Liberation Route Europe's international hiking trail

Vectors of Memory
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Why
To remember is to create a better future
This year, 2019, is the first of two important remembrance years in which in various countries, regions and communities, the end of World War II and the liberation from National Socialism in 1944-1945 will be commemorated.

These commemorations will also be a moving tribute to the veterans and eyewitnesses who will be less and less able to be present and to share their experiences. Most likely, these will be the last commemorations in which we can pay tribute in their presence.

Mr. James Megellas is an example of a very inspiring man. Not only is he the most-decorated officer in the history of the 82nd Airborne Division, but he is also tireless in his efforts to pass on his stories and sharing his experiences to the younger generations and the present day. Miraculously, he is still able to share his story, but if the moment comes that he won’t be able to do this himself, we will keep his memory and powerful messages behind it alive. Next to the story of James Megellas, there are many more personal stories from U.S. veterans to tell, from different perspectives.

The 75th anniversary of World War II represent a tremendous opportunity and commitment for us and for everyone who is or feels connected with this history. It is our challenge to offer meaningful commemorations and events, with a special attention to the youth. Not because the commemorations are more important these years than in other years but because this is an international momentum we can seize to reach youth, worldwide audiences, and to use this dynamic to reinvent ourselves, imagine new exhibitions, new storytelling, new tools and new commemorations. All with respect to local, regional and national traditions but by adding new elements to commemorating.

It is now up to us to keep their stories and this history alive! But we cannot do this alone. And we should not do this alone. This is a shared, transnational history so we aim to do this in transnational cooperation. We need your help and support in order to make this happen!
The LRE is a continuously growing, international remembrance trail that connects important milestones from modern European history. It forms a link between the main regions along the Western Allied Forces’ advance from southern England, to the beaches of Normandy, the Belgium, Luxembourg, the Netherlands, the Hürtgen Forest and on to Berlin. The route then continues to the Polish city of Gdańsk, where a democratic revolution for overcoming the division of Europe was launched nearly two generations later. In southern Europe, Italy has now joined the Liberation Route Europe, from Sicily to the Gustav and Gothic Lines, as has the Provence region in southern France and the city of Pilsen in the Czech Republic.

LRE gives people the chance to discover and experience the route that the Allied Forces took during the final phase of World War II. It connects this history with life in modern day Europe, as well as other parts of the world, underscoring the role of international reconciliation and the promotion of reflection on the value of our hard-won freedoms. Our aim is to combine the Liberation Route Europe with innovative and sustainable tourism products and offers, in collaboration with our international partners, in order to make this core part of European history more visible and more accessible to visitors from all over the world.

From Regional to International
In 2008, the Liberation Route Europe was founded by four Dutch organizations: the Regional Tourism Board Arnhem Nijmegen, the Airborne Museum ‘Hartenstein’ Oosterbeek, the National Liberation Museum 1944-1945 Groesbeek and the War Museum Overloon. The Liberation Route connects historical locations and personal stories of the final phase of World War II and has made recorded stories accessible from almost 200 audio spots in six Dutch provinces. In 2011, the Liberation Route Europe Foundation was established and took the first steps to create a unique international network.

At the end of 2012 the Liberation Route Europe Foundation began cooperating with the Dutch vfonds (National Fund for Peace, Freedom and Veteran Support). Their generous support and strategic partnership enabled the Liberation Route Europe Foundation to realize its ambitious plans in a professional way, to set up a project organization with its own staff, and further expand all over Europe and establish partnerships in the United States and Canada.
Our methodology

LRE's overall objective is to keep the memory of World War II alive and defend shared values such as peace and freedom. 75 years after World War II, we want to make sure that this important part of the history will not be forgotten. We believe that combining history with remembrance tourism will arouse interest in the topic and make it more accessible for different audiences. In our eyes, to remember is to create a better future.

Liberation Route Europe combines historical content development with a multi-perspective approach, remembrance tourism activities, and memory transmission tools at an international level. Using multidisciplinary approach and cooperation, the aim is to make the route accessible and educational, and attract as many visitors as possible to discover it. Our message could be also summarized this way: Travel to Remember.

To secure a high level of historical content we have an international Historical Advisory Committee with top historians from various countries.

To learn more about its members: https://b2b.liberationroute.com/about-us/the-boards/

We create the link between organizations from different sectors: education and research institutions, tourism and marketing, museums, governmental organizations and veterans associations. Thanks to this international cooperation, we are able to work on cross-border projects and offer our members unique networking possibilities. We use modern communication tools such as websites and apps that can be accessed on route to unlock the stories from people who were involved in the final phases of World War II, and develop ambitious cooperation projects to commemorate the 75th anniversary of World War II.

Projects

The LRE Foundation is continuously looking for opportunities to promote the LRE and World War II heritage, and to start new cooperation with other organizations. A few examples of what we have worked on are the travelling exhibition Routes of Liberation (2014-2017), the campaign MarketGarden70 (2014), the European campaign #gratefulforfreedom to commemorate the 70th anniversary of the end of WWII (2015), ‘Walking in Freedom’ during the 100th Four Days Marches in Nijmegen (2016), the Freedom Ride cycle tour (2016 -2018), and the exhibition and youth conferences History through their Eyes project (2017-2019).

Our main aims in all of our projects is to:

- Paying tribute to pay tribute to living veterans, as it won’t be possible anymore soon
- Develop sustainability for LRE with a tangible infrastructure with which we can continuously enrich the route in the years to come
- Raise awareness and advocate for the importance of keeping World War II heritage alive
- Inspire people to visit and experience the route themselves.
Why

EUROPE REMEMBERS
75 YEARS AFTER WWII

EUROPE REMEMBERS
Numerous commemorations and events will take place in 2019 and 2020. We expect large numbers of visitors to travel to and within, Europe to attend these anniversary events. The Liberation Route Europe Foundation, together with its partners, takes this opportunity to collectively honor, remember, reflect and inspire the world with an international awareness and remembrance tourism campaign called Europe Remembers 1944-1945.

The campaign consists of two main activities:
• An online portal with a European calendar of events, touristic information for visitors to book their own tours, and historical information based on the Liberation Route Europe database. Visit it at www.europe REMEMBERS.com

• A dedicated, international awareness campaign in Europe, the United States and Canada

An important part of the Europe Remembers program is to build a legacy together: a one of a kind transnational and tangible hiking trail.
Leave a mark
Add your story
What’s your vector?
Find your roots

Let’s create a legacy together
Why

The Legacy

Liberation Route Europe

Hiking Trail

This project presents a perfect opportunity to create a sustainable transnational memorial, making Liberation Route Europe physical and tangible. This trail will form the traceable link between the main regions along the Western Allied Forces’ advance from southern England, to the beaches of Normandy, the Belgian Ardennes, the south-eastern provinces of the Netherlands, the Hürtgen Forest, and on to Berlin.

The Liberation Route Europe Hiking Trail has its roots in what we have already developed: a network that connects places, stories, countries and people. We will be able to use the many multiperspective storylines that already have been created, in multiple languages, as well as our functioning online infrastructure. The trail stands for creating awareness, reflection, traveling to remember, keeping the history alive and inspiration. It is a legacy project for young generations to never forget and to use the lessons of the past for today and tomorrow and to help us remember how vulnerable our freedom is. This trail will keep this part of our shared history, the remarkable stories and the footsteps to freedom, unity and peace alive.

This international hiking and remembrance trail will stretch from London to Berlin with the development of different branch routes connecting to this main trail in the future, along with root components in North-America. The route will pass numerous historical locations and stories, which have been important in the last phase of World War II. The idea was raised by Liberation Route Europe and since its beginning is supported by Dutch hiking association Wandelnet. The idea is to turn the Liberation Route into a pilgrimage trail like the way of St James to Santiago de Compostela, with European history and the continent’s commitment to a more peaceful future. For this trail, our foundation started a unique cooperation with the renowned architect Daniel Libeskind who has designed a symbolic family of markers: the ‘VECTORS’. Our aim is to officially open this trail in May 2020.
How
A growing development strategy

Realizing a 3000-kilometer long trail from London to Berlin within a short period of time is a major challenge. This requires a smartly phased, area-oriented program approach whereby the cohesion is guaranteed. The elements to make this process a success are listed below.

A coherent program with different lines
First element of the strategy is the establishment of an effective program approach, consisting of three program lines:

1. physical realization,
2. virtual/online realization,
3. community building & marketing.

This element is further described in paragraph 3 (WHAT?).

Different levels of execution
Second element is an approach through four levels of activities and organizational layers. We distinguish the following levels:
1. the transnational route (program level),
2. the countries concerned (national level),
3. the regions within the countries (regional level) and
4. the sites and places of interest within the route (site level).

A smart phasing of the activities
The most important starting point in the phasing is that the Liberation Route Hiking Trail already can be experienced from May 2020. This will be possible because we will make use of existing (international) hiking trails. In parallel, we will work on connecting the other sites and regions not on the (existing) main trail, in close cooperation with hiking associations and local authorities by creating new branch trails. This will be done in tandem with the installation of the markers/Vectors.

Online, the route must be ready from start to finish in 2020. Physically, the main sites will then have to be developed and connected by a recognizable path. From May 2020 onwards, we will add extra sites, stories, facilities and quality to the basic infrastructure that will be developed in 2019 and the first months of 2020.
What
INTRODUCING THE VECTORS
COOPERATION WITH STUDIO LIBESKIND

We are proud of our partnership with renowned architect Daniel Libeskind for this project, who designed a special family of markers called the Vectors. It is the kind of cooperation that we are proud of and that adds a new dimension and dynamic to our work.

STUDIO LIBESKIND

“The Liberation Route Europe deals not only with the past, but also with the future - it communicates the dark history of war, while telling the story of unity against the currents of hatred. This project has strength and modesty because it is based on a simple thing: the human foot. To experience the story of the route does not require books or complex tools - it requires nothing more than to walk in the footsteps of those who went before them. I hope this will become a reminder to all visitors, residents and leaders that we must never forget the vastness of the catastrophe and the ultimate triumph of liberation!”

“The vectors are a topography of memory. They function as points in both space and time, while connecting to the story of liberation. It is important that the markers communicate a very clear and bold message.”

DANIEL LIBESKIND
Four types of Vectors

Daniel Libeskind designed four types of Vectors that will indicate the trail and sites along the trail.
Introducing a region and an important storyline with background information along the trail.

Unit price: $50,000.
(target in May 2020: 7 remembrance Vectors)
Markings on buildings denoting details of historical interest. For example partners along the trail such as museums.

**Unit price:** $500.
(target in May 2020: 189 wall Vectors)
Placed at crossroads around remembrance sites to point the direction to information spots and places of interest.

Unit price: $10,000.
(target in May 2020: 42 crossroad Vectors)
Plaque marking the direction of the trail.

Unit price: $250.
(target in May 2020: 600 floor Vectors)
Technical impression of Vectors

STUDIO LIBESKIND
The physical trail
program line 1
For the realization of the physical trail we use the following principles:

**From London to Berlin**
The Hiking Trail is an uninterrupted route of about **3000 kilometers**, linking about **250 remembrance sites** within the regions from southern England, Normandy, the Belgian Ardennes, the south-eastern provinces of the Netherlands, the Hürtgen Forest and on to Berlin. Numerous sections of this trail will highlight the contributions of the American and Canadian troops in the liberation of Western Europe. The Hiking Trail will be inaugurated in May 2020.

**Connecting existing trails**
Liberation Route Europe Hiking Trail uses and connects existing long-distance hiking trails and links them to one recognizable route. Based on **historical data** and existing routes, we developed a first draft of the route. In each region the precise route will be determined with the main stakeholders (regional governments, operators of sites and places of interest).

**Indicated and recognizable by Vectors**
The route is recognizable through vectors, developed in collaboration with hiking associations and architect and artist **Daniel Libeskind**. The Vectors indicate key regions and provide directions along the trail and information about places of interest. Our aim is that within the next five years the Vectors can be found at at least every 5 kilometers of the trail.
Proposed main storylines remembrance trail LRE

The following regions and storylines are the proposed key regions in developing the hiking trail. We want to emphasize that we develop every storyline in cooperation with our partners and stakeholders.

Southern England
During World War II the county of Hampshire was home to several military and naval bases. The ports at Southampton and Portsmouth were important locations for the preparation and execution of the D-Day landings. During the war both these cities were bombed by the Luftwaffe. Furthermore Hampshire was an important location for the production of the iconic Spitfire airplane, which was designed and constructed here alongside other aircraft.

In 1944 preparations for the invasion of Europe were fully underway in Britain. To ensure the success of the invasion large-scale deceptions were set up to trick the Nazis into believing the main landings would take place at Calais instead of Normandy. In Kent an entire fictional army group was set up to achieve this goal. This deception was so successful that even after the landings in Normandy the German army kept strong forces in Calais in anticipation of another Allied attack.
Normandy to Paris
On 6 June 1944 one of the largest fleets ever assembled crossed the English Channel towards France. The Allied invasion of Europe had begun. After the storming and capturing of the beaches a fierce battle broke out in Normandy that was to last for two months. In some of the heaviest fighting of the war many soldiers and civilians lost their lives and the countryside was left completely devastated.
Proposed main storylines remembrance trail LRE

Battle of the Bulge
The Ardennes played a crucial role during the World War II on two occasions. In 1940 the German army launched a surprise attack through the Ardennes which led to their victory in Western Europe. In the winter of 1944-1945 the Germans tried to repeat this success with another surprise attack. By this point at the war, however, the balance of power had shifted in favour of the Allies and the German offensive, known as the Ardennes Offensive or Battle of the Bulge, was unsuccessful. The Liberation of Brussels will also be included as a storyline with the cities Brussels, Mons and Antwerp.
Proposed main storylines remembrance trail LRE

Operation Market Garden
In September 1944 the Allies launched Operation Market Garden. American paratroopers landed in North-Brabant near Eindhoven, while Allied ground forces pushed through the province to reach the paratroopers at Nijmegen and Arnhem. The heavy fighting in Brabant caused the death of many soldiers and civilians. Subsequent battles caused more death and destruction until in late 1944 the province was liberated and a frontline was formed on the Meuse River.
Hürtgen Forest
In the Hürtgen Forest the Allies were faced with difficult terrain, bad weather and German fortifications. This meant that progress came slow and at a high cost. For the Allied soldiers fighting in the Hürtgen Forest the first syllable of the name of the forest (“hurt”) became an omen of what was to be expected here.
Proposed main storylines remembrance trail LRE

Rhineland
After the failure of Operation Market Garden in September 1944 the Allies came up with a new plan to invade Germany: Operation Veritable. Over half a million troops were assembled, along with vast amounts of armaments. Cities such as Kleve and Emmerich were bombed into the ground by the Allied air force. The scale of the destruction was almost unbelievable.
Berlin
By April 1945 the Red Army had pushed back the German armed forces from the outskirts of Moscow all the way back to Berlin. In this final and decisive clash many soldiers and civilians lost their lives, including Adolf Hitler himself, who committed suicide in his bunker as the Battle for Berlin raged above him.

The primary focus for physical (and virtual) development will be on these regions in 2019 and 2020. From 2020, other regional routes, in the vicinity of the above regions, will be developed and connected. In addition, the hiking trail will be extended to other parts of Liberation Route Europe (Berlin to Gdańsk and the Southern route, starting in Sicily).
The United States of America on the remembrance trail

Our aim is to include US storylines as well as personal stories along the trail, preferably in close cooperation and with support of US partners/sponsors and organizations. We want to include the US efforts and the many (personal) stories in the following ways:

In the main storylines along the Liberation Route Europe, at least in: Operation Overlord, D-Day, Battle of the Bulge, Battle of the Hürtgen Forest and Operation Market Garden.

There are many historical sites and places of remembrance along the Liberation Route Europe which are dedicated to the US efforts during the last phase of WWII such as:

- Normandy American Cemetery and Memorial, France
- Utah Beach D-Day Museum, France
- Nederlands American Cemetery Margraten, the Netherlands
- Nijmegen The Crossing Memorial, the Netherlands
- Mardasson Memorial and Bastogne War Museum, Belgium
- and many more.

Personal Stories and biographies

Along the trail we aim to tell and highlight a variety of stories and biographies. There are so many stories to tell. Two examples:

**Melvin Biddle**
https://liberationroute.com/belgium/biographies/m/melvin-biddle

**Robert Cahow**
https://liberationroute.com/germany/biographies/r/robert-cahow-bio211

**James Megellas** joined the U.S. army in May 1942 and saw action in Italy, Holland, Belgium and Germany. He took part in some of the most famous battles of World War II and is one of the most highly decorated members of the 82nd Airborne Division.

We were incredibly honored to meet Mr. Megellas in person in 2017 in Washington. He gave a very inspirational speech at the French embassy.
Example of possible branch route to be developed

Battle of the Scheldt
City of Antwerp - Zeeland
The online trail
program line 2
For the creation of the online trail we use the following principles.

**Easy accessible app and website**
The Hiking Trail can be experienced through one (main) website and a mobile application, based on the already developed infrastructure of Liberation Route Europe. The website and app contain (at least) the trail, the sites, historical and tourism content per site and a GPS tracker. They will be easy accessible and easy to use, in four different languages (EN/FR/NL/DE, for starters). The website and app will be launched in 2020. Naturally in addition to the online version, we strive towards a physical guide of the trail as well.

**Content development with partners**
Content will be developed together with historians from every country involved, regional governments, operators of sites and places of interest (POI’s), hiking organizations and tourism boards.

**Content of different levels**
For the online trail we will develop regional content on four levels.

*General storyline.*
The main storyline is an introduction to the region and provides the hikers with the necessary background information to understand the sites they will be visiting along the trail.

*Anchor locations.*
POI’s or spots, existing or to be created which can be found directly on the route of the hiking trail.

*Additional POI’s and Spots.*
Locations that are not on the actual route but could be visited by a small detour or which can be used to give the hiker extra information without actually visiting them.

*Biographies.*
Unit or personal biographies providing additional interesting information about men/women/units that were active in the area the trail leads through.
Community building & marketing
(program line 3)

For the realization of community building and marketing we use the following principles.

2019 activating a developing community

In 2019 we focus on activating a community of developers and supporters of the Hiking Trail. Together with the existing network of about 250 organizations (museums, governments, tourism boards, tour operators, education organizations and others in Europe and North America) we will develop the content and develop a marketing approach. In the activation strategy we use already planned activities and key dates. A marketing fire starter will be a ‘remembrance bus’, following the trail with communication and activation projects via social media and with partners on the ground.

2020 activating a community of visitors

In 2020 we will focus on activating a community of visitors of the Hiking Trail. In the second half of 2019 there will be a soft launch of the Liberation Route Hiking Trail website and app, based on the existing online infrastructure and history guide network. In 2020 the real launch will take place, at the official opening of the trail. Promotion of the route will be organized together with the 75th commemorations campaign ‘Europe Remembers ’44-’45’. Visitors will be able to really connect with the route and the stories.

We aim to develop an offline and online completion system, so that the visitor(s) can see which parts (storylines) of the trail they have completed.

Visitors can capture their walk with photos and stories on a free app and via social media. This story can eventually be transformed into a book.
Europe Remembers On Tour!
to involve partners and to start building the trail

A special team will follow the path of the liberation of Europe in a chronological order parallel to the events of 1944-1945 ending in Berlin, Germany. The first part of Europe Remembers On Tour! will kick off in the UK with a tour from London to Portsmouth and will start on May 20th, 2019. They follow the main regions, sites, commemorations, and bring the first Vectors, marking the main storylines. With this initiative, we aim to raise awareness and to involve and activate people and partners along the trail. Storytelling on the spot, online and offline will be enriched with photography, video and audio, interviews, today’s reflections, additional web links with relevance to the topics and themes, events commemorating, celebrating 75 years of freedom and more.
## Calendar 2019-2020

PR initiatives promoting the Europe Remembers campaign and its long-lasting legacy the Hiking trail and the Vectors.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>March 25</td>
<td>Fundraising presentation New York City, Studio Libeskind</td>
</tr>
<tr>
<td>May 2019</td>
<td>Kick off of the PR initiative Europe Remembers on Tour to promote the Europe Remembers campaign and its long-lasting legacy the Hiking trail and the Vectors including placing a first Vector</td>
</tr>
<tr>
<td>June 2-8</td>
<td>Normandy 75th D-day commemorations placing a first Vector marking the D-Day storyline</td>
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<tr>
<td>July 17-20</td>
<td>Liberation of Caen and the Battle of Falaise Pocket</td>
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<tr>
<td>August 24-27</td>
<td>Liberation of Paris</td>
</tr>
<tr>
<td>September 2-5</td>
<td>Liberation of Brussels and Antwerp including placing a first Vector marking that storyline</td>
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<tr>
<td>September 16-22</td>
<td>Operation Market Garden 75th commemorations including placing a first Vector</td>
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<tr>
<td>October 6-13</td>
<td>75th commemorations Battle of Overloon and Battle of the Scheldt including placing a first Vector</td>
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<tr>
<td>October 26-28</td>
<td>75th commemorations battle of the Hurtgenwald/Hurtgen forest including placing a first Vector</td>
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<tr>
<td>November 11</td>
<td>Remembrance Day</td>
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<tr>
<td>December 13-15</td>
<td>Battle of the Bulge, Bastogne including placing a first Vector</td>
</tr>
<tr>
<td>February 8-9</td>
<td>Operation Veritable (Groesbeek-Rhineland) including placing a first Vector</td>
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<tr>
<td>April 7-16</td>
<td>Liberation North-Netherlands (Gelderland, Overijssel, Drenthe, Groningen</td>
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<tr>
<td>April 28-29</td>
<td>Battle of Berlin</td>
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<tr>
<td>May 3-8</td>
<td>Commemoration Day, Liberation Day &amp; VE-Day Berlin</td>
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Our aim is to formally launch the Liberation Route Hiking Trail by placing the final vector near the new/future location of the Allied Museum/Tempelhof on 8 May 2020.

If we organize international support from the countries involved in time, the idea that one country will offer and bring a Vector to the next country or region, would be very symbolic.
Who
The importance of Cooperation

An effective development of the Liberation Route Europe Hiking Trail requires cooperation at various levels. The organizations below are very relevant.

**Development and maintenance by regional coalitions**
The development of the Liberation Route Europe Hiking Trail is only possible if it is supported by all kinds of (regional and local) stakeholders. The involvement of local and regional governments, operators of sites and places of interest, hiking organizations’, tourism boards, business partners and many others is crucial. They are key in the product and content development and the maintenance of the trail and the Vectors.

**Coordination and development by the Program Office Liberation Route Europe**
The establishment of the hiking trail is coordinated by the Liberation Route Europe Program Office. This organization sets a standard, creates conditions and safeguards the coherence of activities along the route. This Program Office has developed the line of vectors with which the route will be marked and the digital infrastructure. The Program Office will take care of the further development of the website and app and will coordinate the (developing of the) content.

**Support by national and regional governments**
The Liberation Route Europe Hiking Trail needs strong support of national and regional governments. They are key in providing (political) support, facilitating the development of the trail, the planning and financially. They are also crucial in creating awareness and sense of urgency for this unique memorial of our modern history.

**Support by individuals**
We embrace the support of individual supporters, who make upholding the shared legacy possible by contributing stories and donating to LRE Foundation.
A solid basis in 2020

The activities mentioned above have been plotted in time in the table below. With this planning the trail will virtually be developed from start to finish in May 2020. Physically, the main sites will be developed and connected by a recognizable path. From May 2020 we will add extra sites, stories, facilities and quality and extend the route to other regions and sites.

<table>
<thead>
<tr>
<th>Physical realisation</th>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td></td>
<td>jan</td>
<td>feb</td>
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<tr>
<td>Set up vector line</td>
<td></td>
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<tr>
<td>Determine regional routes</td>
<td></td>
<td></td>
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<tr>
<td>Placing the Vectors</td>
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<tr>
<td>Virtual realisation</td>
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<tr>
<td>Approach website</td>
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<tr>
<td>Design website &amp; app</td>
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<tr>
<td>Soft launch website &amp; app</td>
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<tr>
<td>Upgrade website &amp; app</td>
<td></td>
<td></td>
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<tr>
<td>Official launch</td>
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</table>

| Community building & | 2019 | 2020 |
|                      | jan  | feb  | mar  | apr  | may | jan  | feb  | mar  | apr  | may |
|                      |      |      |      |      |      |      |      |      |      |      |
| Approach community & marketing |      |      |      |      |      |      |      |      |      |      |
| Regional kick offs   |  |      |      |      |      |      |      |      |      |      |
| Set up campaign     |      |      |      |      |      |      |      |      |      |      |
| Soft launch campaign |  |      |      |      |      |      |      |      |      |      |
| Launch opening hiking trail |      |      |      |      |      |      |      |      |      |      |
| Program management  |      |      |      |      |      |      |      |      |      |      |
| Establishing program office |      |      |      |      |      |      |      |      |      |      |
| Organize funding     |      |      |      |      |      |      |      |      |      |      |
Let’s get started now!

As described above, the commemoration of the 75th anniversary of the end of World War II and the liberation from National Socialism is a moving occasion to bring the footsteps of freedom alive. It is the moment to realize the Liberation Route Europe Hiking Trail. The success of this trail depends on the involvement of all actors. That is why we appeal to these actors with great urgency.

Call to national and regional governments!
The Liberation Route Europe Hiking Trail needs your support, in facilitating the development of the trail, notably in creating awareness and urgency for this unique memorial. But first, we need your financial support. The Liberation Route Europe Hiking Trail can only be developed with an investment of **3 million** euros (in 2019 and 2020). We ask the national and regional authorities of the main five countries involved (Great Britain, France, Belgium, the Netherlands and Germany) to guarantee this investment, so that the development can now be started.

Call to you!
The Liberation Route Europe Hiking Trail can only be developed in cooperation with you: operators of sites and places of interest, hiking organizations, tourism boards, business partners and many others. We need your support in developing the route, the sites, the products and the content. Help us realize the hiking trail and contact us if you want to contribute in any way.
How to join
Liberation Route Europe’s international hiking trail

Budget and sponsorship opportunities

Governments organizations / major donors
From 50,000 USD - 1,000,000 USD

Individuals
How to join or support
ADOPT A MARKER, A STORY OR A PART OF THE TRAIL

Our aim is to find a balanced support per country to make it a true transnational effort based on our shared history. Considering our aim of 3 million USD we hope to raise 2/3 = 2 million USD and 1/3 from the US and Canada. Each country, region, organization or major donor can ‘adopt’ a part of the trail, a storyline and dedicate it to a specific country, region, veteran or organization. This will be also mentioned on the markers in that particular part of the trail.

We are happy and open to discuss other tailor made ideas for cooperation or support.
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<tr>
<th>Activity</th>
<th>Number</th>
<th>Budget 2019-2020 in USD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program funding</strong></td>
<td></td>
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<tr>
<td>Historical content main storylines and stories</td>
<td></td>
<td>170,000</td>
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<tr>
<td>Hiking Organizations</td>
<td></td>
<td>85,000</td>
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<tr>
<td>Trail routes (software etc.)</td>
<td></td>
<td>170,000</td>
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<tr>
<td>Remembrance site Vectors main storylines</td>
<td>7</td>
<td>350,000</td>
</tr>
<tr>
<td>Crossroad Vectors main storylines</td>
<td>42</td>
<td>420,000</td>
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<td>Wall vectors main storylines</td>
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<tr>
<td>Floor vectors main storylines</td>
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<tr>
<td>Logistics, planning and installation vectors</td>
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<td>Project team general</td>
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<td>Project team countries</td>
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<tr>
<td>Websites and app in 4 languages</td>
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<td>Communication and promotion</td>
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<td>Travel guides in 4 languages</td>
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<td>Stamp and completion system (off and online)</td>
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<td>Unforseen</td>
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<tr>
<td><strong>Total cost</strong></td>
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<td><strong>3,375,000</strong></td>
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</table>
**Remembrance site marker – $50,000, 7 available**

- This marker introduces a region and an important storyline along the trail. It also provides hikers with the necessary background information to understand the sites they will be visiting along the trail.
- Regional storylines available to sponsor are: Southern England, Normandy, Normandy to Paris, Paris toward Belgian-Dutch border, Belgian border to Arnhem, Huertgenwald, the Ardennes, Rhineland, Rhine to Berlin, Berlin.
- Markers will be placed in prime locations jointly decided by Liberation Route Europe and its partners in each region. Each remembrance site marker will be placed in an iconic location related to World War II.
- Name recognition on the marker.
- Donor’s name will be also included on Liberation Route Europe’s digital donor wall to recognize the generous contribution.

**Add a story – $1,000**

- Help expand the stories told along the liberation route by adding to the historical narrative. Sponsor a biography and add the story of a relative, friend, comrade, or choose to adopt a biography to ensure that stories live on and are not forgotten.
- Stories will be displayed on the Liberation Route Europe website and mobile app, and written on remembrance site markers and crossroad markers.
- Donor’s name will be included on Liberation Route Europe’s digital donor wall to recognize the generous contribution.

**Wall marker - $500, 190 available**

- The marker will denote details of historical interest on buildings along the route. They will be placed at all remembrance sites, museums, cemeteries and on the buildings of institutional partners of the hiking trail.
- Donor’s name will be included on Liberation Route Europe’s digital donor wall to recognize the generous contribution.

**Floor plaque - $250, 600, available**

- Placed approximately every 5 km’s on the trail, in cities, at museums along the route, this plaque marks directions for hikers, making sure that they stay along the path to liberation.
- Donor’s name will be included on Liberation Route Europe’s digital donor wall to recognize the generous contribution.

**Mold for wall markers - $15,000, 1 available**

- Sponsor the mold that will make it possible for wall markers to be produced, giving hikers further historical information on buildings along the route.
- Donor’s name will be included on Liberation Route Europe’s digital donor wall to recognize the generous contribution.

**Crossroad markers**

**$10,000 per marker, 42 available**

- Placed every 10 miles at crossroads along the trail and around remembrance sites, this marker will point the way to points of interest and information spots where hikers can learn more.
- Name recognition on the marker.
- Donor’s name will be included on Liberation Route Europe’s digital donor wall to recognize the generous contribution.

**Mold for floor plaques - $5,000, 1 available**

- Sponsor the mold that will make it possible for floor plaques to be produced, giving hikers further directions along the route.
- Donor’s name will be included on Liberation Route Europe’s digital donor wall to recognize the generous contribution.

**Walk with us – $100**

- Symbolically adopt a km of trail (out of the 3000 available) traveled by the Allied Forces along the liberation route, and help pave the way for new generations of travelers to follow in their shoes.
- Donor’s name will be included on Liberation Route Europe’s digital donor wall to recognize the generous contribution. Donor’s name will be mentioned as ‘owner’ of for example km 16, or km 1.
Please feel free to contact us

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