



ANNUAL REPORT 2020

Content

To remember the past is to create a better future

Foreword PAGE04-05	A new brand structure	Rough Guides
Europe Remembers	Online & social	Projects & events
Hiking Trails	Press & PR	Travel Trade
Network PAGE27	2021 Preview PAGE28-29	Organisation PAGE30-31

Team

AGE......32-33

Foreword

"Not since the dark days of the Second World War have we faced such a collective challenge as COVID-19 in 2020. Almost a year into a pandemic of unprecedented scale, the outlook for the economy and especially the cultural sector remains uncertain. Despite the latter still facing a perilous future, the LRE Foundation recognises and appreciates the resilience and creativity shown in these times and looks forward to brighter days ahead."



The LRE Foundation (LREF), as well as our partner organisations have risen admirably to the challenges posed by pandemic: finding new, safe ways of working. With social distancing measures in place and a strong embrace of new digital ways, we persevered to engage audiences across the world.

This past year, we have received the generous support from the German Bundestag and German Foreign Ministry to allow us to begin work on the ambitious system of "Liberation Route Europe Trails". In 2020, the project has focused on defining the future hiking trails as well as reimagining our digital infrastructure, which includes a new visual identity and a new Liberation Route Europe website. The project will officially launch in Spring 2021.

Throughout 2020, we have successfully completed a number of projects. Since March of this year, we have been focusing on supporting our members to adapt and to respond to the immediate impacts of COVID-19. We are particularly proud of the digital event #IRemember, held despite the pandemic in May, for which LRE brought together young people

and eyewitnesses of WWII to commemorate the 75th anniversary of the end of WWII in Europe. Veterans and eyewitnesses shared their memories and experiences of war and gave valuable advice to the young generations.

In September, we joined forces with thirty WWII museums and memorial centres in the Netherlands to launch a common marketing campaign with the Stichting Musea- en Herinneringscentra 40-45. Comprised of short inspiring videos that were then broadcast on social media, radio, and digital screens in trains, the campaign reached a large audience – proving the value of creativity and resilience for the sector during these hard times.

To conclude, I would like to thank our members, who are the backbone of our organization, our sponsors, and partners; finally the LRE team, working tirelessly to support our objectives to valorise our cultural heritage. I hope this new year brings new opportunities as well as strength and courage to pursue our missions in the post-pandemic world!

Rémi Praud - Managing Director

A new brand structure

New brand identity

Despite the pandemic, 2020 has been a very successful year for the LRE Foundation, allowing the commencement of many significant projects, including the "Liberation Route Europe Hiking Trails" and the new Liberation Route Europe website funded by a grant from the German Bundestag and the German Federal Foreign Office. With the same enthusiasm, we are looking ahead to 2021. One exciting upcoming change is the introduction of a new brand and visual identity. This long-awaited step marks our advancement from a "project organisation" into an established international network with multiple projects of transnational importance that valorise of our common heritage. The rebranding of the organisation is an incredibly important development for LRE Foundation, and comprises of a new visual identity.





LRE Foundation replaces Liberation
Route Europe Foundation as the official
name of the organisation, clearing some
of the confusion regarding organisation's
identity and purpose. This will allow us
the flexibility to pursue new opportunities
as an international network.





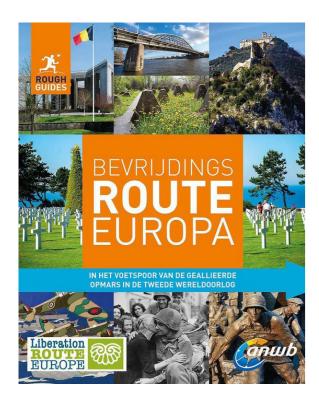
Liberation Route Europe remains as the cultural route recognized by the Council of Europe and devoted to commemorating the liberation of Europe, which includes a network of physical trails.





Europe Remembers continues as a remembrance tourism destination brand devoted to the Second World War and a platform of events, experiences, commemorations and historical content.

Rough Guides



ANWB presents Dutch-language travel guide along the Liberation Route Europe

The Rough Guides Liberation Route Europe was released in 2019. The travel guidebook was produced as a collaboration between the international publisher Rough Guides and the LRE Foundation.

On the 75th anniversary of the liberation of the Netherlands, Royal Dutch Touring Club ANWB released a Dutch-language edition, entitled "Bevrijdingsroute Europa". The project combined the expertise of Rough Guides and the ANWB, as traditional travel guide publishers, and the LRE Foundation and associated international network with years of experience in remembrance tourism field

Following the path of the Allied forces, "Bevrijdingsroute Europa" provides a vibrant and compelling account in Dutch of the liberation of Europe. Sites in nine countries are included: Italy, Great Britain, France, Belgium, Luxembourg, the Netherlands, Poland, Czech Republic, and Germany. With a wealth of accessible information, impressive photos and fascinating sights, this book is the ultimate guide on a journey through the sites and stories of the liberation of Europe.

"The ANWB owes its first roadside assistance to our Canadian liberators: in 1946 we took to the road for the first time with yellow painted Harley Davidsons. That is why we proudly present 'Bevrijdingsroute Europa'!"

Frits van Bruggen, ANWB's chief director, who also wrote the foreword to this route guide.



Europe Remembers



Royal Dutch Mint

Inspired by Europe Remembers, the Royal Dutch Mint issued a special coin set. The pure silver coin set unites British, Canadian and Dutch commemorative coins in honour of 75 years of freedom. All coins are legal tender in the country of issue. In the summer of 2020, the Royal Dutch Mint presented the first Europe Remembers coin sets in cooperation with the LRE Foundation to Lisa Helfand and Peter Wilson, the ambassadors of Canada and the United Kingdom in the Netherlands.



Recovery Campaign Normandy

The LRE Foundation initiated a branded content campaign to invite Dutch and Flemish people to visit WWII heritage and museums in Normandy. Tourisme Normandie, the Juno Beach Center, and the Utah Beach Museum were featured in two sponsored stories.

The article published by Libelle.nl in August focused on family travel while the article featured on Nouveau.nl in September targeted high-income couples. The articles received 600,000 impressions online via the publishers, Facebook posts and advertioning. Overall the articles received almost 20,000 article views .



Out-of-Home recovery campaign UK

In the second half of August, LREF led an out-of-home member campaign in the UK branded as part of the Europe Remembers campaign. Targeting larger towns within a 60 and 90-minute drive of the D-day Story in Portsmouth and International Bomber Command Center (IBCC) in Lincoln, ads for the museums were featured at approximately 100 sites with 5,8 million impressions.



"The aim of the campaign '75 years of freedom after WWII' has been to inspire visits and to discover more about WWII and the liberation."

Recovery campaign Dutch WWII museums

In September, about thirty WWII museums and memorial centers in the Netherlands joined forces in an information campaign initiated by the Stichting Musea- en Herinneringscentra '40-'45 and the LRE Foundation. The campaign consisted of inspiring videos on social media, a series of commercials on the national and regional radio stations, and an infomercial on the digital screens in the trains and at the larger train stations.

The aim of the campaign '75 years of freedom after WWII' has been to inspire visits and to discover more about WWII and the liberation. Ultimately several million people were reached and encouraged to discover the offer of WWII museums and memorial centers. This extra visibility during the Covid-19 pandemic has been very important for the museums.

#IRemember Campaign

From 4-8 May 2020, LREF hosted a series of live Zoom conversations between WWII veterans / witnesses and youth. The aim of #IRemember was to commemorate the 75th anniversary of the end of WWII in Europe despite the Covid-19 pandemic, that forced in-person events and commemorations to be cancelled all around Europe. Another key objective of the campaign was to enable young audiences to have one-on-one conversations with people who experienced WWII first-hand. Nearly 20 hours of conversations in 4 different languages (Dutch, English, French, and German)

were streamed on Facebook and YouTube. In total, 25 veterans and eyewitnesses from 7 countries took part, and the videos gained more than 35,000 views during and after the event.

Besides joining the conversations, people were also invited to create a personalised #IRemember logo and share it on social media. A highlight video of the conversations between students, veterans and eyewitnesses of WWII was published on Remembrance Day and translated in four languages.

Europe Remembers 2019-2020: the international awareness campaign

With the pointer as a primary visual marker, the Europe Remembers international awareness campaign stood for strong communication to all target groups. The campaign has been applied on different levels: national, regional and local. The campaign triggered awareness and curiosity amongst different target groups. In 2019, we

organized narrowcasting campaigns and city dressing to be visible at the most important sites all over Europe. In 2020, due to Covid-19, we had to change plans and focused primarily on online visibility. A complete overview with all the offline and online activities will be published in the final Europe Remembers Campaign report.

As part of Europe Remembers, LREF started a Europe-wide tour in May 2019. Its aim was to highlight commemorations, destinations, stories, and events that marked this momentous period in history. To give everyone a chance to participate, even if only virtually, we shared daily video reports, interviews, and special visits to sites with our audience from around the world on social media. Due to the COVID-19 measures, the final program of the tour has been postponed to 2021. In 2020, the tour paid moving visits to the former concentration camps Buchenwald, Auschwitz-Birkenau and Mittelbau-Dora.





21/01/20

Operation
Blackcock in
the province
of Limburg

06/02/20

Operation Veritable Groesbeek 07/02/20

Battle for Hürtgen Forest 10/03/20

Rhine crossing in Germany

25/08/20

Province of Overijssel 26/08/20

Province of Gelderland

27/08/20

Province of Drenthe 15/09/20

Concentration camp
Buchenwald

17/09/20

Concentration camp Auschwitz

18/09/20

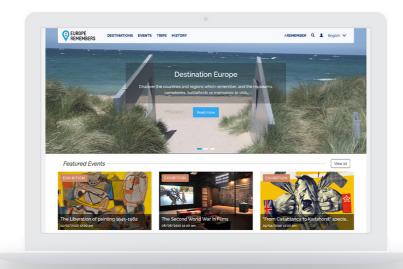
Visit of Ghetto of Kraków 19/09/20

Concentration Camp Mittelbau-Dora

Online & social media

Website



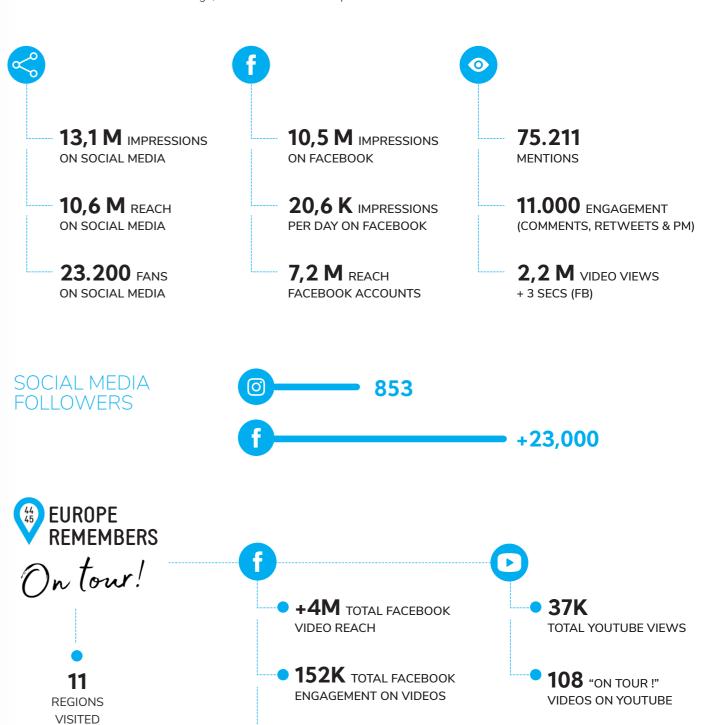


The portal www.europeremembers.com is a centralised online platform that provides different layers of information to various target groups (businesses, organizations and individuals). It contains a collaborative calendar of events (over 1.100 events were listed in 2019-2020), quality historical content, touristic information and it suggested itineraries. All content is available in six different languages: English, French, Dutch, German, Polish, and Italian. Over 170 partners of LREF have contributed to uploading events to the platform.

In a little less than 18 months, the website drew more than 456,000 unique visitors and saw more than a million page views

Social Media

A social media and online marketing strategy delivered a multi-channel campaign targeting social media users in seven different countries (USA, Canada, UK, France, Belgium, Netherlands and Germany). Content varied from live coverage of the commemorations to historical footage, interviews and video reports.



• +2M TOTAL FACEBOOK

VIEWS (+3SEC)

Route Europe

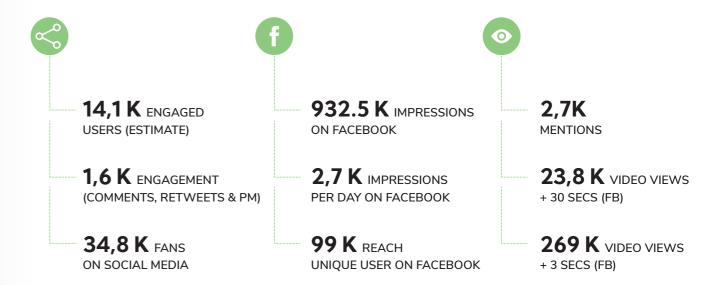


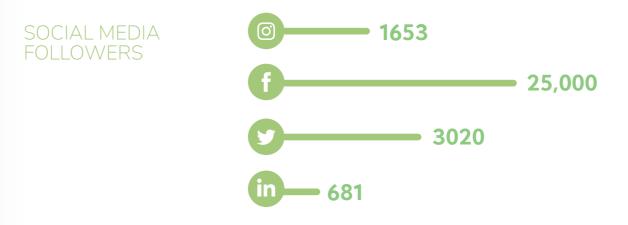
Since 2014, the Liberation Route Europe website offers a wide range of content that includes touristic information, audio and text stories, biographies... more than a thousand unique items in 5 languages.

In 2021, the website will transform into a full mapbased travel application to coincide with the official launch of the Liberation Route Europe Hiking Trails (see page 23). A total of 380.00 users in 12 months, an average of 30.00 unique users per month and more than 100 new pages / content (POI's, audiospots,...)

Social Media

The LRE social media accounts are used to promote museums, remembrance sites and points of interest across Europe. We show movies, news items, historical pictures, stories, and share information about our members and partners.





Projects & events





Audiospots Netherlands

The Liberation Route started in 2008 with audio spots in the Arnhem-Nijmegen region. At each spot, a moving story in three languages can be downloaded for free. Now there are over 200 audio spots in the Netherlands, spread over nine provinces. In 2020, audio spots were installed on the Dutch Wadden Islands. Due to the islands' isolated location, the war experiences completely differed from the ones of the mainland. For example, the war on Texel lasted until May 20, 1945, almost two weeks after V-E Day. In 2021, other audio spots will be added, such as in the Province of Friesland.

Audiospots Germany

Complementing the extensive network of audiospots in the Netherlands and the border region in Germany, the Liberation Route Nordrhein-Westfalen e.V. completed 7 audiospots in the Hürtgenforest, Wesel and Kleve in 2020. With the help of regional partners and local organisations, these new audiospots told personal stories, giving an impression of the war from several perspectives. The new stories can be downloaded for free from www.liberationroute.com

Italian Podcast

On the occasion of the 75th anniversary of the end of WWII in Italy, a radio broadcast of five episodes taken from Guglielmo Petroni's book "The World is a Prison" was produced. In collaboration with the main Tuscan radio station, Controradio, over 30,000 listeners could access the podcast for five days in a row.

Teatro LRI

In order to use the direct communicative language of civil theatre, to involve citizens and schools and to create an alternative tool within the association, Teatro LRI ("LRI theatre company") was formed. On the occasion of the Day of Remembrance, the first performance of Teatro LRI, the reading of "La Tregua" by Primo Levi, was staged. Over 400 participants were present and the play resulted in numerous articles in local and regional newspapers.



The aim of the EASTory through their Eyes youth project is to foster a deeper understanding of Eastern and Western European experiences of WWII and its consequences.

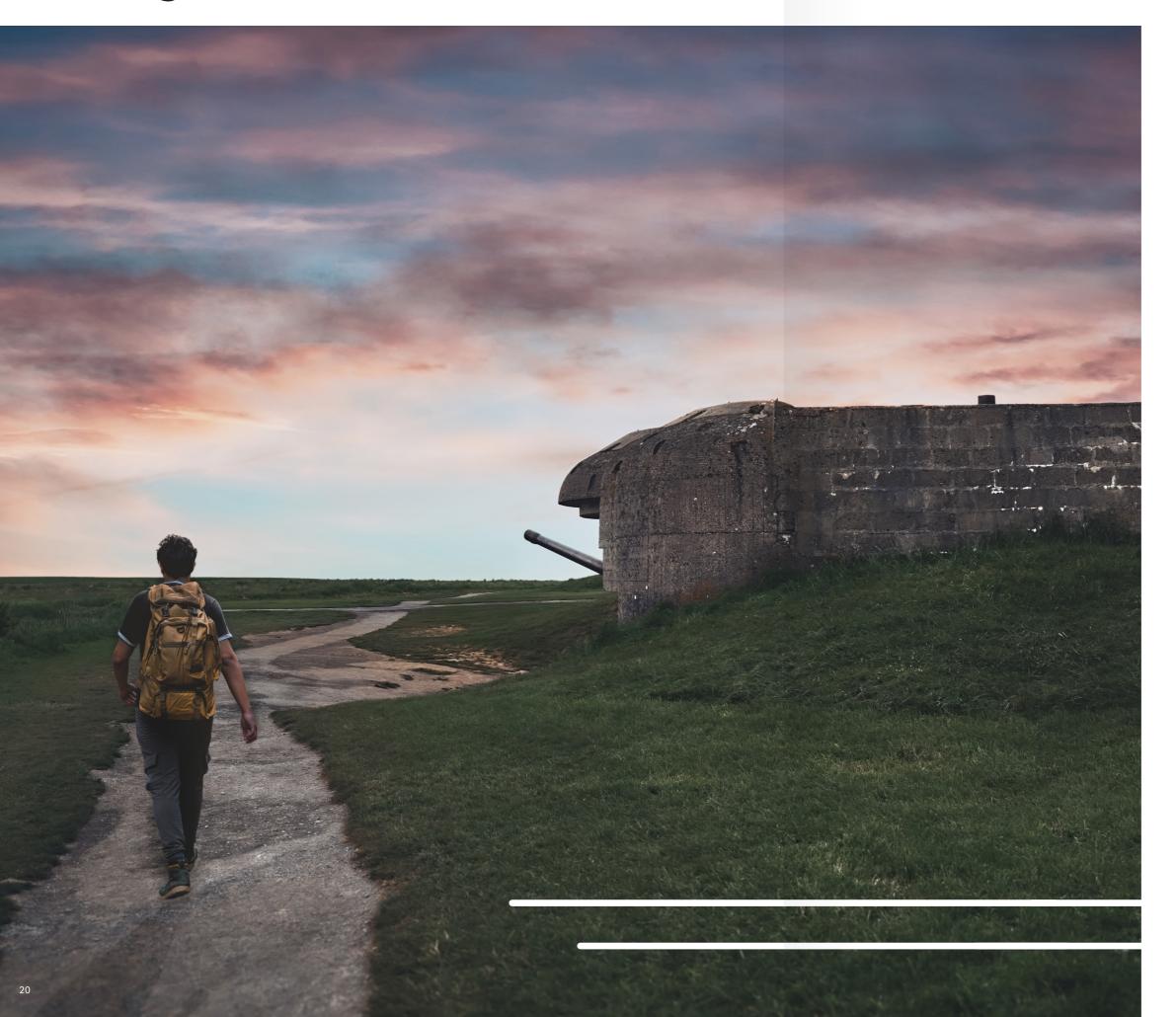


EASTory through their Eyes

After History through their Eyes (2017-2019), the LRE Foundation received a Europe for Citizens grant for the second edition of the project. The aim of the EASTory through their Eyes youth project is to foster a deeper understanding of Eastern and Western European experiences of WWII and its consequences. This will be made possible by combining a travelling and digital exhibition with youth events, which will take place in 2021 and 2022

EASTory through their Eyes has LREF as coordinator and the German-Russian Museum Berlin-Karlshorst (Germany), the City of Pilsen (Czechia), the Bastogne War Museum (Belgium) and the Home Army Museum in Krakow (Poland) as project partners.

Hiking Trails



Liberation Route Europe



General update

To create a lasting legacy following the 75th anniversary of the end of the World War II, LREF and our members are developing a European system of Liberation Route Europe hiking trails. These hiking trails will serve as a unique transnational memorial that traces the Allies' advance to liberate Europe during World War II.

In 2020, LREF decided to expand on the original concept for a single London to Berlin trail to create a vision of a truly pan-European network of trails that will follow the many routes the Allies took to liberate Europe. Connecting more regions together, visitors in the future will be able to experience the Liberation Route in a sustainable way by hiking and eventually cycling.

SWEDEN PEENEMÜNDE **GDANSK** North Sea THE IN BERLIN -LANDS UNITED OSNABRÜCK POLAND AMSTERDAM O KINGDOM FRANKFURT THE HAGUE ARNHEM/ (ODER) NIJMEGEN LONDON WESTKAPELLE EINDHOVEN ROERMOND BRUSSELS GERMANY AACHEN PORTSMOUTH BASTOGNE PRAGUE LUXEM KRAKOW (CHERBOURG LUXEMBOURG BOURG GUERNSEY NUREMBERG CZECHIA LE HAVRE CITY HEIDELBERG COMPIÈGNE 0 JERSEY FALAISE KARLSRUHE AUGSBURG TRASBOURG MUNICH COLMAR BERCHTESGADEN FRANCE DIJON LYON Bay of Biscay TURIN BOLOGNA MONTÉLIMAR AVIGNON PESARO LUCCA FLORENCE MARSEILLE Adriatic Sea TOULON TAL ORTONA Mediterranean Sea NAPLES BRINDISI Tyrrhehian Sea MESSINA PALERMO TRAPANI CATANIA 300 km

Routes

LREF is working to expand the Liberation Route trails across Europe with new regions and storylines to be added each year. In Spring 2021, the following regions will be the primary focus:



PREPARATION FOR D-DAY Southern England

D-DAY & THE BATTLE OF NORMANDY Normandy BATTLE OF THE BULGE Belgian & Luxembourg Ardennes

OPERATION
MARKET
GARDEN
AND THE
AIRBORNE
REGION
The Netherlands

BATTLE FOR BERLIN Germany

Website & Web-app

In 2020, LREF has been working to reimage our digital offerings. In preparation for the launch of the hiking trails in 2021, we are building a new "Liberation Route Europe" website and accompanying web-app that includes all the previous content from Liberationroute.com, a map-navigation interface and a travel planner. This innovative website will serve to make the sites and stories of the liberation more accessible for the years to come.



New publications

With a change in visual identity and the launch of the hiking trails, LREF is working to develop a series of new publications including regional brochures that will highlight members, POIs, and the trails for visitors travelling the Liberation Route. We are also working to reimagine the Tour and Travel Guide to meet the needs of the tourism industry in a rapidly changing industry.

Partners

The hiking trails have been established in cooperation with Wandelnet (The Netherlands), GR Sentiers (Belgium) and other hiking organizations, members, partners, national and regional governments.

Financial Sponsors: German Foreign Office, vfonds, Mondriaan Funds, Airborne Region



Throughout 2020, various regional authorities, organisations, and governments have decided to support the effort to create the Liberation Route Europe hiking trails.

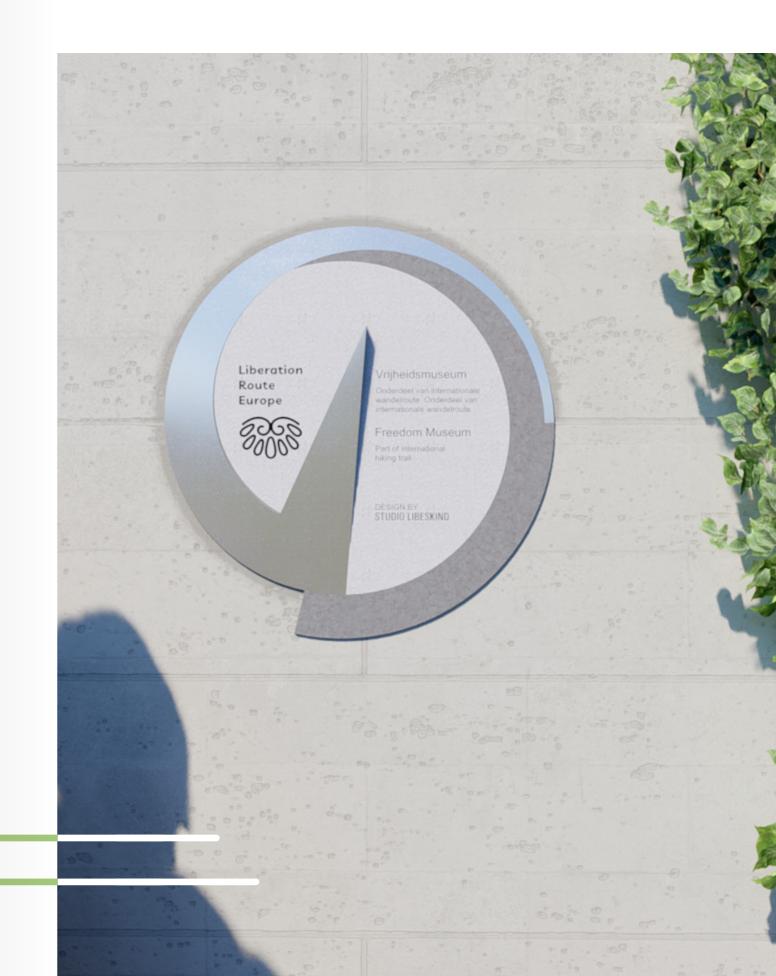
Earlier this year, LREF received a grant from the Dutch Mondriaan Fund/Ministry of VWS to begin work on the Operation Market Garden trail in the eastern Netherlands. The vfonds gave their support in 2021 to develop the project in the Dutch provinces of Limburg and Zeeland. The Airborne Region Municipalities (NL) are supporting a regional pilot project that will include an accompanying web-app. After years of effort, a substantial grant from the German government has been secured to begin implementing the project at the European level in 2020. LREF has been working closely with the Auswärtiges Amt (German Ministry of Foreign Affairs) and the German Embassy in The Hague on the project. The support of the German government is an outstanding gesture, and it is our hope that this will result in more support of national governments in the future.

Main partners and sponsors



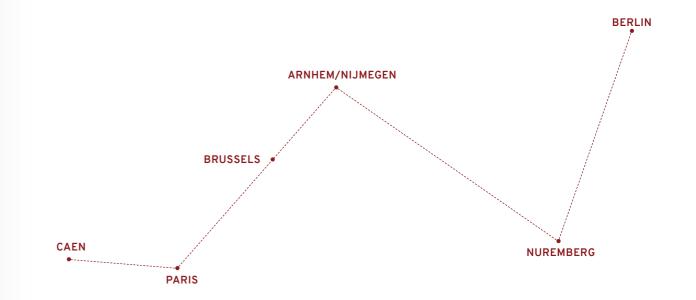






Press & PR











Press-trip '75 years after WWII: From D-Day to Freedom'

May 2020 marked 75 years since the German Army capitulated and signed the acts of surrender in Berlin, finally putting an end to World War II in Europe. To commemorate this event, LREF and Eurail, the company behind the Interrail Pass, invited an international group of journalists on a fascinating 6-day rail trip across Europe. Among others, Le Figaro (FR), De Telegraaf (NL), Vanity Fair (IT) and Lonely Planet Travel Magazine retraced the route that the Allied forces took by train and visited some of the most significant WWII sites that offer a multi-perspective view on the liberation of Europe. Normandy (Caen) > Brussels > Arnhem > Nuremberg > Berlin. Their articles were published in the 2nd half of 2020.

Press figures and examples

Due to COVID-19, LREF could only arrange one press trip this year. Fortunately, the #IRemember campaign and the online event drew a lot of attention of the press as well. Thanks to our members, partners and guides this resulted in many interesting publications, from national newspapers to lifestyle magazines, history platforms, travel blogs and social media.

Travel trade



Guide network

LREF has established a guide project to recruit and train battlefield guides to interpret the Liberation Route heritage to visitors from across the world. The LRE Guide network ensures quality of WWII tours and makes LREF visible on the ground. Many visits by press and travel trade stakeholders have been accompanied by LRE Guides. International tour operators, consulted by LREF, have been connected to our LRE Guide network. This year the guide manual has been updated and new international guides registered for the network. In addition, there were two online meetings for the LRE guides of our international network.



Liberation Route Italy, in collaboration with the Turislucca and with the historians of the Scientific Committee, organised a course in which over 60 guides from all over Italy participated. For the first time in Italy, a specific course focusing on the history of WWII in Italy was organised for tourist guides. Liberation Route Italy was responsible for the coordination of the course. The program composed of 14 lessons and was elaborated by the Scientific Committee.



To introduce different parts of the Liberation Route Europe to a wider international audience, the LRE Foundation cooperated with the European Travel Commission, to provide two familiarisation trips for the international travel & trade industry. One trip took place in Belgium, Luxembourg, Germany and the Netherlands while the other trip focused on Italy and Czech Republic. During these trips, impressive sites, museums, member organizations and iconic places were visited.



LREXPO

The LREXPO took place on 5 February 2020 in Brussels, in the framework of the LRE Forum. It offered WWII sites, museums and destinations representatives the opportunity to network with heritage tourism stakeholders. Networking was made easier thanks to a system of scheduled appointments and the day was complemented by travel trade-focused workshops.



Updated Tour & Travel Guide

The updated LRE Tour & Travel Guide will consist of a set of booklets for the travel trade industry, to serve as an inspiration and a tool for tour operators to create their own offers and travel packages. It will also be used to promote our members and partners at the same time. In terms of design, the booklets will be divided by country, have historical introductions with great pictures, and they will present important storylines for the countries and regions the Liberaton Route Europe crosses.



LREF Team attended the following events:

ETOA CITIES FAIR IN JULY

A workshop where the team established new contacts with 25 international tour operators.

ETOA GEM in November

A workshop where the team established new contacts with 35 international tour operators and executed follow-up meetings.

Cycle Summit 2020

In November the LREF Team met with 20 Cycle tour operators and presented the LRE Trails Network to the conference audience.





Network





The LRE Forum 2020 was held on 4 and 5 February 2020 in Brussels, Belgium, at the Royal Museum of the Armed Forces and Military History in the iconic Parc du Cinquantenaire/Jubelpark.

The first day was dedicated to the LRE Conference and began with two workshops on Europe Remembers and on the Liberation Route Hiking Trails. In the afternoon, a panel discussion titled Remembering World War II across Europe: the narrative and cultural gaps was on stage, featuring Prof. Frank van Vree, Prof. Rafal Wnuk and Prof. Mischa Gabowitsch. Later, Prof. Oliver Wieviorka and MEP Andrius Kubilius triggered a lively debate on the topic: Can the EU shape memory? To wrap up the conference, Daniel Libeskind architect and designer of the Vectors of Memory, the markers of the LRE hiking trails - gave an inspiring keynote speech entitled Building Memory, highlighting his personal commitment to evoke memory in buildings, creating a connection between memory, history and culture.

In the evening of 4 February, the LRE Gala was held at the majestic Egmont Palace. Highlights includeds the award ceremony of the Liberation Route Europe as "Cultural Route of the Council of Europe" as well as the welcome ceremony of new LRE members. On the following day, the LREXPO provided a networking platform for WWII destinations representatives and heritage tourism stakeholders. More information on the LREXPO on page 14.

NEW MEMBERS 2020

Jersey Heritage

(UK – Channel Islands)

Visit Jersey

(UK – Channel Islands)

Visit Guernsey

(UK – Channel Islands)

City of Torgau

(Germany)

Municipality of Rheden

(The Netherlands)

Museum Federation Firesland

(Museumfederatie Fryslân)

Istituto Nazionale Ferruccio Parri (Italy) JERSEY HERITAGE





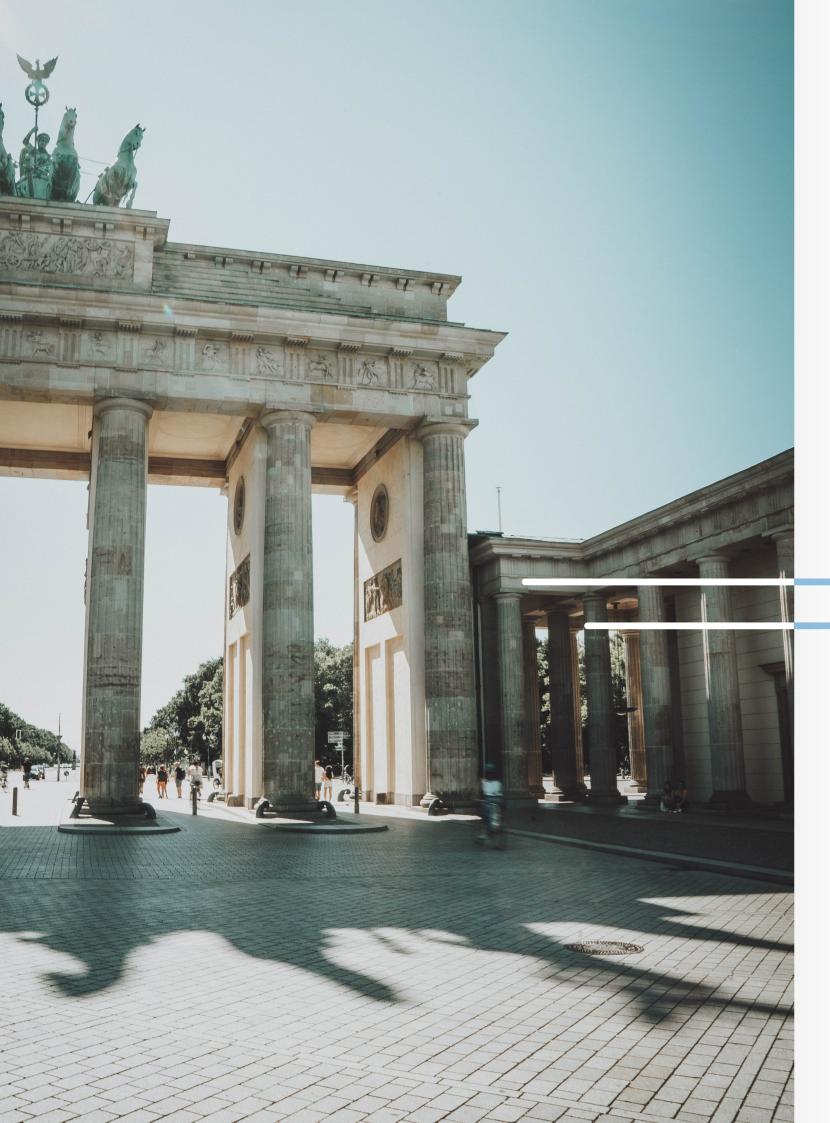








31



2021 Preview

In the coming years, we will work with members and governments to expand the Liberation Route trails system to new regions and new modes of transportation

Forum 2021

Each year in February, the LRE Foundation organises an inspirational LRE Forum where members and stakeholders interested in remembrance tourism and memory projects can attend conferences and network in a specialised travel-trade expo. In the same tradition, we went forward with a virtual annual Forum in 2021.

Originally intended to take place in Nijmegen, the Forum's fifth - and now digital edition, featured several events, such as an online travel trade networking event that brought together regional tourism agencies, institutions, and tour operators from across Europe and North America.

Launch of the Hiking Trails and new Liberation Route Europe Website

In 2021, the Liberation Route Europe Hiking Trails will continue to be a focal project in preparation for its official debut. If the situation allows, we hope to organise an in-person event in Berlin in 2021. A beta version of the new liberationroute.com web-app will be available March 2021 before a public launch in May. Work will also begin this year on native iOS and Android mobile apps to allow content to be accessed offline. Our intention is also to unveil the first large 'Vector of Memory' across Europe and to install more 'Vectors' in cooperation with our members and partners.

In the coming years, we will work with members and governments to expand the Liberation Route trails system to new regions and new modes of transportation, including a cycling network, as well as to install more 'Vectors' and to showcase new historical stories. After the pandemic, our aim is to establish a transatlantic youth programme, where students from North America and Europe will come together to 'build' the trails by presenting 'Vectors', researching the stories, and discovering the history of the Liberation Route. We are very excited to create this lasting legacy project and trans-national memorial in preparation for the 80th anniversary in 2024-2025.

Organisation

New membership structure

As 2021 marks the beginning of a new chapter, and a five-year cycle, for the LRE Foundation, we are introducing an update to our membership structure first created in 2016. 2021 will serve as a year-long transitionary period before being fully implemented in 2022.

Change of governance: towards a fully international organisation

The governance structure of LREF will change as of January 2021. The LRE Dutch and International Supervisory Boards will merge to further streamline oversight. In parallel, a new advisory body will be created: the 'LRE Members Council'. This council will be formed by a diverse group of members and will have the primary mission to advise the board and management of the LRE Foundation and represent the members in the important new body.

STRATEGY LRE 2025

As 2020 marks the final 75th anniversary year of World War II, it also marks the conclusion of The LRE Foundation's 2020 strategy. With the 80th anniversary already on the horizon in 2024-2025, a new strategy for the next five years is in the process of being developed. This begins with the rebranding of the organisation as well as other exciting projects planned over the period of 2021-2025. LREF will continue to develop a system of trails to make the Liberation Route Europe a physical part of the European landscape, to expand Europe Remembers as a destination brand, and LRE's Active Remembrance Youth Programme. We are particularly looking forward to the new initiatives for the 80th anniversary of the end of the war in 2024-2025.

Most of all we are excited to continue our core mission to valorise our shared cultural heritage related to the Second World War from a multitude of perspectives. Working side by side with our members and partners, we will continue to grow as an organisation with new national branches and to expand the network throughout Europe and North America.

Team



Managing Director

Rémi Praud r.praud@liberationroute.com



Deputy Director & Director Netherlands Jurriaan de Mol

j.demol@liberationroute.com



Finance Manager

Roderick Vierwind r.vierwind@liberationroute.com



Program Manager

Peter Kruk

p.kruk@liberationroute.com



Account Manager & coordinator Administration LRE Guide Network

Joël Stoppels j.stoppels@liberationroute.com



Mireille van Kempen m.vankempen@liberationroute.com



Historian

Jory Brentjens j.brentjens@liberationroute.com



Project and Communications Assistant

Jessica Casagrande j.casagrande@liberationroute.com



Project Assistant

Wout van Aalst

w.vanaalst@liberationroute.com





Project Officer

Chance Williams c.williams@liberationroute.com



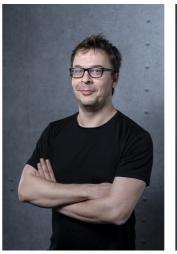
Communications Manager **•**

Gert-Jan Jacobs gj.jacobs@liberationroute.com



Executive Assistant =

Sarah Wiedenmann s.wiedenmann@liberationroute.com



Digital Manager

Loïc Francois I.francois@liberationroute.com



Managing Director NRW **Gotthard Kirch**

gotthard.kirch@web.de



Managing Director Italy == Carlo Puddu c.puddu@liberationroute.com



Executive Marketing Manager =

Katia Gerunda k.gerunda@liberationroute.com



info@liberationroute.com www.lre-foundation.org

The Netherlands

Jansbuitensingel 30 6811 AE, Arnhem +31 (0) 85 330 90 90 Belgium

131 Rue de Stassart 1050 Brussels, Belgium +32 (0) 25800733 Italy

Castello di Porta San Donato Nuova Mura Urbane 55100 Lucca (LU) North Rhine-Westphalia

An der Laag 4 52396 Heimbach, Germany

