

**Interreg
Europe**



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JEWELS TOUR

REPORT
2° Interregional Event

BREDA
1-2 April 2025

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JEWish hERitage as Lverage for
Sustainable TOURism

Day 1 – 1st April 2025

Venue: Breda University of Applied Sciences, Mgr. Hopmansstraat 2, 4817JS Breda

The first day of the second Interregional Event, hosted by Breda University of Applied Sciences (BUAS), began with a warm welcome and brief introduction by Licia Calvi, coordinator of BUAS activities within the JEWELS TOUR project. She presented the university and outlined the purpose of the meeting.

The morning was primarily dedicated to a reporting session, during which each partner shared updates on stakeholder engagement activities carried out at the local level as part of the *Collective Research on Jewish Cultural Heritage*. Below is a summary of the key points from each city:

LUBLIN

- 3 workshops conducted.
- A policy paper is expected by June 2025.
- Participants expressed a desire for more concrete actions beyond theoretical discussions.
- Limited information on good practices—partners are exploring indirect ways of mapping the good practices with stakeholders.
- Contextual analysis built on Lublin's previous tourism and valorisation strategies.
- Material heritage was identified and listed.
- Each workshop included a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).
- Frequent question raised: *"What does sustainable tourism really mean?"*
- Lublin has been nominated as European Capital of Culture 2029.
- The third workshop coincided with the Lubliners Reunion planned for 2026. Participants were invited to co-design the next edition.
- Discussions ongoing on whether to expand participation beyond the Lubliner community. Some events were open to the public, while others remained closed.

COIMBRA

- Conducted one-on-one meetings with stakeholders.
 - Collaborating with the university to co-organize the *Luso-Sephardic Dialogues Congress* in June.
 - Specialized training programs on JCH emerged as an idea.
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- Stakeholders showed strong interest in forming a European network of cities focused on Jewish cultural heritage.
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FERRARA

- Organised two workshops:
 1. A formal session in December introducing the project and participatory process, followed by discussions on needs, challenges, and opportunities in valorising Jewish heritage locally.
 2. A more interactive session that included a stakeholder mapping exercise and an exploratory walk through the city, featuring first-hand insights from participants.
 - Additional meetings are scheduled for May 2025.
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ERFURT

- The project was presented to the AEPJ network.
 - Main goal: redefine tourism experiences by offering alternative forms of engagement.
 - Identified the need for a dedicated visitor centre to effectively communicate information.
 - Developed a mobile app inspired by dating apps, where each heritage object is given to a virtual character.
 - Adopted a one-on-one approach with stakeholders.
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RIGA

- As the largest city in the partnership, it adopted an individual approach through one-on-one meetings and targeted focus groups.
 - Activities aligned with local policy instruments to ensure synergy.
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LVIV

- Covered a vast regional area (73 municipalities).
 - Held 3 workshops.
 - Faced significant challenges due to financial and emotional pressures related to the
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ongoing war.

- Emphasis on both *experiencing* and *performing* cultural heritage.
- Promoted the “Free Walkative!” tour initiative.
- Used simple but effective tools, such as enhancing the quality of information on platforms like TripAdvisor.

Storytelling Field Activity – Antwerp

Before lunch, Moniek Hover (BUAS) introduced the afternoon’s activity: an exploration of Antwerp’s Orthodox Jewish neighbourhood using storytelling as a method for creating engaging tourism experiences.

During the afternoon, participants split into small groups to follow three unique guided tours, each led by BUAS team members impersonating fictional yet realistic characters. These characters narrated stories from a first-person perspective, helping bring the neighbourhood’s history to life. The tours illustrated how *lieux de mémoire*, *lieux d’imagination*, and “trigger objects” can be used to shape compelling and memorable storytelling experiences.

Day 2 – 2nd April 2025

Venue: Breda University of Applied Sciences, Mgr. Hopmansstraat 2, 4817JS Breda

On the second day, participants reconvened to share reflections on the storytelling tours. Each group presented what had touched or surprised them, and what they would most remember, supported by photos taken during the experience.

Moniek Hover then provided an overview of the storytelling techniques used in designing the tours, leading to a broader discussion on the implications of using storytelling in guided heritage visits.

Key Takeaways from the Storytelling Session:

- When introducing fictional elements, ensure characters are authentic and grounded in truth.
 - Engage the audience by asking questions and inviting personal connections.
 - Avoid over-explaining; instead, use subtext to allow participants to interpret meaning.
 - Incorporate universal values to ensure relatability across diverse audiences.
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Before lunch, Intellera Consulting and the Municipality of Ferrara provided updates on:

- Reporting procedures for activities and expenditures related to the second project period (October 2024 – March 2025).
- Upcoming interregional events.
- Communication strategies and actions.

While the Coimbra team presented a detailed structure for the second newsletter to be delivered in April 2025.

Afternoon Session: Communication in Challenging Contexts

In the afternoon, Donagh Horgan (BUAS) facilitated a discussion among partners focused on the challenges of communicating project results and local-level activities in the current complex political and social climate. Partners exchanged ideas on potential strategies and approaches.

NEXT STEPS & OPEN TASKS**Management & Reporting:**

- Submit your Partner Progress Report on the Interreg Platform by **April 15th** (especially for partners with National FLC).
- RIGA: Propose possible options for the date of your meeting (october - november 2025)

Implementation:

- BUAS: structure for the Desk Research part of the Collective Research to be provided by the end of April. Partners will fill in the information in May for the Collective Research to be presented in June in Coimbra.
**The Collective Research/ Comparative Analysis will analyse the local context of each partner by including local data related to tourism and potential for cultural heritage valorisation, the map of stakeholders adapted to each city and by mapping good practices. The "good practices" chapter will be an open one to be filled throughout the project implementation period.*
- LUBLIN & BUAS: start structuring the Guide on common methodology for the design of study visits and workshops, part of activity S3.T1 ([gantt](#)).
**The Guide will detail the topics of each Interregional Event and will propose an*

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adaptable structure for the organisation of the events, the study visits and the local level workshops, focusing on the relationship between the international and the local level.

- ALL: check the topic associated with your interregional event and suggest modifications if needed (check slides [here](#)).

Communication & Dissemination:

- COIMBRA: share with partners the structure of the second newsletter and ask for contribution. Second edition of the newsletter to be delivered by April.
- ALL: send missing information of workshops organised at local level to LP Communication Manager (Roberta Redina: roberta.redina@intelleraconsulting.com).