

**Interreg  
Europe**



Co-funded by  
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**JEWELS TOUR**

# **JEWish hERitage as Leverage for Sustainable TOURism**

# Project's overview

## Policy objective:

More social Europe (policy objective 4)



## Specific objective:

Culture and sustainable tourism

## Common goal:

Improving policy instruments to promote an optimal valorisation of tangible and intangible JCH (Jewish Cultural Heritage).



### ASSOCIATED PARTNERS

- Emilia-Romagna Region: Directorate General for Knowledge, Research, Labour, Enterprise
- Turismo Centro de Portugal (TCP)
- Tourism and Resorts Department of Lviv Regional State Administration

# Interreg phases

	<b>Duration</b> <i>(in months)</i>	<b>Start date</b>	<b>End date</b>
<b>CORE PHASE</b>	36	1st April 2024	31st March 2027
<b>FOLLOW-UP PHASE</b>	12	1st April 2027	31st March 2028
<b>CLOSURE PHASE</b>	3	1st April 2028	30 June 2028

# Logic of the project

## CORE PHASE

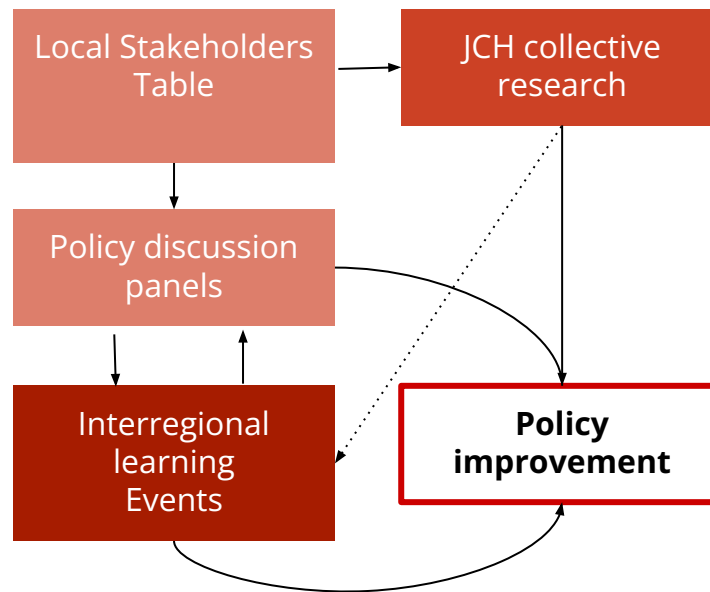
## FOLLOW-UP PHASE

3 pillars

STAKEHOLDER  
ENGAGEMENT

SCIENTIFIC  
FOUNDATION

MUTUAL  
LEARNING



Monitoring

Impact  
Assessment


Actions'  
sustainability

# CORE phase: CAPACITY BUILDING AND POLICY DEVELOPMENT

## 6 SEMESTERS

Exchange of experience among project partners and integration of the lessons learnt from the cooperation activities into the regional development policy instruments addressed by the project.

The project's overall objective of improving the policies of the participating regions should ideally be achieved by the end of the core phase. Only the partner regions that do not achieve policy improvements during the core phase MUST produce, by the end of this core phase, an action plan for policy improvement.



Document specifying how the lessons learnt from the cooperation work in the core phase will be implemented in a region in order to improve the policy instrument addressed by this region. It provides information on the nature, costs, and timeframe of the action(s) to be implemented, the stakeholders involved, and the way the action(s) derive from the project.

# **FOLLOW-UP** phase: **MONITORING THE EFFECTS OF THE POLICY IMPROVEMENT**

## **2 SEMESTERS**

This additional year will allow the projects to continue monitoring the results of their cooperation activities while wrapping up the exchange of experience process.

The follow-up phase will be based on the purpose of capitalizing on the outcomes of the implementation phase, in particular focusing on the impact generated on the involved territories by the policy improvements carried out by PPs

The partner regions that produce an action plan for policy improvement are required to monitor whether the envisaged improvements are being or have been achieved.

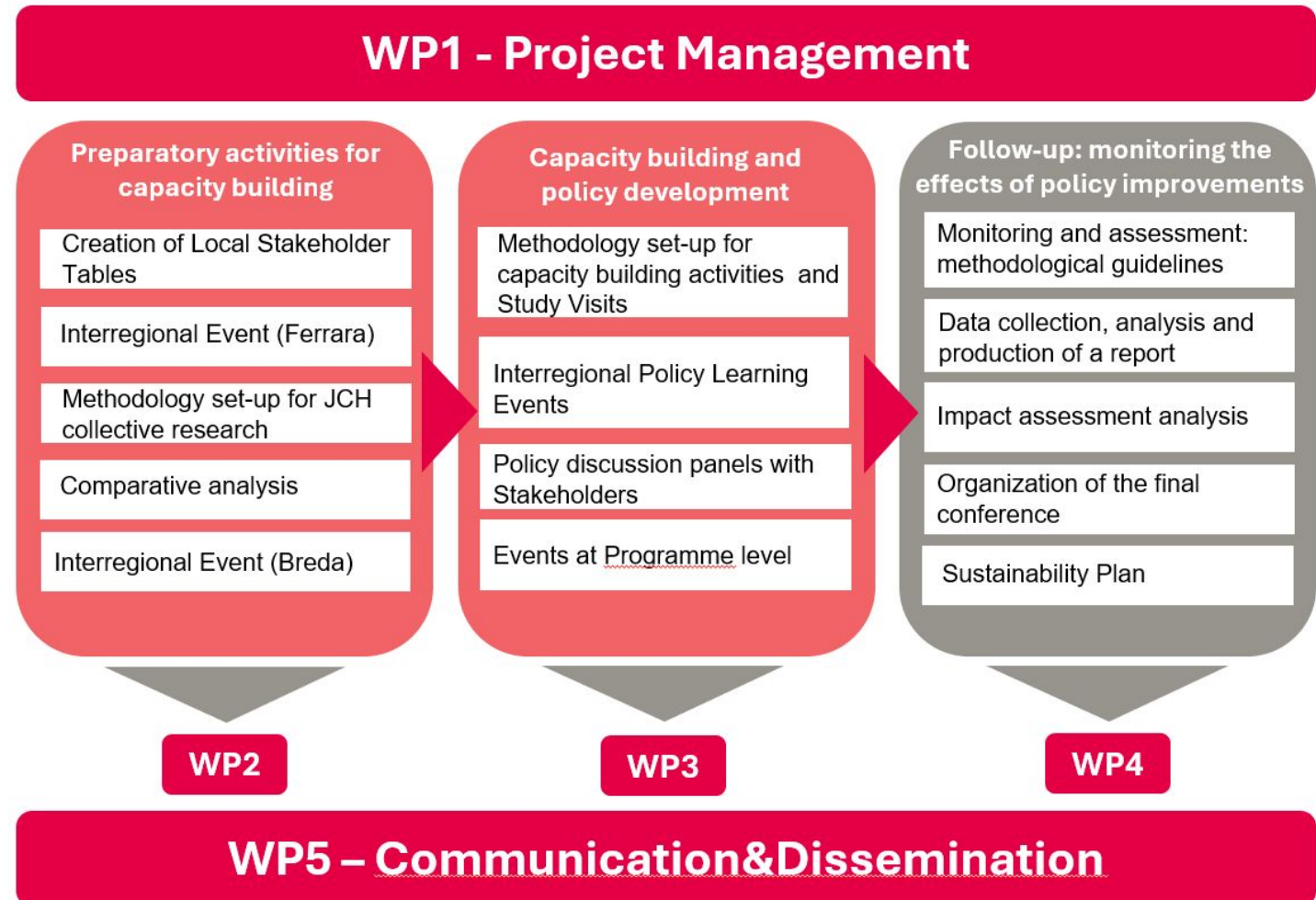
# CLOSURE phase

## **3 months**

Dedicated to the administrative closure (preparation of the last progress report, final payments, expenditure control). No content-related activities will take place during this period.

# Project's structure

Relationships between the WPs and the flow of information and results (represented by arrows) among them





# Interregional Policy Learning Events Focus

City	Period	Focus
<b>FERRARA</b>	October 2024	Stakeholders engagement methods for the Local tables + collective research + opportunities offered by digital technologies for the preservation and valorization of cultural heritage assets
<b>BREDA</b>	March 2025	Findings from the collective research + start planning the capacity-building activities
<b>COIMBRA</b>	July 2025	Cultural Heritage Tourism Marketing: Status, Prospects and Barriers + participation to the International Conference on Jewish Cultural Heritage
<b>RIGA</b>	November 2025	Barriers that may prevent or limit access to cultural heritage (financial, educational, structural and digital)
<b>LUBLIN</b>	March 2026	Event focused on Lublin and Lviv on the topics of "European Cultural Routes: Preserving heritage, inspiring tourism", and "participatory management of cultural heritage"/ "Social innovation and cultural heritage".
<b>ERFURT</b>	September 2026	Financing schemes, EU funds and Programmes in the field of cultural tourism
<b>RIGA</b>	January 2027	Core phase ending conference to summarize the results of the core phase and prepare for the follow-up.
<b>COIMBRA</b>	October 2027	Internal meeting to check on progress
<b>FERRARA</b>	February 2028	Final conference

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<https://www.interregeurope.eu/jewels-tour>