

**Interreg  
Europe**



Co-funded by  
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**JEWELS TOUR**



**Report of the  
activities of the first  
interregional event**

**Ferrara  
15-16 October 2024**

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**JEW**ish h**ER**itage as **L**everage for  
Sustainable **TOUR**ism

**JEWELS TOUR****Day 1 - October 15th**

The first interregional event of the JEWELS TOUR project commenced on October 15, 2024, with a warm welcome from Ferrara's Vice Mayor, alongside the President of the local Jewish community and the Head of the Cultural Heritage Sector of the Emilia-Romagna Region. Each representative underscored the event's significance and set a collaborative tone for the sessions to follow. As part of the introductory remarks, the project's objectives were outlined, with special attention given to Ferrara's efforts in cultural preservation and enhancement.



Fig. 1 - Focus on Ferrara's Jewish Cultural Heritage valorisation objectives

Key initiatives, such as the revitalization of Ferrara's Jewish Ghetto, ongoing collaboration with the Jewish Community through a dedicated Working Group, and the installation of Stolpersteine memorials to honour Holocaust victims, were highlighted. This comprehensive approach demonstrated Ferrara's commitment to honouring Jewish history and cultural heritage, extending from memorial projects to protective measures for historic cemeteries and the launch of a Jewish Culture Festival. Cristina Ambrosini, representing the Emilia-Romagna Region's Cultural Heritage Sector, shared insights on the region's policy instruments designed to protect cultural heritage, highlighting a regional commitment to improve accessibility, enhance historical sites, and use digital consultations to engage the

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public. This introduction set the stage for discussions about JEWELS TOUR's potential impact on cultural heritage preservation at the local and regional levels.



Fig. 2 - First picture of the JEWELS TOUR consortium

Later in the morning, Breda University led an engaging workshop focused on effective stakeholder engagement. The university presented methods for creatively involving stakeholders, with an emphasis on a framework that mapped stakeholders based on their interest and influence. This approach aimed to help participants identify and engage those most invested in preserving local Jewish heritage. The session invited partners to reflect on who among their communities held the highest interest and influence, while also emphasizing the importance of inclusivity. Some stakeholders, Breda University noted, may have historically been excluded from decision-making processes yet could now bring valuable perspectives to policy development and initiatives.

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Fig. 3 - Stakeholder engagement reporting session

The session underscored the potential of categorising and mapping stakeholders using a matrix that considers factors such as power, support, and influence, a model Ferrara exemplified through its quadruple-helix mapping approach that integrates government, academia, community, and industry perspectives. The day continued with partners sharing insights from their respective cities. Lublin and the Grodzka Theater highlighted their layered approach to stakeholder engagement at national, regional, and local levels, drawing on the city's anticipated role as the 2029 Capital of Culture. Coimbra's representatives shared their collaboration with university professors to refine policy instruments, capitalising on the strength of regional academic resources. The Agency of the Region of Lviv detailed their ambition to expand Jewish cultural tourism, actively seeking partnerships with university students in arts and cultural fields. Meanwhile, Erfurt emphasised their efforts to build an international network of scientists while working closely with local Jewish communities to share lesser-known aspects of the city's history. Riga presented their plans to broaden the narrative surrounding Jewish heritage, aiming to shift public perception beyond the Holocaust to also celebrate Jewish contributions in arts and sciences.

In the afternoon, participants engaged in a lively exchange about Jewish Cultural Heritage (JCH) initiatives across partner cities. The discussion revealed a shared dedication to heritage

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preservation, from Lviv's efforts to restore synagogues and create Jewish cultural routes, to Brama Grodzka's work documenting historical architecture, history and traditions through photographs. Coimbra expressed interest in reviving the city's Jewish quarter, including the mikveh and inquisition buildings, underscoring their commitment to cultural enrichment.

This exchange was followed by a guided tour of Ferrara, offering attendees a firsthand view of the city's historical sites connected to Jewish heritage.



Fig. 4 - Guided tour in Ferrara's Jewish Ghetto

**DAY 2 - October 16th**

The second day opened with a focus on the role of digital technologies in preserving and promoting cultural heritage. Cristina Ambrosini presented the Emilia-Romagna Region's ongoing efforts to digitise heritage and archival materials, an initiative aimed at broadening access and ensuring sustainable management of cultural assets. Highlighting the region's goals, she detailed current funding, training, and project developments designed to bring cultural materials to digital platforms, thus supporting new forms of public engagement.

Licia Calvi, Senior Lecturer at Breda University, contextualised these regional efforts within an international framework, presenting successful examples of cultural heritage valorization through digital tools. Emphasising the potential of digital storytelling to create meaningful connections between visitors and heritage sites, Calvi introduced examples of virtual reality, interactive apps, and historical recreations that foster visitor empathy and engagement.

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Fig. 6 - Cristina Ambrosini ( left) and Licia Calvi (right) intervening on CH valorisation through digitalisation

Following these presentations, an interactive session allowed participants to share their own experiences and best practices in digital heritage valorization, fostering a rich exchange of ideas.



Fig. 7 - Digitalisation best practices presented by JEWELS TOUR partners

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The afternoon's agenda transitioned to project management, reporting, budgeting, and communication strategies for JEWELS TOUR. Representatives from Intellera Consulting, supporting the Municipality of Ferrara on the administrative and communication side of the project, provided an overview of key documents, including the Data Management Plan and Quality Assurance Plan, now accessible to all partners in the project's shared folder. They further elaborated on reporting procedures, schedules, and deadlines, addressing questions from partners and offering guidance for upcoming project phases.

Grodzka Theater shared the Communication & Dissemination Plan, providing insights into promoting project activities, results, newsletters, and social media outreach. Simultaneously, Erfurt's team took an active role in producing the project's first promotional video, capturing the energy and collaborative spirit of the event.

The interregional gathering concluded with a guided tour of the National Museum of Italian Judaism and the Shoah, leaving participants with a deeper appreciation of Jewish history and a renewed commitment to preserving and celebrating Jewish cultural heritage across Europe.



Fig. 8 - Guided tour to the MEIS