



CÂMARA MUNICIPAL
DE
COIMBRA

Interreg
Europe



Co-funded by
the European Union

JEWELS TOUR

AGENDA
3° Interregional Event

COIMBRA
3 - 5 June 2025

JEWELS TOUR

JEWish hERitage as Leverage for
Sustainable TOURism



JEWELS TOUR

Day 0 – 3rd June 2025

Venue: À Capella | Capela da Victória, R. do Corpo de Deus, 3000-121 Coimbra

20:00 - Jewels Tour Welcome Dinner

Day 1 – 4th June 2025

Venue: Coimbra City Hall – Salão Nobre

9:00 - 9:15	Participant Registration
9:15	<p>Welcome to the participants</p> <p><i>Maria Carlos Pêgo, Director of the Department of Culture and Tourism</i></p>
9:30	<p>Presentation of the agenda and program criteria</p> <p><i>Joana Gouveia Loureiro - Municipality of Coimbra</i></p>
10:00	<p>Jewish Heritage in Central Portugal and Promotional Tools</p> <p><i>Turismo Centro de Portugal</i></p> <p><i>Filomena Dias</i></p>
10:30 - 11:00	Coffee Break
11:00	<p>Workshop: Cultural Heritage Tourism Marketing: Status, Prospects and Barriers</p> <p><i>Ana Moita</i></p> <p>Heritage destinations across Europe require strategic marketing to attract visitors. This includes creative promotion, stakeholder collaboration, conservation, and public-private cooperation to ensure successful heritage tourism in EU regions</p>
12:30	<p>Lunch</p> <p>Venue: Tapas nas Costas</p>
15.00	<p>Guided visit to the Mikveh and Inquisition Building</p> <p><i>Berta Duarte</i></p> <p>Exhibition: The Jews of Coimbra – Memories and Materialities</p>
16:30	<p>Presentation of historical publications related to Jewish culture</p> <p><i>Maia Amaral</i></p> <p>Location: General Library of the University of Coimbra</p>

JEWELS TOUR

- 17:40 Guided Tour of the University of Coimbra
Luísa Trindade
Founded in 1290, the University of Coimbra is the oldest in Portugal and one of the oldest in the world. With more than 730 years of history, it is a UNESCO World Heritage Site and a vital part of Europe's scientific legacy.
- 19:30 Dinner (*Venue: Loggia MNMC*)
- 21:30 Cultural Programme
Biografêmeas: A Place to Feel at Home in the World | Sandra Lessa
Location: Pátio da Inquisição

Day 2 – 5th June 2025

Venue: Convento São Francisco. Room: Sala D. Inês, CSF

- 9:00 - 9:15 Participants Registration
- 9:15 Collective Research Session - Template Presentation and PPs updates
(ca. 10 minutes per PP presentation)
Coordinated by BUAS
- 11:00 - 11:30 Coffee Break
- 11:30 Presentation of the “Guide on common methodology for the design of study visits and workshops”
Municipality of Lublin
- 11:45 Next Steps and Interregional Events, Administrative Issues & Reporting
- 12:30 - 13:00 Free guided tour through the Convento São Francisco
- 13:00 - 14:30 Buffet lunch

JEWELS TOUR

14:30 - 18.00

7th Luso-Sephardic Dialogues International Congress

Session: JEWELS TOUR / Interreg Europe

European Perspectives of Jewish Heritage

14:30

Karin Sczech – Archaeologist and Site Manager, World Heritage
(Erfurt, Germany)

14:45

Joseph Roevens – BUas University of Applied Sciences (Breda,
Netherlands)

15:00

Amedeo Spagnoletto – Director, MEIS – National Museum of Italian
Judaism and the Shoah (Ferrara, Italy)

15:15

Shemel Y. Lampronti – Associate Professor of Strategic Management,
Warwick Business School, UK (Ferrara, Italy)

15:30 - 16:00

Debate / Coffee Break

16:00

Maksym Martyn – Head of Judaism Department, Lviv Museum of the
History of Religion (Lviv, Ukraine)

16:15

Donagh Horgan – Inholland University & Erasmus University (Breda,
Netherlands)

16:30

Emil Majuk – Brama Grodzka – Teatr NN & Lecturer at Maria
Curie-Skłodowska University (Lublin, Poland)

16:45

Monika Tarajko – Grodzka Gate – NN Theater Center (Lublin, Poland)

17:00

Ilja Lenskis – Museum “Jews in Latvia” (Riga, Latvia)

17:15

Final Debate

17:30

Cultural Programme – Documentary Screening: *Between the Stone
and the Flower* | *Genie Milgrom*

20:00

Dinner with participants of the Interreg Jewels Tour and speakers of
the Luso-Sephardic Dialogues International Congress
Restaurant “Oito”- Praça 8 de Maio