERJH Incubator, which reached its sixth edition in 2024.

The training programme has matured over time, evolving in response to a growing understanding by the organisers of the key needs that members expect this event to address. Since the 2022 edition in Izmir, a consolidated format has been implemented. This includes the analysis of a best-practice case study presented by the host route, examined from multiple perspectives (always aligned with the Council of Europe's criteria); lectures on the Jewish history and heritage of the host territory, showcasing the richness of this legacy across Europe; and a dedicated

space for members to exchange perspectives—contributions that have nourished the theoretical foundations of the strategy outlined earlier.

In 2024, the ERJH Incubator took place in Oxford, United Kingdom, from 25 to 27 September, being hosted by the University of Oxford and Waddesdon Manor, both of which lead the Palaces, Villas and Jewish Country Houses Route. Following the established structure, the event not only provided an opportunity to present the research conducted by the Jewish Country Houses project team at the University of Oxford, but also opened discussion around the interplay between academic research and the construction of Jewish heritage narratives.

Additionally, a training programme was offered on cultural routes and Jewish heritage narratives, led by Jeremy Leigh (Hebrew Union College Jerusalem), and on the role of cultural routes in facilitating dialogue for peace, delivered by Jack Shepherd (Mid Sweden University). A third element of the programme included working sessions aimed at building consensus around the ERJH's shared vision, with particular progress made in defining qualitative evaluation criteria.

In support of strengthening the ERJH members' community, the Networking Sessions—online meetings designed to present projects and encourage knowledge exchange—have also been reintroduced, as had been organised along the Covid19 pandemic period but stopped since 2021. Held approximately every two months, these sessions help foster a sense of belonging to the ERJH community while also keeping members updated on the latest developments within the various routes that compose the ERJH. Occasionally, external guests are invited to present relevant experiences of interest to members. Regardless of the topic, mutual understanding is recognised as a fundamental step toward fostering multilateral dialogue within the community and reinforcing its decentralised structure.

Mi Dor Le Dor Europe training for trainers at the Berlin Jewish Museum Archive. © Marc Francesch Camps



Steady progress towards more meaningful support for members

As previously noted, the development of initiatives within the ERJH network progresses at varying speeds, reflecting the highly diverse realities of each member. Acknowledging this is essential to establishing achievable goals that avoid frustration and instead enable realistic, constructive progress. Therefore, regulating commitments and participation in the programme must be grounded in equitable criteria. With this aim, a process has been launched to define the rights and responsibilities associated with ERJH participation. While AEPJ membership is a prerequisite for joining the programme, it is now clear that this alone is insufficient to ensure proper functioning. A proposal on this matter, discussed among the technical representatives of the routes, will be submitted to the AEPJ board. Based on three potential development stages, the proposal links individual member goals and values with those of the ERJH community—discussed in previous meetings—as well as each route’s capacity to invest in developing its initiatives.

Meanwhile, the AEPJ continues to engage in cooperation projects with other European stakeholders working in Jewish heritage or within the broader field of cultural routes. These projects, detailed in the corresponding section, allow the ERJH to gain strategic visibility on the European stage.

Regarding cultural routes, alliances with well-established partners have significantly enhanced AEPJ’s visibility. One example is the organisation’s coordination—through Victor Sorensen—of the Council’s task force on Cultural Routes Cooperation.

In Jewish heritage specifically, partnerships with key organisations such as the Jewish Heritage Network (digital) and Centropa (memory) have strengthened AEPJ’s European role. These collaborations also offer members expanded opportunities, some of which do not depend directly on AEPJ leadership and can address local or regional needs.

In some instances, the AEPJ has taken on a representative role beyond its formal responsibilities—for example, by serving as an informational web portal for Jewish heritage in Europe. In 2024, the AEPJ handled inquiries related to heritage sites in Azerbaijan, France, Georgia, Italy, Spain, Türkiye, and Ukraine.

The ERJH web portal is recognised as a vital initial information point. Equally important is ensuring effective access to relevant content—often combining tourism, memory, and education—to serve a wide range of audiences.

Finally, it is important to highlight the launch of the Mi Dor Le Dor Europe project, aimed at building a network of educators, guides, and mediators in Jewish heritage across Europe. This network currently includes over 225 professionals from France, Germany, Greece, Italy, Poland, Portugal, Spain, and Ukraine. Strengthening this network is a key opportunity for ERJH—not only for its professional impact but also for increasing public visibility and supporting participating members.



As the twig is bent, so grows the tree, at Şalom Sinagogu, Izmir.
© Tilda Koenka

The European Days of Jewish Culture 2024



Family: The 2024 Theme of the European Days of Jewish Culture



The 2024 edition of the European Days of Jewish Culture embraced a powerful and universal theme: **Family**. This focus invited institutions and communities across Europe to reflect on the role of the family as the primary space of cultural transmission and memory in Jewish life.

From biblical narratives of patriarchs and matriarchs to the lived experiences of contemporary Jewish households, the notion of “family” offered an incredibly rich and versatile framework for programming. Organizers explored the theme through multiple lenses: historical, religious, artistic, and social, highlighting both enduring traditions and evolving realities.

Some institutions chose to delve into **traditional family structures**, celebrating intergenerational continuity through storytelling, genealogy work-

shops, and the study of family rituals and holidays. Others adopted a **more contemporary approach**, addressing themes such as migration, interfaith relationships, and LGBTQIA+ inclusion within Jewish family life, showing how these dynamics are reshaping what “family” means today.

A number of initiatives focused on **the symbolic and emotional dimensions** of family: how memory, values, and resilience are transmitted across generations—often through food, music, and shared narratives. There was also space for addressing **the experience of absence**—families broken by history, particularly the Shoah, and the ways Jewish communities remember and rebuild across generations.

To support this wide range of interpretations, the AEPJ published a curatorial text and launched several

training sessions and inspirational webinars. Among them, the Inspiring EDJC Session with strategic thinker Luca Baraldi encouraged a deeper reflection on how family serves as a threshold between individual memory and collective history.

The theme of “Family” ultimately fostered both intimacy and openness. It enabled local communities to connect their personal stories with a shared European Jewish heritage, reinforcing the EDJC’s mission: to promote dialogue, diversity, and cultural preservation through meaningful and participatory experiences.

The European Days of Jewish Culture 2024

A festival across borders:
Activities and participation
in 2024

The 2024 edition of the European Days of Jewish Culture took place under particularly challenging circumstances. The tragic events of October 7, 2023, and the resulting geopolitical instability in Europe had a tangible impact on many of the participating institutions. In some cases, increased security risks and rising antisemitic threats forced organizers to take extra precautions or, unfortunately, cancel activities altogether. Additionally, unlike the previous edition, this year’s festival did not benefit from the support of the European Commission’s CERV programme, which in 2023 allowed for an expanded communication and coordination infrastructure.

Nonetheless, the festival’s resilience and deep roots in the European cultural landscape once again proved their strength. A total of **1,008 activities** were carried out across **26 countries**, engaging approximately **180,000 participants**.



	2018	2019	2020	2021	2022	2023	2024
COUNTRIES	28	30	25	29	29	28	26
ACTIVITIES	1,009	1,211	954	987	860	1,064	1,008
PARTICIPANTS	183,183	220,054	140,075	152,325	146,866	220,000	180,000

The diversity and creativity of the activities presented this year reflect the richness of Jewish heritage in Europe and the relevance of the 2024 theme, **Family**, across generations and cultures.

In Italy, more than 110 cities joined the celebration under the coordination of the Union of Italian Jewish Communities, with opening events in Turin and the prestigious patronage of the President of the Republic. In France, over 180 activities were organised in nearly 50 cities, coordinated by JECPJ-France, covering the full spectrum of Jewish cultural expression. Croatia held a month-long festival spread across multiple cities, offering lectures, concerts, and exhibitions that explored the intersections of memory, music and kinship.

Germany and the Czech Republic both presented a wide variety of cultural programming, including exhibitions, guided tours, concerts, and educational workshops. The Netherlands welcomed thousands of visitors in open house events in synagogues and cemeteries, Yiddish concerts and school activities that brought Jewish heritage to new generations. In the UK, the festival was marked by guided walks, museum events and storytelling activities designed to connect local audiences with the country’s Jewish past and present.

Elsewhere, communities showed great creativity and dedication. In Belarus, The Together Plan organised a deeply moving two-day programme in Brest, focusing on Jewish family history and the preservation of matzevot. In Moldova, a wide-ranging celebration included conferences, concerts, theatre performances and culinary events in Chişinău and Orhei. In Norway, audiences enjoyed concerts, lectures and film screenings exploring intergenerational bonds through music and memory. Spain saw meaningful activities addressing themes such identity and heritage transmission through exhibitions and public conversations.

Slovenia and Switzerland continued to be key contributors to the EDJC network, with robust programmes featuring exhibitions, lectures, music and theatre. Romania’s programme combined musical heritage with educational initiatives and commemorative acts that reached across generations and communities.

Altogether, despite a difficult context, the 2024 edition of the European Days of Jewish Culture succeeded in reaffirming the power of Jewish heritage as a source of resilience, creativity, and community.

Opening the doors in Erfurt: Inauguration of the EDJC 2024



On September 1, 2024, the European Days of Jewish Culture were officially inaugurated in the city of **Erfurt**, Germany, marking the beginning of what has become the most extensive cross-border Jewish cultural initiative in Europe. The opening ceremony took place in the **New Synagogue of Erfurt**, in the presence of local authorities, European representatives, members of the Jewish community, and a significant delegation from the **AEPJ Board of Directors**, including President François Moyse, Secretary General Assumpció Hosta, Treasurer Patrick Bikard, and Honorary President Claude Bloch.

This year's opening held special meaning, as it celebrated **two major milestones**: the **recognition of Erfurt's medieval Jewish heritage as a UNESCO World Heritage Site** and the **launch of the Medieval Ashkenaz Route**, a newly certified route within the European Routes of Jewish Heritage. The city's historic Jewish quarter—including the **Old Synagogue**, the **Mikveh**, and the **Stone House**—provided a powerful and symbolic backdrop for this landmark occasion.

The day began with a **guided tour of Erfurt's Medieval Jewish Quarter**, followed by an open-air presentation in **Max Cars Platz**, where the AEPJ introduced the Medieval Ashkenaz Route to the public. This new cultural route connects cities in central Germany and beyond, showcasing the enduring legacy of Ashkenazi Jewish communities in the region.

The **official ceremony**, held in the New Synagogue, featured powerful speeches from **Prof. Reinhard Schramm**, Chairman of the Jewish Community of Thuringia, **François Moyse**, President of AEPJ, **Dr. Tobias Knoblich**, Erfurt's Alderman for Culture and World Heritage, and **Marion Walsmann**, Member of the European

Parliament. The programme was enriched by musical performances from Dr. Alan Bern and Mark Kovnatziy, adding depth and emotion to the commemoration.

In the evening, the celebration concluded with a concert in the Small Synagogue, where Israeli sing-

er-songwriter Flora captivated the audience with her acoustic show "Songs from the Heart."

Special recognition was given to Karin Sczech, Commissioner for the UNESCO World Heritage Site, for her tireless work in preserving and promoting Erfurt's Jewish heritage. The event highlighted the importance of continued collaboration across institutions, regions, and countries to ensure Jewish culture remains a visible and cherished part of Europe's cultural fabric.

With Erfurt as its launching point, the EDJC 2024 reaffirmed its mission: to connect people through Jewish culture, foster mutual understanding, and celebrate the richness of Jewish life across Europe.



Supporting the network: Resources and tools for organisers

One of the cornerstones of the European Days of Jewish Culture is its accessibility. In 2024, the AEPJ reinforced its commitment to supporting organizers and coordinators across Europe by providing a wide range of resources—tools that help transform ideas into meaningful cultural experiences.

A highlight of this year's resources was once again the **exhibition prepared by the National Library of Israel**, dedicated to the theme *Family*. Curated by Olga Lempert and the NLI team, this exhibition offered a rich selection of historical materials, visual content, and narratives that explore Jewish family life across centuries and continents. Provided in a downloadable and editable format, the exhibition was adapted, translated, and printed by local institutions, and used in guided tours, community events, school visits, and cultural activities across Europe. The exhibition was introduced during the EDJC Organisers & Coordinators Meeting and received with great enthusiasm.



Alongside the exhibition, the AEPJ provided a **series of online trainings and webinars** designed to empower local organizers. Notably, the **EDJC Organisers & Coordinators Meeting 2024** provided training on communication tools, planning strategies, and insights into the use of the theme *Family*.

Organizers also benefited from practical tools such as the **official EDJC 2024 poster**, designed by Italian artist Ariel Heller, and made available via **Canva**, allowing for easy customization and translation. A comprehensive **step-by-step guide** was published on the EDJC website, providing support on how to register as an organizer, plan events, access resources, and promote activities through digital channels.

Finally, the AEPJ launched a **feedback and evaluation system** to improve the impact assessment of the festival. For the first time, a new form was introduced based on common evaluation criteria devel-

oped during the EDJC 2023. This form allowed organizers to share not only quantitative data but also personal reflections and stories about the implementation and outcomes of their activities.

Through these resources, the AEPJ has ensured that institutions—regardless of size or location—can fully engage with the EDJC, contribute meaningfully to the European conversation on Jewish heritage, and feel supported every step of the way.



European Funded Projects





NOA 1 & 2 (Networks Overcoming Antisemitism)

EUROPEAN COMMISSION
Rights, Equality and Citizenship Programme (REC)
& Citizens, Equality, Rights and Values (CERV)

PROJECT WEBSITE
<https://www.noa-project.eu/>

- PARTNERS
- CEJI
 - AEPJ
 - WJC
 - EUJS

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NOA (Networks Overcoming Antisemitism) is a European Union-funded project that brings together a consortium of major Jewish organizations from across Europe to address antisemitism through a holistic and proactive approach. Rather than focusing solely on security or crisis response, NOA promotes a broad, cultural and educational strategy to foster Jewish life and inclusion in European societies. The project supports EU Member States in developing effective national action plans while also generating practical tools and resources for local communities, public institutions, and civil society actors. Among its key initiatives, NOA produces the National Report Cards to assess and compare country-level progress, supports the development and expansion of the European Days of Jewish Culture (EDJC), and has recently published the NOA Guidelines on Fostering Jewish Life—a document offering policy recommendations and best practices for municipalities. Through education, cultural programming, research, and communication, NOA seeks to build a Europe where Jewish life can thrive openly and confidently.

MAJOR HIGHLIGHTS OF 2024

In 2024, AEPJ played a central role in both concluding the first phase of the NOA (Networks Overcoming Antisemitism) project and launching its second stage, NOA 2. As the first phase came to a close, AEPJ successfully completed all reporting obligations, contributing to the evaluation of Member States’ efforts in combating antisemitism and fostering Jewish life. At the same time, AEPJ began its work in NOA 2, which aims to further expand the project’s impact through new tools, resources, and strategic partnerships.

One of the key milestones of the year was the kick-off meeting of NOA 2, hosted by AEPJ in February at Casa Adret in Barcelona. The event brought together the consortium’s main partners—CEJI, the World Jewish Congress, the European

Union of Jewish Students, and AEPJ—to align on objectives and priorities for the coming years. Discussions focused on the continuation of the National Report Cards, the development of new pedagogical online tools, and an increased emphasis on communication and dissemination strategies, including the development of the NOA Guidelines on Fostering Jewish Life.



As part of this new focus, AEPJ led the launch of a Europe-wide survey aimed at Jewish communities, student unions, and institutions. The goal was to identify the current needs, challenges, and good practices related to Jewish life in cities across Europe. The insights gathered have been instrumental in drafting the forthcoming Guidelines, which are intended to provide practical, actionable recommendations for municipalities on how to actively support and enhance Jewish cultural, religious, and communal life. Through this work, AEPJ continues to contribute to NOA’s broader mission: to build a Europe where Jewish life is not only protected, but celebrated and empowered to thrive.

European Funded Projects

THRIVE

Thrive

EUROPEAN COMMISSION
Citizens, Equality, Rights and Values (CERV)

- PARTNERS
- WJC
 - AEPJ
 - EUJS

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The Thrive project is a multi-partner initiative coordinated by the World Jewish Congress aimed at strengthening Jewish life across Europe. Thrive seeks to empower Jewish communities by enhancing resilience, visibility, and connection through cultural, educational, and advocacy-based actions. With a strong emphasis on youth engagement, memory transmission, and the promotion of Jewish heritage, the project brings together key organizations including the European Union of Jewish Students and other institutional and grassroots actors. Its holistic approach aligns with the EU Strategy on combating antisemitism and fostering Jewish life, and marks a significant step forward in supporting vibrant, inclusive, and sustainable Jewish communities across the continent.

MAJOR HIGHLIGHTS OF 2024

In 2024, AEPJ took its first steps in the EU-funded Thrive project by actively participating in the official kick-off meeting held in Brussels at the headquarters of the World Jewish Congress. Represented by Federico Szarfer, AEPJ contributed to the co-design of one of the project's core components: the Intangible Jewish Heritage Hub. This digital platform, led by AEPJ, is being developed to empower Jewish communities across Europe to document, preserve, and share their intangible heritage—rituals, traditions, oral histories, and cultural expressions that reflect Jewish identity. During the year, AEPJ began laying the foundations of the Hub, aligning its structure with UNESCO standards and preparing the groundwork for a scientific committee that will support communities in the process of submission and evaluation. This work sets the stage for the platform's full launch in 2025, coinciding with the European Days of Jewish Culture, and reinforces AEPJ's ongoing commitment to safeguarding Jewish heritage in both tangible and intangible forms.





Mi Dor Le Dor Europe (MDLDE)

EUROPEAN COMMISSION
Citizens, Equality, Rights and Values (CERV)

PROJECT WEBSITE
Project website under construction. Please check a more extended summary [HERE](#).

- PARTNERS
- AEPJ
 - Taube Center
 - Centropa
 - Jewish Heritage Network
 - FBCEI
 - Route du Judaïsme Rhenan
 - Jewish Community of Athens
 - Brama Grodzka TNN
 - Heritage Springs
 - Centro Sefarad Israel

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Mi Dor Le Dor Europe (Hebrew: from Generation to Generation) fosters a sense of shared Jewish heritage, stewardship, and ownership among a network of early career professionals working in the fields of Jewish heritage informal and formal education, tour and museum guiding, as well as members of Jewish community organizations and those involved in heritage focused NGOs and associations throughout Europe. The network will support the individual's work in their own institutions and will encourage ongoing cooperative programs among institutions participating in the European Routes of Jewish Heritage.

Aiming to raise awareness among Europeans of the intertwined relationship between Jewish and European culture, of the active life and contribution of Jewish communities, and of the great loss to Europe totalitarianism and the Holocaust meant, the programme shifts the focus to individual and collective lives. It also aims to bring heritage educators closer to Jewish history and culture, and to equip them with the tools to develop narratives that raise public awareness and understanding of the important role of minorities in a healthy and vibrant society, contributing to the EU Strategy to combat antisemitism and foster Jewish life.

The project is based on a multi-faceted and experiential program that includes academic seminar sessions, field study visits, narrative development training, in-depth research, and skill-building workshops to provide innovative methodologies, approaches, and tools to an international group of local coordinators who, in turn, will train national key actors already involved in Holocaust education and Jewish heritage.

International and national cohorts will develop projects MDLDE-inspired that will be implemented in their local context in France, Germany, Greece, Italy, Poland, Spain and Ukraine, collected on the MDLDE website, and presented during local initiatives and activities open to the general public and to key stakeholders.

MAJOR HIGHLIGHTS OF 2024

In 2024, the first two phases of the project were developed, consisting on a series of trainings for trainers, intended to equip the national trainers with the necessary knowledge to develop the trainings series in each country. The training events took place in Barcelona and Girona in May, in Warsaw in July, and in Berlin in September, completing a comprehensive programme on how to develop the training for educators. Following that, along autumn and following into 2025, the trainings for Jewish heritage educators have been developed in the above-mentioned countries, reaching more than 200 practitioners.

Along 2025 the participants of the trainings will develop their own MDLDE cultural experiences, connected to the European Routes of Jewish Heritage programme.





Next Routes

EUROPEAN COMMISSION
Erasmus +

PROJECT WEBSITE
You can access the project website [HERE](#).

- PARTNERS
- Rotta dei Fenici
 - ATRIUM
 - AEPJ
 - Mozart Ways
 - Iron Age in the Dabube Route
 - Olive Tree Route
 - Breda University of Applied Sciences
 - Mobile Idea SRL

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AEPJ has been cooperating with other Cultural Routes certified by the Council of Europe for several years, consolidating a network of institutions which share common scope, common needs and challenges. Acknowledging this interest in common, cooperation initiatives are becoming a great opportunity for the development of the functionalities the Council of Europe establishes in the frame of its certification.

The main objective of the project is to enhance the digital and creative skills of Cultural Routes staff to innovate and boost the attractiveness of the routes. This will be achieved through the development and implementation of an innovative toolkit incorporating gamification elements to improve visitor interaction and engagement. In parallel, a comprehensive training program will be established to transfer these essential skills to staff, while also increasing the visibility of Cultural Routes at local, national, and transnational levels, attracting a more diverse audience, and strengthening stakeholder networks.

The expected results include a dynamic, interactive platform offering tailored training pathways to up-skill the digital competencies of Cultural Routes staff, with embedded gamification apps to foster engagement and effective learning. A step-by-step user manual will also be produced to guide the use of this toolkit and support the creation of customized, game-based solutions.

MAJOR HIGHLIGHTS OF 2024

In 2024, AEPJ participated in a series of training sessions and discussion groups led by Mozart Ways, Breda University of Applied Sciences, and Rotta dei Fenici. As part of this process, the training methodology was defined, and a main training event was organized in Selinunte, Italy. This event brought together route coordinators and members from each network, with representatives from The Together Plan attending on behalf of AEPJ.

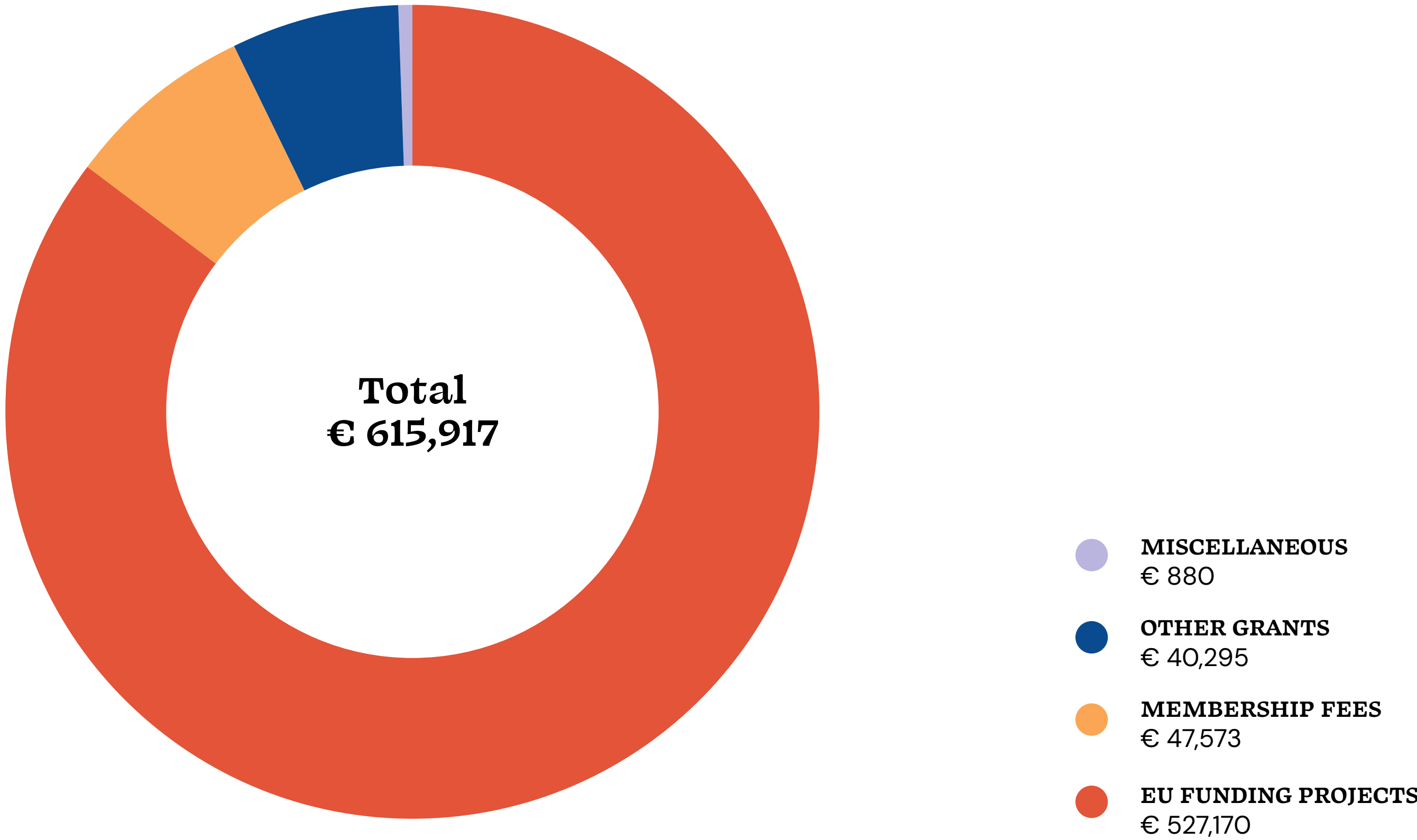
Focusing on narrative-building through gamification methodologies, the Selinunte training provided valuable insights into how to develop cultural experiences related to Jewish heritage using gamification. Throughout 2025, the next steps of the project will enable AEPJ to develop a series of guides for the use of the gamification tools, designed for any member of the ERJH.

Finances



2024 Actual

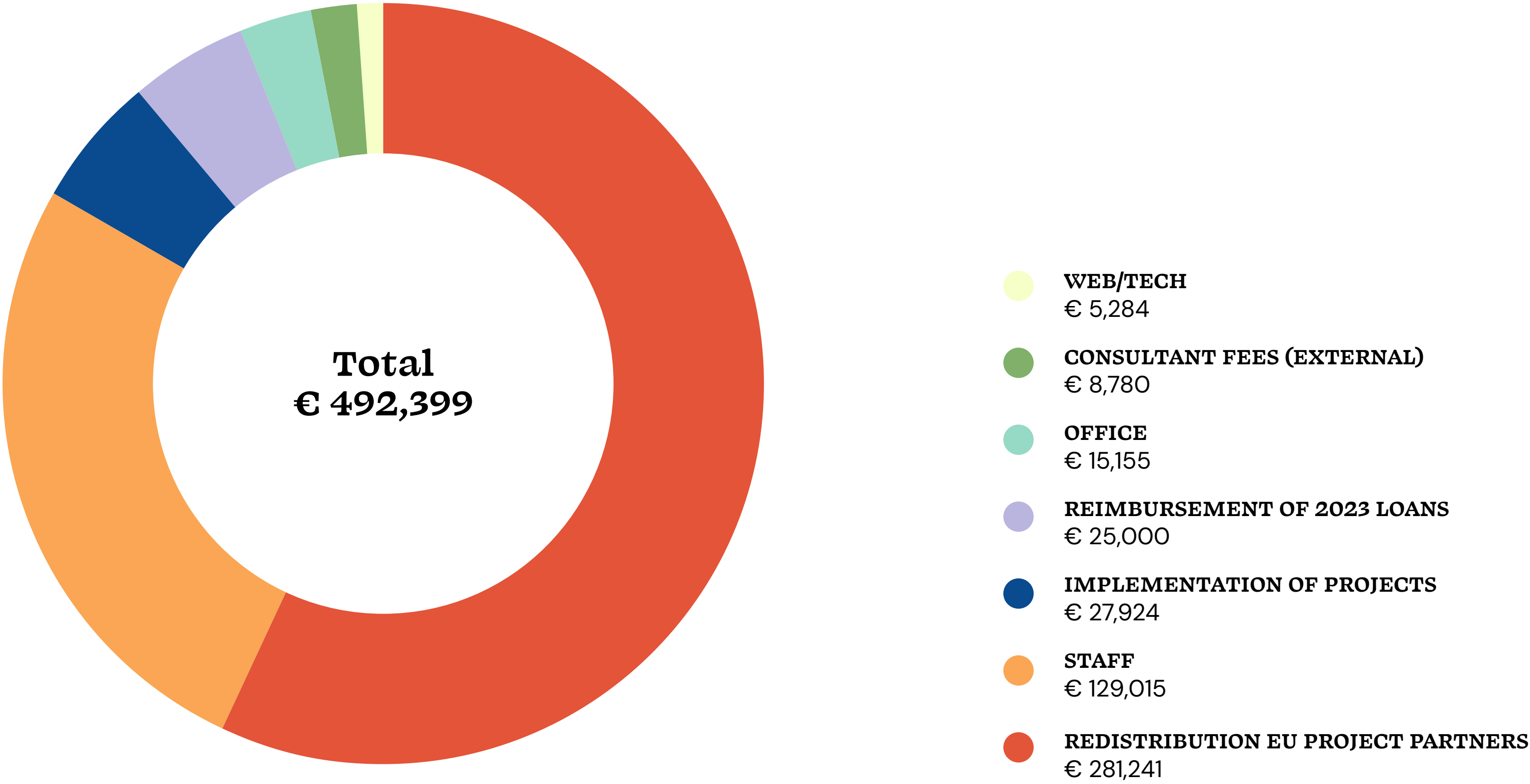
INCOMES



Finances

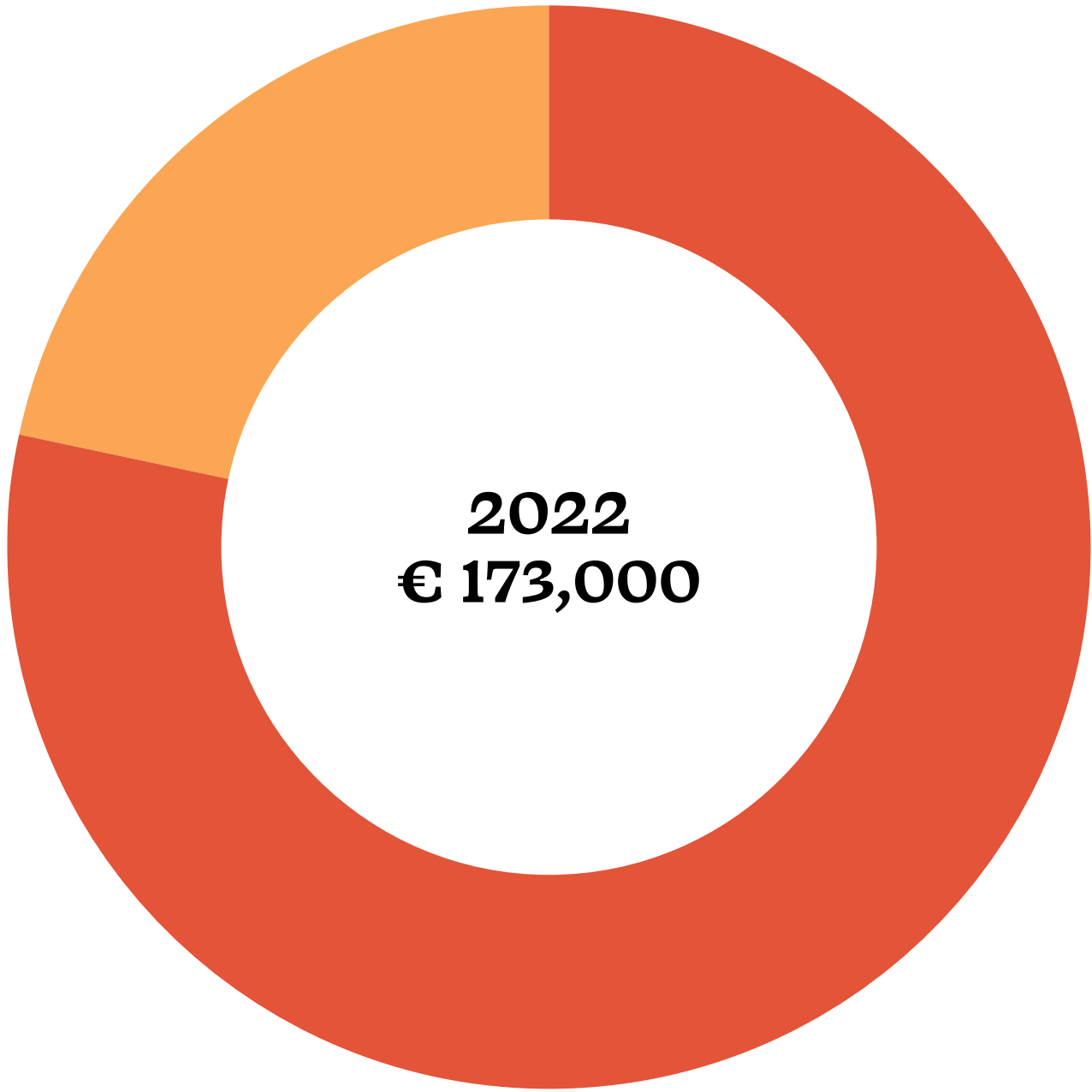
2024 Actual

EXPENSES

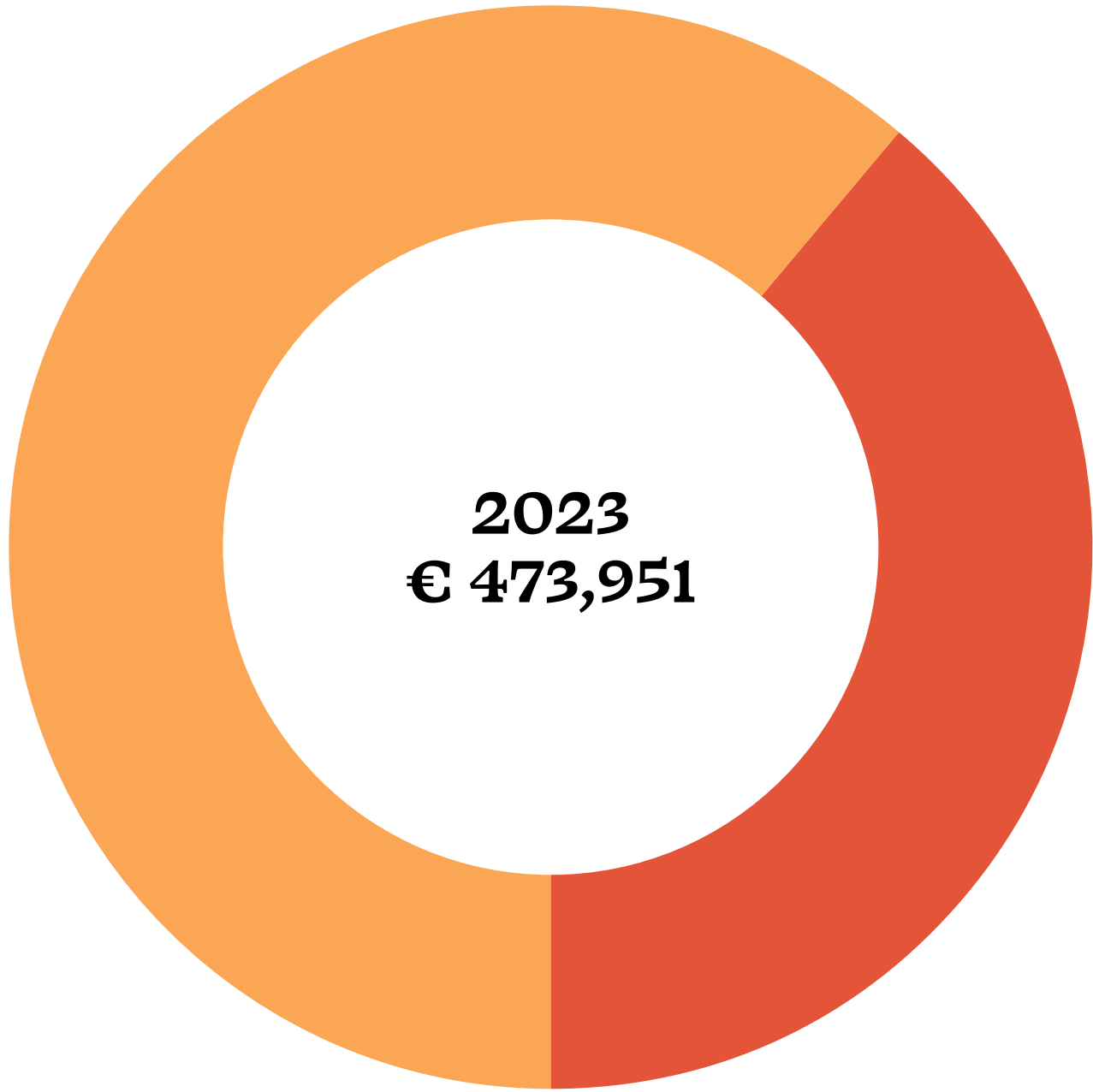


REDISTRIBUTION TO THE
AEPJ MEMBERS

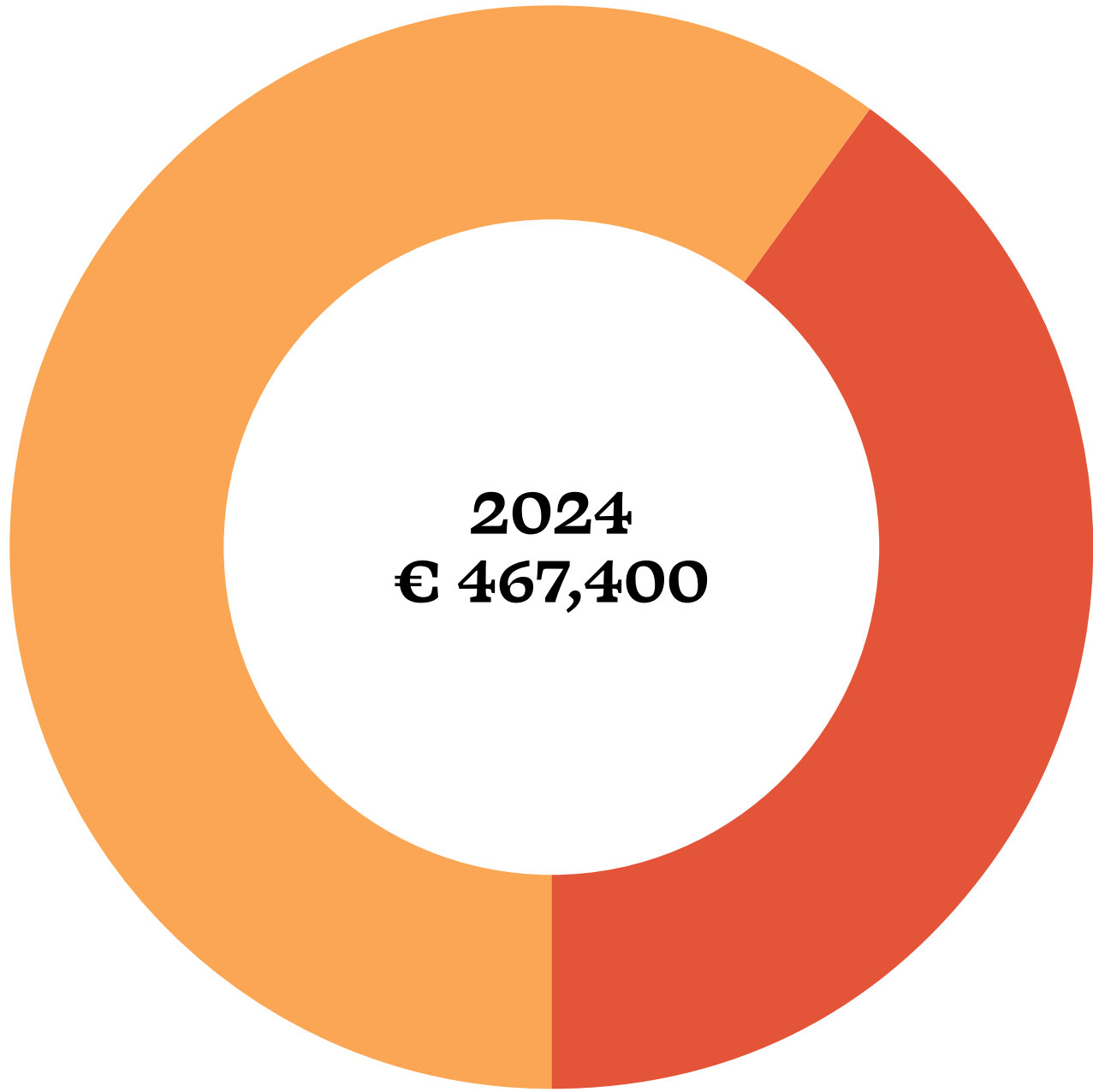
FOR IMPLEMENTATION OF PROJECTS
AND TRAINING



- **AEPJ MEMBERS**
21.4% € 37,000
- **AEPJ ACTIVITY**
78.6% € 136,000



- **AEPJ MEMBERS**
61.3% € 290,444
- **AEPJ ACTIVITY**
38.7% € 183,507



- **AEPJ MEMBERS**
60,2% € 281,241
- **AEPJ ACTIVITY**
39,8% € 186,159

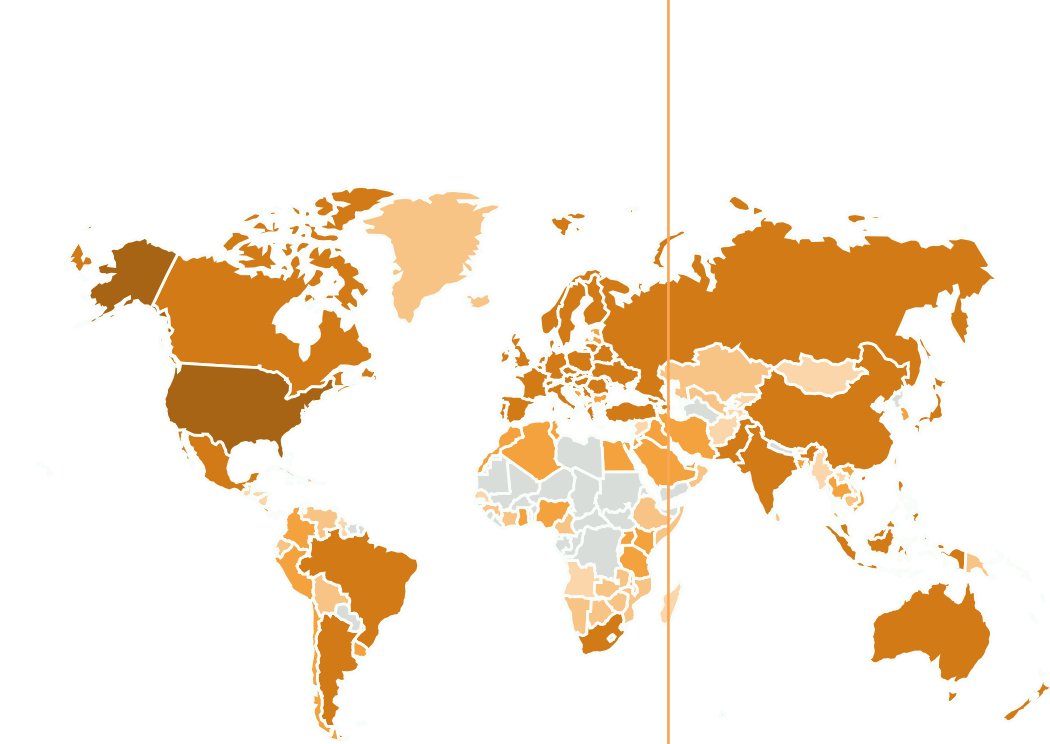
Communication



In 2024, communication remained a key pillar of the AEPJ's mission: to promote, preserve, and share Jewish heritage and culture across Europe. Despite not having a full-time communications officer for most of the year, we managed to maintain and even grow our reach through strategic use of digital tools, the strength of our network, and collaborations with key partners.

Our efforts focused on sharing content that resonates with diverse audiences—both professional and public—while supporting our member organisations in their own outreach. Here's an overview of communication performance in 2024.

Usuarios activos por País



PAÍS	USUARIOS ACTI...
United States	11 mil
United Kingdom	2 mil
France	1,9 mil
Spain	1,8 mil
Germany	1,7 mil
Israel	1,3 mil
Italy	940

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Digital Reach and Engagement

WEBSITE

- 30,000 new users visited jewishheritage.org during 2024
- 1 min 17 s: average engagement time per user
- Top countries: United States, UK, France, Spain, Germany, Israel
- Most visited pages:
 - › Home: 6,300 views
 - › Jews in Europe: 5,400 views
 - › 2024: Family – EDJC page: 3,500 views
 - › European Routes: 3,100 views
 - › Catalan Route – Girona: 1,500 views

TRAFFIC SOURCES

- 27,000 sessions via Organic Search
- 10,000 via Direct access
- 2,400 via Referrals
- 2,200 via Organic Social

Sesiones por Grupo de canales principal de l...

GRUPO DE CANALES PRIN...SESIONES

Organic Search	27 mil
Direct	10 mil
Referral	2,4 mil
Organic Social	2,2 mil
Unassigned	75
Organic Video	5

NEWSLETTERS

Our monthly newsletter, AEPJ News, continues to be a vital communication channel for professionals, institutions, and cultural audiences.

- 1,100+ subscribers
- Average open rate: 65%
- Frequency: Monthly
- Contents: project updates, funding opportunities, interviews, local stories

This level of engagement significantly exceeds industry standards and confirms the newsletter as a trusted information source in the field of Jewish heritage.

SOCIAL MEDIA PRESENCE

Each of our social media platforms serves a targeted purpose, contributing to our outreach strategy:

- Facebook: ~5,400 followers
- Instagram: ~2,600 followers
- LinkedIn: ~670 followers (up 40% vs. 2022)
- Twitter (X): ~2,300 followers

We focus on content diversification:

- Instagram: visual storytelling of routes
- LinkedIn: institutional and professional communication
- Facebook/X: event updates, news, and calls to action

Communication

Digital Reach and Engagement

MEDIA IMPACT

In 2024, AEPJ was featured in **local and international media**, especially during the European Days of Jewish Culture and major project announcements.

- Highlights:
 - › Interview with AEPJ president in Tribune Juive (France)
 - › News coverage in the European Jewish Congress
 - › Mentions in Jewish Heritage Europe, celebrating our 20th anniversary
 - › Local media reports in over 20 countries during the EDJC

INSTITUTIONAL VISIBILITY

AEPJ’s activities were supported and amplified by key institutional partners:

- **UNESCO:** Patronage of the European Days of Jewish Culture
- **Council of Europe:** Certification of the European Routes of Jewish Heritage
- **Jewish Heritage Europe:** Regular publication of AEPJ updates
- **World Monuments Fund:** Collaboration on the Fabric Synagogue project (Timișoara, Romania)

These partnerships enhance AEPJ’s credibility and global visibility in the cultural heritage sector.

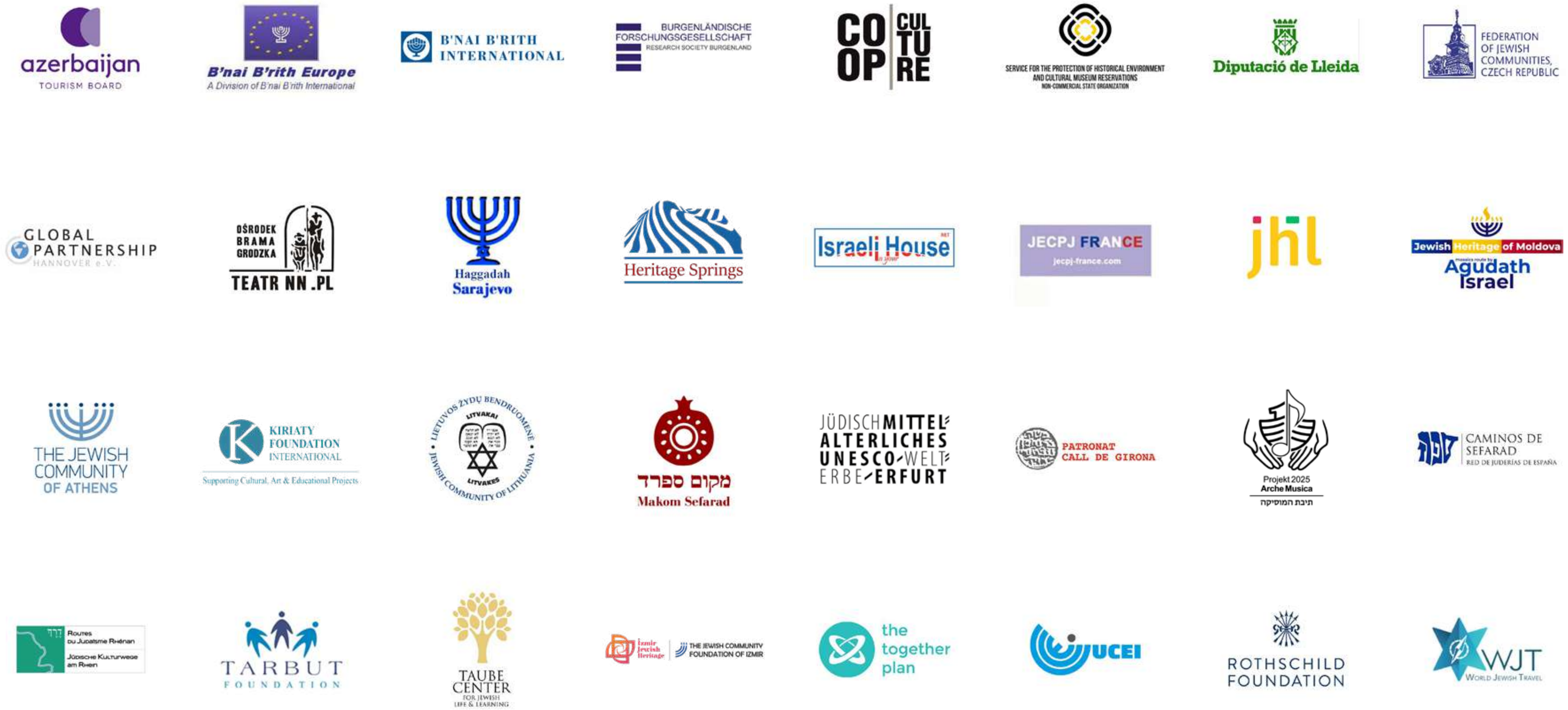
EVENTS AND PUBLIC PRESENTATIONS

Throughout 2024, AEPJ organised and participated in key events:

- **General Assembly in Barcelona**, celebrating 20 years of AEPJ
- **EDJC 2024** opening ceremony in Erfurt, Germany
- **Watch Day with WMF** at the Fabric Synagogue, Romania
- **Seminars and training** with Council of Europe and member organisations
- **Online sessions** like “Inspiring Dialogue” with Luca Baraldi

These public moments allowed us to connect with broad audiences and reinforce our mission through direct engagement.

The AEPJ’s communication efforts in 2024 showed that **consistency, clarity and collaboration** can create strong visibility, even without a large team. Looking ahead, we aim to build on this foundation with a more strategic and professionalised communications structure, ensuring our message continues to inspire and connect across Europe.





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