DANUBE TRANSNATIONAL PROGRAMME

REDISCOVER

DTP2-084-2.2

Interreg
Danube Transnational Programme
EUROPEAN UNION

Transnational Jewish Cultural Heritage Thematic Initiatives Action Plan

Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region

Rediscover

One heritage in eight countries

Table of content

Territorial co-operation and development through Danube Transnational Programme

The Danube Transnational Programme (DTP) is a financing instrument of the European Territorial Cooperation provides a framework for the implementation of joint actions and policy exchanges between national, regional and local actors from different Member States.

The DTP supports development and practical implementation of tools and services and concrete small-scale pilot investments to help local and regional development. The DTP wishes to strengthen joint and integrated approaches to preserve and manage the diversity of natural and cultural assets in the Danube region. As a Specific Objective (SO) the goal is to foster sustainable use of natural and cultural heritage and resources. In order to achieve regional development along the Danube partner countries are using their territorial assets, culture and creativity, diversity and knowledge to involve as many participants as they can to solve their existing problems and to defeat challenges and use their possibilities together. A region can benefit from innovation and creative ideas that the cultural sector can provide, thus there is a need for businesses to invest in culture and to build relationships within the cultural sphere, including artists and arts organizations, heritage and local stakeholders, the residents.

The REDISCOVER project serves regional development of the Danube Region through viable co-created Jewish Cultural Heritage connected tourism products and service development carried out by local stakeholders. With the cooperation of regional partners and co-created pilot tourism products locally accepted, regionally and globally adaptable solutions are delivered as outputs.

The objectives of the DTP and the REDISCOVER project are achieved by the realisation of the Action Plan through territorial development and regional cooperation. The Action Plan is a written memorandum-like document for common will and common development strategies for creating innovative and new ideas in tourism, using the existing Jewish cultural heritage. The created products and services are organised in Joint Thematic Routes and the synergies give great potentials for medium-sized project partner cities to develop together.
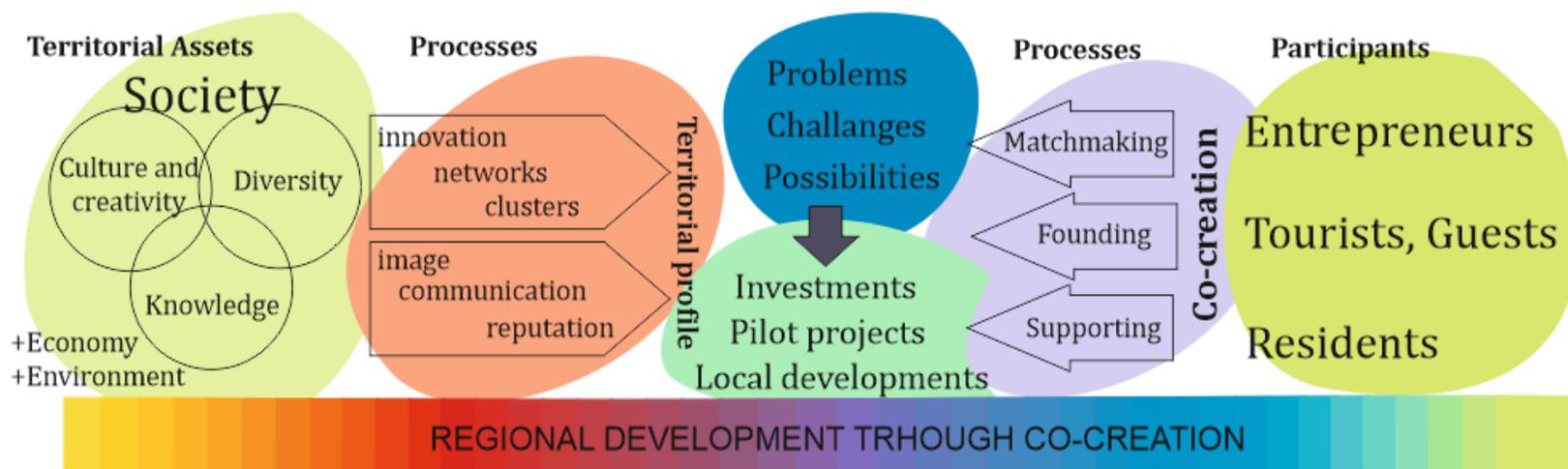

Figure 1. The process of the territorial assets-based and local participant-led regional development

What is REDISCOVER?

The main aim of REDISCOVER is to explore, revitalize and promote the tangible and intangible heritage of Jewish communities and to create competitive cultural and tourism products – with the possibility of including them in transnational networks.

The project partners aim to create jointly presented, synergic tourism tools and services which are accessible to the wide audience as well. Therefore, the European Union co-founded project – REDISCOVER – is carried out in the Danube Region with the participation of nine project partner cities.

Municipality of Szeged (Lead Beneficiary), Tourism Nonprofit Ltd. of Szeged and Surroundings (Hungary), Municipality of Banja Luka (Bosnia and Herzegovina), Municipality of Galati (Romania), Municipality of Kotor (Montenegro), Institute of Culture, Tourism and Sport of Murska Sobota (Slovenia), Municipality of Osijek (Croatia), Municipality of Regensburg (Germany), Municipal Museum Subotica (Serbia), Municipality of Timisoara (Romania).

> **"The challenge is to find ways to explore and build on both tangible and intangible elements, in order to create competitive cultural products, with potential to grow, and join into cross-country networks."**

The Project Participants address to rediscover the fading and fragmented Jewish cultural heritage using the most well-known elements of Jewish culture and turn them into creative tourist attractions for the mainstream tourists, and the visitors with specific interest.

Co-operation is key

The partnership involves mid-size settlements with similar historical backgrounds and Jewish cultural heritage, to fulfil a cultural and touristic mission.

The EU project REDISCOVER offers a great opportunity to intensify the existing activities for the mediation of Jewish Cultural Heritage together with local stakeholders and above all the Jewish community. The result of the project is to better communicate the Jewish cultural heritage, to make it accessible and thus to create economic opportunities for the tourism sector.
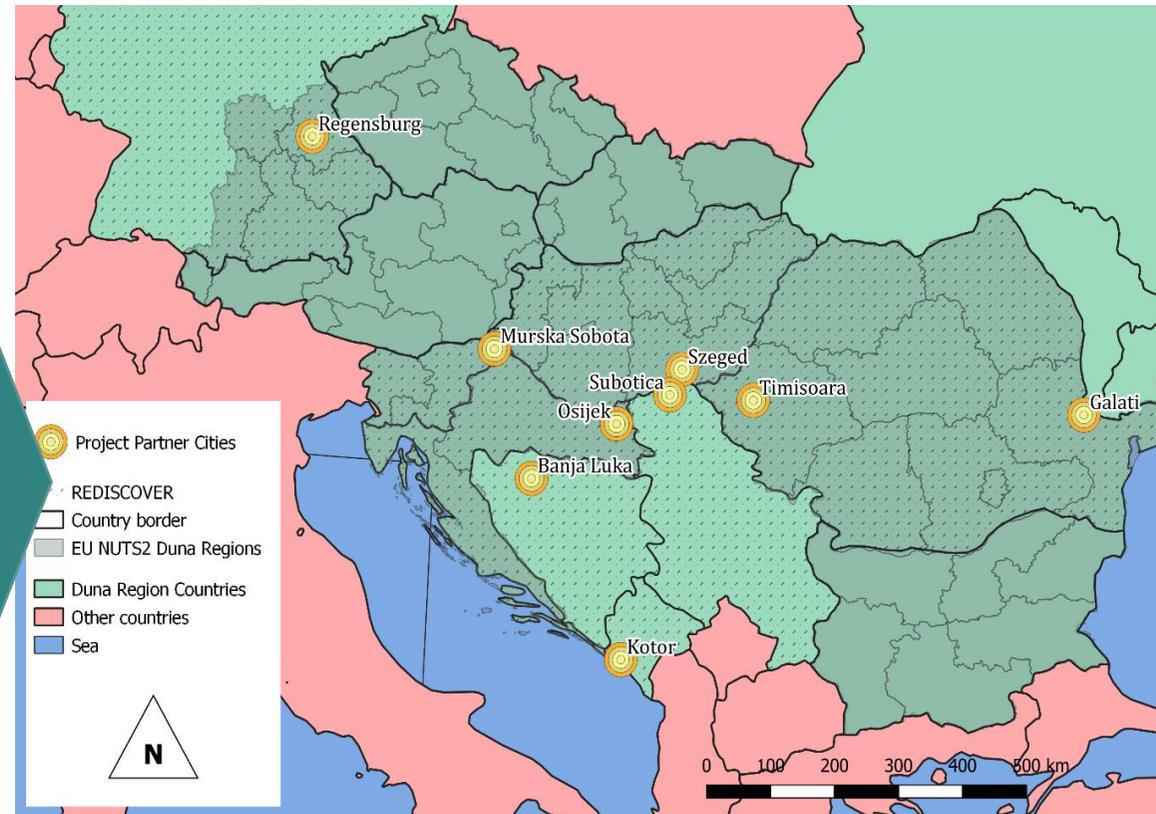

Figure 2. Partner Cities around Europe

4

The objectives of REDISCOVER are in line with several EU priorities such as supporting culture sector and cultural heritage, fostering co-operation with third countries, job creation and economic growth in cultural sectors, increasing quality of life, promoting social inclusion and supporting cultural diversity. Three specific objectives (SO) were set at the beginning of the project to achieve the above mentioned.

"In order to achieve goals and provide durable product development five set of documents were created"

During the REDISCOVER project nine outputs are delivered and created. Out of the nine outputs four are documents tailored to rediscover and join potential touristic Jewish Cultural Heritage-related products and services among partner cities. These documents are interlinked and completing each other. This document is describing the Thematic Initiatives Action Plan.
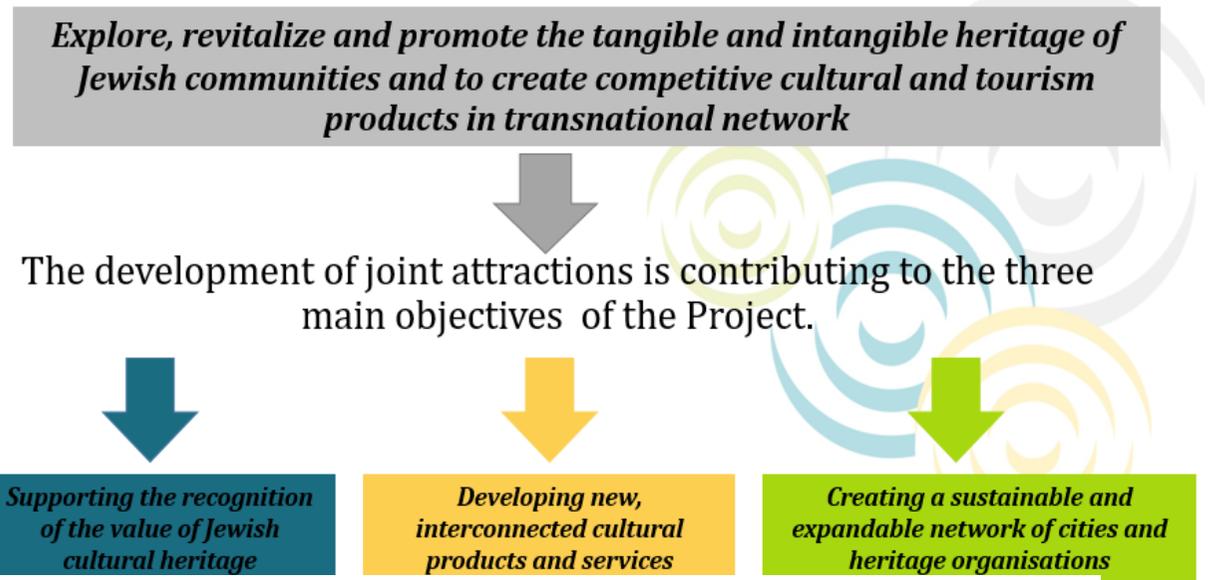
Explore, revitalize and promote the tangible and intangible heritage of Jewish communities and to create competitive cultural and tourism products in transnational network

The development of joint attractions is contributing to the three main objectives of the Project.

Supporting the recognition of the value of Jewish cultural heritage

Developing new, interconnected cultural products and services

Creating a sustainable and expandable network of cities and heritage organisations

Figure 3. Aims and goals of the Rediscover project

Joint Project Portfolio (output)
- Summary of the activities done in the project
- Features of tourism trends in the Project area
- Comprehensive PP portfolio
- Proposed Joint Thematic Routes as Clusters
- Proposed content of the Visibility Study

Draft Study (deliverable)
- Brief introductions of the networks researched
- Synergies through different networks according to the created clusters

Action Plan (output)
- Detailed Project Partner List of contributors in each proposed JTR
- Detailed list of JCH elements in the JTR
- Market segmentation and targeting
- Practical connections

Joint Visibility Strategy (output)
- Sustainable and accessible project aspects
- Marketing strategies and tools according to the Draft Study and JPP

Handbook (output)
- Basis of joint follow-up activities
- Disseminates experience to other cities
- Evaluation of implementation, business models, action plans
- Criteria for adaptation, and policy recommendations

Figure 4. Documents of the Rediscover Project

Figure 5. Process of the creation of the action plan

The flowchart contains the following boxes:

- Creation of Web-based Repository of Jewish Cultural heriatges
- Local Portfolio of the Project Partner Cities
- Product Development Workshop and Project Partner Meeting Osijek
- Creation of Clusters of the common Jewish Cultural Heriatge
- Joint Project Portfolio
- Thematic Routes Workshop and Project Partner Meeting Banja Luka
- Creation of Joint Thematic Routes
- Identifying potential Pilots of the Joint Thematic Routes (Plan A)
- CoVID19 state of emergency
- Online Thematic Working Group meeting
- Creation of Covid19 compatible Pilots (Plan B) and changing the original Pilots
- Matching Pilots with identified Joint Thematic Tools
- Creating REDISCOVER branding
- Matching Joint Thematic Routes, tools and brands

The place of the Action Plan in the REDISCOVER project and the process of creating Joint Thematic Routes

The process of creating an Action Plan is compound and it is based on the previous results, outputs and deliverables. The inputs of the Action Plan are the followings:

- Results of the Local Stakeholder Group meetings and contribution to the repository with in-situ knowledge
- Capacity building, Match-making and Inventory Workshops and project partner meetings were organised, the knowledge collected on these occasions helped to create thematic clusters of tourism development ideas.
- Local Portfolios of the project partner cities, which include the most important Jewish cultural tangible and intangible heritages which were included into the created clusters and development ideas.
- The best development ideas were collected and chosen to connect them into Joint Thematic Routes.
- The Joint Project Portfolio contains the Joint Thematic Routes, but due to the Covid19 outbreak, the themes and the chosen development had to be changed.
- The new ideas are developed into pilots and the Action Plan is intended to describe a step-by-step feasible process of these pilots.
- The pilots are implemented along preliminarily chosen Joint Thematic Tools and this will create the REDISCOVER bran
  o Development of ICT-based presentation and visibility tools
  o Integration of JCH portfolios into international tourism information and sales services
  o Development of creative cultural attractions, representing innovative combinations of tangible and intangible elements of the location
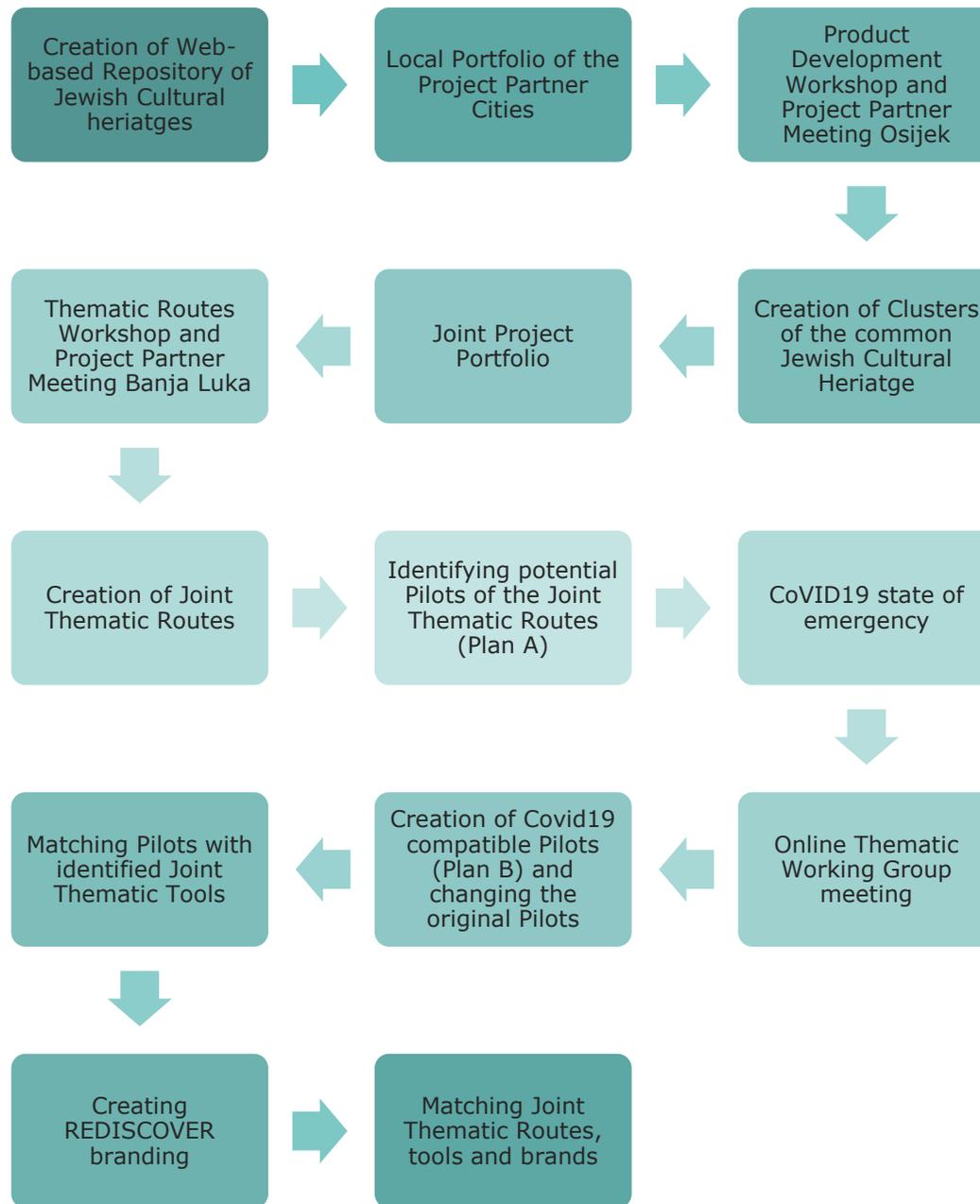
Thematic Initiatives Action Plan

Based on potential Jewish Cultural Heritage thematic routes were identified in the Joint Project Portfolio. As a next step a Thematic Initiatives Action Plan (Action Plan) which aims the creation of cross-country thematic routes and joint tourism packages, covering project partner cities. Activities connected to the Action Plan:

- A series of product development workshops are organised in each project partner (PP) city together with stakeholders.
- Joint Product Development Workshops are organised.
- Transnational JCH Thematic Initiatives Action Plan is created on jointly agreed product development decisions.

"The Action Plan aims to create viable business cases out of the thematic routes identified earlier and to integrate them into larger scale national and European thematic networks."
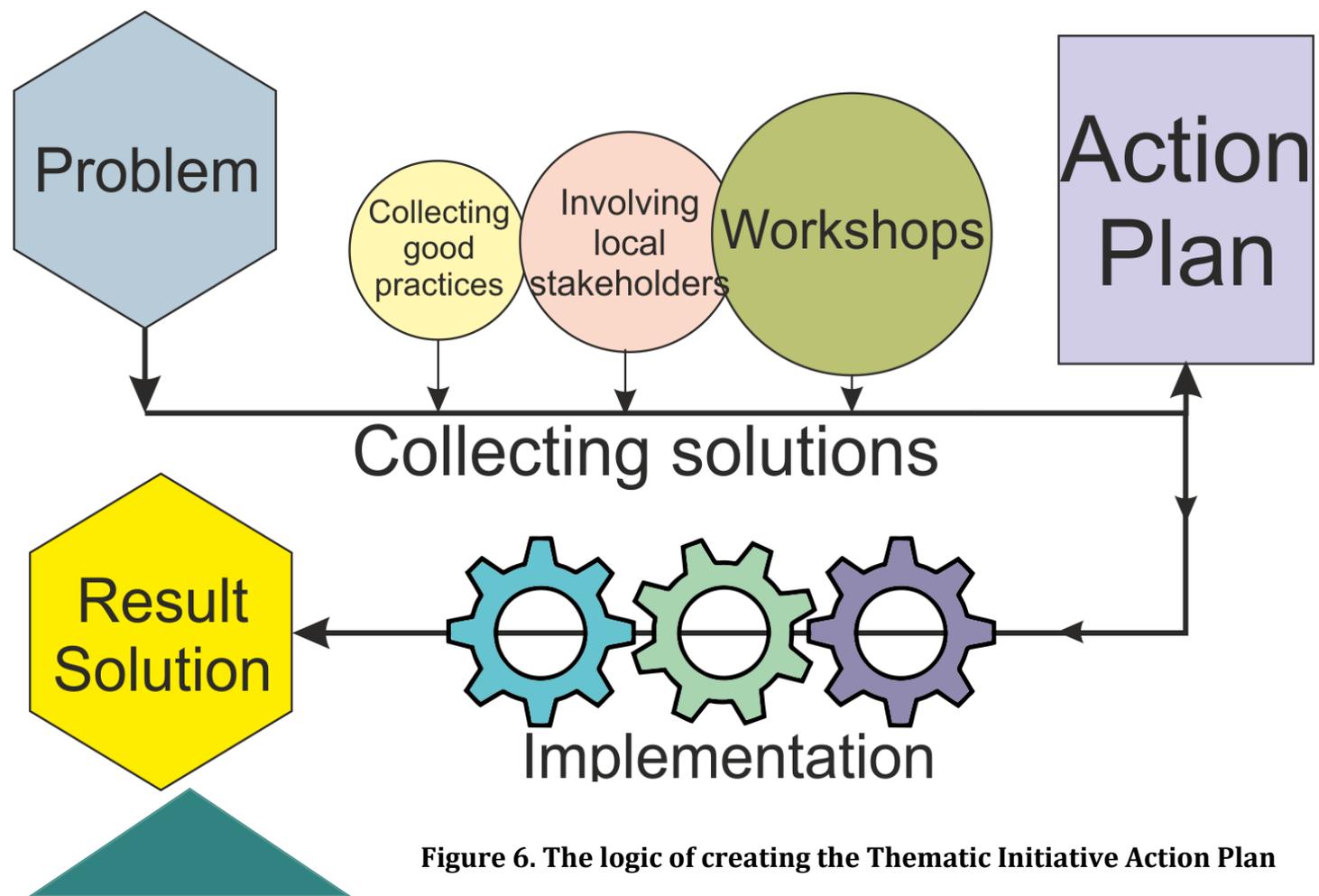

Figure 6. The logic of creating the Thematic Initiative Action Plan

What is an Action Plan?

The Action Plan specifies the nature of the actions to be implemented to achieve the goals of the Rediscover Project. It describes their timeframe, the stakeholders involved, the availability and the used Jewish Cultural Heritage elements and sources. The Action Plan formulates a manual for joint use of locally available Jewish heritage which can be used by other cities, regions as a best practice.

The Transnational Thematic Initiatives Action Plan is available on the project website which provides easily adaptable models of Jewish heritage-driven tourism product and service development to any interested 3rd party municipalities or tourism development actors. It ensures the replicability of the implemented activities and developed outputs in diverse local circumstances.

> **"The Action Plan provides a colourful palette of opportunities, reflecting on the diverse Jewish Cultural Heritage and their contexts of Partner Cities."**

The Action Plan is prepared for each Joint Thematic Route or package which are grouped in four thematic clusters: Gastronomy, Built heritage, Oral history, Events and festivals. The action plan specifies for each cluster agreed by the project partners concrete measures: durability, temporal output, capacity, availability, communication, easy access and international significance. In practice, it also includes possible actions or other relevant policy instruments to create feasible joint thematic services and products. The Action Plan names the potential target groups and dissemination methods as well. The Action Plan shows the possible connections and means of integration. The character of each project partner city and the willingness to co-operate was identified during the Thematic Routes Workshop (combined with PP meeting in Banja Luka).

Thematic Initiatives Action Plan

The Action Plan describes potential Jewish cultural thematic routes connecting PP cities, and the process of developing these into viable business cases integrating into larger scale national or European thematic networks. These thematic routes with structured, widened Jewish Cultural Heritage portfolio elements will be developed to level of detail, enabling actual implementation.

Action Plan elements:
- Cluster information
- Partner cities
- Pilot projects
- Used Jewish Cultural Heritage elements
- Synergies
- Draft action collection

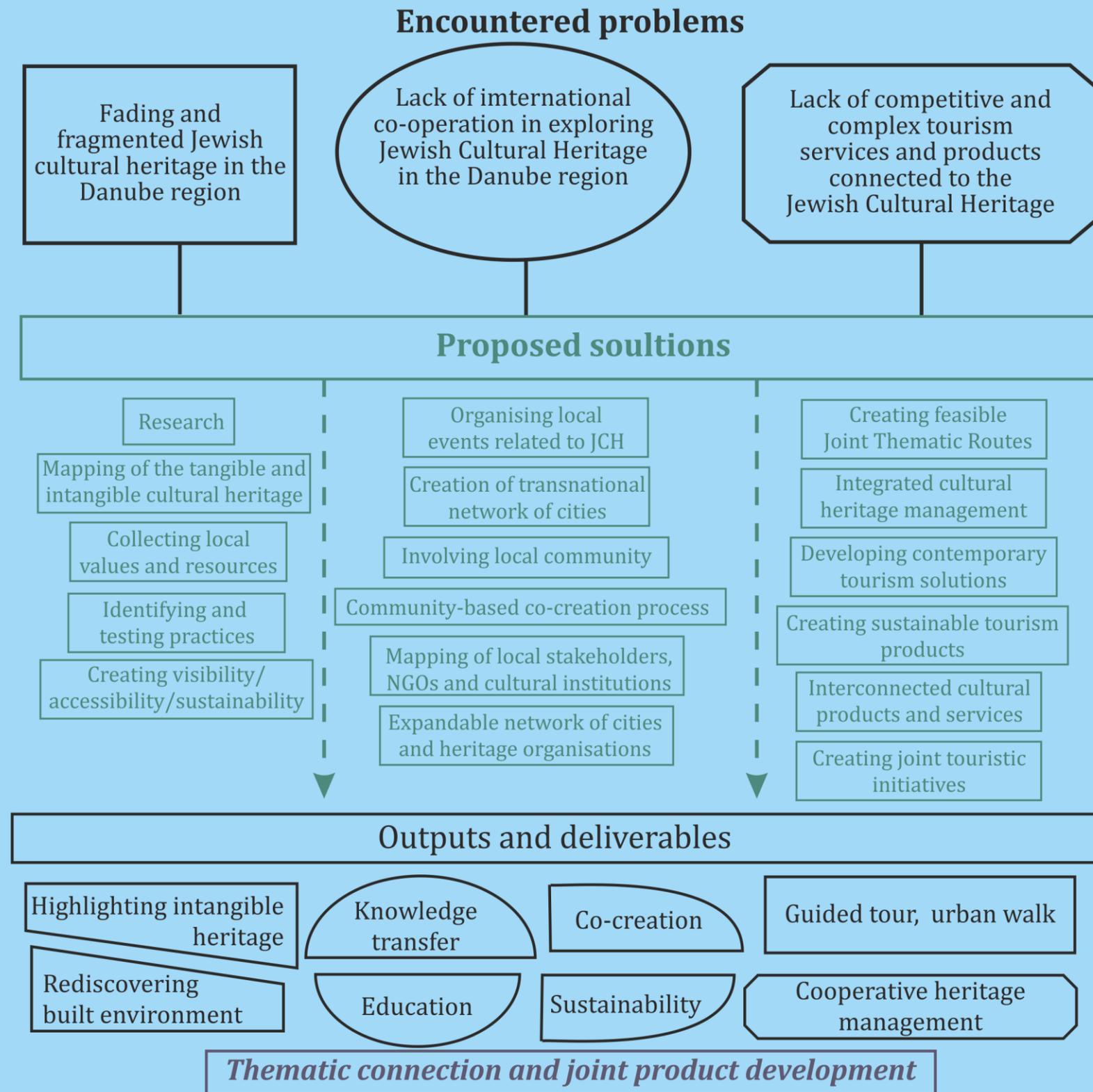The potential international connections are included in the Draft Study

Problems? Do some action!

The Rediscover project is created to show that the partner cities form a uniform yet unique cross-border network created through their tangible and intangible Jewish Cultural Heritage.

"The unique values of cities are just as important for locals as for tourists, the created outputs are useful not only for tourism development, but for community building as well"

To achieve the expected results of the project, local and international level actions should be taken. This helps the implementation of the planned and co-created joint tourism pilots, services and products.

The actions taken are in close co-operation with the local Jewish community and other stakeholders.

Encountered problems

Fading and fragmented Jewish cultural heritage in the Danube region

Lack of imternational co-operation in exploring Jewish Cultural Heritage in the Danube region

Lack of competitive and complex tourism services and products connected to the Jewish Cultural Heritage

Proposed soultions

Research

Mapping of the tangible and intangible cultural heritage

Collecting local values and resources

Identifying and testing practices

Creating visibility/ accessibility/sustainability

Organising local events related to JCH

Creation of transnational network of cities

Involving local community

Community-based co-creation process

Mapping of local stakeholders, NGOs and cultural institutions

Expandable network of cities and heritage organisations

Creating feasible Joint Thematic Routes

Integrated cultural heritage management

Developing contemporary tourism solutions

Creating sustainable tourism products

Interconnected cultural products and services

Creating joint touristic initiatives

Outputs and deliverables

Highlighting intangible heritage

Rediscovering built environment

Knowledge transfer

Education

Co-creation

Sustainability

Guided tour, urban walk

Cooperative heritage management

Thematic connection and joint product development

Clusters

Gastronomy

Gastronomy tourism has been established as an independent branch of contemporary tourism industry as a part of cultural tourism. Gastronomic tourism can be interpreted as a tourism product, in which the visitor's key motivation is to experience the culinary specialities of the visited area; to try local, national and regional cuisine, and to get familiar to the destination's traditions of hospitality. Trough gastronomy visitors can experience local culture more intensively. It can be the main motivation for travelling.

Built heritage

Built heritage is an important part of the cultural heritage of towns and cities and heritage is applied as an honorific label to sites, buildings and other cultural objects by experts. The built heritage is considered as tangible heritagewhich was made, accumulated and owned by a group of people that enclosed intellectual properties and values, such as identity, while intangible heritage mainly accommodates memories and values of the built environment. The built heritage is one of the most convinient turistic attraction of a city.

Events, programs, rituals, festivals

Experiencing cultural festivals, events and everyday rituals of local communities can be a motivation for tourism. This touristic motivation generates the appearance of festivals and events tourism as a branch in tourism industry. Festivals and events tourism covers attendance at traditional or contemporary celebrations of culture, which can include music, dancing, gastronomy, arts and sports. Such events can be one-off or may take place at the same time every year, and can last from one day to several days.

Storytelling, oral history

Storytelling is initial to achieve interesting destinations, stories are powerful they deliver a tangible form of the intangible heritage and, thereby making them more accessible. Real-life story-telling represents events and characters of past events or historical periods Fiction-based attractions centre on legends or fictional stories or persons. Icons of stories are not just brands, they are real people. A meaningful storytelling can satisfy the visitors and attract future ones by oneself and others.

Joint Thematic Tools

1

Development of creative cultural attractions, representing innovative combinations of tangible and intangible elements of the location

Events, exhibitions, programs, or specific sites of interest, selected to best fit local resources and cultural heritage context, with a high potential to join into attractive thematic routes or packages, either within the partnership, or among existing larger scale networks.

2

Development of ICT-based presentation and visibility tools

Mobile applications, interactive social media surfaces, virtual reality solutions, metadata presentation and search systems, to display JCH of PP cities, to attract attention of potential visitors, and to enhance community driven publicity.
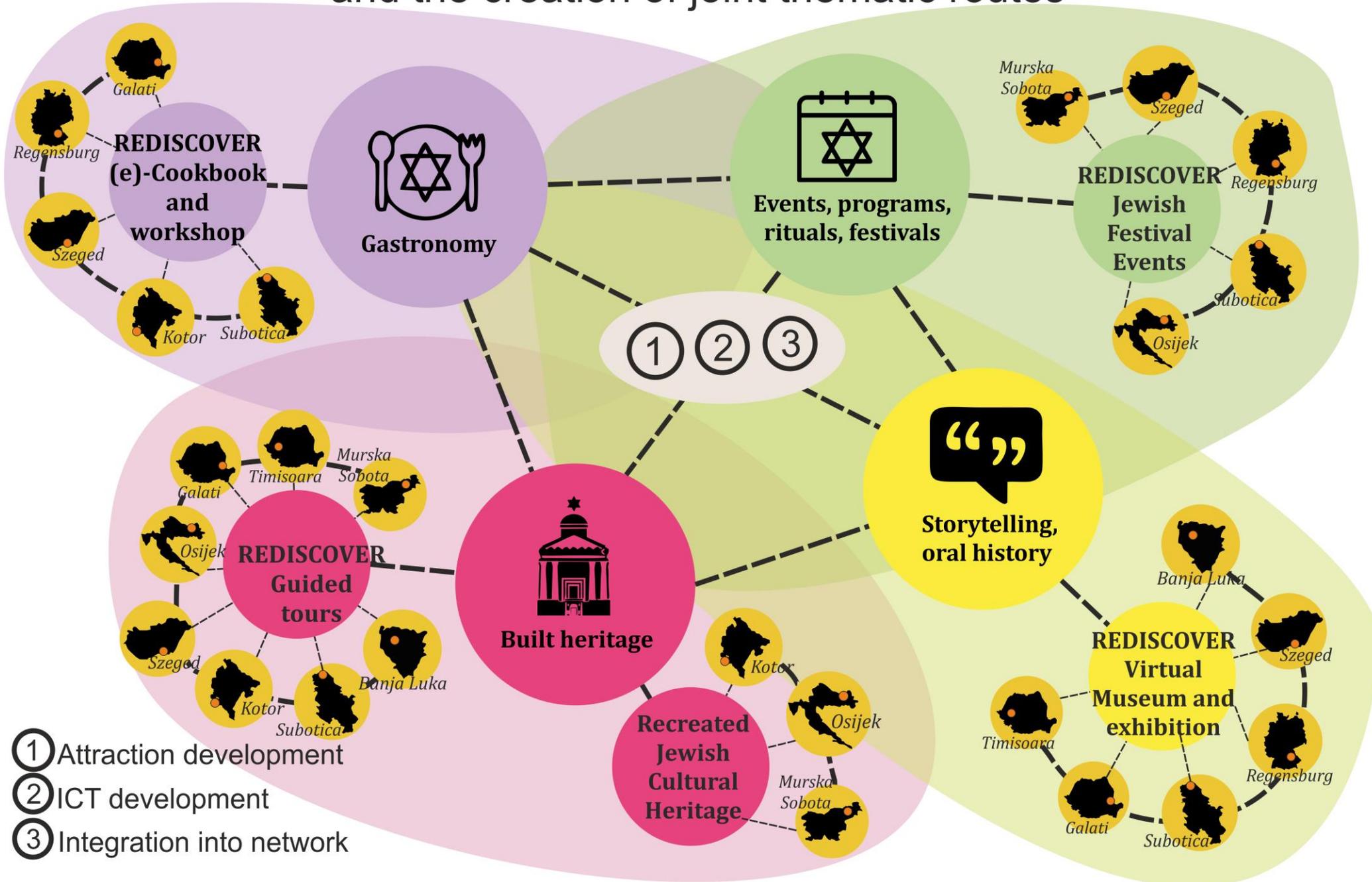
3

Integration of JCH portfolios into international tourism information and sales services

Guidebooks, travel review sites and online reservation sites.

Cluster and Pilot „Universe" of the REDISCOVER project and the creation of joint thematic routes

REDISCOVER (e)-Cookbook and workshop

Galati
Regensburg
Szeged
Kotor
Subotica

Gastronomy

Events, programs, rituals, festivals

REDISCOVER Jewish Festival Events

Murska Sobota
Szeged
Regensburg
Subotica
Osijek

① ② ③

Storytelling, oral history

REDISCOVER Guided tours

Galati
Timisoara
Murska Sobota
Osijek
Szeged
Kotor
Subotica
Banja Luka

Built heritage

Recreated Jewish Cultural Heritage

Kotor
Osijek
Murska Sobota

REDISCOVER Virtual Museum and exhibition

Banja Luka
Szeged
Timisoara
Regensburg
Galati
Subotica

① Attraction development
② ICT development
③ Integration into network

11

From a single cluster to a synergic and common tour

Thematic Clusters and Pilot Ideas

As it was described earlier on, five clusters are the main focal points of the REDISCOVER project. The cluster identifies and includes all the important intangible and tangible Jewish Cultural Heriatges of the Project Partners. As it was described five clusters were identified from which four remainded after Product Development WS in Osijek and Thematic Routes WS in Banja Luka.

The thematic clusters are helping to identify the most important connections between the partners and the potential synergies as well.

The clusters were and still are initial points of the development of the pilots of the REDISCOVER project, but the focus shifts towards the tools and the implementable pilots in the Action Plan.

Joint Thematic Tools

Joint Thematic Tools are the tools for creating a touristic service or product from each idea which was decided to be developed in the framework of the REDISCOVER project. The Joint Thematic Tools were defined in the Application Form and they are in line with the goals of the Danube Transnational Programme. The Tools are threefold and in some cases a pilot is not simly identified as a realisation of an idea but also an innovative use of a defined tool.

Joint Thematic Routes

With the help of the Joint Thematic Tools the identified pilots of the REDISCOVER project are grouped into four Joint Thematic Route. Each Thematic Route is a group of pilots which are using the common intangible and tangible heritage elements. Each Joint Thematic Tour is implemented individually, but along common guidlines which were and are defined during the online thematic working group meetings. The Joint Thematic Routes are commonly built, but unique products or services according to the local possibilities keeping in mind the universal values of the REDISCOVER and the Danube Transnational Programme goals. Implementing each pilot the partners are in close contact and inform each other from the most relevant information on the process of the planning, the problems etc.

How does the Action Planning work?

In order to build a city network, online thematic teams, working groups are established for each type of tourism products or services hosted by the cluster responsible project partner city.

The online thematic groups are created:
  - to harmonise preparation,
  - to co-ordinate implementation
  - to jointly implement
  - to share experiences
  - to evaluate the results mutually

2. ICT-based presentation and visibility tools
3. Integration into international tourism information and sales services

The process is supported by online thematic teams through sharing experiences. Each PP city implements one or more of the products and services described above, based on joint planning process, and with continuous online co-ordination, monitoring and support of thematic teams. Interim experience of the introduction of products/services are shared at the Testing Workshop combined with PP meeting, hosted by Kotor. Participants also introduce case studies, and examine cross-adaptation opportunities.
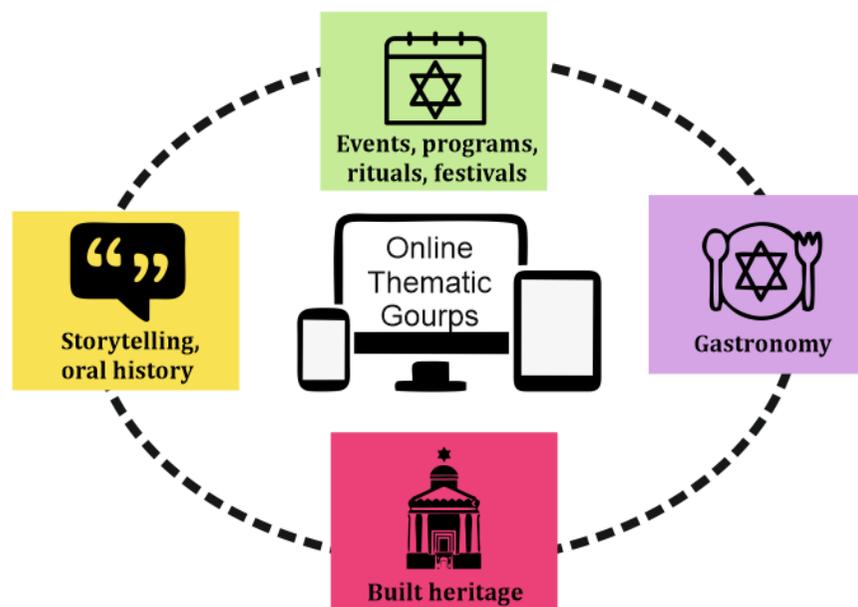
Project partner cities interested in the same type of products, services group into clusters and plan and implement their initiative based on jointly agreed schedule, regularly sharing experiences. Local initiatives are referenced by cluster members and assisted by online thematic workgroups. These partner discussions enable a peer-review process, scrutinising local actions within the transnational partnership, using "critical friends" technique to fine tune interventions, detect caveats and ensure long term viability of business cases.

Online thematic groups are giving the possibility for transferability of ideas, best practices. Each project partner city tests local or joint tourism products/services in the three above mentioned category:

1. Development of creative cultural attractions (events, exhibitions, programs, sites of interest) combining tangible and intangible JCH

Figure 6. Rediscover Online Thematic Working groups

What do we have?

During the Inventory workshop, tangible and intangible elements were identified in the project partner cities. The mixed-use of these cultural elements can result in different touristic services and attractions.

In the following section existing Jewish-themed joint thematic routes, products and services will be highlighted in the project partner cities according to the clusters they belong. The sections are listing those identified Jewish cultural elements, which plays a role in the identified Pilots.
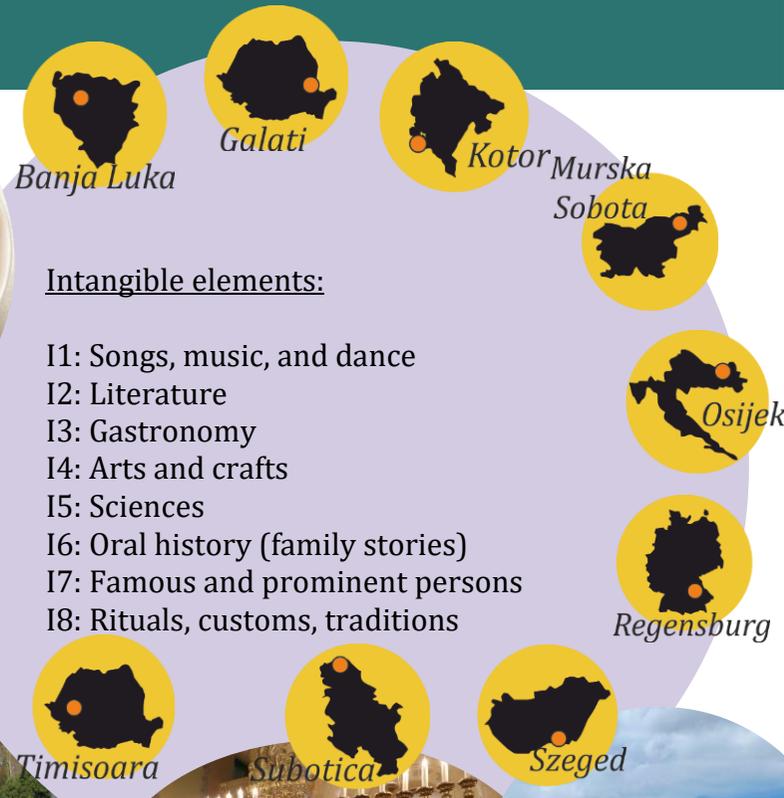
Tangible elements:

T1: Cemeteries, graves, stones
T2: Synagogues
T3: Mikve, beth hamidrash
T4: Houses, Palaces
T5: Schools and other social buildings
T6: Industrial and commercial buildings
T7: Memorial places

Intangible elements:

I1: Songs, music, and dance
I2: Literature
I3: Gastronomy
I4: Arts and crafts
I5: Sciences
I6: Oral history (family stories)
I7: Famous and prominent persons
I8: Rituals, customs, traditions

Szeged Banja Luka Galati Kotor Murska Sobota Regensburg Subotica Osijek Timisoara

Banja Luka Galati Kotor Murska Sobota Osijek Regensburg Timisoara Subotica Szeged

How to read the Action Plan?

There is a short summary of the proposed content of the Joint Thematic Route with its aims and potential content.

The step-by-step part describes the detailed process of creating a Joint Thematic Route with the most important milestones which should be followed by all of the project partners.

The logo shows the former cluster of the ideas which were originally defined during the development process. This logo also expresses the thematic connection between the pilots of the joint thematic routes.
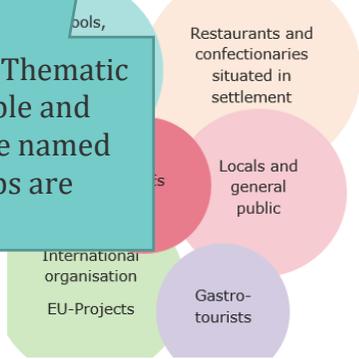
In the case of each Joint Thematic Route the used tangible and intangible elements are named and the target groups are identified.

The Action Plan detailed part starts with a briefing of the Joint Thematic Route created by the project partners

The synergies image refers to the most important connections and synergies between the different clusters and joint thematic routes. These are the namely collected ideas where the results of each thematic development, product or service can collaborate to the development of another idea and which can enrich the touristic offer of another joint thematic route.

The partner cities image shows the contributors of each joint thematic route. After this image potential outputs and deliverables are identified. The outputs are followed by the identified pilot of each project partner describing the most important features of the chosen pilot including the unique added value and the contribution to the joint thematic route.

15

How to read the Action Plan?

Pilots

1. Regensburg
Regensburg

The co... will be a presentation ... as well as t...

2. Szeged
Szeged

As a pilot activity, a cookbook would be compiled that well represents the Jewish gastronomy of partners involved in the project. The cookbook to be prepared will be a quality project product for promotional purposes, ...

4. Subotica
Subotica

The Pilot of Subotica is a Portfolio about Mrs. Rosenfeld Mártonné's recipe book from 1923. The pilot includes a research and preparation of new photos of forgotten recipes of the Sunotica Jewish Community. Creating a portfolio ...

version there will be an online version. This book is a reprint of an older book, with

Communication

Public communication, a group of 12+ people, where less interaction is needed, not everyone is participating in an interaction

① ② ③ ④

Access

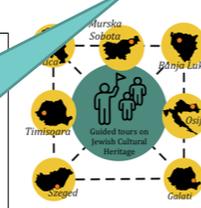The element's accessibility is moderate; some groups of impairment are excluded.

① ② ③ ④

International significance
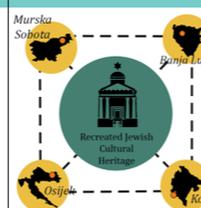
The cemetery and the graves have high pilgrim importance.

① ② ③ ④

After the briefing of the content of the Joint Thematic Route the Pilots planned, designed by the project partner cities are described. Each pilot thematically connected to a cluster, named and labelled above. The Pilots are yet to branded into a universal REDISCOVER brand in the Visibility Planning phase. Each Pilot is part of a Joint Thematic Route, but synergically also connects to others. The Pilot is a small-scale implementation that is used to prove the viability of a project idea. The REDISCOVER Pilots are built on an approach, a commonly developed idea, the application of a standard which is new. The REDISCOVER Pilots are examples of standard implementation approach for new developments. Each Pilot is a commonly created, but unique solution for a locally identified problem in the treatment of the Jewish Cultural Heritage. The Pilot descriptions contain the followings:
- Aim of the pilot and the most important messages and outputs of the pilot with a working title
- Most important actions to implement the Pilot

The availability for each joint thematic tour is showed according to a progress bar in three dimensions, communication, access and international significance.

From problems to Joint Thematic Routes via common solutions
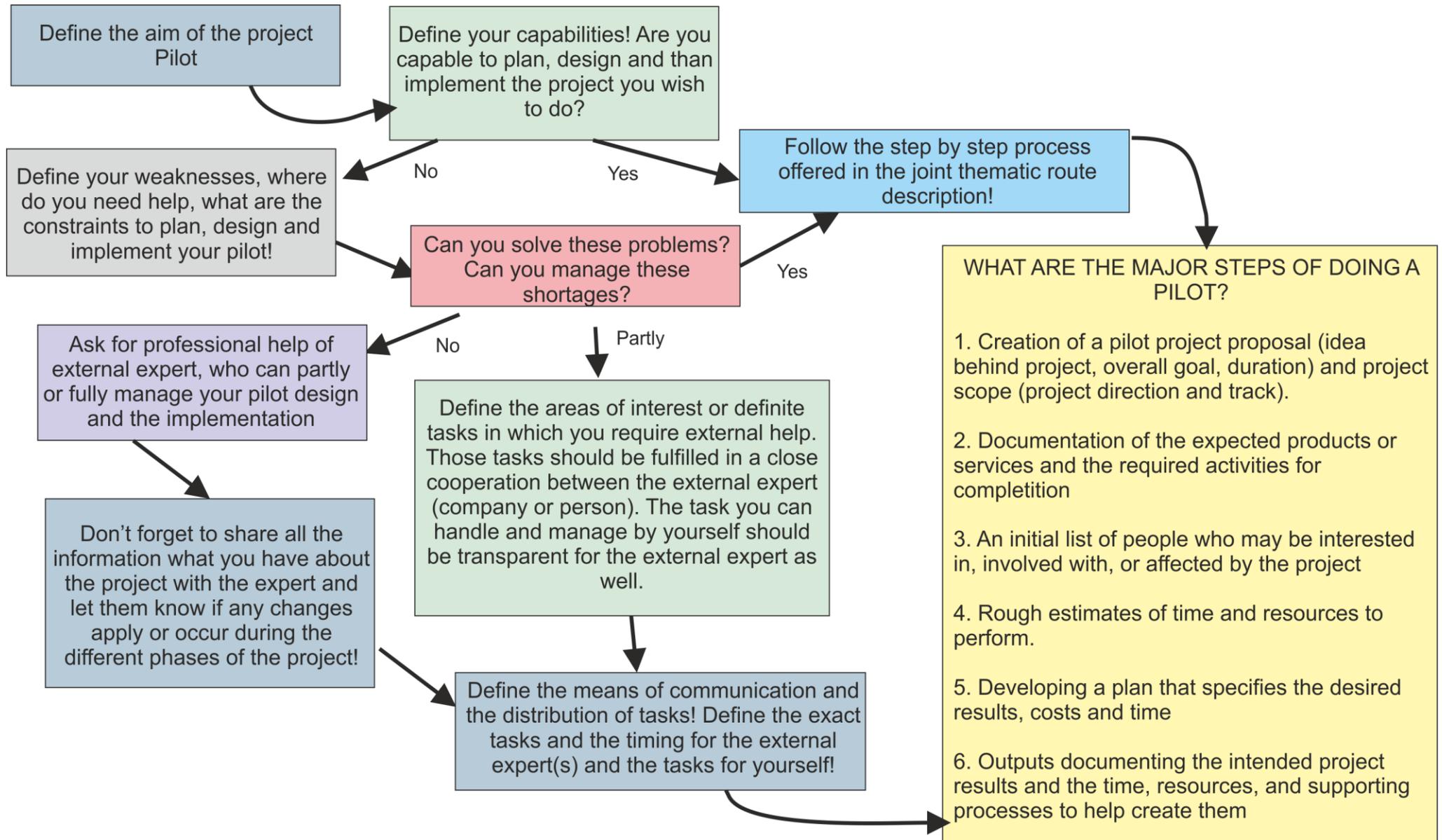
Built heritage

Starting point / problem	Created Joint Thematic Route
1. The Built Jewish heritage of the project partner cities are rich, hence not well represent... tourism industry. 2. Specific Jewish cultural heri... ... elict and abandoned in poo... 3. Project Partner c... ... important to comm... ... preservation of the b... ... ommunities. 4. T... ... for renovation, ...t heritages. ... ...wish heritage is not existing ...ce, it was integral and important ...lution of the project partner city. ... existing networks for advertising and ...ghting local Jewish heritage, but on local ...el the project partner cities lack cooperation ... ...acy for their ... ...he built Jewish ...ll, not adequate for ...re is a need for ...ods for the Jewish ...ge of the project ... ...ility for partner ...ld up a common ...wish cultural	1. The need for recreating presentation methods of the local Jewish built heritage created a network of project partner cities who are willing to co-create the methods to represent the Jewish cultural heritage. The presentation techniques are shared via online thematic working group workshops. 2. The project partner cities highlighted the most important buildings and intangible stories attached to the specific places and they are willing to advertise these heritages through different IT tools, such as online available mobile applications and integrative websites. 3. The Joint Thematic Route of Guided tours have a common base of the history of the Central and South European Jewish Community. The project partner cities were creating different themes for guided walking tours (online or live), one of the most important Guided tour themes is the Jewish Herstory, which describes the most important women in the local Jewish cultures. 4. Thus, the implementation of guided tours are different, but all of them are willing to introduce the life and the heritage of the Jewish community. 5. The Joint Thematic Route for recreated Jewish heritage intends to rebuild virtually specific buildings along commonly defined principles. Each "rebuilded" and recreated building offers an insight to the Jewish culture and refers to another similar development of a project partner city. Within the developed IT product there is a cross-reference to other project products.

Each Joint Thematic Route description contains the initial starting point, which led to commonly planned, designed and decided solutions. The solutions are locally defined by the project partner cities but the idea behind is a result of Product Development Workshop of Osijek and the Thematic Routes Workshop of Banja Luka. The description also contains the solutions, which were given to the identified problems.

Step by step initials for any Pilot Projects

Define the aim of the project Pilot

Define your capabilities! Are you capable to plan, design and than implement the project you wish to do?

No → Yes →

Follow the step by step process offered in the joint thematic route description!

Define your weaknesses, where do you need help, what are the constraints to plan, design and implement your pilot!

Can you solve these problems? Can you manage these shortages?

Yes →

No ↓   Partly ↓

Ask for professional help of external expert, who can partly or fully manage your pilot design and the implementation

Define the areas of interest or definite tasks in which you require external help. Those tasks should be fulfilled in a close cooperation between the external expert (company or person). The task you can handle and manage by yourself should be transparent for the external expert as well.

Don't forget to share all the information what you have about the project with the expert and let them know if any changes apply or occur during the different phases of the project!

Define the means of communication and the distribution of tasks! Define the exact tasks and the timing for the external expert(s) and the tasks for yourself!

WHAT ARE THE MAJOR STEPS OF DOING A PILOT?

1. Creation of a pilot project proposal (idea behind project, overall goal, duration) and project scope (project direction and track).

2. Documentation of the expected products or services and the required activities for completition

3. An initial list of people who may be interested in, involved with, or affected by the project

4. Rough estimates of time and resources to perform.

5. Developing a plan that specifies the desired results, costs and time

6. Outputs documenting the intended project results and the time, resources, and supporting processes to help create them

REDISCOVER (e-)cookbook and workshops

Gastronomy

REDISCOVER cookbook and workshops

The REDISCOVER cookbook is a collection of traditional recipes of the Jewish community. The cuisine is very diverse and differs greatly from the community and family traditions, as there are many cultural backgrounds. In the Jewish community kosher food is cooked, but in everyday life, at home it is hardly possible. The cookbook contains background information to further holiday traditions, Jewish food preparation and Jewish history and life. A cookbook serves as a promotional tool to promote Jewish culture. It is disseminated through project partners, with the involvement of professional organizations, (e.g. touristic agencies), as a handout.

Content of the Jewish cookbook

- Introduction to the characteristic features of Jewish gastronomy, with special regard to the notion of kosher food.
- A short story related to the gastro theme
- Cookbook can focus on locality (like a city or a region) or to cultures.
  - The cookbook can include a short presentation of the partner city if the book is created along regional theme.
  - There are two main focuses for the recipes: Ashkenazi (European) and Sephardic (Eastern European, Arabic).
- The cookbook includes three types of recipes: appetizer, main course and dessert

One step further…

- In combination with the cookbook, workshops can be organised (for school projects with students, who are learning to be a cook or working in gastronomy) to cook some recipes together with the Jewish community.
- YouTube videos can be created during the workshops
- A "how to make a cookbook" werkfilm can also be published on social media platforms providing a simple promotional opportunity.
- Photo documentation can be released on social media channels about the cooking class.

Step by step

Gastronomy

1. Define the main purpose of the cookbook!
   a. Is it locally-specific (like in the case of Subotica or Szeged)?
   b. Is it culture specific (like in the case of Regensburg)?
2. Define your budget for the pilot!
3. **Can you do it yourself? If no, hire and expert, if yes, follow the instructions below!**
4. Collect recipes and connected stories, urban legends, other relevant information to colour the cookbook and create synergy with other products and services!
5. Find and engage local stakeholders, NGOs and cultural institutions and volunteers who can help you and participate in the cooking!
6. Find professionals who can cook kosher, make photo- and video documentation (gastro photographer and gastro videographer)!
7. Determine the location and time of the pilot cooking event, where the cooks, the photo- and videographers attend!
8. Think of a trial preparation of the collected recipes and related food photos!
9. Make uniform photo series for publication. Document the process in a werkfilm, which can also function as a separate output. The photos and the videos can also form the basis of social media posts, which is also a promotion for the project.
10. Find professionals for editing your cookbook! Think of local entrepreneurs and young professionals!
11. Always proofread your collection and text!
12. Think about translating your cookbook into different languages!
13. Prepare online and print versions as well! It can be accessed free of charge at tourist information points or used as a leaflet at tourist fairs. Make it available on the official website of the project!
14. Ask for an IBAN number to be found easily!

Partner cities in the Rediscover (e-)cookbook and workshops

Subotica
Regensburg
Kotor
Szeged
Galati

Jewish (e-)cookbook and workshops
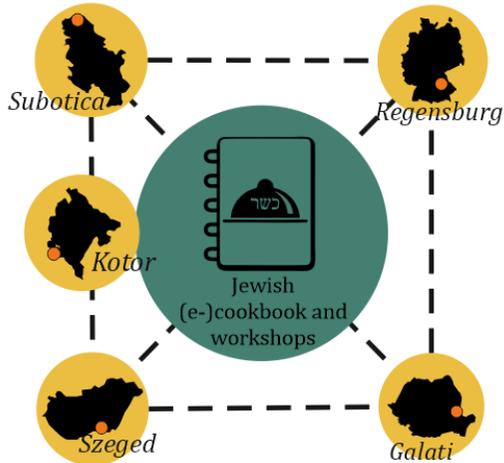
Availability of the used elements

Communication
Mass communication, many different people, in many different places in different times receive the message with lack of feedback.

① ② ③ ④

Access
The element is easy to approach for any people, with or without disability.

① ② ③ ④

International significance
The online cookbook has international significance, the print version translated to English can be an interesting product.
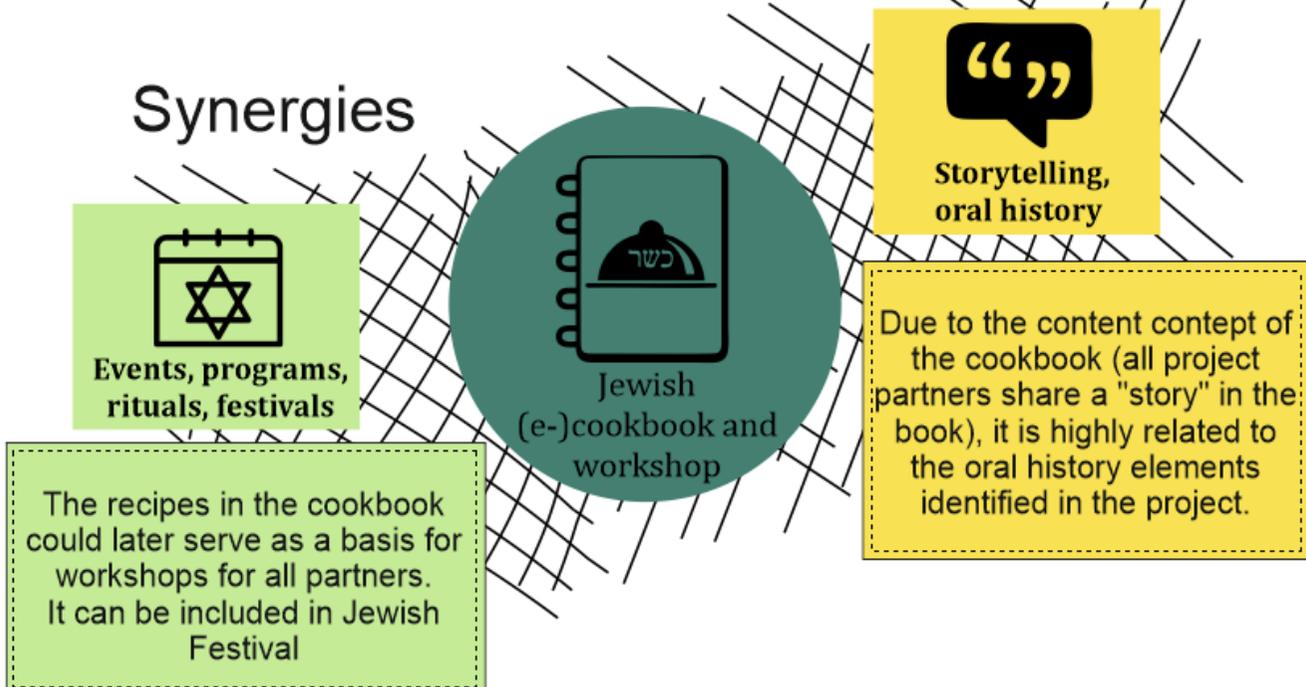
① ② ③ ④

Used elements

Gastronomy

Intangible

I1 Songs, dance
I3 Gastronomy
I6 Family stories
I7 Prominent persons
I8 Traditions, customs

Target groups

Schools, students, teachers, educational institutions

Restaurants and confectionaries situated in settlement

SMEs

Locals and general public

International organisation EU-Projects

Gastro-tourists

Synergies

Events, programs, rituals, festivals
The recipes in the cookbook could later serve as a basis for workshops for all partners.
It can be included in Jewish Festival

Jewish (e-)cookbook and workshop

Storytelling, oral history
Due to the content contept of the cookbook (all project partners share a "story" in the book), it is highly related to the oral history elements identified in the project.

20

From problems to Joint Thematic Routes via common solutions

Starting point / problem

1. There is an existing Jewish heriatge in gastronomy in the Project Partner Cities. Yet, these intangible elements are not exploited.

2. The project partner cities decided to use the existing elements by creating a common joint thematic tour for Jewish cousine during the Osijek and Banja Luka partner meetings.

3. The project partner cities are collecting their heritage in gastronomy and extend them with other elements and creating a cookbook. Some of the partners revive old books, some of them are collecting forgotten recepies with the help of the local stakeholders.

4. The cookbook is realised online and in print version as well.

5. The recipes of the cookbooks are provided by local communities and the preparation of the food for the books are photodocumented.

Subotica

Kotor

Szeged

Regensburg

Galati

Jewish (e-)cookbook and workshops
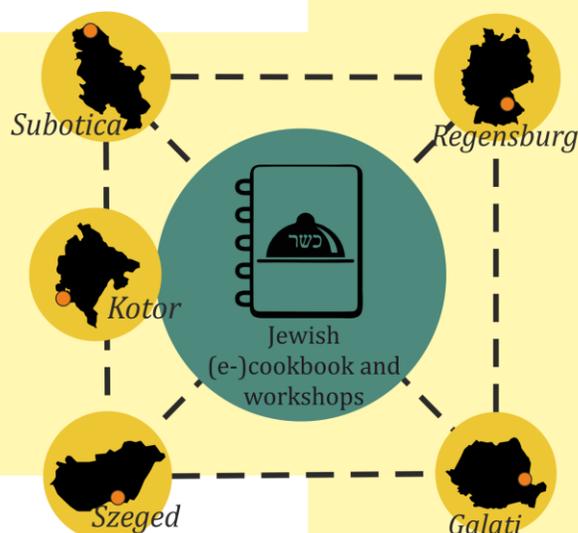
Created Joint Thematic Route

1. The definition of the Project-level cookbook idea

2. Collected recepies with the contribution of all project partners by Szeged Tour Project Partner

3. The structure and the content of cookbook is agreed by the partnership.

4. The project partner cities are connected through the intangible heritage of gastronomy. Spin-off cookbooks are prepared along the main REDISCOVER cookbook.

5. The recepies are available via internet as an online e-cookbook illustrated with annexed stories, lifelines and interesting extra information about the Jewish life and Jewish heritage of the project area.

6. The recipes of the cookbooks are provided by local communities and the preparation of the food for the books are photodocumented.

Pilts

1. Regensburg

The local cook book will be a presentation of Jewish recipes as well as traditions, background information in general and especially about Regensburg with written text as well as illustrations and pictures. The cook book will be elaborated from Cultheca in Regensburg, an agency working the field of history education. They work closely with the Jewish Community. It is planned to present the finished book within a school project. There is a possible class who will be educated in gastronomy and the class will use the cookbook for cooking workshops and cooking education. The pilot includes unique activity, namely the research on recipes and background information and research on the Jewish community today.

The most important task of the Regensburg cookbook pilot is the procurement of graphics for the illustration and pictures and layout of the book. Finding an appointment for the school project is also a crucial question, which needs specific attention!

2. Szeged Tour

As a pilot activity, a project-level cookbook would be compiled that well represents the Jewish gastronomy of partners involved in the project. The cookbook to be prepared will be a quality project product for promotional purposes, which will not be made for sales purposes, but will primarily serve as a promotional tool to promote Jewish culture. It is disseminated through project partners, with the involvement of professional organizations, (e.g. tourist board offices), as a hand-out. According to the concept, the cookbook consists of the following main parts: an introductory chapter in which those interested are introduced to the characteristic features of Jewish gastronomy, with special regard to the notion of kosher food. In addition, the cookbook would include all partner cities, with the following content items per city: a story related to a gastro theme, three recipes (appetizer, main course, dessert) and a short presentation of the partner city with pictures. Technical aspects: The cookbook would be prepared in printed format (500-500 copies per partner, in the order of 5000 copies) and electronically as a print-ready copy.

3. Kotor

The pilot in Kotor in, collaboration with the owners of local catering establishments, involves introducing the citizens of Kotor and tourists to the traditional Jewish cuisine. The presentation of Jewish cuisine would be followed by a concert of Jewish music organized in a public space in Kotor, involving the students of the Vida Matjan music school in Kotor.

4. Subotica

The Pilot of Subotica is a Portfolio about Mrs. Rosenfeld Mártonné's recipe book from 1923. The pilot includes a research and preparation of new photos of forgotten recipes of the Subotica Jewish Community. Creating a portfolio about Mrs. Rosenfeld Mártonné's recipe book is not only a cookbook, but also a storybook, family introduction and kosher kitchen presentation. The book is a selection of the most interesting recipes with quality photos of all or several prepared dishes according to these recipes. The cookbook would be a print that could be given as a gift to the stakeholders and other collaborators involved in the project and as a souvenir for those people who helped us on the project, but of course tourists would also have access to the book. Besides the printed version there will be an online version. This book is a reprint of an older book, with description, presentation, and of course kosher recipes that could be tried, and hopefully tasting of these exquisite foods can be organized as an extra activity.

5. Galati

Galati is creating a website where they will do promotion of the Jewish gastronomy with shared stories and recipes. They will provide link to the Jewish e-cookbook, which is a collection of Jewish traditional recipes and their history/story.

KZ-Außenlager Regensburg

STADT REGENSBURG

REDISCOVER Guided tours

Built heritage

REDISCOVER
Guided tours

The main aim of the proposed guided tours is to promote the local Jewish Cultural Heritage, to increase the visibility of the forgotten and faded built environment connected to the Jewish population. During the guided walks specific areas are introduced through guiding the visitors. The theme can vary from classical and Art Nouveau palaces to introducing famous Jewish entrepreneurs, scholars and religious persons, or guided tours can be held in cemeteries or parks. Guided tours can be organised in specified themes as virtually connected tours. Guided tours can be held virtually with the help of applications, VR and AR technology.

Content of a guided tour

- Introduction of point of interests within the project partner city with special regard to the Jewish Cultural Heritage-related built environment.
- Buildings are the main features of the guided walks, tangible elements of the JCH are thematically visited.
- The introduction of the buildings is completed with special intangible JCH elements, like personal stories, gastro-tastings, interactive games.

One step further…

- If personal visits are not accessible and available due to limiting circumstances technology can help organising and executing guided walks.
- Augmented Reality (AR) is a combination of real and virtual worlds. It provides real-time interaction between the object and the visitor. AR gives accurate 3D appearance of virtual and real objects. AR also helps to visually recreate destroyed buildings and to display important elements, people, stories.
- Virtual reality (VR) is a simulated experience that can be similar to or completely different from the real world. VR requires a headset to generate realistic images, sounds and other sensations that simulate a user's physical presence in a virtual environment.

Step by step

Built heritage

1. Define the main purpose and the theme of your guided walk!
2. Define the project budget!
3. Decide if the guided tour will be created online or live, this will make difference in the further steps you make!
4. Define the buildings you want to visit! Place them on a map, and create a route.
5. Collect information on the chosen topic, buildings, persons etc.
   a. Visit local archives and libraries
   b. Research in databases publicly available on the internet
   c. Find archive photos
   d. Look up the wider context of the topic as well
6. Walk along the tour you are willing to present to a wider public! Take notes and photos for technical reasons, and take professional photos to have advertising material!
7. If you want to enter the buildings contact the owner, those who are responsible for maintenance!
8. Find and engage local stakeholders, NGOs and cultural institutions and volunteers who can help you!
9. Write an abstract and start to advertise your tour! Communicate continuously and share the experiences!

If you are creating an online tour, additionally you need to pay attention for these steps:

1. Define the technical requirements you walk will need! What kind of platform your online tour will take, what information are you willing to share?
2. Chose a designer who will help you setting up your system, which requires constant supervision!
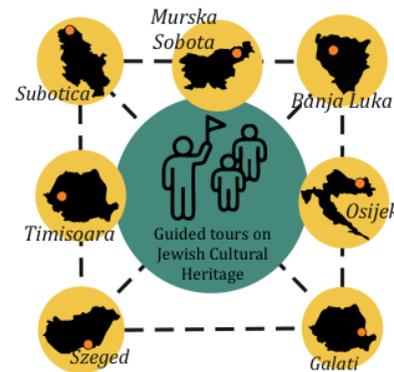
From problems to Joint Thematic Routes via common solutions
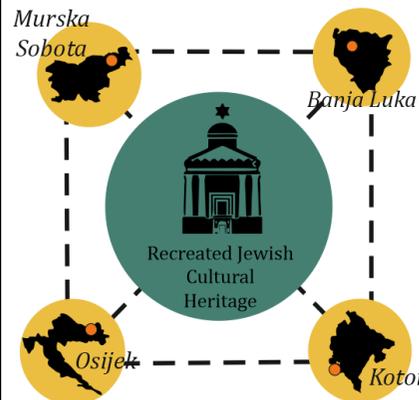

Built heritage

Starting point / problem

1. The built Jewish heritage of the project partner cities are rich, but not well-represented in the tourism industry.
2. Specific Jewish cultural heritages are in derelict and abandoned in poor condition.
3. Project partner cities find extremely important to commemorate and to help the preservation of the built heritage of the local communities.
4. There is lack of founding for renovation, recreation of the Jewish heritages.
5. Some of the built Jewish heritage is not existing anymore, yet once, it was integral and important part of the evolution of the project partner city.
6. There are existing networks for advertising and highlighting local Jewish heritage, but on local level the project partner cities lack cooperation possibilities and a clear advocacy for their heritage.
7. The existing presentation of the built Jewish heritage is not sufficient or dull, not adequate for the 21st century tourism. There is a need for recreating presentation methods for the Jewish built environment and heritage of the project partner cities.
8. REDISCOVER gives the possibility for partner cities to rediscover and to build up a common branding process for their Jewish cultural heritage.

Guided tours on Jewish Cultural Heritage — Murska Sobota, Subotica, Banja Luka, Timisoara, Osijek, Szeged, Galati

Recreated Jewish Cultural Heritage — Murska Sobota, Banja Luka, Osijek, Kotor

Created Joint Thematic Route

1. The need for recreating presentation methods of the local Jewish built heritage created a network of project partner cities who are willing to co-create the methods to represent the Jewish cultural heritage. The presentation techniques are shared via online thematic working group workshops.
2. The project partner cities highlighted the most important buildings and intangible stories attached to the specific places and they are willing to advertise these heritages through different IT tools, such as online available mobile applications and integrative websites.
3. The Joint Thematic Route of Guided tours have a common base of the history of the Central and South European Jewish Community. The project partner cities were creating different themes for guided walking tours (online or live), one of the most important Guided tour themes is the Jewish Herstory, which describes the most important women in the local Jewish cultures.
4. Thus, the implementation of guided tours are different, but all of them are willing to introduce the life and the heritage of the Jewish community.
5. The Joint Thematic Route for recreated Jewish heriatage intends to rebuild virtually specific buildings along commonly defined principles. Each "rebuilded" and recreated building offers an insight to the Jewish culture and refers to another similar development of a project partner city. Within the developed IT product there is a cross-reference to other project products.

Partner cities in the REDISCOVER Guided Tours Joint Thematic Route

Murska Sobota

Subotica

Banja Luka

Timisoara

Osijek

Guided tours on Jewish Cultural Heritage

Szeged

Kotor

Galati

Possible outputs

1. **New tourism attraction in the city**
2. **Online guide and map**
3. **Mobile AR or VR application**
4. **Virtual Museum**
5. **Virtual guided tour of the Jewish-related buildings**

Intangible

I1 Songs, dance

I2 Literature

I4 Arts and crafts

I5 Scientists

I6 Family history

I7 Prominent persons

I8 Rituals, customs

Used elements

T1 Cemeteries

T4 Houses and palaces

T6 Industrial and community buildings

T2 Synagogues

T7 Memorials

T5 Schools

Synergies

Guided tours

Recreated Jewish Cultural Heritage

Events, programs, rituals, festivals

Guided walks can be organised during festivals or special events connected to Jewish culture. Heritage walks are popular elements of urban tourism industry. Organising a guided walk during an event can boost the number of visitors and widen the target group of the occasion,

Gastronomy

A recreated Jewish Cultural Heritage can be completed with various touristic products and services. A complex rehabilitation of a JCH site supplied with cafés, shops in the nerby can extend the income generated from the developed and recreated JCH element.

Storytelling, oral history

Interviews, family story telling, traditions, rituals, famous Jewish people can be connected to the buildings which are visited by the guided tour participants. Stories are powerful methods to share information and channel history and personal events.

Gastronomy

Gastro-walks can be included in guided tours. Refreshers can be served, or cake-tasting, lunches, dinners can be incorporated in live guided walks. E-walks can be offered with small recepie tips or videos

Events, programs, rituals, festivals

Exhibition of old photos and traditional objects - fragments from the former life of the local Jewish community can be element of festival, events, they provide base for organising programs.

Target groups

- Schools, students, teachers, educational institutions
- Citizens of the city and surroundings
- Tourists interested in botanical gardens
- Predecessors, families and pilgrimage tourists
- Visitors (tourists) interested in Jewish history
- Tourists interested in personal stories and history
- Visitors (tourists) interested in history and architectural cultural heritage
- International tourists interested in Jewish culture and history
- Young tourists interested in AR technology

Pilots

1.   Szeged LP

Mobile Application Part I. - AR tour of the Jewish Cemetery of Szeged

This pilot is a pilot of three equally important development. This part of the pilot aims at highly improving the tourist experience when visiting the Jewish cemetery in Szeged which cultural and touristic potential is not yet exploited. Numerous locally and nationally or internationally famous persons' final resting place is the garden-like cemetery including Márk Pick, Chief Rabbis Immanuel and Lipót Lőw. The application intends to provide a virtual map of the cemetery guiding the visitors through the classical and Art Nouveau gems, and 19th century tombs having unique Jewish symbols. The application will include written as well as audio texts accompanied by pictures.

Communication
Public communication, a group of 12+ people, where less interaction is needed, not everyone is participating in an interaction
① ② ③ ④

Access
The element's accessibility is moderate; some groups of impairment are excluded.
① ② ③ ④

International significance
The cemetery and the graves have high pilgrim importance.
① ② ③ ④

2. Szeged LP

Mobile Application Part II. - AR tour of the New Synagogue of Szeged

This part of the Mobile Application pilot aims to improve tourist experience when visiting the New Synagogue of Szeged. Besides the usual guided tours offered for groups of visitors in the building, our AR application intends to guide through the gems of the synagogue giving precise explanations for Jewish symbolism, religious holidays depicted on the stained glass windows and it will give insight into the history and the most prominent persons of the local Jewish community for all types of visitors from all generations. To intensify young visitors' cultural experience, a virtual treasure hunt will also be included in the application. The application will include written and audio texts accompanied by pictures.

Communication
Mass communication, many different people, in many different places in different times receive the message with lack of feedback.

① ② ③ ④

Access

The elements are easy access for anyone via internet. The tourists with any kind of disability and impairment can use the application, while it is accessible.

① ② ③ ④

International significance
The synagogue has high importance, since it is the 4th largest Synagogue on the world.

① ② ③ ④

3. Szeged LP

Mobile Application Part III. - Virtual city map of Jewish cultural heritage

This part of the Mobile Application pilot aims at showcasing the most prominent, yet hidden tangible and associated intangible elements of Jewish cultural heritage in Szeged which cultural and touristic potential is not yet exploited. Szeged enjoys popularity among tourist destinations; however, its visitors are unaware of its rich Jewish cultural heritage sites, not to mention its own residents. The application intends to provide a virtual map of the downtown area guiding the visitors through the classical and Art Nouveau palaces introducing famous Jewish entrepreneurs, scholars and religious persons. The application will include written texts and audio, accompanied by pictures.

Communication
Mass communication, many different people, in many different places in different times receive the message with lack of feedback.

① ② ③ ④

Access

The elements are easy access for anyone via internet. The tourists with any kind of disability and impairment can use the application, while it is accessible.

① ② ③ ④

International significance
The virtual map elements have high international significance, since it contains several eclectic and Jugendstil buildings.

① ② ③ ④

4. Osijek

Mobile Application of the Jewish Osijek

The Jewish Community of Osijek has already elaborated the 3D model, visualisation of the ex-synagogue in Osijek Upper Town based on archival drafts and blueprints saved. This could serve as a basis for the mobile or VR app (depending on the cost). In a best-case scenario, a successful through a public procurement process some other buildings could be added as well, like Jewish school and community buildings, houses and villas, factories, memorials and monuments. The aim would be to 'rediscover' magnificent buildings and remind people of its significance in the city history. This way also a new tourism attraction would be created to attract new visitors to Osijek. The application would help the visitors to self-guide in the Upper-town Osijek and the application is available online, therefore, the city can be visited virtually.

Communication
Group communication, a small group of 3-12 people, the element needs interaction, which in only feasible with small groups.

Access
The element's accessibility is moderate, some groups of impairment are excluded.

International significance
The synagogue has moderate international importance, since it has a story-telling role and good for pilgrimage tourism as well.

5. Subotica

Guided Tour of the Jewish Cemetery in Subotica

The Guided Tour of the Jewish Cemetery of famous Jewish persons from Subotica can be organised through internet or live. With this opportunity, we can provide online visitors and those interested with additional content that allows them to learn about the Jewish cultural heritage from a different perspective. Every religious community has its own funeral rules, so the tombstones present and tell interesting stories about people from the past. The decoration and the texts on the tombstones can tell a lot. During the online guide, those interested can see the tombs of interesting and famous people of Subotica. We would take the first step on creating video, which would be made available for viewing within a mobile app for those living abroad.

Communication
Group communication, a small group of 3-12 people, the element needs interaction, which in only feasible with small groups.

Access
The element's accessibility is moderate, some groups of impairment are excluded. The elements are easy access for anyone via internet.

International significance
The unique graves are interesting for pilgrimage tourists, researchers, those interested in Jewish culture.

6. Galati

Promotion of the Jewish Cultural Heritage via website in Galati

The main aim of the proposed pilot is to promote the local Jewish Cultural Heritage, to increase the visibility of the potential touristic products, to raise the cultural interest of locals and tourists. Based on the local repository of the JCH and the portfolio of potential touristic products and services virtual guided tour of the Jewish-related buildings will be organised. The visitors will have the occasion to experience on the created website the guided tour, organised by Mila 80 Galati Association. The buildings will be linked with their history and architectural description.

Communication
Public communication, a group of 12+ people, where less interaction is needed, not everyone is participating in an interaction.
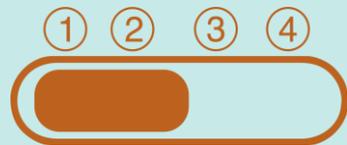
Access
The elements are easy access for anyone via internet.

International significance
The elements are moderately interesting on international level. The state of the buildings are not the best, therefore the sights are not the most spectaculars. Improvements are needed on the buildings.

7. Kotor

Education on the Jewish Cultural Garden in Kotor
On the dates relevant to Jewish history, walkshops for citizens of Kotor will be organized, during which they visit the Memorial plaque to Jan Karsky in the park in front of the Old Town, the Jewish Cemetery in Škaljari, Karnel Villa in Prčanj. In cooperation with the National Tourism Organization, the possibility of extending the thematic tour to other Montenegrin cities where the testimonies of the Jewish community (Cetinje, Nikšić, Podgorica and Kolašin) have been preserved is also to be enabled. In co-operation with the Kotor Tourism Organization and the Association of Tourist Guides, involves the organizing of trainings for tourist guides for the presentation of the Jewish cultural heritage in Kotor.

Communication
Public communication, a group of 12+ people, where less interaction is needed, not everyone is participating in an interaction.
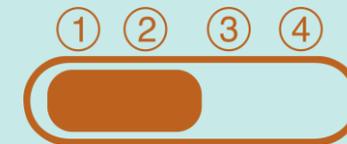
Access
The elements moderate accessibility, some of the venues are not accessible for people with disability.

International significance
The elements are moderately interesting on international level. The state of the buildings are not the best, therefore the sights are not the most spectaculars. Improvements are needed on the buildings.

8. Timisoara

Timisoara Jewish Community - past, present and future website

The creation of Virtual Museum of Jewish Timisoara is one of the goals of the Jewish Community, with the support of the Polytechnical University. Virtual Reality, Augmented Reality, holograms and 3D Models are some of the application possibilities that will be used in the Museum. In order to provide emotional and unique experiences that will contribute to the tourism valorisation and acquisition of educational content, the virtual museum should be presented in a creative and innovative way. Local Stakeholder Groups can contribute for free to the creation of an interesting virtual museum. During the pilot, partners and stakeholders will undertake public procurement procedure for the platform hosting the VR Museum. Relevant information and documents will be collected and uploaded on the created platform. The platform structure will be easy to use by everyone who will be accessing it; there will be a section dedicated to our project, the partner cities, including links for the products developed by the partners.

Communication
Mass communication, many different people, in many different places in different times receive the message with lack of feedback.

Access
Internet is needed to access the platform. There will be 2 languages Romanian and English. The platform will be user friendly. Accessibility may be an issue for visually impaired persons.

International significance
The platform will contain information about the project, links to the partners' relevant products, to international Jewish heritage NGOs, organizations, associations promoting cultural heritage.

9. Szeged Tour

Training tourist guides

The purpose of the training is to provide local tour guides with professional knowledge that will be used for the guided tours organized by the lead partner as a pilot activity. As a result of the knowledge transfer, the local tour guides will acquire knowledge that they can use for the benefit of the visitors even after the closing of the project. Main topics to be covered by the training are:

- ϖ Neology and Orthodoxy in the Jewish Religion
- ϖ Presentation of Jewish traditions, holidays, relics
- ϖ Holocaust in Szeged
- ϖ The role of Jewish community in the modernization of the city
- ϖ Jewish everyday life

Local tourist guides are to be involved as participants. External experts are to be involved as trainers.

10. Murska Sobota

Selfguided/Guided tour including JCH in Murska Sobota

The pilot will be an implementation of a comprehensive tourism product based on Jewish cultural heritage in Murska Sobota. The pilot will present in the form of selfguided/guided tours including all the tangible JCH in Murska Sobota, intangible JCH (personalities & stories) and Jewish gastronomy elements.

11. Banja Luka

Banja Luka Mobile Application

Mobile application pilot is related to built heritage through the placement of QR codes on the most significant Jewish places and development of mobile application which gives virtual tour for the tourist.

Recreated Jewish Cultural Heritage

The main aim of the proposed is to recreate an abandoned, ruinous Jewish Cultural Heritage element in order to preserve it, and to prevent total decay. Reconstruction requires grounded research and settled conservation guidelines. Destroyed Jewish Heritage is demolished by the past, and will be rebuilt by the future (technology). The reconstruction can be virtual through applications, VR and AR technology, or real, with architectural and construction works.

Content of a recreated JCH

- Complete researches will be conducted to reveal the long-lost and abandoned JCHs. Photo documentation, archival research helps to highlight the values and the history of selected buildings.
- 3D models are created from the old synagogues, trading houses etc.
- Former buildings are recreated in the virtual space using mobile applications, VR and AR.
- Some of the rebuilt synagogues, cultural centres are not only existing but have long historical roots. These sites will be visited and examined during a walk.
- The program virtually connects the PP cities which have destroyed Jewish heritage. A joint marketing can be developed by the PP cities to highlight the lost Jewish historical tangible elements.

Partner cities in the Recreated JCH Joint Thematic Route
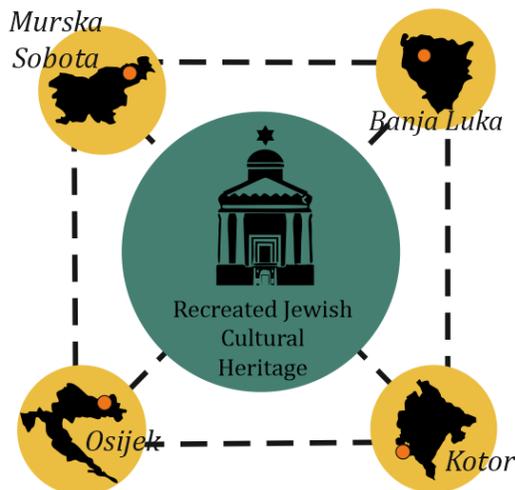
Step by step

Built heritage

1. Prepare the documentation necessary for approval of research and planning!
   a. Check if the research area is under protection!
   b. Get in contact with cultural heritage offices and local communities and stakeholders!
2. Determine the budget of your pilot! (see budgeting chapter!)
3. Determine tasks, programme, define various planning phases!
4. Expand structural knowledge about the topic!
5. Perform archival and architectural research to assess recent situation and historical data. Collect and analyse data!
   a. Revealing archival documents and photos
   b. Literature and press research
   c. Preparing architectural documentation
6. Decide final plan, choose expected output!
   a. Output can be various, only revealing research, 3D visualisation, recreation of a building etc.
7. Plan the process, terms of resources, economic planning!
8. Consider collaborative practices!
9. If reconstruction is a goal, construction works require professional groups and public procurements.
10. If only research is conducted, the results can be displayed on an exhibition.

Pilots

1. Kotor

Research of the Montenegrin Jews

The research and presentation of the Jewish cultural heritage in the municipality of Kotor, both tangible and intangible, should be realized through several activities, research, presentation, education and events and organisations. It is necessary to carry out archival research of the Historical Archives in Kotor and other archival institutions in Montenegro, as well as the architectural research of the Jewish Cemetery in Škaljari and the Karnel Villa in Prčanj. The results of the research will be used to present the Jewish cultural heritage in Kotor by organizing an exhibition, creating an exhibition catalogue and leaflets and setting up info boards in front of the entrance to the Jewish Cemetery in Škaljari and the Karnel Villa in Prčanj. The complete material will be prepared in Montenegrin and English. The leaflets, in cooperation with the Kotor Tourism Organization, are to be distributed free of charge to tourists.

Communication
Public communication, a group of 12+ people, where less interaction is needed, not everyone is participating in an interaction.

Access
The elements are easy access for anyone via internet.

International significance
The elements are moderately interesting on international level. The state of the buildings are not the best, therefore the sights are not the most spectaculars. Improvements are needed on the buildings.
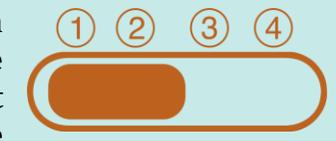
2-3. Murska Sobota

Informative cemetery fence in Murska Sobota

The Jewish cemetery in Murska Sobota is not completely preserved, as many tombstones were destroyed, taken away and used as construction material elsewhere. The cemetery is now a freely accessible memorial park. By erecting a fence, we would symbolically indicate the size of the original cemetery, while also protecting the cemetery from inappropriate use (for example, dog walking, etc.).

Virtual visualization of Murska Sobota former Synagogue

The pilot wants to popularize the Jewish heritage using state-of-the-art digital technologies. They provide visitors with a more attractive cultural heritage experience. We are planning a 3D presentation of the synagogue in Murska Sobota, a 3D presentation of the interior of the synagogue in Maribor and a 3D presentation of the Jewish school in Lendava

Communication
Mass communication. many different people, in many different places in different times receive the message with lack of feedback

Access
The elements are easy access for anyone via internet.

International significance
The elements are moderately interesting on international level.

33
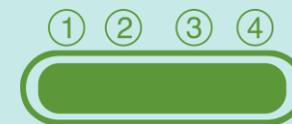
4. Osijek

Elaboration of conservation research and main design for reconstruction of Upper Town Jewish cemetery or IT application of the Osijek Cemetery

The state of this cemetery is rather ruinous and in desperate need of the reconstruction in order to become more appealing to the visitors. The plan is to prepare all the preconditions for the reconstruction, which in this case first means the conservation research because the cemetery is a protected cultural heritage (as an individual object of protection) and such research is obligatory in this case. When it is finished, the next step can be taken - the elaboration of the main design for its reconstruction in line with the conservation guidelines proscribed by Osijek Conservation Department of the Ministry of Culture: the finished main design enables us to obtain the building permit. The main goal of this pilot is to prepare the preconditions for making this built heritage appropriately attractive for visitors - it is not appealing looking half-destroyed, you cannot bring foreign visitors to such rather derelict place. Thus, appropriate care and respect would be paid to this very significant Osijek community. The reconstruction design would include, besides architectural and construction works, also the decoration of the chapel, so-called 'little synagogue' as a kind of memorial place and placing the information boards in the outer cemetery spaces as well as inside this memorial cemetery synagogue.

Communication

Group communication, a small group of 3-12 people, the element needs interaction, which in only feasible with small groups
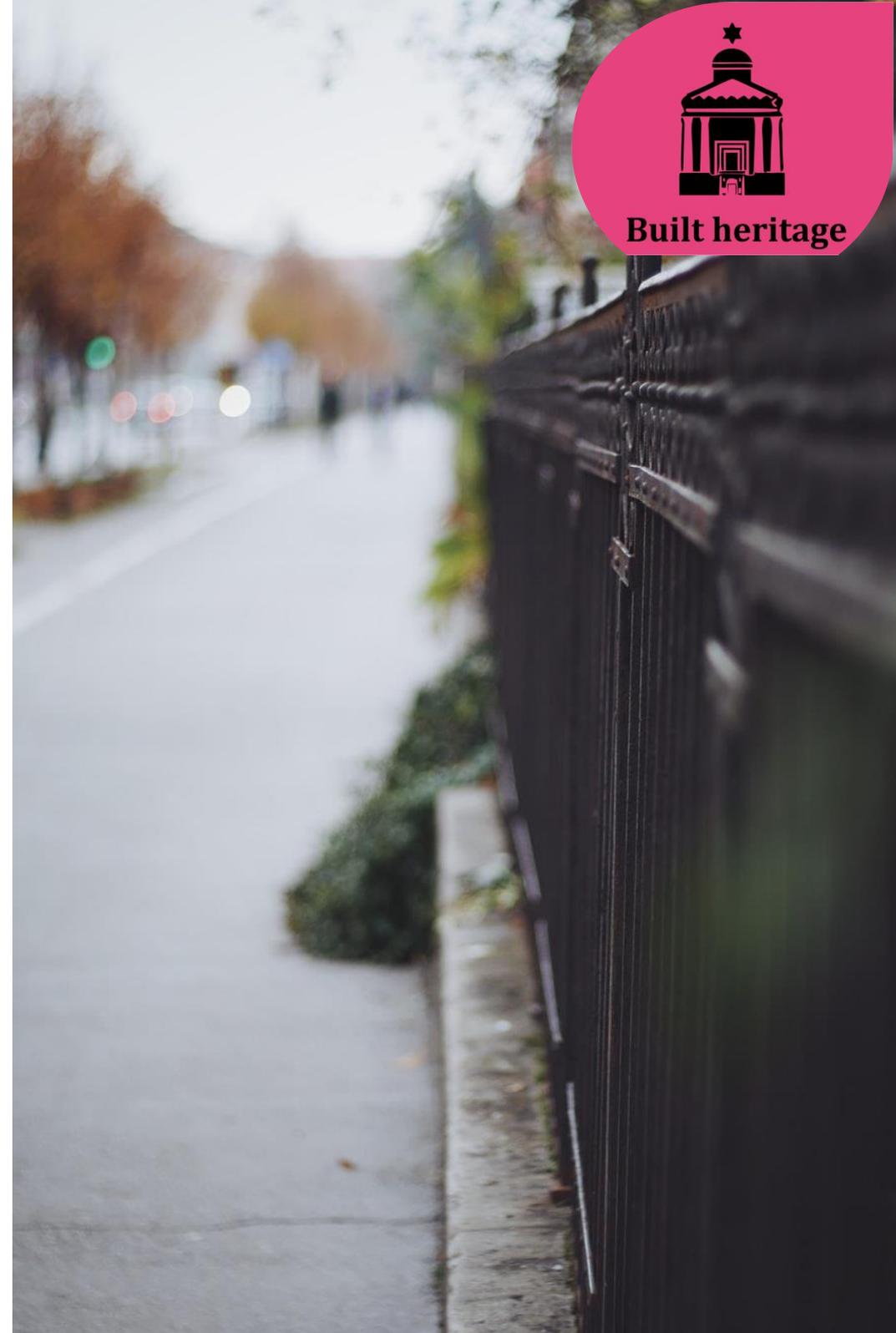
① ② ③ ④

Access

Since all these elements will be presented on a virtual platform, online, there is no limit in terms of capacity.

① ② ③ ④

International significance

The elements are interesting on international level.

① ② ③ ④

Built heritage

REDISCOVER (Virtual) museum and exhibition
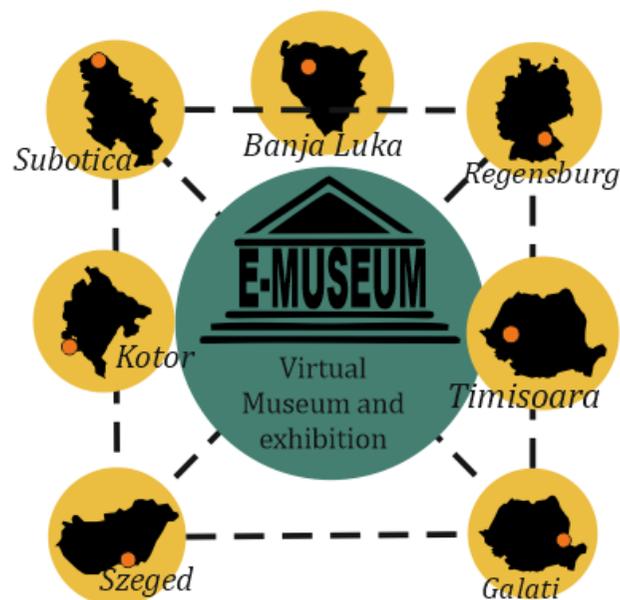
Storytelling, oral history

REDISCOVER
Virtual Museum and Exhibition

A virtual museum is a place where you can gain knowledge about art, history, and science. The virtual museum is a collection of themed information and materials. These virtual places are offering free digital shows, courses, workshops, articles, art and architectural content. The virtual exhibition is a cultural collection of tangible and intangible cultural elements on a website or on an application, a specified platform.

Content of a Virtual Museum and Exhibition

- Permanent visible installation about a specific person or family, Jewish Cultural Heritage topics
- A platform (website, application etc.) where exhibitions, museal
- Live stream of events, occasions
- Social media posts and appearance
- Courses on Kabbalah, Jewish philosophy, Torah
- Educational content
- Personal Testimonies, experiances, lifelines

Partner cities in the Recreated JCH Joint Thematic Route

Step by step

Storytelling, oral history

1. Chose the topic(s) of your exhibition or your museum!
2. Define the budget of your pilot! (see budgeting chapter!)
3. Prepare the documentation necessary for approval of research!
4. Research of cultural heritage through thematic research
   a. based on databases available on the Internet
   b. in local archives explore the requested heritage
5. Perform archival and architectural research to assess recent situation and historical data. Collect and analyse data!
   a. Revealing archival documents and photos
   b. Literature and press research
6. Expand structural knowledge about the topic!
7. Get in contact with cultural heritage offices and local communities and stakeholders!
8. Interview participants, ask for photos, objects, memories of specific subjects which are meaningful to them!
9. Set the goals of the interactive museum or exhibition in terms of content and technical issues!
10. Define the technical requirements you walk will need! What kind of platform your online tour will take, what information are you willing to share?
11. Chose a designer who will help you setting up your system, which requires constant supervision!

From problems to Joint Thematic Routes via common solutions

Starting point / problem

1. There are several parallel family stories, tragedies, lifelines in the Jewish history. These stories despite their similarities are always really personal and unique. There are several untold stories, which are partly known or totally forgotten. These lifestories which are kept in secret must be revealed not to be forgotten for another generation.
2. The oral history of people and families are connected to several built heritage elements, however, the buildings are usually introduced during guided tours as static heritage featured by their style and their architect or builder. These tourguide practices should be changed.
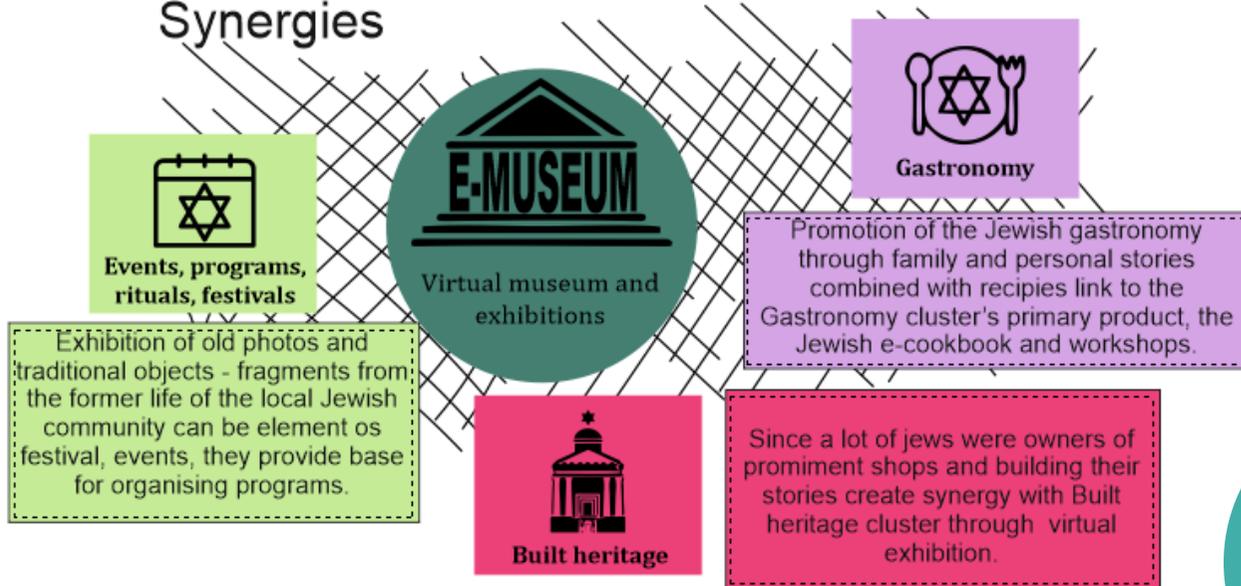3. The implementation of storytelling can be various in the project partner cities, it can use IT solutions creating Mobile Application or organising an exhibition, a virtual museum, or creating live and material elements. The community in them the REDISCOVER brand, and the message the project partner cities created together, one heritage, eight countries.
4. REDISCOVER gives the possibility for partner cities to rediscover and to build up a common branding process for their Jewish cultural heritage for stories to be told.
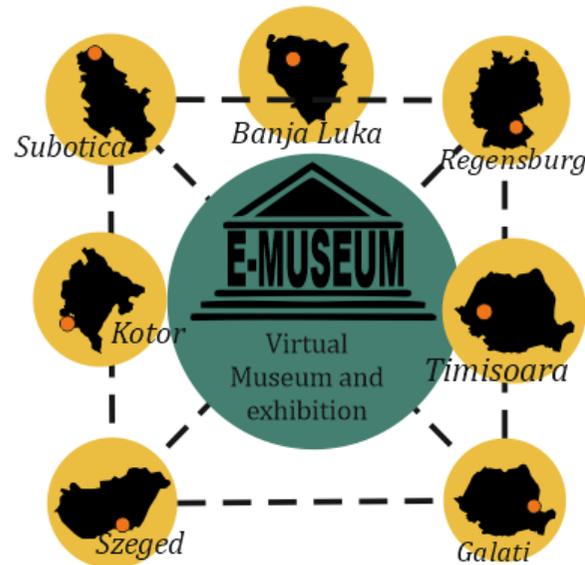
Created Joint Thematic Route

1. The family stories are making the heritage elements more close to tourists. Along a lifestory or a familyline the visitors can learn about the Jewish history and the tangible and intangible Jewish heritage of each project partner city as experience. The experience and emotion-oriented learning is a key element in the REDISCOVER-branding.
2. The intangible must be connected to something tangible. The Jewish cultural heritage elements should be considered as a whole, and best practices can be cross-referenced during a presentation or a dissemination. Each exhibition or museum contains reference and advertisement for another project partner cities' product or service. This gives an invisible binding between the partner cities and tie them into an intangible network.
3. IT solutions are innovative, thus the introduced stories via virtual exhibitions, museums are always connected to the material world. The memorials, installations are also occure on the world wide web.

Synergies

Events, programs, rituals, festivals

Exhibition of old photos and traditional objects - fragments from the former life of the local Jewish community can be element os festival, events, they provide base for organising programs.

E-MUSEUM
Virtual museum and exhibitions

Built heritage

Gastronomy

Promotion of the Jewish gastronomy through family and personal stories combined with recipies link to the Gastronomy cluster's primary product, the Jewish e-cookbook and workshops.

Since a lot of jews were owners of promiment shops and building their stories create synergy with Built heritage cluster through virtual exhibition.

Communication

Depending on the type of exhibition it can be communicated differently. If the exhibition and installation is online and wirtual internet is needed to access the platform. There should be at least two languages used online, and another one is recommended, English and national language are favourable and Hebrew also should be nice to be integrated in the installations and exhibitions. In case of online museums and exhibitions mass communication is also possible. Many different people, in many different places in different times receive the message with lack of feedback.

In case of live performances and exhibitions the best fitted communication form is twofold:

- Group communication, a small group of 3-12 people, the element needs interaction, which in only feasible with small groups.
- Public communication, a group of 12+ people, where less interaction is needed, not everyone is participating in an interaction.

International significance

The online platform should contain information about the project, links to the partners' relevant products, to international Jewish heritage NGOs, organizations, associations promoting cultural heritage, other relevant international institutions, accessible worldwide. The elements are interesting on international level. However, the live installations are moderately international.

① ② ③ ④

① ② ③ ④

① ② ③ ④

① ② ③ ④

Target groups

Storytelling, oral history

Schools, students, teachers, educational institutions

Interest groups including NGOs

Locals and general public

Academics, researchers, architects, artists

Visitors (tourists) interested in Jewish history

Predecessors, families of Jewish legacy

Used elements

Since exhibitions and museums are often built on a specific topic it is connected to personal stories, history and customs, traditions. The Oral history cluster's pilots are mainly focusing on the intangible elements of the project partner cities.

38

Pilots

Possible elements to use

1. Famous and prominent persons

2. Personal Testimonies, Contemporary witnesses

3. Literature

4. Jewish songs, dances

5. Religious traditions and customs

1. Timisoara

Timisoara

The Jewish VR Museum of Timisoara

The Jewish VR Museum of Timisoara fits oral history cluster because it will include Personal History Files of famous Jewish personalities, recordings of their life stories, memories, family mementoes, personal belongings. The VR Museum could have a decades-long impact, if the platform's maintenance will be ensured, if the contents are updated on a regular basis. The creation of this museum is one of the goals of the Jewish Community of Timisoara, with the support of the Polytechnical University. Most of the used JCH elements in the virtual museum belong to Jewish families and keep alive their memories and personal histories. Some elements overlap and intertwine with other categories. In order to provide emotional and unique experiences that will contribute to the tourism valorisation and acquisition of educational content, the virtual museum should be presented in a creative and innovative way. The VR Museum will contain relevant information and documents that will uploaded on the platform.

2. Galati

Galati

Galati Jewish Cultural Heritage website

The main aim of the proposed pilot is to promote the local Jewish Cultural Heritage, to increase the visibility of the potential touristic products, to raise the cultural interest of locals and tourists. Based on the local repository of the JCH and the portfolio of potential touristic products and services, the website will be a veritable mirror of the Jewish community life and history, an invitation to explore the tangible and intangible patrimony of Jewish culture, to test possible touristic products and services. Exhibition of old photos and traditional objects - fragments from the former life of the local Jewish community will be created. Interviews, family storytelling, traditions, rituals, famous Jewish people. During the pilot 4 interviews and 2 family stories will be created.

3. Regensburg

Regensburg

Memorial for the book-burnings in Regensburg

To commemorate the book burning on May 12, 1933, the idea is to set up a bookshelf on the new parish square Neupfarrplatz (the location of the medieval Jewish community and also the location of the book burning in 1933), showing the books that had been burned at that time and to provide them with QR codes to obtain information about them. An extension would be that books could also be removed. We will not only discontinue books that were burned at that time, but also books by Jewish authors and other books about Jewish life, religion, culture, history. The book case itself in terms of design is supposed to be an "eye-catcher" on the square to be visible. It will be a challenge concerning design regulations in a city with world heritage title. This would be a permanent visible installation. Information about books with QR Codes (possible real physical books) will be provided.

4. Banja Luka

Banja Luka

Personal Stories Virtual Exhibition

Virtual exhibition will show photos of prominent Jews and their belongings, buildings from Banja Luka. Photos will be narrated with descriptions or short videos. The exhibition will be available on the Jewish Cultural Centre website and on the website of Tourist Board Banja Luka. Printed guide about locations from the virtual exhibition and the highlights of the stories will be provided for tourist guides, so they can take tourists at those locations. A mobile app can be also developed for this reason.

5. Subotica

Exhibition in Subotica "Ordinary life from the eyes of Jews"

Exhibition "Ordinary life from the eye of Jew" from describes average days in Subotica from the aspect of the Jewish community members. In the Municipal Museum we will have an exhibition of artefacts from everyday life of Jews. We will create a modern exhibition with touch screens.

With the help of the exhibition, the pilot would like to present the life of a Jewish person in Subotica, whose material memories are connected to various events and people.

The exhibition provides an opportunity for the visitor to learn about and recognize other non-Holocaust-specific details, and to learn more about the history of Subotica's Jews, but about the history of Subotica as a whole.

Personal items would come in from all areas of life and the pilot focuses on appearances of local interest. In the exhibition the past and the present is introduced and the influence of the Jews in the city and their important role in cultural development will be presented with multimedia tools. The pilot contains a video of the exhibition which would be available on a YouTube channel and the museum's website. The exhibition will be available for 5 years.

6. Subotica

Herstory guided tour in Subotica

Almost every city has one or two famous people. Subotica is one of those cities that has and had several famous Jewish natives in the history. The pilot focuses on the most important and powerful Jewish females who contributed to the development of Subotica from many aspects.

One of these prominent persons is Klára Geréb, who was the first academic graphic artist in Subotica. She was also one of the staff members of the Bácsmegyei Napló, which appeared between the two world wars, made graphics for the paper, and also illustrated storybooks, such as one of Elek Benedek's storybooks.

This lady is also important to Subotica because she lived with her family, her husband, her children and her brother-in-law and her family in the building of today's City Museum in Subotica, until they were taken away. Unfortunately, only the children returned from Auschwitz. In addition, there are quite a few objects in the museum's warehouses that were owned by the family, some of which can be seen permanently in the exhibition halls. This is why the pilot addresses her as a female person who could "accompany" visitors to different parts of the city, and through her short stories they could get to know well-known people from Subotica, family stories, buildings and events.

An actress can be filmed who will walk along and talk about famous people and buildings of Subotica playing Klára. The video will be posted online on YouTube, Facebook and websites.

7. Szeged

Outdoor exhibition of famous local Jewish persons

This pilot aims at showcasing the most prominent and influential Jewish persons from the first half of the 20 century who have significantly contributed to the society, culture and industry of Szeged. 12 persons will be portrayed on life-size waterproof cardboard 'statues' telling their life stories for the persons who pass by on the main pedestrian street of downtown Szeged. Then, they will be displayed in the Biblical Garden of the News synagogue as part of high school education programmes.

1. Löw Lipót
2. Löw Immánuel
3. Kotányi János
4. Holzer Jakab
5. Kárász Judit
6. Winter Ármin
7. Szivessy Mária
8. Bäck Manci
9. Fischof Ágota
10. Birnfeld Sámuel
11. Schorr Mór
12 Lipót Baumhorn

Pilots

8. Regensburg

Regensburg

Cooperation with Concentration Camp Flossenbürg and publication with interviews of Jewish community members representing the Jewish community today

Regensburg conducted during the past Work Packages discussions, meetings and Local Stakeholder Group workshops. In the course of a meeting and discussion with two members of the Jewish community started talking about their childhood and their experiences, also how they deal with antisemitism and their identity as Jews today. Remembrance and commemoration culture was also discussed. The conversation highlighted how important it is to relate to the present and to take up everyday life today and the perspective of today with these experiences. In this pilot a publication with interviews and short stories would be possible to prepare. This publication can help teachers to illustrate and educate student how the case of antisemitism is perceived and practiced. Current perspective and questions, can be answered while reading the publication, if necessary also together with teachers and school projects. A journalist from Regensburg released a documentation about Flossenbürg this year which can be used in combination with the publication and offered to schools.

The publication could be offered in combination with trips from Regensburg to Flossenbürg. Camp Flossenbürg offers a variety of education projects and guided tours, especially to communicate antisemitism and holocaust to schools.

If excursions to Flossenbürg regarding a school project or any other target group have to be postponed maybe virtual tours can be also introduced and supported.

Storytelling, oral history
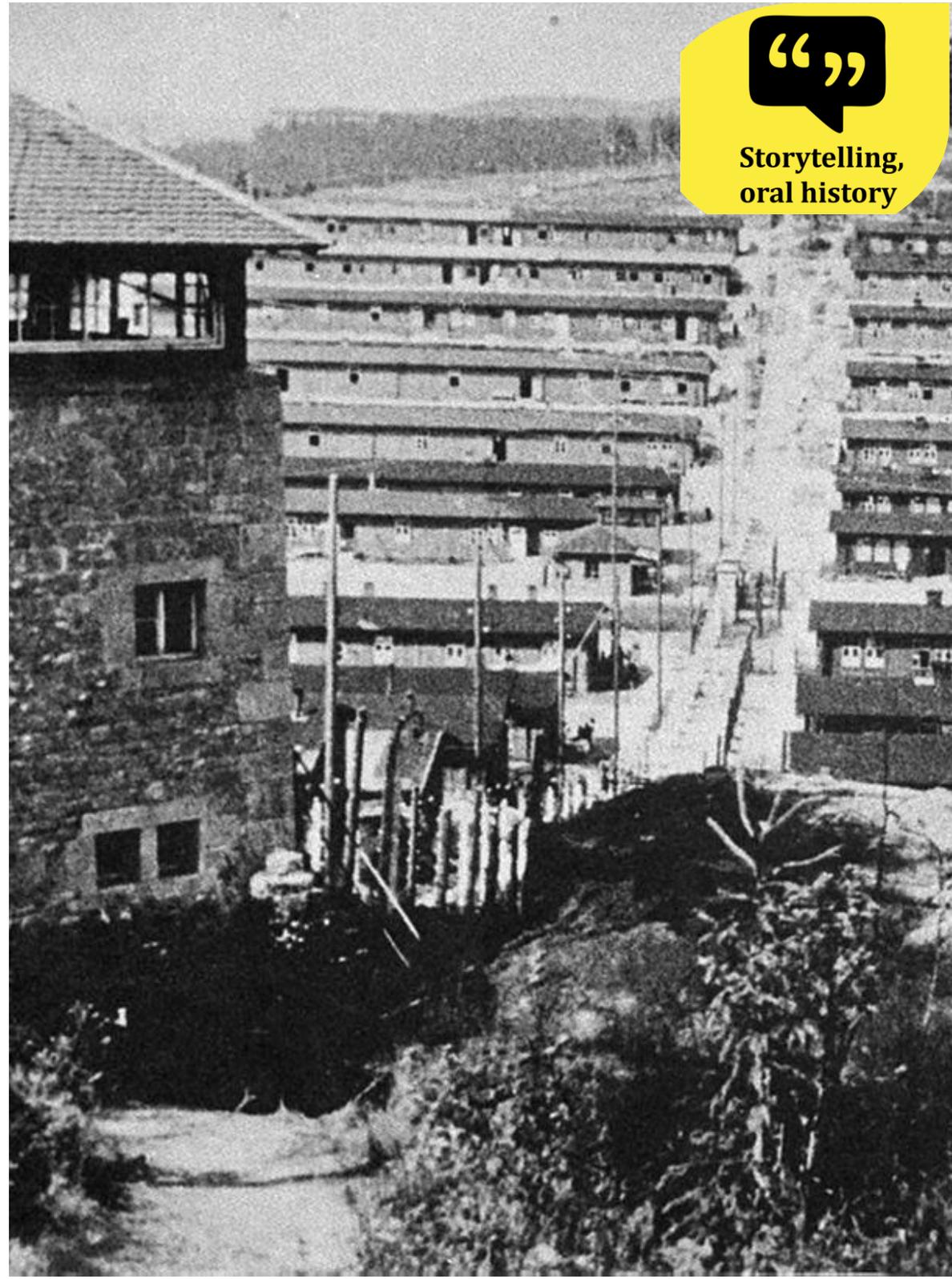
REDISCOVER Jewish festival events

Events, programs, rituals, festivals

REDISCOVER Jewish festival events

The idea of Jewish festival events is based on the common Jewish Cultural heritage. Project partner cities are engaged to show and share their rich, but yet unexplored and unknown JCH. Because sharing is caring. This integrative cluster not only connects the Partners virtually, but also creates synergy between different tourism product clusters.

Jewish festival events as a joint tourism product is compound and the most important binding between project partner cities is the cooperation and the shared ideas through virtual connections, thematic working groups.

The festivals offer 1-7 days long cultural programmes connected to the local and common JCH.

Content of Jewish festival and events

- concerts
- theatre performance (play)
- book promotions
- lectures
- exhibition(s)
- programmes and workshop for children
- guided tours
- mini gastro-show
- workshops, courses
- live stream of events, occasions
- social media posts and appearance

Partner cities in the Recreated JCH Joint Thematic Route
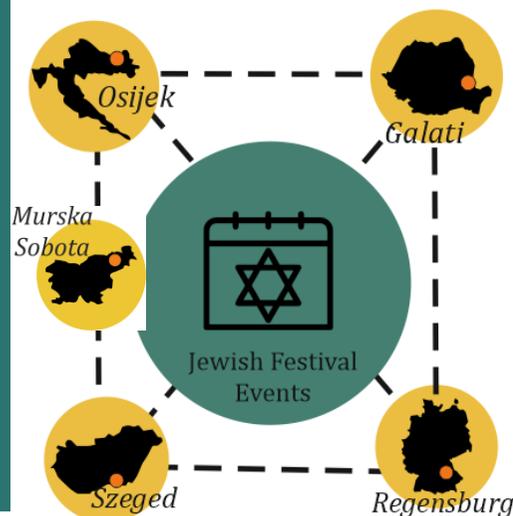
Step by step

1. Determine the possible theme of the festival!
   Ask the question, what's the reason for this festival?
   a. What is the emphasis of the festival? Is it a cultural festival, is it a gastro festival? music or dance festival?
   b. Is it including social events, conferences, expos, workshops, discussion panels?
2. Define the pilot budget! (see budgeting chapter!)
3. Create a Festival Committee, get people involved at an early stage!
4. Make sure, that your festival and event is unique and original. It is not overlap with other festival and event goals!
5. Determine the time and the place of the festival and the events! Consider the followings:
   a. What type of venue do you need?
   b. Logistics and Planning: Will there be sufficient parking? Is there enough free space?
   c. Festival Catering: Are there any toilet facilities, drinking and food opportunities?
6. Determine the budget of the festival and the events!
7. Clarify the tasks of the actors, appoint responsible persons, coordinating organisations!
8. Gather the Lineup, the programmes. When the biggest and most important programmes are confirmed, you can begin to contact the smaller and local acts on your shortlist and create a long list of backup acts in case some artists fall through or cancel.
9. Prepare communication materials!
10. Announce the dates and place and the theme to the public!
11. Recruit volunteers, involve locals for the organisation
12. Involve additional organisations, sponsors!
13. Visit the site(s), build the necessary infrastructure
14. Organise the festival and the events!
15. Evaluate the results!

**Events, programs, rituals, festivals**

From problems to Joint Thematic Routes via common solutions

Starting point / problem

1. The rich cultural diversity, the long-rooting history of the Jewish community in the project partner city is not celebrated universally. Some of the cities have Jewish festivals, some have never organised one.
2. The Jewish intangible cultural heritage could be known by its compound habits, commons and traditions, yet less I known about it in the project partner countries.
3. Despite during the history several traditional Jewish celebrations were held in the project partner cities, due to the historical turns and tragedies, the vivid cultural life of the Jewish communities turned into hiding and silent groups.
4. The hate and antisemitism grew in the recent decades, and the recognition of minorities, foreign and different people is reaching its low-point.
5. In the recent years, festival tourism is gaining its peak and new, exotic, innovative themes are tending to be more attempting to tourist.

Osijek

Galati

Murska Sobota

Jewish Festival Events

Szeged

Regensburg
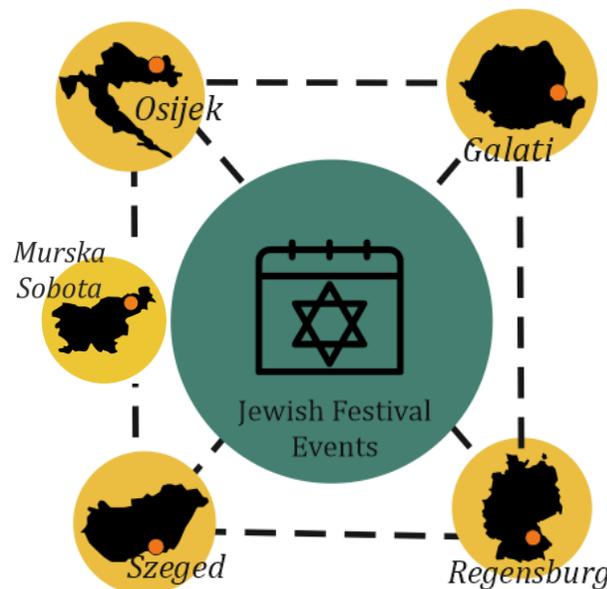
Created Joint Thematic Route

1. The REDISCOVER project Joint Thematic Route of Festival events help to revive the long forgotten Jewish traditions and heritage
2. The Festival events are branded as REDISCOVER along the Danube Transnational Programme partners and opened to any city to join. The main aim is to give knowledge and share information about the Jewish heritage, the history and tragedies of the Jewish people in the Central and Southern European region.
3. Despite the silent existence of the Jewish communities there are some traces of the old traditions which can be commonly revived in the month of European Jewish culture, and the created Joint Thematic Route is connecting the project partner cities to this initiative
4. Pilot projects show, that the Jewish festivals are interesting and innovative to the tourists and the locals as well. This can be identified as a strength and can be exploited by providing a REDISCOVER partnership-wide offer of smaller or larger-scale events, festivals, festival events which are combining several tangible and intangible elements via diverse programs organised in the project partner cities.
5. Hence, the events are organised once during the project financial period, but it can ground a long-lasting tradition, in towards the partner cities show affinity to keep up and foster.

44

Target groups

SMEs

Interest groups including NGOs

Locals and general

Festival tourists

Visitors (tourists) interested in Jewish history

Predecessors, families of Jewish legacy

International tourist interested in Jewish culture, dance, music, gastronomy

Gastro-tourists

(Project) Partner cities

Synergies

Storytelling, oral history

Numerous interesting individual and family personal and professional stories of Jews are connected to the project partner city history and, thus, to its historic buildings, but also to the Central-European spirit of the city, felt even today. These stories can be told in the festivals and in the events.

Jewish Festival Events

Gastronomy

A small gastro-shows could be a part of the festival, or women of Jewish Community presenting the typical Jewish cuisine. Gastronomic events can be also part of a festivals. Every festival have catering, food and drink requirements, so gastronomy cluster pilots can be integrated.

Built heritage

The festival could include guided tours of Jewish heritage buildings - walking tours in the city centre, cemeteries and other places presenting important social and private buildings and their stories. Aguided walks can be included with numerous interesting personal and professional stories of the deceased Jewish population.

Communication
Mass communication. many different people, in many different places in different times receive the message with lack of feedback

① ② ③ ④

Access
The festival events are accessible for all people and pays attention for accessibility and availability

① ② ③ ④

International significance
The elements are interesting on international level. A festival is always creating large buzz around the place and the city which organises it.

① ② ③ ④

Used elements

Since festival events are often based on a specific topic it is connected to personal stories, history and customs, traditions. Also the festival programmes are completed with guided tours and integration of events connected to built heritage and gastronomy the festival and even cluster is integrating all available tangible and intangible heritages of the project partner cities.

45

Pilots

1-2. Regensburg

Regensburg

Theatre performance Regensburg

The focus of the production will be the presentation of Jewish history in Regensburg from the High Middle Ages to the presence, taking place in the historic old town Regensburg with the focus on the former "Jewish quarter" and the monument at Neupfarrplatz. The story is brought to public attention by this very production.

Here the awareness of the oldest Jewish community in Bavaria and the surrounding area whose long history has been sharpened, awakened and brought back to consciousness. It is not decided whether it will be a stage performance or an acting guided tour.

We can still realize this pilot and elaborate a theatre performance. Maybe the stage performance itself has to be postponed and offered to public later.

Jewish Heritage Day Regensburg

The Jewish Festival is planned in September for one afternoon on the square with the most know monument from Dani Karavan remembering Jewish community in the medieval times. The festival will include a various of different activities and booths to give information on all aspect of Jewish culture, religion, history and traditions e.g. music, literature, gastronomy, traditions, customs. Also representing the Jewish community today, giving possibilities for discussions. Furthermore, we are planning a frame programme with a lecture, exhibition, guided tours and visit at the new synagogue. It is not decided yet but we were thinking and discussing to invite other religions from Regensburg to be present at the festival to show tolerance and interreligious communication in our community. Focusing also on remembrance and commemoration, extremism prevention and strengthening community cohesion.

Alternative: Videos, online discussions/lectures, activities for children to download on websites, virtual city tours based on the city map we are right now elaborating.

3-4. Szeged Tour

Szeged

Jewish Street Art in Szeged

Realization of street art visualization on the firewall of the building in the Jewish quarter of Szeged by painting a picture related to the theme of the project. The aim of the pilot is to create a touristic attraction in former the Jewish quarter of the city serving also as an awareness raising tool both for local residents and tourists visiting Szeged. The picture will become a tourist attraction commemorating the role of Jewish community in the rise of the city.

Jewish Festival Events in Szeged (small-scale)

The series of events would take place during October / November / December 2020. Celebrities would be invited on 6-8 occasions, whom would be interviewed at smaller-scale events. With the help of live-streaming, the events would also be shared on social media platforms, and recordings would be made every time, which would allow the material to be accessible via online interfaces even after the event has ended. The series of events primarily serves a promotional purpose, with the aim of arousing interest in Jewish cultural heritage and culture.

5.Osijek

Osijek

Exhibition of Dr. Hermann Weismann

The exhibition about the life of the prominent Osijek Jew, Dr. Hermann Weissmann, a lawyer and a collector who left his vast library, art and numismatic collection to the Museum of Slavonia in Osijek in 1942, sensing his destiny (deported to Auschwitz in August 1942, killed on the train). His life and destiny are illustrative of the whole Osijek Jewish Community (about 3,000 deported, only around 300 returned alive) – prominent, fruitful and respected suddenly were disgraced, rejected and sentenced to death without a reason or a trial. This Exhibition is a Jewish event in Osijek and it will provide a deep insight of the life and the heritage of Dr. Hermann Weismann.

6. Murska Sobota

Days of Jewish Culture in Murska Sobota

Murska Sobota

The organised small-scale event in Murska Sobota would be part within European Days of Jewish Culture 2020. The pilot includes the organisation of a series of events in Murska Sobota with the name "Days of Jewish Culture in Murska Sobota". The pilot would include:

- A movie projection about Jews in Slovenia, followed by the interview with the movie director;
- A guided tour on Jewish cultural heritage in Murska Sobota including all the tangible Jewish Cultural Heritage and the connected and appropriate intangible Jewish Cultural Heritage.
- The program and the guided tour would be completed with a Jewish gastronomy workshop;
- A travelogue lecture with the title "We travel to the kibbutz" and/or "A trip to Israel" and/or "Jerusalem between dreams and reality",
- The travelogue will be followed by a Jewish music concert.

7.Galati

Galati Jewish E-festival

Galati

The main aim of the pilot is to promote the local Jewish Cultural Heritage, to increase the visibility of the potential touristic products and to raise the cultural interest of locals and tourists. Based on the local repository of the Jewish Cultural Heritage and the portfolio of potential touristic products and services, the virtual event will be a veritable mirror of the Jewish community life and history in relation with the Danube, an invitation to explore the tangible and intangible patrimony of Jewish culture, to test possible touristic products and services. The e-Festival will be divided in 4 sections related to the following clusters: gastronomy, built heritage, cultural events and oral history. Cultural events of the E-festival will include music, dance and theater shows, exhibition of old photos and traditional objects - fragments from the former life of the local Jewish community and a photo contest.

Sustainability of the Joint Thematic Pilots

Joint thematic Route	Durability of the output	Presentation or dissemination method(s)
REDISCOVER Jewish (e)cookbook and Jewish cooking workshop	With the help of the electronic copy, the cookbook, can be used beyond the follow-up period of the project. The cookbook can be published on the official website of the project in electronic (pdf) format, which also provides access beyond the implementation / maintenance period. The product can have long impact since the visitors will learn traditional Jewish recipes and they can try them at their homes, with different occasions. As a supplementary product and service it can be organised once while preparing the materials for the cookbook, but also it can be franchised for a local SME, which can keep up the workshops using the cookbook for longer period than the follow-up of the project.	The printed version is distributed through project partners, with the involvement of professional organizations (eg. travel agencies), as a leaflet (it could be accessed free of charge at tourist information points or used as a leaflet at tourist fairs, for example) The electronic copy would be available on the official website of the project (possibly also on the project partners' own websites) and could serve as a basis for subsequent reprints. Cooking workshop advertised through local tourism agencies, social media, Event marketing channels
REDISCOVER Guided tours	Virtual guided tour durability depends on the maintenance contract signed with the IT company that will develop the platform. Live guided tours can be franchised to local tour guides and it can keep up the project result used over the follow-up period. Each PP city can organise a guided tour as a pilot once, which lasts no more than 1,5-3 hours. The organised pilot can be a best practice. It can have a long temporal impact since the visitors will have the occasion to experience on the site the guided tour, organised by any kind of contributor.	1. Social Media Marketing; 2. Word to Mouth Marketing; 3. Event Marketing; 4. Online Marketing; 5. PR Marketing
Recreated Jewish Cultural Heritage	The recreation of the selected JCH will be recreated virtually or physically. The virtual recreation and its duration depends on the maintenance contract signed with the IT company that will develop the platform. The physically recreated heritage will have durability way beyond the follow-up period of the project.	The dissemination can be provided on the pilot's responsible institution's website and can be marketed by the tourism agencies with portfolios. The recreated heritage can be advertised on the Fb page of the project, in city application on the official websites and social media accounts of the stakeholders, including the tourism agencies and related services providers.

Sustainability of the Joint Thematic Pilots

Pilot name	Durability of the output	Presentation or dissemination method(s)
REDISCOVER (Virtual) Museum and Exhibition	Virtual exhibitions and installations have a really long durability dependent on the service provider's online availability. The permanent installations can have long 2-5 years duration. In case of outdoor exhibitions physical degradation can limit the time of duration, but the pilots can exist over 5 years, and over the follow-up period of the project.	It can be disseminated through media press releases and social media channels. Permanent outdoor installations are good to disseminate and advertise through word to mouth marketing.
REDISCOVER Jewish Festival Events	A festival is organised once in a year, annually, due to the Covid19 outbreak plans had to be changed and during the project several smaller Jewish Cultural Heritage related events will be organised (6-8). REDISCOVER festival can be a best practice for the further years and can be franchised using unique and common branding. The durability of each festival event is during the implementation period, the appointed date/duration of the event approximately from 1 day to 7 days. A festival event can have medium temporal impact; but this can be a good start for establishing a longer-lasting festival heritage in the participating countries. The participants will be informed about the history of the Jewish community and this may give life-time long experiences and knowledge about the Jewish community.	If the festival is virtual the preferred dissemination method is live stream as well as recording and sharing the recordings of events using online interfaces. Otherwise the five elemental marketing channel is good for dissemination 1. Social Media Marketing; 2. Word to Mouth Marketing; 3. Event Marketing; 4. Online Marketing; 5. PR Marketing

Timetable (GANTT-chart) of the pilots

		2020							2021		
		June	July	August	Septemb	October	Novembe	Decembe	January	February	March
Szeged LP	Mobile application - New Synagogue of Szeged, Jewish Cemetery,Virtual map of Jewish Cultural Heriatge in Szeged	■	■	■	■	■	*				
	Outdoor exhibition of famous local Jewish persons	■	■	■	■	■	*				
	Jewish herstory guided tours				■	■	*				
Szeged Tour	Project level cookbook	■	■	■	■	■	■	■	■	*	
	Small-scale events in Szeged	■	■	■	■	■	*				
Banja Luka	Virtual guided tour	■	■	■	*						
	Mobile application	■	■	■	■	■	■	■	*		
	Personal stories Virtual exhibition	■	■	■	■	■	■	■	*		
Galati	Promotion of the Jewish Cultural Heritage via website in Galati	■	■	■	■	■	*				
	Online festival in Galati	■	■	■	■	■	*				
Timisoara	Timisoara Jewish Community - past, present and future website	■	■	■	■	■	■	■	■	*	
Murska Sobota	Informative cemetery fence in Murska Sobota	■	■	■	■	■	■	■	*		
	Virtual visualization of Murska Sobota former Synagogue	■	■	■	■	■	■	■	*		
	Self Guided tour in Murska Sobota	■	■	■	■	■	*				
Regensburg	Cookbook	■	■	■	■	■	*				
	Virtual Festival in Regensburg	■	■	■	■	■	*				
	Theatre performance	■	■	■	■	■	*				
	Installation	■	■	■	■	■	■	■	■	■	*
	Publication	■	■	■	■	■	■	■	■	*	
	City map	■	■	■	■	*					

		2020							2021		
		June	July	August	September	October	November	December	January	February	March
Subotica	Guided Tour of the Jewish Cemetery in Subotica						*				
	Online mobile guide in Subotica								*		
	Herstory guided tour in Subotica								*		
	Portfolio about Mrs. Rosenfeld Mártonné's recipe book from 1923								*		
	Exhibition								*		
Osijek	Conservation research of the Osijek Jewish cemetery									*	
	Exhibitipon of Osijek Jews						*				
	IT application of the Jewish Osijek									*	
Kotor	Research of the Montenegrin Jews							*			
	Online presentation of the Jewish culture								*		

Budgeting

The budget is a must for all Pilots. It is a detailed, time-phased estimate of all resource costs. The budget is developed through the pilot project in stages. Anyhow, the completed budget always need a revision even approved budget needs revision while the project is in progress. The budget has

- Direct costs, which are costs for resources solely used for your project
  - Salaries for team members on your project
  - Specific materials, supplies, and equipment for your project
  - Travel to perform work on your project
  - Subcontracts that provide support exclusively to your project
- Indirect costs, which are costs for resources that support more than one project
  - Overhead costs: products and services for your project that are difficult to subdivide and allocate directly
  - General and administrative costs: expenditures that keep your organization operational

To keep the knowledge updated about the pilots' costs and budget, first of all you need to have a rough estimation. It is an initial estimate of costs based on a general sense of the pilot. It is without any exact detailed data considering the costs of similar projects or activities. This estimation expresses what someone wants to spend rather than what the project will really cost.

When the Pilot's scope and tasks are almost fully defined, a bottom-up estimation is needed to make accurate budget for the pilot. It contains the most accurate and reliable data of potential bids, tenders, and cost baselines.

Pilot Budget for the upcoming periods and the pilots of the project partner cities

Szeged LP – 84 226,85 €

Jewish Festival Events in Szeged	6.500 EUR
Mobile Application	36.000 EUR

Szeged Tour

Street Art painting	4.400 EUR
Training tourist guides	3.000 EUR
Cookbook	8.500 EUR

Galati - 60 140,00 €

Galati Jewish Culture E-festival	45.600 EUR

Timisoara - 54 733,63 €

Timisoara Jewish cultural heritage website	30.000 EUR

Regensburg - 140 231,22 €

Jewish Heritage Day	5.000 EUR
Cook book	7.000 EUR
Installation	10.000 EUR
Theatre performance	10.000 EUR
Publication	5.000 EUR

Murska Sobota - 67 727,63 €

A fence around the Jewish cemetery (Memorial park) in Murska Sobota	12.000 EUR
Virtual visualization of Murska Sobota former Synagogue	10.000 EUR
Selfguided/Guided tour including JCH in Murska Sobota	3.000 EUR

Osijek - 82 057,15 €
Subotica - 88 759,52 €
Banja Luka - 49 279,50

Action types you should know to put a Pilot together

Meetings and personal involvement

- Meetings and discussions with the stakeholders (Jewish Community)
- Meetings with the contributors of the pilot implementation
- Talking about the possible content, aims and aspects
- Contacting an institution, organisation
- Get in touch with the responsible institutions for judicial constraints, copyright issues etc.
- Identifying possible cooperation
- Get in contact with all possible partners and ask for their contribution.

Defining the pilots

- Defining the potential outputs, services, deliverables, products of the pilot
- Defining the theme of the pilot
- Defining the aims and the main questions, possible content of the pilots
- Defining the potential outputs, services, deliverables, products of the pilot
- Clarifying the equipment and object needed for the pilot
- Compilation of the material of the pilot
- Determining the details of the pilot, selecting images, defining points, messages etc.
- Defining and requesting the team who will work on the pilot
- Deciding the layout / design and print

Scheduling and budgeting

- Defining place and time of meetings, discussions workshops

- Waiting for feedback
- Defining a rough budget
- Detailing a budget via bottom-up or parametric estimation methods
- Asking, receiving and forwarding offers from/to experts or different department
- Waiting for final decision
- Public procurement procedure for external experts, for materials, for services, for products

Research

- Market research regarding the potential costs of the pilot
- Market research and segmentation for the potential costumers of the developed service or product
- Library research for gaining knowledge
- Workshops, world café discussions
- Interviews, lifeline interviews, deep discussions for gaining knowledge

Administration

- Assign the experts
- Clarify admissions before we start working on the design and content
- Preparing plans for the Pilot action
- Collecting authorization from authorities
- Translation of the materials
- Signing the contract
- Start working

Contact:
Gyula NAGY
geo.nagy.gyula@gmail.com
2020