

# Membership offers

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**The LRE Foundation is a growing international, inclusive network that connects people and organisations dedicated to preserving and valorising the tangible and intangible cultural heritage related to World War II, its memory and meaning. The organisation's main objective is to make this history relevant and accessible, especially for the younger generations.**

## **History**

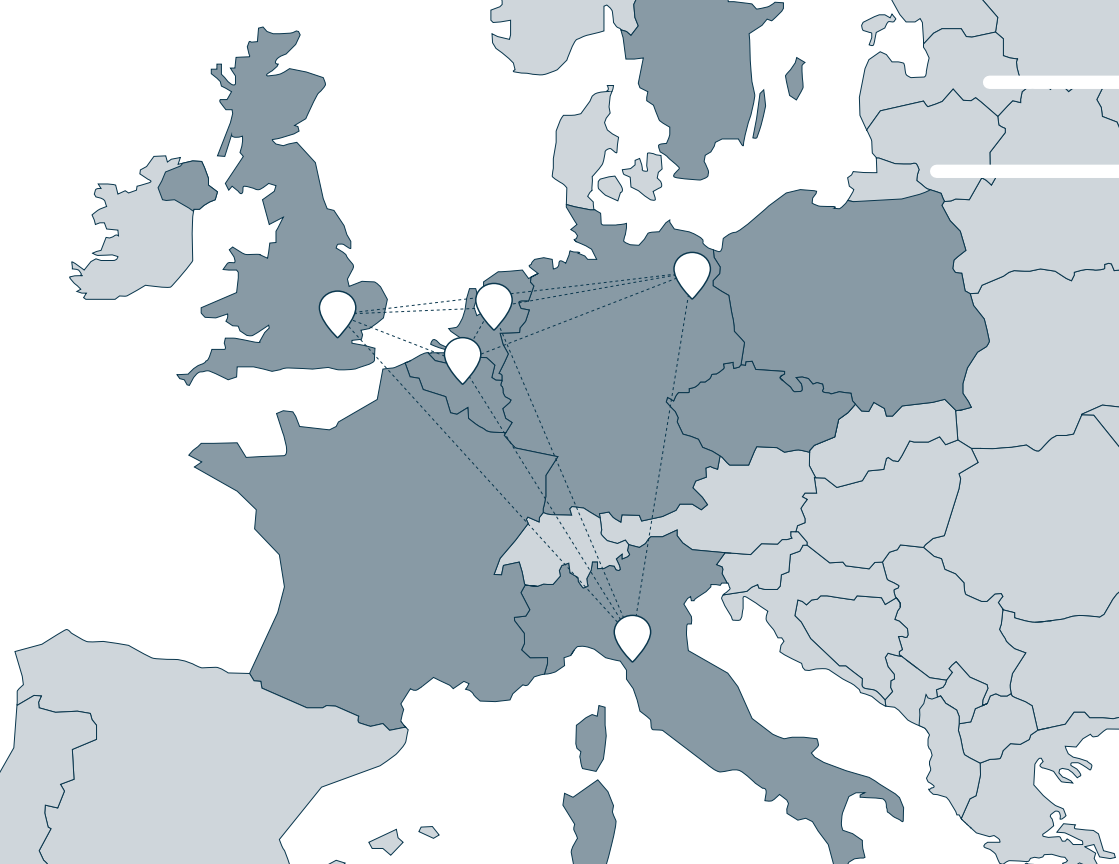
The LRE Foundation has its roots as a regional project in the Arnhem-Nijmegen region. In 2008, three of the area's museums – the Freedom Museum in Groesbeek, the Airborne Museum "Hartenstein" in Oosterbeek and the War Museum in Overloon – joined forces with Tourism Veluwe Arnhem Nijmegen (TVAN) to raise awareness of local World War II history by telling its stories and promoting its remembrance sites by creating a "liberation route". From the creation of a Foundation in 2011, the organisation established offices in the Netherlands and in Belgium, along with national branches in Italy, Germany and the United Kingdom.

## **Governance**

An International Supervisory Board governs the organisation, while an Historical Advisory Board, comprised of leading historians, works to define the organisation's historical scope, content, and research. In 2021-22, a Members' Council will be set up to represent the members and advise the International Supervisory Board. Since 2012, Mr. Martin Schulz, Member of the German Bundestag and former President of the European Parliament, has served as the patron.

## **Funding**

The LRE Foundation has been supported financially by the National Fund for Peace, Freedom and Veteran Care (vfonds) in the Netherlands since 2012, the European Union since 2013, and by the German Federal Foreign Office since 2020, as well as by memberships throughout Europe and North America.



# National branches

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The LRE Foundation has national branches in the Netherlands (since 2011), in Italy (since 2019), in Germany (since 2020), and in the United Kingdom (since 2021), and plans to open branches in other European countries in the future. Dutch, Italian, German and British organisations that join the Foundation are automatically members of the LRE Foundation and of the national branches. By being member of a national branch, they can enjoy additional structural support and increased visibility at the local and national levels. These members may access specific local and regional initiatives, which include communication, marketing, travel trade and networking activities. Moreover, national branches offer increased coordination at the national and international levels in close cooperation with the LRE Foundation.

# Activities

**The LRE Foundation is engaged in the promotion of WWII remembrance tourism and in making history accessible to an international audience.**



## **Communication & Marketing**

The LRE Foundation has built a robust set of Communication & Marketing tools, both online and offline.

- Websites and mobile applications provide high-quality historical and touristic content
- Social media accounts share content and raise awareness with the general public and cultural stakeholders. Paid promotion (via Facebook Ads) amplifies the message
- Regional and international marketing campaigns inspire visits to sites of remembrance
- Press trips and press outreach promote visibility in the regional and international press
- Newsletters highlight the main updates for members and the general public
- The biannual LibRE digital magazine is the place for in-depth analysis and debate about remembrance and memory issues.

## Travel trade

The LRE Foundation actively engages in the travel trade industry with robust tools to promote the foundation and its partners.

- The LREXPO is a unique event to showcase and to discover the many European destinations sharing the heritage and experiences of World War II. This thematic trade show features representatives from remembrance sites, museums, and tourism destinations, along with the travel & tourism stakeholders
- Our presence at Travel Trade shows and partnerships with leading players in the tourism industry results in increased visibility of the members and remembrance sites worldwide
- European Tourism Association (ETOA) membership allows representation of LRE Foundation members at a European level
- Familiarisation Trips (FAM trips) take Tour Operators to remembrance locations, inspiring them to include the members in their tours
- The Tour&Travel Guide is the ultimate tool for travel trade specialists to discover remembrance sites and members throughout Europe
- The international LRE Guides Network ensures high-quality educational tours.

## Network

The LRE Foundation supports its members and provides networking opportunities with stakeholders across the remembrance tourism sector.

- The LRE Forum, the Foundation's annual event is divided in 3 parts:
  - The LRE Conference serves to inform, to inspire, and to connect all the LRE Foundation's members, network, stakeholders, and the general public. This includes an update on the LRE Foundation's activities, information about upcoming projects, and thoughtful, in-depth panel discussions
  - The LRE Gala is a special event for members of the LRE Foundation, its key partners and sponsors. The evening's activities include networking opportunities, inspiring guest speakers as well as a new members' ceremony
  - The LREXPO is the most important event linking members and travel trade operators, and is a networking opportunity to exchange knowledge and best practices
- The LRE Foundation has considerable consulting experience in the fields of cultural heritage and commemoration and offers expertise on a wide range of topics - from communication to fundraising, project management of EU-funded programmes, or event organisation.

# Membership

**Since 2016, the LRE Foundation has been a member-supported organisation through individual and regional memberships.**

The Foundation has members in ten European countries and offers them several networking opportunities, representation in travel trade shows, visibility in marketing and communication activities, cooperation in projects, remembrance tools, and platforms aiming to promote a meaningful tourism and make history accessible to an international audience.

The LRE Foundation offers five levels of membership. Membership is reserved for non-profit organisations such as museums, local and regional governments, tourism boards, associations, research and education organisations, etc. For-profit companies and travel trade operators can sign ad hoc partnerships with the LRE Foundation.

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## Basic

Basic services of an LRE Foundation membership include:

- Becoming part of the LRE network
- Invitation to the LRE Forum and other events
- Inclusion in the database of partners
- Possibility to participate in the Foundation's projects, including EU-funded projects
- Listing on the LRE Foundation website
- The licence to use the Liberation Route Europe, Cultural Routes of the Council of Europe and Europe Remembers logos
- Access to newsletters and publications, including the Annual Report
- Access to the Europe Remembers extranet to add remembrance events to the portal.

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# Individual

An Individual membership offers all services as a basic membership plus:

- An optional feature in Marketing and Communication activities
- 1 item on the websites & app
- A feature in the Tour&Travel Guide
- Representation at international trade shows and within the travel operators' network
- Promotion of your activities on the LRE Foundation's social media channels, without paid publicity

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## Individual Premium

A Individual Premium membership offers the services of basic membership plus:

- A preferred feature in Communication and Marketing activities
- A booth at the LREXPO
- Representation at international trade shows and within the travel operators' network
- 5 items on the websites & app
- Premium visibility in publications, such as in the Tour&Travel Guide, the newsletter, and the LibRE magazine
- Promotion of your activities on the LRE Foundation's social media channels, with paid publicity
- Access to LRE press contacts

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# Regional

Regional membership applies to a coordinator and 5 organisations. More organisations can join the regional membership for an additional fee.

Regional memberships apply to a number of organisations that unite to form a consortium representing a common destination. The members appoint a coordinator that serves as the link between themselves and the LRE Foundation. Regional membership offers all services of basic membership plus:

- A total of 20 items on the websites & app
- Development of regional itineraries on the LRE website
- Being an optional destination for Communication and Marketing activities
- A regional booth at the LREXPO
- Representation at international trade shows and within the travel operators' network
- Premium visibility, including feature on the Tour&Travel Guide, on the newsletter, on the LibRE magazine
- Promotion of their activities on the LRE Foundation's social media channels with paid publicity (up to 3 paid messages, with an estimated reach of 150.000 people/year)
- Access to LRE press contacts
- The license to create their own regional LRE brand

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# Regional Premium

Regional Premium membership applies to a coordinator and 10 organisations. More organisations can join the regional membership for a fee.

Regional Premium membership offers all services of basic and regional memberships. In addition, the Coordinator has right to one Wall Vector of Memory, designed by Daniel Libeskind. Regional Premium membership also offers to the consortium:

- 20 additional items on the websites & app, for a total of 40
- Being a preferred destination for Communication and Marketing activities
- Promotion of their activities on the LRE Foundation's social media channels with paid publicity (up to 5 paid messages, with an estimated reach of 300.000 people/year)
- Creation of an ad hoc sub-domain of the LRE website
- The licence to a regional Europe Remembers brand





# Add-ons

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The LRE Foundation offers optional services to all its members for an additional fee.

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- Project consultancy:  
We can advise on guide training, remembrance strategies, event organisation, workshops, fundraising, EU projects, WWII history, and much more
- Trails:  
How to integrate your site / region as a sustainable tourism project into the larger Liberation Route Europe trails initiative. Services can include:
  - Regional or local map brochure
  - Vectors of Memory, designed by Daniel Libeskind
  - Use of the LRE digital infrastructure (web content and geographic data) for own web projects or digital applications.
- Audiospots
- Europe Remembers licence for regional campaigns
- Professional translation of content items in the six languages of the LRE websites.

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# LRE Foundation

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THE LRE FOUNDATION  
IS THE INITIATOR OF



**Liberation  
Route  
Europe**



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REMEMBERS**

## PARTNERS & SPONSORS



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