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Enlarged Partial Agreement on Cultural Routes of the Council of Europe Certification cycle 2022-2023

Regular evaluation:

EUROPEAN ROUTE OF JEWISH HERITAGE

Independent expert report

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



Cultural Routes of the Council of Europe Evaluation Cycle 2022-2023

Independent expert report

European Route of Jewish Heritage

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**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.*

TABLE OF CONTENTS

1. Executive Summary	5
2. Introduction.....	6
3. Main Body Evaluation.....	7
3.1 Cultural Route Theme.....	7
3.1.1 Definition of the theme of the route	7
3.1.2 Historical and cultural context	8
3.1.3 Council of Europe values represented by the theme	9
3.2 Fields of Action	9
3.2.1 Co-operation in research and development	10
3.2.2 Enhancement of the memory, history and European heritage	11
3.2.3 Cultural and educational exchanges for young Europeans	12
3.2.4 Contemporary cultural and artistic practice	13
3.2.5 Cultural tourism and sustainable cultural development	14
3.3 Cultural Route Network.....	15
3.3.1 Overview of institutional /legal structure of the network	15
3.3.2 Overview of the financial situation of the network	16
3.3.3 Current composition of the network by country and type of member	17
3.3.4 Network extension since last evaluation	19
3.3.5 Strategy for the network extension in the three years to come	20
3.4 Communication tools	21
3.4.1 Current state of communication tools developed by the network (graphic charter, communication materials, logo, communication channels, signposting, maps, etc.).....	21
3.4.2 Compliance with the Guidelines for the Use of the Logo “Cultural Routes of the Council of Europe”	22
4. Conclusions and Recommendations.....	24
5. List of references.....	30
6. Annex 1: Expert field visit and interviews with the network management and members...	31
7. Annex 2: Expert assessment checklist.....	35
8. Annex 3: List of acronyms, figures and tables	39

1. Executive Summary

The European Route of Jewish Heritage, certified in 2004, has experienced an impressive growth in the last three years under evaluation (2019, 2020 and 2021). The Secretariat has grown to a full-time technical team of three people, the number of members of the network has doubled (from 14 to 29 members in 20 countries, with expectations of further growth in the upcoming years), and since the last reporting period, they have initiated a number of new projects with European funding in which several of the network's members are actively involved.

Besides the fact that the membership has doubled in the last 3-year period, it is interesting to highlight that new members are all involved in developing new routes or are interested in developing new routes thanks to joining the network. There are currently 20 active routes across Europe, with members working individually and as a network in the five priority fields of action.

The pandemic situation in 2020 and 2021, far from hindering its development, it has stimulated a process of further integration and networking among members, thanks to a quick adaptation of their activities to an online format, including the online version of the European Days of Jewish Culture and the Routes' Incubator programme. Moreover, a number of regular online networking sessions proved to be invaluable, allowing members to get to know each other better, learn more about their work and foster collaboration to cope with common challenges.

The Routes' Incubator programme had played a key role in the expansion of the network, as an innovative tool to accelerate the development of new Jewish heritage routes through a mentoring process. Designed by AEPJ Secretariat together with its scientific committee, it reached its 4th edition in 2022 and was hosted by the Izmir Jewish Heritage Project in Turkey.

For the upcoming three-year period (2022-2024), AEPJ's main objective is to achieve a sustainable growth, which will allow them to deepen the development of projects, increasing the quality of management and the operational capacity of the network, while allowing them to continue to expand. Consequently, two of the key actions to achieve this goal will be 1) to revise their governance model and 2) set quality standards and monitoring tools to measure the impacts and achieve consistency among members.

Expert summary conclusions		
	Yes	No
The theme complies with criteria listed in Resolution CM/Res(2013)67, I. List of eligibility criteria for themes.	X	
The Cultural Route complies with the criteria for actions listed in Resolution CM/Res(2013)67, II. List of priority fields of action.	X	
The Cultural Route complies with the criteria for networks listed in Resolution CM/Res (2013)67, III. List of criteria for networks.	X	
The Cultural Route implements the Guidelines for the Use of the Logo "Cultural Route of the Council of Europe"	X	

2. Introduction

The European Route of Jewish Heritage (ERJH) has been certified as a Cultural Route of the Council of Europe in 2004, making it one of the first routes to receive this recognition that nowadays counts 48 itineraries.

The network carrier is AEPJ, for its French acronym standing for the European Association for the Preservation and Appreciation of Jewish Culture and Heritage. The association was established in 2004 with its headquarters in Luxembourg, however the head office is located in Barcelona, Spain, where the AEPJ Secretariat is based. The association acts as a “network of networks” that includes public bodies, private foundations, federations of Jewish communities and NGO’s, serving as a platform to develop cultural initiatives and educational programmes to protect and promote Jewish heritage and culture at European level.

Jewish heritage has been an integral part of European history and culture for more than two thousand years. It is a story of migrations, persecutions, and precariousness, but also of exchanges, thriving culture, humanity and abundance of mutual enrichment and co-creation. This is visible in the rich tangible and intangible heritage in most European countries. The ERJH is illustrative of European memory, history and heritage given by Judaism in Europe and the main goal of the network is to serve as an organizational umbrella to promote, train and help developing unique and excellent cultural routes and programmes around Europe, raising awareness about Jewish history and acting as channel for intercultural dialogue and exchange of good practices.

In the last three years (2019 - 2021), AEPJ has experienced an impressive growth in all aspects. The Secretariat has grown to a full-time technical team of three people, the number of members of the network has doubled (from 14 to 29 members in 20 countries, with expectations of further growth in the upcoming years), and since the last reporting period, they have initiated a number of new projects with European funding in which several of the network’s members are actively involved.

The year 2019 has been crucial in the relaunch of the ERJH, a process which had already begun in 2017- 2018 with the incorporation of its current Director, the creation of the Scientific Committee and the first routes’ incubator programme where a call for routes was launched. The year 2021 closed with a positive balance, adding four new itineraries, which is a major achievement taking into consideration such a complex historical period for the cultural sector and the world in general.

The Routes’ Incubator programme has played a key role in the expansion of the network as an innovative tool to accelerate the development of new Jewish heritage routes through a mentoring process. Designed by AEPJ together with its scientific committee, it reached its 4th edition in 2022 and was hosted by the Izmir Jewish Heritage Project in Turkey. The first edition was held in Barcelona in 2018, the second one was hosted in Bucharest in 2019 with support from the Routes4U project and the third one was held online due to the pandemic in 2021. The plans for the future is to rotate the Incubator through a different route each year to actively involve all members and evolve into an incubator part (for incipient projects) and an accelerator part (for those more developed).

Finally, it is important to highlight the adaptation to the pandemic times, which was taken as an opportunity to host monthly online networking meetings to support members. These sessions proved to be invaluable, giving route managers in different countries and regions the opportunity to get to know each other better, learn more about their work and how they were coping with common challenges, to foster collaboration.

3. Main Body Evaluation

3.1 Cultural Route Theme

3.1.1 Definition of the theme of the route

The ERJH theme is well defined and based on scientific research carried out by multidisciplinary experts throughout Europe, gathering several stories which contribute to the history of Europe, that has always counted on the inseparable participation of the Jewish communities as an intrinsic part of its societies.

There is no question about the importance of the theme to understand the role Jews have played in forging a European culture through centuries and very relevant in the present to work towards a tolerant and cohesive Europe that accepts cultural diversity as a wealth and not a threat. Jewish history is a story of migrations, persecutions, and precariousness, but also of exchanges, thriving culture, humanity and abundance of mutual enrichment and co-creation.

Since it is a reticular type of route, with heritage spread across separated geographical areas in which the Jewish diasporas has settled through the centuries, the potential for extension goes well beyond the European continent. AEPJ's strategy has been to develop the theme working on national, regional and thematic routes. This makes possible to explore Jewish cultural heritage in different geographical areas but following the same theme and offer the opportunity to develop youth cultural and educational exchanges as well as cultural tourism products. For instance, in the countries of the Iberian Peninsula, Italy and Turkey, the Sephardic Jewish heritage can be appreciated, with its distinctive traditions, language (ladino) and built heritage, while in the Eastern and Central Europe the heritage of the Yiddish communities is enhanced. The religious built heritage is included (different architectural styles of synagogues) as well as museums, cultural centres, entire neighbourhoods, cemeteries and intangible heritage, such as music, gastronomy, rituals and traditions.

Encounters with present-day Jewish communities are encouraged, however in several of the members' territories, there are no longer Jewish communities, therefore storytelling play a crucial role in sharing the stories of how they used to live there. Even if members work on the memory and remembrance aspect, including very dark pages of European history, as the Second World War and the Holocaust, they are also embarked in the challenging task of providing positive narratives to tell the story of Jews, with a view towards a better future through awareness raising and education actions in the present.

Another relevant activity that the network carries out since the year 2000 (so even before AEPJ's establishment) is the organization of the European Days of Jewish Culture (EDJC), which involves the members of the network (and well beyond) to feature the diversity and richness of Judaism at local, regional and national levels, with the firm intention of promoting dialogue and exchange through conferences, artistic performances, guided tours, etc. As it is possible to see in Table 1, the numbers of activities and participants is always growing, taking into consideration that 2020 and 2021 the events were held during the pandemic period and included a mix of online and face-to-face events.

	2019	2020	2021
Cities	523	302	350
Activities	1080	954	987
Participants	189.250	140.075	152.325

Table 1 Participation in the EDJC. Source: Own elaboration from AEPJ Reports 2019, 2020, 2021

3.1.2 Historical and cultural context

The ERJH is illustrative of European memory, history and heritage given by Judaism in Europe, a culture which has a long history, beginning with the conquest of the Eastern Mediterranean by Pompey in 63 BCE, thus beginning the history of the Jews in the Roman Empire. By the end of the first millennium, many Jewish communities in Europe had become flourishing centres of scholarship and commerce, above all in the North and West, in the Franco-German lands, and in that part of the Iberian Peninsula still under Muslim rule, which was known as Al-Andalus. In this high medieval period, the idea of Europe was born, centred on the old Frankish lands that had been ruled by Charlemagne.

A sequence of expulsions between 1450 and 1570 changed the Jewish world map and gave origin to two main diasporas corresponding to two distinct groups: The Ashkenazic Jews who have lived in Northern France and Germany during the medieval times and headed to Eastern Europe, and the Sephardic Jews who have lived in the Iberian Peninsula while controlled by Muslims and later spread across North Africa, the Middle East and the New World. Each of these groups developed their own hybrid language: Yiddish, based on different Germanic or Slavic dialects among Ashkenazic Jews and Ladino, based on the medieval Castilian language, among the Sephardim.

The eighteenth century was, for many different reasons, a watershed moment in European history marked by the onset of economic changes (the industrial revolution), cultural changes (the Enlightenment) and political changes (the French Revolution). This was also the moment when Jewish history became properly European and the divide between Sephardim and Ashkenazim seemed less meaningful. Instead, Jews defined themselves as Jewish by religion, but French, German, British, Dutch or Italian by nationality.

Even if modernity transformed Jewish life in many positive ways, integrating them in the economic and socio-cultural fabric, new forms of Jew-hatred emerged during the nineteenth century, and the Shoah (Holocaust) during World War II was the culmination of these aggressions, killing millions of Jews and destroying Jewish life in Europe, giving way to other centres where survivors fled, particularly the United States and the recently formed State of Israel in 1948.

Seventy years later, however, it is possible to see that this episode of devastation was not the end. Some countries, like Britain and Hungary, retained a significant Jewish population despite the Holocaust. Other countries, like France and Germany, have seen significant renewal due to the immigration of Jews from other parts of the world. It is clear that Jews and the Jewish past represent a vital element of the European story. Jews were and are Europeans, whose presence – and absence – helps to make Europe what it is today.

The work the ERJH is doing nowadays to enhance Jewish tangible and intangible heritage in Europe, tackle antisemitism and raise awareness about the richness of cultural diversity that have always characterised Europe is extremely important, bringing citizens closer through intercultural and interreligious dialogue. The link between Jewish people throughout Europe

and other cultures and religions makes this a unique story, that the ERJH commits to preserve, spread and enhance.

3.1.3 Council of Europe values represented by the theme

The theme is representative of the fundamental values promoted by the Council of Europe, namely human rights, democracy and the rule of law. AEPJ deeply believes in the positive impact of Jewish heritage and culture as a channel to foster intercultural and interreligious dialogue, awareness of cultural diversity, understanding of European history and strengthening of European citizens' cultural identity. European Jewish heritage represents a rich piece of the multicultural puzzle that represents present-day Europe.

AEPJ and its members actively implement the principles and values of the Faro Convention, such as community participation, shared responsibility and public-private partnerships, taking as much as possible a bottom up approach in their initiatives. They promote these values also through the EDJC, which provide citizens a broad cultural agenda during the first week of September. Moreover, the main goals of the ERJH are strongly connected to the recently launched EU strategy on combating antisemitism and fostering Jewish life (2021-2030) and the ERJH is in a privileged position to support the implementation of this strategy, with concrete opportunities for collaboration with AEPJ.

As an example of the achievements towards intercultural and interreligious dialogue, the Izmir Jewish Heritage Project can be mentioned, which highlights the Sephardic Jewish cultural heritage in a predominantly Muslim country like Turkey. The project has already gained support from international organizations but also from the local government, in order to promote integration and peaceful coexistence among different religions and prevent conflicts.

3.2 Fields of Action

A quick overview of the activities reported by AEPJ can be seen in Figure 1 in which it is possible to see that the area in which they have worked the least is the Cultural and Educational Exchanges for young Europeans. In this regard, they have carried out a number of educational and cultural activities by the different members and as a network, but the exchanges among young Europeans is an area that needs to be further developed.

It is important to note that some of the projects in which AEPJ has been involved in the last 3 years contribute to more than one field of action and some of these projects are not reflected in Figure 1. This is the case of the Fab Routes project for example, which contributes to training and professional development of the ERJH members, but has also aided in developing new partnerships and new cultural tourism products, as well as reflecting on the internal governance of the network.

The activities reported are well balanced in terms of geographical distribution and all members are involved in different types of activities and projects, according to their areas of expertise. The activities reported include both initiatives that involve the entire network (such as the EDJC, the Jewish History Tours project and other EU funded projects) and activities carried out by single members. Also transferring of good practices has taken place, for example the "Mi Dor Le Dor" educational programme which was developed by the Taube Center in Poland was also implemented by members in Italy in 2021.

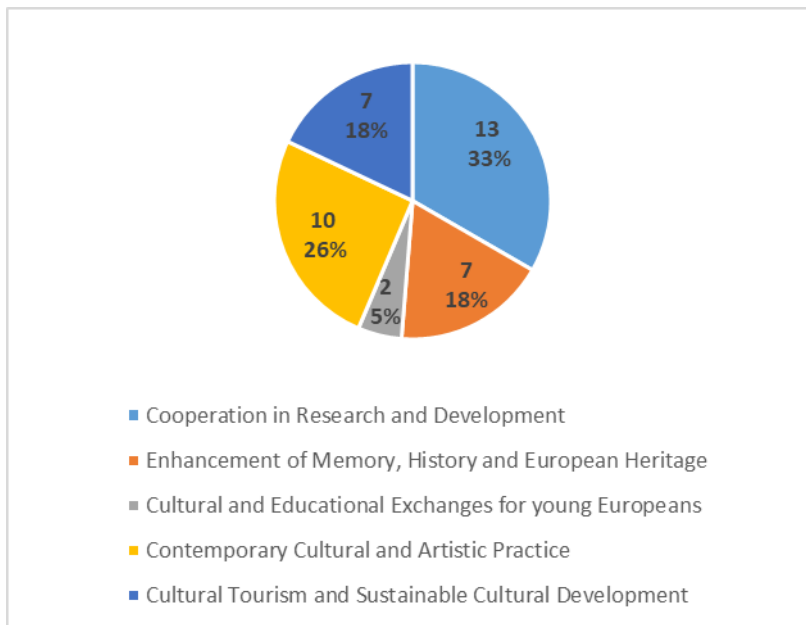


Figure 1 Number of activities per priority field of action. Source: Own elaboration with data from AEPJ Certification form

3.2.1 Co-operation in research and development

AEPJ focuses on identifying those narratives and stories that are less represented at the academic, educational and touristic levels, such as Sephardic heritage. In this way, they intend to act as a bridge, transmitting information between academia and the general public. All members of the ERJH have some kind of link with study centres with whom they collaborate and cooperate for the development of their routes.

AEPJ has become a reference point in what concerns to Jewish heritage promotion and this can be seen in the number of events and projects in which they are invited to participate, to share the work of the network at European level and provide advice as consultants.

The activities pertaining to this field of action that have been reported include the participation in conferences (at academic, policy and practitioners level), exhibitions showcasing the Cultural Routes, EU funded projects such as DECRA and Fab Routes which involved research and development catering the specific needs of CR.

Their scientific committee is active since 2017 with a core team of three well established scholars, coming from different fields of expertise and geographical locations: Prof. Jordi Tresserras (University of Barcelona) from the cultural heritage management field, Prof. Yoel Mansfeld (University of Haifa) from the cultural tourism field, and Prof. Jeremy Leigh (Hebrew Union College) from Jewish heritage education field. This core team develops research pertinent to the theme of the routes and supports the network in strategic planning and the routes' managers with practical advice and training. In the last 3 years, 5 consultants have been added to the scientific committee, in order to assist the network in specific areas, such as marketing, history and cultural heritage management. The experts come from European universities and one from Canada.

The publications section of the certification form includes a large list of publications, being in the form of academic publications, books, press releases and audio-visual materials, in which

the network has been directly or indirectly involved. Besides some misunderstanding to what constitute a direct or indirect publication, it is clear that the network has been active in research and development, through its members and collaborating in transnational projects with external partners.

The route's incubator programme was an idea proposed by Prof. Mansfeld, which was launched in 2018 and has played a key role in the expansion of the network, as an innovative tool to accelerate the development of new Jewish heritage routes through a mentoring process. After the first edition in Barcelona, in 2019 the second edition was hosted in Bucharest with support from the Routes4U project, the third one was held online due to the pandemic in 2021 and the latest one took place in Izmir, Turkey in November 2022, hosted by the Izmir Jewish Heritage Project.

The incubator's programme contributes not only to this field of action, but in fact has cascading effects into all of the others, since the ideas developed thanks to the incubator can contribute to any of the fields, as well as contributing to the networks' dynamics and cross-collaboration among members. In between each incubator, there is consultation taking place between AEPJ, its members and the scientific committee, in order to follow up on the ideas raised and improve upcoming editions. The plans for the future is to rotate the incubator through a different route each year to actively involve all members and evolve into an incubator part (for early-stage projects to reach a take-off point) and an accelerator part (for those more developed), considering that the level of development of the routes is quite different.

Since 2017, AEPJ has signed a cooperation agreement with the National Library of Israel (NLI), which has strengthened the contents and resources of the programme extensively. Caron Sethill from the NLI was invited to the last incubator programme in Izmir, where she held one-on-one meetings with routes managers and offered to start a pilot test with one or two routes in order to support them with material from the Library to build the storytelling around the intangible heritage of Jewish culture. She was also willing to help members interpreting their heritage and collect material from the routes, to include it in the Library's archives.

Finally, in the last evaluation report, future plans to work with research centres in an inter-continental perspective were mentioned by the expert. In this regard, AEPJ through Prof. Tresserras from the Scientific Committee and Assumpció Blanco from the Board of Directors were present in the meeting on "Euro-Iberoamerican Cultural Cooperation through Cultural Routes and Itineraries" in October, 2022 hosted by the Organization of Iberoamerican States (OEI), the European Institute of Cultural Routes (EICR) and the Yuste Foundation in Guadalupe, Spain. The aim is to increase relationships with Iberoamerican countries, both at academic level through a chair on cultural routes and also to expand the ERJH in these countries.

3.2.2 Enhancement of the memory, history and European heritage

The activities carried out by the network's members contribute to enhance the memory, history and cultural heritage legacy of Jews across Europe, as well as the life of Jewish communities nowadays. Research, education and interpretation are powerful resources to face antisemitism and hate speech, ensuring that European society remembers what happened in the past in order to build a more tolerant and respectful society, defending human rights and promoting integration between Jews and non-Jews.

They carry out several activities in this field, including the development of European projects, such as NOA - Networks Overcoming Antisemitism. This is an important partnership of several

Jewish networks representing all together 756 national affiliates, and its aims include mapping efforts to tackle antisemitism in Europe, equip educators with training and teaching tools and hold governments accountable through national report cards.

Another important milestone for AEPJ has been to take part in 2019 in the Working Group on Antisemitism of the European Commission, where they have contributed sharing their experience and best practices of their efforts to prevent, address and respond to antisemitism through education. This work led to the launch of the EU strategy on combating antisemitism and fostering Jewish life (2021-2030), the first-ever EU strategy in this field, adopted by the European Commission on 5 October 2021. This strategy has three pillars: Preventing and combating all forms of antisemitism; Protecting and fostering Jewish life in the EU; and Education, research and Holocaust remembrance.

AEPJ and the ERJH is in a privileged position to support the implementation of this strategy, contributing to raise awareness among decision makers, practitioners and the general public of the complex concept of heritage, and the need to protect, interpret and communicate it as a means for sustainable development. In fact, following the closing of this regular evaluation report, AEPJ was notified of the granting of funds under the CERV programme (Citizens, Equality, Rights and Values) for a specific call on Remembrance, through which they will lead a consortium of 12 institutions having as a priority line the implementation of the EU Strategy on Combating Antisemitism and Fostering Jewish Life.

The route activities enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe. Some members' work is based on intangible heritage exclusively, like the Jewish communities in Austria or Poland which are no longer there. Therefore, storytelling is a key aspect. Several members work in rural and cross-border areas, like the case of The Shtetl Routes, a regional route linking the Jewish cultural heritage of smaller towns in the borderland of Poland, Belarus and Ukraine. This project, led by the Grodzka Gate – NN Theatre Centre is at the moment in stand-by due to the war in Ukraine.

Through the EDJC, the flagship initiative of AEPJ since its beginnings, they raise awareness of Jewish history, memory and heritage through a number of Europe-wide initiatives every year. Finally, the placement of commemorative plaques in significant places is another activity contributing to memory enhancement. They have placed one in Luxembourg in 2021 that recalls the exact location of the first synagogue, which was also the opportunity to launch the Luxembourg Route of Jewish Heritage, marking its official integration into the ERJH. In 2022 they have placed a second plaque in Syracuse, Italy, in one of the oldest mikveh (ritual baths) in Sicily.

3.2.3 Cultural and educational exchanges for young Europeans

While a number of cultural and educational initiatives have been carried out by the ERJH, most have not been directly targeted to young Europeans, especially to what concerns to youth exchanges across Europe.

The association has participated in a number of projects in the last 3 years, that have favour the development of educational and training plans at local, national and European level. Some of the examples include:

- NOA project (see section 3.2.2) that has developed educational tools and training for communities, sport clubs, schools and public authorities to combat antisemitism across the EU.
- Mi Dor le Dor Italia: The programme, specially designed for the young Italian public, has offered training in Jewish heritage management. This programme was designed by the Taube Center for Jewish Life and Learning in Poland and then adapted and tested in Italy with UCEI, the Italian Union of Jewish Communities, both members of AEPJ.

Individual members are working on the educational field with young people, such as the Taube Center with their educational programmes and educational tours, or The Together Plan, who recently launched an exhibition on the Holocaust in Belarus, which is travelling across several schools in the country. As a network though, the field of youth exchanges needs to be further developed.

To this end, they have as an objective for the next 3 years to involve more young audiences in the EDJC and the same can be expected for the routes. In the previous evaluation report, the expert mentioned that ATRIUM route was a model for AEPJ in terms of working with schools on sensitive topics and that collaboration with other CR was useful to get inspired. This collaboration and exchange among CR in fact has been achieved in the last 3 years thanks to projects like DECRA, Fab Routes and Walk EUR. Even if the target group for these projects are CR members, one can expect that this knowledge will be implemented through future activities involving young people.

3.2.4 Contemporary cultural and artistic practice

The ERJH encourages activities and artistic projects which explore the links between heritage and contemporary culture. Also in this case there is some overlap, with projects that contribute to more than one field of action. This is the case for instance, of the already mentioned EDJC, the festival that every year celebrates Jewish heritage in Europe. This event involves a number of artistic practices, concerts, performances, etc. and all members of AEPJ are involved, thus it is becoming the annual event that interconnects the routes. Every year a topic is selected (see Figure 2).



Figure 2 Latest topics of the EDJC. Source: AEPJ documents

Another activity contributing to this field (but also to enhancing European history and memory) is “Je vous offre les oiseaux / Us ofereixo els ocells”, an audio-visual installation by artist Marta Marín-Dòmine conceived as a brief journey into some visual and sound landscapes of the camp of Auschwitz-Birkenau as it looks today, through filmed images and a sound composition created with the sounds and songs of 127 birds. An acknowledgment of a perception expressed by many survivors of Nazi concentration camps: not having seen any bird overflying the camps.

“Parallel Traces: A new lens for Jewish Heritage” is a Creative Europe project in which AEPJ led a consortium of 8 partners, among which some current members of the association. The project discovers, rethinks and raises 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 the development of a new app. In particular, the call for artists, open to creative people throughout Europe, provided an opportunity for the creation of original digital photographic and audio-visual artwork related to Jewish heritage, which was later on presented in exhibitions in the different countries of the partners, thus contributing to the transnational circulation of cultural and creative works and exchanges among artists.

The Izmir Jewish Heritage Project constitute one more example, carrying out a number of initiatives in this field including: The Izmir Sephardic Culture Festival during Hanukkah holidays, the hosting of Ladino music concerts and art exhibitions in synagogues in the Old Jewish District. Their aim is to make Izmir the “Capital of Multiculturalism”, with an impressive project called the “Synagogue Square” in an area with more than 10 synagogues nearby, which has already been approved by the district municipality.

3.2.5 Cultural tourism and sustainable cultural development

The last evaluation report mentioned a number of opportunities regarding this field of action, such as building new partnerships with public and private organizations in the field of tourism, to increase the economic sustainability of the members, mainly NGOs from the cultural sector. Also, the possibility to work with other continents, namely America, to promote research and exchanges, was underlined.

Accordingly, the ERJH has dedicated considerable effort in this field, in part thanks to EU funded projects already mentioned (DECRA, Fab Routes and WalkEUR) that have contributed to develop tools and strategies to better integrate CR with the tourism and cultural ecosystems. Through these projects, the route’s members have been able to increase their skills in areas such as network governance, partnership development, cultural branding, marketing and digital skills, all of them essential to create new cultural tourism products. Moreover, the non-formal, peer-to-peer learning methodologies employed in all these projects have contributed to empower network members by sharing their expertise and best practices with other CR.

The Route’s Incubator programme is a further initiative contributing to this field, as the variety of presentations, practical workshops and study visits that are included in the programme contribute to reflect on the different aspects involved in developing a CR, including tourism and its contribution to local development. In fact, all the potential members approaching AEPJ nowadays have the idea to develop a route or cooperate with existing routes in a region/ country.

The measurement of the economic and touristic impact of the CR is a work in progress, since AEPJ had included this aspect in their 2020 strategic plan, however the Covid-19 pandemic disrupted the implementation of the plan to focus on dealing with crisis management. With the

collaboration of their scientific committee, they have drafted a new strategic plan that contemplates the incorporation of indicators to measure these impacts. Furthermore, they plan to establish certain quality standards to be met by current and future members.

A particularly successful example in the field of cultural tourism is the Jewish History Tours, a platform for Jewish storytelling experiences, developed by a consortium led by the Jewish Heritage Network with AEPJ and Europeana among its partners. Thanks to this project, engaging multilingual, self-guided audio tours were created, using Jewish heritage data on Pan-European topics, such as multiculturalism, persecution and migration. This is an excellent example of a project where several members of the ERJH have been involved with tours created in eight routes. The aim once the project ends in mid-2023 is to go beyond the places where AEPJ have members, maybe as a potential way to find new members and partners.

The collaboration with World Jewish Travel is also very promising. Many of the routes are already integrated in their website under the Cultural Routes category. Furthermore, the Izmir Jewish Heritage project is once again a good example of drawing decision makers' attention to the necessity of protecting heritage as part of the sustainable development of the territory. Through the project they have managed to raise awareness and found funding sources to restore the Jewish heritage in the Old Jewish quarter. The project also offers an opportunity to diversify the tourist offer of the city and capacity building sessions with tour guides have been organized, to be able to guide a tour around the Old Jewish quarter.

Making Jewish heritage a pillar of tourist attraction contributes to the seasonal adjustment of tourism (a typical feature of many cultural tourism destinations) since it provides several options year-round for visitors and citizens.

3.3 Cultural Route Network

3.3.1 Overview of institutional /legal structure of the network

AEPJ, standing for the European Association for the Preservation and Appreciation of Jewish Culture and Heritage for their French acronym, is a non-governmental organization (NGO), registered in 2004. The headquarters are located in Luxembourg, but the operative office of the Secretariat and main physical space is at Casa Adret in Barcelona, Spain.

The main aim of the association is working for the preservation, access to all and the appreciation of Jewish culture and Jewish heritage, primarily in Europe, including the opening up to the general public of Jewish sites such as synagogues, cemeteries, ritual baths, museums, Jewish quarters and Jewish monuments. Among the objectives set in the statutes, there is the explicit objective of developing and making known the European Route of Jewish Heritage (ERJH).

The association accepts individual members, associations or other legal groups and legal persons of public law (Local, regional or national). The membership is divided in three categories (member, individual member and associate member) and the fees vary according to the size of the institution. There are currently 29 members (1 observer). To join the association, a written application has to be submitted to the Board of Directors, who determines the criteria for admission and submits to voting by its members during the General Assembly.

As far as the main organs of the association are concerned, these are:

- The General Assembly, the highest authority of the association, meets once a year and selects its Board of Directors, which is responsible for the day-to-day management of the association. Currently they have selected the Board of Directors for the next 4 years.
- The Steering Committee, which is a group inside the board, is in charge of following up closer on the activities of the network.
- The Scientific Committee, that has been enlarged between 2019 and 2020 with the incorporation of five academics and experts from different fields.
- The Secretariat in Barcelona, with a full-time staff of 3 persons: 1) the Director (Victor Sorensen since 2017) overseeing all projects of the association and nexus between the Board and the Secretariat. 2) a Project Manager for the EDJC and Communication Officer (Federico Szarfer since 2020) and 3) a Project Manager for the ERJH (Marc Francesch Camps since 2022).

They do not yet have interns regularly at the Secretariat, but it is something they are considering adopting. This in fact would be useful for them, taking advantage of the network of universities with whom they are already collaborating and as a way to delegate some operative tasks from the core team.

Practically all existing information about the route is available at the office in Casa Adret. This includes all legal, administrative and historical documentation on the association and the route as well as all kinds of content on the subject of Jewish heritage and culture. A vast library on this subject is also available. The office can be visited by tourists and guided tours are offered since the building (Casa Adret) is a cultural centre with several organizations related to Jewish culture based there.

3.3.2 Overview of the financial situation of the network

The analysis of the budgetary documents included the balance sheets and profit and loss statements of the last 3 years (2019, 2020, 2021), the General Assembly reports from the same years, as well as the current operational budget (2022) and the next 3-year budget forecast (2023-2025).

The financial sustainability of the network is confirmed, with a diversity of sources of funding that includes membership fees, voluntary contributions, subventions and subsidies as well as funded projects (EU funding and others), that guarantee the generation of income for its daily functioning and its long-term viability.

In the last evaluation report, it was highlighted the willingness of AEPJ to rethink their economic model, through participating in more EU funded projects and working on fundraising. It can be confirmed that they have managed to diversify the sources of funding since then and have increased their participation in EU funded projects, accounting for 6 projects in 2021. When asked whether liquidity is an issue with EU funds that are normally allocated in specific periods (part at the beginning, middle and end of the project), the Director confirmed that since they have enlarged the number of members (with their respective membership fees in correspondence to the size of the institution), this does not generate financial issues.

The 3-year budget forecast for 2023-2025 shows an expected sustainable growth in the number of members and membership fees, as well maintaining the level of funded projects (EU projects and public funding) and increasing private funds, sponsorships and crowdfunding initiatives. The 2023 budget has already been approved in the General Assembly held in June, 2022.

3.3.3 Current composition of the network by country and type of member

The relaunch process of the Jewish Heritage routes (which was acknowledged in the previous evaluation report) began in mid-2017. At that moment the association set the objective of making the routes more operational and professionalize the work carried out by the association in this regard. Consequently, a number of actions were undertaken, including the incorporation of Victor Sorensen as Director, the establishment of the Scientific Committee and the organization of the first Routes' Incubator in Barcelona in 2018 where a call for new routes was launched.

Currently, the association is formed by 29 institutions in 20 countries, among public and private institutions, national and regional institutions and Jewish and non-Jewish institutions.

The network involves 16 Member States of the Enlarged Partial Agreement (EPA) on Cultural Routes of the Council of Europe: Austria, Azerbaijan, Bosnia and Herzegovina, Croatia, France, Georgia, Germany, Italy, Lithuania, Luxembourg, Poland, Portugal, Romania, Spain, Turkey, Ukraine. Moreover, 4 countries that are a Member State of the Council of Europe but not of the EPA are also part of the network: Belarus, Czech Republic, Republic of Moldova and the United Kingdom.

Besides the fact that the membership has doubled in the last 3-year period, it is interesting to emphasize that new members are all involved in developing new routes or are interested in developing new routes thanks to joining the network. There is one member (Heritage Springs) based in Ukraine, that have joined the association just before the war started. This project is in stand-by for the moment since the members of the institution had to flee the country and sought shelter in Germany.

The network is structured in a way that per country, institutions (maximum three) leading Jewish heritage route projects, with the support of AEPJ, are in charge of developing their networks of stakeholders at national level. The routes are classified in 3 types: national, regional and thematic routes. The logic behind this categorization is the geographical coverage of the routes. While national routes ensure a homogeneous presence in a country, the regional ones focus just on one region and the thematic ones are those with themes that can be shared by more than one country.

At the moment there are 20 active routes that are part of the ERJH (see Figure 3). Each route works with references in the university and educational field, as well as fostering the participation of small and medium enterprises in the field of cultural tourism, in order to create economies of scale and enhance the engagement of local communities in the project. In this sense, the agreements are established between the institutions leading the projects (AEPJ members) and the local/ national stakeholders, and not AEPJ.

The routes have changed since last evaluation period, as new routes have been developed, some others have been dismissed and some are in the process of being developed. The list of the 20 active routes and routes underway can be seen in Table 2.

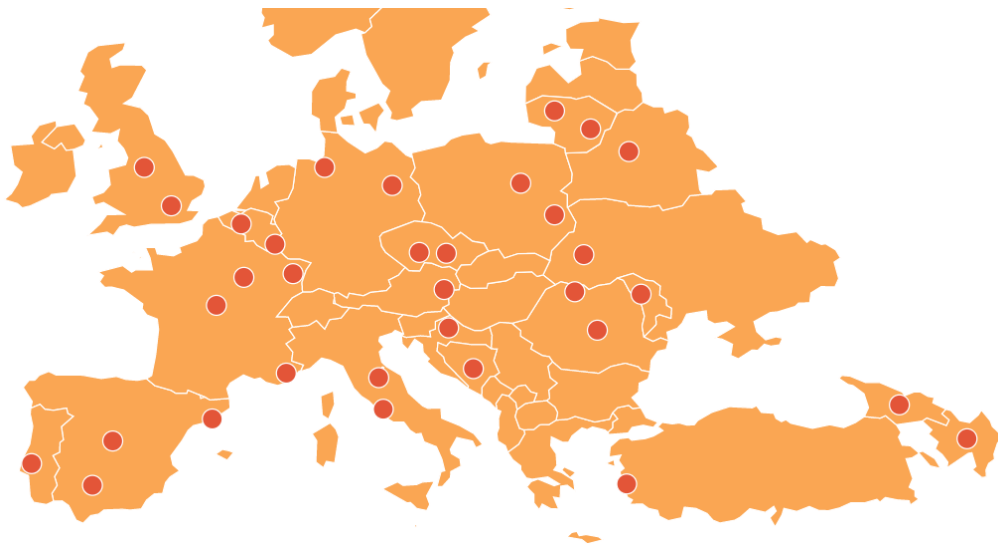


Figure 3 Distribution of routes across Europe. Source: <https://jewishheritage.org/european-routes>

The internal communication between members is facilitated by AEPJ Secretariat, through an internal newsletter for updates and a drive folder in which all relevant materials are shared. In general, it is possible to say that a true network dynamic has been established in the last few years, and the pandemic, far from discouraging interaction, has fostered it, with more regular online meetings being organized in order to support partners. The Route’s Incubator is a perfect example of this collaboration at network level.

In the 3-year forecast of activities, AEPJ makes clear its plans to revise and adapt the network’s governance model, building from the knowledge gained through some of the EU funded projects (such as Fab Routes). The objective is to increase the results of both global integration and local responsiveness, in order to move towards a "plural" governance model, promoting more interaction and cooperation among members and decentralizing decision-making processes, achieving greater participation of routes’ managers.

National Routes	Regional Routes	Thematic Routes	Coming soon
A Jewish heritage route through Belarus: The Together Plan	Catalan Route of Jewish Heritage (Spain): Patronat Call Girona - Diputació de Lleida	Palaces, Villas and Country Houses	Jewish Heritage route in Transylvania: Travel2Live
Jewish Heritage Route in Ukraine: Heritage Spring (Ukraine-USA)	The Izmir Route of Jewish Heritage: Izmir Project	Medieval Route of Rashi in Champagne	Bosnia Balkan Tour: Haggadah Association
Regional Routes of Jewish Heritage in France: JECPJ - France	Jewish Family Roots Journeys (Romania): Tarbut Foundation	Shtetl Routes: Brama Grodska – NN Theatre	Jewish Heritage Route in Portugal
Jewish Heritage Cultural Routes in Georgia: Israeli House	The Route of Jewish Heritage in Poland: Taube Center for Jewish Life & Learning Foundation	The European Route of Judaism on the Rhineland	Jewish Heritage Route in Luxembourg

Jewish Heritage Route in Italy (2 projects): Coopculture/ UCEI	The Jewish Heritage Route in Burgenland (Austria): Burgenländische Forschungsgesellschaft	10 Stars Synagogue, The Czech Jewish Heritage Route: Federation of Jewish Communities of the Czech Republic	Jewish Heritage Route in Croatia
Lithuania Jewish Heritage Route: Jewish Heritage Lithuania	Between Harz, Heath and Weser Jewish life in central Lower Saxony (Germany): Global Partnership Hannover		
Jewish Heritage in Azerbaijan: Azerbaijan Tourism Board	The Jewish Andalusian Heritage Route (Spain): Makom Sefarad		
Jewish Heritage Route in Spain – Red de Juderías de España			

Table 2 List of routes per type and member in charge. Source: Own elaboration based on the AEPJ documents

3.3.4 Network extension since last evaluation

While in the last evaluation period, a growth by 50% in the number of members was reported, the same can be said in this current evaluation period, going from 14 members in 2018 to 29 members in 2021, with a total of 15 new members: 5 in 2021 (one as observer), 3 in 2020 and 7 in 2019 (see Figure 4). This is an impressive growth taking into consideration that 2020 and 2021 were years heavily influenced by the pandemic crisis worldwide.

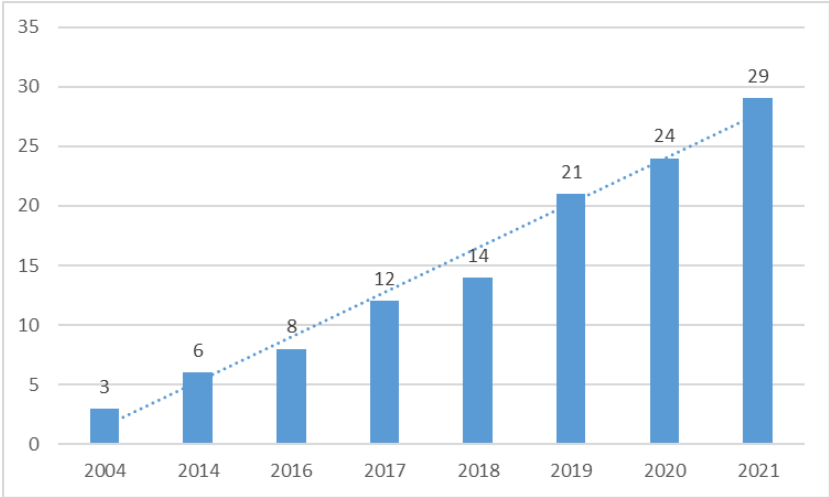


Figure 4 Upward trend of membership growth by year since the establishment of the network. Source: Own elaboration based on data from AEPJ

The impressive growth of 2019 can be explained by the organization of the second Route’s Incubator programme in Bucharest, thanks to a collaboration with the Routes4U project, where a number of new routes and members were incorporated. Also, the active participation in European projects has allowed an increase in AEPJ’s skills in network governance and development.

So far, they have not followed a specific strategy for the network's extension, but the network has been growing organically, thanks to the rich Jewish heritage present in almost every European country and also initiatives like the Routes' Incubator, which has attracted interest of potential members that have been joining ever since.

The criteria followed to accept new members into the network varies according to whether AEPJ has a previous relationship with the potential member. If they know their reputation and know it is a trustful partner, they asked for an expression of interest. Otherwise they coordinate an interview to understand their interest and explain them about the CR programme, before accepting expressions of interest. The final decision for new members' approval is from the General Assembly.

3.3.5 Strategy for the network extension in the three years to come

For this new three-year period, AEPJ's main objective is to establish a sustainable growth, which will allow them to deepen the development of projects, increasing the quality of management and the operational capacity of the network, while allowing them to continue to expand.

In relationship to the previous evaluation period, participation from Scandinavian countries is still lacking, however in 2021 they have been able to incorporate their first member from Germany (Global Partnership Hannover) which is managing the regional route "Between Harz, Heath and Weser Jewish life in central Lower Saxony". There are also interesting opportunities for cooperation between Europe and Latin American countries, thanks to the involvement of members from the Scientific Committee and the rich Jewish heritage present in these countries. This is an initiative which is worth pursuing as it could allow research and exchanges initiatives, in countries such as Argentina, which is the 7th in the world in terms of Jewish population.

Currently, the Erfurt Municipality (Germany) and the Jewish Community of Athens (Greece) are in the process of joining the association and members of both institutions have participated in the 2022 Incubator Programme in Izmir, Turkey. Moreover, the Armenian Minister of Culture had already sent an expression of interest to join AEPJ and relationships with an association from Slovakia that manages Jewish heritage have been established in view of a future addition.

These potential members can provide an added value to the network, incorporating respected institutions belonging to new countries (in the case of Greece, Slovakia and Armenia) and a project which is a UNESCO World Heritage candidate: the Jewish-Medieval Heritage Erfurt project, an impressive complex including an old synagogue, a mikveh and a stone house. In particular, Erfurt Municipality is already mobilising actors in Thuringia State in order to create a route. It is also worth noting that AEPJ has established contact with Erfurt Municipality thanks to one of the EU projects in which they are involved (Fab Routes), thus reinforcing the importance of these projects to increase cultural cooperation between European countries.

In their 3-year forecast of activities, they plan to involve more the managers of the routes, creating a permanent working commission as a way of promoting more interaction, sharing decision-making and achieving an even more democratic operation. Other plans include the creation of regional clusters. Finally, they are working on the development of certain quality standards, to provide to potential and current members, in order to guarantee a minimum quality level to be maintained by all members. These standards, together with the tools to

measure the impact of the routes are important developments to look forward in the upcoming 3 years.

3.4 Communication tools

3.4.1 Current state of communication tools developed by the network (graphic charter, communication materials, logo, communication channels, signposting, maps, etc.)

AEPJ makes very good use of communication tools, mainly online tools, such as its own website and a number of social media channels to promote the work of the network.

The logo of the route, always accompanied by the logo of the Cultural Routes of the Council of Europe, is present on the entrance door of their office in Barcelona as well as on all the dissemination materials of Casa Adret (rollups, leaflets, booklets, etc.). The certificate that attests the recognition as a "Cultural Route of the Council of Europe" is framed and prominently displayed there. Other signposting includes marking important sites, such as the placing of commemorative plaques in significant places in Luxembourg and Syracuse.

They have decided to minimise the use of printed materials, in order to reduce their environmental footprint as much as possible. Therefore, they have replaced much of the printed material by the online version of it.

In 2021 they have undertaken a restyling process of the institutional website of AEPJ, <https://jewishheritage.org/>, aimed at better displaying the information about the routes and the activities of the association. The result is a very complete and clear website, desktop and mobile friendly, in which it is clearly explained the programme of the CR, the priority fields of action to which it contributes and the block logo is well used and visible in all pages and sections at the top, left hand side of the website. Perhaps a link to the CoE CR website could be added in the "certification" section. The news section is constantly updated with all activities in which AEPJ and its members are involved and they also have a newsletter that arrives to 2000 subscribers, through which they share updates on the latest events and activities of the association.

The routes' section provides detail information about the 20 active routes, including an interactive map that provides a visual guide to understand where the routes are located and access the contents. As a suggestion, this section could be made more attractive, by having less text, more pictures and perhaps a map that shows the places that each route connects. Moreover, the links to the website of the organizations running the routes could be added, besides having the names of the routes' managers which is great. A final observation could be to change the name of the "Other projects" section, to just "Projects" since in this section all the European projects around Jewish heritage and the routes are explained, and by calling it "other projects" it might transmit the wrong idea that in this section one can find completely different types of projects.

As far as social media channels are concerned, AEPJ makes a very good use of these tools. It is present in all the main channels and all the profiles are kept updated on a regular basis, with consistent information being shared across channels.

At the moment of this evaluation, the numbers of followers were:

- Facebook (<https://www.facebook.com/jewishheritage>): 5441 followers
- Instagram (<https://www.instagram.com/jewishheritage/>) : 2283 followers
- Twitter (<https://twitter.com/jewishheritage>): 2231 followers
- LinkedIn (<https://www.linkedin.com/company/aepj/>) : 313 followers
- YouTube channel (<https://www.youtube.com/@aepjjewishheritage3590>): 111 followers. This channel is mainly used as a repository for presentations or online webinars they organized, so more targeted to network's members.

The language used for their website, social media and other communication channels is English, since it is the common language used by all members. Exceptionally and punctually, some concrete contents are available in European languages such as French, Italian, Spanish or Catalan. It might be useful to have the website translated in other languages in the future, but of course a selection should be made as the languages spoken by members are more than 10.

AEPJ is currently in the process of updating their logo and developing a new graphic identity to give more visibility to the cultural routes, and less to AEPJ, which acronym does not transmit a very explicit meaning to the public. They have brought the issue into discussion during the Routes' Incubator in Izmir, to know the opinions of the members and they will continue working on this to release it soon.

While doing a very good job in terms of communication, they recognised they still lack the capacity to plan more in advance. They would like to implement a comprehensive communication strategy and an editorial calendar that allows them to plan ahead the contents. In this sense, once again the tools provided by EU projects are assisting them in this tasks, also by learning how other CR communicate.

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

AEPJ has its own logo and use the block logo (with the CoE certification logo) in all communication materials, according to the Guidelines for the use of the logo “Cultural Route of the Council of Europe”.

Their own logo has undergone an evolution, from last evaluation period to the current period (See Figure 5). The intention was to make it shorter by having only written “Jewish Heritage” besides the AEPJ acronym, instead of explaining the acronym in French, which was also too long.



Figure 5 Logo evolution comparing to last evaluation period. Source: AEPJ documents

Moreover, as mentioned earlier, this logo might experience further changes, as the network is currently in the process of developing a new graphic identity to represent the ERJH in a more visible, identifiable and attractive way. A working version of this new logo has been included in the certification form, that would mention the “European Routes of Jewish Heritage – powered by AEPJ”, with routes in plural, instead of in singular. If this new logo is approved by members, it is advisable to inform the European Institute of Cultural Routes (EICR) about this change, in order to be consistent with the name and logo used in the CoE materials.

While the network carrier (AEPJ) makes a consistent use of the logo, in compliance with the Guidelines for the use of the logo “Cultural Routes of the Council of Europe”, the same cannot be said for all the members of the network, who do not make a consistent use of it. Some of them displayed the logo, some of them do not, some only have the AEPJ logo and some used older versions of it. Therefore, it will be necessary that in the next period AEPJ develops consistent guidelines for the use of the logo and advice members how to properly communicate that they are part of the CR of the CoE programme.

In the Routes’ Incubator programme 2022 in Izmir, a first attempt was made with a Communication and Branding workshop provided by AEPJ Secretariat. The graphic charter that is underway, explaining clearly how to use the logo and how to present the CR programme will be essential, to bring clarity and homogeneity among all members of the route.

4. Conclusions and Recommendations

The European Route of Jewish Heritage, certified in 2004, has experienced an impressive growth in the last three years under evaluation (2019 - 2021). The Secretariat has grown to a full-time technical team of three people, the number of members of the network has doubled (from 14 to 29 members in 20 countries, with expectations of further growth in the upcoming years), and since the last reporting period, they have initiated a number of new projects with European funding in which several of the network's members are actively involved. The pandemic situation in 2020 and 2021, far from hindering its development, it has stimulated a process of further integration and networking among members, thanks to a quick adaptation of their activities to an online format, including the online version of the European Days of Jewish Culture, the Routes' Incubator programme and a number of networking sessions among members and partners of European projects.

The rapid enlargement of the network is not free of challenges, related to improving coordination among the different members, achieving high quality in the implementation of the programme and ensuring that the expertise of new members is well aligned with the values and priority fields of action from the Council of Europe. The network carrier, AEPJ, is firmly committed to face these challenges, as it can be seen in their 3-year forecast of activities, through revising the governance model and setting quality standards and monitoring tools to be consistent in the implementation of the programme.

On the basis of the documents analysed, the field visit to the Routes' Incubator programme 2022 in Izmir, Turkey, as well as the interviews with the Secretariat team, Scientific Committee, Board members and routes' managers, it can be affirmed that the route fulfils the criteria established by the Council of Europe. Furthermore, they have successfully addressed the recommendations received during the previous evaluation, mainly related to sharing good practices and competences among members in a peer-learning process, incorporating new competences to the Scientific Committee and collaborating with existing cultural events and initiatives.

Therefore, its certification as "Cultural Route of the Council of Europe" should be renewed.

In what follows some comments and recommendations are provided, in order to further improve the remarkable work they have done so far.

1) List of eligibility criteria for themes: The ERJH is illustrative of European memory, history and heritage given by Judaism in Europe since 2000 years. The theme contributes to understand the role of Jewish communities as an inseparable part of the history of Europe and thus raises awareness of a European citizenship based on the sharing of common values.

No particular recommendations are given besides continuing the good work, collaborating with different institutions, such as the National Library of Israel, to develop content for the theme.

2) List of priority fields of action: The network has been very active in the last 3 years, with a number of activities reported for each priority field of action and several European projects that have contributed transversally to these fields. The following recommendations are provided for the next 3-year period:

- The field of Cultural and Educational Exchanges for young Europeans is an area that still need to be further developed. The route's members are actively working on education and

cultural awareness but they should put more efforts in targeting specifically young people and organizing exchanges among young Europeans, collaborating with schools and universities. In this sense, AEPJ could take as example those CR of the CoE that have been able to do this, for instance ATRIUM Route and the Phoenicians' Route. Make sure members of the network understand that this is one of the priority fields of action of the programme. A possibility could be to apply for Erasmus Plus programmes belonging to the Key Action 1 (Mobility projects for young Europeans) besides the current Erasmus Plus projects they are involved, which are part of the Key Action 2 (Cooperation among organizations and institutions).

- As for the Cultural Tourism field, they mentioned in their 3-year programme of activities their objective to work more with tour operators and the cultural tourism sector. A recommendation in this sense will be, besides inviting them to the Route's Incubator programme, that route managers or AEPJ participate in tourism fairs, at least as attendants, to meet these stakeholders on those occasions. Some of the most important are the ITB Berlin, Fitur Madrid and WTM London, but there are other smaller and more specialized in sustainable cultural tourism that could be explored in the different countries.
- Routes' Incubator programme: this year's incubator in Izmir, Turkey, was well organized, with a mix of presentations, workshops and study visits to get to know the Izmir Jewish Heritage Project (host member). For the next incubator, more time could be allowed for open discussions, perhaps on selected topics that are most relevant to all. The exercises were all good, but they were quite structured and did not allow much time for interactions, even if interaction was achieved informally during meals and study visits.
- Implement the tools being developed to measure the touristic impacts of the routes, as well as the guidelines and criteria for members to follow, so as to ensure consistency among members.

3) List of criteria for networks: The network fulfils all the criteria established in Resolution CM/Res(2013)67. It is possible to say that a true network dynamic has been established in the last few years. The Route's Incubator is a perfect example of this collaboration at network level. Nevertheless, a few recommendations can be provided, including:

- Revise the current categories in which routes are organized (national, regional and thematic) that can generate a bit of confusion, since it is not clear the division among these categories (i.e. the Regional Routes of Jewish Heritage in France, which is mentioned as regional in the website but as national in other documents).
- Include in the new Strategic Plan AEPJ is working on, some objectives to guide the network's extension in the upcoming years. For these objectives, consider pursuing the involvement of new countries in the network, such as Hungary, being Budapest the city with the largest Jewish population in central Europe.
- Continue pursuing cooperation opportunities with countries from Iberoamerica on the topic of cultural routes, from an academic perspective (the Iberoamerican Chair on Cultural Routes) as well as practitioner perspective (incorporating new members to the route and developing new cultural tourism products).
- Consider incorporating interns from the universities with whom the network collaborates, to assist the work at the Secretariat. This could be a win-win situation, as a learning opportunity for young people enrolled in careers relevant to the CR and a way to delegate some operative tasks from the core team, to have more time for strategic planning. Of course, some time for proper training of the interns have to be considered, but once a regular internship programme is set up, is much simpler to train newcomers. As inspiration from other CR regularly hosting interns, the Via Francigena could be contacted.

4) Communication tools: AEPJ makes very good use of communication tools, mainly online channels to promote the work of the network. They also comply with the guidelines for the use

of the Council of Europe logo at the Secretariat level, but inconsistencies were found among members. A few suggestions are provided as follows:

- Make the information of the routes in the website more appealing, adding more images, less texts and providing the links to the members' organizations websites to expand the information. Also consider including a "call to action" so if someone is interested in the route they know what the next step is (i.e. contact the route's manager, find more information, etc.)
- Ensure that members are consistent in the use of the logo of both AEPJ and the CoE (using the block logo), and that they clearly explain they are part of the network of the ERJH in their communication materials.
- Develop a consistent and comprehensive graphic charter for the visibility of the route, applied by network members in all communication materials and tools and provide training to members on this.
- Regarding the logo evolution, if the new logo is approved, it is advisable to communicate the EICR about the change from Route (in singular) to Routes (in plural), in order to be consistent with the name and logo used in the materials from AEPJ and the EICR.
- Consider translating the website into some others European languages if deemed useful to enlarge the audience and pursue new partnerships (i.e. Spanish for potential Iberoamerican cooperation).

CRITERIA		Recommendations previous evaluation 2018-2019	Has the route addressed the recommendation since the last evaluation ?		Recommendations current evaluation 2022-2023
			YES	NO	
I.	Cultural route theme		<input type="checkbox"/>	<input type="checkbox"/>	
			<input type="checkbox"/>	<input type="checkbox"/>	
II.	Priority fields of action	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	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

		way to the high level competences already present within the Committee.			
		An additional work perspective could be to ask each of the national routes to develop a specific competence, to be shared in terms of method, work, actions, with the network, in a process of peer education.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	Enhancement of memory, history and European heritage	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.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		Another recommendation is to ask the member institutions of the Route to adopt the good practice present at the Headquarter of Barcelona in terms of education towards tour operators.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

	Cultural and educational exchanges for young Europeans	A recommendation in this case is to collect good practices and share them to all members.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Increase activities targeting young people and organizing youth exchanges across Europe in collaboration with schools and universities.
	Contemporary cultural and artistic practice	It can be very interesting to collect and share good practices, in order to prepare the ground for new joint projects at European level.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	Cultural Tourism and Sustainable Cultural development		<input type="checkbox"/>	<input type="checkbox"/>	Routes managers or AEPJ could participate in tourism fairs (i.e. WTM, ITB Berlin) to meet potential partners from the tourism sector.
					For upcoming Incubator's programmes, more time could be allowed for open discussions among members.
III. Cultural Route Network			<input type="checkbox"/>	<input type="checkbox"/>	Revise the current categories in which routes are organized (national, regional and thematic) that can generate a bit of confusion and overlap.
			<input type="checkbox"/>	<input type="checkbox"/>	Include in the new Strategic Plan some objectives to guide the network's extension in the upcoming years (i.e. countries in which are not yet present or key partners in existing countries)
			<input type="checkbox"/>	<input type="checkbox"/>	Continue pursuing cooperation opportunities with countries from Iberoamerica
			<input type="checkbox"/>	<input type="checkbox"/>	Consider incorporating interns from universities with whom the network collaborates, to assist the work at the Secretariat
	Communication Tools		<input type="checkbox"/>	<input type="checkbox"/>	Develop a consistent and comprehensive graphic charter for the visibility of the

				route and ensure members are consistent in the use of the logo of both AEPJ and the CoE.
				Make the information of the routes in the website more appealing (i.e. more images, less text, links to the members' websites). Also consider including a "call to action".
		<input type="checkbox"/>	<input type="checkbox"/>	Communicate future changes in the network's logo to the EICR, especially if evolving from route (singular) to routes (plural).
				Consider translating the website into some others European languages (i.e. Spanish for potential Iberoamerican cooperation).

5. List of references

All documents required for the evaluation had been duly submitted by the Cultural Route and were evaluated, including:

- Certification form
- Self-assessment grid
- Updated legal statutes of the network
- Updated list of members of the network
- Ordinary General Assembly meeting reports of 2019, 2020 and 2021
- Financial information for the last three years and forecast for the next 3-year period
- Forecast 3-year Programme of Activities

Further documents provided by the EICR for the evaluation included:

- Jewish Heritage Previous Evaluation Report
- Guidelines for independent experts evaluation
- Resolutions of the COE: CM/Res(2013)66, CM/Res(2013)67
- Guidelines for the use of the logo “Cultural Route of the Council of Europe”

Additional material consulted by the expert:

- Fab Routes Erasmus Plus project deliverables
- Websites of all the projects in which AEPJ is involved (Parallel Traces, Mi Dor Le Dor, Fab Routes, WalKEUR, NOA and Jewish History Tours)
- AEPJ website and social media channels
- AEPJ members' websites
- Faro Convention on the Value of Cultural Heritage for Society
- Becoming World Heritage: Jewish-Medieval Heritage Erfurt brochure
- Izmir Sephardic Culture Festival brochure
- The National Library of Israel brochures
- Cultural Routes of the CoE website
- Several websites regarding Jewish heritage and culture

6. Annex 1: Expert field visit and interviews with the network management and members

The field visit took place in Izmir, Turkey, in the framework of the Routes' Incubator programme from the 15th till the 18th November, 2022. The expert had the opportunity to present herself on the first day and then participated in all activities, taking the chance to talk with the different members of the route, the Secretariat and the Scientific Committee, as well as observing the network in action.



Programme of the Route's Incubator:

Tuesday 15th November

- 8.30am Registration of attendees at Sinyora Synagogue
- 9.00am Welcome to the programme and recommendations.
- 10.00am Visit to the Old Jewish Quarter and its synagogues.
- 1.00pm Lunch
- 3.00pm Presentation: How the Izmir Jewish Heritage Project is integrated in the city of Izmir.
- 4.00pm Coffee break
- 4.15pm Keynote: Disintegrating the Strategy behind developing a Jewish Cultural Routes: A Multi-Dimensional Approach by Yoel Mansfeld (Haifa University, Scientific Committee)
- 7.30pm Opening event. Cocktail and Ladino concert at Etz Hayim Synagogue.

Wednesday 16th November

- 9.00am Introductory workshop. Exploring the network of the European Routes of Jewish Heritage. By AEPJ staff at Sinyora Synagogue
- 10.00am Keynote: Jewish Heritage Routes Narratives. By Helise Lieberman (Taube Center for Jewish Life and Learning) and Jeremy Leigh (Hebrew Union College, Scientific Committee).
- 11.00am Coffee break
- 11.30am Presentations by expert institutions:
 - National Library of Israel
 - Jewish Heritage Network: J-Story Ecosystem

- 1.00pm Lunch
- 2.00pm Simultaneous Workshops
 - 1) Shared goals and values the European Routes of Jewish Heritage are defending. By Marc Francesch Camps.
 - 2) Communication, branding, marketing and signposting. By Federico Szarfer and Victor Sorensen.
- 4.30pm Visit to the second Jewish quarter.

Thursday 17th November

- 9.00am Presentation: The European Routes of Jewish Heritage: a community of interest or a community of practitioners? By Marc Francesch Camps at Sinyora Synagogue. Presentation on the common interests, needs and future actions of the ERJH, based on the analysis process developed during the previous months.
- 9.30am Workshop: Nominal Group Technique. By Yoel Mansfeld. Identifying Stakeholders' Interests, conflicts & Mutual Understanding in Jewish Cultural Routes: A Value Stretch & Nominal Group Technique Approach.
- 1.00pm Lunch
- 2.00pm Visit to the Ancient Site of Agora and Bazar.
- 8.00pm Farewell dinner and closure.

List of members of the ERJH interviewed informally during the 3-day Incubator programme:

- Victor Sorensen, Director of AEPJ
- Federico Szarfer, Project manager EDJC and Communications officer
- Marc Francesch Camps, Project manager ERJH
- Yoel Mansfeld, Haifa University, Scientific Committee
- Emil Majuk, Ośrodek Brama Grodzka - Teatr NN (The Shtetl Routes)
- Anke Biedenapp, Global Partnership Hannover (Between Harz, Heath and Weser Jewish life in central Lower Saxony routes)
- Taly Mair and Alina Fais, Athens Jewish Community (candidate member)
- Michael Schreiber, Research Society Burdenland (The Jewish Heritage Route in Burgenland)
- Kveta Svobodová, Federation of Jewish Communities of the Czech Republic (10 Stars Synagogue – The Czech Jewish Heritage Route)
- Debra Brunner, The Together Plan (Jewish Heritage Route through Belarus)
- Judith Kiriaty Matalon, Kiriaty Foundation, member of the Board of Directors
- Uri Bar Ner, Kiriaty Foundation
- Karin Sczech, Erfurt Municipality (candidate member)
- Emiliya Ahmadova, Azerbaijan Tourism Board (Jewish Heritage in Azerbaijan)
- Peninah Zilberman, Tarbut Sighet Foundation (Maramures & Bukovina Family Roots Journeys)
- Françoise Elkouby, Routes du Judaïsme Rhenan (The European Route of Judaism on the Rhineland)
- Helise Lieberman, Taube Center for the Renewal of Jewish Life (The Route of Jewish Heritage in Poland)
- Caron Sethill, National Library of Israel (partner institution)
- Nesim Bencoya and Tilda Koenka, Izmir Jewish Heritage Project (The Izmir Route of Jewish Heritage).

Some pictures at the Izmir Routes' Incubator programme:





Further interviews were coordinated with:

- Yoel Mansfeld, Scientific Committee (online, 9/11/22)
- Victor Sorensen, Federico Szarfer and Marc Francesch Camps, AEPJ Secretariat (online, 30/11/22)
- Assumpció Hosta, Secretary General from the Board of Directors and Jordi Tresserras, member of the Scientific Committee, during the meeting on “Euro-Iberoamerican Cultural Cooperation through Cultural Routes and Itineraries”, organized by the Organization of Iberoamerican States (OEI), the EICR and the Yuste Foundation from 26th-28th October 2022 in Guadalupe, Spain.

7. Annex 2: Expert assessment checklist

EXPERT ASSESSMENT CHECKLIST					
QUESTIONS			Yes	No	
3.1 THEME	1	Does the theme of the Route represent a common value (historical, cultural, or heritage) to several European countries?	1		
	2	Does the theme of the route offer a solid basis for youth cultural and educational exchanges?	1		
	3	Does the theme of the route offer a solid basis for innovative activities?	1		
	4	Does the theme of the route offer a solid basis for cultural tourism products development?	1		
	5	Has the theme been researched/developed by academics/experts from different regions of Europe?	1		
3.2 FIELDS OF ACTION	3.2.1 Co-operation in research and development	6	Does the Route offer a platform for co-operation in research and development of European cultural themes/values?	1	
		7	Does the Route play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1	
		8	Does the Route show how these themes are representative of European values shared by several European countries?	1	
		9	Does the Route illustrate the development of these values and the variety of forms they may take in Europe?	1	
		10	Does the Route have a network of universities and research center working on its theme at the European level?	1	
		11	Does the Route have a multidisciplinary Scientific Committee?	1	
		12	Does the Scientific Committee work on its theme at the European level?	1	
		13	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the theoretical level?	1	
	14	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the practical level?	1		
	3.2.2 Enhancement of the memory, history and European heritage	15	Do the Route activities take into account and explain the historical significance of tangible and intangible European heritage?	1	
		16	Do the Route activities promote the values of the Council of Europe?	1	
		17	Do the Route activities promote the brand of the Cultural Routes of the Council of Europe?	1	
		18	Does the route work in conformity with international charters and conventions on cultural heritage preservation?	1	
		19	Do the Route activities identify, preserve and develop European heritage sites in rural destinations?	1	
		20	Do the Route activities identify, preserve and develop European heritage sites in industrial areas in the process of economic restructuring?		1

		21	Do the Route activities valorize the heritage of ethnic or social minorities in Europe?	1	
		22	Do the Route activities contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	1	
		23	Do the Route activities enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?	1	
		24	Do the Route activities 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	
3.2.3 Cultural and educational exchanges of young Europeans		25	Are the youth exchanges (cultural and educational) planned to develop a better understanding of the concept of European citizenship?	1	
		26	Are the youth exchanges (cultural and educational) planned to emphasize the value of new personal experience through visiting diverse places?	1	
		27	Are the youth exchanges (cultural and educational) planned to encourage social integration and exchanges of young people from different social backgrounds and regions of Europe?		1
		28	Are the youth exchanges (cultural and educational) planned to offer collaborative opportunities for educational institutions at various levels?	1	
		29	Are the youth exchanges (cultural and educational) planned to place the emphasis on personal and real experiences through the use of places and contacts?	1	
		30	Are the youth exchanges (cultural and educational) planned to set up pilot schemes with several participating countries?	1	
		31	Are the youth exchanges (cultural and educational) planned to give rise to co-operation activities which involve educational institutions at various levels?	1	
3.2.4 Contemporary cultural and artistic practice		32	Do the Route's cultural activities promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?	1	
		33	Do the Route's cultural activities encourage artistic projects that establish links between cultural heritage and contemporary culture?	1	
		34	Do the Route's cultural activities encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?	1	
		35	Do the Route's cultural activities encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?*	1	
		36	Do the Route's cultural activities encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe?	1	

3.2.5 Cultural tourism and sustainable cultural development	37	Do the Route's cultural activities encourage activities and artistic projects which explore the links between heritage and contemporary culture?	1	
	38	Do the Route's cultural activities highlight the most innovative and creative practices?	1	
	39	Do the Route's cultural activities link these innovative and creative practices with the history of skills development?***	1	
	40	Do the Route's activities (relevant to sustainable cultural tourism development) assist in local, regional, national and/ or European identity formation?	1	
	41	Do the Route's activities (relevant to sustainable cultural tourism development) actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?	1	
	42	Do the Route's activities promote dialogue between urban and rural communities and cultures?	1	
	43	Do the Route's activities promote dialogue between developed and disadvantaged regions?	1	
	44	Do the Route's activities promote dialogue between different regions (south, north, east, west) of Europe?	1	
	45	Do the Route's activities promote dialogue between majority and minority (or native and immigrant) cultures?	1	
	46	Do the Route's activities open possibilities for co-operation between Europe and other continents?	1	
	47	Do the Route's activities draw decision makers' attention to the necessity of protecting heritage as part of the sustainable development of the territory?	1	
	48	Do the Route's activities aim to diversify cultural product, service and activities offers?	1	
	49	Do the Route's activities develop and offer quality cultural tourism products, services or activities transnationally?	1	
	50	Do the Route's activities develop partnerships with public and private organisations active in the field of tourism?	1	
3.3 NETWORK	51	Did the network prepare and use tools along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?		1
	52	Does the Route represent a network involving at least three Council of Europe's member states?	1	
	53	Was the theme of the route chosen and accepted by the network members?	1	
	54	Was the conceptual framework of the route founded on a scientific basis?	1	
	55	Does the network involve several Council of Europe member states in all or part of its projects?	1	
	56	Is the network financially sustainable?	1	
	57	Does the network have a legal status (association, federation of associations, EEIG,...)?	1	
	58	Does the network operate democratically?	1	
	59	Does the network specify its objectives and working methods?	1	
	60	Does the network specify the regions concerned by the project?	1	

	61	Does the network specify its partners and participating countries?	1		
	62	Does the network specify the fields of action involved?	1		
	63	Does the network specify its overall strategy in the short and long term?	1		
	64	Does the network identify potential participants and partners in Council of Europe member states and/or other world countries?	1		
	65	Does the network provide details of its financing (financial reports and/or activity budgets)?	1		
	66	Does the network provide details of its operational plan?	1		
	67	Does the network append the basic text(s) confirming its legal status?	1		
3.4 COMMUNICATION TOOLS	For certified Cultural Routes of the Council of Europe only	68	Does the Route have its own logo?	1	
		69	Do all partners of the network use the logo on their communication tools?		1
		70	Does the Route have its own dedicated website ?	1	
		71	Is it the website available in English and French?		1
		72	Is it the website available in other languages?		1
		73	Does the network use effectively social networks and web 2.0?	1	
		74	Does the network publish brochures on the Route?	1	
		75	If yes, are the brochures available in English?	1	
	76	If yes, are the brochures available in French?		1	
	77	Is the title of "Cultural Route of the Council of Europe" present on all communication materials (including press releases, webpages, publications, etc.)?	1		
	78	Is the certification logo present on all communication materials?	1		
	79	Is the certification logo used in accordance to the guidelines for its use (size and position,...)?	1		
	80	Are the logos (Cultural Route + certification logo) provided to all the members of the Route?	1		
	81	Does the Council of Europe certification logo appear on road signs/ boards indicating the cultural route?	1		
SCORE			74	7	

8. Annex 3: List of acronyms, figures and tables

Acronyms:

ERJH - European Route of Jewish Heritage
EDJC - European Days of Jewish Culture
EICR - European Institute of Cultural Routes
EPA - Enlarged Partial Agreement
CoE - Council of Europe
CR - Cultural Routes
NLI - National Library of Israel

Figures:

Figure 1 Number of activities per priority field of action	10
Figure 2 Latest topics of the EDJC.....	13
Figure 3 Distribution of routes across Europe	18
Figure 4 Upward trend of membership growth by year	19
Figure 5 Logo evolution comparing to last evaluation period	22

Tables:

Table 1 Participation in the EDJC	8
Table 2 List of routes per type and member in charge.....	19