

Annual Report 2025 20 Years of AEPJ

A year of strengthening European cooperation, fostering dialogue, and promoting Jewish heritage as a living part of Europe's cultural landscape.

20th aepj
jewish heritage
anniversary

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Index

Contents

1.	Welcome from the President	03
2.	Director’s introduction	04
3.	About the AEPJ	05
5.	Institutional Agenda	16
6.	The European Routes of Jewish Heritage	21
7.	The European Days of Jewish Culture	27
8.	European Funded Projects	31
9.	Finances	38
10.	Communication	41
11.	Testimonials	45

Dear Members, Partners, and Friends of the AEPJ,

At a time when Europe continues to face profound social, political, and cultural challenges, the work of preserving and promoting Jewish heritage has never been more relevant. In January 2025, with a slight delay, the European Association for the Preservation and Promotion of Jewish Culture and Heritage marked a particularly significant milestone: the 20th anniversary of its foundation. This moment offered not only an opportunity to reflect on two decades of work, but also to reaffirm the relevance of our mission in an increasingly complex European landscape.

Since its creation in 2004, AEPJ has grown into a unique European network, bringing together institutions, communities, and organisations committed to the promotion of Jewish culture and heritage. Over the past twenty years, this collective effort has con-

tributed to position Jewish heritage as an integral part of Europe's cultural fabric. The anniversary has therefore been a moment that did recognise this shared journey, as well as the work of many individuals and partners who have shaped it.

Throughout 2025, our activities have continued to reflect both continuity and evolution of this work. From the development of the European Days of Jewish Culture and the strengthening of the European Route of Jewish Heritage, to major European projects such as NOA and Mi Dor Le Dor, AEPJ has remained deeply engaged at multiple levels. At the same time, new initiatives, including the launch of the Simone Veil Prize for Jewish Cultural Heritage, signal our ambition to further expand our impact in the years ahead.

This anniversary year has also been one of reflection and renewal. The General Assembly held in Rome

provided an important opportunity to reassess our priorities, strengthen our governance and reinforce the foundations of our network. As AEPJ continues to grow, ensuring cohesion, participation and long-term sustainability remains at the heart of our work.

In a context marked by rising antisemitism and increasing polarisation, the role of cultural heritage as a space for dialogue and understanding is more important than ever. AEPJ's work seeks to respond to these challenges by fostering encounters, supporting knowledge and building bridges across communities, while sharing common perspectives.

I would like to express my sincere gratitude to all those who have contributed to this journey over the past twenty years: our members, partners, collaborators, and dedicated team. Their commitment is the foundation of AEPJ's achievements and its future.

As we look ahead, this anniversary is not only a moment of reflection, but also a fresh point of departure. With a renewed sense of purpose, we remain committed to ensuring that Jewish heritage continues to be recognised as a living, dynamic, and essential part of Europe's cultural landscape.

Warm regards,
François Moyse, AEPJ President

Welcome from the President



Dear Friends and Partners,

2025 has been a particularly meaningful year for the European Association for the Preservation and Promotion of Jewish Culture and Heritage, as we marked the 20th anniversary of the organisation. Beyond the milestone itself, it has been an opportunity to reflect on the path we have travelled together, and on the direction we want to take in the years ahead.

Working across Europe, and in close contact with our members and partners, I am constantly reminded that Jewish heritage represents both a challenge and an opportunity. A challenge, because much remains to be done in terms of preservation, recognition, and integration into wider cultural narratives. But also an opportunity to engage with heritage as something living and evolving—capable of fostering dialogue, strengthening communities, and connect-

ing past and present.

Throughout this year, this perspective has guided our work. From the continued development of the European Days of Jewish Culture and the European Route of Jewish Heritage, to our engagement in European projects and institutional platforms, AEPJ has remained committed to building bridges—between countries, disciplines, and communities. These efforts reflect a shared understanding of heritage not only as something to preserve, but as something to activate and share.

None of this would be possible without the people behind the network. I would like to express my sincere gratitude to our team, whose dedication and professionalism sustain the daily work of the organisation, often under intense timelines and responsibilities. My thanks also go to our members and part-

ners across Europe, for their trust, their engagement, and their willingness to work collectively in a spirit of openness and cooperation.

Finally, I would like to acknowledge the many colleagues, collaborators, and “travel companions” who, in different ways, contribute to this shared journey. AEPJ is, above all, a network of people, and it is this human dimension that gives meaning and strength to our work.

As we look ahead, I am confident that this collective commitment will continue to guide us, ensuring that Jewish heritage remains a living, dynamic, and meaningful part of Europe’s cultural landscape.

Warm regards,
Victor Sorensen, AEPJ Director



Director's introduction

About the AEPJ



The European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ), an NGO created in 2004, is a network of European institutions, including public bodies, private foundations, federations of Jewish communities and NGO's, that serves as a platform to develop cultural initiatives and educational programs to European Jewish sites. The AEPJ network acts as a channel for intercultural dialogue and promoting better knowledge and understanding of European history, creating awareness of cultural diversity and strengthening European citizens' cultural identity.

The AEPJ serves as an organisational umbrella to welcome, promote, train and help develop unique Jewish cultural and heritage projects of excellence around Europe. A community, a network and a meeting point of professionals working in the field of Jewish Heritage. The AEPJ helps organisations develop their programs, offers training in the field of Jewish cultural tourism and exchange of good practices and promotes the development of transnational programs.

With a heritage approach in line with the Council of Europe, with its integrated and cross-disciplinary approach to cultural heritage and diversity, the AEPJ promotes fundamental European values of human rights, cultural diversity and intercultural dialogue seeking to bring the Jewish heritage closer to all European citizens, involving them in the production, circulation and conservation of Jewish culture and heritage.

About the AEPJ

The AEPJ is integrated by 35 members:

		
AZERBAIJAN TOURISM BOARD	B'NAI B'RITH EUROPE	B'NAI B'RITH INTERNATIONAL
		
BURGENLÄNDISCHE FORSCHUNGSGESELLSCHAFT	CENTROPA	COOPCULTURE
		
DEPARTAMENT OF CULTURAL HERITAGE ARMENIA	FCJE - THE FEDERATION OF JEWISH COMMUNITIES OF SPAIN	FEDERATION OF JEWISH COMMUNITIES IN THE CZECH REPUBLIC
		
GLOBAL PARTNERSHIP HANNOVER	GRODZKA GATE – NN THEATRE	HAGGADAH ASSOCIATION



HERITAGE SPRINGS



ISRAELI HOUSE



JECPJ FRANCE



JEWISH COMMUNITY OF ATHENS



JEWISH CULTURAL HERITAGE
ROUTE ASSOCIATION



JEWISH MOSAICS OF MOLDOVA



KIRIATY FOUNDATION INTERNATIONAL



LEIPZIGER NOTENSPUR



LITHUANIAN JEWISH COMMUNITY



MENORAH



MUNICIPALITY OF ERFURT



PAIDEIA



PATRONAT CALL DE GIRONA



PROJECT 2025 – ARCHE MUSICA



RED DE JUDERÍAS DE ESPAÑA



ROUTES DU JUDAÏSME RHÉNAN



TARBUT SIGHET FOUNDATION



TAUBE CENTER FOR
JEWISH LIFE & LEARNING



THE JEWISH COMMUNITY
FOUNDATION OF IZMIR



THE TOGETHER PLAN



UNIONE DELLE COMUNITÀ
EBRAICHE ITALIANE



WADDESDON MANOR



WORLD JEWISH TRAVEL

The AEPJ Board of Administration 2025

The AEPJ Board is comprised of 14 dedicated individuals who work tirelessly to ensure the success of the European Days of Jewish Culture. Their commitment to promoting Jewish heritage and culture is evident in the way they approach their work, and their efforts have undoubtedly played a significant role in the continued growth and success of the festival.

Each member of the board brings a unique perspective and set of skills to the table, and their collective expertise has helped to shape the festival into the dynamic and engaging event that it is today. From developing and implementing innovative programming to fostering relationships with key stakeholders, the AEPJ Board members are instrumental in making the European Days of Jewish Culture a reality each year.

Their hard work and dedication are truly appreciated, and we are grateful for all that they do to support and advance the festival. Without their tireless efforts, it would not be possible to celebrate and explore the rich cultural heritage of Jewish communities across Europe in such a meaningful way.



François Moyse

CHAIRMAN, REPRESENTATIVE OF BNAI BRITH EUROPE

Grand Duchy of Luxembourg

François Moyse is a co-founder of AEPJ and former President of both the European Union of Jewish Students and the Luxembourg Jewish Community. He has long been engaged in promoting and safeguarding Jewish heritage across Europe, supporting cultural initiatives that foster dialogue, understanding and shared European identity.



Claude Bloch

HONORARY PRESIDENT

France

Claude Bloch is co-founder and Honorary President of AEPJ. She has played a key role in promoting Jewish heritage in Alsace and across Europe, notably through the expansion of the European Days of Jewish Culture. Her contribution has been recognised with a medal from the French Ministry of Tourism in 2024.



Caroline Lambert-David

VICE-PRESIDENT

France

Caroline Lambert-David has been involved in AEPJ since 2007 and currently serves as Vice-President. Based in Alsace, she has long supported initiatives to preserve Jewish heritage. She is also a senior finance professional with extensive experience managing international non-profit organisations and EU-funded programmes.



Noemi Di Segni

GENERAL SECRETARY (ITALIAN UCEI PRESIDENT)

Roma, Italy

Noemi Di Segni is President of the Union of Jewish Communities in Italy (UCEI) and a member of several international Jewish organisations. She promotes intercultural dialogue, heritage preservation and initiatives against antisemitism, while actively contributing to European and global Jewish institutional networks.



Patrick Bikard

TREASURER

Belgium

Patrick Bikard has served as AEPJ Treasurer since 2023. He is a former senior executive with extensive international experience in industry and operations, having held leadership roles at Vesuvius, Faurecia, Alstom and Renault. He is currently based in Brussels.



Taly Mair

EXECUTIVE DIRECTOR OF THE JEWISH COMMUNITY OF ATHENS

Greece

Taly Mair is Director of the European Council of Jewish Communities and former Executive Director of the Jewish Community of Athens. With extensive experience in community leadership, she develops international partnerships and cultural initiatives supporting Jewish life across Europe.



Helise Lieberman

TAUBE CENTER FOR JEWISH LIFE & LEARNING

Poland

Helise Lieberman is Director of the Taube Center for Jewish Life & Learning Foundation in Warsaw. She has led numerous educational and cultural initiatives and contributed to the development of Jewish heritage programmes in Poland. She was awarded the Bene Merito medal for her contribution to Jewish life.



Alfred Lang

BURGENLÄNDISCHE FORSCHUNGSGESELLSCHAFT

Austria

Alfred Lang is a historian and Chairman of the Research Society Burgenland in Austria. He coordinates the European Days of Jewish Culture and the European Routes of Jewish Heritage in Austria, focusing his research on 20th-century history and Jewish heritage.



Judith Kiriaty

PRESIDENT OF THE KIRIATY FOUNDATION

Israel

Judith Kiriaty-Matalon is President of the Kiriaty Foundation, supporting cultural, educational and humanitarian initiatives. She has been actively involved in AEPJ since 2019, promoting projects that reinforce Jewish heritage as a tool for memory, dialogue and cultural renewal.



Claudia De Benedetti

DIRECTOR OF THE JEWISH MUSEUMS OF CASALE MONFERRATO

Italy

Claudia De Benedetti is Executive Director of the Jewish Museum of Casale Monferrato and President of the Fondazione Casale Ebraica. She plays a key role in the preservation and international promotion of Jewish heritage and is actively involved in global cultural and institutional networks.



Assumpció Hosta

DIRECTOR OF THE PATRONAT CALL DE GIRONA

Spain

Assumpció Hosta i Rebés is a historian specialised in Jewish heritage. She has led the development of Girona’s Jewish quarter and held key roles within AEPJ and the Red de Juderías de España. Her work focuses on cultural management, international cooperation and heritage promotion.



Annie Sacerdoti

REPRESENTATIVE OF UCEI

Italy

Annie Sacerdoti is a journalist and author specialising in Jewish history in Italy. Through her publications and research, she has contributed to raising awareness of Jewish heritage and culture, making it accessible to wider audiences both nationally and internationally.



Karin Sczech

ARCHAEOLOGIST AND HERITAGE OFFICER OF THE CITY OF ERFURT

Germany

Dr. Karin Sczech is an archaeologist specialising in medieval Jewish heritage. She has worked extensively on key sites in Erfurt and currently coordinates the city’s UNESCO-listed medieval Jewish heritage, contributing to research, preservation and public interpretation.

Our team

AEPJ operated throughout the year with a small but dedicated team committed to supporting our members, partners and audiences across Europe. Each staff member brought their own expertise and passion to the table, contributing to the successful implementation of our programmes, events and communication efforts.



Victor Sorensen

AEPJ DIRECTOR

Victor Sorensen is director of the AEPJ since 2017. He has studied Political Science at the Autonomous University of Barcelona, where he did a stage at the Observatory of European Policies. He has been director of the Comunidad Israelita de Barcelona and founder of the Jewish Cultural platform Mozaika, where he has helped develop projects such as Sefer Barcelona, the Jewish Book Festival or the Salam-Shalom initiative.



Alina Marincean

EUROPEAN DAYS OF JEWISH CULTURE PROJECT MANAGER

Alina Marincean joined the AEPJ team in July 2025 as Project Manager of the European Days of Jewish Culture. Born in Sighet, Romania, she brings over 18 years of experience in museum curation, cultural education, and international heritage projects, with a professional focus on Jewish heritage, dialogue, memory transmission, and public engagement across Europe. With a background in Jewish Studies, applied ethics, and philosophical counselling, she has led cross-border cultural initiatives and developed educational programmes that connect heritage, research, and contemporary cultural life.



Marc Francesch Camps

EUROPEAN ROUTES OF JEWISH HERITAGE PROJECT MANAGER

Marc Francesch Camps, based in Girona, is the European Routes of Jewish Heritage project manager since June 2022. Cultural consultant focused on the analysis and planning of cultural systems, heritage and museums and professor at the Open University of Catalunya (UOC) Master's in Cultural Management. He strongly believes in the role of Jewish culture and heritage in contributing to contemporary challenges, within the framework of the Sustainable Development Goals of the 2030 Agenda on issues such as quality education, reducing inequalities, creating opportunities, among others.



Sonja Viličić

**CITIES EMBRACING JEWISH HERITAGE
PROJECT MANAGER**

Sonja Viličić is a Serbian-born cultural manager and educator with extensive experience in Jewish community development and informal education. She spent nearly a decade in Budapest, Hungary, working with the American Jewish Joint Distribution Committee (JDC) in various roles, including as Program Director of the International Jewish Youth Camp in Szarvas and as Educational Director of regional programs.



Paul Sánchez Keighley

COMMUNICATIONS OFFICER

Paul is a communications professional with extensive experience in the world of Jewish heritage. He is a member and former chairman of the board of Mozaika, a Jewish cultural organisation in Barcelona, for whom he directs the annual Jewish book festival Séfer and over the years has managed many projects, including EU-funded CERV initiatives. He worked as a freelance journalist in Israel for five years and currently co-hosts a podcast on Israeli current affairs called Alhayam. He also translates Hebrew literature into Catalan and is the founder of the creative translation company Decody – House of Translation.

20 Years of AEPJ

Celebrating 20 Years of Jewish Heritage, Dialogue, and Exchange Across Europe

Strasbourg, January 23, 2025 – The European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ) marked its **20th anniversary** with an extraordinary gathering at the Council of Europe, bringing together approximately **100 distinguished guests**, including ambassadors, prominent members of the French Jewish heritage sector, representatives of the Council of Europe, and AEPJ members from across Europe, including Greece, Georgia, Italy, Spain, Germany, Lithuania, and Belgium.

The event featured an inspiring opening session with speeches by **Mr. François Moyse, President of the AEPJ**, who stated, “Over these two decades, we have built bridges between cultures and generations, from Spain to Poland, from Italy to Lithuania across the European continent. This date is more than just a celebration, it is a recognition of the collective efforts made to preserve and promote Jewish heritage as an integral part of European culture and our shared history.” Other distinguished speakers included **Mr. Björn Berge, Deputy Secretary General of the Council of Europe**, who highlighted the importance of cultural routes in fostering mutual understanding and dialogue among European citizens, stating, “It gives us opportunities for learning, intercultural dialogue and building a shared understanding of history. This Association has done exceptional work to preserve and promote **Jewish culture** not only keeps it alive, but also renew and reinvigorate it. This is exactly what the **Cultural Routes of the Council of Europe** were established for.” **Mr. Eric Thill, Minister of Culture of the Grand Duchy of Luxembourg**, emphasized the relevance of heritage in today’s society, adding, “We live in a time when democratic values are under pressure, and this is precisely why the culture of memory is so essential today. The work of the AEPJ is an outstanding example putting Jewish heritage at the centre of actions, contributing not only to the preservation of **our shared history**, but also to the **promotion of tolerance and mutual respect**.”

The opening session also featured addresses by **Ms. Irena Guidikova, Head of the Democratic Institutions and Freedoms Department at the Council of Europe**, **Ms. Gabrielle Rosner-Bloch, Regional Councilor for Culture and Heritage of the Grand Est Region of France**, and **Ms. Catherine Trautmann, former Minister of Culture of France and City Councilor of Strasbourg**, each offering their perspectives on the importance of preserving **Jewish cultural heritage in the European context**.



The day continued with an engaging round table on **medieval Jewish heritage in Europe**, moderated by **David Weis, Deputy Director of the Luxembourg Archaeological Research Institute**. The session featured insightful contributions from **Carole Wenner, historian specializing in the representation of Jews in medieval art in the Rhine region**, **Karin Sczech, archaeologist and heritage officer of the City of Erfurt**, who discussed the medieval Jewish built heritage of Erfurt recently designated as a UNESCO World Heritage site, and **Javier Castaño, historian, who explored the textual heritage of Sepharad and its broader cultural impact**. The session sparked a lively debate with the audience, focusing on critical and fundamental issues related to strategies for promoting and protecting Jewish heritage in Europe.

Two particularly touching and emotional moments of the celebration were a heartfelt tribute to **Claude Bloch, Honorary President of AEPJ**, recognizing her invaluable contributions to the organization, and the presentation of a retrospective video that illustrated key milestones in the association’s journey, highlighting the development of its flagship initiatives, the European Days of Jewish Culture and the European Routes of Jewish Heritage.

The celebration concluded with a visit to the **Synagogue de la Paix** and a guided walking tour exploring Jewish life in medieval Strasbourg, offering participants a unique opportunity to connect with the city’s rich Jewish heritage. The day’s events culminated in a **distinguished reception hosted by Ambassador Patrick Engelberg at the Residence of the Permanent Representation of Luxembourg**, providing an opportunity for further networking and reflection on the successes of the past 20 years.

AEPJ’s 20th anniversary celebration was not only a moment of reflection on past achievements but also a reaffirmation of its commitment to the future, strengthening its role as a key player in the **preservation and promotion of Jewish heritage across Europe**.



Institutional Agenda



European Commission President Ursula von der Leyen announces the launch of the Simone Veil Prize for European Jewish Cultural Heritage during the EuroChanukah celebration in Brussels. © François Moyse

Institutional Engagement and Strategic Presence

In 2025, the AEPJ significantly expanded its institutional footprint across Europe through active participation in high-level forums, strategic partnerships, and collaborative projects. From educational initiatives and heritage training to cultural diplomacy and preservation efforts, the network reinforced its role as a leading voice in Jewish cultural heritage. This section highlights key moments that shaped the year, showcasing AEPJ's ongoing commitment to building bridges, influencing policy, and empowering communities through heritage.

Congress of Local and Regional Authorities of the Council of Europe

February 2025 – Strasbourg, France

AEPJ was represented at a high-level meeting of the Congress of Local and Regional Authorities of the Council of Europe. The meeting focused on the role of local governance in addressing social cohesion and inclusion. AEPJ highlighted the importance of cultural heritage as a tool for dialogue and community-building. The event reinforced links between heritage practice and public policy frameworks.

European Commission Civil Society Forum on combating antisemitism

April 2025 – Brussels, Belgium

AEPJ participated in the European Commission's Civil Society Forum on Combating Antisemitism and Fostering Jewish Life. The forum brought together policymakers and civil society actors to contribute to European strategies in this field. AEPJ emphasised the role of cultural heritage and memory in promoting resilience and understanding. Participation strengthened its institutional visibility at EU level.

Institutional
Agenda



“What’s Hidden in Jewish Heritage” Initiative

April 2025 – Strasbourg, France

AEPJ takes part of the working group of the European Heritage Days for the definition of the theme of 2027, contributing from the Jewish heritage narratives perspective. The meeting is framed within the strategic cooperation between Cultural Routes and the European Heritage Days the Council of Europe.

Index

IV Meeting of Cultural Route Managers of the Council of Europe

April 2025 – Spain

The IV Meeting of Cultural Route Managers offered a valuable platform for exchange among European networks. AEPJ actively contributed to discussions on governance, sustainability, and cooperation between routes. Its experience in managing a complex transnational network provided practical insights for peers. The meeting also helped advance collaborative initiatives within the programme.



AEPJ General Assembly 2025 (hosted by UCEI)

June 2025 – Rome, Italy

The 2025 General Assembly, held in Rome and hosted by UCEI (Unione delle Comunità Ebraiche Italiane), marked a defining moment in AEPJ’s development. Bringing together members from across Europe, the Assembly served as a key platform for strategic reflection, governance renewal, and collective decision-making.

Discussions focused on reinforcing AEPJ’s mission in an increasingly complex European context, including the need to strengthen the role of cultural heritage in promoting dialogue and addressing contemporary challenges. Particular attention was given to enhancing member engagement, improving governance structures, and ensuring the long-term sustainability of the network.

The Assembly also fostered meaningful exchanges between members, allowing for the sharing of experiences and best practices across different national contexts. Hosted in Rome, a city of profound historical significance for Jewish heritage, it provided a powerful setting for this moment of renewal.

Beyond its formal outcomes, the General Assembly reaffirmed AEPJ’s role as a leading European network and marked a forward-looking step in its continued growth and impact.

Cultural Routes Training Academy

June 2025 – Portugal

The Cultural Routes Training Academy in Portugal brought together route managers for an intensive programme on capacity building and strategic development. AEPJ shared its expertise in project implementation and network coordination. The sessions encouraged peer learning and reflection on future challenges. Participation reinforced AEPJ’s commitment to professionalisation and knowledge exchange.

Slovak Jewish Heritage Route Conference

June 2025 – Slovakia

The city of Trnava hosted the conference “*Slovenská cesta židovského kultúrneho dedičstva*” (*The Slovak Jewish Heritage Route*), held at the Synagogue – Center for Contemporary Art of the Ján Koniarek Gallery. The conference gathered local stakeholders and international partners to strengthen heritage initiatives. AEPJ contributed to discussions on integrating local projects into broader European frameworks. The exchange highlighted the importance of cooperation, sustainability, and community engagement. It marked a positive step in consolidating the route’s regional development.

Index

Remembrance Cluster Meeting (Mi Dor Le Dor Europe)

June 2025 – Brussels, Belgium

AEPJ participated in the Remembrance Cluster Meeting in Brussels within the Mi Dor Le Dor Europe project. The meeting focused on memory, education, and intergenerational transmission. AEPJ contributed perspectives on the role of heritage in shaping collective memory. It reinforced partnerships within the European remembrance field.

Institutional Meetings on Jewish Heritage Cooperation

September 2025 – Stockholm, Sweden

AEPJ held meetings with key Swedish institutions in Stockholm to strengthen cooperation on Jewish heritage. Discussions focused on future collaboration, including within the European Days of Jewish Culture. The meetings supported network expansion and institutional dialogue. They reinforced AEPJ’s presence in Northern Europe.



Seminar on Cultural Routes of the Council of Europe

October 2025 – Malta

AEPJ joined a seminar in Malta on the development of Cultural Routes. The discussions focused on expanding participation and strengthening programme impact. AEPJ contributed insights from its network experience. The event supported strategic reflection and new connections.

14th Advisory Forum on Cultural Routes

October 2025 – Cappadocia, Türkiye

AEPJ took part in the 14th Advisory Forum on Cultural Routes in Cappadocia. The forum gathered stakeholders to discuss the programme’s future direction. AEPJ contributed to debates on governance and sustainability. Participation reinforced its active role within the network.

Index

Mayors Summit Against Antisemitism

November 2025 – Paris, France

AEPJ participated in the Paris Mayors Summit Against Antisemitism. The summit highlighted the role of cities in addressing antisemitism and promoting inclusion. AEPJ contributed a cultural heritage perspective to the discussions. The event strengthened links with municipal actors.



Reopening of the Jewish Museum of Basel

November 2025 – Basel, Switzerland

The reopening of the Jewish Museum of Basel marked a significant moment for one of Europe’s oldest Jewish institutions. The event reflected broader transformations in the museum sector, with a stronger emphasis on dialogue and contemporary relevance. AEPJ’s presence reinforced its links with museum networks. It also supported the development of innovative approaches to heritage interpretation.

Launch of the Simone Veil Prize for Jewish Cultural Heritage

December 2025 – Brussels, Belgium

AEPJ participated in the EuroChanukah celebration in Brussels marking the launch of the Simone Veil Prize. The event gathered European institutions and cultural actors. The Prize aims to recognise excellence in Jewish heritage initiatives. It represents a major new European-level programme.

The European Routes of Jewish Heritage



An overview of the priorities
by the Council of Europe for
the Cultural Routes

The European Routes of Jewish Heritage (ERJH) project is structured around the **five priority fields of action** defined by the **Council of Europe's Resolution CM/Res(2023)2** on Cultural Routes certification:

Index

01. CO-OPERATION IN RESEARCH AND
DEVELOPMENT

The routes serve as a unifying platform around major European themes, **enabling dispersed knowledge to be consolidated and shared**. They are designed to demonstrate how the themes they address are representative of values shared across multiple **European territories**, illustrating the diversity of Jewish culture and the variety of forms they take across the continent. The ERJH brings to the stage the results of research aimed at building an up-to-date perspective on the history of the **European Jewish people**.

Headstones found on the territory of the former Jewish cemetery in Brest (Brest-Litovsk). © The Together Plan



The European
Routes of
Jewish Heritage



- 1. Patronat Call de Girona.
© Aniol Resclosa
- 2. Carpentras synagogue.
© Nathalie Zaouati

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02. ENHANCEMENT OF MEMORY, HISTORY AND EUROPEAN HERITAGE

A core mission of the ERJH is the identification, protection, and promotion of both **physical and intangible Jewish heritage** across Europe, explaining its historical significance and highlighting **cross-regional commonalities**. The routes are committed to the promotion of the **UN Sustainable Development Goals** and strive to bring to light heritage sites beyond the well-trodden tourist circuits — including **rural areas** and the heritage of **ethnic and social minorities**. Through training and awareness-raising activities, the ERJH also seeks to engage decision-makers, practitioners, and the general public with the complex concept of **heritage as a driver of sustainable development**.

2.

03. CULTURAL AND EDUCATIONAL EXCHANGES FOR YOUNG EUROPEANS

The ERJH places a strong emphasis on **experiential learning**, prioritising **real encounters** with places, communities, and living traditions. The routes act as a framework for cooperation activities involving **educational institutions** at various levels, nurturing a **new generation of engaged heritage practitioners** and informed citizens.

04. CONTEMPORARY CULTURAL AND ARTISTIC PRACTICE

The routes foster debate and exchange in a **multidisciplinary and intercultural perspective**, connecting the diverse cultural and artistic expressions found across European countries. They actively encourage projects that explore the links between Jewish heritage and **contemporary culture**, highlighting **innovative creative practices** and their relationship to the history of skills development. The ERJH also supports networks that **break down barriers** between professionals and non-professionals, particularly in education and **community engagement**.

05. CULTURAL TOURISM AND SUSTAINABLE CULTURAL DEVELOPMENT

The ERJH contributes to sustainable cultural tourism by creating **meaningful itineraries** that connect visitors to the depth and breadth of Jewish heritage across Europe. The routes serve as tools for positioning their member sites within **broader European tourism frameworks**, encouraging **responsible visitation practices** and contributing to the **economic and cultural vitality** of the communities along them.

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- 1. European Routes of Jewish Heritage Incubator in Bologna, 2025.
© Paul Sánchez Keighley
- 2. Lighting Hanukkah candles.
© Agudath Israel in Moldova

Perseguits i Salvats.
© Iolanda Godia



Towards a Holistic Development of the ERJH by 2030

The AEPJ is implementing a strategic framework aimed at ensuring the holistic and sustainable development of the European Routes of Jewish Heritage towards 2030. **This strategy is articulated around five key lines of action:**

01. ENCOURAGING THE EXCHANGE OF EXPERTISE WITHIN THE ERJH NETWORK

Strengthening mutual knowledge among route managers and members is a priority. To this end, **regular networking sessions** have been established as a recurring feature of the project's annual cycle. These sessions provide a structured space for members to share experiences, challenges and good practices, fostering a sense of **community and collective intelligence** across the network.

02. STRENGTHENING ERJH BRANDING

In parallel with the broader redefinition of AEPJ's visual identity, work is underway to refresh the graphic identity of the routes themselves. A significant step in this direction has been the initiation of a process to design a **new dedicated website** for the **European Routes of Jewish Heritage** — a platform conceived to communicate the full scope and richness of this project as it unfolds across the European continent, and to serve as a meaningful **promotional tool** for each of the member routes.

03. IMPROVING THE PROFESSIONALISATION OF ERJH MEMBERS

The annual Incubator programme continued in 2025 with its **seventh edition**, held over three days between Bologna and Forlì (19–21 November), hosted by the University of Bologna and ATRIUM — Architecture of Totalitarian Regimes of the 20th Century in Europe's Urban Memory. Bringing together **37 participants**, the edition — entitled Interpreting Architecture, Fostering **Dialogue for Peace** — combined two interconnected thematic threads: the development of heritage narratives and the use of heritage interpretation as a tool to counter hate speech and address contemporary forms of xenophobia, racism, and **antisemitism**.

The programme extended beyond the face-to-face event, incorporating a series of online preparatory sessions throughout November, with contributions from specialists including Jeremy Leigh (Hebrew Union College Jerusalem), Shelley Hornstein (York University), Pavel Kats (Jewish Heritage Network), and researchers from the universities of Bologna and Mid Sweden. The in-person sessions in Bologna explored how the interpretation of Jewish architectural heritage can help build narratives for dialogue and peace, while the visit to Forlì — hosted by ATRIUM — offered participants the opportunity to engage directly with heritage interpretation tools applied to the architecture of totalitarian regimes, examining shared methodologies for addressing dissonant heritage.

In parallel, the MiDorLeDor Europe (MDLDE) programme — based on a training methodology developed by the Taube Center for Jewish Life & Learning — reached a significant milestone in 2025 with the completion of its training cycle. A total of **261 heritage educators** from France, Germany, Greece, Italy, Poland, Portugal, Spain, and Ukraine participated in the programme, collectively developing **79 innovative pilot projects** designed to put Jewish heritage mediation into practice and raise broader civic awareness. Of these, **35 projects were formally accredited** as best practices.

04. DIVERSIFYING THE NETWORK OF COOPERATING AGENTS

Throughout 2025, the ERJH has continued to consolidate partnerships with other Cultural Routes certified by the Council of Europe. Of particular note is the collaboration with **ATRIUM**, which hosted part of the Incubator in Forlì, and the ongoing engagement with academic partners including Breda University of Applied Sciences (BUas), the University of Bologna (UNIBO), and Mid Sweden University. Cooperation has also been deepened with key actors in Jewish cul-

ture, heritage, and memory across Europe, including Centropa, as well as the exploration of new working relationships with institutions such as **Paideia** and the **Association of European Jewish Museums** — a broad network with the capacity to connect with the vast majority of Jewish museums across the continent.

05. POSITIONING THE ERJH FOR GREATER SECTORAL AND INSTITUTIONAL RECOGNITION

A highlight of 2025 has been the participation in the working group tasked with defining the theme of the **European Heritage Days 2027**. This engagement has allowed the ERJH to strengthen its dialogue with the Council of Europe, creating more meaningful connections between the European Heritage Days, the Cultural Routes, and the European Days of Jewish Culture. Beyond this, the ERJH has maintained its presence in key institutional forums such as the **Advisory Forum**, which brings together representatives from culture and tourism ministries across Europe. Notably, an increasing number of states are organising national coordination spaces for certified routes present in their territories: **France** has a long-standing tradition in this regard, **Spain** a well-established dynamic, and new initiatives are planned for 2026 in **Germany and Italy**. Participation in additional international forums is also supporting efforts to engage new territories and expand the representativeness of the routes with regard to the richness of Jewish heritage across Europe.

European Routes of Jewish Heritage Incubator in Bologna, 2025. © Paul Sánchez Keighley



Sinagoga Casale Monferrato. © Comunita' Ebraica Di Casale Monferrato



Izmir. © Tilda Koenka





Waddesdon Manor. © Waddesdon Image Library, Merriman Photography

Index

Rights and Duties:
Membership Regulations

In 2025, significant progress was made in formalising the governance framework of the European Routes of Jewish Heritage. A dedicated set of **membership regulations** was drafted and approved, defining the **rights and duties** of all entities belonging to the routes. This normative framework is included as an annex to the ERJH Internal Regulations and constitutes a foundational reference for the coherent and equitable management of the network. It establishes clear expectations for members in terms of engagement, quality standards, use of the **ERJH brand**, and participation in **collective activities**, while also setting out the benefits and support to which members are entitled as part of their affiliation to this Council of Europe certified project.

Assessment System for
Route Development

An assessment system for **monitoring and evaluating** the development of the routes is currently being introduced. This tool is designed to allow route members to periodically reflect on their own progress against a set of shared criteria aligned with the ERJH's **strategic objectives** and the Council of Europe's quality standards for Cultural Routes. The implementation of this system is at an early stage, and its progressive rollout across the network will be a priority in the coming period. It represents a key step towards building a culture of **continuous improvement and accountability** within the ERJH community.

New Routes Joining the
Project in 2025

The year 2025 has been marked by a meaningful expansion of the ERJH network, with three new routes formally joining the project:

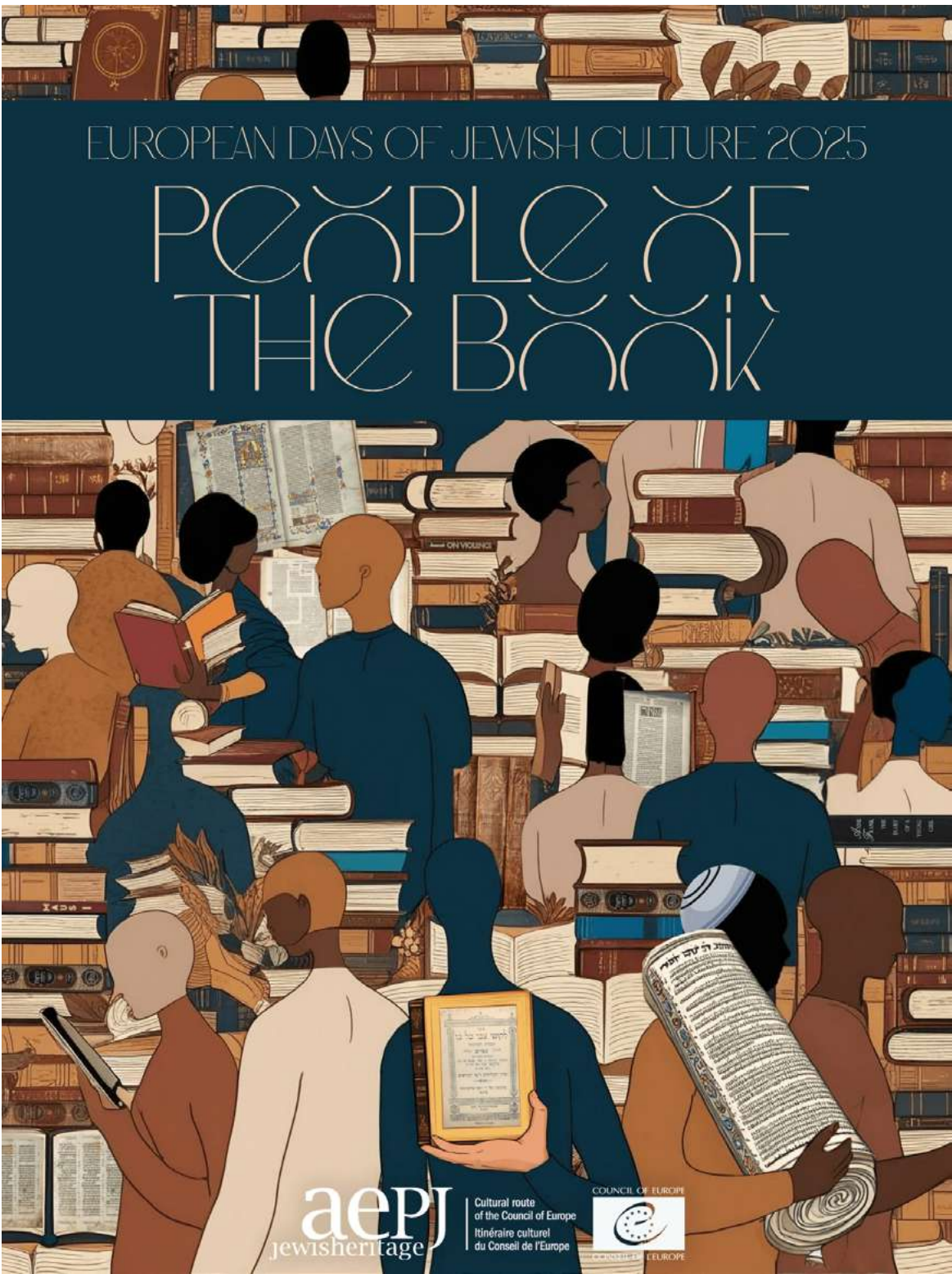
- **The Jews of the Pope:** a route that traces the history of Jewish communities in the area surrounding the Avignon papacy during the late Middle Ages, offering a unique lens on the relationship between Jewish life and ecclesiastical power in southern France.
- **Leipzig Music Arc:** an urban route that celebrates the contribution of Jewish composers to musical creation and highlights their lasting significance within the broader European cultural landscape.
- **Jewish Pathways in the Italian and Slovenian Gorizia and Beyond:** a transnational route connecting Italy and Slovenia that explores the shared cultural traits of Jewish life and its legacy across both territories, reflecting the **cross-border nature** of Jewish heritage in Central Europe.

Additionally, during 2025 a number of further proposals have been under active exploration. At the time of publication of this report, these remain at a preliminary stage, with particular interest noted in certain projects in the **Odessa region of Ukraine**, among others. Their potential formalisation will be pursued in the coming period, in line with the ERJH's commitment to expanding the representativeness of the network across the full breadth of European Jewish heritage.

The European Days of Jewish Culture 2025



People of the book: The 2025 Theme of the European Days of Jewish Culture



The European Days of Jewish Culture (EDJC) 2025, centred on the theme **“People of the Book”**. The 2025 edition emphasised how texts—ranging from sacred scriptures such as the Tanakh to literature, poetry, archives, and oral traditions—have shaped identity, memory, and cultural continuity. The theme also created a bridge between Jewish heritage and wider European narratives, highlighting shared traditions of learning, interpretation, and transmis-

sion. In a contemporary context marked by polarisation and misinformation, the EDJC positioned Jewish culture as a powerful tool for fostering connections, empathy, and intercultural understanding. The festival officially launched on 7 September 2025 in Stockholm, coinciding with the celebration of **250 years of Jewish life in Sweden**. This symbolic opening reflected the initiative’s spirit: rooted in local his-

tory while connected to a broader European dimension. Across 28 countries, the programme extended from September to November, featuring a wide range of activities including concerts, exhibitions, conferences, guided tours, workshops, performances, and open-door events. Over 800 activities were organised across hundreds of cities, and more than 400 000 participants. We are proud of this remarkable engagement and collaboration.

	2022	2023	2024	2025
COUNTRIES	29	28	26	28
ACTIVITIES	860	1,064	1,008	824
PARTICIPANTS	146,866	220,000	180,000	408,257

The European Days of Jewish Culture 2025

A festival across Europe

A defining feature of the EDJC is its **decentralised and participatory nature**. Local organisers interpreted the annual theme in ways that reflect their specific cultural contexts, resulting in a diverse and vibrant programme. From major urban centres to smaller towns, events created opportunities for audiences to engage directly with Jewish heritage, often for the first time. From grassroots approaches to well established events, through accessibility and relevance, the 2025 edition of the EDJC reinforced this shared European cultural moment.

Partnerships also played a key role in the 2025 edition. The long-lasting collaboration with the **National Library of Israel** enabled the development of educational and exhibition materials that supported organisers and enriched public engagement. Such partnerships enhance the initiative’s impact by combining shared resources with local creativity.

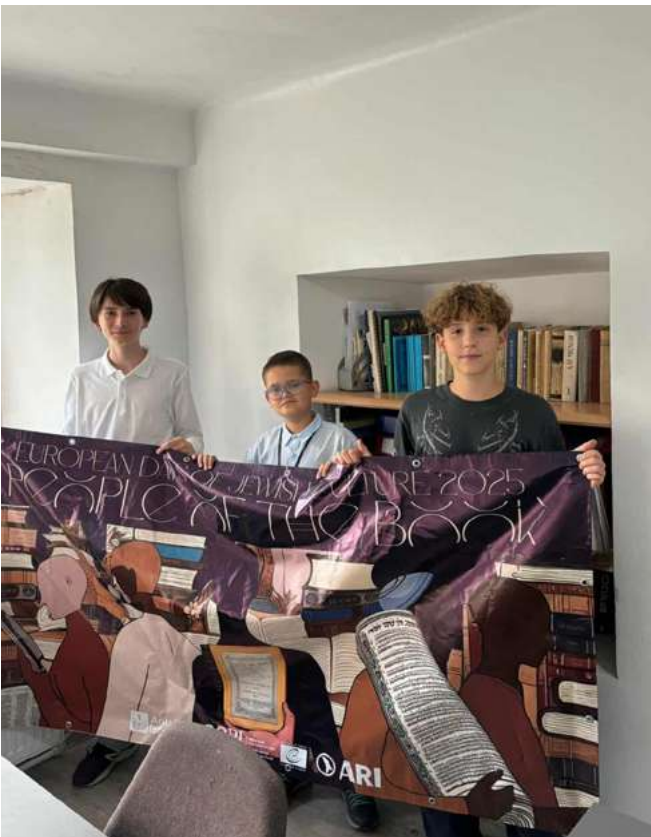


By highlighting the enduring significance of the written word, the festival not only celebrated Jewish heritage but also contributed to broader conversations about identity, memory, and coexistence in Europe today.

European Days of Jewish Culture, organized by the Jewish Community in the Republic of Macedonia. © M.J. Ilieva



“People of the Book” exhibition, National Library of Israel. © National Library of Israel



European Days of Jewish Culture in Kishinev, Moldova. © Agudath Israel Kishinev

Cities embracing jewish heritage 2025

Cities Embracing Jewish Heritage, the new initiative of the European Days of Jewish Culture, was launched at the end of 2024 with the objective of leveraging Jewish heritage and culture in European cities as a strategic tool to **counter antisemitism, foster social inclusion, and strengthen intercultural dialogue**. Its mission is to activate the rich layers of Jewish history embedded in urban spaces as a meaningful response to antisemitism, hate speech, and ignorance. By illuminating the historic and contemporary contributions of Jewish communities to European society, the project aims to promote understanding, cooperation, and mutual respect among diverse populations.

The Cities Embracing Jewish Heritage 2025 initiative was implemented across **20 European cities in 12 countries**, strengthening municipal engagement with Jewish heritage, culture, and contemporary Jewish life.



- 1. Angelique Lopez conference in Cavaillon during the EDJC in France, part of Cities Embracing Jewish Heritage.
- 2. Rakija Klezmer Orkestar concert at Vilnius Days during the EDJC in Lithuania, part of Cities Embracing Jewish Heritage.



Key highlights of the 2025 programme included:

- First time Jewish cultural events in newly engaged cities
- Strong municipal leadership and cross sector partnerships
- High visibility concerts and festivals reaching mass audiences
- Innovative educational formats for children, youth, and educators
- Sustained dialogue on antisemitism, memory, and contemporary Jewish life.

Across these locations, the programme delivered a wide range of activities, including:

- Concerts and performances
- Exhibitions and lectures
- Guided heritage tours
- Educational workshops for all ages
- Literary events and film screenings
- Interfaith gatherings and discussions

Activities were embedded within the European Days of Jewish Culture.

Cities Embracing Jewish Heritage 2025 solidly demonstrated the growing commitment of European cities to safeguarding Jewish heritage, promoting cultural diversity, and embedding Jewish life within local cultural policies and public spaces.



50+
NEW PARTNERS
& INSTITUTIONS

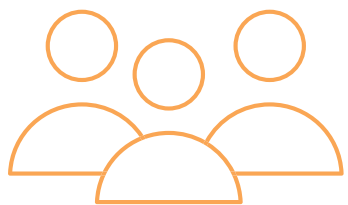


20
CITIES

Ljubljana, L' Isle-sur-la-Sorgue, Białystok, Vilnius, Miskolc, Kragujevac, Łęczna, Glasgow, Großwarasdorf, Cavaillon, Lviv, Magdeburg, Białystok, Lackenbach, Płock, Tarazona, Fermo, Maribor, Bonn, and Lucena.



12
COUNTRIES



465k+
PEOPLE REACHED

European Funded Projects



NOA 1 & 2 (Networks Overcoming Antisemitism)

EUROPEAN COMMISSION
Rights, Equality and Citizenship Programme (REC)
& Citizens, Equality, Rights and Values (CERV)

PROJECT WEBSITE
You can access the project website [HERE](#).

- PARTNERS
- CEJI
 - AEPJ
 - WJC
 - EUJS

Index

NOA (Networks Overcoming Antisemitism) NOA is a European Union-funded project that brings together a consortium of major Jewish organisations from across Europe to address antisemitism through a holistic and proactive approach. Rather than focusing solely on security or crisis response, NOA promotes a broad cultural and educational strategy to foster Jewish life and inclusion in European societies.

The project supports EU Member States in developing effective national action plans while also generating practical tools and resources for local communities, public institutions, and civil society actors. Among its key initiatives, NOA produces the National Report Cards to assess and compare country-level progress and contributes to the development of policy recommendations and practical guidelines on fostering Jewish life in Europe.

Through education, cultural programming, research, and communication, NOA seeks to build a Europe where Jewish life can thrive openly and confidently.

MAJOR HIGHLIGHTS OF 2025

Throughout 2025, AEPJ participated in key consortium meetings in Tallinn and Brussels, strengthening coordination with partners including CEJI, the World Jewish Congress, and the European Union of Jewish Students.

A major focus of the year was the development of the National Report Cards, an innovative tool assessing national policies related to combating antisemitism and fostering Jewish life. AEPJ contributed to stakeholder consultations in Madrid and Barcelona, bringing together public authorities, experts, civil society actors, and Jewish communities.

The project also advanced the development of the NOA Guidelines, conceived as a roadmap for public authorities to promote safer and more inclusive environments for Jewish life in Europe. AEPJ contributed its expertise in cultural heritage, highlighting the role of memory and heritage initiatives in fostering dialogue and social cohesion.



European Funded Projects

THRIVE

Thrive

EUROPEAN COMMISSION
Citizens, Equality, Rights and Values (CERV)

PROJECT WEBSITE
You can access the project website [HERE](#).

- PARTNERS
- WJC
 - AEPJ
 - EUJS

Index

Thrive is a multi-partner initiative coordinated by the World Jewish Congress and supported through the European Union’s CERV programme. The project aims to empower Jewish communities and heritage professionals to safeguard, revitalise, and promote intangible Jewish heritage through digital innovation, education, and transnational cooperation.

Aligned with the EU Strategy on Combating Antisemitism and Fostering Jewish Life, Thrive supports initiatives that strengthen visibility, resilience, and inter-generational transmission of Jewish cultural heritage across Europe.

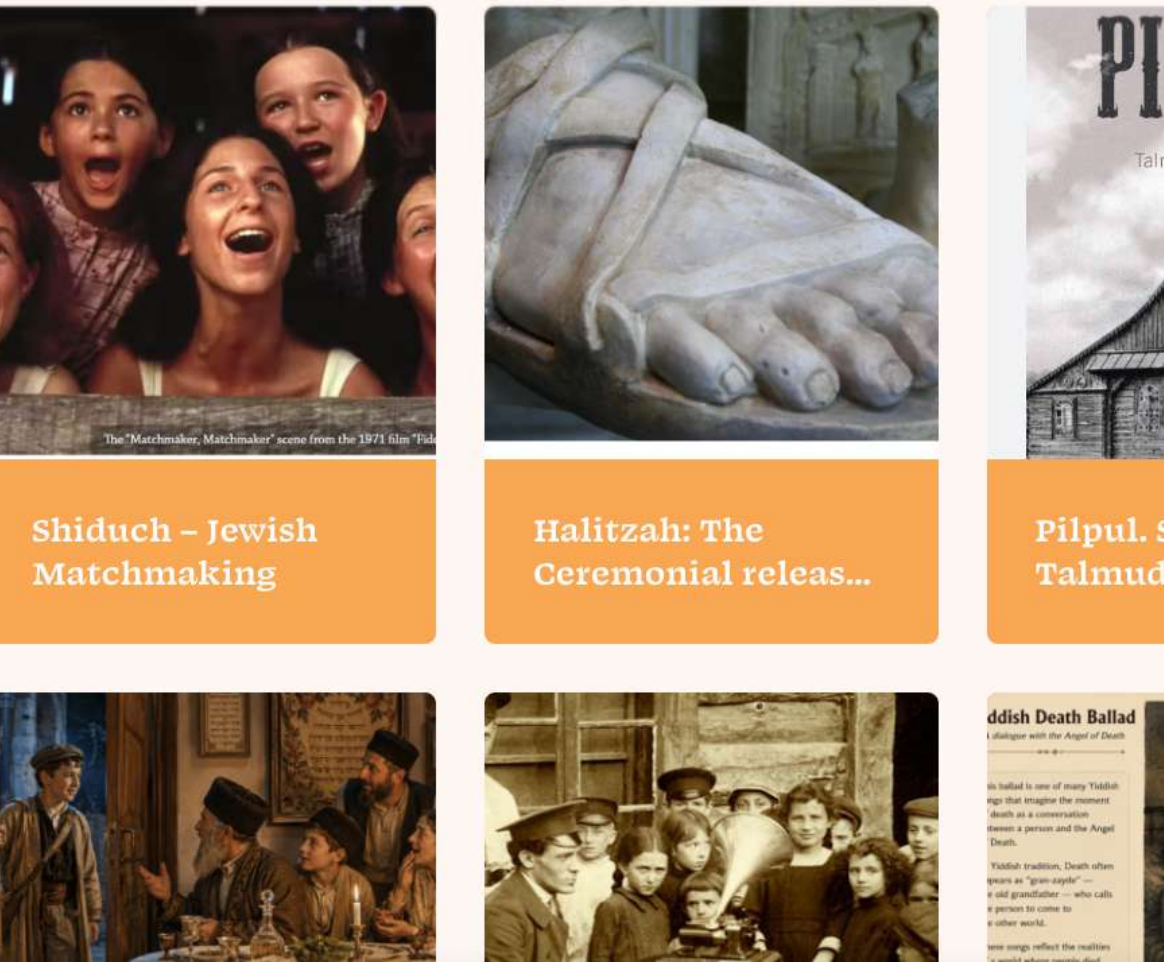
MAJOR HIGHLIGHTS OF 2025

A major milestone of the year was the launch of the Intangible Jewish Heritage (IJH) platform, a new participatory digital initiative developed by AEPJ to document and celebrate the living traditions shaping Jewish life across Europe.

The launch was accompanied by an online webinar featuring Professor Carsten Wilke (Central European University), who explored the contemporary relevance of intangible Jewish heritage and its role in fostering cultural engagement and community identity.

Designed as an open and collaborative space, the platform allows individuals and communities to contribute stories, oral histories, customs, rituals, and cultural practices, reinforcing AEPJ’s commitment to accessibility, participation, and shared heritage-building.

Developed within the broader Thrive framework, the initiative strengthens transnational cooperation and highlights the importance of safeguarding Jewish heritage beyond physical sites and monuments.



SIMONE
VEILPrize

Simone Veil Prize

EUROPEAN COMMISSION
Creative Europe Programme

PROJECT WEBSITE
Project website under construction. Please check
a more extended summary [HERE](#).

- PARTNERS
- GOPA Com
 - GOPA Pace
 - AEPJ

Index

The European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ) was selected to join the consortium entrusted by the European Commission to design and implement the Simone Veil Prize, a new annual European cultural award developed under the Creative Europe programme.

The consortium—formed by GOPA Com, GOPA Pace, and AEPJ—will oversee the conception, governance, and implementation of the prize between 2026 and 2028. Named in honour of Simone Veil, Holocaust survivor and former President of the European Parliament, the initiative aims to recognise outstanding projects that use cultural heritage as a tool for civic engagement, remembrance, dialogue, and social cohesion across Europe.

MAJOR HIGHLIGHTS OF 2025

The Simone Veil Prize was officially launched as a new European initiative dedicated to recognising cultural heritage projects that foster participation, education, remembrance, and intercultural dialogue.

With a particular emphasis on Jewish cultural heritage and places of memory, the prize seeks to highlight initiatives that transform heritage into a living and accessible resource for contemporary European society.

For AEPJ, participation in the consortium represents both an important institutional recognition and a continuation of its long-standing mission to preserve and promote Jewish heritage while strengthening co-operation across Europe.

Developed under the Creative Europe programme, the initiative will complement existing European heritage frameworks such as the European Heritage Label and the European Heritage Awards / Europa Nostra Awards.



©European Union 2025



MDLDE

Mi Dor Le Dor Europe
(MDLDE)

EUROPEAN COMMISSION

Citizens, Equality, Rights and Values (CERV)

PROJECT WEBSITE

You can access the project website [HERE](#).

PARTNERS

- AEPJ
- Taube Center
- Centropa
- Jewish Heritage Network
- FBCEI
- Route du Judaïsme Rhenan
- Jewish Community of Athens
- Brama Grodzka TNN
- Heritage Springs
- Centro Sefarad Israel

Index

Mi Dor Le Dor Europe (Hebrew: “from Generation to Generation”) is a European project coordinated by AEPJ that fosters a sense of shared Jewish heritage, stewardship, and ownership among early-career professionals working in the fields of Jewish heritage, education, museum and tour guiding, Jewish community organisations, and heritage-focused NGOs across Europe.

The programme aims to raise awareness of the intertwined relationship between Jewish and European culture, highlighting both the active contribution of Jewish communities throughout history and the devastating impact of totalitarianism and the Holocaust on European society. Through experiential learning, narrative development training, field study visits, academic seminars, and skill-building workshops, the project equips heritage educators and cultural professionals with innovative methodologies and tools to develop inclusive and meaningful narratives around Jewish heritage and minority histories.

Implemented through international and national cohorts, the programme supported the development of local initiatives in France, Germany, Greece, Italy, Poland, Spain, and Ukraine, strengthening cooperation among institutions participating in the European Routes of Jewish Heritage.

MAJOR HIGHLIGHTS OF 2025

In 2025, the Mi Dor Le Dor Europe programme concluded its training cycle with the participation of 261 educators and cultural professionals from across Europe. Throughout the project, participants developed and implemented heritage and education initiatives within their local contexts, addressing themes related to Jewish history, memory, intercultural dialogue, and minority representation.

A total of 76 local projects were designed during the programme, with 35 initiatives formally recognised as best practices. These projects were presented through public activities, workshops, and local events involving educators, cultural institutions, Jewish communities, and wider audiences across Europe.

Building on the success of the programme and its growing international network, AEPJ submitted a new application to the European Commission to expand the initiative between 2026 and 2028, reinforcing its long-term commitment to heritage education, Jewish life, and intercultural dialogue in Europe.



NEXT ROUTES

Next Routes

EUROPEAN COMMISSION
Erasmus +

PROJECT WEBSITE
You can access the project website [HERE](#).

- PARTNERS
- Rotta dei Fenici
 - ATRIUM
 - AEPJ
 - Mozart Ways
 - Iron Age in the Dabube Route
 - Olive Tree Route
 - Breda University of Applied Sciences
 - Mobile Idea SRL

Index

Next Routes is a collaborative Erasmus+ project bringing together several Cultural Routes of the Council of Europe to strengthen digital and creative skills within the cultural routes sector. Coordinated by Rotta dei Fenici, the initiative aims to support Cultural Routes staff through innovative tools and training methodologies designed to improve audience engagement, visibility, and interaction.

The project focuses on the development of a digital toolkit incorporating gamification elements to enhance visitor experiences and encourage more dynamic forms of cultural participation. Alongside the toolkit, the project also develops training pathways, user manuals, and practical resources to help Cultural Routes organisations improve their digital competencies and strengthen cooperation at local, national, and transnational levels.

By fostering innovation and collaboration among Cultural Routes, Next Routes contributes to the long-term sustainability, accessibility, and attractiveness of European cultural heritage networks.

MAJOR HIGHLIGHTS OF 2025

The Next Routes project concluded in 2025 with several pilot activities and final dissemination actions developed across Europe. AEPJ participated in the testing phase of the project’s gamification app in Barcelona and Minsk, in cooperation with The Together Plan, exploring new digital approaches to audience engagement within cultural routes.

The project also advanced the development of practical guidelines for the use of digital tools in the framework of Cultural Routes, in collaboration with Breda University of Applied Sciences. These resources aim to support cultural organisations in adopting innovative and interactive methodologies to improve visitor participation and learning experiences.

The programme concluded with a final seminar in Forlì, Italy, bringing together project partners to present results, exchange experiences, and reflect on the future integration of digital and gamified tools within European Cultural Routes.



European Memory Data Space - Blueprint

EUROPEAN COMMISSION
Citizens, Equality, Rights and Values (CERV)

PROJECT WEBSITE
You can access the project website [HERE](#).

- PARTNERS
- Jewish Heritage Network (coordinator)
 - Centropa
 - AEPJ
 - PostPlatforms Foundation
 - Post Bellum
 - TerraForming
 - Combat Antisemitism Movement

Index

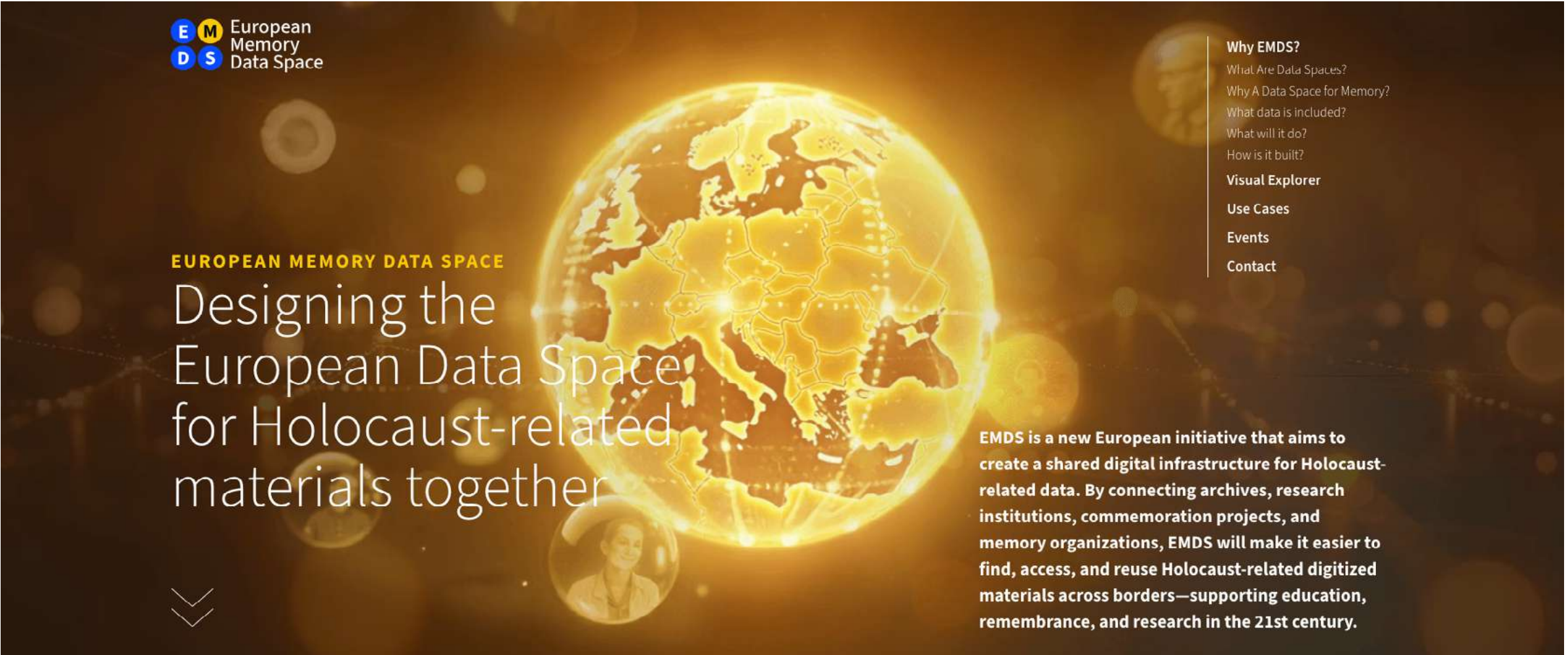
The European Memory Data Space (EMDS) Blueprint is a European initiative aimed at designing the foundations of a future common data space dedicated to Holocaust remembrance and memory-related heritage. Coordinated by Jewish Heritage Network, the project brings together cultural institutions, memorial organisations, archives, researchers, educators, and technology partners to support the preservation, sharing, and reuse of Holocaust-related data across Europe.

Inspired by the broader European strategy for common data spaces, the project seeks to create a secure and interoperable digital ecosystem where historical documents, testimonies, photographs, educational resources, and memorial records can be connected and accessed in a meaningful and ethical way. Through workshops and collaborative activities, the EMDS Blueprint explores new ways of strengthening remembrance practices and cooperation between the cultural heritage and digital sectors.

MAJOR HIGHLIGHTS OF 2025

In 2025, AEPJ participated in three workshops organised by Jewish Heritage Network in Amsterdam as part of the European Memory Data Space (EMDS) Blueprint project. These meetings brought together stakeholders from the cultural heritage and digital technology sectors to discuss the development of the future data space and explore collaborative approaches to Holocaust remembrance and memory-related heritage.

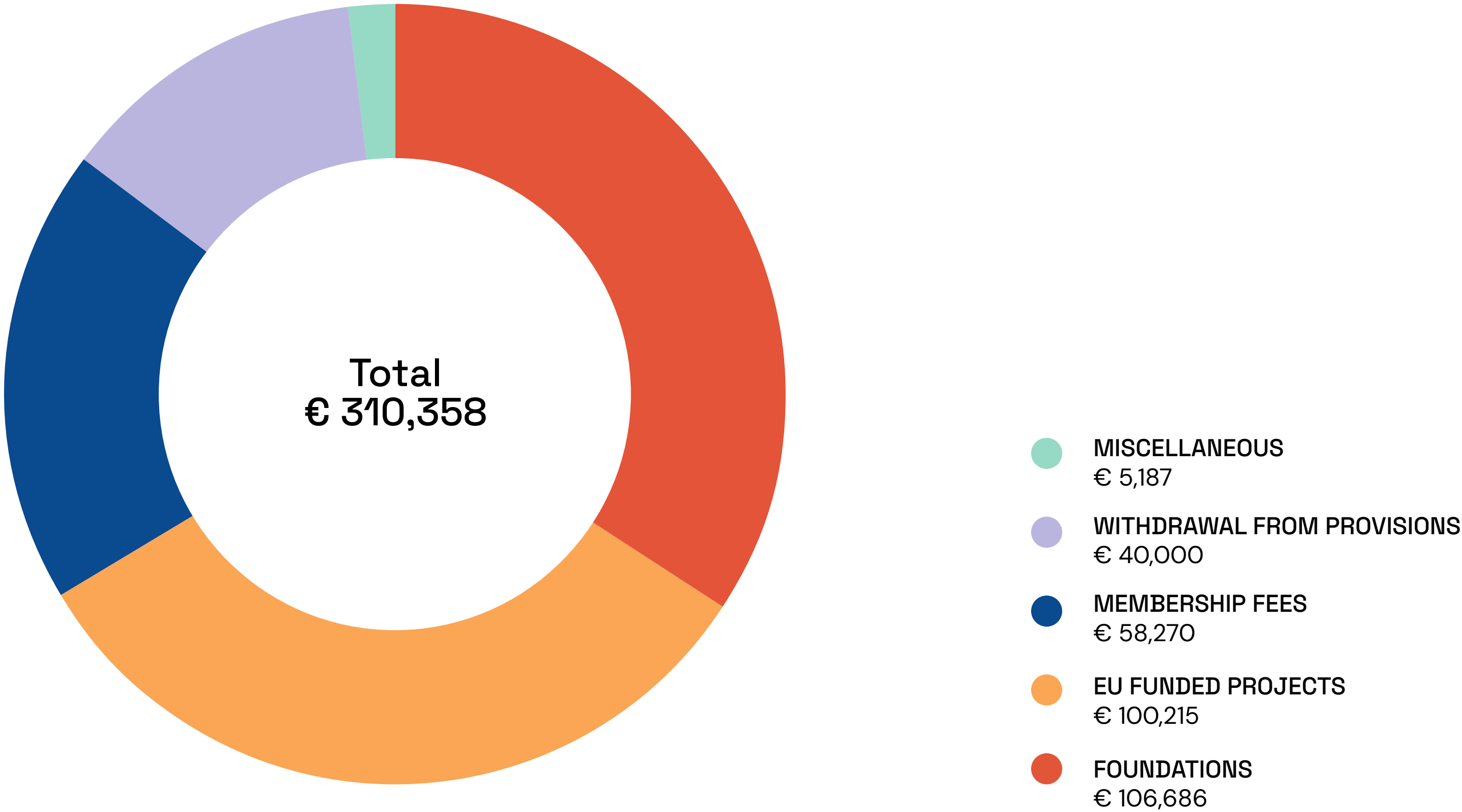
AEPJ also introduced the project within the European Routes of Jewish Heritage (ERJH) network through both online and onsite activities, including the ERJH Incubator. These exchanges opened discussions on digital preservation, access to heritage resources, and future cooperation between institutions working in the field of Jewish heritage and memory across Europe.



Finances

2025 Actual

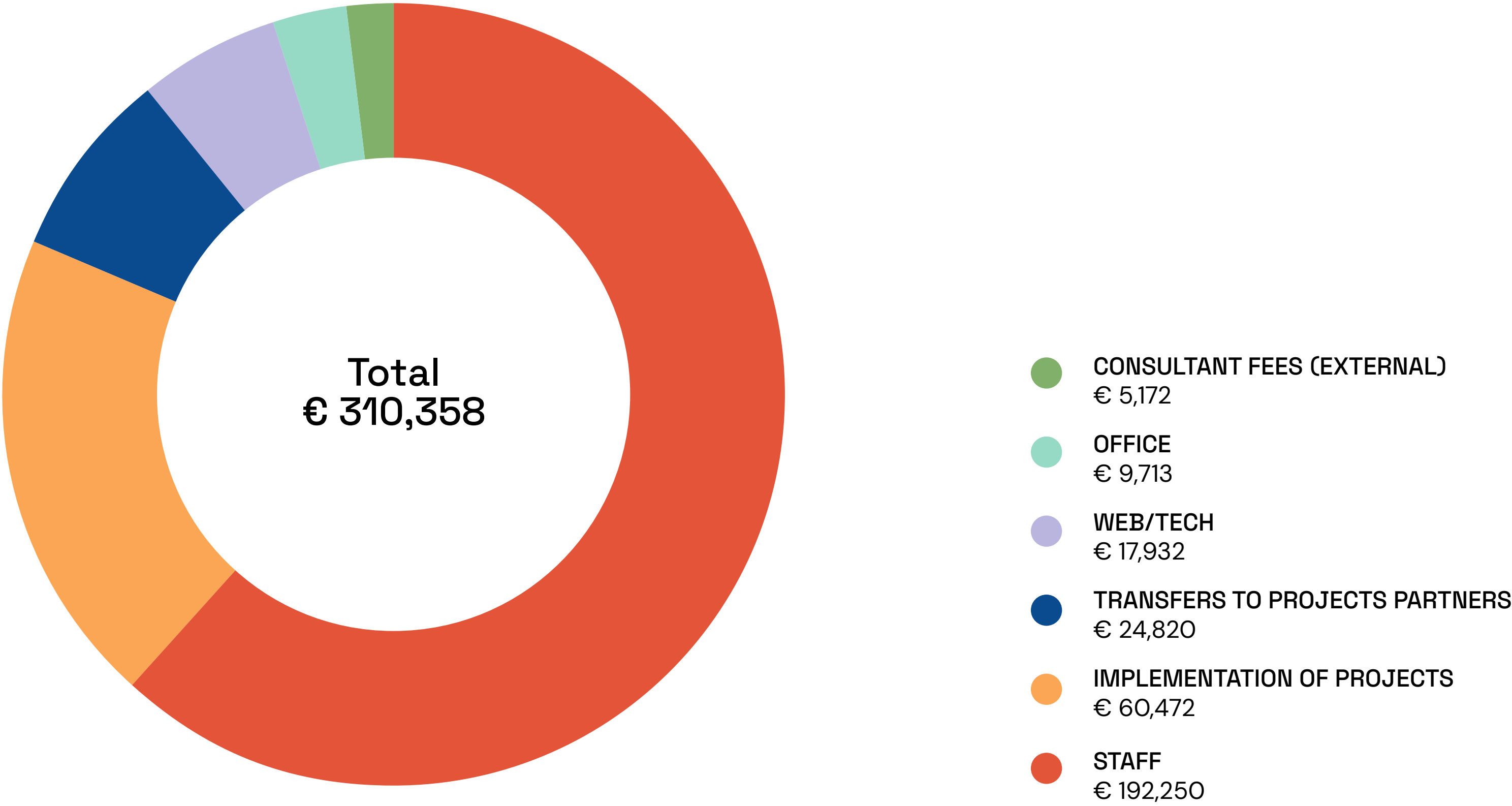
INCOMES



Finances

2025 Actual

EXPENSES



Communication



AEPJ staff at the AEPJ offices in Casa Adret, Barcelona, Spain. © Oliver de Ros

The 2025–2026 reporting period marked a major turning point in the professionalisation, expansion and strategic consolidation of AEPJ’s communications work. Beyond measurable growth across platforms and channels, the year was defined by long-term structural changes aimed at strengthening AEPJ’s visibility, reinforcing cohesion across the network and positioning the organisation more clearly within the **European cultural landscape**.

The period combined the development of new communication structures, branding and editorial strategies with significant audience growth across digital platforms, reflecting AEPJ’s expanding role as a European network, facilitator and cultural actor in the field of Jewish heritage.

Index

Qualitative Developments and Strategic Evolution

INCORPORATION OF A COMMUNICATIONS OFFICER

A major milestone during the reporting period was the incorporation of a dedicated **Communications Officer**, Paul Sánchez Keighley, in August 2025. This marked the first time AEPJ established a role specifically focused on coordinating and strategically developing communications across all organisational levels.

The establishment of this role also allowed communications to evolve from a largely operational function into a more strategic component of AEPJ’s broader institutional development.

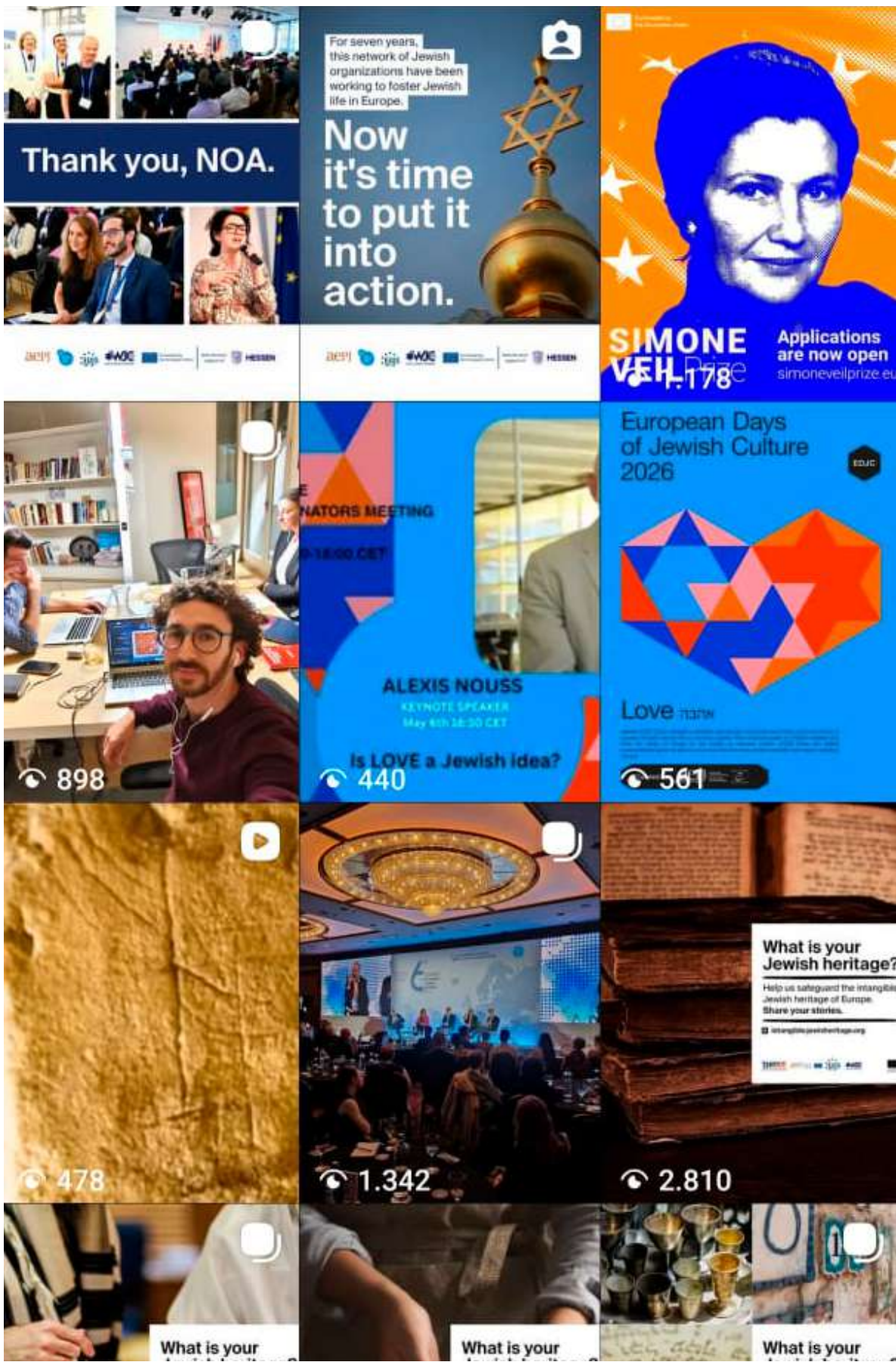
CREATION OF THE COMMUNICATIONS COMMITTEE

In parallel, AEPJ established a **Communications Committee** tasked with providing strategic guidance, assessment and advisory support to the Communications Officer. The committee reflects the diversity and breadth of expertise present across the AEPJ network and serves as a collaborative space for reflection on communication priorities, positioning and **long-term strategy**.

The committee is presided by Françoise Elkouby (Routes du Judaïsme Rhénan) and includes:

- François Moyse (**President of the AEPJ Board**)
- Paul Sánchez (AEPJ Communications Officer)
- Samantha Rodriguez (The Shtetl Routes / Grodzka Gate – NN Theatre)
- Soly lochana (Jewish Community of Athens)
- Ruth Ellen Gruber (Jewish Heritage Europe)
- Sonya Shaipak (The Together Plan)

Through this structure, AEPJ communications increasingly benefit from expertise spanning journalism, heritage interpretation, cultural management, European networking, digital communication and community engagement.



Jewish Heritage Europe on Instagram.
© Jewish Heritage Europe

Communication

Qualitative Developments and Strategic Evolution

WEBSITE RENOVATION AND BRANDING STRATEGY

One of the most ambitious developments initiated during this period was the renovation of AEPJ’s digital identity and branding strategy.

Work began on restructuring AEPJ’s online presence into three interconnected but distinct platforms:

- **A renewed institutional AEPJ website;**
- **A dedicated European Days of Jewish Culture (EDJC) website;**
- **A dedicated European Routes of Jewish Heritage (ERJH) website.**

This transformation responds to the growing scale and complexity of AEPJ’s activities and seeks to provide:

- Clearer navigation and user experience;
- Stronger programme identities;
- Improved audience targeting and accessibility.

The new institutional website, scheduled for launch in **May 2026**, forms part of a broader visual renewal process that includes the redesign of the AEPJ logo and overall aesthetic language. At the same time, EDJC and ERJH are being developed with their own complementary visual identities and logos, while remaining visibly connected under the **broader AEPJ umbrella brand**.

The objective of this strategy is to position AEPJ as a more recognisable, contemporary and cohesive European cultural actor while allowing each flagship programme to communicate more effectively with its specific audiences.

AEPJ COMMUNICATIONS GUIDELINES

Another major development was the drafting of the **AEPJ Communications Guidelines** by the Communications Officer and Communications Committee. Conceived as a long-term reference framework, the document establishes coherence in **editorial voice**, strategic positioning, **visual identity** and internal communication procedures.

The guidelines define AEPJ’s communication philosophy, positioning the organisation as a European network and cultural actor combining institutional credibility with contemporary relevance. They also establish specifications for newsletters, social media, press releases, internal communications and member onboarding.

A key innovation was the formalisation of a **structured onboarding process** for new members, helping ensure rapid integration into AEPJ’s communication channels and collaborative ecosystem.

NEWSLETTER STRATEGY

The reporting period also saw a rethinking of AEPJ’s newsletter strategy, transforming it from a primarily informational tool into a more editorial and **community-oriented platform**.

A new structure introduced **thematic opening essays**, updates on flagship projects, reflections on Jewish heritage and European cultural dialogue, and a participatory section where associates can share announcements and opportunities.

This approach was particularly well received, reinforcing AEPJ communications as a **shared space for exchange**, visibility and collaboration across the network.

ECHOES OF JEWISH HERITAGE PODCAST

Another important initiative developed during the reporting period was the design of **Echoes of Jewish Heritage**, a new podcast project conceived as part of the fundraising and visibility strategy promoted by the AEPJ Fundraising Committee.

The podcast is envisioned as a long-term public-facing platform extending AEPJ’s reach beyond its immediate institutional and heritage networks. Through interviews with educators, scholars, artists and members of the AEPJ network, it aims to create accessible content distributed through platforms such as **Spotify and Apple Podcasts**.

Beyond visibility, the project also seeks to foster audience engagement, build a “Friends of AEPJ” support community through **Patreon**, strengthen the sustainability of AEPJ communications and reinforce the organisation’s presence within contemporary digital cultural conversations.



SOCIAL MEDIA PRESENCE

LINKEDIN

AEPJ’s LinkedIn continued consolidating its role as a professional communication channel within European cultural and heritage networks.

KEY FIGURES

+161

ORGANIC FOLLOWERS

23,000+

IMPRESSIONS

2,000+

CLICKS

Followers were concentrated in Barcelona, Brussels, Madrid, Paris and London, mainly in the fields of culture, education, research, nonprofit organisations and public administration.

Top-performing content focused on heritage initiatives, European partnerships, educational projects and institutional recognition, particularly the Intangible Jewish Heritage platform and the European Heritage Label awarded to the Medieval Route of Rashi.

FACEBOOK

AEPJ’s Facebook page generated 34,939 views during the reporting period.

VIDEO PERFORMANCE

1,356

THREE-SECOND VIEWS

25

ONE-MINUTE VIEWS

Index

Digital Reach and Engagement — Quantitative Report (KPIs)

The strongest engagement peak occurred during the European Routes of Jewish Heritage Incubator in Bologna, where daily on-site content significantly increased reach and interaction.

Photos generated nearly **40% of total views**. Almost half of all views came from **non-followers**, confirming Facebook’s continued discovery potential.

INSTAGRAM

Over the last 90 days, Instagram generated **14,831 views**.

KEY FIGURES

79.7%

FROM NON-FOLLOWERS

85.1%

POSTS

13.6%

REELS

The most successful content was linked to the Intangible Jewish Heritage campaign, with several posts surpassing 4,000 views.

Main audiences were aged 25–54, especially 35–44, with strongest geographic presence in Spain, Italy, the United States and the United Kingdom.

NEWSLETTER (MAILCHIMP)

The newsletter continued growing as a central communication and networking tool.

KEY FIGURES

3,816

TOTAL CONTACTS (+90%)

3,131

SUBSCRIBED CONTACTS (+78%)

+800%

WEBSITE SUBSCRIPTIONS

Open rates generally ranged between 20% and 40%, with strongest engagement around EDJC, the AEPJ General Assembly and educational initiatives.

Sesiones▼ por

Grupo de canales principal de l...▼

GRUPO DE CANALES PRIN...

SESIONES

Organic Search	30 mil
Direct	23 mil
Referral	2,5 mil
Organic Social	1,6 mil
Unassigned	541
Organic Video	6
Email	1

WEBSITE

The AEPJ website registered approximately:

KEY FIGURES

48,000

ACTIVE USERS

95,000

PAGE VIEWS

Most visitors were new users. Traffic came primarily through organic search and direct visits.

Most visited sections included the homepage, People of the Book 2025, EDJC pages, European Routes of Jewish Heritage pages and institutional information.

Top audience countries were the **United States, France, the United Kingdom, Germany, Spain and Israel**. Spain recorded the highest average engagement time, exceeding two minutes per active user.

Testimonials

Testimonials

Organisation

Testimonial

BURGENLÄNDISCHE
FORSCHUNGSGESELLSCHAFT

As in all the previous years, the collaboration between the Research Society Burgenland and the AEPJ was once again diverse and very successful in 2025. Particularly noteworthy are the European Days of Jewish Culture, which once again reached a wide audience in Austria with over 20 events at 16 venues and attracting more than 1,000 participants. The fact that the EDJC were able to take place on such a scale is also due to financial support from the ‘Cities Embracing Jewish Heritage’ project. Furthermore, 2025 marks the launch of the INTERREG project ‘Smart Map of Jewish History’, which will enrich the European Routes of Jewish Heritage by linking Austria and Slovakia. Another positive sign for the future is the extremely close result achieved through the Jewish Sounds of Europe project. Even though we fell just short of our goal in 2025, it demonstrates that the AEPJ’s collaboration is highly professional—not only with us, but with all partners.»

THE TOGETHER PLAN

The past year has been especially significant for The Together Plan. In July 2025, a 12-year campaign culminated in the opening of “Memory Embrace” at the Brest-Litovsk Jewish Cemetery in the south of Belarus, restoring dignity to a site once lost to the devastation of the Holocaust and Soviet neglect. This powerful memorial incorporates 1,250 gravestones, ensuring the history of the community will no longer be forgotten. Participation in the AEPJ Incubator in Bologna was both immersive and productive, while a Shtetl workshop inspired by the Taube Foundation for Jewish Life & Culture was successfully delivered to a UK audience this April. Our seven-year AEPJ membership continues to be invaluable to our work.»

FEDERATION OF JEWISH COMMUNITIES
IN THE CZECH REPUBLIC

In 2025, the visitor season of the Czech “10 Stars” heritage project ran from May to October. The project’s 10 synagogues, together with three rabbinical houses, one Jewish school, and one Jewish community building, welcomed 34,000 visitors. Throughout the season, the sites hosted chamber concerts, lectures, Jewish culture festivals, and events within the European Days of Jewish Culture. Permanent exhibitions in all synagogues introduce visitors to Jewish history and culture, creating a journey through ten important cultural landmarks.»

Organisation

Testimonial

JECPJ FRANCE

« JECPJ France’s collaboration with AEPJ over the past year has once again demonstrated the strength and value of a truly European cultural network. Through our close cooperation within the European Days of Jewish Culture and the European Routes of Jewish Heritage, we have been able to expand the visibility, reach, and impact of Jewish heritage work across France. In 2025 alone, the EDJC programme grew to 59 cities and welcomed more than 27,000 participants, reflecting a growing public interest in Jewish culture, dialogue, and transmission.»

ROUTES DU JUDAISME RHENAN

« The past year has been a transformative chapter in our partnership with the AEPJ. A major highlight was the celebration of the AEPJ’s 20th anniversary at the Council of Europe in Strasbourg on January 23, 2025, a momentous event that underscored our deep-rooted institutional ties. Central to our mission was the rollout of the MiDorLeDor European educational program within the Franco-German Rhine region.»

GLOBAL PARTNERSHIP HANNOVER

« Since joining in 2021, we have focused on organising events to give the general public an insight into the diversity of Jewish cultural life – from photography workshops and composition competitions for Jewish musicians to poetry slam readings featuring works by German-speaking Jewish authors and explorations of Jewish humour.»

JEWISH COMMUNITY OF ATHENS

« Over the last year, our experience with AEPJ has been highly valuable and inspiring. As the official representative of Greece within the network, the Jewish Community of Athens has continued to strengthen its role in promoting Jewish heritage through meaningful European cooperation.»

LITHUANIAN JEWISH COMMUNITY

« Since I began organising European Days of Jewish Culture activities in 2016, my journey with the AEPJ has been a story of local passion meeting European scale. What started as a unique initiative has grown into a vital platform for showcasing the Lithuanian Jewish (Litvak) Community to the world.»

JEWISH MOSAICS OF MOLDOVA

« Over the past year, our membership in the AEPJ community has been one of the cornerstones of our efforts to preserve Jewish heritage in Moldova. A primary highlight was the European Day of Jewish Culture, which facilitated meaningful outreach at the Rambam and Yu. Harmelin Lyceums in Chisinau.»

Organisation

Testimonial

THE TAUBE CENTER

«The Taube Center has been a proud partner with AEPJ for many years, participating in ERJH Incubators and the European Days of Jewish Culture. Our mission and goals align, and we complement and strengthen each other, bringing different expertise and resources to our shared commitment to Jewish heritage in Europe.»

TARBUT SIGHET FOUNDATION

«Over the past decade, the cooperation between Tarbut Foundation, Romania and AEPJ has grown into a meaningful partnership. Together, we have joined forces to build bridges between local communities, researchers, educators, descendants, and young generations searching for connection with the Jewish past and present.»

RED DE JUDERÍAS DE ESPAÑA - CAMINOS DE SEFARAD

«The Red de Juderías de España-Caminos de Sefarad is proud to reaffirm its long-standing commitment to the European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ). As a co-founding member since 2004, the Network has played a pivotal role in fostering a shared European identity rooted in Jewish history.»

WADDESDON MANOR

«This year our partnership with the AEPJ was formally recognised and celebrated when our collaboration was shortlisted in the 2026 Europa Nostra awards. We are currently working together on new directions.»

ERFURT

«In almost a year of having the honour to be a member of the board of AEPJ my respect for the work of the whole team has even risen. It feels like a wonderful network that works exceptionally well, with everyone collaborating seamlessly both professionally and personally.»

LEIPZIG NOTENSPUR

«The Leipzig Music Trail association is very happy being a new member of the AEPJ. We already feel that it is good to have a supportive network where we can learn from each other and also show and promote the rich and colourful history of Jewish life in Leipzig on a European level.»





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