

Cultural Routes of the Council of Europe Evaluation Cycle 2018-2019

Expert report

“EUROPEAN ROUTE OF JEWISH HERITAGE”

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aepj association européenne
pour la préservation et la
valorisation de la culture
et du patrimoine juifs

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

COUNCIL OF EUROPE

CONSEIL DE L'EUROPE

**The opinions expressed in this independent expert report are those of the author, and do not engage the Enlarged Partial Agreement on Cultural Routes of the Council of Europe*

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1. Executive Summary

The European Route of Jewish Heritage is the core program developed by the European Association for the Preservation and Promotion of Jewish Culture and Heritage.

The European Routes of Jewish Heritage is a member of the Cultural Routes program since 2004. The main goal of the Route is the preservation and promotion of Jewish heritage thanks to cultural tourism. The theme of Jewish heritage is illustrative of European history, cultural richness and diversity, and contribute to the correct interpretation of European history and of nowadays life and society. In particular the European Route of Jewish Heritage could act as a role model against populism with regards to young people.

Their Scientific Board is composed of independent scholars and specialists selected for their expertise in the field of tourism, cultural heritage and preservation. Until nowadays the Route had been financially sustainable but they want to rethink their economic model, for example managing EU projects and working on fundraising. The provisional budget for the next three years takes into account the need for growth and revenue differentiation, and at the same time is reasonable both in terms of growth and in terms of capacity to cover costs.

Moreover as will be explained later the Route is actively working to develop initiatives, innovative projects and development of touristic products also in partnership with touristic agencies and operators in the field of cultural tourism and sustainable cultural development thanks to the Incubator project launched in 2018.

On the base of the material analyzed, the field visits, and the interviews with the Director of the Route and the national routes managers, it can be affirmed that:

- the Route has fully responded to the recommendations expressed during the previous evaluation
- the theme complies with the eligibility criteria for themes, the Route complies with the criteria of priority fields of action and the criteria for networks listed in CM/Res(2013)67
- the Route implements the communication guidelines

Therefore the certification Cultural Route of The Council of Europe should be renewed.

Summary of the conclusions table		
According to Annex 2 – Check list,		
	Yes	No
The theme complies with the eligibility criteria for themes, CM/Res(2013)67, I. List of eligibility criteria for themes.	x	
The Cultural Route complies with the criteria listed in CM/Res(2013)67, II. List of priority fields of action.	x	
The Cultural Route complies with the criteria for networks, as in CM/Res (2013)67, III. List of criteria for networks.	x	
The Cultural Route implements the Guidelines for the Use of the Logo "Cultural Routes of the Council of Europe"	x	
Therefore the certification Cultural Route of the Council of Europe		
	Yes	No
Should be renewed	x	

2. Introduction

The European Route of Jewish Heritage is the core program developed by the European Association for the Preservation and Promotion of Jewish Culture and Heritage. AEPJ is a coalition of Jewish organizations including B'nai B'rith Europe, the Red de Juderías de España, the Fonds Social Juif Unifié, the Rede de Judiarias de Portugal and the Unione delle Comunità Ebraiche Italiane, committed to promoting greater awareness of, and engagement with, Jewish heritage in Europe. AEPJ is recognized by the Council of Europe as the official Convenor of the Europe an Route of Jewish Heritage program and several Routes have now been established under its aegis. AEPJ manages also the European Days of Jewish Culture.

The European Routes of Jewish Heritage is a member of the Cultural Routes program since 2004. The main goal of the Route is the preservation and promotion of Jewish heritage thanks to cultural tourism. Tourism is seen as a mean of raising awareness of the cultural richness and diversity Jews have brought to Europe.

The Route is a shared project, that brings together 17 geographic routes that twist in different countries: every country has its national routes, conceived as a part of the transnational one.

Each country is a completely different world since they reflect the way of living of Jewish communities in all European countries, from East to West and North to South. Some of the countries experience a lack of built heritage, because it was destroyed or reused during the centuries, like Spain, while others have very interesting and rich heritage, like Italy. In some countries they have more than one members and they're trying to help them working together on the Route, while in some other countries, like Great Britain, they will have for the first time a British Foundation applying to become a member of the Route.

Their Scientific Board is composed of independent scholars and specialists selected for their expertise in the field of tourism, cultural heritage and preservation. The idea in identifying its members was to have a small scientific committee, able to work together on a regular basis and very committed to the growth of the quality of the Route. They have a lot of expertise in religious heritage, on Jewish heritage, and they have different approaches, competences and perspectives.

The role of the Scientific Board is to design and carry out the training program, follow up participants on their work, assist them in planning their specific action plan for their routes, approve new European Route's partnerships and supervise the new routes' roll out.

The Scientific Board is currently composed by:

Dr. Jordi Tresserras, associate professor of heritage management and cultural tourism at the University of Barcelona; Prof. Yoel Mansfeld, Professor of Tourism Planning & Development, a consultant and a trainer based in Haifa, Israel; Prof. Jeremy Leigh, Hebrew Union College, where he teaches Jewish history and Israel Studies; Jean Pierre Lambert, chairman of the historical society for Jewish History in Alsace and Lorraine and member of the French team for Jewish archaeology.

Until nowadays the Route had been financially sustainable but they want to rethink their economic model, for example managing EU projects and working on fundraising. The provisional budget for the next three years takes into account the need for growth and revenue differentiation, and at the same time is reasonable both in terms of growth and in terms of capacity to cover costs.

3. Main Body Evaluation

3.1 Cultural Route Theme

The European Route of Jewish Heritage covers almost the entire European continent and invites travelers to delve into the Jewish story, across borders and through the centuries.

The European Route of Jewish Heritage consists of 17 Geographic Routes:

- Austria: The first certain traces of Jewish life in the area of today's Burgenland go back to the 13th century. Most prominent among the Jewish communities of Burgenland, which belonged until 1921 to Hungary, are the "Seven Communities (Hebrew: Sheva Kehillot)": Eisenstadt, Mattersburg, Kittsee, Frauenkirchen, Kobersdorf, Lackenbach and Deutschkreutz (Hebrew: Zelem).
- Azerbaijan: Jews have lived in Azerbaijan for many centuries and can be divided into two groups: Jews of Persian origin, also known as Caucasian Mountain Jews, and Ashkenazim.
- Czech Republic: Carried out by the Federation of Czech Jewish Communities, the 10 Stars project links newly restored historic synagogues and other Jewish buildings in 10 towns, cities and villages widely scattered over all parts of the country.
- France: Around 200 places of interest very active also for the organization of the "Journées Européennes de la Culture et du Patrimoine Juifs en France".
- Georgia: Georgia has been home to one of the oldest Jewish Diasporas in the world. According to one source, the Jewish people arrived after Nebuchadnezzar's conquest of Jerusalem in 586 BCE and the Babylonian exile. Another chronicle ascribes the Jewish migration into Georgia to Alexander the Great in the 4th century BCE.
- Germany: Today's Germany is home to the third-largest Jewish community in western Europe, indeed the only European Jewish community that is growing rather than shrinking.
- Ireland: Jews have had a presence in Ireland for close to 1000 years, with the earliest mentions occurring in the Annals of Innisfallen of 1079.
- Italy: Italy has the oldest diaspora in Europe. Jews have been living here continuously for more than 2200 years. They settled all over the peninsula in different periods, leaving behind an artistic legacy that forms an important part of the Italian cultural heritage.
- Lithuania: 500-year-long history of the Lithuanian Jews (Litvaks).
- Poland: Created by the Foundation for the Preservation of Jewish Heritage in Poland, the Chassidic Route is a tourist route following traces of Jewish communities through southeastern Poland. Goals of the project include stimulation of the socio-economic development of the region by promoting the multicultural heritage-oriented tourism.
- Portugal: Portugal has a growing interest in its Sephardic heritage. In Lisbon, Porto and small villages, Jewish quarters, dormant for 500 years, are being restored. With nearly 20% of its population having Jewish ancestry, many Portuguese are searching for their Jewish roots.
- Romania: Romania has been one of the most important Jewish centers in Eastern Europe: today, you can discover the Jewish history hidden in the beautiful region of Maramures.
- Slovakia: Established by the Slovak Jewish Heritage Center, the Slovak Jewish Heritage Route is a network linking the most important synagogue buildings in Slovakia. Some are active houses of worship, while others serve today as cultural venues. Several historic Jewish cemeteries are also included.

- Spain: The footprints of the Jewish community in Spain span more than a thousand years. Explore this heritage in the Network's cities and make your own searches in our illustrated interactive timeline.
- Switzerland: History of the Jews in Switzerland reaches back at least a thousand years. Jews and Judaism have been present in the territory of what is now Switzerland since before the emergence of the medieval Old Swiss Confederacy in the 1400s.
- Turkey: The history of the Jews in Turkey covers the 2,400 years that Jews have lived in what is now Turkey. There have been Jewish communities in Asia Minor since at least the 5th century BCE and many Spanish and Portuguese Jews expelled from Spain were welcomed into the Ottoman Empire (including regions part of modern Turkey) in the late 15th century, 20 centuries later, forming the bulk of the Ottoman Jews.
- United Kingdom: There has been a Jewish community in the United Kingdom for nearly a 1,000 years and the community has a rich history, heritage and physical presence across the country, in city, town and countryside.

In addition to the geographical Routes there are three Thematic Routes:

- Architectural Modernism in European Synagogues: a travel from Art Nouveau to Modernism
- Women in Judaism: an itinerary designed to celebrate the contribution of women to Jewish cultural heritage across the member countries of the AEPJ.
- The Wooden Synagogues of Central and Eastern Europe: The surviving wooden synagogues are now all that remains of a completely unique piece of European architectural history.

The theme is representative of European values and it is common to at least three countries of Europe, as shown by the size of the network of national routes involved.

As we briefly said in the introduction and as we will see later, research on the topic is multidisciplinary and involves different skills: historical, artistic, sustainable tourism, architecture,... Moreover it involves people from all Europe and the activities and projects which illustrate it are based on consensus.

The theme of Jewish heritage is illustrative of European history, cultural richness and diversity, and contribute to the correct interpretation of European history and of nowadays life and society. In particular the European Route of Jewish Heritage could act as a role model against populism with regards to young people.

Moreover as will be explained later the Route is actively working to develop initiatives, innovative projects and development of touristic products also in partnership with touristic agencies and operators in the field of cultural tourism and sustainable cultural development thanks to the Incubator project launched in 2018.

3.2 Fields of Action

3.2.1 Co-operation in research and development

There's a kind of bloom of Jewish studies in EU, most of them are specialized or focused on Jewish history in EU. The Route Board is not in direct contact with these research centres, while the members of the Route are linked with them and work with them.

At a central level they're planning to work with research centres in an inter-continental perspective. They also participate to a large number of meetings and conferences.

They are also trying to provide services in this field to their members, trying to create small task force groups to develop specific research and development projects.

3.2.2 Enhancement of the memory, history and European heritage

The enhancement of the memory, history and European heritage is a major challenge. First of all they try to play a unifying role around Jewish heritage theme, enabling dispersed knowledge to be brought together. They work as a knowledge hub, as a sharing platform for all the different European experiences that are very different from an historical point of view. They receive many requests in terms of knowledge, specialized in-depth analysis, tourist information and give feedback through the network of specialists that is part of the network at the local level.

No other Route in Europe as the same sensitiveness at the level of topics addressed and they still have to face antisemitism, that derives from stereotypes, from ignorance, from a lack of knowledge of history and of the cultural contribution of Jews to Europe. They understand that promoting Jewish culture as representative of European values shared by several European countries is the best way to confront antisemitism. Their idea is to show that there's a cultural legacy, which has taken different forms in time and in the space of the different European countries, but which is shared and contributes to the formation of contemporary European culture.

They are also trying to represent this variety and cultural richness, for example working in the context of Erasmus + DECRA project. The objective is to create a website useful for all Cultural Route based on a presentation of best practices and an analysis of different components of the routes, as citizen participation, network, Faro convention, accessibility.

From a practical point of view they organized a series of activities, while others are being planned to:

- Take into account and explain the historical significance of tangible and intangible European heritage : they work accordingly to the specific heritage of a country. For example in Spain there's no physical remains of Jewish communities of the middle ages and Synagogue have become churches. So the work is on intangible heritage. In this case they offer education to tourist guides: lessons on history and how to explore non tangible heritage, working on gastronomy, literature, art, ... meaningful experiences for visitors.
- Promote the Council of Europe values: They are trying to form members on the values, using the program as a glue for the different projects.
- Promote the CoE CRs brand : they need to work more on this side since there's a lack of knowledge also by operators.
- Work in conformity with international charters and conventions on cultural heritage preservation: they try to work on it thanks to the Scientific Committee and through projects (ie Creative EU project).
- Identify, preserve, and develop European heritage sites in rural destinations: Jewish population was living in cities because for centuries they couldn't buy land. So it is difficult to find a lot of important community in rural area. Secondly it is easier to follow Jewish laws in an urban context. The only case is eastern Europe, with the settlement area, the only part where Jewish people could settle down and have land. It is not the easiest rural territory to work in but the institution representing that area is developing high level research and valorization projects.
- identify, preserve, and develop European heritage sites in industrial areas in the process of economic restructuring: this is still an unexplored field even if they can identify some economical aspects of the different communities.

- valorize the heritage of ethnic or social minorities in Europe : this is the aim of the Route itself.
- Contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development : in their vision the crucial aspect is promoting the engagement of local communities in the process. They have many projects with this aim, like the restoration and reuse as cultural centre of a synagogues in Poland, ... At the same time in some areas the experienced a total lack of knowledge of local Jewish heritage or difficulty in involving the Jewish communities living in the area.
- enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe : it is one of the main objectives of the Route.
- take account of and promote the charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS relating to heritage restoration, protection and enhancement, landscape and spatial planning (European Cultural Convention, Faro convention, European Landscape Convention, World Heritage Convention, ...) : they try to bring their members to work in compliance with the different conventions, recommendations, works of the CoE, ... even if the countries where they work have not yet ratified it.

3.2.3 Cultural and educational exchanges of young Europeans

One of the field of action of the Route is trying to promote exchanges of youngs between members. Until now those kind of exchanges were promoted by the members of the Route, without sharing a common view. Now the idea is to have more coordination and planning several levels of exchanges: local schools, university students and researchers.

Most important objectives of cultural and educational exchanges of youngs for the Route are:

- developing a better understanding of the concept of European citizenship, encouraging the exploration of Jewish heritage as European heritage;
- encourage social integration and exchanges of young people from different social backgrounds and regions of Europe, thanks to the wide variety of sites and heritage in the Route;
- place the emphasis on personal and real experiences through the use of places and contacts. Taking into consideration the kind of heritage they are dealing with, personal experience is important: the movement is from personal to social.
- give rise to co-operation activities which involve educational institutions at various levels. They like a lot the educational project that Atrium is developing and they think that it is good to collaborate with other Routes to get inspired.

3.2.4 Contemporary cultural and artistic practice

One of the projects they are implementing is strictly related to contemporary cultural and artistic practices. This is the project "Parallel Traces: A new lens for Jewish Heritage", that has a 250k euro budget and won a Creative Europe call. Parallel Traces is a cross-cutting, collaborative, pan-European project that offers a renewed look at the significance of Jewish heritage today to create a new window that offers an original and rigorous perspective on the past, present and future of European Jewish history. The aim is to engage young audiovisual artist into Jewish heritage, that is a world managed by older people, in order to interpret it nowadays, in its meaning for the present and the future. Since there's a gap in term of managing heritage and in the way we understand the concept of heritage, Parallel Traces tries to give voice to young people, to have another perspective.

The project will offer an opportunity to unearth the traces of the Jewish cultural heritage in urban architecture and planning from the perspective of discovery by European citizens. The project will discover, rethink, and raise awareness about the European Jewish Heritage as an integral part of European history through different mechanisms: a call for artists, offline and online communication activities, and a the development of a new app.

The aims of working on contemporary art and culture production are to :

- promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries (one of the main goals of Parallel Traces
- encourage artistic projects that establish the links between cultural heritage and contemporary culture
- encourage innovative cultural and contemporary art practices connecting them with the history of skills development. It comes with the will of engaging local communities, for example with food, music, publications (since printing is not crucial but very linked to tradition).
- encourage collaboration between culture amateurs and professionals via relevant activities and networks creation. It will be the goal of one specific activity of Parallel Traces
- highlight the most innovative and creative practices : it depends on the institutions on the ground. For example in Italy they are able to have links with contemporary artists, as one can see in the Museum of Lights in Casale Monferrato, while in other countries these connections are less strong.

3.2.5 Cultural tourism and sustainable cultural development.

This is one of the main axis of development of the Route itself. Since most of the institutions managing the national routes are NGO struggling with money, the Board of the Route decided to give them the message that they could generate their own income through cultural tourism development. The majority of the Route managers have worked a lot on the scientific side of the Route (ie Poland, where Shtetl route of small villages is a very interesting project from the academic standpoint, but they are failing in getting people there to visit) but they didn't get results on the touristic side.

The Board and the scientific committee believe that working deeply on cultural touristic product, with a serious content, could take the NGO to be self-sustainable. Thus they decided to start an incubator project, to help the national route managers to develop tourism linked to the Route, providing them educational meetings, discussion, material, expertise of the Scientific Committee.

They organized a 2 days meeting in Barcelona headquarter of the Route, with a day of plenary session and a day of thematic meetings, on tourism development, funding, heritage interpretation and valorization, led by the three experts of the Scientific Committee.

The meeting as multiple positive results, as:

- providing knowledge from some of the most renowned experts in the field of tourism
- sharing experiences and problems
- let the managers better know each other and deeply understand other contexts
- strengthen relationships among Route members and between Route members and Route Board

The Route's activities related to sustainable cultural tourism development promote dialogue at EU level, especially linked to east-west level, thus involving also urban-rural areas

dialogue (eastern Europe is the only part of EU where rural settlements of Jewish people took place) and developed and disadvantaged regions.

There's not much north and south dialogue, maybe because the institutions from the northern countries, that are doing a good job, don't understand the need to work with other institutions (for example Germany, Sweden and Norway are difficult to engage in the project of the Route). How to develop north-south dialogue and exchanges is still an open question.

The Route is working on opening possibilities for co-operation between Europe and other countries thanks to the involvement of the members of the Scientific Committee and their work related to history of migration. In particular they want to connect with small communities in America, and promote research and exchanges in this sense. This is a project in the mid-long term.

The theme of the protection of heritage as a part of sustainable development is very important for them, even though their effort as Route are pretty weak in this sense. They'd like to have access at the UE level to decision makers that can have power on it, but they didn't find the way right now, while national members, that worked on the field for many years, are very well connected at national level also on that topic.

Picture 1. Two days meeting in Barcelona



They are working on developing and offering quality cultural tourism products, service and activities transnationally from two perspective:

- offering a platform that guarantee on the values, clear narrative, seriousness of the members, since they are aware that in the countries they are working there are other Jewish heritage sites
- promoting collaboration among members, to build transnational products, ex. Middle age heritage, or philosophy of Middle age. It is a second step of the development of the Route but the most interesting thing for the managers of the Route. For example there are a lot of tourists coming with a scientific aim, with a (history/art/ ...) teacher coming with them and that could be interested in exploring more than one country.

As next step of action they're planning to develop partnerships with public and private organizations active in the field of tourism. First they want to relaunch the network, then they will start promotion when the project will be ready.

The Route prepares and uses tools all along the itineraries to raise the number of visitors and the economic impacts of the route on the territories crossed as a tailor made operation. Some places have as issue not the number of visitors (like the cities in Spain) but how to reach different audiences. The idea is to try to set different tools for the members after a reflection on their audience. For example in Spain they need tools to promote Route within the local community, in Poland they are trying to reach visitors and tourists, in other countries they want to multiply audience, bringing students or young people. They are setting different strategies for different countries. In that sense they are working also on diversifying cultural products, service and activities offers, building packages that could be transnational and can help to start working together and give added value to service. For example France and Spain are working together in creating product/experience about IIWW in the area of Pyrenes.

3.3 Cultural Route Network

3.3.1 Network extension since last evaluation

From the last evaluation they double the number of members (in the last year they had five new members). Now they decides to work on quality of the network. Thus they launched a call for applicant that closed on December, also organizing a training for the managers in the month of November, thanks to the Scientific Committee. In the month of January they will approve the new candidacies and ratified them in the General Assembly of the AEPJ in March.

From the point of view of the director this process, which risks to exclude some important members from the Route, is necessary to raise the quality of participation and planning and to make the road grow as a network of common work practices.

The positive aspects of this process were also understood by the members: both during the seminars in which I participated, and during the short interviews, I received positive comments with respect to the aim to raise the quality of the Route and also to build the work team at the European level.

3.3.2 Network extension in the three years to come

The vision for the next years in terms of growth of the network is both quantitative, with the attempt to reach new partners and countries that are currently poorly represented and qualitative. This second more challenging objective has the meaning of building a Route that can have a high level cultural impact.

To identify potential participants and partners in CoE member states and/or other world countries they rely a lot in the network that was established for the projet of EU Days of Jewish Culturem another project the AEPJ runs.

They will be very picky in extending the Route membership because they want to relaunch the project in terms of quality.

3.4 Communication tools

3.4.1 Compliance with the Guidelines for the Use of the Logo “Cultural Routes of the Council of Europe”

The entire mention “Cultural Route of the Council of Europe” and the logo of the Council of Europe is placed on all communication material and the certification accompanied by the Council of Europe logo appears on road signs and boards indicating the cultural route (Headquarter in Barcelona).

Picture 2. Use of the logo in communication, from spaces to publications



4. Conclusions and Recommendations

On the base of the material analyzed, the filed visits, and the interviews with the Director of the Route and the national routes managers, it can be affirmed that:

- the Route has fully responded to the recommendations expressed during the previous evaluation
- the theme complies with the eligibility criteria for themes, the Route complies with the criteria of priority fields of action and the criteria for networks listed in CM/Res(2013)67
- the Route implements the communication guidelines

Therefore the certification Cultural Route of The Council of Europe should be renewed.

They have also started a program of development based on raising the quality of projects, to be more effective on the cultural level in the European countries where they work, as well as on the economic and financial plan.

The following recommendations are therefore intended as suggestions to systematize the work they are already carrying out or as new perspectives or methods to work on the topic and the objectives of the Route.

Co-operation in research and development

With regard to this criterion two main recommendations can be made, one on the scientific committee, the other concerning the working methods of national routes.

As for the Scientific Committee, it could be interesting, in the next three years, to insert a figure that deals in particular with the involvement of local communities within cultural projects, in a complementary way to the high level competences already present within the Committee. That would strengthen the interdisciplinary work on both a theoretical and a practical level. The second recommendation concerns the working methods of the members. National routes have different resources and skills, but they have to face the same problems: involvement of local communities, fundraising, work on intangible heritage, An additional work perspective could be to ask each of them to develop a specific competence, to be shared in terms of method, work, actions, with the network, in a process of peer education. That action, thanks to dialogue, exchange of experience, adoption of good practices, could help in facing dispersed knowledge, and to augment the awareness on the European value of the Route, illustrate the variety of form the values of the Route take in Europe, first to the Route members and then to the general public.

Enhancement of memory, history and European heritage

With respect to this criterion, it could be interesting to adhere, at local or national level, to the various manifestations, events or instruments to visit the cultural heritage, so as to propose Jewish heritage integrated with the heritage as a whole. There are a number of initiatives at national level that could be used to give greater visibility to the assets protected and valorized by the Route, in addition to the specific initiatives of the Route itself. Among them one can signal: The European Heritage Days, free Sunday entry into museums that takes pace in some countries, the World Refugee Day with the cultural initiatives for migrants and refugees, ... In addition to these initiatives, there are a number of instruments to support the demand for the visit to heritage, which the Route institutions could join. As an example one can mention the different museum cards active at local or regional level. Becoming part of these circuits should allow Jewish heritage institutions to expand their target audience, raise awareness of the heritage of the Route to people passionate about culture, become more effective on the local cultural scene.

Another recommendation is to ask the member institutions of the Road to adopt the good practice present at the Headquarter of Barcelona in terms of education towards tour operators. The AEPJ organizes training seminars for tourist guides on intangible Jewish Heritage. This type of training is very effective, because it:

- explain the historical significance of physical and intangible heritages and highlight their similarities in the different regions of Europe to practitioners and then to general public;
- take account of the physical and intangible heritage of ethnic or social minorities in Europe
- helps to raise awareness among, practitioners and then the general public of the complex concept of heritage, the necessity to protect, interpret and communicate it as a means for sustainable development, and the challenges and opportunities it represents for the future of Europe.

The reproduction of this type of education and training seminars for operators at local routes level could be of great help in be effective in enhancing memory, history an heritage at the European level.

Cultural and educational exchanges for young Europeans

In this field, organizations at national level are already conducting many different activities dependent on the local context in which they operate. A recommendation in this case is to collect good practices and share them to all members, so that they can be adopted and that ideas or new projects may arise from the exchange. In that way the Route could give a positive answer to almost all eligibility criteria for this field of action.

Contemporary cultural and artistic practice

They are working also in this filed, with the Parallel traces project which explore the links between heritage and contemporary culture and tries to break down the barriers between professionals and non-professionals and young and older artists.

Given the great diversity of situations, resources and work capacity of the various national routes, it can be very interesting to collect and share good practices, in order to prepare the ground for new joint projects at European level.

Cultural tourism and sustainable cultural development

They are working in this field as a priority axis, with the idea of starting a path of development and sustainability of the Route on the one hand, of visibility with greater presence in the choice of tourists on the other.

The work I have been able to evaluate is of a high standard, so there are no specific recommendations for the criteria expressed in this specific field of action.

5. List of references

All documents required for the evaluation had been duly submitted by the Cultural Route.

I had the opportunity to read and analyze:

1. Declaration of honour
2. Application Evaluation Form 2018
3. Self assessment grid
4. Legal Statutes AEPJ
5. Updated list of members
6. General Assembly Reports: 6.1. No 13. Minutes AG Venice 29 march 2016, 6.2. No 14 Luxembourg 24 March 2017, 6.3. No 15 Minutes AG Barcelona 22 Feb 2018
7. Financial information: 7. Budget 2016_2018, Budgets 2019-2021
8. Three year programme of activities

Previous evaluation documents:

Jewish Heritage Evaluation grid
Jewish Heritage Evaluation Report DD

Resolutions and COE Documents

Resolution CM/Res(2013)66

Resolution CM/Res(2013)67

Guidelines for the use of the logo « Cultural Route of the Council of Europe »

In addition to these documents I had the opportunity to gather information through:

Diasporas Report 2017

AEPJ Report 2017

Izmir Jewish Heritage Museum brochure (Izmir, Turkey)

Casa Adret brochure (Barcelona, Spain)

Mozaica brochure (Barcelona, Spain)

Shtetl Routes brochure (Poland)

Caminos de Sefarad brochure (Girona, Spain)

6. Annex 1: Field visit program

21st-24th November: meeting with Victor Sorensen AEPJ Director and Director of the Route in the context of the two days training program organized by the Route itself.

Brief interview with:

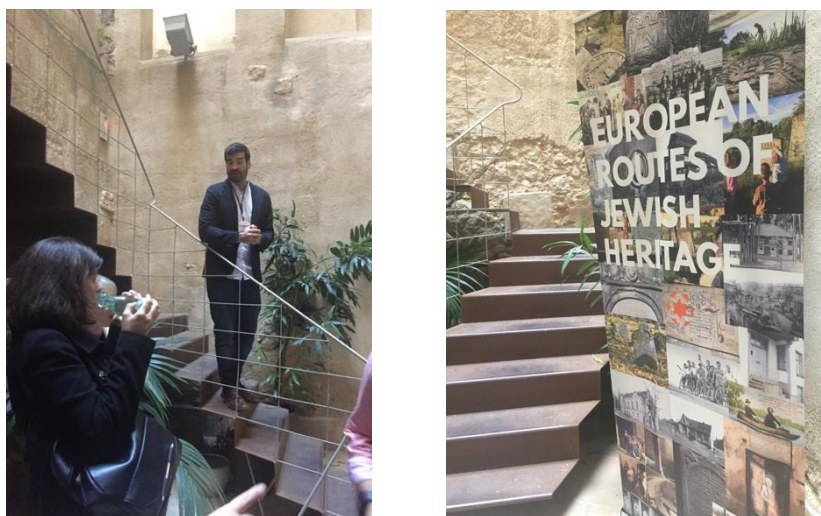
Baruch Lampronti, Fondazione Per i Beni Culturali Ebraici in Italia

Peninah Zilberman, Fundatia Tarbut Sighget- Culture Si Educatie In Iudaica

Assumpcio Hosta, Patronat Call De Girona

Participation in the Seminars by Yoel Mansfeld and Jordi Tresseras. During the seminars I had the opportunity to know the participants attending the training and to assist to the presentations of the different case studies, of the needs, problems but also of the solutions and strategies adopted.

Picture 3. Visit of the Headquarter in Barcelona



I had the pleasure to meet: Abigail Green, Jewish Country Houses ;Peninah Zilberman, Fundatia Tarbut Sighet- Culture Si Educatie In Iudaica; Dean Friedrich, The Jewish Community Of Zagreb ; Laila Sprajc, The Jewish Community Of Zagreb; Kristóf Orsolya, House Of Jewish Excellences ; Paweł Łukaszewicz, Taube Center For The Renewal Of Jewish Life In Poland Foundation; Moriah Ferrús, Nova Escola Catalana ; Alfred Lang, Research Society Burgenland / Burgenländische Forschungsgesellschaft ; Michael Schreiber, Research Society Burgenland / Burgenländische Forschungsgesellschaft ; Nisim Ben Joya, Kiriaty Foundation ; Judith Kiriaty, Kiriaty Foundation ; Uri Bar-Ner, Kiriaty Foundation ; Neus Casellas, Patronat Call De Girona ; José Ángel Guimerá Maurel, CENTRO DE ESTUDIOS DEL BAJO MARTIN ; Lucia Conte, ARAGON SEFARAD. LEGADO Y MEMORIA & TARBUT SEFARAD EN ARAGÓN ; Lucia Apostol, THE FEDERATION OF JEWISH COMMUNITIES OF ROMANIA (FEDROM) ; Miguel-Ángel Motis-Dolader, Equipo De Investigación Aragón Sefarad. Legado Y Memoria & Tarbut Sefarad ; Assumpcio Hosta, Patronat Call De Girona ; Emil Majuk, "Grodzka Gate – NN Theatre" Centre (Lublin, Poland) ; Patrícia Martins, Rede De Judiarias De Portugal ; Ângela Maximiano, Rede De Judiarias De Portugal ; Dani Rotstein, Nova Escola Catalana ; Baruch Lampronti, Fondazione Per I Beni Culturali Ebraici In Italia ; Clara Jauregui, Mozaika ; Delphine Yagüe, Maison Rashi/JECPJ.

18th December: visit of the Synagogue and permanent exhibition in Turin and visit to the Synagogue in Carmagnola, with Baruch Lampronti, Fondazione Per i Beni Culturali Ebraici In Italia

7. Annex 2: Checklist

	COE CULTURAL ROUTES EVALUATION CHECK-LIST			
	Does the theme of the Route	Yes	No	Note
3.1 THEME	- represent a common value - historical, cultural, or heritage -to several European countries?	1	0	
	- offer a solid basis for	1	0	
	youth cultural and educational exchanges?	1	0	the idea is to have several levels of exchanges: local schools, university students and researchers
	innovative activities?	1	0	Incubator
	cultural tourism products development?	1	0	this attempt is clear
	Has the theme been researched/developed by academics/experts from different regions of Europe?	1	0	
3.2 FIELDS OF ACTION	3.2.1 Co-operation in research and development			
	Does the Route			
	- offer a platform for co-operation in research and development of European cultural themes/values?	1	0	
	- play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1	0	that is a major challenge
	- show how these themes are representative of European values shared by several European countries?	1	0	
	- illustrate the development of these values and the variety of forms they may take in Europe?	1	0	DECRA Erasmus project
	- have a network of universities and research center working on its theme at the European level?	1	0	yes, link to the local associations
	- have a multidisciplinary scientific committee?	1	0	
	Does the scientific Committee			
	work on its theme at the European level?	1	0	
carry out research and analysis of the issues relevant to its theme and/or activities				

on:			
- theoretical level?	1	0	
- practical level?	1	0	
3.2.2 Enhancement of the memory, history and European heritage			
Do the Route activities (according with the theme)			
- take into account and explain the historical significance of tangible and intangible European heritage ?	1	0	
- promote the CoE values?	1	0	
- promote the CoE CRs brand?	1	0	
- work in conformity with international charters and conventions on cultural heritage preservation?	1	0	
- identify, preserve, and develop European heritage sites in rural destinations?	0	0	
- identify, preserve, and develop European heritage sites in industrial areas in the process of economic restructuring?	1	0	
- valorize the heritage of ethnic or social minorities in Europe?			
- contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	1	0	
- enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?	1	0	
- take account of and promote the charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS relating to heritage restoration, protection and enhancement, landscape and spatial planning (European Cultural Convention, Faro convention, European Landscape Convention, World Heritage Convention, ...)?	1	0	
3.2.3 Cultural and educational exchanges of young Europeans			
Are the youth exchanges (cultural and educational) planned to			
- develop a better understanding of the concept of European citizenship?	1	0	
- emphasize the value of new personal experience through visiting diverse places?	0	1	
- encourage social integration and exchanges of young people from different social	1	0	

	backgrounds and regions of Europe?			
	- offer collaborative opportunities for educational institutions at various levels?	0	1	
	- place the emphasis on personal and real experiences through the use of places and contacts?	1		
	- set up pilot schemes with several participating countries?	1	0	
	- give rise to co-operation activities which involve educational institutions at various levels?	1	0	
	3.2.4 Contemporary cultural and artistic practice			
	Do the Route's cultural activities (contemporary cultural and artistic practice related)			
	- promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?	1	0	
	- encourage artistic projects that establish the links between cultural heritage and contemporary culture?	1	0	
	- encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?	1	0	
	- encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?*			
	-encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe?	1	0	
	- encourage activities and artistic projects which explore the links between heritage and contemporary culture?	1	0	
	- highlight the most innovative and creative practices?	1	0	
	- link these innovative and creative practices with the history of skills development?***	0	1	
3.2 FIELDS OF ACTION	3.2.5 Cultural tourism and sustainable cultural development			
	Do the Route's activities (relevant to sustainable cultural tourism development)	1	0	
	- assist in local, regional, national and/ or European identity formation?	1	0	
	- actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?	1	0	

	- promote dialogue between urban and rural communities and cultures?	0	1	
	developed and disadvantaged regions?	1	0	
	different parts (south, north, east, west) of Europe?	1	0	
	majority and minority (or native and immigrant) cultures?	1	0	
	- open possibilities for co-operation between Europe and other continents?	1	0	
	- draw decision makers' attention to the necessity of protecting heritage as part of sustainable development of the territory?	0	1	
	- aim to diversify of cultural product, service and activities offers?	1	0	
	- develop and offer quality cultural tourism products, services or activities transnationally?	1	0	
	- develop partnerships with public and private organisations active in the field of tourism?	0	1	
	Did the network prepare and use tools all along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?	1	0	
3.3 NETWORK	Does the Route represent a network involving at least three Council of Europe's member states?	1	0	
	Was the theme of the network chosen and accepted by its members?	1	0	
	Was the conceptual framework for this network founded on a scientific basis?	1	0	
	Does the network involve several Council of Europe member states in all or part of its project(s)?	1	0	
	Is the network financially sustainable?	1	0	
	Does the network have a legal status (association, federation of associations, EEIG,...)?	1	0	
	Does the network operate democratically?	1	0	
	Does the network			
	- specify			
	its objectives and working methods?	1	0	
	the regions concerned by the project?	1	0	
its partners and participating countries?	1	0		

	the fields of action involved?	1	0	
	the overall strategy of the network in the short- and long term?	1	0	
	- identify potential participants and partners in CoE member states and/or other world countries?	1	0	
	- provide details of its financing (financial reports and/or activity budgets)?	1	0	
	- provide details of its operational plan?	1	0	
	- append the basic text(s) confirming its legal status?	1	0	
3.4 COMMUNICATION TOOLS	Does the Route have its own logo?	1	0	
	Do all partners of the network use the logo on their communication tools?	1	0	
	Does the Route have its own dedicated website ?	1	0	
	Is it the website translated into English and French?	0	1	
	Is it the website translated into other languages?	0	1	
	Does the network use effectively social networks and web 2.0?	1	0	
	Does the network publish brochures on the Route?	1	0	
	if yes, are the brochures translated in English?	1	0	
	if yes, are the brochures translated in French?	0	1	
	Is the title of “Cultural Route of the Council of Europe” present on all communication materials (including press releases, webpages, publications, etc.)?	1	0	
	Is the logo of the Council of Europe present on all communication materials ?	1	0	
	Is the CoE logo used in accordance to the guidelines for its use (size and position,...)?	1	0	
	Are the logos (Cultural Route + CoE) provided for all the members of the Route?	1	0	
	Does the Council of Europe logo appears on road signs/ boards indicating the cultural route?	1	0	
	SCORE	71	9	
Note :	Please insert 1 for every positive answer and 0 for a negative one. See your total score at the bottom of the column.		s	
* E.g. visual arts, the performing arts, creative crafts, architecture, music, literature, poetry				

or any other form of cultural expression		
**Particularly in terms of instruction for young Europeans in the relevant fields		
***Whether these fields include visual arts, performing arts, creative crafts, architecture, music, literature or any other field		