

Interreg
Europe



Co-funded by
the European Union

JEWELS TOUR

AGENDA
1° Interregional Event

FERRARA
15-16 october 2024

JEWELS TOUR

JEWish hERitage as Leverage for
Sustainable TOURism

JEWELS TOUR**Day 0 – 14th October 2024**

Travelling to Ferrara and accommodation

19.30 - Welcome informal aperitif-dinner

Venue: [Emporio San Lorenzo](#), Piazza Ariostea, 1, 44121 Ferrara FE

Day 1 – 15th October 2024

Venue: [Teatro Comunale di Ferrara](#), Corso Martiri della Libertà, 5, 44121 Ferrara FE

08:45 - 09:15	Registration
9:15 - 9:45	Institutional Greetings <i>Alessandro Balboni, Deputy Mayor of Ferrara</i> <i>Fortunato Arbib, President of Ferrara's Jewish Community</i> <i>Cristina Ambrosini, Head of the Cultural Heritage Sector of ER Region</i>
9:45 - 10:30 <i>(ca. 20 minutes per presentation)</i>	Ferrara's Projects in the framework of Jewish Cultural Heritage (JCH) valorisation <i>Alessia Pedrielli, Coordinator of Strategic Projects of the Municipality of Ferrara</i> The local Jewish Community and its activities <i>Fortunato Arbib, President of Ferrara's Jewish Community</i>
10:30 - 11:00	Coffee Break
11:00 - 11:45 <i>(ca. 20 minutes per presentation)</i>	Tourist attractiveness strategies of the municipality of Ferrara <i>Maria Teresa Pinna, Director of Territorial Promotion Service</i> Policy Instrument & cultural heritage valorization initiatives <i>Cristina Ambrosini, Head of the Cultural Heritage Sector of ER Region</i>
11:45 - 13.15	Interactive reporting session of Stakeholder Engagement Activities from JEWELS TOUR partners <i>Coordinated by Breda University</i>
13:15 - 14:30	Buffet lunch
14:30 - 15.30	Open exchange on the JCH related initiatives of the JEWELS cities <i>JEWELS TOUR partners</i>
15:30 - 17:30	Site visit to Ferrara's ghetto open to the public
19.45 -	Dinner in Ferrara's historical city centre <i>(further details will be provided in Ferrara)</i>

JEWELS TOUR**Day 2 – 16th October 2024****Venue:** [Teatro Comunale di Ferrara](#), Corso Martiri della Libertà, 5, 44121 Ferrara FE

08:45 - 09:00	Registration
9:00 - 10:00	Opportunities offered by digital technologies for the preservation and valorization of cultural heritage assets <i>Cristina Ambrosini, Head of the Cultural Heritage Sector of ER Region</i> <i>Licia Calvi, Senior Lecturer of Breda University of Applied Sciences</i>
10:00 - 11:00	Workshop
11:00 - 11:30	Coffee Break
11:30 - 13.00 <i>(ca. 15 minutes per presentation)</i>	Data Management Plan & Quality Assurance Plan <i>Municipality of Ferrara</i> Communication & Dissemination Plan <i>Grodzka Teatr</i> Social Media Management updates <i>Municipality of Ferrara</i> E-Newsletter <i>Coimbra Municipality</i> JEWELS TOUR first promotional video <i>Erfurt Municipality</i> Guidelines for The JCH Collective Research <i>Breda University</i>
13:00 - 14:00	Buffet lunch
14:00 - 14.45	Administrative issues, Reporting & Next Steps <i>Municipality of Ferrara</i>
14.45 - 15.00	Q&A session & Closure
15.00 - 16.30	Guided visit of the National Museum of Italian Judaism and the Shoah (MEIS)

**All times listed are in Central European Summer Time (CEST)*

Contacts - Municipality of Ferrara

Alessandra Piganti

email: a.piganti@comune.fe.it

tel: +39 0532 419316

Erica Bisetto

email: e.bisetto@edu.comune.fe.it

tel: +39 0532 419340

mobile: +39 340 2288359

Oana Emilia Budau

email: oe.budau@edu.comune.fe.it

mobile: +39 3894495680