

LRE

Foundation



To
remember
is to
create
a better
future

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“I would like to thank our funders for their continuous support, our members for their commitment and trust, and all our partners for making our Foundation stronger every year. I also want to share with you my deepest appreciation and gratitude to the LRE Foundation team, which works tirelessly behind the scenes to develop meaningful, important and ambitious projects. In the tumultuous world we live in, I am convinced that our work and mission matter more than ever.”



This past year has been a challenging one for the whole WWII-sector, which has been trying to cope with an endless pandemic that affects all activities, visits and travels. The LRE Foundation, like all its partners, has been challenged by the situation and has worked very hard to keep its ambitions intact.

We are particularly proud of what we were able to achieve in 2021. First of all, the Liberation Route Europe trails project has reached several major milestones including the official launch in July and presentation in Berlin in the presence of six US veterans, the development of almost 4000km of hiking routes, the launch of our new website and online route planner, and the installation of the first large 'Vectors of Memory' in the Netherlands. These first steps are the critical foundations of the project and the basis on which to build in the years to come. In 2022, we will launch our new mobile application, publish new historical content, and install many more Vectors across Europe. We are very grateful for the support of the German Federal government, the vfonds, the Mondriaan Fund and all our members that have made this possible.

As in years past, we have continued to work to be a platform of opportunities for our members and partners. The online version of our LRE Forum, broadcast from a studio in Arnhem, was a great way to start the year. We proved that meaningful connection, reflection, and innovation were still possible even from behind a screen. International coordinated campaigns, such as the Dutch museums recovery campaign, Europe Remembers on Tour or the Liberation Route Europe hiking trails online campaign, made sure that we continue to make World War II history a relevant part of people's lives today and prepare for a post-pandemic future.

I would like to thank our financial supporters for their continuous support, our members for their commitment and trust, and all our partners for making our Foundation stronger every year. I also want to share with you my deepest appreciation and gratitude to the LRE Foundation team, which works tirelessly behind the scenes to develop meaningful, important and ambitious projects. In the tumultuous world we live in, I am convinced that our work and mission matter more than ever.



Liberation
Route
Europe



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



In 2021, the Liberation Route Europe took a big step forward with the launch of the new hiking trails that follow the footsteps of the liberators. These trails are envisioned as a lasting legacy following the 75th anniversary of the end of World War II. Developed in cooperation by LREF and our members/ partners, these hiking trails will serve as a unique transnational memorial. The first major long-distance hiking route links London to Berlin, the first of many new routes to be launched in the upcoming years.



The initial system from London to Berlin stretches more than **3785 km** through the UK, France, Belgium, Netherlands, and Germany - linking some of the most iconic places of the liberation. This is an important first step for a truly pan-European network that will commemorate our common history. Over the coming years, more regions will be added, allowing visitors to experience the Liberation Route sustainably by hiking, cycling, and more.

<p>MAY</p> <p>Beta Launch of the new Liberation Route Europe website</p>	<p>JUNE</p> <p>"Preparation for D-Day" & "D-Day" Marketing Campaigns</p>	<p>JULY</p> <p>"Battle for Berlin" Marketing Campaign</p>	<p>JULY 22</p> <p>Official Launch of hiking trails system from London to Berlin in the presence of 6 U.S. veterans in Berlin</p>	<p>SEPTEMBER</p> <p>"Operation Market Garden" Marketing Campaign</p>	<p>SEPTEMBER 17</p> <p>Inauguration of first Crossroads 'Vector of Memory' at the Vlagheide (Eerde, NL) with U.S. 101st Airborne Division</p>	<p>OCTOBER 14</p> <p>Inauguration of first Remembrance Site 'Vector of Memory' in Boxmeer, NL on the 77th anniversary of the Battle of Overloon</p>	<p>NOVEMBER</p> <p>"Battle of the Hurtgen Forest" Marketing Campaign</p>	<p>DECEMBER</p> <p>"Battle of the Bulge" Marketing Campaign</p>
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International Launch Event in Berlin

Under the watchful eye of six American veterans who served in Germany in 1945, the LRE Foundation launched its international network of hiking trails on 22 July 2021 in the Allied Museum. In cooperation with the Best Defense Foundation (USA), LREF invited 6 U.S. WWII veterans to Berlin. The day started in the German-Russian Museum in Berlin-Karlshorst, where the special guests and a handful of international journalists were welcomed and introduced to the project. In the afternoon, the launch event moved to the Allied Museum. From the original American ‘outpost theater’, hosts Rémi Praud (LREF Managing Director) and Jurriaan de Mol (LREF Deputy Director) opened the launch event, live-streamed on the Foundation’s channels. Attending guests and viewers were taken on a virtual hike along the Liberation Route Europe, with many international speakers contributing to the launch of the trails: German MP and LRE Foundation’s patron Martin Schulz, architect and designer of the ‘Vectors of Memory’ Daniel Libeskind, Director-General of the German Ministry of Foreign Affairs Andreas Grger, LRE Foundation Chairman Ed Kronenburg, and many valued members of the Foundation.



The development of this route was made possible by the support of the German Federal Government and the Embassy of the Federal Republic of Germany in The Hague, our members and the following hiking organisations across Europe:



International Hiking Routes

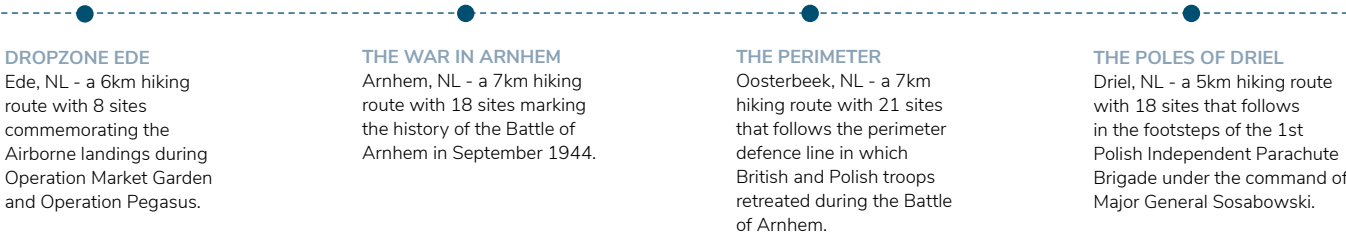
For the first time in the summer of 2021, travellers wishing to discover the Liberation Route Europe were able to plan their journey along more than 3785 km of long-distance hiking trails from London to Berlin.

Partnerships

- This year the LRE Foundation signed two new Memorandums of Understanding (MoU) to develop the hiking trails project:
- **The Fédération Française de la Randonnée Pédestre (FFRandonnée)** – the French national hiking federation. FFRandonnée will serve as a strong partner for the LRE Foundation to further develop the hiking trail system in France in the years to come.
 - **European Ramblers Association (ERA)** – the European network of national hiking organisations and coordinator of the European E-Path networks. ERA has provided LREF essential consultation on the best pre-existing long-distance e-paths to use in the framework of the project.

Local Hiking Routes

In September 2021, thanks to the support of the Airborne Region in the Netherlands, the LRE Foundation, Tourisme Veluwe Arnhem Nijmegen (TVAN), and the Airborne Region municipalities launched four local routes to mark the 77th anniversary of Operation Market Garden. In total, 62 historical items were developed along 4 themed hiking routes. In total, there are 58km of themed local hiking routes along the Liberation Route Europe. We are excited to work with our local partners to increase this number in the years to come.

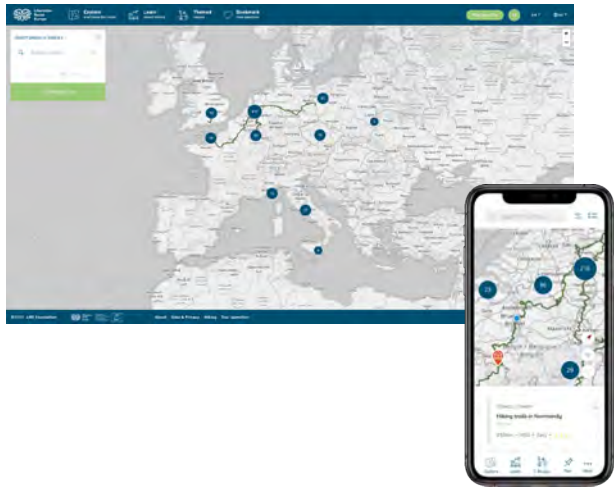




Remembrance Site Vector - Overloon (Boxmeer, NL)



Mayor of Meierijstad, Kees Van Rooij, and Mayor of Carentan les Marais, Jean-Pierre Lhonneur, unveiling the Crossroads Vector - Eerde (Meierijstad, NL)



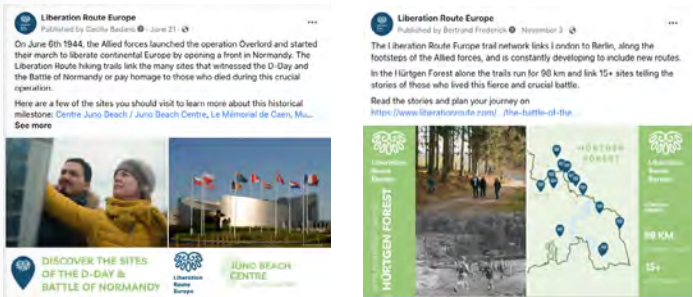
First 'Vectors of Memory' Installed

In the autumn of 2021, the first Crossroads and Remembrance Site Vectors were installed and unveiled in the Netherlands. These Vectors, designed by Daniel Libeskind, mark a series of historical locations along the Liberation Route Europe, signposting the trail and relaying important information about events that took place in the area during the liberation. In this case they tell the stories of Hell's Highway (in the municipality of Meijerijstad) and the Battle of Overloon (in the municipality of Boxmeer).

"It is wonderful that the Liberation Route Europe pays homage to the liberators of our municipalities, sharing and experiencing the stories in a contemporary way, to keep the memory of the Second World War alive," declared Meierijstad Mayor Kees Van Rooij.

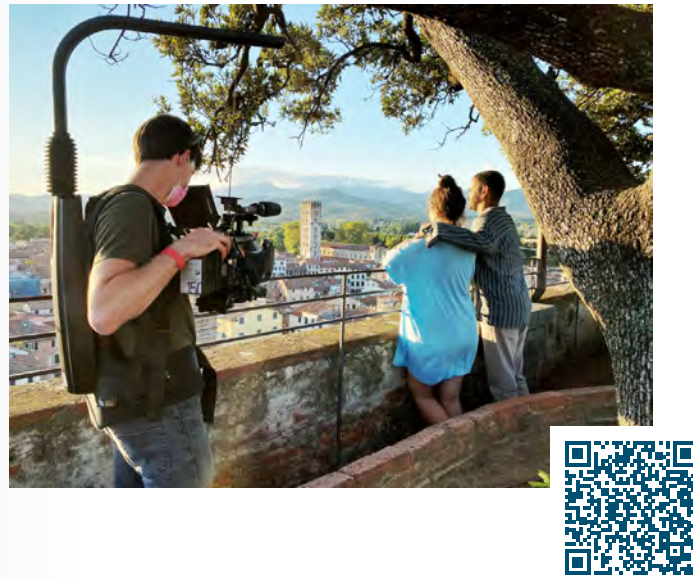
Liberation Route Europe website

In May 2021, LREF launched the new "Liberation Route Europe" website. Built around a map-navigation interface and a travel planner, this innovative website presents more than a thousand locations and stories along 290 route segments totalling 3785km of trails. Exclusive "Themed Routes" were launched in September, offering the users a ready-to-walk experience around a thematic story related to the end of the War. LREF is also currently working to develop the companion mobile app for Android & iOS and enrich the hiking experience. Over hundred new historical stories were added to the website in 2021.



Marketing Campaign

A multi-channel communication campaign has been planned and executed to launch the hiking trails across Belgium, France, Germany, Italy, the Netherlands and UK. The campaign roll-out followed several significant dates linked to the end of WWII in Europe: Preparation for D-Day, D-Day, the Battles of Berlin and of the Hürtgen Forest, and the Battle of the Bulge. The strategy involved a digital campaign on social media, the realisation of a dedicated monthly newsletter, news media outreach and the creation of a series of publications, including press kits and brochures.



Promotional videos

An important part of the marketing campaign to promote the Liberation Route Europe hiking trails in 2021 was the production of inspiring videos representing the main storylines and experiences in the different countries. These involved captivating stories told through the eyes of seven characters, who became the face of their specific region. Each was shown hiking a part of the trail, following in the footsteps of the Allied forces. A well-written text, narrated aloud, gave a voice to each of our characters, connecting them through the route and our shared history.

View the Liberation Route Europe promotional videos via the LRE Foundation's [YouTube channel](#) or the QR code.

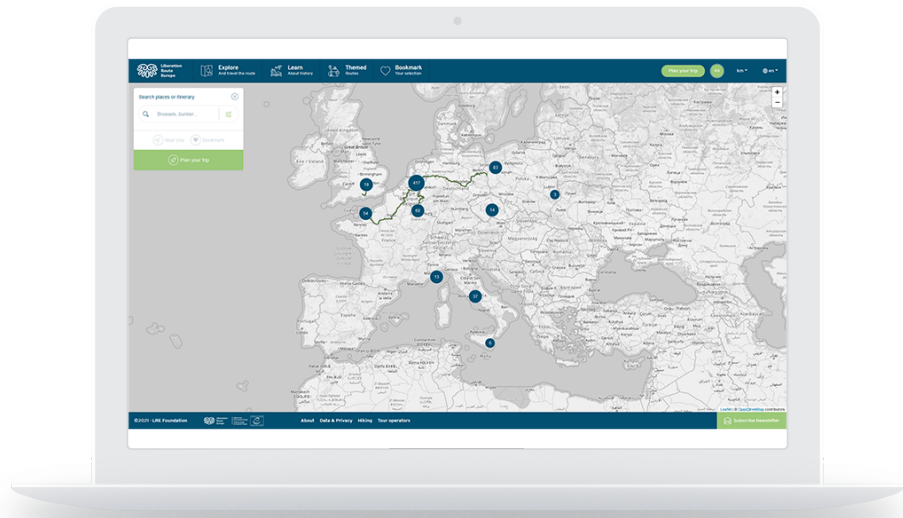


Maps & Brochures

Throughout 2021, we worked hard to finalise a number of new brochures, maps, and publications that include our refreshed visual identity and highlight the new hiking trails. Our new 'Tour & Travel Guide' has now been turned into a collection of brochures highlighting the must-see sites and members of the Liberation Route in each country. To complement this offering, regional map brochures focusing on the sites of the Liberation Route related to a specific historical event (e.g. "Battle of the Bulge") with themed groupings of sites (e.g. "The Footsteps of the American Army") have been developed to showcase the unique local heritage of the liberation.

Download the Tour & Travel Guides via [the link](#) or the QR code.

Website



Launched in May 2021, this innovative website presents more than a thousand locations and stories in six languages (English, French, Dutch, German, Polish, and Italian). More information on the project may be found on page 12.

A total of **263 000 users in 6 months**, an average of **43 000 unique users per month** and **more than 4500 new pages / content** (Points of Interest, audiospots, etc.)



- 263 K USERS
- 43 K UNIQUE USERS PER MONTH
- + 4.5 K NEW PAGES

Social Media

The Liberation Route Europe 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.

SOCIAL MEDIA INSIGHTS 2021



- 16 M IMPRESSIONS
- 12 M REACH
- 50 K ENGAGEMENT
- 9.5 K MENTIONS
- 115 K VIDEO VIEWS + 30 SECS (FACEBOOK)

SOCIAL MEDIA FOLLOWERS



30 900 (+24.9%, 61.1 new/day)



2300 (+35.8%, 5.8 new/day)

Newsletter



In 2021, we launched a new newsletter that focuses on the Liberation Route Europe project and all of its updates (new routes, new contents etc.).



Sign up for the 'Liberation Route Europe' newsletter via [the link](#) or the QR code.

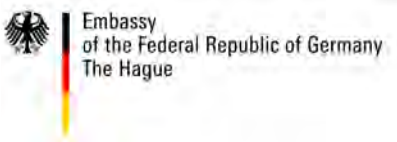
Throughout 2021, various regional authorities, organisations, and governments have decided to support the realisation of the Liberation Route hiking trails.

LREF continued to work on the Operation Market Garden themed hiking trails in the Netherlands thanks to a grant from the Dutch Mondriaan Fund/ Ministry of VWS which began in 2020. The vfonds supported the Foundation in 2021 for the project in the Dutch provinces of Limburg and Zeeland, and will continue their support in 2022 to develop the Canadian trail in the Netherlands.

The LRE Foundation received a second substantial grant in 2021 from the German government to continue developing the project at the European level - a continuation of their support in 2020. LREF has been working closely on the project with the Auswärtiges Amt (German Ministry of Foreign Affairs) and the German Embassy in The Hague. 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.

Grant from the Embassy of the Federal Republic of Germany – The Hague

Since 2020, the German Federal Government and the Embassy of the Federal Republic of Germany have been supporting the development of the Liberation Route Europe hiking trails project at an international level. In 2020, their financial support allowed the development of the long-distance route from London to Berlin, as well as the development of the new Liberation Route Europe website. Thanks to their continued support in 2021, the LRE Foundation coordinated an international marketing campaign and officially launched the project in July 2021 in Berlin with the presence of six American veterans.



Mondriaan Fonds 2020 – 2022
Operation Market Garden Trail

The Mondriaan Fonds provided the LRE Foundation with a project grant to further develop the Operation Market Garden trail in the Liberation Route Europe with historical content and 'Vectors of Memory', from the Belgian border through the province of North-Brabant to the Arnhem – Nijmegen region. Our partners Visit Brabant, Visit Brabant Routebureau, Brabant Remembers as well as Tourisme Veluwe Arnhem Nijmegen helped us to do so.



Province of Gelderland 2021-2022
Vectors of Memory

The Province of Gelderland provided a subsidy for improvement of audio spots in Gelderland (first launched in 2008). This grant has been used to integrate the most iconic WWII sites in Gelderland into the hiking trails network. A selection of sites will be marked with a 'Vector of Memory' and included on the travel planner.



vfonds 2020-2022
Zeeland, Limburg

Thanks to the financial support of the vfonds (Dutch Foundation for Peace, Freedom and Veteran Support), the LRE Foundation in cooperation with Marketing Limburg, Routebureau Noord-en Midden-Limburg, Visit Zuid-Limburg and Erfgoed Zeeland have been developing hiking routes along the Liberation Route Europe in Zeeland and Limburg. The project has focused on the research of new historical stories, finalisation of hiking routes, and the placement of 'Vectors of Memory' in the two Dutch provinces. The hiking routes will be launched in 2022.

Regional Proposals

In 2021, the LRE Foundation worked to develop and submit a number of regional proposals to further develop the hiking trails throughout Europe in new regions:

- Southern England
- France
- Belgium
- Luxembourg
- Italy

44 45 EUROPE REMEMBERS

Europe Remembers On Tour!

In 2021, we continued 'Europe Remembers on Tour!' - a European wide journey that began in May 2019 to highlight commemorations, destinations, stories, and events that remember the end of WWII.

Despite a delay due to the COVID-19 pandemic, we were able to visit Alsace in June, Berlin in July and Italy in October 2021. Videos were produced for each of these regions that featured reports, interviews, and special visits to sites, reaching our audience across the world.

44 45 EUROPE REMEMBERS

On tour!

Alsace, FR

Filmed in June 2021.

Berlin, DE

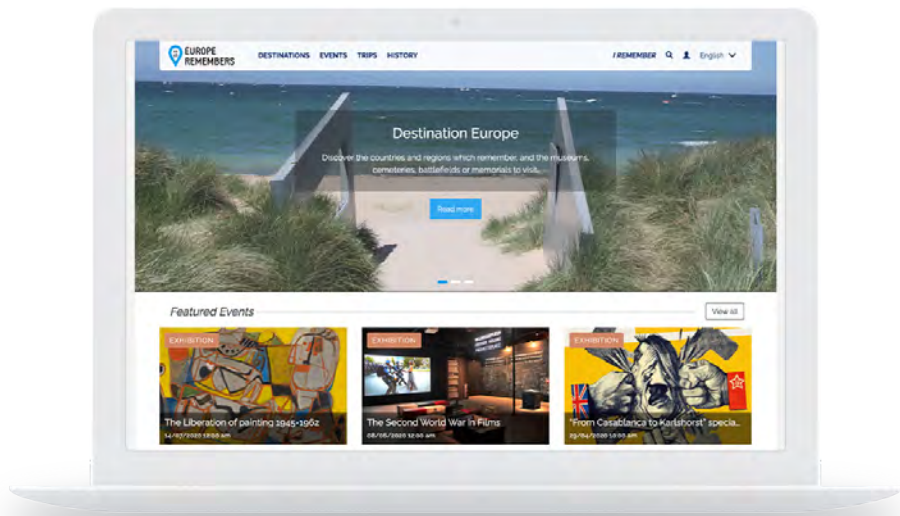
Filmed in July 2021.

Italy

Filmed in August 2021.



Website



The portal www.europe remembers.com is a centralised online platform that provides different layers of information. It contains a collaborative calendar of events (over 1100 events were listed in 2019-2020 to commemorate the 75th anniversary of the end of the war), combined with historical content and touristic information. Content is available in six different languages: English, French, Dutch, German, Polish, and Italian. In 2021, the project team added a new blog section and built a dedicated page to host our video series "Europe Remembers: On tour!"

In a little less than 18 months, the website drew more than 500 000 unique visitors and saw more than a million page views.



WEBSITE
INSIGHTS

190 K USERS IN 2021

14 K UNIQUE USERS
PER MONTH

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) with indepth video reports as well as spotlights on historic sites and commemorations. In 2021, LREF continued to grow the reach of Europe Remembers and online community:

SOCIAL MEDIA
INSIGHTS



2.3 M UNIQUE REACH

3 K MENTIONS

1 K
ENGAGEMENT

25 K
VIDEO VIEWS
+ 30 SECS (FACEBOOK)

SOCIAL MEDIA
FOLLOWERS



1007 (+14.4%)



23 300 (+5%)



547 (+13.5%)

Projects & events



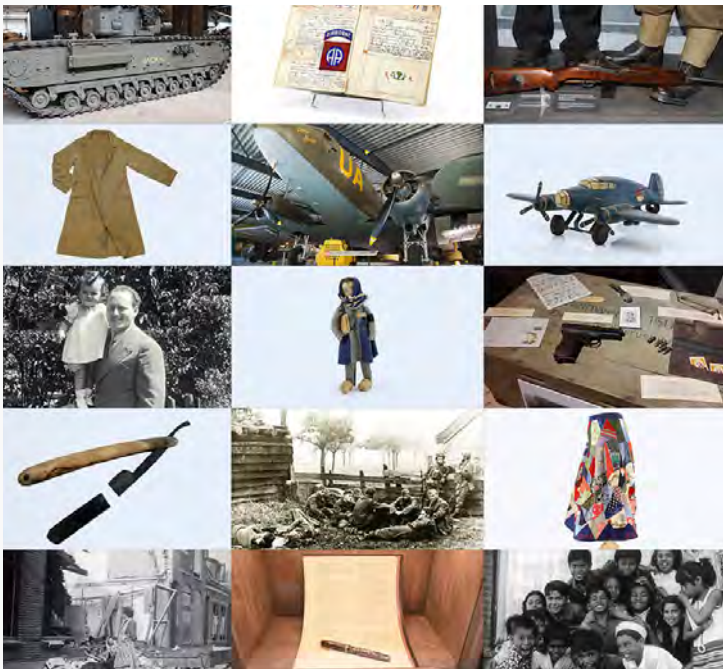
The EASTory through their Eyes project, funded by the Europe for Citizens Programme of the European Union, has officially started.



EASTory through their Eyes
The project is coordinated by the LRE Foundation with the Bastogne War Museum (Belgium), the Home Army Museum in Krakow (Poland), the City of Pilsen (Czechia) and the German-Russian Museum Berlin-Karlshorst (Germany) as project partners. The aim is to increase mutual understanding between young Eastern and Western Europeans, thanks to a travelling exhibition with personal stories, and events.

On 9 November, project partners met at the Freedom Museum in Groesbeek (NL) to discuss the application of the multi-perspective approach.

The youth events will take place in Bastogne, Krakow, Pilsen and Berlin in the first half of 2022.



Recovery Campaign WWII Museums – Netherlands
In the autumn of 2021, over thirty WWII museums and memorial centres in the Netherlands joined forces in a promotional campaign, initiated by the LRE Foundation and its partner SMH 40-45, the Dutch foundation of WWII museums. The aim of the campaign was to draw attention to the stories and the offering of the museums as well as the possibilities to visit despite the ongoing pandemic. Inspiring video and radio commercials generated significant impact and reach on national and regional channels, and was complemented by an infomercial displayed on the digital screens in the Intercity trains.



History Treks
Although the project itself will take place in 2022, preparations for the Erasmus+ funded “History Treks” project began in 2021. The goal of the project is to promote European citizenship and sustainability along the Liberation Route Europe. The youth exchange trip, tailor-made for 50 students from Germany and the Netherlands, will take five days. During the program, students will travel to the Hürtgen Forest in North Rhine-Westphalia, Germany and the Arnhem - Nijmegen region in Gelderland, Netherlands in order to visit the historic locations along the Liberation Route and to learn about each other’s different wartime perspectives.

ACTIVITIES FROM LRE'S NATIONAL BRANCHES

LRE United Kingdom

In December 2020, LRE UK was officially formed. In 2021, LRE UK embarked on a networking programme to reach museums, organisations, and regions with a WWII heritage from 1939-45 in order to promote the benefits of becoming partners with the LRE UK. All the organisations with whom we have engaged with share the same enthusiasm as the LRE UK and partners across Europe. In November, The D-Day Story hosted a regional meeting in Hampshire with prospective partners to present the work of the foundation, and was greatly received by those in attendance. In addition, the organisation made several applications for National Lottery Heritage Funding. Moving forward early in 2022, we will continue to work with partners to build a strong network within the UK.

“It is with great honour that I have accepted the responsibility to create the LRE UK. As a historian and battlefield guide, I know the importance of creating a lasting legacy for the younger generations and prompting the history and heritage that surround us. LRE UK will look to work alongside councils, tourism boards, schools, forestry commissions and museums to further develop the Liberation Route UK.”

– Ben Mayne
Director LRE UK

LRE Italy

LRE Italy was involved in numerous events in 2021, most conducted online and streamed via Facebook. Events ranged from a theatre production, several lectures, a book presentation, and a training webinar for guides. LRE Italy was substantially supported in this by the Italian Scientific Committee. The Liberation Route hiking trails network has also been developed in Tuscany (Borgo a Mozzano and Lucca) during 2021. In order to promote the hiking trails in the country, LRE Italy was involved in the production of a promo video showcasing the historic WWII sites in Tuscany.

In order to increase the visibility of LRE Italy's various activities, a new website was launched in December 2021: www.lre-italy.org. Finally, LRE Italy helped with the planning and creation of Europe Remembers On Tour! in Italy, which will be released in 2022. Locations visited include: Lazio, Anzio, Cassino, Rome, and Tuscany (the Gothic Line – Lucca, Borgo a Mozzano e Sant'Anna di Stazzema).



LRE Germany

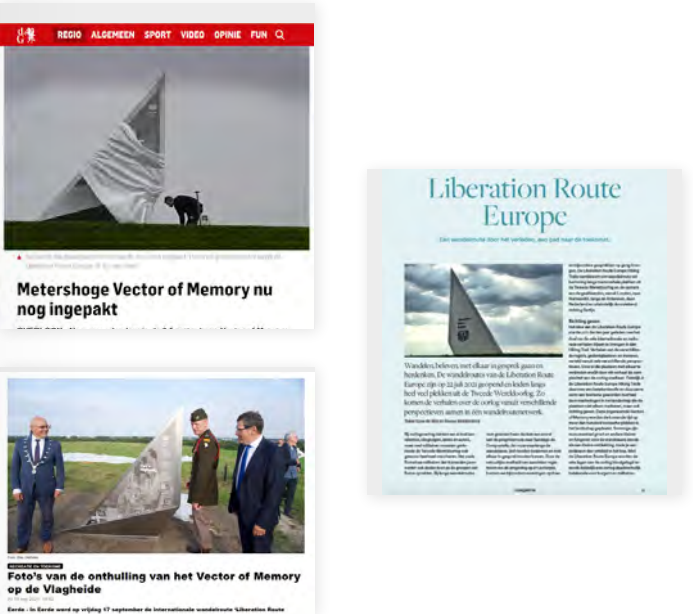
Liberation Route Germany association was founded in Torgau in October 2020 with a board. Although it was impossible to register the association with the district court ('Amtsgericht') and the tax office ('Finanzamt') in 2021 due to the COVID-19 pandemic, we are looking forward to developing new opportunities in 2022. Together with the LRE Foundation, Liberation Route Germany association continues to support the development of the Liberation Route Europe hiking trails in Germany with new historical content.

Liberation Route NRW e.V. successfully completed 10 audio spots in North-Rhine Westphalia, which has created interest from new municipalities to cooperate with Liberation Route NRW e.V. The exhibition 'History through their eyes' was displayed three times in the region. Currently a new internet website is currently being created with another application for audio spots in progress. Additionally, there was much interest for a planned workshop about the German narrative and the concept of liberation, however, was postponed to April 2022 due to the COVID-19 pandemic.



In 2021 due to the limited opportunities for international travel, journalists and social media influencers were forced to look for their stories closer to home. This led the LRE Foundation to adjust its PR strategy accordingly. One approach was to generate free publicity by collecting stories from veterans and eyewitnesses and sharing them with the public and media. Another approach was to stimulate interest to hike sections of the Liberation Route Europe. To promote regional storylines in the different countries (UK, France, Belgium, The Netherlands, Germany), we shared press & communications presskits with a select number of media and promotional partners, leveraging the historical commemorative calendar.

A major highlight from 2021 was the Polish magazine 'All Inclusive' coverage of the Liberation Route in the Netherlands and Belgium. In an extended article of 18 pages, ample attention was paid to the role of the Polish in the liberation of both countries. The publication is a prime example of the continuing interest the international press continues to take in our work and our shared history in Europe. We are looking forward to the opportunities that 2022 will bring.



Video stories on VE day

On VE Day (8 May 2021), a multi-language video was launched with moving stories of civilians and soldiers who were involved first-hand in the war. Six eyewitnesses, including two veterans, recounted what they remembered of the end of the war in Europe. For some it was a day of celebration while other had mixed emotions. These stories sparked interest by several media outlets, resulting in publications by 'The Guardian', the 'History of War' magazine among others.

Vectors Unveiling in the Netherlands

In the autumn of 2021, the LRE Foundation and its partners in the Netherlands unveiled the first 'Vectors of Memory' on the Liberation Route Europe in the Dutch towns of Eerde and Overloon. Both 'Vectors' serve as important signposts along the hiking trails and relay important information about events that took place in the area during the liberation 77 years ago. The inauguration was attended by many important personalities and attracted great publicity in local Dutch media.



Travel PRESSentation

At the beginning of November, the LRE Foundation was present at the largest network meeting for tourism media in the Netherlands. We met with over twenty travel journalists, bloggers and influencers to present our wide range of regional and thematic storylines along the Liberation Route Europe. It was an extremely efficient and practical way to share information, make further agreements, and explore possible collaborations.



Liberation Route Europe Hiking Trails Launch Event in Berlin

A major press moment was the official launch of the Liberation Route Europe hiking trails network in Berlin on the 22nd July. Despite the ongoing pandemic, we were able to attract the attention of international correspondents from Berlin-based news media. Accompanied by six U.S. veterans who served in Germany, representatives from the press visited the German-Russian Museum and Allied Museum before joining the event marking the international launch of the Liberation Route Europe hiking trails. The event was presented in a live stream across the LRE Foundation's social media channels for those who couldn't be there in person.

Travel trade

In 2021, the LRE Foundation has been working to engage with the travel trade industry online and at in-person events, expanding our network of contacts, and promoting the integration of the new Liberation Route hiking trails in touristic offerings. Despite the ongoing pandemic and the inability to organise familiarisation trips, the year has been noted by various successes to present the LRE network.

In 2021, the LREF Team attended the following events:

ITB BERLIN

The LRE Foundation participated in the online ITB-Berlin Fair in March 2021, meeting new contacts and reconnecting with existing contacts.



ETOA CITIES FAIR

This workshop took place in June 2021 where the LRE Foundation met with 30 international tour operators, some of them having participated in the LREXPO from February 2021.



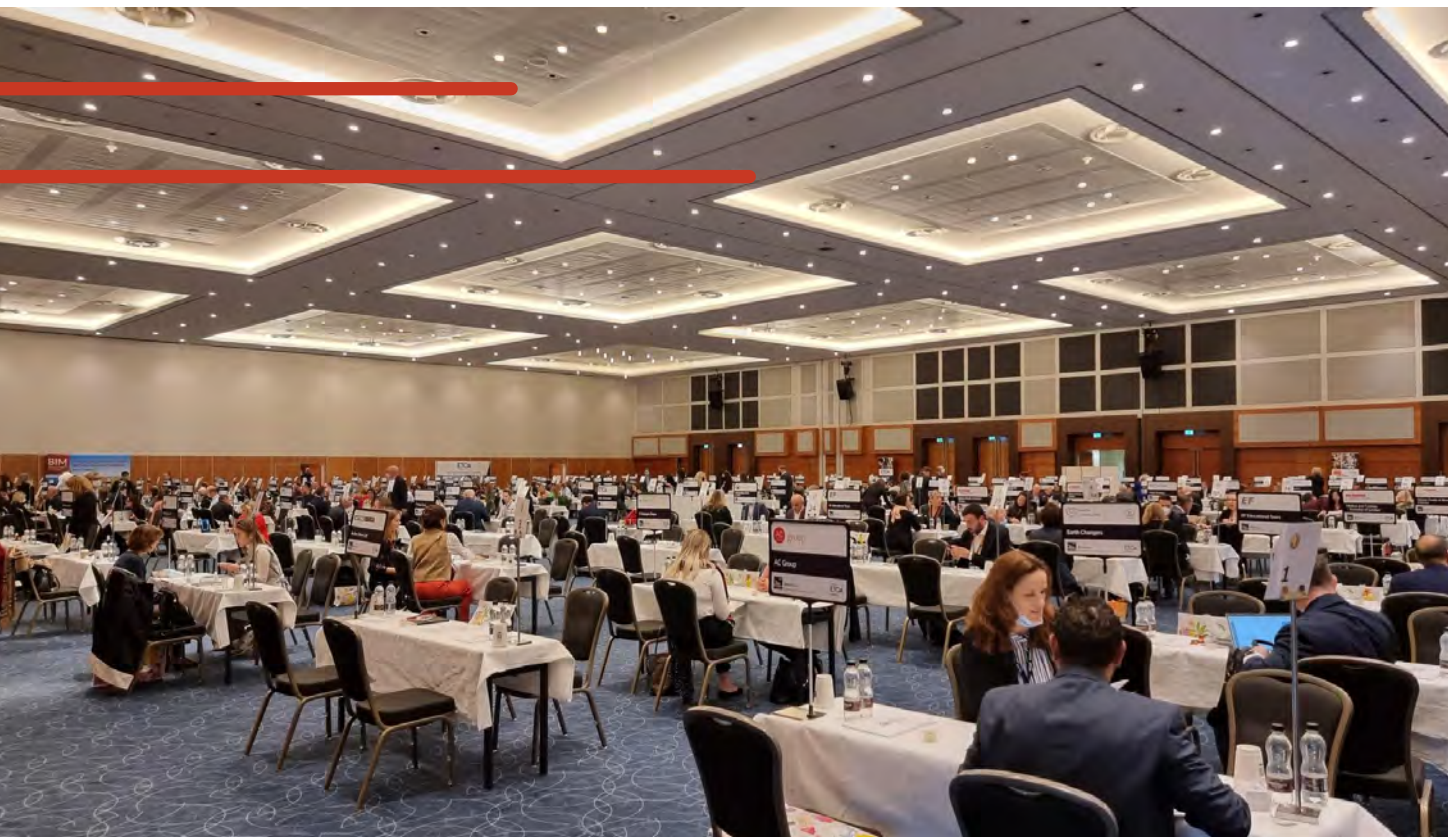
CYCLE SUMMIT 2021

In October, the LREF team attended the Cycle Summit in Toulouse, France, hosted by the Occitanie Region, to meet with 20 tour operators and destinations specialised in hiking and cycling tours.



ETOA GEM

Organised in London on 29 October 2021, The LRE Foundation presented the Liberation Route hiking trails from London to Berlin and met with 24 tour operators.



LREF attended the ETOA GEM travel trade show in London (October 2021).



LREXPO

The LREXPO took place online, for the first time, on 10 February 2021 in Arnhem as part of the LRE Forum. It offered WWII sites, museums and destination representatives the opportunity to network with heritage tourism stakeholders via online meetings, with networking made easier thanks to a system of scheduled appointments. The day was complemented by a travel trade-focused online seminar.

Established cooperation with Tour Operators

The LRE Foundation was pleased to formalise in 2021 a new collaboration with Kuoni Tumlare, a leading international Destination Management company. In this new, exciting joint venture, both organisations will work to create a selection of engaging trip itineraries for US and Canadian travellers who are looking to discover the history of Europe in the final years of WWII and the stories behind its liberation.



Guide network

LREF established a guide project in 2014 to recruit and to train battlefield guides to interpret the Liberation Route heritage for visitors from around the world. The LRE Guide network ensures the 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, and international tour operators, consulting with LREF, have been connected to our LRE Guide network. This year two additional new international guides have registered for the network and an international guide meeting (online due to Covid-19 measures) has been organised.

LRE Network

2021 LREFORUM



The LRE Forum 2021 was held from 9-11 February 2021, for the very first time in an online form to make it a safe and accessible event for everyone. The LRE Foundation's annual event was comprised of the LRE Members Webinar, the LREXPO and the LRE Conference. The multi-day event was streamed from a studio close to the famous John Frost Bridge in Arnhem, the Dutch city central to Operation Market Garden. "Building the future of commemorations together" was the unifying theme of the event and the key topic for reflection. We are beyond grateful for the heartfelt participation of our members and partners.

The LRE Forum 2021 opened its digital doors on 9 February with the Members Webinar - an event dedicated to the members of the LRE Foundation. In one hour and half, our Managing Director, Rémi Praud, and our Deputy Director, Jurriaan de Mol, took the members through the latest projects and developments of the LRE Foundation. Members also had the opportunity to share their news and updates with the larger LRE network. The 2021 Forum continued on 10 February with the annual travel trade event, the LREXPO. A large number of professionals from the international travel trade industry had the chance to network with members and partners of the LRE Foundation in one-on-one meetings. On 11 February, the LRE Conference took place and was open to members, partners and everyone interested in WWII history and remembrance. The LRE Conference was a great occasion to reflect on the challenges, opportunities and future trends pertaining to WWII heritage together with industry experts, scholars, and international students. Host Anouk Susan led the debates and the interactions with the audience who warmly engaged in the discussion. Throughout the Conference, Joël Stoppels took us on a tour of Gelderland. The LRE Conference 2021 wrapped up with the words of Managing Director Rémi Praud and the view of a breath-taking sunset over the river Waal.

New Members 2021

NETHERLANDS



Kröller-Müller Museum



Municipality of Berg en Dal



Municipality of Druten



Municipality of Wijchen

North Limburg Regional Membership

Municipality of Gennepe,
Municipality of Venray,
Municipality of Mook en Middelaar,
Municipality of Bergen,
Municipality of Venlo,
Municipality of Horst aan de Maas,
Municipality of Beesel,
Municipality of Peel en Maas

Middle Limburg Regional Membership

WCL Foundation,
Municipality of Echt-Susteren,
Municipality of Roermond,
Municipality of Leudal,
Municipality of Maasgouw,
Municipality of Nederweert,
Municipality of Weert,
Municipality of Roerdalen

South Limburg Regional Membership

VVV Zuid-Limburg,
Municipality of Beek,
Municipality of Beekdaelen,
Municipality of Brunssum,
Municipality of Eijsden-Margraten,
Municipality of Gulpen-Wittem,
Municipality of Heerlen,
Municipality of Kerkrade,
Municipality of Landgraaf,
Municipality of Maastricht,
Municipality of Meerssen,
Municipality of Sittard-Geleen,
Municipality of Simpelveld,
Municipality of Stein,
Municipality of Vaals,
Municipality of Valkenburg,
Municipality of Voerendaal,



Museum of Gdańsk (Muzeum Gdańska)
(Gdańsk, Pomeranian Voivodeship)



City of Saint-Raphaël
(PACA)

ITALY



Municipality of Viareggio
(Comune di Viareggio)



Municipality of Abetone Cutigliano
(Comune di Abetone Cutigliano)



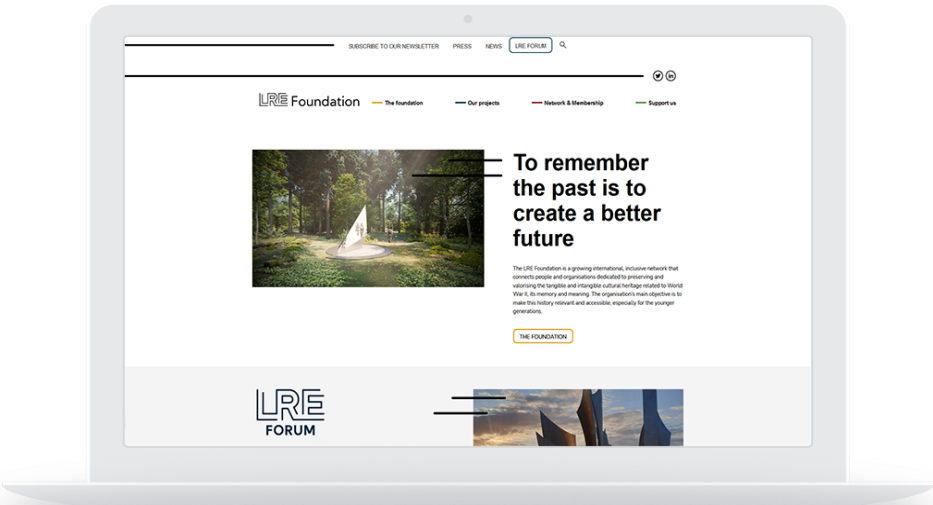
Association «Cassino City of Peace»
(Associazione «Cassino Città per la Pace»)



Pass Partout - Tourism Marketing
(Thessaloniki)



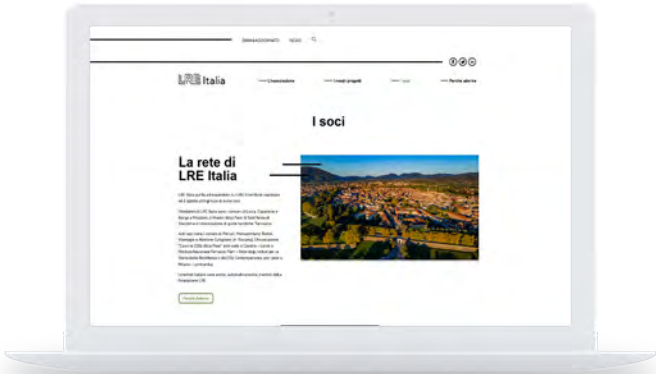
Website



Following the rebranding and renaming of the organisation , a new LRE Foundation website was built and launched in January 2021. It showcases the Foundation’s new identity and presents a detailed account of the Foundation’s projects alongside the latest news from our network and general information.

www.lre-foundation.org

LRE Italy Website



Our subsidiary entities can now have their dedicated website built on the same the LRE Foundation online environment. Our colleagues at LRE Italy launched their Italian website in November 2021, focusing on the various projects of the organisation in Italy.



www.lre-italy.org

Newsletters



In 2021, we revamped our business-to-business newsletter to reflect the change of identity of the organisation. The “LRE Foundation” newsletter offers an overview of our activities for our members and partners, but also for the press and any individual with an interest in our projects. The “Liberation Route” Europe newsletter focuses on the Liberation Route Europe project and all of its updates (new routes, new contents etc.).



Sign up for the ‘[LRE Foundation](#)’ newsletter via the link or QR code.

Social Media

SOCIAL MEDIA FOLLOWERS

3100 (+1.3%)

1028 (+51%)

In the coming year, we will work with members and governments to develop the Liberation Route Europe hiking trails and to expand the LRE Network into new regions.

Forum 2022

Each year, 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. We are excited to bring the 2022 edition to Caen, Normandy where it will be co-hosted by the Region of Normandy and Normandy Tourism.

LRE Youth Programme

In 2022, the project 'Eastory through their Eyes' will come to an end with the organisation of four youth events in Bastogne, Krakow, Pilsen and Berlin. We will start another chapter of this EU-funded initiative with the project 'Persecutions through their Eyes' with partners from the Netherlands (National Monument Camp Vught), Germany (Büchenwald & Mittelbau-Dora Memorials Foundation), Poland (Osrodek Brama Grodzka - Lublin) and Italy (LRE Italy). Finally, we will launch our first Erasmus+ project "HistoryTreks" with an exchange of students between the Netherlands and Germany, as part of our Active Remembrance Youth Programme.

Launch of the new Liberation Route Europe mobile app

In 2022, we will be launching the native iOS and Android mobile applications which will complete our digital infrastructure, and provide a companion to the visitors of the Route, guiding them along the trails and informing them about the local history. We will also continue to open more trails at both a transnational and local level, adding more historical content to the existing database in six languages. Many 'Vectors of Memory' of varying sizes will be installed in many different countries marking the way along the Liberation Route.

LRE National Branches and Offices

Following the 2011 establishment of a Dutch organisation (Stichting/Foundation), an office was opened in the Netherlands with fulltime staff in 2013, dedicated to expanding the network. A second office opened in 2014 in Brussels to focus on the international expansion. In addition to the international organisation based in Belgium and the Netherlands, new national branch organisations have been established in Italy (2019), Germany (2020) and the United Kingdom (2021). A French legal entity was also created in 2021. The objective with these national branches is to be closer to our members on the ground, organise national activities, and be able to apply for public funding in these countries.

New Supervisory Board and Chairman

The governance structure of LREF changed as of January 2021. The LRE Dutch and International Supervisory Boards merged to further streamline oversight. Seven members are currently involved in the board and a new Chairman has been appointed: former diplomat Ed Kronenburg.




ED KRONENBURG Chairman of the Board, Former Diplomat (NL)	ROD BEDFORD Board member, Trustee of the Royal British Legion	HERRE DIJKEMA Board member, Chair of the Audit Committee, Managing Director Tourism Veluwe Arnhem Nijmegen	HELEEN HUISJES Board member, Director of Visit Brabant	MARC KOCKEN Board member, Member of the Audit Committee, Head of Sector Heritage and Public Engagement at Zeeland Heritage	DIETMAR NIETAN Board member, Member of the German Bundestag	TAJA VOVK VAN GAAL Board member, former Creative Director at the House of European History
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“It is an honor to be associated with the LRE Foundation and especially the Liberation Route Europe initiative. The activities it undertakes and promotes are of great historical and cultural value for all generations, bringing together young and old from various countries to convey the all-important lesson that history has taught us: the road to the future can and should only be travelled together, in harmony and peace, to confront the challenges we collectively face.”

– Ed Kronenburg
Chairman LRE Foundation

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