

The Jewish Heritage- Incubator for EU Strategy for the Danube Region (EUSDR)

REPORT



BUCHAREST, ROMANIA
3-4 OCTOBER, 2019

THE JEWISH HERITAGE - INCUBATOR

PROGRAM FOR EU STRATEGY
FOR THE DANUBE REGION
(EUSDR).

OCT. 3-4, 2019
JEWISH COMMUNITY CENTER
STRADA POPA SOARE 18
BUCHAREST



aepj
Association of European Jewish Pathfinders
Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Routes4U Project
Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe

Introduction

In this report we will present the different aspects related to the planning and execution of the “The Jewish Heritage Route and Incubator for EU Strategy for the Danube Region (EUSDR)” program, carried out by the AEPJ, in order to extend the European Route of Jewish Heritage in the Danube Macro Region. To do this, we will present the work calendar with the different actions planned at each stage, together with the work team and actors and the expense ratio, the planned work lines to give continuity to the project and finally, different documents and materials related to the project.

In general terms, we can affirm that from an operational point of view, the program has been a success. The process of creating new routes of Jewish heritage in the Danube was assured, as well as the possibility of transnational cooperation between the different Routes in the Macro Region. The Routes4U grant has offered us the possibility of working in a Macro Region that has a great wealth of Jewish heritage, but which, without a doubt, is lacking in its management, promotion and networking. Through this project, we have not only found new partners and institutions willing to work within the framework of the Cultural Routes of the Council of Europe, but we have been able to assist, facilitate and supervise the creation of new projects in a very short period of time. Until now, our only official member of the Route in the Danube Macro Region was the Tarbut Foundation, with a project established exclusively in the Maramures region.

From a temporary implementation perspective, thanks to the Jewish Heritage Incubator for EU Strategy for the Danube Region (EUSDR), we can guarantee:

I. That at the beginning of the year 2020 the following Routes will be operational at all levels with Jewish Heritage Routes in the Danube Macro Region, in the following countries:

Czech Republic
Croatia
Bosnia Herzegovina
Serbia

The four countries have become official members of the European Jewish Heritage Route network.

II. On the other hand, we can guarantee in the same way the extension of the Jewish Heritage Route in Romania nationwide, with the participation of the country's main cities, including Bucharest.

III. Likewise, the following countries are working on the development of a strategic work plan to develop new Jewish Heritage Routes. All of them are the result of the work done on this project. Because they start from scratch, more assistance is required for the establishment of the Routes. Different institutions in the following countries are working with us in the preparation of the Routes:

Bulgaria
Austria
Slovenia

In the application presented to Routes4U, where the project approach was defined, the needs, together with the important lack of cooperation in the Macro region, we had raised the following overall objective:

-Running of the Jewish Heritage- Incubator program of the Danube macro region in June 2019.

-Extending the AEPJ's European Route of Jewish Heritage to at least 5 countries that are part of the Danube macro region.

We believe that this objective has been fulfilled, and thanks to the opportunity that this Grant has offered us, the extension of the Jewish Heritage Route in the Danube Macro Region is a reality. A fundamental part of the development of this project is the possibility of giving it continuity, seeking sustainability over time. Therefore, both in the previous months of preparation, as well as in the development of the Incubator, we have worked intensively to establish projects and Routes that understand the philosophy of network collaboration.

Present opportunities for cooperation in the Danube Macro Region, as well as the promotion of connections and collaborations with other projects that are being carried out in the different countries of the Danube.

Our commitment as AEPJ is to continue working in the Macro Region and make the most of this opportunity that Routes4U has given us.

Program development and implementation of activities according to budget

The different actions carried out in The Jewish Heritage- Incubator for EU Strategy for the Danube Region (EUSDR) detailed below, as well as their development and implementation.

According to the approved budget and the calendar presented in the application. The budget has not had any substantial variation and has been perfectly adapted to the forecasts presented in the application.

The only change to take into account has been the calendar of implementation of the activities. Because the signing of the grant agreement was delayed, and the inability to arrive on time to carry out the Incubator program before August, it was decided to organize the program in early October, always within deadlines established in the grant agreement (effective April 15, ending November 1). The work schedule has been:

1. April-May 2019: Research and analysis with the stakeholders in the Danube region
2. June-September 2019: Strategic Planning
3. October 3-4, 2019: Bucharest Incubator program

In order to track the implementation of the budget in the project, we present the team that has been part of the project, the definition of roles and the relationship of invoices:

Victor Sorensen

AEPJ Director. Victor Sorensen has been in charge of managing the overall coordination of the project and the work team created to carry out the Incubator program.

Invoices: #1 #3 #5

Federica Pastoret

AEPJ Project Assistant. Federica Pastoret (University of Avignon) has worked as an intern in the AEPJ at the beginning of the year in the development of the European Route of Jewish Heritage. For the AEPJ Incubator, Federica, in addition to working in the two day program as an assistant, has conducted the field study of potential stakeholders in the Danube Macro Region and has coordinated all the preparation dossiers of the two day program attendees.

Invoice: #10

Peninah Zilberman

Tarbut Foundation CEO, Sighet, Romania. This foundation was our only official member of the network in the entire Danube Macro Region. Peninah Zilberman has been instrumental in the logistics organization of the two day program, and also for the development of the network of the European Jewish Heritage Route in Romania. The Tarbut Foundation office has served as a means of assistance and coordination for the two day program. Likewise, Peninah Zilberman has worked in organizing meetings with Stakeholders at all levels (public bodies, NGO's, travel agencies, research institutes) to promote their participation in the Incubator and their integration into the European Jewish Heritage Route. During the two day program, Peninah was responsible for preparing the work materials and also worked as an interpreter in the translation from English to Romanian.

Invoice: #9

Jeremy Leigh

AEPJ Scientific Committee. His role in the project was based on developing the following functions. On the one hand, due to his experience in the field of education and Jewish heritage, he was in charge of contacting institutions with which he had worked in the past in the Macro Region, potential leader partners to develop new Jewish Heritage Routes, promoting the AEPJ Incubator through visibility actions with the organization of different webinars. On the other hand, he was one of the speakers and mentors during the two day program, assisting the participants in the elaboration of their strategic work plans. Likewise, Jeremy Leigh has been in charge of gathering the presentations of the Routes projects, to create a guide of good practices that will be presented at the AEPJ Incubator Training next year. Finally, on the second day of the two day program, he was in charge of leading the Study Tour on the Jewish heritage of Bucharest.

Invoices: #3 #6 #12

Yoel Mansfeld

AEPJ Scientific Committee. Yoel Mansfeld was in charge of designing the program and the contents of the two day program in Bucharest. In addition to being a speaker, he was in charge of defining the work dossiers to prepare the participants, which Federica Pastorer later coordinated.

Invoices: #2 #4

Adrián Gueron

JCC Bucuresti, Director. The two day program was held at the facilities of the Jewish Community Center in Bucharest. Adrián Gueron was in charge of coordinating the logistics aspects with Peninah Zilberman.

Invoice: #11

Vlad Gageanu

Jewish Heritage expert. Vlad Gageanu was in charge of leading the first Study Tour for the Jewish heritage of Bucharest, in addition to offering an introduction session to the Jewish heritage of the Danube region.

Invoice: #13

Manu Valentin

AEPJ Communication Manager. Manu Valentin was responsible for adapting the contents of the Incubator on the AEPJ website, designing the two day program's micro site, in addition to carrying out the promotion through the AEPJ's communication channels: website, social media, and newsletter .

Invoice: #14

Work calendar development

April- May 2019: Analysis

Once we received the positive resolution of our application and with the entry into force of the project on April 15, Victor Sorensen in charge to create the work team to carry out the project and establish the timetable for project implementation.

Along with Peninah Zilberman (Tarbut Foundation), Adrian Gueron as well as other persons in Bucharest, help with the coordination of the program and logistic issues needed for the success of the project.

Coordination between the scientific committee and stakeholders in the region for the preparation of the content program, the research work, field analysis, surveys and other tools to find potential partners, as well as the preparation of the dossiers and other materials to be used by the participants, on the everyday work. Finally, the communication strategy for the promotion of the project, the use of the social media, and the promotion of the every single project participant.

At this stage of the groundwork, both Federica Pastoret and Jeremy Leigh worked in cooperation to be able to map potential partners in the Danube Macro Region, which included institutions that were developing projects related to Jewish heritage, public bodies interested in integrating into future networks, as well as local Jewish communities. At this stage, we also have the help of the European Institute of Cultural Routes, from which we were offered a letter of support, which served to introduce the project throughout the Macro Region.

In a first stage visibility actions carried out, based on the promotion throughout Romania, The objective of these visibility actions was to present the project and begin working on a narrative and a common identity for the Danube Macro region about Jewish Heritage.

Outcomes:

As a result, we created a mapping with the potential leader partners to be able to develop future Jewish Heritage Routes in the Danube Macro Region, as well as contacting potential stakeholders, to start working with them.

Defining future networks of National collaboration. At this stage of work, we must first highlight the lack of familiarity of the institutions with the Cultural Routes program of the Council of Europe, as well as the shortage of transnational cooperation projects in relation to Jewish Heritage. On the other hand, we can also affirm the great interest that the proposal aroused, and the good degree of acceptance among the institutions with which we contacted.

June-September 2019: Strategic Planning

In this second stage of work, we begin with the strategic planning work, in order to know the needs of the institutions, the level of development of their projects and the possibility of adapting them to the model of heritage management of the Cultural Routes of the Council of Europe.

The objective was to be able to get to know the characteristics of the institutions to the fullest, to do the best work possible during these months, and thus be able to make the most of the project, creating a tailor made work program for the partners.

After a first contact, we found potential leader partners, interested in being part of the project in the following countries:

- Czech Republic
- Croatia
- Bosnia-Herzegovina
- Serbia
- Bulgaria
- Austria
- Slovenia

After the first conversations with potential leader partners, the work team defined three major themes to work, according to the main needs of the institutions, and the objective of seeking from the beginning a transnational cooperation and a common identity within the framework of the Danube Macro Region:

- I. The identification of the Jewish Heritage storytelling: contents, narratives and the educational field of the projects
- II. The development of business capacity and establishment of networks
- III. The creation of common identity for the Route projects of the Macro-Region of the Danube (specific for Austria, Slovenia, Bosnia, Croatia, Serbia, Czech Republic, Bulgaria, Hungary and Romania)

In this way, a work dossier was designed, where the institutions had to define different aspects related to their work, heritage content, the possibility of creating a network, financial capacity, and management model, expectations of the project and the horizon of implementation.

As an example of the dossier achieved in the annex, we show the one from Austria.

October 3-4, 2019: Bucharest Incubator Program

AEPJ and the members of the pilot project, having met in Bucharest in October 2019, analysed experiences, challenges, narratives and trends initiatives in order to develop new Routes in the Macro Region of the Danube. At the same time some actions on the field were taken in order to evaluate projects.

Managers of the potential Danube's Routes, jointly with members or Cultural Routes in other European countries, worked together. in order to share, encourage and inspire a series of good practices with the Routes of the Danube Region.

The programme as well as the dossier made by the stakeholders, are reproduced in the Appendix. All PowerPoint presentations of the different members as well as other material from the Incubator are available upon request.

Victor Sorensen, director of the AEPJ, gave an overview of the status and developments of the Jewish Heritage – Incubator program for EU strategy for the Danube Region. Before star-

ting with the presentations of the two experts of the Scientific Committee, Peninah Zilberman of the Romania Family Roots Journeys has presented the emblematic place where the Incubator was taking place *«it's extremely important to think about the place where we are. Walking around in Bucharest you can fall in love with our heritage and our goals is to preserve and promote it»*

The working methodology of Jewish Heritage Routes in the Danube macro-region based on small groups, working on different levels and in a multidisciplinary way.

The program combined work sessions in groups with keynote speeches, which served as a starting point to develop the work of defining strategic plans for the new Routes. The experts presented the pillars and bases of the Cultural Routes on the first day, to clearly define what was the “playground”: conditions, opportunities and common narratives in order to create Routes in the Danube with a common identity and follow the objectives set in the EU Strategy for the Danube Region. The participants then had time to present their projects and work plans to the entire audience. From there, the work was carried out in groups, by geographical proximity, with the participation of route managers that were already operational, to serve as a model for the new ones. Always under the supervision of the academics to promote the work among the participants.

In the first group, the following questions raised:

- Foundations for the establishment of a sustainable network
- How to balance the power amongst stakeholders
- How to secure a long-term non-profit and how to define a business plan for a Cultural Route
- How to generate income in order to look for sustainability

In the second group, the issues to be focused on transnational cooperation

- What is the common narrative in relation to Jewish Heritage in the Danube Macro Region?
- What are the benefits of transnational cooperation in the field of Routes
- How to develop transnational common services in the field of tourism, education and culture?

In general, during this program the participants explored about “what they have got”, “where they are” and “where they aim to go”.

Everyone agreed that it was a unique opportunity to understand how each project is working, but also a way for them to share achievement, solutions, problems, worries, plans, expertise's. Indeed, «new project has been developed after the last Incubator and it was important to meet the new partner and understand what kind of project are now part of the Route». This common thought followed by the idea that this is a real opportunity to feel as part of a big project. This shared moment are essentials to maintain the human contact. The expectation for the next future is certainly to have more time to share with local stakeholders, to increase capacity building at the macro region, to solve problems looking for good practices models, and to build partnership together.

What is clear afterwards is that many projects want to work together and, of course, to build new thematic routes, improving the notoriety and the network. The relation itself has changed: “we passed from a vertical relation to a horizontal one. It is a key point to look, think and act more as a network, connecting projects. This is extremely important work at European level”. In many situations, the partners have the same problems, needs or expectations, which means that they are going on the same direction, and they can work together in cooperation. This is a clear sign that our work is going in the right direction, becoming a real asset for the Danube Region.

Launching and development: Towards sustainability

From the moment, AEPJ proposed to develop this project, in accordance with the strategic lines of work of the Macro Region. We made the commitment that this was the first of the actions in an extensive framework in time for the development of the European Route of Jewish Heritage in the Danube Macro region, promoting a common identity and transnational cooperation hitherto non-existent. Therefore, we understand that we have taken an important step in this regard, but only a first step.

On the one hand, we have worked to establish a new work schedule, in order to continue and assist in the development of the new Routes that will operate in the Danube Macro region. It should be noted that the objective of establishing new Routes from scratch has undoubtedly been a very ambitious goal. Although we are very happy with the outcome of the project, we must take into account several factors that force us to continue working closely with the leader partners of the new Routes in the coming months. First, the complexity of the environment. All projects, even those that were already working on some proto route, were stand-alone projects, even at the national level.

We will continue to work with them, so that they can continue to extend their network at the national level, and in parallel, at the level of the Danube Macro Region, to deepen the transnational capacity and common identity of the projects.

Second, the limitations in the financial and human resources capacity of the institutions. The establishment of the new Routes will be an excellent opportunity to develop the economic capacity and sustainability of the projects, but we have faced heritage management models very little adapted to the present, and not familiar with the philosophy of Cultural Routes of the Council of Europe. Therefore, it was necessary, in addition to developing the participants' dossiers, to start the training in advance with the webinar organization so that Incubator participants were preparing to start working with a very different approach than usual for them.

Finally, we have found that the majority of institutions that were working in the field of Jewish heritage were very focused on cultural and academic work, and very little in the cultural tourism sector. At the end of this action, everyone understood the benefits of developing this area, through the creation of networks with different stakeholders, seeking synergies between the Routes to develop shared cultural tourism services. Therefore, the AEPJ applied to the second call for grants of Routes4U to be able to develop this area more quickly. Unfortunately, our project was not approved; we feel that we have lost a good opportunity to continue accelerating the transnational capacity of these new Routes. However, our commitment is to continue working on it, and to influence this aspect on a priority basis this coming year.

Beyond identifying these difficulties and being aware that our assistance and support work must continue to be intense in the Macro Region, since the project began its Strategic Planning stage (June-September 2019), from the AEPJ we started working on look for synergies with other projects. Projects related to the Cultural Routes of the Council of Europe, which will work in the Danube Macro Region, to be able to foresee future collaborations and a deepening of the common identity of the Danube heritage.

In this sense, we found a project of the Interreg Danube Transnational Program, called "Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region". The main objective of the project is to explore, revive and present the hidden intellectual heritage along with locally available Jewish cultural heritage of project partner cities, that can create a jointly presented, synergistic tourism tool / service that is accessible to the wide audience as well . (<http://www.interreg-danube.eu/approved-projects/rediscover>).

The project involves more than 10 small and medium-sized cities across the Danube. The project began in 2018 and will end in 2021. We quickly contacted the Rediscover project managers, and we are already working on the integration of these cities into the national networks of the new Danube Routes. The advantages are great. These cities have been working cooperatively and transnationally from the start. Likewise, they are working on the development of common tourist services, with which we will seek to integrate them into the Route,

since for them, being part of this network of Jewish Heritage Routes means extending and promoting the work they are doing. Finally, it should also be noted that this collaboration allows us to delve much deeper into the creation of the common identity for Jewish heritage projects in the Macro Region. The participating cities are already in contact with the leader partners of the Routes in each country.

On the other hand, through networking with other Cultural Routes, we were informed of the creation of a consortium, between different Cultural Routes for the preparation of an application of a new application to the Interreg Danube Transnational Program. In this case, a project called Transdanube Travel Stories, led by the Environment Agency of Austria, with the participation of different Cultural Routes. The project aims at supporting sustainable tourism in the Danube region by implementing innovative promotion concepts (new narratives) and sustainable mobility management tools.

On October 3 we got the information that this project was invited to submit a full application, and we have already participated in the preparatory meeting of the consortium to work in this last stage. We hope to have the approval of this project, as it would mean a unique opportunity to continue developing in a collaborative and transnational framework, the Jewish Heritage Routes of the Danube.

New established Routes in the Macro Region of the Danube

As we had announced, thanks to the Jewish Heritage - Incubator program for EU strategy for the Danube Region (EUSDR), we have managed to establish four new Jewish Heritage Routes, part of the European Route, in the following countries: Bosnia-Herzegovina, Croatia, Serbia and Czech Republic. These routes have been officially integrated into our program, and each of them is ready to operate, guaranteeing the opening of heritage sites to visitors, and including cultural activity plans for the local population and with the aim of working collaboratively to through transnational cooperations. We present the different networks that they have created with the institutions and heritage places that will be part of each Route. Each of the Routes will continue working to extend its network, but today they contain enough content to develop complete itineraries.

Bosnia Herzegovina Jewish Heritage Route

The Route in Bosnia for now will be focused on the city of Sarajevo, including the following spaces:

- Jewish Museum – the first Synagogue in Bosnia built in 1581. Changed the purpose into a Jewish Museum.

- The Bosnian Cultural Center. This Center was established in 1966 and is housed in a former synagogue built in the Moorish Revival architectural style. The center is run as a public institution by the Sarajevo Canton.
- Ashkenazy Synagogue – serves as a Synagogue and Jewish Community center.
- Old Jewish cemetery – with unique tombstones in the world, second largest in Europe.

Croatian Jewish Heritage Route

The Route in Croatia has been established through a network of institutions in the city of Zagreb, together with the Jewish communities of Osijek, Rijeka, Split and Dubrovnik.

Zagreb:

- Jewish Community of Zagreb (including the Jewish museum, the Ivo and Milan Steiner gallery and the Library with the collection of Lavoslav Schik and Hebraica)
- Research and Documentation center CENDO
- Cultural society Miroslav Shalom Freiburger
- "Lavoslav Schwarz" Foundation Retirement Home
- Museum of arts and crafts of Zagreb (Helds part of Judaicae)
- Museum of the city of Zagreb

Jewish Heritage Route of the Czech Republic

The Route in the Czech Republic is based on the establishment of a network of municipalities and synagogues in the following cities: Boskovice, Brandys nad Labem, Breznice, Jicin, Krnov, Mikulov, Nova Cerekev, Plezn, Polna and Ustek.

Each of these cities have synagogues and rabbinical houses that also include permanent exhibitions that, along with other temporary programs (lectures, concerts, screenings, theater performances, etc.). An important factor for the project's success is the cooperation established with the local communities in which the revitalized monuments are loca-

ted, and with local cultural institutions and citizens' associations, which in many cases are helping to promote and operate these regional centers of Jewish culture.

Serbian Jewish Heritage Route

The Route in Serbia has been established in the Vojvodina region, as the first part of a project that will seek to spread throughout the territory. At the moment, the following network of heritage sites are part of the Route:

- Subotica Synagogue, Jakab and Komor Square, Subotica
- Novi Sad Synagogue, Novi Sad
- Memorial to the Jewish Victims of WWII in Deliblato, Deliblato Sands Nature Reserve
- Apatin Synagogue, Apatin
- Herzl Family in Zemun, Jewish Cemetery, Zemun.
- Spitzer Family Castle in Beočin

Annex I: Promotion and communication

1) Microsite of the Incubator for the inscriptions: <https://jewishheritageincubator.splashthat.com>



ABOUT

The Jewish Heritage - Incubator program for EU strategy for the Danube Region (EUSDR) is a plan for the development of Jewish Heritage Routes in the macro-region, which includes a two-day program, based on different levels and in a multidisciplinary way.

AEPJ Scientific Committee for the Incubator



Jeremy Leigh

Jeremy Leigh teaches Israel Studies and Modern Jewish History at Hebrew Union College-Jewish Institute of Religion's Taube Family Campus in Jerusalem. He is the coordinator of the Richard J. Scheuer Israel Seminar for the Year-In-Israel Program as well as director of the HUC-JIR-JDC Fellowship for Global Jewish

2) Microsite of the Incubator on the AEPJ website: <https://www.jewishheritage.org/incubator/training/>



CURRENT TRAINING PROGRAMME

The Jewish Heritage - Incubator program for EU strategy for the Danube Region (EUSDR).

The annual meeting point for managers of the European Route of Jewish Heritage of the Council of Europe. A two day program

CURRENT TRAINING PROGRAMME

The Jewish Heritage - Incubator program for EU strategy for the Danube Region (EUSDR).

The annual meeting point for managers of the European Route of Jewish Heritage of the Council of Europe. A two day program to promote, train and help develop unique and excellent Jewish cultural routes and programs around Europe.

Jewishheritage Incubator for the EU Strategy for the Danube Region (JHIDR) Bucharest, October 3 and 4, 2019



EXPERTISE & EXCELLENCE

Our Scientific Board is composed of independent scholars and specialists selected for their expertise in the field of tourism, cultural heritage and preservation.

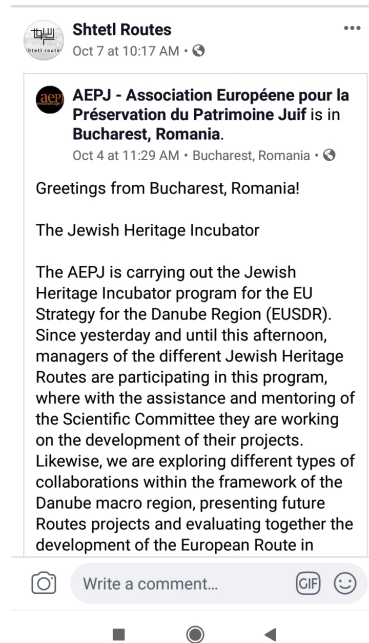
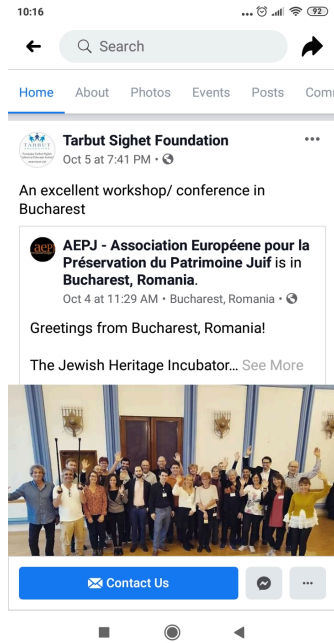
The role of the Scientific Board is to design and carry out the training programme, follow up participants on their work, assist them in planning their specific action plan for their routes, approve new European Route's partnerships and supervise the new routes' roll out.

AEPJ Scientific Board for the Incubator is currently composed by:

Social media:

Facebook:

View insights: 1) Total People Reach: 4569; 2) Reactions (243) , Comments (12), Shares (34): Total 289; Totals Clicks: 657; Links clicks: 34; Photo Views: 245.



Instagram

View insights: 1) Total People Reach: 489; 2) Shares (8)







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Monday, June 10th, 2019 AEPJ News - Jewish Culture and Heritage - May (2019)	Friday, May 10th, 2019 AEPJ News - Jewish Culture and Heritage - April (2019)	Monday, April 15th, 2019 AEPJ News - Jewish Culture and Heritage - March (2019)
Wednesday, March 20th, 2019 AEPJ News - Jewish Culture and Heritage - February (2019)	Thursday, February 14th, 2019 AEPJ News - Jewish Culture and Heritage - January (2019)	Thursday, January 17th, 2019 AEPJ News - Jewish Culture and Heritage
Tuesday, December 11st, 2018 AEPJ News - Jewish Culture and Heritage	Monday, November 12nd, 2018 AEPJ News - Jewish Culture and Heritage	Saturday, October 13rd, 2018 AEPJ News - Jewish Culture and Heritage

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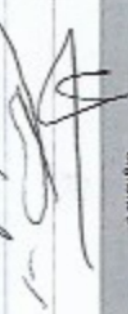








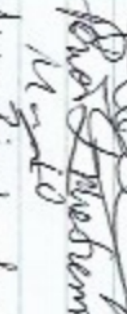
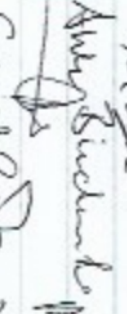
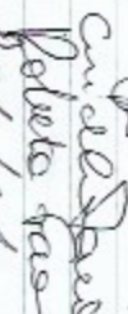
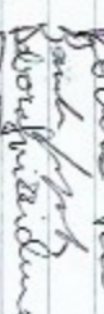

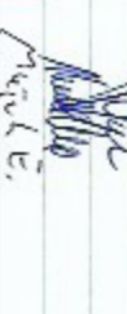
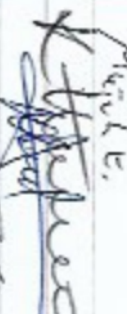


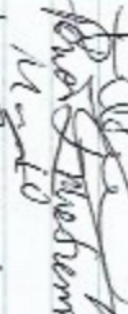
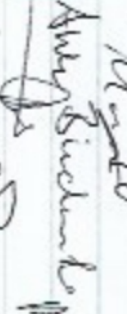

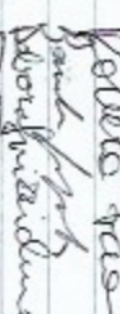




The Jewish Heritage Incubator: Bucharest, October 3 and 4.

Greetings from Bucharest, Romania!

The AEPJ is carrying out the Jewish Heritage Incubator program for the **EU Strategy for the Danube Region (EUSDR)**. Since yesterday and until this afternoon, managers of the different Jewish Heritage Routes are participating in this program, where with the assistance and mentoring of the **Scientific Committee** they are working on the development of their projects. Likewise, we are exploring different types of collaborations within the framework of the Danube macro region, presenting future Routes projects and evaluating together the development of the European Route in general. In these two days we are combining key note sessions, workshops in small groups, and sessions focused on the educational field of projects and on the other hand...

Annex II: List of participants and sigantures

List of participants - Jewish Heritage - Incubator program for EU strategy for the Canube Project (EUSOR)

Name	Surname	Mail	Institution	Signature
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Annex III: Dossier for the preparation of the two day program

As an example, we attach the dossier of preparation of the Burgenländische Forschungsgesellschaft. Each participant presented their dossier representing their Route project.



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by aepj

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



Jewish Heritage Incubator for the EU Strategy for the Danube Region

Bucharest, October 3 and 4, 2019

The aim of the project is to accelerate the process of creating Jewish Heritage Routes and establish the bases for their transnational collaboration through a training program and transnational work sessions among the participants. Activities contribute to the promotion of inter-religious and intercultural dialogue with a view to facilitate historical discussion on Jewish heritage among citizens on a local and European level.

The Jewish Heritage Incubator aims to have three specific objectives, as:

- I. The identification of the Jewish Heritage storytelling: contents, narratives and the educational field of the projects
- II. The development of business capacity and establishment of networks
- III. The creation of common identity for the Route projects of the Macro-Region of the Danube (specific for Austria, Slovenia, Bosnia, Croatia, Serbia, Czech Republic, Bulgaria, Hungary and Romania)

To reach these objectives, we need to have a general idea of the current situation of your route. For this reason, you should answer to the following questions before September 16, 2019.



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



Route: Jüdische Kulturwege – Rundgänge durch die „Sieben-Gemeinden“ und die Gemeinden des Südburgenlandes

Responsible: Burgenländische Forschungsgesellschaft / Research Society Burgenland (BFG) with Alfred Lang and Michael Schreiber

1. Brief description of the Jewish story being told

The stories to be told on this route are about the origin, development and disappearance of the Jewish communities of Burgenland. They range from cultural and everyday life aspects to politics and how they deal with the communities before and after their disappearance as well as the years between 1938 and 1945 (expulsion and mass executions).

2. Two or three content questions the route will raise or discuss

- a. Why are there no Jewish communities in Burgenland today?
- b. How did/does society deal with the Jewish communities in Burgenland before and after their disappearance?
- c. What is left of the Jewish heritage in Burgenland today?

3. Describe key ways the route is part of the wider Jewish themes (culture, religion, thought, politics,)

Within the route there are several topics that can be experienced according to interest.

Culture: in this area you can follow the traces of Carl Goldmark or Joseph Joachim.

Religion: in this area you can follow the traces of great rabbis like the Ullmann-dynasty, Dr. Mayer Zipser or Meir ben Isak.

Politics: in this area the question of old and new anti-Semitism can be posed as well as the development up to the expulsion of the Jews in 1938 can be presented.

4. Brief geography of the catchment area

The route moves within a north-south extension of about 130 km (from Kittsee to Güssing) and an east-west-extension of approximately 70 km (from Kittsee to Oberwart). It consists of the venues Kittsee, Frauenkirchen, Gattendorf, Eisenstadt, Mattersburg, Kobersdorf, Lackenbach, Deutschkreutz, Oberwart, Rechnitz, Stadtschlaining and Güssing. But it is possible to spread the route not just to other venues in Austria (like Lockenhaus) but also to Hungarian venues next to the border (like Sopron). All venues can be easily reached by car or by bus from Vienna; some venues can be reached by train as well.

5. The geopolitical setting of the area

Burgenland, with its capital Eisenstadt, is the easternmost province of Austria. With an area of almost 4,000 km² and about 300,000 inhabitants, it is one of the smaller federal states of Austria. It has always been a border region between the Austrian Alpine region and the Hungarian lowlands. Until the end of World War I., it was part of the Hungarian half of the Austro-Hungarian-Empire. Until the end of the 20th century the eastern border of Burgenland was also part of the Iron Curtain, separating the East from the West. Today the borders are open.

6. What is the unique selling proposition in terms of Jewish heritage (the unique characteristics that form advantage(s))

The history of the origin and development of the Jewish communities of Burgenland in general and the Scheva Kehillot in particular is unique. But not only the development of the communities but also their destruction in 1938 is unique: Jews were expelled from Burgenland as fast as nowhere else within the Third Reich.

7. What is the stage of the project (idea, there is a project dossier, under detailed planning, in development stage)?

Right now, the project is at a developmental stage, although some parts of it are already partially realized (brochure, homepage). Especially one of the main projects within the route (building a central place for education and seminars to inform about the history of the former Jewish communities of Burgenland right next to a former synagogue in Kobersdorf by the local governance) is at a developmental stage but will play a crucial part within the route.

8. Who are the initiators? Is it a private, public or PPP?

The initiator of this project is the BFG. The project itself should be a PPP.

9. What is the proposed route model?

Visitors can experience the route on their own thanks to the homepage and brochure but in addition, there will also be the possibility of holding seminars and guided tours on site. The central contact point for this is the BFG. One major event connected to the route and its sites should be the European Day of Jewish Culture, where there are different events at the venues in addition to the possibility to explore the route.

10. Is it going to be based on a network? If yes, what type

The project is conceived as a cooperative network in which the BFG cooperates with local initiatives, associations and experts as well as the regional government/officials.

11. To what extent the project is based on a tourist product?

The project is focused on travellers interested in culture and education, but also on the local population. One main target – next to spreading the information amongst tourists – is to raise awareness within the local inhabitants to a crucial part of their history.

12. Finance and sponsorship

One of the main venues of this route (the synagogue of Kobersdorf and a newly built center with the focus on the history of the Jewish communities of Burgenland right next to it) will be financed by the regional governance.

13. Implementation horizon

Since one of the main parts of this project will be realized by building/establishing a new center with a focus on the history of the Jewish communities of Burgenland in Kobersdorf by the regional governance, we hope that we could start with our fully working routes-project in 2021/2022. Other projects – like a new version of our brochure, that travelers can get to discover the route on their own – can be realized earlier or are already running (like the EDJC or the homepage)

14. Statutory aspects and obstacles

There are no legal restrictions or obstacles to initiate this project. The difficulties are to be found in the fields of financing.

15. What market segments are aimed at?

The project is focused on travellers interested in culture and education, but also on the local population. Another target would be to raise scientific interest in the topic of the former Jewish communities of Burgenland.

16. Proposed budget?

The budget is in a stage of planning.

17. Management model – centralized or fragmented

The BFG is to be the central point of contact for the coordination and organisation of this project. However, local and regional partners, experts and the regional government are to be involved.

18. Is there is route branding already – please specify

The brochure and the homepage are branded “Jüdische Kulturwege im Burgenland” (Jewish cultural routes in Burgenland). Under this label you can find all the information for the route and its stations in Kittsee, Gattendorf, Frauenkirchen, Eisenstadt, Mattersburg, Lackenbach, Deutschkreutz, Rechnitz, Stadtschlaining, Oberwart and Güssing.

19. What’s your expectation from the project?

We expect this project to increase the awareness of the local population for a very important part of their history and culture and to create an opportunity for public discussion, especially in the field of civic education. We also expect this project to enrich the touristic offer of Burgenland as well as providing incentives for the further scientific development of this topic.

20. What can we do to help your work?

The most important thing would be the support in financing the project. Of course, making the project visible at an European or even global level would also be of great help as well as getting new ideas and input.

21. What can you do to help the network?

We can provide our scientific expertise in the field, develop ideas and support promotion of the whole route itself. The unique and diverse story of the region in general and the Jewish communities in special would be a great addition to the whole route.

22. How can you/we improve the EU Strategy for the Danube Region?

The idea of a common cultural space and a common cultural route should be promoted as a coherent geographical space focused on the Danube region. We are very interested in connecting our project with other Routes all along the Danube Macro Region.

