



OUTPUT 5.2.

Implementation of Pilots



REDISCOVER

DTP 2-084-2.2

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1. Introduction

The final part of Rediscover project focuses on the implementation and testing of instruments supporting the introduction and successful market entry of the products and services defined and selected in work package 4 (WP4), and contributes to sustained cultural tourism in the partner cities. Partners selected from 3 types of tourism products and services for testing – defined by the Application Form (AF):

- Development of creative cultural attractions (events, exhibitions, programs, sites of interest), modelling innovative combinations of tangible and intangible elements, with potential to join into attractive thematic routes or packages
- ICT-based presentation and visibility tools
- Integration of JCH portfolios into international tourism information and sales services (guidebooks, travel review sites, online reservation sites)

Our aim was to derive valuable operation experience, and also to identify replication possibilities/criteria. Therefore, the process was supported by online thematic teams, established for each type of product/service. These types differ from the above mentioned 3 tourism products and services types, they are more precise, but these fit into them perfectly. An implementation matrix in the following chapters serves to explain the correlation between the types defined by the AF and the routes created by the partnership.

The 5 thematic routes¹:

- Gastronomy
- Recreated Cultural Heritage
- Guided Tours
- Virtual Museum and Exhibitions
- Festival events

Thematic teams enable a moderated joint implementation, where partners involved in the same type of products/services' joint planning process, monitoring and support.

This activity contributes to all project specific objectives:

SO1: The new tourism products and services introduced enhance the attraction portfolio of PP cities, and put rediscovered JCH in the spotlight.

SO2: WP5 introduces and tests products and services, specifically targeted at currently unrecognised JCH. Thus, the activities improve the cultural diversity of DR, and strengthen multiculturalism of cooperating cities and societies.

SO3: The Community-sourced JCH Valorisation Handbook is forming the basis of joint follow-up activities of PPs, and of disseminating the experience to other cities interested in the discovery and sustainable exploitation of their JCH.

¹ Read more about the defined routes in the following documents: Comprehensive joint tourism service and attraction portfolio, Draft study on potential thematic routes and Transnational JCH Thematic Initiatives Action Plan. All can be find here: <http://www.interreg-danube.eu/approved-projects/rediscover/outputs>

The responsible partner for this activity was the Lead Partner (LP), involving Szeged Tour for the organisation of online thematic working teams. Kotor and Regensburg also played an important role, Kotor organised and hosted the Testing Workshop combined with partner meeting², and Regensburg is the leader of the activities in WP5, they are also responsible of the implementation of the main output, the Community-sourced JCH Valorisation Handbook.

The AF describes that each partner city should implement one or more of the products and services described above, however the partnership created altogether 36 pilots. In the following chapters these pilots – tourism services and products will be introduced in details along with the background history and the conclusion.

2. Background

This report does not stand alone, this is one of the last documents provided by the project aiming to summarize the results of a 3-year-work. As one who has followed the path of the implementation of the activities, knows that several steps came before this one. All these documents can be found on the DTP website here: <http://www.interreg-danube.eu/approved-projects/rediscover/outputs>

These documents include, but are not limited to the Comprehensive Joint Tourism Service and Attraction Portfolio, the Transnational JCH Thematic Initiatives Action Plan and all the guidelines provided by the partnership to help achieving these results.

For Rediscover project one can say that not only the usual problems occur that can threaten a project implementation one way or another, but the partnership had to face a much bigger hardship. While we were planning largescale street festivals and events, agreeing on clusters and joint thematic routes with already LSG suggested and approved plans for pilots, Covid-19 pandemic has turned our lives upside down. Because of it, the partnership indeed had to make serious changes regarding their plans in no time. These effects lead to certain activities being postponed, resized, or even migrated from the physical to digital space; some planned pilot activities were forced to be cancelled. In some cases, the changes were an indirect impact of the pandemic in the organisational capacity of the partner cities. The pandemic has accelerated the shift toward digital technologies beyond even the most ambitious forecasts. After all, despite the difficulties and the shortness of time the partners have managed to come out with new, innovative and creative ideas, and one can say that the online thematic working teams established for all types of joint routes worked even better in this situation, because the partners could lean on each other, exchange good practices more than we ever imagined in the beginning of the activity.

In the following table, the original and modified plans are listed to show the shift toward better-fit realizations appropriate to the current situation³:

² Read more about the workshop and the meeting here: <http://www.interreg-danube.eu/news-and-events/programme-news-and-events/5565>

³ More about the successful work of the online thematic working groups, see the Report on moderated joint pilot planning here: <http://www.interreg-danube.eu/approved-projects/rediscover/outputs>

	Original plan	Modified plan	Finish
Szegeđ Tour	Project level cookbook	Project level cookbook	2021 February
	Small-scale events in Szegeđ	Small-scale events in Szegeđ	2020 November
	Street art	X	
	Herstory guided tour Bäck Manci	X	
Szegeđ LP	AR tour of Jewish Cemetery Szegeđ	Szegeđ Jewish Cultural Heritage application (New Synagogue, Cultural city map, Jewish cemetery)	2020 October
	AR tour of the New Synagogue Szegeđ		
	Virtual City map of Jewish Heritage in Szegeđ		
	Outdoor exhibition displayed in Szegeđ	Outdoor exhibition displayed in Szegeđ	2020 October
	Small-scale events in Szegeđ - guided tours, thematic lectures	X	
	X	Creating Szegeđ's city portfolio on the World Jewish Travel website, Municipality of Szegeđ	2020 December
	Jewish Festival days	X	
Banja Luka	Virtual guided tour	Thematic guided tour, walkshop and brochures for tourist guides	2020 December
	Mobile application	Mobile application and QR codes	2020 October
	Personal stories Virtual exhibition	Personal stories Virtual exhibition	2020 December
Galati	mini E-cookbook	Mini e-cookbook and streamed cooking workshop	2021 January
	Jewish festival in Galati	Rediscover Jewish E- cultural festival on a designated website	2021 January
Timisoara	SHALOM Jewish festival	X	
	Virtual Jewish Museum	Timisoara Jewish Community - past, present and future website, incl. Virtual Jewish Museum	2021 January
	Taste of Jewish Timisoara	X	
	X	HerStory tour of Jewish Timisoara	2021 January
Murska Sobota	Informative cemetery fence in Murska Sobota	Informative cemetery fence in Murska Sobota	2021 February
	Virtual visualization of Murska Sobota former Synagogue	3D visualization of Murska Sobota former Synagogue	2021 March
	Self-guided tour in Murska Sobota	The Jewish path of Murska Sobota	2020 October
	X	Days of Jewish Culture, Murska Sobota	2020 September

Regensburg	Cookbook and cooking workshop for students	Local cookbook - "Jüdische Küche erzählt" (Jewish cuisine uncovered)	2021 February
	(Virtual) Festival in Regensburg	Jewish Heritage Day	2020 September
	Theatre performance	Screen play of a theatre performance	2020 November
	Installation	Guidebook: Jewish traces in Regensburg	2021 January
	Publication		
	City map		
	Memorial for the book-burnings	Memorial for the book-burnings	2021 March
	Excursion to the death camp with students	X	
Subotica	Portfolio "Jewish Subotica"	Portfolio of Jewish Subotica	
	Guided Tour of the Jewish Cemetery in Subotica	Booklet of the Jewish Cemetery	2020 October
	Online mobile guide in Subotica	Mobile application	2021 February
	Herstory guided tour in Subotica	Herstory guided tour in Subotica	2020 October
	Portfolio about Mrs. Rosenfeld Mártonné's recipe book from 1923	Portfolio about Mrs. Rosenfeld Mártonné's recipe book from 1923	2021 February
	Exhibition	Exhibition "Ordinary life from the eyes of Jews"	2021 February
Osijek	Conservation research of the Osijek Uppertown Jewish cemetery	Conservation research of the Osijek Uppertown Jewish cemetery	2021 March
	Main cemetery design of the Uppertown Jewish Cemetery	Main cemetery design of the Uppertown Jewish Cemetery	2021 May
	Exhibition of Osijek Jews	Exhibition of dr. Weissmann collection: The Story of Non-oblivion	2020 November
	3D Reconstruction of Upper town Synagogue and cemetery	X	
	IT application of the Jewish Osijek	Virtual tour of Jewish Osijek	2021 March
	VR app of the Upper town Synagogue	X	
	Osijek Festival Days of Jewish Culture	X	
X	Osijek city profile on the World Jewish Travel		
Kotor	Research of the Montenegrin Jews	Research of the Montenegrin Jews	2020 December
	Online presentation of the Jewish culture	X	
	X	Cooking workshop	2020 December

	X	Education workshops	2020 December
	X	Concert of Jewish music	2020 March
	X	Exhibition of Jewish tangible and intangible cultural heritage in Kotor	2020 March

- original pilot plan A which had to be cancelled due to the Covid-19 pandemic
- new pilot plan B replacing plan A

3. Joint Thematic Routes

REDISCOVER – Gastronomy

Gastronomy tourism has recently gained high popularity as an independent branch within heritage tourism. Gastronomy reflects the culture, heritage, traditions and sense of community of different peoples in a way of promoting understanding among different cultures, and of bringing people and traditions closer together. Therefore, the Rediscover partnership recognized the importance and the potential of creating pilot products in line with this tourism trend, thus reaching out to a wide spectrum of audience.

Each Jewish community within the Daube Region has its traditional dishes, often revolving around specialties from their home country. Following the path of the thematic Rediscover – Gastronomy route one can discover the plurality of Jewish cuisine as well as gain insight into individual city stories.



GASTRO EVENT IN KOTOR

City of Kotor valorised a Jewish gastronomy event aiming to show the tangible and intangible Jewish cultural heritage. The recorded event was presented on the National TV along with concert of Jewish music. Authentic Jewish recipes of native Jewish family in from Bay of Kotor were presented. The permanent link of the show is available below:

<http://rtcg.me/tv/emisije/informativni/Mostovi/318764/mostovi-25042021.html>
<<http://rtcg.me/tv/emisije/informativni/Mostovi/318764/mostovi-25042021.html>>

Jewish family from Bay of Kotor presented the process of preparing the traditional recipes. Slaven and Fany Radimiry explained the process of preparation and the origins of the following meals:

1. Stuffed and baked zucchini or eggplant (this appetizer is extremely tasty and popular in Israel)
2. Vegetable soup / Corba, veal, cauliflower, leeks, parsley, carrots, tomatoes, all kinds of onions and additional spices from the east.



3. Cuba, a dish of Jews from Syria, Turkey and Kurdistan, a dish of local Jewish family in Kotor. Minced meat, bulgur wheat, a lot of spices, peppers, onions, sesame ... They are meatballs that are cooked. In addition, a sauce is made (yogurt and cucumbers, onion, mint)
4. Citrus or lemon cake. There will be more toppings, salads, etc. on the table.

REDISCOVER COOKBOOK “JÜDISCHE KÜCHE ERZÄHLT” (JEWISH CUISINE UNCOVERED/EXPLAINED)



The Municipality of Regensburg created a local cookbook which goal is to gather local Jewish recipes and to share storytelling about the recipes and the people who transmitted them. It is a practical cookbook with emotional features that highlight the cultural diversity of the local Jewish Community.

Structure of the cookbook: Introduction, explanation about the Jewish cuisine and the kosher rules, approx. 35 recipes and stories.

The manuscript, the layout, some photos, and a financial contribution to the print costs are included in the frame of Rediscover. The municipality found a publisher that will ensure the market entry and sustainability of the book.

REDISCOVER COOKBOOK - CREATING A PORTFOLIO ABOUT MRS. ROSENFELD MÁRTONNÉ'S RECIPE BOOK FROM 1923

City Museum of Subotica presented an authentic Jewish cookbook aiming to testify about bygone days. Housewives, recipes, the traditional way of running Jewish cuisine and the kosher regulations that govern it, represent an unexplored part of the cultural identity of the city.



THE BOOK ABOUT THE COOKBOOK
A Jewish Woman's Cookbook
by Mrs. Rosenfeld from Subotica

Our idea was to present an authentic Jewish cookbook which will testify to a long lost time. Home-makers' recipes, traditional way of running a Jewish kitchen and kosher regulations thus rule in it are an unexplored part of the cultural identity of our town.

The book which was written and published by Mrs. Rosenfeld in the 1920s testifies about the Jewish identity of Subotica of that time. Her cookbook was popular in the entire Hungarian speaking territory inhabited by the Ashkenazi Jews from the former Austro-Hungarian Empire, as it represents some of an isolated multicultural picture of central Europe which was a unique space despite the newly established borders.

Her need recipes enable you to make the selected dishes in a traditional manner, and so revive a long lost world and enjoy the flavours of the old days.

Reading and actual trying of recipes is a special experience. And to those who are eager to try and prepare some of the dishes listed in our Book about the cookbook, a world will come to life, the flavours and aromas of once Jewish Subotica which disappeared in the horrors of World War II, with nothing more surviving than the synagogues, the cemetery, memories, and Mrs. Rosenfeld's cookbook.

The Jewish Community of Subotica was involved in the preparation of the book to ensure authenticity and accuracy of the content. Moreover, it contacted the grandchildren of the author, Mrs. Rosenfeld Mártonné, and obtained a picture of the author. The teacher and students of the cooking course from the School of Economics in Subotica were involved in the preparation of the dishes and their decoration. Structure of the cookbook: Introduction, The book about the Cookbook, Life of a book on another continent, Recipes.

The book is printed on quality paper in 100 hard copies (50 English versions and 50 Serbian versions). But it is available online so it will ensure market entry and sustainability. The hard copies of the book will be gifted by the museum and Jewish Community to guests.



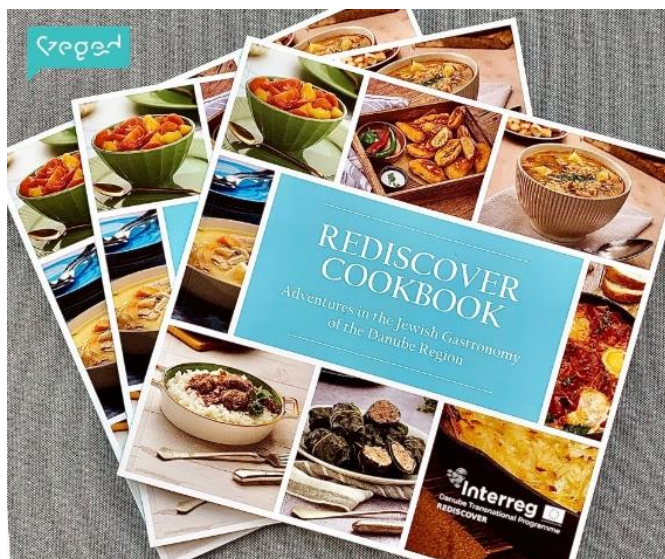
Once the printed book is out of stock, it will be possible to reprint it. In addition, the online version can be made available on our website or sent to the cooperating tourist offices or even restaurants, after which a joint cooperation can take place.

REDISCOVER – MINI E-COOKBOOK AND STREAMED COOKING WORKSHOP

This pilot was part of the online Rediscover Jewish Cultural Festival in Galati, which was dedicated to the 4 pillars of the Jewish cultural heritage: gastronomy, built patrimony, cultural events, and oral history. All content of the festival is available online, on a dedicated website. The e-cookbook of traditional Jewish cuisine includes 10 recipes for 3 types of dishes: 3 appetizers, 4 main courses and 3 desserts. The e-cooking workshop includes 3 videos about the preparation of 3 dishes: the appetizer, the main course, and the dessert. Both the cookbook and the workshop offer not only a wide range of recipes, but also interesting information about the Jewish history, traditions, and rituals.



REDISCOVER COOKBOOK – ADVENTURES IN THE JEWISH GASTRONOMY OF THE DANUBE REGION



Szeged and Surroundings Tourism Nonprofit Ltd. committed itself to put together a project-level cookbook covering the whole partnership, thus creating a project-level synergy between the partner cities. The cookbook well represents the Jewish gastronomy of partner cities involved in the project, providing an opportunity to promote Jewish cultural values in the area covered by the project, also offering an opportunity for those interested in gastronomy to get acquainted with Jewish culinary specialties.

Structure of the cookbook: An introductory chapter with a description of the project,

Jewish cooking – foreword: general introduction to Jewish gastronomy, Simple dishes, Classic dishes, Desserts, Partner cities in the project: short introductions of project partners.

Related PR campaigns



Several pilot products were either pre-tested or supported by **professional PR campaigns** during the course of the project having a high potential of

- creating synergies between PP cities
- easy transferability ✓
- easy replicability ✓

Tasting and experiencing local Jewish cuisine were made available in Szeged by involving 4 local confectionaries in making Kosher-style cakes incorporated within the framework of a small competition; while Timisoara's Jewish community offered authentic Kosher food at their First Shalom Festival, both actions taking place in 2019.



REDISCOVER – Guided Tours

Jewish themed guided tours, both offline and online ones, have gained considerable interest across Europe in the past decade. (Re)discovering the hidden, often even considered mysterious, intangible and tangible heritage creates curiosity as well as excitement. The Rediscover partnership have created several types of pilot products and tools to demonstrate their hidden LJCH dominantly by creating ICT-based pilot products due to the Covid-19 pandemic. Four mobile applications available at numerous languages, two virtual tours, several guidebooks and an educational workshop organized for local tour guides were carried out within this thematic cultural route.



ICT SOLUTIONS FOR CREATING ONLINE GUIDED TOURS



City of Banja Luka decided to use ICT solutions in order to recreate Jewish cultural heritage due to the fact that in Banja it was destroyed during the WWII. For that purpose QR codes were created that provide information how the synagogues in Banja Luka used to look like. The boards with QR codes are placed in the Jewish Cultural Centre and in the digital board in the city centre. Virtual walk provides information on Jewish stores and houses that used to be in the city centre. Mobile application provides information on exact locations of the synagogues. Virtual walk is integral part of the app, and also can be found on <https://www.get360tour.com/projects/jkcb/>



Jevrejski kulturni dom sa trećom sefardskom sinagogom u Banjaluci
Za više informacija skenirajte kod

Project funded by European Union Funds (ERDF, ERDF)

JEWISH OSIEK VIRTUAL TOUR

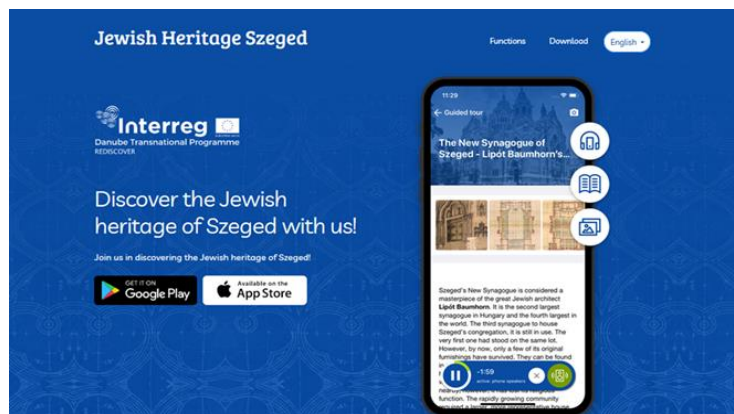
City of Osijek and its associated partner, Jewish Community of Osijek, created an IT tool for self-guided visits to explore the rich tangible and intangible Jewish cultural heritage elements of the city with the additional purpose to expand the existing tourism offer. By creating the new local cultural route and making this hidden heritage more visible and accessible with this new virtual tour, Osijek expands the current cultural-touristic offer and, hopefully, attract more foreign visits. At first they planned to create the mobile app for the ex Osijek Upper town synagogue, but since the Jewish Community already financed in 2010 the elaboration of 3D model with a virtual tour of the model (outside and inside, based on the original archival blueprints, sketches and historic documentation), they switched to the wider-covering virtual tour which will also incorporate this already finished model.



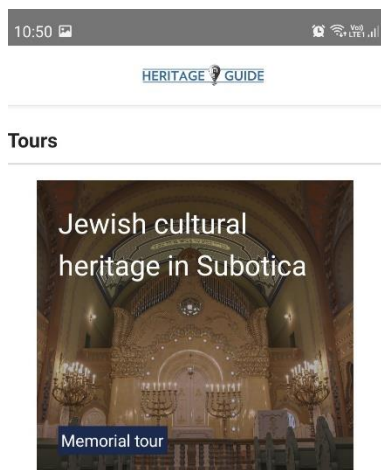
JEWISH HERITAGE SZEGED MOBILE APPLICATION

Szeged Municipality's mission as Lead Partner of project Rediscover was to create a novel, multifaceted mobile application for self-guided visits to explore the rich tangible and intangible Jewish cultural heritage elements of the city as well as expanding the already-existing touristic city portfolio. By enlarging the current cultural offer and making the so far hidden heritage more visible, accessible and more attractive with this novel and complex application, Szeged will be better positioned to strengthen its cultural economy.

The application introduces the hidden LJCH of the New Synagogue, downtown Szeged and the Jewish cemetery. It is available in 4 languages (ENG, HUN, SRB, RO) and contains an interactive treasure hunt in the New Synagogue.



JEWISH HERITAGE ONLINE MOBILE GUIDE SUBOTICA



City Museum of Subotica created a mobile application that can not only guide local visitors, but also foreigners through the city. The platform provides following digital content to the users: Text, Photos, audio files, and a map with all the points of interest to the users. The platform offers a route to visit the points. After downloading of the application, all the media content and map will be in function and could be used in offline mode. The map displays all the points of interest with their geolocation, and makes the tracking route for the users. When a user selects a point of interest, the platform displays the media content. When a user approaches the point of interest, the media content will appear on the display again. The platform is a hybrid application with web HTML / JS / CSS programming for iOS and Android. Texts are translated in five languages.

PORTFOLIO "JEWISH SUBOTICA"

Local Jewish cultural, economic, and artistic points, people, and events are included in this book, which would actually be a summary of information found during the project that may be of interest to those interested in Jewish culture. Both tangible and intangible elements are included in the book.



Description: representative, more luxurious edition; purpose: worship; modern design, richly illustrated with quality photographs; 1/3 theme synagogue, 2/3 theme Jewish Subotica; user-friendly (guide)

Technical description: 28 or 32 pages; full colour; dimensions: closed format 20 x 20 cm; paper quality of at least 120 gr, better quality covers.

REDISCOVER “HER STORY IN SUBOTICA”

City Museum of Subotica together with the members of the Youth Community Space managed to create a small movie of a young girl dressed as a Jewish lady presenting the better known and less known buildings in Subotica. The buildings were, of course, owned by wealthier, more important families for the city, who also played an important role in the life of the city. Photographs were also taken during the recording. It is a promotional video with guidance from the perspective of young people to attract more all types of tourists.



HERSTORY- JEWISH TIMISOARA, A FEMALE PERSPECTIVE

City of Timisoara presents the story of Timisoara’s Jewish women, showcasing all aspects of their lives, from religion, traditions, and homemaking to professional achievements. Tourists will visit the places where Timisoara’s Jewish women left their mark, from the women’s gallery in the Synagogue to the poignant memorials to wives, mothers and daughters in the Jewish cemetery. The innovative aspect is the presentation of a community through its women, as in Timisoara there are no female centric tours. Through this pilot we’ll celebrating the Jewish women of Timisoara by sharing the stories of amazing female trailblazers as well as of homemakers who were the mainstay of their families and community. The guided tour will include a route that will illustrate the life of Jewish women, blending it with the general history of the city’s Jewish community, showcasing the differences between the role of women in the traditional.

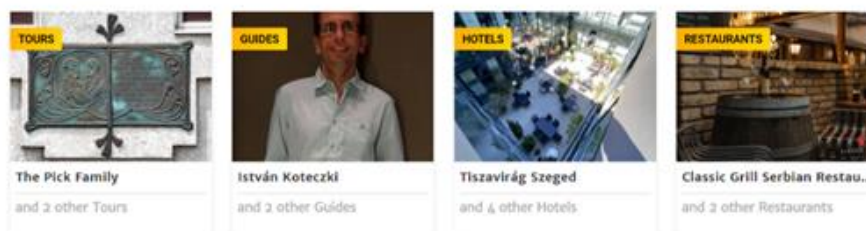
The content of the pilot will be provided freely to the local tour guides and tourism associations, to be included in their general offer.

SZEGED’S CITY PROFILE ON THE WORLD JEWISH TRAVEL WEBSITE

A full city portfolio promoting the Jewish cultural heritage of Szeged was created as a niche product on the international market of tourism. The most relevant sites to see are introduced as well as guided tours revealing the hidden JCH are promoted. Events connected to JCH are regularly advertised; furthermore, the Windows of Celebrations in the New Synagogue of Szeged is also available onsite in an e-book format. As a result of the co-operation of the Lead Partner of project Rediscover and the Israeli-based World Jewish Travel NGO, Szeged appears as a new travel destination on the international travel site enjoying the benefits of joint marketing by a well-known travel review site.



THE BEST OF SZEGED



OSIJEK CITY PROFILE ON THE WORLD JEWISH TRAVEL WEBSITE

A city portfolio promoting the Jewish cultural heritage of Osijek is treated as a niche product on the international market of tourism. The most relevant sites to see (points of interest according to the Jewish Osijek Memorial Route in the project brochure and according to the Jewish Osijek Virtual Tour is introduced as well as potential guided tours revealing the forgotten JCH will be promoted. Events connected to JCH and Jewish Community of Osijek will be regularly advertised. The Jewish Osijek brochure in Croatian and English is attached to the city portfolio if possible. As a result of presenting the city through this powerful international promotional tool, Osijek will become a new travel destination for Jewish travellers and also for all the interested visitors from all over the world.



OFFLINE GUIDED TOURS

CULTURAL GUIDEBOOK „JÜDISCHE SPUREN IN REGENSBURG“ „JEWISH TRACES IN REGENSBURG“

The cultural guidebook „Jewish Traces in Regensburg“ a mainstream publication retracing Jewish sites and history in Regensburg: lost traces of the past and current visible ones. The guidebook is an introduction to the local Jewish history and life, it is accessible to people with no or little background knowledge, and it gives a very good overview of the local tangible and intangible JCH.

Structure of the book: approx. 16 themes, one short text about each theme with 1-3 pictures. At the end, a little map (in the spirit of the local city map created in 2020 in the frame of Rediscover) will be included.

The guidebook is printed in German and published under the collection of the “Stadt Regensburg”. An English online version should be developed post-project.



THEMATIC GUIDED TOUR IN BANJA LUKA

The City of Banja Luka has created a thematic guided tour on Jewish Cultural Heritage, since there is no thematic guided tours in the city. In order to promote this tour they have organized a presentation for all interested tourist guide and for the members of LSG as well. The idea is to include this tour in the offer of Banja Luka Tourist Board, for that purpose, brochures were created for tourist guides how they could be enabled to guide this tour.



THE JEWISH PATH OF MURSKA SOBOTA



Institute for Culture, Tourism and Sport Murska Sobota has prepared a proposal for a guided route for leading groups around the Jewish legacy of Murska Sobota. The pilot resulted in the production of a guidebook. It includes 15 locations of Jewish legacy in Murska Sobota. For each location there is a short description, pictorial material and interesting stories about the place or people who lived there. The path is made in a “puzzle” way, so that it can be adjusted to the wishes of the group or an individual tourist. The guided tour along the Jewish path was

tested during the Days of Jewish culture in Murska Sobota 2020. For organized groups that come to the city and for those who prearrange the guidance in advance, there is also the possibility to include accommodation, dinner, breakfast or lunch.

The A3 size cultural city map creates synergies between three partner cities (Regensburg – Szeged – Subotica) and provides

- easy transferability ✓
- easy replicability ✓

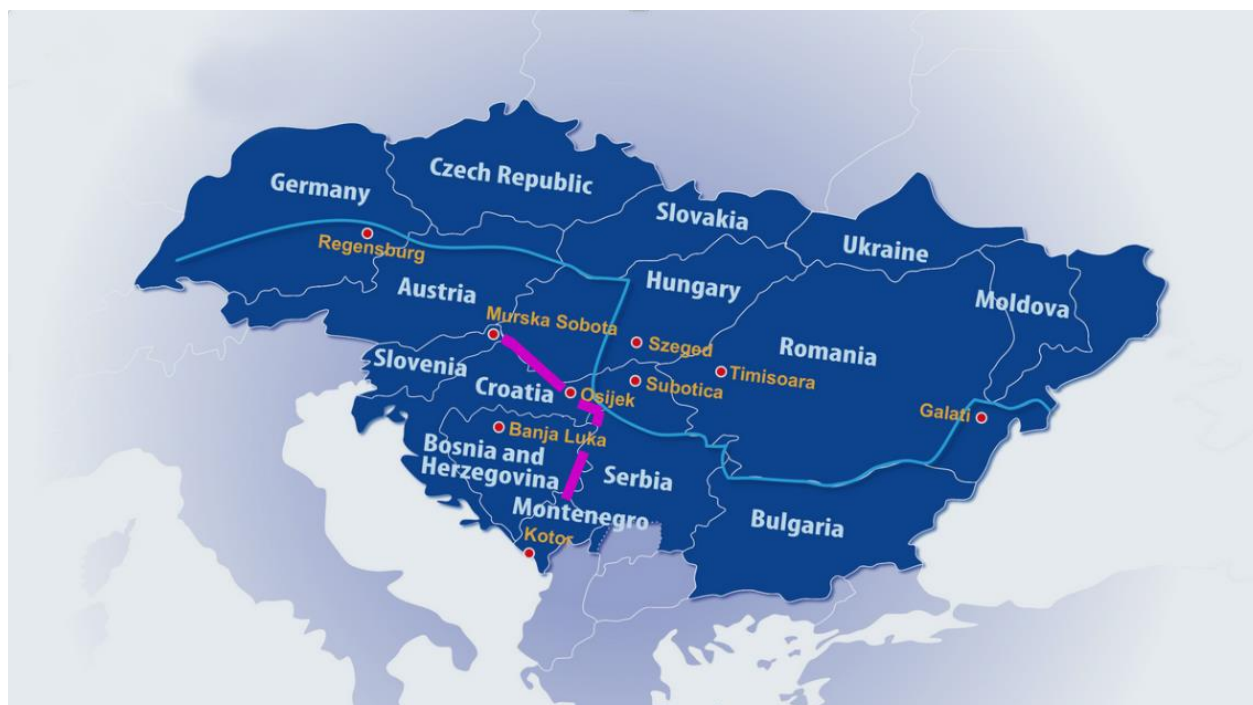


Szeged LP created a similar by-product Jewish Heritage uncovered - A tour of Szeged (available in English and Hungarian), while Subotica Museum PP also found this tool relevant in demonstrating their LCJH with a different layout:

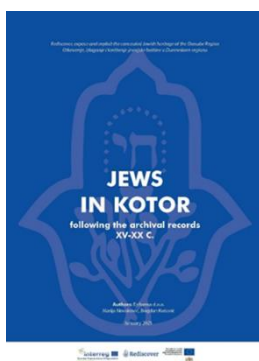


REDISCOVER – Recreated Jewish Heritage

This particular thematic route connects those partner cities within the Danube Region which physical LCJH remains barely visible or is mostly destroyed. These project partners used various solutions and tools to valorise their destroyed Jewish cultural heritage by recreating it either virtually through applications, virtual reality and augmented reality technology, or through architectural and construction works. “Destroyed Jewish Heritage is demolished by the past, and will be rebuilt by the future (technology)” – according to the project’s Action Plan. Four pilot projects were implemented within this thematic route, which are summarised below.



RESEARCH OF MONTENEGRIN JEWS



City of Kotor planned a publication "Jews in Kotor following the archival records XV-XX C.", which aimed to rediscover the forgotten Jewish cultural heritage, thematically completed the segment of research on the origins of Jews in Kotor from the XV - XX century, their family histories, as well as the discovery of almost forgotten Jewish intangible cultural heritage. The project includes archival and historical research, genealogical research, as well as demographic research of the Jewish people living in the territory.

FENCE AT THE JEWISH CEMETERY IN MURSKA SOBOTA

Institute for Culture, Tourism and Sport Murska Sobota erects a fence at the Jewish cemetery with the aim to carry out protective function to disable an inappropriate use of cemetery and symbolically indicate the size of the original cemetery and informative (visibility) function to present the story of Jewish community and Jewish cemetery in Murska Sobota. Primary based on the testimonies, since the archival materials are not adequate, a decision was taken that the fence will be designed low and made of wood material with the information board included.

VISUALISATION OF THE FORMER SYNAGOGUE IN MURSKA SOBOTA

With this pilot activity Institute for Culture, Tourism and Sport Murska Sobota intends to provide a virtual presentation of the former synagogue with the use of modern technologies (virtual reality tools). Namely the synagogue in Murska Sobota, built in 1908 based on the plans of Lipót Baumhorn, the renowned Hungarian architect of Jewish origin, was unfortunately demolished in 1954 as a result of its gradual deterioration and due to the fact that no active Jewish community existed in the town after World War II. Therefore, we plan to implement an



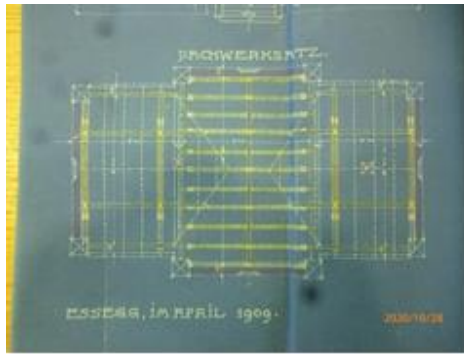
innovative virtual reality product of 3D visualisation of the former synagogue to rediscover and showcase this lost Jewish cultural heritage treasure. Synagogue visualisation with the use of VR glasses will be available in Tourist Information Centre Murska Sobota, Regional Tourist Information Centre Expano and Regional Museum Murska Sobota.



CONSERVATION RESEARCH AND MAIN DESIGN OF OSIJEK UPPER TOWN JEWISH CEMETERY



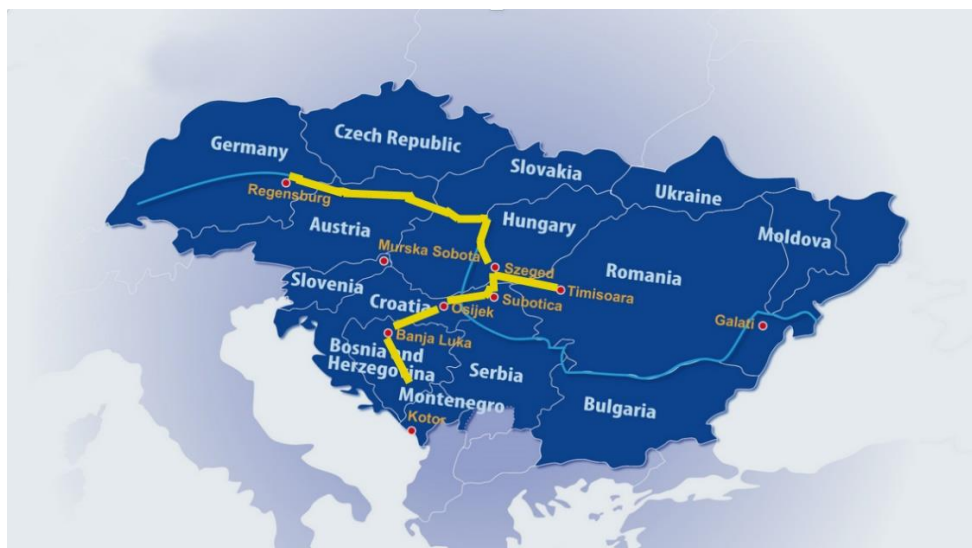
Conservation research and main design of the Upper town Jewish Cemetery of Osijek was executed by the Hidroenerga Ltd, a company owned by an architect authorised by the Croatian Ministry of Culture. Conservation was the legally obliging first step in the process of elaborating the main design for the reconstruction / restoration of cultural heritage in Croatia, since the Jewish cemeteries, both in Osijek Upper and Lower Town, are individually protected cultural heritage sites (it means the highest level of protection). During her work, the expert consulted some (art) historians (through their expert and scientific research papers mostly) and archivists (State Archives in Osijek). Also, the SME's company contracted a horticulture expert. The product of this pilot is the research elaborate with its findings and results (textual) and the visual presentation of the proposed solution of the cemetery reconstruction / restoration. The second step is the elaboration of the main design for the reconstruction / restoration of the local Jewish cemetery.



REDISCOVER Virtual Museum and Exhibition

Cultural exhibitions are traditional ways to showcase both tangible and intangible heritage items of local Jewish Cultural heritage. Seven PPs chose this colourful and successful method to reveal their hidden tangible and intangible heritage to the wide public; several of the pilot projects put personal stories at the limelight, in line with the main initiative of project Rediscover.

Exhibitions varied according to current- and local Covid-19 restrictions resulting in a wide range of ways in terms of layout, arrangement and platform – spanning from on-site indoors events to an outdoor exhibition to virtual ones.



VIRTUAL EXHIBITION OF JEWISH CULTURAL HERITAGE



The City of Banja Luka together with the LSG have decided to create virtual exhibition of intangible JCH, where the focus is on personal stories of Jewish families and contribution of Jewish Community to economic and cultural development of Banja Luka. They have created 5 video recordings on Jewish families and history and culture of Jewish Community in Banja Luka. All video recordings are translated into English.

<https://www.youtube.com/watch?v=iMP6POCGnFU&t=2s>

https://www.youtube.com/watch?v=QfQF-_GGAeQ

https://www.youtube.com/watch?v=7sotIlj_gLc&t=141s

<https://www.youtube.com/watch?v=RmlbaKuWrCQ>

EXHIBITION OF JEWISH TANGIBLE AND INTANGIBLE HERITAGE IN KOTOR



The exhibition of Jewish cultural heritage in Kotor, which was organized in the gallery of the Maritime Museum of Montenegro in Kotor was published on January 18, 2021 and will be available to visitors working day until January 31, 2021. The exhibition aims to exhibit the discovered Jewish cultural heritage in Kotor. Through 23 exhibition panels 100x70cm, rounded thematic units were presented, which refer to archival testimonies about Jews on the territory of the Municipality of Kotor from the 15th to the 20th century and Jewish cultural heritage in the Municipality of

Kotor created during the 19th and 20th centuries.

A special segment of the exhibition concerned the Jewish material cultural heritage, and as the most important and only Jewish archaeological site from the ancient period in Montenegro, the Jewish tomb in Dukla near Podgorica was treated. The Jewish material heritage in Kotor is connected to the Jewish cemetery in Škaljari and has been presented in its entirety through extensive architectural, epigraphic, chronological, genealogical, archival and geodetic analyses. Of the monuments of profane architecture in Kotor, two palaces were discovered, one in Prčanj called "Carmel" and one palace in Kotor under the anagraphic number "392" on Trg od Bokeljske.

THE STORY OF NON-OBLIVION (REMEMBRANCE) - HERMANN WEISSMANN'S HERITAGE IN THE OSIJEK MUSEUM INSTITUTIONS



The exhibition of Hermann Weissmann's legacy opened to public on October 29, 2020. The exhibition of Herrmann Weissmann collection presents numerous artefacts donated to Osijek museums by this prominent Osijek lawyer and collector, deported and killed in Auschwitz in 1943. Besides presenting valuable artworks, library, numismatic items and Jewish traditional ritual objects, the exhibition also depicts the state of pre-WWII Osijek society, the respect and reputation Osijek Jews

enjoyed and the contribution they made to the city development and prosperity. Our Weissmann exhibition showed that the especially powerful potential lies in links between tangible (museum exhibits in this case, but it also can be buildings) and intangible heritage (personal and family stories and destinies). There will be a digital version from it.



INSTALLATION: BOOKFENCES

City of Regensburg would like to remember the burning books episode of May 1933 in Regensburg, to make the public aware of what happened and promote knowledge and cultural diversity through a meaningful, symbolic and creative installation. It stands on the Neupfarrplatz in Regensburg, the square where the medieval Jewish quarter used to be. Five Plexiglas fences are installed on the wide bench range. On the transparent Plexiglas fence there is a sticker of book spines (old looking books) displayed as if they were in a bookshelf of a library. On some book spines there is a QR-code. The use of the installation is quite simple and intuitive: the public sits on the bench, looks at the fence, scans the QR-code and gets information. The QR-code links the user to a website where one can find all the information about the books, and the Jewish life in Regensburg. At the middle/bottom of the fence there is an extra QR-code redirecting to the Rediscover Website. All the fences have the same design and content. They give the impression to be in a library. The installation will be on site for three months. It is the first step towards a permanent exhibition.

EXHIBITION “ORDINARY LIFE FROM THE EYE OF THE JEW”



City Museum of Subotica prepared an exhibition which aims to take us back to the past. This exhibition can summarize the basics of Jewish culture in Subotica based on new perspectives. There were many important people in the city who did a lot and were pioneers in the economy, culture and other fields. The exhibition features the printing industry, whose important players are housed in the building of the Subotica's city Museum, representatives of medicine, law, painting and people involved in the

development of the economy.

FORGOTTEN FACES: 12+1 LEGENDARY FIGURES FROM THE JEWISH PAST OF SZEGED - OUTDOOR EXHIBITION

Szeged Municipality's mission as Lead Partner of project Rediscover was to showcase 12+1 prominent local Jewish persons and their personal stories at an open-air exhibition in the most frequently visited square in downtown Szeged. The novelty of this exhibition lay in its visibility concept, based on which, information was distributed



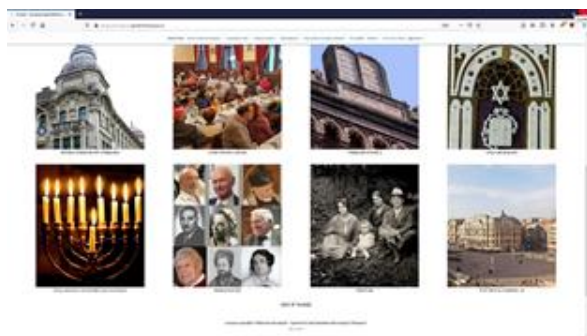
in a unique and innovative way drawing attention of large masses of people from all age groups. In order to assure the sustainability of the project pilot, Szeged LP transferred the exhibition to the local Jewish Community where it is exposed to local and foreign visitors alike.

VIRTUAL MUSEUM OF JEWISH TIMISOARA "RABBI DR. ERNEST NEUMANN"

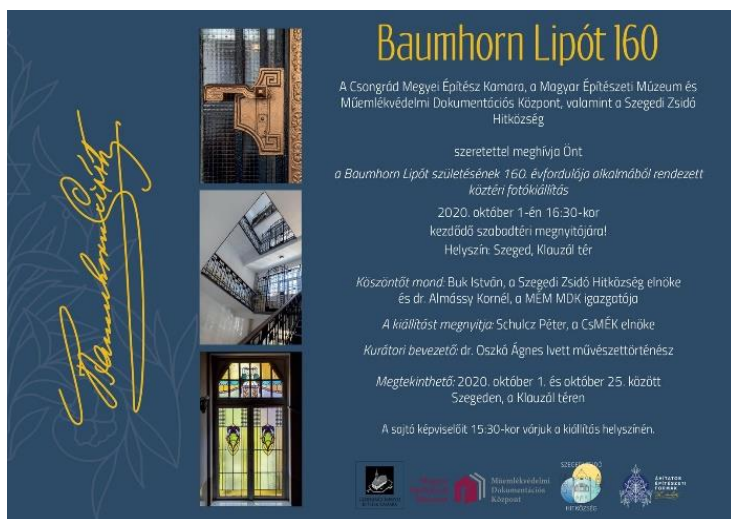


City of Timisoara created a website which goal is to be a gateway to the local Jewish Community, its past, present and future, offering visitors educational content and emotional experiences. It presents the history of Timisoara’s Jewish community, showcasing all aspects of Jewish life, from religion to traditions, culture, oral history, kosher food, etc.

The Virtual Museum includes the following sections: history of Timișoara Jews; Jewish Timișoara: synagogues, Jewish cemetery, city neighbourhoods ; religious life; Judaica; Jewish education; Jewish contributions to the economic development of the city; the Jews as part of a multi-ethnic, multiconfessional and multilingual city; Jewish artists; Virtual tour of Jewish Timișoara; the Jewish Community today: activities, services, programs; oral history, testimonies, interviews; photo and video content.



RELATED PR CAMPAIGNS:

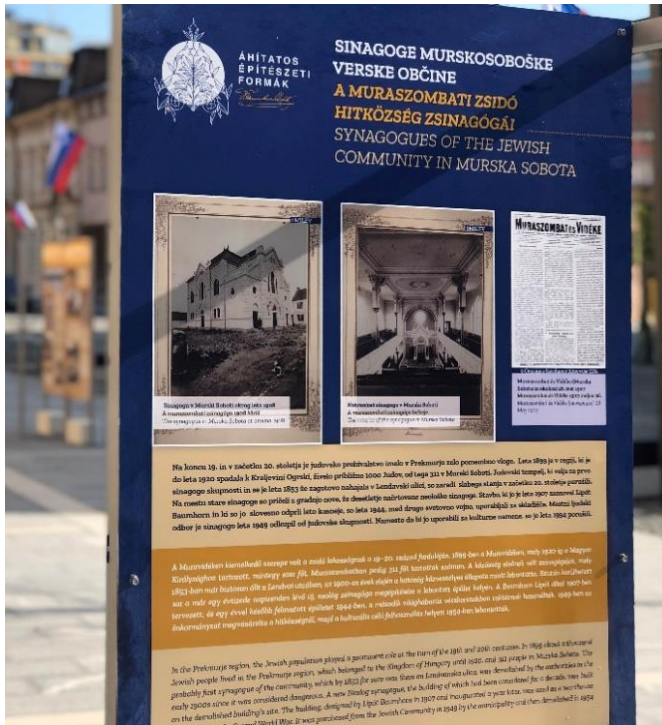


The internationally acclaimed architect Lipót Baumhorn’s 160th birthday was commemorated by three of the project partner cities within a **joint professional PR campaign** in co-operation with the Magyar Építészeti Múzeum és Műemlékvédelmi Dokumentációs Központ, Budapest. Murska Sobota PP plans to repeat the exhibition in September within the European initiative (AEPJ) Days of Jewish Culture in 2021.

Creating synergies between PP cities

- easy transferability ✓
- easy replicability ✓





(Murska Sobota)



(Timisoara)

LP's Forgotten Faces outdoor exhibition featuring the 2-dimensional, life-size, weatherproof statues of 12+1 forgotten influential persons from Jewish Szeged proved to be an immediate and extraordinary success, well-worth being transferred to any PP cities to raise awareness to the forgotten intangible LJCH as a professional PR campaign:

Creating synergies between PP cities

- easy transferability ✓
- easy replicability ✓

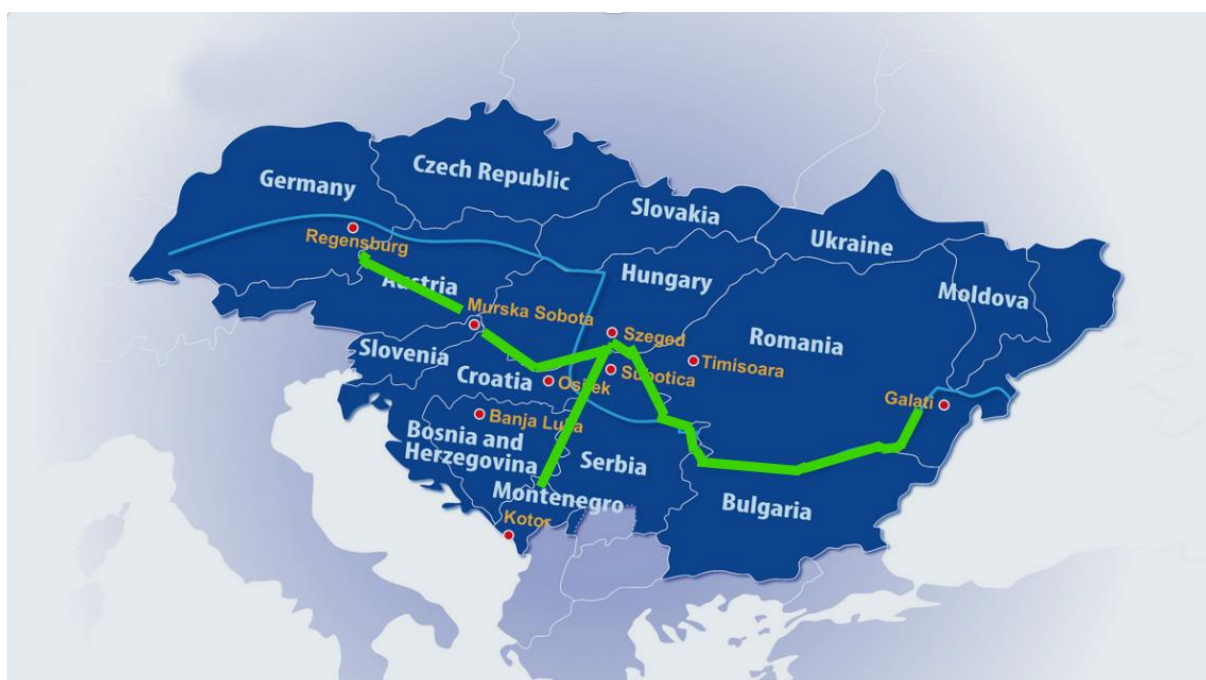


This pilot product caught the attention of the Osijek PP at one of the Online Thematic Workgroup Meetings while exchanging ideas and best practices in connection with ongoing pilots.



REDISCOVER Jewish Festival Events

Festival events, especially largescale street festivals, create and excellent opportunity to learn about diversity, to get acquainted with a different culture, it music, dance, gastronomy, literature, arts and crafts and so on. It is also an excellent theatre for the audience to gain close experience and ask questions or engage in multifaceted activities in an interactive way. For this reason, most PPs had considered this method the best way to widely promote and valorise their LJCH. In the midst of the preparation procedures hit the Covid-19 pandemic, which abruptly forced to change these original ideas, leaving only a few such pilot cases (small-scale) to be tried and tested still highly depending on the current pandemic restrictions. Since no physical exchange of participants (both performers and audiences) or crossing international borders were permitted during these times, certain PP's looked for other ways to create international synergies for instance by joining the European Days of Jewish Cultural Heritage (20-year-old) initiative operated by The European Association for the Preservation and Promotion of Jewish Culture and Heritage.



REDISCOVER JEWISH CULTURAL FESTIVAL IN GALATI



The Municipality of Galați decided to create an online platform in order to design a Jewish Cultural Festival, containing information about the Jewish cultural heritage, information that would be accessible to all interested people. Thus, the pilot project is structured in four parts: gastronomy (e-cookbook including 10 recipes for 3 types of dishes, cooking workshops – 3 videos with 3 dishes), built heritage (virtual guided tour – video material with the most famous Jewish buildings and locations in Galati, virtual interactive map with the elements of the JCH, treasure hunt - contest with prizes for the participants, based on the virtual guided tour and the interactive map, cultural events, oral history),

cultural events (music, theatre, dance, performed by the State Jewish Theatre and Haverim Dance Company, 12 Interview videos and storytelling, book presentation by the authors (Lucian Zeev Herşcovici and Violeta Ionescu) - the History of Jewish people in Galati and an e-exhibition of photos, documents, ritual and traditional objects – Fragments of the former life of the Jewish community.



THE CONCERT OF JEWISH MUSIC IN KOTOR

City of Kotor organised a concert of Jewish music, which took place in the old town of Kotor on December 18, 2020 at the Music School "Vida Matjan" Kotor, presented Jewish music and the concert was recorded due to measures to combat severe and vicious disease Covid 19. The concert consisted of 7 music tracks, the first track of which was the choral "Jewish Song" and the other tracks were instrumental by Jewish composers. The songs were performed by professors and students of the music school "Vida Matjan". The concert was held without an audience



due to the epidemiological situation, and the recording was edited and will be broadcast on national television, on the Sunday show "Bridges". The estimated viewership is about 30,000 people.

DAYS OF JEWISH CULTURE IN MURSKA SOBOTA 2020



Institute for Culture, Tourism and Sport Murska Sobota organises 3 events under the common title Days of Jewish culture in Murska Sobota 2020 in the frame of European Days of Jewish Culture 2020. Lecture with the title „Travel to the Holy Land in the past and life in it today “followed by Traditional Jewish music concert; Projection of the movie „Jews in

Slovenia “, the first Slovenian movie which opened the topic of a silenced and almost forgotten memory of the Slovenian Jewish community and the Holocaust in Slovenia; followed by discussion with movie director; Guided tour with presentation of JCH in Murska Sobota; followed by dessert tasting.

THEATRE SCREENPLAY: KAMEMEREYT

The Municipality of Regensburg contracted a young local drama team to create a screenplay and concept of a short theatre play in German with a duration of 40-60 min, the title is Kamemereyt (Yiddish for memories/remembrance). The play is dealing with the (local) Jewish history, it focuses on the will of life and tackles some important themes such as the quest of identity and the feeling of guilt (related to the German History) in the perspective of the present days. The play is adaptable to any kind of stage (indoor and outdoor) and audience. Ultimately, the municipality of Regensburg especially

wants to reach young people (teenagers) with the representations of the play and the dramaturg who wrote the screenplay is willing to present its work in schools and participate afterwards to an open discussion about the play. The main objective of the screenplay is to introduce the local Jewish history and to trigger thoughts and reflections.

Initially it was planned to organize a premiere within the frame of Rediscover, but due to the pandemic and budget issues, the municipality decided to contract the drama team to produce the screenplay and concept in the frame of the project, the representation won't be in the frame of Rediscover.

FESTIVAL EUROPEAN DAY OF JEWISH CULTURE



The Municipality of Regensburg decided to join for the first time the European Day of Jewish Culture, an European level initiative of 20 years ran by the worldwide-known organization The European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ). The event took place on September 13th 2020 and lasted one day. The festival was organized on two symbolic sites: Neupfarrplatz (New Parish square), where the medieval Jewish quarter used to stand, and in the hall of the new synagogue. The main goal was to make the local Jewish culture (tangible and intangible) visible and accessible through a series of activities (later described). The event took place on the same day as the Open Monument Day in Regensburg, which ensured a lot of public.

JEWISH FESTIVAL EVENTS IN SZEGED - ADVENTURES IN JEWISH CULTURE

Szeged and Surroundings Tourism Nonprofit Ltd. planned to hold a series of events during October / November / December 2020. As for plans, celebrities representing contemporary Jewish culture were to be invited. Content of the events was planned as a mixture of discussions related to Jewish customs and culture and artistic performance. With the help of live-streaming, the events were planned to be shared on social media platforms, and recordings were planned to be made every time, which was meant to allow the material to be accessible via online interfaces even after the event has ended.

The original concept focused on small-scale on-site events with a venue capacity of 80 at the most. Nevertheless, already at the point of launching the procurement process no more than 50 people were considered to be allowed as an audience, due to the COVID situation. Altogether there were 6 events with the following schedule (in brackets the number of online audience is given):

Interreg
Danube Transnational Programme
Rediscover

KALANDOZÁSOK
A ZSIDÓ
KULTÚRÁBAN

Réz Anna és Breier Ádám

Rediscover

September 17, 2020: Orsolya Karafiáth and the Four Bones Quartet (1100)
 October 15, 2020: Anna Réz and Ádám Breier (109)
 November 5, 2020: Valéria Kuna, Kata Kuna and the Hamsa Band (3000)
 November 12, 2020: Márk Saiid Süveg, Zsófi Kemény and David Macskin (6800)
 November 19, 2020: iNosnach concert featuring Tamás Mohai (3000)
 November 26, 2020: Jonathán A. Megyeri Rabbi, Pál Lombos and János Dani (3400)

Due to regulations of the COVID situation, from the 4th occasion on-site audience was forbidden to participate, and it was only via live-streamed online events the programmes were available for the audience.

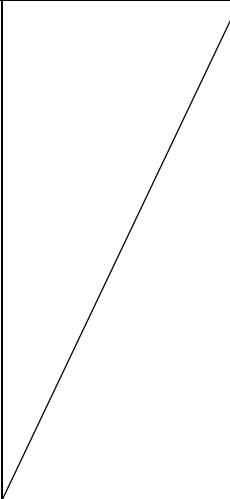
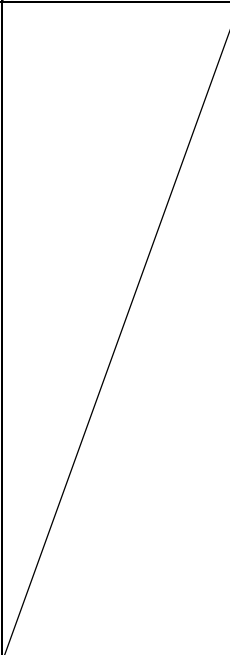
4. Implementation matrix

The implementation matrix below serves to explain the correlation between the 3 types/groups of pilot actions to be implemented according to the AF:

- Development of creative cultural attractions
- Development of ICT-based presentations and tools
- Integration of JCH portfolios into international tourism information and sales services

and the 5 REDISCOVER thematic routes created by the partnership:

Predefined categories by the AF Joint Thematic Routes	Development of creative cultural attractions	Development of ICT-based presentations and tools	Integration of JCH portfolios into international tourism information and sales services
REDISCOVER – Gastronomy	<ul style="list-style-type: none"> • Gastro event in Kotor • Rediscover Cookbook “Jüdische Küche Erzählt“ (Jewish cuisine uncovered / explained) • Rediscover Cookbook – Creating a portfolio about Mrs. Rosenfeld Mártonné’s recipe book from 1923 • Rediscover cookbook – Adventures in the Jewish Gastronomy of the Danube Region • Rediscover mini e-cookbook of Galati 		
REDISCOVER – Guided Tours	<ul style="list-style-type: none"> • Thematic guided tour in Banja Luka • Education workshops in Kotor 	<ul style="list-style-type: none"> • ICT Solutions for recreation of destroyed Jewish heritage – Banja Luka 	<ul style="list-style-type: none"> • Osijek city profile on the World Jewish Travel website

	<ul style="list-style-type: none"> • The Jewish Path of Murska Sobota • Cultural Guidebook "Jüdische Spuren in Regensburg", „Jewish Traces in Regensburg“ • Guided tour of Jewish cemetery - Subotica • Rediscover "Her story in Subotica" • Portfolio "Jewish Subotica" • Herstory- Jewish Timisoara, a female perspective 	<ul style="list-style-type: none"> • Jewish Osijek virtual tour • Jewish Heritage online mobile guide – Subotica • Jewish Heritage mobile application - Szeged 	<ul style="list-style-type: none"> • Szeged's city profile on the World Jewish Travel website
<p>REDISCOVER – Recreated Jewish Heritage</p>	<ul style="list-style-type: none"> • Research of Montenegrin Jews - Kotor • Fence at the Jewish cemetery in Murska Sobota • Restoration design documents: Conservation research (elaborate) of Osijek Upper Town Jewish cemetery • Main cemetery design of the Uppertown Jewish Cemetery 	<ul style="list-style-type: none"> • Visualisation of the former synagogue in Murska Sobota 	
<p>REDISCOVER Virtual Museum and Exhibition</p>	<ul style="list-style-type: none"> • Exhibition of Jewish tangible and intangible heritage in Kotor • The Story of Non-Oblivion (Remembrance) - Hermann Weissmann's Heritage in the Osijek Museum Institutions • Installation: Bookfences • Exhibition "Ordinary life from the eye of the Jew" – subotica • Forgotten Faces: 12+1 legendary figures from the Jewish past of Szeged – outdoor exhibition 	<ul style="list-style-type: none"> • Virtual exhibition of Jewish Cultural Heritage (personal stories) – Banja Luka • Virtual Museum of Jewish Timisoara "Rabbi Dr. Ernest Neumann" 	

REDISCOVER Jewish Festival Events	<ul style="list-style-type: none"> • REDISCOVER Jewish Cultural Festival – Galati • The concert of Jewish music in Kotor • Days of Jewish culture in Murska Sobota 2020 • Theatre screenplay: Kamemereyt – Regensburg • Festival European Day of Jewish Culture – Regensburg • Jewish Festival Events in Szeged – Adventures in Jewish Culture 		
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5. Conclusion

This document served the purpose of showcasing the final pilot products carried out by the nine participating cities of the Danube Region, acting within the Rediscover partnership. The Application Form defined 12 pilots as a target value in three categories to be implemented; however, despite of all the hardships occurring as a result of the Covid-19 pandemic, the acting **partners produced altogether 36 pilots**. These pilots were arranged along five, so-called Rediscover thematic routes highlighting the gems of Jewish a) gastronomy, b) built heritage, c) guided tours, d) virtual museum and exhibition and e) events and festivals. All pilots were tested and most of them proved to be viable touristic products/services strengthening both the local and the regional tourism market with creative and innovative niche elements. Most of these pilots proved to be sustainable, replicable and easily transferable which will be elaborated on in the Community-sourced Jewish Cultural Heritage Valorisation Handbook.